

**PROCEEDINGS OF THE DIRECTOR OF AGRICULTURE
DIRECTORATE OF AGRICULTURE DEVELOPMENT AND
FARMERS WELFARE DEPARTMENT, THIRUVANANTHAPURAM**

(Present: Anju K.S. IAS)

Sub:- Annual Plan 2023-24 – Scheme for Development of Fruits, Flowers & Medicinal Plants – components “Development of Medicinal Plants” and Development of Flowers” - continuous administrative sanction – accorded – orders issued.

Read:- 1) G.O (Rt) No.723/2022/Agri dated 09/08/2022
2) Annual Plan 2023-24

ORDER NO. ADFW/4622/2023-TP2 Dated.26-06-2023

As per G.O. read 1st above, Administrative Sanction was issued for the scheme “Development of Fruits, Flowers and Medicinal Plants” for an amount of Rs.1892.00 lakh (Rupees Eighteen crore ninety two lakh only) during the financial year 2022-23 debiting the expenditure to head of account 2401-00-119-79 Plan. Out of this, the scheme components “Development of Flowers” and “Development of Medicinal Plants” were sanctioned for Rs.100.00 lakh each.

In the Annual Plan 2023-24, an amount of Rs.1892.00 lakh is earmarked as the Budget Provision for the scheme “Development of Fruits, Flowers and Medicinal Plants” with the following components.

Sl. No.	Component	Amount (Rs. in lakh)
1	Distribution of fruit plants	1467.00
2	Top-up subsidy for fruit plant cultivation under MIDH	200.00
3	Procurement, trading and processing of jackfruit through VFPC	25.00
4	Development of flowers	100.00
5	Development of medicinal plants	100.00
	Total	1892.00

The components “Development of flowers” and “Development of medicinal plants” are continuing components and their details are as follows.

1. Development of Flowers (Rs.100.00 lakh)

Flower cultivation will be implemented in the State under the banner of “Onathinu oru Pookkooda”. Cultivation of Cut flowers like Orchid, Anthurium, Roses, Carnations Heliconia, Gladiolus, tuberosa, Gerbera, Asters, etc, loose flowers like Jasmine, Gomphrena, Marigold, Neerium, Chrysanthemum etc, and foliage plants will be promoted by the development of Flori Villages.

Flori villages will consist of clusters of 25-50 farmers and will be identified based on agro climatic suitability, availability of interested growers, market demand, proximity to markets etc. Cultivation can be taken up either pots, grow bags, open field, or under protected conditions. Assistance will be provided for procurement of planting material and meeting cost of cultivation.

Assistance for Flori Villages will be based on detailed project proposals inclusive of marketing strategy from districts. An amount of Rs.94.00 lakh is set apart for the promotion of Flori Villages under the scheme.

In addition, an amount of Rs.6.00 lakh will be earmarked for imparting need-based training to floriculturists in each cluster on various aspects of floriculture.

An abstract of sub-components that will be implemented as part of the scheme is as follows:

Sl. No.	Component	Amount (Rs in lakh)
1	Establishment of Flori Villages (project based)	94.00
2	Imparting training/ awareness programmes	6.00
	TOTAL	100.00

2. Development of Medicinal Plants (Rs.100.00 lakh)

Kerala has a rich tradition of Ayurveda. The climatic and soil conditions prevailing in our state are suitable for the cultivation of medicinal plants. More than 800 Ayurvedic drug manufacturing units are functioning in the State, and the demand for medicinal plant raw material is increasing. As is the case the Agricultural Development and Farmers' Welfare Department, provides support for the commercial cultivation of medicinal plants.

Farmers need financial assistance to meet the initial expenses for cultivation of medicinal plants in their fields. Cultivation of medicinal plants along with the cash crops like coconut, rubber as a mixed crop and crop rotation with medicinal plants after harvest of paddy fields are some of the methods to raise medicinal plants in the State.

As per reference 1st cited, Administrative Sanction was accorded for an amount of Rs.100.00 lakh for implementation of the component 'Development of Medicinal Plants' under the scheme "Development of Fruits, Flowers & Medicinal Plants" during the financial year 2022-23 as given below:

Sl.	Physical	Rate of	Amount
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No.	Component	target	Assistance	(Rs. in lakh)
1	Production of planting materials in Departmental farms	1 lakh nos	Rs.15/- per seedling	15.00
2	Cluster based cultivation	60 Ha	Rs.1.25 lakh per Ha	75.00
3	Cultivation in Govt. Institutions/public sector undertakings	20 Ha	Rs.0.50 lakh per Ha	10.00
	Total			100.00

In the Annual Plan 2023-24, an amount of Rs.100.00 lakh is earmarked for the "Development of Medicinal Plants" under Head of Account 2401-00-119-79 Plan. The details of components included under this programme are as follows.

2.1 Production of planting materials in Department Farms – Rs. 15.00 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 utilizing existing facilities of these farms. Good quality seed materials for this purpose will be procured from seed centres in Government sector such as KFRI/KFD/KAU/other departmental farms. Planting material of varieties preferred by 'AYUSH' industries will be produced in Departmental farms and these will be promoted for cluster based cultivation by farmers.

An amount of Rs. 15.00 lakh will be utilized for this component at production cost of Rs.15/- per seedling.

2.2 Cluster based cultivation of medicinal plants – Rs. 81.25 lakh

In order to encourage the commercial cultivation of medicinal plants, cluster based cultivation of medicinal plants as a pure crop in open areas or as intercrop in coconut gardens or other plantations will be promoted. Cluster based cultivation of medicinal plants @ Rs.1.25 lakh/ha in an area of 65 ha in selected districts of the state will be supported during this financial year. Each cluster should have 40-50 farmers covering a minimum area of 1 ha. The assistance shall be given for meeting the cost of seeds/planting materials/other inputs, land preparation and other cultivation expenses.

The demand for specific medicinal plants will be assessed and selection of variety finalized through discussion with Oushadhi and other AYUSH Industries.

The varieties to be selected should have high demand, should be commercially important and suited to the selected agro ecological units.

Technical guidance, fixation of procurement price, and regular monitoring of cultivation will be done by a district level committee chaired by the Principal Agricultural Officer, comprising of representatives of Oushadhi/ medicine manufacturers, Department of Agriculture and a representative of cluster leaders. The procurement price of raw medicinal products will be decided and announced in advance by the committee in consultation with the procurement agencies.

3. Cultivation of medicinal plants in Government Institutions – Rs.3.75 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 utilized for the cultivation of medicinal plants. Project-based support will be extended to the above institutions @ Rs.50,000/- per hectare. This support is intended for meeting the input costs, land development costs and other requirements for the establishment of medicinal plant gardens. These projects will be vetted and approved at the district level.

Medicinal plants like Asokam, Cinnamon etc where bark is in demand in AYUSH industries may be preferred for cultivation in Institutional lands. Services of MNREGA may be utilized for raising and tending of medicinal plant plantations in Government land.

An area of 7.5 ha will be brought under cultivation of medicinal plants in Government Institutions.

Financial Outlay

An abstract of the continuing components are as follows:

Sl. No.	Component	Physical target	Rate of Assistance	Amount (Rs. in lakh)
1	Development of Flowers			
1.1	Establishment of Flori Villages (project based)			94.00
1.2	Imparting training/ awareness			6.00

1.2 Imparting training/ awareness programmes			0.00
	Sub-Total		100.00
2 Development of Medicinal Plants			
1 Production of planting materials in Departmental farms	1 lakh nos	Rs.15/- per seedling	15.00
2 Cluster based cultivation	65 Ha	Rs.1.25 lakh per Ha	81.25
3 Cultivation in Govt. Institutions/public sector undertakings	7.50 Ha	Rs.0.50 lakh per Ha	3.75
	Sub-Total		100.00
	Grand Total		200.00

(Rupees Two crore only)

In the above circumstances, Continuous Administrative Sanction is hereby accorded for the implementation of the components 'Development of Flowers' and 'Development of Medicinal Plants' for an amount of Rs.200.00 (Rupees Two crore only) under the scheme Development of Fruits, Flowers & Medicinal Plants 2023-24 as per the above statement, debiting the expenditure to the head of account 2401-00-119-79 Plan from current year's budget provision.

The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Order read 1st above.

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.

ANJU K S IAS

DIRECTOR

To

- 1)TH1 & TH2 Sections of the Directorate for information and necessary action

Copy to

- 1.All Principal Agricultural Officers
- 2.TA to Director of Agriculture, CA to All Additional Directors of Agriculture of the HQ, State Agricultural Engineer, Senior Finance Officer for information
3. IT section of the Directorate for posting on the website

Signed by

Manoj S

Date: 26-06-2023 17:23:37