

DEPARTMENT OF HORTICULTURE HIMACHAL PRADESH

MARKETING BRANCH

ACTIVITIES AND ACHIEVEMENTS

Schemes

1. Market Intelligence: - Under Market Intelligence the data of modal whole sale price of 'A' quality medium grade fruits are collected from various markets through different market authorities viz., APMCs as well as National Horticulture Board during the market season of different fruits. The same is broadcasted through all India Radio, Shimla during the season for the benefit of fruit Growers of the state and other market agencies. Benefits of the Market Intelligence are: -

- i. It helps the producer in taking decisions regarding dispatch of fruits to the favorable markets.
- ii. It helps the Government in taking decisions with regard to timely arrangements of packing material, storage, transport, and announcement of support price etc.

2. Picking, grading and packing: - In order to enable the fruit growers for fetching remunerative prices of their produce, the scheme aims at demonstration of proper handling grading & packing of fruits

The demonstrations provided to the orchardist's of the state as on 30.11.2020 during the year 2020-21 through field offices is given as under: _

S. No.	Year	Total No. of Boxes graded & packed by way of demonstration		No. of Farmers Benefitted
		Target	Achievement till date	
1.	2020-21	33344	24473	8532

3 . Market Survey Scheme:- Under Market Survey Scheme, study is being got conducted on various important issues relating to production and Marketing cost of Horticulture produce from the Agro- Economic Research Centre (AERC) H.P., University Summer Hill, Shimla, in order to plan production and marketing strategy of Horticulture produce in a more systemic and scientific way after analyzing report. It also help the Government in taking decision and announcement of the support price etc.

4. Market Intervention Scheme: - The Government of India has been implementing Market Intervention Scheme (MIS) for various horticultural commodities since 1983-84 on the request of State Government in the event of down fall in prices below economic levels to save the farmer from distress sale of their produce. At present MIS is being implemented for Mango (processing

grade Grafted, Seedling & Unripe achari, Mango) Apple (C grade) and Citrus fruits (Kinnow, Malta & Sangtra B&C grade and Galgal all grades). At present MIS scheme 2020-21 is being implemented as per detail given below :-

S. No	Name of Fruit	Total Number of Centres			Procurement Price (Rs. per Kg)	Total quantity Procured (MT) as on 13.11.2020	Value of the fruit (Lakh)	Date of opening to closing
		HPMC	HIMFED	Total				
1	Apple	163	120	283	8.50	37931.29	3224.16	20-7-20 to 15.11.2020
2	Citrus	34	20	54		--	--	21-11-20 to 25-02-21
	Kinnow/ Malta/ Santra				7.50 (B) 7.00 (C)	--	--	
	Galgal (all grade)				6.00 all grades	--	--	
3	Mango	22	18	40		---	--	01-7.2020 to 31.08.20
	Seedling				8.5	118.266	12.80	
	Grafted				8.5	31.460		
	Unripe achari Mango				8.5	0.882		
						150.608		

OTHER FACILITIES

1. Establishment of Control Room:- Every year Apple control room at Fagu near Bhekhalti and Chohra at Kinnaur are opened and the departmental officials are deputed over there to ensure the availability of trucks for the transportation of apple and maintaining data regarding number of boxes exported from the District / State. During the year 2020-21 control room Fagu was opened w.e.f 15.07.2020 to 31.10.2020 and 1,24,07,135 No. of apple boxes were entered during the season till 30.10.2020.

II. Arrangement of packaging material : - Packing is a fundamental element in the transportation to protect produce from damage and contamination. Corrugated Fibre Board (CFB) is gaining popularity among fruit growers as packaging article and has almost substituted the traditional wooden boxes. The State Government has nominated agencies/ corporation Viz., HPMC, HIMFED, KINFED (for Kinnaur District only) for supply of Cartons to the fruit growers of the state at reasonable rates. 6.62 Lakh Number of Cartons have been provided to the apple growers during the year 2020-21.

Carton Testing: - Department is providing carton testing facilities to provide quality cartons to the fruit growers. This is the only carton testing laboratory established in public sector in the state. During the year 52 number samples of cartons were tested and Rs. 78,000/- were charged as testing fee.

Budget Allocation:-

Budget under Marketing and Quality Control Scheme (Subsidy) for the year 2020-21.

S.No.	Name of Scheme	Budget Allocation (Rs. In Lakh)	Expenditure (Rs. In Lakh) till date	Balance (Rs. In Lakh)
1.	General Plan (GIA)	2433.00 3.00	2433.00 --	--- 3.00
2.	SCSP	346.00	346.00	--
3.	BASP	275.00	275.00	--
4.	TASP	123.00	123.00	--
Total		3180.00	3177.00	3.0

Budget allocated for the purchase of plastic crates during the year 2019-20

Year	Budget allocated in Lakhs	Expenditure till date	Remarks
2019-20	200.00	--	Supply orders were issued on 22.02.2020, but due to Covid -19 pandemic supply could not be effected till date

Under the scheme plastic crates provided on 50% subsidy to the fruit growers of the State