

Directorate of Agriculture Development and Farmers' Welfare

Vikas Bhavan, Thiruvananthapuram – 695033

e-mail:cru.agridir@kerala.gov.in, Phone: 0471-2304481

No:--ADFW/5069/2023-TH2

Date:24-07-2023

CIRCULAR

Sub:- Annual Plan 2023-24-Scheme on Development of Fruits,flowers and medicinal Plants-Component-"Development of medicinal Plants"-H/A 2401-00-119-79-Plan-Working instructions issuing -regarding:-

Ref:- 1)GO(Rt)No.723/2022/Agri dated 9/8/2022

2)Order No.ADFW/4622/2023-TP2 dated 26/6/2023

3)Annual Plan 2023-24

4)ADFW/PAO/ALP/1221/2023 dated 27/5/2023 of PAO,Alappuzha

As per reference (1) above ,Govt of Kerala have accorded sanction for implementing the scheme entitled "Development of Fruits, Flowers and Medicinal plants" for an amount of Rs.1892 lakh during the year 2022-23.Out of this scheme, the component "Development of Medicinal Plants"was sanctioned for Rs.100 lakh under H/A 2401-00-119-79-Plan.The continous administrative sanction has been received for the implementation of the Scheme "Development of Medicinal Plants" during 2023-24 as per reference (2) of this circular with the following components.

Sl. No	Component	Rate of Assistance	Amount (Rs in lakh)
1	Production of planting materials in Departmental farms-1 lakh nos.	Rs.15/-per seedling	15

2	Cluster based cultivation-65 Ha	Rs. 1.25 lakh/Ha	81.25
	Cultivation in		
3	Govt.Institutions/public sector undertakings-7.5 Ha	Rs.0.5/ha	3.75
	Total		100

The following instructions are issued for the smooth implementation of the scheme.

1.Instructions for the Production of planting materials in Department Farms

- a) 1 lakh number of planting materials of important medicinal plants promoted by State Medicinal Plant Board shall be produced in selected Departmental farms utilizing the existing facilities..
- b)The good quality seed materials for this purpose shall be procured from Seed Centres of Government sector like KFRI/KFD/KAU/other departmental farms. In the event of not getting sufficient quantity of planting materials of desired varieties from the above stations, they shall be procured from approved agencies involved in the production of medicinal plants after ensuring the quality by a team of district level experts.
- c)The planting materials produced in Departmental farms shall be utilised for Cluster based cultivation of medicinal plants/for cultivation in Govt/Public sector undertakings or for area expansion of medicinal plants.
- d)The farm heads shall prepare additional forecast of expenditure for meeting the input cost and labour requirement with respect to the production of planting materials of medicinal plants.
- e)An amount of Rs.15.00 lakh can be utilised for this component considering the production cost as Rs.15/- per seedling including cost of seed/cuttings. The expenses shall be debited from the H/A 2401-00-119-79-plan.
- f)The principal Agricultural officers shall allot targets and required funds to the farm

heads as per Annexure I of this circular.

2. Cluster based cultivation of medicinal plants

a) In order to encourage the commercial cultivation of medicinal plants, cluster based cultivation of medicinal plants shall be taken up as a pure crop in open areas or as inter crop in coconut gardens or other plantations.

b) The varieties selected for cluster based cultivation shall be those having high demand, commercial importance and suitable for selected agro ecological units of Kerala.

c) To assess the demand for specific medicinal plants and for the finalization of varieties for cultivation, a meeting shall be conducted in the selected blocks of the district with representatives of Oushadhi /other AYUSH industries and interested farmers before starting the cultivation,

d) Farmer clusters shall be formed under the supervision of Krishibhavan staff. Each cluster should have 40-50 farmers covering a minimum area of 1 ha.

e) In areas where there is difficulty in marketing of the raw materials produced, buy-back agreements shall be undertaken with the representatives of ayurvedic medicine manufactures/co-operatives involved in the procurement of raw medicinal products for procuring the raw produces in time with reasonable rates.

f) The technical guidance, fixation of procurement price, and regular monitoring of cultivation will be done by a district level committee comprising of representatives of Oushadhi/medicine manufacturers/co-operatives societies involved in AYUSH industries, Deputy Director of Agriculture(H) of the district and Assistant Directors of Agriculture where the scheme is implementing and two representatives of cluster leaders. The PAO of the district will be the chairman of the committee. The procurement price of raw medicinal products should be decided and announced in advance by the committee in consultation with the procurement agencies.

g) The rate of assistance for cluster based cultivation shall be Rs.1.25 lakh per ha which is on par with assistance provided by Medicinal Plant Board. The assistance

- shall be given for meeting the cost of seeds/planting materials/other inputs, land preparation and other cultivation expenses.
- h)The quality planting materials for cluster based cultivation shall be sourced from Departmental farms/other Govt. sources/master farmers of the area. The planting materials can also be sourced from the co-operatives or other Ayush medicine manufacturers if a buy back agreement is signed with them.
- i)An amount of Rs.81.25 lakh is sanctioned under H/A 2401-00-119-79-plan for implementing the component" Cluster based cultivation of medicinal plants" in 65 Ha area.
- j)The principal Agricultural officers shall allot targets and required funds to the selected blocks.The district wise targets are given as Annexure II of this circular.
- k)The Cherthala mandalam project for the cluster based cultivation of medicinal plants submitted by Principal Agricultural officer,Alappuzha is inclusive in the allotted targets.
- l)Wide publicity and campaign mode activities shall be given for the implementation of the scheme components.
- m)The Krishikkootams in the production sector shall also given preference in cluster based cultivation.

3. Cultivation of medicinal plants in Government Institutions

- a)Large extent of farm land available under Government Institutions, Departmental Farms, Public Sector Undertakings like Farming Corporation, Plantation Corporation etc. shall be utilized for the cultivation of medicinal plants.
- b)The cultivation of medicinal plants in the above lands shall be taken up in a project based manner. The institutions shall submit a project proposal and assistance @ Rs. 50,000/ha shall be provided which can be utilised for meeting the input, land development and other requirements for the establishment of medicinal plant gardens. The project should be vetted and approved at the district level by a committee consisting of Principal Agricultural Officer, DDA(YP) and DDA(H) of

the district.

c) In the case of institutions other than Government farms, an MoU shall be signed for the proper utilization of funds and maintenance of medicinal plant gardens. The Principal Agricultural Officer shall select the institution and report the name of institution, area to be covered under medicinal plants, variety selected etc.

d) The maintenance expenses of such gardens in the coming years shall be met by the institution itself.

e) Medicinal plants like Ashoka, Cinnamon etc where bark has demand in AYUSH industries are preferred for cultivation in Institutional lands.

f) Services of MGNREGS may be utilized for raising and tending of medicinal plant plantations in Government land.

g) Necessary display boards of convenient size shall be placed in the selected institution indicating the name of scheme, year of establishment, varieties cultivated etc.

h) The district wise targets are given as Annexure III of this circular. The expenses shall be debited from the H/A 2401-00-119-79-plan.

Duties of designated officials of the Department

1. Additional Director of Agriculture (Farms, VC & Biogas)

The Additional Director of Agriculture is the Project Manager. State Level coordination of all districts and review of the implementation of the scheme shall be done by Additional Director of Agriculture (Farms, VC & Biogas).

2. Joint Director of Agriculture (Farms)

All the activities related to the scheme shall be coordinated and monitored at the State Level.

3. Principal Agricultural Officer

All the activities related to the scheme shall be coordinated and monitored at the District Level. PAO shall delegate the duties to monitor the scheme to the Deputy Director of Agriculture being the nodal officer of the block. Directions

shall be given to DDA (YP) for the production and distribution of planting materials of medicinal plants, cultivation of medicinal plants in farms and DDA (H) for the field level implementation of the scheme.

4. Deputy Director of Agriculture (YP)

Coordinating and monitoring the activities in farms in connection with the implementation of the scheme.

5. Deputy Director of Agriculture (H)

Coordinating and monitoring the field level activities, cluster formation, meeting with representatives of Ayush Industries, ensuring marketing of produces, cultivation of medicinal plants in Government/Public Sector Institutions. Conducting concurrent evaluation of the scheme ,preparation of monthly progress reports of the districts

6. Assistant Director of Agriculture (Farms)

Procurement of seeds and other inputs for the production of quality planting materials in time, preparation of forecast of expenditure, distribution of planting materials.

7. Assistant Director of Agriculture (Block Level)

1. All activities related to the scheme at the block level shall be monitored by ADA.
2. Consolidated monthly report of implementation shall be submitted to PAO.
3. ADAs shall arrange meeting of farmers and representatives of medicine manufacturers/co-operatives in this sector before starting the cluster based cultivation of medicinal plants in the block area and help the farmers in decision making regarding the selection of crops and variety for cultivation.
4. The availability of planting materials shall be ensured by the ADA
5. ADAs shall ensure marketing of the raw produces and act as a promoters in case if buy-back agreements with Oushadi/AYUSH industries/Co-operatives are needed.
6. ADAs shall ensure that the procurement of the raw produces are done and the

procurement prices are paid in time.

8. Agricultural Officers

1. Agricultural Officers shall be responsible for the implementation of the scheme at Grama Panchayath level.
2. The scheme shall be implemented in coordination with the "Njangalum Krishiyilekku" Programme.
3. Publicity shall be given through media and campaigns arranged at panchayat level.
4. The detailed information of the scheme shall be intimated and discussed in the Agriculture Development Committee.
5. Krishikkootams in the production sector shall be trained for the cultivation of medicinal plants.
6. Formation of Farmers Clusters.
7. Identification of Ayush Industries/Cooperatives for the procurement of raw produces.
8. Photographs with GPS coordinates and relevant details shall be documented without fail.
9. All beneficiaries/institutions of the scheme shall registered in AIMS Portal.

9. Agricultural Assistants

1. Identification of beneficiaries and cluster formation shall be done by the Agricultural Assistants. Details of beneficiaries shall be maintained in the distribution register.
2. Field level publicity and Campaigning shall be done.
3. Regular Follow up activities shall be carried out at the field level and data collection including the area covered, time of harvest, expected production, final production also to be done.
5. Photographs with GPS coordinates and relevant details shall be documented without fail.

PROJECT MANAGEMENT

The project will be managed by the Additional Director of Agriculture (Farms) at the Directorate of Agriculture. At the District level Deputy Director of Agriculture (H) will be monitoring the field level implementation of the programme. Deputy Director of Agriculture (YP) should assist the implementation and monitoring the planting material production and planting of medicinal plants in Departmental Farms. Principal Agricultural Officers should monitor the scheme effectively in each district. The Deputy Director of Agriculture (H) should submit the monthly progress report in the *Email id: agrifarmsth@gmail.com* on or before 5th of every month.

All rules, codes, manuals and procedures are to be followed wherever necessary. This circular is issued for implementing the scheme components for 2023-24 only and the project implementation is to be completed by 31/3/2024

Annexure I Production of Planting Materials in Departmental Farms

Sl.No	District	production target(Nos.)	Allotment of funds(Rs. in lakh)
1	Alappuzha	25000	3.75
2	Thrissur	25000	3.75
3	Malappuram	25000	3.75
4	Kannur	25000	3.75
TOTAL		100000	15.0

Annexure II Cluster based cultivation of medicinal plants

Sl.No	District	Area (ha)	Amount @ 1.25lakh/ha (Rs. in lakh)
1	Alappuzha	30	37.5
2	Thrissur	7	8.75
3	Palakkad	10	12.5
4	Malappuram	8	10.0
5	Kannur	10	12.5
	TOTAL	65	81.25

Annexure III Cultivation of Medicinal plants in Govt.Institutions/Public sector undertakings

Sl.No	District	Area (in ha)	Amount @ Rs.50000/ha (Rs. in lakhs)
1	Palakkad	0.5	0.25
2	Malappuram	1.0	0.50
3	Kozhikode	0.5	0.25
4	Wayanad	5.0	2.5
5	Kasargod	0.5	0.25
	TOTAL	7.5	3.75

Abstract of fund allotment (Rs. in lakhs) H/A: 2401-00-119-79-Plan

Sl.No	District	Production of planting Materials	Cluster based cultivation	Cultivation of medicinal plants in Govt. Institutions	Total
1	Alappuzha	3.75	37.5		41.25
2	Thrissur	3.75	8.75		12.5
3	Palakkad		12.5	0.25	12.75
4	Malappuram	3.75	10.0	0.50	14.25
5	Kozhikode			0.25	0.25
6	Wayanad			2.5	2.5
7	Kannur	3.75	12.5		16.25
8	Kasargod			0.25	0.25
	TOTAL	15.0	81.25	3.75	100

The amount of Rs.100.00 lakh required for the implementation of the scheme shall be met from the current years budget provision of Rs.100.00 lakh available for the component "Development of Medicinal Plants" under the head of account 2401-00-119-79 (P).

[Signature]
Additional Director of Agriculture
 (Farms, Biogas)
 Directorate of Agriculture
 P.O. P. B. Thiruvananthapuram-33

[Signature]
ANJU K S IAS
DIRECTOR

For Director of Agriculture

To: 1) All Principal Agricultural Officers

Copy to: All Additional Directors of Agriculture, All Joint Directors of Agriculture(HQ), TA to DA, DDAPanning, DDA IT cell(For publishing in website), SW section (For updation in plan space), Stockfile