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)
Tel. 011 – 23071325
Email: rajpal.meena64@nic.in

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.