



GOVERNMENT OF KERALA

Abstract

Agriculture(PPM Cell) Department - Annual plan 2023-24 -Scheme on "Supply Chain/ Value Chain development and integration under FPD programme 2023-24"
Administrative Sanction accorded - Orders issued

AGRICULTURE (PPM CELL) DEPARTMENT

G.O(MS) No.44/2023/Agri

Thiruvananthapuram, Dated,20.05.2023

Read:- 1. Letter no. ADFW/4657/2023-TP2 dated 12.04.2023 from the Director of
Agriculture

2.Minutes of the Working Group held on 2.05.2023

In the Annual Plan 2023-24 a budget provision of Rs.500.00 lakh is earmarked for the Scheme on "Supply Chain/Value Chain development and integration under FPD programme" under Head of account 2401-00-111-97 Plan. The Director of Agriculture has submitted a proposal for the implementation of the scheme on project "Supply Chain/Value Chain development and integration under FPD programme" for an amount of Rs. 500 Lakh . The objectives of the project are given below.

- i. To aggregate and ensure remunerative price for the products of the farmers even if the farm level production is very meagre.
- ii. To strengthen the hub and spoke model which is established during 2022-23 with a digital support for the concentration of farm produces as well as meeting the requirement of inputs in a demand driven production mechanism.
- iii. To assure better quality for farm fresh produce and increased awareness among consumers about their production protocols and food safety concerns.

iv. To assess the realtime production, demand and price of all the commodities of the State To establish specialized market outlets where the branded agricultural produces of the State are being sold

2. Government have examined the matter in detail and are pleased to accord Administrative Sanction for the Project "Supply Chain/Value Chain development and integration under FPD programme" for an amount of Rs. 500 lakh during 2023-24 with the following components:

Sl no.	Name of the component	Total amount in lakh
1	Support to aggregators	107.60
2	Support to existing hubs	70.00
3	Establishment of new hubs	45.00
4	Establishment of Super markets for locally produced farm products	140.00
5	Support for Digital Platform	100.0
6	Corpus fund to immediate payment system gateway integration	37.40
	TOTAL	500.00

3. The expenditure may be met from the provisions under the Head of Account 2401-00-111-97(P) during 2023-24. The Additional Director of Agriculture (Marketing) shall be the Project Manager and the project shall be completed by 31.03.2024.

4. The following General conditions should be followed, wherever applicable:

- i) All rules, formalities and procedures shall be strictly followed for the implementation of the scheme. The norms of financial propriety shall be adhered to.
- ii) The expenditure would be met only from the provision available under the appropriate head of account.

- iii) The fund release will be based on actual requirement, and the fund released should not be parked in banks.
- iv) Stores Purchase Rules shall be strictly adhered to for all kinds of purchases
- v) Tender/e-tender and other stipulated formalities shall be followed wherever necessary.
- vi) Post creation and purchase of vehicles are not admissible under the scheme.
- vii) 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.
- viii) 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.
- ix) The Director should hold monitoring meetings to review the progress and send report to Government regarding the progress of implementation of the approved scheme.
- x) The Director, Agriculture 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.
- xi) AIMS portal registration and Digital Soil Health Card is mandatory.
- xii) Geo fencing & Geo tagging is mandatory. It should be ensured in every scheme wherever beneficiaries exist.

By Order of the Governor,

S.Sabir Hussain

Additional Secretary to Government

To

✓ The Director of Agriculture, Thiruvananthapuram
Principal Accountant General, Kerala, Thiruvananthapuram

Agriculture (PB) Department
Stock file /Office Copy

Forwarded/By Order

A handwritten signature in blue ink, appearing to read 'V. S. S. S.', is written over a horizontal line.

Section Officer

Copy to:

The Private Secretary to Minister for Agriculture
CA to the Agricultural Production commissioner