

Public–Private Partnership (PPP) Policy for APMC Reforms in Maharashtra

(Aligned with PPPAVCD Guidelines)

Government of Maharashtra

Department of Co-operation, Marketing and Textiles

Table of contents

1. Preamble and Context
2. Vision, Mission, and Objectives
3. Nodal Department and Implementing Authorities
4. Ease of Doing Business (EoDB) Framework for PPP in APMCs
5. PPP Models for APMC Reforms-BOT Model
6. Project Preparation, Approval, and Implementation Process
7. Dispute Resolution Framework
8. Skill Development, Capacity Building, and Communication
9. Policy Review and Amendments

1. Preamble and Context

1.1 Background and Rationale

The Agricultural Produce Market Committees (APMCs) in Maharashtra have been instrumental in ensuring the orderly marketing of agricultural commodities and protecting the interests of farmers since their establishment under the *Maharashtra Agricultural Produce Marketing (Development and Regulation) Act, 1963*. Over time, these institutions have contributed significantly to creating a regulated marketing ecosystem, building market infrastructure, and facilitating price discovery.

However, with the rapid evolution of agricultural value chains, technological innovations, and emerging business models in agri-trade, the existing APMC framework requires modernization to remain relevant and effective. The agricultural economy is witnessing a structural transformation driven by diversification towards high-value crops, digital trading platforms, and private sector-led market linkages. To address these emerging opportunities and challenges, there is a pressing need to reposition APMCs from being regulatory entities to market facilitators and enablers of value chain efficiency.

The Public–Private Partnership (PPP) approach offers an appropriate institutional mechanism to attract private investment, technology, and managerial expertise into market infrastructure, logistics, and service delivery. The adoption of PPP frameworks will enable APMCs to deliver enhanced value to farmers through modern, transparent, and competitive market operations.

1.2 Evolution of APMCs in Maharashtra

The APMC system in Maharashtra has evolved over six decades to become one of the largest and most structured marketing networks in India. The State presently has more than 300 principal and sub-market yards that cater to a diverse range of agricultural produce, connecting farmers with traders, processors, and exporters.

In the initial decades, APMCs focused on establishing essential physical infrastructure such as auction platforms, godowns, and weighing facilities. Subsequent reforms introduced measures for *direct marketing*, *contract farming*, and *e-trading* in alignment with the Model APLM Act, 2017. The integration of APMCs with the *electronic National Agriculture Market (e-NAM)* further enhanced transparency and competitiveness.

Despite these initiatives, several challenges persist — including aging infrastructure, underutilization of assets, procedural complexity, limited private participation, and inadequate integration with modern logistics and processing ecosystems. Addressing

these issues necessitates a comprehensive policy shift that redefines the operational and developmental role of APMCs within the broader agri-value chain ecosystem.

1.3 Need for Reform and Modernization

The modernization of APMCs has become critical for achieving efficiency, competitiveness, and sustainability in the agricultural marketing system. The following structural and institutional gaps underline the need for reform:

- Obsolete and underutilized infrastructure that does not meet the requirements of modern agri-markets.
- Limited engagement of private sector entities and Farmer Producer Organizations (FPOs).
- Lack of integrated logistics, warehousing, and value-addition infrastructure.
- Weak linkages between production clusters and market destinations; and
- Insufficient adoption of digital technologies for trade, transparency, and traceability.

To address these issues, APMCs must be transformed into modern agri-business service centers that provide end-to-end facilities — from aggregation and storage to processing, marketing, and export facilitation. The PPP model will serve as a strategic mechanism to mobilize private investment, improve service delivery, and ensure long-term sustainability.

This transformation will enable APMCs to play a catalytic role in enhancing market access, reducing post-harvest losses, and improving price realization for farmers. The policy framework, therefore, seeks to institutionalize PPP-based modernization as a central pillar of APMC reforms in Maharashtra.

1.4 Alignment with PPPAVCD Guidelines

This Policy is fully aligned with the Public–Private Partnership for Integrated Agriculture Value Chain Development (PPPAVCD) Guidelines (Government of India, 2024), which provide a national framework for leveraging PPPs in agricultural value chains. The PPPAVCD model emphasizes cluster-based development, integration of pre- and post-harvest activities, and convergence of public funding with private sector efficiency.

Key principles adopted from the PPPAVCD Guidelines include:

- Cluster and commodity-based project design, linking production zones with processing and markets.
- End-to-end value chain integration, encompassing aggregation, storage, processing, and marketing.
- Technology enablement through digital monitoring, traceability, and carbon credit systems; and
- Farmer-centric governance, ensuring transparency, inclusivity, and timely benefit delivery.

By aligning with the national PPPAVCD framework, this Policy aims to position Maharashtra as a frontrunner in implementing structured PPP models for agricultural market reform and value chain integration.

In essence, this Policy serves as a key enabler for achieving the State’s long-term agricultural transformation agenda — fostering public–private collaboration, integrating market systems, and ensuring that farmers benefit from a modern, efficient, and equitable agri-marketing ecosystem.

2. Vision, Mission, and Objectives

2.1 Vision

To establish a competitive, transparent, and technology-driven agricultural marketing ecosystem in Maharashtra through Public–Private Partnerships (PPPs), where APMCs evolve into efficient, inclusive, and sustainable market institutions that provide farmers with improved price realization, value addition opportunities, and access to integrated value chains at local, national, and global levels.

The vision reflects the State’s commitment to transform APMCs from regulatory entities into facilitators of modern agri-business and market infrastructure, aligned with the goals of Maharashtra Vision 2047 and the national PPPAVCD framework.

2.2 Mission

To operationalize structured PPP models that mobilize private investment, technology, and managerial expertise for the modernization of APMC infrastructure, logistics, and services while ensuring farmer welfare, regulatory oversight, and inclusivity.

The mission will be achieved by:

- Redefining APMCs as agri-market facilitation centres that integrate physical, digital, and institutional infrastructure.
- Establishing a State-level PPPAVCD Cell for project design, facilitation, and monitoring.
- Encouraging convergence with Central and State schemes to leverage financial resources.
- Enhancing Ease of Doing Business (EoDB) through simplified processes and transparent contracting; and
- Fostering partnerships between APMCs, cooperatives, Farmer Producer Organizations (FPOs), and private enterprises for value chain development.

2.3 Core Objectives

The following objectives will guide the implementation of the PPP Policy for APMC Reforms in Maharashtra:

(a) Institutional Transformation

- Redefine the functional role of APMCs from regulators to market service providers, promoting efficiency, innovation, and competitiveness.
- Establish a robust institutional framework with clear roles for the Department of Co-operation, Marketing and Textiles, Directorate of Marketing, and APMCs for PPP project governance.

(b) Infrastructure Modernization

- Facilitate redevelopment and modernization of existing APMC infrastructure through PPP models, including trading platforms, warehouses, logistics hubs, cold chains, and assaying laboratories.
- Promote integrated cluster-based value chain projects linking production, aggregation, processing, and marketing activities.

(c) Private Investment Mobilization

- Attract private sector participation via Build-Operate-Transfer (BOT) mode.

- Ensure balanced risk-sharing arrangements and predictable returns for investors to enhance long-term sustainability.

(d) Digital Integration and Transparency

- Promote digital market infrastructure, including e-trading, real-time price discovery, traceability, and digital payments.
- Ensure all assets, market transactions, and projects are geo-tagged and monitored through the PPPAVCD national IT platform.

(e) Farmer Empowerment and Inclusivity

- Enable direct farmer participation through digital interfaces, contract farming, and producer–buyer platforms.
- Integrate FPOs, cooperatives, and self-help groups (SHGs) as key partners in PPP projects, ensuring equitable benefit distribution.
- Institutionalize farmer grievance redressal and payment assurance mechanisms.

(f) Ease of Doing Business

- Simplify approval, licensing, and concession procedures through a Single Window Digital System managed by the Directorate of Marketing.
- Provide a transparent policy and regulatory framework that ensures predictability, accountability, and timely decision-making for investors.

(g) Environmental and Social Sustainability

- Integrate renewable energy use, waste management, and green building standards into APMC modernization.
- Promote social inclusion, gender equity, and local employment generation within PPP projects.

(h) Institutional Capacity and Skill Development

- Strengthen institutional capacities of APMCs, cooperatives, and FPOs through training, capacity building, and technical handholding.
- Collaborate with Krishi Vigyan Kendras (KVKs), State Agricultural Universities (SAUs), and academic institutions to deliver capacity enhancement programs focused on PPP management, digital marketing, and agri-business governance.

3. Nodal Department and Implementing Authorities

3.1 Nodal Department

The Department of Cooperation, Marketing and Textiles, Government of Maharashtra, shall serve as the Nodal Department for implementation of the Public–Private Partnership for Agricultural Value Chain Development (PPPAVCD) framework across the State.

The Department shall be responsible for:

- Providing administrative approvals for projects undertaken under the PPPAVCD framework.
- Coordinating with other State and Central agencies for policy alignment, resource mobilization, and scheme convergence.
- Issuing necessary Government Resolutions, circulars, and operational instructions for project execution.
- Ensuring that all PPPAVCD initiatives comply with provisions of the Maharashtra Agricultural Produce Marketing (Development and Regulation) Act, 1963, and the Rules framed thereunder.

3.2 State PPPAVCD Appraisal and Review Committee (Nodal Committee)

To ensure technical appraisal, financial scrutiny, and systematic review of all projects proposed under the PPPAVCD framework, a State-level Appraisal and Review Committee shall function within the Nodal Department.

The composition of the Committee shall be as follows:

Sr. No.	Designation	Role
(1)	Additional Chief Secretary / Principal Secretary, Department of Cooperation and Marketing	Chairperson
(2)	Additional Chief Secretary / Principal Secretary, Agriculture	Co–Chairperson
(3)	Managing Director, Maharashtra State Agricultural Marketing Board (MSAMB)	Member
(4)	Director (Marketing), Maharashtra State, Pune	Member
(5)	Representative of Cluster District Collector / concerned District Collector	Member
(6)	Representative of Bank / Financial Institution providing funds for the project	Member
(7)	Representative from Agricultural University / Representative from Agriculture Department	Member

(8)	Joint Secretary, Department of Marketing	Member–Secretary
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3.3 Roles and Responsibilities of the Nodal Committee

The Nodal Committee shall discharge the following functions:

- a. Project Appraisal and Approval: Examine project proposals received under PPPAVCD for technical feasibility, financial viability, institutional capacity, and overall value chain benefits.
- b. Compliance with FSI and Benefit Norms: Ensure that the commercial use of Floor Space Index (FSI) does not exceed 33 percent of the total permissible limit and that the benefit accruing to the concerned APMC is demonstrably greater than that to the developer. Allocation of floor area would be finalized by respective APMC.
- c. Resource Convergence: Facilitate coordination among institutions such as the Maharashtra State Agricultural Marketing Board (MSAMB), Maharashtra State Warehousing Corporation, and Maharashtra State Co-operative Marketing Federation, ensuring integrated use of infrastructure and resources.
- d. Bank and Financial Institution Interface: Evaluate and confirm the financial structuring of projects involving external funding from banks or financial institutions, ensuring that all loan-linked projects have pre-sanctioned financing plans.
- e. Academic and Technical Inputs: Obtain expert guidance from agricultural universities and the Department of Agriculture for value-chain design, agri-business linkages, and technical validation of facilities proposed under the PPP model.
- f. Cluster and District Coordination: Coordinate with concerned District Collectors for local clearances, land-related matters, and administrative facilitation of projects within their jurisdiction.
- g. Project Review and Monitoring: Periodically review implementation progress of approved PPPAVCD projects and direct the Project Management Unit (PMU) to carry out field monitoring, evaluation, and reporting.

3.4 Role of Maharashtra State Agricultural Marketing Board (MSAMB)

The Maharashtra State Agricultural Marketing Board (MSAMB) shall act as the implementing and coordination agency under the PPPAVCD framework. Its responsibilities shall include:

- a. Hosting and managing the Project Management Unit (PMU) responsible for day-to-day coordination, technical appraisal, and project monitoring.

- b. Providing technical assistance to APMCs, producer organizations, and cooperatives for preparation of project proposals, DPRs, and feasibility reports.
- c. Maintaining a centralized database of PPPAVCD projects, progress reports, and financial utilization statements.
- d. Supporting the Directorate of Marketing in documentation, reporting, and follow-up with the Nodal Committee.

3.5 Project Management Unit (PMU)

The PMU, functioning under the Managing Director of MSAMB, shall be the operational arm of the PPPAVCD framework. It shall:

- a. Review project proposals submitted by APMCs and other implementing agencies before forwarding them to the Nodal Committee. *(Proposal format mentioned in Annexure I.)*
- b. Conduct site-level assessments and provide technical support for DPR and tender preparation.
- c. Maintain continuous coordination between the Directorate of Marketing, MSAMB, and project proponents.
- d. Prepare consolidated status reports for consideration of the Nodal Committee.

3.6 APMC Project Implementation Units (PIUs)

Each APMC undertaking a BOT project shall establish a Project Implementation Unit (PIU) to ensure project-level management and accountability.

The composition of the PIU shall be as follows:

Sr. No.	Designation	Role
(1)	Secretary, APMC	Chairperson
(2)	Accountant / Finance Officer, APMC	Member
(3)	One Member of the Market Committee	Member
(4)	Technical Representative of MSAMB / Appointed Project Consultant	Member-Secretary

PIU would be responsible for:

1. Be responsible for the preparation of project reports, coordination with MSAMB and the nodal committee, and ensuring adherence to approved plans and timelines.
2. Supervise construction quality and certify milestones in coordination with the appointed architect or consultant, and any activities associated with respective APMC's projects.
3. Submit quarterly progress reports to MSAMB in the prescribed format and ensure timely responses to queries from the nodal committee. Reporting formats will be finalized by PMU based on different projects.
4. Maintain complete records of approvals, contract agreements, and financial transactions pertaining to the project for audit and review purposes.

3.7 Eligibility Criteria for Implementing Agencies (IAs)

To ensure credibility, scale, and effective delivery, the eligibility criteria for IAs under the PPPAVCD and State PPP framework shall include the following parameters:

(a) Legal and Institutional Eligibility

- Must be a legally registered entity under relevant Acts (Companies Act, Cooperative Act, Partnership Act, etc.).
- Should possess valid PAN, GST registration, and necessary licenses for business operations.
- For cooperatives and FPOs, a minimum of 300 registered farmer members is recommended; for large-scale PPPs, participation should cover at least 500 farmers (250 in hill or North-Eastern regions).

(b) Financial Eligibility

- Should have a minimum average annual turnover of ₹1 crore (₹50 lakh for FPOs/FPCs) during the last three financial years.
- Must have positive net worth and demonstrate financial solvency certified by a Chartered Accountant.
- In the case of consortiums, the lead partner must hold at least 51% equity in the project SPV (Special Purpose Vehicle).

(c) Technical Eligibility

- Proven experience of at least 3 years in agriculture or allied sector operations, value chain development, logistics, or agri-infrastructure.

- Demonstrated capacity for technology adoption, market linkage, or value addition through previous projects or partnerships.
- Availability of qualified project management and field staff to execute and monitor interventions.

(d) Operational Scale and Reach

- The proposed project must cover a minimum of 500 farmers (as per Clause 11 of the guidelines) and not exceed 10,000 farmers per project.
- For projects involving more than 10,000 farmers, implementation may be considered under a cluster-based program of the Ministry of Agriculture.

(e) Convergence and Scheme Integration

- The IA must demonstrate the capacity to leverage and converge Central and State Government schemes, such as AIF, MIDH, PMFME, PMKSY, and RKVY.
- Ability to facilitate Direct Benefit Transfer (DBT) to participating farmers and maintain digital records of benefits provided.

(f) Governance and Transparency

- IAs shall adopt transparent systems for farmer onboarding, record-keeping, procurement, and financial transactions.
- Mandatory annual submission of audited financial statements and performance reports to the Nodal Department.
- Commitment to adhere to the PPPAVCD Monitoring Framework, including geo-tagging of assets, digital reporting, and social inclusion metrics.

3.8 Responsibilities of Implementing Agencies (IAs)

Each IA shall be responsible for:

1. Project Conceptualization and Planning – Conduct cluster-based diagnostics, identify crops and value chain interventions, and prepare a detailed project proposal (DPR).
2. Farmer Mobilization and Onboarding – Aggregate farmer groups and ensure informed consent for participation.
3. Scheme Convergence and Fund Management – Align project components with available Central/State funding schemes.
4. Implementation and Technology Deployment – Ensure execution of interventions such as mechanization, digital tools, processing, and logistics.

5. Monitoring and Reporting – Maintain real-time reporting through the IT-enabled monitoring platform and submit quarterly progress reports.
6. Sustainability and Exit Strategy – Develop a long-term plan for operational sustainability, including revenue recovery, reinvestment, and farmer ownership models.

At the State level Nodal Agency shall act as screening, approving, and monitoring Implementing Agencies (IA) proposals.

3.9 Institutional Linkages

The Nodal Committee and PMU shall ensure effective collaboration among:

- a. State-level agencies: Department of Cooperation & Marketing; Directorate of Marketing; MSAMB.
- b. District-level authorities: District Collectors for local clearances and facilitation.
- c. Financial and academic partners: Banks, financial institutions, and agricultural universities for project validation and support.

3.10 Proposal Submission and Scrutiny Framework

Implementation agencies (IA) will provide detailed proposals to PIU. Such reports should include:

- Proposed site layout and construction plan.
- DPR and cost estimation with financial structure.
- Funding details and bank consent, wherever applicable.
- Project summaries note for inclusion in the PMU's consolidated report.

The PMU shall examine these submissions for completeness before placing them before the Nodal Committee for appraisal and recommendation.

3.11 Decision and Accountability

The decisions of the Nodal Committee shall be binding for all institutions participating in PPPAVCD projects.

The Joint Secretary (Department of Cooperation and Marketing), as Member-Secretary, shall maintain official minutes of each meeting, issue communication of approvals, and submit quarterly updates to the Nodal Department.

4. Ease of Doing Business (EoDB) Framework for PPP in APMCs

4.1 Rationale and Policy Commitment

To attract sustainable private sector participation and ensure the successful implementation of PPP projects in APMCs, it is essential to establish a predictable, transparent, and investor-friendly environment. The Ease of Doing Business (EoDB) framework under this Policy seeks to remove procedural bottlenecks, standardize contracting processes, and institutionalize time-bound decision-making.

The Government of Maharashtra recognizes that private sector confidence and long-term participation depend on the clarity, stability, and efficiency of administrative systems, especially in agricultural marketing where project risks are diverse and geographically distributed.

The State commits to establishing an enabling environment that promotes ease of investment, transparency, and accountability in all PPP projects under APMCs. The EoDB framework will be operationalized through:

- Institutional simplification and digital process automation;
- Standardization of documents and templates;
- Regulatory consistency and assurance; and
- A dedicated facilitation and grievance redressal mechanism.

These measures aim to position Maharashtra as the most preferred destination for agri-infrastructure investments, ensuring that IAs can operate with efficiency, predictability, and confidence.

4.2 Key Enablers of the EoDB Framework

a. Single Window Digital Facilitation System

- A Single Window Digital Portal shall be established under the Directorate of Marketing for all PPP-related activities in APMCs.
- The portal will integrate functions including:
 - Application submission and pre-feasibility screening.
 - Licensing and approval workflows.
 - Tracking of project status and clearances; and
 - Disclosure of project data and contract performance.

- The system will ensure time-bound approvals as per the *Right to Services Act (Maharashtra)*, with defined service-level benchmarks for every administrative process.

b. Simplified Licensing and Approval Mechanisms

- All licenses, NOCs, and market-use permissions required for PPP projects shall be processed digitally with self-certification provisions for low-risk categories.
- Deemed approval mechanisms shall be introduced for applications not disposed of within the prescribed time limits.
- Local APMCs shall function as *Facilitation Units* for investor interaction, preliminary verification, and site-level coordination.

c. Transparent and Predictable Contracting

- Standard Model Concession Agreements (MCAs) and Request for Proposal (RFP) templates shall be issued by the Directorate of Marketing in consultation with the Finance Department and the State PPP Cell.
- All tenders, evaluation results, and concession agreements shall be publicly disclosed on the EoDB portal to ensure transparency and integrity.
- Key provisions such as concession period, performance obligations, dispute resolution, and exit mechanisms shall be standardized across project categories.

d. Institutional Facilitation and Investor Support

- A PPP Facilitation Cell shall be established within the Directorate of Marketing to provide technical assistance, investment guidance, and policy interpretation support to IAs.
- Each participating APMC shall designate a PPP Nodal Officer responsible for coordinating project implementation, documentation, and investor interface.
- Regular *Investor Consultation Forums* shall be convened by the Department to identify and resolve systemic issues faced by private participants.

e. Financial and Incentive Mechanisms

- Eligible PPP projects shall be supported through convergence with Central and State funding schemes, including the Agriculture Infrastructure Fund (AIF), MIDH, RKVY, and PMFME.

- Viability Gap Funding (VGF) may be considered for projects in low-income, hilly, or tribal regions where financial returns are marginal.
- PPP investors shall be eligible for applicable GST incentives, electricity duty exemptions, and infrastructure status benefits, subject to government approval.
- Incentives shall also be linked to measurable performance parameters such as asset utilization, farmer outreach, and service quality.

f. Regulatory Stability and Legal Assurance

- All PPP projects shall operate within a stable and predictable regulatory environment throughout the concession period.
- Any regulatory changes affecting project viability shall be addressed through compensatory mechanisms approved by the State Project Approval Committee (SPAC).
- The State shall ensure that no arbitrary changes to concession terms or fee structures are made without due consultation and justification.
- Dispute resolution processes shall follow the three-tier mechanism established under Section 7 of this Policy.

g. Transparency, Governance, and Public Disclosure

- Every PPP project shall be subject to third-party technical and financial audits to ensure compliance with contractual obligations.
- All relevant project data including project cost, partner details, performance metrics, and audited reports shall be made available in the public domain.
- The EoDB portal shall maintain a State PPP Dashboard that tracks approvals, implementation status, performance outcomes, and grievance redressal statistics.

4.3 Governance Structure for EoDB Implementation

1. **Department of Co-operation, Marketing:** Policy custodian; responsible for issuing operational guidelines and periodic reviews.
2. **Directorate of Marketing/ MSAMB:** Lead implementing agency; manages the EoDB portal, approvals, and investor facilitation.

3. **State PPPAVCD Cell:** Coordinates convergence with Central schemes, provides technical appraisal, and maintains project pipeline.
4. **APMCs:** Act as local facilitators, ensuring ground-level coordination, stakeholder engagement, and project compliance.
5. **Finance Department:** Provides fiscal oversight, risk-sharing approval, and ensures regulatory uniformity across PPP contracts.

4.4 Grievance Redressal and Investor Protection Mechanism

the Grievance Redressal and Investor Protection Mechanism plays a pivotal role in enhancing the overall Ease of Doing Business (EoDB) by ensuring a predictable, transparent, and responsive regulatory environment for private sector participants.

This minimizes uncertainty and bureaucratic delays, instills confidence among IAs and encourages sustained investment in APMC modernization and agri-infrastructure projects. The digital grievance tracking and mandatory written communication process further strengthens transparency and accountability, aligning the policy with the State's broader EoDB objectives and investor facilitation reforms.

By enabling quick dispute resolution and reducing litigation risks, it helps maintain uninterrupted project execution, safeguards financial sustainability, and reinforces Maharashtra's position as a preferred destination for agri-market PPP investments. In essence, the grievance redressal and investor protection framework transform APMCs into professionally managed, investor-friendly institutions that uphold both business efficiency and farmer welfare, thereby directly contributing to the State's vision of transparent and modernized agricultural marketing under Vision 2047.

5. PPP Model for APMC Reforms – Build–Operate–Transfer (BOT) Model

5.1 Introduction

To modernize APMC infrastructure and services in a sustainable, financially viable, and inclusive manner, this Policy adopts the Build–Operate–Transfer (BOT) model as the preferred mode of Public–Private Partnership (PPP) implementation.

Under this model, IAs (concessionaire) shall design, finance, construct, operate, and maintain the approved infrastructure or service facility for a defined concession period. Upon completion of the concession term, the project assets shall be transferred back to the respective Agricultural Produce Market Committee (APMC) or the Government of

Maharashtra, free of encumbrances and in a pre-agreed operational condition. (Format for the abstract of the project to be used by Value Chain Partner has been attached in annexure-1)

The BOT framework ensures optimal utilization of private sector capital, technology, and managerial efficiency, while preserving public ownership and long-term regulatory oversight by the State.

The BOT model shall be applicable to a wide range of physical and digital infrastructure projects that contribute to efficient, transparent, and value-added agricultural marketing operations.

Eligible project categories include, but are not limited to:

- **Modern market yards** with mechanized auction platforms, grading and sorting facilities.
- **Warehousing and cold chain complexes**, including pre-cooling, ripening, and refrigerated storage facilities.
- **Quality assaying, testing, and certification laboratories** integrated with digital platforms.
- **Pack houses and primary processing units** for horticultural produce.
- **Logistics hubs and aggregation centers** within or near APMC premises.
- **Digital trade facilitation infrastructure**, including online auction systems and data centers; and
- **Integrated waste management and renewable energy facilities** (e.g., solar rooftops, bio-gas plants).

Each project shall be selected through a competitive and transparent process, based on its technical feasibility, market potential, and financial viability.

5.2 Commodity-Specific PPP Models

The State shall promote commodity-specific PPP interventions under the BOT framework to ensure geographical concentration, economies of scale, and integration with value chains.

Commodity-Specific PPP Model:

- PPP projects shall be structured around key commodities with strong value chain potential, such as:
 - Fruits and vegetables (grape, banana, pomegranate, mango, onion, etc.),
 - Pulses and oilseeds,
 - Cotton and cereals, and

- Dairy, fishery, and livestock products.
- Projects may include commodity-focused packhouses, assaying centers, and processing hubs.
- The model encourages backward linkages with FPOs and forward linkages with processors, exporters, and retailers.

The commodity base approach will enable targeted investment, reduced logistics costs, and enhanced market competitiveness of Maharashtra's agricultural produce.

5.3 Revenue Models for PPP Projects under APMC Reforms

Under the Public–Private Partnership (PPP) framework for APMC reforms, the revenue model is the foundation that ensures financial sustainability, equitable value sharing, and long-term operational viability of projects.

5.4 Guiding Principles for Revenue Models

The following guiding principles shall govern all revenue models implemented under this Policy:

1. **Farmer-Centricity:**
Service fees and charges shall be structured to ensure affordability and inclusion of small and marginal farmers.
2. **Transparency:**
All tariffs, user fees, and concession terms shall be pre-approved and disclosed publicly through the APMC and Directorate of Marketing portals.
3. **Performance-Based Payments:**
Revenue realization shall be linked to service quality and operational performance, ensuring efficiency and accountability.
4. **Regulatory-Oversight:**
APMCs shall retain oversight over all tariffs, ensuring compliance with the *Maharashtra APMC Act, 1963* and related rules.
5. **Shared-Prosperity:**
Revenue-sharing arrangements shall promote fair returns for IAs while generating steady income for APMCs for reinvestment in infrastructure and farmer services.

5.5 Revenue Model Structures

The Policy allows for a combination of user-based, lease-based, and performance-based revenue models to suit different categories of projects under the Build–Operate–Transfer (BOT) framework.

5.5.1 User Fee Model

- **Description:**
IAs collect user fees directly from farmers, traders, FPOs, and other service users for accessing specific facilities and services.
- **Applicability:**
Market yards, warehouses, cold storage, grading & assaying centers, logistics hubs, and digital trade platforms.
- **Examples of User Charges:**

Service	Basis of Charge	Indicative Range*
Warehouse / Cold Storage	₹/quintal/day or ₹/MT/month	₹0.50–₹2.00 per quintal/day
Grading & Assaying	₹/sample tested	₹50–₹150 per sample
Ripening / Packhouse Facility	₹/kg processed	₹0.25–₹0.75 per kg
Auction Platform Fee	% of transaction value	0.5–1.0%
Logistics / Aggregation	₹/km or ₹/trip	Variable
Digital Platform (e-trade)	% of transaction or subscription	0.25–0.5%

*Indicative rates are subject to APMC approval and market benchmarking.

- **Revenue Sharing:**
 - The concessionaire shall remit a fixed annual concession fee or percentage of gross revenue (typically 5–15%) to the APMC.
 - Revenue sharing will be reviewed periodically to ensure fairness and financial sustainability.

5.5.2 Lease-cum-Rental Model

- **Description:**
IAs develops and operates market-linked infrastructure (e.g., warehouses, offices, shops) on APMC land and pays an annual lease to the APMC, while retaining operational revenue from users.

- **Applicability:**
Warehousing complexes, processing units, agri-business incubation centres, retail stalls, and logistics terminals.
- **Key Features:**
 - Fixed annual lease rent to APMC, indexed to inflation (e.g., 5–10% escalation every 3 years).
 - Sub-leasing or space allotment to third-party users under approved tariff structures. This third-party user agreement must be discussed with respective APMC.
 - Ownership of land remains with APMC; asset reverts at end of concession period.
- **Advantages:**
 - Predictable income for APMCs.
 - Operational flexibility for IAs
 - Long-term sustainability through asset utilization.

5.5.3 Revenue-Share cum Minimum Guarantee Model

- **Description:**
IAs pay the APMC a revenue share (percentage of gross revenue) or a minimum guaranteed annual amount (MGAA), whichever is higher.
- **Applicability:**
High-volume facilities such as cold storage hubs, digital platforms, and auction systems.
- **Key Features:**
 - Ensures financial protection to APMCs even if revenues fluctuate.
 - Encourages efficiency and higher utilization by IAs
- **Example:**
 - Concessionaire agrees to pay either 10% of gross revenue or ₹25 lakh per annum (whichever is higher).
- **Revenue Verification:**
 - Audited statements to be submitted annually.
 - APMC reserves right to conduct third-party audit of financials.

5.5.4 Pay-per-Use and Subscription Model

- **Description:**
Service users pay charges based on actual usage, with differential pricing for farmers, FPOs, and traders. APMC will decide pricing for each service.

- **Applicability:**
Digital trading platforms, assaying laboratories, farm advisory centers, and shared processing lines.
 - **Revenue Mechanism:**
 - Subscription for recurring users (monthly/annual access);
 - Transaction fee for one-time use.
 - Tiered pricing for bulk users.
- This model promotes inclusivity, scalability, and ease of access for smallholders.

For all models Farmers' service charges shall be capped at reasonable limits as approved by the Directorate of Marketing / MSAMB to avoid exploitation. Periodic reconciliation and third-party audits shall be mandatory for financial transactions, which will be arranged by respective PMU.

6. Project Preparation, Approval, and Implementation Process

This section outlines the standardized procedure for identification, preparation, approval, and implementation of Public–Private Partnership (PPP) projects undertaken by Agricultural Produce Market Committees (APMCs) under this Policy. The process ensures transparency, fiscal prudence, and accountability at each stage — from project conception to transfer of assets — under the supervision of MSAMB and Review Committee (Nodal Committee).

6.1 Expression of Interest (Eol) and Bid Process

6.1.1 Project Identification and Concept Proposal

- a. Each APMC intending to develop its land or infrastructure under the PPP framework shall prepare a Concept Proposal identifying the land parcel, indicative project components and estimated investment.
- b. The Concept Proposal shall be submitted to the MSAMB through the Project Implementation Unit (PIU), with technical input from the PMU.
- c. The PMU shall verify project feasibility and alignment with policy objectives before granting In-Principal Approval (IPA) for initiating the Eol process.

6.1.2 Expression of Interest (Eol)

- a. Upon receipt of IPA, the APMC shall publish an Expression of Interest (Eol) in leading newspapers and on the official websites of the **Directorate of Marketing and MSAMB.**

- b. The EoI shall outline project details, land area, proposed concession model, eligibility criteria, and submission timeline.
- c. Interested bidders shall submit technical credentials, financial capability statements, and conceptual designs to demonstrate their qualifications.
- d. The APMC shall prepare an EoI Evaluation Report within 15 working days and forward it to the PMU for review.

6.1.3 Pre-Qualification and Shortlisting

- a. The PMU shall assess received EoIs based on eligibility, financial capacity, and technical competence as per guidelines issued by the MSAMB.
- b. A list of shortlisted bidders shall be approved by MSAMB and published on the respected website.
- c. The shortlisted bidders shall be invited to participate in the subsequent Request for Proposal (RFP) process, to be based on the approved DPR and model concession documents.

6.1.4 Procurement Oversight

- a. All EoI and bid processes shall conform to the **Maharashtra Public Procurement Act, 2016** and associated Rules.
- b. MSAMB may nominate an observer for transparency in bid opening and evaluation.
- c. No APMC shall issue an RFP or award any project without written authorization from the Directorate.

6.2 DPR Preparation and Appraisal

6.2.1 Preparation of DPR

- a. A Detailed Project Report (DPR) shall be prepared by a qualified agency empaneled with MSAMB or selected through competitive bidding by the APMC.
- b. The DPR shall include:
 - Technical design and site layout plan.
 - Cost estimates with rate analysis and financial structuring.
 - Market demand analysis and revenue projections.
 - Risk allocation matrix and implementation schedule.
 - Draft RFP and Concession Agreement; and
 - Statement confirming compliance with the 33% commercial FSI cap and demonstration that APMC's benefit exceeds the developer's benefit.

6.2.2 Appraisal by PMU and Directorate

- a. The DPR shall be submitted to the PMU of MSAMB for technical and financial appraisal within 30 working days.
- b. The PMU shall review design, cost norms, and feasibility assumptions, and ensure compliance with PPPAVCD guidelines, environmental standards, and risk-sharing norms.
- c. The Deputy General Manager (Civil), MSAMB shall provide technical sanctions, and the Accounts Officer shall certify financial conformity.
- d. The PMU shall forward the Appraisal Report and recommend it to the MSAMB for administrative concurrence.

6.2.3 Final Submission for State-Level Appraisal

Upon acceptance by the MSAMB, the project shall be placed before the State PPPAVCD Appraisal and Review Committee (Nodal Committee) for final evaluation and approval.

6.3 Project Evaluation and Approval by the Nodal Committee

6.3.1 Composition and Mandate
The Nodal Committee, as constituted under Section 3.2, shall serve as the **final approving authority** for all PPP projects proposed by APMCs under this Policy.

6.3.2 Evaluation Criteria

The Committee shall appraise each proposal based on:

- a. Technical feasibility and engineering design;
- b. Financial viability, internal rate of return (IRR), and risk-sharing framework;
- c. Legal compliance with the APMC Act, Rules, and land ownership status;
- d. Conformity with FSI and benefit norms.

6.3.3 Approval Process

- a. The Committee shall issue Administrative Approval and Financial Sanction (AAFS) where applicable or recommend modifications before approval.
- b. Projects requiring Viability Gap Funding (VGF) or scheme convergence support shall be routed to the Finance Department through the Directorate for concurrence.
- c. Approved projects shall be assigned a Unique Project Identification Number (UPIN) and listed on the **PPPAVCD portal**.
- d. MSAMB shall communicate formal approval to the concerned APMC and authorize initiation of the RFP process.

6.4 Concession Agreement and Contract Management

6.4.1 Preparation and Execution of Concession Agreement

a. A Model Concession Agreement (MCA) approved by the **Directorate of marketing or MSAMB** shall be the standard template for all PPP projects. No deviations shall be permitted without prior written approval from the Directorate of Marketing or MSAMB.

b. The agreement shall specify:

- Concession period and handover terms.
- Rights and obligations of APMC and concessionaire.
- Performance indicators and penalty provisions.
- Environmental and social safeguard compliance; and
- Dispute resolution mechanisms (As per Section 7).

c. The final agreement shall be vetted by the Directorate's Legal Officer (PPP Division) prior to execution.

6.4.2 Contract Signing and Disclosure

a. The concession agreement shall be signed jointly by the APMC (through its Chairperson and Secretary) and the concessionaire in the presence of a representative from the Directorate or MSAMB.

b. All signed agreements and supporting documents shall be uploaded to MSAMB and Directorate of Marketing website or **PPPAVCD Digital Portal** within 15 working days of execution.

c. A copy shall be filed with the Directorate of Marketing for record and audit.

6.4.3 Contract Management

a. The APMC Project Implementation Unit (PIU) shall be responsible for monitoring day-to-day implementation.

b. MSAMB shall oversee contract compliance, performance monitoring, and mid-term reviews.

c. The PMU shall maintain a digital dashboard tracking milestones, payments, delays, and performance ratings.

d. Non-performance or repeated delays shall trigger penalty, invocation of performance guarantees, or termination under the concession agreement.

6.5 Project Implementation and Monitoring

6.5.1 Implementation Responsibilities

- a. The APMC PIU shall manage construction supervision, quality control, and compliance with approved designs and safety norms.
- b. The Deputy General Manager (Civil), MSAMB, shall certify construction milestones before the release of any payments or acceptance of claims.
- c. The PMU shall provide technical support and conduct site inspections at critical stages (foundation, superstructure, commissioning).

6.5.2 Monitoring Mechanism

- a. Each project shall have a Quarterly Progress Report (QPR) submitted by the PIU to the MSAMB and PMU.
- b. MSAMB shall conduct biannual review meetings to track progress, expenditure, and compliance.
- c. A third-party monitoring agency empaneled by the MSAMB may be engaged for large or complex projects exceeding the financial threshold fixed by the Department.

6.5.3 Completion, Commissioning, and Transfer

- a. Upon completion, a Joint Completion Certificate shall be issued by the APMC PIU, PMU, and MSAMB representatives certifying structural and operational readiness.
- b. Projects shall be commissioned only after environmental and safety clearances are verified.
- c. On expiry of the concession period, assets shall revert to the APMC in good condition and free from encumbrances, as per the concession agreement.

6.5.4 Reporting and Public Disclosure

- a. The PMU shall maintain a Project Monitoring Dashboard displaying approval dates, implementing agencies, investment size, progress status, and performance scores.
- b. The Directorate shall publish an Annual PPP Performance Report summarizing project outcomes, delays, and corrective actions taken.

6.6 Enforcement and Accountability

- a. All stages of the project preparation and approval process shall be auditable. The Directorate of Marketing or MSAMB may order special audits or vigilance reviews where irregularities are suspected.
- b. Non-compliance with procedural requirements (e.g. unapproved RFPs, deviation from FSI norms, or concession without Directorate approval) shall invite administrative action under the Maharashtra APMC Act, 1963 and related rules.

c. The Nodal Committee may direct corrective measures or withhold approvals for APMCs failing to comply with prescribed project preparation and reporting standards.

7. Dispute Resolution Framework

To ensure prompt, transparent, and fair resolution of disputes arising during the implementation, operation, and transfer of projects under this PPP Policy, a multi-tiered Dispute Resolution Framework is established. This framework seeks to address disagreements at the lowest appropriate administrative level while maintaining accountability, documentation, and adherence to contractual obligations.

7.1 Applicability

This framework applies to all PPP projects undertaken by Agricultural Produce Market Committees (APMCs) under this Policy approved by the Department of Cooperation & Marketing.

Disputes covered include but are not limited to:

- a. Interpretation or execution of concession agreements;
- b. Quality or timelines of works;
- c. Payment of lease rentals, revenue shares, or other financial obligations;
- d. Operation, maintenance, or service-level performance; and
- e. Issues relating to handover, re-transfer, or termination.

7.2 Principles

1. All parties shall make reasonable efforts to resolve disputes amicably through mutual consultation before initiating formal proceedings.
2. The APMC shall maintain proper documentation of communications, site reports, and contractual records to support factual verification during dispute resolution.
3. Each concession agreement executed under this Policy shall explicitly incorporate this Dispute Resolution Framework as a binding clause.

7.3 Three-Tier Resolution Mechanism

Tier-I: APMC Level – Project Dispute Resolution Sub-Committee (PDRC)

1. Each APMC implementing a PPP project shall constitute a Project Dispute Resolution Sub-Committee (PDRC) under its Project Implementation Unit (PIU).
2. The PDRC shall address disputes relating to day-to-day operations, construction quality, billing, minor delays, or site issues.
3. The PDRC shall consist of:
 - o **Chairperson:** Chairperson, APMC

- **Member:** Secretary, APMC (Head of PIU)
 - **Member:** The Deputy Engineer (Civil), Technical Consultant
 - **Member:** Representative from MSAMB
 - **Member:** Representative of the Concessionaire / IA (non-voting).
4. The PDRC shall convene within 15 days of receiving a written complaint and issue a reasoned decision within 30 days.
 5. The decision of the PDRC shall be communicated in writing to all parties and recorded in the project minutes register maintained by the APMC Secretary.

Tier-II: Directorate of Marketing – Departmental Dispute Review Committee (DDRC)

6. If the parties are dissatisfied with the PDRC decision or if the matter involves interpretation of contractual provisions, financial claims, or policy application, it shall be referred to by the Directorate of Marketing and MSAMB.
7. The Directorate shall constitute a Departmental Dispute Review Committee (DDRC) comprising:
 - **Director of Marketing** – Chairperson
 - **Joint Director of Marketing** – Member
 - **Managing Director, MSAMB** – Member
 - **Deputy Engineer (Civil), Directorate of Marketing** – Member
 - **Accounts Officer, Directorate of Marketing** – Member
 - **Legal Officer / Legal Consultant (PPP Division)** – Member
8. The DDRC shall review all documents, call hearings of both parties if necessary, and issue a written recommendation within 45 days of receipt.
9. The Directorate's decision shall be binding on the APMC and the concessionaire, subject to the Arbitration clause below.

Tier-III: Arbitration under the Nodal Department

10. In case disputes remain unresolved after departmental review, they shall be referred to Arbitration as per the provisions of the Arbitration and Conciliation Act, 1996, as amended.
11. The Director of Marketing, Maharashtra State, shall act as the Designated Arbitrator, unless another independent Arbitrator is mutually agreed upon by both parties and approved by the Department of Cooperation, Marketing & Textiles.

12. The Arbitration process shall be completed within 120 days from the date of reference, and the award shall be final and binding on both parties, subject to legal recourse under the said Act.
13. Arbitration costs shall be borne as per the terms of the concession agreement or as determined by the Arbitrator.

7.4 Role of the Nodal Committee (State PPPAVCD Appraisal and Review Committee)

1. The State PPPAVCD Appraisal and Review Committee shall not directly adjudicate disputes but shall review systemic or recurring issues that arise across multiple PPP projects.
2. The Nodal Committee may, based on recommendations of the Directorate, issue clarifications or policy directives to prevent the recurrence of similar disputes in future projects.
3. The Committee may also direct the Directorate of Marketing to conduct internal audits or third-party evaluations where disputes indicate procedural lapses or recurring administrative deficiencies.

7.5 Reporting and Record Maintenance

1. The Directorate of Marketing shall maintain a Dispute Register recording all cases received, their nature, stage of resolution, and final outcomes.
2. The Member-Secretary of the DDRC shall compile quarterly summaries of disputes resolved and pending and place them before the Director of Marketing for review.
3. The Directorate shall also prepare an annual summary report for submission to the Department of Cooperation and Marketing highlighting trends, systemic issues, and recommendations for policy refinement.

7.6 Transparency and Compliance

1. Each APMC shall include an abstract of disputes and resolutions in its annual report submitted to the Directorate of Marketing.
2. The Directorate may publish anonymized summaries of major dispute cases annually to enhance transparency, institutional learning, and accountability.

Non-compliance with the timelines and procedures prescribed in this framework may attract administrative action under relevant provisions of the Maharashtra APMC Act, 1963, and Rules, 1967.

8. Skill Development, Capacity Building, and Communication

This section establishes a structured framework for strengthening the technical, managerial, and institutional capabilities of all stakeholders engaged in the implementation of PPP-based APMC modernization projects. Capacity-building interventions will ensure that APMCs, Implementing Agencies (IAs), private partners, and farmer groups possess the necessary knowledge, technical proficiency, and behavioral readiness to manage PPP projects effectively and sustainably.

8.1 Training of APMC and IA Personnel

8.1.1 Objective

To build professional competence among APMC officials, implementing agency (IA) representatives, and Directorate-level staff in PPP project preparation, contract management, technical appraisal, and value-chain governance.

8.1.2 Institutional Responsibility

- a. The Directorate of Marketing shall function as the State Training Nodal Agency, responsible for planning, coordination, and certification of all capacity-building programs under this Policy.
- b. The MSAMB shall host a Training and Resource Centre (TRC) within the PMU to design and deliver specialized courses in collaboration with academic and professional institutions.
- c. APMCs shall nominate designated officers (Secretary, Accountant, Market Engineer, and one Committee Member) for mandatory training before the award of any PPP project.

8.1.3 Training Structure and Modules

Training programs shall be designed as modular courses with graded certification:

Level	Participant Category	Training Focus	Duration	Delivery Institution
Level I	APMC Secretaries, Market Engineers, Accountants	PPP project identification, DPR preparation, FSI & financial norms, procurement procedures	2 days	MSAMB / Directorate

Level II	IA staff (FPOs, Cooperatives, Private Partners)	Contract compliance, operations management, financial reporting	2 days	MSAMB / SAU / PPPAVCD Cell
Level III	Directorate & PMU officials	Appraisal techniques, concession evaluation, monitoring & audit	2 days	Administrative Staff College / National Institute of Agricultural Marketing (NIAM)

8.1.4 Certification and Evaluation

- a. Participants shall receive a PPP Competency Certificate jointly issued by the Directorate of Marketing and MSAMB upon successful completion.
- b. Completion of at least one certified module shall be mandatory for APMC Secretaries and IA representatives before or within two months of project concession signing.
- c. The PMU shall maintain a Training Registry and link certification status to project approval and appraisal documentation.

8.1.5 Training Frequency and Monitoring

- a. The Directorate shall conduct at least four State-level and six regional training sessions annually.
- b. MSAMB shall prepare a quarterly capacity-building calendar and publish it on the **PPPAVCD portal**.
- c. The PMU shall submit a consolidated training status report to the Nodal Committee every quarter for review and gap identification.

8.2 Awareness and Farmer Orientation Programs

8.2.1 Objective

To ensure that farmers, traders, and local stakeholders understand the objectives, benefits, and processes of PPP projects in APMCs, thereby fostering trust, participation, and effective utilization of new market infrastructure.

8.2.2 Responsibilities

- a. APMCs shall organize regular awareness sessions, farmer meetings, and demonstration events on-site, explaining project features, user charges, and benefits to small and marginal farmers.
- b. MSAMB / PMU shall develop standardized communication materials (brochures, posters, videos, digital content) explaining PPP processes, rights, and grievance mechanisms in Marathi.
- c. Directorate of Marketing shall supervise the communication strategy, ensuring factual accuracy and consistency with approved policy provisions.

8.2.3 Communication Channels and Tools

- a. Mass awareness drives shall use multiple media: print, community radio, social media, digital signboards, and farmer WhatsApp groups linked to the e-NAM network.
- b. Each APMC shall maintain a PPP Information Display Board in its main market yard summarizing project details, partners, concessions, and contact information for grievances.
- c. A Farmer Outreach Calendar shall be approved annually by each APMC and uploaded to the **PPPAVCD portal** through the PMU dashboard.

8.2.4 Monitoring and Evaluation

- a. PIUs shall submit a brief Farmer Engagement Report every quarter to the PMU, documenting number of participants, activities conducted, and feedback received.
- b. The PMU shall compile these reports and present consolidated awareness metrics (number of sessions, reach, satisfaction levels) to the Directorate.
- c. The Directorate may engage independent communication experts or NGOs to evaluate outreach effectiveness once every two years.

8.3 Collaboration with Academic and Research Institutions (KVKs, SAUs)

8.3.1 Objective

To institutionalize partnerships with research and academic institutions for technical validation, skill enhancement, and evidence-based policy learning under the PPPAVCD framework.

8.3.2 Partner Institutions

- a. Krishi Vigyan Kendra's (KVKs) shall provide short-term farmer training on quality grading, post-harvest management, and digital market participation.
- b. State Agricultural Universities (SAUs) shall collaborate in designing advanced courses on agri-business management, logistics, value-chain finance, and PPP project evaluation.

c. Professional and Technical Institutes (e.g. NIAM Jaipur, MANAGE Hyderabad, State Management Training Institutes) may be empaneled for specialized capacity-building modules.

8.3.3 Scope of Collaboration

a. Develop joint training curricula for APMC officials and IA managers on market infrastructure planning, environmental safeguards, and digital platforms.

b. Facilitate applied research and case studies on PPP performance, farmer impact, and value-chain integration, to be published annually through MSAMB.

c. Encourage student internships and field attachments at APMCs and PPP project sites for experiential learning.

d. Provide third-party evaluation and advisory services for DPR appraisal, environmental audits, and social assessments when requested by the Directorate.

8.3.4 Implementation and Governance

a. The PMU of MSAMB shall act as the coordination hub for all institutional collaborations, maintaining MoUs and activity schedules with partner institutions.

b. The Directorate of Marketing shall approve training content, maintain a repository of certified resource persons, and monitor quality and outcomes.

c. The Nodal Committee shall review the annual reports on training and research collaborations and recommend policy improvements based on their findings.

8.3.5 Performance Indicators

a. Number of APMC and IA personnel trained and certified per year.

b. Number of farmer orientation sessions conducted and farmer participation rates.

c. Number of active collaborations/MoUs with KVKs and SAUs.

d. Training satisfaction and impact assessment ratings (\geq 80 percent satisfactory threshold);

e. Inclusion of gender and social participation metrics in training outcomes.

8.4 Reporting and Accountability

1. The PMU shall maintain an integrated Capacity-Building and Communication Dashboard within the PPPAVCD digital portal showing training completion, outreach events, and institutional partnerships.

2. Quarterly performance summaries shall be compiled by MSAMB and submitted to the Directorate for review and onward submission to the Nodal Committee.

3. Non-compliance with mandatory training and awareness provisions may delay project appraisal, disbursement of VGF, or subsequent approvals until compliance is confirmed.

9. Policy Review and Amendments

9.1 Review Frequency and Mechanism

The Public–Private Partnership (PPP) Policy for APMC Reforms shall be subject to a comprehensive review once every three years from the date of its notification, to ensure that it remains aligned with emerging market trends, technological advancements, and the evolving needs of stakeholders in the agri-marketing ecosystem.

In addition to the triennial review, the Department may initiate an interim or mid-term review if warranted by significant developments such as amendments in national agricultural marketing laws, introduction of new Central or State schemes or major structural changes in agri-logistics and value chain governance.

For this purpose, a Policy Review Committee (PRC) shall be constituted under the chairpersonship of the Principal Secretary (Co-operation and Marketing) to undertake an evidence-based evaluation of the policy’s performance. The PRC shall comprise representatives from the Directorate of Marketing, Finance Department (PPP Cell), Law and Judiciary Department, Maharashtra State Agricultural Marketing Board (MSAMB), the State PPPAVCD Cell, and independent experts in agri-marketing, infrastructure finance, and public–private partnerships.

Based on its assessment, the PRC will prepare a Comprehensive Policy Review Report with recommendations for improvement, which will be submitted to the State Project Approval Committee (SPAC) for approval and further action. This structured and periodic review mechanism will ensure that the Policy remains dynamic, performance-driven, and responsive to Maharashtra’s agricultural transformation goals.

9.2 Policy Revision and Updating Process

The revision and updating of this Policy shall follow a structured, consultative, and transparent process to ensure that it remains consistent with changing market realities, technological innovations, and institutional priorities of the Government of Maharashtra. Policy revisions may be initiated based on the findings and recommendations of the Policy Review Committee (PRC), State Nodal Agency, or feedback received from implementing agencies such as APMCs, Farmer Producer Organizations (FPOs), private investors, or financial institutions. Revisions may also be triggered by the introduction of new Central or State programs.

Following stakeholder consultations, the proposed amendments shall be reviewed and approved by the State Nodal Agency and vetted by the Law and Judiciary Department for legal soundness. Upon approval, the revised policy or amendment shall be formally notified by the Department of Co-operation and Marketing through a Government Resolution (GR) or Gazette Notification, on the Directorate of Marketing's digital platforms for public access. In cases where minor operational changes or scheme-specific adjustments are required, the Government may issue interim policy addendums or administrative circulars without revising the entire document; such updates shall be consolidated and integrated during the next scheduled policy revision cycle.

All versions of the policy, including previous iterations and amendments, shall be maintained in a version-controlled digital repository by the Directorate of Marketing, ensuring transparency, traceability, and institutional memory. Each revised edition shall include a summary of changes and an implementation timeline. Through this structured revision process, the Policy will remain dynamic, evidence-driven, and responsive.

ANNEXURES-I

Format for the abstract of the project to be used by Value Chain Partner

Name of the Project

- 1. Names of the Value Chain Partners**
 - a. Main promoting company
 - b. Marketing partner/company
 - c. Associated partners
- 2. Responsible persons & contact details**
(Name / Designation / Ph. No. / Email ID)
- 3. Crops**
- 4. Approx. Area in ha**
- 5. Approx. No. of Farmers to be associated/benefitted**
- 6. Name of District(s)**
- 7. Baseline indicator – Existing Productivity**
- 8. Expected outcome – Increase in Productivity**
- 9. Whether there is a buy-back arrangement with farmers, the details thereof**
- 10. Total Project Cost (Rs. in crore & % share)**
 - A. Govt.
 - B. Private Partner (IAs)
 - C. Farmer
- 11. Nature investment by IA**
(Pre-Production & Production, Post-Harvest Management, Logistics, Technology infusion, Marketing, Branding, etc.)
- 12. Project Period**
- 13. Name of Scheme under which assistance is sought for the farmers and assets etc., by the party**
- 14. Coverage under PMFBY proposed**