



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/1ST PAC/2025-26/ 85-

20.06.2025

OFFICE MEMORANDUM

Sub: Proceedings of the 1st 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 17.06.2025 at Krishi Bhavan, New Delhi – Reg."

Please find enclosed herewith a copy of the Minutes of the 1st 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 17.06.2025 at Krishi Bhavan, New Delhi, under the Chairmanship of Shri Priya Ranjan, Joint Secretary (Horticulture) /MD (NHB).

This issues with approval of the Competent Authority.

[Signature]
20.06.2025

(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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कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार
85, इंस्टीच्यूशनल एरिया, सैक्टर-18, गुरुग्राम-12205
National Horticulture Board
Ministry of Agriculture & Farmers Welfare, Govt. Of India
Plot No. 85, Sector-18, Institutional Area, Gurugram-122015

NHB/CDP/1ST PAC/2025-26/

20-06-2025

Subject	Minutes of the First Project Appraisal Committee for evaluating and reviewing Concept Notes submitted in response to the EOI published under Revised Cluster Development Programme Guidelines.
Date & Time	17.06.2025 at 12:30 PM
Venue	Room No 147, Krishi Bhawan.

The Meeting was chaired by **Shri Priya Ranjan, 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(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 Managing Director of NHB, as Chairman of the PAC, welcomed all members of the Project Appraisal Committee, along with officials from the Ministry of Agriculture and NHB. He addressed the participants and apprised them of the Revised Guidelines for the Cluster Development Programme (CDP), and also provided a brief overview of the evaluation criteria and timelines laid out in the guidelines, which form the basis for evaluating the proposals. He further highlighted the two key cluster categories under the CDP, i.e., High-Value Multi-Commodity Clusters and Peri-Urban Vegetable Clusters, and emphasized that the appraisal process is conducted as per the Scheme Guidelines.

Further, Shri Pawan Kumar, DD, NHB and representative of the PMU, explained the methodology used to calculate the Farm Gate Value (FGV), which is used to determine the basic eligibility requirement as per the provisions of the Scheme Guidelines. They also highlighted that one of the eligibility criteria for peri-urban vegetable clusters is an urban city having a population of 15 Lakh in accordance with the 2011 census. The PMU apprised the PAC of the responsiveness checks undertaken to assess the completeness and conformity of each proposal with the prescribed guidelines, prior to making proposal-wise presentations before the Committee. Subsequently, the PMU presented an overview of the scoring matrix and the evaluation criteria adopted for assessing the proposals. It was informed that applicants are required to secure a minimum score of 30 out of 50 to get shortlisted for further submission of business case/ DPR under the scheme. Thereafter, the proposal-wise presentation was made before the committee.

1. Patanjali Foods Ltd. (Public Limited Company) - 27ACDP000095

The applicant Patanjali Foods Ltd. is a public limited company incorporated in the year 1986. The company has experience in the field of food and health supplements, vegetable oil, and has a strong presence in across horticulture value chain of multiple crops along with extensive experience in post harvest processing and branding and marketing. For FY 2023-24 the applicant's turnover is INR 34,28,940 Lakhs and network is INR 11,37,152 Lakhs. The applicant has submitted a concept note proposing to set up a High value multi commodity cluster with Orange as focus crop in Nagpur, Amravati and Vardha, Maharashtra.

The committee discussed the concept note in detail and found the proposal technically and financially sound. The proposal met the responsiveness check criteria. The net worth is more than the proposed equity contribution, which was also above the mandatory 20% threshold. The applicant demonstrated robust experience in food processing and value addition across the horticulture value chain. Their turnover was higher than the total project cost. The proposal received a score of 33.50 out of 50. It was decided that the proposal may be approved for submission of business case / DPR.

2. Amaravathi Export Cluster (Consortium of Private Limited, Societies and Cooperatives) - 28ACDP000062

The applicant is a consortium of six entities namely: Ramansinghs Global Food Park (51%), Dhakshhin ASTC Pvt. Ltd (13%), CVKS Infrastructure Pvt Ltd (6%), Designholics pvt ltd (5%), Society for innovation and Incubation Development (5%), Society for Inclusive Development (5%), Society for Sustainable Development (5%), Square Business Service Pvt Ltd (4%), Maha Fresh Fruit Products (0.5%), Livelihood Innovation Forum (4%), Adarsha Farmers Service Cooperative Society Ltd.(0.5%). The consortium as a whole has substantial experience in areas including mango cultivation, input supply, post-harvest handling, processing, and marketing. The promoters collectively manage operations across more than 700 acres of mango cultivation through direct farming and farmer partnerships. For FY 2023-24 the applicant's turnover is INR 18,166 Lakhs and network is INR 2,762 Lakhs. The applicant has submitted a concept note proposing to set up a High value multi commodity cluster with Mango as focus crop in Eluru, Andhra Pradesh.

The Committee discussed the concept note in detail and found the proposal technically sound and met the responsiveness check criteria. Financial documentation demonstrated adequate net worth and equity contribution. Based on the technical evaluation, the proposal secured a score of 32.00 out of 50. It was decided that the proposal may be approved for submission of business case / DPR and it was also suggested that the details of any prior government support or subsidies availed under any Central or State schemes may be clearly specified in the business case /DPR, along with clarity on the nature of mango exports, whether fresh or processed.

3. M/s Social Action for Tribal and Backward Classes (Society) - 14ACDP000080

The applicant is a society registered in year 1996. The applicant has experience in agricultural development, horticulture, handloom and handicrafts in Manipur. For FY 2023-24 the applicant's turnover is INR 4,051 Lakhs and networth is INR 5,873 Lakhs. The applicant has submitted a concept note proposing to set up a High value multi commodity cluster with Kiwi as focus crop in Kangpokpi, Manipur.

The Committee discussed the concept note in detail and observed that the proposal was technically sound. The applicant met all responsiveness criteria and submitted valid financial declarations, with equity contribution well above the minimum threshold. The applicant demonstrated relevant field experience, particularly in the tribal and horticultural sectors. The proposal received a technical score of 41.00 out of 50. It was decided by the committee that the proposal be shortlisted for submission of business case / DPR. It was also noted that business case / DPR should include specific components related to use of high-yielding varieties, farmer training, and orchard management practices.

4. Asandas and Sons Private Limited (Consortium of Private Limited) - 24ACDP000063

The applicant is a consortium of Asandas and Sons Private Limited and Hyfun Agrilink Private Limited. The applicant has experience in producing a variety of delicacies such as French Fries, Hash Browns, Burger Patties etc. Its partner, Hyfun Agrilink is the agricultural arm of the group and is engaged in contract farming of Potatoes, providing agri input, capacity building on GAP, procurement of processing grade potatoes etc. For FY 2023-24 the applicant's turnover is INR 1,84,341 Lakhs and networth is INR 45,722 Lakhs. The applicant has submitted a concept note proposing to set up a High value multi commodity cluster with Potato as focus crop in Aravali, Gandhinagar, and Kheda, Gujarat.

The Committee discussed the concept note in detail and observed that the applicant fulfilled all technical and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 31.50 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case / DPR. It was also noted that the DPR shall propose in addition to Potato other additional horticultural crops.

5. Navabharat Limited (Public Limited Company) - 28ACDP000055

The applicant Navabharat Limited is a public limited company incorporated in the year 1992. The company has experience in the field of Oil Palm Plantations. They have been closely working with around 19,000 Oil Palm farmers in the region covering around 27,000 Ha of Oil Palm plantations. For FY 2023-24 the applicant's turnover is INR 1,83,971 Lakhs and networth is INR 24,849 Lakhs. The applicant has submitted a concept note proposing to set up a high value multi commodity cluster with Cocoa as focus crop in Eluru, Andhra Pradesh.

The Committee discussed the concept note in detail and found the proposal technically feasible. The applicant met all responsiveness and financial criteria. Net worth and equity contribution exceeded the prescribed limit, and a clean financial declaration was received. The technical score awarded to the proposal was 45.00 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case / DPR. It was also noted that other additional horticultural crops shall be incorporated at business case /DPR stage.

6. SK Agri Exports Private Limited (Private Limited Company) - 24ACDP000078

The applicant SK Agri Exports Private Limited is a private limited company incorporated in the year 2012. The company has experience in both domestic and international potato trade, the revenue from operation comprises of 40 percent of export of potatoes annually. The company has developed a robust supply chain network encompassing procurement, storage, processing, and export, ensuring consistent quality and timely delivery. For FY 2023-24 the applicant's turnover is INR 26,391 Lakhs and networth is INR 1,880 Lakhs. The applicant has submitted a concept note proposing to set up a high value multi commodity cluster with Potato as focus crop in Ludhiana, Moga, and Barnala, Punjab.

The Committee discussed the concept note in detail and found the proposal technically & financially sound. The applicant met all eligibility and financial parameters. Based on the technical assessment, the proposal secured a score of 38.00 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case/ DPR with other additional horticultural crops suitable for the region.

7. Satya Impex (Partnership Firm) - 28ACDP000058

The applicant Satya Impex is a partnership firm. The applicant has experience in chilli processing and trading, offering diverse varieties based on pungency, colour, size, and texture. With growing global demand, it primarily serves markets in Southeast Asia, including China, Bangladesh, and Nepal. For FY 2023-24 the applicant's turnover is INR 10,039 Lakhs and networth is INR 691 Lakhs. The applicant has submitted a concept note proposing to set up a High value multi commodity cluster with Chilli as focus crop in Guntur, Palnadu and Bapatla, Andhra Pradesh.

The Committee discussed the concept note in detail and found in order of all responsiveness criteria, and the submitted financials confirmed sufficient net worth and equity contribution. A clean financial declaration was also provided. The Committee recorded a technical score of 31.00 out of 50 for this proposal. It was decided by the committee that the proposal may be shortlisted for submission of business DPR. It was also recommended that the applicant incorporates other suitable horticultural crops in the business case/ DPR.

8. Goodrich Cereals Limited (Public Limited Company) - 06ACDP000054

The applicant Goodrich Cereals Limited is a public limited company incorporated in the year 2024. The company has experience in the field of processing of potato products such as frozen French fries, potato flakes, chips, and other value-added potato, cabbage, carrot and other vegetable derivatives. For FY 2023-24 the applicant's turnover is INR 21,886 Lakhs and networth is INR 3,749 Lakhs. The applicant has submitted a concept note proposing to set up a high value multi commodity cluster with Potato as focus crop in Karnal, Kurukshetra and Panipat, Haryana.

The Committee discussed the concept note in detail and observed that the proposal is technically feasible. The applicant met all technical and financial eligibility criteria and submitted a clean financial declaration. Based on the technical evaluation, the proposal secured a score of 30.50 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case/ DPR with other additional season wise planned horticultural crops.

9. Privilege Advisory Services Private Limited & Choice Consultancy Services Private Limited (Consortium of Private Limited Companies) - 18ACDP000050

The applicant is a consortium of Privilege Advisory Services Private Limited and Choice Consultancy Services Private Limited. The applicant has experience in the field of agri and allied sectors, including horticulture production, processing, aggregation and cluster-based value chain development. They have implemented government-sponsored livelihood and horticulture development projects in Assam and the Northeastern Region. For FY 2023-24 the applicant's turnover is INR 20,826 Lakhs and networth is INR 10249 Lakhs. The applicant has submitted a concept note proposing to set up a High value multi commodity cluster with Ghost Pepper (Bhut Jolokia) as focus crop in Jorhat, Sivasagar and Golaghat, Assam.

The Committee discussed the concept note in detail and found the concept note was technically feasible, however, the application lacked a clean financial declaration. Based on the evaluation, the proposal secured a technical score of 37.50 out of 50. Approval was granted subject to submission of the declaration and incorporation of additional horticultural crops in the business case/ DPR. It was also advised that the applicant strengthen its farmer engagement model in the business case/ DPR.

10. Prime Fresh Limited (Public Limited Company) - 24ACDP000093

The applicant Prime Fresh Limited is a public limited company incorporated in the year 2007. The company has experience in the field of fruits and vegetables supply chain. The core portfolio of the applicant consists of nine products, demonstrating expertise in the supply of Mango, Pomegranate, Orange, Imported Fruits, Banana, Grapes, and Onions, encompassing over 75 SKUs. For FY 2023-24 the applicant's turnover is INR 14,330 Lakhs and networth is INR 6,150 Lakhs. The applicant has submitted a concept note proposing to set up a peri urban vegetable cluster with Tomato, Onion, Potato, Beet root, Leafy vegetables, Brinjal, Cauliflower, Capsicum, Gourds etc. as target crop in Pune, Maharashtra.

The Committee discussed the concept note in detail and found it technically and financially sound. A clean financial declaration was also submitted. The proposal received a technical score of 42.00 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case/ DPR with more emphasis on retailing and marketing.

11. Krushibramha Farmer Producer Company Limited (Farmer Producer Company) - 24ACDP000089

The applicant Krushibramha Farmer Producer Company Limited is a Farmer Producer Company incorporated in the year 2022. The applicant has experience in vegetable and fruit production, aggregation, and trading activities. The applicant's expertise spans on-farm production practices, primary processing (grading/packing), and supply logistics for horticultural produce. For FY 2023-24 the applicant's turnover is INR 8,679 Lakhs and networth is INR 248 Lakhs. The applicant has submitted a concept note proposing to set up a peri urban vegetable cluster with Onion, Tomato, Chilli, Capsicum, Guava, Banana, Pomegranate etc. as target crop in Nashik, Maharashtra.

The Committee discussed the concept note in detail and found it technically and financially sound. The applicant met all eligibility and responsiveness conditions, including financial declaration. Based on technical evaluation, the proposal was awarded a score of 33.00 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case / DPR with emphasis on more vegetable crops and farmers training.

12. Prime Fresh Limited (Public Limited) - 24ACDP000046

The applicant Prime Fresh Limited is a public limited company incorporated in the year 2007. The company has experience in the field of fruits and vegetables supply chain. The core portfolio of the applicant consists of nine products, demonstrating expertise in the supply of Mango, Pomegranate, Orange, Imported Fruits, Banana, Grapes, and Onions, encompassing over 75 SKUs. For FY 2023-24 the applicant's turnover is INR 14,330 Lakhs and networth is INR 6,150 Lakhs. The applicant has submitted a concept note proposing to set up a peri urban vegetable cluster with Onion, Potato, Tomato, Beans, Okra, Radish, Brinjal etc. as target crop in Nashik, Maharashtra.

The Committee discussed the concept note in detail and found it technically and financially sound. The proposal aligned with the peri-urban vegetable cluster for Nasik. The applicant met all required criteria and provided a declaration for clean financial record. The technical score secured by this proposal was 46.00 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case / DPR.

13. Vitthal Ganga Farmers Producer Company Limited (Farmer Producer Company) - 27ACDP000098

The applicant Vitthal Ganga Farmers Producer Company Limited is a farmer producer company incorporated in the year 2019. The applicant has experience in the agrarian belt of Maharashtra, the company engages in procurement, grading, logistics, and marketing of high-value horticultural crops. Existing operations span multiple segments of the agri-value chain, including the supply of agri-inputs, nursery services, produce aggregation, and post-harvest handling. The company plays a vital role in connecting farmers with processors, wholesalers, and exporters, thereby reducing the dependence on intermediaries. For FY 2023-24 the applicant's turnover is INR 3,943 Lakhs and networth is INR 885 Lakhs. The applicant has submitted a concept note proposing to set up a high value multi commodity cluster with Banana as focus crop in Pune, Solapur and Sangli, Maharashtra.

The Committee discussed the concept note in detail and found it feasible. As an FPO, the applicant was found compliant with legal and financial requirements, and a clean financial declaration had been submitted. Based on the technical evaluation, the proposal secured a technical score of 32.00 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case / DPR with more emphasis on farmers engagement.

14. GreenFay Farm Foods Pvt Ltd (Private Limited Company) - 24ACDP000094

The applicant GreenFay Farm Foods Private Limited is a private limited company incorporated in the year 2011. The company has established strong, long-term relationships with some of India's most renowned food and snack brands, making it a trusted supplier in both raw and processed potato segments. Major Domestic Customers: Haldiram's, Balaji Wafers, Hyfun Foods. The company has developed a robust export infrastructure, including dedicated packaging and hygiene facilities, to meet international standards. For FY 2023-24 the applicant's turnover is INR 10,752 Lakhs and networth is INR 3,737 Lakhs. The applicant has submitted a concept note proposing to set up a high value multi commodity cluster with Potato as focus crop in Banaskantha, Sabarkantha, and Aravalli, Gujarat.

The Committee discussed the concept note in detail and found it technically and financially feasible. The applicant satisfied all eligibility criteria and submitted a clean financial declaration. Based on the evaluation, the proposal secured a technical score of 36.50 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case / DPR with inclusion of additional horticultural crops.



15. 3F Oil Palm Private Limited (Private Limited Company) - 24ACDP000084

The applicant 3F Oil Palm Private Limited is a private limited company incorporated in the year 2010. The company has experience in the oil palm sector. The company has successfully developed nursery hubs, supported large-scale plantation establishment, and enabled technology-backed extension services. Its proprietary platforms—3F Smart Palm and 3F Akshaya App—ensure transparent monitoring and streamlined farmer support. For FY 2023-24 the applicant's turnover is INR 47,305 Lakhs and net worth is INR 13,155 Lakhs. The applicant has submitted a concept note proposing to set up a high value multi commodity cluster with Cocoa as focus crop in Eluru and East Godavari, Andhra Pradesh.

The Committee discussed the concept note in detail and found it technically and financially feasible. The applicant met the responsiveness criteria. The proposal showed potential to build infrastructure and integrate farmers but required more clarity on aggregation and local sourcing strategy. The technical score received by this proposal was 37.00 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case / DPR with additional horticultural crops subject to submission of clean financial record declaration.

16. Fanidhar Mega Food Park (Consortium of Private Limited Companies) - 24ACDP000083

The applicant Fanidhar Mega Food Park is a private limited company incorporated in 2010 and has the application in consortium with Fanidhar Agrotech Private Limited and Fanidhar Enterprises Private Limited. The group is a diversified agri-business conglomerate engaged in food processing, warehousing, logistics, and integrated agri-value chains. The applicant operates its own processing units for potato flakes, mushrooms, and ready-to-eat (RTE) products. For FY 2023-24 the applicant's turnover is INR 21,697 Lakhs and networth is INR 10,909 Lakhs. The applicant has submitted a concept note proposing to set up a High value multi commodity cluster with Potato as focus crop in Patan, Gandhinagar, and Aravalli, Gujarat.

The Committee discussed the concept note in detail and found it technically and financially feasible. The applicant submitted all required documentation, including a clean financial declaration. Based on the evaluation, the proposal secured a technical score of 32.00 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case/ DPR with additional horticultural crops.

17. KERAFED (State Cooperative Society) - 32ACDP000085

The applicant KERAFED a state-level coconut farmers' cooperative society established in 1987. The applicant has over 30 years of experience in coconut procurement and processing. They have a network of over 350 cooperatives societies and have a strong presence in domestic and gulf markets. For FY 2023-24 the applicant's turnover is INR 23,568 Lakhs and networth is INR 17,615 Lakhs. The applicant has submitted a concept note proposing to set up a High value multi commodity cluster with Coconut as focus crop in Alappuzha, Kerala.

The Committee discussed the concept note in detail and found it technically and financially feasible. The applicant, a state-level cooperative society, met all other eligibility requirements. The application scored a technical score of 34.00 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case/ DPR. It was also noted that the business case / DPR shall include additional horticultural crops and submission of clean financial declaration shall be ensured.

18. Miracle Mango Cluster (Consortium of Private Limited Companies) - 28ACDP000036

The applicant is a consortium of Miracle Software Systems Pvt. Ltd. and Miracle Milk Products Pvt. Ltd. Miracle Milk Products has 25 years of experience in natural farming integrating desi cows, producing Jeevamrutham, and improving orchard yields. Miracle Software Systems, Inc, with 25 years of global software export experience, brings expertise in AI, IoT, data analytics, and platform development, enabling end-to-end Agri Exchange solutions to integrate the entire agri-value chain. For FY 2023-24 the applicant's turnover is INR 13,286 Lakhs and networth is INR 7,520 Lakhs. The applicant has submitted a concept note proposing to set up a High value multi commodity cluster with Mango as focus crop in Vizianagaram, Andhra Pradesh.

The Committee discussed the concept note in detail and found it technically and financially feasible. The applicant's legal and financial documentation was found to be in order. Based on the evaluation, the proposal secured a technical score of 33.00 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case / DPR with additional horticultural crops and submission of clean financial declaration shall be ensured.

19. Gujarat State Co-operative Marketing Federation Ltd (State Cooperative Federation) - 24ACDP000067

The applicant Gujarat State Co-operative Marketing Federation Ltd is a state-level cooperative established in 1960. The applicant operates 2 rice mills, 1 pulse mill, 1 pesticide factory, and has over 2 lakh MT of storage. With 98 fertilizer depots and 10 grain depots, it supports farmers in remote and tribal areas. For FY 2023-24 the applicant's turnover is INR 4,35,737 Lakhs and networth is INR 13,807 Lakhs. The applicant has submitted a concept note proposing to set up a High value multi commodity cluster with Mango as focus crop in Kutch, Gujarat.

The Committee discussed the concept note in detail and found it reasonable. The applicant, submitted all necessary documents, including a clean financial declaration. Based on the evaluation, the proposal secured a technical score of 36.50 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case / DPR with additional horticultural crops. The Committee also suggested that the business case / DPR shall include outreach mechanisms for smallholder farmers and also propose other additional horticulture crops.

20. Food & Inns Ltd (Public Limited) - 28ACDP000056

The applicant Food & Inns is a public limited company incorporated in the year 1967. The company is engaged in the processing of tomatoes and vegetables over last 50 years. They produce a diverse selection of frozen fruits, vegetables, snacks, and flatbreads utilizing IQF technology etc. For FY 2023-24 the applicant's turnover is INR 34,803 Lakhs and networth is INR 39,885 Lakhs. The applicant has submitted a concept note proposing to set up a High value multi commodity cluster with Tomato as focus crop in Nashik, Maharashtra.

The Committee discussed the concept note in detail and found it to be aligned with CDP objectives. Based on the technical evaluation, the proposal secured a score of 32.50 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case / DPR. It was also noted that declaration for clean financial record shall be submitted and additional horticultural crops shall be included.

21. Trident Agrocom Exports Ltd (Public Limited) - 27ACDP000075

The applicant Trident Agrocom Exports Ltd. is a public limited company incorporated in the year 2015. The company is one of India's leading exporters of fresh fruits, with a specialized focus on Premium - quality green Cavendish bananas. The company works with a large network of over 2,000 farmers. For FY 2023-24 the applicant's turnover is INR 24,995 Lakhs and networth is INR 8,648 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, Maharashtra.

The Committee discussed the concept note in detail and found the proposal technically feasible. Based on the technical evaluation, the proposal secured a score of 31.50 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of business case / DPR. It was also noted that other additional horticultural crops shall be included in the business case DPR.

22. Nutrifresh FarmTech India Pvt Ltd (Private Limited Company) - 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 the concept note in detail and sought further clarification on how the proposal aligns with the overall objectives of CDP, particularly in terms of urban market linkage and farmer participation. The applicant was found responsive and having met the necessary requirements. The proposal scored 35.00 out of 50 marks in technical evaluation. The committee **deferred** the proposal decided to have a presentation from the applicant to take further decision.

23. Green Agrevolution (Makhana Cluster) (Private Limited Company) - 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 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 Makhana(Foxnut) as focus crop in 10 major districts of Bihar: Madhubani, Darbhanga, Katihar, Purnea, Saharsa, Supaul, Madhepura, Araria, Sitamarhi and Kishanganj.

The Committee discussed the concept note in detail and found the proposal to be novel in its intent but lacking clarity regarding how the cluster model integrates with CDP objectives. The Committee also raised concern about the surety of land tenure with the farmers, since Makhana is grown in community ponds, Pokhar etc which are typically community/government owned. A structured plan for backward linkage and farmer integration was also absent. The proposal received 41 out of 50 marks in technical evaluation. The committee **deferred** the proposal decided to have a presentation from the applicant to take further decision.

24. Green Agrevolution (Banana Cluster) (Private Limited Company) - 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 discussed the concept note in detail and found that even though the applicant meets the responsiveness criteria, its alignment with CDP's requirement for comprehensive backward-forward linkage and market access models is not evident. The concept note secured 37 out of 50 marks in technical evaluation. The committee **deferred** the proposal decided to have a presentation from the applicant to take further decision.

25. Green Agrevolution (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 High value multi commodity cluster with Grapes as focus crop in Nashik, Maharashtra.

The Committee discussed the concept note in detail and emphasized the need to enhance the farmer integration aspect of the project. No farmer component was discussed in the concept note, nor were aggregation or traceability strategies outlined. The concept note secured 31.5 out of 50 marks in technical evaluation. The committee **deferred** the proposal decided to have a presentation from the applicant to take further decision.



The committee also discussed other proposals that were summarily rejected since they were found incomplete & ineligible under scheme guideline. The case wise decision of the PAC is presented in the table 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 scheme guidelines and decided that following proposals may not be shortlisted. However, the committee noted that since this is the first call for proposal under a new scheme and the application process and its requirements is new to many applicants a ten-day window (i.e. till 11:00 pm on 30/06/2025) may be given to applicants to make minor edits and corrections to the submitted concept notes that are not shortlisted. The committee also specified that any major edit including change of the proposed cluster location will not be considered.

The CDP team at NHB will be available to provide any necessary guidance / clarifications to the applicants during the ten-day window daily between 1:00 PM to 3:00 PM. Applicants may reach out to the concerned officers through numbers available on the NHB website or via emailing to clusters.nhb@gov.in

S. No.	Name of the applicant & project code	Cluster details	Reason for not shortlisting
1	Brij Honey Pvt Ltd (Private Limited Company) 08ACDP000073	Multi Commodity High Value Cluster Focus Crop- Potato Additional Crop- Not Provided	The Proposed Equity Contribution is 19.57% of IA's Cost Component.
2	Kissan Konnect (Private Limited Company) 27ACDP000064	Multi Commodity High Value Cluster Focus Crop- Onion Additional Crop- Other Vegetables	The Net-worth of the applicant is not equal to the equity contribution of the IA.
3	LTC Commercial Co Pvt Ltd (Private Limited Company) 08ACDP000096	Multi Commodity High Value Cluster Focus Crop- Coriander Additional Crop- Not Provided	The applicant does not demonstrate substantial and relevant experience and has not provided any document.
4	Aterna Agro Alliance (Partnership Firm) 06ACDP000088	Multi Commodity High Value Cluster Focus Crop- Baby Corn Additional Crop- Mushroom, Sweet Corn, Tomato, Potato, Broccoli, Bell Pepper, Okra and Other seasonal Vegetable	The proposed focus crop is not listed under NHB/MIDH.
5	Perfetto Naturals Private Limited (Private Limited Company) 32ACDP000070	Multi Commodity High Value Cluster Focus Crop- Coffee Additional Crop- Not Provided	The proposed focus crop is not listed under NHB/MIDH.
6	DSNA Agro Foods (Partnership Firm) 24ACDP000092	Multi Commodity High Value Cluster Focus Crop- Sweet Corn Additional Crop- Not Provided	The proposed focus crop is not listed under NHB/MIDH and the annual turnover of the applicant is not equal to the total cost of the project.

7	SMHP Farms Agro Foods Cluster (Private Limited Company) 24ACDP000091	Multi Commodity High Value Cluster Focus Crop- Sweet Corn Additional Crop- Not Provided	The proposed focus crop is not listed under NHB/MIDH and the Net worth and annual turnover cannot be determined as no supporting documents have been provided.
8	Agriplast Tech India Pvt Ltd (Private Limited Company) 33ACDP000090	Multi Commodity High Value Cluster Focus Crop- Jackfruit Additional Crop- Cashew, Mango	The applicant has submitted the concept note without documents such as certificate of incorporation / company registration, balance sheet / CA certificate.
9	FreshNet Farms Private Limited (Private Limited Company) 33ACDP000087	Multi Commodity High Value Cluster Focus Crop- Coconut Additional Crop- Not Provided	The Net-worth of the applicant is not equal to the equity contribution of the IA's. The annual turnover of the applicant is not equal to the total cost of the project.
10	Punjab Agri Export Corporation Limited (State Cooperative Society) 04ACDP000040	Multi Commodity High Value Cluster Focus Crop- Kinnow Additional Crop- Not Provided	The annual turnover of the applicant is not equal to the total cost of the project.
11	Qseal Agritech Pvt. Ltd. (Private Limited Company) 28ACDP000041	Multi Commodity High Value Cluster Focus Crop- Potato Additional Crop- Not Provided	The Net-worth of the applicant is not equal to the equity contribution of the IA's
12	GACS FOODS (Consortium of Proprietorship Firm, Partnership Firm and Private Limited Company) 28ACDP000061	Multi Commodity High Value Cluster Focus Crop- Cocoa Additional Crop- Not Provided	Lead applicant being a Proprietorship Firm, is not a registered separate legal entity.
13	Amruta Supply Chain (Consortium of Private Limited Company and Partnership Firm) 27ACDP000077	Multi Commodity High Value Cluster Focus Crop- Grapes Additional Crop- Not Provided	Networth, FGV Calculation, farmer Component, Term Loan component, including supporting document is not provided in the concept Note. The annual turnover of the applicant is not equal to the total cost of the project.
14	Prakriti Organics Pvt Ltd (Private Limited Company) 05ACDP000052	Multi Commodity High Value Cluster Focus Crop- Orange Additional Crop- Not Provided	The Net-worth of the applicant is not equal to the equity contribution of the IA. The annual turnover of the applicant is not equal to the total cost of the project.

15	Kadamba Spice Cluster (Cooperative Society) 29ACDP000042	Multi Commodity High Value Cluster Focus Crop- Black Pepper Additional Crop- Nutmeg (with Mace), Turmeric, Ginger	The Net-worth of the applicant is not equal to the equity contribution of the IA's.
16	Mahakrushak Farmer Producer Company Ltd (Farmer Producer Company) 27ACDP000038	Multi Commodity High Value Cluster Focus Crop- Onion Additional Crop- Grapes and Vegetables	The Net-worth of the applicant is not equal to the equity contribution of the IA's.
17	Vemp Power System (Consortium of Partnership Firm and Private Limited Company) 24ACDP000086	Multi Commodity High Value Cluster Focus Crop- Pomegranate Additional Crop- Not Provided	The annual turnover of the applicant is not equal to the total cost of the project.
18	Aditya Spice Industries (Consortium of Partnership Firm, Private Limited Company and Proprietorship Firm) 28ACDP000081	Multi Commodity High Value Cluster Focus Crop- Chillies Additional Crop- Not Provided	The technical score of the concept note is below the eligibility criteria, i.e. 15.5 out of 50.
19	BC Foods Cluster (Private Limited Company) 24ACDP000053	Multi Commodity High Value Cluster Focus Crop- Onion Additional Crop- Not Provided	The annual turnover of the applicant is not equal to the total cost of the project.
20	Murli Agritech LLP (Limited Liability Partnership) 07ACDP000097	Multi Commodity High Value Cluster Focus Crop- Mango Additional Crop- Not Provided	The applicant has not submitted any supporting documents.
21	Associated Tea & Agro Management Service Pvt Ltd. (Private Limited Company) 18ACDP000060	Multi Commodity High Value Cluster Focus Crop- Arecanut Additional Crop- Black Pepper, Ghost Pepper	The Proposed Equity Contribution is 14.35% of IA component.
22	Asandas and Sons Private Limited (Consortium of Private Limited Companies) 24ACDP000082	Peri Urban Vegetable Cluster Target Crop- Potato, Tomato, Brinjal, Cabbage, Cauliflower, Okra, Bottle Gourd, Bitter Gourd, Green Chilli, Cucumber, Banana, Papaya, Mango, Guava,	The technical score of the concept note is below the eligibility criteria, i.e. 18 out of 50.

		Pomegranate	
23	Panchaganga Seeds Pvt Ltd (Private Limited Company) 27ACDP000047	Peri Urban Vegetable Cluster Target Crop- Onion, Tomato, Okra, Brinjal, Chilli, Peeper, Cucumber, Gourds etc.	The technical score of the concept note is below the eligibility criteria, i.e. 14 out of 50.
24	New Harishchandar Vegetables Joint Venture of M/s. Prasanna Infrastructure and M/s. Vidhi Agro Hub (Limited Liability Partnership) 27ACDP000071	Peri Urban Vegetable Cluster Target Crop- Vegetables	The applicant has not provided the list of documents and required information in the Concept Note.
25	HortiFal Services Pvt Ltd (Consortium of Private Limited Company and Farmer Producer Company) 27ACDP000043	Peri Urban Vegetable Cluster Target Crop- 13 crops including Onion, Tomato, other vegetables and fruits	As per the Concept Note, it was observed that the applicant has already invested Rs. 956 Lakhs thus this is a brownfield project. Also, the turnover of the applicant is less than the Project Cost.

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

