

**PROCEEDINGS OF THE DIRECTOR OF AGRICULTURE  
DIRECTORATE OF AGRICULTURE DEVELOPMENT AND FARMERS  
WELFARE DEPARTMENT, THIRUVANANTHAPURAM**

(Present:Smt.Anju K.S. IAS)

Sub:- Agricultural Development and Farmers' Welfare Department-  
Implementation of RKVY Scheme 2023-24 - "Project for the Expansion  
of Millet Cultivation and Value Addition in the state of Kerala" -  
Administrative Sanction accorded - Working instructions issued – reg.

Read:- 1) G.O.(Rt)No.727/2023/AGRI dated 26/07/2023  
2) G.O.(Rt)No.544/2023/AGRI dated 05/06/2023  
3) Circular no.ADFW/7373/2023-TC dated 29/07/2023

**ORDER NO. ADFW/485/2023-TA(TK) Dated.27-11-2023**

Government vide order mentioned 1<sup>st</sup> above have accorded Administrative Sanction for the project for the "Expansion of millet cultivation in potential districts in Kerala" with total outlay of Rs.1470.00 lakh. Hence, detailed working instructions for the implementation of this project are provided as follows.

Millets also known as 'Nutricereals' or 'Superfood' include sorghum, pearl millet, finger millet, foxtail millet, and buckwheat among others. Millets have high nutritional value and can be grown with minimal inputs and water.

The major objectives which will be attained through the implementation of the project for "Expansion of millet cultivation in potential districts in Kerala" are:

- Increasing the production and productivity of millets through area expansion and other techniques.
- Implementing organic millet production.
- Projecting or showcasing ragi/finger millet as the states official millet.
- Establishing millet processing units.
- Establishing secondary processing units so as to produce ready to serve (RTS) or ready to eat (RTE) millet products.
- Establishing millet cafe in each district of Kerala.
- Organizing district level awareness camps to popularise the use of millets among the people.

The following approved components are be implemented during 2023-24 with immediate effect.

**Components of the scheme with instructions for implementation**

**(1) Area expansion of millet cultivation in the state (Rs.700.00 lakh)**

(a) Government vide reference 2nd cited above, have accorded Administrative Sanction for the State Plan scheme "Crop diversification, intensification and

introduction", which includes "Area expansion of Millets" as one of the major components. The detailed working instructions issued for the implementation of this component vide reference mentioned 3rd above, shall be applicable for the implementation of the component "**Area expansion of millet cultivation in the state**" under RKVY. In addition, it will be specially noted that beneficiaries for the RKVY scheme can be selected irrespective of the size of land holding.

Note: *The land area which is benefitted under the State Scheme as mentioned above under area expansion of millets shall not be selected for assistance under this scheme.*

(b) Eventhough the project is planned for 3500 ha., during the first phase of the project, area expansion shall be implemented in an area of 940 ha. Balance target will be implemented in phased manner. The district-wise physical and financial targets intended for implementation of millet area expansion in the first phase of the project is shown in the table below:

**Area Expansion of Millet cultivation:-**

Sl.No.	Name of Districts	Target as per Project		Target for the 1 <sup>st</sup> phase	
		Physical Target Area in Ha	Financial Target @ Rs.0.2 Lakh / Ha (Rs. Lakh)	Physical Target Area in Ha	Financial Target @ Rs.0.2 Lakh / Ha (Rs. Lakh)
1.	Thiruvananthapuram	120	24	10	2.00
2.	Kollam	120	24	20	4.00
3.	Alappuzha	120	24	40	8.00
4.	Pathanamthitta	120	24	27	5.40
5.	Kottayam	120	24	22	4.40

6.	Idukki	120	24	44	8.80
7.	Ernakulam	120	24	17	3.40
8.	Thrissur	120	24	120	24.00
9.	Palakkad	1940	388	500	100.00
10.	Malappuram	120	24	10	2.00
11.	Kozhikode	120	24	20	4.00
12.	Wayanad	120	24	40	8.00
13.	Kannur	120	24	60	12.00
14.	Kasargod	120	24	10	2.00
	<b>TOTAL</b>	<b>3500 Ha</b>	<b>700.00 Lakh</b>	<b>940 Ha</b>	<b>188.00 Lakh</b>

(c) Additional Director (CP) is hereby instructed to make necessary changes in the targets allotted if any shortfall in achievement of any district is noted. Necessary re-allocation of the targets among the districts shall be done in order to meet the total targets for 2023-24.

**(2) Fencing assistance for selected hamlets in Attappadi (Rs.600.00 lakh)**

(a). Fencing assistance shall be provided for the establishment of solar fences in selected hamlets on community basis in Attappadi in Palakkad district during the second phase of the programme.

(b). The PAO, Palakkad shall initiate steps for selecting the hamlets based on the need, extent of cultivation and extent of participation of the beneficiaries and communities.

(c). Assistance @ Rs.2.36 lakh per Kilometer is allowable in accordance with the approved norms of the RKVY approved project "Management of crop loss due to Human-Wildlife conflict in Kerala". Solar fences will be made using material with durability of not less than 3 years. Standard materials as per the existing specifications shall only be used. All material will be procured in accordance with store purchase rules and technical estimate for the proposed fencing shall be made locally with the Departmental engineers and officials of the forest Department before effecting the release of the financial assistance to the beneficiary.

(d). The beneficiary himself / herself can also perform work following the quality standards. Under circumstances where the beneficiary is not in a position to implement the same, agencies for implementation at district level can be fixed by observing the Store Purchase Rules.

(e). The total financial outlay sanctioned for this component is Rs.600.00 lakh.

### **(3) Establishment of Mini Processing Units (Rs.20.00 lakh)**

(a) Processing of millets is essential for making them fit for consumption. Difficulty in processing is the key challenge that hinders consumer demand and upscaling potential for minor millets. The establishment of six mini processing units @ Rs.20.00 lakh per unit will be carried out as part of this project, and an amount of Rs.120.00 lakh is earmarked for this activity.

(b). The harvested produce from the produced millet species will be procured at selected departmental farms / farmer producer companies / Krishi koottams / Kudumbasree units/ registered and active NGOs /FIGs etc. Machinery such as De-stoner-cum-graders for pre-cleaning, millet de-huller, de-husker, post hulling machinery, pulverizer, flour mill unit, etc. should be included in each mini millet processing unit. Standard pouches should be used for packaging of final product. Keralagro branding and label are essential for all products. A minimum area of 500 square feet is required for the establishment of the mini processing unit and this should include space for processing, raw material storage, packing area, storage for finished items, machinery space etc.

(c). Cost per unit of each item is listed below.

Sl.No.	Item	Cost (Rs in lakh)
1	Machines & Infrastructure	16.00
2	Conduct of trainings	1.50
3	Marketing cost	2.00
4	Miscellaneous expenses	0.50
	<b>TOTAL</b>	<b>20.00</b>

(d). During the 1<sup>st</sup> phase of implementation, two mini processing units shall be achieved preferably in Thrissur and Idukki districts.

(e). The processing units shall be established by utilising the technical consultancy of Indian Institute of Millet Research (IIMR) for effective implementation.

### **(4) Millet Cafe in all districts (Rs.70.00 lakh)**

(a) Different delicious and trendy fast-food items made from different millets and other value added products from millets can be sold through the millet cafes are targeted to be established in all 14 districts under this project.

(b). As part of the project, 'Millet Cafes' are to be established in all districts of the State at suitable places. Principal Agricultural Officers shall decide the location for such millet cafe, preferably in public areas which receive regular foot traffic, such as town, civil station, collectorate etc.

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(c). The Principal Agricultural Officer of the respective district shall select suitable place and beneficiary for the successful implementation of this component and intimate the undersigned before 01/12/2023 positively.

Sl. No.	Name of the item	Unit cost	No. of units	Amount admissible from schemes (Rs. lakh)	Remarks
01	Infrastructure development- Premises management, Renovations, Improving the appearance, Interiors etc.	LS	14	2.00	60 m <sup>2</sup>
02	FSSAI and other legal registrations			0.05	
03	Kitchen set up with mandatory components - ovens, gas stoves, refrigerators, sinks, waste disposal etc.			1.40	
04	Light board with logo			0.30	common design will be provided by DA
05	Serving utensils and other connected need based equipment			0.30	
06	Electricity and water connections			0.25	
07	Need based restaurant furniture, uniform and billing systems			0.50	color scheme design will be provided by DA
08	Unforeseen and miscellaneous			0.20	
	<b>Total</b>			<b>5.00</b>	

(c). An amount of Rs.2.00 lakh per unit will be provided from RKVY 2023-24 and the balance amount of Rs.3.00 Lakh will be provided from state plan fund from the head of account 2435-01-800-94 of the scheme "Post Harvest Management and Value Addition" 2023-24. Necessary detailed instructions for the establishment of 'Millet Cafe' would be issued by the undersigned after getting sanction from the Government.

**(5) Documentation (Rs.2.00 lakh)**

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An amount of Rs.2.00 lakh is set apart for the documentation during the various stages of implementation of the scheme, and this will be allotted during the second phase of project implementation.

#### **(6). Technology transfer**

An MoU has been placed between Government of Kerala by the Director, Agriculture Development and Farmers' Welfare Department and Nutrihub-TBISC, ICAR, Indian Institute of Millet Research for the purpose of utilizing their services for supporting the millet initiative in Kerala. Suitable knowledge and technical support in various aspects related to millets, which will augment the quality of cultivation and post harvest activities of millets will prove useful in the implementation of this project. It will also help to cover the complete ecosystem covering production, processing, marketing and value addition as envisaged in the projects as sanctioned by the Government of Kerala. The fee for this hand holding will be met from this project in the 2<sup>nd</sup> phase.

#### **(7). General instructions**

- (a) Implementing officers should ensure that the conditions stipulated in Appendix E of the RKVY guidelines 2017-18 to 2019-20 are strictly complied with. Adequate care should be taken to ensure transparency in the implementation.
- (b) Beneficiaries of the scheme can be small and marginal farmers, women groups, krishikootams, kudumbasree units, NGOs, FIGs, FPOs etc. *But this selection criteria need not be adhered to in the case of the component for area expansion of millets.*
- (c) Scientific package of practices is to be followed for the implementation of the scheme.
- (d) Necessary records shall be maintained in all implementing offices and the scheme implementation shall be well documented.
- (e) Support of LSGD, SC/ST Department, NGOs etc can be sought for the effective implementation of the project at the district level and the PAOs shall make suitable integration strategies for effective implementation.
- (f) Any technical support required shall be extended by the BLAKC of the Block.

#### **(8). Monitoring of the scheme**

- (a) At the State level the project management will be vested with the Additional Directors of Agriculture and State Agricultural Engineer according to the portfolios they handle. The Additional Director of Agriculture (CP) shall be responsible for the cultivation aspects of the project, the Additional Director of Agriculture (Marketing)

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for implementation of Mini processing unit, Millet Cafes and Technology Transfer and the State Agricultural Engineer for implementing fencing in selected hamlets of Attappady.

The Principal Agricultural Officer of the concerned district shall monitor the scheme at district level. The Deputy Director of Agriculture (H) shall be in charge of the scheme. Assistant Director of Agriculture (Marketing) should assist DDA (H) during the implementation of the project as and when necessary. At the Block level, Assistant Directors of Agriculture shall render management support to the respective Krishi Bhavans. The Agricultural Officer at the Krishi Bhavan in the local body will be the implementing officer of the project.

(b) The monthly progress report should invariably contain component wise physical and financial targets and achievements and stage of implementation of each component.

(c) The implementation of the scheme shall be done during the financial year 2023-24 and funds shall not be parked at any level.

ANJU K S IAS  
DIRECTOR

To

- 1) All Additional Director of Agriculture and SAE
- 2) All PAOs and PD (ATMA)
- 3) All ADA (Marketing) through DDA (H)

Copy to

All Technical Sections of the Directorate.

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Additional Director of Agriculture (CP)