



राष्ट्रीय बागवानी बोर्ड
National Horticulture Board



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कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार
85, इंस्टीच्यूशनल एरिया, सैक्टर-18, गुरुग्राम-122015

National Horticulture Board

Ministry of Agriculture & Farmers Welfare, Govt. Of India
Plot No. 85, Sector-18, Institutional Area, Gurugram-122015

NHB/CDP/2nd PAC/2025-26/115

08.07.2025

OFFICE MEMORANDUM

Sub: Proceedings of the 2nd Project Appraisal Committee (PAC) Meeting for evaluating and reviewing the Concept Notes submitted in response to the EoI published under the Revised Cluster Development Programme Guidelines, held on 08.07.2025 at Krishi Bhavan, New Delhi – Reg."

Please find enclosed a copy of the Minutes of the 2nd Meeting of the Project Appraisal Committee (PAC), held on 08.07.2025 at Krishi Bhawan, New Delhi, under the Chairmanship of Shri Priya Ranjan, Joint Secretary (Horticulture) /MD (NHB), for evaluating and reviewing the Concept Notes received in response to the EoI published under the Revised Cluster Development Programme Guidelines.

This issues with approval of the Competent Authority.

[Signature]
08.07.2025

(Pawan Kumar)

Dy. Director, NHB, Delhi

Distributions:

1. Sr.PPS to Joint Secretary (Horticulture), DA&FW, Krishi Bhawan, New Delhi
2. PS to MD/DMD, NHB, Gurugram
3. Dr. Sudhanshu, Secretary, APEDA, New Delhi
4. Dr. V. B. Patel, ADG, ICAR, New Delhi
5. SHO/DD, CDP, NHB, Delhi/Gurugram



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NHB/CDP/2nd PAC/2025-26/115

08-07-2025

Subject	Minutes of the 2nd Project Appraisal Committee (PAC) for evaluating and reviewing Concept Notes submitted in response to the EOI published under Revised Cluster Development Programme Guidelines.
Date & Time	08.07.2025 at 2:30 PM
Venue	Room No 142, Krishi Bhawan.

The Meeting was chaired by **Shri Priya Ranjan, Joint Secretary (Horticulture) /MD, NHB** and following members attended the meeting: -

S. No	Composition of the PAC	Name of Officer/Representative with Designation attended the meeting
1.	Managing Director, NHB-Chairman	Shri Priya Ranjan, JS(Horticulture)/MD (NHB)
2.	Representative from Export Promotion Council	Sh. Vanlalruata. Fanai, Deputy General Manager, Exim Bank
3.	Representative Professional from Market Promotion Agencies	Dr. Sudhanshu, Secretary, APEDA
4.	Representative from (MIDH)	Sh. Anup Pant, Deputy Secretary MIDH Sh. Manoj K, Under Secretary MIDH
5.	Representative from (ICAR)	Dr. V.B. Patel, ADG, (Hort.), ICAR
6.	Representative from IFD	Sh. Riyazul Haque, Under Secretary, IFD
7.	Independent Agri Business Expert	Sh. Senthil Kumar Natrajan Sh. Vilas Rao Shinde, MD, Sahyadri Farms
8.	Dy. Managing Director (Member Secretary)	Dr. Vijay Kumar Doharey, DMD, NHB

The meeting was also attended by:

1. Sh. Pawan Kumar, Deputy Director, NHB, Delhi
2. PMU Team CDP, NHB

The following projects were discussed in the meeting and summary of these projects are as under: -

S. No.	Particulars	No. of projects
1.	Opportunity provided to	27
2.	No. of proposal (Revised Concept Note) received	22
3.	Shortlisted	08
4.	Non-Shortlisted	14
5.	Not received	5

At the outset, Managing Director, NHB (Chairman), welcomed all members of the Project Appraisal Committee, along with officials from MIDH and NHB.

Further, the CDP, NHB briefed the PAC on the responsiveness checks conducted to evaluate the completeness and compliance of each non-shortlisted proposal from 1st PAC before making proposal wise presentation to the committee. Further, the PMU provided an overview of the scoring matrix, and the criteria used to assess and score the applicants. It was mentioned that the applicants need to secure at least 30 marks to get shortlisted out of 50. Thereafter, the proposal-wise presentation was made to the committee.

1. M/s. Perfetto Naturals Private Limited (Private Limited Company) 32ACDP000070

The applicant Perfetto Naturals Private Limited is a Private Limited Company. The applicant has experience in premium organic food products. Some of their key products include coffee, black pepper, turmeric, ginger, cardamom, and vanilla. The company holds several internationally recognized certifications, including NPOP (National Programme for Organic Production), NOP (National Organic Program), EU Organic, Rainforest Alliance, and Fair Trade. For FY 2023-24 the applicant's turnover is INR 7,981.42 Lakhs and networth is INR 908.82 Lakhs. The applicant has submitted a concept note proposing to set up a high value multi commodity cluster with Black pepper as focus crop in Wayanad, Kerala.

The committee discussed the concept note in detail and it was observed that the applicant fulfils all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 39 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR/business case.

2. M/s. Aterna Agro Alliance (Partnership Firm) 06ACDP000088

The applicant Aterna Agro Alliance is a Partnership Firm. The applicant has experience in agriculture, integrated farming systems and agro-processing, particularly renowned for the development and management of a pioneering and successful cluster in Sonipat, Haryana. For FY 2023-24 the applicant's turnover is INR 4,080 Lakhs and networth is INR 1,039 Lakhs. The applicant has submitted a concept note proposing to set up a Multi Commodity High Value Cluster with mushroom as focus crop in Sonipat, Panipat, Karnal, Haryana.

The committee discussed the concept note in detail and it was observed that the applicant fulfils all legal and financial criteria, including equity and net worth. The proposal was technically evaluated and scored 37.5 out of 50. It was also decided by the committee that the applicant has to submit their business case in detail with all three verticals with a declaration for clean financial record. Hence, the committee decided that the proposal may be shortlisted for submission of DPR/business case.

3. M/s. Green Agrevolution Private Limited (Grape Cluster) (Private Limited Company) - 06ACDP000076

The applicant Green Agrevolution Pvt Ltd. (DeHaat) is a private limited company incorporated in the year 2012. The company is a leading agritech platform that integrates end-to-end agricultural services—from input distribution and AI-driven advisory to credit and market linkage. They operate across 150+ districts via a grassroots network of 14,000+ DeHaat Centers, serving over 130,000+ villages nationwide. For FY 2023-24 the applicant's turnover is INR 2,64,759 Lakhs and networth is INR 75,590 Lakhs. The applicant has submitted a concept note proposing to set up a Multi Commodity High Value Cluster with grape as focus crop in Nashik, Maharashtra.

The committee discussed the concept note in detail and it was observed that the applicant fulfils all legal and financial criteria, including equity and net worth. The proposal was technically evaluated and scored 37.5 out of 50. It was also decided by the committee that the proposal may be shortlisted for submission of DPR /business case with a declaration for clean financial record & inclusion of additional horticultural crops in addition to focus crop.

4. M/s. Brij Honey Pvt Ltd (Private Limited Company) 08ACDP000073

The applicant Brij Honey Private Limited is a Private Limited Company. The applicant has experience in sustainable beekeeping, value addition, and integration with horticulture-based farming systems. The applicant has emerged as a leading grassroots enterprise, combining traditional knowledge with scientific practices in apiculture and horticulture. For FY 2023-24 the applicant's turnover is INR 14,191 Lakhs and networth is INR 2,603 Lakhs. The applicant has submitted a concept note proposing to set up a Multi Commodity High Value Cluster with potato as focus crop in Dholpur, Rajasthan.

The committee discussed the concept note in detail and it was observed that the applicant fulfils all legal and financial criteria, including equity and net worth. The proposal was technically evaluated and scored 32.5 out of 50. It was also decided by the committee that the proposal may be shortlisted for submission of DPR /business case with a declaration for clean financial record & highlight their horticulture experience.

5. M/s. Mahakrushak Farmer Producer Company Ltd (Farmer Producer Company) 27ACDP000038

The applicant Mahakrushak Farmer Producer Company Ltd is a Farmer Producer Company. The applicant has experience in the cold storage of essential produce such as onions, and grapes—key crops that require optimal conditions to prevent spoilage, reduce post-harvest losses, and ensure consistent market availability. For FY 2023-24 the applicant's turnover is INR 6,100 Lakhs and networth is INR 154 Lakhs. The applicant has submitted a concept note proposing to set up a Multi Commodity High Value Cluster with onion as focus crop in Nasik, Maharashtra.

The committee discussed the concept note in detail and it was observed that the applicant fulfils all legal and financial criteria, including equity and net worth. The proposal was technically evaluated and scored 33 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR /business case with a declaration for clean financial record.

6. M/s. FreshNet Farms Private Limited (Private Limited Company) 33ACDP000087

The applicant FreshNet Farms Private Limited is a Private Limited Company. The applicant has experience in the Pollachi coconut cluster, developing wide-ranging expertise across the entire coconut value chain. The applicant has built a robust network of over 1,000 smallholder coconut farmers, ensuring fair pricing, reduced reliance on intermediaries, and direct access to export markets in the Western region of Tamil Nadu. For FY 2024-25 the applicant's turnover is INR 2,311 Lakhs and networth is INR 442 Lakhs. The applicant has submitted a concept note proposing to set up a Multi Commodity High Value Cluster with coconut as focus crop in Pollachi, Tamil Nadu.

The committee discussed the concept note in detail and it was observed that the applicant fulfils all legal and financial criteria, including equity and net worth and provided a clean financial declaration. The proposal was technically evaluated and scored 41.5 out of 50. Hence, the committee has decided that the proposal may be shortlisted for submission of DPR/business case with inclusion of additional horticultural crops in addition to focus crop.

7. M/s. Vemp Power System (Consortium of Partnership Firm and Private Limited Company) 29ACDP000086

The applicant Vemp Power System is a Consortium of Partnership Firm & Pvt. Ltd. Company with Capsber Global agro Pvt and Fyllo. The applicant has experience in rural infrastructure, agricultural value chain logistics, sustainable farming, biological inputs, real time irrigation alerts and precision fertigation schedule and advisory for high value horticultural crops especially in Pomegranate. For FY 2023-24 the applicant's turnover is INR 1,539 Lakhs and networth is INR 855 Lakhs. The applicant has submitted a concept note proposing to set up a Multi Commodity High Value Cluster with pomegranate as focus crop in Bangalore Rural, Chikballapura and Kolar, Karnataka.

The committee discussed the concept note in detail and it was observed that the applicant fulfils all legal and financial criteria, including equity and net worth and provided a clean financial declaration. The proposal was technically evaluated and scored 34.50 out of 50. Hence, the committee has decided that the proposal may be shortlisted for submission of DPR/business case with inclusion of additional horticultural crops in addition to focus crop.

8. M/s. Kadamba Spice Cluster (Cooperative Society) 29ACDP000042

The applicant Kadamba Spice Cluster is a Cooperative Society. The applicant has experience in the aggregation, value addition, and marketing of a wide range of regional agricultural and forest-based produce, including spices (black pepper, turmeric, ginger, cinnamon, cardamom), cocoa, coconut, jackfruit, kokum, honey, and non-timber forest products. It runs a dedicated organic retail outlet under the "Kadamba" brand in Sirsi, supported by an extensive field network covering certified organic farming across 685.63 hectares involving over 580 farmers. For FY 2023-24 the applicant's turnover is INR 5,262 Lakhs and net-worth is INR 202 Lakhs. The applicant has submitted a concept note proposing to set up a Multi Commodity High Value Cluster with black pepper as focus crop in Uttara Kannada, Karnataka.

The committee discussed the concept note in detail and it observed that the applicant fulfils all legal and financial criteria, including equity and net worth. The proposal was technically evaluated and scored 41.5 out of 50. It was decided by the committee that the proposal be shortlisted for submission of DPR/business case with a declaration for clean financial record.

The committee also discussed non-shortlisted proposals in detail that were not found eligible based on technical, financial and responses criteria. The case wise decision of the PAC is mentioned below:

Applications non-shortlisted for submission of Business Case/ DPR:

PAC discussed the following project proposals in the light of contents of agenda notes and Cluster Development scheme guidelines and decided that the following proposals may not be shortlisted for submission of Business Case/ DPR.

S. No.	Name of the applicant & project code	Cluster details	Reason for not shortlisting
1	M/s. Asandas and Sons Private Limited (Consortium of Private Limited) 24ACDP000082	Peri Urban Vegetable Cluster Target Crop- Potato, Tomato, Brinjal, Cabbage, Okra, etc	The farmer component does not meet eligibility criteria i.e. 40% of total project cost under peri urban vegetable cluster.
2	M/s. Agriplast Tech India Private Limited (Consortium of Private Limited Company) 33ACDP000090	Multi Commodity High Value Cluster Focus Crop- Jackfruit Additional Crop- Cashew, Mango	Farmer & IA component is not clarified.
3	M/s. Punjab Agri Export Corporation Ltd. (State Cooperative Society) 04ACDP000040	Multi Commodity High Value Cluster Focus Crop- Kinnow Additional Crop- Not Provided	The Turnover of the applicant does not meet eligibility criteria
4	M/s. Green Agrevolution Pvt Ltd (Private Ltd. Company) 06ACDP000072	Multi Commodity High Value Cluster Focus Crop- Makhana (Foxnut) Additional Crop- Mango and Banana	The ownership of land is not defined in the concept note. However, the land should be owned/leased by the farmer as per the scheme guideline and makhana (foxnut) is typically grown on community pond as per the proposal.
5	M/s. DSNA Agro Foods (Partnership Firm) 27ACDP000092	Multi Commodity High Value Cluster Focus Crop- Bell Pepper Additional Crop- Pomegranate, Tomato, Grapes	The farmer component does not meet eligibility criteria
6	M/s. Prakriti Organics Pvt. Ltd. (Private Limited Company) 05ACDP000052	Multi Commodity High Value Cluster Focus Crop- Grape Additional Crop- Not Provided	The Turnover of the applicant does not meet eligible criteria
7	M/s. Associated	Multi Commodity High Value	The proposed term loan

	Tea & Agro Management Service Pvt Ltd. (Private Ltd. Company) 18ACDP000060	Cluster Focus Crop- Arecanut Additional Crop- Black Pepper, Ghost Pepper	under the project does not meet eligibility criteria
8	M/s. Hortifal Services Pvt. Ltd. (Consortium of Private Limited Company and Farmer Producer Company) 27ACDP000043	Peri Urban Vegetable Cluster Target Crop-Onion, Okra, Tomato, Cauliflower, Capsicum, Cucumber, Hot Pepper, Brinjal, Watermelon. Fruits: Banana, papaya, Sapota, Pome, Guava, Mangoes, Sweet Lime	The net-worth, urban population of proposed city and turn over does not meet the eligibility criteria
9	M/s. BC Foods (Private Limited Company) 24ACDP000053	Multi Commodity High Value Cluster Focus Crop- Onion Additional Crop- Not Provided	The net-worth and turn over does not meet the eligibility criteria
10	M/s. LTC Commercial Pvt. Ltd. (Private Ltd. Company) 08ACDP000096	Multi Commodity High Value Cluster Focus Crop- Coriander Additional Crop- Not Provided	The farmer component & technical score does not meet eligibility criteria
11	M/s. Panchaganga Seeds Pvt. Ltd. (Private Limited Company) 27ACDP000047	Peri Urban Vegetable Cluster Target Crop- Onion, Tomato, Okra, Brinjal, Chilli, Peeper, Cucumber, Gourds etc.	The urban population of proposed city does not meet the eligibility criteria
12	M/s. Kissankonnect (Private Limited Company) 27ACDP000064	Peri Urban Vegetable Cluster Target Crop- Onion, Tomato, Cauliflower, Broccoli, Potato, Sweet Potato, green chilli, etc.	The Net-worth of the applicant does not meet the eligibility criteria
13	M/s. Qseal Agritech Pvt. Ltd. (Private Limited Company) 28ACDP000041	Multi Commodity High Value Cluster Focus Crop- Potato Additional Crop- Not Provided	The technical score of the applicant does not meet eligibility criteria.
14	M/s. SMHP Farms Agro Food (Private Limited Company)	Multi Commodity High Value Cluster Focus Crop- Papaya Additional Crop- Capsicum, Pomegranate & Onion	The applicant has not provided any supportive documents to determine the Net-worth and Turnover.

The Meeting ended with vote of thanks to the chair and committee members