

Directorate of Agriculture Development and Farmers' Welfare Department

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No:ADFW/4745/2024-TH2

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CIRCULAR

Sub:- Annual Plan 2024-25-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) G O (Rt) No. 723/2022/ Agri Dated 09-08-2022

2)Order No. ADFW/4622/2023-TP2 Dated 26-06-2023
of Director of Agriculture

3) Order No. ADFW/5333/2024-TP2 Dated 13-05-2024
of Director of Agriculture

As per reference (1) above ,Govt of Kerala have accorded Administrative sanction for implementing the scheme " Development of Fruits,Flowers and Medicinal plants" for an amount of Rs.1892 lakh during the year 2022-23 debiting the expenditure to head of account 2401-00-119-79-Plan. Out of this , the scheme component "Development of Medicinal Plants"was sanctioned for **Rs.100.00 lakh** .

As per reference (2) & (3) continous administrative sanction has been accorded for the implementation of the scheme component "Development of Medicinal Plants" during 2023-24 and 2024-25 respectively 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 of medicinal plants - 65 Ha	Rs. 1.25 lakh/Ha	81.25
	Cultivation of medicinal plants		

3	Cultivation of medicinal plants in Government Institutions /public sector undertakings - 7.5 Ha	Rs.0.5/ha	3.75
	Total		100.00

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 either as **continuous / as staggered manner**, as a pure crop in open areas or as an inter crop in coconut gardens or in 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. The number of farmers per cluster may vary depending on field conditions . Each cluster should have a minimum area of 1 ha.
- e) An agreement shall be signed 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 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 is Rs.1.25 lakh per ha 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 between 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 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 are available under Government Institutions, Departmental Farms, Public Sector Undertakings like State 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. 50000/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) 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 Asokam, 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 sign boards 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, price fixation & 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 promoters in signing buy back agreements with Oushadhi/AYUSH industries/Co-operatives.

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 Panchayath level.

4. The detailed information of the scheme shall be intimated and discussed in the Agriculture Development Committee.

5. Krishikkoottams 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. Signing MOU with the agencies.

9. Photographs with GPS coordinates and relevant details shall be documented without fail.

10. 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.

4. 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 2024-25 only and the project implementation is to be completed by 31/3/2025.

Annexure I Production of Planting Materials in Departmental Farms

Sl.No	District	Physical-Number	Physical-Number	Financial-lakhs	Financial-lakhs	TOTAL	TOTAL
		Queue bill 2023-24	2024-25	Queue bill 2023-24	2024-25	Physical-Number	Financial-lakhs
1	TVM		10000		1.5	10000	1.5
2	KLM		10000		1.5	10000	1.5
3	ALPY	25000	10000	3.75	1.5	35000	5.25
4	PTA				0	0	0
5	IDKI				0	0	0
6	KTM		10000		1.5	10000	1.5
7	EKM		10000		1.5	10000	1.5
8	TSR	2880	2120	0.432	0.318	5000	0.75
9	PLKD				0	0	0
10	MLPM		10000		1.5	10000	1.5
11	KKD		5000		0.75	5000	0.75
12	KNR		5000		0.75	5000	0.75
13	KSGD				0	0	

14	WND				0	0	
	TOTAL	27880	72120	4.182	10.818	100000	15.0

Annexure II Cluster based cultivation of medicinal plants.

Sl.No	District	Physical-ha	Physical-ha	Financial-lakhs	Financial-lakhs	TOTAL	TOTAL
		Queue bill 2023-24	2024-25	Queue bill 2023-24	2024-25	Physical-ha	Financial-lakhs
1	TVM		5		6.25	5	6.25
2	KLM		5		6.25	5	6.25
3	ALPY		5		6.25	5	6.25
4	PTA		5		6.25	5	6.25
5	IDKI		5		6.25	5	6.25
6	KTM		5		6.25	5	6.25
7	EKM		5		6.25	5	6.25
8	TSR	0.48	4.52	0.6	5.65	5	6.25
9	PLKD		10		12.5	10	12.5
10	MLPM	0.6	4.4	0.73668	5.51332	5	6.25
11	KKD		5		6.25	5	6.25
12	KNR		5		6.25	5	6.25
13	KSGD		0		0	0	0
14	WND		0		0	0	0

	TOTAL	1.07	63.93	1.33668	79.91332	65 ha	81.25 l akhs
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Annexure III Cultivation of Medicinal plants in Govt.Institutions/Public sector undertakings/Farms etc.

Sl.No	District	Physical-ha	Financial-lakhs
		2024-25	2024-25
1	TVM	1	0.5
2	KLM	1	0.5
3	ALPY	0.5	0.25
4	PTA	0	0
5	IDKI	0	0
6	KTM	1	0.5
7	EKM	1	0.5
8	TSR	0	0
9	PLKD	1	0.5
10	MLPM	1	0.5
11	KKD	0.5	0.25
12	KNR	0.5	0.25
13	KSGD	0	0

14	WND	0	0
	TOTAL	7.5 ha	3.75 lakhs

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

Sl.No	District	Production of Planting Materials - Fin-lakhs	Production of Planting Materials - Fin-lakhs	Cluster based cultivation - Fin-lakhs	Cluster based cultivation - Fin-lakhs	Cultivation of Medicinal plants in Govt. Institutions - Fin-lakhs	TOTAL - lakhs	TOTAL - lakhs	G.TOTAL - lakhs
		Queue bill 2023-24	2024-25	Queue bill 2023-24	2024-25	2024-25	Queue bill 2023-24	2024-25	2024-25
1	TVM		1.5		6.25	0.5		8.25	8.25
2	KL M		1.5		6.25	0.5		8.25	8.25
3	ALP Y	3.75	1.5		6.25	0.25	3.75	8.0	11.75
4	PTA		0		6.25	0		6.25	6.25
5	IDK I		0		6.25	0		6.25	6.25
6	KT M		1.5		6.25	0.5		8.25	8.25
7	EK M		1.5		6.25	0.5		8.25	8.25
8	TSR	0.432	0.318	0.6	5.65	0	1.032	5.968	7.0
9	PLK D		0		12.5	0.5		13.0	13.0
10	ML		1.5	0.73668	5.51332	0.5	0.7366	7.5133	8.25

	PM						8	2	
11	KK D		0.75		6.25	0.25		7.25	7.25
12	KN R		0.75		6.25	0.25		7.25	7.25
13	KS GD		0					0	0
14	WN D		0					0	0
	TO TAL	4.182 la khs	10.818 lakhs	1.33668 lakhs	79.9133 2 lakhs	3.75 lakhs	5.518 68 lakhs	94.481 32 lakhs	100 lakhs

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).

Yours faithfully,

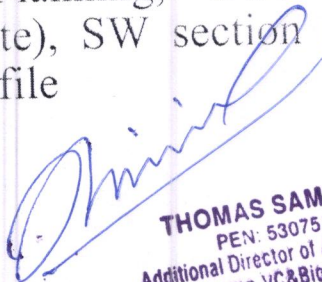
Sd/-
SEERAM SAMBASIVA RAO IAS
DIRECTOR
Director of Agriculture

To

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


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