

**F. No. 33-4/2016-MIDH(AAP)**  
**Government of India**  
**Ministry of Agriculture & Farmers Welfare**  
**Department of Agriculture & Cooperation**  
**(Horticulture Division)**

Room No.- 434  
Krishi Bhawan, New Delhi  
Dated: 11<sup>th</sup> August, 2016

To

Director General,  
National Institute of Agricultural Marketing (NIAM),  
Kota Road, Bambala, Near Sanganer,  
Jaipur, Rajasthan-302033

**Subject: Implementation of National Horticulture Mission (NHM) programme-  
Approval of Annual Action Plan (AAP) 2016-17 - regarding.**

Sir,

I am directed to convey the approval for implementation of National Horticulture Mission (NHM) programme by National Institute of Agricultural Marketing (NIAM) during 2016-17 with an outlay of Rs. 2.00 crore. The component wise details of Annual Action Plan, 2016-17 indicating physical targets and financial outlay are enclosed. Details are also available on NHM website.

It is requested that the programme may be implemented as per the provisions and norms of the NHM scheme. The monthly progress may be posted on the website by the 5<sup>th</sup> of every month and hard copy be furnished to this Department by the 10<sup>th</sup> of every month.

**Encl: as above**

Yours faithfully,



**(M.K. Mishra)**  
Under Secretary to the Govt. of India (MIDH)  
Ph. No. 011-23074238  
Email: [mrityunjaya.m@nic.in](mailto:mrityunjaya.m@nic.in)

**Component-wise details of physical target and financial outlay  
approved for implementation of NHM programme by NIAM during  
2016-17**

Rs. In Lakhs

Sl. No	Projects	Financial Outlay
1	Marketing Strategies for Horticultural Crops in Meghalaya	45.10
2	Marketing Strategies for Horticultural Crops in Tripura	45.10
3	An Analysis of Comparative Advantage of NER Region for Export of Horticultural Produce	25.08
4	Marketing Strategies for Horticultural Crops in Assam	45.10
5	An analysis of Makhana Value Chain to Enhance Farmers Integration with the Market	39.62
	<b>Total</b>	<b>200.00</b>

*mhs*