

CM: Govt. to strengthen market intervention

Kerala : Chief Minister Pinarayi Vijayan said here on Thursday that the government would strengthen market intervention activities to hold the prices of essential commodities. Speaking after inaugurating the Onasamruddhi market for agricultural produce, he said the network of stores under the Civil Supplies Corporation had managed to control prices of most items over the past three years. The Onasamruddhi market would provide farm produce through 2,000 outlets of HortiCorp at less than the open market price.



Fair price shops of Consumerfed and the Civil Supplies Corporation were also geared up to provide essential commodities to consumers during the Onam season, he said. Presiding over the function held at the HortiCorp outlet at Palayam, Agriculture Minister V.S. Sunil Kumar said the market intervention strategy of the department was aimed at benefiting both the consumers and the farmers. The Minister said vegetables and fruits were procured from farmers at a price 10% more than the market rates and sold to consumers at a discount of up to 30%.

Mobile app

Mayor V.K. Prashant launched the Onasamruddhi mobile app. Agricultural Production Commissioner D.K. Singh and Chairman, HortiCorp Vinayan were among those present.

[Source: The Hindu, September, 06, 2019 \(verbatim reproduced\)](#)