

TF(2)15062/18

Office of the Director  
Agriculture Development and  
Farmers Welfare Department  
Thiruvananthapuram  
Date:20 /04/2018

**CIRCULAR**

Sub:- Annual Plan 2018-19 - **Scheme on Organic Farming & Good**

**Agricultural Practices** – Continuous Administrative sanction accorded -  
working instruction issued – reg.

Ref:- 1) G.O.(Rt) No. 644 /2017/AD Dated:29/06/2017, Thiruvananthapuram

2) GO.MS No. 136/2017/AD Dated 27/10/2017

3) Annual Plan 2018-19

4) Order No. TP(2) 7459/2018 Dated 16.04.2018 of Director of Agriculture

As per Govt. order cited (1) above administrative sanction had been accorded from Govt. of Kerala to implement the captioned scheme “ Organic Farming & Good Agricultural Practices ” during the financial year 2017-18. As per ref (4) cited, continuous administrative sanction has been accorded for the scheme during 2018-19 for an amount of Rs. 805 Lakhs, out of the total budget provision of Rs. 1011 Lakhs under the Head of Account **2401-00-105-85 Plan**.

Organic farming programme is a flagship programme of the State Government, being implemented since 2012-13, with the ultimate objective of transforming the State into completely organic. The programme was initiated in Kasargod district, which was declared as Organic district in 2012. Agricultural activities are promoted in an eco-friendly manner giving emphasis to the production and application of organic inputs, integrated methods for nutrient management and pest and disease management etc. The scheme was implemented through the formation of farmers' clusters and provided assistance for organic cultivation and certification. Establishment of organic manure production units and bio pesticide production units were also promoted. Ecoshops were also established for the sale of organic inputs as well as organic produce.

About 3000 ha were brought under good agricultural practices under the organic farming scheme in Kasargod district during the previous years and it is proposed to have 1000 Ha in the process of PGS organic certification. Consequently, the organic farming programme has been extended to other districts also giving emphasis to cluster approach and promotion of application of organic inputs, pest and disease surveillance restricting the usage of inorganic chemicals to the bare minimum, in a need based and judicious manner, strengthening marketing of organic inputs and organic agricultural produce by opening ecoshops, promoting branding, packing, labeling and direct marketing of local agricultural produce, strengthening of farmers' markets etc. The programme has been successful throughout these years of the 12<sup>th</sup> Five Year Plan.

The organic farming programme has been extended to other districts during 2015-16 giving emphasis to cluster approach and promotion of application of organic inputs, integrated methods for nutrient management pest and disease surveillance and restricting the usage of inorganic chemicals to the bare minimum, in a need based and judicious manner promoting integrated pest and disease management etc. Strengthening marketing of organic inputs and organic agricultural produce by opening ecoshops, promoting branding, packing, labeling and direct marketing of local agricultural produce, Strengthening of Farmers market etc. to consumers. It is proposed to continue the programme during 2018-19 also with the following objectives to consolidate over success.

Being a continuing scheme, Director of Agriculture Development & Farmers Welfare vide ref (4) above have accorded Administrative Sanction to continue the captioned scheme "Organic Farming & Good Agricultural Practices" during the current financial year 2018-19 for an amount of **Rs.805 Lakhs (Rupees Eight Hundred and Five Lakhs Only)** under the **H/A 2401-00-105-85 Plan** of "Organic Farming & Good Agricultural Practices 2018-19" for the following components.



Sl.N o.	Components	Physical Target	Rate of Assistance (Rs.)	Total Amount Sanctioned (Rs. In lakhs)
I	a) Organic farming under PGS through VFPCk and Krishi Bhavans	1000 ha	6000/Ha	60.00 L
	b) Manpower Support for Organic Farming (State & District level)			40.00 L
II	Promotion of Clusters for Organic Farming	263 Nos. of 5 - 25 Ha each	0.75 / cluster	197.00 L
III	i) Establishment of New Ecoshops	33 Nos.	2.00 L/ New Ecoshop	66.00 L
	ii) Strengthening of existing Ecoshops	149 Nos.	1.00 L / Existing Ecoshops	149.00 L
IV	Packing, branding and direct Marketing of Agricultural Produce			50.00 L
V	Operational Expenses including Documentation and Transportation			20.00 L
VI	Awards to best performer to Sampoorna Jaiwa Karshika Mandalam Programme			123.00 L
VII	Kuttand GAP Project			100.00 L
	<b>Total</b>			<b>805.00 L</b>

The following Working Instructions are issued for implementation of the scheme during 2018-19.

### **Objectives**

- o Making farming sustainable and remunerative.
- o Ensure agricultural biodiversity and food and nutritional security.
- o Create organic villages with the active participation of farmers and farmers groups (clusters).
- o Ensure the local availability of organic inputs by promoting on-farm production units.
- o Strengthening the marketing of organic produce and ensuring profitability.
- o Facilitate and support certification of organic produce.
- o Marketing the GAP certified products under a separate logo and brand name
- o Ensure safety in food production.

### **Programme**

Continuing Sanction has been accorded for implementation of the scheme during 2018-19 for the following approved components.

#### **I. a) ORGANIC FARMING & PGS CERTIFICATION THROUGH VFPCCK AND KRISHI BHAVANS**

##### **i) Through VFPCCK**

Participatory Guarantee System (PGS) system for Organic Farming will be continued for the III year in Kasargode district. All the vegetable crops of selected panchayaths will be brought under organic certification. To help farmers to undertake organic farming and to ensure availability of required organic inputs as well as technical



( and marketing support, the services of identified service providers will be utilized. Assistance @ Rs.6000/- per ha (Rs.3000/ha for organic cultivation and Rs.3000/ha for certification) for II year will be provided for PGS system of organic certification in Kasargode district under the auspices of the Vegetable and Fruit Promotion Council of Keralam (VFPCCK) in an area of 1000 ha. An amount of **Rs. 60.00 lakhs** is earmarked for this purpose.

ii) Through Krishi Bhavans

**Participatory Guarantee System (PGS)** will also be adopted for organic certification in all other districts except Wayanad through PKVY (GOI scheme). The Krishi Bhavan will act as Regional Council for the respective panchayath under PKVY scheme and certification will be carried out through the 3 tier extension machinery. All Principal Agricultural Officers will contact Regional Council for Organic Farming (RCOF) and ensure that the Krishibhavans are registered as Regional Councils. Effective cordination will be provided at the district level and by the State Organic Farming Cell. Good Agricultural practices (GAP) certification also will be implemented in all districts by the Department of Agriculture.

b) **MANPOWER SUPPORT FOR ORGANIC FARMING (State & District level)**

The three tier agricultural extension machinery of the Department of Agriculture, functioning at panchayat, block and district levels will verify the safe-to-eat and PGS agricultural practices followed by the farmers at field level. It is proposed to engage additional manpower for co-ordinating, supporting and documentintg the activities at State level and at District level.

The adoption and PGS Certification activities in Kasargod district initiated in the last few years where already 1000 ha are under organic cultivation, will be taken up by

the VFPCCK for PGS certification. In all other districts of the State, the GAP certification will be implemented by the Department of Agriculture. All efforts will be done to ensure Good Agricultural Practices & Safe-to-Eat food production in general. The **Participatory Guarantee System (PGS)** will be adopted for organic certification. The Principal Agricultural Office will act as regional council for the respective district and the certification will be carried out through the 3 tier extension machinery.

The Principal Agricultural Officers at district level will have overall control of the programme. Deputy Director of Agriculture (NWDPRA) will be designated as the District Nodal Officer (DNO), The Assistant Director of Agriculture (Marketing) is designated as the Certificate Issuing Officer (CIO) and Agricultural Officers of the area as Inspectors. The ADAs at block level will co-ordinate the activities under his jurisdiction. The Secretaries of Agriculture Wholesale Markets will also involve in the activity.

At State level, Directorate of Agriculture will be registered as the Zonal Council with Additional Director of Agriculture (M) as the State Nodal Officer of the Zonal Council. He will be supported by the Joint Director of Agriculture (PP) under whom the State Organic Farming Cell will function.

The State Organic Farming Cell and Manpower Support at District level will continue to function for effective co-ordination of the programme at State and District levels.

#### **I. State Organic Farming Cell (Rs. 9.72 Lakhs)**

The State Organic Farming Cell constituted at the Directorate of Agriculture to co-ordinate the organic farming activities of the State will continue to function observing its mandate. An amount of Rs.9.72 lakhs is set apart for meeting the expenses of the State Organic Farming Cell as follows.



Designation	Number	Mode of appointment	Remuneration
Co-ordinator	1	On contract	Rs.30000 pm for 12 months
Technology Manager	1	On contract	Rs.25000 pm for 12 months
Organic Farming Facilitators	2	On contract	Rs.13000 pm for 12 months
Deputy Director of Agriculture	1	On deployment	-
Assistant Director of Agriculture	1	On deployment from SAMETI	-
Technical Assistant	1	On deployment	-
<b>Total</b>			<b>9.72 Lakhs</b>

The Deputy Director of Agriculture, State Organic Farming Cell will be in charge of leading the organic farming programme of the State to success. He/She will co-ordinate the various activities envisaged under the programme at district, block and field level, maintain tie up with the implementing officials at all levels, give technical guidance and ensure that all activities as envisaged in the action plan are executed effectively in a time bound manner throughout the State. He/she will also take necessary steps for registration of brand name and logo. The Cell should maintain details of updated data on the various activities occurring in the State and the area, production and marketing of produce. They should maintain and update market information regarding organic produces both in intrastate and interstate markets and even international markets and provide proper guidance to farmers and ecoshops for the sale and marketing of farmers' produce.

The Technology Manager will assist the Deputy Director of Agriculture in effectively performing his duties for the successful implementation of the programme.

The Facilitator will maintain updated data of the programme and work under the control of the Deputy Director of Agriculture.

## II. District level Manpower (Rs.30.28 Lakhs)

The following manpower will be continued at district level for effective implementation of the programme with a provision of Rs.30.28 lakhs, as follows.

Designation	Number	Mode of appointment	Remuneration	Amount required (Rs in lakhs)
Technology Manager	1 per district, for 13 districts except Kasargode	On contract	Rs.25000 pm for 12 months	39.00
Facilitator	1 per district, for 13 districts except Kasargode	On contract	Rs.13000 pm for 12 months	20.28
<b>TOTAL</b>				<b>59.28 Lakhs (Limiting to Rs. 30.28 Lakhs)</b>

Eventhrough the total fund requirement for district level manpower works out to Rs.59.28 Lakhs, the same is limited to Rs. 30.28 Lakhs, due to shortage of budget provision. However, the balance amount of Rs. 29.00 Lakhs (59.28 -30.28 ) may be met from savings under other components of the same scheme, based on actual requirement.

The contract staff of State Organic Farming Cell will be appointed by the Director of Agriculture by following standard procedure and will function under the district control of Additional Director of Agriculture (M). In Kasargode district, VFPCCK will implement the PGS Certification programme.



( The contract staff at the district level will be appointed by the Principal Agricultural Officer by following standard procedure and will function under the Direct control of the concerned Deputy Director of Agriculture (NWDPR) at the district HQ.

( The district wise targets allotted is furnished in Annexure – I )

## **II. PROMOTION OF NEW CLUSTERS FOR ORGANIC FARMING – Rs.197.00 Lakhs**

During the year 2018-19 sanction has been accorded to establish **263 new clusters** for GAP certification with a contiguous area of 5 ha per cluster. An amount of Rs.3000/- per Ha is provided for the empowerment of new clusters and for group activities such as irrigation common composting, pooling together of organic inputs and distribution, group cultural practices, development of common marketing facility etc. An amount of **Rs.197.00 Lakhs** may be earmarked for this purpose @ Rs. 75000/- per cluster. Assistant Directors of Agriculture will prepare an Action Plan for each clusters and got it approved by Principal Agricultural Officers of the concerned districts.

( The district wise targets allotted is furnished in Annexure – I )

## **III. ESTABLISHMENT OF ECOSHOPS – Rs.215.00 Lakhs**

Ecoshops are proposed to be established for carrying out marketing of organic produce. Altogether 214 ecoshops have been established so far, including **149 nos.** Established during 2017-18. During 2018-19, it is proposed to establish **33 new ecoshops**. The safe to eat produce of GAP clusters produced following Gap standards can be sold through these outlets with proper packing and labelling at premium price. Ecoshops may be established on franchisee mode by the farmers organisation so as to get the benefit to the farmers and shall be established in appropriate places like near the main Government offices, bus stands etc. The produce offered for sale should be packed and labelled. Assistant Director of Agriculture should identify suitable building for starting the ecoshops.

An amount of Rs 2.00 lakhs is proposed for establishing a new ecos hops ie. creating infrastructure facilities, transporting of organic produce, procurement expenses and working capital etc for each Ecoshop. Out of this, 1.00 lakh is to be set apart as revolving fund. Thus an amount of **Rs. 66.00 lakhs** is proposed for this component. The programme for each ecoshop shall be approved by Principal Agriculture Officer. A committee headed by the head of local body will select a suitable facilitator from among the cluster members. Deputy Director of Agriculture (NWDPR), Assistant Director of Agriculture (Marketing), Assistant Director of Agriculture of the block ,leader of the clusters and Agricultural Officer will be the members of the committee. The committee can fix the remuneration for the facilitator from the date of functioning of the ecoshop. ADA (M) of the Principal Agricultural Offices will closely monitor the functioning of all the ecoshops and ensure that only GAP certified produces are sold through ecoshops. Quantity of produce sold and cost realized should be collected by ADA (M) on monthly basis.

It is also proposed to provide financial support @ Rs.1.00 Lakh to 149 ecoshops established during the previous year, for maintenance of activities including purchase of equipments and other essential materials, payment of rent, hiring of vehicle for transportation of products etc. An amount of **Rs.149.00 Lakhs** is proposed for this purpose.

( The district wise targets allotted is furnished in Annexure – I )

#### **IV. DIRECT MARKETING OF LOCAL AGRICULTURAL PRODUCE** **( PACKING, BRANDING, LABELING ETC. )**

In order to create consumer preference in favour of GAP Certified produce, sanction is accorded to conduct direct marketing of local produces to the consumers of selected corporations and municipalities in assorted kits. Selected farmer clusters under GAP certification abiding the guidelines given below, alone will be entrusted with this



programme. The produce from such clusters will be sorted, cleaned, graded and packed as assorted kits costing Rs. 50/- and Rs.100/- each and will be delivered to residences of urban areas, after prior assessment of demand through Residents' associations. The kits will be prepared in sacks of jute or other eco-friendly material with a label certifying local production following Good Agricultural Practices, under the brand name "Kerala Organic" and logo as shown below.



(In English)

Kerala Organic  
(LOCALLY PRODUCED FOLLOWING GOOD AGRICULTURAL PRACTICES)  
Source - \_\_\_\_\_ gramapanchayat  
Certified by Department of Agriculture, Kerala

(മലയാളത്തിൽ)

കേരള ഓർഗാനിക്  
(നല്ല കാർഷിക മൃഗകൾ പാലിച്ച നാടൻ ഉല്പന്നം)  
ഉറവിടം - \_\_\_\_\_ ഗ്രാമപഞ്ചായത്ത്  
കേരള കൃഷി വകുപ്പ് സാക്ഷ്യപ്പെടുത്തിയത്

( Labelled sacks will be used by farmer clusters as prescribed by the Department of Agriculture. Such clusters, if necessary, may avail the help of Local Self Help Groups like Kudumbasree for packing and distribution of kits to households, based on commission basis.

All Residents Associations will be contacted well in advance to ascertain their demand. The daily demand and demand during special occasions like festivals, marriage in a locality shall be assessed in advance and sales done based on this.

Support will also be provided to clusters for hiring vehicles for transporting the vegetable kits to the sales destination. Motor carts / Cycle carts will be provided for further distribution of the kits to the doorstep of the consumer based on the area to be covered.

Sanction is accorded to extend this programme to **17 New Municipalities** during 2018-19 for the above activities. An amount of **Rs.50.00 lakhs** is set apart for this purpose.

( The district wise targets allotted is furnished in Annexure – I )

#### **V. OPERATIONAL EXPENSES**

Various components are implemented under Organic Farming scheme which require extensive field visits such as verification of GAP Certified plot at frequent intervals, verification of organic manure production units, Working of Ecoshops etc. Granting Awards to the best LSGD units and LA segments is one of the component sanctioned under the Organic Farming Scheme during 2018-19 which also require field visits. Operational expenses can be utilised for meeting the expenses towards the following.

- For the selection of awardees under the scheme, extensive field visits are to be conducted both at State and District level
- To meet the expenses towards additional facilities such as purchase of computer and accessories, etc for strengthening the organic farming cell



- Meeting all the expenses related to distribuon of awards to best performing LA Segments and LSGD units such as documentation, printing records etc.
- Expenses for giving training and conducting review meetings
- Documentation of the scheme including **Field Diary**
- Field publicity
- Hiring of vehicles to conduct field visits

An amount of Rs. 20.00 lakhs has been sanctioned for this purpose. Out of this an amount of Rs. 6.00 lakh kept at State HQ and Rs. 14.00 lakhs for the districts, thus a total of **Rs. 20.00 lakhs** has been earmarked for this component.

**Table (1)**

Sl. No.	Office	Amount (Rs. in Lakhs)	Rermarks
1	State Head quarters (OFC at Directorate of Agriculture)	Rs.6.00 Lakhs	Rs.6.00 Lakhs is required to meet the expenses for selection of Awards, Trainings, Review Meetings and Hiring of vehicles for field visits and other operational expenses of State Organic Farming Cell etc.
2	District level Organic Farming Cell (PAOs)	Rs. 14.00 Lakhs	Rs. 1.00 Lakh for each district(1X14 district) to carryout expenses such as purchase of computer system and other accessories (need based), conducting trainings, meetings, field visits, <b>Field Diary</b> and other opertational expenses etc.
	<b>Total</b>	<b>Rs. 20.00 Lakhs</b>	

( The district wise targets allotted is furnished in Annexure – I )

**VI. AWARDS TO BEST PERFORMERS UNDER SAMPOORNA JAIVA  
KARSHIKA MANDALAM PROGRAMME**

Cash Awards can be given for best performing Legislative Assembly Constituencies and Local Self Governments at district, block and grama panchayat levels to create a motivation and healthy competitive spirit among the farming community and the public for ensuring the success of organic farming programme. Three awards each are proposed to be given at each level, as shown below.

1. With a view to giving impetus to the organic farming movements being taken up in various LA segments and to develop healthy competition, it is proposed to give awards to 3 best performing LA constituencies.
2. Within a district, it is proposed to give 3 awards to the best performing gramapanchayats also.
3. Regarding Municipalities, 3 municipalities (state wide) which have taken maximum efforts in propagating organic farming methods will be considered.
4. *Corporations will be ranked state-wide as there are only 6 corporations in the state.*

**Criteria for awards**

Following criteria shall be adopted in the selection of awardees:

- Only those LA constituencies/ gramapanchayats/ Municipalities/ Corporations which have switched over to / in the process of converting to organic practices
- Total area under cultivation, each crop and the extent brought under organic farming for each crop.



- Variety and quantity of organic inputs used, their source, number of units of organic inputs production in the gramapanchayat (organic manures, biofertilizers and biopesticides)
- Quantity and availability of green manures.
- Cattle population, Animal husbandry practices adopted, degree of integration with farming practices
- Recycling of biowastes
- No. of organic certified farming units/ individual farmers with certification.
- No. of farmer clusters/ NGOs/ other groups/ individual farmers practising organic farming
- No. of campaigns/seminars/other propaganda conducted for popularising organic farming during the period under study
- Percentage of LSGD funds under productive sector set apart for organic farming projects, number of projects and their achievements.
- Number of biogas plants

#### **Period for consideration of awards**

The activities organized for promoting organic farming in the area during the period from 1<sup>st</sup> April 2017 to 31 July 2018 will be considered for awards. Wide publicity may be ensured to canvas maximum applications under each category.

#### **Amount of awards**

##### **o For Legislative Assembly constituencies:**

I prize	-	Rs.15.00 lakhs
II prize	-	Rs.10.00 lakhs
III prize	-	Rs.5.00 lakhs

##### **o For Gramapanchayats within each district**

I prize	-	Rs.3.00 lakhs
II prize	-	Rs.2.00 lakhs

( III prize - Rs.1.00 lakhs

o **For Municipalities (state wide)**

I prize - Rs.3.00 lakhs

II prize - Rs.2.00 lakhs

III prize - Rs.1.00 lakhs

o **For Corporation (state wide)**

I prize - Rs.3.00 lakhs

*It is mandatory that the award amount shall be used only for activities related to the promotion of organic farming.*

**Selection**

A model application has to be prepared at the Directorate level and forwarded to Principal Agricultural Officers, Veterinary Hospitals, LSGDs etc . The last date of receiving applications is fixed as 31/08/2018. A committee consisting of representatives of Departments of Agriculture, Animal Husbandry, Kerala Agricultural University, LSG Department shall vet the applications, visit each area and select the best performers. Wide publicity should be given among Legislative Assembly Constituencies, municipalities, Corporations and Grama Panchayats.

It is proposed to implement this component with a financial outlay of **Rs.123.00 lakhs**, as follows.

Sl. No.	Particulars	Amount/unit (Rs. in lakhs)	Total amount required (Rs. in lakhs)
1	<b>Award to LA Constituencies (State level)</b>		
	I prize	15.00	15.00
	II Prize	10.00	10.00
	III Prize	5.00	5.00
2	<b>Award to grama panchayats (district level)</b>		



I prize	3.00	42.00
II Prize	2.00	28.00
III Prize	1.00	14.00
<b>3. Award to Municipalities (state level)</b>		
I prize	3.00	
II Prize	2.00	6.00
III Prize	1.00	
Award for Corporation (state level)		
I prize	3.00	3.00
<b>TOTAL</b>		<b>123.00</b>

A Technical Committee may be constituted at State level for periodical evaluation of the organic farming activities in the field and for processing of award applications with the Director of Agriculture as the Chairman, Additional Director of Agriculture (M), Chief (Agriculture) of State Planning Board and Mission Director State Horticulture Mission, Deputy Director of Agriculture, Organic Farming Cell as members the State coordinator (Organic Farming Cell) as the Convenor.

*The award may be finalised by a Committee constituted with the Agricultural Production Commissioner as the Chairman, Director of Agriculture as the Convenor and Chief (Agriculture) of State Planning Board, Director of Panchayats and the Mission Director State Horticulture Mission as members.*

**( The district wise targets allotted is furnished in Annexure – I )**

### **Financial Outlay**

During the current financial year, there is a budget provision of Rs. 1011.00 Lakhs for the scheme “ Organic Farming and Good Agricultural Practites” under head of account 2401-00-105-85 (P). Out of this an amount of Rs. 705.00 Lakhs is proposed to be utilised for implementation of the following continuing components.

Sl.No.	Components	Physical Target	Rate of Assistance (Rs.)	Total Amount Sanctioned (Rs: In lakhs)
I	a) Organic farming under PGS through VFPCk and Krishi Bhavans	1000 ha	6000/Ha	60.00 L
	b) Manpower Support for Organic Farming (State & District level)			40.00 L
II	Promotion of Clusters for Organic Farming	263 Nos. of 5 - 25 Ha each	0.75 / cluster	197.00 L
III	i) Establishment of New Ecoshops	33 Nos.	2.00 L/ New Ecoshop	66.00 L
	ii) Strengthening of existing Ecoshops	149 Nos.	1.00 L / Existing Ecoshops	149.00 L
IV	Packing, branding and direct Marketing of Agricultural Produce			50.00 L
V	Operational Expenses including Documentation and Transportation			20.00 L
VI	Awards to best performer to Sampurna Jaiwa Karshika Mandalam Programme			123.00 L
	<b>Total</b>			<b>705.00 L</b>

**(Rupees Seven Hundred and Five Lakhs Only)**



The expenditure under the scheme will be debited to Head of Account **2401-00-105-85 Plan** from current years budget provision. The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Orders read above. The Working Instructions for Kuttanad GAP will be issued separately for Rs. 100.00 Lakhs.

Since Agriculture is a season bound activity, timely implementation of the scheme has to be ensured and this should be reflected in the monthly booking of expenditure from April 2018 onwards.

Monthly progress report should invariably contain component wise physical and financial targets and achievements, number of beneficiaries and the stage of implementation of each components. Since the Government is giving emphasis to women participation and gender budgeting, maximum efforts have to be made to include women beneficiaries in the scheme. The number of women beneficiaries and the amount utilised for such beneficiaries (Component wise) should also be separately shown in the monthly progress report.

### **MODE OF IMPLEMENTATION**

At the State level, the scheme will be monitored by Additional Director of Agriculture (M) and assisted by Joint Director of Agriculture (PP). Organic Farming Cell will coordinate the programme at state level. At the district level Principal Agriculture Officer will monitor and evaluate the scheme. The Deputy Director of Agriculture (NWDPR) will implement the scheme and will furnish the monthly progress report on Organic Farming activities to Directorate of Agriculture on 5<sup>th</sup> day of every month. The implementation of marketing components under the scheme will be supervised by Assistant Director of Agriculture (M).

The Principal Agricultural Officers should take immediate action to assign block level targets and also direct the Assistant Directors of Agriculture to assign Krishi Bhavan wise targets. The consolidated Krishi Bhavan and Block level targets should be communicated in the name of Additional Director of Agriculture (M) on or before 27<sup>th</sup> April 2018.


Sd/-

Director (i/c)

Agriculture Development & Farmers Welfare Department

Copy to:

- (1) All Additional Directors of Agriculture
- (2) All Principal Agricultural Officers
- (3) All Assistant Directors of Agriculture
- (4) CA to DA
- (5) IT website

  
JOINT DIRECTOR OF AGRICULTURE (PP)  
DIRECTORATE OF AGRICULTURE  
VIKAS BHAVAN, TRIVANDRUM.



## Organic Farming Scheme 2018-19

Components (Amount in Lakhs)

Organic Farming Scheme 2018-19															
Components (Amount in Lakhs)															
Sl. No.	Name of Districts	I		II		III				IV		V	VI	Grand Total	
		a) ORGANIC FARMING & PGS CERTIFICATION THROUGH VEPCK AND KRISHI BHAVANS	b) MAINTNANCE OF STATE ORGANIC FARMING CELL AND DISTRICT LEVEL MAN POWER SUPPORT	PROMOTION OF CLUSTERS FOR ORGANIC FARMING	ESTABLISHMENT OF ECOSHOPS	DIRECT MARKETING OF LOCAL AGRICULTURAL PRODUCE ( PACKING, BRANDING, LABELING ETC. )	AWARDS TO BEST PERFORMERS UNDER SAMPOORNA JAIVA KARSHIKA & MANDALAM PROGRAMME	OPERATIONAL EXPENSES (INCLUDING DOCUMENTATION & TRANSPORTATION)							
									Target	Target	Target	Target	Target		Target
		Fin (Rs. In Lakhs)	Fin (Rs. In Lakhs)	Phy (Nos.)	Fin (Rs. In Lakhs @ Rs. 0.75L / Cluster)	Phy (Nos.)	Fin (Rs. In Lakhs @ Rs. 1L/No. Of Ecoshop)	Phy (Nos.)	Fin (Rs. In Lakhs @ Rs. 2L/No. of Ecoshop)	Total amount	No. of clusters selected	Fin (Rs. In Lakhs @ Rs. 3 L/ cluster)	Fin (Rs. In Lakhs)	Fin (Rs. In Lakhs)	Target
1	Thiruvananthapuram	0	2.53	20	15.00	10	10	3	6.00	16.00	1	3.00	6.00		Fin
2	Kollam	0	2.30	15	11.00	5	5	3	6.00	11.00	1	3.00	6.00	1.00	43.53
3	Pathanamthita	0	2.30	18	13.50	8	8	2	4.00	12.00	1	3.00	6.00	1.00	34.30
4	Alappuzha	0	2.30	20	15.00	15	15	2	4.00	19.00	2	6.00	6.00	1.00	37.80
5	Kottayam	0	2.30	15	11.25	12	12	2	4.00	16.00	1	3.00	6.00	1.00	49.30
6	Idukki	0	2.45	30	22.50	18	18	3	6.00	24.00	1	3.00	6.00	1.00	39.55
7	Ernakulam	0	2.30	20	15.00	5	5	2	4.00	9.00	1	3.00	6.00	1.00	55.95
8	Thrissur	0	2.30	25	18.75	15	15	3	6.00	21.00	2	6.00	6.00	1.00	36.30
9	Palakkad	0	2.30	22	16.50	14	14	3	6.00	20.00	2	6.00	6.00	1.00	55.05
10	Malappuram	0	2.30	22	16.50	12	12	2	4.00	16.00	1	3.00	6.00	1.00	51.80
11	Kozhikode	0	2.30	15	11.25	5	5	2	4.00	9.00	1	3.00	6.00	1.00	44.80
12	Wayanad	0	2.30	18	13.50	8	8	2	4.00	12.00	2	5.00	6.00	1.00	32.55
13	Kannur	0	2.30	15	11.25	12	12	2	4.00	16.00	1	3.00	6.00	1.00	39.80
14	Kasaragode	0	2.30	8	6.00	10	10	2	4.00	14.00	1	3.00	6.00	1.00	39.55
	VEPCK	60.00	0	0	0			0	0	0	0	0	0	0	60.00
	HQ (Directorate of Agriculture)	0	9.72	0	0	0	0	0	0	0	0	0	0	0	30.00
15	TOTAL	60.00	40.00	263	197.00	149	149.00	33	66.00	215.00	17	50.00	123.00	20.00	705.00

Director of Agriculture