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CIRCULAR

Sub:- Agriculture Development and Farmers Welfare Department- Annual Plan 2024-25- Scheme on Vegetable Development - Administrative Sanction accorded – Working Instructions issued- reg-

Ref:- G.O. (Rt.) No:459/2024/Agri Thiruvananthapuram Dtd. 24/05/2024

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 state needs 33 lakh tonnes of vegetables in an year according to the "My Healthy Food Plate" concept put forward by Indian Council of Medical Research (ICMR). It is hoped that with a massive effort, Kerala will be able to become self-sufficient in vegetable production in due course of time. The challenge is not to produce the required quantity in one shot, but to produce equitably on a daily basis. That is, we need to produce approximately 900 tonnes every-day, throughout the year. This requires a concerted effort from all developmental departments and local self- government institutions. The aspects of nutritional security, food safety and affordability should also be taken into consideration. For this to happen, Government of Kerala, through the Department of Agriculture had launched Vegetable Development Programme. This year, the same programme will also spread the message of "Safe to Eat" food production through the "Poshaka Samrudhi Mission".

In Kerala, vegetable farming is gaining wide popularity now-a-days. Vegetables play a significant role in human nutrition, being a significant source of vitamins, minerals and trace elements apart from the major suppliers of dietary fibre, antioxidants and organic pigments/colours. Including vegetables in the daily diet have been found to reduce risk for cancer, heart disease, stroke, and other chronic ailments. The Indian Council of Medical Research (ICMR) has recommended a daily intake of 300g of vegetable per adult per day. However, the actual consumption is less than 100g only. Empowering the local community to produce safe and nutritious vegetables in its diversity throughout the year is the biggest challenge we are addressing through this scheme.

As per the estimations of Kerala Agricultural University, shortage of good quality planting materials, unscientific cultivation practices, sub-optimal adoption of the evolved technologies and improper plant protection practices followed are the major production-related challenges associated with vegetable cultivation. Climate change and lack of adequate irrigation facilities also plague the sector during summer months. Small and uneconomic holding size is also seriously hindering commercialization of vegetables in the state. Because of the scarcity of land, scope for area expansion is much limited. A way out is, to produce maximum from unit area by resorting to intensive and scientific cultivation practices.

The concept of "More (Production) from less (land, labour, capital, inputs etc)" is to be popularized among all sections of farmers. Schemes should be differently targeted for recreational farmers, commercial farmers who take up farming in own lands and leased

lands as well. Encouraging homestead cultivation of vegetables and making use of the backyards and rooftops for vegetable production is very important as far as Kerala is concerned. Kerala is estimated to have around 87 lakhs homesteads. If every household could produce one kilogram of vegetables per day the total production of the State will comes to 87 lakhs kilograms. In this context, scientific crop management practices adopting latest technologies of major vegetables relevant to Kerala are to be highlighted and propagated.

Objectives of the programme

The State have 3.42 crore people and everyone needs to consume at least 400 grams (green leafy vegetables- 100g, other vegetables- 200g, tubers- 100g) of vegetables per day to get a balanced nutrition. So we may need to produce at least 30 lakhs tonnes of vegetables per year. The production should be staggered and need to be around 900 tonnes per day. Through the concerted efforts of 1076 Krishi Bhavans (Grama Panchayaths, Municipalities, Corporations) each unit should be able to produce approximately 8 tonnes of vegetables per day. This can vary with demographics of each LSGI. The following are the objectives of the Scheme on Vegetable Development:-

1. To produce enough vegetables locally so as to fulfill the nutritional requirements of a family, in compliance with “My Healthy Food Plate” concept put forth by Indian Council of Medical Research without compromising on food safety.
2. To increase the production and productivity of vegetable crops without compromising on the nutritional integrity and food safety.
3. To empower and enable every household to produce at least some portion of their daily requirement of vegetables in a consistent manner by adopting sustainable farming practices.
4. To meaningfully integrate and leverage schemes of State, Central and LSGI to make every LSGI capable to produce their share of “safe to eat” and nutritious vegetables.
5. To produce and distribute good quality planting materials (seeds and seedlings) of seasonal, semi-perennial and perennial vegetable crops.
6. To promote the concept of “per drop more crop” through popularization of Open Field Precision Farming Technology.
7. To promote sustainable home gardening in durable containers.
8. To promote fallow land cultivation in public and private institutions.
9. Monitor pesticide residues in vegetables produced by Farmers.
10. To mass produce hybrid vegetable seeds in departmental farms in collaboration with Kerala Agricultural University.
11. To promote commercial cultivation through Clusters and Krishikoottams at grass root level.
12. To popularize traditional varieties of vegetables.
13. To promote climate resilient farming structures like rain shelters.
14. To make available suitable contractual appointments for the smooth implementation of the programme in a campaign mode.

Technical Programme

In the Annual Plan 2024-25, the Vegetable Development Scheme has a total outlay of Rs.6045.00 lakh under the Head of Account 2401-00-119-85-00-34-03 (P) Plan, and Administrative sanction has been received for an amount of Rs.5525.00 lakh as continuing components. The detailed technical programme of the scheme is presented as follows:

Sl. No.	Components		Rate per unit	No. of units	Amount (Rs.in lakh)
1.	**Distribution of hybrid seed kits and hybrid pro-tray seedlings**				
	a	Distribution of Hybrid seed kits	Rs.100/- per pack	1.00 Lakh	100.00
	b	Distribution of Hybrid variety seedlings	Rs.3/- per seedling	50.00 Lakh	150.00
2.	Promotion of Open-Field Precision Farming in new areas		Rs.1 lakh per ha	203.00 ha	203.00
3.	**Support to Homestead vegetable cultivation**				
	3.1	Supply of seed kits of assorted varieties			
	3.1.a	Distribution of seed kits through print media	Rs.5/- per kit	3 Lakh	15.00
	3.1.b	Supply of vegetable seed kits for homesteads	Rs.10/- per kit	25 Lakh	250.00
	3.2	Supply of vegetable seedlings			
	3.2.a	Supply of vegetable seedlings including cool season vegetables	Rs.2.5/- per seedling	40 Lakh	100.00
	3.2.b	Distribution of perennial vegetable seedlings	Rs.15/- per seedling	1 Lakh	15.00
	3.3	Assistance for Container based cultivation	Rs.3750/- per unit	8000 Nos.	300.00
4.	Project based intensive vegetable cultivation in Institutions (Except schools and colleges)				50.00
5.	Technical support and contractual appointments				210.00
6.	Pesticide residue analysis in vegetables				20.00

7.	Hybrid seed production in departmental farms in collaboration with KAU				50.00
8.	**Commercial vegetable cultivation through clusters**				
	8.1	Assistance to clusters	Rs.1.25 lakh per cluster	848 Nos.	1060.00
	8.2	Assistance to staggered clusters	@ Rs.20,000/- per ha for non- pandal and Rs.25,000/- per ha for pandal varieties	2496.86528 Ha	624.21632
	8.3	Cultivation of cool season vegetables	Rs.30000/- per ha	150 ha	45.00
	8.4	Operational expenses			19.44
	8.5	Training and awareness	Rs.1000/- per training	1500 No.	15.00
9.	Construction of Rain shelters for vegetable cultivation (40m^2 to 100 m^2 units)		Rs.500/- per Sq m	30000 Sq m	150.00
10.	Committed Expenditure of 2023-24 financial year				2148.34368
TOTAL					**5525.00**

1. Distribution of hybrid seed kits and hybrid pro-tray seedlings:- Rs.250.00 lakh

1 a. Distribution of hybrid vegetable seed kits (Rs. 100.00 lakh)

a. Hybrid seeds have distinct advantages over conventional varieties. They are produced through careful selection of the parental varieties and employing artificial pollination procedures. They are faster to grow, having high yield potential, produce plants with larger fruit, and longer shelf life than conventional varieties. But they are very sensitive to pests and diseases and hence need careful nurturing and monitoring. With greater care and management, they will give double the yields than high yielding varieties. Hence, as a part of Poshaka Samridhi Mission, 1 lakh hydrid seed kit worth Rs. 100/- will be distributed throughout Kerala. Different hybrid vegetable seeds available at Kerala Agricultural University (KAU), Indian Institute of Horticultural Research (IIHR), Indian Institute of Vegetable Research (IIVR), etc., and hybrid vegetable seeds sold through agencies like National Seed Corporation (NSC) and Vegetable and fruit Promotion Council, Keralam (VFPCK) can be used for the programme.

b. Hybrid seeds shall only be distributed and varieties which are suited for different AEUs of Kerala can be used for the programme. Supply of seeds should be ensured

during the appropriate growing season.

c. A total of 1 lakh hybrid vegetable seed packets worth Rs.100.00 will be distributed free of cost to the selected farmers. The total amount will be Rs.100.00 lakh for this component and a total of 1.00 lakh hybrid seed kits are to be distributed.

The physical and financial targets for distribution of hybrid vegetable seed kits for various districts are given below:

Distribution of Hybrid seed kits @ Rs.100/- per kit		
Name of District	**Physical target (in lakh)**	**Financial target (Rs.in lakh)**
Thiruvananthapuram	0.1	10.0
Kollam	0.1	10.0
Pathanamthitta	0.05	5.0
Alappuzha	0.1	10.0
Kottayam	0.05	5.0
Idukki	0.05	5.0
Ernakulam	0.05	5.0
Thrissur	0.1	10.0
Palakkad	0.1	10.0
Malappuram	0.1	10.0
Kozhikode	0.05	5.0
Wayanad	0.05	5.0
Kannur	0.05	5.0
Kasaragod	0.05	5.0
Total	**1.00**	**100.00**

Regular small scale vegetable farmers (cultivating or preparing for cultivation in not less than 10 cents of vegetables at least in one season), Krishikkoottams (an area of not less than 10 cents) and farmers who are doing commercial cultivation (members in the clusters/ scattered clusters) are only eligible for receiving hybrid seed kits free of cost. There is no restriction on the number of packets to be issued for a particular farmer or a farmer group like Krishikkoottam. But the field level implementing/ distributing officials shall ensure a judicious distribution of the same among the needy farmers under their jurisdiction. Seed kits for homestead cultivation, other formal and informal farmer groups, distribution through mass media should not be covered under this component. However, they can be provided under “Support to Homestead Vegetable Cultivation” component of the scheme.

d. Written applications in the current format which are in vogue are required for availing the assistance for the beneficiaries. A register should be maintained in the Krishi Bhavan in the format as specified in **Annexure I.** The custodian of this register should be the Agricultural Assistant or Assistant Agricultural Officer who

is in charge of the Head Quarters. Necessary field verification should be carried out by the respective Agricultural Officers/ Agricultural Assistants and should ensure that every technical support has been extended to the beneficiaries.

e. The total amount sanctioned for this component is Rs. 100.00 lakh and the physical target is 1 lakh seed kits. The expenditure shall be debited from the Head of Account 2401-00-119-85-00-34-03 (P).

1 b. Distribution of Hybrid Variety vegetable seedlings (Rs.150.00 lakh)

(a) Hybrid varieties of vegetables should only be used for this programme. The seedlings are to be raised in pro- trays containing pest and disease free and appropriate scientific growing medium (coir pith compost - vermiculite-perlite mixture is desirable) and they should possess a minimum of four leaves (excluding cotyledons leaves) during the time of supply. Varieties of chilly, brinjal, tomato, cluster beans, cowpea, bhindi, etc. and cool season vegetables (for traditional growing AEUs in the first season) shall be used for production and distribution. The seedlings should be in good condition, pest and disease free and shall not be over- aged. The implementing officers shall assure the quality of the seedlings they procure and should be in accordance with the quality parameters as described above. The pro trays shall be labelled with the name of the variety as well.

(b) The cost will be Rs.3.00/- per seedling. A total of 50 lakh seedlings are to be distributed free of cost. The distribution of the same shall be as per 1 (e) of this circular. Small scale vegetable farmers cultivating more than 5 cents are eligible for this assistance.

(d) The seedlings can be procured from Departmental farms, VFPCK, Block nurseries, Agro- Service Centers, Krishikkoottams, Karshika Karma Senas, department aided eco- shops, A- grade vegetable clusters, BLFOs, small nurseries supported by SHM which are having valid approval by the Department and Kudumbasree seedling production units which are raising seedlings with proper technical support.

(e) The seedlings are to be distributed in two phases. The first phase shall be in accordance with Onam celebrations and the second phase is for distribution of seedlings in the season starting from October to November, 2024 aiming at the summer vegetable cultivation. The PAOs will have the liberty to apportion the quantity of seedlings to be supplied during these two phases. However, total target of the seedlings should remain the same.

The physical and financial targets assigned for each district for this component is given below:

Distribution of high yielding variety seedlings @Rs.3/- seedlings			
Sl. No.	**Name of District**	**Physical target (in lakh)**	**Financial target (Rs.in lakh)**
1	Thiruvananthapuram	4.5	13.5

2	Kollam	4.0	12.0
3	Pathanamthitta	3.0	9.0
4	Alappuzha	4.5	13.5
5	Kottayam	3.0	9.0
6	Idukki	3.0	9.0
7	Ernakulam	4.0	12.0
8	Thrissur	4.0	12.0
9	Palakkad	4.5	13.5
10	Malappuram	4.5	13.5
11	Kozhikode	4.0	12.0
12	Wayanad	2.5	7.5
13	Kannur	2.5	7.5
14	Kasaragod	2.0	6.0
Total		**50.0**	**150.0**

(f) Seedlings for non-commercial farmers and homestead farmers should be supplied under the schemes component – Homestead vegetable cultivation. The total amount sanctioned for this component is Rs.150.00 lakh and the expenditure shall be debited from the Head of Account 2401-00-119-85-00-34-03 (P).

2. Promotion of Open Field Precision Farming in new areas:- Rs.203.00 lakh

Agricultural production is severely affected by uncontrollable environmental conditions. In Kerala, agricultural production is dependent on the vagaries in climate. In order to obtain remunerative yield and good quality agricultural products, farmers have to manage their farms to fit with the variation of weather and season. Therefore, conventional farming management taking into account the climate change factor is required.

Open Field Precision Farming is an approach where inputs are utilized in precise amounts to get increased 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, in the Right Amount, to the Right Place, at the Right Time, and in the Right Manner.

OBJECTIVES

1. To promote and popularize Open Field Precision Farming wherein optimum use of irrigation water along with fertilizers and proper plastic mulching will be adopted to achieve high production and productivity in crops.
2. To increase the average income level of the farmers by adopting drip, fertigation and plastic mulching in vegetable cultivation.

3. To overcome the impact of various external factors like drought, power fluctuations etc. by using drip fertigation system extensively.
4. To minimize the exploitation of ground water.
5. To reduce weeding by adopting plastic mulching and thereby saving labour cost.

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 type of systems proposed under this component includes

a. Drip and fertigation technology with suitable mulching material in a High Density Planting system.
b. An Intensive system coupled with drip and fertigation technology with the use of sensors and electronic valves for the management of water and nutrients.

COMPONENTS OF OPEN FIELD PRECISION FARMING

A. Micro Irrigation

B. Fertigation

C. Plastic Mulching

D. Crop Geometry

E. Integrated Pest and Disease Management

Components of Micro irrigation system

(A) Micro Irrigation Unit

Micro Irrigation unit consist of main pipe, laterals, sub-laterals and drippers (emitters). The system is laid out according to the topography of the land, crops cultivated etc. and connected to the irrigation pumpset and perennial water source.

(B) Fertigation Unit Equipements

(i)Ventury Injector - It is a simple and low cost device. A partial vaccum is created in the system which allows suction of fertilizers, prepared solution of which is kept in a container, into the irrigation system through ventury action. Vaccum is created by diverting a percentage of water flow from the mains and passing it through a constriction which increases velocity of flow thus creating a drop in pressure. This pressure drop causes fertilizer solution to be sucked into ventury through suction pipe from tank and from there enters irrigation system. Suction rate of ventury is 30-120 litres/hour. Liquid fertilizers can be ideally used in this equipment. Others may cause clogging of the equipment.

(ii) Fertilizer Tank - A part of irrigation water is diverted from mainline and flow through a tank containing fertilizers in a liquid or soluble solid form, before returning to

the mainline. Pressure in the tank and mainline is same normally, but a slight dip in pressure is created between off take and return pipes for the tank using a pressure reducing valve. This causes water from main line to flow through tank causing dilution and flow of diluted fertilizer into irrigation stream. With this system, concentration of fertilizer entering irrigation water changes continuously with time, starting at high concentration. Fertilizer tank is made of mild steel with powder coating of more than 70 microns both inside and outside to prevent corrosion and weather effects. Turbulent inlet ensures thorough mixing of chemicals/fertilizers. Separate inlet and outlet valve to control injection rate is provided with provision of strainer on outlet and drain port to flush the tank. Both solid and liquid fertilizers can be used here.

(iii) Fertilizer Injection Pump – This equipment is used in very small holdings, where water pressure will not be sufficient to suck fertilizers from the container. It is a piston/ diaphragm pump which are driven by water pressure of irrigation system such that the injection rate is proportional to the flow of water in the system. Its advantages are that a high degree of control over fertilizer injection rate is possible with no serious head loss and low operating cost. If inflow of water stops, fertilizer injection also stops automatically. It is an ideal equipment for accurate fertigation. Liquid fertilizers are also ideal for use.

(C) Plastic mulching

Mulching is the process of covering soil around the plant root area with a view to insulate the plant and its roots from the effects of extreme temperature fluctuations. Plastic mulches create more favourable environment for plant growth by conserving soil moisture, controlling weeds, pests, increasing soil temperature, preventing leaching of fertilizers etc. Thereby increasing the yield and 30 micron poly ethylene film is recommended for plastic mulching in vegetables.

(D) Crop Geometry

Crop geometry refers to the arrangement of the plants in different rows and columns in an area to efficiently utilize the natural resources. It is otherwise, area occupied by a single plan. It influences crop yield through its influence on light interception, rooting pattern and moisture extraction pattern. Different geometries are available for crop production. Crop geometry is altered by changing inter and intra -row spacing.

Importance of plant population / crop geometry

1. Yield of the crop depends on final plant population
2. When soil moisture and nutrients are not limited, high plant population is necessary to utilize the other growth factors like solar radiation efficiently
3. To get maximum yield per unit area, optimum plant population is necessary.

(E) Integrated Pest and Disease Management (IPDM)

Integrated pest and disease management refers to the use of various control measures like physical, chemical, biological, cultural, mechanical and modern plant protection methods in an integrated manner to reduce the pest population below economical injury level without much disturbance to ecosystem.

Integrated Pest Management (IPM) and Integrated Nutrient Management (INM) practices are to be adopted as a part of Open Precision Farming.

Assistance pattern for Open Field Precision Farming

A) Drip and fertigation technology with suitable mulching material in a High Density Planting system (for 50 cents).

Item	Area (ha)	Total cost (Rs.)	Per unit subsidy
Cultivation cost	0.2	10000	Rs.20000 or 90% of actual cost whichever is less
Cost of fertigation unit		20000	
Plastic mulching		6400	
Total	**0.2**	**36400**	

B) Intensive system coupled with drip and fertigation technology with the use of sensors and electronic valves for the management of water and nutrients. (for 50 cents).

Item	Amount (Rs.)	Area (ha)	Total cost (Rs.)	Per unit subsidy
Cultivation cost	10000/-	0.2	10000	Rs. 30000 or 90% of actual cost whichever is less
Cost of fertigation unit	20000/-		20000	
Plastic mulching	6400/-		6400	
Irrigation controller (4 stations(1 no)	14160/-		45000	
Solenoid valve 50 mm (2 nos.)	16520/-			
Valve box-2 Nos.	5545/-			
Pump start relay(1 no)	2875/-			
Necessary wiring and accessories	5900/-			
Total		**0.2**	**81400**	

Operationlisation:-

1. It is proposed to install Micro Irrigation cum Fertigation Unit in an unit area of 0.2 ha (50 cents) in open cultivation of vegetables. However a minimum of 0.1 ha (25 cents) can also be considered for which corresponding subsidy can be given.
2. Beneficiary will have the flexibility of laying out the micro irrigation /fertigation units in their field by agencies of their choice or even farmers who are expert in installation of micro irrigation work. Beneficiary should adopt the improved technology and equipment viz. fertigation system, all types of filters and several types of valves etc. including the other equipment's of existing micro irrigation system. The equipment selected should have ISI mark.
3. Agricultural Officer/ Assistant Engineer should take the valuation for the layout of micro irrigation units. In such cases the valuation taken by AO/AE

should be verified and certified by Assistant Director of Agriculture/ Assistant Executive Engineer.

The physical and financial targets assigned for each district for this component is given below:

Promotion of Open Field Precision Farming in new areas maximum of Rs. 1 lakh per ha.			
Sl. No.	**Name of District**	**Physical target (in ha.)**	**Financial target (Rs.in lakh)**
1	Thiruvananthapuram	20	20
2	Kollam	10	10
3	Pathanamthitta	10	10
4	Alappuzha	20	20
5	Kottayam	10	10
6	Idukki	10	10
7	Ernakulam	10	10
8	Thrissur	20	20
9	Palakkad	20	20
10	Malappuram	18	18
11	Kozhikode	15	15
12	Wayanad	15	15
13	Kannur	15	15
14	Kasaragod	10	10
Total		**203**	**203**

3. Support to Homestead Vegetable Cultivation: Rs.680 lakh

3.1 Supply of Assorted Vegetable Seed Kits Rs. 265 lakh

Vegetables, being the excellent source of vitamins, minerals, trace elements and dietary fibers, play a significant role in human nutrition. The schemes aims every homesteads should have some type of vegetables. Encouraging vegetable cultivation throughout the state along with proper assistance in enhancing the marketing and processing techniques will ensure year-round availability of good quality vegetables besides attaining self - sufficiency in the overall production.

3. 1 (a) Distribution of vegetable seed kits through print media (Rs.15.00 lakh)

The print media is an excellent option for the promotion of homestead cultivation of “safe to eat “vegetables with active participation of people which can eventually lead to self- sufficiency in household vegetable consumption.

Three lakh assorted vegetable seed kits each worth Rs.5.00 per kit, will be distributed free of cost, through various print media. The required seeds for the scheme will be obtained from Department Farms, VFPCK, KAU or other Government institutions. An amount of Rs.15.00 lakh is earmarked for this component. The participating mass media

partners shall arrange the distribution logistics free of cost, without any expenditure from government fund for their distribution.

3. 1 (b) Supply of vegetable seed kits for homesteads (Rs. 250.00 lakh)

The supply of vegetable seed kits to the homesteads will be carried out through farmers, farmer groups, Krishikoottams, NGOs, Resident's Associations etc. The scheme aims to supply 25 lakh vegetable seed kits worth Rs.10/- per kit free of cost which will be obtained from Departmental farms, VFPCK, KAU and other Governmental institutions. An amount of Rs.250.00 lakh is set apart for implementing this sub component.

The physical and financial targets assigned for each district for this component is given below:

Supply of Vegetable Seed Kits @Rs.10/- per seed kit			
Sl. No.	**District**	**Physical target (in lakh nos.)**	**Financial target (Rs. in lakh)**
1	Thiruvananthapuram	2	20
2	Kollam	2	20
3	Pathanamthitta	2	20
4	Alappuzha	2	20
5	Kottayam	2	20
6	Idukki	2	20
7	Ernakulam	2	20
8	Thrissur	2	20
9	Palakkad	2	20
10	Malappuram	2	20
11	Kozhikode	2	20
12	Wayanad	1	10
13	Kannur	1	10
14	Kasaragod	1	10
Total		**25**	**250**

3.2 Supply of Vegetable seedlings (Rs.115.00 lakh)

3.2 (a) Supply of Annual vegetable seedlings including cool season vegetables (Rs.100.00 lakh)

An amount of Rs.100.00 lakh is set apart for supplying 40 lakh annual vegetable seedlings including cool season vegetables (worth Rs.2.50/- each) to the beneficiaries throughout the state, free of cost. The seedlings will be produced and supplied by Departmental Farms, KAU and VFPCK, Block level and Panchayat level Nurseries established under Vegetable Development Programme/ LSGD Projects, Agro Service Centers and Karshika Karma Senas. The ADA's/ AOs shall assess the quality of seedlings and ensure that the seedlings are of good quality. Supply of these seedlings

should be ensured during the appropriate growing season.

The physical and financial targets assigned for each district for this component is given below:

Distribution of annual vegetable seedlings including cool season vegetables @ Rs.2.5 per seedling			
Sl. No.	**Name of District**	**Physical target (in lakh nos.)**	**Financial target (Rs. in lakh)**
1	Thiruvananthapuram	3.5	8.75
2	Kollam	2.5	6.25
3	Pathanamthitta	2.5	6.25
4	Alappuzha	3.5	8.75
5	Kottayam	2.5	6.25
6	Idukki	2.5	6.25
7	Ernakulam	3.0	7.50
8	Thrissur	3.5	8.75
9	Palakkad	3.0	7.50
10	Malappuram	3.5	8.75
11	Kozhikode	2.5	6.25
12	Wayanad	2.5	6.25
13	Kannur	2.5	6.25
14	Kasaragod	2.5	6.25
Total		**40**	**100**

3.2. (b) Distribution of perennial vegetable seedlings (Rs.15.00 lakh)

Seedlings of perennial vegetable crops viz. Moringa, Curry leaves, Agathi, Ivy gourd, Aakasha vellari (Giant granadilla) etc. should be distributed free of cost. An amount of Rs.15 lakh is kept aside for supplying 1 lakh vegetable seedlings @ Rs.15/- per seedling. The seedlings can be produced and supplied by Departmental Farms, KAU and VFPCK, Block level and Panchayat level nurseries established under Vegetable Development Programme/ LSGD Projects, Agro Service Centres and Karshika Karma Senas. The ADA's/ AOs shall assess the quality of seedlings and ensure that the seedlings are of good quality. Supply of these seedlings should be ensured during the growing season.

The physical and financial targets assigned for each district for this component is given below:

Distribution of perennial vegetable seedlings @ Rs.15/- per seedling			
Sl. No.	**Name of District**	**Physical target (in lakh nos.)**	**Financial target (Rs.in lakh)**
1	Thiruvananthapuram	0.1	1.5

2	Kollam	0.1	1.5
3	Pathanamthitta	0.05	0.75
4	Alappuzha	0.1	1.5
5	Kottayam	0.05	0.75
6	Idukki	0.05	0.75
7	Ernakulam	0.05	0.75
8	Thrissur	0.1	1.5
9	Palakkad	0.1	1.5
10	Malappuram	0.1	1.5
11	Kozhikode	0.05	0.75
12	Wayanad	0.05	0.75
13	Kannur	0.05	0.75
14	Kasaragod	0.05	0.75
Total		**1.00**	**15.00**

3.3. Assistance for Container based cultivation (Rs.300.00 lakh)

Cultivation of vegetables in Earthern Pots/HDPE Containers (25 containers per unit) @ 75% subsidy per unit

The scheme component will encourage fresher and urban farmers who have scarcity of land area and other resources to do farming. This component will be implemented through urban residential associations or on individual basis. With the technical guidance of the Krishi Bhavans, concerned agencies like Departmental farms, Karshika Karma Sena, Agro Service Centre, Block Level Nurseries, BLFO nurseries, VDP approved nurseries etc. can supply eco-friendly containers (25 numbers) with good quality potting mixture as specified by KAU for vegetables, planted with seedlings of 4-6 major vegetable crops.

Estimated cost of one unit is approximately Rs.5,000/- and the subsidy will be at the rate of 75% of the total cost to a maximum of Rs.3,750/- . A total of Rs.300.00 lakh is set apart for providing assistance to 8000 container cultivation units.

The physical and financial targets assigned for each district for this component is given below:

Cultivation of vegetables in Earthern Pots/HDPE Containers (25 containers per unit) @ 75% subsidy per unit			
Sl. No.	**District**	**Physical target (in nos.)**	**Financial target (Rs. in lakh)**
1	Thiruvananthapuram	600	22.5
2	Kollam	500	18.75
3	Pathanamthitta	600	22.5

4	Alappuzha	600	22.5
5	Kottayam	600	22.5
6	Idukki	500	18.75
7	Ernakulam	600	22.5
8	Thrissur	600	22.5
9	Palakkad	600	22.5
10	Malappuram	600	22.5
11	Kozhikode	600	22.5
12	Wayanad	500	18.75
13	Kannur	600	22.5
14	Kasaragod	500	18.75
Total		**8000**	**300.00**

4. Project based intensive vegetable cultivation in institutions except schools and colleges- Rs.50.00 lakh

a. Many public and private sector institutions have ample amount of un-utilized fallow spaces. These fallow areas with good potential for crop growth can be utilized for vegetable production with active participation of groups like Krishikoottams and Kudumbasree SHGs.
b. The selected institution will prepare a detailed project for the cultivation of vegetables continuously for a period not less than three years with most modern technology available for production.
c. Institutions like Public Sector Undertakings (PSUs), other public, co-operative and private institutions can be the beneficiaries. Schools and Colleges are exempted from submitting projects under this category. The selected institution has to prepare detailed project in this regard and submit to the concerned Agricultural Officer for verification, modifications and inclusion of feasible modern technologies. Such projects are to be forwarded to the Assistant Director of Agriculture of the respective Block by the Agricultural Officer with suitable inspection reports and their recommendations. The project is to be placed in the Block Level Agricultural Knowledge Centre (BLAKC) for evaluating the soundness and necessary modifications needed may be suggested for approval by the BLAKC. The approved project(s) by BLAKC will be forwarded to respective Principal Agricultural Officer.
d. The Principal Agricultural Officer should form committees for evaluation and prioritization of the projects. The committee will be chaired by Principal Agricultural Officer, convened by the Deputy Director of Agriculture (NWDPRA), a scientist from Research and Development institution as the technical member and two selected Assistant Directors from the field as members. This committee will evaluate the projects based on the technologies used for the production of vegetables and will be prioritized and published by a Proceedings of Principal Agricultural Officer.
e. The minimum area shall not be less than 30.00 cents, with adequate

irrigation facilities. The maximum amount of assistance will be Rs.1 lakh for an area of 1.00 acre. Financial assistance for mechanized land preparation, fencing, prevention of wild animal attack, installation of precision farming technology, creation and capacity improvement of water sources, use of modern technology in plant protection, use of improved varieties, use of modern nutritional materials, procurement of equipment and small machineries, use of traps of all kind and use of eco- friendly technologies and construction of pandals can be supported under this component. However, manual labour, construction of buildings, marketing costs, etc. shall be done by the beneficiary themselves. The cost of mechanized land preparation should not exceed 10% of the total project cost. Training component should not be included as a part of the project. The project period will be for three years but the financial support is limited to the first year of implementation. The institution has to do the cultivation for three years without fail and an undertaking in this regard should be obtained in the format as appended in the circular as **Annexure II.**

f. An amount of Rs.50.00 lakh is set apart for this component and the expenditure in this regard is to be debited from the Head of Account 2401-00-119-85-00-34-03 (P).

The district wise allocation for Project based intensive cultivation in institutions are as follows:

Project based intensive cultivation in institutions		
Sl. No.	**Name of District**	**Financial target (Rs. in lakh)**
1	Thiruvananthapuram	4.0
2	Kollam	3.0
3	Pathanamthitta	3.0
4	Alappuzha	5.0
5	Kottayam	4.0
6	Idukki	3.0
7	Ernakulam	2.5
8	Thrissur	5.0
9	Palakkad	3.5
10	Malappuram	4.0
11	Kozhikode	4.0
12	Wayanad	4.0
13	Kannur	3.0
14	Kasaragod	2.0
Total		**50.0**

5. Technical support and contractual appointments (Rs.210 lakh)

a. In order to ensure the successful implementation of the project activities, technical support is envisaged at District and State level. For the smooth implementation of the scheme, monitoring and timely reporting of data, the services of contract staff is essential exclusively for the scheme. Under Vegetable Development Programme, there are 2 Technical Assistants, 31 Data Entry Operators and 51 Field Assistants.

b. Two Technical Assistants can be engaged in the Directorate and shall be attached to the Vegetable Cell. They should have B.Sc. (Ag.) as basic qualification and shall be paid a consolidate pay of Rs.39,500/- per month. They shall be engaged for the compilation of data, analysis, interpretations, preparation of different reports, documentation at the State level, preparation of the progress report, etc. The Additional Director (Farms, Biogas and Vegetables) shall take necessary steps for appointing them and prepare a detailed list of works to be accomplished by them to the undersigned for approval in due course. The wages shall be paid only on the basis of their work diary and evaluation of performance of the works assigned to them.

c. Posts of 31 Data Entry Operators have been sanctioned on contract basis under the scheme at a wage rate of Rs.21,175/- per month. They should have Plus Two qualification with Computer Knowledge & Typewiting in English and Malayalam. Three such staff can be placed at the Directorate and two each can be appointed at the District HQ. They shall be entrusted with the data entry, report preparation and other clerical works. Their wages shall also be paid on the basis of the performance on the works assigned to them.

d. Posts of 51 Field Assistants have been sanctioned on contract basis under the scheme with VHSE (Agri.) as basic qualification. They shall be paid at a monthly remuneration of Rs.19,280/-. The Principal Agricultural Officer shall deploy them in their block jurisdictions with proper job chart and duty schedules. They shall be entrusted with the duties of claim preparations at Krishi Bahvan level, report preparation at Block level and documentation of the programme. Necessary duty certificate shall be obtained from their office of duty for effecting the payment of their wages. Under no circumstances they shall be continuously placed at the same block. Principal Agricultural Officers shall issue proper orders for their appointment since one Field Assistant is deployed for at least 3 Blocks.

e. An amount of Rs.210 lakh has been sanctioned and the expenditure is to be debited from the Head of Account 2401-00-119-85-00-34-03 (P).

The rate of remuneration for various categories are as follows:

Sl. No.	Name of Post	No. of Posts	Rate of Honorarium (Rs./ month)	Total amount for one year (Rs. in lakh)
1	Technical Assistants	2	39500	9.48

2	Data Entry Operators	31	21175	78.771
3	Field Assistants	51	19280	117.9936
4	Lumpsum (Remuneration for March 2024 and other contingencies			3.7554
Total		**84**		**210**

State wide allocation for the component Technical Support and Contractual Appointments is given below:

Sl. No.	Name of Districts	Field Assistants (@ Rs. 19,280/- per month)		DEO (@ Rs. 21,175/- per month)		TA (@ Rs. 39,500/- per month)		Total (Rs.in lakh)
		Phy. target (No.)	Fin. target (Rs. in lakh)	Phy. target (No.)	Fin. target (Rs. in lakh)	Phy. target (No.)	Fin. target (Rs. in lakh)	
1	Thiruvananthapuram	3	6.9408	2	5.082	0	0	12.0228
2	Kollam	4	9.2544	2	5.082	0	0	14.3364
3	Pathanamthitta	3	6.9408	2	5.082	0	0	12.0228
4	Alappuzha	4	9.2544	2	5.082	0	0	14.3364
5	Kottayam	3	6.9408	2	5.082	0	0	12.0228
6	Idukki	4	9.2544	2	5.082	0	0	14.3364
7	Ernakulam	4	9.2544	2	5.082	0	0	14.3364
8	Thrissur	6	13.8816	2	5.082	0	0	18.9636
9	Palakkad	5	11.568	2	5.082	0	0	16.65
10	Malappuram	4	9.2544	2	5.082	0	0	14.3364
11	Kozhikode	3	6.9408	2	5.082	0	0	12.0228
12	Wayanad	3	6.9408	2	5.082	0	0	12.0228
13	Kannur	3	6.9408	2	5.082	0	0	12.0228
14	Kasaragod	2	4.6272	2	5.082	0	0	9.7092
15	HQ	0	0	3	7.623	2	9.48	17.103
16	HQ Lumpsum (Remuneration for March 2024 and other contingencies)							3.7554
Total		**51**	**117.9936**	**31**	**78.771**	**2**	**9.48**	**210.00**

6. Pesticide residue analysis in vegetables:- Rs.20.00 lakh

a. This component of the scheme is for analysing pesticide residues in vegetables through Kerala Agricultural University, Vellayani produced by farmers, free of cost and furnishing suitable results in the prescribed format to them. The results will also be published in the Web Portal designated for the purpose.
b. Kerala Agricultural University has to submit suitable project proposals for this and the funds will be disbursed on approval of the project and after executing MOU with the department.
c. KAU should take at least two samples for analysis from every cluster, Government aided eco-shops, public markets, malls, border check posts, organic shops, street vendors, etc. The analysis will be carried

out by the University and the analytical report is to be furnished to the Department every 3 months.

d. An amount of Rs.20.00 lakh has been set apart and the expenditure will be debited from the Head of Account 2401-00-119-85-00-34-03 (P).

7. Hybrid vegetable seed production in departmental farms in collaboration with KAU:- Rs. 50.00 lakh

a. In order to increase the accessibility of hybrid seeds to the farmers, an attempt is being made under the Vegetable Development scheme to undertake hybrid seed production in Departmental farms. Kerala Agriculture University is producing hybrid varieties of various vegetables. Technology for their production shall be acquired from the Kerala Agricultural University and seed production will be started in selected farms of the State. Farms suitable for the production of hybrid seeds will be identified by the concerned Principal Agricultural Officer.

b. Kerala Agricultural University will submit suitable projects for Hybrid Seed Production in Departmental farms and the funds for the same will be released to Kerala Agricultural University on approval of project proposal and only after executing MOU between Director of Research, KAU and Director of Agriculture Development & Farmer's Welfare.

c. Based on the feasibility, Heads of Departmental farms will submit sutable project proposals for implementing this component and funds will be released on approval of the project proposal.

d. Necessary infrastructure requirement, operational expenses in connection with transfer of technology, raising the parentage etc., can be met from this component. But proposals for contractual appointments are not allowed.

e. The Additional Director of Agriculture (Farms, Biogas and Vegetables) would take necessary steps to co- ordinate the activities with Director of Research, KAU.

f. An amount of Rs.50.00 lakh is set apart for the component and the expenditure is to be debited from the Head of Account 2401-00-119-85-00-34-03 (P).

8. Commercial vegetable cultivation through clusters:- Rs.1763.65632 lakh

8. 1. Assistance to clusters (contiguous area) (Rs.1060.00 lakh)

Farmers undertaking vegetable cultivation on a commercial scale on a cluster based approach concentrating in 15 Agro Ecological Units (AEUs) in the state 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 suitable for their locality. The 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, Krishikoottams, 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. A total amount of Rs.1060.00 lakh has been earmarked for assistance to farmers cultivating vegetables in clusters.

The physical and financial targets assigned for each district for this component is given below:

Sl. No.	Name of District	Assistance to clusters @ Rs.1 -1.25 lakh for 5.00 ha.	
		Physical target (Nos.)	Financial target (Rs.in lakh)
1	Thiruvananthapuram	80	100.00
2	Kollam	62	77.50
3	Pathanamthitta	45	56.25
4	Alappuzha	75	93.75
5	Kottayam	54	67.50
6	Idukki	55	68.75
7	Ernakulam	60	75.00
8	Thrissur	90	112.5
9	Palakkad	60	75.00
10	Malappuram	57	71.25
11	Kozhikode	45	56.25
12	Wayanad	50	62.50
13	Kannur	75	93.75
14	Kasaragod	40	50.00
Total		**848**	**1060.00**

8. 2. Assistance to Staggered clusters (Rs.624.21632 lakh)

Vegetable cultivation in staggered clusters will be undertaken by farmers who cultivate vegetables in scattered locations in small areas in the same Panchayath but 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.624.21632 lakh is earmarked for assistance to farmers cultivating vegetables in staggered clusters.

The physical and financial targets assigned for each district for this component is given below:

Assistance to staggered clusters @ Rs.20000/- per ha. for non pandal and Rs.25000/- per ha. for pandal varieties			
Sl. No.	**Name of District**	**Physical target (ha)**	**Financial target (Rs.in lakh)**
1	Thiruvananthapuram	200.00	50.0

2	Kollam	180.00	45.0
3	Pathanamthitta	150.00	37.5
4	Alappuzha	200.00	50.0
5	Kottayam	130.00	32.5
6	Idukki	200.00	50.0
7	Ernakulam	150.00	37.5
8	Thrissur	150.00	37.5
9	Palakkad	200.00	50.0
10	Malappuram	236.86528	59.21632
11	Kozhikode	200.00	50.0
12	Wayanad	150.00	37.5
13	Kannur	200.00	50.0
14	Kasaragod	150.00	37.5
Total		**2496.86528**	**624.21632**

8.3. Cultivation of cool season vegetables (Rs. 45.00 lakh)

Cool season vegetables like cabbage, cauliflower, carrot etc. can be cultivated in Idukki, Wayanad and Shallot in Palakkad districts covering a total area of 150 ha in staggered clusters with an assistance @ Rs.30,000/- per ha. An amount of Rs.45 .00 lakh is set apart for implementing the component.

The physical and financial targets assigned for each district for this component is given below:

Cultivation of cool season vegetables @Rs.30000/- per ha			
Sl. No.	**Name of District**	**Physical target (ha)**	**Financial target (Rs. in lakh)**
1	Idukki	70	21
2	Palakkad	30	9
3	Wayanad	50	15
Total		**150**	**45**

8.4. Operational Expenses (Rs.19.44 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.19.44 lakh has been

allocated for the purpose as detailed below:

Sub heads	Amount (Rs. in Lakh)
04- TE-1-Tour TA	6.44
34- 03 (P)	4.0
45- POL	9.0
TOTAL	**19.44**

The physical and financial targets assigned for each district for this component is given below:

District-wise physical and financial targets for Operational Expenses					
Sl. No.	**Name of District**	**(Rs. 19.44 lakh)**			
		Travelling Allowances	**POL**	**Other Operational Expenses**	**Total**
		Financial (Lakh)			
1	Thiruvananthapuram	0.4	0.5	0.2	1.1
2	Kollam	0.4	0.5	0.2	1.1
3	Pathanamthitta	0.4	0.5	0.2	1.1
4	Alappuzha	0.4	0.5	0.2	1.1
5	Kottayam	0.4	0.5	0.2	1.1
6	Idukki	0.4	0.5	0.2	1.1
7	Ernakulam	0.4	0.5	0.2	1.1
8	Thrissur	0.4	0.5	0.2	1.1
9	Palakkad	0.4	0.5	0.2	1.1
10	Malappuram	0.4	0.5	0.2	1.1
11	Kozhikode	0.4	0.5	0.2	1.1
12	Wayanad	0.4	0.5	0.2	1.1
13	Kannur	0.4	0.5	0.2	1.1
14	Kasaragod	0.4	0.5	0.2	1.1
15	HQ	0.84	2.0	1.2	4.04
TOTAL		**6.44**	**9.0**	**4.0**	**19.44**

8. 5. Training and Awareness (Rs.15.00 lakh)

Krishi bhavan level of programmes for sensitization and popularization of the components of Vegetable Development Programme and also popularizing the objectives of Poshaka Samridhi Mission will be conducted for farmers. One training/Awareness Programme should be conducted in each Panchayath. The fund can be utilized for meeting the refreshment charges, honorarium, audio-visual aids, stationary materials, documentation etc. More such meetings of Krishikoottams may be conducted at the "Beacon Panchayaths " selected as part of the Poshaka Samridhi Mission. District Level & State Level Review Meeting/Workshops/Seminars are also envisaged as part of this component and funds will be alloted as per the requests from the districts.

The physical and financial targets assigned for each district for this component is given below:

Training and Awareness @ Rs.1000/- per training			
Sl. No.	**Name of District**	**Physical target (Nos.)**	**Financial target (Rs. in lakh)**
1	Thiruvananthapuram	89	0.89
2	Kollam	78	0.78
3	Pathanamthitta	57	0.57
4	Alappuzha	78	0.78
5	Kottayam	79	0.79
6	Idukki	54	0.54
7	Ernakulam	97	0.97
8	Thrissur	105	1.05
9	Palakkad	95	0.95
10	Malappuram	108	1.08
11	Kozhikode	81	0.81
12	Wayanad	26	0.26
13	Kannur	89	0.89
14	Kasaragod	41	0.41
15	HQ		4.23
Total		**1077**	**15**

9. Construction of Rain shelters for vegetable cultivation (40 m2 to 100 m2 units) :- Rs.150.00 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 production and productivity of crops cultivated.

IV. Popularize physical and biological methods of pest control within a small manageable area.

Financial assistance:

Financial assistance is 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 is 30000 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 the 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 100 m^2 rain shelter is shown below:

Item-wise cost of construction of Rain shelter with an area of 100m^2				
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)	50 sq.m.	50/sq.m.	2500
4	Wages for labour	40 no.	600	24,000
5	Miscellaneous (Floor preparation, coir, copper wire, etc.)			3500
Total				**67000**

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 planned to set up rain shelters with a minimum area of 40 sq.m. and maximum of100 sq.m. area with a total of 30,000 square meter during this financial year in the farmer's field with 75% financial assistance.

Details of assistance are given below:

Sl. No.	Type of Rain shelter (100 sq. m.)	Total Estimated Cost (Rs.)	Total Area (in Sq. m.)	Financial Assistance (Rs.)	Total outlay received for 30000 sq.m. (Rs. in Lakh)
1.	Framework with GT pipes fixed using concrete	67,000	30000	75% of total cost limited to Rs.50,000/- for 100 sq. m.	150.00
TOTAL					**150.00**

District wise physical and financial targets for construction of rain shelters for vegetable cultivation (40 m^2 to 100 m^2)

Sl. No.	Name of District	Rs. 150 lakh (Rs. 50000 for 100 sq.m) (Rs.500 per sq.m)	
		Physical target (Sq. m.)	Financial target (Rs. in lakh)
1	Thiruvananthapuram	3000	15.0
2	Kollam	2500	12.5
3	Pathanamthitta	1200	6.0
4	Alappuzha	2000	10.0
5	Kottayam	2500	12.5
6	Idukki	3500	17.5
7	Ernakulam	1500	7.5

8	Thrissur	2500	12.5
9	Palakkad	1000	5.0
10	Malappuram	2700	13.5
11	Kozhikode	2500	12.5
12	Wayanad	1500	7.5
13	Kannur	2600	13.0
14	Kasaragod	1000	5.0
Total		**30000**	**150.00**

10. Committed Expenditure of the financial year 2023-24 (Rs.2148.34368 lakh)

An amount of Rs.2148.34368 lakh is earmarked for meeting the committed claims of the financial year 2023-24.

General operational guidelines for Vegetable Development Programme 2024-25

1. 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 in the Agricultural Development Committee (ADC) as well.
2. 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 (NWDPRA) will be the Nodal Officer.
3. 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 3rd of every month.
4. The Assistant Directors of Agriculture will oversee the entire components implemented under this Scheme in their jurisdiction.
5. The Agricultural 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.
6. Regular follow-up activities should be carried out by the Agricultural

Assistants and data collection including the area covered, expected production, final production etc., is also to be done as per the instruction of Agricultural Officers and Agricultural Field Officers.

7. As far as possible, while selecting beneficiaries for the components, 10% should be earmarked to SC/ST communities.

e. The expenditure will be met from the Head of Account 2401-00-119-85-00-34-03 (P).

8. The fund release should be based on actual requirement and the fund released should not be parked in banks.

9. Store Purchase Rules should be strictly adhered to.

10. Tender/ e- tender and other stipulated formalities should be followed wherever necessary.

11. Post creation and purchase of vehicles are not admissible under the scheme.

12. AIMS portal registration and Geo tagging is mandatory, and it should be ensured in every scheme component wherever beneficiaries exist.

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 (NWDPRA) 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 as and when necessary.

Structure of District and Block Level Committee	
District Level	**Block Level**
Principal Agricultural Officer- Chairman	Assistant Director of Agriculture- Chairman
Project Director, ATMA- Member	Agricultural Officers- Member
Deputy Director of Agriculture (NWDPRA)- Member	Joint Block Development Officers, MGNREGS- Member
Deputy Director, SHM- Member	Block Level Bankers Committee, Convenor- Member
Deputy Manager, Kudumba Sree- Member	Area Manager, VFPCK- Member
Representative from KAU/KVK-	Block Technology Managers & Area Technology Managers of ATMA-

Member	Members
Deputy Manager, VFPCK- Member	CDS of Kudumbasree (Selected)- Member
Assistant Director of Agriculture (Marketing)- Member	President/secretary of selected Krishikoottams- Member
MGNREGS District Manager Kudumbasree- Member	

Sd-

SEERAM SAMBASIVA RAO IAS
DIRECTOR

Copy to:
1) CA to all Additional Directors of Agriculture
2) CA to all Principal Agricultural Officers/ All project Directors (ATMA)
3) CA to all Joint Directors of Agriculture at HQ
4) Principal Information Officer, FIB (for giving wide publicity through all media)
5) All Deputy Directors of Agriculture (NWDPRA)
6) IT Cell – for uploading in the official website
7) Chief Executive Officer, VFPCK
8) Director of Research, Kerala Agricultural University, Vellanikkara
9) Managing Director RAIDCO/KAICO
10) State Agriculture Engineer
11) Planning Section
12) Stock File

24/6/24

JYOTHI. K. I
PEN: 600834
Joint Director of Agriculture (VC)
Directorate of Agriculture Development & Farmers' Welfare Department
Vikas Bhavan, Thiruvananthapuram-695 033

ANNEXURE - I

Details of Register to be kept in Krishi Bhavan

Sl. No.	Name & Address of Farmer	Area & Survey No.	Area Cultivated (Crop wise, Variety wise)	Date of Planting	Inputs Given	Problems and Solutions Taken	Other Specific Observations	Actual Yield Obtained	Dates of Harvest	Initials with designation of Officials
1.										
2.										
3.										
4.										
5.										

ANNEXURE – II

AGREEMENT

I/we hereby agree to carryout vegetable cultivation in _____ha (area) of our land for a minimum period of 3 years continuously without seeking monetary assistance for the same scheme component and that we agree to follow the technical advice of the Agriculture Development and Farmers Welfare Department for making the project area, a model replicable one for the benefit of our fellow farmers.

In witness whereof _____ and _____ hereunto set their hands on the _____ day of _____ 2024.

Signed by _____

In presence of witness:

1. _____
2. _____

Signed by _____

In presence of witness:

1. _____
2. _____