

**CIRCULAR**

Sub:- Annual Plan 2020-21 - **Scheme on Organic Farming & Good Agricultural Practices** – Continuous Administrative sanction accorded - working instruction issued – reg

Ref:- 1.GO(Rt)No.644/2017/AD dtd 29.06.2017 Thiruvananthapuram  
2.Order No. ADFW/475/2020 - TP(2) dated 30.04.2020 of Director of Agriculture

As per Govt. order cited (1) above administrative sanction had been accorded from Govt. of Kerala to implement the captioned scheme “ Organic Farming & Good Agricultural Practices ” during the financial year 2017-18. As per ref (2) cited, continuous administrative sanction has been accorded for the scheme during 2020-21 for an amount of Rs. 82.7038 Lakhs, out of the total budget provision of Rs. 162.00 Lakhs under the Head of Account **2401-00-105-85 Plan.**

Organic farming programme is a flagship programme of the State Government, being implemented since 2012-13, with the ultimate objective of transforming the State into completely organic. The programme was initiated in Kasargod district, which was declared as Organic district in 2012. Agricultural activities are promoted in an eco-friendly manner giving emphasis to the production and application of organic inputs, integrated methods for nutrient management and pest and disease management etc. The scheme was implemented through the formation of farmers' clusters and provided assistance for organic cultivation and certification. Establishment of organic manure production units and bio pesticide production units were also promoted. Ecoshops were also established for the sale of organic inputs as well as organic produce. About 3000 ha were brought under good agricultural practices under the organic farming scheme in Kâsargod district during the previous years . Consequently, the organic farming programme has been extended to other districts also giving emphasis to cluster approach and promotion of application of organic inputs, pest and disease surveillance restricting the usage of inorganic chemicals to the bare minimum, in a need based

and judicious manner, strengthening marketing of organic inputs and organic agricultural produce by opening ecoshops, promoting branding, packing, labelling and direct marketing of local agricultural produce, strengthening of farmers' markets etc. The programme has been successful throughout these years of the 13<sup>th</sup> Five Year Plan.

The organic farming programme has been extended to other districts during 2015-16 giving emphasis to cluster approach and promotion of application of organic inputs, integrated methods for nutrient management, pest and disease surveillance and restricting the usage of inorganic chemicals to the bare minimum, in a need based and judicious manner promoting integrated pest and disease management etc. Strengthening marketing of organic inputs and organic agricultural produce by opening ecoshops, promoting branding, packing, labelling and direct marketing of local agricultural produce, Strengthening of Farmers market etc. It is proposed to continue the programme during 2020-21 also with the following objectives to consolidate over success.

The assistance from the centrally sponsored scheme 'Paramparagat Krishi Vikas Yojana(PKVY) will be utilized for developing organic farming clusters and providing financial assistance considering the drastic reduction of funds under state plan scheme.

Being a continuing scheme, Director of Agriculture Development & Farmers Welfare vide ref (2) above have accorded Administrative Sanction to continue the captioned scheme " Organic Farming & Good Agricultural Practices " during the current financial year 2020-21 for an amount of Rs. 82.7038 Lakhs (**Rupees Eight Two Lakhs Seventy Thousand Three Hundred and Eighty Only**) under the H/A 2401-00-105-85 Plan of "Organic Farming & Good Agricultural Practices 2020-21 " for the following components.

S.No	Components	Physical Target	Rate of Assistance (Rs.)	Total Amount Sanctioned (Rs. In lakhs)
I	i) Establishment of New Ecoshops	14 Nos.	2.00 L/ New Ecoshop	28.00 L
	ii) Strengthening of existing Ecoshops	15 Nos.	1.00L / 14 Existing Ecoshops 0.7038 for one Ecoshop	14.70380 L

II	Support for implementation			
	a.Man Power Support			39.86
	b.Operational expenses			0.14
	<b>Total</b>			<b>82.7038</b>

The following Working Instructions are issued for implementation of the scheme during 2020-21.

### Objectives

- Making farming sustainable and remunerative.
- Ensure agricultural biodiversity and food and nutritional security.
- Create organic villages with the active participation of farmers and farmers groups (clusters).
- Ensure the local availability of organic inputs by promoting on-farm production units.
- Strengthening the marketing of organic produce and ensuring profitability.
- Facilitate and support certification of organic produce.
- Marketing the GAP and PGS certified products under a separate logo and brand name
- Ensure safety in food production.

### Programme

Continuing Sanction has been accorded for implementation of the scheme during 2020-21 for the following approved components.

#### **I. ESTABLISHMENT OF ECOSHOPS- Rs.42.7038 Lakhs**

Ecoshops are proposed to be established for carrying out marketing of organic produce. During 2020-21, it is proposed to establish **14 new ecoshops**. The safe to eat produce of GAP and PGS clusters produced following GAP and PGS standards can be sold through these outlets with proper packing and labelling at premium price. Ecoshops may be established on franchisee mode by the farmers organization so as to get the benefit to the farmers and shall be established in appropriate places like near the main Government offices, bus stands etc. The produce offered for sale should be packed and labelled. Assistant Director of Agriculture (M)

should identify suitable building for starting the ecoshops.

An amount of Rs 2.00 lakhs is proposed for establishing a new ecoshops ie. creating infrastructure facilities, transporting of organic produce, procurement expenses and working capital etc for each Ecoshop. Out of this, 1.00 lakh is to be set apart as revolving fund. Thus an amount of **Rs. 28.00 lakhs** is proposed for this component. The programme for each ecoshop shall be approved by Principal Agriculture Officer. A committee headed by the head of local body will select a suitable facilitator from among the cluster members. Deputy Director of Agriculture (NWDPPRA), Assistant Director of Agriculture (Marketing), Assistant Director of Agriculture of the block, leader of the clusters and Agricultural Officer will be the members of the committee. The committee can fix the remuneration for the facilitator from the date of functioning of the ecoshop. ADA (M) of the Principal Agricultural Offices will closely monitor the functioning of all the ecoshops and ensure that only GAP and PGS certified produces are sold through ecoshops. Quantity of produce sold and cost realized should be collected by ADA (M) on monthly basis in the prescribed proforma which is already sent to the Principal Agricultural Offices.

It is also proposed to provide financial support @ Rs.1.00 Lakh per ecoshop to the previously established ecoshops, for maintenance of activities including purchase of equipments and other essential materials, payment of rent, hiring of vehicle for transportation of products etc. An amount of **Rs.14.7308 Lakhs** is proposed for this purpose.

( The district wise targets allotted is furnished in Annexure – I )

## **II.SUPPORT FOR IMPLEMENTATION**

### **a.Man Power Support for Organic farming (State & District level)**

The three tier agricultural extension machinery of the Department of Agriculture, functioning at panchayat, block and district levels will verify the safe-to-eat and PGS agricultural practices followed by the farmers at field level. It is proposed to engage additional manpower for co-ordinating, supporting and documenting the activities at State level and at District level.

GAP and PGS certification will be adopted for organic certification implemented by the Department of Agriculture under the state and central schemes. All efforts will be done to

ensure Good Agricultural Practices & Safe-to-Eat food production in general. The Principal Agricultural Office will act as Regional Council for the respective district and the certification will be carried out through the 3 tier extension machinery.

The Principal Agricultural Officers at district level will have overall control of the programme. Deputy Director of Agriculture (NWDPPRA) will be designated as the District Nodal Officer (DNO), The Assistant Director of Agriculture (Marketing) is designated as the Certificate Issuing Officer (CIO) for GAP produces and Agricultural Officers of the area as Inspectors. The ADAs at block level will co-ordinate the activities under his jurisdiction. The Secretaries of Agriculture Wholesale Markets will also involve in the activity.

At State level, Directorate of Agriculture will be registered as the Zonal Council with Additional Director of Agriculture (M) as the State Nodal Officer of the Zonal Council. He will be supported by the Joint Director of Agriculture (PP) under whom the State Organic Farming Cell will function.

The State Organic Farming Cell and Manpower Support cell at District level will continue to function for effective co-ordination of the programme at State and District levels.

#### **I. State Organic Farming Cell (Rs.6.12 Lakhs)**

The State Organic Farming Cell constituted at the Directorate of Agriculture to co-ordinate the organic farming activities of the State will continue to function observing its mandate. An amount of Rs.6.12 Lakhs is set apart for meeting the expenses of the State Organic Farming Cell as follows.

<b>Designation</b>	<b>Number</b>	<b>Mode of appointment</b>	<b>Remuneration</b>	<b>Amount required (Rs in lakhs)</b>
Technology Manager	1	On contract	Rs.25000 pm for 12 months	3.00
Facilitator	2	On contract	Rs.13000 pm for 12 months	3.12
<b>TOTAL</b>				<b>6.12</b>

The Deputy Director of Agriculture, RBDTC (Regional Biogas Development & Training Centre), Vellayani, holding additional charge of State Organic Farming Cell will be in charge of leading the organic farming programme of the State to success. He/She will co-ordinate the various activities envisaged under the programme at district, block and field level, maintain tie up with the implementing officials at all levels, give technical guidance and ensure that all activities as envisaged in the action plan are executed effectively in a time bound manner throughout the State. He/she will also take necessary steps for registration of brand name and logo. The Cell should maintain details of updated data on the various activities occurring in the State and the area, production and marketing of produce. They should maintain and update market information regarding organic produces both intrastate and interstate markets and even international markets and provide proper guidance to farmers and ecoshops for the sale and marketing of farmers' produce.

The Assistant Director of Agriculture, State Organic Farming Cell will assist the Deputy Director of Agriculture in effectively performing his duties for the successful implementation of the programme.

The Technology Manager and Facilitators working on contract basis will maintain updated data of the programme and work under the control of the Deputy Director of Agriculture.

## II. District level Manpower (Rs.33.74 Lakhs)

The following manpower will be continued at district level for effective implementation of the programme with a provision of Rs.33.78 lakhs, as follows.

Designation	Number	Mode of appointment	Remuneration	Amount required (Rs in lakhs)
Technology Manager	1 per district, for 14 districts	On contract	Rs.25000 pm for 6 months	21.00
Facilitator	1 per district, for 14 districts	On contract	Rs.13000 pm for 7 months	12.74
<b>TOTAL</b>				<b>33.74</b>

The contract staff of State Organic Farming Cell will be appointed by the Director

of Agriculture by following standard procedure and will function under the direct control of Additional Director of Agriculture (M).

The contract staff at the district level will be appointed by the Principal Agricultural Officer by following standard procedure and will function under the direct control of the concerned Deputy Director of Agriculture (NWDPPRA) at the District HQ.

**( The district wise targets allotted is furnished in Annexure – I )**

#### **b. Operational Expenses**

Various components are implemented under Organic Farming scheme which require extensive field visits such as verification of GAP and PGS Certified plot at frequent intervals, verification of organic manure production units, Working of Ecoshops etc. Granting Awards to the best LSGD units and LA segments is one of the component sanctioned under the Organic Farming Scheme during 2020-21 which also require field visits. Operational expenses can be utilized for meeting the expenses towards the following.

- For the selection of awardees under the scheme, extensive field visits are to be conducted both at State and District level
- Meeting all the expenses related to distribution of awards to best performing LA Segments and LSGD units such as documentation, printing records etc.
- Expenses for giving training and conducting review meetings
- Documentation of the scheme including **Field Diary**
- Field publicity
- Hiring of vehicles to conduct field visits /Travel allowance

An amount of Rs.14000/- has been sanctioned for this purpose and it is kept at Head Quarters.

**( The district wise targets allotted is furnished in Annexure – I ).**

#### **MODE OF IMPLEMENTATION**

At the State level, the scheme will be monitored by Additional Director of Agriculture (M) and assisted by Joint Director of Agriculture (PP). Organic Farming Cell will coordinate the programme at state level. At the district level Principal Agriculture Officer

will monitor and evaluate the scheme. The Deputy Director of Agriculture (NWDPPRA) will implement the scheme and will furnish the monthly progress report on Organic Farming activities to Directorate of Agriculture on 5<sup>th</sup> day of every month. The implementation of marketing components under the scheme will be supervised by Assistant Director of Agriculture (M) and will send monthly report to Directorate of Agriculture on 5<sup>th</sup> of every month.

The Principal Agricultural Officers should take immediate action to assign block level targets and also direct the Assistant Directors of Agriculture to assign Krishi Bhavan wise targets. The consolidated Krishi Bhavan and Block level targets should be communicated in the name of Additional Director of Agriculture (M) on or before 30<sup>th</sup> May 2020.

Sd/-

Director

Agriculture Development  
and Farmers' Welfare Department



**MADHU GEORGE MATHAI**

Additional Director of Agriculture (Marketing)  
Directorate of Agriculture Development &  
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Copy to:

- (1) All Additional Directors of Agriculture
- (2) All Principal Agricultural Officers
- (3) All Assistant Directors of Agriculture
- (4) CA to DA
- (5) IT website



Annexure I  
Organic Farming and Good Agricultural Practices 2020-'21  
H/A -2401-00-105-85 Plan

SI NO	Name of Districts	I. Establishment of Ecoshops			II. Support for implementation		Total
		New Ecoshops		Existing Ecoshops	Man Power Support	Operational Expenses	
		Phy	Fin	Fin	Fin	Fin	
1	Thiruvananthapuram	1	2.00	1.00	2.41	0.00	5.41
2	Kollam	1	2.00	1.00	2.41	0.00	5.41
3	Pathanamthitta	1	2.00	1.00	2.41	0.00	5.41
4	Alappuzha	1	2.00	1.00	2.41	0.00	5.41
5	Kottayam	1	2.00	1.00	2.41	0.00	5.41
6	Idukki	1	2.00	1.7308	2.41	0.00	6.1408
7	Ernakulam	1	2.00	1.00	2.41	0.00	5.41
8	Thrissur	1	2.00	1.00	2.41	0.00	5.41
9	Palakkad	1	2.00	1.00	2.41	0.00	5.41
10	Malappuram	1	2.00	1.00	2.41	0.00	5.41
11	Kozhikode	1	2.00	1.00	2.41	0.00	5.41
12	Wayanad	1	2.00	1.00	2.41	0.00	5.41
13	Kannur	1	2.00	1.00	2.41	0.00	5.41
14	Kasargode	1	2.00	1.00	2.41	0.00	5.41
	Head Quarters				6.12	0.14	6.26
	<b>Total</b>	<b>14.00</b>	<b>28.00</b>	<b>14.73080</b>	<b>39.86</b>	<b>0.14</b>	<b>82.73080</b>

  
 For Director of Agriculture  
**MADHU GEORGE MATHAI**  
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J.A.V - 19.05.2020