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Two MoUs signed

First one between Director of Horticulture-cum- Managing Director, Dhenkanal Fruits and Vegetables Marketing Company Ltd. (DFVMCL), Directorate of Horticulture and Operating Agency namely M/S. Cold Chain Solutions, and

Second one among the Directorate of Horticulture, DA&FE, Mission Shakti, and Professional Assistance for Development Action (PRADAN)

Bhubaneswar- 24/03/2025

Two Memorandum of Understanding (MoUs) was signed today at Lokseva Bhavan, Bhubaneswar. First one is among the Directorate of Horticulture, DA&FE, and selected Operating Agency, M/S. Cold Chain Solutions for the project titled **“Operation, maintenance & management of Integrated Pack House at Govindpur, Dhenkanal in Odisha.”** and second one with the Directorate of Horticulture, DA&FE, Mission Shakti, and Professional Assistance for Development Action (PRADAN) for the project titled **“Strengthening Livelihoods of WSHG Members through Promotion of Agriculture Production Cluster (APC) in Odisha.”**

The execution of MoU took place in the esteemed presence of **Sri Kanak Vardhan Singh Deo, Honourable Deputy Chief Minister, Agriculture & Farmers’ Empowerment and Energy** and **Smt. Pravati Parida, Honourable Deputy Chief Minister, Women & Child Development, Mission Shakti and Tourism** and **Honourable Food Supply and Consumer Welfare Minister Krushna Chandra Patra** at Lokseva Bhavan, Bhubaneswar.

Dhenkanal Fruits and Vegetables Marketing Company Ltd.(DFVMCL) was formed as per 8th Executive Committee of Odisha Horticulture Development Society (OHDS) held on 12.02.2013 under the Chairmanship of Chief Secretary, Govt. of Odisha with the objective of to create a professionally managed institution providing a comprehensive suite of post-harvest management services, create efficient market linkages and provide an alternative marketing platform to the farmers for better price realization of their produce and to create appropriate institutional and organizational linkages in order to mobilize and build capacity of farmers thereby ensuring maximum outreach and impact at base level. The Company DFVMCL has the Integrated Pack House as Post Harvest treatment centre with other support infrastructure.

The signed MoU will strengthen the Integrated Pack House for smooth operation & management and procure agricultural produce, fruits & vegetables from Individual Farmers, Farmers Interest Groups, Co-operatives, Agricultural Company or Farmer Producer Organisation (FPO) or Farmer Producer Company (FPC) on a priority basis from the nearby catchment area and Agriculture Production Cluster (APC) areas at a mutually remunerative price to be settled based on market pricing both to the producers and procurement agencies by supporting FPOs of nearby districts.

Similarly, the **Agriculture Production Cluster (APC) in the tribal regions of Odisha is a unique initiative by the Dept. of Agriculture and Farmers Empowerment.** The project was launched with

the objective of triggering growth in the farm sector and sustainably doubling the income of small and marginal Women Self Help Group (WSHG) farmers. The project is already being implemented in 73 blocks covering 14 districts in Odisha. Looking at the positive impact of the project, the Govt. of Odisha decided to expand the project to new blocks as a State Sector Scheme, which covers 27 new blocks and Kotia of Pottangi, covering 11 districts. Now the project is being implemented in 100 backward blocks of 16 districts of Odisha.

This initiative aims to establish synchronized, market-linked production among women PG members in these new blocks. Adoption of improved cropping practices in agriculture and livestock rearing by the participating SHG members will further help them to sustainably double their income within the project period.

Under the APC initiative, existing schemes under various government departments including the Directorate of Horticulture, Directorate of Agriculture, Animal Resources Department, Mission Shakti, Odisha Livelihoods Mission (OLM), Odisha Lift Irrigation Corporation (OLIC), Odisha Agro Industries Corporation (OAIC), Agricultural Promotion and Investment Corporation of Odisha Ltd. (APICOL), ST & SC Development Department and other relevant departments are being integrated to develop livelihood infrastructure for farmers in these regions.

The newly signed MoU will further strengthen the APC model by supporting the promotion of **695 Producer Groups (PGs) and 27 Producer Companies (PCs) in 27 blocks across 11 districts**, with an estimated budget of **Rs 6,205.8 lakhs**. This initiative aims to establish synchronized, market-linked production among women PG members in these new blocks. The event was also attended by Principal Secretary, Agriculture Dr Arabinda Kumar Padhee, Director Horticulture Nikhil Pawan Kalyan, Director Mission Shakti Dr. Monica Priyadarshini and senior officials, representatives from the Department of Agriculture & Farmers' Empowerment, Mission Shakti.



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