

OFFICE OF THE DIRECTOR OF HORTICULTURE, ODISHA BHUBANESWAR

Lt No: RKVY-VIUC (H2)13/18 **2/7958**

Hort. /Dt. **26-07-2019**

To,

- Mr. Ajit Kumar Mishra, MD AKM** (info@akmfoods.com),
Director, Arrange Fresh, Nayapalli, Bhubanesawr
- Mr. A. Mohanty, CEO Bazar Fresh**, (farm@bazarfresh.in)
- Mr. Shailendra Singh, Zonal Head F&V, BigBazar**, (shailendra.singh@futuregroup.in)
- Mr. Kunal Prasad, CEO Cropin**, (kunal@cropin.com)
CEO Freshtm, (care@freshtm.com)
- Mr. Maruti Chapke, Founder Director, Go4fresh**, (maruti.chapke@go4fresh.in)
- Mr. Mahesh Parwatkar, Co-founder, Mandi APP**, (mahesh@digichorus.com)
- Mr Pradipta Sahoo, Business Head, Mother Dairy**, (pradipta.sahoo@motherdairy.com)
- Mr. Yashovardhan Bhagat, Co-founder, Nature's Cart**, (yashovardhan@naturecart.in)
- Mr. Yogesh Kedari, Vice President & Head, FFresh, NeML (NCDEX e Markets limited)** (yogesh.kedari@nemi.in)
- Mr. Vignesh L, Manager Operations, Ninjacart**. (vignesh.l@ninjacart.com)
- Mr Chandrakant Sutar, Odisha Organic Hub**. (jaibharat_ck@rediffmail.com)
- Mr. Swadesh Tripathy, Manager Value Chain, Reliance**. (swadesh.tripathy@ril.com)
- Mr. Suresh Devani, Head F & V, Samunnati**. (suresh.devnani@samunnati.com)
- Mr. Vaibhav Tidke, CEO, S4S Technologies**. (vaibhav@s4stechnologies.com)
- Mr. Rangu Rao, CEO, Safe harvest**, (rangu@safeharvest.co.in)
- Mr. Shubhransu Swain, Head-Sales & Business Development, Veggie Kart**,
(Shubhransu.swain@veggiekart.co.in)
- Mr. Raj Seelam, 24mantra**. (renuka@24mantra.com)

Sub: Attending Buyers' meet to strengthen market eco-system for the small and marginal farmers under the APC project.

(P.T.O)

Sir/Madam,

With reference to the subject cited above, this is to inform that Department of Agriculture and Farmers Empowerment, Govt. of Odisha has signed a MoU in presence of Hon'ble Chief Minister, Odisha on 6th November 2018 for Promotion of Agriculture Production Clusters (APCs) in 40 backward blocks of 12 highland districts of Odisha.

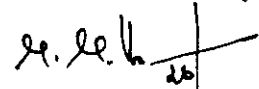
This is a project of Department of Agriculture and Farmers' Empowerment, Govt. of Odisha in collaboration with Panchayati Raj and Drinking Water Department, Govt. of Odisha, Bharat Rural Livelihoods Foundation (BRLF), and PRADAN (Professional Assistance for Development Action), for promotion of Agriculture Production Clusters in tribal regions of Odisha. The project will trigger growth in farm sector with the objective of sustainably doubling income of one lakh small and marginal farmers by establishing Agriculture Production Clusters (APCs) in the state. For detailed information about the project, please refer the APC brochure attached in the annexure.

In this connection, we are organizing a Buyers' meet chaired by Principal Secretary, DA&FE to strengthen Market eco-system for the small and marginal farmers under the APC project. The meeting will be held on **5th August 2019 at 10.30 AM to 4.30 PM in auditorium of Krishi Bhawan, Keshari Nagar, Gopabandhu Marg, Bhubaneswar**. The objective of the meeting is to explore the opportunities offered by the buyers so that a sustainable market eco-system is built for the livelihood enhancement of small and marginal farmers in the project areas.

All the buyers invited for the meeting are requested to come with a PPT highlighting their core business area, their offering for APC project and expectations from Government to establish this market eco-system.

I therefore request you to make it convenient to attend the meeting on the scheduled date and time. You may contact Sri Tara Prasad Tripathy (mob-8917202473) for any further assistance.

Yours faithfully,



**Director Horticulture,
Odisha, Bhubaneswar**

Dt. 26-07-2019

Memo No. 2/7959

Copy submitted to Principal Secretary, Department of Agriculture and Farmers' Empowerment, Govt. of Odisha for kind information. He is requested to chair the meeting.

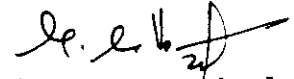


Director Horticulture

Memo No. 2/7960

Dt. 26-07-2019

Copy submitted to Director OLM cum CEO ORMAS for kind information. He is requested to attend the meeting and inform potential buyers who are associated with ORMAS for marketing of Fruits and vegetables and Assistant Director, ORMAS of 12 APC districts to attend the meeting on schedule date and time.

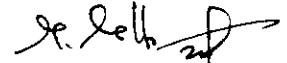


Director Horticulture

Memo No. 2/7961

Dt. 26-07-2019

Copy submitted to Director Agriculture and FP cum Director OSAM board for kind information. He is requested to attend the meeting.



Director Horticulture

Memo No. 2/7962

Dt. 26-07-2019

Copy forwarded to CEO, BRLF, (Email: pramathesh@brlf.in) for information. He is request to attend the meeting.




Director Horticulture

Memo No. 2/7963

Dt. 26-07-2019

Copy forwarded to ED, PRADAN (Email: naren@pradan.net) and APC Program Secretariat, PRADAN, (Email:apcprogrammesecretariat@pradan.net) for information. They are requested to invite one representative from partner NGOs and few progressive farmers to attend the meeting and organize the event.

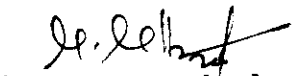


Director Horticulture

Memo No. 2/7964

Dt. 26-07-2019

Copy forwarded to DDH, Rayagada/ Kandhamal/ Kalahandi, Koraput/ Bolangir/ Mayurbhanj, Keonjhar/ Sambalpur /Dhenkanal, ADH Boudh/ Nuapada/ Jharsuguda for information. They are requested to attend the meeting.



Director Horticulture

Memo No. 2/7965

Dt. 26-07-2019

Copy forwarded to Sri Srinibas Nayak, Executive Engineer, C/o DA &FP for information. He requested to reserve the Auditorium of Krishi Bhawan on 5th August 2019.



Director Horticulture