

SCHEMES OF NHB

Technology Development and Transfer for Promotion of Horticulture

1. Objectives
2. Eligible Components

1. Objectives

- Popularization of new technologies/tools/techniques for commercialization/ adoption.
- Introduction of new concepts to improve farming systems.
- Upgradation of skills by exchange of technical know-how.
- Consolidating research efforts for specific problems.
- Identification/collection, rapid multiplication & popularization of indigenous crops and other flora of horticultural importance with emphasis on domestic and export promotion.
- Familiarization and exposure towards the newer scientific concepts/temper and research & development from hitherto unknown, unexplored and traditional status of farming and post harvest management on to the modern lines.

2. Eligible Components

1. Introduction of new Technologies
2. Visit of progressive farmers
3. Promotional and Extension activities

4. Expert Services from India/Abroad
5. Technology awareness
6. Organization/participation in seminars/symposia/exhibitions.
7. Udyan Pandit
8. Publicity and Films
9. Observation-cum-study tours abroad
10. Honorarium to Scientists for effective transfer of Technology.

Eligibility Criteria and Pattern of Assistance

1. Introduction of New Technologies

A. Pilot Project based on high quality commercial production, compact area development approach for popularizing new and modern scientific concepts in horticulture.

- Commercial sustenance shall be the main criteria for selecting such pilot projects
- Projects should be smaller preferably below Rs. 10.00 lakhs.
- The project may have one of the following aspects:_
 - Development prototype for adoption on a commercial scale
 - Demonstration and training on new technology/tool/equipments
 - Implementation of technology/concept.

- Technology/tool/.equipment/critical input including planting material (imported/ indigenous) to be tested preferably on farmers' field for adoption & commercialization.
- Funding requirements for each item to be indicated with justification.

B. Post Harvest Management, Primary Processing, Biotechnology and Introduction of New tool/equipment/machinery is to be considered on merit with one or all the following broad considerations:-

- Increase in efficiency of operation.
- Contribution to quantity and quality.
- Reduction in cost and contribution to economy.
- Increasing shelf-life.
- Benefit such introduction over the existing level.
- It should be relatively advanced tool/machinery/equipment.

C. R & D projects on specific problems would also be considered on merit basis. Project based on indigenous fruit, vegetables, flowers, medicinal and aromatic plants would also be encouraged for domestic and export promotion. NGO's are not eligible for R&D projects.

Pattern of Assistance

Grant upto 100% of the cost of project would be provided under the scheme. However, it shall be restricted upto:-

- Rs. 10.00 lakh in case of projects falling under Category (A) and
- Rs. 25.00 lakh for projects falling under Category (B) & (C) to State Agricultural/ Horticultural Universities/Research Organisations/ State Department of Horticulture/ Agriculture/PSU's and other related agencies/organisations for transfer and demonstration of proven technology on commercial scale and R&D efforts on specific issues.

However, staff component shall have to be supported by the concerned organisation.

NHB may co-opt. the services of experts if required for sanctioning such projects.

2. Visit of Progressive Farmers

A) National/Domestic Visits:

1. Representative of State department of Agriculture/Horticulture may accompany farmers groups to be recommended by the State Govt. NHB's officers of concerned State/UT's may also organise such visits.
2. Such groups should be actively involved in the development and promotion of horticulture.
3. Farmers should be in the age group of 20 to 55 years.
4. Farmers should have his own land where he/she may have been raising horticultural crops or intends to establish horticulture farm/horticulture crops/horticulture industry.
5. Preference should be given to small, marginal and women farmers.

Pattern of Assistance

- Financial assistance in the form of grant-in-aid shall be provided for organising such training/visit upto a period of 10 days (excluding journey period). Assistance shall be limited to 'to & fro' rail fare of second class sleeper/ordinary bus fare in addition to boarding charges @ Rs. 100/- per day per farmer upto a group of 30 farmers.
- A committee of NHB shall finalise such proposals.

B) International Visit

NHB may coordinate the visit of progressive farmers to go abroad for exposure and training in modern horticulture related technology.

Pattern of Assistance

- A group of 10 farmers can be taken with NHB assistance limited to economic class to & fro air fair.
- Local hospitality to be borne by farmers themselves.
- Only State Govt./NHB promoted proposals are to be considered.
- A committee of NHB shall finalise such proposals.

3. Promotional and Extension Activities

- To demonstrate modern/scientific techniques/technologies at suitable locations/areas by the NHB.
- To demonstrate improved/high yielding varieties of fruits, vegetables, flowers, etc.
- A committee of NHB shall examine such proposals.

4. Export's Services from India/Abroad

- i. Criteria for selection of experts would be based on technical development programme.

- ii. Services of Experts would be permitted on individual project basis for a period not exceeding 15 days per year for first two years only.
- iii. Selection of Experts be done by a Committee of NHB consisting of representative from NHB, ICAR & Horticulture Division, DAC.

Pattern of Assistance

Expenditure on expert's services for travel and per diem shall be in accordance with the Government of India's approved rates.

5. Technology awareness

- To create awareness about the introduction and new technologies/concepts by organising seminars/workshop/exhibition at the local/district level for promotion of horticulture.
- The amount sanctioned for a particular year is required to be spent within the same financial year giving proper justification, unless revalidated.
- NHB shall be given full opportunity to high-light NHB's activities during such seminars/workshops.
- NHB's name should be acknowledged properly in the publication of the material/prizes/shields distributed by the organisation.
- The organisation would supply five copies of the publication to the NHB, free of cost.

Pattern of Assistance

Up to Rs. 50,000/- per events/ organisation to be considered by the Committee of NHB.

6. Organisation / Participation in Seminars / Workshops / Exhibition, etc. for Promotion of Horticulture

- To create awareness about the introduction and new technologies/concepts by organising seminars/workshop/exhibition at the state, national and international levels for promotion of horticulture.
- The amount sanctioned for a particular year is required to be spent within the same financial year giving proper justification, unless revalidated.
- NHB shall be given full opportunity to high-light NHB's activities during such seminars/workshops.
- NHB's name should be acknowledged properly in the publication of the material/prizes/shields distributed by the organisation.
- The organisation would supply five copies of the publication to the NHB, free of cost.

Pattern of Assistance

The financial assistance would be limited upto Rs. 3.00 lakh for State Level participation, upto Rs. 5.00 lakh for National level participation and upto Rs. 10.00 lakh per event for international participation (3-5 days).

In case of short duration (1-2 days) seminars, financial assistance would be limited:

- Upto Rs. 1.00 lakh per event for State Level participation,
- Upto Rs. 2.00 lakh for National level participation per event and
- Upto Rs. 3.00 lakh for International event.

In case of such an event being organised by the State/UT, the proposal should be submitted to NHB through State/UT Government. The proposal should highlight each and every aspect for the overall promotion and development of horticulture industry in that State/UT.

Participation of concerned State Departments/Organisations of Horticulture, Agriculture, Rural Development, Tribal Development, Ayurveda, Forestry, Irrigation, Industry, Registrar of Cooperative Societies, Agro-Industries Corporation, Association of Horticulture Growers, State Financial Institutions, Banks, Cooperatives, Agricultural/ Horticulture Produce Marketing Corporations, Marketing Boards/Committees, Agri./Horti. Universities and other Central Government Organisations/Institutions etc. may be ensured. A list of some of the Central Government departments/Agencies is given at Annexure-9.

If the State/UT Govt. feels the necessity of participation by any other agency/ organization, they are at liberty to do so.

The proposal will be considered on merit by the Committee of NHB.

7. Udyan Pandit Competitions

- i. State Deptt. of Horticulture/Agriculture is required to submit detailed proposals.
- ii. NHB may also organise such events at national level.

Pattern of Assistance

NHB assistance shall be limited to Rs. 1.50 lakh per event.

A Committee of NHB shall examine and sanction such proposals.

8. Publicity

a) Publications

- i. Brochures and other publicity material for media (news papers / magazines / audio / video) meant for farmers and other beneficiaries to be prepared/published directly for NHB in English/Hindi.
- ii. NHB's newsletters.
- iii. In house publications by NHB.
- iv. Publication of horticulture related books.

Pattern of Assistance

For items (i), (ii) & (iii), the work would be handled either by NHB or awarded to the specialised outside agencies empanelled by NHB for printing, formatting, designing and art-work.

For item (iv), assistance would be provided by NHB subject to a ceiling upto Rs. 1.00 lakh per beneficiary / organisation.

A Committee of NHB shall examine and sanction such proposals.

b) Films

- i) For preparation of fresh video films, detailed script would be submitted to NHB with objectives of audio/Visual & estimated cost details, name of the producers empanelled with DAVP/DAC, expected time to completion, etc.
- ii) Script & cost ceiling on the basis of DAVO/Extension Division rates would be scrutinized by Script Committee of the Board.
- iii) MOU on the line of DAVP/DAC shall be signed between NHB& organization/producer.
- iv) Video films prepared by NHB shall be screened in various States/UTs during horticulture fairs. Films prepared by Extension Division and ICAR on relevant topics shall also be screened by NHB.

Pattern of Assistance

100% cost to be borne by NHB

9. Observation-cum-study Tours Abroad

10. Observation-cum-study tours shall be conducted for officers of NHB, Horticulture and other concerned Divisions of DAC and the State Horticulture Departments to give exposure to the officers about horticulture industry in the advanced countries.

The team should not exceed nine members, including the team leader at a time.

A visit should not exceed seven days excluding the journey days.

11. These study tours would be in addition to the various other programmes sponsored by NHB/GOI under technical cooperation, training workshops, seminars and exhibitions etc. The expenditure for travel and per diem shall be borne by NHB as per Government of India approved rates. The names of the officers from the State Horticulture Departments shall be finalised by NHB after observing the outstanding merit and performance of such officers in the field.

12. Honorarium to Scientists for Effective Transfer of Technology.

Honorarium to scientists/experts for facilitating effective transfer of technology as per the details of schemes covered under Development of High quality commercial Horticulture and Transfer of Technology.

Pattern of Assistance

Grant upto Rs. 20,000/- for one expert for a group of upto 5 experts per project would be provided with a ceiling of Rs. 1.00 lakh per project. A committee of NHB shall recommend such proposals.

APPLICATION FORMAT

The Application Format for components at Sr. Nos. 1, 2, 5 & 6 above, is given at Annexure-6.

Annexure-6

Application form for Seeking Financial Assistance from National Horticulture Board under Scheme “Technology Development and Transfer for Promotion of Horticulture”

A. General Information about beneficiary Organizations

1. Name of the Organization with full address
2. Status
3. Name of the person whom correspondence to be made, together with his telephone and telegraphic address / Fax number, if any
4. Year of establishment (wherever applicable)
5. Whether registered under the Registration of Societies Act, 1860 or any similar State statute (Registration number & date to be given) & attach a certificate by Gazetted officer in case of NGO's.) (wherever applicable)
6. Major objectives of the organization. Attach certified copy of Bye-laws of the society by Gazetted office in case of NGO's. (wherever applicable)
7. Total number of the members in the organization as on 31" March (Year to be mentioned) in case of NGO's, Association of Growers [wherever applicable]
8. Summary of the activities undertaken by the organization in the last year.
9. Audited balance sheet of last 3 years duly certified by C.A. (wherever applicable)
10. Other sources from which financial assistance is received by the organization.
11. Whether the organization agrees to maintain a proper separate account of the grant sanctioned by the Board.

12. Whether applied for assistance previously, if so, with what results.
13. Details of financial assistance already received from the Board, if any, and the purpose for which it was received.

Year	Amount of grant	Purpose in brief	Total exp. Incurred	Amount of grant utilized	Has utilization certificate been accepted by the Board	Remark

B. Project Proposal

- i. Details of die project proposal with justification for implementation.
- ii. Requirement of funds.
- iii. Total financial assistance sought from the Board.
- iv. Has any grant of the same purpose been applied for from any other sources, if so, please state.

C. Supporting documents and Annexures relating to project proposal

Certified that the information given above is correct and we agree to abide by the rules and regulations of the Board for utilization of the financial assistance sought for.

Signature of Authorized Authority