

Directorate of Agriculture Development and Farmers' Welfare

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No:ADFW/6053/2023-VC

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CIRCULAR

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

Ref:- 1) G.O. (Rt.) No. 468/2023/AGRI Dated, Thiruvananthapuram 17/05/2023.
2) Order No. ADFW/6053/2023-VC Dated, 03/06/2023 of DA.
3) G.O. (Rt.) No. 740/2023/AGRI Dated, Thiruvananthapuram 31/07/2023.

Kerala is blessed with unique agro-climatic conditions suitable for cultivation of a wide variety of vegetables throughout the year.

During the 14th Five year plan, the Scheme “Vegetable Development” will be implemented in the State with the objective of promoting vegetable production in a safe-to-eat manner and to attain self-sufficiency in the sector. The scheme component will be branded with tag line of "Onathinu Oru muram Pachakari". To increase the production of vegetables for house requirements it is also proposed to promote the vegetable cultivation in homesteads .It is proposed to augment the production of vegetables in possible areas to increase the area under vegetable cultivation through the use of high yielding vegetable seeds , seedlings and perennial vegetables . The scheme will be implemented by Department of Agriculture Development & Farmers Welfare involving all the stake holders in this sector such as State Horticulture Mission (SHM) Kerala, Kerala Agricultural University (KAU) and LSGDs. In order to ensure the efficiency of resources, a phased strategy will be developed to shift from cash subsidies to subsidy in kind wherever possible.

Administrative sanction has been received for an amount of Rs.1334.00 lakh as 1st phase and further for an amount of Rs. **1450.00** lakh in the financial year 2023-24 for the Scheme “Vegetable Development” vide reference cited as (1) and (2) respectively under the Head of account **2401-00-119-85 Plan**.

The following components were sanctioned with their maximum amount of allocation and the allocation for an amount of **1450.00 lakh** is given below:

Sl. No.	Components	Rate/unit	No. of units	Amount (Rs in lakh)
Support to Homestead Vegetable Cultivation				
1	Supply of assorted vegetable seed kits			
(a)	Through Mass Media	Rs. 5.00/kit	5.00 lakh	25.00
(b)	For Farmers, Farmer Groups, Krishikoottams NGOs, Resident's Associations etc.	Rs. 10.00/kit	50.00 lakh	500.00
2	Supply of Vegetable Seedlings			
(a)	Annual Vegetable Seedlings	Rs. 2.50/seedling	108.60 lakh	271.50
	Perennial Vegetable	Rs.		

(b)	Seedlings	15.00/seedling	10.00 lakh	150.00
3	Assistance for Container Based Cultivation			
(a)	Cultivation of Vegetables in Earthen Pots/HDPE Containers (25 containers per unit)	Rs. 3750.00/unit	10760 units	403.50
(b)	Special Assistance to 'Arka Vertical' as part of the SHM Programme	Rs. 5000.00/unit	2000 units	100.00
TOTAL				1,450.00

Support to Homestead Vegetable Cultivation

1 Supply of Assorted, Vegetable Seed kits

Vegetables, being the excellent source of vitamins, minerals, trace elements and dietary fibers, play a significant role in human nutrition. The scheme aims every homestead should have some type of vegetables. Encouraging vegetable cultivation throughout the State along with proper assistance in enhancing the marketing and processing techniques will ensure year round availability of good quality vegetables besides attaining self- sufficiency in the overall production.

1 (a) Distribution of Vegetable Seed kits through Mass Media (Rs. 25.00 lakh)

The popularity and success of homestead vegetable cultivation during COVID-19 pandemic via seed kit distribution through leading weekly publications have been significant. Hence, the print media is a good option for the promotion of homestead cultivation of 'safe to eat' vegetable with active participation of people which will lead to self sufficiency in household consumption.

Five lakh assorted vegetable seed kits each worth Rs. 5.00 per kit, will be distributed free of cost, through various print media. The required seeds for the scheme would be obtained from Department Farms, VFPC, KAU or other Government institutions. An amount of **Rs. 25.00 lakh** is earmarked for component. The participating mass media partners shall arrange the distribution logistics free of cost, without any expenditure from government fund for their distribution.

1 (b) Supply of Vegetable Seed kits for Farmers, Farmer Groups, Krishikootams, NGOs, Residents Association (Rs. 500.00 lakh)

The supply of vegetable seed kits to the homesteads would be carried out through farmers, farmer groups, Krishikootams, NGOs, resident's associations etc. during the year 2023-24. It is to supply 50.00 lakh vegetable seed kits worth Rs. 10/- per kit free of cost which would be sourced from departmental farms, VFPC, KAU and other Governmental institutions . An amount of **Rs. 500.00 lakh** is set apart for implementing this sub component.

District wise allocation for the above components is given below:

Supply of Seedkits of Assorted Vegetables (Rs. 525.00 lakh)					
Sl. No.	Name of District	Distribution of Vegetable Seedkits through Mass Media @ of Rs. 5/- per seedkit		Supply of Vegetable Seedkits for Farmers, Farmer Groups, NGOs, Krishikootams, Residents Associations etc. @ of Rs. 10/- per seedkit	
		Target		Target	
		Phy. (in Lakh Nos.)	Fin. (Rs. in Lakh)	Phy. (in Lakh Nos.)	Fin. (Rs. in Lakh)
1	Thiruvananthapuram	0	0	4	40
2	Kollam	0.17	0.85	4	40
3	Pathanamthitta	0	0	4	40
4	Alappuzha	0	0	4	40
5	Kottayam	3.25	16.25	4	40
6	Idukki	0	0	4	40
7	Ernakulam	0	0	4	40
8	Thrissur	0	0	4	40
9	Palakkad	0	0	4	40
10	Malappuram	0	0	4	40
11	Kozhikode	0	0	4	40
12	Wayanad	0	0	2	20
13	Kannur	0	0	2	20
14	Kasaragod	0	0	2	20
15	HQ	1.58	7.90	0	0
TOTAL		5	25	50	500

2 Supply of Vegetable Seedlings

2 (a) Supply of Annual Vegetable Seedlings including Cool Season Vegetables (Rs. 271.50 lakh)

In order to supply 108.60 lakh vegetable seedlings including cool season varieties worth Rs. 2.50/- per seedling, free of cost, an amount of **Rs. 271.50 lakh** is set apart for the current year. The seedlings can be produced and supplied by Departmental Farms, KAU and VFPCCK, Block level and Panchayat level Nurseries established under Vegetable Development Programme/ LSGD Projects, Agro Service Centers and Karshika Karma Senas. The ADA's/ AO's shall assess the quality of seedlings and ensure that the seedlings are of good quality. Supply of these seedlings should be ensured during the appropriate season .

2 (b) Distribution of Perennial Vegetable Seedlings (Rs. 150.00 lakh)

Seedlings of perennial vegetable crops *viz.*, Moringa, Curry leaves, Agathi, Ivy gourd, Aakasha vellari (Giant granadilla), etc., would be distributed free of cost through Krishi Bhavans. 10 lakh perennial vegetable seedlings @ Rs.15/-per

seedling have to be distributed across the State . The total amount earmarked for this sub component is **Rs. 150.00 lakh**. District wise allocation for the component supply of vegetable seedlings is given below:

Supply of Vegetable Seedlings (Rs. 421.50 lakh)					
Sl. No.	Name of District	Supply of Annual Vegetable Seedlings including Cool Season Vegetables @ of Rs. 2.50/- per Seedling		Distribution of Perennial Vegetable Seedlings @ Rs. 15/- per seedling	
		Target		Target	
		Phy. (in lakh Nos.)	Fin. (Rs. in lakh)	Phy. (in lakh Nos.)	Fin. (Rs. in lakh)
1	Thiruvananthapuram	8.685	21.7125	0.84	12.60
2	Kollam	7.00	17.50	0.71	10.65
3	Pathanamthitta	8.55	21.375	0.62	9.30
4	Alappuzha	10.245	25.6125	0.76	11.40
5	Kottayam	7.75	19.375	0.70	10.50
6	Idukki	7.00	17.50	0.74	11.10
7	Ernakulam	8.30	20.75	0.73	10.95
8	Thrissur	8.00	20.00	0.72	10.80
9	Palakkad	7.00	17.50	0.66	9.90
10	Malappuram	8.70	21.75	0.74	11.10
11	Kozhikkod	7.00	17.50	0.71	10.65
12	Wayanad	7.37	18.425	0.71	10.65
13	Kannur	7.00	17.50	0.68	10.20
14	Kasargod	6.00	15.00	0.68	10.20
TOTAL		108.60	271.50	10.00	150.00

1.3 Assistance for Container Based Cultivation

1.3.1 Cultivation of Vegetables in Earthen Pots/HDPE Containers (25 Containers per unit) @ 75% subsidy per unit (Rs. 403.50 lakh)

In order to provide assistance for popularizing and encouraging vegetable cultivation in urban households, in terrace as well as in homesteads where there is scarcity of land..The component will be implemented through urban residential associations or on individual basis.Under the technical guidance of the Krishi Bhavans, concerned agencies like Departmental farms, Karshika Karma Sena, Agro Service Centre, Block Level Nurseries, BLFO nurseries, , VDP approved nurseries can supply eco-friendly containers (25 numbers) with good quality potting mixture as specified by KAU for vegetables, planted with seedlings of 4-6 major vegetable crops. Estimated cost of one unit is approximately Rs. 5,000/- and the subsidy will be at the rate of 75% of the total cost to a maximum of Rs. 3,750.00. Balance amount (25%) shall be collected by the supplying agencies. A total of Rs. 403.50 lakh is set apart for the supply of 10760 container cultivation units.

1.3.2 Special Assistance to 'Arka Vertical' as part of the SHM Programme @ Rs. 5,000/- per unit (Rs. 100.00 lakh)

For meeting the additional subsidy for “Arka Vertical Farming” units , currently operated through the State Horticulture Mission (SHM) under RKVY programme, a total of 2000 such units will be distributed in this financial year. The additional amount of subsidy at the rate of Rs.5,000/- per unit amounting to a total cost of Rs. 100.00 lakh would be disbursed to SHM for implementing this component. SHM shall issue detailed working instructions in this regard.

District wise allocation for container cultivation is as follows:

Sl. No.	Name of District	Assistance for Container Based Cultivation (Rs. 503.5 lakh)			
		Cultivation of Vegetables in Earthen Pots/HDPE Containers (25 Containers per unit) @ 75% subsidy per unit		Special Assistance to 'Arka Vertical' as part of the SHM Programme @ Rs. 5,000/- per unit	
		Target		Target	
		Phy. (Nos.)	Fin. (Rs. in lakh)	Phy. (Nos.of units)	Fin. (Rs. in lakh)
1	Thiruvananthapuram	880	33.00		
2	Kollam	760	28.50		
3	Pathanamthitta	760	28.50		
4	Alappuzha	760	28.50		
5	Kottayam	760	28.50		
6	Idukki	760	28.50		
7	Ernakulam	760	28.50		
8	Thrissur	760	28.50		
9	Palakkad	760	28.50		
10	Malappuram	760	28.50		
11	Kozhikkode	760	28.50		
12	Wayanad	760	28.50		
13	Kannur	760	28.50		
14	Kasaragod	760	28.50		
15	SHM	0	0.00	2000	100.00
TOTAL		10,760	403.50	2000	100.00

General Operational Guidelines for “Vegetable Development” 2023-24

- Wide publicity should be given for the successful conduct of the programme. Farm Information Bureau (FIB) shall initiate the State wide publicity of the scheme through different mass media, social media and visual media, and leaflet. The field level officers shall discuss the scheme in detail in Agricultural Development Committee as well.
- The Principal Agricultural Officers of the respective districts would be responsible for the implementation of the scheme at district level .
- Deputy Director of Agriculture (NWDPR) shall be the Nodal Officer at the district level.

- d. The Block level Assistant Directors of Agriculture and Agricultural Officers of the Krishi Bhavans are in charge of the implementation of the scheme at the field level. They will submit Monthly Report to Principal Agricultural Officer which will be consolidated at the district level and submitted to Director of Agriculture before 3rd of every month.
- e. The Agricultural Assistants will be in charge of the entire component implemented in their jurisdiction. All field level activities will be supervised and field problems to be reported by them to the Agricultural Officers for advising remedial measures to the farmers.
- f. The Additional Director of Agriculture (Farms, Biogas & Vegetable) will co-ordinate all the activities of the project at the State level.
- g. While selection of beneficiaries for various components of the scheme 10% should be earmarked to beneficiaries belonging to SC/ST Communities.
- h. The components for which Beneficiary Committees are proposed, the agreement should be jointly executed by the Chairperson and the Convenor in order to avoid allegations against officials in future.

Monthly Progress Report should invariably contain component wise physical and financial targets and achievements including the yield data, number of beneficiaries and the stage of implementation of each component.

Since the Government is giving emphasis to women participation and gender budgeting, maximum efforts have to be made to include women beneficiaries in the scheme. The number of women beneficiaries and the amount utilized for such beneficiaries (component wise) should also be separately shown in the monthly progress report.

Time-line for implementation

Period	Financial (Rs. in lakh)	Progress (%)
April-November	1450.00	100

Monitoring and Evaluation

The scheme will be monitored and administered by the Additional Director (Farms, Biogas & VC) at the State Level. The Principal Agricultural Officers at the district level will have the responsibility of monitoring the implementation at the district level. The scheme would be the portfolio of the Deputy Director of Agriculture (NWDPR) at the district level.

The Assistant Directors of Agriculture at the block level will extend necessary administrative as well as technical support to the field level implementing officers.

At district level, a Committee headed by the Principal Agricultural Officer and a Block Level Committee headed by the Assistant Director of Agriculture will ensure convergence of activities with all departments and agencies. Constitution is as follows:

<u>District Level</u>	<u>Block Level</u>
Principal Agricultural Officer	Assistant Director of Agriculture
PD, ATMA	Agricultural Officers
DD (NWDPR)	Joint BDO, MGNREGS

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DD, SHM	BLBC, Convenor
Lead District Manager	AM, VFPCCK
Representative from KAU/KVK	BTM & ATMS of ATMA
ADA (M)	CDS of Kudumbasree (Selected)
DM, VFPCCK	President/Secretary of selected Krishikkootams
MGNREGSDM, Kudumba Sree	

GEORGE SEBASTIAN
Director of Agriculture i/c

Copy to: All Additional Directors of Agriculture
 Director of Research, KAU, Vellanikkara
 Mission Director, State Horticulture Mission
 Chief Executive Officer, VFPCCK, Kochi
 All Principal Agricultural Officers
 All Joint Directors of HQ
 Principal Information Officer, FIB, Trivandrum (for giving wide publicity
 through all media)
 All Deputy Directors of Agriculture (NWDPRA)
 Planning Section
 Finance Section
 IT Cell (for uploading in the official website)
 Stock File/Spare