

**CIRCULAR**

Sub: Annual Plan 2020-21- Scheme for 'Coconut Development-2020-21  
'KERA GRAMAM' First year – assistance for Kerasamithies and project activities  
sanctioned -working instructions-addendum - issued- reg  
Ref: 1.Order No.ADFW/470/2020-TP2 dated 08-06-2020  
2. Circular of even no dated 15-7-2020  
3. Order No.ADFW/470/2020-TP2 dated 05- 11-2020

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As per the references 1<sup>st</sup> and 2<sup>nd</sup> cited above, working instructions for the implementation of Keragramam (First year ) have been issued. As per the reference 3<sup>rd</sup> cited, continuous administrative sanction for the scheme has been modified by including assistance for the sub component VI- Assistance for Panchayat Level Kera Samithies/ societies as detailed below.

**VI. Assistance for Panchayat Level Kera Samithies (Societies)**

An amount of Rs 75.00 lakh is earmarked to provide assistance to 15 no.s of Kera Samithies / Societies formed in each Keragramams at the rate of Rs 5.0 lakh per Kera Samithy / Society for their establishment, to take up and organize common activities on a group approach for cultural operations, application of manures and fertilizers, plant protection and other unforeseen expenses. Action plan /project for the group activities should be prepared by the concerned Agricultural Officers and implemented with the approval of block level Assistant Director of Agriculture. The expenditure for the registration of the new samithies, campaigns, trainings, meetings , survey and other related expenditure can also be met from this component. However purchase of computer and accessories, office furniture etc should not be met from this component. The amount will also be utilized for undertaking activities related to coconut husk procurement and working capital to establish a coir processing unit in the cluster @ Rs 2 lakh per kerasamithy/ society. The assistance can be extended to a group/ society or an SHG willing to under take this activity. This activity can be linked with the schemes of Coir Development Department and can avail the subsidy from that Department also. Any savings from this component can be utilized to organize activities on a group approach mentioned as per VI(a) or as a working capital for value addition and agro processing unit mentioned in VI(b) below.

(b) Value addition and Agro processing are regarded as sunrise sector of Kerala Economy in view of its large potential for economic growth. Consequent on the declaration of 1193 Chingam 1

to 1194 Chingam<sup>1</sup> as coconut year, Government of Kerala have announced to support value addition projects giving thrust to coconut. Small Farmers Agri Business Consortium (SFAC) has been identified as the implementing agency of the scheme. To take up common activities like value addition, agro processing units(virgin coconut oil, coconut milk cream, coconut palm jaggery, shell charcoal, shell powder, vinegar, handi crafts etc) and its marketing, an amount of Rs 1500 lakh @Rs 25 lakh per Keragramam will be provided as project based back ended subsidy by SFAC subject to the conditions and guidelines laid down by SFAC. Viable projects by clusters, SHGs, NGOs, Partnership firms, FPOs and individual entrepreneurs availing loan from any nationalized/ scheduled/ cooperative/ regional rural banks/ other non banking financial institutions will be considered under this scheme.

**As per the Direction of the Government, the norms for extending support to micro, small, medium coconut based enterprises under this scheme will be based on the following broad guide lines of the Entrepreneur Support Scheme (ESS) of Industries Department.**

1. An assistance of **15 %** limited to Rs 2.00 lakh will be payable on the fixed capital investment of all micro, small and medium enterprises.
2. All micro, small and medium enterprises established by entrepreneurs belonging to **Women, Scheduled Castes and Scheduled Tribes and Young entrepreneurs** (between the age of 18 and 45 years) shall be eligible for an assistance of **20 %** of the fixed capital investment.
3. Since Agro based and food processing industries have been declared under **priority industries**, this sector shall be eligible for an additional assistance of **10 %** of the fixed capital investment.
4. In the case of all micro, small and medium enterprises set up in the districts of **Idukki, Wayanadu, Kasaragode and Pathanamthitta** there will be an additional assistance of **10 %** of the fixed capital investment.
5. In the case of micro,small and medium industrial units set up after acquiring **new technology from approved research institutions**, recognized as such by State or Central Government, there shall be an additional assistance of **10 %** of the fixed capital investment.

**However total assistance for an enterprise shall not exceed Rs 2.0 lakh.**

The principal elements of Fixed Capital Investment such as land, land development costs, building, essential office infrastructure, plant and machinery, electrification costs, testing equipment, generator,other energy generating equipment, pollution control equipment and investments on recycling of water, waste and rain water harvesting if utilized for industrial purpose shall be



admitted for assistance. The Assistant Director of Agriculture shall be competent to declare a component essential to the unit on a case by case based on the project submitted to the Assistant Director of Agriculture for approval.

Assistance to any unit which has already received any subsidy or grant earlier under other schemes, from other Government agencies, any state owned financial institution shall be limited to the balance remaining eligible assistance payable under the Keragramam scheme.

**Modified abstract of the scheme is given below.**

**ABSTRACT OF THE PROJECT – TABLE I**

| <b>COCONUT DEVELOPMENT SCHEME 2020-21</b>                            |   |                           |                |                              |              |
|--|---|---------------------------|----------------|------------------------------|--------------|
| <b>KERAGRAMAM 1<sup>st</sup> year new (H/ac 2401-00-103-87 PLAN)</b> |   |                           |                |                              |              |
| <b>Sl: No</b>  | <b>COMPONENTS<br/>and rate of assistance</b>  | <b>PHYSICAL</b>           |                | <b>FINANCIAL ( in lakhs)</b> |              |
|  |   | <b>one<br/>Keragramam</b> | <b>Total</b>   | <b>one<br/>Keragramam</b>    | <b>Total</b> |
|  | No.of Keragramams   | 1 no                      | 15 no.s        | 50.17                        | 752.55       |
|  | Area / Keragramam   | 250 ha                    | 3750 ha        | 99.67                        | 1495.05      |
|  | Palms / keragramam @ 175 palm /ha   | 43750 palms               | 6,56,250 palms |                              |              |
| <b>I</b>   | <b>Integrated management of Coconut gardens</b>   |                           | ,              |                              |              |
| a)   | Intercultural Operations- opening of coconut basins, weeding, mulching etc (50% subsidy @ Rs 35/palm) |                           |                | 15.3125                      | 229.6875     |
| b)   | Coconut husk burial for moisture conservation (50% subsidy @ Rs 50/palm)                              |                           |                | 21.875                       | 328.125      |
| c)   | <b>Application of Soil ameliorants, manures, fertilizer and PPC</b>                                   |                           |                |                              |              |
|  | 1) Soil ameliorants (Lime/ Dolomite) (75% subsidy @ Rs 9/palm)  |                           |                | 3.9375                       | 59.0625      |
|  | 2) Fertilizers (50% subsidy @ Rs 20/palm)   |                           |                | 8.75                         | 131.25       |
|  | 3) Magnesium sulphate (50% subsidy @ Rs 3.75/palm)  |                           |                | 1.64                         | 24.60        |
|  | 4) Organic manure (50% subsidy @ Rs 25/palm)  |                           |                | 10.9375                      | 164.0625     |
|  | 5) PPC operation (50% subsidy @ Rs 10/palm)   |                           |                | 4.375                        | 164.0625     |

|              |   |         |                         |              |               |
|--------------|---|---------|-------------------------|--------------|---------------|
| d)           | Appln of Bio-fertilizers / Bio-pesticides & Bio-control agents (50% subsidy @ Rs 25/palm & Rs 50/palm as labour charges)  |         |                         | 32.8125      | 492.1875      |
| e)           | Cut & removal of disease affected, old and senile palms ( @ Rs 1000/palm limited to Rs 10000/ha)  |         |                         | 25.00        | 375.00        |
| f)           | Replanting with good quality seedlings (50% subsidy limited to Rs 60/ seedling for 7 palms /ha)   |         |                         | 1.05         | 15.75         |
| g)           | Intercropping in coconut garden (50% subsidy limited to Rs 6000/ha)   |         |                         | 15.00        | 225.00        |
|              | Total   |         |                         | 140.69       | 2110.35       |
|              | <b>SUBTOTAL (A)</b> Limited to Rs 25000/ha ie Rs 62.5 lakhs /Keragramam (38 lakhs from state annual plan (@ Rs 15200/ha) and 24.5 lakhs as LS GD share under Janakeeyasoothranam) |         | <b>State Plan Share</b> | <b>38.00</b> | <b>570.00</b> |
|              |   |         | <b>LSGD Share</b>       | <b>24.50</b> | <b>367.50</b> |
|              |   |         | <b>Total</b>            | <b>62.50</b> | <b>937.50</b> |
| <b>II</b>    | Installation of irrigation Components including micro irrigation (50% subsidy limited to Rs 25000/ha) @ 20 ha/ keragramam   | 20 ha   | 300 ha                  | 5.00         | 75.00         |
| <b>III</b>   | Coconut climbing equipment for clusters (subsidy @ Rs 2000/unit) @ 61 units \ Keragramam  | 61 no.s | 915 no.s                | 1.22         | 18.30         |
| <b>IV</b>    | Est: of Organic manure production units ( subsidy @ Rs 10000/unit) @ 8 units / Keragramam   | 8 no.s  | 120 units               | 0.80         | 12.00         |
| <b>V</b>     | Operational support @ Rs 15000/ KB/KG   |         |                         | 0.15         | 2.25          |
| <b>VI(a)</b> | Assistance for panchayat level Kerasamithies/ <u>societies</u> @Rs 5.00 lakh per unit(including assistance for coconut husk procurement and mini coir processing units.           | 1 no    | 15 no.s                 | 5.00         | 75.00         |

|     |  |      |                         |                                      |                |
|-----|--|------|-------------------------|--------------------------------------|----------------|
| (b) | Assistance for coconut based value added enterprises (Assistance from SFAC)- Project based support | 1 no | 15 no.s                 | 25.00                                | 375.00         |
|     | <b>SUB TOTAL II to VI(b)</b>   |      |                         | <b>37.17</b>                         | <b>557.55</b>  |
|     |  |      | <b>State Plan Share</b> | 12.17                                | 182.55         |
|     |  |      | <b>SFAC Share</b>       | <b>25.00</b>                         | <b>375.00</b>  |
|     | <b>GRAND TOTAL (A+B)</b>   |      |                         | <b>99.67</b><br><b>(62.50+37.17)</b> | <b>1495.05</b> |
|     | <b>State Plan share (OC)</b>   |      |                         | <b>50.17</b>                         | <b>752.55</b>  |
|     | <b>SFAC share</b>  |      |                         | 25.00                                | <b>375.00</b>  |
|     | <b>LSGD share</b>  |      |                         | 24.50                                | <b>367.50</b>  |

The circular issued vide reference 2<sup>nd</sup> cited stands modified to the above extent.

  
**Additional Director of Agriculture (CP)**

**For Director of Agriculture**

RAD LAKSHMINATHAN, K  
 Addl. Director of Agriculture (CP)  
 Directorate of Agriculture  
 Vikas Bhavan, Thiruvananthapuram

To

All Principal Agricultural Officers -for information and n/a

Copy to:

TA to Director of Agriculture  
 CAs to Addl.DA(Plg), Addl.DA(CP), Addl.DA(Farms),  
 Addl.DA(Extn), Addl.DA(Mktg), SAE.  
 All Joint Directors of Agriculture (in the Directorate)  
 Principal Information Officer, FIB, Thiruvananthapuram  
 Planning Section, Directorate of Agriculture  
 Finance section  
 IT Cell for publishing in the website.  
 The Managing Director, SFAC (with CL) for information and n/a