

CIRCULAR

Sub: - Annual Plan Scheme - Market Development - Project proposal for Engaging Karshakamithras & Training and portal based service - Detailed working instructions issued - reg:-

Ref: - GO (Rt) No. 889/2019/AGRI (NCA) Department dated 27.09.2019, Thiruvananthapuram.

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In the annual plan 2019-20 an amount of Rs.1985.00 lakhs is allotted for the scheme, for Market Development under the Head of Account 2435-01-800-99 (P). "Karshakamithras and training and portal based service" is a component in the scheme. As per the reference cited above administrative sanction been accorded for the component : Karshakamithras and Training and portal based service" with a provision of Rs.96.15 Lakhs. This amount is for engaging 25 karshakamithras in Alappuzha and for the Karshakamithras continuing in Thrissur Districts.

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. For efficient marketing of agricultural produce involving households and homesteads in rural and urban areas effective utilization of a facilitator for produce reporting, procurement and marketing including e-marketing is essential. In this context engaging Karshakamithras and training and portal based service is proposed under the scheme "Market Development /Strengthening Agriculture Marketing 2019-20".

Objectives:

1. Improvement of market networking of the farmers and 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 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 panchayat/specified locality. The activities include reporting the production, facilitating procurement and marketing of the agricultural produce which may include e-marketing also. Detailed working instructions for the implementations of the scheme component "Engaging Karshakamitras and training and portal based service" are issued as follows:

Engaging Karshakamitras and Training and Portal Based Service:

It is a novel mechanism envisaged to act as a connecting link between farmers, department, markets and consumers for all activities related to the marketing of agricultural products. Karshakamitras will facilitate the production activities as well as procurement and marketing of the surplus produce from the households. On the other hand they will also facilitate the consumer to have fresh local produce at reasonable rates. The produce can also be sold through department facilitated markets.

A farmer representative designated as Karshakamitra who will act as a link between the Department and farmer will be selected in each gramapanchayat. 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. If such persons are not available any person willing to do these activities may be employed.

The "Karshakamitra" will visit households and farmer plots and report on the productions to the department through portal or any other means. In addition, he/she will help to bring the produce (marketable surplus) from the farmer's field/homestead to the collection centre/market even if it is a small quantity and facilitate its sale. Karshakamitra will aggregate/collect the produce from the farmers on daily basis on the procurement price fixed by VFPC/HORTICORP. Daily price fixed by apex body can also be considered for procurement and sales. For the case of procurement forecast of production should be prepared weekly and according to the quantity of surplus distribution needs to be planned. Consumers can be individuals or groups viz hotels, restaurants and other functions etc. Initially 50% of the market price will be given to the farmer and the balance will be credited to the account of the farmer once the sales proceeds are over. Selected person should own a smart phone and should be able to operate modern banking methods like Bhim app, google pay, paytm etc., for easy transaction of funds to the farmers. The details of produce thus collected will be provided to the Krishibhavan on a monthly basis as a written document along with work diary. However daily procurement and sales price of various commodities should be made available to the Krishibhavan for avoiding conflicts in the transaction.

Karshakamitras can also assist farmers to upload the information regarding the quantity of produce to be marketed and the price expected by the farmers in the webportal "Karshikavivarasanketham Oru Viralthumpil" or "Jeevani mobile app" or in such portals. He/she can also assist in collecting the details of field problems if any communicated by the farmer in the mobile phone and forward details to the officials concerned or to the callcentre for solutions. Call centre experts will give necessary advices and suggestions on the specific practices to be followed and to solve their field issues related to farming.

Thus the Karshakamitras will perform the threefold function of produce reporting, pest and disease reporting and market facilitations at homestead level and if necessary at field level.

The selection of Karshakamitras will be made by a committee consisting of Principal Agricultural Officer, Deputy Director of Agriculture (H) and Assistant Director of Agriculture (M) Karshakamitras will be give adequate training regarding their role duties and responsibilities by the Department.

To assess the performance of Karshakamitras following grading pattern is proposed for New Karshakamithra in Alappuzha District.

Sl. No.	Procurement per month (Quantity in Kg)	Transportation Allowance	Remuneration	Total
1.	Minimum 400 Kg per month	3000	3000	6000
2.	400-800 Kg per month	4000	4000	8000
3.	Greater than 800 Kg	5000	5000	10000

An amount of Rs.46.80 lakhs was given continous sanction for providing remuneration to 78 Karshakamitras in Thrissur Districts for 12 months @ Rs.5000 per head per month as per Order No.TP(2)12943/19 dated 01.08.2019.

Details of amount earmarked for Thrissur district for the transportation allowance of Karshakamitra is as follows:

Sl.No.		
1	Transportation allowances for 78 Karshakamitras for 12 months (for procurement of produce from homesteads & marketing	46.80 Lakhs
	Total	46.80 Lakhs

Details of amount earmarked for Alappuzha districts for engaging Karshakamitras and for their training, remuneration, transportation allowances as follows:

Sl.No.	Particulars	Amount in Lakhs
1.	Training to 25 New karshakamitras in Alappuzha District @ Rs.1000 per participant for 2 days	0.50
2.	Remuneration to 25 new Karshakamitras for 7 months @Rs.5000/-per head per month (9/2019 to 3/2020) 25 X 50000X 7 months)effecting on the spot part payment to farmers for the produce	
3	Revolving fund for new Karshakamitras for effecting on the spot part payment to farmers for the produce procured from them@ Rs.80,000/- per Karshakamitra (80000 X 25)	20
4	Creation of infrastructure facilities attached to krishibhavans to strengthen marketing activities of 25 new Karshaakamitras (Project based support) @ Rs.44000/-	11
5	Transportation allowance for 25 Karshakamitras @5000 for 7 months	8.75
	Total	49

An amount of Rs.0.35 Lakhs is also sanctioned for meeting other operational expenses as follows:

Sl.No	Particulars	Amount in Lakhs
1	Operational Expenses	
	a) District level @ Rs.10000 /- per district	0.2
	b) Head Quarters	0.15
	Total	0.35

Abstract of financial outlay is as follows:

Sl.No	Particulars	Amount	In Lakhs	Of	Rupees			
		Remuner ation	Transport ation allowanc e	Project based support	Revolvin g fund	Operatio nal expenses	Training	Total
1	Thrissur District		46.8			0.1		46.9
2	Alappuzha	8.75	8.75	11	20	0.1	0.5	49.1

	District							
3	Head Quarters					0.15		0.15
	Total	8.75	55.55	11	20	0.35	0.5	96.15

Registers as well as bill / credit slips are to be maintained by the Karshakamitras. Principal Agricultural Officers of concerned districts will provide the required registers through Krishibhavan to Karshakamitras. Modern technology should be followed, in billing the procurement and sale. One Agricultural Assistant in the Krishibhavan will be made accountable for supervising the activities including the verification of registers, work diaries, procurement, sales details, payment to the farmers. Based on the certificate issued by the Agricultural Assistant. The Agricultural Officer will effect the monthly remuneration to Karshakamitra. Revolving fund may be disbursed to the Karshakamitra as per the requirement after executing a bond and bank security.

The expenditure for implementation of various components of the scheme "Engaging Karshakamitras and training and portal based service" will be met from the Head of Account 2435 -01 -800 -99 (P) from the budget provision of 2019- 20 under Market Development and Post Harvest Management Scheme " Strengthening Agriculture Marketing".

Sd/-

Director


Agricultural Development &
Farmer's Welfare Department

To

Principal Agricultural Officers Thrissur and Alappuzha

Copy to

- 1.Planning section for making allotments.
- 2.Finance section
- 3.Technical Assistant to Director of Agriculture
- 4.IT Cell
- 5.CA to Director of Marketing
6. Stock file /Spare


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