

ADFW/7570/2022-TV1

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

Date : 25-07-2022

**CIRCULAR**

Sub: Annual Plan 2022-23 – Support to Farm Mechanization -Establishment of New Krishi Sree Centres on project basis– Administrative Sanction accorded – Working Instructions – issued

Ref:- GO (Rt) No. 531/2022/AGRI dated 13.06.2022

In the annual plan 2022-23, an amount of Rs. 800 lakh has been earmarked for the scheme Support to Farm Mechanization under the **H/A: 4401-00-113-98 (P)**. The main component of the scheme is "**Establishment of new Krishi Sree Centres on project basis**" for which Administrative sanction has been accorded for an amount of **Rs. 650.66808 lakh** as per reference cited. The balance amount of Rs. 149.33192 Lakh is kept under e- LAMS for settling claims of Krishi Sree units established during the financial year 2021-22.

Krishi Sree Centres shall 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 act as technology and information disseminating centres. The Krishi Sree Centres should function as one stop shop for all the requirement of farmers. These centres shall act as a single window for Agro Services, Service Delivery and Karshika Karmasena activities, converging activities of ASCs/Krishi Sree centres, KKS and CHCs.

**Objectives**

1. Integration of activities of Agro Service Centres, Karshika Karma Senas & Custom Hiring Centres.
2. Integration of services like mechanisation, ATMA based extension, credit support, marketing support, etc.
3. Facilitate the provision of services to meet the agriculture needs of different panchayats of each block.
4. Collection and timely distribution of agricultural inputs and planting materials to farmers in the respective block.
5. Collection, Processing and value addition of agricultural produce.
6. Supply of machinery and timely services to the farmers in the block.
7. Repair and service of farm machinery equipment and agricultural implements.

8. Provide services directed by Government from time to time and those decided by the block level advisory committees.

### **Establishment of Agro Service Centres**

#### **a. Selection of blocks:**

The agency/block panchayat/ Grama panchayat who are willing to provide front office and machinery yard to hold farm machinery to run the Krishi Sree centres is given preference for the establishment of Krishi Sree Centres. A minimum of 25 m<sup>2</sup> is required as office space and 200m<sup>2</sup> to hold the farm machinery. The Project Director, ATMA shall identify the blocks in the constituencies of the district where Krishi Sree centres are to be started, and should get approval from the Directorate of Agriculture.

*The proposal with detailed action plan for establishing each Krishi Sree Centre should be submitted to the Director of Agriculture and will be scrutinized and approved, if eligible, by a Committee with the Director of Agriculture as Chairman, Additional Director of Agriculture (Extension) as Vice Chairman, State Agricultural Engineer as Co-Vice Chairman, Joint Director of Agriculture (AR&T) as Convenor and Assistant Executive Engineer (Agri) and Assistant Director of Agriculture (TV Section) in the Directorate as members.*

#### **b. Constitution of Krishi Sree centres.**

The Krishi Sree centres shall be registered in each block under the Travancore - Cochin Literary, Scientific and Charitable Societies 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 by-law.

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

### **Management Committee of Krishi Sree Centre**

The day to day functioning of centre is overseen by the management committee which comprises of

- a. The Assistant Director of the concerned block (Chairman)
- b. The Agricultural Officer of the concerned panchayat where the Krishi Sree centre is located (Nodal officer – Convenor).
- c. President of the registered Krishi Sree centre (Member).
- d. Secretary of the registered Krishi Sree centre (Member)

- d. Secretary of the registered Krishi Sree centre (Member).
- e. President of the agency which is running the Krishi Sree centre (Applicable only in cases where 50% of the investment is by the agency – Member).
- f. Facilitator of the Krishi Sree 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 a month and deliberate the 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 Krishi Sree centre with the following members:

1. MLA of the constituency in which panchayat the Krishi Sree centre is situated (Chairman).
2. MLA of the 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 Krishi Sree centre (Member).
8. The secretary of the Krishi Sree 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 Padasekhara samithies/Farmer groups/Commodity 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 Krishi Sree centre (Member)

13. Assistant Executive Engineer (Agri) of the district
14. Special invitees : 1) Project Director (ATMA)/DPD  
2) Representative of ARS, Mannuthy

One third of the total members shall be the Quorum of meeting of the BLAC. The BLAC shall meet at least once in 6 months. The meeting shall be convened by the Assistant Director of Agriculture chaired by the MLA of the constituency representing the block in which the Krishi Sree centre is located. The service charges for each services and remuneration charges to Service Providers and facilitator shall be approved by BLAC. Mode of functioning of Krishi Sree Centres shall be decided by BLAC adhering to the guidelines issued by Government from time to time. The BLAC will integrate all activities of Krishi Sree Centres with all Karshika Karma Senas of the block. BLAC will decide and recommend purchase of Agro machinery based on the proposal made by Management Committee and will oversee execution of the activities of Krishi Sree Centres. BLAC will be responsible for the custodianship of all the assets including machinery and will be responsible to arrange 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 Krishi Sree centres and facilitate to execute them. It will oversee the functioning of management committee.

### **Manpower selection**

#### **a. Selection of Facilitator**

Facilitator is the office secretary of the Krishi Sree Centre. Facilitators must be selected from among retired Agricultural Officers of proven service records or persons having qualification of B.Tech (Agrl. Engg) or B. Sc. (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 Krishi Sree Centre is located. Facilitator shall be paid initially for one year from the scheme and thereafter from the revenue of the Krishi Sree Centre. Remuneration shall be fixed by the Block Level Management Committee and the minimum shall be Rs. 12000/- per month. He / She shall be responsible for the proper upkeep and maintenance of the office and records, keep all the registers of the office and shall be the custodian of all assets attached to the Krishi Sree Centre. He shall execute the day to day function of the Krishi Sree Centre as decided by the BLAC / Management Committee. He shall prepare the work calendar and organise the activities of Krishi Sree Centres and is responsible to collect service charges from the customers, keep record of it, issue receipts and maintain cashbook and related registers. He shall be responsible for monitoring the execution of work and repair and 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 Krishi Sree Centre who is not performing properly as assessed

by BLAC and as decided by BLAC shall be removed with a notice of one month issued to him / her by the Assistant Director of Agriculture and new facilitator shall be engaged by the BLAC.

The facilitator upon joining the Krishi Sree Centre shall execute an agreement in stamp paper worth Rs. 200 /- towards the satisfactory execution of duties and functions.

He / She shall leave the Krishi Sree Centre with a notice of one month to the Chairman of the Management Committee of the Krishi Sree Centre. If he/she leaves within one year of joining, he / she may refund all the cost of expenses spent by the Krishi Sree Centre towards the capacity building/training etc. Upon leaving, he may physically handover all assets and records under his/her custody.

### **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 Krishi Sree Centre Service Provider.

There will be 25-35 service providers in all Krishi Sree Centres. They are to 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 BLAC who are below 50 years of age and currently engaged in agricultural activities. The strength of service providers shall 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 shall execute an agreement in stamp paper worth Rs. 200/-. He/She shall give one month notice to the Nodal Officer of the Krishi Sree Centre to leave the Centre provided she / he shall refund the whole expenses of capacity building / training, cost of uniform, etc if he / she is leaving within 1 year of joining. Any service provider who is continuously absent without written request and without permission from the authority for a period 20 days within a period of 30 days will be automatically removed from roll. All service providers shall hold account in the bank in which Krishi Sree Centres maintains account. Service providers for all the services including machinery operation, electrical works, plumbing works, mechanical works, for repair & service of agro machinery shall be made available at prescribed rates.

### **Functioning of Krishi Sree Centre**

The Krishi Sree 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 Krishi Sree 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 Krishi Sree Centres is located shall be the Nodal Officer for the Krishi Sree Centres. All

Agricultural Officers in the Management Committee under the Block should utilize the services of Krishi Sree Centres to cater to the needs of farmers in their panchayat. All the department schemes related to agriculture like Njangalum Krishiyilekk, Farm Plan and those under peoples plan programmes and such others should be linked with Krishi Sree Centres. Wide publicity should be given through Krishi Bhavans regarding the services and machineries provided by Krishi Sree Centres. Assistant Director of Agriculture and Agricultural Officer shall identify suitable schemes for linking with the activities of the Krishi Sree Centres. The Project Director, ATMA shall facilitate the preparation of action plan to be taken up by all the Krishi Sree Centres and linking with implementation of ATMA and other extension programmes.

ATMA shall organize the required capacity building programme for the Service Providers of Krishi Sree Centres including technical training and exposure visit. The support of ARS, Mannuthy as well as other centres should 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 Panchayat level Karshaka Karma Sena shall be provided by Krishi Sree 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 Krishi Sree Centres. All Krishi Sree Centres shall 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 Krishi Sree Centres and printed notices shall also be distributed through all Krishi Bhavans.

The Krishi Sree Centre shall 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 Krishi Sree 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 Krishi Sree Centres to the welfare fund (Medical Insurance, EPF, EPS and ESI) of the Service Provider. A business plan for Krishi Sree Centres shall be prepared and deliberated in the Management Committee meeting and proposed to BLAC for approval. The total outlay of business plan shall cover all the activities with a norm that there shall be activity worth Rs. 6 lakh per Service Provider per annum and activity for 1200 hours of operations for each machinery per annum.

### **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 panchayat. The service charge for each work and quantum of work to be

finished at this service charge shall 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 shall be approved by BLAC. A portion of the hire charges for the machinery collected shall be deposited in the bank and shall be used for the operation of machinery, its repair and services and also as deposit amount towards depreciation charges of farm machinery.

### **Office Setup**

Krishi Sree Centres shall be set up within Block Panchayat Office or in any suitable place identified by the LSGs for its 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 and documents shall be maintained 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 and other registers as decided by BLAC / Management Committee
- k) Log book of machinery
- l) Attendance Register

An amount of Rs. 2.00 lakh is set apart for providing 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 shall be done based on discussion in the Krishi Sree 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 Krishi Sree Centres shall be placed before the Block Level Advisory Committee of Krishi Sree Centre to decide on the purchase of machinery. As per the recommendation of BLAC, PD (ATMA) shall give permission for purchase of machinery by the Assistant Executive Engineer (Agri) observing Stores Purchase Rules. The Assistant Executive Engineer (Agri) shall arrange purchase the machinery from RAIDCO/KAICO/KAMCO or from other agencies as per GOs and observing Stores Purchase Rules. The machinery shall be handed over to the custodian of machinery of Krishi Sree Centre in working condition by the Assistant Executive Engineer (Agri) under intimation to the Assistant Director of Agriculture as well as the Project Director(ATMA). The machinery shall be registered under the authority of Krishi Sree Centres. Machinery required for agricultural activities, as recommended by BLAC shall only be purchased.

An amount of Rs. 22.00 lakh / Krishi Sree centres is set apart for the purchase of machinery.

### **Custodianship of Assets**

The custodianship will be vested with the registered society of the Krishi Sree Centres. Since all the assets and components envisaged in the scheme are provided by the State Government, an agreement shall be made at the time of implementation towards the transfer of assets to their centres. The custodianship of assets shall rest with the service co-operative banks/ agency in case if they are the stakeholder of Krishi Sree Centres. At the time of transfer of assets, an agreement shall be executed between the President/ Secretary of the 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 with in 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 shall be given by the AEE (Agri) in consultation with the Agricultural Officer of the Krishi Sree Centres and shall include the training on functioning of Krishi Sree Centres, different enterprises executed, field operations of agromachinery and its up keep and maintenance to the Service Providers.

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

The training to facilitator is of 20 days to run the Krishi Sree Centres in a successful manner to familiarise with all the services and enterprises intended to be run by the Krishi



Sree Centres which will be organised by the PD (ATMA). This can be provided through ARS, Mannuthy as per the recommendation of BLAC. This can be assigned annually. An amount of Rs. 3.10 Lakh is set apart for training purpose.

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

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

### **Fund**

1. **For machinery:-** An amount of Rs. 22 lakh is set apart for the purchase of machinery for Krishi Sree Centres. Local bodies can contribute as many machinery as they can. Agricultural machineries such as powertiller, 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:-** An amount of Rs. 2.00 lakh is earmarked during this financial year 2022-23 for meeting the expenses in connection with 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. 3.00 lakhs 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 functioning of KrishiSree Centres initially to start the business plan, to carry out day to day service operations, uniform allowance, remuneration to the facilitator for a minimum of one year and 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. 2.4334 lakh is sanctioned for this purpose during 2022-23.
5. **Training to Members**

Fund for the conduct of training is sanctioned as follows:

SI No.	Item	Fund (Rs. In lakh)
1.	First level training to 15 trainers per Krishi Sree Centres @Rs. 0.10-lakh / trainee for 20 days	1.5
2.	Second level training to 15 trainees per Krishi Sree	

2.	Centre @ Rs. 0.1 lakh for 20 days	1.5
3.	Training to facilitator for 10-20 days	0.1
	<b>Total</b>	<b>3.1</b>

### **Financial Outlay**

Financial outlay of the scheme component Establishment of Krishi Sree Centres is summarised as follows:

Component	Item per unit cost (Rs. In lakh)		Physical Target (nos)	Financial Outlay (Rs.in lakh)
Establishment of Krishi Sree Centres	Machinery	22.00000	20	650.66808
	Setting up of office	2.00000		
	Maintenance fund	3.00000		
	Operational Expences	2.43340		
	Training to members	3.10000		
<b>Total</b>		<b>32.53340</b>	<b>20</b>	<b>650.66808</b>

### **General Instructions**

1. Store purchase rules should be strictly adhered to for all kinds of purchases.
2. Tender / e – Tender and other stipulated formalities shall be followed wherever necessary.
3. Post creation and purchase of vehicles are not admissible.

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

### **Monitoring**

The functioning of the Krishi Sree Centres will be evaluated by Kerala Agricultural University within 2 months after completing the formation of Krishi Sree Centres.

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

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

Monthly progress reports should be submitted by the Project Director, ATMA to the

Additional Director of Agriculture (Extension) before 5<sup>th</sup> of every month. The expenditure for the scheme will be met from the budget provision of Rs. 650.66808 lakh set apart for Establishment of Krishi Sree Centres under the H/A : 4401-00-113-98 (P).

**SUBHASH T.V. IAS  
DIRECTOR**

To

All Principal Agricultural Officers

All Project Directors (ATMA)

Copy to:

TA to the Director of Agriculture

CA to the Director of Agriculture

CA to all Additional Directors of Agriculture

CA to State Agricultural Engineer

CA to all Joint Directors of Agriculture

Deputy Director of Agriculture, IT Cell - to publish in the website

TV / Finance Sections

Planning Section (TP2)

Stock File/ Spare

Sd Section for Updation in PLAN SPACE

*Chithra*

13/03/2022

SECRETARY  
D. A. O.