

TA (3) 21885/18

Directorate of Agriculture Development
& Farmer's welfare, Vikas Bhavan
Thiruvananthapuram, Dated: 04/07/2018

CIRCULAR

Sub: Annual Plan 2018-19- Special Agriculture Zone (SAZ) for Rice in Wayanad -
Conservation and multiplication of traditional and indigenous varieties of rice -
Implementation- Guidelines issued- reg-

- Ref: 1. GO (MS) No 22/2018/AD dated 19/2/18
2. Circular no: TA (1) 20641/18 dated 15/05/2018 of the Director of
Agriculture
3. Note No. TP (2) 23955/2017 dated 07/03/18 of the Director of
Agriculture

Special Agricultural Zone is a flagship programme to carry out focused interventions in the cultivation of selected crops in 15 agricultural zones that are designated for the major crops. Critical interventions including infrastructure development and filling critical gaps, which cannot be supported under any of the ongoing schemes, will be supported from the funds earmarked under the Special Agriculture Zone scheme.

Special Agriculture zone for rice aims at increasing the area from 2 lakhs hectares to 3 lakhs hectares and production to 10 lakhs tons. Strategy for achieving this aim includes development of infrastructure for supporting area expansion, convergence of all ongoing CSS and State schemes, LSGD and MNREGS etc., improvement of service delivery by involving Agroservice centres, Karmasena etc, providing technology support for productivity improvement, bringing additional area through upland and fallow land cultivation and converting single cropped area to double cropped area.

Under Wayanad SAZ, the activities proposed are infrastructural development works and conservation and cultivation of traditional and indigenous rice varieties of Wayanad through seed villages. Wayanad is a land of scented rice. The varieties Jeerakasala and Gandhakasala have got geographical indication. These varieties

are mainly being cultivated and preserved by the tribal communities of the district from very long time.

Scented varieties are mainly cultivated as single crop. At present scented rice varieties are being cultivated in 355 ha covering 387 padasekharams under 17 Krishi Bhavans of 4 blocks in Wayanad district. The productivity of these varieties is under 2 MT/ha. Wayanad has a rich collection of traditional varieties, which have to be multiplied and conserved.

Objectives

- Conservation and multiplication of traditional varieties of rice
- Augment the production and productivity of rice including scented rice.
- Ensure procurement of paddy from the growers.
- Facilitate processing and marketing.
- Explore possibility of export of scented rice through branding.
- Attract and sustain youth in this field, especially tribal youth.

Proposed interventions

- Crop based interventions.
- Bring fallow lands under cultivation.
- Popularize usage of biofertilizers, biopesticides and biocontrol agents.
- Ensure ecofriendly good agricultural practices and production of safe to eat products.

Programme

1. Providing assistance to award winning traditional farmers for the conservation and multiplication of traditional and indigenous rice varieties (Rs.2.00 lakhs)

There are a number of traditional varieties indigenous to Wayanad district which are unique, with nutritive value and taste. But with the promotion of high yielding varieties, these traditional varieties are not receiving adequate focus and are facing the challenges of extinction. However, there are certain traditional farmers in Wayanad who are still devoted to the cultivation and conservation of

traditional varieties and are doing such activities on their own. The efforts of such farmers have been acknowledged by conferring awards to them. Nevertheless, considering the hardships in paddy cultivation, it is imperative that the initiatives of such traditional farmers in the conservation and multiplication of traditional varieties be promoted by providing financial assistance.

In the above circumstances, it is proposed to provide assistance to award winning traditional farmers especially tribals, for the conservation and multiplication of traditional and indigenous rice varieties of Wayanad utilizing the source seeds available with them or procured from other native farmers, tribals, NGOs, KAU and other accredited institutions of the district.

A financial assistance of **Rs. 10,000/- per ha** will be provided for meeting the input costs and cultivation expenses of the traditional and indigenous varieties subject to a maximum of **Rs. 50,000/- per farmer** for 5ha. The seeds will be multiplied under the technical guidance of source seed providers including native farmers, tribals, NGOs etc and further used for area expansion for increasing the area and production of traditional and indigenous varieties of rice and fetching maximum returns to the farmers.

Seed production is also envisaged from such cultivation. Hence agricultural officers shall ensure that the principle of isolation distance is exercised in the case of seed production plots to avoid admixtures and also conduct regular field inspections as per schedule. Varietal observations have to be recorded in a register and maintained in Krishi Bhavan.

It is proposed to implement this component in an area of **20 ha**. An amount of **Rs. 2.00 lakhs** is earmarked for this purpose.

2. Procurement of seeds of traditional and indigenous varieties from native farmers for area expansion (Rs.2.00 lakhs)

Quality seeds of traditional and indigenous paddy varieties so produced by traditional farmers will be procured, processed and further distributed to farmers as truthfully labeled seeds by Kerala State Seed Development Authority (KSSDA) for

increasing the area under cultivation of these varieties. It is targeted to procure **5 MT** of seeds of different traditional varieties of paddy for which an amount of **Rs.40/- per kg** will be provided to meet the seed cost, processing, packing, handling charges etc.

The amount will be placed at the disposal of KSSDA. The Principal Agricultural Officer shall inform KSSDA regarding the variety and quantity of seeds produced under the programme in advance so that KSSDA will take necessary action to procure seeds of maximum number of traditional varieties. An amount of **Rs. 2.00 lakhs** is earmarked this component.

3. Providing assistance to accredited NGO's based in Wayanad for conservation and multiplication of traditional and indigenous varieties of rice (Rs.5.00 lakhs)

Assistance will be provided to non-governmental organisations based in Wayanad who submit noteworthy projects for the conservation and multiplication of traditional and indigenous varieties of rice in a project based manner. The Principal Agricultural Officer shall invite detailed project proposals from NGOs by giving adequate publicity through mass media. The projects so received shall be vetted by a district level committee constituted with the Principal Agricultural Officer as the chairman, Deputy Director of Agriculture (WM) as convenor, a representative of KAU/KVK, Block level Assistant Directors of Agriculture of the concerned blocks and the concerned Agricultural Officers as members. After vetting, the most suitable project/ projects shall be forwarded to the Director of Agriculture with detailed recommendations for sanction.

The local Agricultural Officer, Assistant Director of Agriculture and Deputy Director of Agriculture (WM) will monitor the implementation of the project at panchayat, block and district levels. The progress of implementation of the project shall be reported to the Directorate regularly. The funds will be released to the NGO through the Principal Agricultural Officer. Utilisation certificate shall be obtained on completion of the project. An amount of **Rs.5.00 lakhs** is earmarked for this component.

4. Support for post harvest management, value addition, packing, labelling and marketing of traditional and indigenous varieties of rice (Rs.6.00 lakhs)

Post harvest management, value addition and marketing essential forward linkages that catalyses and sustains production process and ensures profitable returns to the farming community. It is proposed to provide project based assistance to farmers' collectives or individual farmer entrepreneurs for setting up processing and value addition units and for packing, labelling and marketing of traditional wayanadan rice varieties, so that the local farmers get remunerative price for their produce.

The Principal Agricultural Officer shall invite detailed project proposals by giving adequate publicity through mass media. The projects so received shall be vetted by a district level committee constituted with the Principal Agricultural Officer as the chairman, Deputy Director of Agriculture (WM) as convenor, a representative of KAU/KVK, Block level Assistant Directors of Agriculture of the concerned blocks and the panchayath level concerned Agricultural Officers as members. After vetting, the most suitable project/ projects shall be forwarded to the Director of Agriculture with detailed recommendations for sanction. The funds will be released to the party as back ended subsidy, after executing suitable agreement.

The local Agricultural Officer, Assistant Director of Agriculture and Deputy Director of Agriculture (WM) will monitor the implementation of the project at panchayat, block and district levels. The progress of implementation of the project shall be reported to the Directorate regularly. Utilisation certificate shall be obtained on completion of the project. An amount of **Rs. 6.00 lakhs** is earmarked for the purpose.

Financial outlay

Abstract of the programme is furnished below.

Sl. no.	Components	Rate	Total amount (Rs. in lakhs)
1	Providing assistance to award winning traditional farmers for the conservation and multiplication of traditional and indigenous rice varieties (20 ha)	Rs.10,000/- per ha subject to a maximum of Rs. 50,000/- per farmer	2.00
2	Procurement of seeds of traditional and indigenous varieties from native farmers for area expansion	Rs. 40/- per kg for 5000 kg	2.00
3	Providing assistance to accredited NGO's based in Wayanad for conservation and multiplication of traditional and indigenous varieties of rice	-	5.00
4	Support for post harvest management, value addition, packing, labelling and marketing of traditional and indigenous varieties of rice	-	6.00
	Total		15.00

(Rupees Fifteen lakhs only)

The expenditure towards implementation of the project shall be debited from the current year's budget provision of **Rs.1000 lakhs** under head of account **2401-00-102-79 (P) – Special Agricultural Zones**.

Mode of implementation and monitoring

The scheme will be implemented through the Krishibhavans. Traditional and indigenous varieties may be identified and selected for cultivation with the help of local farmer groups and scientists. At block level Assistant Director of Agriculture will coordinate and supervise the programme. At the district level, Deputy Director of Agriculture(WM) will be the nodal Officer and at the state level, Additional Director of Agriculture(CP) will monitor the programme.

All the assistance to the farmers should be credited to the bank account of the concerned beneficiaries. Monthly progress report should be submitted to the Directorate of Agriculture on or before 5th of every month.

Since agriculture is a season bound activity, timely implementation of the scheme has to be ensured by arranging the required inputs in time and this should be reflected in the monthly booking of expenditure.

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.

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 utilized for such beneficiaries (component wise) should also be shown in the monthly progress report.


The following general guidelines have to be followed during the implementation of the scheme during the current year.

- i) All rules, formalities and procedures shall be followed for the implementation of the scheme. The norms of financial propriety shall be followed to in toto.
- ii) The expenditure would be met only from the provisions 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 shall be followed wherever necessary.
- vi) Post creation and purchase of vehicles are not admissible under the scheme.
- vii) Principal Agricultural Officers shall monitor the implementation of the scheme and ensure that the implementation is as per the existing procedures, rules and regulations.

The Principal Agricultural Officer should ensure that the scheme details and targets reach the lowest field functionary of the Krishi Bhavan by July 15th 2018.

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Director of Agriculture


Joint Director of Agriculture (WM)
Directorate of Agriculture
Vikas Bhavan, Thiruvananthapuram-33

To

Principal Agricultural Officer, Wayanad for information and necessary
action
Project Director (ATMA), Wayanad for information
Additional Director of Agriculture, KSSDA, Thrissur for information and a/c

Copy to:

- ✓TA to Director of Agriculture
 - ✓CA to Additional Director of Agriculture (Plg)
 - ✓CA to Additional Director of Agriculture (CP)
 - ✓CA to Joint Director of Agriculture (WM)
- Deputy Director of Agriculture, IT Cell
(for uploading in the website and e mailing to all technical sections concerned)
Planning section/SW section/Finance section

9/6