

TA(1)15445/17

Directorate of Agricultural Development
& Farmers welfare Department
Thiruvananthapuram, Dtd: 6/06 /2017

CIRCULAR

Sub: Agriculture Department –Scheme on comprehensive development of Rice -2017-2018 – project based assistance for convergence at block level and mini rice mill for local processing - working instructions issued-
reg

- Ref: 1. G.O(Rt) no.479/2017/Agri (Planning A) dtd 05/05/2017.
2. Circular No.TA(1)26519/17 dtd 27/03/2017.

Under the Scheme "Comprehensive Rice Development scheme 2017-2018" vide reference 1st, administrative sanction has been accorded for the implementation of Project based assistance for convergence at Block Level and mini rice mills for local processing including special varieties of rice and support for packing and certification. The working instruction for other 13 components which are included in the Green Book under the same scheme has already been issued on 27/03/2017 vide reference 2nd. The "Comprehensive Rice Development scheme 2017-2018" is to be implemented under the H/A2401-00-102-90 plan, comprising the following components for the balance amount of Rs.1500.00 lakh for full implementation of the scheme, meeting the expenditure from the budget provision of Rs.7000.00 lakh.

1. **Project based assistance for convergence at block level.**
2. **Mini rice mills for local processing including special varieties of rice and support for packing and certification.**

The following working instructions are issued for the implementation of the components:

Objectives:

The area under rice has been declining consistently over the last three decades. Various factors like high cost of cultivation, high labour charge, labour

shortage, low yield, and invasion of cash crops and conversion of land for non-agricultural purposes contributed to this decline in area.

The focused interventions through State Plan Schemes, LSGD Schemes and Central Sector Schemes like Rashtriya Krishi Vikas Yojana (RKVY) and introduction of paddy procurement in all districts attributes to the increased trend in area and production noticed in the rice sector. The ultimate objective of Rice Development during the 13th plan is to augment the rice area in the State to 3 lakh ha.

The following strategies would be adopted for sustaining and improving Rice cultivation in the state during 2017-18 viz. sustaining existing area under paddy cultivation, financial assistance for group farming activities, concentrating on major rice growing tracts of the state, assistance for Paddy development Agencies, promotion of Specialty Rice Cultivation and operational support to Padasekhara Samithies for group farming.

- **Prevention of decline in area under Paddy land and Wetland through legal means**

- i) Operationalisation of 'Conservation of Paddy land Wetland Act 2008'
- ii) Verification of Data Bank prepared at LSGI level under the above Act using spatial technology with assistance of KSREC.

- **Increasing area under paddy cultivation through-**

- i) Promotion of fallow land cultivation
- ii) Instituting awards for LSGIs who bring maximum area under fallow to paddy cultivation
- iii) Conversion of single crop paddy lands to double/triple cropped lands
- iv) Promotion of upland rice cultivation
- v) Project based support for Rice Development in Urban Area including assistance to educational institutions

- **Developing infrastructure and mechanisation facilities**

The Project Based Assistance for convergence at Block level – for development of irrigation facilities, infrastructure, large scale mechanisation etc is to be supported.

- **Registered Seed Growers Programme (RSGP) for production of quality seeds at regional level**
- **Rice Innovation Fund (Rice Year Programmes) and establishment of Special Agri Zones (SAZ) for paddy**
- **Emphasis on processing , branding and marketing**

Programme:-

The scheme "Rice Development Programme" is proposed to achieve enhanced area, production and productivity of rice. The total outlay for the scheme for 2017-18 is Rs.7000.00 lakhs, out of which components for Rs.5500.00 lakhs are included in the Green Book. For the implementation of the Project based assistance for convergence at Block Level and mini rice mills for local processing including special varieties of rice and support for packing and certification Administrative Sanction has been accorded for **Rs.1500.00 lakhs** vide reference 1st cited.

1. Project Based Assistance for Convergence at Block level (Rs.1200.00 lakhs)

There are projects for Rice Development which is to be considered beyond the boundaries of a single panchayat. Community nursery, development of irrigation and drainage facilities, purchase of machinery including combine harvester, establishment of seed godowns, organizing plant protection measures including rodent control campaigns, establishment of processing and marketing units etc. are such components which benefit a wider area covering more than one panchayat within a block.

It is proposed to extend 50% assistance for production oriented activities, and 100% for infrastructure development activities. Existing norms will be followed for major components. However, relaxation of norms may be sanctioned by the Sanctioning Committee, subject to justification. It shall be

ensured that infrastructure development will benefit paddy cultivation and that the proposal is supported by estimate prepared as per Govt. approved norms. The District Sanctioning Committee will sanction project proposals up to Rs. 10.00 lakh. The projects above Rs.10.00 lakh will be recommended and forwarded to State Sanctioning Committee for approval.

An amount of **Rs.1200.00 lakh** is proposed for this component under the H/A2401-00-102-90 plan.

2. Establishment of Mini Rice Mills for local processing including packing and certification (Rs.300.00 lakhs)

It is proposed to establish Mini Rice mills and parboiling units to undertake local processing and distribution of rice and rice products in potential padasekharams. The aim is to process, brand and market the rice produced in each region, say Kuttanad, there itself, converting each area into self sustaining units. In areas where specialty rice varieties like Njavara are grown, special mini rice mills to process such rice varieties are also proposed to be established. The cooperatives involved in rice production can be encouraged to set up rice mills. The ADAT Co-operative Society model shall be encouraged. Such interventions from seed to marketing of produce will fetch more income to the farmer. This component will be implemented on a project mode.

Selection of beneficiaries: Co-operatives, Padasekharasamithies, other registered groups, and individual entrepreneurs recommended by padasekharasamithies are eligible beneficiaries of this component.

It is proposed to promote paddy processing mills in urban and rural areas as follows.

Urban Rice Mills (Rs.15.00lakhs)

It is proposed to establish mini processing units with an estimate cost of Rs.1.00 lakh in appropriate locations in 5 corporations and 10 municipalities, utilizing an amount of Rs. 15.00lakhs.

Rural Rice Mills (Rs.285.00 lakhs)

It is proposed to promote small scale units in rural areas for local processing, branding and marketing of rice produced by padasekharams.

Rice mill proposals up to Rs.5.00 lakhs will be sanctioned by the District Committee and eligible proposals above Rs.5.00 lakhs will be scrutinized by District Committee and forwarded to State Committee with clear recommendations for approval.

An amount of **Rs.300.00 lakhs** is proposed for this component under the H/A2401-00-102-90 plan.

Operation of the programme:

The projects received under the scheme will be sanctioned by the District Level Sanctioning Committee or the State Level Sanctioning Committee depending upon the total cost of the programme. The constitutions of the District Level Sanctioning Committee and the State Level Sanctioning Committee are furnished below:

1. District Level Sanctioning Committee

1	Principal Agricultural Officer	Chairman
2	Project Director ATMA	Member
3	Deputy Director of Agriculture(WM)	Convenor
4	Assistant Director of Agriculture (concerned block)	Member
5	Assistant Executive Engineer (Agri)	Member
6	Expert from KAU/ KVK (wherever possible)	Member

2. State Level Sanctioning Committee

1	Director of Agriculture	Chairman
2	Additional Director of Agriculture(Extension)	Member
3	Additional Director of Agriculture(CP)	Member
4	Additional Director of Agriculture (Plg.)	Member
5	State Agricultural Engineer	Member
6	Joint Director of Agriculture(WM)	Convenor
7	Dr. N.K. Sasidharan, Retd Faculty, KAU	Member

Financial outlay:

Sl. No.	Components	Amount (Rs. in lakhs)
1	Project based assistance for convergence at block level	1200.00
2	Mini rice mills for local processing including special varieties of rice and support for packing and certification	300.00
	Total	1500.00

The District wise physical and financial targets are given in the Annexure – 1.

Guidelines to be followed while implementing

Mode of Implementation:

1. All rules, formalities and procedures shall be strictly followed for the implementation of the schemes. The norms of financial proprieties shall be followed in Toto.
2. The expenditure would be met from the provision available under the appropriate head of account.
3. The fund release will be based on actual requirement and the funds released should not be parked in banks.
4. Stores purchase rules shall be strictly adhered to.
5. Tender/e Tender and other stipulated formalities shall be followed wherever necessary.
6. For civil works, if any CPWD rates shall be followed.
7. Post creation and purchase of vehicles are not admissible under the scheme.
8. The implementation of the scheme should be completed during 2017 - 18 itself.
9. Block level projects with action plan should be prepared by the Assistant Director of Agriculture with the involvement of the Agricultural Officers of the concerned panchayat area and all stake holders by integrating schemes implemented by various agencies.
10. The annual action plan at Block level should be verified and approved by the concerned PAOs/DDA(WM).
11. The assistance of subject experts from KAU and KVK institutions can be utilized in solving the field problems, if needed.
12. On farm training can be arranged by the Agricultural Officers in consultation with Block Level ADAs for imparting training programmes wherever necessary as per the project.
13. Regular, continuous and need based transfer of new techniques in rice cultivation should be made available and also necessary steps should be taken to solve field problems. The visit of extension staff of krishibhavans to padasekarams will be ensured by fixing a schedule of visit.
14. A separate register should be maintained by the Assistant Director of Agriculture incorporating panchayaths/krishi bhavans coming under the

project to record the various achievements in connection with the implementation of the programmes.

15. PAOs/DDA (WM) at District level should give proper guidance for the successful implementation of the programme to the ADAs, AOs and the field level functionaries also make sure that the ADAs & AOs monitoring the project regularly.
16. The assistance to the beneficiary will be transferred through ECS/RTGS via E payment.
17. DDA (WM) in each district HQ should monitor the progress of achievements of each component of the project and should visit 10 % of the areas of implementation.
18. Agricultural Officer should give the padasekaram wise detailed report (name of padasekaram ,area covered ,variety grown ,No of farmers benefitted ,assistance given to various components through various agencies etc) to the District level DDA(WM) soon after the completion of each stage of the project. The DDA(WM) should submit a consolidated report to the PAO who in turn will submit detailed report to Additional Director Of Agriculture (CP) along with panchayath wise area covered under paddy cultivation as per the project and the yield obtained, soon after the completion of each stage of the project. Wide publicity and media coverage of the scheme should be ensured through FIB. Principal Agricultural officer of each district will submit monthly progress report to the Additional Director of Agriculture (CP) by 5th of every month.
19. The PAOs shall monitor the implementation of the scheme and ensure that the implementation is as per the existing procedures, rules and regulations.
20. The PAOs shall furnish a detailed completion report including the list of beneficiaries (number of male and female, SC/ST beneficiaries etc) as per Annexure II and utilization certificate in proper format immediately on completion of the project.

Time line for implementation:

Months	Progress in %	Physical in Nos	Financial in lakh
April – September	50%	5	500.00
April – December	80%	10	1000.00
April – March	100%	15	1500.00

The priority for selecting projects may be done on first come first serve basis.


The amount of **Rs.1500.00 lakh** required for the implementation of the scheme is to be met from the budget provision of Rs.7000.00 lakh available under the head of account 2401-00-102-90 (P).

Official correspondences in respect of this scheme may be made in the following E mails of Directorate.

1. adatadir@gmail.com
2. deputydacd@gmail.com
3. jdawm2016@gmail.com

Sd/-

**Director of Agriculture Development
and Farmers Welfare.**


J. NARDHANAN. S
Additional Director of Agriculture (CP)
Directorate of Agriculture and
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Vikas Bhavan, Thiruvananthapuram-33

ANNEXURE - I

District	Convergence at block level		Establishment of Mini rice Mill				Total in lakh 3+5+7
	Physical	Fin in lakh	Urban		Rural		
			Physical (4)	Financial in lakh (5)	Physical (6)	Financial in lakh (7)	
(1)	(2)	(3)					
TVM	LS	50.00	1	1.00	LS	15.00	66.00
KLM	"	50.00	1	1.00	"	15.00	66.00
PTA	"	50.00			"	15.00	65.00
KTM	"	50.00			"	15.00	65.00
ALP	"	200.00	2	2.00	"	30.00	232.00
IDK	"	50.00			"	15.00	65.00
EKM	"	50.00	1	1.00	"	15.00	66.00
TCR	"	200.00	3	3.00	"	30.00	233.00
PGT	"	200.00	3	3.00	"	30.00	233.00
MLP	"	50.00			"	30.00	80.00
CLT	"	50.00	1	1.00	"	15.00	66.00
WYD	"	100.00	2	2.00	"	30.00	132.00
CNR	"	50.00			"	15.00	65.00
KSD	"	50.00	1	1.00	"	15.00	66.00
Total		1200.00	15 Nos	15.00		285.00	1500.00

Annexure – II

Year 2017 -18

Name of Scheme :

Head of Account :

A. COMPLETION REPORT:

Sl. No.	Name of Component	Target		Achievement		Beneficiaries				Total
		Phy	Fin	Phy	Fin	General		SC/ST		
						M	F	M	F	

B. UTILIZATION CERTIFICATE:

Certified that Rs...../ (Rupees
.....) allotted for component
.....of the scheme.....
..... for the year 2017 -18 has been fully utilized for the purpose
intended.

Principal Agricultural Officer