



# Project **MEUKART**

(meukart.com)

Medicinal Exchange for Unified Knowledge,  
Aggregation, Real-time Trade & Transparency

## DETAILED PROJECT PROPOSAL

2025-26



Proposed by  
**FPO CONNECT INDIA**  
PRIVATE LIMITED

**UTTARAKHAND**

A  
Project Proposal on

**Digital Market Intelligence & Trade Facilitation Platform for  
Medicinal Plants in Uttarakhand State**

Medicinal Exchange for Unified Knowledge, Aggregation, Real-time Trade & Transparency



Submitted to:  
**National Medicinal Plant Board, New Delhi**

Submitted through:  
**State Medicinal Plant Board, Uttarakhand**

Submitted By:

**FPOConnect India Private Limited  
Haridwar (Uttarakhand)**

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## EXECUTIVE SUMMARY

Particular	Details
<b>Project Title</b>	MEUKART - Digital Market Intelligence & Trade Facilitation Platform for Medicinal Plants (Uttarakhand Pilot)
<b>Full Form of MEUKART</b>	Medicinal Exchange for Unified Knowledge, Aggregation, Real-time Trade & Transparency
<b>Implementing Agency</b>	FPOConnect India Private Limited
<b>Submitting Authority</b>	Government of Uttarakhand
<b>Submitted To</b>	National Medicinal Plants Board (NMPB), Ministry of AYUSH, Government of India
<b>Project Duration</b>	12 Months (Pilot Phase)
<b>Geographic Coverage</b>	Selected medicinal plant clusters in 5 districts of Uttarakhand
<b>Project Category (NMPB)</b>	Market Development, Trade Facilitation, Digital Information Systems
<b>Total Project Cost</b>	₹92.00 lakh
<b>Financial Assistance Sought from NMPB</b>	₹73.60 lakh
<b>Implementing Agency Contribution</b>	₹18.40 lakh (cash and kind)
<b>Core Intervention</b>	Establishment of MEUKART (meukart.com) as a sector-specific digital market intelligence and advisory platform for medicinal plants
<b>Key Beneficiaries</b>	Medicinal plant cultivators, FPOs, SHGs, farmer collectives
<b>Primary Outputs</b>	Market intelligence dashboards, price & arrival data, advisories, cultivator & cultivar databases
<b>Expected Outcomes</b>	Improved price transparency, higher farmer realization, promotion of cultivation over wild sourcing
<b>Long-term Impact</b>	Sustainable medicinal plant value chains, reduced pressure on wild resources, replicable national model

# **Chapter 1: Sectoral Background, Problem Analysis & Justification**

## **1.1 Sectoral Background: Medicinal Plants in Uttarakhand**

Uttarakhand occupies a strategically important position in India's medicinal plant ecosystem due to its unique Himalayan geography, wide altitudinal range, and long-standing tradition of plant-based healthcare systems. The State is a natural habitat as well as a cultivation base for a large number of medicinal and aromatic plants that are integral to Ayurveda, Siddha, Unani, and modern pharmaceutical formulations. Both plain districts (such as Haridwar and Udham Singh Nagar) and hill districts (such as Chamoli, Almora, Pauri Garhwal, and Pithoragarh) contribute to the production and supply of medicinal plant raw materials.

Over the past decade, concerted efforts by the Government of India and the Government of Uttarakhand have led to an increased emphasis on **cultivation of medicinal plants** as a livelihood option for farmers, particularly in rainfed and marginal areas. Several Farmer Producer Organisations (FPOs), Self-Help Groups (SHGs), and community institutions have emerged around medicinal plant cultivation and primary aggregation. These initiatives align with national priorities of livelihood diversification, promotion of AYUSH systems, and conservation of forest resources.

However, while **production-side interventions**—such as planting material support, cultivation promotion, and training—have received policy attention, the **market-side ecosystem** for medicinal plants has remained comparatively underdeveloped. The absence of a structured, transparent, and information-driven market framework has constrained the full realization of economic potential for medicinal plant growers in the State.

## **1.2 Existing Marketing Structure for Medicinal Plants**

At present, marketing of medicinal plant produce in Uttarakhand primarily takes place through:

- Agricultural mandis and informal wholesale markets

- Local aggregators and commission agents
- Intermediary-driven supply chains linked to traders and processors

These channels are largely adapted from conventional agricultural commodity markets and are **not designed to address the specific characteristics of medicinal plant trade**, such as species-wise demand variability, quality sensitivity, post-harvest handling requirements, or regulatory considerations.

Price discovery in these markets is mostly opaque and localized. Information on prevailing wholesale prices, arrivals, seasonal trends, and buyer requirements is neither systematically captured nor disseminated. Farmers and small producer collectives typically sell produce based on immediate local offers, without adequate reference to broader market dynamics. As a result, bargaining power remains weak and price realization is often sub-optimal.

### **1.3 Key Problems and Gaps**

**1.3.1 Information Asymmetry and Opaque Trade Practices:** One of the most critical challenges in the medicinal plant sector is the **absence of reliable and accessible market information**. Farmers and growers generally do not have access to:

- Real-time or periodic data on wholesale prices
- Information on arrivals and demand trends in major markets
- Insights into inter-market price differentials
- Forward-looking signals on buyer preferences and quality standards

Trade practices, including grading, weighing, payment cycles, and quality assessment, are rarely documented in a transparent manner. This creates an environment of information asymmetry, where intermediaries and larger traders possess a disproportionate advantage over primary producers.

**1.3.2 Weak Market-Linked Advisory Systems:** While agricultural advisories in India have traditionally focused on production practices, **market-linked advisories for medicinal plants are largely absent**. Farmers lack guidance on optimal timing of harvest, aggregation strategies,

choice of markets, or price-based decision-making. Existing extension and advisory mechanisms are not sufficiently integrated with market intelligence, resulting in decisions that are disconnected from demand realities.

**1.3.3 Fragmented Databases of Cultivators and Cultivars:** There is no consolidated, verified database of medicinal plant cultivators, species grown, acreage, and production volumes at the State level. This fragmentation limits effective planning, weakens buyer confidence, and constrains the ability of institutions to design targeted interventions. The absence of such databases also affects traceability, quality assurance, and policy support mechanisms.

**1.3.4 Lack of Differentiation Between Cultivated and Wild-Sourced Produce:** A structural weakness in the current marketing system is the absence of an appropriate pricing regime that differentiates between cultivated and wild-sourced medicinal plant material. In many cases, wild-collected produce enters markets at competitive or lower prices, undermining incentives for farmers to invest in cultivation. This not only affects farmer incomes but also perpetuates pressure on natural ecosystems and forest resources.

**1.3.5 Limited Integration with Institutional Advisory and Call Centre Systems:** Medicinal plant-specific market information and advisories are not adequately mainstreamed into existing institutional platforms such as agricultural helplines or call centre systems. As a result, growers have limited access to authoritative, timely guidance related to markets, prices, and trade norms.

**1.3.6 Trade and Classification Challenges:** Medicinal plant commodities often face ambiguity in classification and coding for trade purposes. Inadequate streamlining of HS codes and commodity descriptions leads to inefficiencies in domestic and export trade, complicates data aggregation, and limits the visibility of the sector in formal trade statistics.

## **1.4 Consequences of the Existing Gaps**

The cumulative impact of these gaps is reflected in:

- Low and inconsistent price realization for medicinal plant growers
- High dependence on intermediaries; Weak incentives for organized cultivation

- Continued reliance on wild collection in certain species; Limited participation of FPOs and organized farmer collectives in value chains
- Underutilization of medicinal plant potential in achieving livelihood and conservation objectives

Without targeted intervention on the **market intelligence and trade facilitation side**, production-focused initiatives alone are insufficient to deliver sustainable outcomes.

## **1.5 Justification for the Proposed Intervention**

The proposed project is designed to address these systemic gaps through a **focused, pilot-scale intervention** centred on digital market intelligence, advisory dissemination, and trade facilitation. The establishment of **MEUKART (Medicinal Exchange for Unified Knowledge, Aggregation, Real-time Trade & Transparency)** as a dedicated digital platform responds directly to the identified challenges.

By generating and disseminating reliable data on prices, arrivals, and market trends, the project seeks to reduce information asymmetry and strengthen the decision-making capacity of farmers and FPOs. The integration of advisory services with market intelligence will enable producers to optimize returns rather than merely maximize output. The creation of structured databases of cultivators and cultivars will support institutional planning, buyer engagement, and policy formulation.

Importantly, the project introduces a pathway toward **pricing differentiation in favour of cultivated medicinal plant material**, thereby aligning economic incentives with conservation priorities. Through documentation of trade practices and support for improved commodity classification, the intervention will also contribute to smoother and more transparent trade processes. The involvement of the National **Medicinal Plants Board** is critical to this initiative, as the proposed intervention directly advances its mandate of promoting sustainable utilization, cultivation, market development, and conservation of medicinal plant resources.

## **Chapter 2: Project Objectives, Design Philosophy & MEUKART Conceptual Framework**

### **2.1 Overview**

The proposed project has been conceptualized as a **market-side institutional and digital intervention** for the medicinal plant sector in Uttarakhand. Unlike conventional projects that primarily focus on production enhancement, this initiative addresses the **structural weaknesses in marketing, trade transparency, and information flow** that limit farmer income realization and discourage systematic cultivation of medicinal plants.

At the core of the project is **MEUKART (Medicinal Exchange for Unified Knowledge, Aggregation, Real-time Trade & Transparency)**, to be operationalized through the domain **meukart.com**. MEUKART is envisaged as a **sector-specific digital platform** that functions as a public-interest market intelligence and trade facilitation system, rather than a commercial e-commerce marketplace. The design philosophy, objectives, and conceptual framework of the project are aligned with the mandate and funding priorities of the **National Medicinal Plants Board**, with a strong emphasis on sustainability, cultivation promotion, and farmer-centric outcomes.

### **2.2 Overall Objective of the Project**

The overall objective of the project is:

**To establish a transparent, data-driven, and farmer-centric digital market intelligence and trade facilitation system for medicinal plants in Uttarakhand, enabling improved price realization, promoting cultivation over wild collection, and strengthening sustainable medicinal plant value chains.**

This objective reflects a shift from isolated market transactions toward a **system-based approach** in which information, advisories, and institutional linkages collectively enhance the functioning of medicinal plant markets.

## **2.3 Specific Objectives**

The project seeks to achieve the following specific objectives over the 12-month pilot period:

1. **To generate reliable and regular market intelligence** on wholesale prices, arrivals, and demand trends for selected medicinal plant species in Uttarakhand.
2. **To document and systematize medicinal plant trade practices**, including grading norms, payment mechanisms, and market behavior, in order to improve transparency and policy understanding.
3. **To operationalize MEUKART as a dedicated digital platform** for dissemination of medicinal plant market information, advisories, and databases.
4. **To provide market-linked advisories to medicinal plant cultivators and FPOs**, supporting informed decisions on harvesting, aggregation, and timing of sales.
5. **To develop a structured and verified database of medicinal plant cultivators and cultivars**, enabling better planning, buyer engagement, and institutional support.
6. **To integrate medicinal plant market intelligence with institutional advisory systems**, including call centres and extension mechanisms.
7. **To support the development of a differentiated pricing framework** that favours cultivated medicinal plant material over wild-sourced produce.
8. **To strengthen trade facilitation and data consistency** through improved commodity classification and reference to HS code structures relevant to medicinal plants.

## **2.4 Design Philosophy of the Project**

The design philosophy of the project is guided by the following principles:

### **2.4.1 Market Intelligence as Public Infrastructure**

The project treats market information as a **public good** rather than a proprietary asset. MEUKART is designed to function as a digital public-interest infrastructure, ensuring that farmers, FPOs, and institutions have equitable access to reliable market data.

### **2.4.2 Farmer-Centric and FPO-Led Approach**

Farmers and Farmer Producer Organisations are placed at the centre of the intervention. Information flows, advisories, and platform features are designed to strengthen farmer bargaining power and collective action, rather than bypassing or disintermediating them.

#### **2.4.3 Non-Commercial, Facilitative Platform Design**

MEUKART is intentionally positioned as **non-exclusive and facilitative**, avoiding features that could be interpreted as speculative trading or profit-maximizing e-commerce. Any trade-related functionality is supportive in nature and aligned with transparency and efficiency objectives.

#### **2.4.4 Alignment with Conservation and Sustainability Goals**

The project explicitly integrates sustainability considerations by supporting pricing differentiation in favour of cultivated material and reducing incentives for unregulated wild collection.

#### **2.4.5 Scalability and Replicability**

The pilot is designed to generate evidence, systems, and institutional learning that can be scaled across Uttarakhand and replicated in other medicinal plant-rich states.

### **2.5 Conceptual Framework of MEUKART**

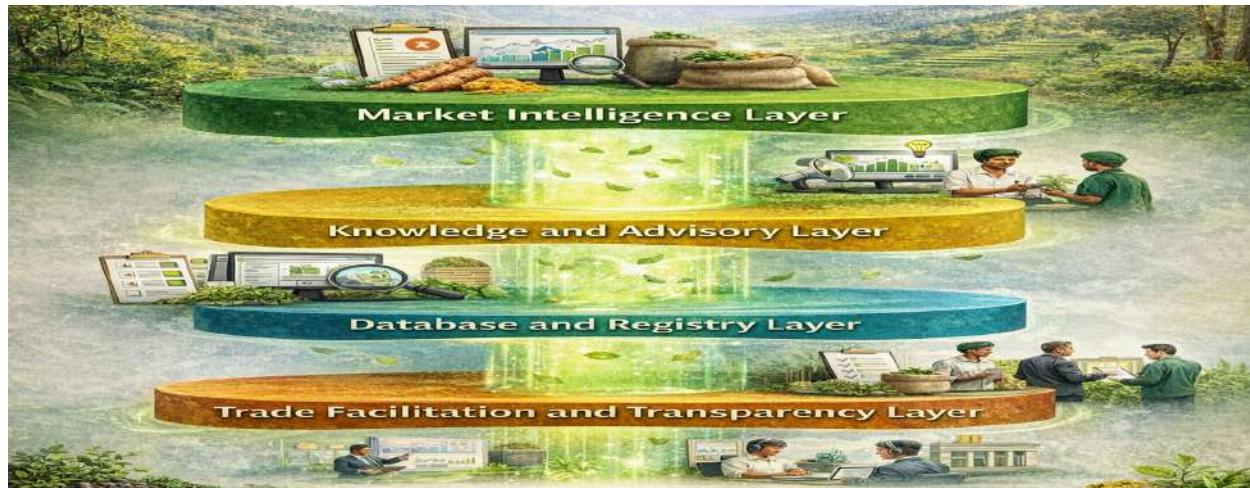
MEUKART serves as the **core digital and institutional backbone** of the project. Its conceptual framework integrates data generation, advisory dissemination, and trade facilitation into a single, coherent system.

#### **2.5.1 Functional Layers of MEUKART**

MEUKART is structured around five interlinked functional layers:

Layer No.	Layer Name	Components
1	<b>Market Intelligence Layer</b>	<ul style="list-style-type: none"><li>• Collection and aggregation of price, arrival, and demand data from selected markets.</li></ul>

		<ul style="list-style-type: none"> <li>Species-wise and market-wise analysis of trends.</li> </ul>
2	<b>Knowledge and Advisory Layer</b>	<ul style="list-style-type: none"> <li>Translation of market intelligence into actionable advisories.</li> <li>Dissemination of advisories to farmers and FPOs through digital and institutional channels.</li> </ul>
3	<b>Database and Registry Layer</b>	<ul style="list-style-type: none"> <li>Digital registry of medicinal plant cultivators, cultivars, and production estimates.</li> <li>Integration of field-verified data with market systems.</li> </ul>
4	<b>Trade Facilitation and Transparency Layer</b>	<ul style="list-style-type: none"> <li>Documentation of trade practices, quality norms, and buyer requirements.</li> <li>Reference frameworks for pricing differentiation and commodity classification.</li> </ul>
5	<b>Institutional Integration Layer</b>	<ul style="list-style-type: none"> <li>Linkages with call centres, extension services, and government systems for wider outreach and validation.</li> </ul>



## 2.5.2 Conceptual Flow of the MEUKART System

Stage	Description
Data Collection	Market prices, arrivals, trade practices captured from selected markets

Data Processing	Validation, analysis, and trend identification
Information Dissemination	Dashboards, advisories, alerts via MEUKART
Farmer Decision Support	Guidance on timing, quality, and markets
Feedback Loop	Usage data and field feedback inform refinements



This cyclical flow ensures that MEUKART remains responsive to ground realities and continuously improves its relevance and effectiveness.

## 2.6 Distinction from Conventional Digital Marketplaces

It is important to distinguish MEUKART from conventional agri-commerce or trading platforms. MEUKART does not aim to replace existing markets or create parallel trading systems. Instead,

it **augments existing market structures** by making them more transparent, informed, and efficient.

Key distinctions include:

- Focus on **information and facilitation**, not transaction margins
- Emphasis on **policy-aligned outcomes**, not volume maximization
- Integration with institutional systems rather than standalone operation

## 2.7 Alignment with NMPB Mandate

The conceptual framework of MEUKART is closely aligned with the objectives of the **National Medicinal Plants Board**, particularly in relation to:

- Promotion of medicinal plant cultivation
- Market development and value chain strengthening
- Sustainable utilization and conservation of resources
- Livelihood enhancement for farmers and collectors

By addressing market-side constraints through a structured digital intervention, the project complements existing cultivation and conservation initiatives supported by NMPB.

## 2.8 Summary of the Chapter

This chapter establishes the strategic logic of the project and positions MEUKART as an enabling system that connects farmers, markets, and institutions through transparent information flows. The objectives and design philosophy ensure that the intervention remains farmer-centric, sustainable, and scalable. In the subsequent chapters, the operational components, technology architecture, and implementation mechanisms of MEUKART are elaborated in detail.

# **Chapter 3: Project Components, Activities & Technology**

## **Architecture**

### **3.1 Overview**

This chapter details the **operational structure of the project**, including its major components, associated activities, and the technology architecture through which these activities will be delivered. The chapter also explains how **MEUKART (Medicinal Exchange for Unified Knowledge, Aggregation, Real-time Trade & Transparency)** hosted at **meukart.com** functions as the **integrated digital backbone** of the intervention.

The project components have been deliberately designed to remain **lean, pilot-oriented, and outcome-focused**, while ensuring that each activity directly addresses the sectoral gaps identified in Chapter 1 and aligns with the design philosophy outlined in Chapter 2. MEUKART is embedded across all components, not as a standalone IT deliverable, but as an enabling system that integrates market intelligence, advisory services, databases, and institutional linkages.

### **3.2 Project Components**

The project is organized into **seven mutually reinforcing components**, as outlined below:

<b>Component No.</b>	<b>Component Title</b>
1	Documentation of Medicinal Plant Trade Practices
2	Market Intelligence on Prices, Arrivals, and Trends
3	MEUKART Digital Platform Development & Deployment
4	Farmer Advisories and Communication Network
5	Cultivator and Cultivar Database Development
6	Institutional Integration and Call Centre Linkages
7	Pricing Framework and Trade Facilitation Support



# Components of Project **MEUKART**

1

- Documentation of Medicinal Plant Trade Practices

2



3

- MEUKART Digital Platform Development & Deployment



5

- Institutional Integration and Call Centre Linkages



1 Documentation of Medicinal Plant Trade Practices

2 Market Intelligence on Prices, Arrivals, and Trends

3 MEUKART Digital Platform Development & Deployment

4 Farmer Advisories and Communication Network

5 Cultivator and Cultivar Database Development

6 Institutional Integration and Call Centre Linkages

2

- Market Intelligence on Prices, Arrivals, and Trends



4

- Farmer Advisories and Communication Network



7

- Pricing Framework and Trade Facilitation Support



## Component 1: Documentation of Medicinal Plant Trade Practices

**Rationale:** Medicinal plant trade in Uttarakhand currently operates with limited formal documentation. Market practices vary significantly across districts and markets, creating uncertainty for producers and policymakers alike. This component seeks to establish a **baseline understanding of how medicinal plant markets function in practice.**

### Key Activities:

- Identification and mapping of selected mandis, wholesale markets, and aggregation points handling medicinal plants
- Documentation of price discovery mechanisms, grading practices, payment cycles, and buyer–seller interactions
- Identification of species-wise trade flows and seasonal variations

### Outputs

- Market-wise trade practice documentation notes
- Consolidated State-level trade practices report
- Inputs for advisory formulation and policy reference

All findings from this component will be digitized and referenced within the MEUKART platform as **contextual market intelligence**.

## Component 2: Market Intelligence on Prices, Arrivals, and Trends

**Rationale:** Lack of reliable and timely market information is a primary constraint affecting medicinal plant growers. This component establishes a **structured mechanism for market data generation and analysis**.

### Key Activities:

- Regular collection of wholesale price and arrival data for selected medicinal plant species
- Validation and standardization of market data

- Analysis of inter-market price differentials and seasonal trends

#### **Outputs:**

- Weekly and monthly price and arrival summaries
- Species-wise market trend notes
- Historical datasets for planning and evaluation

This data will form the **core analytical input** for MEUKART dashboards and advisories.

### **Component 3: MEUKART Digital Platform - Core Technology Component**

#### **Role of MEUKART in the Project**

MEUKART (meukart.com) is conceptualized as a **sector-specific digital platform** designed to support medicinal plant markets through information transparency and facilitation. It is not intended to replace existing market mechanisms but to **augment them through structured data and advisory services**.

#### **Key Functional Modules:**

The MEUKART platform will consist of the following core modules:

##### **a) Market Intelligence Dashboard**

- Display of species-wise prices and arrivals
- Trend visualization and comparative analytics
- Market-wise data access for authorized users

##### **b) Advisory and Notification Engine**

- Translation of market intelligence into actionable advisories
- Dissemination through dashboards, SMS alerts, and digital bulletins
- Customization for different stakeholder groups (farmers, FPOs)

### c) Cultivator and Cultivar Registry

- Digital registration of medicinal plant cultivators
- Species grown, area, and production estimates
- Linkage with advisory and market intelligence modules

### d) Trade Documentation and Reference Module

- Digitized summaries of trade practices
- Quality norms and buyer expectations
- Reference material on commodity classification and HS codes

## Component 4: Farmer Advisories and Communication Network

**Rationale:** Market intelligence alone does not automatically translate into better outcomes unless it is converted into **clear, timely advisories**. This component ensures that information reaches farmers in an actionable form.

### Key Activities:

- Preparation of species-wise and market-linked advisories
- Translation into local languages
- Dissemination through MEUKART, FPO facilitation, and institutional channels

### Outputs

- Periodic advisory bulletins
- Improved decision-making on harvest timing, aggregation, and sale

## Component 5: Cultivator and Cultivar Database Development

**Rationale:** Fragmented and incomplete data on medicinal plant cultivation limits planning, buyer engagement, and policy formulation. This component addresses this gap through a **structured digital registry**.

### **Key Activities:**

- Field-level identification and verification of cultivators
- Documentation of species, acreage, and production estimates
- Integration with MEUKART data systems

### **Outputs:**

- Verified digital database of medicinal plant cultivators
- Improved visibility of cultivated supply

## **Component 6: Institutional Integration and Call Centre Linkages**

**Rationale:** To maximize outreach and credibility, medicinal plant market intelligence must be integrated with **existing institutional advisory systems** rather than operating in isolation.

### **Key Activities:**

- Alignment of MEUKART advisories with call centre workflows
- Orientation of advisory personnel on medicinal plant market issues
- Establishment of feedback loops between farmers and the platform

### **Outputs:**

- Expanded reach of medicinal plant advisories
- Institutional validation of information disseminated

## **Component 7: Pricing Framework and Trade Facilitation Support**

**Rationale:** Sustainable development of the medicinal plant sector requires **economic incentives that favour cultivation over wild collection**. This component introduces analytical and advisory support toward that goal.

### **Key Activities**

- Analysis of cost of cultivation versus market prices
- Documentation of price differentials between cultivated and wild-sourced material
- Preparation of a recommended pricing framework

## Outputs

- Pricing framework note
- Buyer and stakeholder sensitization material

### 3.3 Technology Architecture of MEUKART

#### 3.3.1. Architecture Principles

The technology architecture of **MEUKART** has been deliberately designed to function as a **robust, future-ready digital public infrastructure** for the medicinal plant sector. Given the diversity of stakeholders—ranging from small and marginal farmers to FPOs, institutional buyers, and government agencies—the architecture emphasizes flexibility, affordability, security, and usability. The guiding principles are detailed below:

- **Modular and Scalable Design:** MEUKART follows a modular architecture in which core functions- market intelligence, advisories, registries, analytics, and institutional integrations- are developed as independent yet interoperable modules. This allows the platform to scale gradually from a pilot phase to wider geographic or functional coverage without system redesign. New features, additional crop groups, or expanded datasets can be incorporated seamlessly as policy priorities evolve or as the platform is replicated in other states.
- **Low-Cost, Cloud-Based Deployment:** The platform is deployed on secure cloud infrastructure to minimize capital expenditure and reduce long-term maintenance costs. Cloud-based deployment ensures high availability, flexibility in resource allocation, and cost efficiency, making the system suitable for government-supported pilots and public-interest applications. This approach also enables rapid deployment, disaster recovery, and easy upgrades without service disruption.

- **Data Security and Controlled Access:** Given the sensitivity of farmer data, market information, and institutional inputs, MEUKART incorporates strong data governance protocols. Role-based access controls ensure that different user groups—farmers, FPOs, administrators, analysts, and institutional partners—can access only the information relevant to their functions. Data encryption, secure authentication mechanisms, and audit trails are embedded to maintain confidentiality, integrity, and accountability, in line with applicable data protection norms.
- **Ease of Use for Non-Technical Stakeholders:** Recognizing that many end users may have limited digital literacy, MEUKART is designed with a simple, intuitive, and mobile-responsive user interface. Information is presented through clear dashboards, visual cues, and concise advisories rather than complex data tables. Navigation is kept minimal, language options are incorporated where required, and workflows are aligned with existing farmer and FPO practices to encourage adoption and sustained use.

Collectively, these architecture principles ensure that MEUKART remains **inclusive, resilient, cost-effective, and scalable**, while retaining the technical rigor required for institutional credibility and long-term sustainability.

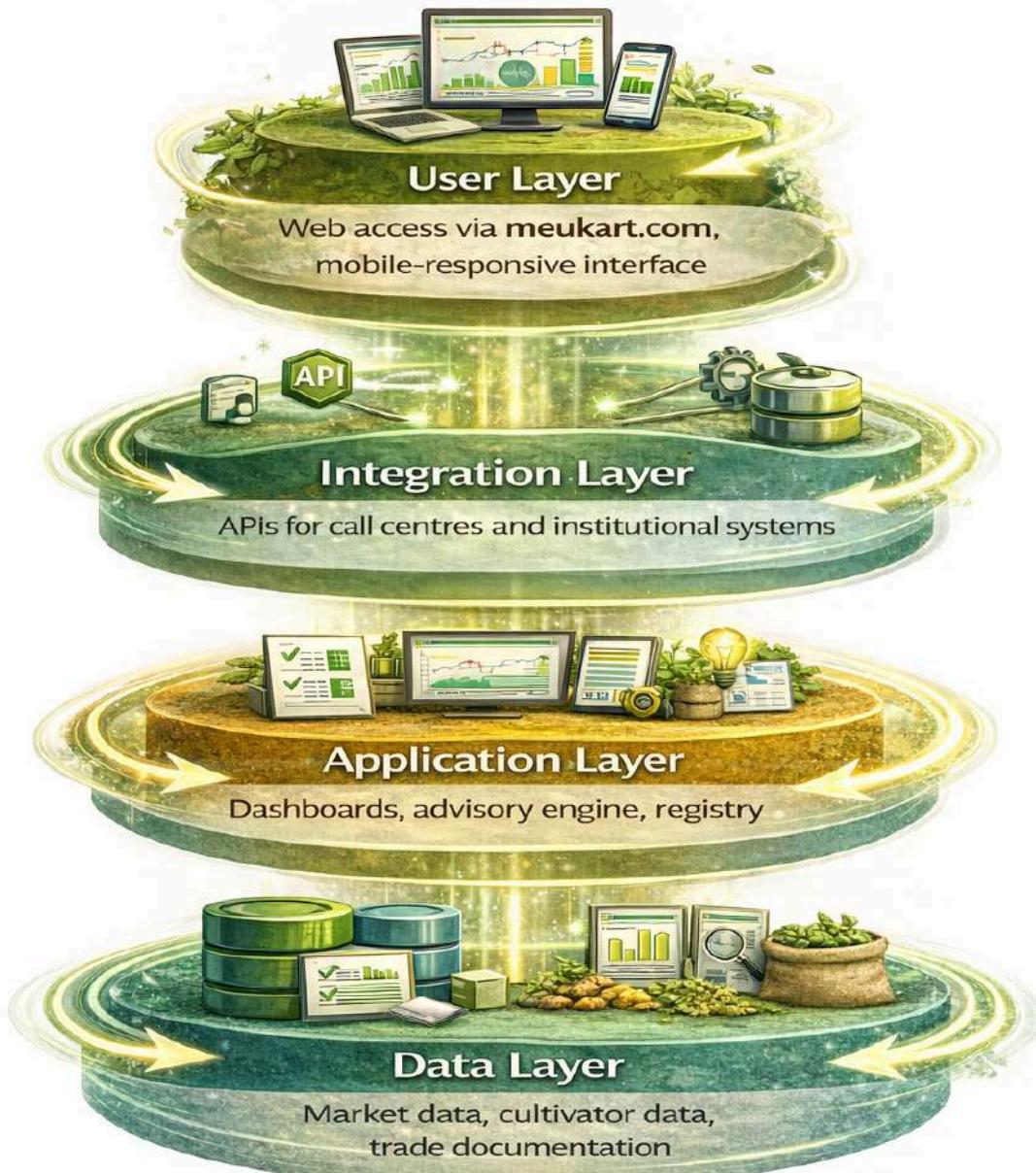
### **3.3.2. Data Governance**

- Data generated under the project will be treated as a **project asset**
- Usage will be governed by defined access protocols
- Aggregated insights may be shared with government agencies for policy support

### **3.3.3. Architecture Layers**



## Architecture Layers of MEUKART



### **3.4 Summary of the Chapter**

This chapter outlines how the project's components are operationalized through a coherent digital and institutional framework. MEUKART functions as the unifying system that connects trade documentation, market intelligence, advisories, and databases into a single platform. The component-wise design ensures that each activity contributes directly to improved market transparency, better farmer outcomes, and alignment with sustainability and conservation objectives.

The next chapter details the **implementation strategy, institutional arrangements, and monitoring framework** that will govern the execution of these components over the 12-month pilot period.

# **Chapter 4: Implementation Strategy, Institutional Arrangement, Monitoring & Evaluation**

## **4.1 Overview**

This chapter presents the **implementation strategy, institutional arrangements, and monitoring and evaluation (M&E) framework** for the 12-month pilot project. The approach is designed to ensure timely delivery, institutional coordination, transparency, and accountability, while allowing adaptive learning during implementation. The strategy aligns with the operational expectations of the **National Medicinal Plants Board** and emphasizes a results-oriented, low-risk pilot capable of scaling.

## **4.2 Implementation Strategy**

### **4.2.1 Overall Approach**

The project will be implemented using a **phased, milestone-driven approach** that integrates field-level activities with digital platform deployment. Implementation emphasizes:

- Rapid establishment of market intelligence baselines
- Early deployment of MEUKART's core modules
- Continuous feedback from farmers, FPOs, and markets
- Iterative refinement of advisories and dashboards

The approach ensures that value is delivered to beneficiaries within the first half of the project period, rather than only at project completion.

#### 4.2.2 Phasing and Timeline (Gantt Chart)

Phase	Key Activities	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
<b>Phase I: Inception &amp; Baseline</b>	Project inception, market mapping, trade documentation, baseline data												
<b>Phase II: Platform Configuration</b>	MEUKART customization, database structures, data protocols												
<b>Phase III: Rollout &amp; Operations</b>	Market data collection, advisories, registries, institutional integration												
<b>Phase IV: Consolidation &amp; Evaluation</b>	Performance review, evaluation, reporting, sustainability planning												

Each phase concludes with **defined deliverables** and internal review checkpoints.

## **4.3 Institutional Arrangement**

**4.3.1 Implementing Agency:** FPOConnect India Private Limited (Annexure V) will serve as the **Lead Implementing Agency**, responsible for overall coordination, execution, financial management, reporting, and platform governance. The organization's role includes:

- Project management and coordination
- MEUKART platform deployment and maintenance
- Data integrity and advisory quality assurance
- Liaison with State Government departments and NMPB

**4.3.2 Partner Institutions:** Implementation will be carried out in collaboration with:

- **Medicinal Plant FPOs and Farmer Collectives**
  - Primary interface with cultivators
  - Support data collection and advisory dissemination
- **State Government Departments** (AYUSH / Agriculture / Forest / Horticulture, as applicable)
  - Institutional facilitation and convergence
  - Validation of advisories and outreach support
- **Market Institutions and Buyers**
  - Data inputs on prices, arrivals, and quality norms
  - Feedback on market behavior and requirements

## **4.3.3 Governance Structure**

A **three-tier governance structure** will be established:

1. **Project Steering Committee (PSC)**
2. **Technical Advisory Group (TAG)**
3. **Project Management Unit (PMU)**

# Three-Tier Governance Structure

## Project Steering Committee (PSC)

- ✓ Project inception, market mapping, trade documentation, baseline data
- ✓ Strategic oversight and policy alignment
- ✓ Quarterly review meetings

## Technical Advisory Group (TAG)

- ✓ Subject experts in medicinal plants, markets, and digital systems
- ✓ Advisory role on methodologies and platform refinement

## Project Management Unit (PMU)

- ✓ Operational team responsible for day-to-day execution
- ✓ Reporting to the PSC

## 4.4 Monitoring Framework

### 4.4.1 Monitoring Principles

Monitoring will be based on the following principles:

- Outcome-focused rather than activity-heavy
- Combination of digital analytics and field verification
- Regular reporting aligned with NMPB requirements

MEUKART itself will function as a **real-time monitoring tool**, capturing usage metrics and data flows.

### 4.4.2 Key Monitoring Indicators

Area	Indicators
Market Intelligence	Number of markets covered, frequency of data updates
Platform Usage	Number of users, dashboard views, advisory access
Advisory Reach	Advisories issued, farmer/FPO coverage
Data Systems	Cultivators registered, species covered
Institutional Integration	Call centre linkages, feedback received

Monthly internal monitoring reports will be generated, with quarterly summaries submitted to NMPB through the State Government.

## 4.5 Evaluation Framework

### 4.5.1 Baseline and End-line Assessment

- **Baseline assessment** during Phase I will establish benchmarks on market information access and advisory reach.

- **End-line assessment** in Phase IV will evaluate improvements in transparency, information access, and farmer decision-making.

#### **4.5.2 Evaluation Parameters**

Evaluation will focus on:

- Effectiveness of market intelligence dissemination
- Adoption and usability of MEUKART
- Responsiveness of advisories to market dynamics
- Institutional acceptability and scalability potential

Where required, a **third-party or independent review** may be undertaken for objectivity.

#### **4.6 Reporting Mechanism**

The reporting structure will include:

- **Monthly Progress Reports (MPRs)** - Physical and financial progress
- **Quarterly Review Notes** - Outcomes and corrective actions
- **Final Completion Report** - Consolidated results, learnings, and recommendations

All reports will follow formats prescribed or accepted by NMPB and will be supported by **digital evidence generated through MEUKART**.

#### **4.7 Summary of the Chapter**

The implementation strategy and institutional arrangements have been designed to balance **efficiency, accountability, and learning**. By combining phased execution, clear institutional roles, and a robust monitoring and evaluation framework, the project ensures effective utilization of resources and credible outcomes within the 12-month pilot period. MEUKART's embedded analytics further strengthen transparency and evidence-based reporting, laying a solid foundation for scale-up and replication in subsequent phases.

# **Chapter 5: Financials, Sustainability, Risk Analysis & Conclusion**

## **5.1 Overview**

This chapter presents the consolidated financial plan for the 12-month pilot project, along with the sustainability strategy, risk assessment, and concluding justification for support under the National Medicinal Plants Board framework. The financial design emphasizes **cost efficiency, transparency, and grant compliance**, while the sustainability and risk mitigation strategies ensure that the project outcomes extend beyond the grant period and remain institutionally viable.

## **5.2 Financials of the Project**

**5.2.1 Financial Planning Principles:** The project financials have been prepared based on the following principles:

- Pilot-scale intervention with controlled costs
- No creation of heavy physical infrastructure
- Emphasis on digital public-interest systems
- Lean manpower structure with functional specialization
- Clear separation of technology, operations, and outreach costs
- Alignment with admissible expenditure norms under NMPB

The financial outlay has been intentionally kept moderate to facilitate approval while ensuring technical adequacy for a State-level pilot.

### **5.2.2 Summary of Project Cost**

<b>Project Duration:</b> 12 Months	<b>Total Project Cost:</b> ₹ 92.00 lakh
------------------------------------	---

S.No.	Cost Head	Amount (₹ lakh)
1.	MEUKART Technology & Hosting	28.00
2.	Market Intelligence & Trade Documentation	14.00
3.	Manpower & Project Management	18.00
4.	Farmer Advisories & Outreach	23.00
5.	Monitoring, Evaluation & Reporting	6.00
6.	Administrative Overheads & Contingency	3.00
<b>Total Project Cost</b>		<b>92.00</b>

### 5.2.3 Source of Funds

Source	Amount (₹ lakh)
Financial Assistance from NMPB	73.60
Implementing Agency Contribution (cash/kind)	18.40
<b>Total</b>	<b>92.00</b>

The implementing agency contribution will be primarily in the form of existing digital infrastructure, managerial resources, and institutional support systems.

### 5.2.4 Budget Adequacy and Cost Reasonableness

The proposed costs are considered reasonable and justified for the following reasons:

- MEUKART leverages modular, cloud-based architecture, avoiding capital-intensive IT expenditure.
- Market intelligence activities rely on limited but strategic market coverage during the pilot phase.

- Manpower costs are aligned with market norms and restricted to essential roles only.
- Outreach and advisory costs are focused on digital dissemination, reducing recurring expenses.

Overall, the financial structure demonstrates prudent utilization of public funds with clear linkage to project outputs and outcomes

### **.5.3 Sustainability Strategy**



#### **Institutional Sustainability**

- ✓ Continued ownership by FPOConnect India Private Limited
- ✓ Institutionalized within FPO and farmer workflows
- ✓ Ensuring continued relevance and use.

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#### **Financial Sustainability**

- ✓ Core platform costs absorbed by implementing agency
- ✓ Expanded usage improves cost efficiency
- ✓ Possible institutional subscriptions for advanced analytics

---



#### **Operational Sustainability**

- ✓ Standardized data and advisory workflows
- ✓ Integration with institutional / FPO systems
- ✓ Capacity building of local facilitators

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#### **Policy & Scalability Sustainability**

- ✓ State-level adoption as planning and advisory tool
- ✓ Expansion into additional medicinal plant clusters
- ✓ Replication in other states with NMPB support

## 5.4 Risk Analysis and Mitigation

### 5.4.1 Key Risks Identified

Risk Category	Risk Description	Mitigation Strategy
Adoption Risk	Low farmer uptake of digital advisories	FPO-led facilitation and blended outreach
Data Risk	Inconsistent market data	Validation protocols and cross-verification
Market Risk	Resistance from intermediaries	Non-disruptive, facilitative positioning
Technology Risk	Platform usability challenges	Simple, mobile-responsive design
Institutional Risk	Weak inter-departmental coordination	Steering Committee oversight

### 5.4.2 Residual Risk Assessment

Given the pilot scale, modular design, and non-intrusive nature of the intervention, residual risks are assessed as **low to moderate**. Most risks are operational rather than structural and can be managed through adaptive implementation.

## **5.5 Conclusion**

The proposed **MEUKART- Digital Market Intelligence & Trade Facilitation Platform for Medicinal Plants** represents a **strategic, low-risk, and high-impact intervention** aimed at addressing one of the most persistent gaps in the medicinal plant sector-market transparency and information asymmetry.

By combining structured market intelligence, digital advisories, cultivator databases, and institutional integration within a single platform, the project directly advances the objectives of the **National Medicinal Plants Board**. It promotes cultivation-based sourcing, improves farmer price realization, supports sustainable utilization of medicinal plant resources, and strengthens the overall value chain.

The 12-month pilot is designed to deliver measurable outcomes while generating credible evidence for scale-up. With modest financial support from NMPB and strong institutional anchoring through the implementing agency and State Government, the project is well-positioned for successful execution and long-term impact.

In view of the above, the proposal merits favourable consideration and support under the relevant schemes and mandates of the National Medicinal Plants Board.

## **ANNEXURES**

### **ANNEXURE I: FIELD SURVEY QUESTIONNAIRE**

#### **(Medicinal Plant Cultivation, Market & Trade Assessment)**

#### **SECTION A: GENERAL IDENTIFICATION DETAILS**

- 1. District:**
- 2. Block / Tehsil:**
- 3. Village / Cluster Name:**
- 4. Survey Date:**
- 5. Name of Enumerator:**
- 6. Respondent Type:**

- Individual Farmer
- Collector (Wild)
- FPO Member
- SHG Member
- Aggregator

- 7. Respondent Name:**
- 8. Mobile Number:**
- 9. Gender:**

- Male
- Female
- Other

- 10. Category (if applicable):**

- General
- SC

- ST
- OBC

## SECTION B: FARM / COLLECTION PROFILE

**11. Type of Activity:**

- Cultivation only
- Wild collection only
- Both cultivation and wild collection

**12. Total Landholding (in hectares):**

**13. Area under Medicinal Plants (in hectares):**

**14. Years of Experience in Medicinal Plants:**

- < 1 year
- 1–3 years
- 3–5 years
- > 5 years

## SECTION C: MEDICINAL PLANT SPECIES DETAILS

*(Repeat this table for each species grown or collected)*

Sl. No.	Local Name	Botanical Name (if known)	Source	Area (ha) / Qty Collected	Harvest Season	Avg Yield (kg/yr)
1			<input type="checkbox"/> Cultivated <input type="checkbox"/> Wild			
2			<input type="checkbox"/> Cultivated <input type="checkbox"/> Wild			

## **SECTION D: PRODUCTION & POST-HARVEST PRACTICES**

### **15. Type of Planting Material Used:**

- Own seed/plant
- Government nursery
- Private nursery

### **16. Post-Harvest Practices Followed:**

- Cleaning
- Drying
- Grading
- None

### **17. Drying Method:**

- Sun drying
- Shade drying
- Mechanical dryer
- Not applicable

### **18. Storage Facility Available:**

- Yes
- No

## **SECTION E: MARKET ACCESS & PRICE REALISATION**

### **19. Primary Buyer Type:**

- Local trader
- Commission agent
- FPO
- Processor / Company

Mandi

**20. Market Location (Name):**

**21. Average Distance to Market (km):**

**22. Average Farmgate Price (₹/kg) - Last Season:**

**23. Price Variability Observed:**

- Very high
- Moderate
- Low

**24. Payment Mode:**

- Cash
- Bank transfer
- Delayed payment

**25. Payment Delay (if any):**

- Immediate
- 1–7 days
- >7 days

## **SECTION F: MARKET INFORMATION & ADVISORY ACCESS**

**26. Do you receive price information before selling?**

- Yes
- No

**27. Source of Market Information:**

- Trader
- Other farmers
- FPO
- Government office
- Mobile / Internet

**28. Would you like to receive digital advisories on:**

- Prices
- Best selling time
- Quality requirements
- All of the above

**29. Preferred Mode of Receiving Information:**

- SMS
- WhatsApp
- Phone call
- FPO meeting

**SECTION G: CULTIVATED vs WILD PRODUCE  
DIFFERENTIATION**

**30. Do buyers differentiate prices for cultivated vs wild produce?**

- Yes
- No
- Not sure

**31. If yes, cultivated produce price is:**

- Higher
- Same
- Lower

**32. Would higher prices encourage more cultivation?**

- Yes
- No

## **SECTION H: FPO / INSTITUTIONAL LINKAGES**

**33. Are you a member of an FPO/SHG?**

- Yes
- No

**34. Name of FPO / SHG (if applicable):**

**35. Support received from institution:**

- Input supply
- Training
- Marketing
- None

## **SECTION I: INTEREST IN MEUKART PLATFORM**

**36. Would you like to be registered on MEUKART?**

- Yes
- No

**37. Expected Benefits from MEUKART (multiple):**

- Better prices
- Market transparency
- Buyer access
- Advisory support

**38. Any suggestions or challenges you want to highlight?**

*(Open-ended response)*

## **SECTION J: ENUMERATOR OBSERVATIONS**

**39. Quality of produce observed:**

- Good
- Average
- Poor

**40. Market readiness level:**

- High
- Medium
- Low

## **SECTION K: CONSENT**

**41. Consent for data use in MEUKART platform:**

- Yes
- No

## ANNEXURE II: MEUKART Homepage Indicative Design

**MEUKART**

Home Market Prices Advisors Solutions Resources Pankaj Sharma

Welcome to MEUKART  
Medicinal Exchange for Unified Knowledge, Aggregation, Real-time Trade & Transparency

Search for medicinal products, advisories, FPOs... Search

Latest Prices Advisors Daily Arrivals

**FPO Score >> 8.2**  
Last update: April 23, 2024

Advisory Score 7.0 Natural Resources 9.0 Trade Score 7.3 Data Accuracy 8.5 Overall Score View Report

**Epk Pro Advisories**

- Optimizing Tulsi Harvest for Better Yields 1850 views 2 comments
- Organic Certification Process Simplified 1810 views 8 comments
- Upcoming Buyer-Seller Meet 2024 1810 views 7 comments

**Trading Hub**  
Estimated earnings ₹ 24,960

**Market Prices**

- Giloy 2225/kg Supolda 222/g Post Arrivals
- Chirayata 550/kg Suizotra 550/g Post Arrivals
- Ashwagandha 180/kg Suizotra 180/g Post Arrivals

**Track My Produce**  
Post Produce for Sale

**Market Dashboard**

BGJUJPRB	BEKEFNUHPD00	Arise Products	(Pending Today)	Medicinal Barivals
265 FPC218	235 ARNCATOOS	237 POCESEAMP	147 BESULATRMO	109 R396 & SAIROPT

Total Medicinal Arrivals: 7 days, 5 months, 4 years | Last Friday ->

096 J/J 500 J/J

Apr 13 Apr 13 Apr 20 Apr 21 Apr 21 Apr 22 Apr 23 Apr 24 Apr 24

**User Guide**  
Learn how to use MEUKART effectively for better trading outcomes Start Guide

**FPO Resource Center**

76 3 00A 4,110 online

**24/7 Support**  
Govt Approved Tetues. 476 Online O& Certified

View Doctor Remonies PCO Rates

24/7 Support Govt Approved OA Certified 476 Online users

## **Heavily Traded Medicinal Plants of Uttarakhand**

S/No	Trade/ Local Name	Botanical Name	Family	Habit
1	Ulatkambal	<i>Ambroma augusta</i>	Sterculiaceae	Shrub
2	Shikakai	<i>Acacia concinna</i>	Mimosaceae	Tree
3	Apamarg	<i>Achyranthes aspera</i>	Amaranthaceae	Herb
4	Meetha	<i>Aconitum falconeri</i>	Ranunculaceae	Herb
5	Bach	<i>Acorus calamus</i>	Araceae	Herb
6	Bansa	<i>Adhatoda vasica/ A. zeylenica</i>	Acanthaceae	Herb
7	Hansraaj	<i>Adiantum venustum</i>	Adiantaceae	Fern
8	Bael	<i>Aegle marmelos</i>	Rutaceae	Tree
9	Kadu	<i>Ainsliaea aptera</i>	Asteraceae	Herb
10	Neelkanthi	<i>Ajuga bracteosa</i>	Lamiaceae	Herb
11	Badi Ilaichi	<i>Amomum subulatum</i>	Zingiberaceae	Herb
12	Kalmegh	<i>Andrographis paniculata</i>	Acanthaceae	Herb
13	Maindfal	<i>Annona muricata</i>	Annonaceae	Tree
14	Sataraw	<i>Asparagus racemosus</i>	Liliaceae	Climber
15	Neem patta	<i>Azadirachta indica</i>	Meliaceae	Tree
16	Pashan Bhed	<i>Bergenia ciliata</i>	Saxifragaceae	Herb
17	Punarnawa	<i>Boerhavia diffusa</i>	Nyctaginaceae	Herb
18	Semal	<i>Bombax ceiba</i>	Bombacaceae	Tree
19	Dhak	<i>Butea monosperma</i>	Fabaceae	Tree
20	Priyangu dana	<i>Callicarpa macrophylla</i>	Verbenaceae	Tree
21	Amaltas	<i>Cassia fistula</i>	Caesalpiniaceae	Tree
22	Malkangni	<i>Celastrus paniculatus</i>	Celastraceae	Climber
23	Tejpatta	<i>Cinnamomum tamala</i>	Lauraceae	Tree
24	Kachcha maida	<i>Cissus quadrangularis</i>	Vitaceae	Climber
25	Indrayani	<i>Citrullus colocynthis</i>	Cucurbitaceae	Climber
26	Patthar Choor	<i>Coleus forskohlii</i>	Lamiaceae	Herb
27	Googal	<i>Commiphora mukul</i>	Burseraceae	Tree
28	Yartsa gambu	<i>Cordyceps sinensis</i>	Clavicipitaceae	Fungus
29	Dhaniya	<i>Coriandrum sativum</i>	Apiaceae	Herb
30	Gingaru	<i>Crataegus cuneata</i>	Rosaceae	Shrub
31	Akashbel	<i>Cuscuta reflexa</i>	Convolvulaceae	Climber
32	Van Haldi	<i>Curcuma aromatic</i>	Zingiberaceae	Herb
33	Lemongrass	<i>Cymbopogon citratus</i>	Poaceae	Herb
34	Gold mehar beej	<i>Delonix regia</i>	Caesalpiniaceae	Tree
35	Nirbishi	<i>Delphinium nudatum</i>	Ranunculaceae	Herb
36	Salparni	<i>Desmodium gangeticum</i>	Fabaceae	Herb
37	Gainthi	<i>Dioscorea deltoidea</i>	Dioscoreaceae	Climber
38	Bhringraj	<i>Eclipta alba</i>	Asteraceae	Herb
39	Aamla	<i>Emblica officinalis</i>	Euphorbiaceae	Tree
40	Bad ki dad	<i>Ficus benghalensis</i>	Moraceae	Tree
41	Timil	<i>Ficus roxburghii</i>	Moraceae	Tree

42	Kapurkachri	<i>Hedychium spicatum</i>	Zingiberaceae	Shrub
43	Marofali	<i>Helicteres isora</i>	Sterculiaceae	Shrub
44	Sakina	<i>Indigofera pulchella</i>	Fabaceae	Shrub
45	Jatropa	<i>Jatropha curcas</i>	Euphorbiaceae	Tree
46	Dandasha	<i>Juglans regia</i>	Juglandaceae	Tree
47	Jivanti	<i>Leptadenia reticulata</i>	Ascleiadaceae	Herb
48	Jal neem	<i>Lycopus europaeus</i>	Lamiaceae	Herb
49	Rohini/Kamela powder	<i>Mallotus philippensis</i>	Euphorbiaceae	Tree
50	Baken	<i>Melia azedarach</i>	Meliaceae	Tree
51	Gauge Bail	<i>Milletia auriculata</i>	Leguminosae	Climber
52	Sahjan	<i>Moringa oleifera</i>	Mornigaceae	Tree
53	Kaunch beej	<i>Mucuna pruriens</i>	Fabaceae	Climber
54	Kadipatta	<i>Murraya koenigii</i>	Rutaceae	Shrub
55	Tulsi	<i>Ocimum sanctum</i>	Lamiaceae	Herb
56	Gandhpasarni	<i>Paederia foetida</i>	Rubiaceae	Climber
57	Jhula ghas	<i>Parmelia perlata</i>	Parmeliaceae	Lichen
58	Bhuin amla	<i>Phyllanthus amarus (P. niruri)</i>	Euphorbiaceae	Herb
59	Kutki	<i>Picrorhiza kurrooa</i>	Scrophulariaceae	Herb
60	Cheed farrata	<i>Pinus roxburghii</i>	Pinaceae	Tree
61	Kakadsingi	<i>Pistacia integrifolia</i>	Pistaciaceae	Tree
62	Chitrak mool	<i>Plumbago zeylanica</i>	Plumbaginaceae	Shrub
63	Mahamaida	<i>Polygonatum verticillatum</i>	Liliaceae	Herb
64	Padamkasht	<i>Prunus cerasoides</i>	Rosaceae	Tree
65	Bidarikand	<i>Pueraria tuberosa</i>	Fabaceae	Climber
66	Rewan Chini	<i>Rheum emodi</i>	Polygonaceae	Herb
67	Arand	<i>Ricinus communis</i>	Euphorbiaceae	Shrub
68	Manjisht	<i>Rubia cordifolia</i>	Rubiaceae	Climber
69	Reetha	<i>Sapindus mukorosii</i>	Sapindaceae	Tree
70	Sal	<i>Shorea robusta</i>	Dipterocarpaceae	Tree
71	Khareti bala/ Ati bala	<i>Sida cordifolia</i>	Malvaceae	Herb
72	Kedarpati	<i>Skimmia laureola</i>	Rutaceae	Shrub
73	Makoi	<i>Solanum nigrum</i>	Solanaceae	Herb
74	Kantili Kanthkari	<i>Solanum virginianum</i>	Solanaceae	Herb
75	Akarkara	<i>Spilanthes acmella</i>	Asteraceae	Herb
76	Katela	<i>Sterculia villosa</i>	Sterculiaceae	Tree
77	Chirayata	<i>Swertia chirayita</i>	Gentianaceae	Herb
78	Mansparni	<i>Teramnus labialis</i>	Fabaceae	Herb
79	Baheda	<i>Terminalia bellerica</i>	Combretaceae	Tree
80	Harad	<i>Terminalia chebula</i>	Combretaceae	Tree
81	Gangeran	<i>Thespesia populnea</i>	Malvaceae	Tree
82	Van ajwain	<i>Thymus serpyllum</i>	Lamiaceae	Herb
83	Giloy	<i>Tinospora sinensis</i>	Manispermaceae	Climber
84	Anantmool	<i>Tylophora indica</i>	Ascleiadaceae	Climber

85	Prishth parni	<i>Uraria picta</i>	Fabaceae	Herb
86	Van Pyaj/ Jangli pyaj	<i>Urginea indica</i>	Liliaceae	Herb
87	Tagar/ Samewa	<i>Valeriana wallichii</i>	Valerianaceae	Herb
88	Safed bael	<i>Vallaris heynei</i>	Apocynaceae	Climber
89	Nirguni	<i>Vitex negundo</i>	Verbenaceae	Shrub
90	Ashwagandha	<i>Withania somnifera</i>	Solanaceae	Herb
91	Dhaypushp	<i>Woodfordia floribunda</i>	Lythraceae	Shrub

\*T:Tree, S:Shrub, H:Herb, CL:Climber



**GOVERNMENT OF INDIA  
MINISTRY OF CORPORATE AFFAIRS**

Central Registration Centre

**Certificate of Incorporation**

[Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that FPOCONNECT INDIA PRIVATE LIMITED is incorporated on this SEVENTEENTH day of SEPTEMBER TWO THOUSAND TWENTY FIVE under the Companies Act, 2013 (18 of 2013) and that the company is Company limited by shares

The Corporate Identity Number of the company is **U63119UT2025PTC019985**

The Permanent Account Number (PAN) of the company is **AAGCF6265P\***

The Tax Deduction and Collection Account Number (TAN) of the company is **MRTF03353A\***

Given under my hand at Manesar this SEVENTEENTH day of SEPTEMBER TWO THOUSAND TWENTY FIVE

**Signature Not Verified**

Digitally signed by  
DS MINISTRY OF CORPORATE  
AFFAIRS , CRC MANESAR 2  
Date: 2025.09.17 14:17:43 IST

Mansi Gokhale

Assistant Registrar of Companies/ Deputy Registrar of Companies/ Registrar of Companies

For and on behalf of the Jurisdictional Registrar of Companies

Registrar of Companies

Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on [mca.gov.in](http://mca.gov.in)

Mailing Address as per record available in Registrar of Companies office:

FPOCONNECT INDIA PRIVATE LIMITED

c/o Usha Devi, Near Rana, Chakki, Tehri Visthapti, BHEL (Haridwar), Haridwar, Haridwar- 249403, Uttarakhand

\*as issued by Income tax Department



# आयकर विभाग

## INCOME TAX DEPARTMENT



भारत सरकार  
GOVT. OF INDIA

ई- स्थायी लेखा संख्या कार्ड

e - Permanent Account Number (e-PAN) Card

AAGCF6265P

नाम / Name	FPOCONNECT INDIA PRIVATE LIMITED
निर्गमन/गठन की तारीख Date of Incorporation / Formation	17/09/2025
	 

- ✓ Permanent Account Number (PAN) facilitate Income Tax Department linking of various documents, including payment of taxes, assessment, tax demand tax arrears, matching of information and easy maintenance & retrieval of electronic information etc. relating to a taxpayer. स्थायी लेखा संख्या (पैन) एक कानूनों से संबंधित विभिन्न दस्तावेजों को जोड़ने में आयकर विभाग को सहायक होता है, जिसमें करों के भुगतान, आकलन, कर माण, टैक्स बकाया, सूचना के मिलान और इलेक्ट्रॉनिक जानकारी का आमान रखारखाव व बहाली आदि भी शामिल है।
- ✓ Quoting of PAN is now mandatory for several transactions specified under Income Tax Act, 1961 (Refer Rule 114B of Income Tax Rules, 1962) आयकर अधिनियम, 1961 के तहत निर्दिष्ट कई लेनदेन के लिए स्थायी लेखा संख्या (पैन) का उल्लेख अब अनिवार्य है। (आयकर नियम, 1962 के नियम 114B, का सदर्भ ले।)
- ✓ Possessing or using more than one PAN is against the law & may attract penalty of upto Rs. 10,000. एक से अधिक स्थायी लेखा संख्या (पैन) का रखना या उपयोग करना, कानून के विरुद्ध है और इसके लिए 10,000 रुपये तक का दंड लगाया जा सकता है।
- ✓ The PAN Card enclosed contains Enhanced QR Code which is readable by a specific Android Mobile App. Keyword to search this specific Mobile App on Google Play Store is "Enhanced QR Code Reader for PAN Card". संलग्न पैन कार्ड में एनहाइंस क्यूआर कोड शामिल है जो एक विशिष्ट एंड्रॉइड मोबाइल ऐप द्वारा पठनीय है। Google Play Store पर इस विशिष्ट मोबाइल ऐप को खोजने के लिए कीवर्ड "Enhanced QR Code Reader for PAN Card" है।

Cut-



Electronically issued and Digitally signed ePAN is a valid mode of issue of Permanent Account Number (PAN) post amendments in clause (c) in the Explanation occurring after sub-section (8) of Section 139A of Income Tax Act, 1961 and sub-rule (6) of Rule 114 of the Income Tax Rules, 1962. For more details, [click here](#)

## Form No. INC-33

### e-MOA (e-Memorandum of Association)

[Pursuant to Schedule I (see Sections 4 and 5) to the Companies Act, 2013)]



English

Hindi

*Refer instruction kit for filing the form*

All fields marked in \* are mandatory

#### \* Table applicable to company as notified under schedule I of the Companies Act, 2013

- (A - MEMORANDUM OF ASSOCIATION OF A COMPANY LIMITED BY SHARES  
B - MEMORANDUM OF ASSOCIATION OF A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL  
C - MEMORANDUM OF ASSOCIATION OF A COMPANY LIMITED BY GUARANTEE AND HAVING A SHARE CAPITAL  
D - MEMORANDUM OF ASSOCIATION OF AN UNLIMITED COMPANY AND NOT HAVING SHARE CAPITAL  
E - MEMORANDUM OF ASSOCIATION OF AN UNLIMITED COMPANY AND HAVING SHARE CAPITAL)

A - MEMORANDUM OF ASSOCIATION OF A COMPANY LIMITED BY SHARES

#### Table A/B/C/D/E

1 The name of the company is

FPOCONNECT INDIA PRIVATE LIMITED

2 The registered office of the company will be situated in the State of

Uttarakhand

3 (a) The objects to be pursued by the company on its incorporation are:

Other data processing, hosting and related activities n.e.c.

(b) \*Matters which are necessary for furtherance of the objects specified in clause 3(a) are

1. To acquire, develop, or lease land, facilities, or technology for digital platforms, e-commerce infrastructure, or tourism-related activities.
2. To enter into agreements with governments, authorities, FPOs, or other entities to obtain rights, concessions, or collaborations conducive to the company's objects.
3. To purchase or acquire businesses, goodwill, or assets from persons or companies carrying on similar activities, and to manage or liquidate such acquisitions.
4. To apply for, acquire, or license patents, trademarks, copyrights, or technologies for digital services, traceability systems, or e-commerce tools.
5. To form partnerships, joint ventures, or technical collaborations with domestic or foreign entities for platform

- development or tourism promotion.
6. To establish pension, superannuation, or welfare funds for employees, directors, or associated persons.
  7. To undertake financial transactions, guarantees, or investments in support of the company's business.
  8. To subscribe to or hold shares in other companies with similar objects or beneficial businesses.
  9. To invest surplus funds in securities, bonds, or financial instruments. To perform all incidental or conducive activities as principals, agents, or in conjunction with others.
  10. To promote holistic growth of FPOs and agriculture through digital empowerment.
  11. To carry on the business of production, harvesting, procurement, grading, pooling, handling, marketing, selling, export of primary produce or services for members.
  12. To engage in the business of processing including preserving, drying, distilling, brewing, canning and packaging of produce.
  13. To be engaged in the business of horticulture, floriculture, sericulture, cultivators, of all kinds of seeds, fruits, including grapes, oranges, apples, mangoes, proprietor of orchards and traders, exporter, dealers, processors, preservers and sellers of the products.
  14. To undertake measures for the value additions of the agriculture produce with a view to enhance the returns from the agriculture to the farmers and to promote the efficiency of agricultural inputs.
  15. To provide for the welfare measures or facilities for the benefits of the members.
  16. To carry on any other activity, ancillary or incidental to any of the above said clauses or other activities which may promote the principles of

mutuality and mutual assistance amongst the members in any other manner.

17. To provide for financing of procurement, processing, marketing, or other activities specified in the foregoing clauses, which include extending of credit facilities or any other financial services to its members.

18. To explore opportunities in the current era of globalization for empowering some of the most marginalized communities in India by building upon living craft, tradition and skills.

19. To establish processing and value addition units.

20. To develop channels to market and put in place sustainable systems that would meet the market demands.

21. To have a system of marketing and production to go hand in hand.

22. To make products that appeal in the widest possible market in both usage and price.

23. To replicate a socially responsible business model.

24. To bridge the divide between economic and social goal.

25. To create a marketing organization that is appropriate for the item.

26. To deal in primary produce of the members and it include: i. Produce of farmers, arising from agriculture (including animal husbandry, horticulture, floriculture, pisciculture, viticulture, forestry, forest products, re-vegetation, bee raising, farming plantation products and dairy farming, goat farming.) or from any other primary activity services which promotes the interest of the farmers or consumers. ii. Produce of persons engaged in handicraft, handloom, minerals production and other cottage and small scale industries. iii. Any product resulting from any of the above activities, including by product of such products. iv. Any product resulting from an

- ancillary activity that would or promote any of the aforesaid activities on anything thereof.
27. To take up all other connected activities for carrying out the above objectives for the overall development of primary producers.
28. To carry on the business of Agro input procurement and distribution, production related extension support, produce storage, processing, Trading, marketing and selling, regarding all agricultural, Grain, cereal, pulses and oil seeds, vegetables fruits and medicinal crops grown by its members.
29. To take up the activities like processing or manufacturing of agri-inputs like bio- pesticides, vermi-compost or any other organic or inorganic agri-inputs by itself or through the agency services of its members and supporting, providing services for the production of any such agri-inputs.
30. To undertake the activity of seed production (including nursery raising, plant saplings) and seed marketing of various crops.
31. To contract/outsource some of the services like seed, seed procurement, ploughing, implements to other bodies/agencies for the promotion of the interest of its members.
32. To undertake the activity of Artificial Insemination clinical support to livestock and to contract/outsource services input like cattle feed, feed supplement, medicines to other bodies/agencies for the promotion of the interest of its members.
33. To manufacture, assemble, sale or supply of machinery equipments or consumable related to above objects.
34. To engage in generation, transmission and distribution of power, revitalization of land and water resources, other natural

resources management, their use, conservation and communication related to primary producers.

35. To function as a Special Purpose Vehicle for implementing different schemes of the Central / State Governments, including cluster development schemes of the Central Government, and other public authorities and to carry on the business of developing and operating various infrastructure facilities as may be approved under any of the schemes and to undertake various capacity building initiatives such as training and facilitating business development services for units in the cluster of India.

36. To set up and run recognised form of any government or non government organisation or non recognised, Human Resource training centre, RD centre and testing centre whether accredited or non accredited or certifying centre for own or for industry in the field of agriculture and Agri-business.

37. To carry out any schemes of Central Government, State Government, Local Body or any other private or public institutions that may be available from time to time.

38. To provide services relating to exhibition of farm output and arrange seminars, meetings, conferences and arrange delegates for attendance to seminars all around India or elsewhere.

39. To give from its own resources or facilitate the service or benefits from the Government, foreign or non-government sources for the benefit of agriculture, agri allied or any other livelihood generation activity of the members.

40. To acquire and take over any business or undertaking carried on, upon or in connection with/without any land or building which the Company may desire

to acquire as aforesaid or become interested in the whole or any of the assets and liabilities of such business or undertaking and to carry on the same or to dispose or remove or put an end thereto.

41. To acquire and/or give to/from any person, firm or body corporate incorporated whether in India or elsewhere, technical information, know how, processes, engineering, manufacturing and operating data plants, layouts and blue prints useful for the design, erection and operation of plants required for any of the businesses of the Company and to acquire any grant of licenses and other rights and benefits in the foregoing matters and things.

42. To carry on any branch of business anywhere in India, which this Company is authorised to carry on by means or through the agency of any subsidiary company or companies and to enter into any arrangement with such subsidiary company for taking the profits and bearing the losses of any business or branch so carried on, guaranteeing its liabilities or to make any other arrangement which seems desirable with reference to any business or branch so carried on including the power and provision at any time either temporarily or permanently to close any such branch or business.

43. To accept as consideration for or in lieu of the whole or any part of the Company's properties either land or cash or Government security or securities guaranteed by the Government or shares in joint stock companies or partly the one and partly the other and such other properties as may be determined by the Company and to take back or acquire the property so disposed off by repurchasing or taking lease the same at such price or prices and on such terms and conditions as

may be agreed upon by the Company.

44. To amalgamate, enter into partnership or into any arrangements for sharing profits or losses, union of interests, co-operation, joint ventures or reciprocal concessions with any persons.

45. To become a member of and to communicate with any Chamber of Commerce and other mercantile and public bodies in India or abroad and to advise on, consult, promote and support measures for the protection, advancement, growth of commerce and industry and for protection and welfare of persons engaged therein.

46. To undertake and execute any trust or discretion the undertaking whereof may seem desirable and the distribution amongst the beneficiaries, pensioners or other persons entitled to thereof, any income, capital, annuity or other sums or moneys or other properties whether the periodically or otherwise and whether in money or in specie in furtherance of any trust, discretion or other obligations or permissions.

47. To apply for tender, purchase or otherwise acquire any contracts, sub-contract, license and concessions for or in relation to the objects or business herein mentioned or any of them and to undertake, execute, carry out, dispose off or otherwise turn to account the same.

48. To dedicate, present or otherwise dispose off either voluntarily or for value any property of the Company deemed to be of national, public or local interest to any national trust, public body, museum, corporation or authority or any trustees for or on behalf of the same or on behalf of the public.

49. To promote, assist or take part and appear or plead evidence before any commission,

investigation, inquiry, trial or hearing whether public or private relating to matters connected with any trade, business or industry.

50. To sublet all or any of the works, contracts from the time to time and upon such terms and conditions as may be thought expedient.

51. To form, manage, join or subscribe to any syndicate, pool or cartel for the business of the Company.

52. Subject to the provision of the Companies Act to distribute among the members in specie any property of Company or any proceeds of sale or disposal of any property in the event of winding up.

53. To enter into any arrangement with any Government Authority, state, municipal, local or otherwise or any person or company that may seem conducive to the Company's objects or any of them and to obtain from any such Government authority, person or Company any rights, privileges, charters, license and concession, which the Company may think fit and desirable to obtain and to carry out, exercise and comply therewith.

54. To make donations to such persons or institutions either of cash or any other assets as may be thought directly or indirectly conducive to any of Company's objects or otherwise and in particular to remunerate any person or corporation introducing businesses to this also to subscribe, contribute or otherwise assist or guarantee money for charitable, scientific, religious or benevolent, national, public, cultural, educational or other institutions or objects or for any exhibitions of any public, general or other objects.

55. To refer or agree to refer any claims, demands, disputes or any other questions by or against the Company or in which the Company is interested

or concerned and whether between the Company and the member or members or his or their representatives or between the Company and third parties to arbitration in India or any places outside India and to observe and perform awards made thereon and to do all acts, deeds, matters and thing to carry out or enforce the awards in accordance with the provisions of law relating to arbitration from time to time.

56. To pay, out of the funds of the Company, all expenses which the Company may lawfully pay with respect to the promotion, formation and registration of the Company.

57. To insure the whole or any part of the property and personnel of the Company either fully or partially, to protect and indemnify any part or portion thereof either on mutual, principal or otherwise basis.

58. To employ experts to investigate and examine into conditions, value, character and circumstances of any business, concerns and undertakings having similar objects and generally of any assets, property or rights.

59. To carry on any branch of business anywhere in India, which this Company is authorised to carry on by means or through the agency of any subsidiary company or companies and to enter into any arrangement with such subsidiary company for taking the profits and bearing the losses of any business or branch so carried on, guaranteeing its liabilities or to make any other arrangement which seems desirable with reference to any business or branch so carried on including the power and provision at any time either temporarily or permanently to close any such branch or business.

60. To accept as consideration for or on lieu of the whole or any part of the Company's properties either land

or cash or Government security or securities guaranteed by the Government or shares in joint stock companies or partly the one and partly the other and such other properties as may be determined by the Company and to take back or acquire the property so disposed off by repurchasing or taking lease the same at such price or prices and on such terms and conditions as may be agreed upon by the Company.

61. To undertake and execute any trust or discretion the undertaking whereof may seem desirable and the distribution amongst the beneficiaries, pensioners or other persons entitled to thereof, any income, capital, annuity or other sums or moneys or other properties whether the periodically or otherwise and whether in money or in specie in furtherance of any trust, discretion or other obligations or permissions.

62. To apply for tender, purchase or otherwise acquire any contracts, sub-contract, license and concessions for or in relation to the objects or business herein mentioned or any of them and to undertake, execute, carry out, dispose off or otherwise turn to account the same.

63. To dedicate, present or otherwise dispose off either voluntarily or for value any property of the Company deemed to be of national, public or local interest to any national trust, public body, museum, corporation or authority or any trustees for or on behalf of the same or on behalf of the public.

64. To promote, assist or take part and appear or plead evidence before any commission, investigation, inquiry, trial or hearing whether public or private relating to matters connected with any trade, business or industry.

65. To sublet all or any of

the works, contracts from the time to time and upon such terms and conditions as may be thought expedient.

66. To form, manage, join or subscribe to any syndicate, pool or cartel for the business of the Company.

67. Subject to the provision of the Companies Act to distribute among the members in specific any property of the Company or any proceeds of sale or disposal of any property in the event of winding up.

68. The liability of the member(s) is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.

4 The liability of the member(s) is limited, and this liability is limited to the amount unpaid if any, on the shares held by them.

5 Every member of the company undertakes to contribute:

(i) to the assets of the company in the event of its being wound up while he is a member, or within one year after he ceases to be a member, for payment of the debts and liabilities of the company or of such debts and liabilities as may have been contracted before he ceases to be a member; and

(ii) to the costs, charges and expenses of winding up (and for the adjustment of the rights of the contributories among

themselves), such amount as may be required, not exceeding \* [redacted] rupees.

(iii) The share capital of the company is [redacted] 1000000 rupees, divided into

100000	Equity Share	Shares of	10	Rupees each	
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6

We, the several persons, whose names and address are subscribed, are desirous of being formed into a company in pursuance of this memorandum of association, and we respectively agree to take the number of shares in the capital of the company set against our respective names:

I, whose name and address is given below, am desirous of forming a company in pursuance of this memorandum of association and agree to take all the shares in the capital of the company:

We, the several persons, whose names and addresses are subscribed, are desirous of being formed into a company in pursuance of this memorandum of association:

**For office use only:**

eForm Service request number(SRN)

AB6324142

eForm filing date(DD/MM/YYYY)

17/09/2025

Name of the authorizing officer

Mansi Gokhale

This e-Form is hereby approved



This e-Form is hereby rejected



Date of Signing (DD/MM/YYYY)

22/09/2025