OFFICIAL CLARIFICATION

Kisan Canteen Point Campaign – Union Territory of Jammu & Kashmir

Issued by: RABLTAOJ Kisan Canteen Private Limited

In view of certain rumours, misconceptions and unofficial messages circulating regarding the ongoing Kisan Canteen Point campaign across Jammu & Kashmir, the company places the following clarification on record.

1. KKGs Will Receive First Priority During Screening

Rabltaoj Kisan Canteen has specifically kept Kisan Khidmat Ghars (KKGs) as the first-priority category for the present campaign because of their existing infrastructure, local presence and farmer-connect network.

During screening, applications will be evaluated on the basis of the criteria communicated by the company.

Where a KKG does not achieve the required screening score, the company will nevertheless consider the KKG on priority, wherever operationally feasible.

However, if a KKG's profile or assessment is substantially below the operational requirement for a particular area, the company may consider another eligible local partner to ensure that the area does not remain unserved.

Such partners may include:

- FPOs/FPCs
- Local retailers
- Farmer organisations
- Entrepreneurs
- Individuals having genuine farmer/community access
- Other eligible local institutions

The principle is simple: KKGs receive the first opportunity, while the larger mission of establishing a functional Kisan Canteen Point in every identified area remains the priority.

2. Registration, Screening & Onboarding Timeline

The campaign has been structured as a phased onboarding process covering registration, screening, result, training and operational activation.

Considering the approaching Winter Season in Jammu & Kashmir and the requests received from applicants and local stakeholders, the company may, if required, review or extend certain timelines.

As of now, however, the company confirms the following schedule:

Stage	Activity	Date
01. Registration	Application submission + ₹199 application fee	Closes 25 September 2026 · 6:00 PM
02. Screening	Document & Profile Verification	26–27 September 2026
03. Result Announcement	Candidate Shortlisting	28 September 2026
04. 7-Day Training	Agronomy & Business tools	03–10 October 2026
05. Official Joining	Centre activation & Probation	12 October 2026

Any extension or modification will be communicated only through the company's official communication channels.

Until such communication is issued, applicants should consider the above schedule as the applicable timeline.

3. Training, Operational Support & Earning Opportunity

The selected applicants will merely receive a name or association with Kisan Canteen. The company intends to develop them as trained local operating partners capable of managing the Kisan Canteen Point and supporting farmers and customers in their respective areas.

Selected partners will receive structured orientation and training covering areas such as:

- Kisan Canteen Point Business Model
- Govt Supported Agri Business Models
- Agri Input, Product, & Agri. Machinery Business
- Agronomy and Basic Agricultural Advisory Tools
- Customer and Farmer Relationship Management
- Farm Trade, Branding & Market-Linkage Processes
- Local business development
- Digital and Business Tools
- Centre-Level Operations
- Reporting and Compliance
- Career Progression & Leadership Opportunities

In Initial 3 months-probation period, of Kisan Sarthi, company will assess the working performance based on targets and services provided by company.

And, Depending upon the role, responsibilities, location, operational performance and applicable engagement structure, selected Kisan Sarthis may be eligible for a potential monthly earning/support structure of up to ₹25,000.

The ₹25,000 figure should therefore be understood as a potential earning/support ceiling and not as an unconditional fixed salary applicable to every applicant during initial 3 months.

However, the exact salary, incentive or support structure (up to 25000 with additional benefits as applicable) will be communicated to the finally selected candidate at the time of formal onboarding, followed by 3 months-probation period.

Formal Onboarding is the final selection of Kisan Sarthi on regular basis with fixed salary, and incentives per month as per the potential gained by him/her in initial 3 months.

The company values the honest effort. Your payout is protected even if immediate results are affected by unavoidable ground conditions. However, complete inactivity or failure to carry out assigned duties will lead to non-payment, as all field operations are actively tracked by the central team.

4. Government Coordination & Support for the Initiative

Rabltaoj Kisan Canteen's, Jammu & Kashmir initiative has been undertaken with the objective of building a strong local agricultural and rural service network, and the company has been actively engaging with relevant stakeholders and government authorities to seek institutional cooperation.

As part of this process, on 5th June 2026, Mr. Kunal Anand, CEO, Rabltaoj Kisan Canteen Pvt Ltd; along with members of the Kashmir team, met Hon'ble Minister for Agriculture Production, Mr. Javid Ahmad Dar to present the company's vision and proposed implementation model for Jammu & Kashmir.

During the interaction, the Hon'ble Agriculture Minister expressed encouragement and willingness to facilitate necessary cooperation from the concerned departments for the initiative.

The Hon'ble Agriculture Minister also directed the concerned Agriculture Department leadership, including Director of the Department of Agriculture Production and Farmers Welfare Kashmir, Mr. Sartaj Ahmad Shah, for further coordination and examination of the proposed implementation.

The discussion covered the broader objective of strengthening farmer outreach, creating local employment opportunities, improving access to agricultural inputs and services, and developing market-oriented rural infrastructure.

The Hon'ble Agriculture Minister also conveyed that the Government would be open to necessary departmental cooperation, facilitation and further formal engagement, including the possibility of an appropriate institutional arrangement/MOU as the proposal progresses through the required process.

Accordingly, Rabltaoj Kisan Canteen is continuing its work in coordination with the concerned stakeholders and departments to take the initiative forward.

The company wishes to make it clear that government cooperation and facilitation should not be confused with an automatic approval, financial sanction or guaranteed government benefit for every applicant. Any formal agreement, approval, subsidy, financial assistance or departmental permission will be subject to the applicable government process and competent authority.

The company remains committed to maintaining transparency throughout this process.

5. Financial Support & Project Funding

Based on its research, market assessment and ground-level work in Jammu & Kashmir, Rabltaoj Kisan Canteen sees substantial potential for developing agriculture, rural retail, processing, market linkage and allied business activities.

Depending on the nature and scale of the proposed activity, individual projects may require investment beginning from lakhs and, in suitable cases, potentially extending to multi-crore project sizes.

The company may assist eligible partners in identifying and pursuing appropriate:

- Government schemes
- Subsidies
- Institutional finance
- Bank/NBFC funding
- Project-based financial assistance
- Other permitted funding avenues

The company may provide project planning, documentation, application preparation and facilitation support wherever appropriate.

However, any reference to agribusiness project support and Kisan Sarthi preference under government norms and technical guidelines up to ₹25 lakh does not constitute a guaranteed grant, loan, or cash payment to any selected Kisan Canteen Point.

Actual financial assistance is strictly restricted to end-to-end project support on a zero-consultancy-fee basis.

Rabltaoj Kisan Canteen will support eligible applicants in making their project-proposals properly documented, structured and suitable for consideration under applicable norms.

Additionally, the company may co-invest in viable projects directly with the selected Kisan Canteen Point / Kisan Sarthi.

6. ₹199 Application Fee & Screening Process

The ₹199 application fee is intended to facilitate the registration and screening process and to identify genuine and serious stakeholders interested in becoming part of the Kisan Canteen Point network.

It is not a franchise fee, licence fee or guarantee of selection.

Every Kisan Sarthi who enrolls with the initial ₹199/- registration fee does not need to pay any additional registration or renewal fees to the company following the 3-month probation period.

The screening process enables the company to verify applicant profiles, documents, local presence, farmer/community access and operational suitability before proceeding with onboarding.

After screening, shortlisted candidates will receive further information regarding training, operational responsibilities, onboarding, probation and applicable terms.

Applicants who do not wish to proceed after the screening/result stage will be provided access to the official refund process, as communicated by the company through its official portal and applicable terms.

Applicants are strongly advised not to make any additional payment to any individual claiming to represent Kisan Canteen unless such payment is officially authorised and supported by a valid company receipt.

7. Open Participation – One Vision, Multiple Partners

The Kisan Canteen Point campaign is not limited exclusively to KKGs.

The company remains open to working with every genuine stakeholder who can contribute towards its objective, including:

KKGs | FPOs | FPCs | Local Retailers | Farmer Organisations | Entrepreneurs | Individuals with Farmer Access

KKGs have been placed on first priority because of their existing infrastructure and resources. At the same time, the company believes that the larger objective can be achieved only through participation from multiple categories of local stakeholders.

8. Our Commitment to Jammu & Kashmir

Kisan Canteen's objective is much larger than establishing retail outlets.

The company's vision is to build a local rural ecosystem connecting communities with:

Basic Needs + Agricultural Inputs + Technology + Market Access + Business Opportunities

The ultimate objective is to establish a network capable of reaching every doorstep, supporting farmers, creating local opportunities and connecting rural communities with modern markets and technology.

Kisan Canteen welcomes every genuine stakeholder who can contribute to this vision.

“Connecting Every Village. Empowering Every Farmer. Reaching Every Doorstep.”

Kunal Anand

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