

**PROCEEDINGS OF THE DIRECTOR OF AGRICULTURE , DIRECTORATE
OF AGRICULTURE DEVELOPMENT AND FARMERS' WELFARE,
VIKAS BHAVAN, THIRUVANANTHAPURAM**

(Present : Dr.P.K.Jayasree IAS)

Sub: Annual Plan 2018-19 – Scheme for Development of Fruits, Flowers & Medicinal Plants – Continuous Administrative Sanction for the component 'Development of Medicinal Plants' accorded – orders issued- reg:

Read: 1) G.O.(Rt)No. 878/2017/Agri. dated.15.09.2017
2) Annual Plan 2018-19

Order No. TP(2) 7456/2018

Dated:26.06.2018

Government of Kerala, vide order read 1st above accorded Administrative sanction for the implementation of the component 'Development of medicinal plants' under the scheme Development of Fruits, flowers & medicinal plants during 2017-18 for an amount of Rs.100.00 lakhs.

The broad objective of the programme is to exploit the potential of medicinal plant cultivation existing in the State to the economic and health benefits of the farmers. The specific objectives of the programme are as follows.

- a. To create awareness on the health benefits of medicinal plants among farmers
- b. To promote cultivation of medicinal plants in the homesteads and farmsteads
- c. To encourage commercial cultivation of medicinal plants in tie up with Ayurvedic manufacturing firms such as Care Keralam, Kottackal Arya Vaidyasala, Nagarjuna ayurvedic company, Oushadi etc.
- d. To provide assistance for post harvest management and primary processing units

As per the Annual Plan 2018-19, the scheme is proposed to be continued during the current financial year with a budget allocation of Rs.100.00 lakhs. Abstract of the scheme is furnished below.

Sl. No	Name of component	Rate of assistance	Physical Target per district	Total Physical Target	Amount (Rs in lakhs)
1	Organizing Training and Awareness Programmes (No. of farmers)	Rs.1000/ farmer	50 farmers	250 farmers	2.50

2	Promotion of cultivation of medicinal plants in homesteads and farmsteads(Supply of kits)	Rs.50/ kit		50000	25.00
3	Commercial cultivation of medicinal plants (Supply of planting materials)	100% subsidy			46.00
4	Establishment of post harvest management and primary processing units	Rs.25000/ unit	10 units	50 units	12.50
5	Establishment of Medicinal Crop Museum in Department Farms.	Rs.1.00 lakhh /museum	1 no.	14 no.s	14.00
	TOTAL				100.00

Programme

The scheme for development of Medicinal Plants is proposed to be implemented in Idukki, Thrissur, Palakkad, Malappuram and Wayanad districts during 2018-19.

1. Organising Training and Awareness Programmes

It is proposed to organize two day training and awareness programmes for creating awareness on the health benefits of medicinal plants among farmers, cultivation aspects of medicinal plants, primary processing and post harvest technology of medicinal plants etc. Training and awareness programme are proposed to be conducted for 50 farmers willing to undertake medicinal plant cultivation on commercial basis in each of the selected districts. An amount of Rs.50000/- will be utilised for the training in each district @ Rs.1000/head, including exposure visits. Services of faculties from Kerala Agricultural University, State Medicinal Plants Board and other reputed medicinal plant experts, including NGOs shall be utilised for the training programme. Awareness and practical training in the utilisation of edible leaves found in nature will also be given due emphasis as part of the training programme for promoting a culture of healthy living in harmony with nature.

The total financial commitment for organising training in the 5 selected districts comes to Rs.2.50 lakhs.

2. Cultivation of medicinal plants in homesteads and farmsteads

It is proposed to encourage cultivation of medicinal plants in homesteads. Medicinal plants cultivation will be promoted in grow bags and in the field. Annual medicinal species like thulasi, thippali, adalodakam, chethikoduveli, neela amari, kattarvazha and

perennial species like agathy, neem, asokam, curry leaf, muringa, pathimugham etc are proposed to be cultivated. The medicinal plant seedlings will be supplied in the form of kits to the beneficiary farmers. Each kit containing 5-8 medicinal plant species and costing Rs.50/- will be supplied at 50% subsidy.

During the current year it is proposed to distribute 50000 medicinal plant kits with an allocation of Rs.25.00 lakhs. The kits will be prepared by the department farms / Kerala Agricultural University research stations.

3. Commercial cultivation of medicinal plants

It is proposed to encourage commercial cultivation of medicinal plants on a cluster basis as a pure crop in open areas and as inter crop in coconut gardens and other plantations to produce raw materials required for ayurvedic medicine manufacturers. Necessary tie up for buy back will be effected in advance with Kerala based ayurvedic medicine manufacturing firms like Care Keralam, Kottackal Arya Vaidyasala, Nagarjuna ayurvedic company, Oushadi etc for ensuring marketing and remunerative price for the produce.

The demand for specific medicinal plants will be assessed and finalised through a formal discussion with the medicine manufacturing firms. Accordingly, commercial cultivation will be taken up in the proximity of medicine manufacturing units on a cluster basis. The planting materials of the selected medicinal plants will be supplied to the farmer clusters by the medicine manufacturers and arrangements for procurement/marketing of produce will also be made by the concerned firms. The procurement price of the raw medicinal produces will be decided and announced well in advance.

Technical guidance, fixation of procurement price and regular monitoring of cultivation will be done by a district level committee comprising of representatives of the medicine manufactures, Kerala Agricultural University, Department of Agriculture and a representative of cluster leaders. The Principal Agricultural Officer of the district will be the chairman of the committee. The package of practices to be followed for cultivation also shall be finalised by the district committee prior to cultivation and included in the training programme. The procurement price of the raw medicinal produces will be will be decided and announced in advance by the committee, in consultation with the procuring agency.

The cultivation will be taken up in the proximity of medicine manufacturing units on a cluster basis.. Each cluster shall consist of 10-20 farmers and cultivate selected medicinal plants in a minimum area of 1 ha. Sufficient numbers of clusters shall be organised to take up cultivation in selected locations, in accordance with the demand of the produce. Each cluster will select a leader to co-ordinate the cultivation operations, procurement, collection & transportation operations and other connected activities. A representative from among the cluster leaders shall also be a member of the district level committee.

A lumpsum provision of Rs.46.00 lakhs is earmarked for meeting the cost of planting materials which will be supplied free of cost to selected farmer clusters. The amount will also be utilised to meet the essential honorarium of experts and fuel expenses for field visits.

4. Establishment of post harvest management and primary processing units

It is proposed to establish post harvest management and primary processing units for aggregation of produces from clusters, cleaning and packing. The units can also undertake farm level primary processing for production of traditional products based on Indigenous Technical Knowledge (ITK) like medicated coconut hair and skin care oils, murivenna, tooth powders, for use by cluster members and spreading the customary practice on a mutual sharing basis. The units will act as a common facility centre for the clusters.

The centre will be established in an existing building under the ownership of cluster members. Assistance will be provided to meet the cost of equipments, utensils, fuel and other accessories. An amount of Rs.25000/- will be provided as assistance per unit, based on a project got approved by the Principal Agricultural Officer. It is proposed to establish 10 PHM units each in the selected 5 districts at total cost of **Rs.12.50 lakhs**.

5. Establishment of Medicinal Crop Museum in Department Farms.

Medicinal crop museums will be established in department farms preferably District Agricultural farms and Special Farms, to create awareness on the importance of various medicinal plants found around us, especially rare and endangered species like maramanjil, analivegam etc, and their potential uses and applications. Each plant will be labelled with a board showing the common name, botanical name, habitat, potential uses etc. It is proposed to establish medicinal crop museums in all districts of the State. A detailed action plan with lay out and forecast estimate will be prepared by the Farm Officer and got approved by the Principal Agricultural Officer. This component will be monitored by the Deputy Director of Agriculture (YP) of the district. An amount of **Rs.14.00 lakhs** will be utilised for this component @ Rs.1.00 lakh per crop museum. In future these medicinal crop museums will be utilised as centres for conduct of training programmes on medicinal plants.

Outcome

1. The project serves to create awareness among the public regarding the medicinal plants of Kerala, their importance and uses.
2. It facilitates promotion of cultivation of medicinal plants in homesteads for domestic use.
3. It supports commercial cultivation of medicinal plants by farmer clusters with proper tie up with medicine manufacturing companies.
4. It promotes farm level primary processing for production of traditional

- products based on Indigenous Technical Knowledge (ITK).
5. It opens up new income generating opportunities for the farming community.
 6. It promotes better utilisation of edible leaves found in the environment for instilling a culture of healthy living in harmony with nature.

Financial Outlay

An abstract of the programme is furnished below.

Sl. No	Name of component	Rate of assistance	Physical Target per district	Total Physical Target	Amount (Rs in lakhs)
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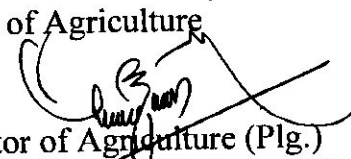
In the circumstances mentioned above, continuous Administrative Sanction is hereby issued for the implementation of the component Development of medicinal plants' under the scheme Development of Fruits, flowers & medicinal plants during 2018-19 for an amount of Rs.100.00 lakhs as per the above statement debiting the expenditure to the

head of account 2401-00-119-79 (P) from current year's budget provision. The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Order read above.

Since agriculture is a season based activity, timely implementation of the scheme has to be ensured by arranging the required inputs in time and this should be reflected in the monthly booking of expenditure from next month onwards.

Monthly progress report should invariably contain component wise physical and financial targets and achievements, number of beneficiaries and the stage of implementation of each component. Since the Government is giving emphasis to women participation and gender budgeting, maximum efforts have to be made to include women beneficiaries in the scheme. The number of women beneficiaries and the amount utilised for such beneficiaries (component wise) should also be separately shown in the monthly progress report.

Sd/-
Director of Agriculture


Deputy Director of Agriculture (Plg.)
Deputy Director of Agriculture (Plg.)
Directorate of Agriculture
Thiruvananthapuram

To

TH section of the directorate for issue of detailed working instructions

Copy to

TA to Director of Agriculture, CA to All Additional Directors of Agriculture of the HQ, State Agricultural Engineer, Senior Finance Officer for information

IT section of the directorate for posting on the website