राष्ट्रीय बागवानी बोर्ड
कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार
85, इंस्टीच्यूशनल एरिया,सैक्टर-18, गुरुग्राम-12205
National Horticulture Board
Ministry of Agriculture & Farmers Welfare,Govt. Of India
Plot No. 85, Sector-18, Institutional Area, Gurugram

NHB/CDP/EoI/2026-27/ 2473 **Date:** 22. 09 .2026

Public Notice

Subject: Notice inviting proposals for Peri Urban Vegetable Clusters under CDP

1. Proposals are invited from prospective entrepreneurs/ Implementing Agencies for establishment of projects under Peri Urban Vegetable Clusters as per the revised CDP guidelines available at https://cdp.nhb.gov.in
2. Detailed EoI document may be downloaded from the NHB website (https://www.nhb.gov.in and https://cdp.nhb.gov.in)
3. The entities are required to submit their applications online at https://cdp.nhb.gov.in with relevant details.
4. Submission of application physically or through any other means, shall not be accepted.
5. Last date for submission of application is **22th October 2026 (6:00 PM, Thursday)**.
6. Pre-bid meeting will be held in hybrid mode on **09th October 2026, (11:30 AM Friday)**. The meeting link is as under https://nhb1.webex.com/nhb1/j.php?MTID=m8bc45a8069632e642bafa2342859097b
7. The link for submission of online application is available and functional.
8. For any further clarifications, applicants may please write to clusters.nhb@gov.in.

Sd/-

(**Dr. Vijay Kumar Doharey**)
Dy. Managing Director

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 Peri-urban Vegetable Clusters under Cluster Development Programme (CDP) of the National Horticulture Board (NHB)

22/09/2026

Disclaimer

The information contained in this Expression of Interest document (the “EoI”) or subsequently provided to Applicant(s), whether verbally or in documentary or any other form, by or on behalf of the Authority or any of its employees or advisors, is provided to Applicant(s) on the terms and conditions set out in this EoI and such other terms and conditions subject to which such information is provided.

This EoI is not an agreement and is neither an offer nor invitation by the Authority to the prospective Applicants or any other person. The purpose of this EoI is to provide interested parties with information that may be useful to them in the formulation of their application for qualification pursuant to this EoI (the “Application”). This EoI includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Scheme. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This EoI may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this EoI. The assumptions, assessments, statements and information contained in this EoI may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this EoI and obtain independent advice from appropriate sources.

Information provided in this EoI to the Applicant(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Applicant or Bidder, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EoI or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the EoI and any assessment, assumption, statement or information contained therein or deemed to form part of this EoI or arising in any way with pre-qualification of Applicants for participation in the process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever, caused arising from reliance of any Applicant upon the statements contained in this EoI.

The Authority may, in its absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this EoI.

The issue of this EoI does not imply that the Authority is bound to select and short-list pre-qualified Applications for DPR/ Business case stage or to appoint the selected applicant, as the case may be, for the Project and the Authority reserves the right to reject all or any of the Applications without assigning any reasons whatsoever.

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 or the CDP portal for a clear understanding of the Programme.

Peri-Urban Vegetable Cluster

1. Background

1.1. Introduction

1.1.1. NHB is implementing the Cluster Development Programme (CDP) of Ministry of Agriculture and Farmer's Welfare, Government of India. The Peri-urban Vegetable Cluster is a part of the Cluster Development Programme. This programme will comprehensively address farmers' 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 precision farming, post-harvest, logistics and distribution infrastructures.

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.

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

1.1.5. Details 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 (including protected cultivation), PHM (Post-harvest management) and distribution.

1.2.2. The peri-urban vegetable cluster must fulfil the following criteria:

- **Location:** The cluster (and all the proposed infrastructure to be developed within it) must be located within 100km for population >15 lakhs (as per 2011 Census) 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 primary focus on 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 (like Cabbage, Cauliflower, Okra, Brinjal, Capsicum, Cucumber, Gourd, Coriander, Lemon, Ginger, Green Chilli, Garlic, salad vegetables etc).

- **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, like Squash, Jackfruit, Beans, Drumstick, Beetroot, Turnip, Zucchini, Carrots, Radish, Cucurbits, Green peas, Amaranthus, Fenugreek, Spinach etc. In addition to these crops, the cluster may operate in any number of additional fruit and vegetable crops. In addition to these crops, the cluster may operate in any number of additional fruit and vegetable crops. This is an indicative list for optional crops and may be altered based on the demands of the selected urban center and growing periphery of the urban center.

- **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 Component.

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. 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 excluding proprietorships or natural persons, including, Farmer Producer Organisations (FPOs/ FPCs) along with their federations, Cooperatives/ Societies, Partnership Firms, Companies or combination thereof. Entities eligible for consideration as an Implementing Agencies shall be either a Company incorporated under the Companies Act, 1956/2013 or a society registered under the Societies Registration Act, 1860 or a partnership firm or limited liability partnership firm, Farmer Producer Organisations (FPOs/ FPCs) along with their federations, Cooperatives and/or any combination of them with a formal intent to enter into a Joint Bidding Agreement to form a Consortium (hereinafter referred to as "Eligible Entities")

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 revenue 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.

- **Farmer Components:** The farmer component shall be minimum 40% of the total project cost.

  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 Borad, 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.

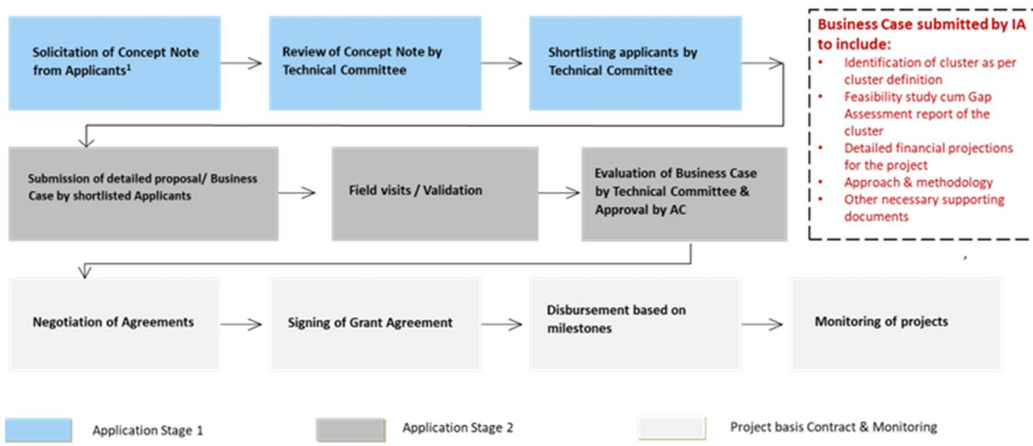
9.5 Timelines: To ensure that the Implementing Agency (Farmers/FPOs/Cooperatives/Private Companies etc.) adheres to the project timelines, the agreed upon timelines and KPIs shall be part of the agreement or contract between the IA and NHB and thus enforceable through provisions of the said contract.

3. Project Award Process

3.1. Process Overview

3.1.1. The Project Award Process under the scheme is a systematic and transparent procedure designed to evaluate and approve project proposals. This process includes solicitation of Concept Notes, thorough evaluation by Project Appraisal and Project Approval Committees, and structure disbursement of funds to ensure effective implementation and monitoring of approved projects.

3.1.2. Outline of the project award process is presented in the figure below:



3.1.3. The Ministry of Agriculture and Farmers Welfare (MoA&FW), Government of India, shall initiate a rolling call for proposals. Eligible applicants are invited to submit their concept notes (refer to annexure II for Model Concept Note), with consideration given until the last day of the month for shortlisting purposes. Following shortlisting, applicants shall have 6 weeks to submit their DPR bracket (refer to annexure III for model DPR). Applicants are expected to outline their initial project ideas, including the identification of the cluster as per the defined criteria.

3.1.4. **Review of Concept Notes by the Project Appraisal Committee**: Upon receipt, the Concept Notes shall undergo a thorough review by the designated Project Appraisal Committee. This Committee is tasked with the critical role of assessing the feasibility, alignment with scheme objectives, and the preliminary technical and financial soundness of the proposed projects, in accordance with the detailed Concept Note Evaluation Matrix. This process shall be carried out online through the schemes online portal and be automated to the extent possible.

3.1.5. **Shortlisting of Applicants by the Project Appraisal Committee:** Based on the evaluation of Concept Notes, the Project Appraisal Committee shall shortlist those applicants whose proposals demonstrate the greatest potential for successful implementation and impact. Such shortlisted applicants shall be invited to participate in the next stage of the project award process.

3.1.6. **Submission of Detailed Proposal/Business Case by Shortlisted Applicants:** Shortlisted applicants shall submit a comprehensive Business Case/DPR. The Business Case shall include, inter alia:

3.1.6.1. **Identification of the Cluster**: As per the cluster definition prescribed under the Guidelines

3.1.6.2. **Feasibility Study-cum-Gap Assessment Report**: A thorough analysis of the cluster's current state, identifying gaps and opportunities for development.

3.1.6.3. **Detailed Financial Projections:** Including estimated costs, anticipated revenues, and financial viability of the project.

3.1.6.4. **Approach and Methodology**: A clear plan outlining how the project will be implemented, managed and monitored.

3.1.6.5. **Supporting Documents**: Any additional documentation necessary to substantiate the Business Case.

3.1.7. **Field Visits / Validation**: Following the submission of the business case, the proposals are subject to field visits and validation exercises. These are conducted to verify the factual accuracy of the details provided, assess the ground realities and ensure the readiness of the proposed clusters for development

3.1.8. **Evaluation Of Business Case by Project Appraisal Committee & Approval By Project Approval Committee:** The validated Business Cases shall be re-evaluated by the Project Appraisal Committee using the Implementing Agency (IA) Evaluation Matrix. The Project Appraisal Committee then forwards its recommendation to the Project Approval Committee. The Project Approval Committee conducts a final review, ensuring that the most projects meet all statutory procedural requirements, and grants approval accordingly.

3.1.9. **Negotiation of Agreements:** Upon approval, negotiations are conducted to finalize the terms and conditions of the project agreements. These negotiations ensure that all parties are in consensus on the rules, responsibilities, financial commitments, and timelines associated with the project.

3.1.10. **Signing of Grant Agreement**: Following successful negotiations, a formal Grant Agreement is signed between the implementing agency (IA) and the relevant authorities. The agreement legally binds the parties to adhere to the stipulated terms and conditions throughout the project lifecycle.

3.1.11. **Disbursement Based on Milestones:** Financial assistance is disbursed in tranches, contingent upon the achievement of predefined milestones. The milestone-based disbursement ensures accountability and continuous progress toward the project goals.

3.1.12. **Monitoring of Projects:** Continuous monitoring is conducted to ensure compliance with the project's objectives and timelines. Regular reports, field visits, and evaluations are utilized to track the progress, address any issues promptly, and ensure project success.

3.1.13. Multiple scenarios of overlapping projects in the scenes geography may come up once a rolling call for proposal is published.

3.1.14. The number of projects to be awarded in any identified urban cluster shall be limited to one (1) per 10 lakh people (population of the identified cluster).

3.1.15. In case of limited budget, proposals shall be awarded in the order of merit based on marks obtained in evaluation of the business case or DPR.

3.1.16. Efforts shall be made to adhere to the following timeline for the project award process:

S.No.	Process Milestone	Process (in days*)
1.	Issue of Quarterly Rolling Notice (EoI)	-
2.	Submission of Concept Note by Bidders	Submission cycle ends on the last day of the 3rd month of the applicable quarter (T)
3.	Review & Shortlisting of Concept Note by Project Appraisal Committee	T+7
4.	Submission of detailed proposal/ Business Case by shortlisted Applicants	T+50
5.	Field visits / Validation	T+65
6.	Evaluation of Business Case by Project Appraisal Committee & Approval by Project Approval Committee	T+80
7.	Signing of Grant Agreement	T+90

**Days means working days*

4. Concept Note Evaluation Matrix

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	Is the proposed term loan at least equal to 20% of the IA's cost component?	Yes/ No
5	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
6	Is the annual turnover of the applicant at least equal to the total cost of the project?	Yes / No
7	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. The applicant shall submit documents as provided in clause 6.3. 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 PUVC objectives	• 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 center and sourcing 70% of the produce from the cluster farmers– 6 marks.	10

		• 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	• 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	• No of years of operations: a. Up to 3 years - 1 mark b. 3-5 years - 2 marks c. More than 5 years - 3 marks • Net worth in the immediately preceding year >Proposed Equity (X): a. Up to 1.5 X - 1 mark b. 1.5 X to 2 X years - 2 marks c. More than 2 X - 3 marks • Turnover in the immediately preceding year > Project Cost (X): a. Up to 1.5 X - 2 mark b. 1.5 X to 2 X years - 3 marks c. More than 2 X - 4 marks	10
4	Impact & inclusiveness: (% of small & marginal farmers covered)	• Percentage of Small and Marginal Farmers (in the Cluster) Covered: a. Upto 25% - 1 marks b. 25-40% - 2 marks c. 40-60% - 3 marks d. 60-80% - 4 marks e. More than 80% - 5 marks	5
5	Additionality: Secondary Processing	• Percentage of Crops for Secondary Processing: a. Up to 10% - 1 marks b. 10-20% - 2 marks c. 20-30% - 3 marks d. 30-50% - 4 marks e. More than 50% - 5 marks	5
6	Demand forecasting for crop planning	• Number of crops for which demand forecast is undertaken a. Three or less - 1 marks	5

		b. Less than 5 - 2 marks c. Less than 7 - 3 marks d. Less than 10 - 4 marks e. More than 12 - 5 marks *Zero marks shall be awarded in this category if TOPs are not covered under demand forecasting.	
		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%, 40% and 30% 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/Registration Page

6.1.2. Details filled in the application form will take precedence over the uploaded concept note/DPR/other documents.

6.1.3. 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.

6.1.4. The cut-off date for submission of applications/ concept notes for consideration is **22th October 2026 (6:00 PM, Thursday)**.

6.1.5. Applicants are required to deposit through online transfer of INR 1,00,000/- (INR one lakh only) plus applicable GST, as non-refundable application fee through application link provided above. In case of non-submission of application fee, the application shall be summarily rejected.

6.1.6. Please note that the total subsidy to an IA under this scheme (Including all projects under CDP) is limited to INR 100 Cr.

6.2. Communication and clarifications

6.2.1. A pre-bid conference/ stakeholder consultation meeting will be held at NHB HQ, Gurugram on **09th October 2026, (11:30 AM Friday)**. 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: 2517 455 7745
Password: 1234
Link:https://nhb1.webex.com/nhb1/j.php?MTID=m8bc45a8069632e642bafa2342859097b

6.2.3. Interested applicants may submit queries/ questions and clarifications via email to clusters.nhb@gov.in on or before 06/0/2026. 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. Certificate of incorporation or registration of the Eligible Entity, together with the applicable charter documents, namely: (a) in the case of a company, its Memorandum of Association and Articles of Association; (b) in the case of a society or cooperative, its bye-laws; and (c) in the case of a partnership firm or limited liability partnership, its partnership deed or limited liability partnership agreement, as applicable, together with details of the current partners and their respective profit-sharing ratios or contribution interests.

3. PAN Card

4. GST Registration Certificate

5. Detailed Concepts Note as per template provided in Annexure II.

6. In the case of a Consortium, a duly executed and notarised Joint Bidding Agreement, signed and stamped by the duly authorised signatory of each Consortium Member, together with the respective board resolution or other valid authorisation evidencing the authority of each such signatory to execute the Joint Bidding Agreement on behalf of the relevant Consortium Member (The format for the above may be obtained using this link: www.cdp.nhb.gov.in).

7. In the case of a Consortium: (i) a duly executed and notarised Power of Attorney ("PoA") in favour of the Lead Member, executed by the authorised signatory of each Consortium Member, authorising the Lead Member to act for and on behalf of the Consortium in connection with the Application; and (ii) a duly executed and notarised Power of Attorney issued by the Lead Member in favour of its authorised signatory, authorising such person to sign and submit the Application and Bid and undertake all acts incidental thereto on behalf of the Consortium, together with the board resolution or other valid authorisation evidencing the authority of the person executing such PoA on behalf of the Lead Member. (The format for both the PoAs are to be obtained using this link: www.cdp.nhb.gov.in)

8. Applicants, besides Consortiums, shall also execute a Power of Attorney, in the prescribed NHB-CDP format, in favour of the Applicant's authorised signatory, authorising such person to sign and submit the Application and Bid and undertake all acts incidental thereto on behalf of the Applicant (The prescribed format for the PoA for signing of bid is to be obtained from the CDP Portal at www.cdp.nhb.gov.in).

   The Power of Attorney shall be supported by a duly executed board resolution, partners' resolution or other valid authorisation, as applicable, evidencing the authority of the executant of the POA on behalf of the Applicant, and shall bear the valid signature of the authorised signatory and be affixed with the Applicant's common seal or stamp, where applicable.

9. Certificate by Chartered Accountant or Statutory Auditor clearly specifying the turnover for the three financial years immediately preceding the date of submission of the application (in case of a consortium the certificate shall clearly mention the combined turnover of all the members of the consortium along with the turnover for each member of the consortium), and the Net Worth on Chartered Accountant's/Statutory Accountant's Letterhead clearly specifying the UDIN.

10. Audited financial statements including audited balance sheet along with Profit and Loss ("P & L") Statements, for the three financial years immediately preceding the Date of Submission of the Application.
    In case the same are not available for the latest financial year, then the Applicant shall submit (i) the provisional Balance Sheet and P & L Statement for such financial year, duly signed by a Chartered Accountant/Statutory Accountant; (ii) an undertaking issued by the Authorized Signatory of the Applicant confirming that the provisional Balance Sheet and P & L Statement supporting CA Certificate are issued in absence of the audited financial statements for such financial year and (iii) audited Balance Sheets and P & L Statements for the three years preceding such latest financial year.

11. Documents to substantiate relevant experience in horticulture/ agriculture/ cluster development including workorder, contract or project completion certificates, etc.)

12. Anti-blacklisting self-declaration

13. A duly executed clean-financial record undertaking confirming that the Applicant, including its shareholder(s), partner(s), director(s) and key managerial personnel, as applicable, has not defaulted on any debt obligation during the three financial years immediately preceding the Application Due Date and has not been classified as a non-performing asset, or under any equivalent classification, by any lender during such period. In the case of a Consortium, a separate undertaking shall be submitted by each Consortium Member.

14. Any other document to substantiate the information provided in the application.

Note: *Where any document is executed or certified by a director for and on behalf of a company, the name, designation and Director Identification Number (DIN) of such director shall be clearly indicated beneath or adjacent to the signature. Where any document is executed or certified by a designated partner for and on behalf of a limited liability partnership, the name, designation and Designated Partner Identification Number (DPIN) of such designated partner shall be clearly indicated beneath or adjacent to the signature.*

6. 4 Preparation and Submission of Application

6.4.1 The IA shall ensure that all information, particulars, documents and supporting materials forming part of the Application are furnished in the prescribed formats for CDP by NHB.

6.4.2 The IA shall submit the Application, Concept Note, DPR and all supporting documents in the formats prescribed under this EOI and under the CDP Revised Operational Guidelines, 2025. The Concept Note shall be submitted in the format provided at **Annexure II**, the DPR shall be submitted in the format provided at **Annexure III**, and the formats/templates for all supporting documents, including but not limited to the Power of Attorney for the Authorised Signatory, Power of Attorney for the Lead Member, Joint Bidding Agreement, undertakings, declarations, certificates and other prescribed forms, shall be as made available on the **CDP Portal** (www.cdp.nhb.gov.in).

6.4.3 In the event that any document, form, certificate, declaration or supporting material is not submitted in the prescribed format, the Authority reserves the right not to consider such document, form, certificate, declaration or supporting material for the purposes of evaluation. The Authority will evaluate only those Applications that are received in the prescribed formats and are complete in all respects.

6.4.4 The Application and all related correspondence and documents in relation to this EOI shall be in the English language. Supporting documents and printed literature furnished by the IA may be in any other language, provided that they are accompanied by translations of all the pertinent passages in the English language, duly authenticated and certified by the IA. Supporting materials that are not translated into English may not be considered for evaluation. For the purposes of interpretation and evaluation of the Application, the English language translation shall prevail.

6.4.5 To facilitate the evaluation of Applications, the Authority may, at its sole discretion, seek clarification in writing from any IA regarding its Application, Concept Note, DPR or any supporting document submitted pursuant to this EOI. Such clarification shall be provided within the time specified by the Authority for the purpose. Any request for clarification(s) and all clarification(s) in response thereto shall be in writing.

6.4.6 If IA does not provide the clarifications sought by the Authority within the prescribed time, the Authority may evaluate the Application by construing the particulars requiring clarification to the best of its understanding, and the IA shall not subsequently question such interpretation of the Authority.

6.4.7 This EoI and the Guidelines shall be read harmoniously and in the event of any inconsistency or conflict, the Guidelines shall prevail.

Annexure I: 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.

Applicants may include components from various extant scheme guidelines including but not limited to MIDH, NHB Schemes, NCCD, APEDA, PDMC, SMAM, MoFPI, Spice Board, Coconut Development Board etc.

For details please refer to the relevant chapter of the CDP guidelines.

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 II: 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 PUVC (if any).

3.4. Demand forecast linked to crop planning in the PUVC. The applicant may undertake scientific methodology to forecast the demand for TOP crops, all mandated crops and selected optional crops. The demand forecast may be used to prepared the crop planning with the identified famers.

Demand forecasting report for the selected peri-urban area may be submitted in the following table:

S. No.	**Crop**	**Monthly Demand/Household**	**Total Demand for the City**
TOP Crops*			
1.			
2.			
3.			
Mandated Crops*			
1.			
2.			
3.			
…			
Optional Crops*			
1.			
2.			
3.			
…			
Total			

* *There shall be proposed a minimum of ten (10) crops in the TOP Crops category along with Mandatory Crops, as well as minimum of ten (10) crops under Optional Crops.*

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 along with crop-wise and area-wise distribution in the below format:

S. No.	**Crop**	**Area (ha)**	**No. of Farmers**
TOP Crops*			
1.			
2.			
3.			
Mandated Crops*			
1.			
2.			
3.			
…			
Optional Crops*			
1.			
2.			

3.			
…			
	Total		

* *There shall be proposed a minimum of ten (10) crops in the TOP Crops category along with Mandatory Crops, as well as minimum of ten (10) crops under Optional Crops.*

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. Applicants should submit project cost table in the below format.

S. No.	Component Name as per referenced scheme guidelines	Unit / Capity	Unit cost as per DPR (Exclusive of taxes)	No. of units	Total cost as per DPR (Exclusive of taxes)	Referenced scheme guidelines (Name of the guidelines and year of publication)	Specific clause of reference schemes guidelines and page number
FARMER COMPONENT							
1							
2							
3							
4							
…							
				Sub-total farmer component	-	-	-
IA COMPONENT - Pre-Production and Production							
6							
7							
8							
9							
…							
				Sub-total IA component - PPP	-	-	-
IA COMPONENT - Post Harvest and Value Addition							
11							
12							
13							
14							
…							
				Sub-total IA component - PHM & VA	-	-	-
IA COMPONENT - Logistics, Branding and marketing							
16							
17							
18							
19							
…							
				Sub-total IA component - LMB	-	-	-
				Sub-total IA component	-	-	-
				Sub-total Farmer component	-	-	-
				Grand total	-	-	-

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 III: 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

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)

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.
- Describe in detail, how the proposed project is going to benefit the target farmers in quantitative and qualitative terms.

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 (Indicative List)

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.	Modified Atmosphere Packaging			
n.	Processing Line (please specify)			
o.	Insulated Distribution Vehicle			
p.	Irradiation Facility			
q.	Refrigerated Container			
r.	Refrigerated Carts			
s.	Retail Kiosks			
t.	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

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

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

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)**
Equity Contribution	
Term loan	
Financial Assistance under CD	
Total	

(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 (CDP 2.0 Templates)

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 for FPOs to integrate with the project*s (CDP 2.0 Templates)

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 IV: 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	
	3.5 x ≤Turnover <2.5 x = 3 Mark	
	2.5 x ≤Turnover <1.5 x = 2 Mark	
	1.5 x ≤Turnover <1.0 x = 1 Mark	
	X denotes Project cost	
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)	15
	>40% Farmers = 15 Mark	
	40-30% Farmers = 10 Mark	
	30-20% Farmers = 6 Mark	
	20-10% 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	
	50 Cr. ≤AV<25 Cr. = 3 Mark	
	25 Cr. ≤AV<15 Cr . = 2 Mark	
	15 Cr. ≤AV<10 Cr = 1 Mark	
3	No. of households (NH) covered in first 5 years	10
	NH > 5,00,000 = 10 Mark	

	5,00,000 ≤ NH < 1,00,000 = 5 Mark	
	1,00,000 ≤ NH <80,000 = 3 Mark	
	80,000 ≤ 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	
	20% ≤ V<15% = 4 Mark	
	15% ≤ V<10% = 3 Mark	
	10% ≤ V<5% = 2 Mark	
	5% ≤ V<0% = 1 Mark	
	X denotes IA's Component of Project cost	
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%= 2.5Mark	
	15-10% =1.5 Mark	
	10-5%= 1 Mark	
	<5% = 0 Mark	
8	Debt Service Coverage Ratio	2.5
	>2.5 = 2.5 Mark	
	2.5-2.0 = 1.5 Mark	
	2.0-1.5= 1 Mark	
	<1.5 = 0 Mark	
9	Proposed Equity Contribution	5
	>40% = 5 Mark	
	40-30% = 3 Mark	
	30-20% = 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	