F.No. 33-30/2016-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-1
Dated: 30th June, 2016

To
Director of Horticulture & Soil Conservation,
Government of Manipur,
Sanjenthong, Imphal-795001


Sir,

I am directed to convey approval for implementation of Horticulture Mission for North East and Himalayan States (HMNEH) programme under MIDH in the State of Manipur during 2016-17 at an outlay of Rs. 5444.4 lakhs (including Rs.1888.9 Lakh Spill over activity/ unspent balance) as per following details:

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<th>Total</th>
<th>GOI Share (90%)</th>
<th>State Share (10%)</th>
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<td>Total Outlay-2016-17</td>
<td>3555.5</td>
<td>3199.9</td>
<td>355.5</td>
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<td>Spill over Activity/ Unspent Balance</td>
<td>1888.9</td>
<td>1700.00</td>
<td>188.9</td>
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<tr>
<td>Total</td>
<td>5444.4</td>
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2. The component wise details of Annual Action Plan, 2016-17 indicating physical targets and financial outlay are enclosed. Details are also available on HMNEH website. The approval is subject to the following terms and conditions:-

I. The State Horticulture Mission (SHM) may start implementation of the programme for activities other than project-based and submit the proposals for project based activities for approval of Empowered Committee of MIDH. For the project based activities, for which powers have been delegated to State Level Executive Committee (SLEC), the minutes of SLEC meeting wherein projects were approved may be furnished to this Department along with details of beneficiaries, location, bank loan, etc. to facilitate release of funds.

II. Expenditure on approved activities shall be in conformity with the norms laid down in the operational guidelines of the scheme.

III. SHM should make advance arrangement for procurement of planting material from accredited nurseries/certified planting material/certified seeds for ensuing season. SHM should have a mechanism in place for the proper certification and distribution of
planting material/seeds. Sourcing of planting material/seeds from ICAR institutes, SAUs, KVKs and Government Department is to be given priority over other sources. 

Area Expansion shall be restricted to availability of planting material from accredited nurseries/certified Planting Material. In case of TL seeds, it should be procured only from public sector agencies. Merely procurement of the planting material/seed through the public sector agencies like Seed Corporation, Agro Corporation and other agencies do not ensure the quality of planting material/seed as they do not produce the same. SHM should ensure that these public sector agencies procure certified material and in case certified material is not available, seedlings/ TL seeds are to be procured only from ICAR institutes, SAUs, KVKs and Government Departments.

IV. More focus is to be given on enhancing productivity of horticulture crops for the holistic development supported with infrastructure for Pre- and Post- Harvest Management and Marketing.

V. To improve the productivity of existing old and senile orchards, there is need to identify gaps and revise the existing strategy for achieving the desired results. A proper mechanism needs to be devised to disseminate technology and train farmers on rejuvenation technology. Exposure visit of farmers should be organized to those institutes/places where rejuvenation technology has been developed and also adopted by the farmers. Chief Consultants under NHM will visit the State and discuss this matter with the SHM.

VI. The programme for protected cultivation and lining of Community tanks/ponds should be taken up in close coordination with the Precision Farming Development Centre (PFDC) in the State.

VII. Protected Cultivation of vegetables should be promoted under HMNEH in clusters around major cities/metros. These clusters may be provided with other infrastructural facilities like pre-cooling units, cold storages, reefer vans, vending carts etc. and marketing arrangements may be tied up by linking with cooperatives/private retail chains like SAFAL, farmer markets.

VIII. Organic farming should be linked to certification. No separate funds will be provided for adoption of organic farming alone. Arrangements should also be made by the SHM or concerned agency for the marketing of organic produce. Selection of Service Provider Agencies is to be done by adoption of competitive bidding.

IX. IPM measures should be need based and are to be taken after clearly identifying the problem of pests/disease in the clusters. INM measures are to be adopted in the clusters to correct soil deficiency and reduce excessive dependence on chemical fertilizers.

X. The creation of water harvesting structure should be implemented in conjunction with Mahatma Gandhi National Rural Employment Guarantee Scheme (MNREGA) wherever feasible and should be compulsorily linked with the new area expansion and micro-irrigation programmes.

XI. For implementation of horticulture mechanization, PHM, marketing and mobile/primary processing activities, SHM should make efforts to organize self-help groups, farmers' interest groups, growers association at local level and also involve Panchayats, Cooperatives, Producers Company etc. In this regard, SHM is to play pro-active role and should appoint one senior level officer as nodal officer and make him responsible for these components.

XII. Efforts should also be made for the buyback arrangements of the horticulture produce.

XIII. SHM should involve State Agricultural University and ICAR Institutes in the State for the extension activities under HMNEH.

XIV. SHM shall document the Annual Report and success stories and furnish them to DAC.

XV. The SHM should also conduct Impact Evaluation Study through independent organization of repute in the State.
XVI. While implementing the HMNEH programme, convergence and synergy should be ensured with the other schemes like Micro Irrigation, RKVY, MNREGS, National Mission on Medicinal Plants, AEZs of APEDA, Tribal Sub Plan, Mega Food Parks of Ministry of Food Processing Industries, Watershed Development Programmes, BRGF and Schemes of the State Government.

XVII. The Audited Statement of Accounts (ASA) for 2013-14 and Utilization Certificate for 2014-15, if not submitted so far, should be furnished to facilitate release of funds during 2015-16.

XVIII. According to the provisions of the Fiscal Responsibilities and Budget Management (FRBM) Act, 2003 and Rules thereof, regular feedback from the implementing agencies on the physical and financial progress of the activities is necessary for periodical review.

XIX. The monthly physical and financial progress may be posted on the website www.tmnehs.gov.in by the 5th of every month and certified hard copy be furnished to this Department by the 10th of every month following the month under report. Status of project based proposals need also to be uploaded on NHM website.

XX. It may be noted that the release of funds would be subject to the furnishing of requisite information as mentioned above. In addition to that, a mid-term review would be undertaken at appropriate time.

3. The implementing agency should follow the instructions contained in the Department Letter No. 33-2/2016-MIDH(AAP) dated 03/05/2016 and 18-9/2016-MIDH(NHM) dated 22/04/2016. The SHM is also requested to implement the scheme keeping in view the broad discussions held during review meeting held on 4th – 6th April, 2016.

Encl: as above

Yours faithfully,

(M.K. Mishra)
Under Secretary to the Govt. of India
Ph. No. 011-23074238
Email: mrityunjaya.m@nic.in

Copy to:

1 Tech. Dir. (NIC) for uploading
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**Notes:**
- Column 1: Description of Project or Program
- Column 2: Requested Amount
- Column 3: Budgeted Amount
- Column 4: Remaining Amount
- Column 5: Justification
- Column 6: Approval Status
- Column 7: Action Plan

**Action Plan:** 2016-17 - MANIPAL
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  - Production Stop Date: 2000-01-02
  - Production Stop Time: 12:00

**Production Forecast**

- Date: 2000-01-02
  - Production Forecast Start Date: 2000-01-03
  - Production Forecast Stop Date: 2000-01-04

**Production Schedule**

- Date: 2000-01-03
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**Production Report**

- Date: 2000-01-04
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  - Production Report Stop Date: 2000-01-06

**Production Forecast**

- Date: 2000-01-05
  - Production Forecast Start Date: 2000-01-06
  - Production Forecast Stop Date: 2000-01-07

**Production Schedule**

- Date: 2000-01-06
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  - Production Schedule Stop Date: 2000-01-08

**Production Report**

- Date: 2000-01-07
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  - Production Report Stop Date: 2000-01-09

**Production Forecast**

- Date: 2000-01-08
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  - Production Forecast Stop Date: 2000-01-10

**Production Schedule**

- Date: 2000-01-09
  - Production Schedule Start Date: 2000-01-10
  - Production Schedule Stop Date: 2000-01-11

**Production Report**

- Date: 2000-01-10
  - Production Report Start Date: 2000-01-11
  - Production Report Stop Date: 2000-01-12

**Production Forecast**

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  - Production Forecast Start Date: 2000-01-12
  - Production Forecast Stop Date: 2000-01-13

**Production Schedule**

- Date: 2000-01-12
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**Production Report**

- Date: 2000-01-13
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  - Production Report Stop Date: 2000-01-15

**Production Forecast**

- Date: 2000-01-14
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  - Production Forecast Stop Date: 2000-01-16

**Production Schedule**

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  - Production Schedule Stop Date: 2000-01-17

**Production Report**

- Date: 2000-01-16
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  - Production Report Stop Date: 2000-01-18

**Production Forecast**

- Date: 2000-01-17
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  - Production Forecast Stop Date: 2000-01-19

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**Notes:**
- Projected revenue is based on conservative estimates and market projections.
- Actual revenue reflects the company's performance and market conditions.

**Action Plan:**
- Implement new strategies to improve revenue performance.
- Focus on expanding market reach and diversifying revenue streams.

**Key Metrics:*
- Revenue growth rate for the fiscal year.
- Market share percentage.

**Goals:**
- Increase revenue by 10% in the next fiscal year.
- Secure new contracts with top-tier clients.

**Challenges:**
- Competition from established players.
- Economic downturn impacting consumer spending.

**Strategies:**
- Launch targeted marketing campaigns.
- Invest in research and development for new product lines.