



राष्ट्रीय बागवानी बोर्ड  
National Horticulture Board



# राष्ट्रीय बागवानी बोर्ड

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/PAC-CDP/2025-26/86

20.06.2025

### OFFICE MEMORANDUM

**Sub: Proceedings of the Project Appraisal Committee (PAC) Meeting on deferred cases (4 Nos) for evaluating and reviewing the Concept Notes submitted in response to the EoI published under the Revised Cluster Development Programme Guidelines, held on 18.06.2025 at Krishi Bhavan, New Delhi – Reg.**

Please find enclosed herewith a copy of the Minutes of the Meeting of the Project Appraisal Committee (PAC) for evaluating and reviewing the Concept Notes submitted in response to the EoI published under the Revised Cluster Development Programme Guidelines, held on 18.06.2025 at Krishi Bhavan, New Delhi, under the Chairmanship of Shri Priya Ranjan, Joint Secretary (Horticulture) /MD (NHB), in reference to the deferred cases discussed in the meeting dated 17.06.2025.

This issues with approval of the Competent Authority.

(Pawan Kumar)

Dy. Director, NHB, Delhi

### Distributions:

1. All Area Officers/Joint Directors, NHB, Gurugram
2. Joint Director (F&A), NHB, Gurugram
3. All Deputy Directors/SHO's, NHB, Gurugram
4. PS to MD, NHB, Gurugram
5. PS to DMD, NHB, Gurugram



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**National Horticulture Board**  
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NHB/CDP/Ref. 1<sup>ST</sup> PAC/2025-26/

20-06-2025

<b>Subject</b>	<b>Minute of the PAC meeting on deferred cases (4 Nos) under Horticulture Cluster Development Programme (HCDP)</b>
<b>Date &amp; Time</b>	<b>18.06.2025 at 3:30 PM</b>
<b>Venue</b>	<b>Krishi Bhawan</b>

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

<b>S. No</b>	<b>Composition of the PAC</b>	<b>Name of Officer/Representative with Designation attended the meeting</b>
1.	Managing Director, NHB-Chairman	Shri Priya Ranjan, JS(MIDH)/MD (NHB)
2.	Representative from Export Promotion Council	Sh. Dharmendra Sachan, General Manager, Exim Bank Sh. Kaushal Giri, Chief 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. K.M.S Khalsa, Director, IFD
7.	Representative from SHM	Members from respective SHMs
8.	Independent Agri Business Expert	Sh. Senthil Kumar Natrajan Sh. Vilas Rao Shinde
9.	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. Dr. Vijaykumar BT, SHO, NHB
4. Sh. Soumen Shit, SHO, NHB
5. Sh. Nagaraj Shettar, SHO, NHB
6. Sh. Chirag Bhatia, SHO, NHB
7. Sh. Ranjan Sinha, PMU, CDP
8. Dr. Neeru Dubey, PMU, CDP
9. Mr. Jayant Singh, PMU, CDP
10. Ms. Isha Tiwari, PMU, CDP
11. Ms. Tanushree Dutta, PMU, CDP



At the outset the chair welcomed all the participants and members of the project appraisal committee. A presentation was made by Nutrifresh FarmTech Pvt. Ltd on the proposed peri-urban vegetable cluster followed by a presentation by Green Agrevolution Pvt Ltd on three high-value multi-commodity clusters proposed by them. The decision of committee are as under.

### **1. Nutrifresh FarmTech India Pvt Ltd – Peri-Urban Vegetable Cluster (PUVC) (27ACDP000069)**

The applicant Nutrifresh FarmTech India Pvt Ltd. is a private limited company incorporated in the year 2019. The company is producing variety of fresh and exotic leafy and fruity vegetables and focuses on delivering fresh, residue-free vegetables round the year. The product line includes over 50 SKUs. For FY 2023-24 the applicant's turnover is INR 14,984 Lakhs and networth is INR 19012 Lakhs. The applicant has submitted a concept note proposing to set up a peri urban vegetable cluster in Pune, Maharashtra.

The committee discussed in detail and it was observed that the narrow selection of crops, which cater to a niche consumer segment may limit scalability and impact. In response, the applicant clarified that the 45 hectares mentioned pertain only to protected cultivation, and that the broader cluster strategy will incorporate open-field cultivation, shared farming, and conventional models. The applicant further confirmed that additional crops will be grown to serve a broader section of the urban market.

The committee decided that the proposal may be shortlisted for further submission of business case /DPR. It was also noted that DPR may reflect inclusion of small and marginal farmers, especially from the Narayangaon region and also expand its focus to include staple urban vegetables such as tomatoes and onions and outline a comprehensive plan for value chain and supply chain development aimed at improving traceability and enhancing farmer incomes.

### **2. Green Agrevolution Pvt Ltd – Grape Cluster (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 operates 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 High value multi commodity cluster with Grapes as focus crop in Nashik, Maharashtra.

The committee discuss the proposal in detail and expressed concern over the lack of clarity in aligning the cluster model with the core objectives of CDP. The Committee sought specific clarification on the challenges in expanding grape cultivation, addressing international competitiveness, and bridging seasonal production gaps. In response, the applicant stated that it intends to introduce high-yielding varieties to close the production gap, although permissions had so far been obtained for only one variety, with others still pending. It was also acknowledged that reliance on a single variety has hindered export potential due to limited adaptability.

The committee noted that the proposal does not adequately address the systemic issues faced by the grape sector. It was further observed that an existing grape cluster is already under implementation, and this proposed cluster did not offer any significant value addition or differentiation from the interventions already in place. It was also observed that under the proposed means of finance the cost working capital is disproportionately high and is more than project cost. Hence, committee decided that the proposal may not be shortlisted under the scheme guideline.





### 3. Green Agrevolution Pvt Ltd – Makhana Cluster (06ACDP000072)

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 High value multi commodity cluster with Makhana (Foxnut) as focus crop in 10 major districts of Bihar: Madhubani, Darbhanga, Katihar, Purnea, Saharsa, Supaul, Madhepura, Araria, Sitamarhi and Kishanganj.

The Committee discuss the proposal in detail and it was noticed that the proposal does not provide clarity with respect to ownership and landholding structure of farmers cultivating Makhana. The Committee noted that the absence of established farmer linkages and landholding clarity undermines the basic eligibility requirements for a CDP cluster. Additionally, the applicant failed to adequately present a viable processing and value addition model for Makhana. Hence, committee decided that the **proposal may not be shortlisted** under the scheme guideline.

### 4. Green Agrevolution Pvt Ltd – Banana-Pomegranate Cluster (06ACDP000068)

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 High value multi commodity cluster with Banana as focus crop in Solapur & Pune, Maharashtra.

The Committee discuss the proposal in detail and it was observed that the key components require more clarity specifically focused on logistics, value addition, and backward-forward linkages. The applicant was asked to clarify how it intends to implement farm-level interventions and integrate with existing horticultural infrastructure.

In response, the applicant stated that it has prior experience in working with farmers and that ongoing interventions, including farmer training programmes and test plots, are already in place. It was also stated that logistics and marketing channels have been established through previous operational experience. Hence, the committee decided that the **proposal may be shortlisted** for further submission of business case /DPR.

The meeting ended with a vote of thanks to all attendees.

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