F. No. 33-4/2016-MIDH(AAP)  
Government of India  
Ministry of Agriculture & Farmers Welfare  
Department of Agriculture & Cooperation  
(Horticulture Division)

Room No.- 434  
Krishi Bhawan, New Delhi  
Dated: 11th August, 2016

To

Director General,  
National Institute of Agricultural Marketing (NIAM),  
Kota Road, Bambala, Near Sanganer,  
Jaipur, Rajasthan-302033


Sir,

I am directed to convey the approval for implementation of National Horticulture Mission (NHM) programme by National Institute of Agricultural Marketing (NIAM) during 2016-17 with an outlay of Rs. 2.00 crore. The component wise details of Annual Action Plan, 2016-17 indicating physical targets and financial outlay are enclosed. Details are also available on NHM website.

It is 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 Govt. of India (MIDH)  
Ph. No. 011-23074238  
Email: mrityunjaya.m@nic.in
Component-wise details of physical target and financial outlay approved for implementation of NHM programme by NIAM during 2016-17

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Projects</th>
<th>Financial Outlay</th>
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<tbody>
<tr>
<td>1</td>
<td>Marketing Strategies for Horticultural Crops in Meghalaya</td>
<td>45.10</td>
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<tr>
<td>2</td>
<td>Marketing Strategies for Horticultural Crops in Tripura</td>
<td>45.10</td>
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<tr>
<td>3</td>
<td>An Analysis of Comparative Advantage of NER Region for Export of Horticultural Produce</td>
<td>25.08</td>
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<tr>
<td>4</td>
<td>Marketing Strategies for Horticultural Crops in Assam</td>
<td>45.10</td>
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<tr>
<td>5</td>
<td>An analysis of Makhana Value Chain to Enhance Farmers Integration with the Market</td>
<td>39.62</td>
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<td></td>
<td><strong>Total</strong></td>
<td><strong>200.00</strong></td>
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