

**Minutes of the Review meeting of Principal Agricultural Officers and Project
Directors of ATMA on 27.09.2016 & 28.09.2016 at SAMETI, Anayara,
Thiruvananthapuram**

1st DAY

The meeting commenced at 10.00 am on 27.09.2016 with Director of Agriculture in chair. The list of participants is attached separately.

The Additional Director of Agriculture (Plg.) welcomed all the Officers for the meeting and gave a brief introduction about the agenda of the meeting.

In the introductory speech, the Director of Agriculture congratulated the department officials for the successful conduct of 'Ona samrudhi 2016' which was highly effective in containing the hike in price of vegetables in open market during Onam 2016 and making available vegetables to consumers at subsidised rates. He instructed the IT Cell of the Directorate to communicate an excel format to all Principal Agricultural Officers to enable them to provide variety wise consolidation of sales proceeds of vegetable sales undertaken by the department during Onam. **(Action – IT Cell)**

Addressing the meeting, the Director of Agriculture emphasised that Agriculture is the most noble profession in the world and that the role of the Agriculture Department is to serve the farming community and ensure the prosperity of Agriculture Sector. Considering the small holding size and fragmentation of holdings, the Director highlighted the need for the following broad interventions for ensuring the prosperity of Kerala Agriculture sector.

- 1) Maximum area has to be brought under cultivation of suitable crops to augment production and productivity.
- 2) Ecologically sensitive areas should be brought under eco-friendly farming.
- 3) Since production process is difficult due to fragmentation of holdings, farmers collectives/ clusters/ self help groups should be encouraged and supported to take up farming in their own land and also in leased lands.
- 4) Progressive and willing farmers/farmers' collectives should be encouraged to take up farming in vacant lands available with department farms and also with various Govt institutions and the procurement and marketing of such produces should be facilitated by the department, fetching maximum returns to the farmer.

5) Land is a valuable natural resource and no cultivable land should be left fallow, including paddy lands. They should be brought under cultivation either under the leadership of the respective land owners or by engaging farmers clusters.

6) Land of absentee farmers also should be brought under cultivation with the intervention of Local Self Government.

7) While concentrating on maximising production, the production of **Safe- to-Eat food** is also of prime importance, considering the dreadful diseases like cancer which are common today, the origin of which can be traced back to the toxic residues of pesticides and chemicals present in the food we eat.

8) Kerala is blessed with varied agroclimatic conditions suitable for a cultivation of a wide variety of crops. However growing all crops in all areas, as we do today, will not be viable and economical. We have to identify potential areas suited for the cultivation of different crops, designate them as **Special Agriculture/ Horticulture Zones** and intensify their cultivation in such areas in a focussed manner to achieve maximum production, both in terms of quantity and quality. All suitable modern technology and inputs including quality seeds, mechanisation, good agricultural practices & certification, awareness & skill development programmes etc should be converged in such zones to maximise quality food production. A **Special Horticultural Zone for Cool Season Crops** (Cole Crops) comprising Vattavada, Kantalloor and Devikulam areas will brighten the prospects of farmers of Idukki district. All PAOs should identify suitable areas in their respective districts which have the potential to be developed as Special Agriculture/ Horticulture Zones and give a concept note. **(Action : All PAOs)**

9) Proper **forward linkages** should be put in place in all Special Agriculture Zones, including cold chain, for enabling timely procurement and safe transport of **farm fresh produce** from the production centre to the final delivery points, so as to **ensure premium price** for the producer.

10) The production activity should be in tune with the market demand. Hence a **production plan** has to be formulated after assessing the market demand and the production carried out based on a definite **crop calendar**. **Produce / Sales forecasting** on a weekly basis is essential for ensuring effective marketing of anticipated production.

11) Farmers Collectives/ Clusters should be empowered to take up Production and Marketing activities. The department will handhold and facilitate these activities. Entrepreneurs from among farmers and their children should be empowered to lead the production and marketing operations, so that the farming community can benefit from the emerging job opportunities, thereby ensuring their continuance in the farming sector. Farmers should be groomed to become **Agri Entrepreneurs**.

12) Successful **farming models** have to be evolved that can be replicated to other parts of the State, so that more farmers get benefitted.

13) **Agroservice Centres and Karshika Karmasenas** should be empowered and made more professional so that they can function as **Skilled Labour Banks**, which can undertake any agricultural activity in the farmer's field, based on his requirement. They should develop the expertise and have inputs and machinery to undertake cultivation of any crop as required by the farmer. More agroservice centres and karshika karmasenas need to be established for rendering timely and need-based agriculture service to the farming community.

14) Our ultimate aim is to provide maximum price for farmers' produce and safe-to-eat food for the consumer.

15) The Director emphasised that the Agriculture Department will concentrate on production activity through farmers collectives and in ensuring premium price for their produce. The VFPCCK will procure the farmers' produce and provide auction platform for bulk sales. The HORTICORP will conduct retail sale of the produce across the State through its retail outlets.

16) **Agro Bazars** should be set up in all districts to provide market outlets for farm produce of Kerala farmers and value added products under the brand 'Farm Fresh Kerala'. All Principal Agricultural Officers to locate and report suitable sites in their jurisdiction for establishing Agro Bazar. **(Action: All P.A.Os)**

17) Agricultural Officers are professionals destined to provide technical advice and support to farmers and should not be bogged down in mundane office work. A proposal on how to reduce the prevailing mundane clerical work of the agricultural officers should be prepared for submission to Government. **(Action'; JDA(AR&T))**

18) Henceforth, all activities of the department will be **project based** and will be implemented in a timebound and **result oriented** manner, so as to create the desirable impact in the field.

19) If any post lies vacant in any office of the department awaiting PSC appointment, the same can be filled through employment exchange or on contract basis as per standing orders of Government. If PSC list is available, candidates can be appointed from the list based on seniority and willingness.

Thereafter, the Director invited the Principal Agricultural Officers for presenting 10 Success Stories and 10 issues/ problems relating to agriculture sector of their respective districts. After each presentation, the Director highlighted the following action points for strict compliance of Principal Agricultural Officers concerned.

1) Kasargod

a) Kasargod has been declared as an Organic State. To avoid infiltration of chemical pesticides from neighbouring States, strict vigil has to be exercised by mobilising pesticides vigilance squads and taking appropriate action.

b) A proposal has to be prepared for converting Cashew Progeny Orchard, Gallimukha into a District Agricultural Farm to solve the problem of shortage of quality planting materials.

c) Panathodi of Kasargod is a high altitude area with climate congenial for cultivation of cool season vegetables. A detailed proposal has to be prepared for developing this area into a Special Horticultural Zone for promotion of Cool Season Vegetables, including availability of land, suitable crops, details of participating farmers, infrastructure and capital requirement etc.

2) Idukki

a) The success stories should be documented and made available to all PAOs to enable replication of successful models.

b) A proposal has to be prepared for improving the yield of cardamom by resolving the problem of water scarcity.

3) Alappuzha

a) The successful models of ecological engineering and value addition should be documented and shared with all PAOs and also published through print and visual media to create public awareness.

b) Problem of water hyacinth to be addressed to the KAU as a researchable issue for suggesting a practical solution.

c) Shortage of harvesters at peak time of harvesting to be resolved by taking advanced action for arranging harvesters from outside for the ensuing season.

d) Sesamum (Gingelly) cultivation should be promoted in Onattukara region as a source of additional income to the farmer and also for reviving the heritage of the region.

4) Kollam

a) Sesamum cultivation should be promoted in summer rice fallows as a source of additional income to the farmer.

b) Spice drier unit designed by the farmer needs to be popularised. The same may be documented and shared with all PAOs. A report on the unit made available to the Directorate.

c) The problem of African Snails may be addressed to the KAU for evolving a practical solution.

5) Thrissur

a) Bee-hive fencing found effective against wild elephants in Thrissur district needs to be popularised in other districts to protect the crops from the menace of wild elephants. The same can be replicated in department farms at Munderi (Malappuram), Peringammala (Thiruvananthapuram) and Nellyampathy (Palakkad). A model project to be prepared and submitted.

b) The success story of 'intensive multiple relay cropping' done by Sri. Joseph Vallan, for achieving maximum productivity from land is worth replicating. The same may be documented and communicated to all PAOs.

c) The dewatering mechanism developed by farmer using vertical axial flow pump has to be replicated in similar areas to facilitate farming operations. The same may be documented and shared with all P.A.Os. A report on the mechanism made available to the Directorate .

d) Biocontrol agents for controlling black headed caterpillar of coconut have to be multiplied and released through parasite breeding stations of the department.

e) Nutrient deficiency of Banana to be taken up with the KAU for suggesting a solution.

6) Malappuram

a) **Tricho Centre** established in Malappuram for the production and distribution of biocontrol agents and has to be replicated to augment local production of biocontrol agents.

b) Successful model of high density planting of banana has to be popularised. The same may be documented and communicated to all PAOs.

7) Ernakulam

a) Cage fish culture implemented successfully with the support of ATMA to be popularised in suitable water bodies of other districts. The same may be documented and communicated to all PAOs.

b) A project proposal to be prepared for establishing a value addition unit for organic produce in State Seed Farm, Aluva Farm, the certified organic farm under the Department.

c) Floating type paddy harvesters suited to Kerala conditions have to be evolved with the expertise of Kelappaji College of Agricultural Engineering Tavanur under the

Kerala Agricultural University. The Engineering Wing of the Department will initiate necessary action in this regard. **(Action: State Agricultural Engineer)**

d) A project proposal for establishing Jack fruit Processing Unit to be formulated.

8) Palakkad

a) The services of MNREGS work force need to be utilised in the agriculture sector, especially in paddy cultivation, for which detailed guidelines from Government may be awaited.

b) The pending claims under NFSM and Natural Calamity need to be settled for which the Directorate has to make appropriate intervention for providing funds.

c) Paddy procurement to be made more effective and immediate payment given to farmers.

The Chief (Agriculture) of the State Planning Board Dr. P. Rajasekharan joined the evening session. The Director made a presentation on the road map of the Department of Agriculture Development & Farmers' Welfare under the title – **Ushering in a Second Green Revolution in Kerala – in a Safe and Economical Way**. The highlights of the presentation is as follows.

- Creation of Brand Value for Kerala's Agricultural Produce – Farm Fresh Kerala.
- Extend agricultural services to the door step of the farmer by engaging facilitators (Karshaka Mitras). 4 key activities as shown below have to be done at household level so that professional assistance can be extended to the farming community in an effective manner.
 - 1) **Disease reporting** (to visit households / farmers and report plant diseases).
 - 2) **Produce reporting** (to collect information on produce from farmers/ households and bring to market through cluster).
 - 3) **Online sales** (to deliver vegetables and other safe-to-eat provisions to households).
 - 4) **Assisting farming** (to help farmers/ small households in farming). Smart phones/ tabs for facilitators. One Karshaka Mitra may cater to 100-300 farm families / house holds.
- Establishment of Special Agriculture/Horticulture Zones for intensifying crop production – Forward linkages for effective marketing and fetching premium price for the producer and providing farm fresh produce to the consumer.
- Empower the farmers to become Agro Entrepreneurs.
- Replication of successful models.

- Production and marketing activities through clusters – hand holding and facilitation by the department. Job opportunities for farmer and their children – motivation for remaining in farming sector.
- Special Horticulture Zone for Cool Season Vegetables in Idukki, covering Vattavada, Kanthalloor and Devikulam.
- Facilitate interest free loans to JLGs to facilitate seed money for cultivation. Recovery of loan from the procurement and sale of produce. Crop Insurance and distress relief fund for clusters
- Agro Bazars to be established in all district head quarters.
- Agro Parks for promoting Value addition - to be established in selected Department Farms with minimum of 25 acres and access to road and transport facilities.
- Formation of an Agro Business Company for sustainability.

Following the discussion on the presentation, the Director gave the following instructions for compliance.

- 1) One Agro Bazar each should be opened immediately in all districts for facilitating sale of farmers' produce. Suitable prominent locations under the ownership of the Department with building and road facilities can be converted into Agro Bazars with minimum investment. The premises of the wholesale markets, district procurement centres, Thrissur Agriculture Complex etc can be considered for this purpose. The PAOs should identify suitable locations for Agro Bazars and report to the Directorate immediately. The Engineering Wing of the Directorate will visit such locations and prepare estimates. **(Action: All PAOs and SAE)**
- 2) As part of the budget announcements, Agro Parks are to be set up in selected Department farms for facilitating setting up of Value Addition Units of agriculture produce. PAOs should identify and report the names of farms which have at least 25 acres of land to spare for this purpose. **(Action: All PAOs except Kollam, Kannur and Kasargod).**
- 3) **Technology demonstration plots** are to be set up in each panchayat for convincing the farmers of the efficacy of agricultural technology at field level and thereby motivate them to adopt the technology in their fields. For this, 100- 500 acres of fallow land should be identified covering one or two panchayats in a more or less contiguous manner, where scientific cultivation utilising appropriate modern technology will be taken up by farmers' collectives under the direct supervision of the concerned Agricultural Officer and his supporting staff to demonstrate safe-to-eat food production, good agricultural practices, improved seeds, mechanisation, ways to achieve maximum production from land (like intercropping, multiple cropping, relay cropping, crop

rotations and integrated farming), innovations, success models etc. Technology demonstrations may be carried in crops like vegetables, fruits, flowers, spices etc. **(Action: All PAOs)**

4) Every production activity should be done based on a definite production plan, so that the time of availability of produce can be predicted and suitable arrangements can be made in advance for facilitating timely procurement and marketing of produce. This is particularly important in the case of vegetables, which if not lifted in time can cause heavy financial loss to the farmer as it is a highly perishable commodity. Hence all districts should prepare a **District Production Plan** for vegetables for the next 3 months and undertake production activities accordingly. Idukki district should prepare a weekly production plan immediately and communicate to the Directorate. The Vegetable Cell of the Directorate will monitor the production activities at State level and facilitate marketing with the help of Marketing Wing of the Directorate. The marketing wing will provide a suitable format to districts for providing the required details. **(Action: All PAOs, Addl. DA (Veg), Addl.DA (Marketing))**

5) A **Farmers Directory** showing details of best farmers of all districts of Kerala alongwith their area of expertise, has to be prepared and published immediately, so that any needy farmer can contact them for advice and service. The details may also be included in the website for enabling easy access. Periodical workshops may be conducted involving such best farmers and network facilities may also be put in place so that creative interaction can be facilitated and information shared on a regular basis. **(Action: Addl.DA (Extn), PIO FIB, IT Cell)**

6) An amount of Rs.75.00 lakhs has been sanctioned for the '**Training of Neera Technicians**'. Contiguous areas of intensive coconut cultivation (3-5 acres /240-400 no.s of bearing palms) are to be identified in each district, including department farms, to act as catchment for neera tapping. Suitable youths from such catchments are to be identified for providing training for neera technicians / fresh toddy tapping. Youths can also be trained for tapping Neera. List of areas of intensive coconut cultivation should be forwarded to the Directorate immediately. **(Action: All PAOs)**

7) A **State Level Workshop on Agroprocessing & Value Addition** is proposed to be organised on 28th and 29th of November 2016 at Kanakakkunnu Palace, Thiruvananthapuram. This will be accompanied by a 5 day exhibition from 28th Nov. to 2nd Dec. 2016. The participation of 200 promising entrepreneurs to be ensured in the seminar. A proposal should be submitted by SAMETI for obtaining Government sanction. **(Action: Director, SAMETI)**

The 1st day of the meeting concluded by 9.00 pm.

2nd DAY

The second day of the meeting commenced at 9.00 am on the 28th of September 2016. Additional Director (Extension) and Additional Director (Marketing) reviewed the progress of implementation of ongoing schemes.

1. Karshaka Pension

The Principal Agricultural Officers expressed difficulty in the encashment of farmers' pension funds through the BIMS & BAMS system. It was decided that the matter will be taken up with the Director of Treasuries from the Directorate. **(Action: Senior Finance Officer).**

The PAO Kasargod will complete distribution of pension funds within 2 weeks. **(Action: PAO Kasargod)**

2. Onasamrudhi

The profit generated from Onasamrudhi / Onam fair outlets need not be remitted back to the Treasuries. A circular mentioning the mode of utilisation of the funds will be issued soon. **[Action: Additional Director of Agriculture (M)]**

The Director of Agriculture addressed the meeting and emphasized the following.

- It is the the aim of the Department to raise the area under paddy cultivation from the present 1.80 lakh ha to 3.0 lakh ha in the next 5 years. All efforts should be made to conserve the existing paddy lands and to bring rice fallows back into cultivation.
- A critical analysis of the ongoing schemes has to be done and new and effective schemes have to be formulated, for which funds will be sourced from existing unproductive schemes. In future all schemes should be implemented on a project mode and in a result oriented manner.
- We will introduce new schemes involving farmers' collectives and continue hand holding support for 2 years so that it gets stabilized in the 3rd year, whereafter we may withdraw support and the enable the system to continue functioning on its own.
- Farm Tourism has to be promoted in potential department farms to augment the income of the farm and provide entertainment to the public.
- Additional funds will be made available for new projects announced in the budget like Agro Parks and Agro Bazars.
- The possibility of utilizing MNREGS workers in agriculture, especially in paddy cultivation, has to be explored. Details guidelines from Government in this regard is awaited.
- Crop insurance to be made mandatory to all beneficiaries of the Department.
- The deliberations of the 2 day review meeting should be thoroughly discussed with all field level officers so as to create awareness at all levels for facilitating effective

implementation. It should be ensured that there is no communication gap at grassroot level. **(Action: All PAOs)**

- The Principal Agricultural Officers shall conduct a meeting of all officers of the district within a week, emphasising the following points;
 - i) Set goals for the next 5 years.
 - ii) Scheme patterns to be shifted from subsidy linked to project mode, by making a critical analysis of existing schemes.
 - iii) Farm tourism concepts may be encouraged in an ecologically friendly mode, to improve the income of farm.

Deputy Director of Agriculture (Plg.) will have to prepare a format and sent to districts for realistic proposals for scheme re-engineering. The format shall include components like Target/goals, how to achieve, how much expenditure/requirement of in a phased manner. **(Action: DDA (Plg))**

- We should be able to predict the onset of pest and disease incidence and accordingly advice the farmers about the best practices to be adopted in advance to mitigate it. A **Pest & Disease Monitoring Cell** has to function at both district and state levels. Moreover each district should have a designated officer for pest & disease forecasting. **(Action: All PAOs)**
- The possibility of issuing pension order to department staff on the date of superannuation has to be examined in the light of existing Government Orders and a detailed report in this regard to be submitted to the Director **(Action: Senior Finance Officer)**

Following this, presentation session of Principal Agricultural Officers continued and after each presentation, the Director highlighted the following action points for strict compliance of Principal Agricultural Officers concerned.

9) Thiruvananthapuram

a) The **Chromatogram model** of pest and disease forecasting standardized in the district based on previous 3 years' data shall be documented and communicated to all PAOs for replication. Classes may also be arranged for spreading awareness of this model among officials of the Department.

b) Successful activities of Sangamythry, KB Kazhakootam and Agroservice Centre Parassala need to be highlighted. They have to be documented and shared with all PAOs.

10) Kannur

Possibility of obtaining 100 acres of land for cultivation in the premises of Central Jail, Kannur to be explored.

11) Pathanamthitta

- a) All out efforts to be taken for the successful implementation of paddy cultivation in Aranmula.
- b) Value added products from jack fruit seeds, amorphophallus, colocasia, papilou nendran etc should be scaled up to commercial levels.
- c) The method evolved for tackling wild pig attack on crops should be documented and shared with all PAOs.
- d) Efforts to be taken for promotion of Travancore Jaggery in potential tracts.

12) Wayanad

- a) A project proposal for enhancing the area under cultivation of indigenous scented rice varieties like Jeerakasala and Gandakasala from the existing 10 ha to 100 ha to be submitted .
- b) A project proposal for the conservation, multiplication and popularisation of traditional rice varieties of Wayanad to be submitted .
- c) A project proposal for optimum utilization of land available under the Chingeri Tribal Extension Scheme to be formulated.
- d) Column method of pepper cultivation to be popularized to achieve maximum production from pepper.
- e) Production and distribution of pepper grafts has to be promoted.

13) Kottayam

- a) Information on organic pesticides to be documented and shared with all PAOs.
- b) Nano polyhouses and low cost cool chambers to be popularized. Successful models may be documented and shared with all PAOs.
- c) The issue of water hyacinth, leech and dearth of suitable salinity tolerant paddy varieties to be taken up with the Kerala Agricultural University for solution.

14) Kozhikode

- a) Mushroom cultivation using banana pseudostem as base medium to be promoted as banana cultivation is popular across the State. Hence successful models may be documented, shared with PAOs and also posted in public domain.
- b) Avalapandy - revival of paddy cultivation needs consideration.

Hon. Minister for Agriculture addressed the gathering and offered the following directions and remarks.

- At the outset, the Hon. Minister congratulated the department for making onam market intervention - Onasamrudhi 2016 a grand success by procuring farmers' produce at reasonable price and making them available to the common consumer at subsidised rates. He informed that the balance funds of Onasamrudhi need not be remitted back to the

Treasury. It may be retained as a revolving fund for which detailed guidelines will follow.

- He informed that the staff who attended assigned duties on Onam holidays shall be given appropriate compensatory leave. Similarly the farmers who contributed maximum quantity of produce for the Onasamrudhi market also deserve appreciation.
- The responsibility of ensuring the prosperity of agriculture sector and the welfare of the farming community rests primarily with the Agriculture Development & Farmers' Welfare Department.
- The style of functioning of Krishi bhavans has to be restructured for effective implementation of programmes. There should be co-ordination of programmes at State level and details of activities undertaken at district level should be made available to the Director of Agriculture and the Minister on a regular basis.
- Vacancy position in districts have to be reported to the Director.
- Potential areas for various crops like paddy, coconut, vegetables, spices, fruit crops etc may be identified and production activities to be intensified in such areas, adopting appropriate modern technology. For this Action Plans have to be prepared after taking into consideration the present status of cultivation, production, marketing, problems faced at various levels etc.
- There should be a crop wise season wise planning in production in tune with the market demand, especially in vegetables, and the information should be made available to all districts and marketing agencies concerned, so that timely procurement and marketing can be arranged in advance, assuring remunerative price for the farmer.
- It is important to ensure the satisfaction of the farmer to retain him in the farming sector, for which hand holding support and subsidy are essential.
- The Government proposes to implement the 'Haritha Keralam Project' with the focus on agriculture, soil, water, environment, waste management etc. The project envisages the coordination and convergence of activities of various departments at field level and the agriculture department has to take the lead role to ensure successful implementation of the project. The project has to be implemented in a campaign mode.
- Bringing all available fallow land under cultivation and thereby increasing production is an important agenda. For this data base on the availability of fallow lands, cultivable wastelands and other supporting natural resources have to be generated and action plan for their utilisation formulated based on detailed discussions at grama panchayat, block and district levels. Possibility of sourcing funds from LSGs, MLA/MP funds etc needs to be examined.
- It is proposed to amend the Rule 3A of Land Utilisation Order and also give more powers to Agricultural Officers to prevent conversion of paddy and wetlands.
- No paddy field will be allowed to be kept fallow in future. Land owners will be given prior notice to raise the crop in their lands. If not responding, the District Collectors will intervene and entrust the land for cultivation to willing clusters like Kudumbasree, other Self Help groups etc, protecting the ownership rights of the land owner and also ensuring royalty/ lease to the owner.

- Our objective is to increase the area under paddy cultivation to 3.0 lakh ha in the next 5 years and thereby ensure revival and prosperity of paddy cultivation in the State. For this, Government have declared the ensuing one year as “**Nel Varsham**” with the logo “**Nammude Nellu Nammude Annam**”. Various activities from quality seeds to post harvest processing & marketing will be given focus on a campaign mode. Moreover, traditional varieties will be conserved and popularised through setting up of ‘**Seed Banks**’. Detailed guidelines will be issued in this regard.
- In addition to paddy, the **cultivation of millets** (ragi, chama, thena etc), **pulses** (green gram, black gram, horse gram etc), **oilseeds** like sesame etc. which are suited to our soils will also be promoted to provide additional income to our farmers and reduce our dependence on imports from other States. Specific plan and targets should be given for this.
- The agricultural machineries available in the State have to be properly utilised. They need to be pooled at locations of activity for intensive use with proper planning. For facilitating this, a detailed inventory of agricultural machinery available with various sources in the State such as agriculture department/ public sector under takings/ farmers/ other sources etc should be prepared and mapped showing their present condition. This should be done within 3 months, utilizing the services of the Engineering Wing of the Department (Action: State Agricultural Engineer, All PAOs)
- The Karshika Karmasena and Agroservice Centres have to be strengthened and made professional as ‘**labour banks**’ which have the necessary expertise and inputs to cultivate any crop in the field as desired by a farmer.
- Production and marketing should be done in a planned manner. There should be proper co-ordination among farmers cluster, ecoshops, Sangamythris, VFPCCK, Horticornp etc, in terms of produce requirement and availability. A base price for produce may be fixed by Horticornp in advance so as to motivate production.
- Production should be carried out based on a **definite production plan**, considering the market demand. There should be proper co-ordination among districts for developing appropriate marketing strategy. Marketing Wing and the Vegetable Cell has to play a key role in forecasting the market requirement and planning production accordingly. (Action: Addl. DA (Marketing), Addl DA (Veg).
- More number of **Ecoshops** should be opened for providing reliable sales outlets for safe -to-eat/ certified agricultural produce and their products.
- The Government policy in Organic Farming is to enhance production of organic produce in terms of quantity, quality and diversity. Good Agricultural Practices, Organic Farming Methods, Natural Farming etc will be promoted and popularised in suitable areas to ensure safe-to-eat and quality food production. Honey Mission will be set up.
- The impact of modern technologies like poly house farming, precision farming etc will be thoroughly reviewed based on result analysis in the field, for future planning.
- Success stories and successful models should be replicated so as to benefit the farming community.
- Agriculture Department and Kerala Agricultural University should work hand-in-hand for the welfare of the Kerala Agriculture Sector. The expertise of ICAR research stations

in Kerala like CPCRI, CTCRI, IISR etc should also be properly utilized for the benefit of our farming community.

- Farms under the Department should be transformed into **Model Farms**.
- Special attention has to be given for the **promotion of agriculture in tribal belts** due to its traditionally organic nature. Awards may be instituted for tribal colonies showing outstanding performance in Agriculture.
- The seed production activities of VFPCCK have to be expanded to benefit the farming community in a better way. Strict vigil has to be exercised while promoting hybrid seeds and seeds of MNCs, so that our farmers will not fall into trap.
- Pathanamthitta, Idukki, Wayanad and Palakkad having potential for **fruit crop production** needs special attention.
- Identify potential areas and intensify cultivation of suitable crops in such areas.
- Promotion of **Value Addition** ventures is necessary for making increase in crop production sustainable.
- Formation of Special Purpose Vehicle like Agro Business Company also needs consideration.
- **Increase in production in terms of quantity, quality and diversity** of produce is the need of the hour for creating a healthy population. Better natural resource management including use of traditional varieties, indigenous edible herbs etc needs to be promoted. It is the prime responsibility of Agriculture Department to revive Kerala's agriculture scenario in an environment friendly and ecologically sustainable manner.
- We should promote the benefits of modern technology and at the same time **popularise our traditional agriculture** also.
- Kerala is in the verge of an impending **drought** considering the recent rainfall data. Hence all PAOs, especially those of Wayanad, Idukki, Palakkad and Thrissur districts, should evaluate the situation, prepare an **action plan and take necessary precautionary measures** to mitigate drought and support the farming community. **(Action: All PAOs)**
- All welfare pensions including Karsha Pension have been unified @ Rs.1000/- month. Hence an individual is eligible for only one welfare pension. In order to ensure this the distribution of Karsha Pension also has to be made Adhar linked, for which necessary steps have to be taken at Directorate level. **(Action: IT Cell)**
- In the event of natural calamity, the department officials have to immediately visit the site, which will be an instant relief to the farmer, and give the report. Action also has to be taken to provide the eligible assistance as early as possible. **(Action: All PAOs)**
- It has to be ensured that the release of irrigation water is done by the Irrigation Department in consultation with the Agriculture Department to ensure that it benefits the crops. Any problem in this regard should be immediately brought to the notice of District Collector for rectification. **(Action: All PAOs)**

In the concluding session, Director of Agriculture reviewed the ongoing schemes and suggested the following for compliance.

1. Augmenting Production of Quality Planting materials in Department Farms

The main objectives of the farms are

- a) Quality Seed Production.
- b) Showcasing of Model Cultivation utilising modern technology.
- c) function as technology training centres.
- d) Experimentation of new technologies by laying out demonstrations
- e) biodiversity conservation. Etc.

The department farms require thorough restructuring to achieve these objectives. A task force was constituted under the leadership of Smt.Irene Rachal Jones, Project Director, ATMA Wayanad with the following officials as members to study the running of Farms and give recommendations within a months time.

Sri.N.S.Josh, Senior Agricultural Officer, State Vegetable Farm, Vandiperiyar, Sri.Sajeev, Agricultural Officer, Sugarcane Farm, Pandalam, Smt. Swarnavi, Senior Agricultural Officer, CN,Kazhakuttom and Sri.Aju John Mathew, Agricultural Officer, SSF, Aluva. Joint Director of Agriculture (Farms) will facilitate. A meeting of the task force shall be held within a fortnight.

2. Modernisation of Departmental Labs

There should be a holistic approach, for the coming 5 years. Use of plant hormones and Bio control agents are widely misused nowadays. For Residual Analysis, Kerala Agricultural University has to be approached and there is delay in getting results timely. Hence the possibility of having our own Residual Analysis Laboratory to be studied. **(Action: Additional Director of Agriculture (Plg.)**

3. Organic Farming and Safe to Eat Production

In each district focus areas to be identified. Working Instruction can be redesigned. Development may be made concentrating on selected specific areas based on the existing cultural situation of farming community. Other schemes like Crop Health Management and Development of Spices were also reviewed.

4. Agro Service Centres (ASC) and Service Delivery

The scheme should be implemented in all 152 blocks. During the next meeting in October, concrete proposals for ASC should be prepared and submitted by Principal Agricultural Officers. The input cost / hire charges for the activities done by ASC should be shared by Government and farmer. Farmers shall be given subsidy from each district best performing Agro Service Centres to be identified and fixed subsidy to be given for them after formulating certain norms. To scale up efficiency of Agro Service Centres.

A sub committee headed by Smt.Sabita Narayanan, Deputy Project Director, Thiruvananthapuram alongwith two officers shall study and make a presentation in the next meeting. Success models of ASC will be given media coverage through reality shows.

5..Hi tech Agriculture

Replicable Models of Polyhouse activities shall be presented in next meeting. Even if subsidies are given through SHM, the Principal Agricultural Officers should be informed of all activities of the district. Best poly house farmers should be given financial assistance apart from awards.

6. Wayanad Package

A Comprehensive Agriculture Development Plan (Package Plan) has to be developed for every district starting from discussions at grassroot level neighbourhood groups to Panchayat level, Block level and District level. Before the next budget an Integrated Farming Models converging different departments like Agriculture, Irrigation, MNREGS, Fisheries, Animal Husbandry and KSEB etc need to be formulated. Agriculture department should take the lead role in ensuring convergence. A schedule for plan formulation will be given in the next meeting. Director, SAMETI to take the lead role in plan preparation. Before the next meeting a clear idea should be chalked out and by the end of December a State Level Plan has to be developed.

The activities under Wayanad package were enquired and pointed that a visit will be conducted to Wayanad district by Director of Agriculture and Hon'ble Minister for Agriculture.

7. A district level profile to be prepared and presented in next meeting, covering a full view of the district, starting from Krishi Bhavan level, best practices, good farmers etc. **(Action: All PAOs)**

8. 14 permanent locations with buildings and road access to be identified before 10th October for Agro Bazaar so that they can be opened by November 1st 2016. Assistant Director of Agriculture (Marketing) in each district will coordinate the activity. Start the bazars at a basic level with minimum shelves, weighing equipment and billing software etc. The bazars will be run by farmers' groups for one year on lease. Next year, another batch can be entrusted with the job. Existing facilities with ecoshops or hortcorp outlets or cooperative societies can also be utilised for the purpose, but the programme will be under the control of the department. **(Action: All PAOs)**

9. Minimum 25 acres of land to be identified in farms or any other area with good connectivity, water availability conveyance, electricity etc. for setting up Agro Parks.

10. 100-500 acres of cultivable land to be identified by Principal Agricultural Officers in 1 or 2 neighbouring panchayats for raising technology demonstration plots. The area should not be too much scattered.

11. Starting with Idukki district, a weekly crop production plan to be prepared for all the districts. **(Action:Principal Agricultural Officers)**

12. Identify coconut plantations from where Neera can be tapped and how to train the technicians.**(Action:Principal Agricultural Officers)**

13. Tribal Production Plan to be prepared in 12 districts except Alappuzha and Kasargode. Genuine products to be brought from reliable rsources, certified and to be sold through all 14 outlets. Integrated Farming Proposal for tribal hamlets to be charted. **(Action:Principal Agricultural Officers)**

14. Drought Relief – Action plan, clarifying role of farmer and Government to be prepared. (Action: Principal Agricultural Officers)
15. Pesticide Campaign to be taken forward in letter and spirit. All depots shall be visited by Agricultural Officers/responsible Officers compulsorily and action should be taken against dealers selling banned pesticides. Campaigns Seminars to be conducted for mass publicity.
16. A task force will be constituted to study and submit a report on how to simplify department schemes and reduce the workload of Krishi Bhavans. [Action: JDA (AR&T)]
17. A circular will be issued regarding the posting of contract staff under different schemes like ATMA, LEADS & Crop Health Management. [Action: TA to DA]
18. All proposals shall be sent by 15th October 2016.

The meeting came to an end at 5.30PM.

G. K. Sajitha
3/10/16
for DIRECTOR OF AGRICULTURE

G. K. SAJITHA

*Addl. Director of Agriculture (Pig)
Directorate of Agriculture
Vikas Bhavan, Thiruvananthapuram*

To

All Principal Agricultural Officers & Project Directors, ATMA
Director, SAMETI
Additional Director of Agriculture, Kerala State Seed Authority

Copy to

All Additional Directors of Agriculture
State Agricultural Engineer/Senior Administrative Officer
Senior Finance Officer
The Chief Soil Chemist, CSPHC, Parottukonam /DDA, SBCL, Thrissur
DDA, PTL & FQCL
All Joint Directors of Agriculture /Deputy Directors of Agriculture /
Asst. Directors of Agriculture /TAs in HQ
TA to Director of Agriculture.