

CIRCULAR

Sub: Agriculture Department - "JEEVANI – Our Vegetable Our Health" -
Cultivation of Vegetables for 3rd season in Homesteads 2019-20 -
Administrative Sanction accorded – Working Instructions issued – Reg.

- Ref: 1. G.O. (Rt.) No. 251/2019/AGRI Thiruvananthapuram Dtd. 08/03/2019.
2. Circular No. VC 13208/19 dated 08/04/2019 of Director of Agriculture.
3. Circular No. VC 13208/19 dated 21/06/2019 of Director of Agriculture.
4. G.O. (Rt.) No. 1220/2019/AGRI Thiruvananthapuram Dtd. 13/12/2019.
5. Circular No. VC 38030/19 dated 10/01/2020 of Director of Agriculture.
6. G.O. (Rt.) No. 229/2020/AGRI Thiruvananthapuram Dtd. 19/02/2020.

As per read first under reference, continuous Administrative Sanction has been accorded to implement Green Book components of Vegetable Development Programme 2019-20 for ₹ 4890 lakh. Accordingly vide circular read 2nd paper, Working Instruction was issued for the implementation of Green Book components. Vide circular read 3rd paper, Working Instruction issued for Amber Book components for ₹ 1267.66365 lakh. As per order read 4th, Administrative Sanction has been accorded towards the implementation of JEEVANI for the period of 470 days from 1st January 2020. Accordingly vide circular read 5th, Working Instruction were issued for the successful implementation of JEEVANI. As separate fund is not earmarked for the implementation of JEEVANI and it is envisaged to implement as a part of Vegetable Development Programme 2019-20, vide Government Order read 6th, Administrative Sanction has been accorded to utilise an amount of ₹ 302.10 lakh available as savings under the amber book components of Vegetable Development Programme 2019-20 such as Urban clusters & waste management (₹ 6.40 lakh), Development support to graded clusters (₹ 245.70 lakh) and Block level Federated organizations (BLFOs) (₹ 50 lakh) and to utilise the same for the following components:

| | |
|--|----------------------|
| 1. Seeds including traditional varieties @ Rs. 20/- per pkt. | - ₹ 60.256 lakh |
| 2. Seedlings @ Rs. 2.50/- per seedling | - ₹ 150.64 lakh |
| 3. Curry-leaf /Drumstick/any other perennial vegetable seedlings | - ₹ 90.384 lakh |
| 4. Operational Expenses | - ₹ 0.82 lakh |
| TOTAL | ₹ 302.10 lakh |

The following working instruction is issued for the timely implementation of JEEVANI with the approved components.

OBJECTIVES

1. Ensure safe to eat homestead vegetable production throughout the year.
2. To popularize nutritional gardens in homesteads.
3. To ensure the participation and involvement of women, youth, students and people of all sections of life in the production of safe the eat vegetables.
4. To ensure (mission mode) co-ordination between various Department like Health, LSGD, Education and various schemes of Department of Agriculture.
5. To popularize and disseminate ethnic and perennial vegetables throughout the state.

MODE OF IMPLEMENTATION

The project envisages supply of 3.0128 lakh seed packets including that of traditional varieties worth ₹ 20/- per packet, 60.256 lakh vegetable seedlings @ ₹ 2.50/- per seedlings and 3.0128 lakh curry leaf/drumstick/any other perennial vegetable seedlings suitable for homestead cultivation. A kit of two perennial seedlings, worth ₹ 30/kit can be given to beneficiaries.

The seeds and seedlings for the scheme should be arranged at block Level by the concerned Assistant Director of Agriculture. The seeds/seedlings can be procured from Departmental Farms, VFPCCK, Kerala Agricultural University and other Government institutions/Research Stations. The seedlings produced by Agro Service Centres, Karshika Karmasena, Block Level Nurseries, Cluster Nurseries, Small Nurseries etc. can also be procured after ensuring the quality of seedlings by the concerned Assistant Directors of Agriculture with the help of Agricultural Officers of concerned block. The fund allocated under operational expenses can be utilised for transportation and distribution of seeds/seedlings. The seeds/seedlings/perennial vegetable seedlings can be distributed free of cost to farmers/households/institution/clusters and the cost of planting materials as per approved rate may be disbursed to the agency concerned as per the invoice.

FINANCIAL OUTLAY

| Sl. No. | Components | Physical | Unit Cost (₹) | Plan Total (₹ in lakhs) |
|--------------|--|----------|---------------|-------------------------|
| 1. | Seeds including traditional varieties @ Rs. 20/- per pkt.) | 301280 | 20 | 60.256 |
| 2. | Seedlings @ Rs. 2.50/- per seedling | 6025600 | 2.50 | 150.64 |
| 3. | Curry leaf/drumstick/any other perennial vegetable seedlings suitable for homestead cultivation (a kit of any two variety) | 301280 | 30 | 90.384 |
| 4. | Operational Expenses | | | 0.82 |
| TOTAL | | | | 302.10 |

(Rupees Three Hundred And Two Lakh And Ten Thousand Only)

While implementing the scheme JEEVANI - "Our Vegetable Our Health", considering the administrative sanction the following conditions should be strictly followed:

1. Good performing Farmer's Producers Organisations and Primary Agricultural Co-operative Societies with proven record must be included in the implementation of JEEVANI Programme.
2. The objective of the above components from which the funds are sourced for implementation of the project, should not be compromised at any cost.
3. The seeds/seedlings distributed should be geo-tagged for monitoring the survival rate, performance and future assessment.
4. A database on the beneficiaries, seeds/seedlings distributed through the programme, yield obtained, marketing, price received etc should be maintained. The contribution of this programme to the total vegetable productions of the State, income generation to farmers etc should be properly documented.
5. The JEEVANI Programme would be implemented in close co-ordination with Haritha Keralam Mission.
6. The expenditure should not be exceeded over and above the budget provision.
7. While implementing the scheme all the conditions mentioned in the circular issued towards the implementation of Vegetable Development Programme and JEEVANI - Nammude Krishi Nammude Aarogyam should be strictly adhered to.

The district wise target is attached as Annexure -1

MONITORING AND EVALUATION

At the block level, the Assistant Directors of Agriculture will monitor the programme and at district level, the Deputy Director of Agriculture (NWDPR) will be the Nodal Officer for the Scheme. The Principal Agriculture Officer will be responsible for the district level scheme implementation. At the state level, the Additional Director of Agriculture (Marketing, JEEVANI & Vegetable Cell) will monitor and review the progress of implementation of the scheme and shall be assisted by Joint Director of Agriculture (VC).

PAO's should submit monthly progress report for these amber book components before 5th of every month.

**Sd/-
Director of Agriculture**

To
All Principal Agricultural Officers

Copy to:

1. TA to Director of Agriculture
2. All Additional Directors of Agriculture at HQ

J. J. J.
12/3/2020
**Assistant Director of Agriculture (VC)
Directorate of Agriculture Development
and Farmers Welfare Department
Vikas Bhavan, Thiruvananthapuram - 33**

3. All Joint Directors of Agriculture at HQ
4. Principal Information Officer, FIB
5. Chief Executive Officer, VFPCCK
6. Managing Director, HortiCorp
7. Mission Director, State Horticulture Mission
8. DDA (Planning)
9. Finance Section
10. Accounts Section
11. IT Cell for uploading in the official website
12. Stock File

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Assistant Director of Agriculture (YC)
Directorate of Agriculture & Fisheries
and Fisheries Welfare Department
Vijaya Bhawan, Indraprastha, New Delhi - 110 002

Annexure - 1

| Sl No | District | Seeds @ 20/packet | | Seedlings @ Rs. 2.5/seedlings | | Perennials Seedlings (Muringa, Curry leaf/any other perennial vegetable seedlings Rs.30/ Kit) | | Operational Expenses (Rs.) | Total Financial (Rs.) |
|-------|--------------------|-------------------|-----------------|-------------------------------|-----------------|---|-----------------|----------------------------|-----------------------|
| | | Physical Nos. | Financial (Rs.) | Physical (Nos.) | Financial (Rs.) | Physical (Nos.) A kit of 2 varieties | Financial (Rs.) | | |
| | | | | | | | | | |
| 1 | Thiruvananthapuram | 16428 | 328560 | 300000 | 750000 | 15500 | 465000 | 5800 | 1549360 |
| 2 | Kollam | 16428 | 328560 | 300000 | 750000 | 15500 | 465000 | 5800 | 1549360 |
| 3 | Pathanamthitta | 16428 | 328560 | 300000 | 750000 | 15500 | 465000 | 5800 | 1549360 |
| 4 | Alappuzha | 21428 | 428560 | 400000 | 1000000 | 20000 | 600000 | 5800 | 2034360 |
| 5 | Kottayam | 26428 | 528560 | 500000 | 1250000 | 27500 | 825000 | 5800 | 2609360 |
| 6 | Idukki | 21428 | 428560 | 400000 | 1000000 | 20000 | 600000 | 5800 | 2034360 |
| 7 | Ernakulam | 16428 | 328560 | 300000 | 750000 | 15500 | 465000 | 5800 | 1549360 |
| 8 | Thrissur | 31428 | 628560 | 725600 | 1814000 | 35140 | 1054200 | 5800 | 3502560 |
| 9 | Palakkad | 26428 | 528560 | 500000 | 1250000 | 27500 | 825000 | 5800 | 2609360 |
| 10 | Malappuram | 21428 | 428560 | 400000 | 1000000 | 20000 | 600000 | 5800 | 2034360 |
| 11 | Kozhikode | 16428 | 328560 | 300000 | 750000 | 15500 | 465000 | 5800 | 1549360 |
| 12 | Wayanad | 26428 | 528560 | 500000 | 1250000 | 27500 | 825000 | 5800 | 2609360 |
| 13 | Kannur | 11428 | 228560 | 200000 | 500000 | 11000 | 330000 | 5800 | 1064360 |
| 14 | Kasaragod | 32716 | 654320 | 900000 | 2250000 | 35140 | 1054200 | 6600 | 3965120 |
| | Total | 301280 | 6025600 | 6025600 | 15064000 | 301280 | 9038400 | 82000 | 30210000 |

Sd/-
Director of Agriculture