

TM(1)7917/2020

Directorate of Agriculture and
Farmers Welfare Department
Thiruvananthapuram
Dt. 27.03.2020

CIRCULAR

Sub: - COVID 19 – Lockdown – Issue of standard Operating Procedure (SOP) for the procurement and distribution of vegetables and fruits – reg:-

Ref:-1. Decision taken in the Video Conference conducted on 27.03.2020

2. GO (Rt) No. 372/2020/Agri, dated 26.03.2020.

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As per the reference cited 2nd above, procurement and distribution of “vegetables and fruits” are also included as an essential service.

In the circumstances of lockdown related to Covid 19 crisis, it is necessary to streamline the market activities of vegetables and fruits so that the demand can be possibly met by the internal production. To ensure the smooth functioning of procurement and distribution of fruits and vegetables through various system such as SKS of VFPC, BLFO markets, Ecoshops, Hortcorp etc the following standard operation procedure shall be followed.

Hortcorp being the nodal agency for procurement of fruits and vegetables in the State owns District level procurement centres in all districts except Kasargod and also 5 subcentres for procurement at Chadayamangalam, Harippad, Vattavada, Kuravilangad and Vadakara. Hortcorp owns around 100 retail outlets and 257 franchisee stalls. VFPC operates 287 SKS vianies and also few retail outlets in the name sasya andthalir brands. Department owns Six wholesale markets in four districts, two each in Thiruvananthapuram and Ernakulam and one each in Kozhikode and Wayanad. To ensure marketing of vegetables, department also facilitates around 1131 markets/ retail outlets across the state. Many of the departmental farms also have production of fruits and vegetables.

1. At district level the PAO, DDA(NWDPR), DDA(H)&ADA(M) shall co-ordinate all activities related to procurement and distribution of fruits and vegetables in the district in consultation with District Collector / District Disaster Management Cell
2. Details regarding collection point ie; BLFO markets / A grade clusters/ SKS of VFPC, Sangamaithri etc is to identified and furnished to Directorate in the mail, directorofmarketingagri@gmail.com.

3. Anticipated arrival of fruits and Vegetables in each of these BLFO Markets/ A grade clusters / SKS of VFPCCK / departmental farms is to be collected weekly, consolidated at block & district level and communicated to this office for onward transmission to Hortcorp and state disaster management cell. Farm Officers should transmit report to Block level ADA.

4. Price fixation is to be done weekly (ie; procurement price and selling price) by a Committee constituted at District Level .Committee Members are

PAO - Chairman

ADA(M) - Convenor

DDA(H) - Member

DDA(NWDPRA) - Member

VFPCCK District Manager - Member

Hortcorp District Manager - Member

Market Secretaries of Department owned Agricultural Wholesale Markets in Thiruvananthapuram, Ernakulam, Kozhikode and Wayanad should also be included in the concerned districts as members.

5. Available quantity of different vegetables and fruits (Variety wise) per week and selling price is to be made available to public through different media along with the contact number of ADA(M).

6. Hortcorp shall procure and distribute quantity of vegetables and fruits available in the collection centres and sell it through their outlets and through e- markets.

7. Cost of the produces procured by Hortcorp from each collection centres shall be settled as early as possible. Ease of payment to farmers should also be considered.

8. Whatsapp group is to be created at different levels

Collection Centre Level – involving Farmers/Clusters and concerned Agricultural Officers , VFPCCK Officials, Panchayat representatives like Panchayath President Standing Committee Chairperson(Development) and concerned ward member
Block level – ADA, AO's and BLFO/Cluster/SKS convenors.

District level – PAO, PD ATMA, DDA(NWDPRA), DDA(H), ADA(M), all Block level ADAs, VFPCCK representative, Hortcorp representative, DSO.

Traders and interested grocery stores maybe added in the WhatsApp group as required at any of the above levels.

9. On any emergency vehicle of Agro Service Centres can be used for transportation of produce.
10. A vehicle shall be provided to ADA(Marketing) to tackle any field level problem
11. PAOs/ADAs/AOs/Convenor of collection centres may get in contact with grocery store (list attached) so as to dispose the arriving produce on time.
12. Departmental farms having agricultural produce should be also included in this net-working and proper transportation facilities should be arranged for the produce and farm officer can entrust minimum labourers in a rotation basis for the purpose.
13. As fruits and vegetables are considered as essential goods in this crisis period, instructions maybe given to open/function the markets for certain days of the week, ensuring necessary precautionary/safety measures against COVID 19.
14. Principal Agricultural Officers are authorised to issue ID cards for Home Delivery Agents . Same should be discussed with District Collector and District Police.

Details collected such as arrival of fruits and vegetables at collection centre level is to be consolidated by the Agriculture officer and same should be forwarded to ADA. ADA shall consolidate the reports at block level and forward the same to PAO through the whatsapp group created for this purpose . PAO shall furnish the District level consolidated report to directorate through whatsapp group "Marketing Keralam".


District Level Committee constituted for Market Management shall take timely action to solve any problem like any glut situation if occurs in the district and report the same to Directorate.

A district control room shall be opened virtually as procurement and distribution of fruits and vegetables is considered as essential services. All officers (especially district level committee members) shall be available over phone/WhatsApp at any working hours and disciplinary action will be taken against those who fail to comply the above instructions.

To

All PAO's
MD, HortiCorp
CEO, VFPC

sd/-
Director of Agriculture


MADHU GEORGE MATHAI
Additional Director of Agriculture (Marketing)
Directorate of Agriculture Development &
Farmers Welfare Department,
Vikas Bhavan, Thiruvananthapuram - 33

TA to DA

Planning section

IT Cell to upload in the website

CA to Additional DA (Marketing), Secretaries of all markets

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