

CIRCULAR

Sub :- Annual Plan 2018-19 – Scheme on Agro Service Centres and Service Delivery –Establishment of 20 Agro Service Centres – Administrative Sanction accorded – Working instruction issued – Reg.

- Ref:- 1 . GO(Rt)No. 83/2017/AD/AGRI (IFA) Dt. 28/1/2017
2. GO (Rt) No. 818/2017 AGRI. Dt. Thiruvananthapuram, 24/8/2017
3. GO.(Rt.) No.39/2017/ SPD Dt. Thiruvananthapuram, 6/7/2017
4. Order No: TP(2) 7465/18 Dt. 28/04/2018 of Director of Agriculture

As per the reference cited 2nd above, administrative sanction has been accorded for the scheme “Agro Service Centres and Service Delivery” during 2017-18 .

As per the annual plan 2018-19, the scheme is proposed to be continued during the current financial year with a budget allocation of Rs. 3167 lakhs and as per reference cited 4th continuous Administrative Sanction has been accorded for the scheme “**Agro Service Centres and Service Delivery**” with a provision of total Rs. 2471.705 lakhs under the H/A 2401-00-113-83 and 4401-00-113-98 plan; for the year 2018- 19. One of the component of the scheme is “**Establishment of 20 new Agro Service Centres**” under the head of account 4401-00-113-98 (Plan) for the year 2018-19. An amount of Rs. 640 lakhs earmarked for this component.

Agro service Centres (ASC) are established at block level to facilitate integration of services like mechanization, ATMA based extension, credit support, weather advisory services, soil testing support and technology based services. In order to render full-fledged service to the farmers at a single point it is necessary that the various requirements of farmers such as agricultural inputs farm related information like credit etc are brought under a common service centres. The Panchayat Raj institutions are expected to provide additional infrastructure support Agro service Centres. These centres act as technology and information disseminating centres with facilitating role in field visit. The farmer service centres proposed at the block level under the Cooperative Department will be linked with Agro service Centres for input delivery. The Agro Service Centres should function as one stop shop for all the requirements of farmers.

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Activities proposed for implementation through Agro service Centres

1. Providing labour and machinery to farmers, to support agricultural activities in the farmers field
2. Hiring machinery and equipments to kharshika karmasena, and to facilitate the functioning of karmasena
3. Production and distribution of seeds and planting materials, fertilizer and micronutrients
4. Setting up of Bio-pharmacy for the supply of biocontrol agents, pheromone traps, biofertilizers, organic manures etc.
5. Developing a pest surveillance and crop health management team focusing on plant protection operations.
6. Setting up of a repair and service unit for the repair of equipments and machineries and agricultural implements.
7. Cultivation of fallow land with the support of local self government institutions.
8. Facilitating marketing of farmers produce.

The following activities are proposed in the second stage which are more technical in nature.

1. Layout of micro irrigation structures like sprinkler and drip irrigation system in farmers field. Construction of rain shelters and poly houses for farmers.
2. Construction of modern cattle shed, poultry and goat shed, fish ponds with fish rearing advice etc.
3. Establishment of soil testing laboratories, managed by the centres.

4. Technology mediator and facilitator: The centres are expected to help farmers in purchase of machineries, technology etc. available in other states/district identified through the ATMA exposure visit in consultation with technical officers of the Department of Agriculture and allied sectors.

Additional activities like supporting services in agriculture could be taken up depending on potential and local requirement. The technology adoption facilitation role should be taken up with the support of technical officers. These centres should function to support extension activities where service supports are required for increasing technology adoption, increasing productivity and income reducing cost etc.

Technical Programme – Establishment of new Agro service Centres

New Agro service Centre will be established at **block** level to facilitate integration of services like mechanization, ATMA based extension, credit support, soil testing support, marketing support etc. The mobile agro clinic established at block level will help to improve the mobility of field staff for better extension activities and to take up activities.

The Agro service Centres is established to initiate a farm mechanization project on self supporting basis. The main components suggested in the setting up of Agro service Centres at block level are as follows:

1. Man-power

Working group members has to be selected giving wide publicity and as per selection procedure and Number of working group members can vary from 15-25 . The candidates will be selected only from the specified block area by a selection process through newspaper advertisement.

Five members will be ITI/ITC holders and 5 VHSE holders and 5 SSLC holders

1. ITI/ITC holders – Group for repair and service unit and training core.
2. VHSE holders – Group for diagnostic and clinical filed core
3. SSLC holders – Group for service delivery core

a) Constitution of an Agro service Centres

Agro service Centres will be registered in each block under Charitable Society's Act 1955 with atleast 7 members selected preferably who got training from any institution regarding the agricultural operations, agricultural machinery, operation/repair and maintenance, plant protection operation, nursery management etc. The registered members will elect President, Secretary, Treasurer etc. The Agro service Centres will function as per

the directions of the management committee and high power committee constituted for the management and supervision of the Agro service Centres and working group formed under this. **Those members who will leave the centre within 1 year after getting training will have to remit the amount incurred for training ; and they will have to give an undertaking in bond paper in this regard.**

b) **Office secretary / Facilitator**

The office secretary / Facilitator must be selected specially from among the retired Agricultural Officer with high leadership quality capable of running the Agro Service Centre in a successful manner. Office secretary/ Facilitator will be the chief officer of the Agro Service Centre and shall be paid initially for one year from scheme and thereafter from the business of Agro Service Centre. He will keep records of day to day activities of the Agro Service Centre, accounts, bank operation stock book of machinery and assets and prepare operational calendar of Agro Service Centre. He will be centre in charge for receiving and processing online service requests and allotting machinery and work force to each work request. The facilitator must preferably be having knowledge in computer operations.

Facilitators who leave the centre within 1 year after getting training will have to remit the amount incurred for training ; and they will have to give an undertaking in bond paper in this regard.

c) **Governing set up and custodianship**

The day to day functioning of the Agro service Centres will be over seen by a management committee. **The management committee comprises**

- President and Secretary of the registered society of Agro service Centres.
- The Assistant Director of Agriculture of the concerned block.
- Agricultural Officers of the concerned block.
- President of the agency which is running the Agro Service Centre . (Applicable only in cases where 50% of the investment is by the agency)

The management committee will be convened in every month and deliberate day to day functioning of the centre and make suitable decision in the day to day business as per decisions taken in high power committee and also as per guidelines issued by governing body/government.

The service personnels may be organized into groups for the discharge of a particular type of work. The service calendar may be prepared in advance and assigned to service groups.

All the service personnel will hold account in the bank. The service charges will be collected and remitted to the bank and service personnel will be given their remuneration on weekly basis. A portion of the service remuneration may be deposited in welfare fund of the member. A matching contribution will be given out of the profit generated by the Agro service Centres.

An office secretary/ Facilitator can be appointed by the Agro service Centre to keep all the assets and record the day to day transactions of the service centre. They shall be paid as decided by the management committee.

As per the recommendation of of high power committee PD(ATMA)give permission to purchase of machinery by Assistant Executive Engineer (Agri.) observing store purchase rules Assistant Executive Engineer (Agri.) purchase the machienery observing store purchase rules .The machinery will be handed over to the agency on agreement. On proper functioning of starting of the work by the agency,observing directions from Department of Agriculture . In order to promote private entrepreneurship in Agro service Centres persons who have undergone training in Agro Clinics and Agro service Centres by NABARD may also be given preference. In that case an MoU should be signed with the Agriculture Department regarding custodianship and to assure that the machinery should not be under private ownership.

d) **Constitution of High power Committee**

In order to guide and control the activities of the Agro service Centres and the working force constituted under this, a high power committee will be constituted as follows:

1. President of the concerned block panchayat (Chairman)
2. Assistant Director of Agriculture of concerned block (Convenor)
3. The block Panchayat member of the division in which the Agro service Centre is located (Member)
4. Panchayat Presidents of the concerned block (Member)
5. President of Agro service Centre (Member)
6. Secretary of Agro service Centre (Member)

7. Agricultural Officer of the Krishi Bhavans of the Blocks (Members)
8. Convenors of Padasekhara Samithies/Crop cluster and Other Crop Samithies (Member)
9. Representatives of the Banks of the concerned block (Member)

The high power committee shall meet at least once in 6 months and deliberate effective functioning of Agro service Centres. The meeting shall be convened by the Assistant Director of Agriculture chaired by Block Panchayat President. The service charges for each service and remuneration charges to service persons of Agro service Centre will be approved by high power committee. Mode of functioning of the unit will be decided in the high power committee adhering to the guidelines issued by Government from time to time.

e) Linkage with karshika karmasena

Agro service centres will be in close linkage with the Karshika karma sena of the panchayaths in the block. When agro service centres get service request or manpower in excess to their capacity of the centre ; the works will be allotted to the Karshika karma sena , nearest to the location of work . Karshika karma sena can hire machinery from Agroservice centres as per the work requirement and pay the rent .

Machinery and other Arrangements

1. Purchase of Machineries

The selection of machineries should be done based on the actual demand and requirement of the locality with reference to crops cultivated, area under different crops, nature of land and soil labour shortage. This must be decided based on discussion in the Agro service centre management committee considering the suggestions from the agricultural officers of the Krishibhavans in the block. Minutes of the management committee must be sent along with the decision of the high power committee to PD(ATMA) for purchase of machinery. PD ATMA issue purchase sanction to AExe Agri. AExe(Agri) purchase the machinery as per the Government orders /observing store purchase rules and issue the machinery to ADA/ASC. Assistant Executive Engineer(Agri) purchase the machinery from **RAIDCO, KAICO, and KAMCO as per GO** and observing store purchase rules from other institutions . The outlay proposed for the purchase of machinery for Agro service Centres is **Rs. 22 lakhs**. Local bodies can contribute as many machinery as they can. Agricultural machineries such as power tiller, reaper, thresher, power sprayer,

brusher cutter, portable pump sets, tractor, coconut climber, copra drier, combined harvester etc can be purchased.

2. Setting up of Office

An amount of Rs. 2 lakhs is earmarked for operational expenses which could be used for purchasing and hiring of small transportation vehicles, for hiring skilled labour, appointing staffs for the centres, meeting the hiring charges etc. An office set up is to be made to keep the machineries and for proper management which can be with block panchayath office or any other place identified suitable by this local bodies. If the Agro Service Centre is taken up by any service cooperative society, they may set up the office with all facilities such as home, furniture, computer etc. An amount of Rs. 2 lakhs is also provided for the infrastructure facilities mentioned above.

3. Maintenance Fund

Maintenance fund of Rs. 3 lakhs is provided in the scheme for the registration of tractor tiller etc. and maintenance of machinery for running and service of machineries at crucial points for intervention and also for preparing shed or shelter for maintaining the machineries.

4. Operational expenses

Operational support will be given for the **first year** for the Agro Service Centres for hiring skilled labour or appointing staff to the Centre, for meeting hiring charges etc. The payment for Office Secretary @ Rs 12000/- p.m, fixed monthly stipend of Rs.1000 to the workers to avoid drop-outs among the members. The workers may also be paid a yearly uniform allowance of Rs.1000/- similar to those paid to mechanics and drivers.

sl. no.	Item
1	Payment to facilitator @ Rs. 12000/month
2	Stipend to working group member 1000/month
3	Uniform allowance Rs. 1000/year for members (S.S.L.C holders only)
	Total

A total of **Rs 1.9 lakhs** is sanctioned for this component The amount can be utilised as per the decision of the mangement committee .

5. Training to Agro service members

Fund for conduct of the training for **Agro service Centres** started in 2018-19 is sanctioned as follows

Sl.No	Item	Fund/ASC (Rs. in lakhs)
1	First Level training to 15 trainees per ASC @ 0.10 lakh/trainee for 10 days	1.5
2	Second level training to 15 trainees per ASC @ 0.1 lakh training for 10 days	1.5
3	Training to facilitator 10-20 days training	0.1
	Total	3.1

The first level training will be given by AEE Agri through custom hiring centres , KKAIC/ KAMCO . The second level training will be given by District ATMA in association with RATTC /FTC . Training to facilitator can be given by ARS Mannuthy.

Guidelines to be followed for the functioning of Centres

1. At least 2 ITI certificate holders and 2 VHSE Certificate holders should be ensured in all Agro service Centres.
2. The Management Committee should be met on monthly basis
3. The Agricultural Officer of the Krishi Bhavan where the centre is located should be the nodal officer for the centre to support the Assistant Director of Agriculture.
4. Each Agricultural Officer in the management Committee under the block should utilize the services of agro service centres in their Panchayath area, the works under fallow land cultivation, and under peoples plan programme can be linked with service of agro service centres. This will increase the work of centres as well as help to increase the income of the centre. Publicity should be given through krishibhavans regarding the services and machineries provided by agro service centres.
5. Assistant Director of Agriculture and Agricultural Officer may identify suitable schemes for linking with the activities of the Agro service Centres.
6. Project Director, ATMA may facilitate the preparation of action plan to be taken up through the Agro service Centres linking with implementation of ATMA, ATMA Plus,

LEADS and other extension programmes. Some of the suggested activities are distribution of MTAs, Plant Protection activities based on MTAs and requirement activities linked to allied sectors etc.

7. ATMA may organize the required training programme for those working in the Agro service Centres including technical training. The support of ARS, Mannuthy as well as other centres could be used for training. The technical training should be organized depending on the requirement.

8. Wherever vacancies arise necessary action should be taken to fill these vacancies in time. Those who are not reporting for their consecutive works in a month may be required to give an explanation and if it is not satisfactorily substitution may be posted from list with the approval of committee. Action should be taken to change those who are not interested to work or those whose outputs are very poor. A committee may be constituted at block level to assess the performance of the members of the group.

9. **The activities of Karshaka Karma Sena established at Panchayat level should be linked with Agro service Centres for increasing output.**

10. Assistant Director of Agriculture and Agricultural Officer should support the innovative activities taken up by the Agro service Centres. The Agro Service centre to be encouraged to take up innovative activities to augment income, support local services as well as for the long term sustainability of the centre.

11. Project Director, ATMA should review activities of Agro service Centres on monthly basis.

12. Adequate notices should be kept in all Krishi Bhavans and panchayats under the block regarding the services provided by Agro service Centres.

13. The centres will collect weather data from the nearby source for preparing advisory services including crop health management.

14. Contact number and services provided by Agro service Centres should be published in all MTAs and newsletters for increasing awareness about the activities of the centres.

15. Monthly Progress Report about the centre should be collected by the Project Director, ATMA and the consolidated report should be send to Director of Agriculture.

Selection of agency for Establishing Agro service Centres (ASCs)

The agency who are willing to provide a front office and machinery yard to keep farm machinery will be given preference for establishing Agro service Centres. A minimum space of 20 m² is required for the office and 200m² to hold farm machinery. The facilitator and Agro service Centres officials (Secretary/President) can be seated in the office. . Computer with internet facility and mobile call centre will be set up. Project Director, ATMA will identify the location for the Agro service Centre.

The component wise financial breakup of the programme is detailed in Annexure 1.

Monitoring:-

At the district level, the scheme will be monitored and implemented by Project Director, ATMA in coordination with the Assistant Executive Engineer (Agri) under the overall supervision of Principal Agricultural Officer.

At the state level, Additional Director of Agriculture (Extension) will monitor the scheme with the coordination of State Agricultural Engineer.

The monthly progress report should be submitted by Project Director, ATMA in the name cover of Additional Director of Agriculture (Extension) before 5th of every month.

The expenditure for the scheme will be met from the budget provision of **Rs. 640 lakhs** set apart for Agro service Centres under under the head of account - **H/Ac 4401-00-113- 98 (P) Plan.**

Sd/-

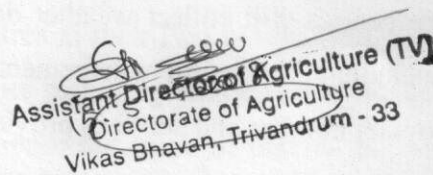
Director of Agriculture

To

All Principal Agricultural Officers,
All Project Directors , ATMA.
All Assistant directors of Agriculture.
All Agricultural Officers, Krishibhavans .

Copy to:

CA to the Director of Agriculture
CA to all Additional Director of Agriculture
CA to State Agricultural Engineer
CA to Joint Director of Agriculture (AR & T) at Headquarters/Senior Finance Officer
TP Section – for allotment of funds to district as per Annexure
Deputy Director of Agriculture, IT Cell – to publish in the website
TV/Fin Section/TG Section
Stock File/Spare


Assistant Director of Agriculture (TV)
Directorate of Agriculture
Vikas Bhavan, Trivandrum - 33

ANNEXURE 1

FINANCIAL OUTLAY OF ESTABLISHMENT OF AGRO SERVICE CENTRES

UNDER AGROSERVICE CENTRE AND SERVICE DELIVERY

2018-19

Head of Account 4401-00-113-98 Plan.

Sl No	Item	Per unit (Rs in lakhs)
Establishment of Agro service Centre		
a)	Machineries	22
b)	Setting up of office	2
c)	Maintenance fund	3
d)	Operational expenses	1.9
e)	Training to members	3.1
Total		32

(Rupees thirty two lakhs only)

Sd/-

DIRECTOR

PLAN OF ACTION TO ESTABLISH AGRO SERVICE CENTRES

Select suitable blocks and panchayat. Inform selected block before 1/5/2018 . Block level Assistant Director of Agriculture and Assistant Executive Engineer (Agri) notify the requirements of working group by giving wide publicity as detailed below:

1. Invite application from VHSE holders
2. Invite applications from ITC/ITI qualified hands
3. From SSLC dropouts/persons with capacity to read and write below the age of 50 years and engaged in agricultural activities.
4. From retired Agricultural Officer for office Secretary/Facilitators @ 1 per Agro service Centres.

The working group will have 15-25 members. VHSE holders, ITC/ITI holders have to be recruited @ not less than 5 members per Agro service Centres from each category.

If more number of applications are received than the actual requirement, an eligibility test (half an hour) can be conducted for screening and finalization of selection of numbers under each category. Application should be called for adhering to the block level jurisdiction.

Time Schedule

- | | | |
|----|--|------------|
| 1. | Selection of blocks and finalization | 23-05-2018 |
| 2. | Recruitment of man power | 01-06-2018 |
| 3. | Registration | 01-07-2018 |
| 4. | Purchase of machienery and training of members | 01-08-2018 |
| 5. | Functioning inauguration | 17-08-2018 |

Sd/-

Director of Agriculture.