

TM(1)/17843/2019

Directorate of Agriculture Development  
and Farmer's Welfare Department  
Vikas Bhavan  
Dated 17 /08 / 2019

**CIRCULAR**

Sub : Agriculture Department -Annual Plan 2019-20 - Strengthening Market Development - Engaging Karshakamitras and training & portal based service - working instructions issued - reg

Ref : Order No.TP(2)12943/19 dated 01/08/2019 of Director of Agriculture

In the annual plan 2019- 20 an amount of Rs.1985.00 lakhs has been set apart for the scheme strengthening Market Development under the head of account 2435-0 -800-99 plan. Engaging Karshakamitras and training and portal based service is a component in the scheme.

A regular and effective mechanism to facilitate forward and backward linkages in agricultural production is essential for the development of the sector in the state. The objectives of the scheme include

1. Improvement of market networking of the farmers and the consumers.
2. Improvement of market infrastructure and to act as a link between the department and farmers.
3. To ensure market for small farmers and surplus agricultural produces from households homestead's gardens.
4. To introduce a novel and regular mechanism of produce reporting, pest and disease reporting and market facilitation for motivating production in households and homesteads.

Sanction has been accorded vide reference cited above for engaging "Karshakamitras" for the efficient marketing of agricultural produce in a panchayath /specified locality. The activities include reporting the production, facilitating procurement and marketing of the agricultural produce which include e - marketing also. Detailed working instructions for the implementation of the scheme component "engaging Karshakamitras and Training & Portal based service is issued as follows.

**Engaging Karshakamitras and Training & Portal Based Service**

It is a novel mechanism developed to act as connecting linkage between farmers, department, markets and consumers for motivating production activity in homesteads and households by procurement and marketing of their surplus produce and providing fresh local produce to the consumer.

A farmer representative designated as Karshakamitra will be selected in each panchayats who will act as a link between the Department and the farmer. 'Karshakamitra' will visit households and farmer plots and report on the production. In addition, he/she will help them to bring the produce (marketable surplus) whatever little it may be from the farmer's field/homestead to the collection centers/market, thereby facilitating the sale of produce and income to the farmer. Karshakamitra aggregates/collects produce from farmers on daily basis at procurement price fixed by VFPC/HORTICORP. Initially 50% of the market price will be given to the farmer and the balance will be credited to the account of farmer once the sale proceeds are over.

The details of produce thus collected will be provided to the Krishibhavan and Karshakamitra will also upload the information like produce details, quantity expected and price expected by the farmers in the web portal assigned for this purpose. He will also collect the details of the field problems like plant diseases /pests in his tablet/mobile phone and forward details to the officials concerned or to the call centre in search of solution. Call centre experts will give advisories and suggestions on specific practices to be followed for each case to solve the problem at field level.

Thus the Karshakamitras will perform the 3 fold function of produce reporting, pest & disease reporting and market facilitation at homestead level. The service of karshakamitras was initially provided on a pilot basis in all gramapanchayats of Thrissur district and was assigned a target to enroll 105 Nos. of Karshakamitra during 2017-18. Since only 75 Nos. of Karshakamitras were enrolled out of 105 Nos. during 2017-18 the balance of 30 Nos. of Karshakamitras are to be enrolled during 2018-19. However Thrissur District has requested remuneration only for 78 Karshakamithra . Balance of 27 numbers has to be enrolled during the year 2019-20. The selected Karshakamitras will be either a registered farmer (included under Karshaka registration) or a farmer's kin who has keen interest in the field and willing to take it up as a self-employment opportunity. Karshakamitras will be given adequate training by the Department.

During the current financial year, an amount of Rs.46.80 lakhs is earmarked for engaging Karshakamitras training and facilitating portal based services through them as follows. Since no fund is set apart for training the Karshakamitras the master trainers in the district should impart need based training to the new as well as old Karshakamitras.

Sl. No.	Particulars	Amount (Rs. in lakhs)
1	Remuneration to 78 Karshakamitras for 12 months @Rs.5000/- per head / month	46.80
	<b>TOTAL</b>	<b>46.80</b>

Registers as well as bill/credit slips are to be maintained by the Karshakamitras. Principal Agricultural officer, Thrissur will provide the required registers as well as bill /credit slips to the Karshakamitras through the Krishibhavan. One Agricultural Assistant in the Krishibhavan will be made accountable for supervising the activities including the verification of the registers, bill book /credit slips issued by the Karshakamitra and the payment to the farmers. Based on the certificate issued by the Agricultural Assistant the Agricultural Officer will effect the monthly remuneration to the Karshakamitra.

The expenditure for implementation of the scheme 'Engaging Karshakamitras and Training & portal based service' will be met from the head of account 2435-01-800-99 (P) from the budget provision of 2019-20 under the scheme Strengthening Market Development.

Sd/-

**Director of Agriculture**



**SINDHU.S**

Asst. Director of Agriculture  
(Marketing)

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To  
1. Principal Agricultural Officer, Thrissur

Copy to

1. Planning section( to allot Rs.46.80 lakhs to Principal Agricultural Officer, Thrissur)
2. TA to DA
3. CA to Director of Marketing( Agri )
4. CA to Additional Director of Agriculture ( CP / Plg / Extn / Farms )
5. IT cell
6. Stock File / Spare
7. Finance Section .
8. Accounts Section .