



राष्ट्रीय बागवानी बोर्ड
National Horticulture Board

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कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार

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

National Horticulture Board

Ministry of Agriculture & Farmers Welfare, Govt. of India

85, Institutional Area, Sector - 18, Gurgaon - 122015

NHB/CDP/PAC-CDP/2025-26/ 2739

3rd October, 2025

OFFICE MEMORANDUM

Sub: Proceedings of the 4th Project Appraisal Committee (PAC) meeting of Cluster Development Programme-reg.

Please find enclosed herewith a copy of Minutes of the Meeting of the 4th Project Appraisal Committee (PAC) for evaluating and reviewing the Revised Concept Notes received under Cluster Development Programme Guidelines, held on 03.10.2025, 10 AM at Krishi Bhawan, New Delhi, under the chairmanship of Shri Priya Ranjan, Joint Secretary (Horticulture)/MD NHB.

This issues with approval of the Competent Authority.

[Signature]
03.10.2025

(Pawan Kumar)

Dy. Director, NHB, Delhi

Distribution:

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4. Joint Director (F&A), NHB, Gurugram
5. All Area Officer, NHB, Gurugram



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National Horticulture Board
Ministry of Agriculture & Farmers Welfare, Govt. Of India
Plot No. 85, Sector-18, Institutional Area, Gurugram-122015

NHB/CDP/4th PAC/2025-26/ 2739

03-10-2025

Subject	Minutes of the Fourth Project Appraisal Committee for evaluating and reviewing the revised Concept Notes submitted in response to the EOI published under Revised Cluster Development Programme Guidelines.
Date & Time	03.10.2025 at 10:00AM
Venue	Room No 344A, 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 Professional from Market Promotion Agencies	Miss Sehreena Maqbool, AM, APEDA Miss Srishti Chitranshi, BDM, APEDA
3.	Representative from (ICAR)	Dr. V.B. Patel, ADG, (Hort.), ICAR Dr. P C Tripathi, Principal Scientist, ICAR
4.	Representative from (MIDH)	Sh. Manoj K, Under Secretary MIDH
5.	Representative from (IFD)	Sh. K.M.S. Khalsa, Director, IFD
6.	Representative from Export Promotion Council	Sh. Vanlalruata Fanai, Deputy General Manager, Exim Bank
7.	Independent Agri Business Expert	Sh. Senthil Kumar Natrajan Dr. Vineet Malviya
8.	Dy. Managing Director (Member Secretary)	Dr. Vijay Kumar Doharey, DMD, NHB

The meeting was also attended by:

1. Sh. Pawan Kumar, Deputy Director, NHB
2. Sh. Ravindra Dangi, Deputy Director, NHB
3. Dr. Vijay Kumar B T, SHO, NHB
4. Sh. Nagaraj Shettar, SHO, NHB
5. Sh. Ranjith, SHO, NHB
6. Members from PMU Team

The following projects were discussed in the meeting and summary of these projects are as under: -

S. No.	Particulars	No. of projects
1	No. of proposal considered	18
2	No. of proposal shortlisted	14
3	No. of proposal not shortlisted	4

At the outset, the Managing Director of NHB, as Chairman of the Project Appraisal Committee (PAC), welcomed all members and officials present. He addressed the participants and provided a brief overview of the evaluation criteria and timelines laid out in the guidelines, which form the basis for evaluating the proposals. He recalled the discussions and decisions taken in the previous PAC meeting, particularly with regard to the evaluation of concept notes received under the High-Value Multi-Commodity Clusters and Peri-Urban Vegetable Clusters. The Chairman noted that 53 applications were received in the 2nd EoI out of which 14 were shortlisted, 2 were non-shortlisted and 37 were asked to re-submit their concept notes in line with the CDP guidelines.

He further highlighted that the purpose of the present meeting was to review the revised submissions received during the given window, assess their conformity with the scheme guidelines, and take a view on their shortlisting. Shri Pawan Kumar, DD, NHB and representative of the PMU, thereafter presented the status of the resubmitted proposals, along with responsiveness checks, for the consideration of the PAC.

1. M/s Punjab Agro Exports Corporation Ltd. (PAGREXCO) - (Consortium of Private Limited Companies) - 03ACDP000133

The applicant M/s Punjab Agro Exports Corporation Ltd. is a Private Limited Company. The applicant has applied in a consortium with M/s Punjab Agro Industries Corporation Limited (PAIC). The applicant has experience in operating Fruit & Vegetable (F&V) processing plants along with selling/purchasing, importing, exporting, storing, preserving & distribution of fresh and processed Agri products. For FY 2023-24 the consortium's turnover is INR 17,015.71 Lakhs and net worth is INR 11,577.19 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with Kinnow as focus crop under the proposed cluster.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 38.5 out of 50. It was decided that the proposal may be shortlisted for submission of DPR / business case.

2. M/s Shree Paramanand Rural Development Society (Consortium of NGO and Private Limited Companies) - 29ACDP000106

The applicant M/s Shree Paramanand Rural Development Society is a registered NGO. The applicant has applied in a consortium with M/s LTGL Agro Industries Private Limited, M/s LTG Mysore Greens Exports Private Limited, M/s LTG Infrastructure Limited and M/s Indian Organic Fertilizers. The applicant has experience in experienced in FPO formation, organic farming projects, and brand promotion for rural produce. For FY 2023-24 the consortium's turnover is INR 7,954.13 Lakhs and net worth is INR 3,734.12 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with Grapes as focus crop in Karnataka.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 36.5 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business.

3. M/s Shreekrishna Impex Ventures Limited (Consortium of Private Limited Companies) - 23ACDP000105

The applicant M/s Shreekrishna Impex Ventures Limited is a Private Limited Company. The applicant has applied in a consortium with M/s Shreekrishna Foodtek Private Limited. The applicant has experience in Indian banana export industry and work with farmer network of over 20,000 farmers. For FY 2023-24 the consortium's turnover is INR 33,273.20 Lakhs and net worth for FY 2024-25 is INR 1,506.43 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with Banana as focus crop in Andhra Pradesh.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 32.5 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

4. M/s KAFCO Ventures Limited (Consortium of Private Limited Companies) - 33ACDP000150

The applicant M/s KAFCO Ventures Limited is a Private Limited Company. The applicant has applied in a consortium with M/s Thennai Agro Products, M/s Kovai Agro Foods, M/s Green Valley Bio Naturals Pvt Ltd., M/s Kovai Agritech Private Limited and M/s Vashini Exports. The applicant has experience in coconut value added premium organic food products with export to multiple countries. For FY 2024-25 the applicant's turnover is INR 22,184.57 Lakhs and net worth is INR 2,448.27 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with coconut as focus crop in Tamil Nadu.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 32 out of 50. It was decided by the committee that the proposal be shortlisted for submission of DPR / business case.

5. M/s Fresh Cart Agro Pvt. Ltd. (Consortium of Private Limited Companies) - 28ACDP000151

The applicant M/s Fresh Cart Agro Pvt. Ltd. is a Private Limited Company. The applicant has applied in a consortium with M/s Bandhan Agri Tech Private Limited. The applicant has a experience in the banana supply chain ecosystem and B2B supplier of premium Fresh Fruits and Vegetables to leading retail chains in Bangalore, including Aditya Birla More, JioMart, Zepto, Swiggy Instamart, and Big Basket. For FY 2023-24 the applicant's turnover is INR 8899.27 Lakhs and net worth is INR 254.32 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with banana as focus crop in Andhra Pradesh.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 33.5 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

6. M/s Navabharat Limited (Private Limited Company) - 28ACDP000134

The applicant M/s Navabharat Limited is a Private Limited Company. The applicant has experience in production of Oil Palm and has a integrated facility with crushing and refining facilities. For FY 2023-24 the applicant's turnover is INR 1,83,971 Lakhs and net worth for FY 2024-25 is INR 30,054.82 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with cocoa as focus crop in Andhra Pradesh.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 43 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

7. M/s Krishakmitra Agricultural Marketing and Export producer Company Limited (Consortium of Farmer Producer Company and Private Limited Company) - 08ACDP000113

The applicant M/s Krishakmitra Agricultural Marketing and Export producer Company Limited is a Farmer Producer Company. The applicant has applied in a consortium with M/s eSec Security Consultants Private Limited Company. The applicant has experience in input, supply and aggregation, crop production, value addition & processing and marketing & trade of agriculture produce. The FPO has a network of over 1,500 farmer-members spread across 15 villages. For FY 2024-25 the consortium has a turnover of INR 11,321.16 Lakhs and net worth is INR 1,455.93 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with cumin as focus crop in Rajasthan.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 31 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

8. M/s Panchaganga Seeds Private Limited (Private Limited Company) - 27ACDP000109

The applicant M/s Panchaganga Seeds Private Limited is a Private Limited Company. The applicant has experience research & development, production, processing and marketing of wide range of fruit and vegetable crop seeds, sold under "PanchaGanga" brand name. For FY 2023-24 the applicant's turnover is INR 17,717.26 Lakhs and net worth is INR 9,813.79 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with onion as focus crop in Maharashtra.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 30.5 out of 50. It was decided by the committee that the proposal be shortlisted for submission of DPR.

9. M/s Prime Fresh Limited (Private Limited Company) - 27ACDP000128

The applicant M/s Prime Fresh Limited is a Private Limited Company. The applicant has over 17 years of experience in agri value-chain company with special focus on fruits and vegetables supply chain business, with 450+ MT of fresh produce handled daily. For FY 2025-25 the applicant's turnover is INR 19,579.56 Lakhs and net worth is INR 6,874.80 Lakhs. The applicant has submitted a concept note to set up a Peri Urban Vegetable Cluster with Onion, Potato, Capsicum, Vineyard Vegetables, Cauliflower, Cabbage, Green Chilly, Cucumber, Bitter Melon, and Bottle Gourd as targeted crop in Maharashtra.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 44 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

10. M/s Rajeshree Agri Food Private Limited (Joint Venture of Private Limited and Partnership Firm) - 24ACDP000115

The applicant M/s Rajeshree Agri Food Private Limited is a Private Limited Company. The applicant has applied in a Joint Venture with M/s Gordhandas Gigaji Mali. The applicant is a newly registered entity intends to operate in the production of a wide range of fruits and vegetables. For FY 2024-25 the applicant's turnover is INR 12,146.90 Lakhs and net worth is INR 2,544.00 Lakhs. The applicant has submitted a concept note to set up a Peri Urban Vegetable Cluster with Tomato, Potato, Onion, Cabbage, Okra, Cucumber, Cauliflower, Beans, Bottle Gourd, Chilli, Pomegranate, and Muskmelon as targeted crop in Gujarat.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 30 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

11. M/s Krushibramha Farmer Producer Company Limited (Farmer Producer Company) - 27ACDP000136

The applicant M/s Krushibramha Farmer Producer Company Limited is a Farmer Producer Company. The applicant has experience in aggregating and marketing onions, tomatoes, chilies and other vegetables produced by member farmers along with providing input supply services, produce collection from villages, and sales through local mandis and wholesale markets. For FY 2024-25 the applicant's turnover is INR 3,714.71 Lakhs and net worth is INR 171.09 Lakhs. The applicant has submitted a concept note to set up a Peri Urban Vegetable Cluster with Onion, Tomato, Grapes, Chilly, Capsicum, and Pomegranate as targeted crop in Maharashtra.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 30 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

12. M/s Biofac Inputs Private Limited (Joint Venture of Private Limited Companies) - 37TCDP000139

The applicant M/s Biofac Inputs Private Limited is a society. The applicant has applied in a Joint Venture with M/s Lalithavanam Priceless Nutriment Private Limited. The applicant has experience in Research and development, manufacturing, and marketing of patented biofertilizers, organic manures, microbial consortia, and mineral-based crop nutrition solutions. For FY 2023-24 the joint venture has a turnover of INR 6,236.22 Lakhs and net worth is INR 751.74 Lakhs. The applicant has submitted a concept note to set up a Peri Urban Vegetable Cluster with Tomato, Potato, Onion, Cabbage, Cauliflower, Okra, Brinjals, Capsicum, Beans, Drumsticks, Radish, Carrot, Amaranthus, Fenugreek, Bell Peppers, Broccoli, Zucchini, Lettuce, English Cucumber, and Cherry Tomatoes as targeted crop in Telangana.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 31 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

13. M/s Mahakrushak Cluster Farmer Producer Company Limited (Farmer Producer Company) - 27ACDP000141

The applicant M/s Mahakrushak Cluster Farmer Producer Company Limited is a Farmer Producer Company. The applicant has experience in the agricultural sector, with a strong focus on post-harvest management, farmer empowerment, particularly through the trading of onions. For FY 2024-25 the applicant's turnover is INR 5,017.46 Lakhs and net worth is INR 154.03 Lakhs. The applicant has submitted a concept note to set up a Peri Urban Vegetable Cluster with Onion, Tomato, Grapes, Chilly, Capsicum, and Pomegranate as targeted crop in Maharashtra.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 30 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

14. M/s Pawana Sanskruti Farmer Producer Company Limited (Consortium of Farmer Producer Company and Private Limited Companies) - 27ACDP000148

The applicant M/s Pawana Sanskruti Farmer Producer Company Limited is a Farmer Producer Company and has the application in consortium with M/s Stately Agro Industries Private Limited and M/s Prometteur Solutions Private Limited. The applicant has experience in the collective cultivation, aggregation, and export of high-quality roses. They have a robust membership of 411 farmer stakeholders. For FY 2023-24 the applicant's turnover is INR 1021.66 Lakhs and net worth for FY 2024 -25 is INR 98.94 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with rose as focus crop in Maharashtra.

The PAC has discussed the proposal in detail in the light of scheme guideline and observed that the applicant fulfilled all legal and financial criteria, including equity and net worth, and provided a clean financial declaration. The proposal was technically evaluated and scored 32.5 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

Advisory note:

The PAC re-emphasised that the subsidy component towards the IA component is a back-ended credit linked subsidy which will be paid out in three tranches as detailed in the scheme guidelines. The initial payments (i.e., provision for bridge finance / working capital) of the IA component shall be made by the IA, in line with clause 9.4.12.



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

Applications not shortlisted for submission of Business Case/ DPR:

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

S. No.	Name of the applicant & project code	Cluster details	Reason for not shortlisting
1	M/s Associated Tea & Agro Management Services Pvt Ltd (Consortium of Private Limited Company and Proprietor) 18ACDP000104	Multi Commodity High Value Cluster Focus Crop- Arecanut Additional Crop- Black Pepper	The consortium member is a proprietorship firm which is not eligible under the CDP guideline.
2	M/s Regenerate India Private Limited (Consortium of Private Limited Company and Proprietor) 09ACDP000131	Multi Commodity High Value Cluster Focus Crop- Prickly Pear Additional Crop- Amla, Dragon Fruit, Custard, Apple, Lemon & Lime, Jamun, Ber, Papaya	The consortium member is a proprietorship firm which is not eligible under the CDP guideline.
3	M/s Neelambra Agra - A unit of Shivpriya Industries Pvt Ltd (Consortium of Private Limited Companies) 09ACDP000122	Multi Commodity High Value Cluster Focus Crop- Peas Additional Crop- Okra, Baby Corn, Maize, Beans, Carrot	The technical score of the concept note is below the eligibility criteria. i.e. 25.5 out of 50.
4	M/s Ramanlata Foods LLP (Partnership Firm) 09ACDP000127	Multi Commodity High Value Cluster Focus Crop- Peas Additional Crop- Okra, Baby Corn, Maize, Beans, Carrots	The technical score of the concept note is below the eligibility criteria. i.e. 22.5 out of 50.

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