



**OPERATIONAL GUIDELINES UNDER THE SCHEME POST
HARVEST MANAGEMENT & MARKETING-SUPPORT FOR
POST HARVEST MANAGEMENT IN HORTICULTURE
2022-23**

Directorate of Horticulture, Odisha

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Background

Fresh fruits & vegetables are major source of essential vitamins & minerals needed for human wellbeing. They are, however, perishable living products that require co-ordinated activity by growers, storage operators, processors & retailers to maintain quality & reduce food loss & waste. To address these issues Post Harvest Management Technology plays a vital role.

Post Harvest Management is a set of post production practices that includes: cleaning, washing, selection, grading, disinfection, drying packing and storage. These eliminate undesirable elements and improve product appearance as well as ensuring that the product complies with established quality standards for fresh and processed products. Post harvest practices include the management and control of variable such as temperature and relative humidity, the selection and use of packaging, and the application of such supplementary treatments as fungicides.

Govt. of Odisha launched the scheme “Post Harvest Management & Marketing-Support for Post Harvest Management in Horticulture” in the year 2022 - 23 to provide financial assistance to reduce Post Harvest Losses of about 25 - 30 % & will help mobilize the WSHG / FPOs for aggregation of their produce at cluster level & will encourage value addition, processing & marketing of produce.

Scheme objectives:

Post Harvest loss of horticulture produce amounts to the tune of about 25-30% of farms production. This loss in turn bears unaccountable brunt on income of the farmer. Therefore, Post Harvest Management stands as the key for multiplied farmers income. The said aspect brings utilization of scientifically designed equipment for harvest of horticulture produce, transit and scientific storage under its ambit. The proposed scheme has been envisaged with the following objectives:

- To provide post--harvest support for collection and aggregation of horticultural produce in form of provision of plastic crates, as per requirement of the crop.
- To provide support for transit and aggregation of horticultural produces at FPO level.
- To provide support for storage of horticulture produce in cold chain infrastructures created in the state.

- To provide marketing support in shape of value addition, branding, packaging and marketing of horticulture produce.

Scheme Components

The following PHM components shall be taken up under this scheme.

- i. Assistance for construction of Subjee Cooler and procurement of plastic Crates for fruits & vegetables
- ii. Transit assistance from field to aggregation point
- iii. Rent assistance for storage at aggregation point
- iv. Value addition & processing
- v. Branding & Marketing

A. Assistance for construction of Subjee Cooler and procurement of plastic Crates for fruits & vegetables:

Selection of Beneficiary and eligibility criteria

- Potential farmers will be selected in the vegetable growing area of with due representation of SC, ST & WSHG/ FPOs/FIG/Co-operative Society members under the Scheme.
- Village/GP level meeting shall be conducted by field functionaries viz HEW & HO under the direct supervision of AHO of the block for identification of beneficiaries with the involvement of PRI members.
- Beneficiary selection should be made to ensure that 40% of the allotment under the scheme is incurred towards TASP & SCP.
- Any farmer cultivated minimum area of 0.2 ha of vegetables / flowers / fruits or any other horticultural crop is eligible to avail of subsidy under the scheme.
- Share-cropper (Bhaga Chasi) can avail the assistance in this scheme as per the certificate from concerned AHO.
- Only farmers of Odisha can be a beneficiary under the schemes. The document viz. Ration Card/Voter Card/Aadhar Card/Domicile/Passport etc. is required to be submitted as a proof of residence.
- The beneficiary will be able to re-apply for the subjee cooler and the plastic crates after 5 years of availing the scheme benefits.
- It has to be ensured that, the assistance shall reach to maximum no. of beneficiary and the assistance to all beneficiaries from a common house hold shall be avoided.

Documents required

- Farmers of Odisha can take land on lease for cultivation of horticultural crops. The lease period of land should be minimum for 10 years.
- The individual farmer has to apply to the concerned DDH / ADH through AHO/HO/HEW to avail the assistance under the scheme.
- The beneficiary shall apply in the prescribed application form (copy enclosed as **Annexure - I**) along with the farmer Id proof, Land, Bank A/c details.
- Selection & Identification of farmers & their eligibility effected by HEW/HO shall be certified by the AHO of the Block for the purpose of availing assistance under the scheme.

Cost Norm & Subsidy Pattern :

- The unit cost of the subjee cooler is Rs.50,000 /-
- The maximum allowable subsidy is Rs. 35,000/- per unit @70% of the unit cost.
- The unit cost of the plastic crates is Rs.500 /-
- The maximum allowable subsidy is Rs.450 /- per unit @90% of the unit cost.

Procurement of Subjee Cooler & Plastic Crates for fruits & vegetables:

Technical Specifications- Subjee Cooler:

- Subjee Cooler having capacity of 100 kg for fruits & vegetables shall be installed by the beneficiary & produce authenticated GST invoices to get financial assistance.
- The minimum net storage volume of the subjee cooler is 0.75 cum having minimum dimension is 1 mtr X 1 mtr X 0.75 mtr.

Installation Process:

- The beneficiary shall provide a suitable place to install the subjee cooler.
- One beneficiary is allowed to avail one subjee cooler under the scheme.
- The subjee cooler shall be installed through empanelled supplier using approved technology.
- The AHOs shall identify the potential beneficiaries and generate the demand of construction of subjee coolers with HEWs.
- The demand generation can be consolidated at DDH/ADH level and approved by the DDH/ADH.
- Once approved, the beneficiary and the supplier can be communicated to initiate the construction/installation of subjee cooler through a work order.
- The supplier must install the subjee cooler as per technical specifications and demonstrate the beneficiary on its maintenance, usage and Do and Don'ts.

Technical Specifications- Plastic Crates:

- The plastic crates for fruits & vegetables confirming to BIS IS-15332 of size 550 MM X 350 MM X 300 MM having thickness of 50 MM is to be procured through tendering process.

Procurement Process:

- Plastic crates for fruits & vegetables shall be procured through tendering process.
- In case of plastic crates for fruits & vegetables, one unit comprising of 5 nos. & for individual beneficiary shall avail financial assistance for one unit only.
- Each member of WSHG / Farmers Interest Group / Farmers Growers Association & FPO tie up with Financial Institution & Aggregators shall avail one unit of plastic crates for Fruits & Vegetables subject to maximum of 20 units per WSHG/FIG/ Grower Association/FPO.
- Individual beneficiaries can avail only one unit (5 No of crates) under the scheme.

Verification Process

- A joint verification team will be constituted which comprises of DDH/ADH, AAE, KVK Scientist, and AHO of the concerned Block.
- The suppliers shall get the product verified at the delivery point by the Joint Verification Team.
- Quality of the product is the sole responsibility of the supplier.
- AHOs must upload the photographs of beneficiary and subjee cooler and plastic crates during verification process in the field.

Release of Subsidy :

- The selected beneficiary shall deposit the farmer share to the concerned DDH / ADH.
- The DDH/ADH shall release the Subsidy to the supplier within one month from the date of receipt of the Invoice from the concerned supplier along with the farmer share.
- Clear photographs with geo-coordinates during the construction and completion of the subjee cooler with the beneficiary must be taken and shared by the supplier.

- The DDH/ ADH shall release Subsidy to the supplier on receipt of Challan / Invoice of supply with the counter signature of AHO concerned from concerned supplier.
- It has to be ensured that, the supplier should train the beneficiary in connection with its use & maintenance.

Reporting, and Documentation:

- A copy of the approved final beneficiary list in book form & a soft copy should be submitted to the Director of Horticulture, Odisha, Bhubaneswar through e-mail to aredho2016@gmail.com immediately after supply of the component.

Sl. No	Name of the beneficiary	Fathers/ Husband's name	Village	G.P	Block	Category SF/MF/ Other	Caste (SC/ST/ Other)	Date of Supply	Crops to be stored
1	2	3	4	5	6	7	8	9	10

- Care should be taken to link the farmers with the traders for sale of the produce at higher prices.

The aforesaid guidelines may be modified from time to time by the Department with inputs from different stake holders or as per the change of policy by the Government.

B. Transit assistance from field to aggregation point & Storage Rent at aggregation point

Selection of Beneficiary and eligibility criteria

- WSHGs, FPO/FPC, Co-operative Societies, Export agencies, State Marketing/Co-operative Federation, Retailers etc. engaged in procurement/processing/ marketing of fruits and vegetables.
- WSHGs, FPOs/FPCs, Cooperative societies must be registered in Odisha and must be actively operating in Odisha.
- Other eligible entities must have a registered office in Odisha and actively engaged in procurement/processing and marketing of fruits and vegetables.

Documents required

- The beneficiary shall apply in the DDH / ADH office in prescribed format for availing financial assistance under storage rent & transportation of horticulture produces one month before harvesting.
- The list of documents required to avail the assistance under the scheme are as follows.
 - Purchase Invoice for eligible crops from the notified production cluster.
 - Farmers' detail from whom crop has been procured.
 - Transport Invoice & Receipt, and other relevant documents showing payment made for the transportation of crops such as Weighbridge receipts, Toll plaza receipt, Geo-tag photographs (with truck no. date and time).
 - Storage Invoice & Receipt showing payment made for the storage of the crop such as Weighbridge receipts, Geo-tag photographs (with truck no. date and time), Rent/Lease Agreement.
 - Copy of bank statement showing payment made to the farmers, transportation charge and storage charge.

Cost Norm and subsidy pattern:

The following cost norms shall be applied while calculating eligible transportation & storage cost for calculation of subsidy admissible under the scheme.

Transit assistance:- Normal Truck rate: Maximum Rs.8.00 / MT / Km or as per actuals

Storage rent: Storage Rate: Maximum Rs.50.00 / MT / month or as per actuals

The final bill should be calculated pro-rata basis for the storage duration.

Subsidy pattern:

- 70 % financial assistance shall be provided to the Transit assistance from eligible cluster to aggregation point.
- 70 % financial assistance shall be provided to the Storage rent at aggregation point.

Essential condition:

- The transit assistance is meant for procurement from cluster points to aggregation points within Odisha.
- FPOs/WSHG/Cooperatives and other eligible agencies can avail this scheme benefits. The sales proof must be supported by sales receipts with GST.
- One time transit assistance will be allowed for the procurement from cluster points to aggregation point in one lot sale.
- Minimum 2MT of vegetables to be procured from the cluster points to the aggregation points from a distance of minimum 10km to become eligible for the assistance under the scheme.
- The 80% of the total transit assistance is to be passed to the supplier farmers through bank accounts by the recipient FPOs/WSHG/Cooperatives and other eligible agencies. The amount is to be calculated from season-to-season basis.
- The beneficiary must submit the bank transfer/ payment receipts to the DDH/ADH office about the amount transfer to the farmers' account, failing to which the next transit assistance will not be paid.
- AHOs must verify the payment of transit assistance payment to the farmers through physical meetings and telephonic calls on sample basis.
- The transit assistance shall be provided to the beneficiary for transportation of horticultural produce within the State. In no circumstances transit assistance shall not be provided for procurement of horticultural produces from outside the State.
- The eligible clusters & eligible aggregation points shall be identified by Directorate of Horticulture.
- The eligible aggregation points shall be identified the concerned DDH / ADH taking into account the production cluster.
- Minimum 10km. and 2MT volume of vegetables will be considered for subsidy from eligible

production cluster to aggregation point.

- Minimum 3 days storage of procured fruits and vegetables is required to avail the storage subsidy benefits under the scheme.

Prescribed Minimum Storage Duration		
Perishable	Semi-perishable	Longer storage life crops
3 days	15 days	3 Months

- Maximum period of three months will be considered for subsidy towards hiring of appropriate storage facilities for eligible crops.

Cluster Point:

- A cluster point is defined as a production cluster point of fruits and vegetables with geographical coverage of 20ha to 40 ha land.
- At present, DoH has identified 95 major production clusters in the state.
- Farmers including small and marginal farmers are engaged in cultivation of fruits and vegetables.
- FPOs/WSHG, Farmer interest groups are engaged in procurement of fruits and vegetables from the farmers from the clusters.
- Procurement from the cluster point means procurement from the farm gate or the nearest collection centres.

Aggregation point:

- Aggregation point is defined by the collectivization place where the fruits and vegetables from the farmers are procured and stored before marketing.
- FPOs/WSHG/Cooperatives generally engaged in procurement, aggregation and marketing of vegetables.

Storage point:

- The storage point is defined as a suitable space to store fruits and vegetables procured from the farmers.
- FPOs/WSHG/PGs/Cooperatives can take the storage assistance benefits during the procurement and marketing season to meet the order requirement and maximum price realization.

- Storage space must be suitable as per nature of the vegetables- perishable, semi-perishable and non-perishable.
- Storage space should have minimum store capacity of 2MT.
- FPOs/WSHG/PGs/Cooperatives must have a valid agreement to use the storage space.
- The storage space must have spacious roads/pathways for unloading and loading of produce during the season.

Verification of Transit assistance

- The horticultural produces cluster **and the aggregation point** shall be certified by concerned AHO duly counter signed by concerned DDH / ADH.
- The documents submitted by the beneficiary shall be duly checked by concerned AHO.
- **The list of documents include the following items.**

Transit Assistance	Storage Assistance
<ul style="list-style-type: none"> • FPOs/WSHG/PGs/Cooperatives registration certificate • Farmers' payment receipt • Updated bank account passbook after farmers' payment settlement • Procurement records with farmer details • e-way bill, Toll gate charges, other applicable taxes • Sales order/Purchase order from the buyer 	<ul style="list-style-type: none"> • FPOs/WSHG/PGs/Cooperatives registration certificate • Farmers' payment receipt • Rent/lease/ownership document/agreement of the storage space • Stock register • Procurement and dispatch records • Storage bills • Geo-coordinated photographs

- Each WSHG / Farmers Interest Group / Farmers Growers Association & FPO tie up with Financial Institution & Aggregators shall avail transit assistance maximum financial limit of Rs.1.00 lakh / season.
- Each WSHG / Farmers Interest Group / Farmers Growers Association & FPO tie up with Financial Institution & Aggregators shall avail storage rent maximum financial limit of Rs.2.00 lakh / season.

- The concerned AHO & ADH / DDH shall verify the claim.

Release of Subsidy :

- The DDH/ADH shall release the Subsidy to the beneficiary within one month from the date of receipt of the claim from the concerned beneficiary.
- The DDH/ ADH shall release Subsidy to the beneficiary on receipt of Challan / Invoice & other relevant documents for transit assistance & storage rent with the counter signature of AHO concerned from concerned beneficiary.

Reporting, and Documentation :

- A copy of the approved final beneficiary list in book form & a soft copy should be submitted to the Director of Horticulture, Odisha, Bhubaneswar through e-mail to **aredho2016@gmail.com** immediately after supply of the component.

Sl. No	Name of the beneficiary	Fathers/ Husband's name	Village	G.P	Block	Category SF/MF/ Other	Caste (SC/ST/ Other)	Crops to be stored
1	2	3	4	5	6	7	8	9

- Care should be taken to link the farmers with the traders for sale of the produce at higher prices.

The aforesaid guidelines may be modified from time to time by the Department with inputs from different stake holders or as per the change of policy by the Government.

C. Value addition & processing / Branding & Marketing

Support for common infrastructure for processing and value addition would be provided to FPOs, SHGs, cooperatives, any Government agency or private enterprises. Common infrastructure created under the scheme should also be available for other units and public to utilize on hiring basis for substantial part of the capacity. Eligibility of a project under this category would be decided based on benefit to farmers and industry at large, viability gap, absence of private investment, criticality to value chain, etc.

Types of processing and value addition units to be funded under the scheme: The following value addition infrastructure would be funded under the Scheme:

- Premises for assaying of agriculture produce, sorting, grading, warehouse and cold storage at the farm-gate;
- Common processing facility for processing of the produce;

Selection of beneficiary

- WSHGs/PGs/ FPO/FPC, Co-operative Societies, State Marketing/Co-operative Federation, engaged in processing/ marketing of fruits and vegetables.
- Potential groups will be selected in the vegetable growing area of with due representation of SC, ST & WSHG / FPOs / FIG / Co-operative Society members under the Scheme.
- Beneficiary selection should be made to ensure that 40% of the allotment under the scheme is incurred towards TASP & SCP.

Eligibility criteria for value addition and Processing unit assistance:

- The cost of the project proposed should not be larger than the present turnover.
- The members of the group should have sufficient knowledge and experience in dealing with the product for a minimum period of 3 years.
- The cooperative/FPO/WSHG/PG should have sufficient internal resources or sanction from the State Government to meet 10% of the project cost and margin money for working capital.
- Priority would be given for SHGs involved with Mission Shakti and engaged in procurement of fruits and vegetables.
- All the members of an SHG may not be involved in the food processing, but

atleast more than 50% of the members should be engaged in processing activities or plan to start the activity.

Documents required:

For FPOs/Cooperatives:

- Registration certificate
- Copy of PAN, TAN Card
- GST certificate
- Office rent/lease/ownership document
- Proposed land document (in case of lease , min.10 years)
- KYC of board of directors
- Bank account details
- Cancelled cheque
- Loan account details (if any)
- Application to avail the scheme
- Business plan of overall operation
- Detailed Project proposal (Preferably CA certified)
- Audited bank statement of min. two years
- DIC registration certificate

For WSHGs/ PGs

- Groups records
 - Membership records
 - Proposed land document (in case of lease , min.10 years)
 - Bank account details
 - Loan details
 - Detailed project proposal
 - Meeting records
 - DIC registration certificate
- It has to be ensured that, the assistance shall reach to maximum no. of beneficiary
 - The group has to apply to the concerned DDH / ADH through AHO/HO/HEW to avail the assistance under the scheme.
 - The beneficiary shall apply in the prescribed application form (copy enclosed as **Annexure - I**) along with the farmer Id proof, Land, Bank A/c details.

- Selection & Identification of groups & their eligibility effected by HEW/HO shall be certified by the AHO of the Block for the purpose of availing assistance under the scheme.
- The scheme will also give focus on Mission Shakti groups to opt for value addition and processing activities.

Selection of beneficiary:

- The beneficiary shall apply in the prescribed application form for establishment of value addition & processing unit & Branding & Marketing Unit.
- The application will be supported by DPR along with other relevant documents.
- Any beneficiary which has not been covered under PMFME and MKUY or any other scheme can apply for the assistance under this scheme.

Cost Norm & Subsidy pattern: -

- The unit cost of the value addition & processing unit is Rs.50.00 lakh
- The maximum allowable subsidy is Rs. 35.00 lakh per unit @70% of the unit cost.
- The unit cost of the Branding & Marketing unit is Rs.50.00 lakh
- The maximum allowable subsidy is Rs. 35.00 lakh per unit @70% of the unit cost.

Procedure for groups to send proposals

The following procedure should be followed for seeking funding for common infrastructure and capital investment by FPOs/SHGs/Cooperatives under the Scheme:

- i) A DPR for seeking assistance under the Scheme for capital investment and common infrastructure should be prepared, based on the format as prescribed;
- ii) The DPR should have necessary details of the proposal, detailed project cost, proposed manpower, turnover, marketing channel, sources of raw material, estimated profit & loss account, cash flow statement, etc.;
- iii) The DPR should be sent to DDH/ADH office. After approval of the proposal by DDH/ADH, should recommend the proposal to DoH.
- iv) After pre-sanction of the proposal by DOH, the DDH/ADH will issue work order to the beneficiary.
- v) Disbursement of subsidy should take place to the bank account of the beneficiary after joint verification by the team and successful completion of the unit construction work.

Verification of Value Addition & processing

- The value addition and processing unit must be registered under MSME act with DIC.
- The entrepreneur shall get the unit verified by the Joint Verification Team comprises of DDH/ADH, AAE, KVK Scientist, and AHO of the concerned Block.
- Due diligence to be carried out by the AHO for each beneficiary application should have the following details:
 - Annual Turnover of the enterprise;
 - Track Record of payments by the enterprise;
 - Existing infrastructure;
 - Backward and Forward Linkages;
 - Proximity to **production** clusters;
 - Marketing linkages of the enterprise.
- The **group** shall produce the GST invoices before the Joint Verification Team for verification of the components installed in these units.
- The **group** shall established these units as per the approve DPR submitted with the application form.
- The machineries / equipments of these units shall have confirming to ISI specifications / in other equivalent institutions.

Components wise details

Land

- No subsidy will be paid on cost of land.
- The land on which the processing unit is proposed to be set up should be (a) In the Name of PG/WSHG/FPO/ Cooperative or (b) Leased out in favour of In the Name of PG/WSHG/FPO/ Cooperative partners for a period of more than 10 years in the office of the concerned Sub-Registrar.

Building

- Only those newly constructed buildings specifically required for the project erected at the site after issue of Go Ahead Letter will qualify for subsidy. Dwelling houses, quarters used for residential purposes, toilets, guard room, RCC/ Masonry compound wall and internal road will not qualify for the subsidy.

Project Report

- The cost of preparation of Project Report will be treated as a Capital Investment and will qualify for investment subsidy as a part of the cost of the project. The report should have been prepared by either a chartered accountant, O.U.A.T. or any Institute of Government of India or a consultant approved by DoH or concerned line department officers or professionals in agriculture and allied sectors.

Plant & Machinery

- The value of plant and machinery as erected at Factory site or on the farm will be taken into account which will include the cost of productive equipments, such as machineries, tool, jigs, dies and moulds etc.
- Transport charges, loading, unloading charges, demurrage, insurance premium, electrical installations including generators etc.; the cost of plants, trees, birds, animals, fries and fingerlings, the cost of tank, well, bore well or any other water body as a source of irrigation; equipments used in irrigation, cultivation, post harvest management; cost of permanent fencing; and such other items as may be included from time to time, provided that subsidy from any other source is not claimed on any of the items.

Mode of Evaluation:

- In case of self-finance projects, the valuation of completed projects irrespective of the project cost will be done by the DDH/ADH, KVK scientist, AHO, Asst Engineer of the district and solely by the financing institution in bank finance cases.
- The evaluation report will be filled up by the evaluator based upon the detail valuation for civil construction, authenticate bills and vouchers with TIN/SRIN for the investment made towards electrification, water supply and equipment/machinery.

Release of Subsidy

- The DDH/ADH shall release the Subsidy to the entrepreneur within one month from the date of receipt of the claim from the concerned beneficiary.
- The DDH/ ADH shall release Subsidy to the beneficiary on receipt of Challan / Invoice & other relevant documents with the counter signature of concerned AHO.

Reporting and Documentation:

- AHO will verify at least 100%, ADH will verify at least 50% and DDH will verify at least 10% of the beneficiary before releasing of subsidy.
- A copy of the approved final beneficiary list in book form & a soft copy should be submitted to the Director of Horticulture, Odisha, Bhubaneswar through e-mail to **aredho2016@gmail.com** immediately after supply of the component.

Sl. No	Name of the beneficiary	Fathers/Husband's name	Village	G.P	Block	Category SF/MF/Other	Caste (SC/ST/Other)	Crops to be stored
1	2	3	4	5	6	7	8	9

The aforesaid guidelines may be modified from time to time by the Department with inputs from different stake holders or as per the change of policy by the Government.

Disbursement of Capital Investment Subsidy

- Capital Investment Subsidy will be disbursed after the **value addition and processing** unit is completed, trial production made in case of manufacturing units and completion of the project in all other cases.
- For projects other than manufacturing units the date of completion would mean the date on which investment on building, plant and machinery has been actually completed but would not include investment on maintenance on subsequent years.
- The date of trial production/completion of the project would be as certified by will be certified by the **DDH/ADH office** irrespective of the project cost.
- The **FPO/WSHG/PG/Cooperative** shall be required to execute an agreement with the
- **DDH** before release of subsidy i.e at the time of submission subsidy release certificate.
- The amount of subsidy provided in the budget will be placed with the **DoH will place the funds to DDH/ADH** and will be released to the **beneficiary account** by the DDH/ADH with approval from DoH.
- Subsidy will be disbursed to the **FPO/WSHGs/PGs/Cooperative** directly through

his bank Account.

- Where an FPO/WSHG/PG/Cooperative in the opinion of the State Level Committee/District Level Committee has availed the Capital Investment Subsidy by misrepresentation of facts or by furnishing false and misleading information or suppressing any information, cessation of the unit/changing the site of the unit prior to the period mentioned in the agreement (Annexure-VII), the subsidy will be recoverable as arrears of land revenue under OPDR Act.

Marketing and branding support

Marketing and branding support would be provided to groups of FPOs/SHGs/ Cooperatives under the scheme at the State or regional level.

Eligible items for support

- i. Training relating to marketing to be fully funded under the scheme;
- ii. Developing a common brand and packaging including standardization to participate in common packaging;
- iii. Marketing tie up with national and regional retail chains and state level institutions;
- iv. Quality control to ensure product quality meets required standards.

Support for marketing and branding requires developing a common brand, common packaging and product standardization. The appropriate level for common branding and packaging would differ from place to place, case to case and product to product. Whether it should be district, regional or state level would be decided by the **DoH** in each case. Therefore, the proposal for support to marketing and branding should be prepared by the **FPO/SHGs/PGs/Cooperatives and submitted to DDH/ADH**. Support for branding and marketing would be limited to **70%** of the total expenditure **up to maximum Rs 50lakhs**. Maximum limit of grant in such cases would be as prescribed. **Support can be** provided for opening retail outlets under the scheme **with a cap of Rs 3lakhs**.

Eligibility criteria:

The proposals should fulfill the following conditions:-

- i. Minimum turnover of product to be eligible for assistance should be Rs 5 lakhs
- ii. The final product should be the one to be sold to the consumer in retail pack
- iii. Applicant should be an FPO/SHG/cooperative/

- iv. Product and producers should be scalable to larger levels;
- v. Management and entrepreneurship capability of promoting entity should be established in the proposal.

Procedure for applying for assistance under Branding & Marketing

Detailed Project Report preparation:

- i. A DPR should be prepared for the proposal, comprising essential details of the project, product, strategy, quality control, aggregation of produce, common
- ii. packaging and branding, pricing strategy, promotional details, warehousing and storage, marketing channel, plans for increase in sales etc.;
- iii. The proposal should also contain flow chart of activities from the procurement of raw material to marketing, critical control points, ensuring quality control, plans for five years in terms of promotional activities, increasing the number of participating producers and turnover;
- iv. There should be an agreement with a business plan, executed between the cooperatives/SHG/FPO the lead buyer(s), if any, and the DoH, which would describe the capital and services needs of the producers and proposed improvements that would allow them to upgrade their production capacities and skills to strengthen their linkage with the market, i.e. the lead buyer(s).

Implementation Structure:

It is proposed that the implementation structure under Support to FPO scheme (SLC and DLC) will be followed for implementation of the scheme in the district and State level.