

National Horticulture Board

Ministry of Agriculture & Farmers Welfare,
Government of India,
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CITIZEN'S CHARTER

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CITIZEN'S CHARTER

Introduction

National Horticulture Board (NHB) was set up by Government of India in April 1984 on the basis of recommendations of the "Group on Perishable Agricultural Commodities", headed by Dr M. S. Swaminathan, the then Member (Agriculture), Planning Commission, Government of India. The NHB is registered as a Society under the Societies Registration Act 1860, with its headquarters at Gurgaon.

Vision

Recognizing the fact that the Commercial Horticulture provides not only food and nutritional security but also paves the way for crop diversification for better economic gain and risk mitigation for the farmers: the need for promoting this sector by concerted efforts for private investment through commercial horticulture projects, has been visualized. This sector includes area expansion under commercial horticulture projects in clusters; post harvest management related infrastructure combined with public and private sector initiatives of technology development and transfer, product promotion, marketing & export. With this vision, National Horticulture Board is striving to accelerate the process of the development of commercial horticulture in potential clusters by organizing the producer farmers for better utilization of resources, transfer of technology and gaining benefit of scaling up.

Mission

- To promote commercial horticulture through development of production hubs and ensuring availability of quality planting material.
- To promote investment in Post-Harvest Management and Green Cold Chain infrastructure
- To promote development and transfer of technology for quality production
- Product promotion, market development and export promotion through synergy amongst producers, farmers, extension workers, research organizations, private stake holders and credit institutions

The National Horticulture Board is committed to an integrated development of horticulture industry in the country. The details of our services/objectives, major schemes, grievances mechanism and NHB offices are given below :-

Objectives/Services of NHB

The main objectives of the NHB are to improve integrated development of Horticulture industry and to help in coordinating, sustaining the production and processing of fruits and vegetables. Detailed objectives of the Board are given below:

- i) Development of hi-tech commercial horticulture in identified belts and make such areas vibrant with horticultural activity, which in turn will act as hubs for development of horticulture
- ii) Development of modern post-harvest management infrastructure as an integral part of area expansion projects or as common facility for cluster of projects
- iii) Development of integrated, energy efficient cold chain infrastructure for fresh horticulture produce,
- iv) Popularization of identified new technologies / tools / techniques for commercialization / adoption, after carrying out technology and need assessment
- v) Assistance in securing availability of quality planting material by promoting setting up of scion and root stock banks / mother plant nurseries and carrying out accreditation / rating of horticulture nurseries and need based imports of planting material.
- vi) Promotion and market development of fresh horticulture produce.
- vii) Promotion of field trials of newly developed/imported planting materials and other farm inputs; production technology; PHM protocols, INM and IPM protocols and promotion of applied R&D programmes for commercialization of proven technology.
- viii) Promotion of Farm Mechanization in Horticulture through demonstration and its uses at farmers field level to reduce labour cost and increase the productivity of Horticulture crops.
- ix) Promotion of applied R & D for standardizing PHM protocols, prescribing critical storage conditions for fresh horticulture produce, bench marking of technical standards for cold chain infrastructure etc.,
- x) Transfer of technology to producers/farmers and service providers such as gardeners, nurserymen, farm level skilled workers, operators in cold storages, work force carrying out post harvest management including processing of fresh horticulture produce and to the master trainers.
- xi) Promotion of consumption of horticulture produce and products.
- xii) Promoting long distance transport solution for bulk movement of horticulture produce through rail etc.,

- xiii) Carrying out studies and surveys to identify constraints and develop short and long term strategies for systematic development of horticulture and providing technical services including advisory and consultancy services.

Organizational Structure

The management of the activities of NHB is undertaken by a paramount body, "Board of Directors", which is headed by the Hon'ble Union Minister of Agriculture as its President and Hon'ble Minister of State for Agriculture as its Vice-President, while Union Secretary (Agriculture, Co-operation & Farmers Welfare) heads the Managing Committee of the NHB as its Chairman. The Head Office of the Board is situated at Gurgaon, Haryana. Besides, there are 36 field offices located in different parts of the country.

A. Board of Directors

- The management of all the activities of NHB is undertaken by a paramount body, "Board of Directors", which is headed by the Hon'ble Union Agriculture Minister as its President and Hon'ble Union Minister of State for Agriculture as its Vice-President. Other Members of the Board are:
 - Secretary, DAC&FW, Government of India (Ex-Officio);
 - Director General, ICAR (Ex-Officio);
 - Addl. Secretary (Hort.), DAC&FW, (Ex-Officio);
 - Financial Adviser, DAC&FW, (Ex-Officio);
 - Mission Director, MIDH, DAC&FW, (Ex-Officio);
 - Horticulture Commissioner, DAC&FW, (Ex-Officio);
 - Advisor, Agriculture, National Institution for Transforming India (NITI) Aayog (Ex-Officio);
 - Chairman, APEDA (Ex-Officio);
 - Eleven Representatives of Horticulture industry representing the interests of Co-operative Societies, leading horticulturists and leading exporters of horticulture produce. (To be nominated by the Central Govt.)
 - A representative of Ministry of Food Processing Industry, or any other Ministry who may be invited especially with the consent of the President. (Ex-Officio);
 - Managing Director, NHB - Member Secretary

B. Managing Committee of NHB

The Union Secretary (Agriculture, Co-operation & Farmers Welfare) heads the Managing Committee of the NHB as its Chairman. It has been assigned the role of General Superintendent, Direction and control of the affairs and functions of the Board. The composition of the Managing Committee is as under:

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| i) | Secretary (Agriculture, Co-operation & Farmers Welfare) | Chairman (Ex-Officio) |
| ii) | Addl. Secretary/Special Secretary
(In charge, Horticulture),
Dept. of Agriculture, Co-operation & Farmers Welfare | Member (Ex-officio) |
| iii) | Financial Advisor,
Dept. of Agriculture, Co-operation & Farmers Welfare | Member (Ex-Officio) |
| iv) | Chairman, Agricultural & Processed Food
Products Export Development
Authority (APEDA) | Member (Ex-Officio) |
| v) | Horticulture Commissioner,
Dept. of Agriculture, Co-operation & Farmers Welfare | Member (Ex-Officio) |
| vi) | Mission Director
National Horticulture Mission
Dept. of Agriculture, Co-operation & Farmers Welfare | Member (Ex-Officio) |
| vii) | General Manager, NABARD | Member (Ex-Officio) |
| viii) | One Farmers Representative | Member |
| ix) | Managing Director,
National Horticulture Board (Ex-Officio) | Member Secretary |

Our Infrastructure

- A sprawling well maintained green Campus of 5.4 acres.
- Fully computerized work environment at Head Office and also in Field offices.
- Well equipped Library having wide range of horticultural publications.
- Committee Halls, Guest House and Canteen Facilities at Head Office.
- Demonstration units for Poly House and Net House.

Schemes/Programmes

Presently, the Board is implementing the following schemes, detailed guidelines of which are available at our website: www.nhb.gov.in :-

1. Development of Commercial Horticulture through Production and Post-Harvest Management
2. Capital Investment Subsidy Scheme for Construction/ Expansion/ Modernization of Cold Storages and Storages for Horticulture Products
3. Technology Development and Transfer for Promotion of Horticulture
4. Market Information Service for Horticulture Crops
5. Horticulture Promotion Services/Expert Services and Strengthening Capability of NHB

Grievances Mechanism and Time Frame for Disposal

Shri C.P. Gandhi, Dy. Director, NHB functions as the Public Grievances Officer in order to ensure speedy redressal of grievances. The public can meet the PGO every Wednesday between 10 AM to 1 PM with regard to their complaints and grievances. The E-mail address of the PGO is: dd.it.nhb@gov.in. As regards, the time frame for attending the grievances/ complaints of the public is concerned, the reply shall be sent to the complainant within a week's time while it would be the effort of the Board to settle grievances received by the within three months time. Further the Citizen's Charter shall be reviewed from time to time for improving our services and response to the public.

Internal Committee:

A committee comprising of outside members from ICAR and IFD, DAC&FW and internal members from NHB under the chairmanship of Managing Director, NHB to consider the projects costing upto Rs. 100.00 lakhs for sanction of subsidy and grants under NHB schemes at the Head Office of NHB. Committee meetings are conveyed from time to time to consider the projects.

Project Approval Committee:

An Inter Ministerial Committee comprising of members from ICAR, NCDC, APEDA, DMI, Niti Aayog, Integrated Finance Division, DAC&FW, Horticulture Commissioner, NHM, MoFPI, DMD, NHB under the chairmanship of Managing Director, NHB to consider the projects costing above Rs. 100.00 lakhs for sanction of subsidy under NHB schemes at the Head Office of NHB. Committee meetings are conveyed from time to time to consider the projects.