

**PROCEEDINGS OF THE DIRECTOR OF AGRICULTURE , DIRECTORATE OF
AGRICULTURE DEVELOPMENT AND FARMERS' WELFARE, VIKAS BHAVAN,
THIRUVANANTHAPURAM**

(Present : Dr.K.Vasuki IAS)

Sub: Annual Plan 2021-22 – **Vegetable Development Programme** – Continuous
Administrative Sanction accorded – orders issued.

Read: 1) G.O.(Rt) No. 137/2019/Agri. Dated.09.02.2019
2) Order No.ADFW/474/2020-TP2 dated 8/06/2020
3) Order No.ADFW/474/2020-TP2 dated 19/01/2021
4) Order No.ADFW/474/2020-TP2 dated 22/02/2021
5) Annual Plan 2021-22
6) G.O.(Rt)No.1009/2020/LSGD dated 29/5/2020
7) G.O.(Rt)No.478/2020/Agri dated 31/5/2020
8) G.O (Rt) No.393/2020/Agri dated.22/4/2020

Order No. ADFW/3000/2021-TP2

Dated: 23.04.2021

Government of Kerala, vide order read 1st above accorded Administrative sanction for the implementation of the scheme, Vegetable Development Programme through the Department of Agriculture during 2019-20 for components included in the Green Book debiting expenditure to Head of Account 2401-00-119-85 (P). Continuous administrative sanction was accorded for the scheme during 2020-21 vide orders mentioned 2nd, 3rd and 4th above.

As per the Annual Plan 2021-22 the scheme is proposed to be continued during the current financial year with a budget allocation of Rs.6720.00 lakh abiding by the norms and conditions of the Government Order read 1st above. Components worth Rs.6348.25 lakh is continuing during 2021-22, the components of which are given below:

1) Homestead vegetable cultivation, including Onam vegetable cultivation (Onathinu orumuram pachakkari) (Rs.1480.40 lakhs)

a) Supply of Seed kits

Scheme component aims to promote homestead vegetable cultivation by distributing assorted vegetable seed kits free of cost to school students and also to farmers who do not receive the seed supplied through the students, through Krishi Bhavans. Special drive for distribution of seed kits will be taken up during Onam season under the banner 'Onathinu Orumuram Pachakkari' for which Administrative Sanction was accorded by Government in 2017-18, as per G.O(Rt) No. 877/2017/AGRI dated.15-09-2017. **80 lakh number of seed kits** worth Rs. 10/- each will be distributed during 2021-22. An amount of **Rs.800.00 lakh** is earmarked for this purpose. The seed kits will be prepared and supplied by VFPCCK.

b) Supply of Vegetable Seedlings

In addition to the above, **272.16 lakh seedlings** will be supplied to homesteads @ Rs. 2.50 per seedling utilizing an amount of **Rs.680.40 lakh**. The seedlings will be produced and supplied by the block Level and panchayat level nurseries established under Vegetable Development Programme, Agro Service Centres and by Department Farms.

The programme will be implemented observing the following general guidelines.

- Principal Agricultural Officers will instruct the Agricultural Officers to finalize the schools for the distribution of seedkits urgently. Krishi Bhavan wise No. of kits to be distributed will be intimated to the agencies concerned.
- Once the schools are selected preliminary meetings should be conducted to create awareness about the programme.
- District-wise, Krishi Bhavan-wise list of schools along with the name of teacher in charge should be submitted to Director of Agriculture.
- Principal Agricultural Officers should make arrangement for raising the crop at the appropriate season and ensure supply of all required inputs at the critical stages of the crop.
- The germination of the seeds supplied should be ensured and at least 80% germination should be assured.
- Once the seeds received, Agricultural Officers should ensure the germination of the seeds before distribution. If the germination is less than 80% the same should be reported to the agencies concerned and to the Director of Agriculture for replacement/proportionate price reduction/imposing of penalty to the supplying agencies.
- Seed distribution should be entrusted to a teacher in each school. The distribution details should be registered by the teacher-in-charge of the programme and kept in the school for future verification by the Agricultural Officer. Seed distribution details through Krishi Bhavans should also be registered.
- The programme should be given wide publicity and inaugural function should be arranged by involving VIPs like Ministers, MPs, MLAs and representatives of LSGs.
- Students in each selected school should be briefed on the cultivation aspects by the Agricultural Officer/Agricultural Assistant concerned. Interactive DVDs supplied during previous years can be used for this purpose.
- It should be ensured through the Head of Institution that the programme is discussed in the school assembly.
- Periodical field verification should be done by Agricultural Assistant concerned with follow up action as and when needed, as per the directions given by the Agricultural Officer.
- The review of field level follow up should be conducted at Panchayath, Block and District level by the Officers concerned. Yield details should be collected and recorded at Krishi Bhavan level and submitted along with Monthly Progress Report.
- The Agricultural Officer should report the germination percentage of seeds and quality of seedlings, based on which payment will be made to the supplying agencies by the Principal Agricultural Officers / Director of Agriculture, as the case may be.
- A leaflet containing instructions for cultivation, supplied by Farm information Bureau, shall be given along with seeds/seedlings by the agencies concerned. The Agricultural Officer should ensure this before the supply.
- The amount related to seed kits will be drawn and disbursed by Director of Agriculture to the concerned agencies based on the invoice/bill submitted by them.
- The details of women beneficiaries shall be maintained separately and included in the monthly progress reports.
- As far as possible 10 % of the kits and seedlings should be distributed to SC/ST students/women.

2) Vegetable Cultivation through Institutions (Rs.200.00 Lakh)

In order to mobilize the student community into the field of agriculture, make them aware of safe to eat products and to bring uncultivable lands in the government and private institutions under vegetable cultivation, this component provides assistance.

A. Vegetable Cultivation in Educational Institutions and Others (Rs.100.00 lakh)

It is targeted to implement the activity in selected **2500 Educational Institutions and Other Institutions** in the state. Selected institutions should have sufficient and suitable land (at least 10 cents) to take up cultivation. A group of 15-25 students headed by a teacher will implement the activity. Required seeds will be supplied to them and training will be imparted by the extension functionaries of the Krishi Bhavan concerned. An assistance of **Rs.4000/-** will be given to each institution including the cost of seeds and towards the expense for taking up cultivation.

Schools that are willing to participate in this programme, but do not have 10 cents of cultivable land, may be allowed to take up vegetable cultivation in the available land or in growbags, and assistance provided as per norms.

Institutions will be selected by the Agricultural Officer/Assistant Director of Agriculture taking into account the availability of space and the willingness to take up cultivation. Potential areas with adequate irrigation facilities need be selected for institutional cultivation. Application should be collected from the head of institution. **Soil testing of institutions selected should be done prior to vegetable cultivation and necessary corrective methods should be followed if required. Krishi Bhavans may also prepare a calendar of activities for vegetable cultivation in institutions.** Each institution should have a layout plan for the vegetable garden prepared well in advance. Record of cultural operations, plant protection measures and yield data should be maintained along with the Inspection Report/Field Visits. Integration of organic pest and disease control measures should be ensured in the plots. The Agricultural Assistant will conduct frequent field visits and record the observations. It will be his responsibility to report the pest/disease/nutrient deficiency to the Agricultural Officer for giving necessary guidance. The Agricultural Officer will prepare the claim and submit to the ADA concerned and the funds will be released by ADA.

Principal Agricultural Officers of concerned districts will make arrangements for the supply of seeds from Department Farms, KSSDA, VFPC, KAU or farmer's seed. An amount of **Rs.100.00 lakh** is earmarked for this component.

B. Project Based Cultivation by Institutions including NGOs (Rs.100.00 lakh)

It is proposed to undertake Project Based Vegetable Cultivation through institutions including NGOs. Institutions can be either private or public. The voluntary organizations/ NGOs willing to take up vegetable cultivation in the premises of public and private institutions can also avail assistance under this component. Lumpsum provision of **Rs. 100.00 lakh** is set apart for this activity.

Assistance will be provided in line with the existing rates of cost of cultivation, based on the project prepared exclusively for the purpose and funds will be released on first-come first-served basis. The minimum prescribed area for the project is 50 cents. Assistance for seeds and other inputs, infrastructure facility, equipments machineries and land development works shall also be included limiting the amount to Rs. 2.00 Lakhs per project. While considering land development component the subsidy should not exceed 10% of the total project cost. Principal Agricultural Officer can sanction projects up to Rs.1.00 lakh, and for projects above Rs.1.00 lakh, sanction should be obtained from Director of Agriculture. The projects up to Rs. 1.00 lakh will be scrutinized at district level by a committee constituted by Principal Agricultural Officer concerned. The projects above Rs. 1.00 lakh recommended and received through Principal Agricultural Officer, will be scrutinized at the Directorate of Agriculture by an Evaluation Committee which will be chaired by Additional Director of Agriculture (Farms, Biogas & Vegetables) with Joint Director of Agriculture (VC) as the

Convener. Funds will be released through the Principal Agricultural Officer concerned after formal sanction of the project proposal.

Institutions, which are willing to participate in the programme, but do not have minimum 50 cents of cultivable land may be allowed to take up vegetable cultivation in the available land and assistance provided as per norms.

Area under each crop and crop wise production details have to be maintained properly in a Register by the Institutions and Officials for items (A), and (B) above.

3. Cluster Development in Districts (Rs.2725.00 lakh)

a) Assistance to Clusters (Rs.1350.00 lakh)

For promoting commercial cultivation of vegetables, minimum 15 farmers will be formed as a cluster to take up cultivation in 5 ha of vegetable crops, either in garden land or wetland, as per availability and suitability. This component will be implemented throughout the state. The cluster members should select vegetable crops and varieties suitable for their locality. This may be on continuous area based approach or on scattered area basis. Assistance will be given **@ Rs.20000/- for non-pandhal types and Rs.25000/- for pandhal types per cluster** with a minimum area of 5 ha based on the revised subsidy norms for vegetable cultivation as per reference 7th cited. The total assistance for one cluster will be from Rs.1.00 lakh to 1.25 lakh depending on whether non-pandhal/pandhal varieties are cultivated. Each cluster shall be registered with a President and a Convenor. It should be ensured that cultivation in clusters is taken up in a minimum of 2-3 seasons, even if assistance is provided only for one season.

The production will be streamlined based on a 52-week production plan and details made transparent through an e-portal mechanism to ensure effective marketing.

Poor performing clusters will be de-linked from support and new clusters will be formed. While forming new clusters, Young Farmers' Clusters (members below 40 years of age) and Students Clusters (NCC/ NSS/Green Cadet Corps etc) will be given priority, considering the key role of youth in grooming the future of Kerala Agriculture.

Maintenance of Model Plots within Clusters

One **Model Plot** per block will be maintained within a cluster under the direct supervision of Assistant Director of Agriculture/Agricultural Officer concerned, so as to have a demonstrative value for the programme that can be replicated. In such model plots, all technologies will be adopted and innovations practiced. Activities under ATMA / ATMA plus may be linked with such plots. Preference will be given for establishing demonstrations / FFS under ATMA in model plots. Separate documentation of such model plots will be made at district level.

b) Plant Protection Equipments (Rs. 30.00 lakh)

For effective and timely pest and disease management, availability of plant protection equipments with the cluster members is a must. To ensure this, the cluster member can avail assistance for purchasing knapsack or power sprayers required for the cluster, **@ Rs. 1500/unit**. It is targeted to distribute **2000 Plant Protection Equipments** and for this **Rs. 30.00 Lakh** is set apart.

c) Pumpsets (Rs.100.00 lakh)

In order to provide support for irrigation it is proposed to distribute pumpsets to clusters @ **Rs.10000/unit**. It is targeted to distribute **1000 Pumpsets** and for this an amount of **Rs.100.00 lakh** is set apart.

d) Staggered Clusters (Rs. 1100.00 lakhs)

Staggered clusters on area/individual basis can be implemented with a financial outlay of **Rs.1100.00 lakh**. An assistance of **Rs. 20000/ha** for non-pandhal type vegetable cultivation and **Rs.25000/Ha** for vegetable cultivation with pandhal will be provided as per the revised subsidy norms vide reference 7th cited. The physical targets for non-pandhal and pandhal type vegetable cultivation can be interchanged as per the requirement in districts. Staggered Clusters are allotted over and above the Potential Clusters sanctioned vide item 3 (a). **The 5 ha upper limit of clusters will be relaxed** and eligible assistance will be provided to the area cultivated in the clusters. Field Level Officials will identify the areas and achieve the targets in full. Clusters of women youth and students will be promoted giving priority.

Joint Liability Groups of women /Youth /students can be formed, federated and registered under this component to facilitate direct marketing of their produce with the help of LSGDs.

e) Cultivation of cool season vegetables in Idukki district (Rs.100.00 lakh)

Cool season vegetables will be cultivated in a total area of 333.33 Ha in staggered clusters **in Idukki district** with an assistance @ **Rs.30000/- per Ha** as per reference 7th cited. An amount of Rs.100.00 lakh is earmarked for implementing this component during 2021-22.

f) Production and distribution of seeds of traditional varieties (Rs.20.00 lakh)

There are many traditional varieties of vegetables in our State which are nutritive, have medicinal value and good for health. They can be multiplied and popularized in our State to promote their use in our daily life in view of their nutritive value and health benefits and also to prevent chances of their extinction. Some of the traditional vegetable varieties are Vengeri vazhuthana, Onattukara paval, Mararikulam vazhuthana, Anakkombu kothamara, Idukki elachembu, Nithya vazhuthana, Vallicheera, Vallipayar, Chathurapayar etc.

The project aims at the conservation, multiplication and distribution of the seeds of location specific/ ethnic traditional vegetable varieties including local leafy vegetables, so as to popularize their use among the common man for healthy living and reducing susceptibility to diseases. Multiplication of varieties in traditional areas, their use and exchange will be promoted. The programme is proposed to be implemented on a project mode through A grade clusters or other well performing clusters by providing additional assistance of **Rs.25000/- per ha**. The pure seeds available with traditional farmers will be utilized for this purpose. This activity will be taken up by the clusters concerned in addition to their normal activities. This programme will be implemented in an area of **80 ha**. An amount of **Rs.20.00 lakh** is set apart for this purpose. The department will facilitate procurement and distribution of seeds produced, so as to popularize the use of traditional vegetables.

g) Promotion of Nutritional Garden (Rs.25.00 lakh)

Distribution of Saplings (Rs.25.00 lakh)

Inclusion of perennial vegetables such as bread fruit, muringa, agathy, curry leaves etc in our daily

diet can ensure healthy living and reduce the occurrence of life style diseases owing to their nutritive value along with palatability. Considering this, it is proposed to popularize such varieties among the masses, by distributing sapling kits of the above varieties to raise nutrition garden in homesteads. A kit containing planting materials of 2-3 varieties costing Rs.100/- will be distributed to households at 50% subsidy (Rs.50/kit). It is proposed to produce distribute 40000 perennial vegetable sapling kits during 2021-22 through department farms, utilizing an outlay of **Rs.20.00 lakh**.

Abstract of Cluster Development in Districts

Sl. No.	Particulars	No./Unit	Rate (Rs.)	Amount (Rs. in lakhs)
a.	Assistance to Clusters		1.00 to 1.25 lakhs for 5Ha/unit	1350.00
b.	Assistance for PP Equipments	2000 Nos.	1500/unit	30.00
c.	Pumpsets	1000 Nos.	10000/unit	100.00
d.	Staggered Clusters			
	Staggered vegetable cultivation - with pandhal - without pandhal		25000/Ha 20000/Ha	1100.00
	Sub-Total			
e.	Cultivation of cool season vegetables in staggered clusters in Idukki district	333.33 Ha	30000/Ha	100.00
f.	Production and distribution of seeds of traditional varieties	80 Ha	25000/Ha	20.00
g.	Promotion of Nutrition Garden			
	- Distribution of saplings at 50 % subsidy @Rs.50/kit	40000 kits	50/kit	25.00
	TOTAL			2725.00

(Rupees Twenty seven crore and twenty five lakh only)

The financial allocation for this component will be met from the following sub-heads:

Sl. No.	Items	Amount (Rs. in lakhs)
1.	Other operational Expenses (OC)	2706.05
2.	Travelling Allowances	4.95
3.	POL	14.00
	TOTAL	2725.00

4. Support for New 'A' Grade Clusters – Rs.10.00 Lakh

New 'A' Grade Clusters will be selected for 2021-22 with an outlay of **Rs.10.00 lakhs**. The rate of assistance will be Rs. 6.30 lakhs per graded cluster.

The clusters established in 2016-17, 2017-18, 2018-19, 2019-20 and 2020-21 will be further graded based on the performance covering group activities, increase in production and productivity, innovative activities, leadership, technology application and cluster dynamics. The best clusters will be graded as 'A' Grade Clusters and special development support will be provided for those clusters

covering support for establishing nurseries, collection centers, pre cooling centers, input centers and other need based project based support.

Objectives

- Effective organization, development & strengthening of graded clusters.
- Empowering the graded clusters for taking up new technologies.
- Improving the cohesion of cluster members.
- Providing proper infrastructure for the development of graded clusters.

Technical Programme

The selection criteria prescribed during 2020-21 will be followed this year also for the grading of new clusters. **The new 'A' Grade Clusters alone will be assisted at the rate of Rs. 6.30 lakhs per cluster.** The assistance will be disbursed in 2 equal installments. An MoU will be signed in this line. 'A' Grade clusters will be designated as Lead Clusters (Haritha Leader Sanghom). Total amount per cluster should not exceed Rs. 6.30 lakhs.

The following group of activities is proposed for the grading of clusters.

a. Cluster Dynamics	-	30 Points
b. Economic Dimension	-	30 Points
c. Technical Dimension	-	24 Points
d. Innovative Activities	-	16 Points
Sub total	-	100 Points

The parameters included under each activity for grading are shown in Table. The grading criteria to be followed for each activity and the parameters to be ranked are shown below.

Particulars		Points	Maximum Points
I	Cluster Dynamics		
a.	Size of Cluster (Nos. of Farmers)	3	Less than 25 Members – 2 Points Above 25 – 3 Points
b.	Frequency of the Meetings	5	1 Meeting per month for the last year – 5 Points 1 Meeting for 2 months – 3 Points
c.	Accounting	5	Keeping well maintained Account Books – 5 Points
d.	Proximity of the Members	4	Located in Contiguous Area – 4 Points
e.	Attendance in the Meeting	5	More than 90% - 5 Points
f.	Good Leadership/ Communication	8	If the leader is very good with good communication among cluster members - 8 Points
II	Economic Dimension		
a.	Infrastructural Facility	8	Any infrastructure for the cluster – 8 Points
b.	Profitability	8	If profitable as per records of the members – 8 Points
c.	Marketing	8	Regular marketing arrangements made – 8 Points
d.	Period of Cultivation in the Locality	3	If regularly cultivated for the last 3 years in the same locality - 3 Points
e.	Use of Credit	3	If availed credit for the group/members – 3

			Points
III	Technical Dimension		
a.	Use of Hybrids	4	If hybrids are cultivated – 4 Points
b.	Types of Crops/No. of Crops	4	Less than 4 – 2 Points More than 4 – 4 Points
c.	Safe to Eat and Organic Production	8	Safe to eat/organic mode of production – 8 Points
d.	Open Precision Farming/Protected Cultivation	8	Adoption of open precision farming/Protected cultivation in the cluster – 8 Points
IV	Innovation and Recognition		
a.	Collective Input Arrangement	4	If collective arrangements for inputs – 4 Points
b.	Awards	4	If any awards received for the cluster – 4 points
c.	Innovative Practices/Trials	4	Any innovative practices/trials done in the cluster – 4 Points
d.	Fund Mobilisation from Members/Others	4	Any fund mobilised from members or other organisation other than Department of Agriculture – 4 Points

(Appropriate marks should be given for other clusters proposed for grading depending on the maximum marks indicated above.)

Grading Criteria

The grading according to points obtained is indicated below.

'A' Grade	-	60 Points and above
'B' Grade	-	50-60 Points
'C' Grade	-	Less than 50 Points

The required components can be selected from the cafeteria model below, provided the assistance is limited to Rs.6.30 lakhs per cluster as done during previous years.

Sl. No.	Items	Rate (Rs.)	*Maximum amount that can be spent (Rs. in lakhs)
1	Setting up of collection centres, infrastructure facilities, computer systems, furniture etc.		2.00
2	Purchase of bio-control agents, pheromone traps, bio-fertilisers, micronutrient mix etc.		0.25
3	Procurement/Arrangement of inputs		0.30
4	Production and distribution of seedlings		1.00
5	Distribution of curry leaf, papaya, drumstick etc to farmers/homesteads		0.25
6	Transportation subsidy @ Re. 1 per kg including support to satellite clusters	Re.1 per Kg.	1.00
7	Micronutrient Testing		0.20
8	To take up new technologies as demonstration	LS	0.75
9	Training programmes to members of clusters and		0.30

	satellite clusters		
10	For conducting meetings		0.05
11	Any other innovations	250	0.25
12	Other Contingencies including insurance premium of farmers		0.20

Each 'A' Grade Cluster selected for assistance should prepare a plan of action for assistance duly approved by Agricultural Officer concerned and the amount could be released to the clusters. A monitoring mechanism should also be introduced by the District Level Committee.

A minimum of three clusters surrounding the lead cluster should join the lead clusters for technical and marketing support. These clusters will be called satellite clusters. Lead clusters should be registered under the Charitable Societies Act. It is preferable to restrict the activities of the lead clusters within a Panchayat. At least 200 farmers should be benefited by the activities of the lead clusters through marketing, distribution of inputs and other technological interventions. Sustainability of the clusters should be ensured.

5. Additional Support to Best Performing 'A' Grade Clusters (Rs. 5.00 lakh)

Additional support of Rs. 5.00 lakhs/cluster will be provided to 3 clusters from the existing 'A' Grade Clusters based on further grading of the existing 'A' Grade Clusters. The assistance will be given on project mode. Best performing 'A' grade clusters with biopharmacy, nurseries, markets etc, with a minimum turnover of Rs.5.00 lakhs will be selected as Super Clusters under this component. The State Level Committee may modify the existing norms as per requirement to encourage best A Grade Clusters.

6. Promotion of Urban Clusters and Waste Management (Rs.850.00 lakh)

a) Supply of Growbags for Terrace Cultivation in new clusters (Rs.845.00 lakhs)

It is proposed to provide assistance for popularising vegetable cultivation in urban areas, in terraces as well as homesteads. This component will be implemented through residence associations. Technical guidance will be provided by the Krishi Bhavans concerned. Agro Service Centres will act as nodal points for providing continued technical support to these urban farmers.

For terrace vegetable gardens **25 nos. grow bags (1 unit)** planted with seedlings of 4-6 major vegetable crops, worth Rs. 2000/-, will be supplied to houses in Corporation, Municipal and Panchayat area in a need based manner allowing 75% subsidy ie., **subsidy of Rs.1500/- per unit**. Growbags will have (40 cm X 24 cm X 24 cm size) 600 gauge, (150 micron thickness) white outer and black inner and should contain 10 to 13 Kg. potting mixture. The potting media combination should be as detailed below.

Sl.No.	Potting mixture component	Quantity
a)	Red soil *	8 Kg.
b)	Coir pith compost	1.50 Kg. (pH should be above 5.0)
c)	Vermicompost/FYM/Other organic manures	300 g
d)	Bone meal	100 g
e)	Neem cake	100 g.
f)	Micronutrient	15 g

* In places where there is scarcity of soil for filling the bag, 50-60 % of the soil can be replaced by coir pith compost.

The growbag should contain vegetables seedlings of tomato, chillies, brinjal, cabbage, cauliflower etc. (3 seedlings/bag) along with seeds of cowpea, amaranthus or other varieties. Supply of seedlings of cool season vegetables, if any, should be done in appropriate season. The sample of growbags produced should be subjected to verification by Deputy Director of Agriculture (NWDPPRA) before commencement of distribution of each lot. Sample photographs of each lot should also be sent to the Principal Agricultural Office by e-mail.

Principal Agricultural Officers of concerned districts will arrange the supply of growbags with seedlings preferably from Department Farms, or other agencies like VFPCCK/VDP nurseries/Agro Service Centre/Karmasena/ Kudumbasree units. Quality of growbags, potting mixture and seedlings should be ensured by the supplying agencies as well as the implementing officials before supply. The supplying agencies should do the follow up till the establishment of the seedlings. For arrangements of growbags, preference should be given to Department Farms.

A total of 56333 grow bag units will be supplied utilising an amount of Rs. 845.00 lakh.

A random sampling and verification of the quality of growbags, potting mixture and seedlings distributed should be carried out to ensure their adherence to the prescribed quality standards. Such reports should be filed by Officials. Leaflets/booklets explaining cultivation aspects, pest and disease management, irrigation and manure application etc. should be provided along with growbags.

This component may also be implemented in rural areas with space constraints.

b) Formation of Haritha Groups (Rs.5.00 lakh)

Urban vegetable cultivation will be institutionalized by federating urban clusters of various residence associations at ward level to form "Haritha Groups". These groups will be registered under the Charitable Societies Act. At least 3 to 5 residence associations should join together to form a Haritha Group. An assistance of Rs.50000/-will be provided per Haritha Group to meet the expenses related to registration and other operational expenses.

An amount of **Rs.5.00 lakh** is set apart for the institutionalization of urban vegetable growers into Haritha Groups and also for providing technical support and marketing facilities through local volunteers 'Haritha Mitras' to be engaged for this purpose. This will open a self employment opportunity for such volunteers.

The follow up and management of urban clusters shall be the responsibility of Project Director, ATMA of the district.

7. Establishment of Nurseries (Rs.5.00 lakh)

The component aims at production of sufficient quality vegetable seedlings to cater to the demand of the general public.

Objectives

- a) To ensure supply of quality planting materials of vegetables.
- b) To enhance the production and thereby income of farmers.
- c) To teach farmers the importance of using quality planting materials.
- d) To increase the trust of farmers in the planting materials supplied through Department of Agriculture as of true quality.
- e) To control unscrupulous practices in private sector in seeds and seedling production of vegetables, avoiding farmers getting cheated.

With the successful implementation of Vegetable Development Programme there is huge demand for vegetable seedlings in the urban area. Seedlings are largely required for the preparation of growbags and rejuvenation of growbags supplied earlier.

Nurseries of 40 to 400 sq.m area (1 to 10 cents) with insect proof net/ shade net/ rainshelter to protect the seedlings from insects, rain, heat etc. will be established as per requirement to ensure local availability of quality planting materials. Seedlings will be raised in pro-trays and as far as possible soil less media should be used as the planting medium. Assistance will be provided at the rate of Rs. 1000/- per sq.m for establishing the nurseries. A total nursery area of 500 sq.m will be established in the current year, utilizing an amount of Rs.5.00 lakh. Beneficiaries can be individual or groups. Seeds for this purpose can be procured from VFPC/KAU/Departmental Farms and such other agencies.

Institutional support should be provided for nurseries by establishing them preferably with the support of Agro Service Centres, Kudumbasree Units, Clusters etc. so as to make them self sustainable. In Corporations where institutional support is not available, institutional support from Municipalities can be resorted to.

The selection of Municipalities/Corporations for setting up of nurseries should be done by the District Level Committee for Vegetable Development Programme in consultation with the Officers concerned.

Implementation & Monitoring

At District Level Scheme will be implemented and monitored by the Principal Agricultural Officer assisted by Deputy Director of Agriculture (NWDPR) with active participation of Assistant Director of Agriculture at the block level. Necessary guidance for the establishment of the nursery would be provided by Assistant Director of Agriculture of the concerned block with technical guidance from Kerala Agricultural University. The AO/AFO will implement the Scheme at the grassroot level. Monitoring, supervision and support will be provided at the district as well as directorate level based on the report from grassroot level.

Additional Director of Agriculture (Marketing & Veg.) will co-ordinate all the activities of the project at the state level.

8. Promotion of Family Drip Irrigation System (Rs.18.75 lakh)

It is proposed to promote low cost Family Drip Irrigation System with over head tank and distributors, especially in terraces and condominiums of urban areas and in appropriate locations in rural areas for effective utilization of irrigation water in line with the objective of Haritha Keralam programme. Assistance will be provided @ **75% limited to Rs.7500/-per unit for setting family drip irrigation units**. Beneficiaries will be selected from clusters based on performance evaluation, with the approval of District level Committee. The subsidy will be sanctioned based on the evaluation of the Assistant Director of Agriculture of the concerned block. It is proposed to install 250 no.s of family drip irrigation units utilizing a provision of Rs.18.75 lakhs.

9. Technical Support & Contract Appointment (Rs. 50.00 lakh)

For ensuring successful implementation of the project activities, technical support is envisaged at **District and State level**.

(i) Appointment of Field Assistants on Contract Basis (Rs.26.6064 lakh)

Forty-six (46) nos. of Field Assistants will be appointed on contract basis under Vegetable Development Programme during 2021-22 with a financial outlay of **Rs.26.6064 lakh**.

Field Assistants are posted:-

- To provide technical support to Vegetable Development Programme particularly for terrace cultivation, homestead cultivation and district clusters.
- To act as a nodal points in the implementation and follow up of Vegetable Development Programme.

General Guidelines

Field Assistants with VHSE (Agriculture) will be posted in blocks and Corporations on contract basis. They will be provided with phone facilities and their name and phone number should be published for locals to contact. The VHSE (Agri.) hands will be paid remuneration of Rs. 15,000/- per month for the prescribed duration.

The VHSE (Agri.) hands will do the needful field visits for all the components of Vegetable Development Programme especially Urban Clusters, Schools and District Clusters. Arrange inputs, preferably bio inputs and conduct follow up action for all the components of Vegetable Development Programme.

The following directions are issued regarding the duties and responsibilities of Field Assistants.

- Field Assistants in general will have a jurisdiction of more than one block. Hence their schedule of attendance in each block and Krishi Bhavans indicating details of field visits should be chalked out well in advance by Principal Agricultural Officers and the same should be communicated to the Assistant Director of Agriculture/Agricultural Officers concerned. The schedule should be followed strictly. Field visit schedules should be prepared and given to Field Assistants and it should be monitored by the ADAs concerned.
- There should be a contract signed by the contract staff on a stamp paper worth Rs. 150/- duly validated by the Appointing Authority
- Field Assistants should undertake follow up action for all components of Vegetable Development Programme with special attention to :-
 - (a) Urban Clusters
 - (b) District Clusters
 - (c) Homestead Cultivation through School Students and
 - (d) Vegetable Cultivation in Institutions.
- Arrange awareness camps in schools and residential associations.
- Arrange inputs like seeds, seedlings, biopesticides etc. under recurring expenditure for Urban Clusters laid out during previous years through rigorous follow-ups and contacts.
- To give leadership in the layout of vegetable gardens in schools and homesteads.
- Organize the farmers for cluster based cultivation.
- Field Assistants should have frequent contacts with Agricultural Officers and Assistant Director of Agriculture concerned.
- The Field Assistants should maintain work diary recording the field visits conducted and get it approved by the Assistant Director of Agriculture concerned on monthly basis.
- They should bring the field problems on time to the notice of the Agricultural Officers concerned. For that necessary field trainings should be arranged at district level with the help of KVK.
- Field Assistants should maintain a register in the respective blocks detailing the field problems identified/ reported and remedial measures suggested which should be duly/ periodically verified by the supervising officer.

- Problems which need further attention should be brought during the meeting and field visit of Multi Disciplinary Team arranged at district level. A monthly report on field problems identified and solved or referred for MDT should be submitted by the Field Assistant to the DDA (NWDPPRA) of the district.
- The contact No. of all Field Assistants should be available at District HQ, Blocks and the respective Krishi Bhavans. The same should be communicated to Director of Agriculture for monitoring at State Level.
- Further specific directions regarding the duties of Field Assistants in the respective blocks should be assigned by the Principal Agricultural Officers and periodical review reports on their activities should be furnished to Director of Agriculture without fail.

(ii) Data Entry Operators in Districts (Rs.17.787 lakh)

Services of existing 31 Data Entry Operators will be provided at district level on contract basis .

(iii) At Headquarters (Rs.1.90575 lakh)

In order to have a concurrent evaluation of project implementation, timely follow up, monitoring and reporting sufficient manpower support will be provided to strengthen the Vegetable Cell. For this, services of two Technical Assistants with Degree in Agriculture and three Data Entry Operators will be made available.

Details of contractual appointments and technical support under the scheme are as given below:

Sl. No.	Particulars	Rate/Month (Rs.)	No.	Total Amount available under Annual Plan 2021-22 (Rs. in lakhs)
1.	Field Assistants at Districts	19280 *	46	26.6064
2.	Data entry operators at Districts	21175**	28	17.787
3.	Data entry operators at Headquarters	21175**	3	1.90575
4.	Technical Assistants at Headquarters	39500	2	3.70085
	TOTAL			50.00

* - salary revised as per G.O.(Rt)No.34/2021/Agri dated 11/01/2021

** - salary revised as per G.O.(P)No.29/2021/Fin dated 11/02/2021

10. Promotion of Rain Shelter (Rs.500.00 lakh)

The concept of 'Rain shelter cultivation' gains importance in conditions where crops are to be protected from extreme climate (severe summer & heavy rains). Rain shelter is a low cost structure with frame work and roof cladding. Frame work can be made up of GI pipes or low cost materials like bamboo or palm poles. The roof cladding is done with transparent U.V. stabilized polythene film. The sides of the structure are kept open to ensure ample ventilation. It helps year-round cultivation of vegetables by protecting from heavy rain and extreme solar radiation that affect plant growth adversely.

Objectives

- To popularize the concept of Rain Shelter cultivation of Vegetables.
- To enhance production of vegetables through increased number of crops taken per year.

- g) To increase yield per unit area cultivated.
- h) To popularize physical and biological methods of pest control within a small manageable area.
- i) To utilize available spaces like terraces which are not utilized in traditional cultivation.
- j) To strengthen the concept of 'Family Farming'.
- k) To bring additional income to farmers during lean season.
- l) To utilize available space and time effectively.

Technical Programme

It is proposed to give financial assistance for construction of rain shelters as a permanent structure. The framework will be constructed using GI pipes fixed to the ground using concrete. The roof will be covered using UV stabilized sheet of 200 microns. All four sides will be covered upto 1m height using insect proof net to prevent straying of cattle etc. This will be done above a base made of one-brick thickness.

Cost estimate for rain shelter

The total cost for constructing a 100m² rain shelter will be approximately about Rs. 67,000/- as shown below:

Sl. No.	Item	No./ quantity	Rate/Unit cost (Rs.)	Total cost (Rs.)
1	GI pipes fixed with concrete (3 m length)	30 Nos.	Rs.1000/-	30000/-
2	UV-stabilised Polythene sheet (200 microns)	20m x 7m	50/sq.m	7000/-
3	Insect proof net (for sides)	50sq.m.	50/sq.m.	2500/-
4	Wages for labour	40no.	600	24,000/-
5	Miscellaneous (Floor preparation, coir, Copper wire etc.)			3500
	Total			67,000/-

Operationalization and activities

It is proposed to set up rain shelters with minimum area of 50sq.m and maximum of 100 sq.m. area, during this financial year in farmers fields with 75% financial assistance. Type of rain shelters using GI pipes are only included. Details of assistance is given below.

Sl. No.	Type of Rain Shelter (100 sq.m.)	Total Estimated Cost (Rs)	Financial Assistance proposed	Total outlay required (Rs lakhs)
	Frame work with GT pipes fixed using concrete	67000	75% of total cost limited to 50,000/-	500.00
	Total			500.00

Selection of beneficiaries and technical advice will be done at Krishi Bhavan level in consultation with Asst. Director of Agriculture at the block level. Progressive farmers in each locality will be

selected from among the vegetable cultivators. All activities like construction of rain shelter, selection of crops and their cultivation can be monitored at Krishi Bhavan level and necessary suggestions given wherever necessary. Good quality materials for construction can be arranged through RAIDCO, KAICO and other approved agencies like Agro Service Centres, Karshika karma Senas (KKS) etc. in order to avoid farmers getting cheated by private agencies. At the district level, the programme will be monitored by DDA (NWDPR), in consultation with Principal Agricultural Officer and at the State level by Vegetable Cell of Directorate headed by Addl. Director (Farms, Biogas Development and Vegetables).

The following directions shall also be complied with

- a) Wide publicity should be given for inviting applications and selection of beneficiaries through media.
- b) Selection should be through a transparent process.
- c) Changes in specification for smaller rain shelters may be made, if required, within the budget provision and rate of assistance.

11. Digital Documentation (Rs.3.00 lakh)

An amount of Rs.3.00 lakh is set apart for the State and district level visual documentation of vegetable development programme. The amount will be utilised for block and cluster level documentation consolidated at district level, for digital documentation at State level to be done by external agency or FIB etc. An amount limited to Rs.3.00 lakh can also be utilized to meet the expense for a study by reputed agency for the evaluation of the progress of cluster development programme and for documentation of best practices. Study should be commissioned and completed during the year 2021-22.

12. Operational Support (Rs.1.10 lakh)

Travel allowance, fuel, oil and lubricant charges (POL) and other operational expenses including conducting of meetings of officers, hire charges of vehicles, purchase of computers, photo copy machine, office expenses etc. will be met from this component. Part of the fund will be used for organizing campaigns. A total amount of **1.10 lakh** is set apart for this purpose.

Sl. No.	Items	Amount (Rs. in lakhs)
1.	Travelling Allowances *	1.00
2.	POL*	0.05
3.	Other operational Expenses (OC)	0.05
TOTAL		1.10

13. Subhiksha Keralam – Additional allocation (Rs.500.00 lakh)

Subhiksha Keralam scheme initiated during the previous financial year for ensuring food security in the state of Kerala in the wake of the COVID-19 pandemic will be continued during the current financial year also. One of the major programmes included in this scheme is fallow land cultivation. Suitable area which is kept fallow for the last 3 years is selected and land preparation is done and cultivation of vegetable crop is undertaken. Fallow land, where vegetable cultivation can be done has to be identified. The cultivation can be undertaken through the individual farmers, landless agricultural labourers, farmer groups, youth clubs and any other organizations who are willing to undertake fallow land cultivation. An amount of **Rs. 40,000/- per hectare** will be given as

assistance for undertaking one hectare of fallow land cultivation as per reference 6th cited. **(Rs. 37000/ha for cultivators and Rs. 3000/ha for land owners)**. The assistance for cultivators will be for the activities from land preparation to harvest. Assistance will be provided to the owners of the land for giving the land for cultivation. Vegetable cultivation will be undertaken in an area of **1250 Ha** of fallow land, for which **Rs.500.00 Lakhs** is earmarked. Vegetable cultivation can be done in fallow either owned by the cultivators or in leased lands. **As far as possible SC/ST Farmers/Groups should be given preference for this programme.** Vegetable cultivation will be extended to fallow lands available under the ownership of department farms and PSUs also by involving farmers clusters and women groups.

The details of assistance proposed and physical target is given below:

Sl. No.	Item	Assistance per Hectare (Rs.)	Area (Ha)	Total Amount Rs. in Lakhs
1	Cultivation Assistance	37000	1250	462.5
2	Lease Value of the Land	3000	1250	37.5
TOTAL		40000		500.00

Financial Outlay

An abstract of the total financial outlay is furnished below.

Sl. No.	Components	Amount (₹ in lakh)
1	Homestead vegetable cultivation	1480.40
2	Institutional cultivation	200.00
3	Development of district clusters	2725.00
4	Support for A grade clusters	10.00
5	Additional support to best performing A grade clustersPromotion of zero energy cool chambers	5.00
6	Promotion of urban clusters and waste management	850.00
7	Establishment of nurseries	5.00
8	Promotion of family drip irrigation	18.75
9	Technical support and contractual appointments	50.00
10	Promotion of rain shelter	500.00
11	Digital Documentation	3.00
12	Operational support	1.10
13	Subhiksha Keralam – Additional allocation	500.00
Total		6348.25

(Rupees Sixty three crore forty eight lakh and twenty five thousand only)

In the circumstances mentioned above, Continuous Administrative Sanction is hereby accorded for the implementation of the scheme 'Vegetable Development' during 2021-22 for an amount of **Rs.6348.25 lakh (Rupees Sixty three crore forty eight lakh and twenty five thousand only)**, debiting the expenditure to the head of account **2401-00-119-85 (Plan)** from current year's budget provision and the following sub-heads.

Subheads	Amount (Rs. In lakhs)
04-TE-1-Tour TA	5.00000

34-OC	6328.25000
45-POL	15.00000
Total	6348.25000

The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Orders read above.

As per G.O read as reference (8) above, fund allocation for schemes have to be provided AEU wise. Accordingly, implementing sections at the Directorate of Agriculture will provide AEU wise fund allocation while issuing working instructions for the scheme.

Monthly progress report should invariably contain component wise physical and financial targets and achievements, number of beneficiaries and the stage of implementation of each component.

Since the Government is giving emphasis to women participation and gender budgeting, maximum efforts have to be made to include women beneficiaries in the scheme. The number of women beneficiaries and the amount utilized for such beneficiaries (component wise) should also be separately shown in the monthly progress report.

Sd/-
DR. K. VASUKI IAS
DIRECTOR

To

VC section of the Directorate for issue of detailed working instructions

Copy to

TA to Director of Agriculture

CA to All Additional Directors of Agriculture of the HQ

State Agricultural Engineer, Senior Finance Officer for information

IT section of the directorate for posting on the website

De di
Deputy Director of Agriculture (PIg)
Directorate of Agriculture
Thiruvananthapuram

ch