



GOVERNMENT OF KERALA

Abstract

Agriculture Department - Annual Plan 2023-24 - Scheme "Vegetable Development- Support to VFPCCK"- Administrative Sanction Accorded-Orders Issued.

AGRICULTURE (PLANNING-B) DEPARTMENT

G.O.(Rt)No.741/2023/AGRI Dated,Thiruvananthapuram, 31-07-2023

Read 1 Letter No.ADFW/5085/2023-TP2 Dated 21.06.2023 from the Director, Agriculture Development & Farmer's Welfare Department.

2 Minutes of the Working Group meeting held on 05.07.2023.

ORDER

In the Annual Plan 2023-24, a budget provision of Rs. 2300.00 lakh is earmarked for the scheme "Vegetable Development - Support to VFPCCK" under the Head of account 2401-00-119-81 Plan. As per letter cited above, the Director of Agriculture has submitted a proposal for the scheme "Vegetable Development - Support to VFPCCK " for an amount of Rs.275.00 lakh (Rupees Two Hundred and Seventy Lakh Only) under the Head of Account 2401-00-119- 81 Plan.

2) Abstract of components included in the proposal and details are as:

Sl No	Name of the Component	Amount
1	Market Development Support for VFPCCK-SKS	225.00
2	Export Promotion Support for Fruits and Vegetables	35.00
3	Project Monitoring/Operational Support Contingency	15.00
	Total	275.00

Objectives of the Scheme

- Strengthen the Group marketing concept.
- To support the farmer markets for enabling them to pass on benefit of at least 3% of their annual turnover to member farmers
- To ensure financial discipline and sustain member farmer's confidence and interest in the system.
- Periodical maintenance and refurbishment of existing Farmer markets for it sustainability.
- Equip farmers to cultivate quality produce for Domestic and Export market with Traceability.

- Trials of different diversified crops for Export markets.

Major Activities

- Market Development Support for VFPCCK- Promotional Incentive Support to Farmer Markets (SKS)
- Export Promotion with Production Assistance and Traceability in Nendran Banana Value Chain Export Promotion Support for Fruits and Vegetables.
- Maintenance of existing Farmer markets for its consistent sustainability.
- Operational Support for Field Trials, and Post-Harvest Handling.
- Project Monitoring, Evaluation/Operational support Contingency

3) The Working Group Meeting for the year 2023-24 held on 05 .07.2023 considered the proposal in detail and agreed to issue administrative sanction subject to the condition that the allocation is provided as support to undertake activities including processing , value addition, export promotion and FPO support.

4) In this circumstances, Government are pleased to accord Administrative Sanction for the scheme "Vegetable Development - Support to VFPCCK " for an amount of Rs.275.00 lakh (Two Hundred and Seventy Five Lakh Only) subject to the condition that the allocation is provided as support to undertake activities including processing , value addition, export promotion and FPO support.

5) The expenditure will be met from the Head of Account 2401-00-119-81- Plan. The Project will be managed by the Chief Executive Officer, VFPCCK and the project shall be completed by 31.03.2024.

The following General Conditions should be followed, wherever applicable

- All rules, formalities and procedures shall be strictly followed for the implementation of the scheme. The statutory norms of financial propriety shall be adhered to.
- The expenditure would be met only from the provision available under the appropriate head of account.
- The fund release will be based on actual requirement, and the fund released should not be parked in banks.
- Store Purchase Rules shall be strictly adhered to for all kinds of purchases
- Tender/e-tender and other stipulated formalities shall be followed wherever necessary.
- Post creation and purchase of vehicles are not admissible under the schemes.

- The Head of Departments shall monitor the implementation of the scheme and ensure that the implementation is as per the existing procedures, rules and regulations.
- The implementation agencies/ Departments also should prepare an implementation schedule to complete the project in time and send regular progress report on financial and physical progress on a quarterly basis.
- The Director/CEO should hold monitoring meetings to review the progress and send report to Government regarding the progress of implementation of the approved scheme.
- The Director, Agriculture / Director of Soil Survey & Soil Conservation Department shall sign an MoU with the concerned implementing agencies of the scheme before releasing the funds. It should also be ensured that the Utilization Certificates pertain to all schemes are submitted by the agencies in time.
- AIMS portal registration and Digital Soil Health Card is mandatory for beneficiaries.
- Geo fencing & Geo tagging is mandatory. It should be ensured in every scheme wherever beneficiaries exist.
- Plan review will be conducted on every month .

6) The Director of Agriculture & Farmers Welfare Department will draw and disburse the amount of the scheme to the implementing agency for implementation of the project.

(By order of the Governor)
S SABIR HUSSAIN
ADDITIONAL SECRETARY

To:

The Director, Agriculture Department and Farmers' Welfare Department,
Thiruvananthapuram.

The Principal Accountant General (Audit/A&E), Kerala, Thiruvananthapuram.

The Member Secretary, State Planning Board, Pattom, Thiruvananthapuram.

The Chief Executive Officer, VFPC, Kakkanad, Kochi.

Finance (Agri-B) Department.

Planning & Economic Affairs (A) Department.

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Section Officer