



1) Maharashtra Agricultural Competitiveness Project (MACP)

1. The project development objective of MACP is to **“Increase productivity, profitability and market access of the farming community in Maharashtra”**.
2. The total project cost is Rs. 703.95 crores (Govt. Share Rs. 51.72 Cr – 7.3%, WB Share Rs. 461.31 Cr.- 65.5% and Beneficiaries Share - Rs. 191.02 Cr – 27.1 %). The details of the project target & expenditure are as follows:

| Component | Total Project | Expenditure upto Mar. 2014 | Percentage |
|---|---------------|----------------------------|--------------|
| A. Intensification & diversification of market led production | 167.94 | 50.96 | 30.34 |
| B. Improving farmer access to markets | | | |
| B.1 Promoting alternative markets | 214.73 | 44.14 | 20.55 |
| B.2 Modernisation existing markets | 243.12 | 25.86 | 10.64 |
| C. Project Management | 78.16 | 26.49 | 33.89 |
| Total | 703.95 | 147.44 | 20.94 |

3. Institutional Strengthening of Market Led Agricultural Technology Transfer is being achieved through strengthening of ATMAs, FIACs, HPTI & VANAMETI. District level ATMAs have been provided with necessary IT equipment's such as computers, Laptops, etc. to speed up the work. Totally 66 FIACs (2 each district) have also provided with certain infrastructure & IT equipment's including LCD Projector, poster etc. and they are active in providing bringing awareness and providing technical knowledge to farming community of the district. Various sensitization and orientation workshops have been organized at district & state level for officers directly involved in implementation. These workshops have helped to updated the knowledge and thus have helped to speed up the work under MACP. Certain thematic & technical workshops for the line department officers & officers directly involved in project were organized at specified state level training Institutes which are strengthened under Project. The process of mobilization of CIGs/ FIGs & FCSC have been geared up with the help of selected Service Providers and around 3900 CIGs have been promoted in Phase I districts. The Service Providers for promotion of CIGs/ FIGs have been selected and have initiated work in 23 districts under Phase II & Phase III of the Project. The ongoing activities such as crop demos, postharvest technology management demos, innovative pilots & PPP models have been implemented on large scale and the impact assessment is done on regular basis to bring necessary improvements.
4. Preparation & Implementation of Production & Marketing Strategies focuses on preparation of MSS for all 33 districts covered under project, organizing Buyer-Seller



Meets, implementation of innovative pilots, strengthening of growers associations etc. were implemented during the period.

5. The SP for Agri-business Promotion facility (ABPF) expanded their activities including organizing specialized workshops for officers, developing bankable business plans for entrepreneurs, developing project related material & publications, initiating specialized studies etc. have been completed by the Agency.
6. Under the Livestock Support Services component of the Project, besides development of Livestock Markets & Small Ruminant Markets, various field level activities & programs have been implemented. The Animal Health Camps, crop demonstrations etc. were implemented on large scale in 18 districts covered under Project. The Service Providers appointed in Ahmednagar district for promotion of Small Ruminant Federation have promoted 150 groups, conducted capacity building activities for their members and have distributed quality breeding bucks in certain groups. Various project activities are implemented in coordination with District Deputy Commissioner & ATMA of the district. In the same way under Goat as High Value Enterprise component a Service Provider have made progress by setting up of goat demos, undertakings fodder crop demos, conducting training for demo farmers & distribution of quality breeding bucks have been completed.
7. The project recognizes a strong need of the alternative markets in near future, and, hence, the project related interventions related to Warehouse Receipts Development, Farmers Common Service Centers and strengthening of Rural Haats are being implemented speedily as per the PIP and the guidance of previous Implementation Support Missions. As of date works of 98 RHs have been completed. The civil works of 141 RHs is in progress. Of the rest, 22 RHs are at tender stage and, the remaining 89 RHs are at the stage of preparation of FPPs.
8. The repairs of 112 MSWC godowns of Phase I, II & III are in progress. The procurement of lab equipment's for all 40 MSWC RHs has been completed. A total of 9200 farmers attended the awareness training program. The WDRA accreditation for 131 warehouses has been applied out of which 26 certificates have been received, while for NCDEX accreditation for 40 centers has completed. MSWC has tie-up with 07 nationalized banks. E-Warehouse receipt through SAP-ERP system has been started at 82 locations. In 2013-14 the e-warehouse receipts were generated in 67 locations, with 11,238 warehouse receipts generated, 61,587 MT of food grains stored and Rs. 55.44 crores worth of warehouse receipts availed.
9. The strengthening of existing wholesale markets and livestock markets for improving their efficiency requires a high degree of ownership & participation for implementation of Market Modernization & Implementation Plan (MMIP). In view of this, the project has undertaken capacity building activities & training programs for the officials of APMCs. The out of state exposure visits, training at NIPHT and experience sharing workshops have been organized to create awareness within the stakeholders about the MMIP.



10. In all the phases (1, 2 & 3) the MMIP civil works in 3 APMCs and 5 LSMs is completed. The civil works in 27 APMCs & 3 LSMs has already commenced. Further, 09 APMCs and 02 LSMs are at work order stage (i.e., stage of letter of commencement of works). The tender process for 15 APMCs & 07 LSMs is under way and full project proposals are being prepared by the service providers for the remaining 45 APMCs & 07 LSMs.
11. The project management has been achieved through regular progress monitoring, ensuring ESMF framework, budgetary control, and bringing system for GAAP in place. Instructions have been issued to the field officers of the project and the activities are being monitored at the sub project sites regarding compliance to ESMF and GAAP, in addition to the departmental guidelines issued from time to time.
12. The Project Team expresses deep gratitude towards World Bank team and Hon. Additional Chief Secretary (Agril. & Marketing), Govt. of Maharashtra for their continuous support and guidance.