

CIRCULAR

Sub: Agriculture Department - Scheme for Vegetable Development Mission – Vegetable Development Programme 2021-22 - Administrative Sanction accorded – Working Instructions issued – Reg.

Ref: 1. Order No. ADFW/3000/2021-TP2 Dated: 23/4/2021 of Director of Agriculture

Vegetable are considered as protective food vital to the general good health of human beings as they are rich in vitamins, minerals, carbohydrates, proteins, antioxidants, Oxygen Radical Absorbance Capacity (ORAC) etc. Consumption of a wholesome of vegetables which are good source of vitamins, minerals, phytochemical compounds, and dietary fiber content can protect from some chronic diseases and increase the immunity power.

'Vegetable Development Programme' was launched in the 12th Five Year Plan by Agriculture Development and Farmer's welfare Department ensuring involvement of students, homemakers, commercial farmers, institutions, media, NGOs and all strata of the population to reduce the incoming vegetables from other state and to increase domestic production of safe to eat vegetables .

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**. Accordingly continuous Administrative Sanction was received for **Rs. 6348.25 lakh**.

The following key interventions are proposed to be implemented from the start of the financial year.

<i>Sl. No.</i>	<i>Components</i>	<i>Amount (Rs. in lakh)</i>
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 clusters	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)

Objectives of Vegetable Development

1. Step up the domestic production of vegetables to meet our domestic requirement and to produce safe to eat vegetables.
2. To materialize systematic vegetable production and distribution through a production plan chalked out on the basis of agroclimatic suitability, market understanding and demand across the State.
3. Promote a culture of self reliance and achieve self sufficiency in vegetable production.
4. Promote good agricultural practices in vegetable production.
5. Convince the farmers of the advantages of modern technology through trainings, field trials and exposure visits.
6. Acknowledge exemplary performance in vegetable production through awards and incentives.
7. Give thrust to cultivation of vegetable varieties that form part of daily diet of Keralites like bhindi, tomato, cowpea, chilies etc.
8. Popularize micro irrigation for effective use of water, which is a precious natural resource.
9. To realize the objectives of “Sujalam Suphalam” programme of Haritha Keralam Mission.

1) Homestead vegetable cultivation, including onam vegetable production (Onathinu Orumuram Pachakkari) (Rs. 1480.40 lakhs)

- a) *Supply of Seedkits to School Students & Farmers through Krishi Bhavans and through media (Rs. 800.00 lakh)*

Scheme component aims to promote homestead vegetable cultivation by distributing assorted vegetable seed kits free of cost to school students, farmers, NGO's, media and other organisations 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 dtd 15-09-2017. Seedkits **80 lakh** in number 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 shall be prepared and supplied by Dept. farms, VFPCCK or any other Gov. agencies.

b) Supply of Vegetable Seedlings (Rs. 680.40 lakh)

In addition to the above, **272.16 lakh** seedlings will be supplied to homesteads @ **Rs. 2.50** per seedlings utilising an amount of **Rs. 680.40 lakh**. The seedlings will be produced and supplied by Department Farms, the block Level and panchayat level nurseries established under Vegetable Development Programme, Agroservice centres, Karshika karmasenas, VFPCCK etc. The quality of seedlings will be certified by the Assistant Director of Agriculture/Agricultural Officers of the krishi bhavans.

The programme shall be implemented observing the following general guidelines.

- Principal Agricultural Officer shall instruct the Agricultural Officers to finalize the beneficiaries for the distribution of seed kits urgently. Krishi Bhavan wise No. of kits to be distributed should be intimated to the agencies concerned.
- Once the beneficiaries are selected preliminary meetings should be conducted to create awareness about the programme.
- 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/imposture of penalty to the supplying agencies.
- The programme should be given wide publicity and inaugural function should be arranged by involving VIPs like Ministers, MPs, MLAs and representatives of LSGs.
- 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/ Assistant 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.

Sl. No.	Districts	Supply of Seed kits		Supply of Vegetable Seedlings	
		Phy (Lakh)	@ Rs. 10/ kit Fin (Lakh)	Phy (Lakh)	@ Rs. 2.50/ seedlings
1	Thiruvananthapuram	5	50	25	62.5
2	Kollam	4	40	20	50
3	Pathanamthitta	4	40	20	50
4	Alappuzha	4	40	15	37.5
5	Kottayam	3	30	15	37.5
6	Idukki	4	40	15	37.5
7	Ernakulam	4	40	20	50
8	Thrissur	5	50	20	50
9	Palakkad	5	50	20	50
10	Malappuram	5	50	20	50
11	Kozhikode	5	50	20	50
12	Wayanad	2	20	15	37.5
13	Kannur	3	30	15	37.5
14	Kasaragod	2	20	15	37.5
15	Head Quarters	25	250	17.16	42.9
TOTAL		80	800	272.16	680.4

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

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 which 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 Departmental Farms, KSSDA, VFPCCK, KAU or farmer's seed.

An amount of **Rs. 100 Lakh** is earmarked for this component.

Sl. No.	Districts	Phy (Nos.)	@ Rs. 4000/ school Fin (Lakh)
1	Thiruvananthapuram	200	8
2	Kollam	210	8.4
3	Pathanamthitta	170	6.8
4	Alappuzha	120	4.8
5	Kottayam	200	8
6	Idukki	200	8
7	Ernakulam	200	8
8	Thrissur	200	8
9	Palakkad	200	8
10	Malappuram	200	8
11	Kozhikode	200	8
12	Wayanad	70	2.8
13	Kannur	210	8.4
14	Kasaragod	120	4.8
	TOTAL	2500	100

b. Project Based Cultivation by Institutions including NGO's (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. Lump sum 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-serve 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 (Marketing & Vegetable Cell) 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.

Sl. No.	Districts	Fin (lakhs)
1	Thiruvananthapuram	15.00
2	Kollam	9.00
3	Pathanamthitta	5.00
4	Alappuzha	5.00
5	Kottayam	5.00
6	Idukki	5.00
7	Ernakulam	5.00
8	Thrissur	9.00
9	Palakkad	7.00
10	Malappuram	9.00
11	Kozhikode	7.00
12	Wayanad	5.00
13	Kannur	9.00
14	Kasaragod	5.00
TOTAL		100

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 ha with a minimum area of 5 ha based on the revised subsidy norms for vegetable cultivation. The total assistance for one cluster will be from **Rs. 1.00 lakhs 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. 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 delinked 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.

Sl. No.	Name of District	Assistance to Cluster @ Rs. 1.25 lakh for 1 cluster of 5ha	
		Phy.*	Fin. (Rs. in lakh)
1	Thiruvananthapuram	90-113	112.5
2	Kollam	80-100	100
3	Pathanamthitta	80-100	100
4	Alappuzha	90-113	112.5
5	Kottayam	70-88	87.5
6	Idukki	60-75	75
7	Ernakulam	60-75	75
8	Thrissur	90-113	112.5
9	Palakkad	90-113	112.5
10	Malappuram	80-100	100
11	Kozhikode	70-88	87.5
12	Wayanad	60-75	75
13	Kannur	90-113	112.5
14	Kasaragod	70-88	87.5
TOTAL		1080-1354	1350

* The physical number of clusters can vary depending on the area of pandhal and non-pandhal varieties cultivated within a cluster.

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.

Sl. No.	Name of District	PP Equipments @ Rs. 1500/Unit	
		Phy.	Fin. (Rs. in lakh)
1	Thiruvananthapuram	150	2.25
2	Kollam	160	2.4
3	Pathanamthitta	180	2.7
4	Alappuzha	180	2.7
5	Kottayam	150	2.25
6	Idukki	130	1.95
7	Ernakulam	120	1.8
8	Thrissur	150	2.25
9	Palakkad	120	1.8
10	Malappuram	150	2.25
11	Kozhikode	150	2.25
12	Wayanad	150	2.25
13	Kannur	120	1.8
14	Kasaragod	90	1.35
TOTAL		2000	30.00

c) Pumpsets (Rs 100.00 lakh)

In order to provide support for irrigation it is proposed to distribute pumpsets to clusters @Rs 10000/unit.

Details of assistance proposed and district wise targets are given below:

Sl. No.	Districts	Phy. (No)	@ Rs. 0.1/unit Fin (lakh)
1	Thiruvananthapuram	90	9
2	Kollam	80	8
3	Pathanamthitta	60	6
4	Alappuzha	70	7
5	Kottayam	60	6
6	Idukki	50	5
7	Ernakulam	80	8
8	Thrissur	80	8
9	Palakkad	90	9
10	Malappuram	80	8
11	Kozhikode	70	7
12	Wayanad	60	6
13	Kannur	70	7
14	Kasaragod	60	6
TOTAL		1000	100

d) Staggered Clusters (Rs. 1100.00 lakh)

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. The physical targets of non-pandhal and pandhal type vegetable cultivation can be interchanged as per the requirement in the districts. Staggered Clusters are allotted over and above the Potential Clusters sanctioned. 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.

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.

Sl. No.	Name of District	Pandhal @ 25000/Ha and Non-Pandhal @ 20000/Ha Fin. (Rs. in lakh)
1	Thiruvananthapuram	60
2	Kollam	60
3	Pathanamthitta	70
4	Alappuzha	90
5	Kottayam	70
6	Idukki	90
7	Ernakulam	70
8	Thrissur	80
9	Palakkad	100
10	Malappuram	80
11	Kozhikode	70
12	Wayanad	110
13	Kannur	80
14	Kasaragod	70
TOTAL		1100

e) Cultivation of cool season vegetables in staggered clusters in Idukki (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 of @ **Rs. 30000/- per Ha**. 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 Nutrition 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 and distribute **50000 perennial vegetable** sapling kits during 2021-22 through department farms, utilizing an outlay of **Rs. 25.00 lakh**.

Sl. No.	Name of District	Production and Distribution of seeds of traditional varieties @ Rs. 25000/ha		Distribution of Saplings 50% subsidy @ Rs. 50/ kit	
		Phy (ha)	Fin (Rs. in Lakh)	Phy (nos.)	Fin (Rs. in Lakh)
1	Thiruvananthapuram	4	1	10000	5.0
2	Kollam	4	1	4000	2.0

3	Pathanamthitta	6	1.5	4000	2.0
4	Alappuzha	6	1.5	4000	2.0
5	Kottayam	4	1	3500	1.75
6	Idukki	7	1.75	1000	0.5
7	Ernakulam	4	1	4000	2.0
8	Thrissur	7	1.75	3000	1.5
9	Palakkad	9	2.25	3500	1.75
10	Malappuram	8	2	3000	1.5
11	Kozhikode	4	1	3000	1.5
12	Wayanad	5	1.25	1000	0.5
13	Kannur	7	1.75	3500	1.75
14	Kasaragod	5	1.25	2500	1.5
	Total	80	20	50000	25

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			
(i)	Staggered vegetable cultivation - with pandhal - without pandhal		25000/Ha 20000/Ha	1100.00
(ii)	Cultivation of cool season vegetables in staggered clusters in Idukki	333.33 Ha	30000/Ha	100.00
e.	Production and distribution of seeds of traditional varieties	80 Ha	25000/Ha	20.00
f.	Promotion of Nutrition Garden			
	Distribution of saplings at 50 % subsidy @ Rs. 50/kit	50000 kits	50/kit	25.00
	TOTAL			2725.00

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

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

The clusters established in 2016-17, 2017-18, 2018-19 and 2019-20 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

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

Technical Programme

The selection criteria prescribed during 2019-20 will be followed this year also for the grading of new clusters. The new 'A' Grade Clusters (10 Nos.) 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
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 criteria are 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 satellite clusters		0.30
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 lakhs)

Additional support of **Rs. 5.00 lakhs/cluster** will be provided to 1 cluster 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 lakh** 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.

Sl. No.	District	Additional support to best performing A grade clusters @ Rs. 5 lakh/cluster	
		Phy (nos.)	Fin (Lakh)
1	Thrissur	1	5
TOTAL		1	5

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

a) Supply of Grow bags for Terrace Cultivation in new clusters (Rs. 845.00 lakh)

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 Panchayath area in a need based manner allowing 75% subsidy ie., subsidy of **Rs. 1500/- per unit**. Grow bags 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 (NWDPR) 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 VFPC/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.

Sl. No.	District	Supply of Growbags for Terrace Cultivation in new clusters @ Rs. 1500/Unit		Formation of Haritha Groups @ Rs. 50000/ groups	
		Total No. of Units @ 25 Nos./Unit	Amount (in Lakhs)	Phy (nos.)	Fin (Lakh)
1	Thiruvananthapuram	4500	67.50	1	0.5
2	Kollam	4000	60.00	0	0.0
3	Pathanamthitta	4000	60.00	1	0.5
4	Alappuzha	3800	57.00	1	0.5
5	Kottayam	3783	56.75	1	0.5
6	Idukki	3750	56.25	1	0.5
7	Ernakulam	5000	75.00	1	0.5
8	Thrissur	5000	75.00	1	0.5
9	Palakkad	3750	56.25	1	0.5
10	Malappuram	3750	56.25	1	0.5
11	Kozhikode	5000	75.00	1	0.5
12	Wayanad	2500	37.50	0	0.0
13	Kannur	3750	56.25	0	0.0
14	Kasaragod	3750	56.25	0	0.0
TOTAL		56333	845	10	5

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 / 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 VFPCCK/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.

Sl. No.	District	Establishment of Nurseries @ Rs. 1000/ Sq.m	
		Area In Sq. m	Amount (in Lakhs)
1	Ernakulam	125	1.25
2	Thrissur	125	1.25
3	Kozhikode	125	1.25
4	Wayanad	125	1.25
TOTAL		500	5.0

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

It is proposed to promote low cost Family Drip Irrigation System with overhead 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 nos.** of family drip irrigation units utilizing a provision of **Rs. 18.75 lakhs.**

Sl. No.	District	Promotion of Family Drip Irrigation System - Rs. 7500/ unit	
		Phy (nos.)	Fin (Lakh)
1	Thiruvananthapuram	20	1.5
2	Kollam	47	3.525
3	Pathanamthitta	25	1.875
4	Alappuzha	15	1.125
5	Kottayam	0	0
6	Idukki	8	0.6
7	Ernakulam	25	1.875
8	Thrissur	20	1.5
9	Palakkad	15	1.125
10	Malappuram	15	1.125
11	Kozhikode	20	1.5
12	Wayanad	10	0.75
13	Kannur	20	1.5
14	Kasaragod	10	0.75
TOTAL		250	18.75

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

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. 19,280/- 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 ₹ 200/- 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.
- 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 Agricultures concerned.
- The Field Assistants should maintain work diary recording the field visits conducted and get it approved by the Assistant Director of Agricultures 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 (NWDPRRA) 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 28 Data Entry Operators will be provided at district level on contract basis.

(iii) At Headquarters (Rs. 5.6066 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 personnel 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 (Rs. in lakhs)
1.	Field Assistants at Districts	19,280*	46	26.6064
2.	Data entry operators at Districts	21,175**	28	17.787
3.	Data entry operators at Headquarters	21,175**	3	1.90575
4.	Technical Assistants at Headquarters	39,500	2	3.70085
Total				50

* - 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

Sl. No.	Districts	At Districts		At Headquarters		Total (Rs. in lakhs)
		Field Assistants (Rs. in lakhs)	DEO (Rs. in lakhs)	DEO (Rs. in lakhs)	TA (Rs. in lakhs)	
1	Thiruvananthapuram	1.73520	1.27050			3.00570
2	Kollam	1.73520	1.27050			3.00570
3	Pathanamthitta	1.73520	1.27050			3.00570
4	Alappuzha	2.31360	1.27050			3.58410
5	Kottayam	1.15680	1.27050			2.42730
6	Idukki	1.73520	1.27050			3.00570
7	Ernakulam	2.31360	1.27050			3.58410
8	Thrissur	3.47040	1.27050			4.74090
9	Palakkad	2.89200	1.27050			4.16250
10	Malappuram	1.73520	1.27050			3.00570
11	Kozhikode	1.73520	1.27050			3.00570
12	Wayanad	1.73520	1.27050			3.00570
13	Kannur	1.15680	1.27050			2.42730
14	Kasaragod	1.15680	1.27050			2.42730
15	Head Quarters			1.90575	3.70085	5.60660
TOTAL		26.60640	17.78700	5.60660		50.00000

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

1. To popularize the concept of Rain Shelter cultivation of Vegetables.
2. To enhance production of vegetables through increased number of crops taken per year.
3. To increase yield per unit area cultivated.
4. To popularize physical and biological methods of pest control within a small manageable area.
5. To utilize available spaces like terraces which are not utilized in traditional cultivation.
6. To strengthen the concept of 'Family Farming'.
7. To bring additional income to farmers during lean season.
8. 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 up to 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 100 m² 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. In each panchayath minimum one number of rainshelter should be constructed. Type of rain shelters using GI pipes are only included. Details of assistance is given below.

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 (Marketing 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.

Sl. No.	District	Rain shelter	
		Phy (Sq.m)	Fin (Lakh)
1	Thiruvananthapuram	8300	41.50
2	Kollam	7250	36.25
3	Pathanamthitta	5300	26.50
4	Alappuzha	7250	36.25
5	Kottayam	7350	36.75
6	Idukki	4950	24.75
7	Ernakulam	9050	45.25
8	Thrissur	9830	49.15
9	Palakkad	8830	44.15
10	Malappuram	10100	50.50
11	Kozhikode	7260	36.30
12	Wayanad	2420	12.10
13	Kannur	8300	41.50
14	Kasaragod	3810	19.05
TOTAL		100000	500

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 meet for a study by reputed agency for the evaluation of the progress of cluster development programme and for documentation of best practices.

Sl. No	Districts	Fin (Rs. in lakh)
1	Thiruvananthapuram	0.2
2	Kollam	0.2
3	Pathanamthitta	0.2

4	Alappuzha	0.2
5	Kottayam	0.2
6	Idukki	0.2
7	Ernakulam	0.2
8	Thrissur	0.2
9	Palakkad	0.2
10	Malappuram	0.2
11	Kozhikode	0.2
12	Wayanad	0.2
13	Kannur	0.2
14	Kasaragod	0.2
15	HQ	0.2
	Total	3.0

12) Operational Expenses (Rs. 1.10 lakhs)

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.

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 (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	37,000	1,250	462.5
2	Lease Value of the Land	3,000	1,250	37.5
Total		40,000		500.0

Sl. No.	Districts	Area Ha	Total (Rs. in lakhs) @ 40,000/Ha
1	Thiruvananthapuram	90	36
2	Kollam	90	36
3	Pathanamthitta	90	36
4	Alappuzha	90	36
5	Kottayam	85	34
6	Idukki	85	34
7	Ernakulam	80	32
8	Thrissur	90	36
9	Palakkad	100	40
10	Malappuram	100	40
11	Kozhikode	90	36
12	Wayanad	80	32
13	Kannur	100	40
14	Kasaragod	80	32
TOTAL		1250	500

Financial Outlay

An abstract of the total financial outlay is furnished below.

Sl. No.	Components	Amount (Rs. in lakh)
1	Homestead vegetable cultivation	1480.40
2	Institutional Cultivation	200.00
3	Development of District Clusters	2725.00
4	Support to A grade clusters	10.00
5	Additional support to best performing A grade clusters	5.00
6	Promotion of urban clusters and waste management	850.00
7	Establishment of Nurseries	5.00
8	Promotion of Family Drip Irrigation System	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
	Total	6348.25

In the circumstances mentioned above, Continuous Administrative Sanction has been received for the implementation of the scheme 'Vegetable Development during 2021-22 for an amount of **Rs. 6348.25** lakhs (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. The scheme shall be implemented abiding by the terms and conditions stipulated in the reference cited (1) above.

The above said targets for Vegetable Development Programme should be allocated to the Krishi Bhavans AEU wise.

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 utilised for such beneficiaries (component wise) should also be separately shown in the monthly progress report.

Time-line for implementation

Period	Financial (Rs. in lakh)	Progress (%)
April-June	2540.00	40
April-September	4570.00	72
April-December	5840.00	92
April-March	6348.25	100

General Operational Guidelines for Vegetable Development Programme 2021-22

- Wide publicity should be given for the programme through various mass media, various farmers committees, through Panchayat Raj institutions etc. Wide publicity has to be arranged both at state level and district level for **identification of beneficiaries for all components.**
- The Principal Agricultural Officers of the respective districts would be in charge of the district level implementation of the programme.
- Deputy Director (NWDPR) would be the Nodal Officer.
- The Block level Assistant Directors and Officers of the Krishi Bhavans are in charge of the implementation of programme at the field level. They will submit Monthly Report to PAO which will be consolidated at the district level and submitted to Director of Agriculture before 3rd of every month.
- The Agricultural Assistants will be in charge of the entire component implemented in their jurisdiction. All field level activities will be supervised and field problems to be reported by them to the Agricultural Officers for advising remedial measures to the farmers.
- The Additional Director of Agriculture (Marketing & Vegetable) will co-ordinate all the activities of the project at the state level.
- As far as possible, while beneficiary selection for the components, 10% may be earmarked to SC/ST.
- The components were Beneficiary Committees are proposed, the account should be joint and the agreement should be jointly executed by the Chairperson and the Convener in order to avoid allegations against officials in future.

Monitoring and Evaluation

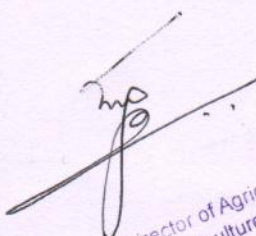
At the block level, the Assistant Directors of Agriculture will monitor the programme and at district level, the Deputy Director of Agriculture (NWDPR) will be the Nodal Officer for the Scheme. The Principal Agriculture Officer will be responsible for the district level scheme implementation. At the state level, the Additional Director of Agriculture (Marketing & Vegetable) will monitor and review the Scheme.

At district level, a Committee headed by the Principal Agricultural Officer and a Block Level Committee headed by the Assistant Director of Agriculture will ensure convergence of activities with all departments and agencies. Constitution is as follows:

<u>District Level</u>	<u>Block Level</u>
Principal Agricultural Officer	Assistant Director of Agriculture
DDA (NWDPR)	BTM & SMS of ATMA
PD, ATMA	Agricultural Officers
Representative from KAU/KVK	BLBC, Convenor
DM, Kudumba Sree	CDS of Kudumbasree (Selected)
DD, SHM	Joint BDO, MGNREGS
DM, VFPC	AM, VFPC
ADA (M)	
MGNREGS	
Lead District Manager	

Sd/-
Director of Agriculture

To,
All Principal Agricultural Officers


Additional Director of Agriculture (Marketing)
Directorate of Agriculture Development and
Farmers Welfare Department
Kilas Bhavan, Thiruvananthapuram-33

Copy to:

- 1) Chief (Agriculture), State Planning Board, Thiruvananthapuram.
- 2) Chief Executive Officer, VFPC
- 3) Director of Research, Kerala Agricultural University, Vellanikkara
- 4) Principal Information Officer, FIB, Thiruvananthapuram for giving wide publicity to the scheme.
- 5) PA to Director of Agriculture
- 6) CA to Additional Directors of Agriculture
- 7) All Joint Directors of Agriculture at HQ
- 8) All DDAs (NWDPR)
- 9) Planning Section, Finance Section & Accounts Section
- 10) IT Cell – for uploading in the official website
- 11) Stock File