

**CIRCULAR**

Sub:- Agriculture Department – Annual Plan 2019- 20 – Scheme on Strengthening of existing Agroservice centres under “Agro Service Centres and Service Delivery” – continuous Administrative Sanction accorded – Working Instructions issued.

- Ref:-
1. G.O (Rt) no: 1554/14/AD dt TVM 25.08.14
  2. GO.(Rt)No. 818/2017/AGRI.Dt.Thiruvananthapuram, 24-8-2017-“Agro Service Centres and Service Delivery”- Administrative Sanction accorded.
  3. Order No: TP(2) 7465/18 Dt. 28/04/2018 of Director of Agriculture Development and Farmers Welfare Department.
  4. GO (MS) 122/2018/agridt.28/9/2018
  5. GO (MS) 139/2018 Dt. 24/11/2018
  6. Order No: TP(2) 12936/2019 Dt. 13/5/2019 of Director of Agriculture Development and Farmers Welfare Department.

As per ref. 1 Administrative Sanction was accorded for implementation of the scheme component strengthening of Existing Agroservice centres.

As per reference cited 4 continuous Administrative Sanction has been accorded for the scheme “Agro Service Centres and Service Delivery” with a provision of total **Rs. 1099. 52902 lakhs under the H/A 2401-00-113-83 and Rs. 24.88098 under the Ha/c 4401-00-113-98 plan;** for the year 2019-20 . One of the components of this scheme is Strengthening of Existing Agroservice centres for Rs.208.16502 under HA/c 2401-00-113-83 plan for 2019-20; of which an amount **Rs. 175 lakh is for implementing the component Purchase of need based machinery and Rs. 33.16502 lakh is for implementing the components ; Training , Operational support, Nursery, Biopharmacy and Purchase of three wheelers for the existing Agroservice Centres.**

During 2018-19 , 18 no of Agro service Centres are established in various districts : At present a total no. of 97 Agroservice centres are Established in the state . With the following Objectives.

1. To mitigate problems in farming due to labour shortage.
2. To strengthen ATMA based extension service to farmers,
3. To make available various inputs Soil testing facilities, Weather related information to farmers.
4. To achieve timely & efficient completion of farming operations & thus to reduce cost of cultivation.
5. Popularisation of mechanization among farming community
6. To upgrade ASC as a centre of training and learning to farmers.  
To link Activities of Karshika Karma Sena of the area to reduce labour shortage.

As per GO (MS) 122/2018/Agri. dt. 28/9/2018 ; The Block Level advisory committees were constituted with the MLA as Chairman for better Administration and for the overall supervision and management of the activities of Agro service centres. As per GO (MS) 139/2018 Dt. 24/11/2018 the order was made applicable to all the already established Agro service Centres replacing the Block level high power Committee . Hence all the Existing Agro service centres has to constitute the **Block Level Advisory Committee (BLAC)**.

### **Constitution of Block Level Advisory Committee (BLAC)**

A Block Level Advisory Committee shall be constituted to guide and control the activities and management of the Agro Service Centre, with the following members.

- 1) MLA of the Constituency in which Panchayath the Agro service Centre is situated (Chairman)
- 2) MLA of other constituencies of which the area is coming in the block (co-Chairman)
- 3) The President of the concerned Block (Vice- Chairman)
- 4) Assistant Director of Agriculture of the concerned Block (Convenor)
- 5) Block Panchayath members of all the divisions of the Block (Members)
- 6) The Panchayath Presidents of all the Panchayaths of concerned Block (Members)
- 7) The President of the Agro Service Centre (Member)
- 8) The Secretary of the Agro Service Centre (Member)
- 9) The Agricultural Officers of all the Krishi Bhavans in the Block (Members)
- 10) **One Farmer Representative each from each Panchayath of the Block**, representing the Convenors/Presidents/Secretaries of the Padasekhara Samithies / Farmer groups / Commodity groups selected from among them. The term of Farmer Representatives shall be for one year and may be rotated annually.
- 11) Representative of Co-operative bank providing maximum services to the agriculture sector in the Block. (Member)
- 12) Facilitator of the Agro Service Centre (Member)
- 13) Assistant Executive Engineer (Agri.) of District. (Member)
- 14) Special Invities –1. Representatives of ARS Mannuthy 2. Project Director (ATMA) / Project Director (ATMA)

**I. Training, Insurance, biopharmacy, three wheelers, nursery, soil testing facilities, Operational support.**

**a. Training:**

Man power appointed at the existing Agro Service Centre require refresher training to update their knowledge and skill so as to equip them to handle the functioning of the Centre Smoothly. Topics like handling, repair & maintenance of machinery, collection of soil samples, identification of pests & diseases reporting field problems, safe handling of plant protection chemicals and operation of PP equipments may be included. Such refresher trainings shall be conducted by ADAs at the Block level. One/two technicians will be selected and training shall be given & driving licence shall be obtained for driving the vehicle where three wheelers / 4 wheelers are obtained.

Suitable training programme for the facilitators may also be arranged by district ATMA in association with RATTTC/ FTC. And also with support of training centres at the District AExe (Agri) / ARS Mannuthy. Maximum amount that can be utilised for training is **Rs. 15000 per centre.**

**b. Biopharmacy:**

Agricultural inputs both organic and inorganic is a crucial factor in boosting agricultural production. Availability of good quality inputs at the right time is lacking to some extent at present which is more evident in the case of new generation pesticide. If these concerns are taken care at a single point through ASC it will be a great help to the farming community to take up timely farm operations. For this necessary certificate of Registration (Licence) as per FCO rules may be issued to ASC in favour of Secretary/facilitator in their official capacity for retail stocking and selling of fertilizers, organic manure and pesticide, provided they apply for the same, following standard procedures.

The stocking point shall be attached to ASC. The items to be stocked should be assessed based on local suitability and requirement which may be done by Management committee. Preference should be given for organic inputs which will help in promoting organic farming activities. An amount of Rs. 1 lakh is proposed per Agroservice Centre; for purchase of inputs, weighing balance, registers, and other accessories. The facilitator of ASC will be the custodian of stock and responsible for sale and maintenance of accounts.

**C. Purchase of 3 wheelers / 4 wheelers (Goods vehicle)**

Facility for transporting implements and machinery from ASC to the farmers fields from there to next field and back to ASC is important for enabling timely delivery of services to farmers. Vehicles have been provided to some of the existing Agro Service Centres. This causes undue delay and also payment of hire charges at exorbitant rates. This causes reduced demand from farmers on one side and financial loss to the centre on the other side heavy machinery such as power tiller, rotavator, Trailer and long equipments like brush cutter need separate vehicle for transportation.

A maximum amount of Rs. 3 lakh will be provided for purchase of 3 wheelers, its registration, insurance etc: to those centres who have not availed this support earlier. Facilitators

will be responsible for maintenance of log book and proper use and maintenance of vehicle. One of the technicians (working group) will be selected, training given & driving licence obtained for driving the vehicle. Recurring expenses like fuel, insurance, maintenance etc will be met from the income of ASC.

If three wheelers are not found to be suitable for the ASC, 4 wheeler (goods vehicle only) may be purchased under the following conditions.

1. The expenditure including insurance & registration shall not exceed the scheme amount of Rs. 3 lakhs.
2. If additional amount is required it is to be met either from LSGD funds or from the own revenue fund of ASC
3. An agreement is to be executed to prevent misuse of vehicle.
4. All decisions must get the approval of BLAC.

Vehicles 3 wheeler / 4 wheeler (Good vehicle) can be purchased as per store purchase rules limiting the cost to Rs. 3 lakhs / vehicle. **PD ATMA shall furnish a report with requirement of funds for purchase of 3 wheelers for Agro Service Centres of the District.**

#### **d. Establishing nursery**

Good quality planting materials hold foremost importance in crop production. If supply of good quality planting material as per local requirements is ensured at the planting season by ASC, it will help the nearby farmers in timely planting. Nursery with a minimum 0.20 ha area may be selected in suitable location close to Agro Service centre. The selection of area may be done by management committee. The land can be any Govt. property like that of LSGD institutions or given free of cost by private party or may be leased for a minimum period of 5 years. This is required for establishment of root stock and such other permanent /semi permanent structures. Nursery can also function as a sales counter for seeds and planting materials produced at Department farms, KAU, etc. Selected members of ASC (VHSE holders of ASC) will be given separate training in plant propagation and nursery management techniques. The price of seeds and planting material sold will be fixed by the High Power committee by including a margin of profit to the centre. Such nurseries will help the farmers to meet their planting material requirement at local level. Technical advice regarding sowing./planting and their upkeep can also be provided through such centres.

Under Vegetable Development programme grow bags with seeds/seedlings is distributed to farmers at subsidized rate. This work can be entrusted to ASC as per the target allotted to KBs of the block area. The production of seeds/seedlings in nursery will be supervised by Agrl. Officer. He will certify the quality of planting material produced before sale. The facilitator of ASC will be responsible for maintenance of accounts for nursery and the custodian of stock. The members can raise seedlings in grow bags and distribute them to farmers as per the prize fixed by BLAC, which will become a good source of income to the centre. For purchase of planting material and creating all required facilities like irrigation, setting up of green house etc. including rent of leased land, an amount of Rs. 1 lakh per ASC as earmarked. Project Director, ATMA shall inform the requirement of nursery before 15/6/2019.

#### e. Soil testing facilitation

Agro service centres can act as centres for facilitation of Soil testing.. Farmers of nearby area can bring soil samples to ASCs directly which will be send to lab on weekly basis. Samples collected at KB can also be pooled at the centre and send to lab. Results can be collected back at ASC and distributed to concerned farmers. This will help in more interactions of farmers with the centre and will help in speedy analysis and issue of results. Technical details like recommended fertilizer dosage in the result sheet can be explained directly to farmers. **No expenditure is envisaged for this components**

#### f. Operational Support

The amount given for the first year for the existing ASC was utilised for hire charges of vehicles, hiring skilled labour or appointing staff to the centre for meeting maintenance charge etc. **The payment for Facilitator @ Rs. 12000 per month will be continued for one more year in the case of deserving Agro Service Centres, based on their performance.**

Those Agro Service Centres which are showing progress may be provided with funds for payment to facilitators. Also **service providers** will be paid a stipend of Rs. 1000/- per month apart from the remuneration earned through business activities of the centre. This amount will be given only to those **service providers** who are regular and attend work of ASC for a minimum of 20 days/month. This will help to avoid dropouts among the members. **The workers may also be paid a uniform allowance of Rs. 1000/year. This amount will be given to the service providers who are regular.** Project Director, ATMA will report the requirement of funds for operational support before 15 /06/2019.

#### **2. Purchase of Need based machinery .**

An amount of Rs.175 lakhs is earmarked for this component in2019-20. The selection of machineries should be done based on the actual demand and requirement of the locality with reference to crops cultivated, area under different crops, nature of land and soil labour shortage. This must be decided based on discussion in the Agro service centre management committee considering the suggestions from the agricultural officers of the Krishibhavana in the block. Minutes of the management committee must be send along with the decision of **Block Level Advisory Committee (BLAC)** to PD(ATMA)for purchase of machienery. PD ATMA issue authorisation to purchase the machienery to AExe Agri. AExe (Agri)purchase the machienery as per the Government orders /observing store purchase rules and issue the machienery to ADA through F.T Bill . Assistant Executive Engineer (Agri) purchase the machinery from RAIDCO, KAICO, and KAMCO as per GO s or observing store purchase rules from other institutions . The maximum amount that can be utilised for the purchase of machinery for one Agro service Centres is Rs. 20 lakhs. Local bodies can contribute as many machinery as they can. Agricultural machineries such as power tiller, reaper, thresher, power sprayer, brusher cutter, portable pump sets, tractor, coconut climber, copra drier, combined harvester etc can only be purchased.

sl. no.	Component	Amount (lakhs)
1	Purchase of need based machinery	175.00000
2	Training, Insurance, bio pharmacy, three wheelers, nursery, soil testing facilities, Operational support.	33.16502
<b>Total</b>		<b>208.1650</b>

An amount of Rs. 208.16502 lakhs ( Rupees two hundred and eight lakh Sixteen thousand five hundred and two only ) is sanctioned .

### Implementation

Assistant Directors in blocks having Agro service centres will assess the requirement of Training, Insurance, Biopharmacy, Three wheelers, nursery, operational support etc. of each ASC and submit detailed request to PD ATMA. The centrewise request will be scrutinised by Deputy PD ATMA and DDA (E&T) at district level under the guidance of PD, ATMA; according to the Performance appraisal of all existing agroservice centres; previous records, funds issued and utilised by the ASC during previous years.

PD (ATMA) will submit Agroservice centrewise detailed requirement of funds for Strengthening of Existing Agro Service Centre to Director of Agriculture with Copy to Additional Director of Agriculture (Extension) before 15/6/2019 .

At district level the scheme will be implemented by Project Director ATMA in co ordination with the Assistant executive Engineer (Agri) under the overall monitoring by Principal Agricultural Officer .


### Monitoring

Monitoring of the scheme at state level will be done by Additional Director of Agriculture (Extension). The scheme will be implemented by Deputy PD ATMA and DDA (E&T) at district level under the guidance of PD, ATMA. Monthly review and inspection of ASC will be conducted and report submitted to higher authorities as follows

Agricultural Officer – monthly  
 ADA - bimonthly  
 PD ATMA - quarterly

Sd/

Director of Agriculture

  
**HASEENA BEVL A**  
 Assistant Director of Agriculture  
 Directorate of Agricultural Development  
 & Farmers Welfare  
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To: All PD ATMA with direction to convey to concerned ADA's & AO's

Copy to

All Principal Agricultural Officers, All AEE (Agri)  
 CA to DA, Additional DAs & JDA's, SAE  
 All Deputy Director E&T s  
 Planning section, IT section – to upload in website, Stock file / Spare