

**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> |                            |