

F. No. 41-1/2015-MIDH (AAP)
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture Cooperation & Farmers Welfare
(Horticulture Division)

Room No.-434
Krishi Bhawan, New Delhi
Dated: 23rd May, 2017

To

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

Subject: Recommendations of the findings of the Committee to study NDDB cluster and FPO model for marketing of horticultural produce- actions required on part of States.

Sir/ Madam,

I am directed to refer to the subject mentioned above and to say that the NDDB model for milk marketing and its possible replication in horticultural marketing was studied by a Committee constituted in the Ministry of Agriculture & Farmers Welfare, Government of India. The recommendations of the Committee were reviewed by Hon'ble Union Agriculture Minister. Following are the recommendations which require suitable actions on part of the States:-

- Development of Crop and Cluster based FPOs in Horticulture
Presently, the FPOs are neither crop based nor having contiguous farm land. Henceforth, States should endeavour to create crop specific FPOs having contiguous farming land.
- FPOs should be preferred in giving seed and fertilizer dealership and should be treated at par with co-operatives for this purpose.
- Under MIDH, FPOs may be provided with financial support for Apni Mandi (Rural Primary Market) which shall function as Farm Gate Mandis for the produce of FPOs.
- Pilots may be developed to link the Safal Model with Farm Gate Mandis of FPOs to serve as ideal combination of aggregation at FPO level and marketing through Safal outlets.
- Linking of Farm Gate Mandis of FPOs to Electronic Market platform such as e-NAM.
- Under the value chain enhancement projects, engaging FPOs in different stages of the value chain from production of planting material to supply chain management and marketing.

2 States are requested to accord high priority to implement the FPO model by taking necessary actions on the above mentioned recommendations. Action taken may be submitted as part of the achievement reporting under MIDH.

Yours faithfully,



(M. K. Mishra)

Under Secretary to the Government of India (MIDH)
Tel. No.-011-23074238

Copy to:

1. PPS to Secretary (AC&FW)/PPS to Addl. Secretary (JS)/PS to JS (MIDH)/
PPS to HC/ PPS to Dir.(Hort.)
2. Technical Director, NIC with a request to upload the same in www.nhm.nic.in