

Scheme Guideline

“Empowerment of Women in Agriculture-Promotion of Entrepreneurship for Women SHG” (Mushroom mission and Floriculture Mission)

1. Background:

Agriculture continues to be the main strength of Indian economy. With the variety of agricultural crops grown today, the country has achieved food security by producing ample quantity of food grains to meet the food demand. However, the struggle to enhance the Producers farm income is still on. It is thus imperative to diversify the agricultural activities undertaken by the farmer producers through promotion of high value horticultural crops like mushroom and floriculture.

Mushrooms, while being highly remunerative having potential to multiply farm income, not only uses vertical space but also help in addressing the issues of quality food, health and environmental sustainability. There is need to promote both mushroom production as well as consumption for meeting the changing needs of food items.

Similarly, the importance of flowers in socio-cultural and religious life of the people of Odisha and other Indian states can hardly be exaggerated. There is a natural demand for flowers such as for worshipping gods and goddesses, decoration of pandals, vehicles, houses, greeting others, during festive occasions, marriages and so on. This sector can generate higher income and employment opportunities as well as promote greater involvement of women. It has also been identified as an extreme focus area for exports. Thus, Floriculture and Mushroom cultivation are two most emerging sectors in Odisha which can be promoted by involving women beneficiaries. Nevertheless, involvement of women SHGs/farmers in horticultural activities will lead to empowerment of women farmers in the years to come. Efforts are needed to alter the role of women from hired labour to entrepreneur, which can lead to a healthy and prosperous farming community.

In the aforesaid backdrop, it has been envisaged to assimilate two new missions viz. **Mushroom Mission & Floriculture Mission** under the new state plan scheme **“3595-Empowerment of Women in Agriculture-Promotion of Entrepreneurship for Women SHG”**.

The mission documents and the operational guideline for implementation of the said state plan scheme has been detailed out in the succeeding paragraphs.

2. Scheme / Programme Objectives:

Mushroom Mission:

- I. Doubling mushroom production across the State through area expansion through involvement of women farmers/ WSHGs to make the State self-sufficient in button mushroom & net exporter of paddy straw & oyster mushroom.
- II. Promotion of processing units for value addition and development of Entrepreneurship in floriculture and Promotion of value added products of mushroom through enabling processing infrastructure.
- III. Training & Capacity Building of stakeholders like Women Farmers, WSHGs, Entrepreneurs engaged in Mushroom and flower cultivation & processing.
- IV. Establishment of marketing linkage for mushroom, flower and their value added products.

Floriculture Mission:

- I. Making the state Self-sufficient in producing loose flowers (Marigold, Jasmine, Crossandra) in the first three years of the mission period across the state.
- II. Making the state a Net exporter of flowers (Orchids / Dutch rose/ Gerbera) over the mission period in selected clusters.
- III. Promotion of Ornamental/ Floriculture Nurseries in the state for self-sufficiency of Quality Planting material.
- IV. Promotion of processing units for value addition and development of Entrepreneurship in floriculture.

3. Coverage under the Scheme / Programme and Duration:

[(i) In case of capital projects, length/area etc. of the work with detailed break up as well as intended benefit to the public (ii) In case of Social sector project, the target beneficiaries, eligibility criteria, quantum of benefit to be detailed.]

Duration of the Scheme: Yearly basis for 5 years (2022-23, 2023-24, 2024-25, 2025-26, 2026 - 27)

3.A.1. Mushroom Mission: Implementation Schedule

Sl No	Name of the Component	2022-23		2023-24		2024-25		2025-26		2026-27		TOTAL	
		Target	Total cost	Target	Total cost	Target	Total cost	Target	Total cost	Target	Total cost	Target	Total cost
1	Mushroom production unit (WSHG)	200	80	500	200	600	240	680	272	720	288	2700	1080
	Mushroom production unit (WSHG members)	100	30	350	105	400	120	450	135	500	150	1800	540
	Total	300	110	850	305	1000	360	1130	407	1220	438	4500	1620
2	Area Expansion (paddy straw/oyster) WSHG	2400	192.00	4500	360.00	5100	408.00	5700	456.00	6300	504.00	24000	1920.00
	Area Expansion (paddy straw/oyster) (WSHG members)	1500	105.00	3000	210.00	3500	245.00	4000	280.00	4000	280.00	16000	1120.00
	Total	3900	297	7500	570.00	8600	653	9700	736	10300	784	40000	3040
3	Button Mushroom production unit WSHG	10	1900.00	15	2850.00	20	3800.00	22	4180.00	23	4370.00	90	17100.00
	Button Mushroom production unit (WSHG members)	5	800.00	12	1920.00	13	2080.00	15	2400.00	15	2400.00	60	9600.00
	Total	15	2700	27	4770	33	5880	37	6580	38	6770	150	26700
4	Spawn production unit (WSHG)	6	36.00	6	36.00	6	36.00	6	36.00	6	36.00	30	180.00
	Spawn production unit (WSHG members)	2	9.00	4	18.00	4	18.00	4	18.00	6	27.00	20	90.00
	Total	8	45	10	54	10	54	10	54	12	63	50	270
5	Preservation unit (WSHG)	5	7.50	10	15.00	20	30.00	25	37.50	30	45.00	90	135.00
	Preservation unit (WSHG members)	5	5.00	8	8.00	12	12.00	15	15.00	20	20.00	60	60.00
	Total	10	12.5	18	23	32	42	40	52.5	50	65	150	195
6	Training of WSHG /members of WSHG	2000	20.00	2000	20.00	2000	20.00	2000	20.00	2000	20.00	10000	100.00
7	Exposure visit of WSHG /members of WSHG within the state in coordination with Mission Shakti	1000	10.00	1000	10.00	1000	10.00	1000	10.00	1000	10.00	5000	50.00
8	Exposure visit of WSHG /members of WSHG outside state in coordination with Mission Shakti	1000	50.00	1000	50.00	1000	50.00	1000	50.00	1000	50.00	5000	250.00
9	Administrative expenses		60.00		115.00		140.00		155.00		160.00		630.00
10	Consultant				16.80		16.80						33.60
	TOTAL	8433.0	3304.5	12405.0	5933.8	13675.0	7225.8	14917.0	8064.5	15620.0	8360.0		32888.60

Targeted Beneficiaries: Women SHG members/other individual women farmers / Women farmers of FPOs/ Producer Organization are targeted under this scheme.

3.A.2. Mission Geography

Mushroom Mission will cover the entire state, with special emphasis on certain districts for specific mushroom varieties, according to the agro-climatic conditions, to make the state a top mushroom producer in the country.

Sl.no	Component	Districts to be covered
1	Paddy straw mushroom cultivation	All the 30 Districts
2	Oyster mushroom cultivation	All the 30 Districts
3	Button mushroom production unit	Puri, Khurda, Ganjam, Dhenkanal, Bargarh, Balasore, Nayagarh, Cuttack, Bhadrak, Sundergarh, Sambalpur, Mayurbhanj, Bolangir, Kalahandi & Koraput.
4	Spawn production unit	Angul, Cuttack, Khordha, Koraput, Keonjhar, Kalahandi, Puri, Ganjam, Sambalpur, Jajpur & Bolangir
5	Preservation unit	All the 30 Districts

3.A.3. Eligibility criteria for selection of WSHGS:

- SHGs must have completed one year from the date of formation.
- SHG should belong to the same GP where they propose to take up the activity.
- SHG must have an active bank account.
- SHG must not be a bank loan defaulter.
- SHG must have undertaken regular meeting & systematic book keeping.
- SHGs who have undertaken training conducted by **KVKs** or **DA & FE** will be given preference from among the applicant SHGs/ Federations.

3.A.4. Modalities/Strategy for implementation of Area Expansion of Mushroom:

- Area expansion will be taken up in all the 30 districts of the State. Both paddy straw & oyster mushroom will be focused as per climatic suitability of the district.
- The Mission Shakti functionaries at block level will identify list of feasible SHGs in consultation with Horticulture counterpart & submit the list through the CDPO of the concerned block to the AHO.
- Village/GP level meeting shall be conducted by field functionaries viz. HEW & HO under the direct supervision of AHO of the block for finalizing the WSHGs from the identified list with the involvement of PRI members.
- Individual women farmers belonging to any SHG can also avail the scheme.
- Beneficiary selection should be made to ensure that 40% of the allotment under the scheme is incurred towards TASP & SCP.

- The selected WSHG is eligible to avail subsidy of Rs. 8,000/- for growing newly 150 beds of Paddy Straw/ Oyster Mushroom in a fortnight (80% subsidy on the project cost).
- One WSHG member is eligible to avail subsidy of Rs. 7,000/- for growing newly 150 beds of Paddy Straw / Oyster Mushroom in a fortnight (70% subsidy on the project cost).
- The Group/Individual WSHG member has to apply to the DDH / ADH through AHO concerned for availing the incentives in the prescribed application form along with Id proof and account details of the group/individual as the case may be. The Group/Individual WSHG member has to submit the photograph of the mushroom beds along with application form.
- The verification is to be made by the AHO of the concerned Block along with the identification by the Gardner / HEW / HO.
- The Group/Individual WSHG member will furnish the completion certificate along with the GPS photographs of the mushroom beds which will be certified by the AHO concerned.
- The HEW/ HO / AHO will verify 100%, ADH will verify at least 25 % & DDH will verify at least 10% on random of the beneficiaries before the release of special assistance.
- After getting completion certificate from the AHO, the DDH / ADH has to release the assistance directly to the Group/Individual Bank Account as the case may be through NEFT within 10 working days of verification.

Cost Structure:

Sl. No.	Particulars	No. or Quantity	Rate (Rs)	Amount (Rs)
1	Cost of Shade		LS	Own
2	Recurring cost of 150 beds of Paddy straw Mushroom for a fortnight			
	Paddy straw for 150beds @10Kg. Per bed (Size 1.5'X1.5'X1.5')	1500Kg	Rs.1.50 per Kg	2250.00
	Spawn bottles one big bottle per bed (200gm)	150 bottles	Rs. 12/-	1800.00
	Wheat bran / rice bran/gram powder @ 200gm /bed for 150 beds	30 Kg.	Rs. 20/ Kg	600.00
	Labour	15MDs	Rs. 280/-	4200.00
	Cost of Polythene for covering the beds and misc.		LS	1150.00
	Cost for 150 Beds			10,000.00

3.A.5. Modalities/Strategy for implementation of Mushroom Production unit:

- This intervention will be taken up in all the 30 districts of the State.
- The Mission Shakti functionaries at block level should identify list of feasible SHGs & submit the list through the CDPO of the concerned block to the AHO.

- Village/GP level meeting shall be conducted by field functionaries viz HEW& HO under the direct supervision of AHO of the block for finalising the WSHGs from the identified list with the involvement of PRI members.
- Individual women farmers belonging to any SHG can also avail the scheme.
- Beneficiary selection should be made to ensure that 40% of the allotment under the scheme is incurred towards TASP & SCP.
- This intervention will be taken up in convergence with existing schemes.
- The selected WSHG is eligible to avail subsidy of Rs. 40,000/- from existing schemes& additional Rs 40,000/- from the new State Plan Scheme Empowerment of Women in Agriculture-Promotion of Entrepreneurship for Women SHG (Total 80% assistance).
- One WSHG member is eligible to avail subsidy of Rs. 40,000/- from existing schemes& additional Rs 30,000/- from the new State Plan Scheme Empowerment of Women in Agriculture-Promotion of Entrepreneurship for Women SHG (Total 70% assistance).
- The Group/Individual WSHG member has to apply to the DDH / ADH concerned through AHO for availing the incentives in the prescribed application form along with Id proof and account details of the group/individual as the case may be.
- The project may or may not be credit linked for availing assistance under OIIPCRA. In case of convergence with MIDH the project has to be bank linked. (Credit linked Back ended) and approved by the competent authority as per MIDH guidelines.
- The DDH/ADH will issue the work order to the beneficiary after DMC/ DLPMT approval.
- The Group/Individual WSHG member will furnish the completion certificate along with the photograph of the mushroom Production unit which will be certified by the AHO concerned.
- A joint verification team will be constituted as per the existing schematic guidelines.
- After getting completion certificate and verification report from the Joint verification team, the DDH / ADH has to release the assistance directly to the Group/Individual Bank Account as the case may be through NEFT within 10 working days of verification.
- The mission assistance will be released after release of subsidy from the converged scheme

3.A.6. Modalities/Strategy for implementation of Button Mushroom unit:

- This intervention will be taken up in selected districts of the State.
- The Mission Shakti functionaries at block level should identify list of feasible SHG federations & submit the list through the CDPO of the concerned block to the AHO.
- District level meeting under the chairmanship of the Collector-cum-District Magistrate will be convened to finalize the SHG federation & the site for establishing the unit, preferably in areas nearer to railway station, bus stand or airport.
- Individual women farmers belonging to any SHG can also avail the scheme.
- This intervention will be taken up in convergence with existing schemes etc.
- One trained WSHG is eligible to avail assistance of 40-50% under existing scheme max upto Rs 40.0 -50.0 lakh & additional Rs 190.0 lakh from the new State Plan Scheme Empowerment of Women in Agriculture-Promotion of Entrepreneurship for WSHG (Total 80% assistance).
- One trained WSHG member is eligible to avail assistance of 40-50% under existing scheme max upto Rs 40.0-50.0 lakh & additional Rs 160.0 lakh from the new State Plan Scheme Empowerment of Women in Agriculture-Promotion of Entrepreneurship for Women SHG (Total 70% assistance).
- The Group/Individual WSHG member has to apply to the DDH / ADH concerned through AHO for availing the incentives in the prescribed application form along with Id proof and account details of the group/individual as the case may be.
- The project has to be bank linked (Credit linked Back ended) and approved by the competent authority.
- The DDH/ADH will issue the work order to the beneficiary after DMC/ DLPMT approval.
- A joint verification team will be constituted as per the existing schematic guidelines.
- After getting completion certificate and verification report from the Joint verification team, the DDH / ADH has to release the assistance directly to the Group/ Individual Bank Account as the case may be through NEFT within 10 working days of verification.

- The mission assistance will be released after release of subsidy from the converged scheme.

3.A.7. Modalities/Strategy for implementation of Preservation unit:

- This intervention will be taken up in all the 30 districts of the State.
- The Mission Shakti functionaries at block level should identify list of feasible SHGs & submit the list through the CDPO of the concerned block to the AHO.
- Village/GP level meeting shall be conducted by field functionaries viz. HEW& HO under the direct supervision of AHO of the block for finalising the WSHGs from the identified list with the involvement of PRI members.
- Individual women farmers belonging to any WSHG can also avail the scheme.
- Beneficiary selection should be made to ensure that 40% of the allotment under the scheme is incurred towards TASP & SCP.
- This intervention will be taken up in convergence with existing schemes.
- The selected WSHG is eligible to avail subsidy limited to Rs. 1,00,000/- from existing schemes& additional Rs 1,50,000/- from the new State Plan Scheme Empowerment of Women in Agriculture-Promotion of Entrepreneurship for Women SHG (Total 80% assistance).
- One WSHG member is eligible to avail subsidy of Rs. 1,00,000/- from existing schemes& additional Rs 1,00,000/- from the new State Plan Scheme Empowerment of Women in Agriculture-Promotion of Entrepreneurship for Women SHG (Total 70% assistance).
- The Group/Individual WSHG member has to apply to the DDH / ADH concerned through AHO for availing the incentives in the prescribed application form along with Id proof and account details of the group/individual as the case may be.
- The project may or may not be credit linked for availing assistance under OIIPCRA. In case of convergence with MIDH the project has to be bank linked. (Credit linked Back ended) and approved by the competent authority as per MIDH guidelines.
- The DDH/ADH will issue the work order to the beneficiary after DMC/ DLPM approval.

- The Group/Individual WSHG member will furnish the completion certificate along with the photograph of the mushroom Production unit which will be certified by the AHO concerned.
- A joint verification team will be constituted as per the existing schematic guidelines.
- The HEW/ HO / AHO will verify 100%, ADH will verify at least 25 % & DDH will verify at least 10% on random of the beneficiaries before the release of special assistance.
- After getting completion certificate and verification report from the Joint verification team, the DDH / ADH has to release the assistance directly to the Group/ Individual Bank Account as the case may be through NEFT within 10 working days of verification.
- The mission assistance will be released after release of subsidy from the converged scheme.

3.A.8. Modalities/Strategy for implementation of Spawn production unit:

- This intervention will be taken up in selected districts of the State.
- The Mission Shakti functionaries at block level should identify list of feasible WSHGs & submit the list through the CDPO of the concerned block to the AHO.
- Village/ GP level meeting shall be conducted by field functionaries viz HEW& HO under the direct supervision of AHO of the block for finalising the WSHGs from the identified list with the involvement of PRI members.
- Individual women farmers belonging to any SHG can also avail the scheme.
- Beneficiary selection should be made to ensure that 40% of the allotment under the scheme is incurred towards TASP & SCP.
- This intervention will be taken up in convergence with existing schemes.
- One trained women WSHG is eligible to avail subsidy of Rs. 6,00,000/- from existing scheme & additional Rs 6,00,000/- from the new State Plan Scheme Empowerment of Women in Agriculture-Promotion of Entrepreneurship for Women SHG (Total 80% assistance).
- One trained WSHG member is eligible to avail subsidy of Rs. 6,00,000/- from existing schemes& additional Rs 4,50,000/- from the new State Plan Scheme Empowerment of Women in Agriculture-Promotion of Entrepreneurship for Women SHG (Total 70% assistance).

- The Group/Individual WSHG member has to apply to the DDH / ADH concerned through AHO for availing the incentives in the prescribed application form along with Id proof and account details of the group/individual as the case may be.
- In case of convergence with MIDH the project has to be bank linked. (Credit linked Back ended) and approved by the competent authority as per MIDH guidelines.
- The DDH/ADH will issue the work order to the beneficiary after DMC/ DLPMT approval.
- The Group/Individual WSHG member will furnish the completion certificate along with the photograph of the mushroom Production unit which will be certified by the AHO concerned.
- A joint verification team will be constituted as per the existing schematic guidelines.
- The HEW/ HO / AHO will verify 100%, ADH will verify at least 25 % & DDH will verify at least 10% on random of the beneficiaries before the release of special assistance.
- After getting completion certificate and verification report from the Joint verification team, the DDH / ADH has to release the assistance directly to the Group/Individual Bank Account as the case may be through NEFT within 10 working days of verification.
- The mission assistance will be released after release of subsidy from the converged scheme.

3.A.9. Training and Capacity Building:

- 10000 nos of WSHG members will be trained and provided hand-holding support during the mission. Exposure Visits programme for 10000 nos WSHG members will be organised to different institutes engaged in mushroom cultivation (within and outside the state).
- The programme will be implemented as per MIDH cost norm.

3.A.10. Consultant and administrative expenditure: -

- Two numbers of state level consultants will be engaged on out sourcing basis for successful implementation of the mission.

- The funds allotted under administrative expenses shall be utilised for the purpose of advertisement, wide scale publicity of the mission, IEC activities, mobility and office contingency etc.

3.B.1.Floriculture Mission:

Implementation Schedule

Sl. No.	Component / Intervention	Quantity	Unit Cost (INR lakh)	2022-23		2023-24		2024-25		2025-26		2026-27		Total	
				Phy	Fin (WE)	Phy	Fin (WE)	Phy	Fin (WE)	Phy	Fin (WE)	Phy	Fin (WE)	Phy	Fin (WE)
1	Area Expansion(ha)														
A	Loose flowers	3000	0.4												
	SF/MF	1500	40000	250	30.00	250	30.00	300	36.00	350	42.00	350	42.00	1500	180.00
	Others	1500	40000	250	45.00	250	45.00	300	54.00	350	63.00	350	63.00	1500	270.00
	WSHG	1000	40000	150	6.00	150	6.00	200	8.00	250	10.00	250	10.00	1000	40.00
B	Cut flowers	400	1												
	SF/MF	200	100000	15	4.50	30	9.00	40	12.00	50	15.00	65	19.50	200	60.00
	Others	200	100000	15	6.75	30	13.50	40	18.00	50	22.50	65	29.25	200	90.00
	WSHG	200	100000	15	1.50	30	3.00	40	4.00	50	5.00	65	6.50	200	20.00
C	Bulbous Flowers	400	1.5												
	SF/MF	200	150000	15	6.75	30	13.50	40	18.00	50	22.50	65	29.25	200	90.00
	Others	200	150000	15	10.13	30	20.25	40	27.00	50	33.75	65	43.88	200	135.00
	WSHG	200	150000	15	2.25	30	4.50	40	6.00	50	7.50	65	9.75	200	30.00
D	Foliage/ Fillers	200	80000	10	6.40	30	19.2	50	32.00	50	32.00	60	38.40	200	128.00
2	Protected Structures (ha)	25	7100000	5	106.50	5	106.50	5	106.50	5	106.50	5	106.50	25	532.50
		25	10600000	5	159.00	5	159.00	5	159.00	5	159.00	5	159.00	25	795.00
3	Cost of cultivation under Protected Structures (Ha)	50	7000000	10	210.00	10	210.00	10	210.00	10	210.00	10	210.00	50	1050.00
4	Ornamental/ Foliage Nursery (Nos)	7	1500000	2	21.00	2	21.00	3	31.50					7	73.50
5	Processing Units (Nos)	7	2500000			1	7.50	1	7.50	2	15.00	3	22.50	7	52.50
6	PHM Infrastructures														
a	Pack House (Nos)	200	400000	20	16.00	30	24.00	30	24.00	50	40.00	70	56.00	200	160.00
b	Cold Rooms (Nos)	200	1500000	20	0.00	30	0.00	30	0.00	50	0.00	70	0.00	200	0.00

7	Floriculture Mandi/ Marketing infrastructure (Nos)	2	2500000					1	7.50	1	7.50			2	15.00
8	Engagement of Consultants	2	70,000/ month	2	16.8	2	16.8							4	33.60
9	Training/ Capacity building (Nos)	2000	1000	400	0.00	400	0.00	400	0.00	400	0.00	400	0.00	2000	0.00
10	Administrative expenses				12.97		14.18		15.22		16.14		16.91		75.42
	Total			1214.0	661.55	1345.0	722.93	1575.0	776.22	1823.0	807.39	1963.0	862.44	7920.0	3830.53

3.B.2.Mission Geography

The Floriculture Mission will be implemented in cluster mode with special emphasis on cultivation of loose, cut, bulbous flowers in open condition throughout the state. However, the protected structures will be mapped with the existing clusters where flowers are already grown in protected structures. The following clusters will be taken up for area expansion of loose /cut/bulbous flowers/ foliage & fillers in open condition.

Sl. No.	Cluster	Districts	Area (Ha) Loose/Cut/Bulbous Flowers in open condition
1	Ganjam	Ganjam, Kandhamal, Boudh, Gajapati	800
2	Khordha	Khurda, Nayagarh, Puri	500
3	Cuttack	Cuttack, Dhenkanal, Angul, Jagatsinghpur, Jajpur, Kendrapara	500
4	Sambalpur	Sambalpur, Deogarh, Sundergarh, Jharsuguda, Bargarh	600
5	Balasore	Keonjhar, Mayurbhanj, Balasore, Bhadrak	700
6	Bolangir	Bolangir, Nuapada, Sonepur, Kalahandi	400
7	Koraput	Koraput, Rayagada, Nawrangpur, Malkangiri	500
		Total	4,000

The protected structures in an area of 50 ha will be promoted in the existing clusters like Ganjam, Khurda, Boudh, Cuttack, Balasore, Jharsuguda, Deogarh, Jajpur, Jagatsinghpur.

Targeted Beneficiaries: WSHG/ Women SHG members/other individual women farmers are targeted under this scheme.

Eligibility criteria for selection of WSHGs:

- SHGs must have completed one year from the date of formation.
- SHG should belong to the same GP where they propose to take up the activity.
- SHG must have an active bank account.
- SHG must not be a bank loan defaulter.
- SHG must have undertaken regular meeting & systematic book keeping.
- SHGs who have undertaken training at **KVKs** or by **DA & FE** will be given preference from among the applicant SHGs/Federations.

3.B.3. Modalities/ Strategy for implementation of Area Expansion of Loose / Cut Flowers/ Bulbous Flower / Foliage in open condition:

- Area expansion will be taken up in all the 30 districts of the State depending upon the climatic suitability of the district.
- The Mission Shakti functionaries at block level shall identify list of feasible SHGs in consultation with Horticulture counterpart & submit the list through the CDPO of the concerned block to the AHO.
- Village/GP level meeting shall be conducted by field functionaries viz. HEW & HO under the direct supervision of AHO of the block for finalising the WSHGs from the identified list with the involvement of PRI members.
- Individual women farmers belonging to any SHG can also avail the scheme.
- Beneficiary selection should be made to ensure that 40% of the allotment under the scheme is incurred towards TASP & SCP.
- The minimum area of plantation is 0.10 ha limited to 2 ha per WSHG/ WSHG members. In case of foliage/native flowers the minimum area will be 0.05 ha.
- The pattern of assistance under MIDH scheme is from 25% to 40% of total cost of cultivation for other category and SF/MF respectively and additional 30-40% assistance for WSHG members (Total 70% assistance) and 45-55% for WSHG assistance from the new State Plan Scheme Empowerment of Women in Agriculture-Promotion of Entrepreneurship for Women SHG (Total 80% assistance).
- The component wise subsidy pattern is attached in the proposed assistance pattern mentioned above.
- The Group/Individual WSHG member has to apply to the DDH / ADH through AHO concerned for availing the incentives in the prescribed application form along with Id proof and account details of the group/individual as the case may be.
- The Group/Individual WSHG member has to submit the GPS photograph of the plantation along with application form.
- The verification is to be made by the AHO of the concerned Block along with the identification by the Gardner / HEW / HO.
- The Group/Individual WSHG member will furnish the completion certificate along with the GPS photograph of the plantation site which will be certified by the AHO concerned.

- The HEW/ HO / AHO will verify 100%, ADH will verify at least 25 % & DDH will verify at least 10% on random of the beneficiaries before the release of special assistance.
- After getting completion certificate from the AHO, the DDH / ADH has to release the assistance directly to the Group/Individual Bank Account as the case may be through NEFT within 10 working days of verification.
- **The mission assistance will be released after release of subsidy from the converged scheme i.e. MIDH after being processed through HORTNET.**

3.B.4.Modalities/ Strategy for implementation of Protected Cultivation of Flowers:

Activities like construction of Green houses, Shade net house will be promoted under the mission. Provision has been made for selecting a variety of construction materials for green house and shed net houses. Preference will be given for using locally available materials to minimize the cost of construction of such structure. However, for availing subsidy assistance, all materials/ technologies should conform to BIS standards.

The modalities for implementation of the programme are as follows: -

Size of the structures: - Protected structures of size varying from 500 sq m to 1000 sq. m will be constructed in farmer's field on turnkey basis. The size must be multiple of 100 sq. m..

Implementation Procedure: -

- The structure will be erected by any erector registered in the state & as per the choice of the beneficiary,
- The list of such erectors will be communicated by the directorate to the ADH/ DDH from time to time. The beneficiary is free to choose the erector.
- The erector selected by the beneficiary will sign a MoU with the concerned beneficiary to provide warrantee on the structure for a period of at least three years and agronomic support for growing crops for a period of 1 year free of cost.

Cost of structure

The cost norm & allowable subsidy of the protected structures will be as per the guidelines/ norms indicated as follows.

Sl no.	Activity	Cost Norms	Subsidy under MIDH	Subsidy under Mission	Total assistance
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1	Green House Structure				
a.	Fan & Pad System	Rs 1650/ sq. m. (Up to area 500 sq m) Rs 1465/ sq. m. (> 500 to 1008 sq. m.) Rs 1420/ sq. m. (> 1008 to 2080 sq. m.) Rs 1400/ sq. m. (> 2080 to 4000 sq. m.)	50% of cost for a maximum area of 4000 sq. m. per beneficiary	20% for WSHG members and 30 % for WSHG	70-80%
b.	Naturally ventilated system				
i.	Tubular structure	Rs 1060/ sq. m. (Up to area 500 sq m) Rs 935/ sq. m. (> 500 to 1008 sq. m.) Rs 890/ sq. m. (> 1008 to 2080 sq. m.) Rs 844/ sq. m. (> 2080 to 4000 sq. m.)	50% of cost for a maximum area of 4000 sq. m. per beneficiary	20% for WSHG members and 30 % for WSHG	70-80%
ii.	Wooden structure	Rs 540/ sq. m	50% of cost limited to 20 units per beneficiary(200 sq m each unit)	20% for WSHG members and 30 % for WSHG	70-80%
iii.	Bamboo structure	Rs 450/ sq m	50% of cost limited to 20 units per beneficiary(200 sq m each unit)	20% for WSHG members and 30 % for WSHG	70-80%
2	Shade net House				
a.	Tubular structure	Rs 710/ sq m	50% of cost for a maximum area of 4000 sq. m. per beneficiary	20% for WSHG members and 30 % for WSHG	70-80%
b.	Wooden structure	Rs 492/ sq m	50% of cost limited to 20 units per beneficiary(200 sq m each unit)	20% for WSHG members and 30 % for WSHG	70-80%
c.	Bamboo structure	Rs 360/ sq m	50% of cost limited to 20 units per beneficiary(200 sq m each unit)	20% for WSHG members and 30 % for WSHG	70-80%
3.	Plastic Tunnel	Rs 60/ Sq m	50% of cost limited to 1000 sq m per beneficiary	20% for WSHG members and 30 % for WSHG	70-80%
4.	Walk in tunnel	Rs 600/ Sq m	50% of the cost limited to 5 units per beneficiary(each unit not to exceed 800 sq m)	20% for WSHG members and 30 % for WSHG	70-80%
5.	Anti-Bird/ Anti hail Nets	Rs 35/ Sq m	50 % of the cost limited to 5000 Sq.m per beneficiary	20% for WSHG members and 30 % for WSHG	70-80%
6.	Cost of planting materials & cultivation of orchid & anthurium under poly houses/ shadenet house	Rs 700/ sq m	50% of the cost limited to 4000 sq. m per beneficiary	20% for WSHG members and 30 % for WSHG	70-80%
7.	Cost of planting materials & cultivation of carnation & Gerbera under poly houses/ shadenet house	Rs 610/ sq m	50% of the cost limited to 4000 sq. m per beneficiary	20% for WSHG members and 30 % for WSHG	70-80%
8.	Cost of planting materials & cultivation of Rose & lilium under poly houses/ shadenet house	Rs 426/ sq m	50% of the cost limited to 4000 sq. m per beneficiary	20% for WSHG members and 30 % for WSHG	70-80%

Eligibility Criteria

WSHG/ WSHG member having at least 0.5 ac of land is eligible to avail subsidy under this component. If the land is not in WSHGs or any member's name, then a registered lease deed for the said land at least for a period of more than 10 years is required to avail the scheme.

Procedure for submission of application

The WSHG/ WSHG member will submit filled application form along with documents to the AHO concerned, on receipt of application form, the AHO of the concerned block will study the feasibility of the project and submit his report to the concerned ADH/ DDH.

The proposals for poly houses & shadenets shall be pre-sanctioned by Mission Director cum Director of Horticulture after approval by DMC. The proposals for Bamboo Shade nets shall be pre sanctioned by DDH/ ADH after approval in DMC as per MIDH Guidelines.

On receipt of pre sanction order, the beneficiary will sign MoU with the selected erector and submit the same to the concerned DDH/ADH for issue of work order, subsequently Work order shall be issued to WSHG/ WSHG member by the concerned DDH/ ADH.

The executants/ erector will erect the structure as per the approved specification within the period as specified in the sanction order on intimation to DDH/ADH failing which the sanction order will be presumed as cancelled.

The AAE o/o DDH/ ADH will make periodic verification of the structure being erected and may suggest any modification if any.

The mission assistance will be released after release of subsidy from the converged scheme i.e. MIDH after being processed through HORTNET. The implementation guidelines of MIDH for protected cultivation should be followed meticulously. The implementation modalities mentioned are governed by the operational Guidelines of MIDH 2014 issued by Government of India.

3.B.5. Modalities/ Strategy for implementation of Ornamental / Foliage Nursery and Processing Unit.

- In the mission it is proposed to establish 7 ornamentals/ floriculture to provide QPM like marigold/ tuberose/ jasmine/ crossandra/ foliage plants and fillers. Nurseries will also be established in PPP mode with companies producing QPM like Orchids/ Lilium/ Gerbera/ Dutch Rose/ carnation, etc.
- 7 Processing units will be set up for extraction of essential oils from ornamental plants, extraction of dyes from plants and flowers, dried flowers and plant parts, etc. A brief study will be undertaken to assess the feasibility of establishing such processing units in Odisha based on the profile of flower production in Odisha.

- The unit cost of small nursery will be 15 lakh and subsidy of 70% will be met from the mission funds. Similarly, for establishing processing units 40% assistance will be met from MIDH and 30% will be met out from the new State Plan Scheme Empowerment of Women in Agriculture-Promotion of Entrepreneurship for Women SHG (Total 70% assistance).
- **The mission assistance will be released after release of subsidy from the converged scheme.**

3.B.6. Modalities/ Strategy for implementation of PHM and Marketing Infrastructure:

- In the mission it is proposed to establish 200 numbers of pack house, 200 numbers of cold rooms and 2 nos of floriculture mandis.
- The WSHG/ WSHG members will be selected as per the MIDH norms.
- The unit cost of pack house will be Rs 4 lakh and subsidy of 50% will be met from MIDH and 20 % from the floriculture mission. Similarly, the unit cost of cold room will be 15 lakh & assistance will be provided as per MIDH and mission plus.
- For establishment of marketing infrastructure 40% will be met from MIDH and 30 % the mission funds (Total 70% assistance).
- **The mission assistance will be released after release of subsidy from the converged scheme i.e. MIDH after being processed through HORTNET.**
- **The implementation guidelines of MIDH communicated by DHO, Odisha for PHM & Marketing infrastructure should be followed meticulously.**
- **The implementation modalities mentioned are governed by the operational Guidelines of MIDH 2014 issued by Government of India.**

3.C. Quantum of benefit: The financial assistance available to the beneficiary under the “Empowerment of women in agriculture-promotion of entrepreneurship for women SHG” scheme will vary from 70 to 80 %.

The guideline formulated for implementation of the scheme “Empowerment of women in agriculture-promotion of entrepreneurship for women SHG” shall stand modified from time to time by the department whenever required with inputs from different stakeholders and / or change of policy by the Govt.

4. Implementation of the Scheme/ Programme (with definite role of the stake holders at State / District/ implementation level)

The implementation structure and monitoring and supervision of implementation of the scheme will be the same as that adopted under the converged scheme.

4.A. Mushroom Mission

4.A.1. Mission Implementation Strategy

- **Key Mission Intervention**

Area expansion of paddy straw/ oyster/button mushroom, training, capacity building & hand holding support to stakeholders, formation of SHG federations, mid-term evaluation & entrepreneurship development at the end of the mission period.

- **Mission Period**

Mushroom Mission will be implemented over a period of 5 years from FY 2022-23 to FY 2026-27.

- **Mission Stakeholders**

Directorate of Horticulture will be the nodal agency for the Mission. Govt. Departments/ Institutions like Dept. of Mission Shakti, ORMAS, APICOL, OUAT/ CHES will be the collaborating partners of the Mushroom Mission.

- **Area Expansion**

Mushroom cultivation is prevalent in almost all the 30 districts of the state. However, the maximum magnitude of mushroom production is confined to districts like Puri, Khurda, Ganjam, Dhenkanal, Bargarh, Balasore, Nayagarh, Cuttack & Bhadrak. The said districts

account for approximately 96 % of mushroom production in the state. The proposed mission envisages to cover all the districts for area expansion of mushroom. Special drive will be taken to maximise the production in all districts with special focus on button mushroom cultivation.

- **Processing & value added products**

Promotion and awareness of various value added products such as mushrooms pickle, jam, sauce, candy, preserve, chips etc. from fresh mushrooms and products like instant soup mix, bakery products, papad, nuggets etc. from the dried mushroom powder needs to be undertaken. Women led SHGs can be leveraged to undertake this value addition.

- **Ecosystem & Capacity Building**

Promotion of women farmers/ WSHGs:

10,000 nos. of women farmers/ WSHGs will be trained and provided hand holding support during mission period. Exposure visits will be conducted covering 10,000 no of women farmers/WSHGs to different institutes engaged in processing of mushroom inside the state & outside as well.

- **Button Mushroom production unit & spawn unit**

The Mission proposes for establishment of Button Mushroom production units as well as spawn production units in the state. The units will be established in areas that are well connected for transport of the produce to other towns/cities of Odisha, preferably near railway stations/bus stands/airport

4.A.2. Role of stake holders

i. Directorate of Horticulture-

- Directorate of Horticulture will be the nodal department for mushroom mission and will engage one DDH and above rank officer as nodal officer for overall supervision and monitoring of implementation of mushroom mission in the state.
- The Directorate will implement area expansion programmes as per annual work plan in respective districts through mobilization of individual women farmers/ WSHGs.
- The Directorate will provide handhold support through extension activities for project formulation under the mission wherever required to all potential women farmers/ WSHGs.
- The Directorate will ensure coordination with all other stakeholders for timely intervention under the mission.

- The Directorate will establish all required infrastructures for ensuring primary processing and value addition wherever feasible for mushroom and mushroom products.
- The Directorate will mobilise the mushroom growers into producer groups and take steps for strengthening existing groups.
- The Directorate will facilitate establishment of sale outlets in major towns/ cities as per requirement of entrepreneurs in convergence with existing schemes.

ii.Mission Shakti-

Department of Mission Shakti will select potential WSHGs or their federations for mushroom cultivation in consultation with Horticulture counterpart and provide the list of such WSHGs to the Directorate of Horticulture every year as per work plan under the mission.

iii. ORMAS-

ORMAS will provide required training and handhold support to the women farmers/WSHGs for aggregation, primary processing and marketing of mushrooms.

iv.APICOL-

APICOL will provide handhold support for preparation of project documents for mushroom production units and processing through MKUY.

v.OUAT/ CHES-

OUAT/ CHES will provide technical guidance for spawn production and mushroom cultivation and preservation techniques through different training programmes to be conducted under the mission.

4.B. Floriculture Mission-

4.B.1.Mission Implementation Strategy

- **Key Mission Intervention:**

The key mission interventions include area expansion in open cultivation and protected cultivation, production of quality planting material in mission mode, training and capacity building of horticulture farmers, handholding support to stakeholders towards marketing, establishment of post-harvest management (PHM) infrastructure and entrepreneurship development.

- **Mission Period:**

Floriculture Mission will be implemented over a period of 5 years, from FY 2022-23 to FY 2026-27.

- **Mission Stakeholders:**

Directorate of Horticulture will be the nodal agency for the Mission. Govt. Departments/ institutions like OLM, ORMAS, OUAT, CHES, and RPRC will be the collaborating partners of the Floriculture Mission.

- **Area Expansion:**

The proposed mission envisages 7 clusters for area expansion of loose flowers in 3000 Ha, 400 ha for cut flowers, 400 ha for bulbous flowers, 200 ha of foliage/fillers and native flowers like lotus, water lily, etc. Cultivation of flowers in protected structures will be expanded to an area of 50 ha. Floriculture in open cultivation will be promoted throughout the state, whereas protected cultivation will be mapped to the existing clusters.

- **Establishment of Ornamental/ Floriculture Nurseries:**

Odisha is a net importer of flowers, owing to low acreage under floriculture. Creating high-quality floriculture nurseries is the key to produce quality planting material (QPM) for horticulture development in Odisha.

7 ornamental/ floriculture nurseries will be established in the 7 clusters to provide QPM like marigold/ tuberose/ jasmine/ crossandra/ foliage plants and fillers.

Nurseries will also be established in PPP mode with companies producing QPM like Orchids/ Lilium/ Gerbera/ Dutch Rose/ carnation, etc.

- **Formation of WSHGs/ FPOs and associations in Floriculture clusters:**

WSHGs will be promoted in floriculture clusters, In addition to promoting WSHGs, the state government will encourage WSHGs and farmers to form an association to work towards protecting the interests of floriculture growers, supporting market linkage, and bringing in necessary technological interventions within flower production through private participation and also engage in the PHM supply chain.

- **Establishment of PHM Infrastructure:**

Post-harvest management is crucial for floriculture, Common facility centres for Post-harvest management like packhouses, cold rooms, cold vans/ refer vans, and functional units for collection, sorting, grading and packing units that are necessary to increase the shelf life of flowers will be created during the mission period at WSHGs/ growers association level.

- **Flower trading centres/markets/mandis:**

Flower trading centers/mandis are crucial to create an ecosystem for supplying and purchasing flowers produced in Odisha. Two flower mandis will be created in Bhubaneswar and Jharsuguda.

- **Creation of processing units for value addition:**

7 Processing units will be set up for extraction of essential oils from ornamental plants, extraction of dyes from plants and flowers, dried flowers and plant parts, etc. A brief study will be undertaken to assess the feasibility of establishing such processing units in Odisha based on the profile of flower production in Odisha.

- **Incentivization of growers & florists:**

State top-up will be provided for incentivising the farmers for area expansion, and infrastructure facilities like go-downs / cold rooms will be created for florists to encourage them.

- **Creation of infrastructure facilities at the airport:**

Infrastructure facilities like pack houses/ cold rooms will be created and managed by APICOL near airports.

- **Training and Capacity Building:**

2000 Individuals from WSHGs, entrepreneurs and farmers will be trained and provided hand-holding support during the mission. Exposure Visits will be organised to different institutes engaged in Floriculture (within and outside the state).

4.B.2.Role of stake holders

i. Directorate of Horticulture-

- Directorate of Horticulture will be the nodal department for the floriculture mission and will engage one DDH and above rank officer as nodal officer for overall supervision and monitoring of the implementation of the floriculture mission in the state.
- The Directorate will implement area expansion programmes as per the annual work plan in respective districts through mobilisation of individual women beneficiaries / WSHGs / Flower Grower Association etc.

- The Directorate will provide handhold support through extension activities for project formulation under the mission wherever required to all potential women beneficiaries / WSHGs / Flower Grower Association etc.
- The Directorate will coordinate with all other stakeholders for timely intervention under the mission.
- The Directorate will establish all required infrastructures for ensuring primary processing and value addition wherever feasible for flowers/foilage/dry flowers/oil extraction etc.
- The Directorate will mobilise the flower growers into producer groups and take steps to strengthen existing groups
- The Directorate will facilitate the establishment of sales outlets in major towns/ cities per entrepreneurs' requirements in convergence with existing schemes.

ii. **OUAT-** State Agriculture University (OUAT), through KVKs, will provide required training and handhold support to the WSHGs / Flower Grower Association for cultivation, primary processing and marketing.

iii. **APICOL-** APICOL will provide handhold support for preparing project documents through MKUY.

5. Source of funding for the Scheme/ Project and fund flow mechanism.

It is a State Plan Scheme which will be implemented in convergence with different ongoing schemes. Total 70-80 % assistance will be provided to WSHG/ Women farmers. A& FE Dept. will sanction the funds as per budget provision to the Directorate of Horticulture after approval of Action Plan.

Mushroom Mission- Assistance Pattern

Sl No	Component	Unit	Total cost /unit (in lakh)	Assistance under existing scheme	Assistance under Mushroom Mission		Total Assistance
					SHG	SHG member (individual project)	
1	Area Expansion (Paddy straw/Oyster mushroom)	150 no of beds/ unit	0.10	-	80%	70%	70-80%
2	Mushroom Production unit	1 no	1.00	40%	40%	30%	70-80%
3	Button mushroom production unit	1 no	300.00	40-50% max up to Rs. 40.0 - 50.0 lakh	Rs 190.0 lakh/unit	Rs 160.0 lakh/unit	70-80%
4	Spawn production unit	1 no	15.00	40%	40%	30%	70-80%
5	Preservation unit	1 no	5.00	50% max up to Rs 1.0 lakh	30%	20%	70-80%
6	Training of WSHG /members of WSHG	10000	100	-	-	100%	100%

7	Exposure visit of WSHG /members of WSHG within the state	5000	50	-	-	100%	100%
8	Exposure visit of WSHG /members of WSHG outside state	5000	250	-	-	100%	100%

Floriculture Mission- Assistance Pattern

It is proposed to provide total 70 % assistance under the scheme. However, assistance up to 80 % will be provided to WSHGs. The scheme will be converged with NHM (MIDH).

a. Open Condition

Sl. No.	Crop	Category of farmers	Total Cost (in Lakh Rs.)	% Assistance under MIDH	% Assistance under Empowerment of Women in Agriculture	Total Assistance
1	Cut Flower (Rose, Gerbera)	SF/MF	1.00	40 %	30-40 %	70-80 %
		Others	1.00	25%	45-55 %	
2	Bulbous Flowers (Tuberose, Gladioli)	SF/MF	1.50	40 %	30-40%	
		Others	1.50	25%	45-55 %	
3	Loose Flowers (marigold, tuberose)	SF/MF	0.40	40 %	30-40 %	
		Others	0.40	25%	45-55 %	

b. Protected Condition

Sl. No	Component	% Assistance under MIDH	% Assistance under Empowerment of Women in Agriculture	Total Assistance
1	Green House structure	50%	20-30 %	70-80 %
2	Shade Net House	50%	20 -30%	
3	Cost of planting material & cultivation of Flowers	50%	20-30 %	

c. PHM and marketing Infrastructure

Sl. No	Component	% Assistance under MIDH/ Mission Plus	% Assistance under Empowerment of Women in Agriculture	Total Assistance
1	Pack House (Nos)	50%	20%	70%
2	Cold Rooms (Nos)	55% + 20%	NIL	75%
3	Functional sorting grading units (Nos)	55% + 20%	NIL	75%
4	Floriculture Mandi/ Marketing infrastructure (Nos)	55% + 20%	NIL	75%

6. Intended Scheme /Programme Outcome:

Mushroom Mission- Odisha leads the country in terms of production of straw and oyster mushrooms. The sole objective of the Mission is to recognize Mushroom as a horticulture crop of the state & popularize its cultivation among the farming community. Area expansion of mushroom in almost all the districts of the state & processing of the produce after its harvest & streamlining marketing of fresh as well as processed mushroom will be achieved during the mission period.

The key outcomes of the mission after the 5 years period will be as follows:

SI No	Deliverables	Total Targets
1	Area Expansion (Paddy straw/Oyster mushroom) (units)	40000
2	Mushroom production unit (no.s)	4500
4	Button Mushroom production unit (no.s)	150
5	Spawn production unit (no.s)	50
6	Preservation unit (no.s)	150
7	Training of women farmers /WSHG (no.s)	10000
8	Exposure visit of women farmers /WSHG within the state (no.s)	5000
9	Exposure visit of women farmers /WSHG outside state (no.s)	5000

Floriculture Mission: The present scenario of floriculture and its marketing deserves to have a complete reorientation in the face of emerging markets for flowers, foliage and fillers both in the country and the world. Area expansion and post-harvest care of flowers through the creation of different infrastructure like pack houses, processing units, cold chambers, refer vans, and mandis would be paramount to the proposed mission. Training, capacity building and hand-holding support would be required to accomplish mission objectives successfully. The following major deliverables are the expected outcome of the proposed mission.

SL NO.	Deliverables	Target for the Mission
1	Area Expansion (Ha)	4000

2	Training & Capacity building of beneficiaries (in convergence with NHM) (Nos)	2000
3	Establishment of PHM Infrastructure (Packhouses / cold room, Refer. Vans) in convergence with NHM(No.s)	450
4	Establishment of Floriculture / Ornamental Nurseries(No.s)	7
5	Value addition (Dry flowers/ extraction of oils and perfumes, etc.)(No.s)	7
6	Establishment of Floriculture Mandis (No.s)	2
7	Protected Structure (Ha)	50

7. Monitoring /Evaluation Mechanism:

- Directorate of Horticulture will be the nodal department and will engage one DDH and above rank officer as nodal officer for overall supervision and monitoring of implementation of mushroom mission and Floriculture Mission in the state.
- The Directorate will implement area expansion programmes as per annual work plan in respective districts through mobilisation of individual women farmers/ WSHGs.
- The beneficiaries under the mission shall be registered in HORTNET portal in case of convergence with MIDH.
- The annual monitoring and evaluation of the programme to be made at the Directorate level.
- An independent third party evaluation to be conducted to know the success & failure of the implementation of the scheme.

State Level

District

Implementing

Executive Committee----> Monitoring Committee----> Agency (DDH/ADH)

7.A. Mushroom Mission-

a. State level Committees

The mission will have a State Level Executive Committee under the chairmanship of APC.

The constitution of the State Level Executive Committee will be as follows: -

- | | | |
|------|--|----------|
| i. | Agriculture Production Commissioner | Chairman |
| ii. | Principal Secretary, DA & FE | Member |
| iii. | V.C, OUAT | Member |
| iv. | Commissioner cum Secretary, Mission Shakti | Member |
| v. | Commissioner cum Secretary, PR Department | Member |

vi.	Commissioner cum Secretary, ST and SC Development	Member
vii.	Minorities and Backward Classes Welfare Dept.	Member
viii.	MD, APICOL	Member
ix.	CEO, ORMAS	Member
x.	CGM, NABARD	Member
xi.	Member Convener, SLBC	Member
xii.	F.A-cum- Additional Secretary	Member
xiii.	Director, Agriculture & Food Production	Member
xiv.	Director, Soil Conservation & Watershed Development	Member
xv.	In charge, AICRP on Mushroom, OUAT	Member
xvi.	Secretary, Mushroom Growers' Association, Odisha	Member
xvii.	Two nos of Farmer representatives	Member
xviii.	Two nos of Mushroom Entrepreneur	Member
xix.	Director, Horticulture	Member Convener

The Committee will meet once in 6 months to discuss Governance and policy related aspects of the program such as promotion of mushroom based industries, reworking on scheme programs and other related aspects of the mission. The committee also approved the annual action plan and issued necessary instructions for creating an enabling ecosystem for successful implementation of the mission.

b. State Level Working Committee

The mission will have a State Level Working Committee under the chairmanship of Director of Horticulture. The constitution of the State Level Working Committee will be as follows: -

i.	Director, Horticulture-	Chairman
ii.	Director, Agriculture and Food Production -	Member
iii.	Director, Soil Conservation & Watershed Development-	Member
iv.	Director, Special Project, PR Department-	Member
v.	Director, ST & SC Department-	Member
vi.	Additional Secretary, Mission Shakti-	Member

vii.	CEO, ORMAS-	Member
viii.	In charge, AICRP on Mushroom, OUAT-	Member
ix.	DGM, NABARD-	Member
x.	Member Convener, SLBC-	Member
xi.	Secretary, Mushroom Growers' Association -	Member
xii.	Two no.s of Farmer representatives-	Member
xiii.	Two no.s of Mushroom Entrepreneur-	Member
xiv.	Additional Director, Horticulture-	Member Convener

The working committee will sit at least once in three months for chalking out field level strategies to achieve the desired outcome of the mission. The Additional Director, Horticulture will be the member convener of the working committee.

c. District level Mission Committee

The mission will have a District Level Mission Committee under the chairmanship of District Collector. The constitution of the District Level Mission Committee will be as follows: -

i.	Collector & District Magistrate-	Chairman
ii.	CDAO-	Member
iii.	PD, Watershed-	Member
iv.	PA, ITDA-	Member
vi.	DSWO-	Member
vii.	Dy. CEO, ORMAS-	Member
viii.	DPM, OLM-	Member
ix.	Senior Scientist and Head, KVK-	Member
x.	Progressive Mushroom grower-	Member
xi.	Two nos of Farmer representatives-	Member
xii.	Two nos of Mushroom Entrepreneur-	Member

The District Level Mission Committee will sit at least once in three months for chalking out field level strategies to achieve the desired outcome of the mission. The committee will finalise the annual action plan for the district and ensure convergence with different schemes of all stake-holding departments. It will review progress of implementation of different components of the mission in a time bound manner and come up with suggestions for remedial measures wherever required for successful accomplishment of the mission objectives.

7.B. Floriculture Mission:

a. State Level Executive Committee-

The mission will have a State Level Executive Committee under the chairmanship of APC. The constitution of the State Level Executive Committee will be as follows: -

i.	Agriculture Production Commissioner-	Chairman
ii.	Principal Secretary, DA & FE -	Member
iii.	PCCF and HoFF, Odisha-	Member
iv.	CEO, RPRC-	Member
v.	V.C, OUAT-	Member
vi.	Commissioner cum Secretary, Mission Shakti-	Member
vii.	Commissioner cum Secretary, PR Department-	Member
viii.	Commissioner cum Secretary, ST and SC Development-	Member
ix.	Minorities and Backward Classes Welfare Dept.	Member
x.	MD, APICOL-	Member
xi.	CEO, ORMAS-	Member
xii.	CGM, NABARD-	Member
xiii.	MemberConvener ,SLBC	Member
xiv.	F.A-cum- Additional Secretary-	Member
xv.	Director, Agriculture & Food Production -	Member
xvi.	Director, Soil Conservation & Watershed Development-	Member
xvii.	HoD, Floriculture &Landscaping, OUAT-	Member
xviii.	Head, CHES-	Member

xix.	Secretary, Flower Growers' Association, Ganjam	Member
xx.	2 Florists/ traders	Member
xxi.	Director, Horticulture-	Member Convener

The Committee will meet once in 6 months to discuss Governance and policy related aspects of the program such as promotion of floriculture based industries, reworking on scheme programs and other related aspects of the mission. The committee also approve the annual action plan and issue necessary instructions for creating enabling ecosystem for successful implementation of the mission.

b. State Level Working Committee-

The mission will have a State Level Working Committee under the chairmanship of Director of Horticulture. The constitution of the State Level Working Committee will be as follows: -

i.	Director, Horticulture-	Chairman
ii.	Director, Agriculture and Food Production -	Member
iii.	Director, Soil Conservation & Watershed Development-	Member
iv.	Director, Special Project, PR Department-	Member
v.	Director, ST & SC Department-	Member
vi.	Chief Conservator of Forest, PP & A, O/o. PCCF-	Member
vii.	Additional Secretary, Mission Shakti-	Member
viii.	CEO, ORMAS-	Member
ix.	Head CHES-	Member
x.	HoD, Floriculture & Landscaping, OUAT-	Member
xi.	DGM, NABARD-	Member
xii.	Member Convener, SLBC-	Member
xiii.	Representative of Farmer Producers-	Member
xiv.	2 Florists/ Traders	Member
xv.	Additional Director, Horticulture-	Member Convener

The working committee will sit at least once in three months for chalking out field level strategies to achieve the desired outcome of the mission. The Additional Director, Horticulture will be the member convener of the working committee.

c. District Level Mission Committee-

The mission will have a District Level Mission Committee under the chairmanship of District Collector. The constitution of the District Level Mission Committee will be as follows: -

i.	Collector & District Magistrate-	Chairman
ii.	CDAO-	Member
iii.	PD, Watershed-	Member
iv.	PA, ITDA-	Member
v.	DWO-	Member
vi.	DSWO-	Member
vii.	Dy. CEO, ORMAS-	Member
viii.	DPM, OLM-	Member
ix.	Senior Scientist and Head, KVK-	Member
x.	Progressive Farmer Representative-	Member
xi.	Florists/ Traders	Member
xii.	DDH/ ADH-	Member Convener

The District Level Mission Committee will sit at least once in three months for chalking out field level strategies to achieve the desired outcome of the mission. The committee will finalize annual action plan for the district and ensure convergence with different schemes of all stake-holding departments. It will review progress of implementation of different components of the mission in a time bound manner and come up with suggestion for remedial measures wherever required for successful accomplishment of the mission objectives.

Reporting Format for WSHG/ WSHG member

Sl No	Name of the WSHG member	Fathers/ Husband's name	Name of WSHG	Village	G.P	Block	Category SF/MF/ Other	Caste (SC/ST/ Other)	Adhar no.	Mobile number	Name of the component
1	2	3	4	5	6	7	8	9	10	11	12

Sl No	Name of the WSHG	Name of President/ secretary	Village	G.P	Block	Dist.	Name of the component
1	2	3	4	5	6	7	8

8. Forms for application by the beneficiaries (if any) to be annexed ;

Annexure I

APPLICATION FORM FOR “EMPOWERMENT OF WOMEN IN AGRICULTURE-PROMOTION OF ENTREPRENEURSHIP FOR WOMEN SHG”

Component: _____

1. Name of the WSHG/ WSHG member:

2. Secretary/ President Name (WSHG) :

Father’s /Husbands Name (WSHG member):

3. Address

a) Village :

b) G.P : :

c) Block : :

d) District : :

e) Mobile No.:

4. Caste (WSHG member) : SC/ST/OC

5. Category (WSHG member) : SF / MF / BF

6. Aadhar No (WSHG member) :

7. Bank Details :

Name of the Bank :

Account No. :

IFSC Code :

8. Bank Sanction letter :

9. Land Details (Mouza, :

Khata No, Plot No & Area)

10. Source of Irrigation : a) Tank b) Canal c) Lift Irrigation- Shallow/ Deep Bore well / River Lift
d) Dug Well e) Perennial sources, etc

11. Previous experience (if any.):

CERTIFICATE

1. I do hereby undertake that, the information furnished above is true to the best of my knowledge and belief.

2. I personally will be held responsible for success of the project by availing Govt. subsidy.

Identified by Gardener / HEW / HO

Signature of the beneficiary

Certified by AHO

Approved by ADH/DDH

Annexure II

**VERIFICATION OF SITES FOR STUDY OF ITS FEASIBILITY IN ESTABLISHMENT UNIT UNDER
“EMPOWERMENT OF WOMEN IN AGRICULTURE-PROMOTION OF ENTREPRENEURSHIP
FOR WOMEN SHG”**

Component: _____

1. Name of the WSHG/ WSHG member:
2. Address:
3. Address of the site for establishment:
4. Land Record: - Whether in the name of the applicant
 - a. Original patta to be verified
 - b. Sketch map of the site whether duly signed by R.I. tailed with Patta, Khata No., Plot No.
 - c. If join property – NOC of the share holder of the said land sworn before the executive Magistrate.
5. Whether the proposed site is easily accessed to electricity.
6. Water source – Whether permanent and adequate water source available.
7. Land sources – whether the applicant has own cultivable land or not if yes how much land are in cultivation and what types of crops (Area wise) are taken for cultivation and annual return from the produces.
8. Annual return of the project with expected revenue to be collected from project.
9. Whether the site is suitable for efficient functioning of the project.
10. Financial back ground of the applicant.

11. Whether the applicant has willingness for back ended subsidy / own fund.
12. Education qualification whether falls in the preference category of any other category.
13. Any other to be decided by the expert team.
14. Signature of the applicant.
15. Remarks on feasibility.

AHO

AAE

ADH

DDH

Annexure III

**PROJECT WISE COMPLETION REPORT TO BE SUBMITTED BY WSHG / WSHG MEMBER
UNDER SCHEME "EMPOWERMENT OF WOMEN IN AGRICULTURE-PROMOTION OF
ENTREPRENEURSHIP FOR WOMEN SHG"**

Component: _____

1. Name of the WSHG/ WSHG Member :
2. Address :
3. Location of the Project :
4. Date of Completion :
5. Photograph of the completed project : **Attached.**

to be enclosed.

Certified that I have successfully completed the project as per the guidelines laid down under the scheme empowerment of women in agriculture-promotion of entrepreneurship for women SHG.

Signature of the Applicant

FOR OFFICE USE

Certified that the project on _____
has been completed by Smt. / Group _____ and a

sum of Rs. _____ (Rupees _____) only may be released through DBT.

Identified by Gardener / HEW / HO

Certified by AHO

A sum of Rs. _____ (Rupees _____) only is approved for payment of subsidy.

Signature of the DDH/ADH