

Directorate of Agriculture Development
and Farmers Welfare Department
Vikas Bhavan, Thiruvananthapuram
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CIRCULAR

Sub: Annual Plan 2021-22 – Agro Service Centres and Service Delivery- Establishment of New Krishisree Centres – Administrative Sanction accorded – Working Instructions – issued reg

Ref: GO (Rt) No. 578/2021/Agri dated 06.07.2021

In the annual plan 2021-22, an amount of Rs. 250 lakh has been earmarked for the scheme Agro Service Centre and Service Delivery under the H/A : 4401-00-113-98 (P). The main component of the scheme is Establishment of Krishisree Centres for which Administrative sanction has been accorded for an amount of Rs. 250.00 lakh as per reference cited.

Krishisree Centres are to be established at block level to facilitate integration of services like mechanisation, ATMA based extension, credit support, marketing, etc. In order to render full fledged service to the farmers at a single point, it is necessary that the various requirement of farmers such as Agricultural inputs, farm related information, etc are brought under a common service centre. These centres acts as technology and information disseminating centres with facilitating role in field visit. The Krishisree Centres should function as one stop shop for all the requirement of farmers. These centres will act as a single window for Agro Services, Service Delivery and Karshika Karmasena activities, converging activities of ASCs, KKS and CHCs.

Objectives

1. To integrate the services like mechanisation, ATMA based extension, credit support, marketing, etc
2. Facilitate the integration of agricultural needs of different panchayats of each block to be done in an effective manner
3. Collection and distribution of agricultural inputs and planting materials to the needy farmers in the block in time
4. Collection, processing and value addition of agricultural products
5. Supply of machinery and timely service to the farmers in the block covering different panchayats
6. Set up biopharmacy, develop Crop Health Management service teams focusing on PP operations
7. Set up repair and service units for farm machinery equipment and agricultural implements
8. Provide services for setting up irrigation facilities, adoption of High-tech agricultural practices
9. Provide services as directed by Government from time to time and those decided by the block level advisory committees

Establishment of Krishisree Centres

a. Selection of blocks:

The agency/block panchayat/ Grama panchayat which are willing to provide front office and machinery yard to hold farm machinery to run the Krishisree centres will be given preference for the establishment of Krishisree Centres. A minimum of 25 sq.m. is required for the office & 200 sq.m. to hold the farm machinery. Project Director, ATMA will identify the blocks in the constituencies of the district where Krishisree centres are to be started and the can scheme should be implemented only after getting approval from the Directorate of Agriculture.

b. Constitution of Krishisree centres:

The Krishisree centres should be registered in each block under the Charitable Societies Act 1955 (The Travancore Cochin Literary, Scientific and Charitable Societies Registration Act 1955). The centres shall be registered with a minimum of 7 service providers involving only those members selected for the formation of the centres. The centres should be registered within one week of selection of service providers. The registered centre will be working with the elected President, Secretary, Treasurer and other office bearers as per the byelaw.

The registered Krishisree Centre shall function as per the direction of the Block Level Advisory Committee (BLAC) constituted for management and supervision of Krishisree centre. The day to day functioning of the Krishisree centre will be overseen by a management committee of the centre.

Management Committee of Krishisree Centre:

The day to day functioning of centre will be overseen by the management committee which comprises of:

- a. The Assistant Director of the concerned block (Chairman)
- b. Agricultural Officer of the concerned panchayat where the Krishisree centre is located (Nodal officer – Convenor)
- c. President of the registered Krishisree centre (Member)
- d. Secretary of the registered Krishisree centre (Member)
- e. President of the agency which is running the Krishisree centre (Applicable only in cases where 50% of the investment is by the agency – Member)
- f. Facilitator of the Krishisree centre (Member)
- g. Two farmer representatives selected among the Secretaries or Presidents of the Padasekhara samithies/farmers group/commodity groups by the Assistant Director of Agriculture (the terms of these representatives will be one year and may be rotated).

The management committee shall meet once in every month and deliberate day to day functioning of the centre and take suitable decision.

Block Level Advisory Committee (BLAC)

A Block Level Advisory Committee is to be constituted to guide and control the activities and management of Krishisree centre with the following member:

1. MLA of the constituency in which panchayat the Krishisree centre is situated (Chairman)
2. MLA of other constituencies of which the area is coming in the block (Co-chairman)

3. The President of the concerned block (Vice Chairman)
4. Assistant Director of Agriculture of the concerned block (Convenor)
5. Block panchayat members of all division of the block (Members)
6. The panchayat presidents of all panchayats of concerned block (Members)
7. The President of Krishisree centre (Member)
8. The Secretary of the Krishisree centre (Member)
9. The Agricultural Officers of all the Krishi Bhavans in the block (Members)
10. One farmer representative each from each panchayat of the block representing the Convenors/presidents/Secretaries of the Padasekharasamithies/Farmer groups/ Comodity groups selected from among them. The term of farmer representatives shall be for one year and may be rotated annually
11. Representative of Co-operative bank providing maximum services to the agriculture sector in the block
12. Facilitator of the KrishiSree centre
13. Assistant Executive Engineer (Agri) of the district
14. Special invities : 1) Project Director (ATMA)/DPD
2) Representative of ARS, Mannuthy

The quorum of meeting of the BLAC shall be one third of the total members. The BLAC should meet at least one in 6 months. The meeting should be convened by the Assistant Director of Agriculture chaired by the MLA of the constituency representating the block in which the Krishisree centre is located. The service charges for each services and remuneration charges to Service Providers and facilitator shall be approved by the BLAC. Mode of functioning of Krishisree Centres shall be decided by BLAC adhering to the guidelines issued by Government from time to time. BLAC should integrate all activities of Krishisree Centres with all Karshika KarmaSenas of the block. BLAC will decide and recommend the purchase of Agro machinery based on the proposal made by the Management Committee and will oversee execution of the activities of Krishisree Centres. BLAC will be responsible to arrange for proper upkeep and maintenance of the assets. BLAC will intergrate different Grama Panchayat and Block Panchayat schemes with its source of funding that can be implemented through Krishisree centre and facilitate the execution. It will oversee the functioning of management committee.

Manpower selection:

a. Facilitator:

Facilitator is the office secretary of the Krishisree Centre. Facilitators must be selected from among retired Agricultural Officers of proven service records or persons having qualification of B.Tech (Agrl. Engg) or Bsc (Agri) / VHSE (Agri) with 5 year experience / diploma in Agriculture Science or Mechanical Engineering with 3 year experience. The facilitator shall be a resident of the district in which the Krishisree Centre is located. Facilitator may be paid initially for one year from the scheme and thereafter from the revenue of the Krishisree Centre. Remuneration may be fixed by the Block Level Management Committee & minimum amount will be Rs. 12000 /- per month. He / She will be responsible for the proper upkeep and maintainence of the office and records, keep all the registers of the office and shall be the custodian of all assets attached to the Krishisree Centre. He will execute the day to day function of the Krishisree Centre as decided by the BLAC /

Management Committee. He will organise the activities, prepare work calendar and organise the activities of Krishisree Centres and will be responsible to collect service charges from the customers, keep record of it, issue receipts and maintain cashbook and related registers. He will be responsible to monitor the execution of work and to carry out adequate repair & maintenance of the farm machinery. He has to keep bank account, records and vouchers for payments effected as per prescribed guidelines.

The facilitator of the Krishisree Centre who is not performing properly as assessed by BLAC and as decided by BLAC may be removed with a notice of one month issued to him / her by the Assistant Director of Agriculture and new facilitator may be engaged by the BLAC.

The facilitator upon joining the Krishisree Centre shall execute an agreement in stamp paper worth Rs. 200 /- towards the satisfactory execution of duties and functions. He / She shall leave the Krishisree Centre with a notice of one month to the Assistant Director of Agriculture of the Krishisree Centre. If he/she leaves within one year of joining, he / she may refund all the cost of expenses spent by the Krishisree Centre towards their capacity building/training, etc. Upon leaving, he may physically handover all assets and records to the Assistant Director of Agriculture.

b. Service Provider

All those who are trained for the delivery of services in the Agricultural technology enterprise and machinery operation shall be designated as Krishisree Centre Service Provider.

There will be 25-35 service providers in all Krishisree Centres. They should be selected only from the specified block area by a selection process through news paper advertisements. They should be ITI/ITC holders and or VHSE holders and or SSLC passed / dropouts whose strength can be decided by the BLAC within the prescribed limit. They should be below 50 years of age and currently engaged in agricultural activities. The strength of service providers may be increased based on requirement of activities to be undertaken as per business plan and as approved by BLAC.

At the time of joining, the service provider should execute an agreement in stamp paper worth Rs. 200/-. He/She shall give one month notice to the Nodal Officer of the Krishisree Centre to leave the Centre provided he/she shall have to refund the whole expenses of capacity building / training, cost of uniform, etc if he / she is leaving within one year of joining. Any service provider who is continuously absent without written request and without permission from the authority for a period of 20 days within a period of 30 days will be automatically removed from the roll. All Service Providers will hold account in the bank in which Krishisree Centres keep account. Service providers for all the services including machinery operation, electrical works, plumbing works, mechanical works for repair and service of agro machinery may be made available at prescribed rates.

Functioning of Krishisree Centres

The Krishisree Centres shall have an office set up with computer, mobile and other facilities to manage the centre. The facilitators and service providers should be adequately trained.

The Krishisree Centres are established to execute the activities as envisaged in the objectives on self-supporting basis. The Agricultural Officer of the Krishi Bhavan where the Krishisree Centre is located shall be the Nodal Officer for the Krishisree Centres. All Agricultural Officers in the Management Committee under the Block should utilize the services of Krishisree Centres to cater to the needs of farmers in their Panchayath. All the department schemes related to agriculture like fallow land cultivation, those under peoples plan programmes and such others should be linked with Krishisree Centres. Wide publicity should be given through Krishi Bhavans regarding the services and machineries provided by Krishisree Centres. Assistant Director of Agriculture and Agricultural Officer may identify suitable schemes for linking with the activities of the Krishisree Centres. Project Director, ATMA may facilitate the preparation of action plan to be taken up by all the Krishisree Centres linking with implementation of ATMA and other extension programmes.

ATMA should organize the required capacity building programme for the Service Providers of Krishisree Centres including technical training and exposure visit. The support of ARS, Mannuthy as well as other centres can be used for capacity building activities. The technical capacity building and work experiential training exercises should be organized depending on the requirement, as decided in BLAC. Machineries required for Panchayath level Karshaka Karma Sena may be provided by Krishisree Centres for the activities to be undertaken by them. Assistant Director of Agriculture and Agricultural Officer should support the innovative activities taken up by the Krishisree Centres. All Krishisree Centres may take up innovative activities to augment income by supporting local services for long term sustainability of the centre. Notices should be displayed in all Krishi Bhavan and Panchayath Offices under the block regarding the services provided by Krishisree Centres and printed notices may also be distributed through all Krishi Bhavans.

The Krishisree Centre will collect weather data from nearby source if any, prepare advisory services, bulletin including those for crop health management and publish / broadcast / telecast it. Details of services provided by Krishisree Centres with its contact number should be published in all MTAs and newsletters for increasing awareness about the activities of the centres. The service charges will be collected and remitted to the bank daily. Service Providers will be given their remuneration on weekly / monthly basis. A portion of the service remuneration of the Service Providers may be deposited in welfare funds (EPF, ESI & CPF). A matching contribution of the amount deposited by the Service Providers may be given from the profit generated by the Krishisree Centres to the welfare fund (Medical Insurance, EPF, EPS and ESI) of the Service Provider. A business plan for Krishisree Centres may be prepared and deliberated in Management Committee meeting and proposed to BLAC for approval.

Service Charges

The quantum of work is fixed according to normal human capability to carryout risk within the time span / service period and service charge fixed based on prevailing wage rate in the Block Panchayath. The service charge for each work and quantum of work to be finished at this service charge may be fixed and published. The rates of hire charges of agro machinery and service charge of Service Providers, specifying quantum of work to be finished within the service period of work may be approved by BLAC. A portion of the hire charges for the machinery collected may be deposited in the bank and may be used for the operation of machinery, its repair and services and also as deposit amount towards depreciation charges of farm machinery.

Office Setup

Krishisree Centres may be set up within Block Panchayath Office or in any suitable place identified by the LSGs for the proper functioning. If it is taken up by any Societies / Agencies, they may set up the office with all facilities such as phone, furniture, computer and other office furnishing.

The following registers & documents may be kept in the office:

- a) Minutes book of Management Committee and BLAC
- b) Membership Register
- c) Receipt Book
- d) Bill / Invoice book
- e) Work / Service registration book
- f) Service data sheet
- g) Work Register
- h) Cash book
- i) Stock Register
- j) Letter pads, seals & other registers as decided by BLAC / Management Committee
- k) Log book of machinery
- l) Attendance Register

An amount of Rs. 2.00 lakh is provided for infrastructure facility and office structure.

Purchase of Machinery:

The selection of machineries should be done considering the actual demand and requirement of the locality with reference to crops cultivated, area under different crops, nature of land and soil, labour shortage and funds available as deliberated in the Management Committee. Selection of machinery may be done based on discussion in the Krishisree Centres Management Committee considering the suggestions from the Agricultural Officers of the Krishi Bhavan and farmers of the Block. Recommendation of the Management Committee of Krishisree Centres shall be placed before the Block Level Advisory Committee of Krishisree Centre to decide on the purchase of machinery. As per the recommendation of BLAC, PD (ATMA) will give permission for purchase of machinery to the Assistant Executive Engineer (Agri) observing Stores Purchase Rules. Assistant Executive Engineer (Agri) shall arrange purchase of the machinery from RAIDCO/KAICO/KAMCO or from other agencies as per Government Orders and observing Stores Purchase Rules. The machinery will be handed over to the custodian of machinery of Krishisree Centre in working condition by AEE(Agri), under intimation to the ADA as well as PD (ATMA). The machinery will be registered under the authority of Krishisree Centres. Machinery required for agricultural activities as recommended by BLAC will only be purchased.

Custodianship of Assets:

The custodianship will be with the registered society of the Krishisree Centres. Since all the assets and components envisaged in the scheme are provided by the State

Government, an agreement may be made at the time of implementation towards the transfer of assets to the centres. The custodianship of assets rest with the service co-operative banks/ agency in case if they are the stakeholder of Krishisree Centres. At the time of transfer of assets, an agreement may be executed between President/ Secretary of societies / Agencies to the effect that the assets transferred shall be returned to the transferee, if Government desires so, in case if it is not functioning properly. The Centres which are sanctioned and not functioning properly shall be reassigned to other agencies or as decided by the Government within a period of 6 months. Also, the sanctioned centres not started within 6 months will be assigned to other agencies by the Director of Agriculture.

Training to Service Providers & Facilitators

The first level training should be given by AEE (Agri) in consultation with the Agricultural Officer of the Krishisree Centres and should include the training on functioning of Krishisree Centres, different enterprises executed, field operations of agromachinery & its up keep & maintenance to the Service Providers.

The second level training will be given by District ATMA in association with RATTC / FTC. This includes the training to run different enterprises like farm clinic, diagnostic centre services, pest & disease control services, seeds & planting material production, irrigation services, polyhouse construction, green house cultivation services, crop production services, etc., to the Service Providers.

The training to facilitator is for 20 days to run the Krishisree Centres in a successful manner, to familiarise with all the services & enterprises intended to be run by Krishisree Centres which will be organised by PD(ATMA). This can be given through ARS Mannuthy as per recommendation of BLAC and can be assigned annually.

Convergence of the activities of Agro Service Centres & Service Delivery of ASCs, KKS & CHCs.

Krishisree Centres will act as a single window for Agro Service Centre & Service Delivery. The activities of ASCs, KKS and Custom Hiring Centres can be converged through the online platform (ASHA Software) provided for this purpose. The monitoring of this can be jointly done by the Project Director (ATMA) and AEE (Agri) at District level.

Fund

1. For machinery: The amount sanctioned for the purchase of machinery for Krishisree Centres is Rs. 22 lakh. Local bodies can contribute as many machineries as they can. Agricultural machineries such as power tiller, reaper, thresher, power sprayer, brushcutter, portable pump sets, tractor, coconut climber, copra drier, combined harvester, etc., can be purchased.
2. For setting up of office: Rs 2.00 lakh is sanctioned during this financial year for setting up of office. This includes hiring of small transportation vehicles, hiring of skilled labour, appointing staff for the centre, meeting hiring charges and other infrastructure set up of the office.
3. **Maintenance fund:** Maintenance fund of Rs. 2.5 lakh is sanctioned for the registration of tractor, tiller, etc, maintenance of machinery for running and service of machineries and also for construction of shed / shelter for maintaining the machineries.
4. **Operational Expenses:** Operational fund will be given for the first year for the successful working of Krishisree Centres initially to start the business plan and can be used to carry out day to day service operations, for providing uniform allowance,

remuneration to the facilitator for a minimum of one year & staff for a minimum of 6 months. The facilitator may be paid @Rs. 12000/ month. There after the remuneration to the staff should be met from their own profit. An amount of Rs. 1.65 lakh is sanctioned for this purpose during this financial year.

5. Training to Members:

Fund for the conduct of training is sanctioned as follows:

Sl No.	Item	Fund (Rs. In lakhs)
1.	First level training to 15 trainers per Krishisree Centre @Rs. 0.10 lakh / trainee for 20 days	1.5
2.	Second level training to 15 trainees per Krishisree Centre @ Rs. 0.1 lakh for 20 days	1.5
3.	Training to facilitator for 10-20 days	0.1
	Total	3.1

Financial Outlay

Financial outlay of the scheme component "Establishment of KrishiSree Centres" is as follows:

Component	Item	Per unit cost (Rs. In lakh)	Physical Target	Financial Outlay (Rs.in lakh)
Establishment of Krishisree Centres	Machinery	22.00	8	250.00
	Setting up of office	2.00		
	Maintenance fund	2.50		
	Operational Expenses	1.65		
	Training to members	3.10		
Total		31.25	8	250.00

General Instructions:

1. Stores Purchase Rules should be strictly adhered to for all kinds of purchases.
2. Tender / e – tender and other stipulated formalities should be followed wherever necessary.

3. Post creation & purchase of vehicles are not admissible.

The exchange of man power and machinery on hire basis can be effected by converging the activities of ASCs, KKS & CHCs.

The manual of Agro Service Centre released by KSAMM may be followed for the selection of service providers, office secretary, facilitator, etc

Time schedule:

1. Selection of blocks and finalization: 10.08.2021
2. Recruitment of manpower: 25.08.2021
3. Registration: 01.09.2021
4. Purchase of Machinery & Training to members: 20.09.2021
5. Functioning & Inauguration: 25.09.2021

Monitoring:

At the block level, the scheme will be mplemented by the Assistant Director of Agriculture.

At the district level, the scheme will be monitored and implemented by the Project Director (ATMA) in co-ordination with AEE (Agri).

At the State Level, Additional Director of Agriculture (Extension) will monitor the scheme in co-ordination with the State Agricultural Engineer.

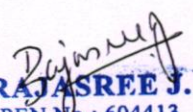
Monthly progress reports should be submitted by the Project Director, ATMA to the Additional Director of Agriculture (Extension) before 5th of succeeding month. The expenditure for the scheme will be met from the budget provision of Rs. 250.00 lakh set apart for Establishment of Krishisree Centres under the H/A : 4401-00-113-98 (P).

Sd/-

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