Mission for Integrated Development of Horticulture (MIDH)

Portal: https://midh.gov.in

Scheme Type: Centrally Sponsored Scheme

Implementing Ministry: Ministry of Agriculture and Farmers Welfare, Government of India

Launch Year: 2014-15 (12th Five Year Plan period)

Document Date: March 1, 2026

Executive Summary

The Mission for Integrated Development of Horticulture (MIDH) is a flagship Centrally Sponsored Scheme launched by the Government of India in 2014-15 for the holistic growth and development of the horticulture sector in India[1]. MIDH represents a comprehensive, integrated approach to horticulture development, subsuming and consolidating six previously existing schemes into a unified mission-mode framework designed to transform India's horticulture landscape.

The scheme covers a comprehensive range of horticultural crops including fruits, vegetables, root and tuber crops, mushrooms, spices, flowers, aromatic plants, coconut, cashew, cocoa, and bamboo[2]. With operations spanning all States and Union Territories of India, MIDH aims to promote holistic growth through area-based, regionally differentiated strategies encompassing research, technology promotion, extension, post-harvest management, processing, and marketing—all aligned with the comparative advantages of each State and region.

Key Integration Achievement:

MIDH consolidates and integrates six major horticulture development schemes that previously operated independently:

1. **Three Centrally Sponsored Schemes:**
    - National Horticulture Mission (NHM)
    - Horticulture Mission for North East & Himalayan States (HMNEH)
    - National Bamboo Mission (NBM)
2. **Three Central Sector Schemes:**
    - National Horticulture Board (NHB)
    - Coconut Development Board (CDB)
    - Central Institute for Horticulture (CIH), Nagaland

This integration eliminates duplication, improves coordination, optimizes resource allocation, and creates synergies across the entire horticulture value chain—from quality planting material production to post-harvest infrastructure and market linkages[3].

Financial Pattern:

MIDH operates on a cost-sharing basis between Central and State Governments, with differentiated patterns recognizing regional challenges:

State Category	Central Share	State Share
General Category States	60%	40%
North Eastern & Himalayan States	90%	10%
Union Territories without Legislature	100%	0%

Table 1: MIDH funding pattern by state category

Mission Impact Targets:

During the 12th Plan period, MIDH targeted:

- **7.2% annual growth rate** in the horticulture sector

- Coverage of **4.5 lakh hectares** under rejuvenation of senile plantations
- **0.18 lakh hectares** under protected cultivation
- **11 lakh hectares** under new horticultural crops
- Establishment of approximately **19,000 post-harvest management and market infrastructure units**
- Generation of skilled and unskilled employment opportunities in rural and urban areas

The interventions under MIDH blend technological adaptation with fiscal incentives to attract farmers and entrepreneurs, creating an ecosystem conducive to sustainable horticulture development, income enhancement, and nutritional security for the nation[4].

---

1. Mission Objectives and Vision

1.1 Vision Statement

To promote holistic, sustainable growth of the horticulture sector through integrated, area-based strategies that enhance production, productivity, and farmer incomes while ensuring nutritional security and environmental sustainability.

1.2 Core Mission Objectives

The Mission for Integrated Development of Horticulture pursues the following comprehensive objectives[5]:

1. **Holistic Growth Through Regional Differentiation:**

   Promote holistic growth of horticulture sector, including bamboo and coconut, through area-based regionally differentiated strategies that encompass research, technology promotion, extension, post-harvest management, processing, and marketing—all aligned with the comparative advantage of each State/region and its diverse agro-climatic conditions.
2. **Production and Productivity Enhancement:**

   Enhance horticulture production and augment farmers' income

while strengthening nutritional security for the population. This includes:

- Increasing area under horticulture crops
- Improving productivity through quality germplasm and modern cultivation practices
- Promoting high-value crops with better income potential
- Diversification from traditional crops to high-demand commodities

3. **Quality Planting Material Supply:**

   Improve productivity by ensuring availability and accessibility of quality germplasm, planting material, and promoting water use efficiency through micro-irrigation systems. This involves:

   - Establishing and strengthening nurseries and tissue culture facilities
   - Certification and traceability in planting material supply chain
   - Disease-free, high-yielding variety propagation
   - Self-sufficiency in quality planting material production

4. **Water Use Efficiency:**

   Promote efficient water management through:

   - Expansion of micro-irrigation (drip and sprinkler systems)
   - Precision water application technologies
   - Rainwater harvesting and farm pond construction
   - Integrated water resource management

5. **Post-Harvest Loss Reduction:**

   Support creation of infrastructure to reduce post-harvest losses of perishable horticulture produce through:

   - Pre-cooling units and on-farm pack houses
   - Cold storage and controlled atmosphere storage facilities
   - Reefer vans and cold chain transportation
   - Primary processing and value addition units
   - Ripening chambers and staging cold rooms

6. **Integrated Cold Chain Development:**

   Develop integrated, energy-efficient cold chain infrastructure for fresh horticulture produce from farm gate to market, ensuring:

- Seamless temperature-controlled logistics
- Reduction in transit losses
- Extended shelf life of produce
- Better price realization for farmers

7. **Technology Promotion and Innovation:**

   Popularize identified new technologies, tools, and techniques for commercialization and adoption after thorough technology assessment and need analysis, including:
   - Protected cultivation (polyhouses, shade nets, mulching)
   - Precision farming technologies
   - Integrated pest and nutrient management
   - Mechanization for horticulture operations
8. **Market Development and Linkages:**

   Improve marketing of produce with active participation of all stakeholders, particularly farmer groups and Farmer Producer Organizations (FPOs), through:
   - Market infrastructure development
   - Collective marketing platforms
   - Direct farmer-to-market linkages
   - Export promotion and quality certification
   - E-marketing and digital platforms
9. **Skill Development and Employment Generation:**

   Support skill development and create employment generation opportunities for rural youth in horticulture and post-harvest management, especially in the cold chain sector. This includes:
   - Training in modern cultivation practices
   - Capacity building in post-harvest handling
   - Entrepreneurship development
   - Technical skill certification
10. **Organic and Sustainable Farming:**

    Promote organic farming, sustainable practices, and ecosystem protection through:
    - Organic certification support
    - Biological pest management
    - Soil health improvement

    - Biodiversity conservation
11. **Research and Extension Integration:**

    Strengthen research-extension-farmer linkages to accelerate technology transfer and adoption at field level.
12. **Institutional Strengthening:**

    Build and strengthen farmer collectives, FPOs, and community-based organizations for collective action, economies of scale, and enhanced bargaining power.

1.3 Strategic Outcomes

The Mission aims to achieve:

- **Economic Impact:** Doubling of farmers' income through increased productivity, reduced losses, and better market prices
- **Nutritional Security:** Enhanced availability and accessibility of fruits, vegetables, and nutritious horticultural produce
- **Employment Generation:** Creation of lakhs of direct and indirect jobs in production, processing, and marketing
- **Export Competitiveness:** Positioning India as a major global player in horticultural exports
- **Environmental Sustainability:** Promotion of eco-friendly practices, water conservation, and biodiversity
- **Rural Prosperity:** Transformation of horticulture into a remunerative enterprise driving rural development

---

2. Scheme Structure and Sub-Schemes

2.1 Sub-Scheme Framework

MIDH operates through **six sub-schemes**, each targeting specific geographical areas, crops, and stakeholder groups[6]:

Sub-Scheme	Target Group / Area of Operation
1. National Horticulture Mission (NHM)	All States except North Eastern & Himalayan States (18 States and 6 UTs)
2. Horticulture Mission for North East & Himalayan States (HMNEH)	8 North Eastern States (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura) + 4 Himalayan States (Jammu & Kashmir, Himachal Pradesh, Uttarakhand) + 2 UTs (Ladakh, Lakshadweep)
3. National Horticulture Board (NHB)	All States and UTs (with focus on large-scale commercial projects)
4. Coconut Development Board (CDB)	Coconut-growing States and UTs
5. Central Institute of Horticulture (CIH), Nagaland	Capacity building, training, and demonstration in North Eastern region
6. Special Focus on Commercial Horticulture (erstwhile National Bamboo Mission - NBM)	All States and UTs with bamboo resources

Table 2: MIDH sub-schemes and operational areas

2.2 National Horticulture Mission (NHM)

Coverage: 18 States and 6 Union Territories (excluding North East and Himalayan States)

Focus Areas:

- Area expansion of fruits, vegetables, flowers, spices, plantation crops
- Rejuvenation of old and senile orchards
- Protected cultivation (polyhouses, shade nets)
- Creation of water resources (farm ponds, water harvesting structures)

- Promotion of Integrated Pest Management (IPM) and Integrated Nutrient Management (INM)
- Post-harvest management infrastructure
- Organic farming promotion
- Human resource development and capacity building
- Market development and infrastructure

Target Beneficiaries:

Individual farmers, Farmer Producer Organizations (FPOs), Self-Help Groups (SHGs), Joint Liability Groups (JLGs), cooperatives, public and private sector agencies.

2.3 Horticulture Mission for North East & Himalayan States (HMNEH)

Coverage: 12 States and 2 UTs in North Eastern and Himalayan regions

Rationale:

Recognizing the unique agro-climatic conditions, topographical challenges, and horticulture potential of North East and Himalayan States, HMNEH provides higher Central assistance (90:10 funding pattern) and tailored interventions.

Special Features:

- Higher subsidy rates for beneficiaries
- Focus on indigenous and region-specific crops (large cardamom, ginger, turmeric, bamboo, medicinal plants)
- Organic farming by default due to low chemical input use
- Support for traditionally grown high-value crops
- Infrastructure development considering hilly terrain
- Market linkages for remote areas
- Value addition to overcome transportation challenges

Success Story:

HMNEH has been one of the most successful schemes in the region since its inception in 2001-02, transforming horticulture from a

backyard activity to a major revenue-earning enterprise. Numerous farmer success stories demonstrate significant income enhancement through scheme interventions[7].

2.4 National Horticulture Board (NHB) Sub-Scheme

Operational Scope: All States and UTs with focus on commercial horticulture development

Key Components:

1. **Large-Scale Commercial Projects:**

   Support for establishment of large cold storages (5,000 to 10,000 MT capacity), processing units, and integrated cold chain projects that are commercially viable and scalable.
2. **Market Infrastructure:**

   Development of wholesale markets, retail markets, and marketing infrastructure for horticultural produce.
3. **Technology Dissemination:**

   Demonstration of advanced technologies and best practices.
4. **Capacity Building:**

   Training programs for farmers, entrepreneurs, and extension personnel.
5. **Information Dissemination:**

   Market intelligence, price information, and horticulture statistics.

Target Group:

Farmers, entrepreneurs, FPOs, cooperatives, public sector undertakings, and private companies engaged in commercial horticulture.

2.5 Coconut Development Board (CDB) Sub-Scheme

Coverage: All coconut-growing States and UTs

Mandate:

Integrated development of coconut cultivation and industry covering production, productivity enhancement, processing, product diversification, and market development.

Major Activities:

- Distribution of quality coconut seedlings (Tall, Dwarf, Hybrid varieties)
- Expansion of coconut area and replanting of old gardens
- Integrated farming system with coconut
- Technology demonstration and transfer
- Promotion of coconut-based products and value addition
- Market support and export promotion
- Assistance for coconut processing units
- Support for coir industry development

2.6 Central Institute of Horticulture (CIH), Nagaland

Location: Medziphema, Nagaland

Role:

Serve as a premier training, capacity building, and technology demonstration center for horticulture development in North Eastern States.

Activities:

- Training programs for farmers, extension workers, and entrepreneurs
- Demonstration of improved horticulture technologies
- Production and supply of quality planting material
- Research on region-specific horticultural issues
- Extension support to State Horticulture Departments

2.7 Special Focus on Bamboo and Commercial Horticulture

Background:

Formerly operated as National Bamboo Mission (NBM), now integrated with enhanced focus on bamboo as a commercial horticultural commodity.

Bamboo Development Focus:

- Area expansion through quality planting material
- Development of bamboo clusters
- Post-harvest infrastructure for bamboo (treatment, storage)
- Value addition and product development
- Market linkages and handicraft promotion
- Skill development in bamboo processing
- Environmental benefits (carbon sequestration, soil conservation)

Economic Importance:

Bamboo offers significant livelihood opportunities, especially in North East India, through cultivation, processing, handicrafts, and industrial applications.

---

3. Major Components and Interventions

3.1 Area Expansion

Objective: Increase area under horticulture crops to boost overall production.

Eligible Crops:

- Fruits: Mango, banana, citrus, guava, papaya, pomegranate, apple, grapes, etc.
- Vegetables: Tomato, onion, potato, cabbage, cauliflower, brinjal, okra, etc.
- Flowers: Marigold, jasmine, rose, chrysanthemum, tuberose, etc.
- Spices: Turmeric, ginger, chili, cardamom, black pepper, etc.

- Plantation crops: Coconut, cashew, cocoa, areca nut, etc.

Financial Assistance Pattern:

Crop Category	Assistance per Hectare	Beneficiary Contribution
Fruits (Perennial crops)	Rs. 40,000 - Rs. 60,000	10-15%
Vegetables (Annual crops)	Rs. 16,000 - Rs. 30,000	10-15%
Flowers	Rs. 16,000 - Rs. 60,000	10-15%
Spices	Rs. 20,000 - Rs. 30,000	10-15%

Table 3: Indicative financial assistance for area expansion (varies by state)

Implementation Modality:

- Back-ended subsidy after verification of crop establishment
- Support for quality planting material procurement
- Technical guidance through horticulture department
- Convergence with soil health management and irrigation schemes

3.2 Rejuvenation and Replanting

Rationale:

Old and senile orchards with declining productivity are replaced or rejuvenated to restore yield potential.

Target: 4.5 lakh hectares during 12th Plan period

Eligible Plantations:

- Fruit orchards more than 25-30 years old (mango, citrus, etc.)
- Coconut gardens with senile palms
- Cashew plantations with low productivity
- Arecanut gardens requiring rejuvenation

Assistance:

- Support for removal of old trees/palms
- Assistance for replanting with improved varieties
- Gap filling in existing orchards
- Canopy management and productivity improvement measures

3.3 Protected Cultivation

Objective: Promote cultivation under controlled environment for higher productivity, quality, and off-season production.

Target: 0.18 lakh hectares under protected cultivation during 12th Plan

Types of Structures:

1. **Polyhouses (Greenhouse):**
    - High-tech climate-controlled polyhouses with foggers, fans, heating
    - Medium-tech polyhouses with partial climate control
    - Low-cost naturally ventilated polyhouses
2. **Shade Net Houses:**
    - 50% shade nets for nursery and floriculture
    - 75% shade nets for shade-loving crops
    - Anti-bird nets for fruit protection
3. **Plastic Mulching:**
    - Reduces water requirement
    - Controls weed growth
    - Maintains soil moisture and temperature
    - Improves fruit quality
4. **Anti-Hail Nets:**

   Protection from hail damage in vulnerable areas (apple, stone fruits).
5. **Walk-in Tunnels:**

   Low-cost structures for vegetable and flower cultivation.

Financial Assistance:

Structure Type	Unit Cost	Subsidy (SC/ST/Women)
High-tech polyhouse	Rs. 1,400 - Rs. 1,700/sq.m	50% (55-60%)
Medium-tech polyhouse	Rs. 800 - Rs. 1,000/sq.m	50% (55-60%)
Low-cost polyhouse	Rs. 500 - Rs. 600/sq.m	50% (55-60%)
Shade net house	Rs. 600 - Rs. 800/sq.m	50% (55-60%)
Plastic mulching	Rs. 32,000/ha	50%

Table 4: Protected cultivation subsidy pattern

Benefits:

- 3-5 times higher yield compared to open cultivation
- Protection from extreme weather and pests
- Water use efficiency improvement (40-50% saving)
- Off-season production with premium prices
- Better quality produce meeting export standards

3.4 Creation of Water Resources

Objective: Ensure water availability for horticulture crops, especially in rainfed and water-scarce regions.

Components:

1. **Community Farm Ponds:**
    - Capacity: 200-500 cubic meters
    - Lined ponds with storage for drip irrigation
    - Assistance: 100% for community projects; 50-60% for individual farmers
2. **Water Harvesting Structures:**
    - Check dams, percolation tanks
    - Groundwater recharge structures
    - Rainwater harvesting in hilly areas

3. **Bore Wells and Tube Wells:**

   Support for installation of irrigation water sources for horticulture development.

Convergence:

Strong convergence with Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) for integrated water resource development.

3.5 Micro-Irrigation

Objective: Promote water use efficiency through drip and sprinkler irrigation systems.

Types:

- **Drip Irrigation:** For fruits, vegetables, spices, flowers
- **Sprinkler Irrigation:** For banana, pineapple, vegetables
- **Micro-Sprinklers:** For coconut, arecanut, cocoa

Financial Assistance:

Beneficiary Category	Small & Marginal Farmers	Other Farmers
Drip Irrigation Subsidy	55%	45%
Sprinkler Irrigation Subsidy	55%	45%
Additional for SC/ST/Women	+5%	+5%

Table 5: Micro-irrigation subsidy pattern

Benefits:

- 40-60% water saving
- 30-50% increase in yield
- Fertilizer use efficiency through fertigation
- Reduced labor cost
- Energy saving in pumping

3.6 Integrated Post-Harvest Management

Objective: Reduce post-harvest losses (currently 15-20% in India) through creation of infrastructure from farm gate to market.

Target: Establishment of approximately 19,000 post-harvest management units during 12th Plan

Major Interventions:

1. **Pack Houses:**
    - On-farm pack houses for primary handling, sorting, grading
    - Community pack houses at collection centers
    - Assistance: 35% of project cost (max Rs. 4 lakh)
2. **Pre-Cooling Units:**
    - Rapid cooling to remove field heat immediately after harvest
    - Mobile pre-cooling units for field operations
    - Assistance: 40% of project cost
3. **Cold Storage:**

    Multi-Chamber Cold Storage Units:
    - Capacity: 5,000 to 10,000 MT
    - Multiple chambers for different temperature requirements
    - Assistance: 35% of project cost for private sector (max Rs. 15 lakh)
    - 100% for public sector

    Important Note: Assistance for cold storage is available ONLY for multi-chamber units. Single-chamber cold storages are not eligible under MIDH[8].

    Technology Integration:
    - Energy-efficient refrigeration systems
    - Controlled Atmosphere (CA) storage for long-term storage of apples and other fruits
    - Modified Atmosphere Packaging (MAP)
    - Temperature and humidity monitoring systems
4. **Staging Cold Rooms:**

Small capacity cold rooms (10-20 MT) in rural areas for temporary storage before transportation to main cold storages.

5. **Reefer Vans and Refrigerated Transport:**
    - Insulated and refrigerated vehicles for cold chain transportation
    - Assistance: 40% of project cost
    - Crucial for maintaining cold chain integrity
6. **Primary Processing Units:**
    - Minimal processing (washing, cutting, packaging)
    - Value addition through processing
    - Assistance: Project-based, up to 40% of cost
7. **Ripening Chambers:**
    - Scientific ripening of banana, mango, papaya
    - Ethylene-based ripening technology
    - Assistance: 40% of project cost (max Rs. 15 lakh)

Integration Approach:

MIDH supports integrated cold chain projects that connect multiple components—pre-cooling, cold storage, reefer vans, ripening chambers—into a seamless system. This ensures unbroken cold chain from farm to consumer[9].

State Allocation Guidelines:

States are advised to allocate **35-40% of MIDH funds** for post-harvest management and cold chain development, recognizing the critical importance of reducing losses[10].

3.7 Quality Planting Material Production

Objective: Ensure availability of disease-free, certified, high-yielding planting material for horticulture expansion and productivity improvement.

Components:

1. **Establishment of New Nurseries:**
    - Public sector nurseries: 100% assistance
    - Private sector nurseries: 50% assistance (max Rs. 15 lakh per ha)

- Minimum production: 1,00,000 plants per hectare per year
- Focus on perennial fruit crops, plantation crops

2. **Tissue Culture Units:**
    - High-tech facilities for mass multiplication of disease-free plants
    - Banana, pomegranate, strawberry, potato, ornamental plants
    - Project-based assistance up to Rs. 300 lakh/year
    - Public sector: 100%; Private sector: 50% credit-linked subsidy
3. **Seed Production Units:**
    - Vegetable seed production
    - Handling, processing, packing, storage infrastructure
    - Project-based assistance: Public sector 100%; Private sector 50%
4. **Mother Plant Gardens:**

    Establishment and maintenance of mother plants for producing authentic, genetically pure planting material.
5. **Certification and Traceability:**

    Implementation of Certification and Proactive Virus and Disease Control (CPP) initiative to bring certification and traceability in planting material supply chain, ensuring quality assurance[11].

Quality Standards:

All planting material must conform to standards prescribed by:

- Indian Council of Agricultural Research (ICAR)
- State Horticulture Departments
- National Horticulture Board
- Central/State Seed Certification Agencies

3.8 Organic Farming Promotion

Objective: Promote chemical-free, sustainable organic farming practices with certification and market linkages.

Components:

1. **Organic Cluster Development:**
    - Formation of organic farmer clusters (minimum 50 farmers per cluster)
    - Cluster-based approach for economies of scale
    - Assistance: Rs. 50,000 per hectare for 3 years
2. **Organic Inputs Support:**
    - Bio-fertilizers (Rhizobium, Azotobacter, PSB, Azospirillum)
    - Bio-pesticides (Trichoderma, Pseudomonas, NPV, neem-based products)
    - Vermicompost and organic manure production
    - Green manure and cover crops
3. **Organic Certification:**
    - Support for third-party organic certification costs
    - Participatory Guarantee System (PGS) certification promotion
    - National Programme for Organic Production (NPOP) compliance
4. **Organic Market Linkages:**
    - Direct marketing channels for organic produce
    - Premium pricing mechanisms
    - Export support through APEDA
    - Organic branding and labeling

Convergence:

MIDH organic farming component converges with:

- Paramparagat Krishi Vikas Yojana (PKVY)
- Rashtriya Krishi Vikas Yojana (RKVY)
- Network Project on Organic Farming (ICAR)
- APEDA's organic certification schemes[12]

Benefits:

- Higher market prices (20-50% premium for organic produce)
- Reduced input costs over long term
- Soil health improvement
- Environmental sustainability
- Export market access

3.9 Integrated Pest and Nutrient Management

Objective: Promote eco-friendly, sustainable pest and nutrient management practices.

Integrated Pest Management (IPM) Components:

- Bio-control labs for mass multiplication of bio-agents
- Pheromone traps and biopesticide application
- IPM demonstrations in farmers' fields
- Training on pest surveillance and monitoring
- Encouragement of natural predators

Integrated Nutrient Management (INM) Components:

- Soil testing and soil health card based nutrient application
- Organic manure and compost promotion
- Vermicomposting units
- Green manuring and legume intercropping
- Biofertilizer application
- Precision nutrient management through fertigation

Financial Assistance:

- Bio-control lab establishment: Rs. 80 lakh (100% for public sector; 40% for private)
- IPM demonstration: Rs. 4,000 per hectare
- Vermicompost unit: Rs. 20,000 per unit (50% subsidy)

3.10 Human Resource Development and Capacity Building

Objective: Enhance skills and knowledge of farmers, extension personnel, and entrepreneurs in modern horticulture practices.

Training Programs:

1. **Farmers Training:**
    - On-farm training programs
    - Exposure visits to successful farms and institutes
    - Demonstration of improved technologies

    - Skill development in value addition
2. **Extension Personnel Training:**
    - Subject matter specialists training
    - Technology updation programs
    - ICT tools for extension
    - FPO management training
3. **Entrepreneur Development:**
    - Business planning and management
    - Post-harvest technology training
    - Cold chain management
    - Marketing and export procedures
4. **Youth Skill Development:**
    - Horticulture production techniques
    - Protected cultivation management
    - Micro-irrigation operation and maintenance
    - Post-harvest handling and processing
    - Cold storage operation
    - Floriculture and nursery management

Training Infrastructure:

- State Horticulture Training Institutes
- Krishi Vigyan Kendras (KVKs)
- State Agricultural Universities
- ICAR Institutes
- Central Institute of Horticulture (CIH), Nagaland
- National Horticulture Board training centers

Capacity Building Support:

Training costs, travel, accommodation, and training materials are supported under MIDH component.

3.11 Mechanization

Objective: Reduce drudgery, improve efficiency, and enhance productivity through mechanization of horticulture operations.

Eligible Machinery and Equipment:

- Power tillers and tractors

- Rotavator and cultivator
- Precision seeders and transplanters
- Drip and sprinkler irrigation systems
- Power sprayers and dusters
- Power weeders
- Pruning and harvesting tools
- Grading and sorting machines
- Packaging equipment
- Solar-powered equipment

Financial Assistance:

- 40-50% subsidy for individual farmers
- Higher rates (50-60%) for SC/ST/Women farmers
- Community ownership models through FPOs with higher subsidy
- Custom Hiring Centers (CHCs) for shared access

Convergence:

MIDH mechanization component converges with Sub-Mission on Agricultural Mechanization (SMAM) for comprehensive machinery support.

3.12 Market Development and Infrastructure

Objective: Strengthen market infrastructure and improve farmers' access to remunerative markets.

Components:

1. **Rural Haats and Apni Mandis:**

   Direct farmer-to-consumer marketing platforms reducing intermediaries.
2. **Wholesale Market Infrastructure:**
   - Modernization of APMC markets
   - Grading and sorting facilities
   - Weighbridges and quality testing labs
   - Information display systems
3. **Retail Market Development:**

- Retail outlets for FPOs
- Mobile vending carts
- Farmers' markets in urban areas

4. **E-Marketing Platforms:**

   Integration with National Agriculture Market (e-NAM) for online trading of horticultural produce.
5. **Export Infrastructure:**
   - Pack houses meeting export standards
   - Phytosanitary certification facilities
   - Export documentation support

---

4. Horticulture Cluster Development Programme (HCDP)

4.1 Background and Objectives

To promote India's competitiveness in global horticulture markets and enhance the global competitiveness of Indian horticulture sector, the **Horticulture Cluster Development Programme (HCDP)** is implemented under MIDH framework[13].

Key Objectives:

1. **Leverage Geographical Specialization:**

   Promote integrated and market-led development of horticulture clusters based on geographical comparative advantages and commodity specialization.
2. **Government Convergence:**

   Converge with other initiatives like Agriculture Infrastructure Fund, PMKSY, Rural Infrastructure Development Fund, and other government programs for synergistic impact.
3. **Private Investment Attraction:**

   Catalyze significant private sector investment in horticulture value chain infrastructure.

4. **Reduce Price Volatility:**

   Develop large-scale clusters for vegetable production closer to major consumption centers to reduce price volatility and ensure steady supply.
5. **Last-Mile Connectivity:**

   Create last-mile connectivity using multimodal transport for efficient and timely evacuation and transportation of horticulture produce.
6. **Transform Horticulture Ecosystem:**

   Potentially transform the entire horticulture ecosystem through integrated cluster development.

4.2 Implementation Framework

Cluster Selection Criteria:

- Existing production concentration
- Geographical suitability and agro-climatic advantage
- Market proximity or export potential
- Presence of basic infrastructure
- Farmer organization readiness
- Private sector interest

Pilot Phase:

Initially implemented in **12 clusters covering 11 States/UTs** during pilot phase to test models and refine strategies[14].

Cluster Components:

1. Production enhancement through quality inputs and technology
2. Post-harvest infrastructure (pack houses, cold storages, processing)
3. Market linkages and buyer connections
4. Logistics and transportation
5. Quality certification and branding
6. Farmer organization strengthening

Investment Pattern:

Under MIDH, Government of India contributes **60% for general states** and **90% for North Eastern and Himalayan states** of total project cost, with state government and private sector contributing remainder[15].

4.3 Expected Outcomes

- Cluster-based branding and geographical indication (GI) tags
- Higher farmer realization through reduced wastage and better prices
- Employment generation in cluster regions
- Enhanced export competitiveness
- Technology adoption and innovation
- Sustainable and climate-resilient production systems

---

5. Eligibility Criteria and Beneficiary Selection

5.1 Eligible Beneficiaries

MIDH provides assistance to a wide range of stakeholders in the horticulture value chain:

1. **Individual Farmers:**
    - Small and marginal farmers (priority)
    - All categories of farmers for various interventions
    - Must have land ownership or registered long-term lease
2. **Farmer Groups and Collectives:**
    - Farmer Producer Organizations (FPOs)
    - Self-Help Groups (SHGs)
    - Joint Liability Groups (JLGs)
    - Farmer Interest Groups (FIGs)
3. **Cooperatives:**
    - Primary Agricultural Cooperative Societies (PACS)
    - Marketing cooperatives
    - Producer cooperatives
4. **Government Institutions:**

- State Horticulture Departments
- Horticulture Boards
- Public Sector Undertakings (PSUs)
- Agricultural Universities and Research Institutes

5. **Private Sector:**
    - Entrepreneurs and companies
    - Startups in agri-tech and horticulture
    - Cold chain operators
    - Processing industry
6. **NGOs and Civil Society Organizations:**

    NGOs with proven track record in agricultural development and farmer mobilization.

5.2 Land Eligibility Criteria

For Individual Farmers:

1. **Land Ownership Requirement:**

    Only farmers having land ownership in the respective State shall be eligible for availing assistance under the schemes[16].
2. **In Case of Non-Ownership of Land:**

    Where land is not owned by the applicant, eligibility is guided as below:

    For Non-Project-Based Activities and Seasonal/Annual Crops:
    - Registered lease agreement between parties for **ten years** for orchards

    For Project-Based Activities (cold storage, processing units, infrastructure):
    - Registered lease agreement between parties for **fifteen years**
3. **Documentation:**
    - Land ownership certificate or revenue records
    - Registered lease deed (if applicable)
    - NOC from landowner (in lease cases)

5.3 Crop Eligibility

Assistance is provided for Horticultural Crops ONLY as per Government of India norms:

- Fruits (perennial and annual)
- Vegetables (seasonal)
- Flowers and ornamental plants
- Spices and condiments
- Plantation crops (coconut, cashew, cocoa, arecanut)
- Medicinal and aromatic plants
- Mushrooms
- Root and tuber crops (excluding potato in certain states)
- Bamboo

Note: Agricultural crops like cereals, pulses, oilseeds, and sugarcane are NOT covered under MIDH.

5.4 Special Category Provisions

Enhanced Assistance for:

1. **Scheduled Castes (SC):** Additional 5% subsidy
2. **Scheduled Tribes (ST):** Additional 5% subsidy
3. **Women Farmers:** Additional 5% subsidy
4. **Small and Marginal Farmers:** Higher priority and subsidy rates
5. **Beneficiaries of Vibrant Villages:** Special earmarked targets in border villages

Mandatory Targets:

While finalizing Annual Action Plans (AAPs), due attention is paid to earmarking specific targets for SC, ST, women beneficiaries, and beneficiaries of vibrant villages as an inbuilt provision under MIDH scheme[17].

5.5 Application and Selection Process

Fair and Transparent System:

States must develop a fair, transparent system for:

1. **Application Solicitation:**
    - Public notice and wide publicity through print and electronic media
    - Online application portals (State Horticulture Department websites)
    - Application submission at Horticulture Offices/Zones
2. **Beneficiary Selection Criteria:**
    - First-come-first-served basis (for non-project components)
    - Merit-based selection for project proposals
    - Priority to SC/ST/Women/Small farmers
    - Technical feasibility assessment
    - Financial viability evaluation
3. **Approval Process:**
    - Scrutiny by District Horticulture Officer
    - Approval by District Mission Committee (DMC) - **Mandatory for all schemes**[18]
    - Administrative sanction and fund release
    - Physical verification before subsidy disbursement

Baseline Survey and Feasibility:

States must organize baseline surveys and feasibility studies for distinct areas/clusters (District, sub-District, or group of Districts) to determine status and plan interventions systematically[19].

5.6 One-Time Assistance Rule

- Beneficiaries generally eligible for one-time assistance per component
- For area expansion: Assistance once for each crop/land parcel
- For infrastructure: One-time capital subsidy
- Repeat assistance possible after specific intervals (e.g., rejuvenation after 25 years)

---

6. Financial Pattern and Fund Flow Mechanism

6.1 Cost Sharing Pattern

MIDH operates on a **Centrally Sponsored Scheme** model with differentiated cost-sharing between Central and State Governments:

State/UT Category	Central Share (%)	State Share (%)
General Category States (18 States + 6 UTs with Legislature)	60	40
North Eastern States (8 States: Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura)	90	10
Himalayan States (4 States: Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Sikkim)	90	10
Union Territories without Legislature (Ladakh, Lakshadweep, Andaman & Nicobar Islands)	100	0

Table 6: MIDH funding pattern by state/UT category

Rationale for Differential Pattern:

- Higher Central assistance (90%) for North Eastern and Himalayan States recognizes:
  - Special geographical and topographical challenges
  - Lower state revenue base
  - Strategic importance of horticulture in these regions
  - Need for accelerated development

- 100% Central funding for UTs without legislature due to administrative structure

6.2 Fund Flow Mechanism

Multi-Tier Release System:

1. **Central to State Level:**

   Department of Agriculture & Farmers Welfare (DA&FW) → State Implementing Agencies
   - Based on approved Annual Action Plans (AAPs)
   - Released in installments linked to utilization and progress
   - Transferred to State Implementing Agencies (State Horticulture Missions, State Horticulture Departments, National-Level Agencies)
2. **State to District Level:**

   State Horticulture Mission/Department → District Horticulture Offices
   - Based on district-wise action plans
   - Monitoring by State Mission Director
3. **District to Beneficiary:**

   District Horticulture Office → Beneficiary Bank Account (DBT)
   - **Direct Benefit Transfer (DBT)** to beneficiary bank accounts (mandatory)[20]
   - Electronic transfer ensuring transparency
   - Aadhaar-linked bank accounts preferred
   - Back-ended subsidy after physical verification

Fund Flow Chart:

DA&FW, Government of India
↓
State Horticulture Mission/Department
↓
District Horticulture Office

↓
Beneficiary Bank Account (DBT)

6.3 Release Mechanism and Conditions

Installment-Based Release:

1. **First Installment:**
    - Released on approval of Annual Action Plan
    - Typically 50% of annual allocation
2. **Subsequent Installments:**
    - Released based on:
      - Utilization of previous installment (minimum 60% utilization required)
      - Physical progress reports
      - Submission of Utilization Certificates (UCs)
      - State contribution release confirmation

State Contribution Requirement:

States must release their share (40% for general states, 10% for NE/Himalayan states) proportionately with Central release to access funds.

6.4 Beneficiary Contribution

For Individual Beneficiaries:

- Area expansion, rejuvenation: 10-15% of unit cost
- Protected cultivation: 40-50% of unit cost
- Micro-irrigation: 45-55% of unit cost
- Post-harvest infrastructure: 50-65% of project cost

For Public Sector:

100% assistance for most components promoting public good (nurseries, training centers, technology demonstration).

For Private Sector Projects:

- 50% credit-linked back-ended subsidy for infrastructure projects
- 35-40% subsidy for commercial ventures

- Loan from banks/financial institutions for balance amount

6.5 Two-Installment Release for Projects

For large infrastructure projects (cold storage, processing units, tissue culture), subsidy released in **two equal installments**:

1. **First Installment (50%):**

   Released after completion of 50% of civil works and submission of progress report with photographs and bank loan sanction letter.
2. **Second Installment (50%):**

   Released after:
   - Completion of project
   - Installation of machinery and equipment
   - Functional operation commencement
   - Final inspection and verification
   - Submission of completion certificate

Bank Loan Confirmation:

For credit-linked subsidies, beneficiary must provide loan sanction letter from financing bank confirming 50% project cost loan[21].

---

7. Planning and Implementation Framework

7.1 Institutional Structure

Three-Tier Governance:

1. **National Level:**

   Governing Council (GC):
   - **Chairperson:** Union Minister of Agriculture & Farmers Welfare
   - Formulation body providing overall direction and guidance
   - Monitors and reviews Mission progress and performance

- Empowered to lay down and amend operational guidelines
- Meets at least twice a year
- Non-official members have three-year tenure

Executive Committee (EC):

- **Chairperson:** Secretary, Department of Agriculture & Cooperation
- Oversees Mission activities
- Approves Annual Action Plans of Sub-schemes and National-Level Agencies
- Empowered to reallocate resources across States and components
- Approves projects based on guidelines and cost norms[22]

Department of Agriculture & Farmers Welfare (DA&FW):

Nodal department for overall coordination, fund release, monitoring, and policy guidance.

2. **State Level:**

State Horticulture Mission (SHM):

- **Mission Director:** Additional Chief Secretary/Principal Secretary (Agriculture/Horticulture)
- Overall planning, coordination, and implementation at state level
- Preparation of State Annual Action Plans
- Fund management and release to districts
- Monitoring and evaluation
- Capacity building and training coordination

State Executive Committee:

Chaired by Principal Secretary (Agriculture/Horticulture), approves district action plans and major interventions.

3. **District Level:**

District Mission Committee (DMC):

- **Chairperson:** District Collector/Deputy Commissioner
- **Mandatory approval required** for implementing each scheme component[23]
- Issues administrative sanctions
- Releases funds to implementing agencies

- Monitors physical and financial progress
- Ensures convergence with other schemes

District Horticulture Officer (DHO):

- District-level implementation head
- Prepares district action plans
- Beneficiary selection and verification
- Fund disbursement through DBT
- Field monitoring and reporting

7.2 Annual Action Plan (AAP) Process

Bottom-Up Planning Approach:

1. **Needs Assessment (District Level):**
   - Baseline surveys and feasibility studies
   - Farmer demand assessment
   - Infrastructure gap analysis
   - Cluster identification
   - Consultation with farmer groups and FPOs
2. **District Action Plan Preparation:**
   - Component-wise targets and budgets
   - Beneficiary identification (preliminary)
   - Implementation schedule
   - Convergence with other schemes
   - Special category beneficiary targets (SC/ST/Women)
3. **State Consolidation:**
   - State Mission aggregates district plans
   - Prioritization based on state horticulture strategy
   - Alignment with national priorities
   - Financial allocation across districts
   - Approval by State Executive Committee
4. **Submission to DA&FW:**
   - Prescribed formats as per Annexure IV(a) & (b) of guidelines[24]
   - Justification for interventions
   - Expected outcomes and impact
   - Physical and financial targets
5. **National Appraisal and Approval:**
   - Technical scrutiny by DA&FW

- Review by Executive Committee
- Allocation release based on approved AAP

AAP Timeline:

State AAPs typically submitted by **October-November** for next financial year (April-March) to ensure timely fund release and seasonal synchronization.

7.3 Implementation Modalities

Multiple Implementation Channels:

1. **State Horticulture Departments:**

   Primary implementing agency for most components (area expansion, rejuvenation, water resources, capacity building).
2. **National Horticulture Board (NHB):**

   Large commercial projects, infrastructure, training, and market development.
3. **Coconut Development Board (CDB):**

   All coconut-related activities across coconut-growing states.
4. **National Bamboo Mission (now integrated):**

   Bamboo-specific interventions through state bamboo missions.
5. **Public-Private Partnership (PPP):**

   Encouraged for infrastructure projects (cold storage, processing) with private sector bringing expertise and efficiency.
6. **Farmer Producer Organizations (FPOs):**

   Community-based implementation for collective benefits (custom hiring centers, market infrastructure, processing units).

7.4 Convergence and Integration

Convergence with Other Government Schemes:

MIDH emphasizes convergence to maximize impact and avoid duplication:

Scheme	Convergence Area
Pradhan Mantri Krishi Sinchayee Yojana (PMKSY)	Water resource creation, micro-irrigation, watershed development
Sub-Mission on Agricultural Mechanization (SMAM)	Horticulture machinery, custom hiring centers
Paramparagat Krishi Vikas Yojana (PKVY)	Organic farming, certification, cluster development
Rashtriya Krishi Vikas Yojana (RKVY)	State-specific horticulture innovations, infrastructure
Agriculture Infrastructure Fund (AIF)	Cold storage, processing units, farm-level infrastructure
Pradhan Mantri Kisan Sampada Yojana (PMKSY-Food Processing)	Value addition, processing, cold chain
10,000 FPO Scheme	FPO-based implementation of MIDH components
PM-AASHA	Market support for horticultural commodities
National Agriculture Market (e-NAM)	Digital marketing of horticulture produce
MGNREGA	Farm pond excavation, land development, horticulture plantation in convergence mode

Table 7: MIDH convergence with other schemes

Integration Benefits:

- Eliminates duplication and optimizes resource use
- Creates comprehensive support ecosystem for farmers
- Enhances impact through synergy

- Simplifies farmer access to multiple benefits

---

8. Monitoring, Evaluation, and Transparency

8.1 Monitoring Mechanisms

Multi-Level Monitoring:

1. **National Level Monitoring:**
    - Regular review by Executive Committee
    - State-wise performance dashboards
    - Third-party evaluation studies
    - Impact assessment surveys
2. **State Level Monitoring:**
    - Monthly progress reports from districts
    - Field visits by State Mission Director
    - Quarterly review meetings
    - Mid-term and annual performance evaluation
3. **District Level Monitoring:**
    - Physical verification before subsidy release
    - Geo-tagging of assets created (mandatory for infrastructure)
    - Photographic documentation
    - Beneficiary feedback collection

8.2 Management Information System (MIS)

Digital Monitoring Platform:

Many states have implemented online portals for MIDH management:

- **Suraksha Portal:** (Example: Telangana) - Mandatory filing of applications after onboarding[25]
- **eUdyan Portal:** (Himachal Pradesh) - Integrated Horticulture Sector Management System
- Real-time tracking of applications, approvals, fund releases, and physical progress
- Beneficiary database management

- DBT integration for transparent fund transfer
- Report generation for various levels

Key MIS Features:

- Online application submission by beneficiaries
- Digital approval workflow
- Geo-tagged asset mapping
- Aadhaar-based beneficiary authentication
- Real-time financial and physical progress tracking
- Grievance redressal mechanism
- Mobile app integration for field officials

8.3 Transparency Measures

1. **Public Disclosure:**
    - Scheme guidelines on state horticulture department websites
    - Beneficiary lists published after selection
    - Fund allocation and utilization displayed publicly
    - Component-wise cost norms published
2. **Grievance Redressal:**
    - Helpline numbers at state and district levels
    - Online complaint registration portals
    - Time-bound grievance resolution
    - Escalation mechanism for unresolved issues
3. **Social Audit:**
    - Community monitoring of implemented activities
    - Gram Sabha verification in villages
    - Third-party audits

8.4 Evaluation and Impact Assessment

Periodic Evaluation:

- Baseline surveys before intervention
- Midline evaluation during implementation
- End-line assessment at scheme conclusion
- Impact studies on income, employment, production

Key Performance Indicators (KPIs):

- Area coverage under different crops
- Productivity enhancement (yield increase)
- Post-harvest loss reduction percentage
- Farmer income increase
- Employment generation (person-days)
- Infrastructure created (number and capacity)
- Beneficiary satisfaction index
- Technology adoption rate

---

9. Success Stories and Impact

9.1 Transformation of North East Horticulture

The Horticulture Mission for North East & Himalayan States (HMNEH) component of MIDH has been **one of the most successful schemes** since inception in 2001-02[26]:

Key Achievements:

- Transformed horticulture from backyard activity to highest revenue-earning enterprise in several states
- Large cardamom, ginger, turmeric, passion fruit, kiwi, orange cultivation expanded significantly
- Organic farming emerged as strength due to traditionally low chemical input use
- Numerous farmer entrepreneurs emerged with substantial income growth
- Export of organic spices and fruits increased

Farmer Success Stories:

Success stories of different farmers and entrepreneurs stand witness to how the scheme has brought about holistic growth in the horticulture sector, with many farmers transitioning from subsistence farming to commercial horticulture enterprises.

9.2 Protected Cultivation Success

States like Himachal Pradesh, Karnataka, Maharashtra, and Tamil Nadu:

- Farmers adopting polyhouse cultivation for vegetables (capsicum, tomato, cucumber) and flowers
- 3-5 times yield increase compared to open cultivation
- Premium pricing for off-season and export-quality produce
- Significant income enhancement (annual income of Rs. 5-10 lakh per acre)
- Water savings of 40-60% through drip irrigation in polyhouses

9.3 Cold Chain Infrastructure Development

Significant Infrastructure Created:

- Thousands of cold storage units established across states
- Reduction in post-harvest losses from 30-40% to 10-15% in intervention areas
- Farmers able to store produce and sell during favorable market conditions
- Price volatility reduced through buffer stock creation
- Enhanced market access for remote farmers

Example - Maharashtra:

In the current year, Rs. 5,135 lakh allocated specifically for post-harvest infrastructure including cold chain development out of total MIDH allocation of Rs. 14,829 lakh[27].

9.4 FPO-Led Aggregation and Marketing

Successful FPO Models:

- FPOs supported under MIDH for collective production, processing, and marketing
- Bulk procurement of inputs at competitive prices
- Aggregation of produce for better bargaining power
- Direct market linkages reducing intermediary margins
- Quality certification and branding at FPO level

- Farmer members receiving 15-30% higher prices compared to individual selling

9.5 Organic Farming Clusters

Organic Certification and Premium Markets:

- Over 27.77 lakh hectares covered under organic farming in India through MIDH and other schemes[28]
- Organic produce exports valued at Rs. 5,150.99 crore in 2018-19[29]
- PGS and third-party certification support enabling market access
- Premium pricing (20-50% higher) for certified organic produce
- Domestic and international demand driving expansion

9.6 Employment Generation

Rural Employment Creation:

- Skilled employment in protected cultivation, nurseries, tissue culture labs
- Jobs in post-harvest sector: cold storage operation, processing units, packaging
- Entrepreneurship opportunities in horticulture services
- Women empowerment through floriculture, mushroom cultivation, value addition
- Youth engagement in modern horticulture technologies

---

10. Challenges and Way Forward

10.1 Current Challenges

1. **Limited Awareness:**

   Many small and marginal farmers still unaware of MIDH provisions and application procedures.
2. **Beneficiary Contribution Barrier:**

   Even subsidized infrastructure (50% subsidy) requires significant investment, challenging for resource-poor farmers.

3. **Credit Access:**

   Farmers face difficulty in obtaining bank loans for their contribution, especially for infrastructure projects.
4. **Post-Harvest Infrastructure Gaps:**

   Despite progress, substantial gaps remain in cold chain coverage, particularly in remote areas.
5. **Maintenance and Sustainability:**

   Assets created (polyhouses, micro-irrigation, cold storage) require proper maintenance; many beneficiaries lack technical knowledge or funds.
6. **Market Linkage Challenges:**

   Production enhancement not always matched by assured market access and remunerative pricing.
7. **Delayed Fund Release:**

   In some states, delays in state contribution release or utilization certificate submission cause implementation delays.
8. **Quality Control:**

   Ensuring quality of planting material, construction of infrastructure, and adherence to specifications remains challenge.
9. **Climate Risks:**

   Extreme weather events (unseasonal rains, hailstorms, drought) damage infrastructure and crops, affecting sustainability.

10.2 Recommendations

1. **Enhanced Awareness Campaigns:**
   - Mass media campaigns in local languages
   - Farmer field schools and demonstrations
   - Mobile app-based information dissemination
   - Involvement of Krishi Vigyan Kendras and extension workers
2. **Credit Facilitation:**

- Interest subvention on beneficiary loans
- Credit guarantee coverage for small farmers
- Convergence with Kisan Credit Card scheme
- Simplified loan procedures for MIDH beneficiaries

3. **Maintenance Support:**
    - Provision for annual maintenance grant for 3-5 years
    - Training on operation and maintenance
    - Extended warranty from suppliers
    - Insurance coverage for infrastructure
4. **Market Assurance:**
    - Pre-production market linkages and buyback agreements
    - Strengthening FPOs for collective marketing
    - Integration with e-NAM and other digital platforms
    - Contract farming facilitation
    - Export promotion support
5. **Technology Integration:**
    - IoT-enabled protected cultivation and cold storage
    - Blockchain for traceability and quality assurance
    - AI-based advisory for precision horticulture
    - Satellite monitoring for area verification
6. **Human Resource Development:**
    - Massive capacity building for farmers and entrepreneurs
    - Skill certification programs
    - Horticulture extension worker training
    - Entrepreneurship development programs
7. **Climate Resilience:**
    - Promote climate-resilient varieties
    - Weather-indexed insurance for horticulture
    - Disaster preparedness and mitigation measures
    - Rainwater harvesting and micro-irrigation expansion
8. **Quality Assurance:**
    - Third-party verification of infrastructure quality
    - Certification of planting material sources
    - Performance-based payments
    - Blacklisting of non-compliant suppliers

10.3 Future Directions

MIDH 2.0 Vision:

- Expanded coverage with higher budgetary allocations
- Focus on emerging crops (exotic fruits, high-value vegetables)
- Strengthening entire value chain from production to consumption
- Global competitiveness through quality and certification
- Technology-driven precision horticulture
- Carbon-neutral horticulture production systems
- Nutrition-sensitive horticulture for health outcomes
- Horticulture as driver of rural prosperity and doubling farmers' income

---

11. State-Wise Allocations and Achievements

11.1 Major Implementing States

Top States by MIDH Allocation and Performance (Indicative):

1. **Maharashtra:** Rs. 14,829 lakh allocation in recent year; major focus on grapes, pomegranate, mango, vegetables; strong cold chain development
2. **Uttar Pradesh:** Largest area under horticulture; focus on mango, guava, potato, vegetables
3. **Karnataka:** Coconut, horticulture crops, floriculture; strong FPO integration
4. **Tamil Nadu:** Banana, mango, flowers, vegetables; high-tech horticulture adoption
5. **Andhra Pradesh:** Mango, chili, turmeric, banana; processing and value addition focus
6. **Gujarat:** Mango, banana, vegetables; export-oriented horticulture
7. **Himachal Pradesh:** Apple, stone fruits; protected cultivation and organic farming
8. **Assam (HMNEH):** Tea, large cardamom, ginger, citrus; organic farming

9. **Kerala:** Coconut, spices, banana, pineapple; CDB interventions

11.2 Regional Specializations

Geographical Indication (GI) and Specialty Crops Promoted:

- Alphonso Mango (Maharashtra)
- Darjeeling Orange (West Bengal)
- Kashmir Saffron (Jammu & Kashmir)
- Coorg Mandarin (Karnataka)
- Mahabaleshwar Strawberry (Maharashtra)
- Sikkim Large Cardamom (Sikkim)
- Nagpur Orange (Maharashtra)
- Guntur Chilli (Andhra Pradesh)

MIDH supports cluster development around these GI crops to enhance quality, productivity, and market branding.

---

12. Contact Information and Support

12.1 National Level

Department of Agriculture & Farmers Welfare

Ministry of Agriculture & Farmers Welfare

Krishi Bhawan, Dr. Rajendra Prasad Road

New Delhi - 110001, India

Website: https://agricoop.nic.in

MIDH Portal: https://midh.gov.in

Email: horticulture-agri@gov.in

12.2 National Implementing Agencies

National Horticulture Board (NHB)

85, Institutional Area, Sector - 18

Gurgaon - 122015, Haryana

Phone: +91-124-2383954

Website: https://nhb.gov.in

Coconut Development Board (CDB)

Headquarters: Kochi, Kerala

Website: http://www.coconutboard.gov.in

12.3 State Level Contacts

State Horticulture Departments/Missions:

Farmers should contact their respective State Horticulture Department or State Horticulture Mission for:

- MIDH scheme information and guidelines
- Application forms and procedures
- Beneficiary selection criteria
- District-wise contact details
- Subsidy rates and cost norms
- Grievance redressal

State Horticulture Department Website Pattern:

Most states have dedicated horticulture department websites with MIDH information:

- Example formats: horticulture.[state].gov.in or shm.[state].nic.in
- Search: "[State name] horticulture department MIDH"

12.4 District Level

District Horticulture Officer (DHO)

Contact District Horticulture Office at district headquarters for:

- Application submission
- Technical guidance
- Beneficiary verification
- Subsidy disbursement
- Complaint registration

Horticulture Extension Centers/Zones:

Many states have block or tehsil-level horticulture extension centers for closer farmer interface.

---

13. Conclusion

The **Mission for Integrated Development of Horticulture (MIDH)** stands as a transformative, comprehensive framework for holistic development of India's horticulture sector, touching every aspect of the value chain from quality planting material production to post-harvest management, market linkages, and farmer capacity building. By integrating six previously independent schemes into a unified mission-mode approach, MIDH eliminates fragmentation, optimizes resource allocation, and creates powerful synergies that amplify impact at farm level.

Key Strengths of MIDH:

1. **Comprehensive Coverage:**

   From production enhancement through area expansion, rejuvenation, and protected cultivation to post-harvest infrastructure, processing, and marketing—MIDH addresses the entire horticulture ecosystem holistically.
2. **Regional Differentiation:**

   Recognition of agro-climatic diversity through differentiated funding patterns (60:40 for general states, 90:10 for NE/Himalayan states) and customized interventions respecting regional strengths and challenges.
3. **Technology Focus:**

   Strong emphasis on modern technologies—protected cultivation, micro-irrigation, tissue culture, cold chain, precision farming—accelerating India's transition to high-productivity, sustainable horticulture.
4. **Market Orientation:**

   Beyond production, MIDH prioritizes market infrastructure,

value addition, FPO strengthening, and e-marketing, ensuring farmers realize remunerative prices for enhanced production.

5. **Inclusivity:**

   Special provisions for SC/ST, women, small and marginal farmers ensure equitable access and inclusive growth. Mandatory targets for special categories embed social justice in horticulture development.
6. **Institutional Strength:**

   Three-tier governance (national, state, district) with clear accountability, mandatory DMC approvals, transparent beneficiary selection, and DBT fund transfer build a robust, accountable implementation framework.
7. **Convergence and Integration:**

   Strong convergence with PMKSY, SMAM, PKVY, AIF, and other schemes eliminates duplication, maximizes resource utilization, and creates a comprehensive support ecosystem.

Impact on Indian Agriculture:

Since 2014-15, MIDH has catalyzed:

- **Expansion of horticultural area** by lakhs of hectares across fruits, vegetables, spices, flowers
- **Rejuvenation of old orchards**, restoring productivity and farmer incomes
- **Protected cultivation** enabling year-round, high-value production with 3-5x yield increase
- **Cold chain infrastructure** reducing post-harvest losses from 30-40% to 10-15% in intervention areas
- **Micro-irrigation adoption** saving 40-60% water while enhancing productivity
- **Organic farming clusters** accessing premium markets and export opportunities
- **Employment generation** for millions in rural and semi-urban areas—production, processing, cold chain, marketing
- **Women and youth empowerment** through floriculture, mushroom cultivation, protected cultivation entrepreneurship

- **FPO-led aggregation** improving farmer bargaining power and market access
- **Export competitiveness** through quality infrastructure, certification, and standards compliance

Contribution to National Goals:

MIDH directly contributes to:

1. **Doubling Farmers' Income:** Enhanced productivity, reduced losses, better prices, value addition
2. **Nutritional Security:** Increased availability of fruits, vegetables, and nutritious horticulture produce
3. **Employment Generation:** Lakhs of jobs across horticulture value chain
4. **Export Growth:** Positioning India as global horticulture powerhouse
5. **Water Conservation:** Micro-irrigation and efficient water use
6. **Climate Resilience:** Protected cultivation, climate-smart varieties, disaster mitigation
7. **Rural Prosperity:** Transforming horticulture into remunerative enterprise driving rural development
8. **Make in India:** Indigenous technology development and manufacturing in horticulture equipment
9. **Aatmanirbhar Bharat:** Self-sufficiency in quality planting material, reduced import dependency

Way Forward:

As India aspires to become a **$5 trillion economy** and ensure prosperity for its vast farming community, horticulture—with its high value-to-weight ratio, employment intensity, and export potential—will play an increasingly pivotal role. MIDH, with continued strengthening, enhanced allocations, technology integration (AI, IoT, blockchain), climate resilience focus, and unwavering commitment to farmer welfare, will remain the cornerstone of India's horticulture-led agricultural transformation.

The success stories from North East India, protected cultivation farmers, organic clusters, and FPO-led marketing models demonstrate the immense potential waiting to be unlocked. With

MIDH as the enabling framework, Indian horticulture is poised to achieve unprecedented growth, sustainability, and global competitiveness—ensuring prosperity, nutrition, and livelihoods for millions while positioning India as a leading horticultural nation on the world stage.

Empowering Farmers, Enriching Nutrition, Building Prosperous Rural India Through Horticulture

Holistic Horticulture Development for Inclusive Growth

From Farm to Fork: Quality, Sustainability, and Prosperity

Jai Kisan, Jai Horticulture, Jai Bharat!

References

[1] India Science and Technology Portal. Mission for Integrated Development of Horticulture (MIDH). Retrieved from https://www.indiascienceandtechnology.gov.in/st-visions/national-mission/mission-integrated-development-horticulture-midh

[2] Press Information Bureau. (2022, July 18). Implementation of Mission for Integrated Development of Horticulture. Retrieved from https://www.pib.gov.in/PressReleasePage.aspx?PRID=1842773

[3] India Science and Technology Portal. MIDH Scheme Integration. Retrieved from source

[4] ISTI Portal. MIDH Expected Outcomes. Retrieved from source

[5] MIDH Operational Guidelines 2025. (2024, December 31). Mission Objectives. Retrieved from https://hortnet.hortharyana.gov.in/assets/pdfs/MIDHGuidelines-OperationalGuideLines(2025-26).pdf

[6] MIDH Operational Guidelines 2025. Sub-Scheme Framework.

[7] Horticulture Department, Nagaland. Mission for Integrated Development of Horticulture (MIDH). Retrieved from https://hortidept.nagaland.gov.in/mission-for-integrated-development-of-horticulture-midh/

[8] Horticulture Department, Assam. Schematic benefits for Integrated Post Harvest Management. Retrieved from https://dirhorti.assam.gov.in/sites/default/files/swf_utility_folder/departments/horticulture_medhassu_in_oid_5/menu/information

[9] Press Information Bureau. Development of Cold Chains. Retrieved from https://www.pib.gov.in/PressReleasePage.aspx?PRID=1498355

[10] PIB. Development of Cold Chains - State Allocations.

[11] MIDH Operational Guidelines. Certification and Proactive Virus Control.

[12] Press Information Bureau. (2019, November 18). 27.77 lakh hectares covered under organic farming. Retrieved from https://www.pib.gov.in/newsite/PrintRelease.aspx?relid=194638

[13] MIDH Operational Guidelines 2025. Horticulture Cluster Development Programme.

[14] Drishti IAS. (2022, November 30). Horticulture Cluster Development Programme. Retrieved from https://www.drishtiias.com/daily-updates/daily-news-analysis/horticulture-cluster-development-programme-1

[15] Testbook. MIDH Fund Sharing Pattern. Retrieved from https://testbook.com/question-answer/hn/under-midh-the-fund-sharing-pattern-between-centr--696dd8d833d22a2c3ee9585c

[16] Telangana SHM. Implementation Guidelines 2025-26 - Eligibility Criteria. Retrieved from https://shm.tg.nic.in/Download/MIDH - Implementation Guidelines - 2025-26.pdf

[17] MIDH Operational Guidelines 2025. Special Category Provisions.

[18] Telangana SHM. Implementation Guidelines - DMC Approval Mandatory.

[19] MIDH Operational Guidelines 2025. Baseline Survey Requirements.

[20] MIDH Operational Guidelines 2025. Fund Flow Mechanism and DBT.

[21] Telangana SHM. Implementation Guidelines - Two Installment Release.

[22] Ministry of Food Processing Industries. MIDH Guidelines - Executive Committee. Retrieved from https://www.mofpi.gov.in/sites/default/files/MIDH_GL(E).pdf

[23] Telangana SHM. Implementation Guidelines - DMC Approval.

[24] MIDH Operational Guidelines. Annual Action Plan Formats.

[25] Telangana SHM. Implementation Guidelines - Suraksha Portal.

[26] Horticulture Department, Nagaland. HMNEH Success.

[27] PIB. Development of Cold Chains - Maharashtra Allocation.

[28] PIB. (2019). 27.77 lakh hectares covered under organic farming.

[29] PIB. Total value of organic products exported from India. Retrieved from https://pib.gov.in/PressReleasePage.aspx?PRID=1594651

Document Version: 1.0

Last Updated: March 1, 2026

Compiled by: AI Agricultural Advisory System for Farmers in India

Data Sources: MIDH Official Portal, Department of Agriculture & Farmers Welfare, MIDH Operational Guidelines 2025-26, National Horticulture Board, State Horticulture Departments, Press Information Bureau (PIB), India Science and Technology Portal, State Implementation Guidelines, Research Reports, News Sources

Scheme provisions, cost norms, and operational guidelines are subject to periodic revisions by Government of India and State Governments.

Usage: This comprehensive guide is prepared for educational and informational purposes to assist farmers, horticulture entrepreneurs, extension workers, agricultural students, researchers, and stakeholders in understanding and accessing MIDH's comprehensive support system for holistic horticulture development, income enhancement, and sustainable agricultural practices across India.

Acknowledgment: This document recognizes the visionary efforts of the Ministry of Agriculture and Farmers Welfare, Department of Agriculture & Farmers Welfare, National Horticulture Board, Coconut Development Board, State Horticulture Departments and Missions, and the dedicated officials at national, state, and district levels who are transforming Indian horticulture through MIDH, creating prosperity for millions of farmers, ensuring nutritional security, generating employment, and positioning India as a global horticulture leader.

Empowering Horticulture, Enriching Lives, Building Prosperous Agricultural India