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**Directorate of Agriculture Development and Farmers' Welfare**

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No:ADFW/7373/2023-TC

Date:29-07-2023

**CIRCULAR**

Sub:- Agricultural Development and Farmers Welfare Department- Implementation of State Plan Scheme 2023-24- Scheme on crop diversification, intensification & introduction- working instruction issued – reg.

Ref:- 1)G.O (Rt) No. 544/2023/AGRI dated 05/06/2023

2)G.O (MS) No. 93/2022/AGRI. Dated 29/10/2022

The Government of Kerala have approved a scheme viz., **Crop diversification, intensification & introduction** for the financial year 2023-24 and necessary administrative sanction was accorded as per the reference 1 cited above. The total outlay for the Scheme is **Rs. 300.00 Lakh** and was sanctioned for the implementation by meeting the expenditure from the budget provision under the head of account **2401-00-103-75 PLAN**. Under this sanctioned scheme, **Cultivation of oil seeds, pulses and millets** shall be undertaken during the financial year 2023-24 with a view to increasing the farmers' income from unit area.

The cultivation shall be taken up in AEU basis and the seasonal rice fallows and inter spaces of the coconut garden are also to be well utilized.

The following instructions are given for implementing the scheme with immediate effect and compliance at all levels.

**1. Area expansion of Pulses**

(a) Financial assistance for the scheme component is limited to small & marginal farmers, but all farmer groups like registered Krishikkootams are eligible for receiving financial assistance on successful implementation. Cultivation through Krishikootams in fallow and seasonal fallow lands are preferred in the implementation and **minimum area for cultivation is 25 cents**. A pure crop shall be raised as far as possible, but interspaces of the perennial crops can also be well utilised if conditions permit for economic production.

(b) Application in the prevailing format and land records as per ref.2 shall be obtained from the beneficiaries.

(c) Suitable varieties of black gram, green gram, grain cowpea and soyabean are allowed in this scheme. Soya bean can be taken up in areas where it is economically and

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climatologically found suitable.

(d) The programme shall be implemented at the Krishi Bhavan level. The implementing officer shall procure the seeds of improved varieties of pluses as mentioned in 1 (c) of this circular from the Departmental farms, National Seeds Corporation, State Agricultural Universities, Research Stations and any Governmental agencies for distribution to the beneficiaries. Farmer exchange of seeds is permitted only if it is sourced from any master farmer who is under the FLD or OFT programmes on pulses development programmes of the Department or Research Institutes including SAUs. Records related to purchase, stock entry and distribution of seeds shall be maintained in proper format at the implementing offices.

(e) The financial assistance for the programme is limited to a maximum of Rs. 15,000 per hectare. The cost of the procured seeds shall be Rs. 5000 to 10,000 / ha., and the assistance for land preparation shall follow the same rate of Rs. 5000 to 10,000 / ha. Under no circumstances the total subsidy shall not exceed Rs. 15,000 / ha. The payment shall be effected to the agency which supplied the seeds on satisfying the quality including the germination percentage of not less than 90.00 and cultivation assistance to the actual beneficiaries as e-payment.

(f) The beneficiaries covered under the NFSM -Pulses programme and LSGI schemes are not eligible to receive assistance under this scheme.

(g) The implementing officers are hereby directed to take immediate steps for the procurement of seeds as mentioned in 1 (c) of this circular well in advance so as to assure the same during the appropriate season of implementation.

(h) A minimum area of 650 ha., shall be covered under this programme. Area can be increased without affecting the total financial outlay of the scheme. The physical and financial targets for various districts are appended as **Annexure I** of this circular. The total amount sanctioned for the scheme component is Rs. 97.50 lakh.

## **2. Area expansion of Oil seeds – Promotion of Onattukara Sesamum.**

(a) This scheme component is applicable only to the Onattukara region of the State. Instructions 1 (a) and (b) are to be followed here also for the implementation.

(b) Since the Onattukara Sesamum has got GI tag, only those varieties such as Kayamkulam-1, Thilak, Thilarani and Thilathara are allowed for the scheme. The quality seeds of these varieties are to be distributed to farmers free of cost. An amount of Rs. 15.00 lakh is sanctioned for meeting the seed cost. This amount shall be disbursed to



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Onattukara Regional Agricultural Research Station (ORARS), Kayamkulam functioning under KAU; by the Principal Agricultural Officer, Alappuzha after executing suitable MOU for the production and distribution of seeds in the current season of 2023-24. The duration of production and distribution of the same through Krishi Bhavans shall clearly be specified in the MOU.

(c) An amount of maximum Rs. 10,000 shall be given as assistance for cultivation to the farmers. Input cost excluding seeds, land preparation, cultural operations etc., can be considered for giving financial assistance. The minimum area under cultivation should be 10 cents. After, examining the cost of cultivation, the eligible amount shall be transferred to the farmers as e-payment. The total area targeted in this regard is 750 ha. The total amount sanctioned for this component is Rs. 75.00 lakh.

(d) In order to assure better price for sesamum for the farmers, the Onattukara Vikasana Agency (OVA) is entrusted with the need based procurement of the same. An amount of Rs.25.00 lakh is to be provided as revolving fund to OVA for procuring the same. An MOU shall be executed with OVA by the PAO, Alappuzha on behalf of the Department regarding the utilisation of funds, mode of procurement, price structure etc. The draft MOU in this regard shall be forwarded to the undersigned for approval.

(e) The OVA shall facilitate the formation of suitable number of FPOs for sesamum production under the State Policy on FPOs. An amount of Rs. 2.50 lakh is sanctioned for the facilitation as well as promotional expenses for the formation of FPOs in this regard. This amount shall be released to OVA on reimbursement basis. The expenses in this regard shall be for conducting meetings in connection with formation, cost for registration, campaigns, trainings, project formulation and necessary and limited office infrastructure.

(f) The total amount sanctioned under this scheme component is Rs. 117.50 lakh. The targets are appended as **Annexure II** of this circular.

### **3. Area expansion of Millets**

(a) Area expansion of millets in Kerala shall be tagged with the objectives of International Year of Millets 2023. The scheme component shall be implemented as per AEU of the state.

(b) The instructions 1 (a) and (b) are applicable here also.

(c) Any of the millet crops such as Ragi, Chama (little millet), Thina (foxtail millet), Varagu (kodo millet), Panivaragu (proso millet), Manicholam (sorghum), Kambu (bajra)

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and Kuthiravali (barnyard millet) shall be cultivated solely or in combination in suitable AEU as part of this scheme.

(d) The financial assistance shall be maximum of Rs. 20,000 per hectare including the cost of seeds, critical inputs, cost of cultivation, processing cost etc.

(e) The targeted area is 425 ha., during the financial year 2023-24 and the total financial provision available is Rs. 85.00 lakh. The area under tribal settlement shall be given preference for the cultivation of millets and necessary steps shall be taken at field level for bringing processed products of millets under the brand – Keralagro.

(f) The physical and financial targets for the scheme component is appended as **Annexure III** of this circular.

#### **4. General instructions**

(a) Only scientific package of practices is to be followed for the implementation of the scheme.

(b) Necessary records shall be kept at implementing offices and the scheme implementation shall be well documented.

(c) Any technical support shall be extended by the Block Level Agricultural Knowledge Centre of the Block.

(d) The total sanctioned amount of the scheme is Rs. 300.00 lakh and the expenditure will be met from the Head of account **2401-00-103-75 PLAN** for the financial year 2023-24.

#### **5. Monitoring of the scheme**

(a) The Principal Agricultural Officer of the concerned district shall monitor the scheme at district level. The Deputy Director of Agriculture (WM) shall be in charge of the scheme.

(b) The monthly progress report should invariably contain component wise physical and financial targets and achievements and stage of implementation of each component. The Block level Assistant Directors of Agriculture shall implement the scheme with the help of the AOs / AFOs of the Krishibhavan. Agricultural Assistants shall be given the duty of implementation at their ward level.

(c) The implementation of the scheme shall commensurate with the financial allotment received from the Directorate. Do not park the funds at any level.

(d) The beneficiaries shall be registered in the AIMS portal for availing assistance under the scheme.



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ANJU K S IAS  
DIRECTOR

Encl: ANNEXURE I. Target for the Area expansion of Pulses –

Physical and financial targets allocated to implementing districts

Sl. No	District	Physical targets (ha)	Financial targets (Rs in lakh)
1	Thiruvananthapuram	50	7.50
2	Kollam	20	3.00
3	Pathanamthitta	20	3.00
4	Alappuzha	25	3.75
5	Kottayam	20	3.00
6	Idukki	55	8.25
7	Ernakulam	20	3.00
8	Thrissur	30	4.50
9	Palakkad	250	37.50
10	Malappuram	30	4.50
11	Kozhikode	20	3.00
12	Wayanad	30	4.50
13	Kannur	30	4.50
14	Kasargod	50	7.50
	<b>Total</b>	<b>650</b>	<b>97.50</b>

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**ANNEXURE II.** Area expansion of Oil seeds – Promotion of Onattukara Sesamum - Physical and financial targets allocated to Alappuzha district.

Sl. no.	Component	Physical targets (ha)	Financial targets (Rs. in lakh)
1	Area expansion of Onattukara Sesamum - seed cost	750	15.00
2.	Assistance for land preparation and inputs – Rs. 10,000 / ha.	750	75.00
3.	Assuring procurement – Revolving fund to OVA (Onattukara Vikasana Agency)	-	25.00
4,	Facilitation/ promotional expenses for the formation of FPOs- support to OVA	-	2.50
	<b>Total</b>		<b>117.50</b>

**ANNEXURE III.** Area expansion of Millets – Physical and financial targets allocated to implementing districts.

Sl. no.	District	Physical targets ( ha)	Financial targets ( in Rs. In Lakh)
1	Thiruvananthapuram	10	2.00
2	Alappuzha	15	3.00
3	Idukki	30	6 .00
4	Palakkad	340	68 .00
5	Wayanad	10	2.00
6	Kannur	10	2.00
7	Kasargod	10	2.00

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	<b>Total</b>	<b>425</b>	<b>85.00</b>
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to:
- 1) All Additional Directors of Agriculture
  - 2) All Principal Agricultural Officers and PD (ATMA)
  - 3) All ADAs (Through PAOs)
  - 4) Senior Finance Officer
  - 5) Accounts and Audit Sections of the Directorate
  - 6) IT Cell for publishing in the website
  - 7) Stock file

  
**Additional Director of Agriculture (CP)**