

Directorate of Agriculture Development and Farmers' Welfare

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No:ADFW/2930/2021-TH2

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Circular

Sub: Department of Agriculture Development and Farmers' Welfare - Annual Plan 2021-22 – Scheme on Development of Fruits, Flowers and Medicinal Plants – Component - 'Development of Medicinal Plants – Head of account – 2401-00-119-79-Plan – working instructions issued – reg.

Ref:- GO(Rt) No. 689/2021/Agri dated: 02.09.2021.

Vide reference above, Government have accorded administrative sanction for the component “Development of medicinal plants” for an amount of Rs. 50 lakh (Rupees Fifty lakh only) under the scheme “Development of fruits, flowers and medicinal plants” under the H/A 2401-00-119-79 plan. Accordingly the working instructions are issued for the implementation of the scheme component.

Kerala has a rich tradition of Ayurveda from very early periods and contributed a lot for the development of this system of medicine. The climatic and soil conditions prevailing in our state is suitable for the commercial cultivation of medicinal plants. The demand for medicinal raw material is increasing year after year. The increased demand has led to the over exploitation of commercially important medicinal plants from the natural habitat leading to the fast depletion of many species of medicinal plants. The raw materials used for manufacture of AYUSH medicine include roots, rhizomes, leaves, flowers,fruits,seeds, seed oil, gums and resins, bark and wood or whole plant, As demand for raw material is increasing day by day, to cope up with the demand, large scale plantation in Government land, industrial land, farmers field etc have to raised, Quality planting material will go a long way in raising successful plantations with better productivity

The major components to be implemented are

1. Production of planting materials in Department Farms – Rs. 15 lakh

It is targeted to produce 1 lakh number of planting materials of important medicinal plants promoted by State Medicinal Plant Board in selected Departmental Farms utilising the existing facilities of the farms. The good quality seed materials for this purpose will be procured from Seed Centres of Government sector like KFRI/KFD/KAU/other departmental farms. An amount of Rs. 15 lakh is set apart for this component considering the production cost as Rs. 15/seedling.

The most preferred varieties of 'AYUSH' industries should be produced in Departmental farms.

The district wise target is as follows.

Sl No:	Name of District	Name of Farm	Physical target for production of planting materials (Nos)	Financial Target (Rs. In lakh)
1	Ernakulam	DAF, Neriamangalam	25000	3.75
2	Thrissur	DAF, Chelakkara	25000	3.75
3	Malappuram	SGC Munderi	50000	7.5
TOTAL			100000	15.00

2. Cluster based cultivation of medicinal plants – Rs. 25 lakh

In order to encourage the commercial cultivation of medicinal plants, cluster based cultivation of medicinal plants has to be taken up as a pure crop in open areas or as intercrop in coconut gardens or other plantations.

The cluster based cultivation of medicinal plants should be

implemented in 20 ha areas of Thrissur and Malappuram districts. The selection of Panchayaths for scheme implementation shall be taken up in the proximity of medicine manufacturing units.

Before starting the cultivation, a meeting of representatives of AYUSH industries and interested farmers should be conducted in the selected blocks of the district. The demand for specific medicinal plants will be assessed and selection of variety finalized through discussion with AYUSH Industries. The varieties should have high demand, commercially important and suitable for selected agro ecological units of Kerala.

The technical guidance, fixation of procurement price, and regular monitoring of cultivation will be done by a district level committee comprising of representatives of medicine manufacturers, Kerala Agricultural University, Department of Agriculture and a representative of cluster leaders. The PAO of the district will be the chairman of the committee. The package of practices followed for cultivation also shall be finalized by the committee before starting cultivation. The procurement price of raw medicinal products will be decided and announced in advance by the committee in consultation with the procurement agencies.

Each cluster should have 40-50 farmers covering a minimum area of 1 ha. A memorandum for buy back arrangements will be signed with AYUSH Industries before starting the cultivation. The "Grameenam" Padhathi implemented by State Medicinal Plant Board at Mattathur Grama Panchayath, Thrissur will be taken as a model. The total cost of cultivation for most of the medicinal plants comes to Rs.2.5 to 3 lakh per hectre. The rate of assistance for cluster based cultivation will be Rs. 1.25 lakh/ha. The assistance shall be given for meeting the cost of inputs, land preparation and other cultivation expenses.

The district wise target is as follows.

Sl No	Name of District	Physical target (ha)	Financial Target (Rs. In lakh)
1	Thrissur	15	18.75
2	Malappuram	5	6.25
	TOTAL	20	25.0

3. Cultivation of medicinal plants in Government Institutions – Rs. 5 lakh

Large extend of farm land are available under Government Institutions, Departmental Farms, Public Sector Undertakings like Farming Corporation, Plantation Corporation etc. These farm lands will be utilised for the cultivation of medicinal plants. It is proposed to implement the activity in a project based manner. The institutions should submit a project proposal and assistance @ Rs. 50000/ha will be provided for meeting the input, land development and other requirements for the establishment of medicinal plant gardens. The project should be vetted and approved at the district level.

Medicinal plants like Asokam, Cinnamon etc where bark is having demand in AYUSH industries are preferred for cultivation in Institutional lands. Services of MNREGA may be utilized for raising and tending of medicinal plant plantations in Government land. A MOU shall be signed with the instruction for the proper utilization of funds and maintenance of medicinal plant gardens. The district wise target is assigned follows. The Principal Agricultural Officer should select the institution and report the name of institution, area to be covered under medicinal plants, variety selected etc.

An area of 10ha will be brought under cultivation of medicinal plants in Government Institutions. The number of plants per hactre for Asokam and cinnamon is 1100.

District wise Target:

Sl No:	Name of District	Physical target (area in Ha)	Financial Target (Rs. In lakh)
1	Thiruvananthapuram	1	0.5
2	Kollam	1	0.5
3	Kottayam	1	0.5
4	Palakkad	2	1.0
5	Malappuram	3	1.5
6	Kasaragod	2	1.0
	TOTAL	10	5.0

4. Primary Processing Centres – 5 lakh

An amount of Rs. 5 lakh has been earmarked for the establishment of 2 Nos. of primary processing units, Assistance will be provided @ Rs. 2.5 lakh/unit for the aggregation of production from clusters, cleaning, packing etc. These units shall undertake farm level primary processing for production of traditional products based on indigenous technical knowledge. These units can be provided to those who are already in the field of cultivation of medicinal plants and building facilities for primary processing. These will be established in an established building under the ownership of cluster members. Assistance will be provided to meet the cost of equipments,utencils,other accessories etc.The assistance of Rs.2.5 lakh/processing unit will be provided based on a project got approved by the Principal Agricultural Officer.

District wise Targets:

SL No:	Name of District	Physical target (No)	Financial Target (Rs. In lakh)
1	Thrissur	1	2.5
2	Malappuram	1	2.5
TOTAL		2	5.0

Abstract

Sl. No	Name of component	Rate of assistance	Physical No/ha	Amount (Rs. in lakh)
1	Production of planting materials in Departmental farms	15/plant	1 lakh	15
2	Cluster based cultivation of medicinal plants	1.25 lakh/ha	20ha	25
3	Cultivation of medicinal plants in Government institution	50000/ha	10ha	5
4	Primary processing centres	2.5 lakh/unit	2 units	5
TOTAL				50

The expenditure will be met from the Head of Account 2401-00-119-79 plan. The subsidy norms followed are as per the guide lines of State Medicinal Plant Board. The co-operation of AYUSH Industries, Oushadhi, National AYUSH Mission, State Medicinal Plant Board etc shall be assured while implementing the scheme.

District wise allocation of funds

H/A - 2401-00-119-79-Plan

Sl.No	District	Production of planting materials in farms		Cluster based cultivation		Cultivation in Institutions		Primary Processing Centres		Total Allotment (Rs. in lakhs)
		Area (No)	Amount (Rs. in lakh)	Area (ha)	(Rs. in lakh)	Area (ha)	(Rs. in lakh)	No	Amount (Rs. in lakh)	
1	Tvpm	---	---	---	---	1	0.5	---	---	0.5
2	Kollam	---	---	---	---	1	0.5		---	0.5
3	Kottayam	---	---	---	---	1	0.5	---	---	0.5
4	Ernakulam	25000	3.75	---	---	---	---	---	---	3.75
5	Thrissur	25000	3.75	15	18.75	---	---	1	2.5	18.75
6	Palakkad	---	---	---	---	2	1.0	---	---	1.0
5	Malappuram	50000	7.5	5	6.25	3	1.5	1	2.5	24.00
6.	Kasaragode	---	---	---	---	2	1.0			1.0
TOTAL		100000	15	20	25	10	5	2	5.0	50.00

Monitoring

Joint Director of Agriculture(Farms) will be the implementing officer at state level. The project will be monitored at the state level by Additional Director of Agriculture (Farms), Directorate of Agriculture. At District level Deputy Directors of Agriculture (H) will implementing implement the programme. Deputy Directors of Agriculture (YP) shall assist the implementation of planting material production and planting of medicinal

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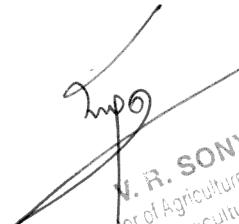
plants in Departmental farms. Principal Agricultural Officers should monitor the scheme effectively in each district. The Deputy Director of Agriculture who is in charge of the scheme should submit the monthly reports in the mail id agrifarmsth@gmail.com on or before 5th of every month.

Sdl-
SUBHASH.T.V. IAS
DIRECTOR

To: **Principal Agricultural Officers**
Thiruvananthapuram, Kollam, Kottayam, Ernakulam
Thrissur, Palakkad, Malappuram & Kasaracode

Copy to:

All Additional Director of Agriculture
All Joint Director of Agriculture
Planning section/TA to DA
DDA(IT Cell) for publishing in the website
SW Section for updating plan space


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