

No 33-5/2017- MIDH(AAP)
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare
(Horticulture Division)

Room N o.-434
Krishi Bhawan, New Delhi.
Dated 11th May, 2017.

To

1. Principal Secretary/ Secretary in Charge (Horticulture)
2. All Mission Directors (NHM)/(HMNEH) States/ UTs
3. All National Level Agencies

Subject: Studies to be conducted by SHMs in collaboration with NLAs for enhancement of Value Chain - matter reg.

Sir / Madam,

I am directed to refer to the discussions held during 6-10 March, 2017 with all SHMs and NLAs to review the progress and apprise the broad parameters to be followed for preparation of AAP for 2017-18 assuming that the budgetary allocation of the State/NLA would remain same as for 2016-17.

2. During the discussion the idea of enhancement of value chain management with forward and backward linkages was emphasized so that farmers could get remunerative prices for their produce and the necessity of conducting cluster-wise value chain studies for assessing the gap and formulation of strategy for remedial steps to be initiated towards strengthening the value chain management was also discussed.

3. It was suggested that NLAs would be entrusted to conduct value chain studies in States, of the crop based clusters indentified by respective states. The study will focus on assessing the infrastructural gap of planting material/TC labs, input delivery, production and post production practices, forward linkages(cold supply chain, market linkage, linkages to processing and export hubs, etc). The study will also analyse the institutional mechanism of organizing production, and marketing. Hence, issues of aggregation of farmers in to cooperatives, FIG/FPOs, and alternate marketing channels, etc shall also be studied. Based on the report of the study, SHM will focus on narrowing the gap through AAP by establishing TC Labs/Nursery, promoting INM/IPM, FLDs, creation of cold chain infra such as ripening chambers, integrated pack house, minimal processing units, refrigerated vans and cold storages, rural markets, apni mandi (through FPOs). It was suggested that the value chain project may be implemented by Govt. agencies or private parties in PPP mode.



4. Based on the discussions with SHMs and NLAs and a broad agreement arrived at during the review meeting held in New Delhi on 2-3 May, 2017, a state-wise value chain mapping, indicating the crop and cluster alongwith the NLA identified for conducting the study is enclosed.

5. It is requested that any modification in the crop/ cluster indentified for value chain and the NLA assigned the responsibility to carry out the study may be furnished within 5 days i.e. latest by 18.05.2017. If no objection is received by 18.05.2017, it will be assumed that the SHMs/NLAs have agreed to the identified crop for the state for carrying out the value chain study and the 'value chain study plan' enclosed would be included in the AAP 2017-18 of the SHM/NLA for monitoring the progress.

6. It may be noted that the cost incurred for conducting the value chain study will be borne by the respective NLA as the same has been included in the approved AAP of the NLA. The cost to be incurred for implementation of value chain project for filling-up the gaps as recommended in the study by the NLA will be borne by the State Horticulture Mission from its approved AAP under the component of "special intervention".

7. All the NLAs are accordingly requested to initiate steps to conduct the studies in consultation with concerned SHMs and complete the same preferably before 15th July, 2017 and latest by 31st July, 2017 so that adequate time is available for SHMs to implement measures for linking farm produce to markets.

8. Status of value chain studies shall be monitored fortnightly.

Yours faithfully,

Encl: A/A



(M.K.Mishra)

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Copy for information to:

1. PPS to Secretary (AC&FW)
2. PPS to AS (JS)/ Agriculture Commissioner/ Horticulture Commissioner
3. PS to JS (MIDH)
4. PPS to Adviser (Hort.)/ Director (Hort.)

**State-wise value chain mapping, indicating the crop and cluster alongwith
the NLA identified for conducting the study**

S. No.	State	Crop	Cluster	Study by NLA
1	Andhra Pradesh	Mango	Chittor	NCPAH
2	Bihar	Litchi	Muzaffarpur	NIAM
3	Chhattisgarh	Tomato	Durg, Rajnandangaon, Raipur	NHRDF
4	Goa	Cashew	North Goa	DCCD
5	Gujarat	Mango	Valsad	NCPAH
6	Gujarat	Banana	Varauch	HIL
7	Haryana	Tomato	Gharaunda	NHRDF
8	Jharkhand	Tomato	Ranchi	NHRDF
9	Karnataka	Onion	Chikmagalur	NHRDF
10	Karnataka	Vegetable & Fruits	Mandya	HIL
11	Kerala	Pepper	Idukki	Spices Board
12	Madhya Pradesh	Orange	Agar Malwa	NRCC
13	Maharashtra	Cashew	Konkan	DCCD
14	Maharashtra	Grapes	Nashik	NCPAH
15	Odisha	Mango	Raigad	NCPAH
16	Punjab	Kinnow	Fazilka	NRCC
17	Rajasthan	Citrus	Jhalawar & Ganganagar	NRCC
18	Tamil Nadu	Moringa	Theni & Dindigul	NHRDF
19	Telangana	Turmeric	Nizamabad, Warangal, Karimnagar, Adilabad	DASD
20	Uttar Pradesh	Mango	Saharanpur	NCPAH
21	West Bengal	Banana	Nadia	HIL
27	Arunachal Pradesh	Kiwi	Lower Subansiri	NIAM
28	Assam	Citrus	Boko	NRCC
29	Manipur	Pineapple	Imphal	NIAM
30	Meghalaya	Mandarin	East Khasi Hills	NRCC
31	Mizoram	Dragon Fruit	Reiek	NCPAH
32	Nagaland	Passion Fruit	Mokakchung & Wokha	HIL
33	Sikkim	Orange	Dzongri	NRCC
34	Tripura	Pineapple	Unokotti & Dhalai	NIAM
35	Jammu & Kashmir	Walnut	Anantnag	Spices Board
36	Jammu & Kashmir	Seabuckthorn	Leh	DASD
37	Himachal Pradesh	Apple	Narkanda	NCPAH
38	Uttarakhand	Peach	Ramgarh	NCPAH

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