

**THE DIRECTOR OF AGRICULTURE , DIRECTORATE OF  
AGRICULTURE DEVELOPMENT AND FARMERS' WELFARE, VIKAS  
BHAVAN, THIRUVANANTHAPURAM**

(Present Dr.K.Vasuki IAS)

Sub: Annual Plan 2020-21 – **Scheme on Market Development** – Continuous  
Administrative sanction accorded for selected components – orders issued- reg:

- Read: (1) G.O.(Rt) No.1025/2018/AGRI dated.10.10.2018.  
(2) Order No.12943/19 dated. 01-8-2019 of Director of Agriculture.  
(3) G.O. (Rt.) No. 636/17/Ad dated 23-06-17  
(4) Order No.12943/19 dated. 31-5-2019 of Director of Agriculture.  
(5) Annual Plan 2020-21.  
(6) Circular No. S.S.1/132 (1)/2020/Fin dated. 30.3.2020.  
(7) Circular no.21/2020/Fin dated. 08/4/2020.

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**Order No. ADFW/477/2020-TP2**

**Dated: 21.07.2020**

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Government of Kerala, vide order read 1<sup>st</sup> above accorded Administrative sanction for the implementation of the component '**Engaging karshakamithras and training portal based services**' under the scheme Market Development during the year 2018-19 for an amount of Rs.63.00 lakhs for the remuneration of 105 karshakamithras of Thrissur district debiting expenditure to head of account 2435-01-800-99 (P). As per reference (2) cited continuous administrative sanction was accorded for the component during 2019-20. Similarly Administrative sanction has been accorded for the component '**Agmarknet and Market Intelligence**' as per reference (3) cited and continuous administrative sanction was accorded for the component, as per reference (4) cited, during 2019-20.

During the financial year 2020-21, there is a budget provision of Rs.890.00 lakh for the scheme '**Market Development**' under head of account **2401-00-800-99 (P)**. Out of this, an amount of Rs.13.98213 lakh was allotted for encashment of bills not e-submitted to treasury upto 31.3.2020 and can be submitted on or before 18/4/2020 as per circular cited (6) above and an amount of Rs.604.7681 lakh was allotted for encashment of 'Queue' bills & WAMS clearance bills of 2019-20 as per circular cited (7) above. Hence the balance available for issuing Administrative sanction during 2020-21 is only Rs.271.24977 lakh as stipulated in the above mentioned circulars. Out of this, proposal has been submitted for Rs.230.00 lakh to Government for issuing Administrative sanction for components implemented through external agencies (VFPC & State Agricultural Prices Board) and hence the balance available is only Rs.41.24977 lakh. This amount is



earmarked for issuing continuous administrative sanction for the following continuing components:

### **I. Engaging Karshakamitras & Training and Portal Based Service (Rs.21.60 lakh)**

It is a novel mechanism envisaged 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 centres/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 proceedings 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 at present **72 no of karshakamithras** are continuing their work.

### **Financial Outlay**

An amount of **Rs.21.60 lakh** is sanctioned for payment of remuneration to 72 Karshakamitras of Thrissur district for 6 (six) months during 2020-21 as detailed below:



Sl No	Item	No. of Karshakam ithras	Rate / month	Period for which sanctioned	Total amount sanctioned during 2020-21(Rs. in lakh)
1	Remuneration of karshakamithras	72	Rs. 5000	6 (six) months	21.60

## II. Agmarknet and Market Intelligence (Rs.19.64977 lakh)

### Objectives

1. To provide accurate and reliable market information to farmers in advance
2. To utilize the prospects of ICT in disseminating market information to public
3. To facilitate operational and pricing efficiency in marketing system
4. To enable the farmer to fetch maximum price for his produce

The activities under this component are as follows:

#### a) Assistance for data collection (Rs.17.85 lakh)

There is a total number of 92 net nodes in the State, out of which unemployed youth are posted in 85 net nodes for the timely collection and uploading of data except the nodes in the 6 Agricultural Urban/Rural Wholesale markets ('EEC markets') and node linked with Chala Market where the data collection and reporting is done by the staff of the EEC market as well as that of the Directorate of Agriculture.

Selected youth will be entrusted with the effective reporting of regular and actual market data in the early hours of the day. The minimum price, maximum price, model price and quantity arrived needs to be collected and uploaded to the agmarknet portal during the same day itself. The data collected has to be conveyed to the reporting officer in charge of the node through e-mail or in written report who in turn will upload the same to the agmarknet website. This initiative taken up from 2011-12 onwards has enabled timely reporting of market data thereby providing necessary information to farmers.

For regular collection and reporting of the data, the payment of remuneration to the persons will be continued in 2020-21 also. An amount of **Rs.17.85 lakhs** is set apart for the payment of remuneration to persons attached to 85 net nodes @ Rs.3500/- per month for 6 (six) months of the year 2020-21.



Sl No	Item	No.	Rate / month	Period for which sanctioned	Total amount sanctioned during 2020-21(Rs. in lakh)
1	Remuneration to data collectors at Agmark net nodes	85	Rs.3500	6 (six) months	17.85

**b) Connectivity charges, purchase and replacement of computers in the Agmark net nodes, State Agmark Grading Laboratories and for Assistant Director of Agriculture (Marketing) (Rs.1.79977 lakh)**

There are 92 Agmark net nodes in the State, their market data is to be collected and uploaded to the website for easy access of the farmers. All the netnodes have computer and internet facilities and have been provided connectivity charges for uploading the market data to the agmark website. It is necessary that the connectivity charges to the net nodes have to be renewed regularly for un-interrupted uploading of data.

The Assistant Director of Agriculture (Marketing) of the districts have to monitor the progress of the scheme regularly and has to ensure that the data from all agmarknet nodes are been uploaded to the website regularly and that no anomalous reporting is being done. The Assistant Director of Agriculture (Marketing) of the district also has to gather sufficient information regarding the price, quantity and availability of various agricultural commodities being traded in the different markets of the districts and ascertain the marketing surplus and also the sudden rise and fall of prices of agricultural produce. To enable the same, computer/ printer and internet facilities are to be provided to the ADA(M) of the districts where such facilities are not available at present. Also some of the net nodes need computer replacement /repair which can be met from this scheme. The SAGLs also have to be strengthened with computer internet facilities to enable the chemist to get better knowledge of marketing trends and food quality parameters resulting in the smooth functioning of SAGLs. This will enable the SAGLs to popularize agmark certification among the consumers which will encourage more farmers to grade their produce under Agmark.

For regular reporting of the data, provision for connectivity charges, need based repair and replacement of computers and accessories will be continued in 2020-21 also. An amount of **Rs.1.79977 lakh** is proposed for this purpose.

## Abstract

Sl. No	Components	No.	Rate	Period for which sanctioned	Amount sanctioned (Rs. in lakh)
I.	Engaging Karshakamithras & Training and Portal Based Service	72	5000/-p.m.	6 months	21.60
II.	Agmarknet and Market Intelligence				
(a)	Assistance for data collection	85	3500/-p.m.	6 months	17.85
(b)	Connectivity charges, need based purchase and replacement of computers in the net nodes, SAGLs and office of the ADA(M)				1.79977
	Sub Total II				19.64977
	<b>Total</b>				<b>41.24977</b>

**(Rupees Forty one lakh twenty four thousand nine hundred and seventy seven only)**

In the circumstances mentioned above, continuous administrative sanction is hereby issued for implementation of selected 2 components of the scheme 'Market Development' during 2020-21 for an amount of **Rs.41.24977 lakh (Rupees Forty one lakh twenty four thousand nine hundred and seventy seven only)** for the following components:.

1. Engaging karshakamithras and training portal based services – **Rs.21.60 lakh**
  2. Agmarknet and Market Intelligence – **Rs.19.64977 lakh**
- Total** – **Rs.41.24977 lakh**



The required amount of Rs.41.24977 lakh can be met by debiting expenditure to head of account **2435-01-800-99 (Plan)** from current year's budget provision of Rs.890.00 lakh.. The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Orders read above.

Sd/-  
Director of Agriculture

*[Handwritten signature]*  
21/7/20  
Deputy Director of Agriculture (Plg)  
Directorate of Agriculture  
Thiruvananthapuram

To  
TM section of the Directorate for issue of detailed working instructions

Copy to  
TA to Director of Agriculture, CA to All Additional Directors of Agriculture of the HQ, State Agricultural Engineer, Senior Finance Officer for information

✓ IT section of the directorate for posting on the website  
SW Section

*[Handwritten initials]*