

F. No. 33-69/2013-Hort.
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare
(Horticulture Division-MIDH)


Room No 227A
Krishi Bhawan, New Delhi
Dated 2nd December, 2016

Office Memorandum

Subject: Minutes of 1st Meeting of the General Council of Mission for Integrated Development of Horticulture (MIDH) held under the Chairmanship of Honourable Minister of Agriculture Shri Radha Mohan Singh on 9th November, 2016 at Krishi Bhawan, New Delhi-reg.

The undersigned is directed to refer to the subject mentioned above and to enclose herewith the minutes of 1st Meeting of the General Council of Mission for Integrated Development of Horticulture (MIDH) held under the Chairmanship of Honourable Minister of Agriculture Shri. Radha Mohan Singh on 9th November, 2016 at Krishi Bhawan, New Delhi for perusal and necessary action.

Encl:- as above


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Distribution:-

1. PS to Hon'ble AM
2. All Members of General Council (As per List)

Copy to:

1. Tech. Dir, NIC with a request to upload the minutes in the website & DMS.

Minutes of 1st Meeting of the General Council (GC) of Mission for Integrated Development of Horticulture (MIDH) held under the Chairmanship of Agriculture Minister on 9th November, 2016 at Krishi Bhavan, New Delhi.

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The 1st meeting of the General Council (GC) of Mission for Integrated Development of Horticulture was held under the Chairmanship of Honourable Minister of Agriculture Shri. Radha Mohan Singh, on 9th November, 2016 at Krishi Bhavan, New Delhi.

List of members and participants is given at Annexure.

Chairman welcomed Honourable Minister of State (Independent Charge) Commerce and Industry, Smt. Nirmala Sitharaman and all the members of the General Council and officials from different Ministries. In his introductory address he highlighted the significant initiatives and achievements under MIDH, including major thrust areas in the horticulture sector towards doubling farmers' income by 2022, viz., availability of quality planting material of improved high yielding varieties, protected cultivation particularly of high value crops, reduction of post-harvest losses, creation of effective supply chain management, emphasis on trained and skilled manpower and linking farmers to markets to ensure remunerative prices to farmers. Elaborating on the increasing trend in horticulture production in the country, Chairman urged active involvement of all stakeholders for holistic development of the horticulture sector and better price realisation to the farmer producer.

He emphasised on mobilization of farmers into producer groups/organizations aimed at strengthening their negotiating power, besides functioning as viable farmer groups involved in production and marketing of horticulture produce. Hon'ble AM directed the CEO, National Medicinal Plant Board (NMPB) to hold a joint meeting with National Bureau of Plant Genetic Resource, Indian Council of Agriculture Research (ICAR) for preservation and conservation of medicinal and aromatic plants.

Dr. Shakil P. Ahammed, Joint Secretary and Mission Director, MIDH and Member Secretary GC made a brief presentation on the agenda items listed for the meeting, which is summarised as under:

AGENDA ITEM 1: BRIEF BACKGROUND OF MIDH

JS MIDH presented a brief background of MIDH and highlighted the strategies adopted for implementation of the Mission since 1st April, 2014. He also presented major interventions under MIDH.

AGENDA ITEM 2: REVIEW OF MONITORING MECHANISM OF IMPLEMENTATION OF MIDH

JS, MIDH outlined the monitoring mechanism in place for implementation of MIDH interventions. Indicative targets and focus areas set in the Annual Action Plan of each implementing agency (States/UTs/NLAs) are followed up through quarterly and annual reviews. In so far as project based proposals are concerned, review and approval is done by the Empowered Monitoring Committee (EMC). Joint Inspection Teams (JIT) undertakes random

site verification/physical progress in states. MIS reports are scrutinised through online progress monitoring based on data uploaded by SHMs on the MIDH website. The activities of NHB, CDB & CIH are also monitored by the division on a regular basis.

AGENDA ITEM 3: ACHIEVEMENTS OF MIDH

Achievement of MIDH under all sub-schemes was presented, including physical and financial achievements of major interventions of NHM, HMNEH, NHB and CDB.

The General Council noted the achievements of MIDH.

AGENDA ITEM 4: FINANCIAL STATUS OF MIDH

JS MIDH presented Scheme-wise budget and release of funds under MIDH for 2016-17. Five Year Financial Trend from 2012-13 to 2016-17 was also discussed. The shortfall in budgetary allocation of 32% as compared to the total approved outlay for the Twelfth Plan and enhancement of budget was placed before the GC.

The General Council noted the financial status and budget constraints of MIDH.

AGENDA ITEM 5: MIDH OUTCOME: HORTICULTURE DEVELOPMENT SINCE INCEPTION OF MIDH i.e. 01.04.2014

JS MIDH highlighted the development and achievements in horticulture sector since inception of NHM. He explained that Horticulture sector contributes 38% to Gross Net Value of agriculture significantly boosting nutritional security, employment opportunity, and additional income to farmers. Horticulture production touched a high of 283.4 million tons in 2015-16 (3rd Average Estimates). In the last ten years production and productivity of fruits increased by 70 % and 41 % respectively. In case of vegetables, the increase in production and productivity has been 66 % and 17 % respectively. Exports increased more than three times during the same period. He emphasized that horticulture is the key driver for doubling farm income and plays important role for economic and nutritional security.

The General Council noted the progress made in the horticulture sector since inception of MIDH.

AGENDA ITEM 6: SPECIAL INTERVENTIONS

JS MIDH informed that full-fledged use of **HORTNET** is being advocated which will automatically make the scheme Direct Benefit Transfer (DBT) compliant. In the meantime, digitized database of beneficiaries is being prepared for the current year 2016-17.

For **skill development**, an exercise to assess skill requirements for the next five years and skill available has been undertaken for determining the skill gap. Accordingly, the division has assigned skilling target for all SHMs/ NLAs. Modules for identified skills have been shared with ASCI for preparing appropriate curriculum/ qualification packs by Agriculture Skill Council of India (ASCI).

CHAMAN (Coordinated programme on Horticulture Assessment & Management using geo-informatics), a pilot project, is being implemented, using Remote Sensing technology and Sample Survey Methodology for development of sound methodology for assessment of area under horticultural crops.

For strengthening the horticulture database, **HAPIS** (Horticulture Area and Production Information System), publication of Horticulture Statistics and Periodical Reports on Potato and onion were highlighted.

He informed about availability of **ICAP** (Integrated Cold Chain Availability Platform) Portal for information related to government assisted Cold Chain/Cold Storage projects at a single on-line platform.

PM's Special Package for J&K of Rs. 500 crore for restoration and development of horticulture in J&K State as announced by Hon'ble Prime Minister in November 2015 is also being implemented as special intervention under MIDH.

The General Council noted the special interventions under MIDH.

AGENDA ITEM 7: ISSUES & CHALLENGES

JS MIDH elaborated on realignment of focus areas in MIDH to keep pace with emerging trends and challenges in the horticulture sector. He stated that allocation of higher percentage of funds to PHM and market infrastructure to focus more on strengthening the cold supply chain and market linkages has been envisaged, including projectization of activities. 40 % of outlay is being proposed for building end to end value chain in project mode. He also highlighted the delay in transmission of funds to SHMs and concomitant delay in completion of projects.

He also informed that various references have been received for inclusion of districts under NHM. However, consistent view of the division on the issue is that while finalizing/identifying districts for inclusion under NHM, a cluster approach for developing potential horticultural crops for ensuring backward and forward linkages was adopted. The selection of the district was based on the comparative advantage of crops based on agro-climatic conditions, potential for developing marketing opportunities. No new districts are being added as this may result in thinning out of limited resources available.

Further, for infrastructure development, there is a provision under NHM scheme for setting up infrastructure units relating to project based activities in non NHM districts. Activities for development of horticulture in non-NHM districts can also be carried out under Rashtriya Krishi Vikas Yojana (RKVY), (MGNREGA), Paramparagat Krishi Vikas Yojana (PKVY) etc.

Regarding delegation of powers for approval of projects to SLEC under MIDH, he informed that powers have been delegated to SLEC for projects upto the cost of Rs. 5 crore excluding the projects related to planting material. While delegating powers to States, Internal Finance Division (IFD) has observed that delegation of powers to SLEC for planting material may be obtained by GC and sought approval of GC for delegation of powers to SLEC for projects upto a cost of Rs 5 crore including planting material.

He also sought approval of GC for delegation of powers to modify the operational guidelines (excluding cost norms which are approved by CCEA) based on necessity/ urgency to Hon'ble AM as Chairman of GC.

The General Council agreed to the request for post facto approval of delegation of powers to SLEC and Chairman GC.

JS MIDH further informed that mission is co-terminus with XII Plan, ending on 31st March 2017. However, as horticulture is the established growth driver there is a need to align MIDH with National strategy of doubling farming income, skill development, and food & nutritional security. He also said there is a need to attract more private investment in the sector and creation of post harvest management & market infrastructure and there is continued requirement to incentivise this sector.

JS MIDH informed the house about the steps being taken for realignment of MIDH Scheme. Impact evaluation studies are being carried out for all the sub-schemes and an expert panel is being formed to suggest realignment of physical targets, financial outlays, and implementation strategies. Differentiated cost-norms committees for revisiting cost norms have been set up. Extensive stakeholder consultations shall be undertaken after obtaining recommendations of the expert panel and cost norm committees. On the basis of recommendations and reports of the above committees/studies, and consultations draft norms and guidelines for the new MIDH shall be placed before the EFC/CCEA for approval and continuance of the mission beyond 31st March 2017. He also sought guidance and approval on above activities for approaching cabinet for continuance of the mission.

The General Council noted the steps taken to realign the mission for its continuance beyond 12th plan period.

AGENDA ITEM 8: DISCUSSION AND SUGGESTIONS

(i) Hon'ble Agriculture Minister (AM) suggested developing network of vegetable clusters around Delhi-NCR, initially and then to be followed around major cities, on the pattern of the milk chain/route developed by NDDB. Additional Secretary (Horticulture) informed that Ministry has also taken initiative to develop collection and distribution of vegetables and fruits on the same model as for honey. JS (MIDH) informed the members that states have already been asked to prepare road map for this endeavour through FPOs.

(ii) Shri. Sopan S. Kanchan, President, Confederation of Indian Horticulture (CIH) and non-official member GC suggested that for better horticulture production and post-harvest management, there is a need to import suitable varieties of planting material. Honourable AM informed that import of planting material of special varieties of apple has already been initiated for Jammu & Kashmir (J&K) under PM's special package for J&K.

(iii) The members also raised the issue of timely funding from NHB for which the Hon'ble AM clarified that NHB is in the process of clearing pending liabilities.

(iv) Shri Varkola B. Ravikumar, Coconut grower from Kerala and non-official member raised the issue of support price of coconut for which Hon'ble AM clarified that this issue shall

be taken up by the concerned division/section. He also discussed about the problems of planting material in coconut for which JS (MIDH) informed that Central Plantation Crops Research Institute (CPCRI), ICAR, Kasargod, Kerala is already working on plumule based tissue culture in coconut.

(v) Shri Feroze N. Masani, Flower Grower and non-official member mentioned that in horticulture sector planting material plays an important role in production and productivity, and hence a committee should be formed to take care of interests of horticulture sector in the new seed bill. He also suggested that a data base of demand and supply in the catchment area of vegetable crops should be made available to farmers so that they make an informed decision about quantity to be sown in the next season.

(vi) Shri P. Sudhakar Rao, Member, Pomegranate Growers Association and non-official member highlighted the issue of diseases in pomegranate in Andhra Pradesh and Karnataka resulting in decline in orchard area. He also raised the issue of Bunchy Top disease in Banana in Madanpalli in AP. AM suggested that team of scientists from ICAR may look into the matter.

(vii) Shri Bhupender Singh, representative, Mango Growers Association, raised the issue of problems of post-harvest management and export in mango especially from Malihabad, Lucknow. Honourable AM informed that the export problem was due to the ban in import of mango in European countries, which has since been resolved. He suggested that Central Institute of Sub-tropical Horticulture (CISH), ICAR, Lucknow, Uttar Pradesh is mandated to look into issues pertaining to fruit crops, including mango.

(viii) Shri P.G. Jagadesh, President, Orange Growers Association and non-official member suggested that skill development programme in precision farming is needed. He also raised the issue of financial assistance for crates. He requested for regular meetings of association with MIDH officials. Director (MIDH) informed him that NHM provided assistance for crates .

(ix) Shri Naveen Verma, Secretary, Department of North Eastern Region (DoNER), appreciated the effort of MIDH for organising conference at Assam on issues of north east in the month of October .A major issue raised was difficulty in availing loan by farmers due to non-availability of land records. He suggested that for north eastern states, condition of credit linked back ended subsidy in MIDH needs to be relaxed.

He also suggested provision for support price for horticultural commodities and buy back arrangement of horticulture produce. He also requested for support in setting up of processing infrastructure at the border areas of NE states.

Honourable Minister of State (Independent Charge) Commerce and Industry, Smt. Nirmala Sitharaman informed that Spices Board is already procuring ginger and large cardamom from the states. Similarly, North Eastern products can be collected and connected to mainstream markets. For this DoNER should identify and facilitate Self Help Groups/ FPOs, funded by MUDRA, to aggregate the produce further handling by the Spices Board.

On the issue of cross border trade in pineapples, etc, she also suggested that DoNER can also set up 'border haats' to start with and later can concentrate on processing of the produce. She informed that the 14th Finance Commission has already funded states for creating infrastructure for promotion of export, which can be utilised to build facilities, for which Indian Institute of Packaging can be approached. She emphasised that DoNER should be proactive to organise and coordinate the activities of North Eastern States.

(x) Shri C.V. Reddy, DGM, NABARD, Head office Mumbai, informed that there is a high capital requirement for setting up of infrastructure and therefore back ended subsidy is very important to have bank's stake in the projects.

(xi) Shri Sanjeeb Patjoshi, Joint Secretary, Ministry of Panchayati Raj, suggested that there is a requirement of national level awareness campaign on importance of fruits and vegetables and its nutritional value.

He also suggested the need for training of persons to climb coconut trees to which JS (MIDH) informed that Coconut Development Board is already organising training programmes called "Friends of Coconut tree" (FOCT).

(xi) Shri HS Bisht, Director, MSME informed that cultivation and processing of aromatic crops is being promoted by MSME. Dr (Ms.) Munshi, DBT informed that their organisation is working for accreditation of Tissue Culture labs for production of planting material.

(xii) Smt. Shomita Biswas, CEO, NMPB from Ministry of AYUSH requested for support in production and processing of medicinal and aromatic plants. Horticulture Commissioner, DAC clarified that MIDH is supporting production of aromatic crops, while NMPB is mandated to facilitate cultivation etc of medicinal plants. Honourable Minister of State (Independent Charge) Commerce and Industry stated that NMPB must focus on all aspects of medicinal plants – production, productivity, processing, and marketing.

Deliberating on the issue of surplus production of onion, Honourable Minister of State (Independent Charge) Commerce and Industry suggested that reducing the production is not the solution and given the export potential for this commodity, processing of onion, irradiation, proper storage, and drying needs to be encouraged.

It was also suggested that for availability of mango in the market for longer period there is a need for mapping of time of harvest and quantum from South India to North India.

The GC meeting ended with vote of thanks from Shri Pankaj Kumar, Director (MIDH).

List of participants in the General Council Meeting of MIDH held on 9th November, 2016 at Krishi Bhawan, New Delhi

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12.	Shri. Feroze Masani	Flower Grower Association	9846182188	
13.	Shri. Varkala.B. Ravi Kumar	Coconut Grower Association	9846182188	
14.	Shri. Sopan S. Kanchan	President, CIH Group Consortia's Feb of India	982200719	
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