

**GUIDELINES AND ELIGIBILITY CRITERIA FOR
DEMONSTRATION ON HIGH DENSITY PLANTATION
(HDP)**

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Definitions

Term	Definition
CMRC	Community Managed Resources Centers
FPO	Farmer Producer Organization
“Governing Council” (GC)	Governing Council has been set up under the Chairmanship of Principal Secretary, Department of Cooperation and Marketing, Govt. of Maharashtra to monitor the project. Representative of the departments of Planning, Finance, Marketing, Agriculture, MAVIM are the members of the GC. Project Director, MAGNET is the Member Secretary of the GC.
“Grant”	The money paid to the Grant Recipients under the Grant Agreement relating to the Sub-project
“Grant Recipient”	The beneficiary FPO/SAU/KVK, submitting the proposal and signing the agreement for funding
“Objectives”	The objectives relating to the sub-project as set out in the sub-project Proposals
PAM	Project Administration Manual prepared under MAGNET Project
PIU	Project Implementation Unit of the MAGNET Society established in regions to support PMU
PMU	Project Management Unit of the MAGNET Society
“Project Implementation Support Consultant (PISC)”	PISC is a management and technical service provider appointed by MAGNET project to assist PMU. PISC will also strengthen technical and management capacities of the project implementation units and FPOs and ensure the project's compliance with ADB's environment and social safeguards policies and Financing Agreement and policies of the Government of Maharashtra.
“Technical Committee” (TC)	A Technical Committee will be chaired by Project Director, MAGNET Society to approve & appraise the project.
TRTA Consultant	Transaction Technical Assistance Consultant

Background

Maharashtra is one of the leading fruits and vegetables producing states in India. It has emerged as one of the country's largest exporters of fruits and vegetable crops. In terms of production, the State accounts for 11% of total fruits and 5% of total vegetables produced in the country. Despite ample opportunities for Maharashtra's horticulture growth that contributes to poverty reduction of farmers, they face challenges related to the agricultural sector's structural issues such as small and marginal land holding, lack of access to direct marketing and interference by middlemen. This leads to below par returns for the farmers in the state.

About MAGNET: The Government of Maharashtra in association with the Asian Development Bank (ADB) is co-financing Maharashtra Agribusiness Network Project (MAGNET) to upscale the development of horticulture sector and agribusiness in Maharashtra. The project core objectives are to increase farmers' income, support value addition, reduce post-harvest losses, increase farm productivity, and mainstream opportunities for rural women lower caste to alleviate rural poverty. The project aims to focus on 15 targeted horticulture value chains which includes, Banana, Okra, Pomegranate, Guava, Orange, Sweet Lime, Sapota, Custard Apple, Strawberry, Green and Red Chilies, Flowers, Mangoes, Lemon, Cashew and Snake Gourd.

Components of the Project: The focus of the project is on 3 core outputs namely:

- a. **Output 1:** Institutional capacities of agribusiness institutions and farmer producer organizations strengthened.
- b. **Output 2:** Financial and agribusiness capacities of farmer producer organizations and value chain operators strengthened.
- c. **Output 3:** Agriculture value chain infrastructure improved and operational for the target horticulture crops.

High Density Plantation (HDP)

High density planting is a system wherein a higher number of plants are accommodated in a unit area as compared to conventional planting. High density planting, combined with drip and proper fertigation techniques, results in better input

use efficiency and saving of 30-40% irrigation water and 25% fertilizers as compared to conventional cultivation practices. This results in increased production, productivity, and fruit quality with reduction of cost of cultivation.

To encourage farmers to adopt High density Plantation with drip & fertigation techniques, MAGNET project invites applications from the FPOs who have availed financial assistance under MAGNET.

Beneficiaries

- Member farmers nominated by Farmer Producer Organizations (FPOs)¹ and Value Chain Operators (VCOs)² who are eligible for Matching Grant proposals scrutinized by PIU
- Member farmers nominated by Anchor FPOs identified under MAGNET project.
- Farmers nominated by Institutional Buyers who have signed MoU with MAGNET under Market Linkages.
- SAUs / KVKs / COEs identified under MAGNET project

Selection Procedure

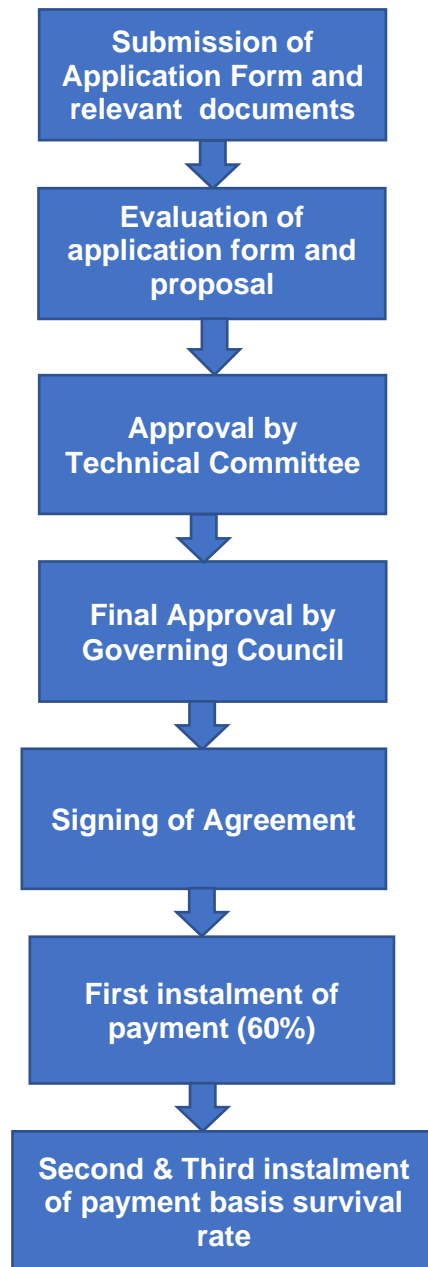
A. Application

- The guidelines will be published on MAGNET website and proposals from eligible FPOs and VCOs will be received.
- The applicant will need to furnish the application form as per prescribed template along with necessary documents (Annexures, undertakings etc.)
- The proposals will be selected for financial assistance on a first come basis and proposals will be accepted until the project targets are met

¹ FPOs: farmers organizations registered under The Companies Act or State Co-operative Society Act, or such Farmer Groups/ Cluster Level Federations (CLFs)/ Community Managed Resources Centers (CMRCs) registered with ATMA/MSRLM/MAVIM. This category may also include Cluster Level FPO Federations/Associations.

² VCOs may include aggregators/processors/ exporters/mid- and large-sized retail organizations/Ag-tech or Fintech organizations working actively with producers and their collectives of any horticultural commodities.

Process Flow



B. Evaluation

A single stage evaluation of the proposal will take place in the technical committee.

The **Technical Committee** will comprise of following members:

SN	Designation of Officer	Designation in Committee
1	Project Director, MAGNET	Chairman
2	General Manager, MAVIM	Member
3	Additional Project Director, MAGNET	Member Secretary
4	Deputy Project Director, Accounts & Finance, MAGNET	Member
5	Deputy Project Director, Financial Support, MAGNET	Member
6	All Regional Deputy Project Director, PIU, MAGNET	Member
7	Deputy Project Director, Capacity Building, MAGNET	Member

Post approval from the Technical Committee, the Project Director, MAGNET will issue administrative approval order to the proposal sanctioned by the Technical Committee.

Eligibility criteria for Proposals

a) Eligible Crops

Projects/applicants who are involved in farming or cultivation of one or more of the following crops will be considered (indicative only; addition to/ removal from this list will be notified suitably):

1. Guava
2. Lemon
3. Mangoes
4. Pomegranate
5. Orange
6. Sweet Lime
7. Banana

b) Eligible Components

- Planting material
- Cost of drip system
- INM / IPM
- Canopy management

c) Ineligible Components

- Prime movers and interculture machinery & equipment's

(Above list of eligible and ineligible components is only illustrative and not exhaustive and any other components not explicitly mentioned may or may not be approved by MAGNET Society. Final decision in this regard will be that of MAGNET Society only).

d) Other Terms and Conditions

- Proposal should cover at least 10 farmer members/beneficiaries per proposal.
- Proposal should be up to 4 ha (1 demonstration farm of 1 acre per farmer)
- The proposal should be integrated with micro irrigation system.

Pattern of Assistance

- The support for high density plantation in specified MAGNET crops shall be in the form of one-time grant extended towards proposals comprising of Integrated package with drip irrigation.
- This grant shall be used for meeting the expenditure on eligible components, where the proposed cost shall not exceed Rs. 1.50 lakh /ha.
- The project will fund up to 50% of the eligible proposal cost or a maximum of Rs. 0.75 lakh per hectare (whichever is lower).
- The payout shall be in three installments of 60:20:20, subject to survival rate of 75% in 2nd year and 90% in 3rd year).

**Appendix- I:
MAHARASHTRA AGRIBUSINESS NETWORK (MAGNET) PROJECT**

**SUPPORT FOR HIGH-DENSITY PLANTATION (HDP)
APPLICATION FOR FPO/CMRC/FPO FEDERATION**

To,

Hon. Project Director,
Maharashtra Agri Business Network (MAGNET) Project
Pune.

**Subject: Submission of proposal for support for High Density Plantation under
Maharashtra Agri Business Network (MAGNET) Project**

Dear Sir,

We,(*Name of beneficiary*) intend to perform High Density Plantation under financial assistance component of Maharashtra Agri Business Network (MAGNET) Project. Our proposal is submitted herewith along with essential documents, attached with this form to support the information given below.

Sr. No.	Particulars	Information	
1	Basic Information of the Organization		
1.1	Name of the Applicant Organization		
1.2	Category of Organization		
1.3	Address as per organization registration certificate	Address	
		Village	
		Taluka	
		District	
		Pin code	
1.4	Contact Person (Full Name and Contact Details)		
1.5	Correspondence address	Address	
		Village	

		Taluka						
		District						
		Pin code						
1.6	Email-id							
1.7	PAN Number of the organization							
1.8	GST Number of the organization							
1.9	Details of the directors of the organization- Total Number - _____							
	Sr. No.	Name	Designation	Contact Number	Category	Gender		
	1							
	2							
	3							
	4							
	5							
	6							
	7							
	8							
	9							
	10							
	11							
	(Category- SC, ST, OBC, PWD/Divyang etc.)							
1.10	Number of Members A) Total number of members at present - _____ B) Number of Members applying for HDP - _____ Attach the list of applicant farmers nominated for support under HDP (Annexure I)							
1.11	Details of the members of the organization							
	Sr. No.	Member Category	Numbers			Percentage (%)		
			Male	Female	Total	Male	Female	Total
	1	General						
	2	Scheduled Caste						
	3	Scheduled Tribe						
	4	PWD/Divyang Member						
	5	Others						
		Total						

2	Proposed Project Location & Land Details	
2.1	Crop proposed for HDP	
2.2	Number of farmers covered	
2.3	Name of Importer/ Exporter /VCO with whom MOU made for exports.	
2.4	Area covered under HDP (ha)	
2.5	Activity plan proposed for HDP- A brief	

Appendix II:
MAHARASHTRA AGRIBUSINESS NETWORK (MAGNET) PROJECT
APPLICATION FORM FOR VCOs/INSTITUTIONAL BUYER HAVING MoU with MAGNET

To,

Hon. Project Director,

Maharashtra Agri Business Network (MAGNET) Project
Pune.

**Subject: Submission of proposal for support for High Density Plantation under
Maharashtra Agri Business Network (MAGNET) Project**

Dear Sir,

We,(Name of beneficiary) intend to perform High Density Plantation with our nominated backward-linked farmers under financial assistance component of Maharashtra Agri Business Network (MAGNET) Project. Our proposal is submitted herewith along with essential documents, attached with this form to support the information given below.

Sr. No.	Particulars	Information	
1	Basic Information of the Organization		
1.1	Name of the Applicant Organization		
1.2	Type of Value Chain Organization		
1.3	Address as per organization registration certificate	Address	
		Village	
		Taluka	
		District	
		Pin code	
1.4	Contact Person (Full Name and Contact Details)		
1.5	Correspondence address	Address	

		Village				
		Taluka				
		District				
		Pin code				
1.6	Email-id					
1.7	PAN Number of the organization					
1.8	GST Number of the organization					
1.9	Details of the Promoter/Partner/Director of the organization- Total Number - _____					
	Sr. No.	Name	Designation	Contact Number	Category	Gender
	1					
	2					
	3					
	4					
	5					
	(Category- SC, ST, OBC, PWD/ Divyang etc.)					
2	Details of Backward Linkage with nominated farmers					
2.1	Details of the transactions with the nominated farmers in last 3 years					
	Sr.no.	Name of the farmer	Agreement (Yes/ No)	Name of the crop	Purchase (MT.)	
	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
	11					
	12					
	13					
	14					

	15				
		Total			
3	Is the power of attorney to sign the various documents of the organization attached (Yes/No)				
4	Attach filled and signed ANNEXURE I				
5	List of documents submitted (Refer ANNEXURE II)				

It is requested to shortlist our application to seek financial assistance under High Density Plantation (HDP) component of the Maharashtra Agri Business Network (MAGNET) Project.

It is also undertaken that all the information furnished in the application as above is true and correct to the best of our knowledge and belief and nothing material has been concealed therefrom.

Place:

Date:/...../202.....

Yours faithfully,

(.....)

Name, Signature and Seal of the Applicant

**Appendix III:
MAHARASHTRA AGRIBUSINESS NETWORK (MAGNET) PROJECT
APPLICATION FORM FOR SAUs/KVKs/ CoEs**

To,

Hon. Project Director,

Maharashtra Agri Business Network (MAGNET) Project
Pune.

**Subject: Submission of proposal for support for High Density Plantation under
Maharashtra Agri Business Network (MAGNET) Project**

Dear Sir,

We,(Name of beneficiary) intend to perform High Density under financial assistance component of Maharashtra Agri Business Network (MAGNET) Project. Our proposal is submitted herewith along with essential documents, attached with this form to support the information given below.

Sr. No.	Particulars	Information	
1	Basic Information of the Organization		
1.1	Name of the Applicant Organization		
1.2	Type of Organization		
1.3	Address as per organization registration certificate	Address	
		Village	
		Taluka	
		District	
		Pin code	
1.4	Contact Person (Full Name and Contact Details)		
1.5	Correspondence address	Address	

		Village	
		Taluka	
		District	
		Pin code	
1.6	Email-id		
1.7	PAN Number of the organization		
1.8	GST Number of the organization		
2	List of documents submitted (Refer ANNEXURE II)		

It is requested to shortlist our application to seek financial assistance under High Density Plantation (HDP) component of the Maharashtra Agri Business Network (MAGNET) Project.

It is also undertaken that all the information furnished in the application as above is true and correct to the best of our knowledge and belief and nothing material has been concealed therefrom.

Place:

Date:/...../202.....

Yours faithfully,

(.....)

Name, Signature and Seal of the applicant

ANNEXURE II

Checklist of Documents to be submitted with proposal

S.N.	Documents	Attached (Yes/No)
1	Incorporation Certificate of Applicant	
2	Self-attested copy of PAN card of the applicant company	
3	Self-attested KYC (PAN & Aadhar) of Applicant's Directors/ Partners	
4	Self-attested list of shareholders on applicant's letter head	
5	Annual Reports and Audited Financial Statements of last 3 financial years (For FPOs at least of one year)	
6	Board Resolution for Authorized Signatory (if applicable)	