

National Horticulture Board

Ministry of Agriculture & Farmer Welfare, Govt. of India
85, Institutional Area, Sector – 18, Gurugram - 122015



Expression of Interest (Eoi) inviting proposals for selection of Implementing Agencies (IA) for development of high-value multi-commodity horticulture clusters and Peri-urban Vegetable Clusters under Cluster Development Programme (CDP) of the National Horticulture Board (NHB)

17/04/2025

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The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Application including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Application. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or submission of the Application, regardless of the conduct or outcome of the project selection and award process.

All applicants are advised to read the detailed scheme guidelines available on the NHB website for clear understanding of the scheme.

Part A

High Value Multi-Commodity Clusters

1. Background

1.1. Introduction

1.1.1. NHB had designed and implemented a Pilot Cluster Development Programme in 2021 for horticulture crops. Based on the learning from the Pilot Program, NHB has redesigned the Cluster Developed Programme. The redesigned CDP is a central sector scheme which aims to leverage geographical specialization of horticulture clusters to make them globally competitive. The cluster development approach will facilitate the horticulture sector in realising suitable economies of scale in production and post-harvest activities. It is also expected to help in better price realisation and empowerment of the farming community by enhancing their income through increased competitiveness across the entire value chain.

1.1.2. The key objectives of the High-Value Multi-Commodity Cluster Development Program (HMC) are:

- Address the concerns of the horticulture cluster value chain from pre-production, production, post-harvest management and value addition to logistics, marketing and branding in an integrated manner.
- Facilitate the introduction of innovative technologies and practices to help enhance the global competitiveness of focus cluster crops and thereby promote exports.
- Enhance farmers' wallet share (reduction in cost and increase in revenue).

1.1.3. Under the redesigned scheme, projects for High-Value Multi-Commodity Clusters (HMCs) will be selected on a **challenge mode**. In challenge mode, no prior identification of clusters will be done by the authority. Interested and eligible parties will identify clusters, demonstrate feasibility and viability of the proposed cluster within the larger framework provided in the detailed scheme guideline and as outlined in this EoI document.

1.1.4. Projects may be proposed for development of **existing clusters** (i.e., for crops already prevalent in the area/ geography identified by the applicant) or for **induced clusters** (i.e., for crops not currently being cultivated in the area/ geography identified by the applicant).

1.1.5. Detail on eligibility of applicants, definition and eligibility of clusters, application process, scoring and selection criteria and selection process have been provided in the following sections of this EoI document.

1.2. Definition and Eligibility of a cluster

1.2.1. A cluster or horticulture cluster refers to a specific regional or geographical concentration whether existing or induced, of targeted horticultural crop(s). This concentration provides opportunities for specialization in various stages of the horticultural value chain,

including but not limited to production, post-harvest management, marketing, and exports. For the purpose of this scheme, a cluster must fulfil the following criteria:

- **Identification of Focus Horticulture Crop:** The cluster must have a clearly identified focus horticulture crop. In addition to this primary focus crop, the cluster may also include additional horticulture crops to enhance its agricultural diversity and productivity.
- **Minimum Annual Farm Gate Value (FGV) Requirement:** The minimum annual farm gate value (FGV) of the identified focus crop within the cluster must be INR 100 Crores, as per the following formula.

$$\text{FGV} = \text{Acreage} \times \text{Productivity} \times \text{Price}$$

Where;

Acreage: The acreage proposed for cluster development in the business plan submitted by IA/ applicant

Productivity: The yield per unit area as per latest government data available

Price: The modal price of the produce as per latest government data available

- **Geographical and Administrative Boundaries:** The proposed cluster, whether it is an existing cluster or an induced cluster, must be located entirely within the boundaries of a single State or Union Territory. This ensures administrative coherence and effective governance of the cluster activities.
- **Contiguity of the Land:** The land comprising the cluster should be contiguous to the extent possible. If the land area is not contiguous, the maximum permissible spatial distance between the nearest points of the two land boundaries shall not exceed 50 km in hilly areas and 80 km in plains.

1.3. Structure of Project Cost

1.3.1. The applicant must clearly identify in the project proposal (concept note/ business plan) the total project cost and a bifurcation of cost towards Farmer Component and cost towards IA Component¹.

1.3.2. The applicant must provide a financing plan, clearly identifying sources of funds (and indicating equity : debt split) for IA component of project cost.

¹ Refer to list of eligible components provided in Annexure 1

2. Eligibility and role of IAs

2.1. Applicant's eligibility

2.1.1. Implementing Agency (IA) will be the entity responsible for execution of the project.

2.1.2. Entities eligible for consideration as Implementing Agencies (IAs) under this scheme should be **legal entities including, Farmer Producer Organisations (FPOs/FPCs), Cooperatives/Societies, Partnership Firms, Companies, or combination thereof.**

2.1.3. To qualify for selection as an Implementing Agency (IA) under this scheme, the applicant entity must comply with the following criteria:

- **Net Worth :** The applicant entity must demonstrate a net worth that is at least equivalent to the equity contribution of the IA proposed in the project. Net Worth for body corporate would be as per the definition specified in Companies Act 2013, and for other entities it would be determined through [Assets LESS Liabilities]
- **Equity Contribution:** The applicant entity is mandated to contribute a minimum of 20% of the IA's Cost Component as equity in the proposed project. This equity contribution must be substantiated through appropriate financial documentation and validated by the concerned authorities.
- **Relevant Experience:** The applicant entity must possess and demonstrate substantial and relevant experience in fields such as agricultural or horticultural input supply, production, aggregation, trading, food processing, exporting, retailing, or logistics provision. This experience must be documented and verifiable to ensure the entity's capability to effectively manage and execute the project.
- **Turnover:** The applicant entity is required to have an annual turnover, defined as the total revenue generated by the company within a financial year, that is at least equal to the total cost of the project. Turnover would mean the total monies realised through sale of good and/or services
- **Term Loan:** For the project to be considered viable, it is imperative that the applicant entity secures a loan sanctioned by RBI Approved Scheduled Commercial Bank or Financial Institution (FIs) that constitutes at least 20% of the IA's Cost Component. This sanctioned loan must be confirmed by relevant banking institutions and documented appropriately to demonstrate the financial backing and feasibility of the project.
- **Bank/ FI Appraisal Note:** A detailed Appraisal Note from the Bank/ FI Sanctioning the term loan. This should be from RBI approved FIs.

Note: Detailed Project Report/ Techno-Economic Viability Report merely stamped or endorsed by the Scheduled Commercial Bank without detailed Appraisal Note shall not be considered as valid for the purpose of the Guidelines.

- **Debt Obligations and Non-Performing Asset(s):** The applicant entity, including its shareholder(s), partner(s), director(s), and key management personnel, must have a clean financial record with no defaults on debt obligations over the past three years. Additionally, neither the applicant entity nor its shareholders should have been classified as 'non-performing assets' or any equivalent classification by any lender during this period.

2.2. Activities to be performed by the IA (Selected Applicant)

2.2.1. Implementing Agency (IA) post the selection will be the **entity responsible for execution and overall implementation of the project in accordance with the approved DPR.**

2.2.2. In addition, Implementing Agencies (IAs) shall undertake the following roles and responsibilities to ensure the successful execution and management of the project:

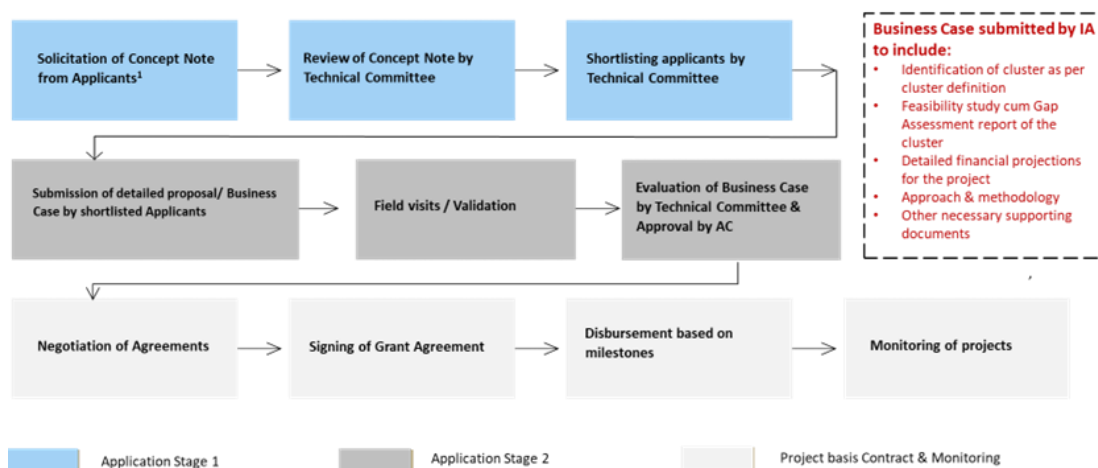
- The preparation of a comprehensive Business case/ Detailed Project Report (DPR), which outlines the project's scope, objectives, methodology, and financial plan.
- Achieving financial closure in accordance with the approved means of finance, ensuring all financial arrangements and commitments are secured.
- Obtaining all necessary statutory approvals and clearances required for the project, complying with relevant legal and regulatory requirements.
- Receiving financial assistance under the Programme and ensuring its utilization in a transparent and judicious manner, adhering to the principles of accountability and fiscal responsibility.
- Uploading monthly progress reports along with photographs and videos of the project onto the designated portal, providing regular updates on project milestones and developments.
- Maintaining proper books of accounts for the project implementation and the maintenance of infrastructure post-commissioning, ensuring financial records are accurate and up-to-date.
- Dovetailing and integrating initiatives of other ministries and departments to achieve holistic cluster development, fostering collaboration and synergy among various governmental efforts.

- Coordinating with the State Horticulture Mission (SHM) to ensure timely and effective implementation of the project within specified timelines, facilitating seamless project execution.
- Adhering to the guidelines set forth by the Central Vigilance Commission (CVC) and the procurement manuals of the Ministry of Finance and ensuring compliance with established procurement procedures and ethical standards.
- Providing technical guidance on package of practices and good agriculture practices (GAPs) to the producers in the cluster.
- Promote crop diversification in the cluster-Crop diversification to be one of the performance indicators of the IA.
- Mandatorily ensure adoption of GAP component of MIDH (especially for reduction in use of pesticide) by the farmers in the cluster.

3. Project Award Process

3.1. Process Overview

- 3.1.1. A two-stage process will be followed for award of project. Stage 1 – Submission of concept note in response to EoI (This document) and Stage 2 – Submission of detailed business plan/ DPR by the shortlisted applicants.
- 3.1.2. Concept notes received on or before the cut-off date shall be evaluated in two stages, 1) Responsiveness check and 2) Technical evaluation. The detailed criteria have been provided in the following sections of this EoI document.
- 3.1.3. Shortlisted applicants will be invited to submit a DPR/ Business case.
- 3.1.4. Shortlisted applicants will be provided six weeks for preparation and submission of DPR/ Business case. No deadline date extensions will be provided.
- 3.1.5. Post evaluation of the business case/ DPR, projects will be awarded to the IA and Contract will be signed between NHB and IA. A performance security of 10% of the IA component of the project cost in form of a Bank Guarantee will have to be submitted by the selected applicant prior to signing of the contract.
- 3.1.6. The indicative template of Concept note and DPRs is provided as Annexures to this EoI document for reference.
- 3.1.7. Outline of the project award process is presented in the figure below:



4. Evaluation Criteria

4.1.1. The concept notes shall be evaluated in two stages, 1) Responsiveness check and 2) Technical evaluation.

4.1.2. Responsiveness check criteria

S.No.	Criteria	Responsiveness
1	Is the applicant a legally registered Farmer Producer Organisations (FPOs/FPCs) / Cooperatives/ Societies/ Partnership Firms/ Companies or combination thereof?	Yes / No
2	Is the Net-worth of the applicant at least equal to the equity contribution of the IA's Project Cost Component?	Yes / No
3	Is the proposed equity contribution at least equal to 20% of the IA's cost component?	Yes / No
4	Does the applicant demonstrate substantial and relevant experience in fields such as agricultural or horticultural input supply, production, aggregation, trading, food processing, exporting, retailing, or logistics provision?	Yes / No
5	Is the annual turnover of the applicant at least equal to the total cost of the project?	Yes / No
6	Does the applicant entity, including its shareholder(s), partner(s), director(s), and key management personnel, have a clean financial record with no defaults on debt obligations over the past three years.	Yes / No

4.1.3. Only upon being found responsive (Answer to all above questions is Yes), shall the proposal be evaluated technically. If found unresponsive, the proposal shall be summarily rejected.

4.1.4. Technical evaluation criteria

S.No.	Criteria	Scoring	MM
1	Alignment with CDP objectives	<ul style="list-style-type: none"> Offers/impacts an integrated solution covering only domestic markets and covering 40% of farmers in the cluster – 2 marks. Offers/impacts an integrated solution covering both domestic and export markets and covering 50% of farmers in the cluster - 4 marks. Offers/impacts an integrated solution covering both domestic and export markets and covering 60% of farmers in the cluster - 6 marks. Offers/impacts an integrated solution covering both domestic and export markets and covering 70% of farmers in the cluster - 8 marks. 	10

		<ul style="list-style-type: none"> Offers/impacts an integrated solution covering both domestic and export markets and covering 80% farmers in the cluster - 10 marks 	
2	Innovation: Going beyond what exists now, in terms of the product/service, process or technology and/or model to have transformational effect	<ul style="list-style-type: none"> Traditional products or services available - 2 marks Improved varieties and planting material plus package of practices - 3 marks Innovative technologies like AWS, traceability etc - 3 marks Induced Clusters - 3 marks Innovative Packaging - 2 marks Innovative practices on production and harvesting - 2 marks 	15
3	Organization & Business Strength of Applicant: Long history, strong Board or Promoter background, strong financials	<ul style="list-style-type: none"> No of years of operations: <ul style="list-style-type: none"> a. Up to 3 years - 2 mark b. 3-5 years - 3 marks c. More than 5 years - 5 marks Net worth in the immediately preceding year > Proposed Equity (X): <ul style="list-style-type: none"> a. Up to 1.5 X - 2 mark b. 1.5 X to 2 X years - 3 marks c. More than 2 X - 5 marks Turnover in the immediately preceding year > Project Cost (X): <ul style="list-style-type: none"> a. Up to 1.5 X - 2 mark b. 1.5 X to 2 X years - 3 marks c. More than 2 X - 5 marks 	10
4	Impact & inclusiveness: (% of small & marginal farmers covered)	<ul style="list-style-type: none"> Percentage of Small and Marginal Farmers (in the Cluster) Covered: <ul style="list-style-type: none"> a. Upto 25% - 2 marks b. 25-40% - 3 marks c. 40-60% - 5 marks d. 60-80% - 6 marks e. More than 80% - 7.5 marks 	7.5
5	Additionality: Secondary Processing	<ul style="list-style-type: none"> Percentage of Crops for Secondary Processing: <ul style="list-style-type: none"> a. Up to 10% - 2 marks b. 10-20% - 3 marks c. 20-30% - 5 marks d. 30-50% - 6 marks e. More than 50% - 7.5 marks 	7.5
TOTAL			50

- 4.1.5. In order to be shortlisted, applicants must score a minimum of 30 marks out of 50 in the technical evaluation.
- 4.1.6. **Note:** Business case/ DPR submitted by the shortlisted applicants will be scored or evaluated of a different set of criteria. These have been provided as Annexure to this EoI documents for reference purposes only and are not directly relevant to the scoring of proposals/ concept notes in this stage of the application process.

5. Financial assistance to selected projects

5.1. Pattern of Assistance and release of subsidy

5.1.1. Subsidy will be provided to both IA and farmers for the selected projects/ clusters under the scheme as per the detailed scheme guidelines. For detailed understanding of the applicable subsidy and cost norms, applicants are encouraged to read the detailed scheme guidelines available on the NHB website.

5.1.2. Salient points of pattern of assistance and flow of funds are as under

- The upper limit for financial assistance to Implementing Agency is set at 25% of the Farm Gate Value (FGV) of the focus crop. This upper limit is fixed to ensure a balanced distribution of funds while maximizing the impact of the financial support provided under the Programme.
- The financial assistance for the farmers' component will be over and above the financial assistance to the IA.
- The financial assistance for both farmers component and the IA will be provided in accordance with the cost norms of the extant schemes including but not limited to MIDH, NHB, MoFPI and MoA&FW.
- Additionally, 5% (in absolute terms) of the approved financial assistance to IA for the project, will be provided as an incentive to the IA, if the project is completed with all components and as per the agreed timelines in the approved business case/ DPR.
- Additionally, an incentive of up to 10% of the project cost will be provided to the IA for innovative components and components not covered under any extant applicable schemes. The pattern of assistance will be limited to 50% of the cost of intervention/ activities as per actuals. This component could support innovations like import automatic weather stations, cost towards IPR on new germplasm/ varieties, big data analytics, innovation in energy saving components like use of ice-batteries, ensuring real time crop planning, customised controlled environment agriculture techniques, introduction farm mechanisation components suited to small holdings etc.
- The financial assistance will be credit linked for the IA components but not for the Farmer/Farmer Collectives components.
- The total project cost shall be determined based on the Business Case/Detailed Project Report (DPR) submitted by the Implementing Agency (IA). This comprehensive document shall outline the scope, objectives, financial projections, and implementation strategy of the proposed project. The total project cost is then divided into two main components: the IA Component and the Farmer's Component.

- The IA Component encompasses the financial requirements necessary for the Implementing Agency to execute the project effectively. This includes a rigorous assessment to ensure that all proposed costs are justified and align with the stipulated cost norms and eligibility criteria. Upon approval, the IA is eligible to receive financial assistance up to a maximum of 25% of the Farm Gate Value (FGV) of the focus crop. The funds for the IA Component are disbursed in three instalments through a Trust and Retention Account (TRA), ensuring a regulated and transparent flow of financial resources.
- The Farmer's Component focuses on providing direct financial support to the farmers participating in the cluster. Once approved, the financial assistance is provided according to the applicable approved cost norms, ensuring that farmers receive the necessary support to enhance their productivity and profitability. The funds for the Farmer's Component are disbursed directly to the vendor on the lines of Direct Benefit Transfer (DBT) through the CDP Suraksha Portal, which ensures efficient and timely financial transfers, thereby minimizing delays and enhancing transparency.
- Farmers may avail benefits or assistance under other state or central government schemes, provided there is no duplication of assistance for the same component in the same acreage. This stipulation ensures optimal utilization of resources and prevents overlap.
- Subsidy on recurring inputs such as planting material and seeds shall be tapered off in 2 seasons (maximum one (1) year). In the first-season farmers will get 100% assistance as prescribed in the cost norms and 50% in the second season. There shall be no assistance on such components 3rd season onwards.
- For the purposes of release of subsidy to the IA, lower of the two A) project cost determined by the bank (excluding the cost of land) and B) cost as per available norms will be considered.
- For the purpose of calculation of subsidy, the cost towards civil work shall not exceed 30% of the total project cost.
- All fund transfers shall be executed exclusively through digital means utilizing the dedicated CDP Suraksha Portal.
- Fund Release by NHB to Farmers/Farmer's Suppliers
 - Fund release via Direct Transfer Mechanism: The financial assistance shall be extended to farmer & farmer's suppliers on Direct Benefit Transfer (DBT) lines, ensuring direct and efficient transfer of funds to the beneficiaries.
 - Approval for Release of Assistance: The release of assistance to farmer & farmer's suppliers will be done in two equal tranches. The first shall

require the approval of farmer and IA and the second shall require the approval of SHM in addition to farmer and IA. This ensures that the disbursement is properly vetted and aligned with the project objectives.

- Fund Release by NHB to IA
 - The release of funds by NHB to the IA shall occur in three instalments. These disbursements shall be made following the formal approval of the project by the Approval Committee and with the endorsement of the State Horticulture Mission (SHM).
 - Fund Release Mechanism: The NHB shall provide financial assistance to the IA via a dedicated Trust and Retention Account (TRA).
 - The subsidy to IA shall be released in three instalments of 30%, 50% and 20% respectively.

6. Instructions to applicants and application checklist

6.1. Instructions to applicants

- 6.1.1. Interested applicants may submit their applications online on https://www.nhb.gov.in/OnlineApplication/Online_Registration_Intermediate_Page.aspx
- 6.1.2. The application platform/ portal will accept application until further notice. However, applications received on or before the cut-off date of the current cycle will be evaluated in this cycle.
- 6.1.3. The cut-off date for submission of applications/ concept notes for consideration in the first cycle is 15/05/2025.
- 6.1.4. Applicants are required to deposit through online transfer INR 1,00,000/- (INR one lakh only) as non-refundable application fee through application link provided above.
- 6.1.5. Application fee for start-ups and MSEs will be exempted. Applicants seeking exemption must submit valid supporting documents such as Udyam certificate.

6.2. Communication and clarifications

- 6.2.1. A pre-bid conference/ stakeholder consultation meeting will be held at 11:30 am on 06/05/2025. The meeting will be held in hybrid mode.
- 6.2.2. Interested applicants may attend the meeting at office of the National Horticulture Board, Plot No. 85, Sector-18, Gurugram or online through the following link:

Meeting ID: 2515 753 3186

Password: 1244

Link: 25157533186@nhb.webex.com

<https://nhb.webex.com/nhb/j.php?MTID=m5725d44f903348a511b8bbcb166976a8>

- 6.2.3. Interested applicants may submit queries/ questions and clarifications via email to clusters.nhb@gov.in on or before 02/05/2025. Queries received after the deadline will not be considered.

6.3. List of documents required for application

- 6.3.1. The list of documents to be uploaded with the application/ concept note are as below:

1. Cover letter
2. Incorporation/ Registration certificate
3. PAN
4. GST registration certificate
5. Detailed concepts note as per template provided in Annexure 2
6. Joint bidding agreement /POA for lead member
7. Certificate of Net Worth
8. Audited balance sheet for last three financial years
9. Documents to substantiate relevant experience in horticulture/ agriculture/ cluster development (Workorder, contracts, project completion certificates, etc.)
10. Anti-blacklisting self-declaration
11. POA for authorised signatory of the Bidder
12. Any other document to substantiate the information provided in the application

Annexure 1: Eligible Components

This list outlines eligible components under CDP, categorized into Pre-production and Production, Post-harvest Management and Value Addition, and Logistics, Marketing, and Branding. Pre-production and Production components are further sub-divided into Farmers/ FPO component and Implementing Agencies (IA). **This list is a guideline and not exhaustive.** Additional components may be included based on project needs and emerging technologies, ensuring comprehensive support and compliance with the initiative’s objectives and regulations.

Vertical	Component Type	Details
Pre-production and Production	Farmer’s Component (To Farmer/FPO)	<ul style="list-style-type: none"> • Cost of quality planting material • Farm machinery at farmer/collective level • Cost towards micro irrigation • Inputs for INM and IPM practices • Inputs for adoption of GAPs • Innovative practices/ technologies/ equipment (Fruit netting, bagging, cable/ zip-line fruit evacuation system/ portable on-farm weather station etc.)
Pre-production and Production	IA Component	<ul style="list-style-type: none"> • Formation and promotion of FPOs • Capacity-building of Farmers/ FPOs • Awareness campaigns/ Exposure visits • Hi-tech nurseries and tissue culture labs • Quality control labs • Adoption and dissemination of Good Agricultural Practices • Promotion of crop-care practices, including Maximum Residue Levels (MRL), INM and IPM practices • Micro-irrigation, farm mechanisation, and advanced farming techniques like precision farming, high-density plantation, usage of drones etc. • Adoption of new technologies and advanced farm machinery for enhancing efficiency • Real-time market intelligence, IT/Digital innovations, IoT infrastructure, traceability block chains, remote sensing, weather station and farm management software • Development and dissemination of IEC material • Technical assistance from various National and International organisations/ universities/ other institutes

Post-harvest Management and Value Addition	IA Component	<ul style="list-style-type: none"> • Cost towards aggregation infrastructure such as collection centre • Establishment/ expansion/ modernisation of cluster-level infrastructure such as integrated pack-house, ripening chambers, pre-cooling units, cold rooms, reefer vans, primary & secondary processing units and/or value addition • Cold storage infrastructure including multi/temperature- controlled atmosphere cold storages and other related utilities • Infrastructure for packaging/ innovative packaging (such as modified atmosphere packaging, nitrogen flushing etc.) and cost of innovative packaging material • Preliminary and Pre-operative Expenses including Interest During Construction (IDC) • Other ancillary facilities required for post-harvest handling of produce • Cost towards trainings on post-harvest handling practices
Logistics, Marketing, and Branding	IA Component	<ul style="list-style-type: none"> • Development of transport, cold chain and other logistic infrastructure from farm gate to the domestic market and up to the exit point for export markets • Appropriate storage and material handling infrastructure to promote the use of alternative multi-modal means for seamless transport • Establishment of market linkages in identified domestic and export markets • Leverage e-commerce platforms and digital marketing for bringing efficiency and as an alternate mode of market outreach • Customisation on Digital Public Infrastructure for Traceability, Blockchain & IoT Solutions • Marketing campaigns (print/ electronic), trade fairs/ buyer seller meet, product sampling in target markets • Collation and dissemination of market intelligence with inputs on real-time market needs • Approach road/ Internal Road, assistance of up to INR 1.5 Cr. per project

The following components shall not be eligible for assistance or support of any other kind under the scheme:

- Cost of land

- Site development (excavation, filling, etc.)
- Administrative office building/guest house etc.
- Compound wall
- Canteen/restaurants etc.
- Fuel, consumables, spares and stores
- Second hand/old machines/Reconditioned and refurbished plant & machinery
- All applicable taxes, insurance and margin money
- All types of service charges, carriage and freight charges
- Stationery items
- Operational cost including rentals, salaries, maintenance cost, etc.

Annexure 2: Template for Concept Note

1. Applicant Profile

- 1.1. Names and brief profiles with annual turnover of the proposed promoters/ shareholders of the applicant along with their contact details (specify the name and contact details of the coordinating member for the project).
- 1.2. Indicate the nature and location of existing operations of the applicant.
- 1.3. Relevant experience of the applicant in the focus cluster/value chain.
- 1.4. Details of past experience in domestic and export trade (if applicable).
- 1.5. Financial details of the applicant entity such as net-worth, net current asset and debt equity ratio and turnover along with audited Balance sheets for the last 3 years or Chartered Accountant (CA) Certificates. In the case of companies, CA certificates need to be certified by their statutory auditor(s).
- 1.6. A brief note as to why the applicant is keen to undertake the development of the cluster project, their vision, etc.
- 1.7. In case of formation of a new Entity, the details of the Entity, including the shareholding pattern.
- 1.8. Any other relevant information that would establish the credentials and suitability of the promoters in the context of the scheme.

2. Proposed Cluster Profile

- 2.1. Details of the cluster including information like cluster map, total area under the focus crop, number of farmers associated, block-wise production analysis etc.
- 2.2. Value Chain assessment of the focus crop and other crops
- 2.3. Need-Gap analysis of the cluster
- 2.4. Identification of Strengths, Weaknesses, Opportunities and Threats of the cluster

3. Proposed Project Profile

- 3.1. Project Rationale for the proposed project
- 3.2. Area coverage under the project for the focus crop in the target cluster
- 3.3. Details of interventions in the project vertical opted for, as per Programme guidelines.

- 3.4. Structure of the project in terms of proposed strategy/ methodology for project implementation
- 3.5. Details of farmers covered in the proposed cluster in terms of area and quantity of the focus crop, if applicable
- 3.6. Details of innovations being proposed
- 3.7. Details of value addition and related infrastructure being proposed

4. Project Financials and Business Plan

- 4.1. Summary of the estimated cost of each of the components of the project vertical for funding by the Government as outlined in the Programme.
- 4.2. Proposed means of finance to fund the project: promoter's equity, term loan from Nationalized/Scheduled banks, financial assistance sought etc.
- 4.3. Proposed Business Plan – Estimated revenue sources and assumptions, estimated operating costs and assumptions, Projected profit and loss statements, Balance sheets, and cash flows based on these assumptions.
- 4.4. Key financial indicators such as RoCE, BEP, NPV, IRR & DSCR based on the above financial assumptions.
- 4.5. Strategy for branding, marketing and export promotion of the target crop.

Annexure 3: Template for DPR/ Business Case

a. Name of the applicant/ company/ firm with details of registration no. of company/ firm along with names of the directors/ promoters in the prescribed format:

S No.	Particulars	Details
i.	Name of Applicant	
ii.	Legal Status of Applicant (Govt. Institution / organisation, Co-operative/ Company/ partnership firm, Farmer Producer Company, Self Help Group, etc.)	
iii.	Registration No. of Applicant/CIN	
iv.	PAN of Applicant	
v.	GST Number of Applicant	
vi.	Whether located in North-East States, Himalayan States, Islands & ITDP Areas	
vii.	Whether lead promoter belong to SC/ ST/ Women	

b. Contact details of the Promoter(s)/ Partner(s) including addresses, telephone, mobile, fax, e-mail, website, PAN etc.

S. No.	Name of Promoter(s)/Partner(s)	Address	Telephone No.	Mobile No.	E-mail	PAN No.	Any other details
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Please add additional rows, if needed.

c. Experience of the lead Promoter(s)/ Partner(s)/ Applicant Entity in focus crop value chain operations

S. No.	Name of lead Promoter(s)/Partner(s)/ Applicant Entity	Details of Experience	Details of Turnover (year-wise)	Supporting Document attached, if any (Yes/No)
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Please add additional rows, if needed.

d. Cluster Details: DPR should have a detailed chapter on cluster related details, raw material production, package of practices currently undertaken, supply and market dynamics, prevalent logistics systems, current branding and marking efforts, etc.

e. As is Assessment of the proposed Cluster/ Gap Assessment leading to need for the project/Project Rationale

The following pointers may be used:

- Review the status of focus crop in the cluster its recent progress, future scenarios and competitiveness. Explore experiences from other clusters for similar focus crop.
- Analyse the varieties being grown and the package of practices in use.
- Analyse the requirements of cluster/ farmers in terms of seed/ planting material, irrigation equipment, farm machinery, crop nets, fruits bags, etc.
- Explore the market demand and supply of the focus crop and other crops of the cluster at regional/ national/ local level. Analyse the main suppliers, market systems, volumes, competition, projected trends, and the terms of trade. Analyse what the market requirements are, especially those of the export destination markets.
- Analyse the supply potential and competitive risks of focus crop(s). Assess the aptitudes and performances of FPOS, farmer marketing groups (FMG), individual brokers/ traders.
- Assess the physical infrastructure requirements that is required in terms of planting material/ seeds, primary processing like packhouse, cold stores, ripening chambers, etc. and their status in terms of use, capacity utilization, technology in use, etc.
- Assess the potential (processed) products and the infrastructure of processing that can be considered in the short and long-term.
- Outline physical premises and technologies required, availability of machinery and equipment, and respective cost estimates.
- Prepare cost-benefit analysis on priority products/ alternative scenarios.
- Analyse the logistics infrastructure and the availability, accessibility, and affordability to logistics during different times of the year.
- Analyse the capacity building needs of different stakeholders.

All to culminate in Project Rationale.

f. Components under the scheme as applicable to the project along with detailed cost

a. Pre-production and Production Related:

- i. Interventions planned to be undertaken
- ii. Innovative components being proposed

b. Post Harvest Management and Value Addition:

- i. Interventions planned to be undertaken
- ii. Innovative components being proposed

c. Logistics, Marketing and Branding:

- i. Interventions planned to be undertaken
- ii. IoT and traceability solutions

g. Land Details

Proposed locations of land for all proposed hard infrastructure to be created under the project, its status along with longitude & latitude coordinates:

In case of leased land, period of lease should be not less than 15 years.

Proposed hard infrastructure facilities.

S. No.	Type of facilities proposed to be created	No. of Units	Total Capacity [MT, Litres, MT/Hr., wherever applicable]	No. of Days of operation of each facility in a year
a.	Tissue Culture Lab			
b.	Seed Processing plant			
c.	Equipment Bank			
d.	CA Store			
e.	Normal cold store			
f.	Frozen store			
g.	Pre-cooling Chambers			
h.	Sorting, Grading, Waxing, Weighing, Packing facility Modify as per actual			
i.	Ripening Chambers			
j.	IQF			
k.	Blast Freezing			
l.	Freeze Drying			
m.	Modified Atmosphere Packaging			
n.	Juicing Line			
o.	Pulping Line			
p.	Chips Line			
q.	Insulated Distribution Vehicle			
r.	Irradiation Facility			
s.	Refrigerated Container			
t.	Refrigerated Carts			
u.	Solar Powered Carts			
v.	Refrigerated Cabinets			
w.	Others			

h. Mass flow/ Supply Chain diagram

The mass flow diagram must encompass:

- Raw material Procurement Quantum
- Diversion of the procured raw material to the storage or the processing units proposed in the project.
- Recovery of the processed product is also to be quantified.

i. The Throughput Cycle

In case of multiple flow components such as Cold Storage, Bulk Frozen Chamber, Controlled Atmosphere, Precooling Chamber, BMCU units, etc.,

Throughput Cycle = Total Raw Material Input to the installed Component/ Proposed Installed Capacity.

Proposed Project Financials

(a) Estimated Project cost details

Item	Amount (₹ in Lakh)
Site Development	
Technical Civil Work	
Other Civil Works	
Plant & Machinery (P&M)**	
Common Utilities like Water/ETP/ STP, etc.***	
Pre-operative Expenses	
Interest During Construction	
Margin Money for Working Capital	
Contingencies	
Add other items not listed above	
Total Project Cost	

Component wise cost breakup of all technical and other civil work should be provided in the Chartered Engineer (Civil) certificate along with detailed BoQs.

Sr. No.	Particulars	Unit	Qty	Rate (as per CPWD/ SOR)	Amount
1					
(i)					
(ii)					
2					
3					
4					
5					
	Sub Total				

The component wise cost breakup of P&M should be provided in the Chartered Engineer (Mechanical) certificate in the prescribed format as below:

Sr. No.	Component	Qty./No.	Capacity	Basic cost as per Quotation (INR Lakh)	GST/Taxes (INR Lakh)	Taxes, Freight installation, Insurance	Total (INR Lakh)
1							
2							
3							

The cost of common utilities may be provided in Chartered Engineer (Civil) and Chartered Engineer (Mechanical) certificate wherever applicable.

(b) Means of finance

Item	Amount (₹ in Lakh)
Promoter's Equity	
Term loan	
Eligible grant	
Unsecured loan	
Total	

To be certified by CA

(c) Basic Revenue Projections

Item	Year 1	Year 2	Year 3	Year 4	Year 5
Turnover					
Cost of Operations					
Gross Profit					
Earnings Before Interest, Tax, Depreciation Amortization (EBITDA)					
Profit before taxation					
Profit after taxation					

(d) Financial Parameters (as per Bank Appraisal Note)

S No.	Particulars	Details (Ratio/%)	Ref Page No. in DPR*
i.	Internal Rate of Return (IRR) [(a) With and (b) without grant]		
ii.	Avg. Debt Service Coverage Ratio (DSCR)		
iii.	Break Even Point (BEP)		
iv.	Debt-Equity Ratio		

To be provided for section under the bank appraisal note highlighting the aforementioned detail.

Details of the MOUs entered into in the cluster

S. No.	Farmer Name	Name	Village/Dist./APMC	Contact Number	Crop to be Sourced	Quantity
1						
2						
3						

DPR should comprise of detailed chapter on proposed catchment (production and supply statistics).

Employment Generation projections

- Direct Employment
- Contractual Employment with no. of days
- Indirect Employment (specify):

Plan for tie-up with existing FPOs or Formation of new FPOs/ FPC/ Farmer Cooperatives in the catchment region

(Proof of any MOU/ Letter of Intent for FPOs to integrate with the project)

Tie up for forward linkage with consumers/ importers/ retailer/ Distributors

(Proof in the form of written correspondences/ MOU etc.)

Plan to install a software or IT based system to capture the real-time data, capacity utilization of the components proposed to be installed under the scheme

Details of innovations including renewable/ alternate energy sources including solar energy, if any, proposed to be used for operating the project

Sl. No.	Name of technology/ item	Basic cost (excluding taxes etc.)	How the technology will help in reducing carbon footprint and/or increase in operational efficiency
1			
2			
3			

Annexure 4: DPR/ Business Case evaluation matrix

#	Criteria	Max Score
Applicant's Profile (30 Mark)		
1	Turnover of the Applicant	5
	Turnover > 3.5 x = 5 Mark	
	2.5 x < Turnover ≤ 3.5 x = 3 Mark	
	1.5 x < Turnover ≤ 2.5 x = 2 Mark	
	1.0 x < Turnover ≤ 1.5 x = 1 Mark	
	<i>X denotes Project cost</i>	
2	Export linkages / Trade experience of horticulture crops in number of countries (Over last 5 years)	5
	1 Mark per country (Maximum 5 Mark)	
3	Average Value (AV) of focus crop exported in last 5 years	5
	AV > 20 Cr. = 5 Mark	
	15 Cr. < AV ≤ 20 Cr. = 3 Mark	
	5 Cr. < AV ≤ 15 Cr. = 2 Mark	
	1 Cr. < AV ≤ 5 Cr. = 1 Mark	
4	Experience in Pre-production and Production related projects of more than 1 Cr.	5
	3 or more = 5 Mark	
	2 projects = 3 Mark	
	1 project = 1 Mark	
5	Experience in Post-harvest management and Value addition related projects of more than 5 Cr.	5
	3 or more = 5 Mark	
	2 projects = 3 Mark	
	1 project = 1 Mark	
6	Experience in Logistics, Marketing and Branding related projects of more than 1 Cr.	5
	3 or more = 5 Mark	
	2 projects = 3 Mark	
	1 project = 1 Mark	
Business Plan/ Project Profile (60 Mark)		
1	MoU/ Agreements/ Arrangements with Farmers (or FPOs – In case of FPO all members will be counted as farmers)	10
	>30% Farmers = 10 Mark	
	20-30% Farmers = 6 Mark	
	10-20% Farmers = 3 Mark	
	<10% Farmers = 0 Mark	

2	Business Operation Period in days (BOP)	5
	BOP > 270 = 5 Mark	
	210 <BOP ≤ 270 = 3 Mark	
	180 <BOP ≤ 210 = 2 Mark	
	180 <BOP = 0 Mark	
3	Average Value (AV) of focus crop proposed to be exported in first 5 years	5
	AV > 25 Cr. = 5 Mark	
	20 Cr. <AV ≤ 25 Cr. = 3 Mark	
	15 Cr. <AV ≤ 20 Cr. = 2 Mark	
	10 Cr. <AV ≤ 15 Cr. = 1 Mark	
4	Value of existing infrastructure (V) as % of IA's Component of Project Cost	5
	V > 20% = 5 Mark	
	15% <V ≤ 20% = 4 Mark	
	10% <V ≤ 15% = 3 Mark	
	5% <V ≤ 10% = 2 Mark	
	0% <V ≤ 5% = 1 Mark	
	<i>X denotes IA's Component of Project cost</i>	
5	Investment in Pre-production and Production Vertical	5
	>25% of IA's Component of Project Cost = 5 Mark	
	>20% of IA's Component of Project Cost = 3 Mark	
6	Investment in Value Addition (Secondary Processing)	10
	>35% of IA's Component of Project Cost = 10 Mark	
	>25% of IA's Component of Project Cost = 6 Mark	
7	Investment in Logistics, Marketing and Branding	10
	>35% of IA's Component of Project Cost = 10 Mark	
	>25% of IA's Component of Project Cost = 6 Mark	
8	Internal Rate of Return (IRR)	2.5
	>15%=5 2.5Mark	
	10-15% =1.5 Mark	
	5-10%= 1 Mark	
	<5% = 0 Mark	
9	Debt Service Coverage Ratio	2.5
	>2.5 = 2.5 Mark	
	2-2.5 = 1.5 Mark	
	1.5-2.0 = 1 Mark	
	<1.5 = 0 Mark	
10	Proposed Equity Contribution	5
	>40% = 5 Mark	
	30-40% = 3 Mark	

	20-30% = 2 Mark	
Presentation (10 Mark)		
1	Technical Understanding and Experience of Cluster & Focus Crop	2.5
2	Understanding of Market	2.5
3	Approach and Methodology for development of each of the three verticals	5
	1. Pre-production and Production Vertical	
	2. Value Addition (Secondary Processing)	
	3. Logistics, Marketing and Branding	

Part B

Peri-urban Vegetable Clusters

1. Background

1.1. Introduction

1.1.1. NHB has launched a new component under Cluster Development Programme – Peri-urban Vegetable clusters. The scheme will comprehensively address farmer's issues pertaining to poor realization of prices (or low producer share in consumers' rupee) through multiple interventions including but not limited to the promotion of good agricultural practices (GAPs), facilitating the availability of quality planting material of new and improved cultivars, incentivising the use of modern technologies including IoT, Traceability solutions, precision farming and others.

1.1.2. The key objectives of the Peri-urban vegetable cluster (PUVC) are as follows:

- Develop Large-Scale Vegetable Clusters: Create vegetable production clusters near major consumption centers to reduce price volatility, enhance supply chain efficiency, and directly link farmers to consumers through a Public-Private-Community Partnership (PPCP) model.
- Promote State of the art Agricultural Practices: Encourage the adoption of good agricultural practices (GAPs) including proven traditional technologies or Indigenous traditional knowledge (ITKs), as well as innovative cultivation methods such as precision horticulture, hydroponics, and vertical farming to ensure pesticide residue-free vegetable production.
- Increase producer (farmer) share in consumer rupee: To improve the prices realised by the primary producer (farmer) through interventions such as horizontal and vertical integration of the value chain, demand forecast driven/ market driven crop planning and innovative price assurance mechanisms (to be provided by the IA).
- Promote capacity building of the farmers in terms of good farm practices, aggregation and primary processing, new technologies, use of IOT, information and adoption of fintech solutions for affordable credit, traceability etc.
- Strengthen Supply Chain Infrastructure: Promote the establishment of supply chain infrastructure including city distribution centres with necessary storage facilities, cold storages, refer vans etc. and provide financial assistance to support both farmers and implementing agencies (Farmers/ FPOs/ Cooperatives/ Private Companies etc.) in optimizing post-harvest operations and logistics for vegetables and fruits.
- Under the redesigned scheme, projects for High-Value Multi-Commodity Clusters (HMCs) will be selected on a **challenge mode**. In challenge mode, no prior identification of clusters will be done by the authority. Interested and eligible parties will identify clusters, demonstrate feasibility and viability of the proposed

cluster within the larger framework provided in the detailed scheme guideline and as outlined in this EoI document.

1.1.3. Proposals from interested state governments will also be entertained under the scheme in parallel to applications from eligible IAs through this EoI.

1.1.4. Detail on eligibility of applicants, definition and eligibility of clusters, application process, scoring and selection criteria and selection process have been provided in the following sections of this EoI document.

1.2. Definition and Eligibility of a cluster

1.2.1. A cluster or horticulture cluster refers to a specific regional or geographical concentration whether existing or induced, of targeted horticultural crop(s). This concentration provides opportunities for specialization in various stages of the horticultural value chain, including but not limited to production, post-harvest management, marketing, and exports. For the purpose of this scheme, a cluster must fulfil the following criteria:

- **Location:** Location: The cluster (and all the proposed infrastructure to be developed within it) must be located within 50-100km (≤ 50 km for population < 10 lakhs, ≤ 80 km for population of 10-15 lakhs and ≤ 100 km for population > 15 lakhs) of the identified urban centre. This distance shall be measured as the ariel distance (distance on map) between the proposed cluster infrastructure and the nearest point of the administrative boundary of the district within which the identified urban center/ city falls.
- **Mandated Crops:** The cluster must have in primary focus the three TOP crops (i.e., Tomato, Onion and Potato). In addition, in order to be eligible for assistance under the scheme, the cluster must also ensure regular supply of essentials (List as released and updated by NHB from time to time).
- **Optional Crops:** In addition to the mandated crops the cluster must also have no less than ten (10) of the indicative list of optional crops (List as released and updated by NHB from time to time). In addition to these crops, the cluster may operate in any number of additional fruit and vegetable crops.
- **Geographical and Administrative Boundaries:** The proposed cluster, whether it is an existing cluster or an induced cluster, must be located entirely within the boundaries of a single State or Union Territory. This ensures administrative coherence and effective governance of the cluster activities. Exceptions like in case of Delhi/NCR, Chandigarh, Puducherry etc where other state boundaries overlap can be considered by the Approval Committee.
- **Minimum Offtake from Farmers within Identified Cluster Boundaries:** The Implementing Agency shall ensure that at least 50% of the total annual offtake of the produce for supply in the cities under the project shall be produced by the farmers within the identified cluster boundaries and mentioned as part of their Business Plan.

1.3. Structure of Project Cost

- 1.3.1. The applicant must clearly identify in the project proposal (concept note/ business plan) the total project cost and a bifurcation of cost towards Farmer Component and cost towards IA Component².
- 1.3.2. The applicant must provide a financing plan, clearly identifying sources of funds (and indicating equity : debt split) for IA component of project cost.

² Refer to list of eligible components provided in Annexure 1

2. Eligibility and role of IAs

2.1. Applicant's eligibility

2.1.1. Implementing Agency (IA) will be the entity responsible for execution of the project.

2.1.2. Entities eligible for consideration as Implementing Agencies (IAs) under this scheme should be legal entities including, Farmer Producer Organisations (FPOs/ FPCs) along with their federations, Cooperatives/ Societies, Partnership Firms, Companies or combination thereof. To qualify for selection as an Implementing Agency (IA) under this scheme, the applicant entity must comply with the following criteria:

- **Net Worth:** The applicant entity must demonstrate a net worth that is at least equivalent to the equity contribution of the IA proposed in the project. Net Worth for body corporate would be as per the definition specified in Companies Act 2013, and for other entities it would be determined through [Assets LESS Liabilities]
- **Equity Contribution:** The applicant entity is mandated to contribute a minimum of 20% of the IA's Cost Component as equity in the proposed project. This equity contribution must be substantiated through appropriate financial documentation and validated by the concerned authorities.
- **Relevant Experience:** The applicant entity must possess and demonstrate substantial and relevant experience in fields such as agricultural or horticultural input supply, production, aggregation, trading, food processing, exporting, retailing, or logistics provision. This experience must be documented and verifiable to ensure the entity's capability to effectively manage and execute the project.
- **Turnover:** The applicant entity is required to have an annual turnover, defined as the total revenue generated by the company within a financial year, that is at least equal to the total cost of the project. Turnover would mean the total monies realised through sale of good and/or services
- **Term Loan:** For the project to be considered viable, it is imperative that the applicant entity secures a loan sanctioned by RBI Approved Scheduled Commercial Bank or Financial Institution (FIs) that constitutes at least 20% of the IA's Cost Component. This sanctioned loan must be confirmed by relevant banking institutions and documented appropriately to demonstrate the financial backing and feasibility of the project.
- **Bank/ FI Appraisal Note:** A detailed Appraisal Note from the Bank/ FI Sanctioning the term loan. This should be from RBI approved FIs.

Note: Detailed Project Report/ Techno-Economic Viability Report merely stamped or endorsed by the Scheduled Commercial Bank without detailed Appraisal Note shall not be considered as valid for the purpose of the Guidelines.

- **Debt Obligations and Non-Performing Asset(s):** The applicant entity, including its shareholder(s), partner(s), director(s), and key management personnel, must have a clean financial record with no defaults on debt obligations over the past three years. Additionally, neither the applicant entity nor its shareholders should have been classified as 'non-performing assets' or any equivalent classification by any lender during this period.

2.2. Activities to be performed by the IA (Selected Applicant)

2.2.1. Implementing Agency (IA) post the selection will be the **entity responsible for execution and overall implementation of the project in accordance with the approved DPR.**

2.2.2. In addition, Implementing Agencies (IAs) shall undertake the following roles and responsibilities to ensure the successful execution and management of the project:

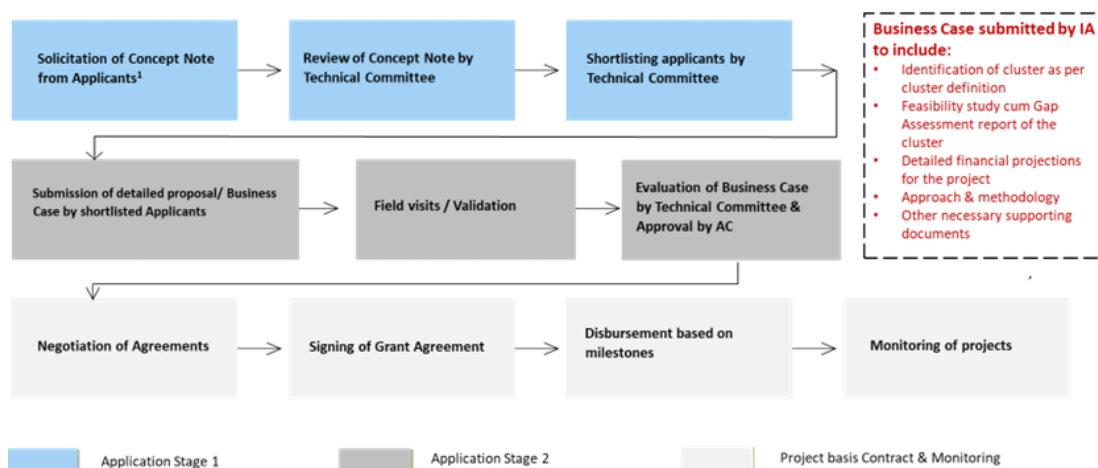
- The preparation of a comprehensive Business case/ Detailed Project Report (DPR), which outlines the project's scope, objectives, methodology, and financial plan.
- Achieving financial closure in accordance with the approved means of finance, ensuring all financial arrangements and commitments are secured.
- Obtaining all necessary statutory approvals and clearances required for the project, complying with relevant legal and regulatory requirements.
- Receiving financial assistance under the Programme and ensuring its utilization in a transparent and judicious manner, adhering to the principles of accountability and fiscal responsibility.
- Uploading monthly progress reports along with photographs and videos of the project onto the designated portal, providing regular updates on project milestones and developments.
- Maintaining proper books of accounts for the project implementation and the maintenance of infrastructure post-commissioning, ensuring financial records are accurate and up-to-date.
- Dovetailing and integrating initiatives of other ministries and departments (including but not limited to, MIDH, AIF, various schemes of the National Horticulture Board, schemes of the state governments, etc.) to achieve holistic cluster development, fostering collaboration and synergy among various governmental efforts.
- Coordinating with the State Horticulture Mission (SHM) to ensure timely and effective implementation of the project within specified timelines, facilitating seamless project execution.

- Coordinating with the designated state level body to ensure timely and effective implementation of the project within specified timelines, facilitating seamless project execution.
- Adhering to the guidelines set forth by the Central Vigilance Commission (CVC) and the procurement manuals of the Ministry of Finance and ensuring compliance with established procurement procedures and ethical standards.
- Providing technical guidance on package of practices and good agriculture practices (GAPs) to the producers in the cluster.
- Ensure traceability of produce and payments (payment to farmer at the time of procurement of produce and payment received from consumer at the time of retail sale). Towards this all payments shall be made and received only digitally.
- Ensure that a reasonable share of the retail price paid by the consumer is realised by the producer/ farmer.
- Mandatorily ensure adoption of GAP component of MIDH (especially for reduction in use of pesticide) by the farmers in the cluster.

3. Project Award Process

3.1. Process Overview

- 3.1.1. A two-stage process will be followed for award of project. Stage 1 – Submission of concept note in response to EoI (This document) and Stage 2 – Submission of detailed business plan/ DPR by the shortlisted applicants.
- 3.1.2. Concept notes received on or before the cut-off date shall be evaluated in two stages, 1) Responsiveness check and 2) Technical evaluation. The detailed criteria have been provided in the following sections of this EoI document.
- 3.1.3. Shortlisted applicants will be invited to submit a DPR/ Business case.
- 3.1.4. Shortlisted applicants will be provided six weeks for preparation and submission of DPR/ Business case. No deadline date extensions will be provided.
- 3.1.5. Post evaluation of the business case/ DPR, projects will be awarded to the IA and Contract will be signed between NHB and IA. A performance security of 10% of the IA component of the project cost in form of a Bank Guarantee will have to be submitted by the selected applicant prior to signing of the contract.
- 3.1.6. The indicative template of Concept note and DPRs is provided as Annexures to this EoI document for reference.
- 3.1.7. Outline of the project award process is presented in the figure below:



4. Evaluation Criteria

4.1.1. The concept notes shall be evaluated in two stages, 1) Responsiveness check and 2) Technical evaluation.

4.1.2. Responsiveness check criteria

S.No.	Criteria	Responsiveness
1	Is the applicant a legally registered Farmer Producer Organisations (FPOs/FPCs) / Cooperatives/ Societies/ Partnership Firms/ Companies or combination thereof?	Yes / No
2	Is the Net-worth of the applicant at least equal to the equity contribution of the IA's Project Cost Component?	Yes / No
3	Is the proposed equity contribution at least equal to 20% of the IA's cost component?	Yes / No
4	Does the applicant demonstrate substantial and relevant experience in fields such as agricultural or horticultural input supply, production, aggregation, trading, food processing, exporting, retailing, or logistics provision?	Yes / No
5	Is the annual turnover of the applicant at least equal to the total cost of the project?	Yes / No
6	Does the applicant entity, including its shareholder(s), partner(s), director(s), and key management personnel, have a clean financial record with no defaults on debt obligations over the past three years.	Yes / No

4.1.3. Only upon being found responsive (Answer to all above questions is Yes), shall the proposal be evaluated technically. If found unresponsive, the proposal shall be summarily rejected.

4.1.4. Technical evaluation criteria

S.No.	Criteria	Scoring	Maximum Score
1	Alignment with LSVC objectives	<ul style="list-style-type: none"> Offers/impacts an integrated solution covering the proposed consumption center and sourcing 50% of the produce from the cluster farmers– 2 marks. Offers/impacts an integrated solution covering the proposed consumption center and sourcing 60% of the produce from the cluster farmers– 4 marks. Offers/impacts an integrated solution covering the proposed consumption 	10

		<p>center and sourcing 70% of the produce from the cluster farmers– 6 marks.</p> <ul style="list-style-type: none"> • Offers/impacts an integrated solution covering the proposed consumption center and sourcing 80% of the produce from the cluster farmers– 8 marks. • Offers/impacts an integrated solution covering the proposed consumption center and sourcing 90% of the produce from the cluster farmers– 10 marks. 	
2	Innovation: Going beyond what exists now, in terms of the product/service, process or technology and/or model to have transformational effect	<ul style="list-style-type: none"> • Traditional products or services available - 2 marks • Improved varieties and planting material plus package of practices - 3 marks • Innovative technologies like AWS, traceability etc - 3 marks • Hydroponics/ Aeroponics - 3 marks • Innovative Packaging - 2 marks • Innovative practices on production and harvesting - 2 marks 	15
3	Organization & Business Strength of Applicant: Long history, strong Board or Promoter background, strong financials	<ul style="list-style-type: none"> • No of years of operations: <ul style="list-style-type: none"> a. Up to 3 years - 2 mark b. 3-5 years - 3 marks c. More than 5 years - 5 marks • Net worth in the immediately preceding year >Proposed Equity (X): <ul style="list-style-type: none"> a. Up to 1.5 X - 2 mark b. 1.5 X to 2 X years - 3 marks c. More than 2 X - 5 marks • Turnover in the immediately preceding year > Project Cost (X): <ul style="list-style-type: none"> a. Up to 1.5 X - 2 mark b. 1.5 X to 2 X years - 3 marks c. More than 2 X - 5 marks 	10
4	Impact & inclusiveness: (% of small & marginal farmers covered)	<ul style="list-style-type: none"> • Percentage of Small and Marginal Farmers (in the Cluster) Covered: <ul style="list-style-type: none"> f. Upto 25% - 1 marks g. 25-40% - 2 marks h. 40-60% - 3 marks i. 60-80% - 4 marks j. More than 80% - 5 marks 	5
5	Additionality: Secondary Processing	<ul style="list-style-type: none"> • Percentage of Crops for Secondary Processing: <ul style="list-style-type: none"> f. Up to 10% - 1 marks 	5

		<ul style="list-style-type: none"> g. 10-20% - 2 marks h. 20-30% - 3 marks i. 30-50% - 4 marks j. More than 50% - 5 marks 	
6	Demand forecasting for crop planning	<ul style="list-style-type: none"> • Number of crops for which demand forecast is undertaken <ul style="list-style-type: none"> a. Three or less - 1 marks b. Less than 5 - 2 marks c. Less than 7 - 3 marks d. Less than 10 - 4 marks e. More than 12 - 5 marks <p>*Zero marks shall be awarded in this category if TOPs are not covered under demand forecasting.</p>	5
TOTAL			50

4.1.5. In order to be shortlisted, applicants must score a minimum of 30 marks out of 50 in the technical evaluation.

4.1.6. **Note:** Business case/ DPR submitted by the shortlisted applicants will be scored or evaluated of a different set of criteria. These have been provided as Annexure to this EoI documents for reference purposes only and are not directly relevant to the scoring of proposals/ concept notes in this stage of the application process.

5. Financial assistance to selected projects

5.1. Pattern of Assistance and release of subsidy

5.1.1. Subsidy will be provided to both IA and farmers for the selected projects/ clusters under the scheme as per the detailed scheme guidelines. For detailed understanding of the applicable subsidy and cost norms, applicants are encouraged to read the detailed scheme guidelines available on the NHB website.

5.1.2. Salient points of pattern of assistance and flow of funds are as under

- The total project cost shall be determined based on the Business Case/Detailed Project Report (DPR) submitted by the Implementing Agency (IA). This comprehensive document shall outline the scope, objectives, financial projections, and implementation strategy of the proposed project. The total project cost is then divided into two main components: the IA Component and the Farmer's Component.
- The financial assistance for the farmers' component will be over and above the financial assistance to the IA.
- The financial assistance for both farmers component and the IA will be provided in accordance with the cost norms of the extant schemes including but not limited to MIDH, NHB, MoFPI and MoA&FW.
- Additionally, 5% (in absolute terms) of the approved financial assistance to IA for the project, will be provided as an incentive to the IA, if the project is completed with all components and as per the agreed timelines in the approved business case/ DPR.
- Additionally, an incentive of up to 10% of the project cost will be provided to the IA for innovative components and components not covered under any extant applicable schemes. The pattern of assistance will be limited to 50% of the cost of intervention/ activities as per actuals. This component could support innovations like import automatic weather stations, cost towards IPR on new germplasm/ varieties, big data analytics, innovation in energy saving components like use of ice-batteries, ensuring real time crop planning, customised controlled environment agriculture techniques, introduction farm mechanisation components suited to small holdings etc.
- The financial assistance will be credit linked for the IA components but not for the Farmer/Farmer Collectives components.
- Minimum 40% of the total financial assistance under the project shall comprise of Farmer Component.
- The Farmer's Component focuses on providing direct financial support to the farmers participating in the cluster. Once approved, the financial assistance is provided according to the applicable approved cost norms, ensuring that farmers receive the necessary

support to enhance their productivity and profitability. The funds for the Farmer's Component are disbursed directly to the vendor on the lines of Direct Benefit Transfer (DBT) through the CDP Suraksha Portal, which ensures efficient and timely financial transfers, thereby minimizing delays and enhancing transparency.

- Farmers may avail benefits or assistance under other state or central government schemes, provided there is no duplication of assistance for the same component in the same acreage. This stipulation ensures optimal utilization of resources and prevents overlap.
- Subsidy on recurring inputs such as planting material and seeds shall be tapered off in 2 seasons (maximum one (1) year). In the first-season farmers will get 100% assistance as prescribed in the cost norms and 50% in the second season. There shall be no assistance on such components 3rd season onwards.
- For the purposes of release of subsidy to the IA, lower of the two A) project cost determined by the bank (excluding the cost of land) and B) cost as per available norms will be considered.
- For the purpose of calculation of subsidy, the cost towards civil work shall not exceed 30% of the total project cost.
- All fund transfers shall be executed exclusively through digital means utilizing the dedicated CDP Suraksha Portal.
- Fund Release by NHB to Farmers/Farmer's Suppliers
 - Fund release via Direct Transfer Mechanism: The financial assistance shall be extended to farmer & farmer's suppliers on Direct Benefit Transfer (DBT) lines, ensuring direct and efficient transfer of funds to the beneficiaries.
 - Approval for Release of Assistance: The release of assistance to farmer & farmer's suppliers will be done in two equal tranches. The first shall require the approval of farmer and IA and the second shall require the approval of SHM in addition to farmer and IA. This ensures that the disbursement is properly vetted and aligned with the project objectives.
- Fund Release by NHB to IA
 - The release of funds by NHB to the IA shall occur in three instalments. These disbursements shall be made following the formal approval of the project by the Approval Committee and with the endorsement of the State Horticulture Mission (SHM).
 - Fund Release Mechanism: The NHB shall provide financial assistance to the IA via a dedicated Trust and Retention Account (TRA).

- The subsidy to IA shall be released in three instalments of 30%, 50% and 20% respectively.

6. Instructions to applicants and application checklist

6.1. Instructions to applicants

- 6.1.1. Interested applicants may submit their applications online on https://www.nhb.gov.in/OnlineApplication/Online_Registration_Intermediate_Page.aspx
- 6.1.2. The application platform/ portal will accept application until further notice. However, applications received on or before the cut-off date of the current cycle will be evaluated in this cycle.
- 6.1.3. The cut-off date for submission of applications/ concept notes for consideration in the first cycle is 15/05/2025.
- 6.1.4. Applicants are required to deposit through online transfer INR 1,00,000/- (INR one lakh only) as non-refundable application fee through application link provided above.
- 6.1.5. Application fee for start-ups and MSEs will be exempted. Applicants seeking exemption must submit valid supporting documents such as Udyam certificate.

6.2. Communication and clarifications

- 6.2.1. A pre-bid conference/ stakeholder consultation meeting will be held at 11:30 am on 06/05/2025. The meeting will be held in hybrid mode.
- 6.2.2. Interested applicants may attend the meeting at office of the National Horticulture Board, Plot No. 85, Sector-18, Gurugram or online through the following link:

Meeting ID: 2515 753 3186

Password: 1244

Link: 25157533186@nhb.webex.com

<https://nhb.webex.com/nhb/j.php?MTID=m5725d44f903348a511b8bbcb166976a8>

- 6.2.3. Interested applicants may submit queries/ questions and clarifications via email to clusters.nhb@gov.in on or before 02/05/2025. Queries received after the deadline will not be considered.

6.3. List of documents required for application

- 6.3.1. The list of documents to be uploaded with the application/ concept note are as below:

13. Cover letter
14. Incorporation/ Registration certificate
15. PAN
16. GST registration certificate
17. Detailed concepts note as per template provided in Annexure 2
18. Joint bidding agreement /POA for lead member
19. Certificate of Net Worth
20. Audited balance sheet for last three financial years
21. Documents to substantiate relevant experience in horticulture/ agriculture/ cluster development (Workorder, contracts, project completion certificates, etc.)
22. Anti-blacklisting self-declaration
23. POA for authorised signatory of the Bidder
24. Any other document to substantiate the information provided in the application

Annexure 1: Eligible Components

This list outlines eligible components under the scheme, categorized into peri-urban production and PHM and distribution. These are further sub-divided into Farmers/ FPO component and Implementing Agencies (IA) component. **This list is a guideline and not exhaustive.** Additional components may be included based on project needs and emerging technologies, ensuring comprehensive support and compliance with the initiative’s objectives and regulations.

Vertical	Component Type	Details
Peri-urban Production	Farmer’s Component (To Farmer/FPO)	<ul style="list-style-type: none"> • Cost of quality planting material • Farm machinery at farmer/collective level • Cost towards micro irrigation • Cost towards establishment of protected cultivation infrastructure • Cost towards hydroponics and aeroponics setup • Capacity Building on INM and IPM practices • Adoption of GAPs • Innovative practices/ technologies/ equipment (Fruit netting, bagging, cable/ zip-line fruit evacuation system/ portable on-farm weather station/ Hail-nets/ Crop covers/frost protection measures/ Trellis structures etc.) • Cost towards undertaking of precision farming, if done • Establishment of aggregation and primary processing centers. • Crates and Bins for produce handling
Peri-urban Production	IA Component	<ul style="list-style-type: none"> • Formation and promotion of FPOs • Capacity-building of Farmers/ FPOs • Awareness campaigns/ Exposure visits • Adoption and dissemination of Good Agricultural Practices • Promotion of crop-care practices, including Maximum Residue Levels (MRL), INM and IPM practices • Micro-irrigation, farm mechanisation, and advanced farming techniques like precision farming, high-density plantation, usage of drones etc. • Adoption of new technologies and advanced farm machinery for enhancing efficiency • Real-time market intelligence, IT/Digital innovations, IoT infrastructure, traceability block chains, remote sensing, weather station and farm management software

		<ul style="list-style-type: none"> • Development and dissemination of IEC material • Technical assistance from various National and International organisations/ universities/ other institutes
PHM and Distribution	IA Component	<ul style="list-style-type: none"> • Cost towards aggregation infrastructure such as collection centre/ city distribution centre etc. • Establishment/ expansion/ modernisation of cluster-level infrastructure such as integrated pack-house, ripening chambers, pre-cooling units, cold rooms, reefer vans, primary & secondary processing units and/or value addition • Cold storage infrastructure including multi/temperature-controlled atmosphere cold storages and other related utilities • Infrastructure for packaging/ innovative packaging (such as modified atmosphere packaging, nitrogen flushing etc.) and cost of innovative packaging material • Cost towards establishment of retail points/kiosks • Cost towards retail reefer vehicles • Other ancillary facilities required for post-harvest handling of produce • Cost towards trainings on post-harvest handling practices • Development of transport, cold chain and other logistic infrastructure • Appropriate storage and material handling infrastructure • Leverage e-commerce platforms and digital marketing for bringing efficiency and as an alternate mode of market outreach • Customisation on Digital Public Infrastructure for Traceability, Blockchain & IoT Solutions • Marketing campaigns (print/ electronic), trade fairs/ buyer seller meet, product sampling in target markets

The following components shall not be eligible for assistance or support of any other kind under the scheme:

- Cost of land
- Site development (excavation, filling, etc.)
- Administrative office building/guest house etc.

- Compound wall
- Canteen/restaurants etc.
- Fuel, consumables, spares and stores
- Second hand/old machines/Reconditioned and refurbished plant & machinery
- All applicable taxes, insurance and margin money
- All types of service charges, carriage and freight charges
- Stationery items
- Operational cost including rentals, salaries, maintenance cost, etc.

Annexure 2: Template for Concept Note

1. Applicant Profile

- 1.1. Names and brief profiles with annual turnover of the proposed promoters/ shareholders of the applicant along with their contact details (specify the name and contact details of the coordinating member for the project).
- 1.2. Indicate the nature and location of existing operations of the applicant.
- 1.3. Relevant experience of the applicant in the focus cluster/value chain.
- 1.4. Details of past experience in domestic retail of horticulture produce and backward linkage.
- 1.5. Financial details of the applicant entity such as net-worth, net current asset and debt equity ratio and turnover along with audited Balance sheets for the last 3 years or Chartered Accountant (CA) Certificates. In the case of companies, CA certificates need to be certified by their statutory auditor(s).
- 1.6. A brief note as to why the applicant is keen to undertake the development of the LSVC project in the respective the city, their vision, etc.
- 1.7. In case of formation of a new Entity, the details of the Entity, including the shareholding pattern.
- 1.8. Any other relevant information that would establish the credentials and suitability of the promoters in the context of the scheme.

2. Proposed Cluster Profile

- 2.1. Details of the cluster including information like cluster map, total area under the essential crops, number of farmers associated, block-wise production analysis etc.
- 2.2. Value Chain assessment of the essential crops and other crops
- 2.3. Need-Gap analysis of the cluster
- 2.4. Identification of Strengths, Weaknesses, Opportunities and Threats of the cluster

3. Proposed Project Profile

- 3.1. Project Rationale for the proposed project
- 3.2. Area coverage under the project for the essential crops in the target cluster

- 3.3. Promotion of protected cultivation in the LSVC (if any).
- 3.4. Demand forecast linked to crop planning in the LSVC.
- 3.5. Details of interventions in the project, as per Programme guidelines.
- 3.6. Structure of the project in terms of proposed strategy/ methodology for project implementation
- 3.7. Details of farmers covered in the proposed cluster in terms of area and quantity of the essential crops, if applicable
- 3.8. Details of innovations being proposed
- 3.9. Details of value addition and related infrastructure being proposed

4. Project Financials and Business Plan

- 4.1. Summary of the estimated cost of each of the components of the project vertical for funding by the Government as outlined in the Programme.
- 4.2. Proposed means of finance to fund the project: promoter's equity, term loan from Nationalized/Scheduled banks, financial assistance sought etc.
- 4.3. Proposed Business Plan – Estimated revenue sources and assumptions, estimated operating costs and assumptions, Projected profit and loss statements, Balance sheets, and cash flows based on these assumptions.
- 4.4. Key financial indicators such as RoCE, BEP, NPV, IRR & DSCR based on the above financial assumptions.
- 4.5. Strategy for distribution and retail.

Annexure 3: Template for DPR/ Business Case

a. Name of the applicant/ company/ firm with details of registration no. of company/ firm along with names of the directors/ promoters in the prescribed format:

S No.	Particulars	Details
i.	Name of Applicant	
ii.	Legal Status of Applicant (Govt. Institution / organisation, Co-operative/ Company/ partnership firm, Farmer Producer Company, Self Help Group, etc.)	
iii.	Registration No. of Applicant/CIN	
iv.	PAN of Applicant	
v.	GST Number of Applicant	
vi.	Whether located in North-East States, Himalayan States, Islands & ITDP Areas	
vii.	Whether lead promoter belong to SC/ ST/ Women	

b. Contact details of the Promoter(s)/ Partner(s) including addresses, telephone, mobile, fax, e-mail, website, PAN etc.

S. No.	Name of Promoter(s)/Partner(s)	Address	Telephone No.	Mobile No.	E-mail	PAN No.	Any other details
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Please add additional rows, if needed.

c. Experience of the lead Promoter(s)/ Partner(s)/ Applicant Entity in essential crops value chain operations

S. No.	Name of lead Promoter(s)/Partner(s)/ Applicant Entity	Details of Experience	Details of Turnover (year-wise)	Supporting Document attached, if any (Yes/No)
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Please add additional rows, if needed.

d. Cluster Details: DPR should have a detailed chapter on cluster related details, raw material production, package of practices currently undertaken, supply and market dynamics, prevalent logistics systems, current branding and marking efforts, etc.

e. As is Assessment of the proposed Cluster/ Gap Assessment leading to need for the project/Project Rationale

The following pointers may be used:

- Review the status of essential crops in the cluster its recent progress, future scenarios and competitiveness. Explore experiences from other clusters for similar essential crops.
- Analyse the varieties being grown and the package of practices in use.
- Analyse the requirements of cluster/ farmers in terms of seed/ planting material, irrigation equipment, farm machinery, crop nets, fruits bags, etc.
- Explore the market demand and supply of the essential crops and other crops of the cluster at regional/ national/ local level. Analyse the main suppliers, market systems, volumes, competition, projected trends, and the terms of trade. Analyse what the market requirements are, especially those of the export destination markets.
- Analyse the supply potential and competitive risks of essential crops Assess the aptitudes and performances of FPOS, farmer marketing groups (FMG), individual brokers/ traders.
- Assess the physical infrastructure requirements that is required in terms of planting material/ seeds, primary processing like packhouse, cold stores, ripening chambers, etc. and their status in terms of use, capacity utilization, technology in use, etc.
- Assess the potential (processed) products and the infrastructure of processing that can be considered in the short and long-term.
- Outline physical premises and technologies required, availability of machinery and equipment, and respective cost estimates.
- Prepare cost-benefit analysis on priority products/ alternative scenarios.
- Analyse the logistics infrastructure and the availability, accessibility, and affordability to logistics during different times of the year.
- Analyse the capacity building needs of different stakeholders.

All to culminate in Project Rationale.

f. Components under the scheme as applicable to the project along with detailed cost

a. Peri-urban Production:

- i. Interventions planned to be undertaken
- ii. Innovative components being proposed

b. PHM and distribution:

- i. Interventions planned to be undertaken
- ii. Innovative components being proposed

g. Land Details

Proposed locations of land for all proposed hard infrastructure to be created under the project, its status along with longitude & latitude coordinates:

In case of leased land, period of lease should be not less than 15 years.

Proposed hard infrastructure facilities.

S. No.	Type of facilities proposed to be created	No. of Units	Total Capacity [MT, Litres, MT/Hr., wherever applicable]	No. of Days of operation of each facility in a year
a.	City Distribution Centers			
b.	Collection/ Aggregation centers			
c.	Tissue Culture Lab			
d.	Equipment Bank			
e.	CA Store			
f.	Normal cold store			
g.	Frozen store			
h.	Pre-cooling Chambers			
i.	Sorting, Grading, Waxing, Weighing, Packing facility Modify as per actual			
j.	Ripening Chambers			
k.	IQF			
l.	Blast Freezing			
m.	Freeze Drying			
n.	Modified Atmosphere Packaging			
o.	Processing Line (please specify)			
p.	Insulated Distribution Vehicle			
q.	Irradiation Facility			
r.	Refrigerated Container			
s.	Refrigerated Carts			
t.	Solar Powered Carts			
u.	Refrigerated Cabinets			
v.	Retail Kiosks			
w.	Others			

h. Mass flow/ Supply Chain diagram

The mass flow diagram must encompass:

- Raw material Procurement Quantum
- Diversion of the procured raw material to the storage or the processing units proposed in the project.

- Recovery of the processed product is also to be quantified.

Proposed Project Financials

(a) Estimated Project cost details

Item	Amount (₹ in Lakh)
Site Development	
Technical Civil Work	
Other Civil Works	
Plant & Machinery (P&M)**	
Common Utilities like Water/ETP/ STP, etc.***	
Pre-operative Expenses	
Interest During Construction	
Margin Money for Working Capital	
Contingencies	
Add other items not listed above	
Total Project Cost	

Component wise cost breakup of all technical and other civil work should be provided in the Chartered Engineer (Civil) certificate along with detailed BoQs.

Sr. No.	Particulars	Unit	Qty	Rate (as per CPWD/ SOR)	Amount
1					
(i)					
(ii)					
2					
3					
4					
5					
	Sub Total				

The component wise cost breakup of P&M should be provided in the Chartered Engineer (Mechanical) certificate in the prescribed format as below:

Sr. No.	Component	Qty./No.	Capacity	Basic cost as per Quotation (INR Lakh)	GST/Taxes (INR Lakh)	Taxes, Freight installation, Insurance	Total (INR Lakh)
1							
2							

3							
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The cost of common utilities may be provided in Chartered Engineer (Civil) and Chartered Engineer (Mechanical) certificate wherever applicable.

(b) Means of finance

Item	Amount (₹ in Lakh)
Promoter's Equity	
Term loan	
Eligible grant	
Unsecured loan	
Total	

To be certified by CA

(c) Basic Revenue Projections

Item	Year 1	Year 2	Year 3	Year 4	Year 5
Turnover					
Cost of Operations					
Gross Profit					
Earnings Before Interest, Tax, Depreciation Amortization (EBITDA)					
Profit before taxation					
Profit after taxation					

(d) Financial Parameters (as per Bank Appraisal Note)

S No.	Particulars	Details (Ratio/%)	Ref Page No. in DPR*
i.	Internal Rate of Return (IRR) [(a) With and (b) without grant]		

ii.	Avg. Debt Service Coverage Ratio (DSCR)		
iii.	Break Even Point (BEP)		
iv.	Debt-Equity Ratio		

To be provided for section under the bank appraisal note highlighting the aforementioned detail.

Details of the MOUs entered into in the cluster

S. No.	Farmer Name	Name	Village/Dist./APMC	Contact Number	Crop to be Sourced	Quantity
1						
2						
3						

DPR should comprise of detailed chapter on proposed catchment (production and supply statistics).

Employment Generation projections

- Direct Employment
- Contractual Employment with no. of days
- Indirect Employment (specify):

Plan for tie-up with existing FPOs or Formation of new FPOs/ FPC/ Farmer Cooperatives in the catchment region

(Proof of any MOU/ Letter of Intent for FPOs to integrate with the project)

Tie up for forward linkage with consumers/ importers/ retailer/ Distributors

(Proof in the form of written correspondences/ MOU etc.)

Plan to install a software or IT based system to capture the real-time data, capacity utilization of the components proposed to be installed under the scheme

Details of innovations including renewable/ alternate energy sources including solar energy, if any, proposed to be used for operating the project

Sl. No.	Name of technology/ item	Basic cost (excluding taxes etc.)	How the technology will help in reducing carbon footprint and/or increase in operational efficiency
1			
2			
3			

Annexure 4: DPR/ Business Case evaluation matrix

#	Criteria	Max Score
Applicant's Profile (30 Mark)		
1	Turnover of the Applicant	5
	Turnover > 3.5 x = 5 Mark	
	2.5 x < Turnover ≤ 3.5 x = 3 Mark	
	1.5 x < Turnover ≤ 2.5 x = 2 Mark	
	1.0 x < Turnover ≤ 1.5 x = 1 Mark	
	<i>X denotes Project cost</i>	
2	Experience of retail distribution of perishables in target city	10
	No. of operational retail points catered to/ operated (0.1 marks per retail point)	
3	Experience in demand forecasting of perishables (No. of projects)	5
	3 or more = 5 Mark	
	2 projects = 3 Mark	
	1 project = 1 Mark	
4	Experience in Post-harvest management and Value addition related projects of more than 5 Cr.	5
	3 or more = 5 Mark	
	2 projects = 3 Mark	
	1 project = 1 Mark	
5	Experience in Logistics and Marketing related projects of more than 1 Cr.	5
	3 or more = 5 Mark	
	2 projects = 3 Mark	
	1 project = 1 Mark	
Business Plan/ Project Profile (60 Mark)		
1	MoU/ Agreements/ Arrangements with Farmers (or FPOs – In case of FPO all members will be counted as farmers)	10
	>30% Farmers = 10 Mark	
	20-30% Farmers = 6 Mark	
	10-20% Farmers = 3 Mark	
	<10% Farmers = 0 Mark	
2	Average Value (AV) of essential crops(including TOPs) proposed to be supplied in first 5 years	5
	AV > 50 Cr. = 5 Mark	
	25 Cr. < AV ≤ 50 Cr. = 3 Mark	
	15 Cr. < AV ≤ 25 Cr. = 2 Mark	
	10 Cr. < AV ≤ 15 Cr. = 1 Mark	
3	No. of households (NH) covered in first 5 years	5

	NH > 1,00,000 = 5 Mark	
	1,00,000 <NH ≤ 80,0000 = 3 Mark	
	80,0000 <NH ≤ 40,000 = 2 Mark	
	40,000 <NH ≤ 25,000 = 1 Mark	
4	Value of existing infrastructure (V) as % of IA's Component of Project Cost	5
	V > 20% = 5 Mark	
	15% <V ≤ 20% = 4 Mark	
	10% <V ≤ 15% = 3 Mark	
	5% <V ≤ 10% = 2 Mark	
	0% <V ≤ 5% = 1 Mark	
	<i>X denotes IA's Component of Project cost</i>	
5	Investment in Peri-urban Production Vertical	7.5
	>40% of IA's Component of Project Cost = 7.5 Mark	
	>25% of IA's Component of Project Cost = 4 Mark	
6	Investment in PHM and Distribution	7.5
	>40% of IA's Component of Project Cost = 7.5 Mark	
	>25% of IA's Component of Project Cost = 4 Mark	
7	Internal Rate of Return (IRR)	2.5
	>15%=5 2.5Mark	
	10-15% =1.5 Mark	
	5-10%= 1 Mark	
	<5% = 0 Mark	
8	Debt Service Coverage Ratio	2.5
	>2.5 = 2.5 Mark	
	2-2.5 = 1.5 Mark	
	1.5-2.0 = 1 Mark	
	<1.5 = 0 Mark	
9	Proposed Equity Contribution	5
	>40% = 5 Mark	
	30-40% = 3 Mark	
	20-30% = 2 Mark	
Presentation (10 Mark)		
1	Technical Understanding and Experience of Cluster & Essential Crops	2.5
2	Understanding of Market	2.5
3	Approach and Methodology for development of each of the two verticals	5
	Peri-urban Production	
	PHM and distribution	