



## राष्ट्रीय बागवानी बोर्ड

कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार

85, इंस्टीट्यूशनल एरिया, सेक्टर-18, गुरुगांव-122015

## National Horticulture Board

Ministry of Agriculture & Farmers Welfare, Govt. of India  
85, Institutional Area, Sector - 18, Gurgaon - 122015

NHB/CDP/MoM-2025-26/3333

5<sup>th</sup> December, 2025

### OFFICE MEMORANDUM

**Sub: Minutes of the 5<sup>th</sup> Project Appraisal Committee meeting (PAC) for Concept Notes received against 3<sup>rd</sup> EOI under Cluster Development Programme (CDP) held on 05.12.2025 at Krishi Bhawan, New Delhi –Reg.**

Please find enclosed herewith a copy of Minutes of the Meeting of 5<sup>th</sup> Project Appraisal Committee meeting (PAC) held on 05.12.2025 at Krishi Bhawan, New Delhi, under the Chairmanship of Shri Priya Ranjan, MD (NHB) and JS (Horticulture) to discuss the Concept Notes received under the 3<sup>rd</sup> EOI under Cluster Development Programme (CDP).

This issues with approval of the Competent Authority.

(Pawan Kumar)

Dy. Director, NHB, Delhi

#### Distribution:

1. PPS to Joint Secretary (Horticulture), DA&FW
2. PS to MD, NHB, HQ
3. PS to DMD, NHB, HQ
4. DD, NHB, HQ



<b>Subject</b>	Minutes of the meeting for 5 <sup>th</sup> Project Appraisal Committee meeting (PAC) for Concept Notes received against 3 <sup>rd</sup> EOI under Cluster Development Programme (CDP)-reg.
<b>Date &amp; Time</b>	5.12.2025 at 02:00 PM
<b>Venue</b>	Room No 147, Krishi Bhawan

The Meeting was chaired by **Shri Priya Ranjan, MD, NHB** and following members attended the meeting physically and virtually: -

<b>S. No</b>	<b>Composition of the Committee</b>	<b>Name of Officer/Representative with Designation attended the meeting</b>
1.	Managing Director, NHB-Chairman	Shri Priya Ranjan, JS(Horticulture)/MD (NHB)
2.	Representative from (ICAR)	Dr. V.B. Patel, ADG, (Hort.), ICAR
3.	Representative Professional from Market Promotion Agencies	Smt. Vinita Sudhanshu, GM (F&V), APEDA
4.	Representative from (IFD)	Shri Ajay Kumar Meena, US, IFD
5.	Representative from Export Promotion Council	Sh. Vanlalruata Fanai, Deputy General Manager, Exim Bank
6.	Independent Agri Business Expert	Sh. Senthil Kumar Natrajan Dr. Vineet Malviya
7	Representative from MIDH	Sh. Manoj K., US, MIDH
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
2. Sh. Ravindra Dangi, Deputy Director, NHB
3. Sh. Ranjith, SHO, NHB
4. Sh. Nikhil H N, SHO, NHB
5. Sh. Nagaraj Shettar, SHO, NHB
6. Members from PMU Team



At the outset, the Joint Secretary (Horticulture)/Managing Director of National Horticulture Board, as Chairman of the Project Appraisal Committee (PAC), extended a warm welcome to all members of the Committee, as well as officials from the Ministry of Agriculture and the National Horticulture Board. He apprised the Committee of the criteria to assess the completeness and compliance of the applications received from all applicants with the prescribed guidelines under the Cluster Development Programme (CDP). He emphasized that the evaluation of each project had already been undertaken by the CDP cell.

Shri Pawan Kumar, Deputy Director (NHB), informed the Committee that the proposals had been evaluated on the basis of the criteria laid down in the CDP guidelines. He guided the members through each applicant's proposal in a structured manner, highlighting key features, compliance status, and gaps observed during the appraisal process.

In consideration of the agenda of the meeting, the following 32 projects along with the Concept Notes were duly discussed by the Project Appraisal Committee, and the following observations were made for each.

**M/s Sahyadri Farms Post Harvest Care Limited – 7 applications**

The proposal was discussed in detail and it was observed by the committee that the applicant has submitted 7 applications under the 3<sup>rd</sup> EOI to set up a Multi-Commodity High Value Cluster. Details of cluster focus crop and other crops are mentioned below;

1. **Multi-Commodity High Value Cluster with citrus varieties as the focus crop in Nanded District, Maharashtra vide project code no. 27ACDP000186**
2. **Multi-Commodity High Value Cluster with grapes as the focus crop in Vijayapura District, Karnataka vide project code no 29ACDP000183**
3. **Multi-Commodity High Value Cluster with grapes as the focus crop in Pune District, Maharashtra vide project code no 27ACDP000184**
4. **Multi-Commodity High Value Cluster with grapes as the focus crop in Jalna District, Maharashtra vide project code no 27ACDP000185**
5. **Multi-Commodity High Value Cluster with grapes as the focus crop in Nashik District, Maharashtra vide project code no 27ACDP000178**
6. **Multi-Commodity High Value Cluster with grapes as the focus crop in Sangli District, Maharashtra vide project code no 27ACDP000181**
7. **Multi-Commodity High Value Cluster with banana as the focus crop in Solapur District, Maharashtra vide project code no 27ACDP000182**

Further, The applicant M/s Sahyadri Farms Post Harvest Care Limited is a Public Limited Company. The applicant has experience in horticulture value chains, farmer aggregation and post-harvest management. For FY 2024–25, the applicant's turnover is ₹1,43,033 lakh more than total project cost of all 8 projects including pilot cluster and net worth is ₹86,041 lakh.

It was also noted by the committee that the applicant is already the Implementing agency (IA) for Grape cluster in Nasik under CDP 1.0 scheme as pilot cluster. In this light, the turnover and net worth criteria were evaluated for all 8 projects (1 old + 7 in this EOI) jointly. It was decided by the committee that the applicant (IA) shall not exceed maximum assistance INR 100 Cr. as per the scheme guidelines of the CDP



all seven proposals majority of the assistance and components are focused on the farmers. Further, Sahyadri Farms has 18,000+ registered farmers and the FPO has been successfully operating for more than 12 years covering over 252 villages and exporting to 42 countries.

The committee discussed the concept note in detail and observed that the applicant fulfils all legal and financial criteria. All seven proposals were technically evaluated and scored 32.5 out of 50 in each application. It was decided that the proposals may be shortlisted for submission of DPR/ business case. It was noted by the committee that the applicant must provide detailed area distribution of other crops in addition to focus crop.

**8. M/s Janta Global Agri Pvt. Ltd. & Shodha Farmers Producer Company (Shivamogga Cluster) 29ACDP000177**

The applicants Janta Global Agri (a Private Limited Company) and Shodha Farmers Producer Company (a Farmer Producer Company) jointly form a consortium. Janta Global Agri operates through multiple branch offices in Malappuram (Kerala), Ramanadhapuram (Tamilnadu), Visakhapatnam (Andhrapradesh) and Bangalore (Karnataka). The consortium has experience in black pepper and spice value chains, along with exposure to horticulture-based processing and farmer mobilisation. For FY 2024-25, the combined turnover is ₹4,910.09 lakh and net worth is ₹186.13 lakh. The applicants have submitted a concept note proposing a Multi-Commodity High Value Cluster with black pepper as the focus crop in Shivamogga District, Karnataka.

The committee discussed the proposal and observed that the applicants meet legal and financial requirements. The proposal was technically evaluated and scored 40.5 out of 50. It was decided that the proposal may be shortlisted for submission of DPR/business case.

**9. M/s Godrej Agrovet Limited (Cocoa & Coconut Cluster) 28ACDP000170**

The applicant Godrej Agrovet Limited is a Public Limited Company. Godrej Agrovet is a food and agri conglomerate, focused at improving the productivity of Indian farmers by innovating products and services. The applicant has extensive experience in plantation crops, farmer engagement and input supply. For FY 2024-25, the applicant's turnover is ₹7,00,907 lakh and net worth is ₹2,57,334 lakh. The applicant has submitted a concept note proposing a Multi-Commodity High Value Cluster with cocoa as the focus crop and coconut as an additional crop in Eluru, NTR and West Godavari Districts, Andhra Pradesh.

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

**10. M/s Haritha Bio Actives (Haritha Bio Actives Cluster) 28ACDP000175**

The applicant Haritha Bio Actives is a legally registered entity with experience in spices, value addition and related agri-horticultural activities. Specifically, the company is involved making food/beverages like tamarind products, millets For FY 2024-25, the applicant's turnover is ₹12,395.12 lakh and net worth is ₹1,502.35 lakh. The applicant has submitted a concept note proposing a Multi-Commodity High Value Cluster with turmeric as the focus crop in Alluri Sitarama Raju & Parvathipuram Manyam Districts, Andhra Pradesh.

The committee discussed the concept note and observed that the applicant meets all legal and financial criteria. The proposal was technically evaluated and scored 33 out of 50. It was decided that the proposal may be shortlisted for submission of DPR/business case.

**11. Consortium of A S Chinnaswamy Raju Community Development Trust & Atria Power Corporation Pvt Ltd (Chittoor Moringa Export Cluster) 28ACDP000172**

The applicants form a consortium combining an trust and a Private Limited Company. The applicants have experience in farmer mobilisation, moringa cultivation and allied value-chain activities. For FY 2023–24, the consortium's turnover is ₹1,977 lakh and net worth is ₹15,255 lakh. The applicants have submitted a concept note proposing a Multi-Commodity High Value Cluster with moringa as the focus crop in Chittoor District, Andhra Pradesh.

The committee discussed the concept note and observed that the applicants fulfil all legal and financial criteria, though area under secondary crops is comparatively low. The proposal was technically evaluated and scored 34.5 out of 50. It was decided that the proposal may be shortlisted for submission of DPR/business case.

**12. M/s TrustGrow Fertilisers India Pvt Ltd & Six Others (Yadgiri Pomegranate Cluster) – 29ACDP000169**

The applicant consortium led by TrustGrow Fertilisers India Pvt Ltd includes seven members, of which three are Companies and four are FPOs/FPCs. The lead applicant has experience in providing various high-quality fertilizers, micronutrients, and biostimulants to farmers, focusing on soil health and crop nutrition. For FY 2024–25, the consortium turnover is ₹6,932 lakh and net worth is ₹5,291 lakh. The applicants have submitted a concept note proposing a Multi-Commodity High Value Cluster with pomegranate as the focus crop in Yadgiri and Raichur Districts, Karnataka.

The committee discussed the concept note in detail and observed that the applicants fulfil the legal and financial criteria. The proposal was technically evaluated and scored 35.5 out of 50. It was decided that the proposal may be shortlisted for submission of DPR/business case.

**13. M/s Associated Tea & Agro Management Services Pvt. Ltd. (Spice Root Infra Cluster) – 18ACDP000165**

The applicant Associated Tea & Agro Management Services Pvt Ltd is a Private Limited Company with experience in spice crops, agricultural services and value-chain development. For FY 2024–25, the applicant's turnover is ₹615.24 lakh and net worth is ₹105.76 lakh. The applicant has submitted a concept note proposing a Multi-Commodity High Value Cluster with ginger as the focus crop in Golaghat District, Assam.

The committee discussed the concept note and observed that the applicant fulfils legal and financial criteria; however, area under other crops was not provided. The proposal was technically evaluated and scored 30.5 out of 50. It was decided that the proposal may be shortlisted for submission of DPR/business case.

**14. M/s Patanjali Foods Limited (Citrus Cluster Maharashtra) – 27ACDP000164**

The applicant Patanjali Foods Limited is a Private Limited Company with extensive experience in FMCG. The company is a leading player in edible oils, soya foods (Nutrela), nutraceuticals, and other fast-moving consumer goods and is focused on wellness, Ayurveda, and sustainability with a vast



portfolio of products including oils, biscuits, honey, spices, and personal care. For FY 2024–25, the applicant's turnover is ₹34,28,940 lakh and net worth is ₹7,82,652 lakh. The applicant has submitted a concept note proposing a Multi-Commodity High Value Cluster with orange as the focus crop in Nagpur, Amravati and Wardha Districts, Maharashtra.

The committee discussed the concept note and observed that the applicant meets the legal and financial requirements. The proposal was technically evaluated and scored 47 out of 50. Applicant may be advised to indicate clearly, list of other crops, area and interventions under the proposed project. It was decided that the proposal may be shortlisted for submission of DPR/business case.

**15. M/s Miracle Mango Cluster Private Limited (Mango Cluster) – 28ACDP000157**

The applicant Miracle Mango Cluster Private Limited is a Private Limited Company. For FY 2024–25, the applicant's turnover is ₹13,286.45 lakh and net worth is ₹7,519.01 lakh. The applicant has submitted a concept note proposing a Multi-Commodity High Value Cluster with mango as the focus crop in Vizianagaram District, Andhra Pradesh.

The committee discussed the concept note and observed that while the applicant meets legal and financial criteria. The proposal was technically evaluated and scored 31.5 out of 50. It was decided that the proposal may be shortlisted for submission of DPR/business case. It was noted by the committee that the applicant must provide detailed area distribution of other crops in addition to focus crop.

**16. Consortium of BMW Ventures Ltd & Jai Basukinath Traders Pvt Ltd (Potato Cluster Purnia, Bihar) 10ACDP000192**

The applicants BMW Ventures Ltd (a Private Limited Company) and Jai Basukinath Traders Pvt Ltd (a Private Limited Company) form a consortium. For FY 2024–25, the consortium's turnover is ₹2,06,433.65 lakh and net worth is ₹27,003.89 lakh. The applicants have submitted a concept note proposing a Multi-Commodity High Value Cluster with potato as the focus crop in Purnia District, Bihar.

The committee discussed the concept note and observed that the applicants fulfil the legal and financial criteria. The proposal was technically evaluated and scored 41.5 out of 50. It was decided that the proposal may be shortlisted for submission of DPR/ business case. It was noted by the committee that the applicant must provide detailed area distribution of other crops in addition to focus crop.

**17. M/s Aterna Agro Alliance (Haryana Multi Commodity High Value Cluster) – 06ACDP000188**

The applicant M/s Aterna Agro Alliance is a partnership firm with relevant experience in horticulture and mushroom cultivation. The applicant has previous experience in fresh and IQF value chains for vegetables and baby corn. For FY 2023–24, the applicant's turnover is ₹4,748 lakh and net worth is ₹900 lakh. The applicant has submitted a concept note proposing a Multi-Commodity High Value Cluster with mushroom as the focus crop across Sonipat, Panipat and Karnal Districts, Haryana.

The committee discussed the concept note and observed that the applicant meets all legal and financial criteria. The proposal was technically evaluated and scored 35.5 out of 50. It was decided that the proposal may be shortlisted for submission of DPR/business case. It was noted that the concept note is too brief and the DPR must be comprehensive and detailed.

**18. M/s Iscon Balaji Foods Private Limited (Potato Cluster Gujarat) – 24ACDP000193**

The applicant Iscon Balaji Foods Private Limited is a Private Limited Company with experience in potato value chains, processing and contract farming, they are a leading player in processed potato products (like fries, patties, wedges) and dehydrated potato flakes. For FY 2024–25, the applicant's turnover is ₹1,50,190.40 lakh and net worth is ₹56,182.20 lakh. The applicant has submitted a concept note proposing a Multi-Commodity High Value Cluster with potato as the focus crop in Patan, Banaskantha and Sabarkantha Districts, Gujarat.

The committee discussed the concept note and observed that the applicant meets all legal and financial criteria. However, secondary crops have not been proposed, and a large proportion of project cost relates only to distribution of potato planting material. The proposal was technically evaluated and scored 34.5 out of 50. It was decided that the proposal may be shortlisted for submission of DPR/business case.

**19. M/s Shine Agri Allied and Marketing Multistate Cooperative Society Limited (Kutch & Banaskantha Cluster) – 24ACDP000190**

The applicant is a Multistate Cooperative Society with experience in horticultural production, aggregation and allied marketing activities. For FY 2024–25, the applicant's turnover is ₹49,949.69 lakh and net worth is ₹2,996.19 lakh. The applicant has submitted a concept note proposing a Multi-Commodity High Value Cluster with pomegranate as the focus crop in Kutch and Banaskantha Districts, Gujarat.

The committee discussed the concept note and observed that the applicant fulfils all legal and financial criteria. The proposal was technically evaluated and scored 36.5 out of 50. It was decided that the proposal may be shortlisted for submission of DPR/business case.



The committee also briefly discussed other proposals that were non-shortlisted since they were found to not meet the FGV, eligibility, technical and financial criteria. The case wise decision of the PAC is presented in the table below:

**Applications not shortlisted for submission of Business Case/ DPR:**

PAC discussed the following project proposals in the light of contents of agenda notes and scheme guidelines decided that following proposals may not be shortlisted.

S. No.	Name of the applicant & project code	Cluster details	Reason for not shortlisting
1.	M/s Previllege Advisory Services Pvt. Ltd. (lead) and Baruah Automobiles Pvt. Ltd. – 18ACDP000180	Multi-commodity high value cluster Focus crop – Chill (Dried) Additional crop - Vegetables	The proposal was reviewed in detail and it was observed by the committee that the information in the online application form was found incorrect. Based the information provided, FGV calculation does not meet basic eligibility criteria of CDP scheme.
2.	M/s Babanraoji Shinde Sugar & Allied Industries Limited - 27ACDP000173	Multi-commodity high value cluster Focus crop – Onion Additional crop – Mango, Pomegranate, Guava and Lime	FGV is less than 100 Cr.
3.	M/s Gayatri Mart - 27ACDP000166	Multi-commodity high value cluster Focus crop – Onion Additional crop –Pomegranate and Guava	FGV is less than 100 Cr.
4.	M/s Chandigarh Agritech Pvt Ltd - 02ACDP000179	Multi-commodity high value cluster Focus crop – Seabuckthorn Additional crop – Seabuckthorn	FGV is less than 100 Cr. And farmer component is less than 40%.
5.	M/s Chandigarh Agritech Pvt Ltd - 01ACDP000176	Multi-commodity high value cluster Focus crop – Seabuckthorn Additional crop – Seabuckthorn	FGV is less than 100 Cr. And farmer component is less than 40%.
6.	M/s Sundarjeevan Agro Traders – 27ACDP000168	Multi-commodity high value cluster Focus crop – Onion Additional crop – Banana, Guava, Pomegranate and Lemon	The proposal does not full fill responsiveness check. Annual turnover is less than total project cost.
7.	M/s Katyani Agro – 27ACDP000171	Multi-commodity high value cluster Focus crop – Onion	The proposal does not full fill responsiveness

S. No.	Name of the applicant & project code	Cluster details	Reason for not shortlisting
		Additional crop – Banana and Papaya	check. Annual turnover is less than total project cost. Being a new partnership firm, the net worth of the individual partners can be considered but not the turnover
8.	M/s Mahakal Mahila Mandal Samiti – 23ACDP000167	Multi-commodity high value cluster Focus crop – Tomato Additional crop – Brinjal	The proposal does not full fill responsiveness check. 1. Annual turnover is less than total project cost. 2. Net Worth is less than the equity contribution
9.	M/s Ghai Enterprises 27ACDP000187	Multi-commodity high value cluster Focus crop – Pomegranate Additional crop – Banana, Grape and Mango	The proposal does not full fill responsiveness check. The applicant is proprietorship firm which is not eligible under the CDP Scheme
10.	M/s Amaravathi Export Cluster Private Limited – 28ACDP000189	Multi-commodity high value cluster Focus crop – Mango Additional crop – Banana and Guava	The proposal does not full fill responsiveness check. Net Worth is less than the equity contribution
11.	M/s Sunpower India Ventures Pvt Ltd & Rohan Seeds and Pesticides - 27ACDP000191	Multi-commodity high value cluster Focus crop – Mango Additional crop – Banana and Guava	The proposal does not full fill responsiveness check. Annual turnover is less than total project cost.
12.	M/s Indigenous Agrovat Producer Company Limited – 27ACDP000156	Peri-urban vegetable cluster Target city – Nasik	The proposal does not full fill responsiveness check. 1. Annual turnover is less than total project cost.

S. No.	Name of the applicant & project code	Cluster details	Reason for not shortlisting
			2. Net Worth is less than the equity contribution
13.	Namo Shetkari Unnati Foundation – 27ACDP000174	Multi-commodity high value cluster Focus crop – Onion Additional crop – Mango, Guava and Lime	The proposal does not full fill responsiveness check Annual turnover is less than total project cost. Being a new newly incorporated firm, the net worth of the individual partners can be considered but not the turnover

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

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