

Project Background

The Government of Himachal Pradesh (GoHP) is implementing a World Bank funded project, namely Himachal Pradesh Horticulture Development Project (HPHDP) with the objective "to support small farmers and agro-entrepreneurs in Himachal Pradesh to increase the productivity, quality and market access of selected Horticulture commodities".

HPHDP has four components (i) Horticulture production and diversification, (ii) Value addition & Agro-enterprise development, (iii) Market development and (iv) Project management.

Agri-Business Promotion Facility (ABPF) is a sub component of Value addition & Agro-enterprise development which focuses on investment promotion in Horticulture sector in the state.

Key business opportunities in Horticulture sector:

- Setting up of modern nursery for temperate fruits
- Fruit & Vegetable processing
- Apple Grading & Packing Unit
- Apple Chips
- Apple Cider Vinegar
- Honey production & processing
- Support structure for high-density plantations (Trellis & anti-hail net)
- Flower bulb multiplication
- Plant tissue culture units
- Setting up of packaging units
- Plant nutrition testing lab
- Horticulture management agency

About ABPF

The Government of Himachal Pradesh, through Himachal Pradesh Horticulture Development Project (HPHDP) intends to promote private investment in horticulture sector of the state.

For this purpose, the project has established Agri-Business Promotion Facility (ABPF) with a dedicated team of professionals to support interested entrepreneurs and existing businesses in value addition & agro-enterprise development.



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Support under
Agri-Business Promotion Facility
(ABPF)

Himachal Pradesh Horticulture Development Project
(HPHDP)

Process of getting Matching Grant under ABPF

01 Invitation for business concept note

A Request for Expression of Interest (EOI) for submission of business concept note to Agri-Business Promotion Facility (ABPF) will be floated by HPHDP

02 Screening of concept notes

Interested applicants can submit their applications. The initial business plans will be screened by ABPF team & candidates will be screened based on strength of business idea & alignment with project objectives

03 Submission of Detailed Business plan

Shortlisted candidates will be asked to submit detailed business plan to assess the technical, financial & market feasibility of the proposed business plan. ABPF team will guide the applicants in this stage.

04 Business plan evaluation

The detailed business plans submitted will be evaluated by an Independent Assessment Panel (IAP)

05 Communication to eligible applicants

The applicants selected after screening by IAP will be informed about on-boarding procedure as investee / awardee of Matching Grant and signing of agreement

06 Matching Grant release

The Matching Grant will be released to the selected applicants in a phased manner. The ABPF team will monitor the progress of project implementation for the release of tranches of Matching Grant.

Areas where ABPF team can support you

Mentorship Programme

- Mentorship program is facilitation under ABPF, where the information and guidance seeker entrepreneurs (mentees) will be connected with successful and knowledge person (mentors) in their respective field.
- Mode of mentor mentee connect will be online and offline

Facilitating Access to finance

- Based on investors' project proposal and size, ABPF team will assist entrepreneurs to connect with the banks
- ABPF team will guide entrepreneurs on financial literacy
- Provide information on multiple financing/ funding schemes available
- Share the key challenges faced by the Agri-entrepreneurs at appropriate platform

Matching Grant

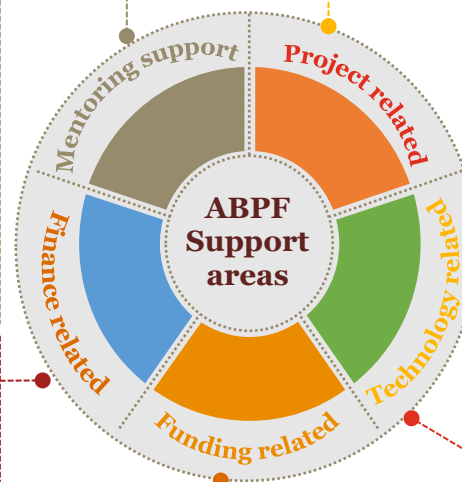
- ABPF has provision of matching grant for competitive projects
- It is 30% of the project cost, maximum upto INR 60 lakh
- HPHDP will float EOI for proposals at regular intervals
- Entrepreneurs can apply and get matching grant, if found eligible
- Proposal shall be selected on merit basis

Facilitating investment promotion

- Facilitating identification of profitable investment projects
- Assistance in conceptualizing business plans/ideas
- Organising buyer-seller meets
- Organising business to business meets
- Information sharing on investment process and government schemes

Facilitating adoption of new technology

- Sharing information on latest technologies ready for commercialization
- Facilitating linkage with the research institutions
- Facilitating in adopting new technologies
- Assistance in analysing potential benefits through upgradation of old technology



Who can associate with us

Progressive
Farmers

Farmer
Producer
Organisations

New
Entrepreneurs

Established
small, medium
and large
enterprises

Cooperatives/
Corporations

Academic &
Research
Institutions

Financial
Institutions