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)  
Ph. No. 011-23074238  
Email: mrityunjaya.m@nic.in
## Summary of Annual Action Plan 2017-18: NIAM

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Components</th>
<th>Financial Outlay (Rs. in Lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Value Chain Studies</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Litchi - Muzaffarpur (Bihar)</td>
<td>23.04</td>
</tr>
<tr>
<td>2</td>
<td>Pineapple - Imphal (Manipur)</td>
<td>23.04</td>
</tr>
<tr>
<td>3</td>
<td>Pineapple - Unokotti/Dhalai (Tripura)</td>
<td>23.04</td>
</tr>
<tr>
<td>4</td>
<td>Apple - Almora/ Uttarkashi (Uttarakhand)</td>
<td>23.04</td>
</tr>
<tr>
<td>5</td>
<td>Kiwi - Lower Subansiri Arunachal Pradesh</td>
<td>23.04</td>
</tr>
<tr>
<td>6</td>
<td>An analysis of alternative marketing models – FPO and NDDB Model</td>
<td>23.04</td>
</tr>
<tr>
<td>7</td>
<td>Mission Management</td>
<td>9.26</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>147.5</strong></td>
</tr>
<tr>
<td>8</td>
<td><strong>Spill Over Activity:</strong> 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</td>
<td>52.5</td>
</tr>
<tr>
<td></td>
<td><strong>Grand Total</strong></td>
<td><strong>200</strong></td>
</tr>
</tbody>
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