

F. No. 45-46/2018-Hort
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare
(Horticulture Division)

Krishi Bhawan, New Delhi
Dated: 08th May, 2020

To

The Mission Director,
State Horticulture Missions (SHMs),
All States

Subject: Creation of Integrated Supply Chains for Fruits and Vegetables in major Cities – regarding.

The undersigned is directed to refer to this Division's letter of even number dated 30th April, 2020 regarding submission of project proposal for creation of integrated Supply-chain for fruits and vegetables in identified potential city.

In this connection, for better implementation and preparation of the project proposals, it is to inform you that a **Modal Template for submission of the project proposals for creation of integrated Supply-chain for fruits and vegetables in identified potential city** is enclosed.

You are requested to kindly submit the project proposal for creation of integrated Supply-chain for fruits and vegetables in identified potential city as per enclosed Model Template.

This may be treated as **Most Urgent**.

Encl. As above.


(R. P. Meena)
Deputy Commissioner (MIDH)
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Copy to:

Principal Secretary/Secretary (Horticulture),
All States

Model Template of the Supply Chain Project Report

1. Project Overview

- a. Title of the project
- b. Location and districts to be covered
- c. Total project cost
- d. Financial Assistance sought

2. Details of the Project Implementation Agency

- a. Name & Address of the PIA
- b. Name of Lead Representative
- c. Contact Details
Telephone,
Fax,
Email,
- d. Type of Entity like:
Farmers
Farmers Groups/FPOs
Farmers Federations
Co-operatives
Self Help Groups
Government Agencies/entities, Marketing Federations
- e. Existing business activities
- f. Past experience, if any in horticulture or related activities
- g. Existing Supply chain Operations if any (please provide detail)

3. Production Cluster Mapping and Gap Assessment

- a. Status of Horticulture Production in project area
- b. Cluster Mapping
- c. Analysis of Existing Supply Chain Mechanism
- d. Analysis of Critical Gaps Identified
- e. Suggested Interventions

4. Project Components and Cost

- a. Project Components and Rationale
- b. Component wise cost
- c. Location and description of the Farm Proximate, Intermediate, Distribution and Retail Infrastructure
- d. Proposed cluster and Produce Mix

5. Project Cost and Means of Finance

- a. Detailed Means of Finance (Equity, Term loan, others Sources etc)
- b. Assistance sought under the Scheme
- c. Working capital and pre operative expenses details
- d. Status of fund mobilization/availability

6. Financial Appraisal

- a. Business Model
- b. Financial and Revenue assumptions
- c. Projected Financial Performance

7. Implementation Plan

- a. Proposed frame work for Project Implementation
- b. Activity wise Implementation Schedule
- c. Marketing Strategy
- d. Backward Linkages-Linkage to farmers/producers/FPOs
- e. Forward Linkages- Markets/ consumers
- f. Supply Chain Mechanism

8. Project Impact

- a. Projected Social and Economic Impact of the Project
 - i. Farmer Income
 - ii. Employment
 - iii. Reduction in Wastages
 - iv. Benefits to other Stakeholder

9. The Project Report should also include other site specific relevant details as may be required.