

F. No. 33-56/2017- MIDH(AAP)
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare
(Horticulture Division)

Krishi Bhawan, New Delhi.
Dated: 24th May, 2017

To

Director General
CCS National Institute of Agricultural Marketing
Bambala, Kota Road, Jaipur-302033

**Subject: Implementation of National Horticulture Mission (NHM) programme-
Approval of Annual Action Plan (AAP) 2017-18 - regarding.**

Sir,

I am directed to convey the approval for implementation of National Horticulture Mission (NHM) programme by the National Institute of Agricultural Marketing (NIAM) during 2017-18 with an outlay of Rs. 200.0 lakhs (including spill over activities of Rs. 52.5 lakhs). The component wise details of Annual Action Plan, 2017-18 indicating physical targets and financial outlay are enclosed. Details are also available on NHM website. NIAM is also requested to provide technical assistance and hand holding assistance to all the states regarding marketing and value chain study in agriculture across the country.

It is also requested that the programme may be implemented as per the provisions and norms of the NHM scheme. The monthly progress may be posted on the website by the 5th of every month and hard copy be furnished to this Department by the 10th of every month.

Encl: as above

Yours faithfully,



(M.K. Mishra)

Under Secretary to the Government of India (MIDH)

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Summary of Annual Action Plan 2017-18: NIAM

		Rs. in Lakhs
S. No.	Components	Financial Outlay
	Value Chain Studies	
1	Litchi - Muzaffarpur (Bihar)	23.04
2	Pineapple - Imphal (Manipur)	23.04
3	Pineapple - Unokotti/Dhalai (Tripura)	23.04
4	Apple - Almora/ Uttarkashi (Uttarakhand)	23.04
5	Kiwi - Lower Subansiri Arunachal Pradesh	23.04
6	An analysis of alternative marketing models – FPO and NDDDB Model	23.04
7	Mission Management	9.26
	Total	147.5
8	Spill Over Activity: Marketing Strategies for Horticultural Crops in Meghalaya, Tripura and Assam, Comparative Advantage of NER Region for Export of Horticultural Produce and Analysis of Makhana Value Chain to Enhance Farmers Integration with the Market	52.5
	Grand Total	200

