

Directorate of Agriculture Development and Farmers' Welfare

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ADFW/6053/2023-VC

Date:03-06-2023

CIRCULAR

Sub:- Agriculture Development & Farmers' Welfare Department – Annual Plan 2023-24 - Scheme "Vegetable Development" - Administrative Sanction accorded – Working Instructions -issued – reg.

Ref:- G.O. Rt. No. 468/2023/AGRI dtd. Thiruvananthapuram 17/05/2023.

The Government of Kerala have approved a scheme viz., 'Vegetable Development Programme' (VDP) for the financial year 2023-24 and necessary administrative sanction was accorded as per the reference cited. The total outlay for the Scheme is Rs. 7045.00 lakh out of which Rs. 1334.00 lakh was sanctioned as the first step regarding the immediate need for the implementation. The following components were sanctioned with their maximum amount of allocation.

| Sl. No. | Components | Amount (Rs. in lakh) |
|--------------|--|----------------------|
| 1 | Distribution of Hybrid Seed kits | 500.00 |
| 2 | Distribution of HYV Seedlings | 350.00 |
| 3 | Project Based Intensive Cultivation in Institutions | 100.00 |
| 4 | Technical Support and Contractual Appointments | 314.00 |
| 5 | Pesticide Residue Analysis in Vegetables | 20.00 |
| 6 | Hybrid Seed Production in Departmental farms in Collaboration with KAU | 50.00 |
| TOTAL | | 1334.00 |

Under this circumstance the following instructions and guidelines are issued for compliance at all levels and for the smooth implementation of the programme.

1. Distribution of Hybrid Seed Kits

(a). Hybrid seeds shall only be distributed as part of this programme. Hybrid seed varieties which are suited for different AEUs of Kerala, released by Government Agencies like State Agricultural Universities, Research and Development institutes like Indian Institute of Horticulture Research (IIHR), Indian Vegetable Research Institute (IVRI) etc., and hybrid vegetable seeds sold through agencies like National Seeds Corporation (NSC) can be used for the programme.

(b). All heads of Departmental Farms are hereby directed to take necessary steps to procure and pack different hybrid vegetable seeds by departmental farms and distribute the same to different offices for the implementation of the programme. Necessary communications with the Government agencies which are supplying hybrid seeds shall be done and finalise the procurement plan not later than 2nd week of June, 2023. The Government farms of the Department shall make assorted packets of these seeds in standard packings by procuring them from the sources as mentioned above (1 (a)) with proper labelling and the same shall be sent to different offices upon the directions received from the Principal Agricultural Officers (PAOs) of the district. Principal Agricultural Officers can direct one or more Department farms of their jurisdiction to

procure hybrid seeds of good quality from the Government agencies. In districts, where the Department farms are not available, PAOs can instruct Department farms of other neighbouring districts in consultation with the PAO of that district for procurement, packing and distribution of hybrid vegetable seeds. The PAOs can assign targets for farms to make assorted seed packets. The fund for meeting the cost of procurement of the seeds, packing materials, cost of equipment and connected expenses are to be met from the scheme – 'Production & Distribution of Planting materials – 2023-24'.

(c). The cost of hybrid seed packets are fixed as Rs. 25.00 per packet. The farm heads shall ensure that sufficient quantity of hybrid seeds worth the above amount are put in the packets. They are to be distributed free of cost. The departmental farms which are providing them shall be paid back by the funds placed at the disposal of respective PAOs under the Head of Account – 2401-00-119-85 (P). The total amount shall be Rs. 500.00 lakh for this component and a total of 20.00 lakh hybrid seed kits are to be distributed. The targets for distribution of hybrid seed kits for various districts are given below:

| Sl. No. | Districts | Supply of Hybrid Vegetable Seedkits (@ Rs. 25/kit) | |
|--------------|--------------------|--|-------------------------|
| | | Physical (in lakh Nos.) | Financial (Rs. in lakh) |
| 1 | Thiruvananthapuram | 2.00 | 50.00 |
| 2 | Kollam | 2.00 | 50.00 |
| 3 | Pathanamthitta | 1.00 | 25.00 |
| 4 | Alappuzha | 2.00 | 50.00 |
| 5 | Kottayam | 1.00 | 25.00 |
| 6 | Idukki | 1.00 | 25.00 |
| 7 | Ernakulam | 2.00 | 50.00 |
| 8 | Thrissur | 2.00 | 50.00 |
| 9 | Palakkad | 2.00 | 50.00 |
| 10 | Malappuram | 2.00 | 50.00 |
| 11 | Kozhikode | 1.50 | 37.50 |
| 12 | Wayanad | 0.50 | 12.50 |
| 13 | Kannur | 0.50 | 12.50 |
| 14 | Kasaragod | 0.50 | 12.50 |
| TOTAL | | 20.00 | 500.00 |

(d). Regular small scale vegetable farmers (cultivating or preparing for cultivation in not less than 10 cents under vegetables at least in one season), Krishikoottams (an area of not less than 10 cents) and farmers who are doing commercial cultivation (members in the clusters / scattered clusters) are only eligible for receiving hybrid seed kits free of cost. There is no restriction on the number of packets to be issued for a particular farmer or a farmer group like Krishikoottam. But the field level implementing / distributing officials shall ensure a judicious distribution of the same among the needy farmers under their jurisdiction. Seed kits for homestead cultivation, other formal and informal farmer groups, distribution through mass media are not covered under this component. However, they would be provided under the 'Homestead farming' component of the scheme.

(e). Written applications in the current format which are in vogue are required for availing this benefit by the beneficiaries. A register shall be maintained in the distributing

office in the format as specified as Annexure I of this circular. This is for further follow up and technical support by the Krishibhavans. The custodian of this register shall be the Agricultural Assistant or Assistant Agricultural officer who is in charge of the Head Quarter. Necessary verification should be carried out by the respective Agricultural Officers. It is to be assured that every technical support shall be extended to the growers, since this component of the scheme aims at productivity improvement. Necessary data should be collected at periodic intervals and kept ready for report generation.

(f). The time period fixed for implementing this component is from 01-06-2023 to 31-07-2023. It is strictly instructed to adhere to this time frame and any lapse in this regard will invite disciplinary actions.

(g). The total amount sanctioned for this component is Rs. 500.00 lakh and the physical target is 20.00 lakh seed kits. The expenditure shall be debited from the Head of Account 2401-00-119-85 (P).

2. Distribution of High Yielding Variety Seedlings

(a). Hybrid and high yielding known varieties of vegetables shall only be used for this programme.

(b). The seedlings are to be propagated in pro-trays containing pest & disease free and appropriate scientific growing medium (coir pith compost – vermiculite – perlite mixture is desirable) and they should possess a minimum of four leaves (excluding cotyledons leaves) during the time of supply. Varieties of chilli, brinjal, tomato, cluster beans and cool season vegetables (for traditional growing AEU's in the first season) shall only be used for production and distribution. The seedlings shall be in good condition and shall not be over aged. The implementing officers shall assure the quality of the seedlings they procure and should be in accordance with the quality parameters as described above. The pro-trays shall be labelled with the name of the variety as well.

(c). The approved cost shall be Rs. 3.00 per seedling. A total of 1.1666 crore seedlings are to be distributed free of cost. The distribution of the same shall be as per 1(d) and 1 (e) of this circular.

(d). The seedlings can be procured from Departmental farms, VFPC, Block nurseries, Agro-Service Centres, Krishikoottams, Karshika Karma Senas, Department aided eco-shops, A-grade vegetable clusters, BLFOs, small nurseries supported by SHM which are having valid approval by the Department and Kudumbasree seedling production units which are raising seedlings with proper technical support.

(e). The seedlings are to be distributed in two phases. The first phase shall be in accordance with celebrating Onam and shall be implemented in full by 31-08-2023 and the second phase is for distribution of seedlings in the season starting from October to November, 2023 aiming at the summer vegetable cultivation. The PAOs will have the liberty to apportion the quantity of seedlings to be supplied during these two phases. However the total target of seedlings would remain the same. The district-wise targets are given below:

| Sl. No. | Districts | Distribution of High Yielding Variety Vegetable Seedlings @ Rs. 3/- per seedling | |
|---------|--------------------|--|-------------------------|
| | | Physical (in lakh Nos.) | Financial (Rs. in lakh) |
| 1 | Thiruvananthapuram | 10.00 | 30.00 |
| 2 | Kollam | 10.00 | 30.00 |

| | | | |
|--------------|----------------|---------------|---------------|
| 3 | Pathanamthitta | 8.00 | 24.00 |
| 4 | Alappuzha | 10.00 | 30.00 |
| 5 | Kottayam | 7.60 | 22.80 |
| 6 | Idukki | 7.00 | 21.00 |
| 7 | Ernakulam | 10.00 | 30.00 |
| 8 | Thrissur | 10.00 | 30.00 |
| 9 | Palakkad | 10.00 | 30.00 |
| 10 | Malappuram | 10.00 | 30.00 |
| 11 | Kozhikode | 10.00 | 30.00 |
| 12 | Wayanad | 5.00 | 15.00 |
| 13 | Kannur | 5.00 | 15.00 |
| 14 | Kasaragod | 4.066 | 12.20 |
| TOTAL | | 116.66 | 350.00 |

(h). Seedlings for non-commercial farmers and homestead farmers would be supplied under the scheme component - 'Homestead vegetable cultivation'.

(i). The total amount sanctioned for this component is Rs. 350.00 lakh and the expenditure shall be debited from the Head of Account 2401-00-119-85 (P).

3. Project Based Intensive Cultivation in Institutions.

(a). This component shall be operated in a project mode. However, use of modern technology shall only be allowed and there must be surplus vegetable production to be marketed.

(b). Institutions like PSUs, Schools, Colleges, other public, co-operative and private institutions can be the beneficiaries. They shall have to prepare a detailed project in this regard and submitted to the concerned Agricultural Officers for verification, modifications and inclusion of feasible modern technologies. Such projects are to be forwarded to the Assistant Directors of Agriculture of the respective Blocks by the Agricultural Officers with suitable inspection reports and their recommendations. The project is to be placed in the Block Level Agricultural Knowledge Centre (BLAKC) for evaluating the soundness and necessary modifications needed may be suggested for approval by the BLAKC. The approved project(s) by BLAKC shall be forwarded to respective PAOs.

(c). The PAOs shall form committees for evaluation and prioritisation of the projects. The committee shall be chaired by PAO, convened by the Deputy Director of Agriculture holding the charge of Vegetable Development Scheme, a scientist from Research and Development institution as the technical member and two selected Assistant Directors from the field as members. This committee would evaluate the projects based on the technologies used for the production of vegetables. The projects would be prioritised and published by a proceedings of PAO.

(d). The minimum area shall be not less than 30.00 cents, with adequate facilities of irrigation, for cultivation purpose. The maximum amount of assistance shall be Rs. 1.00 lakh for a minimum area of 1.00 acre. Financial assistance for mechanised land preparation, fencing, prevention of wild animal attack, installation of precision farming technology, creation and capacity improvement of water sources, use of modern technology in plant protection, use of improved varieties, use of modern nutritional materials, procurement of equipment and small machineries, use of traps of all kind and use of eco-friendly technologies and construction of pandals can be supported under this

component. However, manual labour, construction of buildings, marketing costs etc., shall be borne by the beneficiary themselves. The cost of mechanised land preparation should not exceed 10% of the total project cost. The project period shall be for three years but the financial support is limited to the first year of implementation till 31.03.2024. The institution has to do the cultivation for three years without fail and an undertaking in this regard shall be obtained in the format as appended in the circular as Annexure II .

(e). An amount of Rs. 100.00 lakh is sanctioned for this component and the expenditure in this regard is to be debited from the Head of Account 2401-00-119-85(P). The District wise allocation for Project Based Intensive Cultivation in Institutions are as follows:

| Sl. No. | Name of Districts | Amount Allotted (Rs. in lakh) |
|--------------|--------------------|----------------------------------|
| 1. | Thiruvananthapuram | 8.00 |
| 2. | Kollam | 6.00 |
| 3. | Pathanamthitta | 6.00 |
| 4. | Alappuzha | 10.00 |
| 5. | Kottayam | 8.00 |
| 6. | Idukki | 6.00 |
| 7. | Ernakulam | 5.00 |
| 8. | Thrissur | 10.00 |
| 9. | Palakkad | 7.00 |
| 10. | Malappuram | 8.00 |
| 11. | Kozhikkode | 8.00 |
| 12. | Wayanad | 8.00 |
| 13. | Kannur | 6.00 |
| 14. | Kasaragod | 4.00 |
| TOTAL | | 100.00 |

4. Technical Support and Contractual Appointments.

(a). An amount of Rs. 100.00 lakh is sanctioned for the expenses in connection with engaging contract staff for implementing State Horticulture Mission (SHM) schemes. The amount shall be drawn and disbursed to the Mission Director by issuing suitable proceedings.

(b) Two Technical Assistants can be engaged in the Directorate and shall be attached to the Vegetable Cell. They should have B.Sc. (Ag.) as basic qualification and shall be paid a consolidated pay of Rs. 39,500/- per month. They shall be engaged for the compilation of data, analysis, interpretations, preparation of different reports, documentation at the State level, preparation of the progress report etc. The Additional Director (Farms, Biogas and Vegetables) shall take necessary steps for appointing them and prepare a detailed list of works to be accomplished by them to the undersigned for approval in due course. The wages shall be paid only on the basis of their work diary and evaluation of performance of the works assigned to them.

(c). A total of 31 Data Entry Operators on contract basis are sanctioned under the scheme at a wage rate of Rs. 21,175/- per month. Three such staff can be placed at the Directorate and two each can be appointed at the District HQ. They shall be entrusted with the data entry, report preparation and other clerical works. Under no circumstances any delay in reporting regarding the implementation of the scheme is allowed. Their

wages shall also be paid on the basis of the performance on the works assigned to them.

(d). There are 51 field assistants sanctioned under the scheme with VHSE (Agri.) as basic qualification. They shall be paid at a monthly remuneration of Rs. 19,280/- and shall be appointed strictly on contract basis. The PAOs shall deploy them in their Block jurisdictions with proper job chart and duty schedules. They shall be entrusted with the duties of claim preparations at Krishibhavan level, report preparation at Block level and documentation of the programme. Necessary duty certificate shall be obtained from their office of duty for effecting the payment of their wages. Under no circumstances they shall be continuously placed at the Block level. PAOs shall issue proper orders for their custodianship since one Field Assistant is deployed for at least 3 Blocks.

(e). An amount of Rs. 314.00 lakh is sanctioned and the expenditure is to be debited from the Head of Account 2401-00-119-85 (P).

The rate of remuneration of various categories are as follows:

| Sl. No. | Name of Post | No. of Posts | Rate of Honorarium (Rs./month) | Total Amount for one Year (Rs. in lakh) |
|--------------|---|--------------|--------------------------------|---|
| 1. | Technical Assistants | 2 | 39,500/- | 9.48 |
| 2. | Data Entry Operators | 31 | 21,175/- | 78.771 |
| 3. | Field Assistants | 51 | 19,280/- | 117.9936 |
| 4. | Lumpsum (Remuneration for March 2023 and other contingencies) | | | 7.7554 |
| 5. | Remuneration for contract staff of SHM Kerala | | | 100.00 |
| TOTAL | | 84 | | 314.0000 |

State wide allocation for the component Technical Support and Contractual Appointments is given below:

| Sl. No. | Districts | Field Assistants (@ Rs. 19,280/- per Month) | | DEO (@ Rs. 21,175/- per Month) | | TA (@ Rs. 39,500/- per Month) | | Total (Rs. in lakh) |
|---------|--------------------|---|--------------------|--------------------------------|--------------------|-------------------------------|--------------------|---------------------|
| | | Phy. | Fin. (Rs. in lakh) | Phy. | Fin. (Rs. in lakh) | Phy. | Fin. (Rs. in lakh) | |
| 1 | Thiruvananthapuram | 3 | 6.94080 | 2 | 5.08200 | | 0 | 12.02280 |
| 2 | Kollam | 4 | 9.25440 | 2 | 5.08200 | | 0 | 14.33640 |
| 3 | Pathanamthitta | 3 | 6.94080 | 2 | 5.08200 | | 0 | 12.02280 |
| 4 | Alappuzha | 4 | 9.25440 | 2 | 5.08200 | | 0 | 14.33640 |
| 5 | Kottayam | 3 | 6.94080 | 2 | 5.08200 | | 0 | 12.02280 |
| 6 | Idukki | 4 | 9.25440 | 2 | 5.08200 | | 0 | 14.33640 |
| 7 | Ernakulam | 4 | 9.25440 | 2 | 5.08200 | | 0 | 14.33640 |
| 8 | Thrissur | 6 | 13.88160 | 2 | 5.08200 | | 0 | 18.96360 |
| 9 | Palakkad | 5 | 11.56800 | 2 | 5.08200 | | 0 | 16.65000 |
| 10 | Malappuram | 4 | 9.25440 | 2 | 5.08200 | | 0 | 14.33640 |

| | | | | | | | | |
|--------------|--|-----------|------------------|-----------|-----------------|----------|----------------|-----------------|
| 11 | Kozhikode | 3 | 6.94080 | 2 | 5.08200 | | 0 | 12.02280 |
| 12 | Wayanad | 3 | 6.94080 | 2 | 5.08200 | | 0 | 12.02280 |
| 13 | Kannur | 3 | 6.94080 | 2 | 5.08200 | | 0 | 12.02280 |
| 14 | Kasaragod | 2 | 4.62720 | 2 | 5.08200 | | 0 | 9.70920 |
| 15 | HQ | 0 | 0 | 3 | 7.62300 | 2 | 9.48000 | 17.10300 |
| 16 | HQ Lumpsum (Remuneration for March 2023 and other contingencies) | | | | | | | 7.7554 |
| 17 | Remuneration for contract staff of SHM Kerala | | | | | | | 100.00 |
| TOTAL | | 51 | 117.99360 | 31 | 78.77100 | 2 | 9.48000 | 314.0000 |

5. Pesticide Residue Analysis in Vegetables.

(a). This component of the scheme is for analysing pesticide residues in vegetable produced by farmers, free of cost and issuing suitable results in particular format to them. The results shall also be published in the web portal designated for the purpose also.

(b). Since this component of the scheme is a continuing one with no variation in the allocation of funds, the existing MOU between KAU and Department of Agriculture shall be extended till 31.03.2024 till the tenure of the scheme as per the Administrative Sanction by the Government.

(c). KAU should take at least two samples for analysis from every cluster, Government aided ecoshops, public markets, malls, border check posts, organic shops, street vendors etc. The analysis would be carried out by the University and the result should be given to the Department on every 3 months.

(d). An amount of Rs. 20.00 lakh is sanctioned and the expenditure is to be debited from the Head of Account 2401-00-119-85 (P).

6. Hybrid Seed Production in Departmental Farms in Collaboration with KAU

(a). This component of the scheme is for initiating production of hybrid seeds in Departmental farms. Kerala Agricultural University has a couple of hybrid varieties of vegetables. Technology for their production shall be acquired from the University and seed production shall be started in selected farms of the State.

(b). Based on the feasibility departmental farms are to be identified and suitable projects would be prepared for implementing this component.

(c). The Additional Director of Agriculture (Farms, Biogas and Vegetables) would take necessary steps to co-ordinate the activities with Director of Research, KAU.

(d). Necessary infrastructure requirement, operational expenses in connection with transfer of technology, cost of the technology, raising the parentage etc., can be met from this component.

(e). A separate project for this shall be invited from KAU and an MOU shall be signed for rest of the operations to be carried out.

(f). An amount of Rs. 50.00 lakh is sanctioned and the expenditure is to be debited from the Head of Account 2401-00-119-85 (P).

General Instructions

(a). Wide publicity of the scheme shall be given. Farm Information Bureau (FIB) shall initiate the State wide publicity of the scheme through different mass media, social media and visual media. The field level officers shall discuss the scheme in detail in Agricultural Development Committees as well.

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(b). Necessary valid contracts are to be signed in the case of contractual appointments. The standing legalities are to be observed strictly.

(c). Reports, updated data bases, documentation etc., are kept ready at all times to avoid delay in reporting.

Scheme Implementation and Monitoring

(a). The Project Manager of the scheme is Additional Director of Agriculture (Farms, Biogas and Vegetable Development). The scheme is to be administered at district level by the Principal Agricultural Officers and monitoring shall be done by the Deputy Director of Agriculture (NWDPR). At the Block level, Assistant Directors of Agriculture are the implementing officers.

(b). The Agricultural Officers and AFOs shall prepare suitable claims duly certified and submitted to the ADAs for effecting payments. The Agricultural Assistants shall be responsible for implementing the scheme components in their jurisdiction.

(c). Regular follow up activities shall be carried out by the Agricultural Assistants and data collection including the area covered, expected production, final production etc., are also to be done. Proper orders in this regard shall be issued by the AOs / AFOs.

(d). The Deputy Director of Agriculture (NWDPR) is hereby directed to conduct concurrent evaluation of the scheme including the details of implementation of the scheme, monthly progress reports and other statistics related to the impacts of the scheme. The duty of report preparation shall rest with Deputy Director of Agriculture (NWDPR) only and hence reporting formats and other schedules are to be kept ready and send for approval by the undersigned without any delay.

(e). Prompt verifications and inspections by the controlling officers to be carried out frequently and a report of inspections shall be furnished by the PAOs every month to the undersigned with recommendation of actions to be initiated in the case of any violations.

(f). All rules, codes and manuals and procedures are to be followed wherever necessary.

(g). This circular is issued for implementing the scheme components for 2023-24 only. Regular follow up activities shall be carried out by the Agricultural Assistants and data collection including the area covered, expected production, final production etc., are also to be done. Proper orders in this regard shall be issued by the AOs / AFOs.

(d). The Deputy Director of Agriculture (NWDPR) is hereby directed to conduct concurrent evaluation of the scheme including the details of implementation of the scheme, monthly progress reports and other statistics related to the impacts of the scheme. The duty of report preparation shall rest with Deputy Director of Agriculture only and hence reporting formats and other schedules are to be kept ready and send for approval by the undersigned without any delay.

Encl. Annexure I & II

Copy to: 1) All Additional Directors of Agriculture

2) Director of Research, KAU, Vellanikkara, Thrissur

3) Chief Executive Officer, VEPCO, Kochi

4) All Principal Agricultural Officers

5) All Joint Directors of HQ

6) Principal Information Officer, FIB, Thiruvananthapuram for giving wide publicity through all media

7) All Deputy Directors of Agriculture (NWDPR)

8) Planning Section

9) Finance Section

(d). The Deputy Director of Agriculture (NWDPR) is hereby directed to conduct concurrent evaluation of the scheme including the details of implementation of the scheme, monthly progress reports and other statistics related to the impacts of the scheme. The duty of report preparation shall rest with Deputy Director of Agriculture only and hence reporting formats and other schedules are to be kept ready and send for approval by the undersigned without any delay.

Encl. Annexure I & II

Sd/-
ANJUK S IAS
DIRECTOR
For Director of Agriculture
Senior Agricultural Officer (vc)
Directorate of AD & FWD
Vikas Bhavan Tvpm-33


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- 10) IT Cell for uploading in the official website
- 11) Stock

ANNEXURE - I

Details of Register to be kept in Krishi Bhavan

| Sl. No. | Name & Address of Farmer | Area & Survey No. | Area Cultivated (Crop wise, Variety wise) | Date of Planting | Inputs Given | Problems and Solutions Taken | Other Specific Observations | Actual Yield Obtained | Dates of Harvest | Initials with designation of Officials |
|---------|--------------------------|-------------------|---|------------------|--------------|------------------------------|-----------------------------|-----------------------|------------------|--|
| 1. | | | | | | | | | | |
| 2. | | | | | | | | | | |
| 3. | | | | | | | | | | |
| 4. | | | | | | | | | | |
| 5. | | | | | | | | | | |


Senior Agricultural Officer(vc)
Directorate of AD & FWD
Vikas Bhavan Tvpm-33

ANNEXURE – II

AGREEMENT

I/we hereby agree to carryout vegetable cultivation in _____ ha (area) of our land for a minimum period of 3 years continuously without seeking monetary assistance for the same scheme component and that we agree to follow the technical advice of the Agriculture Development and Farmers Welfare Department for making the project area, a model replicable one for the benefit of our fellow farmers.

In witness whereof _____ and _____ hereunto set their hands on the _____ day of _____ 2023.

Signed by _____

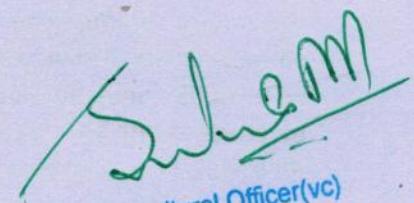
In presence of witness:

1. _____
2. _____

Signed by _____

In presence of witness:

1. _____
2. _____


Senior Agricultural Officer(vc)
Directorate of AD & FWD
Vikas Bhavan Tvpm-33