

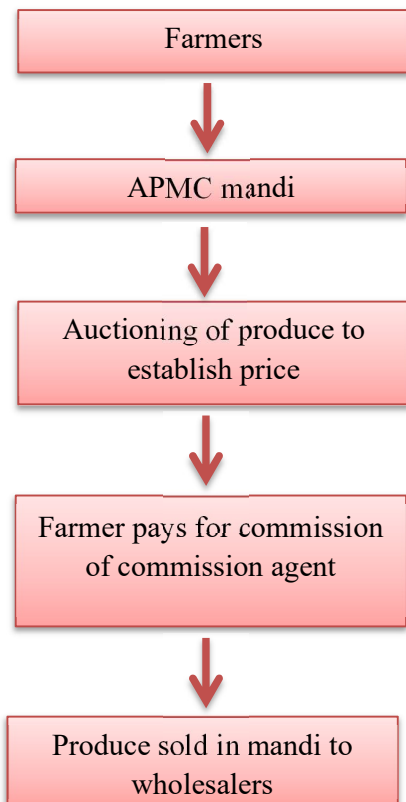
## Horticulture based APMC

APMC means the Agricultural Produce & Livestock Market Committee established under the provisions of APLM Act. Agricultural Produce Market Committee (APMC) Yard / Regulated Market Committees (RMC) Yard is any place in the market area managed by a Market Committee, for the purpose of regulation of marketing of notified agricultural produce and livestock in physical, electronic or other such mode. -The place shall include any structure, enclosure, open space locality, street including warehouse/silos/pack house/cleaning, grading, packaging and processing unit present in the Market Committee of the defined market area.

An assessment of crop losses conducted by the Indian Council of Agricultural Research in 2016 revealed that about 3.9% to 6% cereals, 4.3% to 6.1% pulses, 2.8% to 10.1% oilseeds, 5.8% to 18.1% fruits, and 6.9% to 13% vegetables were lost during harvesting, post-harvesting activities, handling and storage.

This report is a detailed feasibility study on setting up various post-harvest infrastructures in horticulture based APMCs/ RMCs to reduce the post-harvest losses and for providing advanced facilities to the farmers.

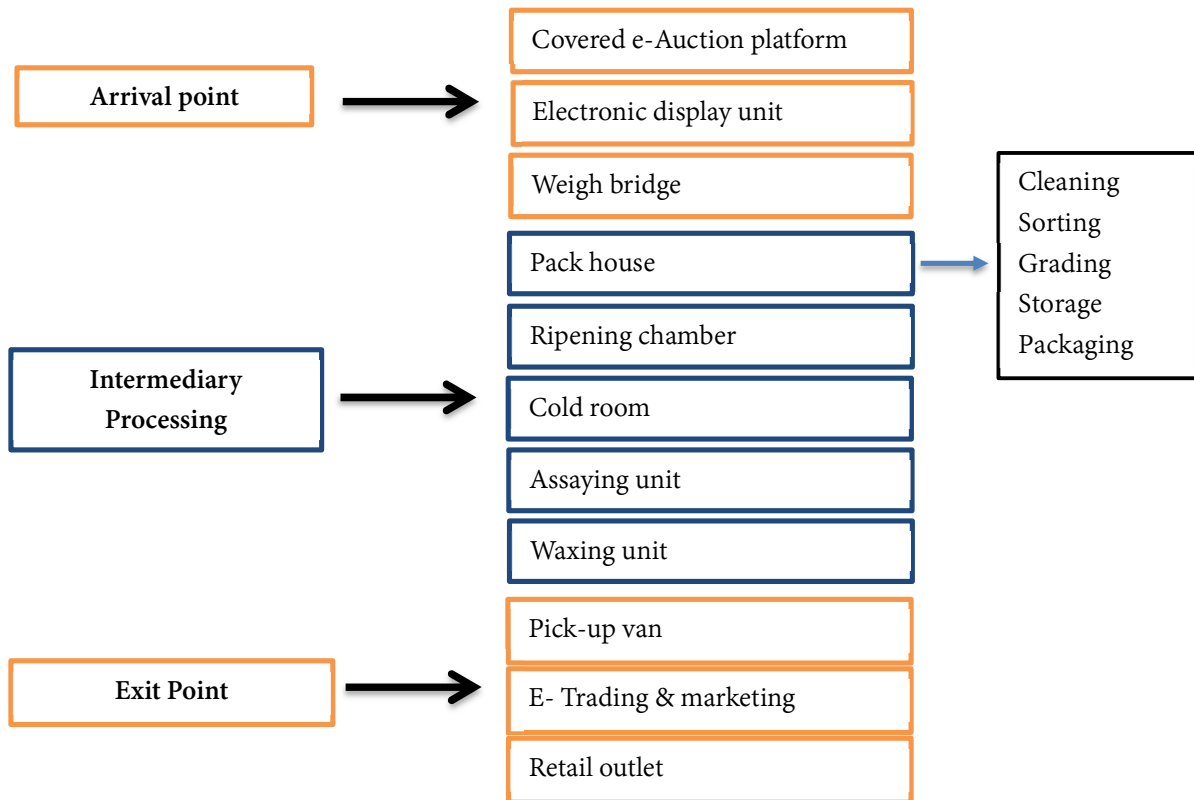
### Existing produce flow in APMCs.



The agricultural marketing system in the country needs to be integrated and strengthened. Agriculture and agricultural marketing need to be remodelled to respond to the market needs and consumer preferences. The Government of India has been taking various initiatives for bringing positive changes in the agricultural marketing sector as these markets are important for small farmers who may not attract large buyers for direct purchase.

### Proposed structure

The present infrastructure of most of the APMCs in the country is inadequate and led to high wastage. The need of the hour is that the present system needs well-functioning markets to drive growth and economic prosperity. In order to understand the whole produce flow in the APMCs, process can be divided into three phases; Arrival point, Intermediary Processing and Exit point. Proposed activities under each of the phase are illustrated below.



The present auctioning system is manual and cumbersome, resulting in lack of transparency and delayed payment to farmers. To resolve the problem, electronic and covered auction place is proposed to be constructed.

Generally after arrival, farmers sell their produce without any primary processing like grading and assaying. A batch/ consignment of fruits and vegetables contains produce of various grade (A, B and C- A being the highest quality produce), as the produce is not sorted or segregated basis the quality, the batch/ consignment is being sold at single price. The idea behind setting up a pack house at the APMC premise is to segregate the batch based on quality of produce. The 'A' quality produce being the best, fetch the premium price and the balance produce being sold at the prevailing prices for the market. Additionally, due to increased health awareness amongst the final consumers, the assaying units help the farmers in clinching better prices for the produce.

The third and most important phase is to facilitate the farmers with the pickup facilities, e-trading and marketing and Retail outlet. Till today some farmers are relying on bullock-cart to bring their produce to APMC where they face inconvenience and loss of produce. To remove the difficulties, the APMC can provide the pickup on rental basis facility to farmers so that the produce could be brought to the APMC without any inconvenience to farmers. To cope up with the times of electronic markets, the APMC can expedite the process by developing an e-trading and marketing platform. This would involve making an application or website as marketplace for farmers so that the produce could be sold at single click to the consumers. Another facility for making APMC brand name for ace quality produce is to have retail outlet in APMC. This way APMC can give competition to big brands in retail market.



Picture: Pack house

**Table: List of fruits and vegetables generally found in Haryana's horticulture based APMCs.**

Fruits		Vegetables	
Apple	Peach	Parmal	Garlic dry
apricot	Peer	bottle guard	Ginger
anar	Plum	Arum	Torayi
banana	Sanghara	Bitter guard	Lady finger
ber	Sapota	brinjal	Lemon
Castaud apple	Sweet lime	cabbage	Linseed
Grapes	Water melon	carrot	Long melon
Guava		Cauli flower	Onion
Kinnow		Chappan kadu	Potato
Litchi		Cucumber	Pumpkin
Loquat		Culster bean	Radish
Orange		Dry peas	Tinda, Turnip
Mango		Elephant foot	Tomato
Mosambi		French beans	sweet potato

1. AIF template-

<https://www.agriinfra.dac.gov.in/Documents/Circular/B85D81772DD34C9FB5FD90DEBA022854.pdf>

2. Arrival and Exit unit

- a. Total project cost = Rs. 67.00 lakhs
- b. Plant and machinery – Page 4 of Arrival and Exit DPR (see attachments)
- c. Revenue details – Page 13 of Arrival and Exit DPR (see attachments)
- d. Profit and loss statement – Page 5 of Arrival and Exit DPR (see attachments)
- e. Means of finance – Page 3 of Arrival and Exit DPR (see attachments)

3. Pack house (including cleaning, grading, packaging, cold room etc.) & Assaying unit

- a. Total project cost = Rs. 198.00 lakhs

- b. Plant and machinery – Page 4 of pack house DPR (see attachments)
  - c. Revenue details – Page 13 of pack house DPR (see attachments)
  - d. Profit and loss statement – Page 5 of pack house DPR (see attachments)
  - e. Means of finance – Page 3 of pack house DPR (see attachments)
4. Ripening chamber
- a. Total project cost = Rs. 91.00 lakhs
  - b. Plant and machinery – Page 4 of Ripening Centre DPR (see attachments)
  - c. Revenue details – Page 13 of Ripening Centre DPR (see attachments)
  - d. Profit and loss statement – Page 5 of Ripening Centre DPR (see attachments)
  - e. Means of finance – Page 3 of Ripening Centre DPR (see attachments)
5. Waxing Plant
- a. Total project cost = Rs. 81.00 lakhs
  - b. Plant and machinery – Page 4 of Waxing Plant DPR (see attachments)
  - c. Revenue details – Page 13 of Waxing Plant DPR (see attachments)
  - d. Profit and loss statement – Page 5 of Waxing Plant DPR (see attachments)
  - e. Means of finance – Page 3 of Waxing Plant DPR (see attachments)
6. Cold Storage
- a. Total project cost = Rs. 106.70 lakhs
  - b. Plant and machinery – Page 4 of Cold Storage DPR (see attachments)
  - c. Revenue details – Page 13 of Cold Storage DPR (see attachments)
  - d. Profit and loss statement – Page 5 of Cold Storage DPR (see attachments)
  - e. Means of finance – Page 3 of Cold Storage DPR (see attachments)
- In addition to the above APMC shall have basic facilities like Water, electricity, road, staying
    - 1. Roads
    - 2. Power availability – generator room, Transformer house
    - 3. Check Post
    - 4. Water Tower / Tank
    - 5. Weigh bridge
    - 6. Covered Auction place
    - 7. Digital display units