

## 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, (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 the state in horticultural sector.

Key business opportunities in Agri / Horticulture Sector :

- Setting up of modern nursery for fruits, Vegetables and flowers
- Commercial floriculture
- Fruit and vegetable processing
- Processing of medicinal plants
- Processing of Spices
- Honey production & processing
- Flower oil extraction
- Mushroom production & processing
- Biofertiliser production
- Tissue culture units
- Setting up of packaging units
- Setting up of primary collection centers, pre cooling units
- Setting up of Advisory service centers

## About ABPF

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

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



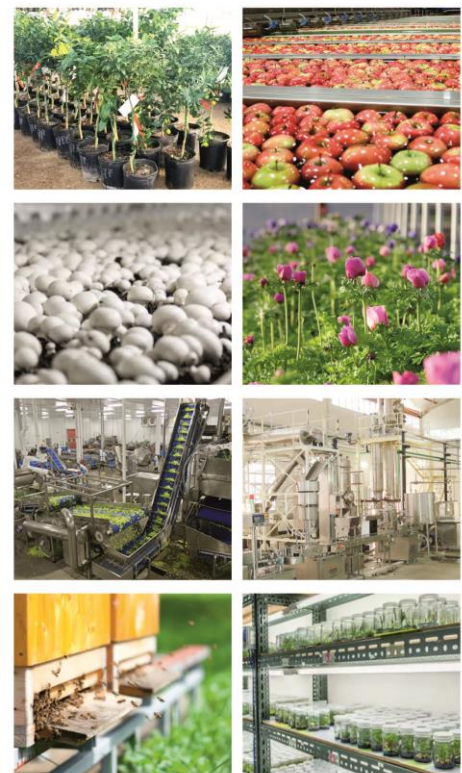
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## Support under Agri-Business Promotion Facility (ABPF)

Himachal Pradesh Horticultural Development Project (HPHDP)

## Process of getting Matching grant under ABPF

### 01 Invitation for project concept note

A Request for Expression of interest (EOI) for submission of project concept notes to Agri-Business Promotion Facility (ABPF) will be floated by HPHDP

### 02 Screening of concept notes

Interested applicants submit their applications. The initial business plans will be screened by ABPF and relevant clarifications will be sought from applicants.

### 03 Submission of Detailed Business plan

The applicants whose project concept notes are found suitable after initial screening will be requested to submit detailed business plan. ABPF team will facilitate the same.

### 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 found eligible after screening by IAP will be informed about their eligibility for the matching grant.

### 06 Matching grant release

The matching grant will be released to the eligible 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

### Capacity building through mentorship Programme

- Mentorship programme is facilitation under ABPF, where the information and guidance seeker entrepreneurs (mentees) will be connected through successful and knowledgeable persons (mentors) in their respective field.
- Mode of mentor mentee connect will be both online and offline.

### Facilitating access to finance

- Based on the investor's project proposal and size, ABPF team will also assist entrepreneur to connect with the bank
- ABPF team will also 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



### Provision of matching grant

- ABPF has provision of matching grant to competitive projects.
- It is 30% of the project cost, maximum upto INR 30 lakh for projects upto INR 2 crore and INR 60 lakh for projects from INR 2 to INR 5 crore.
- HPHDP will advertise for invitation 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 commercialisation
- Facilitating linkage with the research institutions
- Facilitating incubation of new technology
- Assistance in analysing potential benefits through upgradation of old technology

## Who can associate with us

Progressive farmers

Farmer Producer Organisations

Private entrepreneurs

Established small, medium and large enterprises

Cooperatives/ Corporations

Academic & research institutions

Financial Institutions