



GOVERNMENT OF KERALA

STATE HORTICULTURE MISSION- KERALA

THIRUVANANTHAPURAM- 695 034

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കാലവനം വിഭാഗം  
Horticulture Mission

No. SHM (5)/1825/2019-20

Dated: 10<sup>th</sup> October, 2019

**PRESS RELEASE**


**APPLICATIONS INVITED FOR AVAILING FINANCIAL ASSISTANCE FOR IMPLEMENTING PROJECTS IN THE HORTICULTURE SECTOR**

State Horticulture Mission – Kerala, the nodal agency for implementing projects funded under the ‘Mission for Integrated Development of Horticulture’ in Kerala is inviting applications from government departments & Institutions, cooperative societies, farmer groups and individual farmers for availing financial assistance for executing projects approved for implementation during 2019-20. Government agencies are eligible for 35% to 100% subsidy and private agencies/individuals and farmers are eligible to avail assistance between 35% to 75% of the project cost with an upper limit of Rs. 90 lakhs as detailed below.

Sl. No.	Component	Total Project Cost (Rs. in lakhs)	Pattern of Assistance (%)	Assistance/unit (Rs. in lakhs)
<b>I</b>	<b>Production of planting materials</b>			
1	Hi Tech Nursery (4 Ha.)	25		
	Public		100 %	25
	Private		40 %	10
2	Small Nursery (1 Ha.)	15		
	Public		100 %	15
	Private		50 %	7.5
3	Upgrading nursery infrastructure to meet accreditation norms	10		
	Private		50 %	5
4	Strengthening of existing Tissue Culture Units	20		
	Public		100 %	20
	Private		50 %	10
5	Mushroom Production Units	20		
	Public		100 %	20
	Private		40 %	8
6	Mushroom Spawn Making unit	15		
	Public		100 %	15
	Private		40 %	6

<b>II Promotion of INM/IPM</b>					
7	Disease Forecasting Units	Public	6	100 %	6
8	Bio Control Lab	Public	90	100 %	90
		Private		50 %	45
		Public		100 %	25
9	Plant Health Clinic	Private	25	50%	12.50
		Public		100 %	25
<b>III Technology Dissemination</b>					
10	Front Line Demonstration	Public	25	100 %	25
		Private		75 %	18.75
<b>IV Integrated Post Harvest Management</b>					
11	Pack House/ On farm collection unit		4	50 %	2
12	Integrated Pack House		50	35 %	17.5
13	Pre Cooling Unit		25	35 %	8.75
14	Cold Room		15	35 %	5.25
15	Ripening Chamber		1	35 %	0.35
16	Refer Van		26	35 %	9.1
17	Primary/Mobile/Minimal Processing unit		25	40 %	10
<b>V Establishment of marketing infrastructure</b>					
18	Rural Market		25	40 %	10
19	Retail Outlet		15	35 %	5.25
20	Static/Mobile Venting Cart		0.3	50 %	0.15

Applications in the prescribed format shall be submitted to the State Horticulture Mission on or before 31<sup>st</sup> October, 2019. Applications can also be submitted online at [www.hortnet.gov.in](http://www.hortnet.gov.in). A preliminary appraisal would be conducted by a Technical Committee of the concerned districts. The selected applicants would be intimated to submit their Detailed Project Report for placing the same before the Executive Committee for final approval.

  
**MISSION DIRECTOR (I/c)**  
**STATE HORTICULTURE MISSION – KERALA**  
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 Website: [www.midh.gov.in](http://www.midh.gov.in)  
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## NOTE ON ACTIVITIES OF THE STATE HORTICULTURE MISSION - KERALA

State Horticulture Mission – Kerala has been providing end to end holistic development of the horticulture sector covering fruits, hybrid vegetables, medicinal plants, spices, flowers, aromatic plants, plantation crops, bee keeping and mushroom in Kerala. SHM has been providing support to farmers for expanding the area under cultivation of Mango, Banana, Pineapple, Pepper, Ginger, Turmeric, Nutmeg, Cashew, Cocoa, minor fruits including strawberry and flower crops both cut and loose flowers.

SHM-Kerala is the nodal agency of the Government to channelize funds received from the Mission for Integrated Development of Horticulture (MIDH) scheme which supports individuals and Institutions in expanding the area under horticulture crops and providing assistance for infrastructure development for value addition, processing, storage and marketing. MIDH also helps in production of quality planting material, protected cultivation to boost the yield, adoption of Good Agricultural Practices (GAP) that would pave way for 'safe to eat' produce, integrated nutrient and pest management, post harvest management, setting up of rural markets and retail outlets, horticultural mechanization, training of farmers, etc. Therefore, SHM focuses on the holistic development of the horticulture sector in the state.

Through its activities, SHM has been generating employment opportunities for the youth and has been striving to ensure self sufficiency in fruit and vegetable production. The Mission has been playing a vital role in transforming the horticulture sector and has been benefitting the farmers, agro processing industries, traders and consumers.

Apart from the farmers, several institutions like Krishi Vigyan Kendras, Kerala Agricultural University, Agriculture Department, Farmers Groups, Cooperative Societies, Commodity Boards, Public Sector Undertakings have benefitted from the schemes implemented by SHM.

  
MISSION DIRECTOR(I/C),

STATE HORTICULTURE MISSION – KERALA.

**APPLICATION FORM FOR AVAILING FINANCIAL ASSISTANCE UNDER MIDH SCHEME**

- 1 Name of the applicant
- 2 Address of the applicant with contact details  
(Mobile no. / email id)
- 3 Aadhaar no. of the applicant (with photocopy)
- 4 Category of the applicant - Farmer / Farmer's group / Cooperative Societies / Panchayats / Companies / PSUs / Government Department
- 5 Component for which assistance is applied
- 6 Details of the Project (with Name of the Project, objectives, project cost, details of availability of land, location of the project area (General Area / Hilly Area / Tribal Area) , details of financing the project whether credit linked or not, time frame for completion of the project, jurisdiction of the Panchayat / Krishi Bhavan, expected beneficiaries from the project (Project note can be enclosed as Annexure)
- 7 Details of previous assistance received from State Horticulture Mission including the name of the project, amount of assistance received, year in which the assistance was received.

Signature of the Applicant with date