

Directorate of Agriculture Development and Farmers' Welfare

Vikas Bhavan, Thiruvananthapuram – 695033

e-mail:cru.agridir@kerala.gov.in, Phone: 0471-2304481

No:ADFW/4981/2024-VC

Date:04-07-2024

CIRCULAR

Sub:- Agriculture Development and Farmers Welfare Department- Annual Plan 2024-25- Vegetable Development scheme - Components "Promotion of Nutrition Garden" and "Commercial cultivation of traditional vegetable varieties" - Administrative Sanction accorded – Working Instructions issued- reg-

Ref:- G.O. (Rt.) No:534/2024/Agri Thiruvananthapuram Dated 14/06/2024

In the Annual Plan 2024-25, a budget provision of Rs. 6045.00 Lakh was earmarked for the Scheme on Vegetable Development under the Head of Account 2401-00-119-85-00-34-03 (P). Vide references cited above, Administrative sanction has been accorded for the components “Promotion of Nutrition Garden” and "Commercial cultivation of traditional vegetable varieties" under the Scheme on Vegetable Development, for an amount of Rs.520.00 lakh (Rupees Five Hundred and Twenty Lakh Only) under the Head of Account 2401-00-119-85-00-34-03 (P) Plan.

The concept of “Nutrition gardens” was put forth with the objective of contributing to the ideals of the “Poshaka Samrudhi Mission”, which aims to enhance nutrition and food safety in the State. Cultivation of our own vegetables, is a practice that can ensure the supply of fresh produce, high in nutritive value and free from toxic chemicals. In addition, this can help to reduce the cost of purchase of food items from external sources.

Traditional varieties of vegetables are an important ingredient in the local food plates. Traditional varieties are a rich and easily available source of important vitamins and minerals. They provide a diverse range of flavours, textures and colours, which can enhance the nutritional quality of people’s diets. By promoting traditional vegetable cultivation, we are encouraging the consumption of locally adapted and nutritionally dense crops, resulting in better health outcomes.

The component-wise abstract of the financial outlay is given below:

SL. No.	Components	Amount (Rs. in Lakh)
1.	Promotion of Nutrition gardens	500.00
2.	Commercial cultivation of Traditional vegetable varieties	20.00
TOTAL		520.00

1. Promotion of Nutrition gardens (Rs. 500 lakhs)

One of the major objectives of the Poshaka Samrudhi Mission' is that each homestead should have a permanent Nutrition garden, which accommodates seasonals, annuals and perennial vegetables including tubers and spices. An area of 100 Sq. m can be set apart for this purpose by the interested households. This area should have abundant sunlight and required irrigation facilities. Crops of choice for the family can be selected and planted in the subplots in the Nutrition garden. The crops can be rotated seasonally.

Kerala Agricultural University had released some models of the Nutrition garden which can be shared with the farmers. **Models of Nutrition garden are shared as Annexure –I.** The unit cost can vary with each homestead based on the scale and nature of the Nutrition garden. Assistance of Rs.500/- per Nutrition garden which includes support for traditional as well as HYV seedlings, seedlings of perennial vegetables, support for good quality liming materials, organic manures, fermented bio manures and bio control agents. One Lakh homesteads in different Agro Ecological units are targetted for this intervention.

Farmers belonging to production based 'Krishikkootams' will be given preference for this. This will be piloted in '107 Beacon Panchayats' and will be scaled up in subsequent years based on the feedback.

Sl.no	Item	Quantity	Total Cost (Rs.)	Subsidy (Rs.)
1	HYV Seedlings including traditional varieties	Rs. 100/-	100	100
2	Perennial vegetable seedlings (Muringa, Agathi, Brad fruit, etc.)	Rs.100/-	100	100
3	Dolomite/lime	5 kg	68	50
4	Sampoorna vegetable mix	200 gm	55	27.5
5	Pseudomonas	100 ml	65	32.5
6	Trichoderma	100 ml	50	25
7	Fish amino acid	100 ml	80	40
8	Enriched vermicompost	6 kg	180	90
9	Bio pesticide	100 ml	70	35
	Total		800	500

- The beneficiary shall be provided input packets worth Rs.800/- which includes HYV seedlings including traditional varieties, perennial vegetable seedlings (Muringa, Agathi, Bread fruit, etc.), Dolomite/lime, Pseudomonas, Trichoderma, Sampoorana vegetable mix, Fish amino acid, Enriched vermicompost and bio pesticide which can be purchased from Kerala Agricultural University, State Bio-control Laboratory, KVK, Departmental Farms, Eco-shops, Karshika Karma Sena, Agro service centres, VFPCCK and other Government approved agencies.
- Assistance for inputs @ Rs.500/- per unit will be given to a total of 1 lakh beneficiaries to promote the establishment of nutrition garden at homestead.

The Physical and Financial targets assigned to each district for this component are given below:-

Promotion of Nutrition Garden (Subsidy @ Rs. 500/- per unit)			
Sl. No.	Name of District	Physical target (nos. in lakh)	Financial target (Rs.in lakh)
1	Thiruvananthapuram	0.075	37.5
2	Kollam	0.070	35.0
3	Pathanamthitta	0.070	35.0
4	Alappuzha	0.075	37.5
5	Kottayam	0.070	35.0
6	Idukki	0.070	35.0
7	Ernakulam	0.070	35.0
8	Thrissur	0.075	37.5
9	Palakkad	0.075	37.5
10	Malappuram	0.070	35.0
11	Kozhikode	0.070	35.0
12	Wayanad	0.070	35.0

13	Kannur	0.070	35.0
14	Kasaragod	0.070	35.0
Total		1.00	500.0

2. Commercial Cultivation of Traditional Vegetable Varieties (Rs. 20.00 lakh

Many traditional varieties of vegetables are available in our State which are nutritious, have medicinal value and good for health. They can be multiplied and popularized in our State to promote their use in our daily life in view of their nutritive value and health benefits and also to prevent chances of their extinction.

They can be seasonals, annuals, semi perennials or even perennials. Some of the traditional vegetables had been conferred with the Geographical Indication tag also. Such varieties are proposed to be cultivated, and their seeds collected and popularized through the `Poshaka Samrudhi Mission. Major such species are perennials like Muringa, Agathi (*Sesbania grandiflora*), Coccinia, Malabar Spinach (*Basella* Sp.), Winged Beans, Sword beans, Broad Beans (Dolichos), Nithya Vazhuthana etc. Local vegetable varieties like Edayoor Chilli, Vengeri Vazhuthana, Aattukomban Avara, Thykkal Cheera, Vlanthankara Cheera, Onakkoor Paval, Ney Kumbalam can be conserved and promoted through this component. An arrangement to procure good quality farm saved seeds from selected farmers also will be made and the seeds can be distributed to other farmers.

The project aims at the conservation, multiplication and distribution of the seeds of location specific/ethnic traditional vegetable varieties including local leafy vegetables, so as to popularize their use among the common man for healthy living and reducing susceptibility to diseases. Multiplication of varieties in traditional areas, their use and exchange will be promoted.

The programme is implemented on a Project mode through well performing clusters by providing additional assistance of Rs. 25000/- per

ha. The pure seeds available with traditional farmers will be utilized for this purpose. This activity will be taken up by the clusters concerned in addition to their normal activities. This programme will be implemented in an area of 80 ha. An amount of Rs. 20.00 lakh is set apart for this purpose.

The Physical and Financial targets assigned to each district for this component are given below:-

Commercial Cultivation of Traditional Vegetable Varieties			
Sl. No.	Name of District	Physical target (in ha.)	Financial target (Rs.in lakh)
1	Thiruvananthapuram	7	1.75
2	Kollam	5	1.25
3	Pathanamthitta	5	1.25
4	Alappuzha	6	1.5
5	Kottayam	4	1.0
6	Idukki	5	1.25
7	Ernakulam	6	1.5
8	Thrissur	6	1.5
9	Palakkad	7	1.75
10	Malappuram	6	1.5
11	Kozhikode	6	1.5
12	Wayanad	6	1.5
13	Kannur	6	1.5
14	Kasaragod	5	1.25
Total		80	20.0

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 state wide 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, VC & Biogas) 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 (NWDPR) 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.
8. The expenditure will be met from the Head of Account 2401-00-119-85-00-34-03 (P).
9. The fund release should be based on actual requirement and the fund released should not be parked in banks.
10. Store Purchase Rules should be strictly adhered to.

11. Tender/e- tender and other stipulated formalities should be followed wherever necessary.
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, VC & Biogas) 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 at block level will ensure convergence of activities with other Departments and agencies as and when necessary.

<u>Structure of District and Block Level Committee</u>	
<u>District Level</u>	<u>Block Level</u>
Principal Agricultural Officer-Chairman	Assistant Director of Agriculture-Chairman
Project Director, ATMA-Member	Agricultural Officers- Member
Deputy Director of Agriculture (NWDPR)- Member	Joint Block Development Officers, MGNREGS- Member
Deputy Director, SHM- Member	Block Level Bankers Committee, Convenor- Member
Deputy Manager, Kudumba Sree- Member	Area Manager, VFPC- Member
Representative from KAU/KVK-Member	Block Technology Managers & Area Technology Managers of ATMA-Members
Deputy Manager, VFPC-Member	CDS of Kudumbasree (Selected)-Member

Assistant Agriculture Member	Director (Marketing)-	of President/secretary of selected Krishikootams- Member
MGNREGS District Manager Kudumbasree- Member		

sd/-
SEERAM SAMBASIVA RAO IAS
DIRECTOR

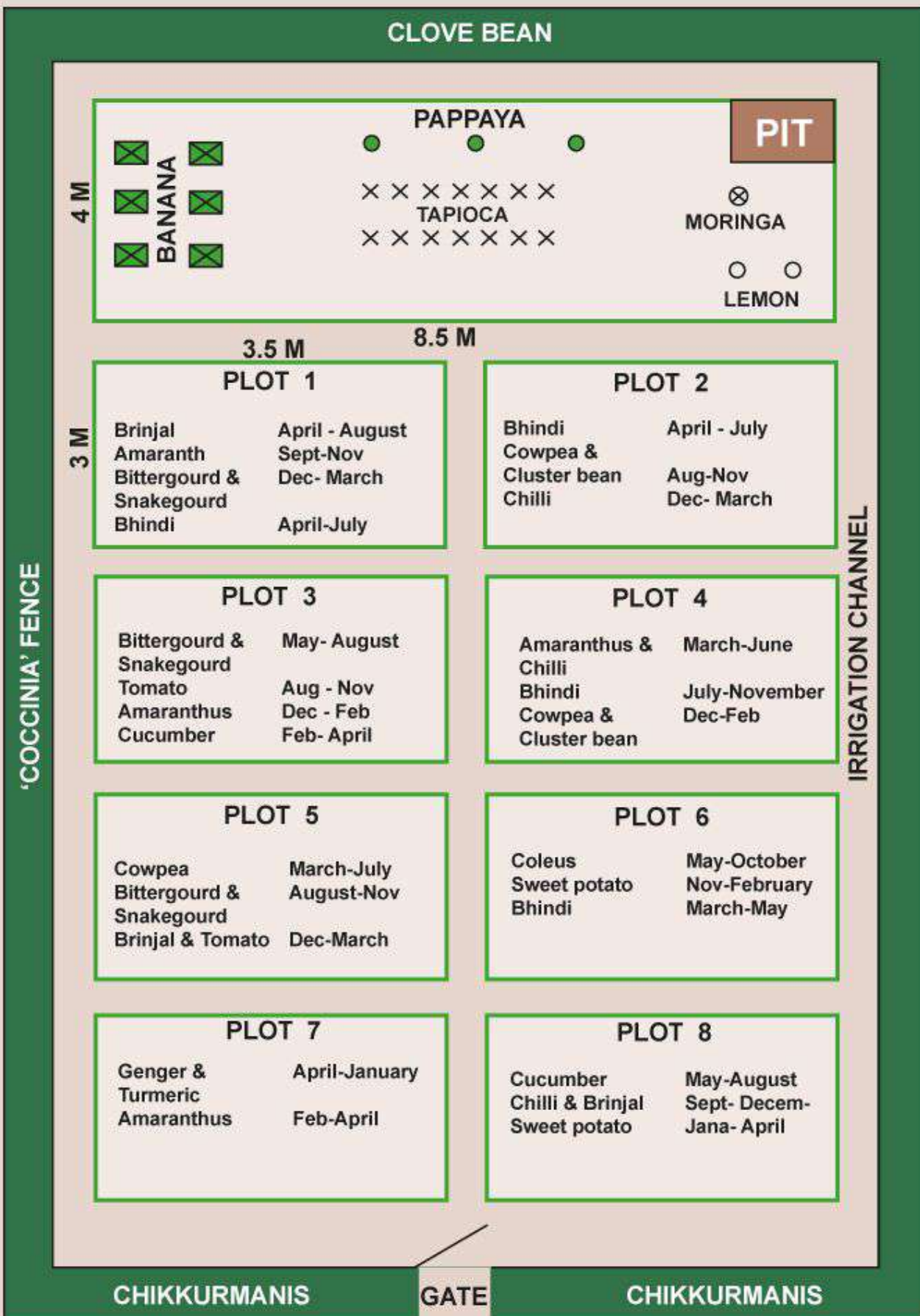
- Copy to:
- 1) CA to all Additional Directors of Agriculture
 - 2) CA to all Principal Agricultural Officers/ All project Directors (ATMA)
 - 3) CA to all Joint Directors of Agriculture at HQ
 - 4) Principal Information Officer, FIB (for giving wide publicity through all media)
 - 5) All Deputy Directors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

SARITHA V.S.

PEN:674959

Principal Agricultural Officer (VC)
Directorate of Agriculture Development
& Farmers' Welfare Department
Vikas Bhavan, Thiruvananthapuram-695 033

5/7/2024.

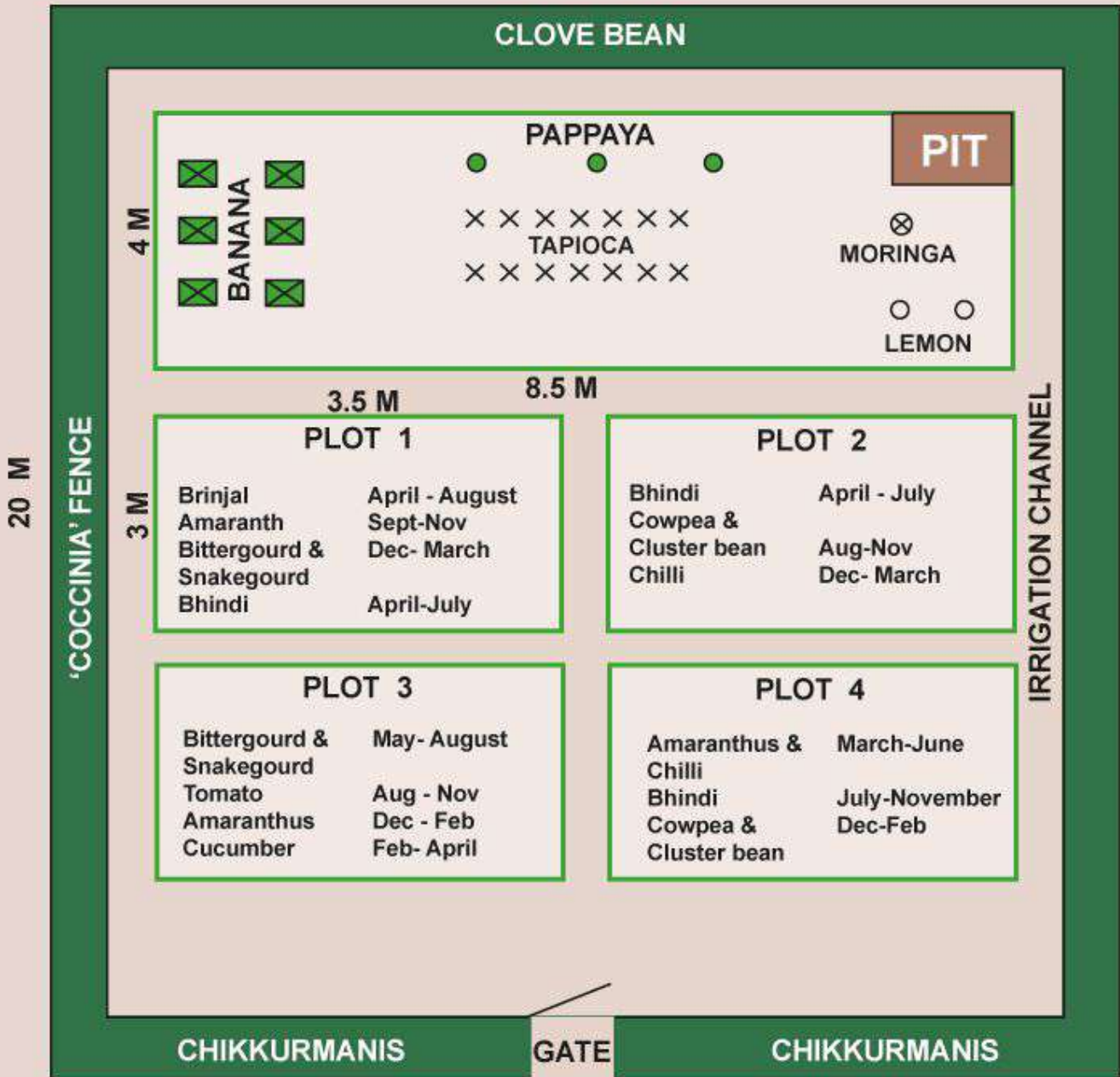


LAYOUT PLAN OF MODEL NUTRITION GARDEN
(Area: 20 m x 10 m = 5 cents)

5 M



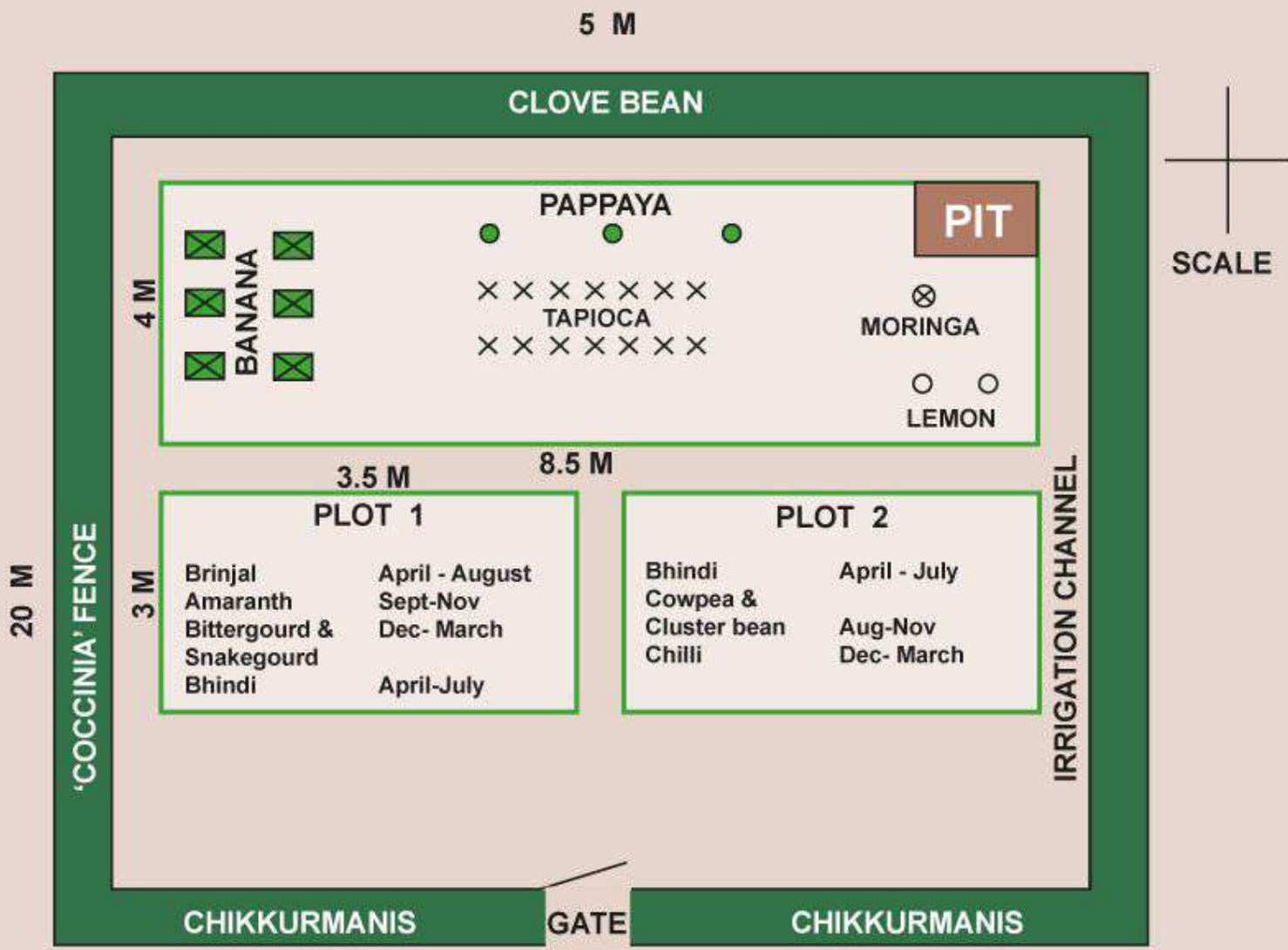
SCALE



LAYOUT PLAN OF MODEL NUTRITION GARDEN

(Area: 20 m x 10 m = 5 cents)

ആശയം - KAU



LAYOUT PLAN OF MODEL NUTRITION GARDEN
(Area: 20 m x 10 m = 5 cents)

ആശയം - KAU