

TF(2)21187/19

Office of the Director  
Agriculture Development and  
Farmers' Welfare Department  
Thiruvananthapuram  
Email-[organickerala2016@gmail.com](mailto:organickerala2016@gmail.com)  
Date:21/06/2019

**CIRCULAR**

Sub:- Annual Plan 2019-'20 - **Scheme on Organic Farming & Good Agricultural Practices** – Continuous Administrative sanction accorded - working instruction issued – reg.

Ref:- 1) G.O.(Rt) No. 644 /2017/AD Dated:29/06/2017, Thiruvananthapuram  
2) Annual Plan 2019-'20  
3) Order No. TP(2) 12930/2019 Dated 15.06.2019 of Director of Agriculture

As per Govt. order cited (1) above administrative sanction had been accorded from Govt. of Kerala to implement the captioned scheme “ Organic Farming & Good Agricultural Practices ” during the financial year 2017-18. As per ref (3) cited, continuous administrative sanction has been accorded for the scheme during 2019-'20 for an amount of **Rs.308.40 Lakhs**, out of the total budget provision of Rs. 538 Lakhs under the Head of Account **2401-00-105-85 Plan**.

Organic farming programme is a flagship programme of the State Government, being implemented since 2012-13, with the ultimate objective of transforming the State into completely organic. The programme was initiated in Kasargod district, which was declared as Organic district in 2012. Agricultural activities are promoted in an eco-friendly manner giving emphasis to the production and application of organic inputs, integrated methods for nutrient management and pest and disease management etc. The scheme was implemented through the formation of farmers' clusters and provided assistance for organic cultivation and certification. Establishment of organic manure production units and bio pesticide

production units were also promoted. Ecoshops were also established for the sale of organic inputs as well as organic produce. About 3000 ha were brought under good agricultural practices under the organic farming scheme in Kasargod district during the previous years and it is proposed to have 417 Ha in the process of PGS organic certification. Consequently, the organic farming programme has been extended to other districts also giving emphasis to cluster approach and promotion of application of organic inputs, pest and disease surveillance restricting the usage of inorganic chemicals to the bare minimum, in a need based and judicious manner, strengthening marketing of organic inputs and organic agricultural produce by opening ecoshops, promoting branding, packing, labeling and direct marketing of local agricultural produce, strengthening of farmers' markets etc. The programme has been successful throughout these years of the 12<sup>th</sup> Five Year Plan.

The organic farming programme has been extended to other districts during 2015-16 giving emphasis to cluster approach and promotion of application of organic inputs, integrated methods for nutrient management pest and disease surveillance and restricting the usage of inorganic chemicals to the bare minimum, in a need based and judicious manner promoting integrated pest and disease management etc. Strengthening marketing of organic inputs and organic agricultural produce by opening ecoshops, promoting branding, packing, labeling and direct marketing of local agricultural produce, Strengthening of Farmers market etc. to consumers. It is proposed to continue the programme during 2019-'20 also with the following objectives to consolidate over success.

Being a continuing scheme, Director of Agriculture Development & Farmers Welfare vide ref (3) above have accorded Administrative Sanction to continue the captioned scheme " Organic Farming & Good Agricultural Practices " during the current financial year 2019-'20 for an amount of **Rs.308.40 Lakhs (Rupees Three hundred and eight Lakhs and Forty thousand Only)** under the **H/A 2401-00-105-85 Plan** of "Organic Farming & Good Agricultural Practices 2019-'20 " for the following components.

Sl.No	Components	Physical Target	Rate of Assistance (Rs.)	Total Amount Sanctioned (Rs. In Lakhs)
I	Organic farming under PGS through VFPCk and Krishi Bhavans	417 ha	6000/Ha	25.00 L
II	Promotion of Clusters for Organic Farming	200 clusters (25 Ha each)	0.75 / cluster	150.00 L
III	a) Establishment of New Ecoshops	15 Nos.	2.00 L/ New Ecoshop	30.00 L
	b) Strengthening of existing Ecoshops	3 Nos.	1.00 L /selected Existing Ecoshops	3.00 L
IV	a) Manpower Support for Organic Farming (State & District level)			65.4
	b) Operational Expenses including Documentation and Transportation			20.00
V	Promotion of Zero Budget Natural Farming (ZBNF)			15.00
	<b>Total</b>			<b>308.40 L</b>

The following Working Instructions are issued for implementation of the scheme during 2019-'20.

## Objectives

- o Making farming sustainable and remunerative.
- o Ensure agricultural biodiversity and food and nutritional security.
- o Create organic villages with the active participation of farmers and farmers groups (clusters).
- o Ensure the local availability of organic inputs by promoting on-farm production units.
- o Strengthening the marketing of organic produce and ensuring profitability.
- o Facilitate and support certification of organic produce.
- o Marketing the GAP certified products under a separate logo and brand name
- o Ensure safety in food production.

## Programme

Continuing Sanction has been accorded for implementation of the scheme during 2019-'20 for the following approved components.

### **I. ORGANIC FARMING & PGS CERTIFICATION THROUGH VFPCCK**

Participatory Guarantee System (PGS) system for Organic Farming will be continued for the IV<sup>th</sup> year in Kasargode district. All the vegetable crops of selected panchayaths will be brought under organic certification. To help farmers to undertake organic farming and to ensure availability of required organic inputs as well as technical and marketing support, the services of identified service providers will be utilized. Assistance @ Rs.6000/- per ha (Rs.3000/ha for organic cultivation and Rs.3000/ha for certification) for II year will be provided for PGS system of organic certification in Kasargode district under the auspices of the Vegetable and Fruit Promotion Council of Keralam (VFPCCK) in an area of 417 ha. An amount of Rs. 25.00 lakhs is earmarked for this purpose.

## **II. PROMOTION OF NEW CLUSTERS FOR ORGANIC FARMING – Rs.150.00 Lakhs**

During the year 2019-'20 sanction has been accorded to establish 200 new clusters for GAP certification with a contiguous area of 25 ha per cluster. An amount of Rs.3000/- per Ha is provided for the empowerment of new clusters and for group activities such as irrigation common composting, pooling together of organic inputs and distribution, group cultural practices, development of common marketing facility etc. An amount of **Rs.150.00 Lakhs** may be earmarked for this purpose @ Rs. 75000/- per cluster. Assistant Directors of Agriculture will prepare an Action Plan for each clusters and got it approved by Principal Agricultural Officers of the concerned districts.

**( The district wise targets allotted is furnished in Annexure – I )**

## **III. ESTABLISHMENT OF ECOSHOPS – Rs.33.00 Lakhs**

Ecoshops are proposed to be established for carrying out marketing of organic produce. During 2019-'20, it is proposed to establish **15 new ecoshops**. The safe to eat produce of GAP clusters produced following Gap standards can be sold through these outlets with proper packing and labelling at premium price. Ecoshops may be established on franchisee mode by the farmers organisation so as to get the benefit to the farmers and shall be established in appropriate places like near the main Government offices, bus stands etc. The produce offered for sale should be packed and labelled. Assistant Director of Agriculture should identify suitable building for starting the ecoshops.

An amount of Rs 2.00 lakhs is proposed for establishing a new ecoshops ie, creating infrastructure facilities, transporting of organic produce, procurement expenses and working capital etc for each Ecoshop. Out of this, 1.00 lakh is to be set apart as revolving fund. Thus an amount of **Rs. 30.00 lakhs** is proposed for this component. The programme for each ecoshop shall be approved by Principal Agriculture Officer. A committee headed by the head of local body will select a

suitable facilitator from among the cluster members. Deputy Director of Agriculture (NWDPR), Assistant Director of Agriculture (Marketing), Assistant Director of Agriculture of the block, leader of the clusters and Agricultural Officer will be the members of the committee. The committee can fix the remuneration for the facilitator from the date of functioning of the ecoshop. ADA (M) of the Principal Agricultural Offices will closely monitor the functioning of all the ecoshops and ensure that only GAP certified produces are sold through ecoshops. Quantity of produce sold and cost realized should be collected by ADA (M) on monthly basis.

It is also proposed to provide financial support @ Rs.1.00 Lakh to 3 selected ecoshops established during the previous year, for maintenance of activities including purchase of equipments and other essential materials, payment of rent, hiring of vehicle for transportation of products etc. An amount of **Rs.3.00 Lakhs** is proposed for this purpose.

The Ecoshop under this scheme should have a uniform name board and having a dimension of 6'X2' feet, details already informed to Principal Agricultural Office.

( The district wise targets allotted is furnished in Annexure – I )

#### **IV. OPERATIONAL EXPENSES**

Various components are implemented under Organic Farming scheme which require extensive field visits such as verification of GAP Certified plot at frequent intervals, verification of organic manure production units, Working of Ecoshops etc. Operational expenses can be utilised for meeting the expenses towards the following.

- To meet the expenses towards additional facilities such as purchase of computer and accessories, etc for strengthening the organic farming cell

- Expenses for giving training and conducting review meetings
- Documentation of the scheme including **Field Diary**
- Field publicity
- Hiring of vehicles to conduct field visits

An amount of Rs. 20.00 lakhs has been sanctioned for this purpose. Out of this an amount of Rs.9.50 lakhs kept at State HQ and Rs. 10.50 lakhs for the districts, thus a total of **Rs. 20.00 lakhs** has been earmarked for this component.

**Table (1)**

Sl. No.	Office	Amount (Rs. in Lakhs)	Remarks
1	State Head quarters (OFC at Directorate of Agriculture)	Rs.9.50 Lakhs	Rs.9.50 Lakhs is required to meet the expenses for Trainings, Review Meetings and Hiring of vehicles for field visits and other operational expenses of State Organic Farming Cell etc.
2	District level Organic Farming Cell (PAOs)	Rs. 10.50 Lakhs	Rs. 75,000/- for each district(0.75X14 district) to carryout expenses such as purchase of computer system and other accessories (need based), conducting trainings, meetings, field visits, <b>Field Diary</b> and other operational expenses etc.
	<b>Total</b>	<b>Rs. 20.00 Lakhs</b>	

**( The district wise targets allotted is furnished in Annexure – I )**



b) MANPOWER SUPPORT FOR ORGANIC FARMING (State & District level)

The three tier agricultural extension machinery of the Department of Agriculture, functioning at panchayat, block and district levels will verify the safe-to-eat and PGS agricultural practices followed by the farmers at field level. It is proposed to engage manpower for co-ordinating, supporting and documenting the activities at State level and at District level.

The adoption and PGS Certification activities in Kasargod district initiated in the last few years where already 1000 ha are under organic cultivation, will be taken up by the VFPCCK for PGS certification. In all other districts of the State, the GAP certification will be implemented by the Department of Agriculture. All efforts will be done to ensure Good Agricultural Practices & Safe-to-Eat food production in general. The **Participatory Guarantee System (PGS)** will be adopted for organic certification. The Principal Agricultural Office will act as regional council for the respective district and the certification will be carried out through the 3 tier extension machinery.

The Principal Agricultural Officers at district level will have overall control of the programme. Deputy Director of Agriculture (NWDPR) will be designated as the District Nodal Officer (DNO), The Assistant Director of Agriculture (Marketing) is designated as the Certificate Issuing Officer (CIO) and Agricultural Officers of the area as Inspectors. The ADAs at block level will co-ordinate the activities under his jurisdiction. The Secretaries of Agriculture Wholesale Markets will also involve in the activity.

At State level, Directorate of Agriculture will be registered as the Zonal Council with Additional Director of Agriculture (M) as the State Nodal Officer of the Zonal Council. He will be supported by the Joint Director of Agriculture (PP) under whom the State Organic Farming Cell will function.



The State Organic Farming Cell and Manpower Support at District level will continue to function for effective co-ordination of the programme at State and District levels.

#### I. State Organic Farming Cell (Rs. 6.12 Lakhs)

The State Organic Farming Cell constituted at the Directorate of Agriculture to co-ordinate the organic farming activities of the State will continue to function observing its mandate. An amount of Rs.6.12 lakhs is set apart for meeting the expenses of the State Organic Farming Cell as follows.

Designation	Number	Mode of appointment	Remuneration
Technology Manager	1	On contract	Rs.25000 pm for 12 months
Organic Farming Facilitators	2	On contract	Rs.13000 pm for 12 months
Deputy Director of Agriculture	1	On deployment	-
Assistant Director of Agriculture	1	On deployment from SAMETI	-
<b>Total</b>			<b>6.12 Lakhs</b>

The Deputy Director of Agriculture, State Organic Farming Cell will be in charge of leading the organic farming programme of the State to success. He/She will co-ordinate the various activities envisaged under the programme at district, block and field level, maintain tie up with the implementing officials at all levels, give technical guidance and ensure that all activities as envisaged in the action plan are executed effectively in a time bound manner throughout the State. He/she will

also take necessary steps for registration of brand name and logo. The Cell should maintain details of updated data on the various activities occurring in the State and the area, production and marketing of produce. They should maintain and update market information regarding organic produces both in intrastate and interstate markets and even international markets and provide proper guidance to farmers and ecoshops for the sale and marketing of farmers' produce.

The Technology Manager will assist the Deputy Director of Agriculture in effectively performing his/her duties for the successful implementation of the programme.

The Facilitator will maintain updated data of the programme and work under the control of the Deputy Director of Agriculture.

## II. District level Manpower (Rs.59.28 Lakhs)

The following manpower will be continued at district level for effective implementation of the programme with a provision of Rs.30.28 lakhs, as follows.

Designation	Number	Mode of appointment	Remuneration	Amount required (Rs in lakhs)
Technology Manager	1 per district, for 14 districts	On contract	Rs.25000 pm for 12 months	42.00
Facilitator	1 per district, for 14 districts	On contract	Rs.13000 pm for 12 months	21.84
<b>TOTAL</b>				<b>63.84 Lakhs (Limiting to Rs. 59.28 Lakhs)</b>

Eventhrough the total fund requirement for district level manpower works out to Rs.63.84 Lakhs, the same is limited to Rs. 59.28 Lakhs, due to shortage of budget

provision. However, the balance amount of Rs. 4.56 Lakhs (63.84-59.28) may be met from savings under other components of the same scheme, based on actual requirement.

The contract staff of State Organic Farming Cell will be appointed by the Director of Agriculture by following standard procedure and will function under the district control of Additional Director of Agriculture (M). In Kasargode district, VFPCCK will implement the PGS Certification programme.

The contract staff at the district level will be appointed by the Principal Agricultural Officer by following standard procedure and will function under the Direct control of the concerned Deputy Director of Agriculture (NWDPR) at the district HQ.

( The district wise targets allotted is furnished in Annexure – I )

### Financial Outlay

During the current financial year, there is a budget provision of Rs.538 Lakhs for the scheme “ Organic Farming and Good Agricultural Practices” under head of account 2401-00-105-85 (P). Out of this an amount of Rs.293.40 Lakhs is proposed to be utilised for implementation of the following continuing components.

Sl.No	Components	Physical Target	Rate of Assistance (Rs.)	Total Amount Sanctioned (Rs. In lakhs)
I	Organic farming under PGS through VFPCCK and Krishi Bhavans	417 ha	6000/Ha	25.00 L
II	Promotion of Clusters for Organic Farming	200 clusters (25 Ha each)	0.75 / cluster	150.00 L

III	a) Establishment of New Ecoshops	15 Nos.	2.00 L/ New Ecoshop	30.00 L
	b) Strengthening of existing Ecoshops	3 Nos.	1.00 L / selected Existing Ecoshops	3.00 L
IV	a) Manpower Support for Organic Farming (State & District level)			65.4
	b) Operational Expenses including Documentation and Transportation			20.00
<b>Total</b>				<b>293.40 L</b>

**(Rupees Two Hundred and ninety three Lakhs and forty thousand only)**

The expenditure under the scheme will be debited to Head of Account 2401-00-105-85 ~~Plan~~ from current years budget provision. The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Orders read above. The Working Instructions for Zero Budget Natural Farming (ZBNF) will be issued separately for Rs. 15.00 Lakhs.

Monthly progress report should invariably contain component wise physical and financial targets and achievements, number of beneficiaries and the stage of implementation of each components. 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.

## MODE OF IMPLEMENTATION

At the State level, the scheme will be monitored by Additional Director of Agriculture (M) and assisted by Joint Director of Agriculture (PP). Organic Farming Cell will coordinate the programme at state level. At the district level Principal Agriculture Officer will monitor and evaluate the scheme. The Deputy Director of Agriculture (NWDPR) will implement the scheme and will furnish the monthly progress report on Organic Farming activities to Directorate of Agriculture on 5<sup>th</sup> day of every month. The implementation of marketing components under the scheme will be supervised by Assistant Director of Agriculture (M).

The Principal Agricultural Officers should take immediate action to assign block level targets and also direct the Assistant Directors of Agriculture to assign Krishi Bhavan wise targets. The consolidated Krishi Bhavan and Block level targets should be communicated in the name of Additional Director of Agriculture (M) on or before 1/7/ 2019.


Sd/-

Director

Agriculture Development & Farmers' Welfare Department

- Copy to:
- (1) All Additional Directors of Agriculture
  - (2) All Principal Agricultural Officers
  - (3) All Assistant Directors of Agriculture
  - (4) CA to DA
  - (5) IT website

An.j dtd 20/6/2019

  
**BABY GIRIJA. B, B.Sc (Ag), MBA**  
Deputy Director of Agriculture  
State Organic Farming Cell  
Directorate of Agriculture  
Thiruvananthapuram

Target

**Annexure - I**  
**Organic Farming Scheme 2019-'20**  
**Components (Amount in Lakhs)**

S.No	Name of Districts	I		II		III				VI		Grand Total	
		a) ORGANIC FARMING & PGS CERTIFICATION THROUGH VFPC AND KRISHI BHAVANS	PROMOTION OF CLUSTERS FOR ORGANIC FARMING		ESTABLISHMENT OF ECOSHOPS				OPERATIONAL EXPENSES (INCLUDING DOCUMENTATION & TRANSPORTATION)	b) MAINTANCE OF STATE ORGANIC FARMING CELL AND DISTRICT LEVEL MAN POWER SUPPORT			
			New clusters		Existing Ecoshops		New Ecoshops			Total amount	Target		Target
			Target	Target	Target	Target	Target	Target		Target	Target		Target
Fin (Rs. In Lakhs)	Phy (Nos.)	Fin (Rs. In Lakhs @ Rs. 0.75L / Cluster)	Phy (Nos.)	Fin (Rs. In Lakhs @ Rs. 1L/No. Of Ecoshop)	Phy (Nos.)	Fin (Rs. In Lakhs @ Rs. 2L/No. of Ecoshop)	Fin (Rs. In lakhs)	Fin (Rs. In Lakhs)	Fin (Rs. In Lakhs)	Phn			
1	Thiruvananthapuram	0	15	11.25			1	2.00	2.00	0.75	4.56	18.56	
2	Kollam	0	14	10.50			1	2.00	2.00	0.75	4.56	17.81	
3	Pathanamthitta	0	14	10.50			1	2.00	2.00	0.75	3.31	16.56	
4	Alappuzha	0	15	11.25			1	2.00	2.00	0.75	3.56	17.56	
5	Kottayam	0	15	11.25			1	2.00	2.00	0.75	4.56	18.56	
6	Idukki	0	15	11.25	1	1.00	1	2.00	3.00	0.75	4.56	19.56	
7	Ernakulam	0	14	10.50			1	2.00	2.00	0.75	4.56	17.81	
8	Thrissur	0	14	10.50	1	1.00	2	4.00	5.00	0.75	4.17	20.42	
9	Palakkad	0	14	10.50	1	1.00	1	2.00	3.00	0.75	3.39	17.64	
10	Malappuram	0	14	10.50			1	2.00	2.00	0.75	4.56	17.81	
11	Kozhikode	0	14	10.50			1	2.00	2.00	0.75	4.56	17.81	
12	Wayanad	0	14	10.50			1	2.00	2.00	0.75	4.56	17.81	
13	Kannur	0	14	10.50			1	2.00	2.00	0.75	4.56	17.81	
14	Kasaragode	0	14	10.50			1	2.00	2.00	0.75	4.56	17.81	
	VFPC	25.00	0	0.00				0	0.00	0	0	25.00	
15	HQ (Directorate of Agriculture)	0	0	0				0	0	9.50	6.12	15.62	
	<b>TOTAL</b>	<b>25.00</b>	<b>200</b>	<b>150.00</b>	<b>3</b>	<b>3.00</b>	<b>15</b>	<b>30.00</b>	<b>33.00</b>	<b>20.00</b>	<b>65.40</b>	<b>293.40</b>	

**BABY GIRIJA. B, B.Sc (Ag), MBA**  
Deputy Director of Agriculture  
State Organic Farming Cell  
Directorate of Agriculture  
Thiruvananthapuram

Sd/-  
Director of Agriculture