

27 SEP 2024

No.:19-27/EAP-HPSHIVA-Notifications/2018-19

Dated: Shimla – 2,

OFFICE ORDER

The HPSHIVA Project is being implemented in two stages – PRF and Main Loan. Under the PRF stage about 200 ha area has been covered under high density plantation of subtropical fruits particularly sweet orange, guava, litchi and pomegranate in 12 blocks of 4 districts namely Bilaspur, Kangra, Hamirpur and Mandi in the year 2021. As part of preparedness for the main loan, about 40 clusters have been established covering about 228 ha area in seven districts - Bilaspur, Kangra, Hamirpur, Mandi, Solan, Sirmour and Una in 2022-2023. Besides, some FLDs have also been established under MIDH in these districts covering about 200 ha area in 2022-2023. Further, the area in first phase of plantation under the HPSHIVA main loan is expected to be increased by 4000 ha in next two years. Large quantities of the produce from the farmer clusters are expected and it is important that the produce from the clusters is marketed well so that the farmers could fetch a reasonable price. There is provision of separate procurement packages for CHPMA Marketing and Branding activities which will be finalized in due course, details of which are given below:

- i) CS07 – CHPMA Business Capacity Building
- ii) G05 – CHPMA Packaging, Branding and Promotional Material
- iii) Beside this, the CHPMA production and marketing activities are also supported by the CS06 Team.

Keeping above in view, following committees are formed at state as well as district levels to facilitate and promote organized marketing of the farmers' produce: -

S.N.	Name of the Officer	Designation	Remarks
State Level Committee			
1.	Dr. Sanjay Gupta	Dy. Director of Horticulture, Mandi	Chairman
2.	Dr. Amit Bakshi	Management Expert cum SMS(Hort.), Distt. Sirmour	Member
3.	Dr. Parvesh Sharma	SMS(Hort.), HPSHIVA PMU	Member
4.	Dr. Ramal Kumar	Asstt. Project Director cum SMS (Hort.), PMU HPSHIVA	Member
5.	Dr. Rajesh Bhagta	HDO, O/O FT, Shimla	Member
6.	Sh. Loveleet Rana	HEO, Bhawarna, Distt. Kangra	Member
7.	Dr. Abhishek Samal	Team Leader, CS06, HPSHIVA	Member
8.	Sh. Deepak Mohta	MIS & IT Expert, CS08, HPSHIVA	Member
District Level Committees			
For District Solan and Sirmour			
1.	Dr. B.M. Chauhan	Frut Technologist, Dhaulakuan, Distt. Sirmour	Chairman
2.	Dr. Santosh Bakshi	Dy. Director of Horticulture, Sirmour	Member
3.	Dr. Shiwali Thakur	Dy. Director of Horticulture, Solan	Member
4.	Dr. Bhupender Singh	HDO, PCDO Patta Mahlog, Distt. Solan	Member
5.	Dr. Abhishek Samal	Team Leader, CS06, HPSHIVA	Member
6.	Smt. Swati	District Coordinator, CS06, Distt. Solan	Member

S.N.	Name of the Officer	Designation	Remarks
7.	Sh. Amit Kumar	District Coordinator, CS06, Distt. Sirmour	Member
For District Bilaspur, Hamirpur and Una			
1.	Dr. Rajeshwar Parmar	Dy. Director of Horticulture, Hamirpur	Chairman
2.	Dr. Kamlesh Bhardwaj	Dy. Director of Horticulture, Una	Member
3.	Dr. Ranjna Gupta	SMS(Hort.), O/O DDH Bilaspur	Member
4.	Dr. Sandeep Kumar	SMS, FCU, Nihal, Distt. Bilaspur	Member
5.	Dr. Sanjay Shrera	SMS (Hort.), O/O DDH Una	Member
6.	Dr. Abhishek Samal	Team Leader, CS06, HPSHIVA	Member
7.	Sh. P.D. Sharma	District Coordinator, CS06, Distt. Bilaspur	Member
8.	Sh. Gopal Chauhan	District Coordinator, CS06, Distt. Hamirpur	Member
9.	Sh. Pawan Nayak	District Coordinator, CS06, Distt. Una	Member
For District Mandi and Kangra			
1.	Dr. Kamal Sheel Negi	Dy. Director of Horticulture, Kangra	Chairman
2.	Dr. Subodh Chander	Frut Technologist, Nagrota Bagwan, Distt. Kangra	Member
3.	Dr. Ram Nath	SMS(Hort.), Gohar, Distt. Mandi	Member
4.	Dr. Rajesh Kumar	Distt. Coordinator cum SMS(Hort.), Sundernagar, Distt. Mandi	Member
5.	Dr. Abhishek Samal	Team Leader, CS06, HPSHIVA	Member
6.	Sh. Baldev Thakur	District Coordinator, CS06, Distt. Mandi	Member
7.	Sh. Vinod Kumar	District Coordinator, CS06, Distt. Kangra	Member

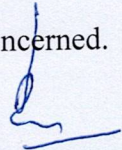
The Joint Director of Horticulture, Mandi Zone will be responsible for overall monitoring of the marketing activities and submit reports alongwith his observations to the PMU, HPSHIVA on regular basis.

The above mentioned committees will ensure to carry out but not limited to, following tasks:-

- Framing year-round schedule for the CHPMA capacity building w.r.t. marketing and ensure execution of the same in the field level.
- Develop databases of potential buyers at local, zonal and national level in each identified focus crop and products.
- Conducting outreach activities to promote the products of the clusters with potential buyers and analyzing backward - forward linkages in the supply chain.
- Collation of information with regards to crop production, post-harvest management, value addition and marketing.
- Identify and facilitate market linkages with bulk buyers and help in multi-party coordination, facilitation of the marketing operations with assistance in price negotiations, quality certifications and contracts etc.
- Develop model contract agreements which the CHPMA and/or the Apex body can negotiate with the buyers
- Organizing Buyer-Seller Meets on regular basis with local, state level and national buyers, e-commerce platforms, start-ups etc.
- Analyzing time to time market rates and prepare a report incorporating suggestions/ best practices so as to mitigate anticipated market risks, price fluctuations etc.
- Maintaining proper record of all the marketing activities.

- Any other intervention as necessary for effective and sustainable marketing of the produce.

This is for information and compliance of all concerned.

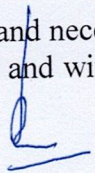

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Endst. No.: 19-27/EAP-HPSHIVA-Notifications/2018-19

Dated: Shimla -2, 27 SEP 2024

CC.:

1. Secretary (Hort.) to the Govt. of Himachal Pradesh, Shimla – 2 for favour on information, please.
2. Additional Director of Horticulture (NZ), Dharamshala, Distt. Kangra for information and necessary action.
3. Joint Director of Horticulture – I / II, Directorate of Horticulture, Shimla – 2 for information and necessary action.
4. Joint Director of Horticulture, Mandi Zone, HP for information and necessary action.
5. Project Director (HPSHIVA), Himachal Pradesh for information and necessary action.
6. Dy. Director of Horticulture, Distt. Bilaspur/ Hamirpur / Kangra / Mandi, Solan/ Sirmour/ Una, HP for information and similar necessary action.
7. Fruit Technologist, Dhaula Kuan/ Nagrota Bagwan/ Shimla for information and necessary action.
8. District Coordinator (HPSHIVA), Distt. Bilaspur/ Hamirpur / Kangra / Mandi, Solan/ Sirmour/ Una, HP for information and similar necessary action.
9. All the nominated officers for information and compliance.
10. Team Leader, CS06, PMU HPSHIVA, Shimla – 2 for information and necessary action.
11. Team Leader, CS08, PMU HPSHIVA, Shimla – 2 for information and with the directions to follow up and apprise the PMU from time to time.


Director of Horticulture
Himachal Pradesh