

**F. No. 45-46/2018-Hort**  
**Government of India**  
**Ministry of Agriculture & Farmers Welfare**  
**Department of Agriculture, Cooperation & Farmers Welfare**  
**(Horticulture Division)**

Krishi Bhawan, New Delhi

Dated: 08<sup>th</sup> May, 2020

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 30<sup>th</sup> 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)

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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.**