

**CIRCULAR**

Sub : **Development and Promotion of Location Specific Crops 2021-22** – component “Attapady Tribal Village Programme” - Working Instructions issued – reg.

Ref : 1) Annual Plan 2021-22.  
2) G.O. (Rt.) No. 571/2021/AGRI dated 05/07/2021

During the financial year 2021-22, there is a budget provision of Rs. 323 lakh for the scheme ‘**Development and Promotion of Location Specific Crops**’ under the head of account **2401 – 00 – 103 – 75 (P)**. Out of this budget provision, Administrative Sanction for 2021-22 has been received for scheme component “Attapady Tribal Village Programme” for Rs. 25.00 lakh vide ref (2) cited. Accordingly Working Instructions for the scheme component “Attapady tribal Village Programme” are issued, the details of which are given below.

**Attapady tribal Village Programme**

**Objectives:**

- \* To provide assistance for cultivation of millets to enhance production.
- \* To promote marketing of the produce by opening a sales outlet in Attapady.

The components of the scheme are detailed below:

**1. Cultivation of millets – Rs. 21.6 lakh**

Millets are being promoted in Attapady tribal area, in order to prevent the nutritional deficiencies among the tribal people and as a crop well suited for the climatic condition of Attapady. Though major area under cultivation is covered through the RKI project, additional area can be brought under millet cultivation by providing assistance through this scheme as well.

Financial assistance will be provided for cultivating millets in an area of 180 ha in Attapady area – ie, 100 ha of Finger Millet, 50 ha of Little Millet and 30 ha of Foxtail Millet. Assistance will be provided for cultivation, at the rate of Rs. 12,000/- per hectare for 180 ha. An amount of Rs. 21.6 lakh is set apart for the cultivation of millets in an area of 180 ha.

## Cultivation of millets – Rs. 21.60 lakh

Assistance @ Rs. 12,000/ha

Sl. No.	Items	Physical target (ha)	Financial target (Rs. in lakh)
1	Finger Millet	100	12.00
2	Little Millet	50	6.00
3	Foxtail Millet	30	3.60
	<b>Total</b>	<b>180 ha</b>	<b>21.60 lakh</b>

### 2. Assistance for Marketing - Sales Outlet – Rs. 3.40 lakh

Since millet cultivation in Attapady is carried out in the traditional organic way, yield is lesser than the input intensive agriculture. Hence, proper marketing techniques to obtain enhanced price for the produce is required for getting profit and to sustain cultivation.

In order to promote the marketing of millets and its processed & value added products, it is proposed to provide assistance for a Sales Outlet in Attapady. Assistance will be provided for infrastructure development including building, purchase of equipments, stationeries, and other materials required for the sales outlet for an amount of Rs. 1.25 lakh. Revolving fund of Rs. 1.25 lakh will be provided for the functioning of the outlet. An amount of Rs. 0.70 lakh is set apart for maintenance, electricity, room rent etc and an amount of Rs. 0.20 lakh is set apart for publicity, advertisement, documentation etc.

The following general conditions should be followed wherever applicable:-

- i) All rules, formalities and procedures shall be strictly followed for the implementation of the scheme. The norms of financial propriety shall be adhered to.
- ii) The expenditure shall be met only from the provision available under the appropriate head of account.
- iii) The fund release will be based on actual requirement and the fund released should not be parked in banks.
- iv) Store Purchase Rules shall be strictly adhered to for all kinds of purchases.
- v) Tender / e-tender and other stipulated formalities will be followed wherever necessary.
- vi) Post creation and purchase of vehicles are not admissible under the schemes.
- vii) Principal Agricultural Officer shall monitor the implementation of the scheme and ensure that the implementation is as per the existing procedures, rules and regulations.

viii) The implementing officer shall prepare an implementation schedule to complete the project in time and send regular progress reports on financial and physical progress on a quarterly basis.

ix) The Principal Agricultural Officer shall hold monthly meetings to review the progress and send monthly report to this office regarding the progress of implementation of the approved scheme.

x) The Utilization certificate is to be submitted in time.

### Financial Outlay :-

During the current year, Administrative Sanction is issued for the implementation of the scheme "Development and Promotion of Location Specific Crops – component "Attapady Tribal Village Programme" for an amount of **Rs. 25.00 Lakh (Rupees Twenty Five lakh).**

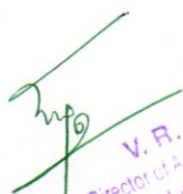
Sl. No.	Component	Rate of assistance	Area / No.	Financial assistance (Rs. in lakh)
1	Cultivation of millets	Rs. 12000/ha	180 ha	21.6
2	Assistance for Marketing – Sales outlet		1 no.	3.4
	<b>Total</b>			<b>25</b>

### Monitoring

The Principal Agricultural Officer, Palakkad will monitor the scheme at district level. Deputy Director(H) of the district will be in charge of the implementation of the scheme.

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

The expenditure will be met from the Head of Account **2401 – 00 – 103 – 75 (P)** for the financial year 2021-22.

  
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