

**MISSION**  
**ORGANIC VALUE CHAIN DEVELOPMENT**  
**FOR NORTH EASTERN REGION**  
**A Sub-Mission under National Mission for Sustainable**  
**Agriculture (NMSA)**

**OPERATIONAL GUIDELINES**

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# **MISSION ORGANIC VALUE CHAIN DEVELOPMENT FOR NORTH EASTERN REGION**

## **(1) PREAMBLE**

Realizing the potential of organic farming in the North Eastern Region of the country Ministry of Agriculture and Farmer Welfare has launched a **Central Sector Scheme** entitled “**Mission Organic Value Chain Development for North Eastern Region**” for implementation in the states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura, during the 12th plan period. The scheme aims at development of certified organic production in a value chain mode to link growers with consumers and to support the development of entire value chain starting from inputs, seeds, certification, to the creation of facilities for collection, aggregation, processing marketing and brand building initiative.

## **(2) MISSION OBJECTIVES**

- A. To develop crop commodity specific organic value chain and address gaps in organic crop production, wild crop harvesting, organic livestock management and processing handling and marketing of organic agricultural products through:
  - i. Developing crop specific organic production clusters with necessary infrastructural, technical and financial support
  - ii. By facilitating partnerships between farmers and organic businesses: Local enterprises and / or Farmer Producer Companies based on back-to-back long-term trade relations with clients in domestic and export markets.
  - iii. By providing enabling environment for project initiatives and development programs with necessary support for organic value chain development and create market access.
- B. To empower producers with program ownership by organizing them into FIGs with the final aim to federate into farmer producer organizations/ companies
- C. To replace conventional farming/subsistence farming system into local resource based, self sustainable, high value commercial organic enterprise
- D. Developing commodity specific commercial organic value chain under integrated and concentrated approach with end-to-end facilities for production, processing, storage and marketing
- E. Development of organic parks/zones with facilities for collection, aggregation, value addition, processing, storage and market-linkages for specific commodities requiring capital intensive technology
- F. Develop NER products as brands/labels through brand building and facilitating stronger marketing access under the ownership of growers’ organizations/ companies.

G. Creating state specific lead agency (Organic Commodity Board or Organic Mission) for coordinating, monitoring, supporting and financing the development and operationalization of entire value chain.

**(3) PROJECT STRATEGIES**

- 1) To mobilize commodity clusters and facilitate capacity building, handholding and infrastructure creation for on-farm input production, training on package of practices and facilitating certification services to farmers.
- 2) To facilitate creation and linking of enterprises (local enterprises/ farmer producer companies) that can create and operate collection, aggregation and post harvest processes, trade organic products and provide necessary services to farmers and to work towards increasing their market.
- 3) To set up lead agencies at central and state to partner with value chain supporting agencies, service providers and institute business development consultancies. To provide access to information, know- how and finance and enabling the enterprises to offer efficient services, support them in building required management capacities, and stimulating market growth.

**(4) MISSION GOALS**

1. To install dedicated institutional systems at centre and under each of the state for development and promotion of organic farming
2. To create at least one to two replicable end-to-end organic value chain models in each of the state with the integration of growers, handlers, processors and market facilitation agencies.
3. To empower 30-50 thousand farmers of northeastern region through the creation of about 100 farmer producer companies and equip such companies with full value chain under its ownership.
4. To convert subsistence farming to commercial organic farming with end-to-end facilities
5. To make Northeastern states as major suppliers of organic commodities for national and international markets.
6. To improve production system to ensure higher productivity with better profitability.
7. To enable states to evolve their own brand.

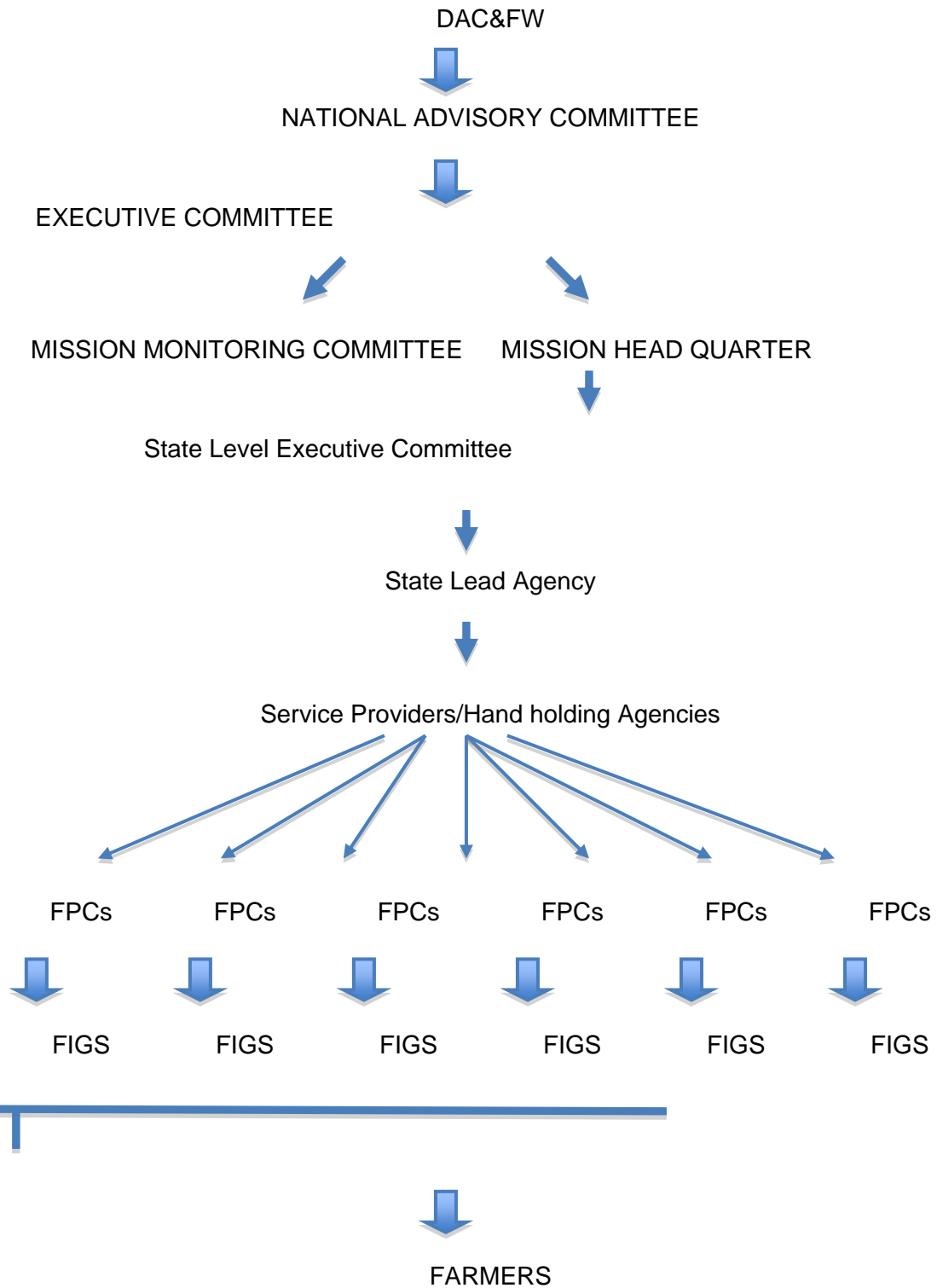
**(5) A. MISSION IMPLEMENTATION STRUCTURE**

The scheme “Organic Value Chain Development for North Eastern Region” will be implemented in a Mission mode. The Mission structure at GOI level will comprise of National Advisory Committee (NAC), Executive Committee (EC), Mission Monitoring Committee (MMC) and Mission Head Quarter at DAC&FW.

At state level the mission will be implemented by the State Level Executive Committee (SLEC) and executed through a designated state **Lead Agency** in the form of state “Organic Commodity Board” or “Organic Mission”. The State Lead Agency shall function under the overall supervision of the Department of Agriculture and State Lead Agency shall be manned by professional experts on contract.

**(5) A.1. MISSION IMPLEMENTATION STRUCTURE AT NATIONAL LEVEL**

**Mission Implementation structure**



### **(5) A.1.1 National Advisory Committee**

The National Advisory Committee for Mission Organic Value Chain for North Eastern Region (NAC-OVCNER) shall be the overall policy making body giving direction and guidance to the Mission and shall monitor and review its progress and performance. The NAC-OVCNER is empowered to lay down implementation policies, operational guidelines, amend the operational guidelines, allow inter-component flexibility among various scheme components and approve new components within the overall budget ceiling of the Mission. The Chairman NAC-OVCNER is empowered to take decision on file subject to ratification by the NAC-OVCNER. The NAC-OVCNER is also empowered to amend/ modify the decisions taken by the EC. The NAC-OVCNER shall meet at least once a year. The Chairman NAC-OVCNER may nominate more members to the committee from time to time.

The composition of the NAC-OVCNR is as follows:

Secretary DAC&FW	Chairman
Secretary DONER	Co-Chairman
Secretary DARE and DG, ICAR	Member
Additional Secretary and Financial Advisor, DAC&FW	Member
Additional Secretary (INM) DAC&FW	Member
Additional Secretary(Extension) DAC&FW	Member
Additional Secretary(Horticulture) DAC&FW	Member
Agriculture Commissioner DAC&FW	Member
Horticulture Commissioner DAC&FW	Member
Dy Director General (NRM) ICAR	Member
Joint Secretary (INM)	Member Secretary

### **(5)A.1.2 Executive Committee**

The Executive Committee of the Mission Organic Value Chain for NE Region headed by the Additional Secretary (INM) is responsible for the effective implementation of the Mission. EC is empowered to consider the state action plan and approve proposal/projects as per approved norms, issue necessary clarification on the implementing issues and guidelines and approve the state Lead Agency for receiving the funds. EC shall also periodically review the progress and apprise the NAC from time to time. The Chairman EC may nominate more members to the committee as per requirement. The Chairman EC is empowered to take decisions on file subject to ratification by the Executive Committee. The EC shall meet at least once in every quarter or more frequently as per the requirement to sanction and review

the implementation. EC shall be assisted by technical experts to be appointed on contract for implementation of the Mission. The EC shall also have the responsibility to ensure collaboration among various line Departments at the centre/State to achieve the desired goals.

The Executive Committee shall comprise of following:

Additional Secretary (INM) DAC&FW	Chairman
Horticulture Commissioner DAC&FW	Member
Joint Secretary DONER	Member
Chairman APEDA	Member
Joint Secretary (MoC)	Member
Joint Secretary (MIDH) DAC&FW	Member
Director Finance DAC&FW	Member
Director IIFSR, Modipuram, ICAR	Member
Joint Secretary (INM) DAC&FW	Member Secretary

**(5)A.1.3 Mission Monitoring Committee (MMC)**

Mission Monitoring Committee headed by the Joint Secretary (INM) is the overall monitoring and evaluation committee. The MMC is empowered to constitute monitoring teams, review the progress and state of implementation and requisition the services of technical experts in consultation with the Joint Secretary (INM). The MMC shall meet at least twice a year. MMC shall comprise of following:

Joint Secretary(INM), DAC&FW	Chairman
Director DONER	Member
Principle Coordinator NPOF, IIFSR, Modipuram	Member
Additional Commissioner (INM)	Member
Director, NCOF	Member
Director Agriculture from NER States (2Nos by rotation)	Member
Heads of State Lead Agency/ Mission (2 Nos by rotation)	Member
CEO Mission Management	Member Secretary



#### **(5) A.1.4 Mission Head Quarter**

A dedicated Mission Headquarter shall be created at DAC&FW. The Mission Head Quarter shall have an independent status with its management board and functional structure shall be approved by the NAC-OVCNER. Mission head quarter shall function as nodal functional agency and single window facilitation centre for all states to effectively implement the mission and assist the State Lead Agencies to effectively institutionalize value chains, to identify the technologies, access expert services, collaborate in seminars, conferences, buyer seller meets and other brand building and publicity matters.

The Mission Head Quarter shall function under the direct supervision and control of Joint Secretary (INM) and shall function from National Centre of Organic Farming, Ghaziabad. The mission head quarter will have following functionaries:

##### **1. Mission Management Cell**

- |                               |     |
|-------------------------------|-----|
| a. Chief Executive Officer    | One |
| b. Advisor/ consultant        | One |
| c. Senior Technical Officers, | One |
| d. Accountant                 | One |
| e. Computer operator          | One |
| a. IT professionals           | Two |

Entire manpower at Mission Headquarter will be hired on contractual basis for the Mission tenure.

#### **(5)A.2. MISSION IMPLEMENTATION STRUCTURE AT STATE LEVEL**

##### **(5)A.2.1 State Level Executive Committee**

A state level executive committee will be constituted by the respective state Government under the Chairmanship of Development Commissioner/Agriculture Production Commissioner with representatives from all concerned Departments and stakeholders. SLEC shall be the sole responsible body for effective implementation of the mission objectives, judicious utilization of sanctioned funds and to ensure necessary credit flow for infrastructure creation. SLEC shall also be responsible for the creation/ nomination of State Lead Agency and provide necessary authorization/ sanction for implementation and utilization of funds through state Lead Agency.

##### **(5)A.2.2 State Lead Agency/ Organic Mission/ Organic Commodity Board**

The state Lead Agency/ Organic Mission/ Organic Commodity Board shall be an independent agency with its own bank account. Necessary professional/ trained manpower and staff shall be recruited on contractual basis out of the funds provided for management of lead agency. States can also name any of the existing state agencies as Lead agency but the implementation of the mission will be managed through dedicated manpower hired specifically for the Mission management and implementation.

State Lead Agency will be the nodal agency for implementation of mission components and for ensuring effective realization of mission goals. Responsibilities of State Lead Agency includes (but not limited to):

- Receiving the funds as per sanction from DAC&FW
- Planning the implementation process and identification of commodities, clusters, area etc
- Hiring of resource agencies for FPC making and for facilitating training, hand holding, ICS management, documentation and certification of crop production
- Facilitating seeds/ planting material and input availability
- Supervision and monitoring of field activities for ensuring timely completion in time bound manner
- Facilitating tie ups with commercial enterprises and entrepreneurs for setting up of value addition infrastructure
- Facilitating financial institutions for credit facilitation and subsidy disbursal
- Roping in professional agencies for activities like branding, labeling, packaging, publicity and certification of processing units
- Organize seminars/ conferences, workshops, Buyer-seller meets, Auction meetings, festivals
- Facilitate consumer awareness and information dissemination through publicity, printed literature, films and local advertisements
- Facilitate marketing of organic produce through direct retail, farmer markets, on-line retail chain, tying up with domestic retail chains and exporters
- Ensure information and knowledge being received through Information and Knowledge Ecosystem and ensure timely data uploading as mandated by Mission Head Quarter in the Ecosystem.

**(6) Submission of Comprehensive Action Plan**

States need to prepare a comprehensive Action Plan for developing end-to-end value chain market keeping in view the other available schemes and funds for associating with this scheme. Important strategies to be considered while preparing Action Plan includes:

- a. Identify crops having market potential with target area and quantity
- b. Targeted quantity of production should match the minimum capacity needed for post-harvest handling and processing unit up to a viable scale.
- c. Emphasis should be on developing commercially viable production clusters in concentrated mode, where farmers/ growers are grouped into Farmer Interest Groups (FIG) at village level and groups are federated into farmer producer companies (FPC) at District or state level.
- d. Post harvest management, value addition and processing facilities should be developed in entrepreneurial mode or under FPCs in commercial collaboration

with private enterprises providing technical assistance and buy back assurance.

- e. Activities like brand building, publicity, consumer awareness and marketing including the efforts for creating 150 market days for identified value added organic products

**(7) Sanction and fund flow mechanism**

Comprehensive project proposal for making commodity specific end-to-end value chain duly approved by the State Level Executive Committee will be submitted to the Mission Head Quarter. After need assessment and evaluation, the proposals will be put up to the Mission Executive Committee for approval.

On approval, year-wise funds will be released in installments. Funds will be provided directly to the State Lead Agency as per the authorization of the SLEC.

State Lead Agency shall ensure the fund flow relating to the components 'A' to 'D' mentioned in para 8 below in the following manner:

- a. Funds earmarked under category A.1.3 and A.2.1 shall be incurred by the State Lead Agency following standard financial rules of the state to facilitate quality seed and planting material and facilitate input production and distribution centre.
- b. Funds earmarked under category A1.1 and A2.2 shall be incurred by the Lead Agency for hiring the services of resource agency for formation of FPCs and for facilitating training, handholding, ICS management and certification.
- c. Funds earmarked under category A at S. No. A 1.2 and A1.2.1 for on-farm input production infrastructure and off-farm inputs shall be transferred to the beneficiaries in their bank account as direct benefit transfer
- d. All fund under category B (B1to B3) for value chain post harvest, value chain processing and value chain packaging, storage and transportation shall be provided as subsidy to FPCs or private entrepreneurs through commercial banks or financial institutions. FPCs can be exempted from taking the credit if they are able to manage their share from their own resources/member contribution and deposit the same in the bank for payment along with the subsidy. The subsidy shall be treated as loan from the program on FPC and shall be adjusted in the account of FPC only after a period of five years. In case of private entrepreneurs subsidy shall be provided as credit linked back-ended subsidy within the ceiling of 50% of total budget approved for such component with minimum 7 years repayment period through commercial banks or financial institutions.

- e. All funds under category C from C1 to C4 and category D.1 from D.1.1 to D.1.2 shall be incurred by the State Lead agency following as per the approval of the SLEC following standard financial rules of the state.

**(8) Mission Components**

**(8) A. Value Chain Production**

**A1 Developing crop specific organic production clusters**

**(8) A.1.1 Clusters development and formation of Farmer Producer Organizations/ Companies**

Crop/ commodity specific production clusters will be developed in a concentrated mode for ease in training, handholding, certification and collection and aggregation. Farmers can be grouped in to Farmer Interest Groups (FIGs) at village level and federated into organizations/ companies at District/ state level in accordance with SFAC guidelines for formation of farmer Producer Companies. States can hire the services of competent resource agencies preferably experienced in FPC making, organic farming and having experience in value chain developments, cluster development and formation of FPCs.

**(8) A.1.2 Assistance for on-farm input production unit and off-farm inputs**

Registered farmers of FIGs/FPCs will be assisted for creation of on-farm input production infrastructure such as liquid manure tanks, NADEP compost tanks, botanical extracts etc. The assistance will be available up to maximum of 2 ha per beneficiary. One time assistance of Rs. 3750 per ha (up to maximum of Rs. 7500/- for 2 ha per beneficiary) will be provided as direct benefit transfer on verification of infrastructure created.

**(8) A.1.2.1 Off-farm inputs such as biofertilizers, bio-pesticides and neem cake etc**

One time assistance of Rs. 3750 per ha area will be provided to the farmers registered under the program in the first year for procurement of biofertilizers, biopesticides and neem cake etc. Maximum assistance per beneficiary will be restricted to 2 ha (up to Rs 7500 per beneficiary). Assistance shall be provided as direct benefit transfer on verification of input purchases

**(8) A.1.3. Assistance for quality seed and planting material**

To ensure quality and varietal uniformity, registered farmers will be provided with the quality seed/ planting material. Assistance for quality seed/ planting material will be limited to 50% of actual seed/ planting material cost limited to Rs17500/ha

(50% of maximum Rs 35,000/-). For effective implementation state Lead Agency can chalk out a comprehensive production and supply plan and facilitate farmers with timely supply of seed/ planting material.

## **A.2 Support for extension services, input facilitation, training handholding and certification at production stage**

### **A.2.1 Assistance for setting up of input delivery, distribution centres and agri machinery custom hiring centre**

To facilitate lead agencies for creation of input facilitation service centre and agri-machinery custom hiring centre at commodity cluster / FPC level a sum of Rs. 10.00 lakh/FPC have been provided for creation of need-based facilities depending upon the crop and activities being undertaken.

### **A.2.2. Training, handholding, ICS management, documentation and certification of crop production through service providers**

A budget provision of Rs. 10,000 per ha for a period of three years has been made for hiring the services of competent service providers for providing handholding, ICS management, documentation and organic certification through PGS/ Third party system under NPOP. For better out put and coordination only one agency for both, FPC formation and handholding, ICS management, documentation and certification be hired. Service providing agencies must ensure that ICS personals are hired from among the participating farmers so that the activity can continue even after the departure of service providing agency.

## **(8) B. Value Chain Processing**

### **B.1 Value Chain Post Harvest**

#### **B.1.1 Financial assistance for setting up of functional infrastructure for collection and grading units**

State lead agencies will facilitate FPCs for development of functional infrastructure for collection and grading units under the ownership of FPCs through technical consultancies and hired experts. Financial assistance restricted to 75% of total financial outlay (TFO) or maximum budget allocation (Rs. 11.25 lakh per unit) whichever is less (Annexure I) shall be provided.

### **B.2. Value Chain Processing**

#### **B.2.1 Financial assistance for setting up of integrated processing units**

Setting up of integrated processing unit is linked with the area already brought under organic certification or is proposed for conversion to organic. It must be

ensured that adequate raw material is available from grower groups in close vicinity. It also to be ensured that facilities are created in such a way that different commodities can be processed under single roof facility and the unit can run for at least 8-10 months a year. These projects should preferably be entrepreneur driven and support is provided as credit linked back-ended subsidy. Farmer Producer Companies registered under relevant act and having at least 250-500 members, will also be entitled to avail assistance. FPCs can avail back-ended subsidy without credit link, subject to condition that they are able to meet their share of the project cost and route their entire setting up transactions through banks.

Assistance to Farmer Producer Companies will be restricted to 75% of TFO or Rs 600 lakh, whichever is less. Assistance to private entrepreneurs shall be 50% of TFO or maximum of Rs 600 lakh whichever is less as credit linked back-ended subsidy .

Before sanctioning of such units, states need to ensure the feasibility and economic viability of the unit and technology being employed is of appropriate standard and acceptable to the market. Mission head quarter shall help the state lead agencies in identifying the technologies and technology providing agencies/ institutions.

### **B.3 – Value Chain Packaging, Storage and Transportation**

#### **(8) B.3.1 Integrated pack house**

The scheme provides for setting up of integrated pack house as subsidiary component of Collection, aggregation and grading units and integrated processing units. While designing the type of pack house it must be ensured that it meets the requirement of commodities targeted, is accessible to handling and processing unit and have linkages with market. This component should also be taken up as entrepreneur driven. Farmer Producer Companies (FPCs), will also be entitled to avail assistance. They may avail back-ended subsidy without credit link, subject to condition that they are able to meet their share of the project cost. Assistance to Farmer Producer Companies shall be restricted to 75% of TFO or Rs 37.50 lakh, whichever is less. Assistance to private entrepreneurs shall be 50% of TFO or maximum of Rs 37.50 lakh whichever less as credit linked back-ended subsidy is.

#### **B.3.2. Transportation/ 4 wheeler up to TFO of 12 lakh (50%)**

Assistance for transportation facilities/ equipment will also be subject to the conditions mentioned at D3 above. Assistance to Farmer Producer Companies

and private entrepreneurs both, will be restricted to 50% of TFO restricted to Rs 6.00 lakh, whichever is less.

### **B.3.3 Cold Chain Component**

Refrigerated transport vehicles and pre-cooling/ cold stores/ ripening chambers etc constitute for cold chain infrastructure and should be developed as integral part of integrated pack house. State lead agencies need to ascertain the need according to the commodities and quantities being targeted. Extant specifications standards and protocols on cold storage and cold-chain components will be adhered to while approving cold storage projects. Revisions to technical standards and adherence protocols shall be updated by National Centre for Cold-chain Development (NCCD) as necessary when improved technologies and efficiencies are introduced/understood/approved.

#### **B.3.3.1 Cold chain component - Refrigerated transport vehicle**

#### **B.3.3.2 Cold chain component -Pre-cooling/ cold stores/ ripening chambers.**

Assistance for Refrigerated transport vehicle and pre-cooling/ cold stores/ ripening chambers etc. will also be subject to the conditions mentioned at D3 above and at Cold chain component above. Assistance to Farmer Producer Companies will be restricted to 75% of TFO or Rs. 18.75 lakh, whichever is less separately for both refrigerated vehicle and cold storages etc. Assistance to private entrepreneurs shall be 50% of TFO or maximum of Rs. 18.75 lakh for each component whichever is less as credit linked back-ended subsidy.

## **(8) C. Value chain Marketing**

### **C.1. Branding, labeling, packaging, publicity and certification of processing units etc**

Lack of special and unique attributes that distinguishes the organic produce hampers the price premium, Indian farmers can realize in domestic and international market. Indian organic produce also suffers from the lack of brand identity, therefore it is necessary that a “**India Organic Produce**” brand identity is created. North Eastern states being blessed with natural advantage of quality and uniqueness can be the first brand ambassadors of India Organic Produce.

Northeastern states collectively and independently need to build such brand identity to visually propagate values, narratives and quality parameters. Marketing and advertising agencies can be engaged to create this unique identity.

Communication and outreach to the potential markets is key to success in changing the perception of organic as luxury purchase to affordable and accessible commodity for the good of soil, environment and human health. This will entail creating a communication plan and program with road shows, market days, online campaigns using social media and Internet and mobile apps. Through this it is targeted to create a communication and outreach mechanism through which the potential and brand value of organic produce can be communicated.

Brand building also requires programs to train growers, farmers and producers in inculcating branding principles in their packaging and their handling of the products. Programs are also needed to train logistics providers, marketers and other value chain partners in upholding the brand value from time to time. State Lead agencies shall draw a comprehensive plan in consultation with Mission Head Quarter to have synergistic efforts by all states to realize the goals.

State lead agencies can assist farmers and FPCs in developing common packaging and labeling, common literature and common brand promotion material as a part of branding and market initiative.

Certification of processing units for organic, HACCP etc can also be covered under this component.

### **C.2. Seminars/ conferences, workshops, Buyer-seller meets, Auction meetings, festivals**

To create awareness in the market and trading fraternity state Lead Agencies shall organize seminar/ conferences, workshops, buyer seller meets and time to time auction meets in their state or at places of market importance in other states with participation of selected production and value chain operators. Participation in exhibitions, trade fairs and organic festivals can also be facilitated. Details of funds provided and year-wise break up is given in Annexure I.

### **C.3. Consumer awareness Information dissemination through publicity, printed literature, films and local advertisements**

State lead agencies shall draw a comprehensive plan for systematic launching of campaign for consumer awareness and product information through print and electronic media publicity, distribution of quality literature, video films and local advertisements.



#### **C.4. Hiring of space in prime markets**

State lead agency shall facilitate effective marketing launch of their value added organic products through periodic market campaigns in selected cities of the country by hiring spaces in prime locations and malls to create awareness and demonstrate the quality and uniqueness of their products. Services of market promotion and event management firms can be hired for such services.

### **(8) D. Value Chain Support Agencies**

#### **D.1. Setting up of Lead agency**

**D.1.1 Staff, Manpower, Travel and contingencies, Institutional strengthening and hire/ purchase of machinery and equipments** - To effectively implement the mission objectives the states need to create dedicated Lead Agency in the form of Organic Commodity Board or Organic Mission. Each state shall be entitled to receive 5% of total approved allocation for State Lead Agency management. The expenses include cost of hiring of staff and manpower on contractual basis, travel and contingencies, institutional strengthening and hire/ purchase of machinery and equipments

**D.1.2. Setting up of certification bodies** – States having large area under organic certification/ conversion can set up their own certification bodies. SLEC need to ascertain the need and economical viability for setting up of such bodies. Only one time grant will be provided for hiring consultants, preparation of operating and quality manual, training and exposure of manpower and institutional expenses needed to make the agency operational. Entire manpower cost shall have to be borne by the states.

#### **D.2. Mission management at DAC&FW**

**D.2.1 Mission Headquarter** – To effectively implement the mission objectives and to coordinate the states a Mission headquarter having (a) Mission Management Cell and (b) Information and Knowledge Ecosystem management cell will be set up at DAC&FW level. Rs 200 lakh have been provided for mission management at central level. Entire manpower/ professionals/ Advisor etc shall be hired on co-terminus contractual basis for mission tenure.

**D.2.2 Any other Innovative requirement including surveys, consultancies information and knowledge ecosystem etc**

**D.2.2.1 Baseline surveys, market research and mapping and Consultancy services**– So far no consumer study has been undertaken to measure the

market potential of organic produce in the country and international markets for the Indian produce. Therefore it would be important to undertake baseline surveys, market and potential market analysis by geography and also value potential of each produce focusing on northeastern states in particular and other states in general. DAC&FW shall facilitate such surveys to devise appropriate marketing strategy.

DAC&FW will also coordinate the development of appropriate technology packages for crop production, processing etc through ICAR and other technology developing institutes.

**D2.2.2 Information and Knowledge Ecosystems including traceability platform** – Today there is no single information and knowledge ecosystem for the Indian organic produce. Also there is no transparent platform available for traceability and on-line two-way marketing platform linking farmers to buyers and buyers to consumers. Therefore to fill this crucial gap we need to develop a information and knowledge ecosystem which can ensure:

- Involvement of all stakeholders through dynamic, easy to use and accessible system where all stakeholders can become members
- The system must also be a market place where online selling and buying can be done under market economics
- All information on the produce, its geography, quality, certifications and traceability etc can be accessed
- Knowledge and information is accessible through videos, podcasts, audio notes, visual demonstrations, presentations etc can be disseminated and shared with other stakeholders
- The platform must be available in all major states and regional languages besides in Hindi and English
- The platform should be accessible through mobile devices and apps and if needed through offline call centers accessible through voice mails and phones.

The information and knowledge ecosystem shall be functioning from Mission Head Quarter and shall comprise of hardware, software and BPO professionals including call centre services as per the need assessment and approved by the Executive Committee.

**D.2.2.3 Any other innovative requirement** – Adequate provisions have been made at DAC&FW level to meet the expenses of the states on innovative components needed for successful development of value chain. Only those innovative components, which are not covered under the scheme and also could

not be met from other schemes, will be considered on need assessment on case-to-case basis.

**(9) State Lead Agency to Ensure Implementation keeping end goals in sight**

The state Lead Agency will be responsible for implementation of Mission objectives, utilization of funds and for submission of periodical reports and utilization certificate.

Ensuring integration of all Mission components to form an end-to-end value chain with effective market linkages will be the final aim of the Lead Agency. The agency shall also ensure that entire Mission implementation is done in such a way that there is effective linkage and coordination between farmer companies, resource agencies and private entrepreneurs for long term sustainability with commercial viability.

**Budget allocation and financing pattern**

**Essential scheme components for value chain development with the final aim to develop commercial organic farming clusters with end-to-end facilities from production to processing, marketing and finally delivering to the customer**

S. No.	Component	Rate	2015-16		2016-17		2017-18		Total	
			Physical	Financial	Physical	Financial	Physical	Financial	Physical	Financial
<b>A. Value chain Production</b>										
<b>A.1. Development of Organic Production Clusters</b>										
A.1.1.	Clusters development and formation of Farmer producer Companies, as per SFAC norms. For 100 FPCs each comprising of 500 farmers @ Rs. 20.375 lakh/FPC	4075/- per farmer.	40	815.00	40	815.00	20	407.50	100	2037.50
A.1.2	Assistance for on-farm input production infrastructure (@ Rs 3750/ha) and off-farm inputs (@ Rs 3750/ha)	7500/ ha x2 =15000/ha	25000 ha	3750.00	25000 ha	3750.00	0	0	50000ha	7500.00
A.1.3	Assistance for quality seed and planting material (50% of maximum 35000/ha limited to the actual cost as per crop)	17500 per ha	20000 ha	3500.00	20000 ha	3500.00	10000	1750	50000 ha	8750.00
<b>A.2 Support for extension services, input facilitation, training handholding and certification</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
A.2.1	Assistance for setting up of input delivery, distribution and agri-machinery custom hiring centre through state lead agencies	10 lakh/ FPO	20	200.00	40	400.00	40	400.00	100	1000.00
<b>A.2.2</b>	<b>Support and extension services for training, handholding and</b>			0		0		0		0

	<b>certification at production stage</b>									
A.2.2.1	Training, hand holding, ICS management, documentation and certification of crop production through service providers (As per MIDH)	10,000/- per ha	10000 ha	1000.00	22000 ha	2200.00	18000ha	1800.00	50000 ha	5000.00
<b>B. Value Chain processing (For FPC and private entrepreneur through Bank credit linked)</b>				0	0	0	0	0	0	0
<b>B1. Value Chain Post harvest - Setting up of collection, aggregation, grading facilities</b>				0	0	0	0	0	0	0
B.1.1	Setting up of functional infrastructure for collection, aggregation and grading units @ Rs. 15 lakh (75% subsidy)	11.25lakh	60	675.00	60	675.00	55	618.75	175 No	1968.75
<b>B2. Setting up of value addition and processing units including packaging, storage and transportation</b>				0	0	0	0	0	0	0
B.2.1	Financial assistance for setting up of integrated processing units With TFO of Rs. 800 lakh or more limited to 75% to FPCs and 50% to private as credit linked back ended subsidy	600.00 lakh	1	600.00	1	600.00	8	4800.00	10 No.	6000.00
<b>B.3 Value chain packaging, storage and transportation</b>										
B.3.1	Integrated pack house 75% subsidy to FPCs on TFO of 50 lakh or more and 50% to private limited to 37.50 lakh	37.50 lakh	4	150.00	8 No	300.00	8 No	300.00	20	750.00
B.3.2	Transportation/ 4 wheeler up to TFO of 12lakh (50%)	6.00 lakh/ FPC. Need based	5	30.00	10	60.00	10	60.00	25	150.00
B.3.3.1	Refrigerated transport vehicle up to TFO of 25 lakh (75% subsidy to FPC	18.75 lakh	5	93.75	5	93.75	6	112.5	16	300.00

	and 50% to private)									
B.3.3.2	Pre-cooling/ cold stores/ ripening chambers. FPOs	18.75 lakh	4	75.00	5	93.75	7	131.25	16	300.00
<b>C. Value chain Marketing – Branding, labeling, certification, quality control, retail outlets, awareness and publicity through lead agencies</b>			0	0	0	0	0	0	0	0
C.1	Branding, labeling, packaging, publicity and certification of processing units etc (LS)	As per proposal, Need to be ascertained	0	400.00	LS	450.00	LS	250.00	8	1100.00
C.2	Seminars/ conferences, workshops, Buyer-seller meets, Auction meetings, festivals.	As per proposal, Need to be ascertained	0	100.00	LS	100.00	LS	200.00	8	400.00
C.3	Consumer awareness Information dissemination through publicity, printed literature films and local advertisements	As per proposal, Need to be ascertained	0	200.00	LS	100.00	LS	100.00	LS	400.00
C.4	Hiring of space in prime markets	As per project proposal	-	200.00	-	200.00	-	200.00	8 states	600.00
<b>D.</b>	<b>Value Chain Support Agencies</b>		0	0	0	0	0	0	0	0
<b>D1.</b>	<b>Setting up of Lead agency/Organic Commodity Board/ Organic Mission</b>		0	0	0	0	0	0	0	0

	<b>for scheme implementation and market facilitation. To be set up at state level</b>									
D.1.1	Staff, Manpower, Travel and contingencies, Institutional strengthening and hire/ purchase of machinery and equipments	5% of total scheme budget	4 No	400.00	8 No	800.00	8 No.	800.00	20 No	2000.00
D.1.2	Setting up of organic certification bodies. One time assistance will be provided for hiring consultants for preparation of operating manuals, training and exposure of manpower and facilitating institutional set up. Cost of manpower to be borne by the state.			200.00	-	200.00	-	100.00	-	500.00
<b>D2.</b>	<b>Project Management Cell at National Level</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
D.2.1	Technical support group at national level for hiring, professionals/experts/ staff/ Advisors/ Travel etc	0.5% of total budget	0	11.25	0	88.75		100.00		200.00
D.2.2	Any other innovative requirement not covered under the scheme and also can not be met from other schemes including information and knowledge system having traceability platform at Mission Headquarter			100.00		573.75		370.00		1043.75
	<b>Grand total</b>			<b>12500</b>		<b>15000</b>		<b>12500</b>		<b>40000</b>

**Cost norms for organization of Workshop**

<b>S. No.</b>	<b>Components</b>	<b>Rate (Rs)</b>	<b>Remark</b>
<b>1</b>	State level workshop	Rs. 300 lakhs per event	100 % assistance subject to maximum of Rs. 300 Lakhs per event-2 days
<b>2</b>	Farmers Training	Rs 24000 per training	100 % assistance subject to maximum of Rs. 24000/- per training
<b>3</b>	Regional Seminar/ Conferences	Rs. 3.0 lakhs per Regional Seminar/ Conferences	100 % assistance subject to maximum of Rs. 3 Lakhs/- per event-2 days
<b>4</b>	Workshops	Rs. 1.0 lakhs per Workshops	100 % assistance subject to maximum of Rs. 1Lakhs/- per event-2 days
<b>5</b>	Buyer-seller meets/ auction	Rs. 1.0 lakhs per buyer-seller meets/ auction meets	100 % assistance subject to maximum of Rs. 1Lakhs/- per event-1 days
<b>6</b>	Festivals/ exhibition at state level	Rs. 3.0 lakhs per Participation in national exhibitions/biofach India	100 % assistance subject to maximum of Rs. 3Lakhs/- per event