

Reefer Vehicle Call-In Centre launched



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Union Agriculture Minister Radha Mohan Singh [launched](#) a Reefer Vehicle Call-In Centre in New Delhi on Thursday.

It would facilitate smoother transportation of perishable goods by providing redressal to issues that reefer van operators face on the highways.

The minister said that the cold chain sector is fast growing, and key products including fruits, vegetables, meat, fish, poultry, dairy products, confectionery and pharmaceuticals are critically dependent on it.

The RVC will help create a database of bottlenecks and their types across the national highways.

According to him, the initiative, perhaps first of this kind in the world would provide help in registering the complaints of more than 30,000 vehicles carrying perishable goods like vegetables and fruits.

They can register their complaints on toll free number 18002676223. Complaints may include extortion, transit delays, harassment, etc.

The RVC is a joint initiative by the Department of Agriculture and Cooperation, National Centre for Cold-chain Development (NCCD) and Mahindra Logistics.

Singh further said that interspersed with Prime Minister Narendra Modi's vision of introducing e-governance measures, particularly in the agriculture sector, the call-in-centre will help in enhancing overall productivity by improving connectivity.

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BY MOWSAM HAZARIKA

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