

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

11.7.11.05  
K. D. P. S.  
11.7.11.05

Horticulture Department - Horticulture Development Agency - Inclusion of Horticulture additional objectives in the Memorandum of Association of Horticulture Development Agency, reconstitution of General Body and Executive Committee and Constitution of District Level Committee for implementation of National Horticulture Mission Programmes - Orders - Issued.

AGRICULTURE AND COOPERATION (HORTI.) DEPARTMENT

Dated 09-11-2005.  
Read the following:

G.O.Ms.No.417

- Ref:- 1.G.O.Ms.No.63, F&A(Agr.II) Department, dated 2.6.1990.  
2.From H.C., GOI, D.O. No. 7-2/2004-Coord. (Horti.)  
dated 1-12-2004.  
3.From the Commissioner of Horticulture, Andhra Pradesh, Hyderabad, Lr. No.HDA (1)/660/2000;  
dated 19-07-2005.  
4.From the Commissioner of Horticulture, Andhra Pradesh, Hyderabad, Lr. No.HDA (1)/1660/2000,  
dated 08-10-2005.

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ORDER:-

In the reference 1<sup>st</sup> read above, orders were issued asking the Director of Horticulture to register a society under the Andhra Pradesh (Telangana Area) Public Societies Registration Act, 1350F (Act 1 of 1350 F) for production of pedigreed plant material and supply of high quality seedlings of various fruit trees to the farmers at reasonable rates.

2. In the reference 2<sup>nd</sup> read above, Horticulture Commissioner, Ministry of Agriculture, Department of Agriculture & Cooperation, Government of India, informed that Government of India have proposed to launch National Horticulture Mission during Xth plan and advised to complete the formalities for constitution of State Horticulture Mission as a State Horticulture Development Society, registered under Societies Registration Act, 1860 for implementation of the proposed mission.

3. In the reference 3<sup>rd</sup> read above, the Commissioner of Horticulture, Andhra Pradesh, Hyderabad proposed that the existing Horticulture Development Agency, registered under Andhra Pradesh (Telangana Area) Public Societies Act 1350, Fasil (Act 1 of 1350 F) by the Horticulture Department with an objective to promote and develop Horticulture in Andhra Pradesh, may be modified suitably in its composition and objectives to implement the programmes and mandate of the proposed National Horticulture Mission.

4. Accordingly, after obtaining the approval of the General Body of the Horticulture Development Agency, the Commissioner of Horticulture has submitted necessary proposals for incorporating certain additional items to the existing objectives of the Horticulture Development Agency, reconstitution of the General Body and Executive Committee of the Horticulture Development Agency and constitution of District Level Committee for each district for supervising and monitoring National Horticulture Mission programmes.

5. Government, after careful examination of the proposal, hereby order that the following objectives shall be added to the existing objectives after serial number 12 of the Memorandum of Association of Horticulture Development Agency.

13. To act as Nodal agency for implementation of various Horticulture Programmes of different agencies and organizations of state and central Governments, to act as facilitator and to bring about required coordination among the concerned Agencies;
  14. To promote dry land horticulture with appropriate horticulture crops;
  15. To make planned and coordinated efforts for increasing productivity and thereby horticulture production;
  16. To strengthen delivery mechanism for seed, plant material, nutrients, pesticides and other required inputs;
  17. To strengthen tissue culture units and leaf/tissue analysis laboratories and to promote the use of Biotechnology in horticulture sector.
  18. To take measures to improve training and capacity building of all concerned stake holders particularly farmers and to improve the infrastructure for training and capacity building of individual, institutions etc.
  19. To assist the programme for promotion of INM, IPM and organic farming;
  20. To coordinate and to end approach right from production for selected crops on cluster basis or project basis;
  21. To establish and/or to assist in providing infrastructure for post harvest management and to take up all other activities connected with PHM, value addition and Horticulture processing in Government, private, cooperative sector;
  22. To improve marketing infrastructure and marketing (including exports) for the horticulture produce;
  23. To assist in technology up-gradation and promote research;
  24. To strengthen I.E.C. (Information, Education and Communication) for the growth of horticulture sector;
  25. To take measures for extending the benefits of the horticulture programme for weaker sections, particularly S.Cs. and S.Ts.;
  26. To promote public-private partnership for achieving the above objectives.
6. It is also ordered that the General Body and the Executive Committee of the Horticulture Development Agency shall consist of the following:

A. General Body:-

1. APC/Principal Secretary, Agri. & Coopa. Department:	Chairman
2. Secretary to Govt., Industries & Commerce Department:	Member
3. Secretary to Govt., Cooperation & Marketing:	Member
4. Secretary to Govt., Finance Department or his nominee:	Member
5. Secretary to Govt., Rain Shadow Area Development Department	Member
6. Commissioner/Director of Horticulture, A.P.	Member /Secretary
7. Commissioner/Director of Agriculture, A.P.	Member

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-3-

(A) (B)

8. Commissioner of Tribal Welfare, A.P. Member

9. Commissioner, Panchayat Raj & Rural Development, A.P. Member

10. Central Government Nominee: Member

(1) J.S. K. N. S. Managing Director, Schedule Caste Finance Corporation, Hyderabad. Member

(11) Director, MARKPED, Hyderabad. Member

(12) Managing Director, MARKPED, Hyderabad. Member

(13) Director of Research, ANGRAU. Member

(14) Representative of APEDA. Member

(15) Representative of National Horticulture Board. Member

(16) Three representatives of progressive Horticulture farmers out of which one member shall be the representative of weaker sections to be nominated by the Government. Member

(17) Two nominees of processing industries to be nominated by the Government. Members

(18) to be nominated by the Government. Members

(19) to be nominated by the Government. Members

Regl. Director  
N.C.D.

F. Executive Committee:

1. APC/Principal Secretary, A & C Department: Chairman

2. Secretary to Govt., Industries & Commerce: Member

3. Secretary to Govt., Finance Department or his nominee: Member

4. The Commissioner/Director of Horticulture, A.P. Member

5. The Commissioner/Director of Agriculture, A.P. Member

6. The Commissioner of Panchayat Raj & Rural Development, A.P. Member

7. The Commissioner of Tribal Welfare, A.P. Member

8. Officer Incharge of A.P. Regional Office, NABARD, Hyderabad. Member

7. It is also ordered that a District Level Committee for each district constituted for supervising and monitoring NHM programmes at and shall consist of the following:

1. Collector Chairman

2. Project Director, DRDA of the district concerned Member

3. Chief Executive Officer, Zilla Praja parishad Member

4. Joint Director of Agriculture Member

5. Project Officer, Integrated Tribal Development Agency in the Districts where exists and or Executive Director, Member

- 6. Mandal Praja Parishad President  
(from the Mandal having substantial Horticulture areas)  
to be nominated by District Collector Member
- 7. Progressive Horticulture farmer in the district  
(to be nominated by the District Collector) Member
- 8. One member from the farmers' society (to be nominated  
by the District Collector.) Member
- 9. Asst. General Manager, NABARD of the Dist. Member
- 10. Assistant Director of Horticulture of the district or  
Senior Horticulture Officer working in the  
District Member/  
Convener

8. The Commissioner of Horticulture, Andhra Pradesh, Hyderabad shall take necessary action for carrying out the above changes in the Memorandum of Association and bye laws of the Horticulture Development Agency in accordance with the provisions of A.P. Societies Registration Act 2001 (Act No. 35 of 2001) which has been enacted replacing the A.P. (Telangana Area) Public Societies Act 1350 F (Act No. of 1350F).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BIR SINGH PASHEERA,  
APC & PRINCIPAL SECRETARY TO GOVERNMENT

To  
The Commissioner of Horticulture,  
Andhra Pradesh, Hyderabad.  
All the concerned Members and Districts  
through COH., A.P., Hyderabad.

copy to:  
P.S. to Minister (Agri.)  
P.S. to C.S. to Govt.  
P.S. to APC & Pri. Secy to Govt., A & C Dept.  
Sf/sc.

//FORWARDED BY ORDER//

  
SECTION OFFICER