



राष्ट्रीय बागवानी बोर्ड  
National Horticulture Board

## राष्ट्रीय बागवानी बोर्ड

कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार

85, इंस्टीट्यूशनल एरिया, सैक्टर-18, गुडगाँव-122015

### National Horticulture Board

Ministry of Agriculture & Farmers Welfare, Govt. of India  
85, Institutional Area, Sector - 18, Gurgaon - 122015

NHB/CDP/ MoM 6<sup>th</sup> PAC/2025-26/ 4149

Date: 11.02.2026

#### OFFICE MEMORANDUM

**Sub: Proceedings of the meeting held on 09.02.2026 at Krishi Bhavan, New Delhi -Reg**

Please find enclosed herewith a copy of Minutes of the Meeting of 6<sup>th</sup> Project Appraisal Committee (PAC) for evaluating and reviewing the Concept Notes received under Cluster Development Guidelines held on 09.02.2026 at Krishi Bhavan, New Delhi, under the Chairmanship of Shri Priya Ranjan, MD (NHB).

This issues with approval of the Competent Authority.

*[Signature]*  
11.02.2026

(Pawan Kumar)

Dy. Director, NHB, Delhi

#### Distribution:

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|                        |   |
|------------------------|---|
| <b>Subject</b>         | <b>Minutes of the sixth Project Appraisal Committee for evaluating and reviewing Concept Notes submitted under EOI 4 in response to the EOI published under Revised Cluster Development Programme Guidelines.</b> |
| <b>Date &amp; Time</b> | <b>09.02.2026 at 2:00 PM</b>  |
| <b>Venue</b>           | <b>Room No 147, Krishi Bhawan.</b>  |

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

| <b>S. No</b> | <b>Composition of the PAC</b>                              | <b>Name of Officer/Representative with Designation attended the meeting</b> |
|--------------|--|---|
| 1.           | Managing Director, NHB-Chairman                            | Shri Priya Ranjan, JS(MIDH)/MD (NHB)  |
| 2.           | Representative Professional from Market Promotion Agencies | Dr. Vinita Sudhanshu, APEDA   |
| 3.           | Representative from (ICAR)                                 | Dr. V.B. Patel, ADG, (Hort.), ICAR  |
| 4.           | Representative from (MIDH)                                 | Sh. Rajesh Saha, Deputy Secretary, MIDH                                     |
| 5.           | Representative from (IFD)                                  | Sh. Ajay Meena, Under Secretary, IFD  |
| 6.           | Representative from Export Promotion Council               | Sh. Vanlalruata Fanai, Deputy General Manager, Exim Bank                    |
| 7.           | Independent Agri Business Expert                           | Sh. Senthil Kumar Natrajan<br>Dr. Vineet Malviya                            |

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. Soumen Shit, SHO, NHB
6. Sh. Ranjith, SHO, NHB
7. 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 cases considered | 20              |
| 2      | Shortlisted             | 13              |
| 3      | Non-Shortlisted         | 07              |

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 further highlighted that 20 applications (concept notes) received in the 4<sup>th</sup> Call of EOI under High-Value Multi-Commodity Clusters and Peri-Urban Vegetable Clusters is conducted as per the Scheme Guidelines.

The detailed appraisal and scoring of each concept note placed in the agenda notes before the Project Appraisal Committee (PAC) and were also presented one by one through a presentation led by Shri Pawan Kumar, DD, NHB.

**1. M/s KAFCO Ventures Ltd (Consortium of Private Limited, Public Limited and Partnership Firms) - 33ACDP000213**

The applicant **M/s KAFCO Ventures Ltd** is a Limited Company. The applicant has applied in a consortium with 8 companies named, M/s KAFCO Ventures Limited, M/s Kovai Agro Foods, M/s Kovai Agro Tech Private Limited, M/s Green Valley Bio Naturals Private Limited, M/s Vashini Exports, M/s Vashini Agro Private Limited, M/s Thennai Agro Products and M/s KOVAI Bio Energy & Organics. The group has 16 years of experience operating in Coconut value Addition and has infrastructure, manpower, resources and processes in place that will help the proposed cluster become successful. For FY 2024-25 the consortium's turnover is INR 25,494.70 Lakhs and net worth is INR 4,035.41 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 committee discussed the proposal in detail and it was 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 32.50 out of 50. It was decided that the proposal may be shortlisted for submission of DPR / business case. The applicant may be advised to include the following conditions while submitting the DPR:

- i. Crop wise farmer distribution and proposed area under each crop.
- ii. Relevant documents like financial statements, COI, PAN, etc as defined in the CDP guidelines must be submitted for all the consortium members.
- iii. Clarity in role and responsibilities of all the consortium members.
- iv. Name of lead entity in the consortium.
- v. Clarify the quantum of rejuvenation and fresh plantations.

**2. M/s Mother Dairy Fruit & Vegetable Pvt Ltd (Consortium of Pvt. Ltd. Company and Milk Producer Company) - 28ACDP000212**

The applicant **M/s Mother Dairy Fruit & Vegetable Pvt Ltd** is a private limited company and has the application in consortium with M/s Shreeja mahila milk Producer company Limited. The Company over the last many years has created a market leadership position for itself in branded milk segment in Delhi & NCR through a robust network of its booth and retail channels. It has also expanded its reach to other regions in North, South, East and West with its offering of Milk and Milk products pegging it among the few companies to own such a vast channel of distribution in



India. For FY 2023-24 the applicant's turnover is INR 15,19,400.00 Lakhs and net worth is INR 52,109.00 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with Mango as focus crop in Andhra Pradesh.

The Committee discussed the proposal in the light of scheme guidelines, and it was 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 35 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case and also include interventions for secondary processing of crops at business case / DPR stage. The applicant may be advised to include secondary processing interventions while submitting the DPR:

**3. M/s. Manish Flour Mills Private Limited (Private Limited Company) - 24ACDP000211**

The applicant M/s. Manish Flour Mills Private Limited is a private limited company. The applicant is leading producer of premium wheat flour products with a strong legacy of quality, reliability, a consumer satisfaction spanning over seven years. The company specializes in manufacturing wheat flour products including maida, rawa, suji, chakki atta and bran, and has tie ups with large food manufacturers, FMCG companies, hotels, institutional buyers, retailers and export markets. For FY 2024-25 the applicant's turnover is INR 16,365.00 Lakhs and net worth is INR 2,584.00 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with Banana as focus crop in Gujarat.

Upon reviewing the concept note, the Committee 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 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

**4. M/s. Manish Flour Mills Private Limited (Private Limited Company) - 27ACDP000207**

The applicant M/s. Manish Flour Mills Private Limited is a private limited company. The applicant is leading producer of premium wheat flour products with a strong legacy of quality, reliability, a consumer satisfaction spanning over seven years. The company specializes in manufacturing wheat flour products including maida, rawa, suji, chakki atta and Bran, and has tie ups with large food manufacturers, FMCG companies, hotels, institutional buyers, retailers and export markets. For FY 2024-25 the applicant's turnover is INR 16,365.00 Lakhs and net worth is INR 2,584.00 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with Pomegranate as focus crop in Maharashtra.

Upon reviewing the concept note, the Committee 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 34 out of 50. It was decided by the committee that the proposal be shortlisted for submission of DPR / business case and suggested that crops grown area may be verified as per available database.

**5. M/s Sunpower India Ventures Pvt Ltd (Consortium of Private Limited Companies) - 27ACDP000210**

The applicant M/s Sunpower India Ventures Pvt Ltd is a Private Limited Company and has the application in consortium with M/s Unimax Agri Bio-Technologies Pvt Ltd and M/s KisaanSathi E-Seva Private Limited. The applicant brings extensive experience in the end-to-end development,



operation, and acquisition of Renewable power infrastructure, including solar and wind energy generation, as well as transmission and distribution networks. M/s Unimax Agri Bio-Technologies is actively engaged in manufacturing, marketing, and import-export operations and is a life member of the Agro Manufacturing Association of India. Registered with the Department of Agriculture, Government of Maharashtra, the company offers a wide portfolio of scientifically formulated products suited for diverse crops and agro climatic conditions across India. For FY 2024-25 the applicant's turnover is INR 2,762.72 Lakhs and net worth is INR 854.37 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with Pomegranate as focus crop in Maharashtra.

The Committee discussed the proposal in detail 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 35 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case. The applicant may be advised to include All relevant documents like financial statements, COI, PAN, etc as defined in the CDP guidelines must be submitted for all the consortium members while submitting the DPR:

**6. M/s Pawana Sanskruti Farmer Producer Company Limited (Consortium of FPC and Private Limited Company) - 27ACDP000206**

The applicant **M/s Pawana Sanskruti Farmer Producer Company Limited** is a farmer producer company and the application is in consortium of M/s Pawana Sanskruti Private Limited, M/s Prometteur, and M/s Stately Agro. The applicant is engaged in the aggregation, and export of high-quality roses. With a robust membership of 411 farmer stakeholders, our company is dedicated to improving rural livelihoods through organized horticultural activity and international market access. For FY 2024-25 the applicant's turnover is INR 2,663.18 Lakhs and net worth is INR 273.44 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with Rose as focus crop in Maharashtra.

Upon reviewing the concept note, the Committee 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 33.50 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

**7. M/s ITC Limited (Public Limited Company) - 28ACDP000203**

The applicant **M/s ITC Limited** is a Public Limited Company. The applicant has over two decades of deep, institutional experience in the chilli and turmeric value chain, particularly across several districts of Andhra Pradesh, which form key sourcing clusters for its spice operations. With a nationwide footprint and longstanding engagement with farming communities, ITC ABD has built strong procurement linkages, residue-management programs, and digital traceability systems across these regions, enabling consistent, high-quality, and globally compliant chilli and turmeric supply. For FY 2024-25 the applicant's turnover is INR 77,69,038.00 Lakhs and net worth is INR 67,90,014.00 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with Chilli as focus crop in Andhra Pradesh.

Upon reviewing the concept note, the Committee 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 out of 50. It was decided by the committee that



the proposal be shortlisted for submission of DPR. It was also noted that the DPR / business case shall include other horticultural crops (fruits) adhere to revised CDP scheme guidelines. The applicant may be advised to include the following conditions while submitting the DPR:

- i. The applicant should include additional commodities apart from chillies and turmeric.
- ii. Audited Financial Statements for last 3 years to be provided.

**8. M/s Rajeshree Agri Foods Private Limited (Consortium of Private Limited Company and Partnership Firms) - 24ACDP000202**

The applicant M/s Rajeshree Agri Foods Private Limited is a Private Limited Company and has application in consortium with M/s Gordhandas Gigaji Mali. The applicant is a newly registered company, and the consortium partner is engaged in the trading of potatoes, potato seeds, and a wide variety of fruits and vegetables. The firm's operations encompass direct procurement from farmers and suppliers, quality grading, packaging, and distribution to wholesale markets, retailers, and institutional buyers. It has established strong market linkages with leading companies such as ITC, Balaji Wafers, Madhumilan, and Reliance. For FY 2024-25 the applicant's turnover is INR 13,007.41 Lakhs and net worth is INR 2,708.49 Lakhs. The applicant has submitted a concept note to set up a Peri Urban Vegetable Cluster with Potato, Onion, Tomato as TOP crops; Cabbage, Cauliflower, Okra, Cucumber, Bottle gourd, Green Chilli as Mandate Crops and Cluster Beans, Drumstick, Cucurbits, Green Peas, Amaranthus, Fenugreek, Spinach, Watermelon, Muskmelon, Pomegranate, Beetroot, Carrot as optional crops in Gujarat.

The Committee discussed the proposal in detail and it was 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 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

**9. 3F Oil Palm Pvt Ltd (Private Limited Company) - 28ACDP000199**

The applicant 3F Oil Palm Pvt Ltd is a Private Limited Company. The applicant has been at the forefront of innovation within the Indian Oil Palm industry. The Company has the distinction of being the first company to be identified by the Government of India for leading the charge in Oil Palm Development in India and make India self-sufficient and self-reliant. For FY 2024-25 the applicant's turnover is INR 63,324.00 Lakhs and net worth is INR 15,735.00 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 Committee discussed the proposal in detail and it was 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 39 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case. The applicant may be advised to include following condition while submitting the DPR:

1. The applicant to clearly outline whether or not they had been previously benefited from the Oil Palm Mission scheme.

**10. Privilege Advisory Services Pvt. Ltd (Consortium of Private Limited Companies)-  
18ACDP000197**

The applicant M/s Privilege Advisory Services Pvt. Ltd is a private limited company and has application in consortium with M/s Baruah Automobiles Pvt. Ltd. The organization has a demonstrated track record of mobilizing farmer collectives, building their institutional capacity and promoting market-linked primary commodities with a special focus on Ghost Pepper (Bhut Jolokia) a high-value crop native to Assam with strong market demand. For FY 2024-25 the applicant's turnover is INR 7,662.95 Lakhs and net worth is INR 1,409.05 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with Ghost Pepper as focus crop in Assam.

Upon reviewing the concept note, the Committee 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 37 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

**11. M/s Prime Fresh Limited (Public Limited Company) - 27ACDP000196**

The applicant M/s Prime Fresh Limited is a Public Limited Company. The applicant has nearly two decades of expertise and built a reputation for reliability, innovation, and efficiency, ensuring that fresh produce reaches from farm to fork in the best possible condition. For FY 2024-25 the applicant's turnover is INR 19,579.57 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 Tomato, Onion, Potato as TOP crops; Cabbage, Cauliflower, Okra, Brinjal, Gourds as Mandate Crops and Radish, Carrot, Leafy Vegetables like Spinach as Optional crops in Maharashtra.

The Committee discussed the proposal in detail 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 42 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.

**12. M/s Gayatri Mart (Consortium of Partnership Firm and Private Limited Company) -  
27ACDP000195**

The applicant M/s Gayatri Mart has proposed Joint venture with MWS Gayatri Pvt Ltd. The applicant has very good experience in agriculture and horticulture sector accumulating more than three years of experience in the procurement & processing, storage and retail marketing of agricultural and horticulture products along with finish one. With a strong operational base in Sangola, Mangalwedha and Pandharpur block of Solapur district of Maharashtra. For FY 2024-25 the applicant's turnover is INR 5,752.00 Lakhs and net worth is INR 580.99 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 committee discussed the proposal in detail 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 may be shortlisted for submission of DPR / business case.



**13. M/s Babanraoji Shinde Sugar & Allied Industries Limited (Public Limited Company) - 27ACDP000194**

The applicant M/s Babanraoji Shinde Sugar & Allied Industries Limited is a public limited company. The applicant has established strong and longstanding relationships with sugarcane farmers across Solapur through transparent procurement, timely payments, and continuous field-level engagement. Alongside this, the company has developed solid experience in the domestic market, supplying sugar and allied products to a wide network of retailers, distributors, wholesalers, and institutional buyers. These established market connections ensure smooth product movement and strong demand across multiple states. For FY 2024-25 the applicant's turnover is INR 43,800.00 Lakhs and net worth is INR 1,216.00 Lakhs. The applicant has submitted a concept note to set up a Multi Commodity High Value Cluster with Onion as focus crop in Maharashtra.

Upon reviewing the concept note, the Committee 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 out of 50. It was decided by the committee that the proposal may be shortlisted for submission of DPR / business case.



The committee also briefly discussed other proposals that were not shortlisted since they were found not meeting 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 Shahlon Silk Industries Limited (Public Limited Company) 24ACDP000201        | <b>Peri Urban Vegetable Cluster</b><br><br><b>Target Crop</b> - Tomato, Onion<br><b>Mandate Crop</b> - Brinjal, Cabbage, Okra, Cauliflower, Bottle Gourd, Green Chili<br><b>Optional Crops</b> - Cluster Beans, Cucurbits, Amaranthus, Fenugreek, Spinach, Carrot, Radish, Mango, Sapota and Banana | The proposal was discussed in detail and it was observed by the Committee that applicant does not full fill basic responsiveness check criteria i.e. <b>Experience in the field of agriculture or horticulture</b> as defined in the scheme guidelines. Hence, the proposal concept was not shortlisted by the Committee for further submission of DPR.               |
| 2.     | M/s Shahlon Silk Industries Limited, Surat (Public Limited Company) 24ACDP000198 | <b>Multi Commodity High Value Cluster</b><br><br><b>Focus Crop</b> - Banana<br><b>Additional Crop</b> - Mango and Okra  | The proposal was discussed in detail and it was observed by the Committee that applicant does not full fill basic responsiveness check criteria i.e. <b>Experience in the field of agriculture or horticulture</b> as defined in the scheme guidelines. Hence, the proposal concept was not shortlisted by the Committee for further submission of DPR.               |
| 3      | M/s Oddiville Farmfresh Pvt. Ltd. (Private Limited Company) 23ACDP000209         | <b>Multi Commodity High Value Cluster</b><br><br><b>Focus Crop</b> - Peas<br><b>Additional Crop</b> - French Beans, Cauliflower   | The proposal was discussed in detail and it was observed by the Committee that applicant does not full fill basic responsiveness check criteria i.e. <b>proposed farmer component is less than 40% of the total project cost</b> as defined in the scheme guidelines. Hence, the proposal concept was not shortlisted by the Committee for further submission of DPR. |
| 4      | M/s Andante Foods LLP (Limited Liability Partnership) 29ACDP000208               | <b>Multi Commodity High Value Cluster</b><br><br><b>Focus Crop</b> - Gherkin<br><b>Additional Crop</b> - Baby Corn,   | The proposal was discussed in detail and it was observed by the Committee that applicant does not full fill basic responsiveness check criteria i.e. <b>the annual turnover of</b>  |

|   |   |   |  |
|---|---|---|--|
|   |   | All Cucurbits   | the applicant is less than the proposed project cost as defined in the scheme guidelines. Hence, the proposal concept was not shortlisted by the Committee for further submission of DPR.  |
| 5 | M/s Dattaguru Farmer Producer Company Ltd (Farmer Producer Company)<br>27ACDP000204   | Multi Commodity High Value Cluster<br><br>Focus Crop- Turmeric<br>Additional Crop- Banana, Pomegranate          | The proposal was discussed in detail and it was observed by the Committee that applicant does not full fill basic responsiveness check criteria i.e. the net worth of the applicant is less than the proposed equity contribution as defined in the scheme guidelines. Hence, the proposal concept was not shortlisted by the Committee for further submission of DPR. |
| 6 | M/s Green Valley Organics Spices (Partnership Firm)<br>29ACDP000205   | Multi Commodity High Value Cluster<br><br>Focus Crop- Black Pepper<br>Additional Crop- Clove, Cinnamon & Nutmeg | The proposal was discussed in detail and it was observed that the applicant has not submitted supported documents like income statement for any financial year. The annual turnover cannot be validated for the applicant. Hence, the proposal was not shortlisted under the scheme  |
| 7 | M/s Amaravathi Export Cluster Private Limited (Consortium of Partnership Firm, Private Limited & Societies)<br>28ACDP000200 | Multi Commodity High Value Cluster<br><br>Focus Crop- Mango<br>Additional Crop- Banana and Guava                | The proposal was discussed in detail and it was observed by the Committee that applicant did not full fill basic responsiveness check criteria i.e the turnover of the consortium is less than the proposed project cost. The proposal does not fulfil the responsiveness check criteria   |

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

