

**PROCEEDINGS OF THE DIRECTOR OF AGRICULTURE
DIRECTORATE OF AGRICULTURE DEVELOPEMENT AND
FARMERS WELFARE DEPARTMENT,
THIRUVANANTHAPURAM
(Present:Dr.K.Vasuki IAS)**

Sub:- Annual Plan 2020-21 – Vegetable Development Programme – Revised Continuous
Administrative Sanction accorded – orders issued.

Read:- 1) Order no.ADFW/474/2020-TP2 dated 8/6/2020
2) Note no.VC 8115/2020 dated 05/1/2020

ORDER NO. ADFW/474/2020-TP2 Dated.19/01/2021

Continuous Administrative Sanction was accorded for the implementation of the scheme Vegetable Development Programme vide reference 1st cited for components worth Rs.4073.48998 lakhs after deducting the amount allotted for encashment of pending bills of 2019-20 debiting expenditure to Head of Account 2401-00-119-85 (P).

Now, as per reference 2nd cited above, the implementing section has requested for revision in certain components under the scheme owing to their popularity at field level, by utilizing the savings available under other components under the scheme. Therefore the continuing components under the scheme “Vegetable Development Programme” are revised as follows:

1) Homestead vegetable cultivation, including onam vegetable production (Onathinu orumuram pachakkari) (Rs.1272.60694 lakhs)

Supply of Vegetable Seedlings

229.042776 lakh seedlings will be supplied to homesteads @ Rs. 2.50 per seedlings utilising an amount of Rs.572.60694 lakhs. The seedlings will be produced and supplied by the block Level and panchayat level nurseries established under Vegetable Development Programme and by Department Farms. The quality of seedlings will be certified by the District level VDP Implementing Committee.

The programme will be implemented observing the general guidelines as provided in administrative sanction mentioned in reference (1).

2) Cluster Development in Districts (Rs.1558.90399 lakhs)

Assistance to Clusters (Rs. 698.0632 lakhs)

For promoting commercial cultivation of vegetables, minimum 15 farmers will be formed as a cluster to take up cultivation in 5 ha of vegetable crops, either in garden land or wetland, as per availability and suitability. This component will be implemented throughout the state. The cluster members should select vegetable crops and varieties suitable for their locality. This may be on continuous area based approach or on scattered area basis. Assistance will be given @ **Rs.20000/- for non-pandhal types and Rs.25000/- for pandhal types per cluster** with a minimum area of 5 ha based on the revised subsidy norms for vegetable cultivation as per reference 8th cited. The total assistance for one cluster will be from Rs.1.00 lakhs to 1.25 lakhs depending on whether non-pandhal/pandhal varieties are cultivated. Each cluster shall be registered with a President and a Convenor. It should be ensured that cultivation in clusters is taken up in a minimum of 2-3 seasons, even if assistance is provided only for one season.

The production will be streamlined based on a 52-week production plan and details made transparent through an e-portal mechanism to ensure effective marketing.

Poor performing clusters will be delinked from support and new clusters will be formed.

While forming new clusters, Young Farmers' Clusters (members below 40 years of age) and Students Clusters (NCC/ NSS/Green Cadet Corps etc) will be given priority, considering the key role of youth in grooming the future of Kerala Agriculture.

Maintenance of Model Plots within Clusters

One Model Plot per block will be maintained within a cluster under the direct supervision of Assistant Director of Agriculture/Agricultural Officer concerned, so as to have a demonstrative value for the programme that can be replicated. In such model plots, all technologies will be adopted and innovations practiced. Activities under ATMA/ ATMA plus may be linked with such plots. Preference will be given for establishing demonstrations / FFS under ATMA in model plots. Separate documentation of such model plots will be made at district level.

Plant Protection Equipments (Rs. 13.29591 lakhs)

For effective and timely pest and disease management, availability of plant protection equipments with the cluster members is a must. To ensure this, the cluster member can avail assistance for purchasing knapsack or power sprayers required for the cluster, @ **Rs. 1500/unit**. It is targeted to distribute **892 Plant Protection Equipments** and for this **Rs. 13.29591 Lakhs** is set apart.

Vegetable Cultivation in Fallow Land (Rs.209.92544 Lakh)

Suitable area which is kept fallow for the last 3 years is selected and land preparation is done and cultivation of vegetable crop is undertaken. Fallow land, where vegetable cultivation can be done has to be identified. The cultivation can be undertaken through the individual farmers, landless agricultural labourers, farmer groups, youth clubs and any other organizations who are willing to undertake fallow land cultivation. An amount of Rs. 40,000/- per hectare will be given as assistance for undertaking one hectare of fallow land cultivation as per reference 8th cited. (Rs. 37000/ha for cultivators and Rs. 3000/ha for land owners). The assistance for cultivators will be for the activities from land preparation to harvest. Assistance will be provided to the owners of the land for giving the land for cultivation. Vegetable cultivation will be undertaken in an area of **524.8136 Ha** of fallow land, for which **Rs. 209.92544 Lakhs** is earmarked. Vegetable cultivation can be done in fallow either owned by the cultivators or in leased lands. **As far as possible SC/ST Farmers/Groups should be given preference for this programme.** Vegetable cultivation will be extended to fallow lands available under the ownership of department farms and PSUs also by involving farmers clusters and women groups.

The details of assistance proposed and district wise targets are given below:

Sl No.	Item	Assistance per Hectare (Rs.)	Area (Ha)	Total Amount Rs. in Lakhs
1	Cultivation Assistance	37000	524.8136	194.181032
2	Lease Value of the Land	3000	524.8136	15.744408
TOTAL		40000		209.92544

Staggered Clusters (Rs. 592.61944 lakhs)

Staggered clusters on area/individual basis can be implemented in an area of **2275.05248 ha (1522.8736 Ha for non-pandhal cultivation and 752.17888 Ha for vegetable cultivation with pandhal)** with a financial outlay of **Rs.492.61944 lakhs**. An assistance of **Rs. 20000/ha** for non-pandhal type vegetable cultivation and **Rs.25000/Ha** for vegetable cultivation with pandhal will be provided as per the revised subsidy norms vide reference 10th cited. Staggered Clusters are allotted over and above the Potential

	Sub-Total		2103.58 ha		Ha	492.61944
				457.30		
					2275.05248 ha	
(ii)	Cultivation of cool season vegetables in staggered clusters in Wayanad and Idukki	30000/Ha	333.33 Ha	100.00	333.33 Ha	100.00
e.	Production and distribution of seeds of traditional varieties	25000/Ha	80 Ha	20.00	80 Ha	20.00
f.	Promotion of Nutrition Garden					
i)	Distribution of saplings at 50 % subsidy @Rs.50/kit	50/kit	40000 kits	20.00	40000 kits	20.00
ii)	Commercial cultivation of perennial vegetables	20000/Ha	25 Ha	5.00	25 Ha	5.00
	TOTAL			1528.74093		1558.90399

(Rupees fifteen crores fifty eight lakh ninety thousand thousand and three hundred and ninety nine only)

3. Promotion of Urban Clusters and Waste Management (Rs. 375.00 lakhs)

a) Supply of Growbags for Terrace Cultivation in new clusters (Rs.347.835 lakhs)

It is proposed to provide assistance for popularising vegetable cultivation in urban areas, in terraces as well as homesteads. This component will be implemented through residence associations. Technical guidance will be provided by the Krishi Bhavans concerned. Agro Service Centres will act

as nodal points for providing continued technical support to these urban farmers.

For terrace vegetable gardens **25 nos. grow bags (1 unit)** planted with seedlings of 4-6 major vegetable crops, worth Rs. 2000/-, will be supplied to houses in Corporation, Municipal and Panchayat area in a need based manner allowing 75% subsidy i.e., **subsidy of Rs.1500/- per unit**. Growbags will have (40 cm X 24 cm X 24 cm size) 600 gauge, (150 micron thickness) white outer and black inner and should contain 10 to 13 Kg. potting mixture. The potting media combination should be as detailed below.

Sl.No.	Potting mixture component	Quantity
a)	Red soil *	8 Kg.
b)	Coir pith compost	1.50 Kg (pH should be above 5.0)
c)	Vermicompost/FYM/Other organic manures	300 g
d)	Bone meal	100 g
e)	Neem cake	100 g.
f)	Micronutrient	15 g

* In places where there is scarcity of soil for filling the bag, 50-60 % of the soil can be replaced by coir pith compost.

The growbag should contain vegetables seedlings of tomato, chillies, brinjal, cabbage, cauliflower etc. (3 seedlings/bag) along with seeds of cowpea, amaranthus or other varieties. Supply of seedlings of cool season vegetables, if any, should be done in appropriate season. The sample of growbags produced should be subjected to verification by Deputy Director of Agriculture (NWDPRRA) before commencement of distribution of each lot. Sample photographs of each lot should also be sent to the Principal Agricultural Office by e-mail.

Principal Agricultural Officers of concerned districts will arrange the supply of growbags with seedlings preferably from Department Farms, or other agencies like VFPCCK/VDP nurseries/Agro Service Centre/Karmasena/Kudumbasree units. Quality of growbags, potting mixture and seedlings should be ensured by the supplying agencies as well as the implementing officials before supply. The supplying agencies should do the follow up till the establishment of the seedlings. For arrangements of growbags, preference should be given to Department Farms.

A total of 23189 grow bag units will be supplied utilising an amount of Rs. 347.835 lakhs.

A random sampling and verification of the quality of growbags.

potting mixture and seedlings distributed should be carried out to ensure their adherence to the prescribed quality standards. Such reports should be filed by Officials. Leaflets/booklets explaining cultivation aspects, pest and disease management, irrigation and manure application etc. should be provided along with growbags.

This component may also be implemented in rural areas with space constraints.

b) Formation of Haritha Groups (Rs.7.165 lakhs)

Urban vegetable cultivation will be institutionalized by federating urban clusters of various residence associations at ward level to form "Haritha Groups". These groups will be registered under the Charitable Societies Act. At least 3 to 5 residence associations should join together to form a Haritha Group. An assistance of Rs.50000/- will be provided per Haritha Group to meet the expenses related to registration and other operational expenses.

An amount of **Rs.7.165 lakhs** is set apart for the institutionalization of urban vegetable growers into Haritha Groups and also for providing technical support and marketing facilities through local volunteers 'Haritha Mitras' to be engaged for this purpose. This will open a self employment opportunity for such volunteers.

The follow up and management of urban clusters shall be the responsibility of Project Director, ATMA of the district.

7) Digital Documentation (Rs.7.23 lakhs)

An amount of Rs. 7.23 lakhs is set apart for the State and district level visual documentation of vegetable development programme. The amount will be utilised for block and cluster level documentation consolidated at district level, for digital documentation at State level to be done by external agency or FIB etc. An amount limited to Rs.7.23 lakhs can also be meet for a study by reputed agency for the evaluation of the progress of cluster development programme and for documentation of best practices. Study should be commissioned and completed during the year 2020-21.

Financial Outlay

An abstract of the total revised financial outlay is furnished below.

Sl. No.	Components	Amount sanctioned as per reference 1 (₹ in lakh)	Revised sanctioned amount (₹ in lakh)
1	Homestead vegetable cultivation	1300.00	1272.60694
2	Institutional cultivation	200.00	200.00
3	Development of district clusters	1528.74093	1558.90399
4	Technical support and contractual appointments	50.00	50.00
5	Promotion of zero energy cool chambers	1.50	1.50
6	Promotion of urban clusters and waste management	375.00	375.00
7	Development support to graded clusters	63.00	63.00
8	Digital Documentation	10.00	7.23
9	Promotion of rain shelter	500.00	500.00
10	Micro-irrigation with fertigation	18.75	18.75
11	Additional support to best performing A grade clusters	5.00	5.00
12	Operational support	21.49905	21.49905
	Total	4073.48998	4073.48998

In the circumstances mentioned above, Continuous Administrative Sanction stands modified to the extent mentioned above only. The scheme shall be implemented abiding by the terms and conditions stipulated in the reference 1st read above.

Sd/-
DR. K. VASUKI IAS
DIRECTOR

To

VC section of the Directorate for issue of detailed working instructions

Copy to

Ch. vij.
Deputy Director of Agriculture (Pig)
Directorate of Agriculture
Thiruvananthapuram

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

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