

1. Scheme No. : 8(10)

2. Name of the scheme : Forward Linkage/Integration.

3. Objectives : The objective of the component of forward integration is to increase capacity utilization of Food Processing Units by ensuring regular market for their products by establishing linkages with the market. This will enable retailers to directly source supplies from producers. Assistance under the scheme would also be available for market survey, test marketing, brand building etc.

To enhance capacity utilization of Food Processing Units, the introduction of Forward Integration Scheme is essential. Under this scheme regular linkage of the units with the markets will be strengthened after having a proper service of suitable markets. Funding should be under grant-in-aid basis. The Project cost proposed for the scheme such as market survey, brand building, test marketing etc. is Rs.18.00 lakh for 3 districts out of 9 districts for initial stage.

Funding pattern 50:50 Centre and State
Source of fund Budgetary support

5. Financial

(Rs. in lakhs)

Item	Tenth Plan 2002-07 Projected Outlays	Annual Plan, 2005-06		Annual Plan 2006-07 Recast Outlays
		Outlays	Expdtr (Prov)	
1. 50% State share for Establishment of Forward Linkage/ Integration at FPTC				2.00
Total				2.00

8. Physical

Item	Particulars	Units	Actual achievement 2004-05	Annual Plan 2005 – 06		Annual Plan 2006-07 Target
				Target	Achievement (Prov)	
1	Preparation of Project Report	Nos.				1