

TH(1)8909/18

Directorate of Agricultural Development
& Farmers Welfare Department ,
Vikas Bhavan, Thiruvananthapuram
Date: 14-03-2018

CIRCULAR

Sub Annual Plan 2017-18 -Scheme for Special Agriculture Zone-
Establishment of Flower Marketing Society in Wayanad - guidelines for the
components issued -reg

Ref: (1) G O (MS) No 22/2018/AD dtd 19/02/2018

(2) G O (MS) No 23/2018/AD dtd 20/02/2018

(3) TP (2) 23955/17 dtd 22/02/2018

(4) Circular No TH (1)8909/18 dtd 01/03/2018

As per the 4th reference cited above administrative sanction for the implementation of the scheme of Special Agriculture Zone for the establishment of Flower Marketing Society in Wayanad with the budget provision of Rs 20 lakhs is already issued and the guidelines for the components sanctioned under the Special Agricultural Zone 2017-18 is issuing herewith for the implementation of the scheme.

1) SAZ for Flowers - Wayanad

Establishment of Flower Marketing Society (Rs.20.00 lakhs)

Under the scheme 'Development of flowers 2017-18', floriculture is being undertaken in potential panchayats of Wayanad Special Agricultural Zone by forming 'flori villages'. The scheme is being implemented with a cluster approach. In order to provide effective forward linkage for the produce of flori villages through procurement and marketing, it is proposed to establish a Flower Marketing Society in Wayanad under SAZ scheme. Collection centre at block level is also proposed for procurement of flowers. The society will be constituted with selected members from farmer clusters and collection centres and registered under Charitable Societies Act 1955. The society will facilitate collection, post harvest management, packing and marketing of flowers and ensure sustainable returns to the producer.

The funds earmarked for the component will be utilised as follows.

| Sl. No. | Items | Amount (Rs. in lakhs) |
|---------|--|-----------------------|
| 1 | Infrastructure development activities (for post harvest management, packing etc. purchase of vehicle not allowed) | 5.00 |
| 2 | Transport subsidy for the produce @ Rs.1.5 per kg up to 25 km, Rs.2.00 per kg above 25km up to 50 km and Rs.2.5 per kg above 50 km | 5.00 |
| 3 | Revolving fund (for registration, making spot payment, hiring of vehicles, other essential activites etc) | 10.00 |
| | Total | 20.00 |

The Principal Agricultural Officer concerned will be in charge of implementation and monitoring of SAZ at district level. The Principal Agricultural Officer shall submit consolidated fortnightly status report of each SAZ to the Directorate as per working instructions.

A separate **Register for SAZ** has to be maintained by the nodal sections and implementing sections at State level and by the Principal Agricultural Officer at district level which shall be kept updated for providing realtime information regarding SAZ.

Since **Special Agricultural Zone** is a flagship programme of the Government for enhancing domestic production & productivity and thereby farmers' income, the nodal sections and implementing sections shall work hand-in-hand for the successful implementation of the programme and realisation of its ultimate objectives.


Sd/-

Director of Agriculture

To

✓ Principal Agricultural Officer, Wayanad
Copy to:

All Additional Directors of Agriculture HQ
All Joint Directors of Agriculture
TA to Director of Agriculture
IT cell
Stock file


Joint Director of Agri (Farms)
Directorate of Agriculture
Vikas Bhavan, Trivandrum