

**Directorate of Agriculture Development and Farmers' Welfare**

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No:ADFW/6053/2023-VC

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**CIRCULAR**

Sub:- Agriculture Development and Farmers Welfare Department - 'Vegetable Development Programme 2023-24'- Administrative Sanction accorded- Working Instruction- issued - Reg.

Ref:- 1) G. O.(Rt) No. 1077/2023/AGRI Dated. Thiruvananthapuram 08.11.2023  
2) G. O. (Rt) No. 1102/2023/AGRI Dated, Thiruvananthapuram 21.11.2023.

The Vegetable Development Programme is being implemented in the State with the objective of sustainable production of vegetables in a safe-to-eat manner and to attain self-sufficiency. **The total outlay for the scheme is Rs.7045.00 lakh for the year 2023-24.** Government vide references cited above, have accorded Administrative Sanction for the remaining components under the Vegetable Development Programme 2023-24, with a total financial outlay of **Rs. 4065.00 Lakh** under Head of Account **2401-00-119-85 (P)**. **The component- wise abstract of the financial outlay is given below:**

SL. No.	Components	Amount (Rs. in Lakh)
1	Commercial vegetable cultivation through clusters	
1.1	Assistance to clusters	1025.0000
1.2	Assistance to Staggered Clusters	855.0000
1.3	Cultivation of cool season vegetables	36.0000
1.4	Operational Expenses	22.96762
2	Rain shelter	200.0000
3	Open Precision Farming	100.0000
4	Committed Expenditure/ e-LAMS 2022-23	1826.03238
<b>TOTAL</b>		<b>4065.00000</b>

**1. Commercial cultivation through clusters (Rs.1938.96762 lakh)****1.1 Assistance to clusters (Rs. 1025.00 lakh)**

Farmers undertaking vegetable cultivation on a commercial scale concentrating in 15 Agro Ecological Units (AEUs) in the state and on a cluster based approach will be supported under the Vegetable Development Programme.

A minimum of 10-15 farmers shall be organized to form a cluster to take up cultivation of vegetables in the fields with an area of 3-5 ha. The members of the cluster can select suitable vegetable crops and varieties that can be cultivated in their locality.

This cluster may be on a contiguous area basis. The Assistance will be given @ **Rs.20000/ha for non-pandal and Rs.25,000/ha for pandal varieties.** Cultivation will be

based on crop calendar and production plan for each block. Production will be streamlined based on a 52-week production plan. Priority should be given to clusters of women and youth. Assistance can also be provided to farmer clusters, women groups, etc. undertaking vegetable cultivation in fallow lands under public or private ownership. Poor performing clusters will be delinked from support and new clusters will be added.

The clusters that are formed under Vegetable Development Scheme can also follow standards of Good Agricultural Practices (GAP) for cultivation under the Scheme “Organic Farming and Good Agricultural Practices, 2023-24 as per as per the Circular issued by the Director of Agriculture (No. ADFW/4644/2023-TF 2 dated 23.08.2023). Part-B of the circular gives the detailed working instructions for establishing clusters following GAP and Annexure IV details the physical and financial targets. An amount of Rs.10,000 per cluster is earmarked for the adoption and implementation of GAP. Potential clusters (*Commercial Vegetable Clusters (including staggered clusters)*) engaged in the production sector of vegetables can follow GAP standards for cultivation. Samples from the field will also be drawn and tested at prescribed intervals for assuring the absence of pesticide residues in the farm produce and the provision for the same is included under the component, ‘Pesticide residue analysis in vegetables’ as per the ‘Vegetable Development Scheme’.

<b>District-wise physical and financial targets for Assistance to clusters under VDP</b>			
<b>Sl. No.</b>	<b>Name of District</b>	<b>Assistance to clusters @ Rs. 1-1.25 lakh for 5 ha/ unit</b>	
		<b>Physical (Nos.)</b>	<b>Financial (Lakh)</b>
1	Thiruvananthapuram	80	100.00
2	Kollam	60	75.00
3	Pathanamthitta	50	62.50
4	Alappuzha	75	93.75
5	Kottayam	55	68.75
6	Idukki	50	62.50
7	Ernakulam	50	62.50
8	Thrissur	75	93.75
9	Palakkad	65	81.25
10	Malappuram	60	75.00
11	Kozhikode	50	62.50
12	Wayanad	35	43.75
13	Kannur	65	81.25
14	Kasaragod	50	62.50
<b>TOTAL</b>		<b>820</b>	<b>1025.00</b>

### 1.2 Assistance to Staggered clusters (Rs. 855.00 lakh)

Staggered clusters consist of farmers who cultivate vegetables in scattered locations in small areas in the same panchayath who cannot be grouped together as a cluster because of the non- contiguous nature of the cultivated area. They are proposed to be supported by providing financial assistance at the rate of **Rs. 20,000/- per hectare for non- pandal and Rs.25,000/- per hectare for pandal varieties** respectively. Moreover, additional area cultivated by the clusters over and above 5 ha ceiling limit will also be eligible for assistance under staggered cluster category. A total amount of **Rs. 855.0000 lakh** is earmarked for assistance to farmers cultivating vegetables in staggered clusters.

<b>District-wise physical and financial targets for Assistance to staggered clusters under VDP</b>			
<b>Sl. No.</b>	<b>Name of District</b>	<b>Assistance to Staggered clusters (Rs. 20,000/- per ha for non- pandal and Rs. 25,000/- per ha for pandal)</b>	
		<b>Physical (ha)</b>	<b>Financial (Rs. Lakh)</b>
1	Thiruvananthapuram	240	60.00
2	Kollam	240	60.00
3	Pathanamthitta	225	56.25
4	Alappuzha	330	82.50
5	Kottayam	200	50.00
6	Idukki	230	57.50
7	Ernakulam	260	65.00
8	Thrissur	280	70.00
9	Palakkad	260	65.00
10	Malappuram	300	75.00
11	Kozhikode	270	67.50
12	Wayanad	145	36.25
13	Kannur	240	60.00
14	Kasaragod	200	50.00
<b>TOTAL</b>		<b>3420</b>	<b>855.00</b>

### 1.3. Cultivation of cool season vegetables (Rs. 36.00 lakh)

Cool season vegetables like cabbage, cauliflower, carrot etc. can be cultivated in Idukki and Wayanad districts covering a total area of 120 ha in staggered clusters with an assistance @ **Rs.30,000/- per ha**. An amount of **Rs.36.00 lakh** is proposed for implementing this component during 2023-24 in Idukki and Wayanad Districts.

<b>District-wise physical and financial targets for Assistance for the cultivation of Cool season Vegetables</b>			
Sl. No.	Name of District	Cultivation of cool season vegetables (assistance @ Rs.30,000/- per ha)	
		Physical (ha)	Financial (Rs. Lakh)
1	Idukki	70	21.00
2	Wayanad	50	15.00
<b>TOTAL</b>		<b>120</b>	<b>36.00</b>

#### 1.4 Operational Expenses (Rs. 22.96762 lakh)

Funds are required as operational expenses for conducting District and State level meetings, Digital documentation, hire charges of vehicles, purchase of computers, photocopy machine, office expenses, travelling expenses, fuel charges for vehicles (POL) for the smooth implementation of the scheme. A total amount of **Rs. 22.96762 lakh** is allocated for this purpose as detailed below:

Sub heads	Amount (Rs. Lakh)
04- TE-1-Tour TA	8.0000
34- OC	3.96762
45- POL	11.0000
<b>TOTAL</b>	<b>22.96762</b>

<b>District-wise physical and financial targets for Operational Expenses</b>					
Sl. No.	Name of District	(Rs. 22.96762 lakh)			
		Travelling Allowances	POL	other operational expenses	Total
		<b>Financial (Lakh)</b>			
1	Thiruvananthapuram	0.15	0.45	0.3	<b>0.9</b>
2	Kollam	0.5	1	0.25	<b>1.75</b>
3	Pathanamthitta	0.5	0.5	0.3	<b>1.3</b>
4	Alappuzha	0.5	3	0.25	<b>3.75</b>
5	Kottayam	0.6	2.5	0.25	<b>3.35</b>
6	Idukki	0.45	0.75	0.25	<b>1.45</b>
7	Ernakulam	0.5	0.35	0.25	<b>1.1</b>
8	Thrissur	0.5	0.5	0.2776	<b>1.2776</b>
9	Palakkad	0.5	0.75	0.3	<b>1.55</b>
10	Malappuram	0.3	0.2	0.25	<b>0.75</b>
11	Kozhikode	0.5	0.5	0.25	<b>1.25</b>
12	Wayanad	0.4	0.15	0.25	<b>0.8</b>
13	Kannur	2	0.2	0.25	<b>2.45</b>
14	Kasaragod	0.6	0.15	0.25	<b>1</b>
15	HQ	0	0	0.29002	<b>0.29002</b>
<b>TOTAL</b>		<b>8</b>	<b>11</b>	<b>3.96762</b>	<b>22.96762</b>

## 2. Promotion of Rain shelters (Rs.200.00 lakh)

The concept of 'Rain shelter cultivation' gains importance in situations where crops are to be protected from extreme climate (severe summer & heavy rains). Rain shelter is a low-cost structure with framework and roof cladding. Framework can be made up of GI pipes. The roof cladding is done with transparent U.V. stabilized polythene film. The sides of the structure are kept open to ensure ample ventilation. It helps year-round cultivation of vegetables by protecting from heavy rain and extreme solar radiation that affect plant growth adversely.

### Objectives:

- (i) Popularize the cultivation of Vegetables in Rain Shelters
- (ii) Enhance production of vegetables through an increased number of crops taken per year
- (iii) Increase yield per unit area cultivated
- (iv) Popularize physical and biological methods of pest control within a small manageable area

### Financial assistance

Financial assistance proposed at the rate of 75 per cent of total cost limited to an amount of Rs. 50,000/- for 100sq.m. (Rs.500/sq.m.) and the total area proposed is 40,000 sq.m. Financial assistance will be provided for the construction of rain shelters as a permanent structure. The framework will be constructed on a base made of one-brick thickness using GI pipes fixed to the ground using concrete. The roof will be covered using UV stabilized sheet of 200 microns. All four sides will be covered up to 1m height using insect proof net to prevent stray insects and animals.

**The total cost for constructing a 100m<sup>2</sup> rain shelter will be about Rs. 67,000/- as shown below:**

<b>Item-wise cost of construction of Rain shelter with an area of 100m<sup>2</sup></b>				
Sl. No.	Item	Number/ Quantity	Rate/ Unit (Rs.)	Total cost (Rs.)
1	GI pipes fixed with concrete (3 m length)	30 Nos.	1000	30000
2	UV stabilized polythene sheet (200 microns)	20m x 7m	50/sq.m	7000
3	Insect proof net (for sides)	50sq.m.	50/sq.m.	2500
4	Wages for labour	40no.	600	24,000
5	Miscellaneous (Floor preparation, coir, copper wire, etc.)			3500
	<b>Total</b>			<b>67000</b>

### Operationalization and activities

The construction of rain shelters can be arranged through RAIDCO, KAICO and other approved agencies. The beneficiaries also can be entrusted with the construction and in such cases, Agricultural Officer / Assistant Director of Agriculture are authorized to take the evaluation of the rain shelter constructed by the farmers.

It is proposed to set up rain shelters with a **minimum area of 50 sq.m. and maximum of 100 sq.m. area** during this financial year in the farmers' field with **75%** financial assistance. **Details of assistance are given below:**

Sl. No.	Type of Rain shelter (100 sq.m.)	Total Estimated Cost (Rs)	Financial Assistance Proposed (Rs.)	Total outlay received for 40,000 sq.m. (Rs. Lakh)
1.	Framework with GT pipes fixed using concrete	67,000	75% of total cost limited to 50,000	200.00
<b>TOTAL</b>				<b>200.00</b>

District-wise physical and physical and financial targets for promotion of Rain Shelters			
Sl. No.	Name of District	Rs. 200 Lakh (Rs. 50,000/ 100 sq.m. (Rs. 500/ sq.m.)	
		Physical (Sq. m.)	Financial (Lakh)
1	Thiruvananthapuram	3600	18
2	Kollam	3000	15
3	Pathanamthitta	1700	8.5
4	Alappuzha	2500	12.5
5	Kottayam	3500	17.5
6	Idukki	5500	27.5
7	Ernakulam	2100	10.5
8	Thrissur	3500	17.5
9	Palakkad	1400	7
10	Malappuram	3700	18.5
11	Kozhikode	3500	17.5
12	Wayanad	1500	7.5

13	Kannur	3200	16
14	Kasaragod	1300	6.5
<b>TOTAL</b>		<b>40000</b>	<b>200</b>

### 3. Promotion of Open Field Precision Farming (Rs.100.00 Lakh)

Open field precision farming is an approach where inputs are utilized in precise amounts to get increased average yield compared to traditional cultivation techniques to increase production, reduce labor time, and ensure the effective management of fertilizers and irrigation. A precision farming approach recognizes site- specific differences within fields and adjusts management actions accordingly viz., applying the Right Input, at the Right Amount, to the Right Place, at the Right Time, and in the Right Manner.

#### Objectives

- To popularize improved technology and promote application of improved techniques such as fertigation technology, among vegetable farmers in the State
- Set up of scientific production of vegetables to meet the domestic requirement

The concept of precision farming in vegetables includes the laying of land, use of appropriate high density planting methodology, use of proper fertigation system and mulching systems and use of sensors for the management of water and nutrients. The farms encompassing this concept will alone be supported in this programme.

Two types of systems are proposed under this component. (a) one using the drip and fertigation technology with suitable mulching material in a high-density planting system and (b) with an intensive system coupled with use of sensors and electronic valves for the management of water and nutrients. All Integrated Pest Management (IPM) and Integrated Nutrient Management (INM) practices are to be adopted in the cultivation as part of Open Precision Farming.

The first type would be supported with a maximum of Rs.1.00 lakh per ha., as subsidy or 90 per cent of the actual cost, whichever is less, and the second type with Rs. 1.50 lakh per ha., or 90 per cent of the actual cost, whichever is less. The estimate, unit cost and specifications will be issued in due course.

The implementation of Open Field Precision Farming units can be arranged through approved manufacturers/Dealers by the Department for the year 2003-24 (List attached).

<b>District-wise physical and physical and financial targets for Promotion of Open Field Precision Farming</b>			
Sl. No.	Name of District	(Maximum of Rs. 1 lakh per ha)	
		Physical (ha)	Financial (Rs. in Lakh)
1	Thiruvananthapuram	5	5.00000
2	Kollam	5	5.00000
3	Pathanamthitta	5	5.00000
4	Alappuzha	15	15.0000

5	Kottayam	5	5.00000
6	Idukki	5	5.00000
7	Ernakulam	5	5.00000
8	Thrissur	30	30.00000
9	Palakkad	7	7.00000
10	Malappuram	9	9.00000
11	Kozhikode	2	2.00000
12	Wayanad	3	3.00000
13	Kannur	2	2.00000
14	Kasaragod	2	2.00000
<b>TOTAL</b>		<b>100</b>	<b>100.00000</b>

#### 4. General operational guidelines for Vegetable Development Programme, 2023-24

(a) Wide publicity should be given for the successful conduct of the programme. The Principal Information Officer of Farm information Bureau (FIB) shall initiate actions for the statewide publicity of the scheme through different mass media, social media and visual media, and leaflets. The field level officers shall discuss the scheme in detail with the Agricultural Development Committee (ADC) as well.

(b) The scheme will be monitored and administered by the Additional Director (Farms, Biogas & VC) at the State Level. The Principal Agricultural Officer at the district level will have the responsibility of monitoring the implementation at the district level. Deputy Director (NWD/PRA) would be the Nodal Officer.

(c) 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 a monthly report to Principal Agricultural Officer which will be consolidated at the District level and submitted to Director of Agriculture before 3<sup>rd</sup> of every month.

(d) The Assistant Directors of Agriculture will oversee the entire components implemented under this Scheme in their jurisdiction.

(e) The Agriculture Assistant will be in charge of the entire component implemented in their jurisdiction. All field level activities will also be supervised and field problems to be reported to the Agricultural Officers for advising remedial measures to the farmers.

(f) Regular follow-up activities shall be carried out by the Agricultural Assistants and data collection including the area covered, expected production, final production etc., is also to be done. Proper orders in this regard shall be issued by the AOs/ AFOs.

(g) As far as possible, while Beneficiary selection for the components, 10% should be earmarked to SC/ST communities.

(h) The expenditure will be met from the provision available under the appropriate head of account 2401-00-119-85(P)

(i) The fund release shall be based on actual requirement and the fund released should not be parked in banks.



- (j) Store Purchase Rules shall be strictly adhered to.
- (k) Tender/ e- tender and other stipulated formalities shall be followed wherever necessary.
- (l) Post creation and purchase of vehicles are not admissible under the scheme.
- (m) AIMS portal registration and Digital Soil Health Card is mandatory for beneficiaries.
- (n) Geo Tagging is mandatory, and it should be ensured in every scheme wherever beneficiaries exist.

### 5. Monitoring and Evaluation

The scheme will be monitored and administered by the Additional Director (Farms, Biogas and 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 the 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 other Departments and agencies.

<b>Structure of District and Blok level Committees</b>	
District Level	Block Level
Principal Agricultural Officer	Assistant Director of Agriculture
PD, ATMA	Agricultural Officers
DD (NWDPR)	Joint BDO, MGNREGS
DD, SHM	BLBC, Convenor
Lead District Manager	Asst. Manager, VFPC
Representative from KAU/KVK	BTM and ATMS of ATMA
ADA (M)	CDS of Kudumbasree (Selected)
DM, VFPC	President/ Secretary of selected Krishikkootams
MGNREGS DM, Kudumbasree	

**GEORGE SEBASTIAN**  
**ADDITIONAL DIRECTOR OF AGRICULTURE(PLG)**  
 Director of Agriculture

- Copy to:
- 1) All Additional Directors of Agriculture
  - 2) All Principal Agricultural Officers/ All Project Directors (ATMA)
  - 3) All Joint Directors of HQ
  - 4) Principal Information Officer, FIB, Thiruvananthapuram for giving wide publicity through all media

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- 5) All Deputy Directors of Agriculture (NWDPRA)
- 6) Deputy Director of Agriculture (IT) for publishing in the official website
- 7) Chief Executive Officer, VFPCK
- 8) Managing Director, RAIDCO/KAICO
- 9) Planning Section
- 10) Finance Section
- 11) Stock file /Spare