

**Table 1.1: Details of Component wise Activities and budget. (Rs. Crore)**

Component		Govt	Bank	Beneficiary	Total	Implementing Agency
<b>A. Intensification and diversification of Market Led Production</b>						
A1 (i)	Institutional Strengthening for Market Led Technology Transfer	2.45	22.04	--	24.49	ATMA-Agri Dept
A1(ii)	Preparation & Implementation of Marketing Strategies	5.65	50.83	--	56.48	ATMA/Agri Dept
A 2	Agri-Business Promotion Facility	2.65	23.88		26.53	PCU-MACP
A 3	Market Information Services+	2.75	24.77	--	27.52	PIU (MKTG)
A 4	Live Stock Support Services	1.41	12.67		14.08	PIU (AHD)
<b>Sub Total</b>					<b>149.10</b>	
<b>Component B- Improving Farmer Access to Markets</b>						
B 1	Promoting Alternative Markets					
B 1.1	Product Aggregation and sale through producers associations	6.47	58.24	8.83	73.54	PIU - AGRI. MKTG
B 1.2	Warehouse Receipts Development	1.23	11.12	--	12.35	PIU - AGRI. MKTG
B 1.3	Rural Haat Markets	7.49	67.37	9.31	84.17	PIU - AGRI. MKTG
B 1.4	Introducing E-Marketing Platforms	0.62	5.57	--	6.19	PIU AGRI MKTG.
<b>Sub Total</b>					<b>176.25</b>	
B 2	Modernizing Existing Markets					
B 2.1	Modernizing Wholesale Markets	12.47	112.23	172.87	297.57	APMC (PIU - AGRI. MKTG)
B 2.2	Upgrading Livestock Market Yards	1.86	16.76	--	18.63	PIU - AGRI. MKTG)
<b>Sub-total</b>					<b>316.20</b>	
<b>Component C- Project Management</b>						
C (i)	Project Coordination Unit and Project	6.10	50.61	--	56.71	PCU

<b>Component</b>		<b>Govt</b>	<b>Bank</b>	<b>Beneficiary</b>	<b>Total</b>	<b>Implementing Agency</b>
	Implementation Units (PIUs)					
C (ii )	Monitoring & Evaluation	0.57	5.12	--	5.68	PCU
	<b>Sub Total</b>				<b>62.40</b>	
	<b>TOTAL PROJECT COST</b>	<b>51.72</b>	<b>461.21</b>	<b>191.02</b>	<b>703.95</b>	