

## Directorate of Agriculture Development and Farmers' Welfare

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### CIRCULAR

Sub:- Agriculture Department -Vegetable Development Programme 2022-23  
- Administrative Sanction accorded – Working Instructions issued – Reg.

Ref:- 1) G.O.(Rt) No.672/2022/AGRI Dated 26/07/2022 Thiruvananthapuram

Vegetables are protective foods that form an integral part of our daily diet Kerala is blessed with unique agro climatic conditions suitable for cultivation of a wide variety of vegetables throughout the year. The Vegetable Development Programme is proposed to be implemented in the state with the objective of promoting vegetable production in the state to attain self-sufficiency and nutritional security in the sector.

During the 14<sup>th</sup> Five year plan, the Vegetable Development Programme will be implemented in the state with the objective of promoting vegetable production in the state in a safe-to-eat manner and to attain self-sufficiency in the sector. In order to promote vegetable cultivation at Panchayat ward level and motivate the general public to cultivate their own safe-to-eat vegetables on a campaign basis, it is proposed to implement the programme “**ഞങ്ങളും കൃഷിയിലേക്ക്**”. To increase the productivity of vegetables it is also proposed to increase the area under commercial vegetable cultivation through promoting cluster cultivation and to introduce modern technologies in vegetable cultivation. The scheme will be carried out in a Mission Mode involving all the stake holders in this sector such as Agriculture Development & Farmers Welfare Department, VFPC, HortiCorp, SHM, PACS, FPOs, Kerala Agricultural University and LSGDs. In order to ensure efficiency of resources a phased strategy will be developed to shift from cash subsidies to subsidy in kind wherever possible.

As per the Annual Plan 2022-23 the scheme is proposed to be continued during the current financial year with a budget allocation of **6220.00 lakh**.

An amount of **Rs. 38.11295 lakh is kept under ELAMS** for the year 2021-22. Hence administrative sanction has been received for an amount of **Rs. 6181.88705 lakh** in the financial year 2022-23 for vegetable development programme under the Head of account 2401-00-119-85(P) for **AEU based planning of vegetable cultivation**.

The component wise breakup of vegetable development programme is given below .

Sl. No.	Components	Amount (in Lakh)
1	<b>Homestead vegetable cultivation</b>	<b>1800.00</b>
2	<b>Vegetable Cultivation through Institutions</b>	<b>200.00</b>

3	<i>Commercial vegetable cultivation through Clusters</i>	<b>2461.88705</b>
4	<i>Technical support and contractual wages</i>	<b>200.00</b>
5	<i>Infrastructure Development For Vegetable cultivation viz. Rainshelters, Permanent Pandals, Irrigation</i>	<b>1500.00</b>
6	<i>Pesticide Residue Analysis in Vegetables</i>	<b>20.00</b>
<b>Total</b>		<b>6181.88705</b>

### **Objectives of Vegetable Development Programme**

1. Production of vegetables to meet our domestic requirement.
2. Promote a culture of self reliance and achieve self sufficiency in vegetables.
3. Promote Good Agricultural Practices in vegetable production.
4. Convince the advantages of modern technology through trainings, field trials and exposure visits.
5. Motivate the general public to cultivate safe-to-eat vegetables through the 'Njangalum Krishiyilek' campaigns.
6. Popularise vegetable cultivation in rain shelters for ensuring year round production.
7. Establishment of irrigation units to enhance irrigation facilities for vegetable cultivation.
8. To attract people from all walks of life into farming by linking this scheme with 'Njangalum Krishiyilekku' campaigns.

#### **1. Homestead vegetable cultivation (1800.00 lakh)**

The scheme component aims to build a healthy population by promoting safe to eat vegetable production in the households of the state. The sub-components proposed under this are supply of seed kits, seedlings including perennial varieties, and roof top cultivation.

##### **a. Supply of Seed kits (Rs.500 lakh)**

Scheme component aims to support homestead vegetable cultivation by distributing assorted vegetable seed kits free of cost to school students, youth, women, NGOs, Residents' Associations, farmers, etc. Special drive for distribution of seed kits will be taken up for harvest at Onam season under the banner '**Onathinu Orumuram Pachakkari**'. **50 lakh numbers of seed kits** worth Rs. 10/- each is proposed to be distributed during 2022-23. An amount of **Rs.500.00 lakh** is earmarked for this purpose. The seed kits will be prepared and supplied by Department farms, VFPC and KAU.

### **b. Supply of Vegetable Seedlings (Rs. 375.00 lakh)**

In addition to the above, 150 lakh seedlings will be distributed in homesteads (worth Rs. 2.50 per seedling) free of cost utilizing an amount of **Rs.375 lakh**. The seedlings will be produced and supplied by the block level and panchayat level nurseries established under Vegetable Development Programme/ LSGD Projects, Agro Service Centers, Departmental Farms, KAU and VFPCCK. The ADA's / AO's will assess the quality of seedlings and ensure that the seedlings are of good quality.

The programme will be implemented observing the following general guidelines.

- Principal Agricultural Officers will instruct the Agricultural Officers to finalize the beneficiaries for the distribution of seed kits urgently and intimate Krishi Bhavan wise No. of kits to be distributed to the agencies concerned.
- Once the beneficiaries are selected preliminary meetings should be conducted to create awareness about the programme. The selected farmers for various components under VDP should be registered in the AIMS portal.
- 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 quality and germination of the seeds supplied should be ensured.
- Once the seeds received, Agricultural Officers should ensure the germination of the seeds before distribution. If the germination does not meet the prescribed standard 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.
- 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 Panchayat, 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 which is a must.
- 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.
- 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/Youth.

Sl. No.	Districts	a) Supply of Seedkits ( @ Rs 10/ kit)		b) Supply of Vegetable Seedlings (@ Rs. 2.50/ seedlings)	
		Phy (Lakh Nos)	Fin (Lakh)	Phy (Lakh Nos)	Fin (Lakh)
1	Thiruvananthapuram	5	50.00000	12	30.00000
2	Kollam	4	40.00000	12	30.00000
3	Pathanamthitta	3	30.00000	11	27.50000
4	Alappuzha	3.5	35.00000	11	27.50000
5	Kottayam	3	30.00000	8	20.00000
6	Idukki	3	30.00000	8	20.00000
7	Ernakulam	4	40.00000	11	27.50000
8	Thrissur	4	40.00000	13	32.50000
9	Palakkad	4	40.00000	13	32.50000
10	Malappuram	5	50.00000	13	32.50000
11	Kozhikode	3.5	35.00000	13	32.50000
12	Wayanad	2	20.00000	8	20.00000
13	Kannur	2	20.00000	8	20.00000
14	Kasaragod	2	20.00000	8	20.00000
15	Head Quarters	2	20.00000	1	2.50000
<b>TOTAL</b>		<b>50</b>	<b>500.00000</b>	<b>150</b>	<b>375.00000</b>

### c. Supply of Perennial Vegetable Seedlings (Rs.105.00 Lakh)

It is targeted to distribute **7 Lakh** Perennial vegetable seedlings like Agathi, Muringa and Curry leaves to homesteads worth Rs.15/- per seedling free of cost, for utilizing an amount of **Rs.105.00 lakh**. The seedlings will be produced and supplied by the block Level and panchayat level nurseries established under Vegetable Development Programme/ LSGD Projects, Agro Service Centers, Departmental Farms, KAU, VFPC. The ADA's/ AO's will assess the quality of seedlings and ensure that the seedlings are of good quality.

### d. Rooftop cultivation (Rs.820.00 Lakh)

For Rooftop cultivation assistance will be provided for **41000 units** like **container cultivation units** (each unit with 25 no. of containers), **vertical farming units** and **hydroponics** in homesteads.

- i. **Container cultivation** - It is proposed to provide assistance for popularising vegetable cultivation in urban areas, in terrace as well as in homesteads. This component can be implemented through residence associations / individual basis. Technical guidance will be provided by the Krishi Bhavans concerned. For terrace vegetable gardens, one unit of container cultivation should comprise of 25 number suitable environment friendly and cost effective containers planted with seedlings of 4-6 major vegetable crops is proposed. The estimated cost of one unit is Rs.5000.
- ii. **Vertical Garden** - Here the major components are one-square-meter base frame, main central support connected to the base frame, and supporters for pots/grow-bags, all of which are designed to accommodate 16 pots of various sizes and shapes at four different height levels. A 25-liter plastic container is fixed on top of the structure for storing water. Dripping laterals, microtubes, and drippers connected to the storage tank will ensure micro irrigation. The estimated cost of one unit is approximately Rs. 20000/unit along with fertigation.
- iii. **Hydroponics** - This is a subset of hydroculture and is a method of growing plants using mineral nutrient solutions, in water, without soil. Terrestrial plants may be grown with their roots immersed in the mineral nutrient solution. More yield is obtained from unit area as less space is required for this type of cultivation. A hydroponic unit should accommodate 64 plants grown in a minimum 8 no of Agricultural grade Pipe (110 mm) of convenient length and with required accessories (Net pot, Stand, Pipe holder, Nutrient tank, single outlet air pump, etc..). The estimated cost of one unit is Rs.8000/-.

**Subsidy is at the rate of 75% of the total cost limited to Rs. 2000/- per unit for the 3 categories mentioned above. Vertical farming units and hydroponics have to be implemented with technical guidance from Kerala Agricultural University.**

The targets of the rooftop cultivation unit are detailed below; the districts can choose any of the above mentioned units based on the need.

Sl. No.	Districts	c) Supply of Perennial Vegetable Seedlings ( Rs. 15 / seedlings)		d) Rooftop cultivation (Container cultivation/ Vertical Garden/ Hydroponics @ Rs. 2000/ unit)	
		Phy (Lakh nos)	Fin (Lakh)	Phy (Nos)	Fin (Lakh)
1	Thiruvananthapuram	0.50000	7.50000	3500	70.00000
2	Kollam	0.50000	7.50000	3000	60.00000
3	Pathanamthitta	0.50000	7.50000	3000	60.00000
4	Alappuzha	0.50000	7.50000	3500	70.00000

5	Kottayam	0.40000	6.00000	3000	60.00000
6	Idukki	0.40000	6.00000	2500	50.00000
7	Ernakulam	0.50000	7.50000	3500	70.00000
8	Thrissur	0.70000	10.50000	3500	70.00000
9	Palakkad	0.70000	10.50000	2500	50.00000
10	Malappuram	0.70000	10.50000	3000	60.00000
11	Kozhikode	0.50000	7.50000	3000	60.00000
12	Wayanad	0.30000	4.50000	2000	40.00000
13	Kannur	0.40000	6.00000	2500	50.00000
14	Kasaragod	0.40000	6.00000	2500	50.00000
<b>TOTAL</b>		<b>7.00000</b>	<b>105.00000</b>	<b>41000</b>	<b>820.00000</b>

## 2. Vegetable Cultivation through Institutions (Rs.200.00 Lakh)

Vegetable Cultivation through Institutions aims to promote Project based cultivation including innovative technologies in institutions for which an amount of **Rs. 200.00 lakh** is set apart. It is targeted to undertake Project Based Vegetable Cultivation through educational, government, Public/private institutions including NGOs. 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.

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 to be selected for institutional cultivation. Application should be collected from the head of institution. Soil testing of institutions selected should be done by Krishi Bhavan prior to vegetable cultivation and necessary corrective methods should be followed if required. Krishi Bhavans may also prepare a layout plan and calendar of activities for the proposed vegetable garden for each institution well in advance. A field diary may be maintained at each institution to record details of cultural operations, plant protection measures and yield data along with the inspection report/field visits conducted. Integrated pest management practices shall be followed in the plots. The Agricultural Assistant will conduct frequent field visits and record the observations. It will be his responsibility to report the incidence of pests/disease/nutrient deficiency to the Agricultural Officer for recommending remedial measures.

Assistance will be provided based on the project prepared exclusively for the purpose and funds will be released on first-come first-served basis. Assistance for seeds and other inputs, infrastructure facility, equipment, machineries, land development works etc. shall be included limiting the amount to Rs. 2.00 lakh per project. While considering land development component the subsidy of the same shall 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 chaired by Additional Director of Agriculture (Farms, Biogas & Vegetables) 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. Area under each crop and crop wise production details will be maintained properly in a Register by the Institutions and Officials.

In order to encourage vegetable cultivation even in institutions with limited area available for cultivation, no minimum area is prescribed for taking up project based vegetable cultivation through Institutions. However area under cultivation should be major criteria in the project preparation. The educational institutions willing to undertake cultivation can avail the benefits of the component by submitting projects. District wise financial target is detailed below

Sl. No.	Districts	2. Vegetable cultivation through institution -Rs. 200 lakh
		(Fin in Lakh)
1	Thiruvananthapuram	18.00000
2	Kollam	15.00000
3	Pathanamthitta	12.00000
4	Alappuzha	15.00000
5	Kottayam	10.00000
6	Idukki	10.00000
7	Ernakulam	10.00000
8	Thrissur	35.00000
9	Palakkad	15.00000
10	Malappuram	15.00000
11	Kozhikode	15.00000
12	Wayanad	10.00000
13	Kannur	10.00000
14	Kasaragod	10.00000
<b>TOTAL</b>		<b>200.00000</b>

### 3. Commercial vegetable cultivation through Clusters (Rs. 2461.88705 lakh)

#### a) Assistance to Clusters (Rs.1219.00 lakh)

Commercial cultivation will be promoted through cluster based approach concentrating in the AEUs suitable for vegetable cultivation. The size of cluster will be in the range of 3 - 5 ha. Minimum 10 farmers will be formed as a cluster to take up cultivation in 3 -5 ha of



vegetable crops. The cluster members should select vegetable crops and varieties suitable for their locality. This cluster may be on a contiguous area basis. The Assistance will be given @ **Rs.20000/ha for non-pandal and Rs.25000/ha for pandal varieties.** Cultivation will be based on crop calendar and production plan for each block.

The clusters will be graded based on the production and productivity performance. Best performing clusters with two years' experience, good volume of business with a minimum turnover of Rs. 5.00 lakh and adequate marketing facilities will be selected as grade I clusters. Such clusters alone will be provided financial assistance for second crop during the same financial year. The production will be streamlined based on a 52-week production plan. Clusters of women, youth and students will be given priority. Farmer clusters, women groups undertaking vegetable cultivation in fallow land in public and private lands can also be provided assistance. Poor performing clusters will be de-linked from support and new clusters will be formed.

**b) Assistance to Staggered Clusters (Rs. 1000.00 lakh)**

There are farmers who cultivate vegetables in scattered locations in small areas in a panchayat. Such farmers cannot be grouped as a cluster due to the non-contiguous nature of the cultivated area. In order to support them it is proposed to provide financial assistance @ Rs.20000/- per hectare for non-pandal and Rs.25000/- per hectare for pandal varieties considering such areas as staggered clusters. Moreover, additional area cultivated in the clusters over and above 5 Ha ceiling limit will also be eligible for assistance under staggered cluster category. A total amount of **Rs.1000.00 lakh** is proposed for providing assistance to staggered clusters.

Sl. No.	District	a) Assistance to Clusters @ Rs. 1-1.25 lakh/- for 5 ha/unit		b) Staggered clusters (Rs.1000 lakh)
		Phy (no.)	Fin (lakh)	Fin (lakh)
1	Thiruvananthapuram	82	102.75000	60.00000
2	Kollam	73	91.25000	60.00000
3	Pathanamthitta	67	83.75000	70.00000
4	Alappuzha	83	103.75000	90.00000
5	Kottayam	63	78.75000	70.00000
6	Idukki	53	66.25000	60.00000
7	Ernakulam	53	66.25000	70.00000
8	Thrissur	83	103.75000	80.00000
9	Palakkad	83	103.75000	100.00000
10	Malappuram	73	91.25000	80.00000
11	Kozhikode	63	78.75000	70.00000
12	Wayanad	53	66.25000	50.00000



13	Kannur	83	103.75000	80.00000
14	Kasaragod	63	78.75000	60.00000
<b>Total</b>		<b>975</b>	<b>1219.00000</b>	<b>1000.00000</b>

**c) Cultivation of cool season vegetables (Rs.180.00 lakh)**

Cool season vegetables is proposed to be cultivated in a total area of 600 Ha in staggered clusters with an **assistance @ Rs.30000/- per ha**. An amount of **Rs.180.00 lakh** is proposed for implementing this component during 2022-23. Main crops proposed are cabbage, cauliflower, carrot etc. in Idukki and Wayanad district.

**d) Cultivation of traditional varieties (Rs.10.00 lakh)**

The cultivation of 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 targeted to be implemented through clusters by providing **additional assistance of Rs.10000/-per ha**. The pure seeds available with traditional farmers will be utilized for this purpose. This activity is proposed taken up by the clusters concerned in addition to their normal activities. This programme will be implemented in an area of 100 ha. An amount of Rs.10.00 lakh is earmarked.

**e) Plant Protection Equipments (Rs. 21.88705 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 @ Rs. 1500/unit, for this Rs. **21.88705** lakh is proposed.

Sl. NO.	District	c) Cultivation of cool season vegetables in Idukki @ 0.3 lakh/ Ha (100.00 lakh)		d) Cultivation of traditional varieties (Rs. 10 lakh) @ 10000/Ha		e) PP Equipments @ Rs.1500/- per unit	
		Phy (ha)	Fin (lakh)	Phy(ha)	Fin(lakh)	Phy(ha)	Fin(lakh)
1	Thiruvananthapuram			5	0.5	110	1.65000
2	Kollam			10	1	120	1.80000
3	Pathanamthitta			5	0.5	140	2.10000
4	Alappuzha			8	0.8	140	2.10000
5	Kottayam			5	0.5	110	1.65000
6	Idukki	300	90.00000	5	0.5	90	1.35000
7	Ernakulam			5	0.5	80	1.20000

8	Thrissur			5	0.5	110	1.65000
9	Palakkad			15	1.5	80	1.20000
10	Malappuram			12	1.2	110	1.65000
11	Kozhikode			5	0.5	110	1.65000
12	Wayanad	300	90	5	0.5	110	1.65000
13	Kannur			10	1	80	1.20000
14	Kasaragod			5	0.5	70	1.03705
<b>Total</b>		<b>333.33</b>	<b>180.00000</b>	<b>100</b>	<b>10</b>	<b>1460</b>	<b>21.88705</b>

**f) Operational Expenses - (Rs. 31.00 lakh)**

Funds are required as operational expenses for conducting district and state level meetings, Digital Documentation, hire charges of vehicles, purchase of computers, photo copy machine, office expenses, traveling expenses, fuel charges for vehicles (POL) for the smooth implementation of the scheme. A total amount of Rs.31.00 lakh is proposed for this purpose as detailed below:

Subheads	Amount (Rs. In lakh)
04-TE-1-Tour TA	5.00
34-OC	11.00
45-POL	15.00
<b>Total</b>	<b>31.00</b>

Sl. No.	District	f) Operational Expenses ( 31 lakhs)			
		Travelling Allowances	POL	Other operational Expenses	Total
		Fin (Lakh)			
1	Thiruvananthapuram	0.35000	1.00000	0.75000	2.10000
2	Kollam	0.35000	1.00000	0.75000	2.10000
3	Pathanamthitta	0.35000	1.00000	0.75000	2.10000
4	Alappuzha	0.00000	1.00000	0.75000	2.10000
5	Kottayam	0.35000	1.00000	0.75000	2.10000
6	Idukki	0.55000	1.50000	0.75000	2.60000
7	Ernakulam	0.35000	1.00000	0.75000	2.10000
8	Thrissur	0.35000	1.00000	0.75000	2.10000
9	Palakkad	0.40000	1.00000	0.75000	2.10000
10	Malappuram	0.45000	1.00000	0.75000	2.10000
11	Kozhikode	0.35000	1.00000	0.75000	2.10000
12	Wayanad	0.35000	1.00000	0.75000	2.10000

13	Kannur	0.35000	1.00000	0.75000	2.10000
14	Kasaragod	0.35000	1.00000	0.75000	2.10000
15	HQ	0.10000	0.50000	0.50000	1.10000
<b>TOTAL</b>		<b>5.00000</b>	<b>15.00000</b>	<b>11.00000</b>	<b>31.00000</b>

Abstract of the component commercial vegetable cultivation through clusters

Sl No	Component	Amount (Rs. In lakh )
1	Assistance to clusters	1219.00
2	Assistance to staggered clusters	1000.00
3	Cultivation of cool season vegetables	180
4	Cultivation of traditional varieties	10.00
5	Plant protection equipments	21.88705
6	Operational expenses	31.00
	<b>Total</b>	<b>2461.88705</b>

#### 4. Technical support and contractual wages (Rs.200.00 lakh)

For ensuring successful implementation of the scheme, technical support is envisaged at District and State level. An amount of Rs. 200.00 lakh is earmarked for technical and contractual wages.

The number of sanctioned contractual posts under Vegetable Development Programme, are 2 Technical Assistants, 31 Data Entry Operators, and 51 Field Assistants.

Sl. No.	Name of the Post	Number	Rate of honorarium /Month (₹)	Amount in Lakh
1	Field Assistants in Districts	51	19280	200.00000
2	Data Entry Operator in Districts and Headquarters	31	21175	
3	Technical Assistants at the Headquarters	2	39500	
<b>Total</b>		<b>84</b>		<b>200.00000</b>

Sl. NO.	District	4. Technical Support & Contract Appointment (Rs. 200 Lakh)
		Fin (lakh)
1	Thiruvananthapuram	12.00000
2	Kollam	12.00000
3	Pathanamthitta	12.00000

4	Alappuzha	14.00000
5	Kottayam	10.00000
6	Idukki	12.00000
7	Ernakulam	14.00000
8	Thrissur	19.00000
9	Palakkad	17.00000
10	Malappuram	12.00000
11	Kozhikode	12.00000
12	Wayanad	12.00000
13	Kannur	10.00000
14	Kasaragod	10.00000
15	HQ	22.00000
<b>TOTAL</b>		<b>200.00000</b>

**5. Infrastructure Development For Vegetable cultivation viz. Rainshelters, Permanent Pandals, Irrigation (Rs.1500.00 lakh)**

**a) Promotion of Rainshelter (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. 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. Financial assistance proposed at the rate 75% of total cost limited to Rs. 50,000/ unit of 100 sq.m, or Rs. 500/sq.m. and the total area proposed is 1 lakh Sq.m.

Objectives

- To popularize the concept of Rain Shelter cultivation of Vegetables.
- To enhance production of vegetables through increased number of crops taken per year.
- To increase yield per unit area cultivated.
- To popularize physical and biological methods of pest control within a small manageable area.

Financial assistance will be provided for construction of rain shelters as a permanent structure. The framework will be constructed on a base made of one-brick thickness 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 stray insects and animals.

The total cost for constructing a 100m<sup>2</sup> rain shelter will be 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-stabilized 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
	<b>Total</b>			<b>67,000/-</b>

#### Operationalization and activities

The construction of the rainshelters can be arranged through RAIDCO, KAICO and other approved agencies like Agro service centers, Karshika Karma Senas. The beneficiaries also can be entrusted with the construction, in such cases Agricultural officer/ Assistant Director of Agriculture should ensure the quality of the materials used for construction. The Agricultural officer/ Assistant Director of Agriculture are authorised to take the valuation of the rainshelter constructed by the farmers.

It is proposed to set up rain shelters units each with a maximum area of 100 sq.m, during this financial year in farmers fields with 75% financial assistance is limited to Rs.50000/100 Sq.m.

Details of assistance are given below.

Sl. No.	Type of Rain Shelter (100 sq.m.)	Total Estimated Cost (Rs)	Financial Assistance proposed	Total outlay required for 1 lakh sq.m (Rs in lakh)
1.	Frame work with GT pipes fixed using concrete	67000	75% of total cost limited to 50,000/-	500.00
	<b>Total</b>			<b>500.00</b>

Sl. No.	Districts	a) Promotion of Rainshelter – Rs 500 lakh- (Rs 50000/100 sq.m, Rs. 500/ sq.m)	
		Phy (Sq.m)	Fin (Lakh)
1	Thiruvananthapuram	8300	41.50000
2	Kollam	7250	36.25000
3	Pathanamthitta	8800	44.00000
4	Alappuzha	7250	36.25000
5	Kottayam	7350	36.75000
6	Idukki	10380	51.90000
7	Ernakulam	9050	45.25000
8	Thrissur	9830	49.15000
9	Palakkad	5000	25.00000
10	Malappuram	5000	25.00000
11	Kozhikode	7260	36.30000
12	Wayanad	2420	12.10000
13	Kannur	8300	41.50000
14	Kasaragod	3810	19.05000
<b>TOTAL</b>		<b>100000</b>	<b>500</b>

**b) Pumpsets (Rs.500.00 lakh)**

For ensuring irrigation 50% assistance will be given for purchase of portable/fixed pumpsets (minimum 1 HP) with accessories limited to **Rs.10,000/unit**. The cluster member can also avail this assistance and the pumpset should be used for common activities as well. Provision for **5000 pumpsets** with a financial outlay of **Rs. 500.00 lakh** is earmarked. Assistance will be provided irrespective of the power source.

Sl. No.	Districts	b) Pumpsets @Rs 10000/unit.	
		Phy (Nos)	Fin (Lakh)
1	Thiruvananthapuram	450	45.00000
2	Kollam	400	40.00000
3	Pathanamthitta	300	30.00000
4	Alappuzha	350	35.00000
5	Kottayam	300	30.00000
6	Idukki	250	25.00000
7	Ernakulam	400	40.00000
8	Thrissur	400	40.00000
9	Palakkad	450	45.00000

10	Malappuram	400	40.00000
11	Kozhikode	350	35.00000
12	Wayanad	300	30.00000
13	Kannur	350	35.00000
14	Kasaragod	300	30.00000
<b>TOTAL</b>		<b>5000</b>	<b>500.00000</b>

**c) Permanent Pandal (Rs. 500.00 lakh)**

Pandals are structures used for trailing vegetables. Pandals support the plant and also protect the pro

Sl. No.	Particulars	Unit	Qty	Rate	Amount (Rs. In Lakh)
1	Erection of Stone/CC Pillars of 10' Height @ 15'x18' Spacing (including support pillars)	Nos.	465	375	1.7
2	Steel wire for framework & internal network. (8 Guage & 10 Guage)	Qtl.	40	7500	3
3	Labour Charges (For Digging of Pits, Fixing of pillars, Stretching of wire, transportation etc.)	Nos.	-	-	3.5
	<b>TOTAL</b>				<b>8.2</b>
Total Estimated Cost (Rs)		Financial Assistance proposed			
67000		75% of total cost limited to 50,000/-			

**District wise targets are as follows:**

Sl. NO	District	c) Permanent Pandal (Rs. 500.00 lakh)	
		Phy (Ha)	Fin (in Lakh)
1	Thiruvananthapuram	15.00	30.00000
2	Kollam	10.00	20.00000
3	Pathanamthitta	15.00	30.00000
4	Alappuzha	10.00	20.00000
5	Kottayam	10.00	20.00000
6	Idukki	20.00	40.00000
7	Ernakulam	15.00	30.00000
8	Thrissur	20.00	40.00000
9	Palakkad	40.00	80.00000



10	Malappuram	25.00	50.00000
11	Kozhikode	20.00	40.00000
12	Wayanad	20.00	40.00000
13	Kannur	15.00	30.00000
14	Kasaragod	15.00	30.00000
<b>Total</b>		<b>250.00</b>	<b>500.00000</b>

### **Financial Outlay**

An abstract of the total financial outlay is furnished below.

<b>Sl. No.</b>	<b>Components</b>	<b>Amount (in Lakh)</b>
1	Homestead vegetable cultivation	1800.00
2	Vegetable Cultivation through Institutions	200.00
3	Commercial vegetable cultivation through Clusters	2461.88705
4	Technical support and contractual wages	200.00
5	Infrastructure Development For Vegetable cultivation viz. Rainshelters, Permanent Pandals, Irrigation	1500.00
6	Pesticide Residue Analysis in Vegetables	20.00
<b>Total</b>		<b>6181.88705</b>

In the circumstances mentioned above, Continuous Administrative Sanction has been received for the implementation of the scheme 'Vegetable Development during 2022-23 for an amount of ₹ **6181.88705** lakhs (Rupees Sixty One Crore Eighty One Lakh And Eighty Eight Thousand Seven Hundred and Five 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 with remarks on area of fallow land cultivated now with vegetables.

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.

### **General Operational Guidelines for Vegetable Development Programme 2022-23**

- a. 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.**
- b. The Principal Agricultural Officers of the respective districts would be in charge of the district level implementation of the programme.
- c. Deputy Director (NWDPR) would be the Nodal Officer.
- d. 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 3<sup>rd</sup> of every month.
- e. 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.
- f. The Additional Director of Agriculture (Farms, Biogas & Vegetable) will co-ordinate all the activities of the project at the state level.
- g. As far as possible, while beneficiary selection for the components, 10% may be earmarked to SC/ST.
- h. The components where Beneficiary Committees are proposed, the account should be joint account and the agreement should be jointly executed by the Chairperson and the Convener in order to avoid allegations against officials in future.
- i. The expenditure would be met from the provision available under the appropriate head of account 2401-00-119-85(P).
- j. The fund release will be based on actual requirement and the fund released should not be parked in banks.
- k. Store Purchase Rules shall be strictly adhered to.
- l. Tender/e-tender and other stipulated formalities shall be followed wherever necessary.
- m. Post creation and purchase of vehicles are not admissible under the scheme .
- n. For hiring of project staff/man power as part of project implementation, instructions issued in GO(P) No.76/2019/Fin dated 02.07.2019 and GO(P) No.81/2019/Fin dated 09.07.2019 shall be followed.
- o. All schemes shall be implemented so as to integrate the same with the objective of the mass campaign “Njangalum Krishiyilekk” and the integration process should be explained in detail in the monthly reports

### **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 (Farms, Biogas & Vegetable Cell) 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, VFPCCK	AM, VFPCCK
ADA (M)	
MGNREGS	
Lead District Manager	

Sd/-

SUBHASH T.V. IAS  
DIRECTOR  
Director of Agriculture

To,

All Principal Agricultural Officers

Copy to:

1. Chief (Agriculture), State Planning Board, Thiruvananthapuram.
2. Chief Executive Officer, VFPCCK
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, SW section
10. IT Cell – for uploading in the official website

Stock File

Encl No: ADFW/3513/2022-VC Dtd: 01/08/2022

Copy of working instruction is communicated for kind information and favour of necessary action.

To

All PAO's, ADA's & AO's

For Director of Agriculture  
Joint Director of Agriculture (VC)  
Directorate of Agriculture Development  
& Farmer's Welfare Department  
Vikas Bhavan, TVPM - 33