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Directorate of Agricultural Development
& Farmers Welfare Department,
Vikas Bhavan, Thiruvananthapuram
Date 14-05 -2018

CIRCULAR

Sub: Annual Plan 2018-19 - Scheme for Special Agriculture Zone-
Establishment of Flower Marketing Society in Wayanad -working
instructions issued -reg

Ref: (1) G O (MS) No 22/2018/AD dtd 19/02/2018

(2) G O (MS) No 23/2018/AD dtd 20/02/2018

(3) TP (2) 17170/18 dtd 07/05/2018

Government of Kerala as per the order read first above have accorded administrative sanction for the implementation of the scheme of Special Agriculture Zone for the establishment of Flower Marketing Society in Wayanad with the budget provision of Rs 20 lakhs.

In India, floriculture comprised flower trade, production of nursery plants and potted plants, seed and bulb production, micro propagation and extraction of essential oils. Though the annual domestic demand for the flowers is growing at a rate of over 25% and international demand at around Rs. 90,000 crores, India's share in international market of flowers is negligible (0.61%). However, India is having a better scope in the future as there is a shift in trend towards tropical flowers. This will benefit us and can be gainfully exploited considering the high amount of diversity in our indigenous flora.

The agro-climatic situations in Kerala, one among the small states of India, are ideal for production of flower crops, especially around homesteads in open as well as under protected conditions. Our hilly tracts and high ranges (500 m to 1500 m above MSL, mean temperature around 24 C, climate and lateritic soil) are ideal for production of most of the cult flowers like orchids, gladiolus and gerbera, lilies, rose etc, especially under protected conditions. Surprisingly these flowers comprise more than 80% of the flower trade globally. Kerala has lessons to learn from the small state Sikkim in how they flourish in terms of employment and income generation through

introduction and export-oriented cultivation of just one singly flower crop, the orchids, as a lucrative livelihood for rural women. This has been possible due to the easy farming method of orchids in the favorable agro-climatic conditions. Orchid growers in Sikkim have been producing around 10 million cut flowers annually through group cultivation and other programs of the state government and women contribute to more than 70% of the activities in the flower trade.

Floriculture has a vital role to play in the socio-economic uplift of the rural folks of Wayanad in terms of its capacity for employment and income generation, particularly for rural women, leading to poverty reduction. In rural India, nearly one-third of women workers' person days are lost annually, while in the cities 15% of working days of women go unutilized. In this context, commercial cultivation of high value flowers as a group activity, especially in small homesteads, has a lot to offer in empowering our rural women and youth both with sustainable income and self-employment opportunities. A booming floriculture industry would not only do wonders for the local economy but also add another dimension to the State's efforts on women empowerment.

Constraints and Problems of Floriculture

- Lack of sufficient awareness and knowhow among the farmers about cultivation of flower crops.
- Lack of good quality planting materials
- High cost of planting materials especially for high value flower plants
- Lack of proper marketing channels
- Requirement of high initial investment, especially for cut flowers.

Objectives

- Promote commercial cultivation of flowers in homesteads, open fields and poly houses for income generation
- Arrange quality planting materials of flowering plants
- Supporting infrastructure development for flower cultivation

Programme

The following crops can be selected during this year

1. Gerbera 2. Gladiolus 3. Orchids (Dendrobium and Phalaenopsis)
4. Heliconia 5. Torch Ginger. 6. Marigold 7. Cut foliage (of late it was understood that a good number of entrepreneurs are exporting cut foliage from Kerala to the gulf countries).

The project is envisaged to be implemented in four types of farming systems

- (i) Inside protected structures like polyhouses and rain shelters: gerbera, gladiolus, orchids and cut foliages
- (ii) Open fields: gerbera, gladiolus, marigold and cut foliages
- (iii) Homesteads: gerbera, gladiolus, orchids, heliconia, torch ginger, marigold and cut foliages
- (iv) As intercrop in coffee plantations: gerbera, orchids, heliconia, torch ginger and cut foliages.

Three types of farmer clusters- Flori clusters-will be formed under the programme viz Poly House cluster, Open field cluster and Grow bag/pot cluster. Each cluster will have 25 to 50 farmers. There will be a leader for each cluster. Preference will be given to SC/ST farmers, women farmers and unemployed youths while forming clusters.

The project will be implemented in 3 locations

- (i) Sulthan Bathery Block (Ambalavaya, Nenmeni, Noolpuzha and Meenangadi Panchayats, Sultan Battery Municipality and Karapuzha Project Site)
- (ii) Panamaram Block (Mullankolly and Pulpalli Panchayats)
- (iii) Mananthavady Block (Priyadarsini Estate, Pancharakolly)

Seed/planting materials

Will be prepared and supplied from RARS, Ambalavayal. It should be made available to the farmers at subsidized rates if possible. From the tissue culture lab at RARS, TC plantlets especially that of Orchids should be made available to the farmers.

The PAO, Wayanad will intimate the quantity of seeds/planting materials (crops and item-wise) required for the project well in advance of RARS, Ambalavayal so as to arrange the supply in time.

1) SAZ for Flowers - Wayanad

Establishment of Flower Marketing Society (Rs.20.00 lakhs)

Under the scheme 'Development of flowers 2018-19, floriculture is being undertaken in potential panchayats of Wayanad Special Agricultural Zone by forming 'flori villages'. The scheme is being implemented with a cluster approach. In order to provide effective forward linkage for the produce of flori villages through procurement and marketing, it is proposed to establish a Flower Marketing Society in Wayanad under SAZ scheme. Collection centre at block level is also proposed for procurement of flowers. The society will be constituted with selected members from farmer clusters and collection centres and registered under Charitable Societies Act 1955. The society will facilitate collection, post harvest management, packing and marketing of flowers and ensure sustainable returns to the producer.

The funds earmarked for the component will be utilised as follows.

Sl. No.	Items	Amount (Rs. in lakhs)
1	Infrastructure development activities (for post harvest management, packing etc. purchase of vehicle not allowed)	5.00
2	Transport subsidy for the produce @ Rs.1.5 per kg up to 25 km, Rs.2.00 per kg above 25km up to 50 km and Rs.2.5 per kg above 50 km	5.00
3	Revolving fund (for registration, making spot payment, hiring of vehicles, other essential activities etc)	10.00
	Total	20.00

The Principal Agricultural Officer concerned will be in charge of implementation and monitoring of SAZ at district level. The Principal Agricultural Officer shall submit consolidated fortnightly status report of each SAZ to the Directorate as per working instructions.

A separate **Register for SAZ** has to be maintained by the nodal sections and implementing sections at State level and by the Principal Agricultural Officer at district level which shall be kept updated for providing realtime information regarding SAZ.

Since Special Agricultural Zone is a flagship programme of the Government for enhancing domestic production & productivity and thereby farmers income, the nodal sections and implementing sections shall work hand-in-hand for the successful implementation of the programme and realisation of its ultimate objectives.

Financial Outlay

The expenditure for the implementation of the project will be met from the head of account **2401-00-102-79- Plan** -Special Agriculture Zone from current year's budget provision.

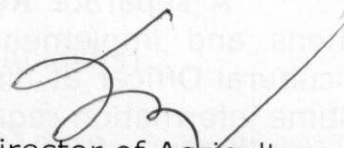
Terms and conditions to be followed while implementing the scheme

- 1) The provision under Special Agriculture Zone scheme shall be utilized only for group based activities.
- 2) No individual assistance shall be provided under the scheme.
- 3) Technical sanction from competent authority has to be obtained wherever applicable before implementation.
- 4) Government norms and rates have to be strictly adhered for purchases, works etc.,
- 5) Detailed action plan and calendar for activities have to be prepared and communicated to the Director of Agriculture prior to implementation.

Anticipated Outcome

Implementation of Special Agriculture Zones will pave way for convergence based result oriented scheme preparation and scheme implementation. All the activities of department will be converged in the zones to generate maximum production, productivity and maximum profit to the farmers. This will be achieved through scientific methods of production, value addition of produces and strengthening of market infrastructure and equipping farmers to become managers of the value chain. Thus ultimately Kerala agriculture will be transformed into a

profitable venture on par with other promising production sectors capable of attracting and sustaining the younger generation in this noble vocation.



Director of Agriculture
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THIRUVANANTHAPURAM, KERALA

To

Principal Agricultural Officer, Wayanad

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All Joint Directors of Agriculture
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