

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

(Present: Seeram Sambasiva Rao IAS)

Sub:- Annual Plan 2024-25 - Market Development Scheme - Continuous
Administrative sanction accorded - Orders issued;

Read:- 1) G.O.(Rt)No.602/2023/AGRI dated 21/06/2023
2) Annual Plan 2024-25

ORDER NO. ADFW/5428/2024 Dated.27-05-2024

Government of Kerala, vide order read 1st above, accorded Administrative sanction for the implementation of the scheme, "Market Development" for an amount of Rs.537.00 lakhs during the financial year 2023-24.

As per the Annual Plan 2024-25, an amount of Rs.1190.00 lakhs has been earmarked for the scheme "Market Development" under Head of account 2435-01-800-99- Plan. The details of continuing components under the scheme worth Rs.456.70 lakhs proposed to be implemented during the current financial year are given below:

1. Strengthening of agricultural wholesale markets - Rs.112.70 lakhs

Six Agricultural Wholesale Markets (Urban & Rural) have been established in Kerala, by the State Government.

The six Agricultural Wholesale Markets are:

Urban wholesale markets:

- AUWM Anayara in Trivandrum,
- AUWM Maradu in Ernakulum,
- AUWM Vengeri in Kozhikode, and

Rural wholesale markets:

- ARWM Nedumangad in Trivandrum,
- ARWM Moovattupuzha in Ernakulum,
- ARWM Sultan Bathery in Wayanad.

In addition, a District Procurement Centre functioning at Kottayam is also operated through the Department of Agriculture.

In order to sustain the activities of the six Wholesale markets and the District Procurement Centre functioning under the Agriculture Development and Farmers' Welfare Department, an amount of Rs.112.70 lakhs is earmarked for infrastructural development and maintenance of facilities. This may include:

- Establishment of primary processing facilities,
- Maintenance of the available cold storage facility,

- Up gradation of assaying units for effective e- marketing,
- Maintenance of market/ auction halls, and
- Other inevitable repairs of market facilities viz; roads, drains, etc. within the market.

The amount of Rs.112.70 lakhs earmarked for this component is inclusive of the requirement for clearing of treasury queue bills of FY 2023-24.

2. Agmarknet & Market Intelligence - Rs.44.00 lakh

Agmarknet portal is a Government of India portal on agricultural marketing backed by a wide area information network connecting agricultural markets, State Marketing boards/Directorates and also providing linkages to the websites of the important National and International Organizations. As daily price data has to be collected from various markets and uploaded to the website in the early trading hours of the day for the benefit of the farmers through net nodes, an amount of Rs.3500/month will be provided to the persons engaged in data collection attached to net nodes.

In addition, support will also be provided for need-based purchase of accessories, maintenance and replacement of computers and printers in the Agmark net-nodes, and office of the Assistant Director of Agriculture (M) including Head Quarters.

A total amount of **Rs.44.00 lakhs** (including the amount for clearing treasury queue bills of 2023-24) is earmarked for assistance for data collection and need based operation support for IT infrastructure and net connectivity.

3. Transportation subsidy for farmers - Rs.80.00 lakhs

In order to motivate and support the farmers to bring their produce to the wholesale markets for auction, transport subsidy will be provided at the following rates based on the distance from the farmers' field to the auction centre.

- Up to 25 kilometers - Rs.1.50 per Kg
- 26 - 50 kilometers - Rs.2.00 per Kg
- above 50 kilometers - Rs.2.50 per Kg.

An amount of Rs.80.00 lakhs is proposed to be set apart for payment of transportation subsidy to the Agricultural Wholesale Markets and to the District Procurement Centre during 2024-25.

4. Support for KERALAGRO branding and onboarding products and establishment of KERALAGRO branded shops - Rs.158.00 lakh

As a part of the ongoing KERALAGRO branding and onboarding of branded products on leading e-commerce online sale platforms, assistance will be provided to every product for the creation of seller account, quality assurance of the product, obtaining test reports on quality, designing of industry standard labels, suitable advertisements on all mass media and social media platforms, employing state of the art marketing strategies etc., for their promotion.

The establishment of one KERALAGRO branded shop will be supported through the payment of assistance @ Rs.10.00 lakhs.

An amount of Rs.158.00 lakhs is set apart for KERALAGRO branding and onboarding products and the establishment of one KERALAGRO branded shop. This amount is inclusive of the requirement for clearing of treasury queue bills of FY 2023-24.

5. Engaging *Karshaka Mithras* in potential panchayats - Rs.62.00 lakh

Karshakamithras were proposed with the objective of efficient marketing of agricultural produce. *Karshakamithras* act as a link between the farmers, eco-shops/rural markets, DPC, e-trading team, Department and the end user in the chain. The activities of the *Karshakamithras* are coordinated by Assistant Director of Agriculture (Marketing) and Deputy Project Director (ATMA).

During 2024-25, *Karshakamithra* will be provided with remuneration/ incentive @ Rs.5000/- per month through the Principal Agricultural Officers of respective districts. Procurement-based incentive limited to 5% of the cost of fresh produce & 3% of the cost of processed produce procured and supplied to various outlets, will be paid by the collection centres/outlets.

An amount of Rs.62.00 lakhs is set apart to meet the remuneration for 109 *Karshakamithras* for 11 months. This amount is inclusive of the requirement for clearing of treasury queue bills of FY 2023-24.

Financial Outlay

During the financial year 2024-25, a budget provision of Rs.1190.00 lakhs is allocated under head of account 2435-01-800-99 (Plan) for implementation of the scheme "Market Development". Continuing components under the scheme worth Rs.456.70 lakhs are as furnished in the abstract below:

Sl. No.	Component	Financial outlay (Rs in lakh)
1	Strengthening of agricultural wholesale markets	112.70
2	Agmarknet & Market Intelligence	44.00

3	Transportation subsidy for farmers	80.00
4	Support for KERALAGRO branding and onboarding products and establishment of KERALAGRO branded shops	158.00
5	Engaging <i>Karshaka Mithras</i> in potential panchayats - Rs.62.00 lakh	62.00
	TOTAL	456.70

(Rupees Four crore fifty six lakhs seventy thousand only)

Hence, continuous administrative sanction is hereby accorded for the implementation of the scheme 'Market Development' during 2024-25, for an amount of Rs.456.70 lakhs (Rupees Four crore fifty six lakhs seventy thousand only) as per the above statement, debiting expenditure to head of account 2435-01-800-99 (Plan) from current years' budget provision.

This amount is inclusive of the amounts set apart for clearing of treasury Queue bills of 2023-24 and funds proposed to be placed in e-LAMS.

The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Order read above.

Timely implementation of the various programs under the scheme has to be ensured with a definite action plan and calendar in advance and this should reflect in the monthly booking of expenditure from the 1st quarter of the current financial year onward.

Monthly progress report should be submitted invariably containing component-wise physical and financial targets and achievements, number of beneficiaries (wherever applicable), and the stage of implementation of each component.

SEERAM SAMBASIVA RAO IAS
DIRECTOR

To

TM1 section of HQ for issue of detailed working instructions

Copy to

1. TA to Director of Agriculture
2. CA to All Additional Directors of Agriculture of the HQ
3. State Agricultural Engineer, Senior Finance Officer for information
4. IT section of the directorate for posting on the website


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