

CIRCULAR

Sub: Agricultural Department- Annual plan 2018-19- Wayanad Package Scheme-
continuous administrative sanction-Implementation- working instructions issued-
reg-

Ref: 1. Plan document of Annual budget 2018-19
2. GO (Rt) No 1070/2017/AD dated 30/10/2017
3. Order No TP (2)15005/2018 dated 4/4/2018 of Director of Agriculture

Vide reference (2) cited above, Government of Kerala have accorded administrative sanction for the implementation of Wayanad Package Scheme during 2017-18 for an amount of Rs 1900.00 lakhs. As per the annual plan 2018-19, the scheme is proposed to be continued during the current financial year with a total allocation of Rs 1900.00 lakhs.

The components of the scheme are:

Sl No	Components	Amount (Rs in lakhs)
1	Integrated Pepper Development	1230.00
2	Soil ameliorants	175.00
3	Water resource development	285.00
4	Development of location specific crops	150.00
5	Promotion of scented rice (jeerakasala, gandhakasala)	50.00
6	Project implementation unit	10.00
	TOTAL	1900.00

The working instruction for the implementation of 'Promotion of scented rice' with a financial allocation of 50.00 lakhs rupees is issued herewith.

Wayanad is a land of scented rice. The varieties Jeerakasala and Gandhakasala have got geographical indication. These varieties are mainly being cultivated and preserved by the tribal communities of the district from very long time

before. Traditional varieties are conserved and cultivated by the tribal communities of Wayanad, especially in Panamaram, Mananthavady and Sultan bathery blocks.

Jeerakasala and Gandhakasaala are scented speciality rice varieties of the district. These varieties have a distinct aroma and has high nutritional and medicinal values. If processed properly, packed, labeled and marketed, these varieties will fetch better price in the domestic, national and international market.

Scented varieties are mainly cultivated as single crop. At present scented rice varieties are being cultivated in 355 Ha covering 387 padasekharams under 4 blocks in Wayanad district. It is proposed to increase the area of cultivation by about 200 Ha. The productivity of these varieties is 2 MT/Ha.

The project proposal envisages the following activities:

1. Assistance for cultivation of Jeerakasaala and Gandhakasaala varieties (Rs 20.00 lakhs)

It is proposed to promote cultivation of Jeerakasaala and gandhakasala varieties in an area of 200 Ha. Financial assistance @ Rs 10000/ Ha will be provided towards the cost of cultivation.

2. Marketing of Speciality Rice (Rs 30.00 lakhs)

As the first step a Farmer Producer company by the name '**Wayanad Speciality Rice Producers Company**' will be registered with the specialty rice farmers of Wayanad district as members. Membership of the company shall be mandatory for availing financial assistance. The Company can register with SFAC; the nodal agency for farmer producer companies. A director Board with seven members will be elected from among the members of the company. It is to be ensured that members representing all the areas under cultivation of specialty rice will come in the Director Board. Principal Agricultural Officer, Wayanad will be the facilitator of the company. Director Board can take decisions on value addition and marketing of the produce.

An amount of Rs 30.00 lakhs will be set apart for the purpose and the same will be released based on the detailed project report submitted. Initially the amount will be utilized as revolving fund for procurement and marketing activities of the company. 10% of the amount can be utilized for developing infrastructure facilities. Based on the satisfactory performance of the company for a minimum of three years, an amount not more than 40% of the fund can be converted into grant for acquiring infrastructure and transportation requirements.

The revolving fund can be utilized for the following activities:

1. Opening office facilities with basic infrastructure requirements

2. Establishing storage facilities
3. Procurement and transport of produce from farmers' premises
4. Infrastructure development for processing, packing, branding and labeling
5. Transporting of products to various outlets like agrobazars, ecoshops, super markets of public and private sector agencies.
6. Organizing awareness classes for members to update them on latest technology from cultivation to processing, value addition and marketing.

The sale proceeds including profit will be accounted properly and distributed as per the existing rules of the company.

For further area expansion of scented varieties and establishing the farmer producer company, assistance from other schemes can also be converged.

Activities organized through the producer companies have the advantage of proper price realization for the produce, opportunity for collective marketing, lessening marketing issues, enabling farmers to concentrate more on crop production, availing credit facilities for farm related activities, ensuring standards of quality production, enhancing keeping quality through proper packing and setting up of welfare measures for the members of the company.

For the effective and timely implementation of the scheme component 'Promotion of scented rice', Principal Agricultural Officer has to issue block wise targets and the progress in implementation has to be closely monitored. The Principal Agricultural Officer should see that the same is reached upto the lowest field functionary of the Krishi Bhavan by April 2018 itself.

Publicity

Since the same is a special programme, it may be given wide publicity through mass media - audio, visual and print - at State and district levels. The services of Farm Information Bureau should also be utilized for this purpose. Principal Information Officer should look into the case to give maximum coverage.

Monitoring and evaluation

Block level Assistant Directors of Agriculture shall give proper guidance for the successful implementation of the programme and at district level Deputy Director of Agriculture (H) will be monitoring the progress of achievement of the scheme. At the state level the programme will be monitored and evaluated by Additional Director of Agriculture (P).

Sd/-
Director of Agriculture


Joint Director of Agriculture (WM)
Directorate of Agriculture
Thiruvananthapuram-33

To

Principal Agricultural Officer, Wayanad
Project Directors (ATMA), Wayanad

Copy To:

TA to Director of Agriculture
CA to Additional Director of Agriculture (Plg)
CA to Additional Director of Agriculture (CP)
CA to Joint Director of Agriculture (WM)
Deputy Director of Agriculture, IT Cell
(for uploading in the website)