

**GOVERNMENT OF KERALA****Abstract**

Agriculture (WTO Cell) Department–Annual Plan 2024-25- Scheme “Market Development”-GO(Rt)No.558/2024/AGRI dated 21.06.2024-Modified-Orders issued.

AGRICULTURE (WTO CELL) DEPARTMENT

G.O.(Rt)No.1233/2024/AGRI Dated,Thiruvananthapuram, 30-12-2024

Read 1) Order No.ADFW/5428/2024 dated 27.05.2024 issued from the Directorate of Agriculture Development and Farmers Welfare Department.

2) GO(Rt)No.558/2024/AGRI dated 21.06.2024

3) GO(Rt)No.656/2024/AGRI dated 17.07.2024

4) GO(P)No.57/2024/Fin dated 17.07.2024

5) GO(P)No.76/2024/Fin dated 31.08.2024

6) Minutes of the Chief Secretary's Committee Meeting held on 17.12.2024

ORDER

In the Annual Plan 2024-25, an amount of Rs.1190.00 Lakh (One Thousand One Hundred and Ninety Lakh Rupees Only) has been earmarked for the scheme “Market Development” under the head of account 2435-01-800-99 Plan.

2) As per the Order read as 1st paper above, continuous administrative sanction has been accorded for the implementation of the scheme 'Market Development' during 2024-25, for an amount of Rs.456.70 Lakhs (Four Crore Fifty Six Lakh Seventy Thousand Rupees only), debiting expenditure to head of account 2435-01-800-99 (Plan) from the current years' budget provision.

3) As per the Government Order read as 2nd paper above, administrative sanction has been accorded for the implementation of the scheme " Market Development" for an amount of Rs.633.30 Lakh (Six Crore thirty three lakh thirty thousand Rupees only) through the Department of Agriculture, under the head of account 2435-01-800-99 Plan under Annual Plan 2024-25

subject to the condition that at least two years experience in the marketing field shall be required as criteria for engaging Technical Officers.

4) As per the Government Order read as 3rd paper above, administrative sanction has been accorded for the Scheme "Market Development" for an amount of Rs.100 lakh (One Crore Rupees only) under the head of account "2435-01-800-99(Plan)" subject to the condition that the purchase of Reefer Van shall be done by the Indenting Officer of HortiCorp by complying with the procedural formalities.

5) As per the directions contained in Government Orders read as 4th and 5th paper above, the proposals that were prioritized for the financial year 2024-25 were placed before the Chief Secretary's Committee constituted as per the Government Order read as 4th paper above. The Chief Secretary's Committee meeting held on 17/12/2024 has approved the scheme "Market Development" by limiting the Administrative Sanction amount in total to the tune of Rs.595.00 Lakhs (Five Crore Ninety Five Lakhs Rupees only).

6) Government have examined the matter in detail and are pleased to modify the Government Order read as 2nd paper above, by limiting the Administrative Sanction amount to Rs.316.65 Lakhs (Rupees Three Crore Sixteen Lakh Sixty Five Thousand Rupees Only) subject to the following.

- The Director of Agriculture shall prioritize the sub components in a phased manner or by deleting/revising the sub components, as necessary, to align with the revised allocation.
- High-impact and essential programs, focusing on activities critical to food security and agricultural productivity to be prioritised.
- Non-essential or low-impact initiatives should be deferred, and operational costs minimized to maximize direct benefits to farmers.
- Equity must be ensured, protecting marginalized and smallholder farmers.
- If the already expended amount either exceeds the revised allocation or falls short of meeting the committed expenditure within the head of account, the Director of Agriculture shall forward the proposal for re appropriation within the total revised allocation immediately.
- The Director of Agriculture shall monitor and report the compliance.

7) The Government Order read as 2nd paper above, stands modified to the

above extent only.

8) Revised administrative sanction to the Order read as 1st paper above and the Government Order read as 3rd paper above will be issued separately.

(By order of the Governor)
SAJU SURENDRAN I E S
SPECIAL OFFICER

To:

The Director, Agriculture Development and Farmers Welfare Department,
Thiruvananthapuram.

The Member Secretary, State Planning Board, Pattom, Thiruvananthapuram
The Secretary, State Agricultural Prices Board, Harisree, Rosscotte Lane,
Vazhuthacaud, Thiruvananthapuram-695010

The Chief Executive Officer, VFPCCK, Ernakulam

The Principal Accountant General (Audit/A&E), Kerala,
Thiruvananthapuram

Agriculture (PB) Department

Agriculture (NCA) Department

Planning and Economic Affairs (A) Department

Finance (Agri-B) Department

Information and Public Relations (Web and New Media) Department

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Part(1))

Forwarded /By order

Section Officer

Copy to:-Private Secretary to the Hon'ble Minister (Agriculture)

PA to the APC & Principal Secretary, Agriculture Department

CA to the Special Officer, Agriculture (WTO Cell) Department