

Mission for Integrated Development of Horticulture (MIDH) – A Centrally Sponsored Scheme

INTRODUCTION

Mission for Integrated Development of Horticulture (MIDH) is a Centrally Sponsored Scheme (CSS) for the holistic growth of the horticulture sector covering fruits, vegetables, root & tuber crops, mushrooms, spices, flowers, aromatic plants, coconut, cashew, etc with 90% contribution of GOI and 10 % contribution by State Government.

MISSION OBJECTIVES

Main objectives of the Mission are:

- a) Promote holistic growth of horticulture sector, through area based regionally differentiated strategies, which includes research, technology promotion, extension, post harvest management, processing and marketing, in consonance with comparative advantage of each State/region and its diverse agro-climatic features;
- b) Encourage aggregation of farmers into farmer groups like FIGs/FPOs and FPCs to bring economy of scale and scope.
- c) Enhance horticulture production, augment farmers income and strengthen nutritional security;
- d) Improve productivity by way of quality germplasm, planting material and water use efficiency through Micro Irrigation.
- e) Support skill development and create employment generation opportunities for rural youth in horticulture and post harvest management, especially in the cold chain sector.

STRATEGY

- a) Adopt an end-to-end holistic approach covering pre-production, production, post harvest management, processing and marketing to assure appropriate returns to growers/producers.
- b) Promote R&D technologies for cultivation, production, post-harvest management and processing with special focus on cold chain infrastructure for extending the shelf life of perishables.

- c) Improve productivity by way of quality through:

- i. Diversification from traditional crops to plantations, orchards, flowers, vegetable gardens.
 - ii. Extension of appropriate technology to farmers for high-tech horticulture including protected cultivation and precision farming.
 - iii. Increase of acreage of orchards and plantation crops,
- d) Improve post harvest management, processing for value addition and marketing infrastructure.
 - e) Adopt a coordinated approach and promote partnership, convergence and synergy among R&D, processing and marketing agencies in public as well as private sectors, at the national, regional, state and sub-state levels;
 - f) Promote FPOs and their tie up with Market Aggregators (MAs) and Financial Institutions (FIs) to support and adequate returns to farmers.
 - g) Support to capacity-building and Human Resource Development at all levels.

Key Elements of MIDH

- Base line survey
- Involvement of PRI
- Area based Annual and Perspective Plans
- Applied Research with focus on Region and crop
- Demand driven production based on cluster approach
- Availability of quality seeds and planting material
- Technology driven programmes to improve productivity and quality, e.g.
 - Rejuvenation with improved cultivars.
 - High Density Plantations.
 - Use of Plastics.
 - Bee-keeping for crop pollination
 - Capacity building of farmers and personnel
 - Mechanization
 - Demonstration of latest technologies
- Post Harvest Management and cold chain
- Marketing infrastructure development
- Aggregation of farmers into FPOs/FPCs.
- Data base generation, compilation and analysis
- Technical Support by National Level Agencies.

Production & Productivity Improvement

- Adoption of improved and appropriate technologies for ensuring quality, including genetic up-gradation of all horticultural crops and addressing challenges of climate change.
- Adoption of area based cluster approach towards developing regionally differentiated crops, which are agro-climatically most suitable for the State/region.
- Production & distribution of good quality planting material through establishment and up-gradation of nurseries and TC Units.
- Bringing addition new areas under improved varieties of horticultural crops.
- Popularizing & Production of Mushroom through setting up of individual mushroom production, spawn production and compost making units in Public & Private Sector.
- Rejuvenation / Replacement of senile plantations / canopy management
- Creation of Water Sources
- Protected Cultivation
- Promotion of Integrated Nutrient Management (INM) and Integrated Pest Management (IPM)
- Adoption of Organic Farming and establishment of Vermicompost Units.
- Centre of Excellence for Vegetables which will serve as demonstration and training centre as well as source of quality planting material of vegetable seedlings.
- Pollination Support through Bee-keeping.
- Horticulture Mechanization
- Human Resource Development (HRD) in Horticulture

Cost norms and pattern of assistance under Mission for Integrated Development of Horticulture (MIDH)

SI No	Items	Unit	Cost norms (Total Project Cost)	Provision for financial Assistance from MIDH	Pattern of Assistance
B1	Production of planting material				
i	Small Nursery (1 ha)				
a	Public sector	nos	Rs. 15.00 lakh/ha	Rs. 15.00 lakh/ ha	100% of cost
b	Private sector	nos	Rs. 15.00 lakh/ha	Rs. 7.50 lakh/ ha	50 % credit linked back-ended subsidy of cost, as project based activity.
ii	Upgrading nursery infrastructure to meet accreditation norms				
a	Public Sector	nos	Rs.10.00 lakh/nursery of 4 ha	Rs. 10.00 lakh/ nursery of 4 ha	100% of cost
b	Private sector	nos	Rs.10.00 lakh/nursery of 4 ha	Rs. 5.00 lakh/ nursery of 4 ha	50% of cost subject to a maximum of Rs. 5.00 lakh/nursery of 4 ha.
iii	Strengthening of existing Tissue Culture (TC) units				
a	Public Sector	nos	Rs. 20.00 lakh /unit	Rs. 20.00/ unit	100% of cost
b	Private sector	nos	Rs. 20.00 lakh /unit	Rs. 10.00/ unit	credit linked back ended subsidy @ 50% of cost
iv	Seed production for vegetables and spices for Open pollinated crops				
a	Public Sector	ha	Rs. 0.35 lakh/ha	Rs. 0.35 lakh/ha	100% of cost
b	Private sector	ha	Rs. 0.35 lakh/ha	Rs. 0.175 lakh/ha	50% of cost
v	Seed infrastructure (for handling, processing, packing, storage etc. of seeds meant for use as seed material for cultivation of horticulture crops)				
a	Public Sector	nos	200.00	200.00	100% of cost
b	Private sector	nos	200.00	100.00	credit linked back subsidy @ 50% of cost of project.

B2	Establishment of new gardens (Area expansion - for a maximum area of 4 ha per beneficiary)				
I	Fruits				
a	Cost Intensive crops (without integration)				
i	Pineapple (sucker)	ha	Rs. 0.875 lakh/ ha	Rs 0.4375 lakh/ ha	50 % assistance in 2 years 1 st year – Rs. 0.328 lakh & 2 nd year Rs.0.1095 lakh (75 : 25)
ii	Banana (sucker)	ha	Rs. 0.875 lakh/ ha	Rs 0.4375 lakh/ ha	50 % assistance in 2 years 1 st year –Rs. 0.328 lakh & 2 nd year Rs. 0.1095 lakh (75 : 25)
b	High Density Planting (without integration)				
i	Mosambi/ Mango / Guava /Citrus etc.	ha	Rs. 1.00 lakh/ha	Rs 0.50 lakh/ ha	50 % assistance in 3 year 1 st year – Rs. 0.30 lakh, 2 nd year – Rs. 0.10 lakh, 3 rd year – Rs. 0.10 Lakh (60 :20:20)
C	Normal Spacing(without integration)	ha	Rs. 0.60 lakh/ha	Rs 0.30 lakh/ ha	50 % assistance in 3 year 1 st year – Rs. 0.15 lakh, 2 nd year – Rs. 0.075 lakh, 3 rd year – Rs. 0.075Lakh (60 :20:20)
II	Vegetable (For a maximum of 2 ha per beneficiary)	ha	Rs. 0.50 lakh/ ha	Rs. 0.25 lakh/ ha	50 % assistance
III	Mushrooms				
i	Production Unit				
a	Public Sector	nos	Rs. 20.00 lakh/ unit	Rs. 20.00 lakh/ unit	100% of the cost
b	Private sector	nos	Rs. 20.00 lakh/ unit	Rs. 8.00 lakh/ unit	40% of cost, for meeting the expenditure on infrastructure, as credit linked back ended subsidy
i	Spawn Making Unit				
a	Public Sector	nos	Rs 15.00	Rs. 15.00	100% of the cost

			lakh/unit	lakh/ unit	
b	Private sector	nos	Rs 15.00 lakh/unit	Rs. 6.00 lakh/ unit	40% of cost, for meeting the expenditure on infrastructure, as credit linked back ended subsidy
IV	Flowers (For a maximum of 2 ha per beneficiary)				
a	Cut Flower (Rose)	ha	Rs. 1.00 lakh/ ha	Rs 0.50 lakh/ha	50 % assistance
b	Bulbous Flower (Gladiolus, Tuberose)	ha	Rs. 1.50 lakh/ ha	0.75 lakh/ ha	
c	Loose Flower (Marigold)	ha	Rs. 0.40 lakh/ ha	0.20 lakh/ ha	
V	Spices (For a maximum of 4 ha per beneficiary)				
a	Seed Spice and Rhizomatic Spices	ha	Rs. 0.30 lakh/ ha	Rs. 0.15 lakh/ ha	50 % assistance
b	Perennial spices (black pepper)	ha	Rs. 0.50 lakh/ ha	Rs. 0.25 lakh/ ha	
VI	Plantation Crops (For a maximum of 4 ha per beneficiary)				
i	Cashew & Cocoa (Without Integration)	ha	Rs. 0.50 lakh/ha	Rs. 0.25 lakh/ha	50 % assistance in three year 1 st year – Rs.0.15 lakh, 2 nd year – Rs. 0.05 lakh, 3 rd year – Rs. 0.05 lakh(60 :20:20)
B3	Rejuvenation/ Replacement of Senile Plantation, Canopy Management	ha	Rs. 0.40 lakh/ha	Rs. 0.20 lakh/ha	50 % assistance
B4	Creation of Water resources				
i	Community tanks/on farm ponds/on farm water reservoirs with use of plastic/ RCC lining	nos	Rs.25.00 lakh / unit	Rs.25.00 lakh / unit	100% of the cost to irrigate 10 ha command area
ii	Water harvesting system for individuals- for storage of water in 20mx20mx3m ponds/tube wells/dug wells @ Rs.125/-cum	nos	Rs.1.80 lakh / unit	Rs.0.90 lakh / unit	50 % assistance

B5	Protected Cultivation				
1	Green House Structure				
a	Naturally ventilated system				
i	Tubular structure	Sq.m	Rs. 0.0106 lakh/ sqm	Rs. 0.0053 lakh/ sqm	
2	Shade Net House				
i	Tubular structure	Sq.m	Rs. 0.00816 lakh/ sqm	Rs. 0.00408 lakh/ sqm	
3	Plastic Tunnels	Sq.m	Rs. 0.00075 lakh/ sqm	Rs. 0.00038 lakh/sqm	
4	Cost of planting material of high value vegetables grown in polyhouse	Sq.m	Rs. 0.0014 lakh/ sqm	Rs. 0.0007 lakh/ sqm	50 % assistance
5	Cost of planting material of Orchid & Anthurium grown in polyhouse	Sq.m	Rs. 0.007 lakh/ sqm	Rs 0.0035 lakh/ sqm	
6	Cost of planting material of Gerbera grown in polyhouse	Sq.m	Rs. 0.0062 lakh/ sqm	Rs. 0.0031/ sqm	
7	Plastic Mulching	ha	Rs. 0.368 lakh/ ha	Rs.0.184/ha	
B7	Promotion of Integrated Nutrient Management(INM) Integrated Pest Management (IPM)				
i	Promotion of IPM/INM Rs. 4000/ha 30% of cost subject to a maximum of Rs 1200/ha limited to 4.00 ha/ beneficiary	ha	Rs. 0.04 lakh/ ha	Rs. 0.012lakh / ha	30 % assistance
ii	ii) Disease forecasting unit (PSUs) Rs. 6.00 lakh/unit	nos	Rs. 6.00 lakh/ nos	Rs. 6.00lakh / nos	100 % of costs.
iii	Bio control lab				
a	Public Sector				
b	Private sector				
	iv) Plant Health Clinics				

	Rs. 25.00 lakhs/unit 100% to Public sector and 50% to private sector.				
v	Leaf /Tissue analysis labs				
a	Public Sector				
b	Private sector				
6	Pollination support through Bee Keeping				
i	Honey bee colony	nos	Rs 0.020 lakh/ 8 nos frames	Rs. 0.008 lakh/ 8 nos frame	40% of cost in private sector(beneficiary)
ii	Bee hives	nos	Rs. 0.016 lakh/ hive	Rs. 0.008 lakh/ hive	
iii	Equipments , food grade container, etc	nos	Rs. 0.20 lakh/ Equipment	Rs. 0.08 lakh/ Equipment	
7	Horticulture Mechanization				
i	Power Tiller (8 BHP or above)	nos	Rs. 1.50 lakh/ nos	Rs. 0.75 lakh/ nos	50% of cost in private sector(beneficiary)
B13	HRD				
i	Training of farmers				
a	Within State	nos.	Rs.0.01 lakh/ nos	Rs.0.01 lakh/ nos	100 % assistance
b	Outside State	nos.	Rs.0.15 lakh/ nos	Rs.0.15 lakh/ nos	
iv	Exposure visit of farmers				
a	Outside the State	nos.	Rs. 0.15 lakh/ nos	Rs. 0.15 lakh/ nos	
	Integrated Post Harvest Management				
C1	Pack house/On farm collection & storage unit (9 m x 6 m)	nos	Rs. 4.00 lakh/ nos	Rs.2.00 lakh/ nos	50 % assistance of capital cost
C2	Integrated pack house with facilities for conveyer belt, sorting, grading units, washing, drying and weighing (9mx18m)	nos	Rs.50.00 lakh/ nos	Rs.25.00 lakh/ nos	Credit linked back-ended subsidy @ 50% of cost for individual entrepreneurs
C3	Pre cooling unit (50% cost)	nos	Rs.25.00 lakh/ nos	Rs.12.50 lakh/ nos	
C4	Cold room (staging) 30 MT capacity	nos	Rs.15.00 lakh/ nos	Rs. 7.50/ nos	
C6	Cold Storage				
i	Cold Storage Type 1 (Maximum 5 MT	MT	Rs 8.00 lakh/ MT	Rs 4.00 lakh/ MT	Credit linked back-ended subsidy @ 50 % of the

	Capacity)				cost of project per beneficiary
ii	Cold Storage Type 2 (Maximum 5 MT Capacity)	MT	Rs 10.00 lakh/ MT	Rs 5.00 lakh/ MT	
C8	Refrigerated Transport Vehicle	nos	Rs 26.00 lakh/ nos	Rs 13.00 lakh/ MT	
C9	Primary/mobile/mimimal processing unit in hilly areas (55% subsidy)	nos	Rs 25.00 lakh/ nos	Rs 13.75 lakh/ MT	Credit linked back-ended subsidy @ 55 % of the cost of project per beneficiary
C12	Preservation Unit (low cost)				
a	New Unit	nos	Rs 2.00 lakh/ nos	Rs 1.00 lakh/ nos	Credit linked back-ended subsidy @ 50 % of the cost of project per beneficiary
b	Up-gradation unit	nos	Rs 1.00 lakh/ nos	Rs 0.50 lakh/ nos	
D	Marketing Infrastructure				
D3	Rural Markets/ Apni Mandies	nos	Rs. 25.00 lakh/ nos	Rs. 13.75 lakh/ nos	Credit linked back-ended subsidy @ 55% per beneficiary
D5	Mobile vending cart	nos	Rs. 30.00 lakh/ nos	Rs. 15.00 lakh/ nos	Credit linked back-ended subsidy @ 50% per beneficiary
D6	Functional infrastructure for				
i	Collection, sorting/ grading, packing units etc	nos	Rs. 15.00 lakh/ nos	Rs. 8.25 lakh/ nos	Credit linked back-ended subsidy @ 55% per beneficiary
E1	Food Processing Unit	nos	Rs. 800.00 lakh/ nos	Rs. 400.00 lakh/ nos	Credit linked back-ended subsidy @ 50% per beneficiary
F	Special Intervention				
F1	Innovative interventions not covered under any GoI schemes				
i	Enhancement of value chain in pine apple	nos	Rs. 100.00 lakh/ nos	Rs. 100.00 lakh/ nos	100 % subsidy
G	Mission Management				
G3	Seminar/ Conference/ Mela/ Horti. Expo etc.				
c	State Level (Rs. 3.00 lakh per event)	nos	3.00	3.00	100 % subsidy
d	District Level (Rs. 2.00 lakh per event)	nos	2.00	2.00	100 % subsidy
G7	Promotion of Farmers Producer Organization/ FPO/ FIG of 15-20 farmers/ 20 ha	nos	16.32	16.32	100 assistance as project based