



**Annual Action Plan 2019-20**  
**AGRICULTURE DIVISION**

### Fund source

Source	Allotted amount (Lakhs)
State plan	1000
NRLM	573.1
MKSP	845.4
MKSP- value chain	249.96
State planning Board (SPB)	1700
<b>Total</b>	<b>4394.46</b>

**Agriculture Division**

**Summary of annual plan 2019-20**

<b>PART A : Ongoing Programs</b>				
<b>No of scheme</b>	<b>Name of the scheme</b>	<b>Aim Physical</b>	<b>Total funds earmarked (lakhs)</b>	<b>Page no (where details are available)</b>
Ag01	Organic farming	To promote the production of agricultural commodities with organic certification. 10,000 Ha will be put under organic farming in 201 clusters in all districts	426	7
Ag03	Intensive banana cultivation	Expand Intensive banana cultivation in 10000 acres of land across Kerala by providing support to 5000 groups	40	10
Ag04	Fallow less village	An initiative to identify and bring the fallow lands under each CDS into cultivation in convergence with Grama Panchayats and Agriculture Department.	0	12
Ag05	Plant nurseries	140 new plant nursery units will be established (10 per district) to ensure supply of quality seedlings and saplings	81.2	14
Ag06	Agri Therapy	Agri-therapy program envisages mental and physical development of the individuals BUDS and BRC through vegetable cultivation.	9.05	17
Ag07	Farmer producer companies / Farmer	Establishing district / CDS level producer companies / producer organization by providing technical and financial support	33	19

	producer Organization			
Ag08	Value addition units.	Establishing medium scale 70 value addition units (10 per district) in various crops	289.1	21
Ag09	Establishing tribal JLGs and tribal JEVA team	To ensure food security for the poorest of the poor (tribal JLGS) in the state	38	24
Ag10	Medicinal plant cultivation	Medicinal plant cultivation on 350 Ha of land.	10	26
Ag 11	Paddy Collectives	District level paddy collectives will be formed.	143	28
Ag 12	Technology fund, Interest subsidy and area incentives	Interest subsidy and area incentive to JLGs for bank linkages and cultivation respectively. Technology fund to encourage farmers for adopting new technologies and ideas in crop management system.	1424	30

<b>PART B : New Programs</b>				
<b>No of scheme</b>	<b>Name of the scheme</b>	<b>Aim Physical</b>	<b>Total funds earmarked</b>	<b>Page no (where details are available)</b>
Ag 13	Green Carpets- Mobile garden installation unit	To establish 70 garden installation units which supports all types of gardening and landscaping activities	92.4	32
Ag 14	Mobile application	Collection of micro and macro data regarding all JLG activities for data inventory	135	35
Ag 15	Agri-Project Consultants	To establish a group of community resource persons for assisting women farmers in agriculture related project preparation	11.2	37
Ag 16	Smart Agri villages	To create 14 models self reliant integrated farming societies.	70	40
Ag 17	Pisciculture	Fish farming in natural and artificial ponds in collaboration with fisheries department	10.29	43
Ag 18	Agri-Business Ventures	To promote 140 farm business ventures in the livelihood sector	82.6	46
Ag 19	JLG campaign	To strengthen the farm livelihood sector by inclusion of more farmers and area	210	50
Ag 20	Nattuchantha upgradation	Up gradation of nattuchantaha by installation of cold storage to reduce perishability and to facilitate more procurement and sales	122.9	53

Ag 21	Small scale VA units	To promote 280 small scale VA units	175.56	59
Ag 22	Bio pharmacy	To establish 152 biopharmacies for production of organic inputs	80.56	59
Ag 23	Farm mechanization	To improve efficiency and productivity of rural livelihoods by using women friendly farm machineries.	188.6	61

## PART – A

### AG 01- Organic Farming

**Aim:** To promote the production of agricultural commodities with organic certification.

**Project description:** Kudumbashree has ventured into the realm of organic cultivation with a mission of bringing 10,000 Ha under organic farming in 201 clusters in all districts. Launched during the year 2018-19, mission expects an involvement of around one lakh Kudumbashree women farmers in 20000 Joint Liability Groups by 2021. In the cluster approach, around 100 JLGs will form one cluster and two Cluster Level Coordinators (CLC) will monitor the organic farming activities of a cluster. The CLCs are those who provide necessary training and documentation support for certification processes of JLGs and are selected from the experienced MF/JEVA/NHG members who are capable of doing the documentation works. 402 CLCs have already been selected and deployed out in the field to coordinate the works.

Participatory Guarantee System certification would be sought for organic farming. National Centre of Organic Farming (NCOF) approved Regional Council (RC) gives the necessary support, guidance and training for the smooth conduct of this program and also facilitate the certification process. Manarcadu Social Service Society (MSSS) was selected as the RC through tender process. Currently 2742.4 hectares are under cultivation in 201 clusters. 6615 local groups (LGs) have been formed comprising of 7918 JLGs and out of this 270 LGs have been registered in the PGS portal. The programme, during its second year (2019-20), sets targets proportionately in accordance with the general target and proposes the concept of seed banks also. Seed banks will be set up in each district to conserve the germplasm of traditional seed varieties and these seed banks will be linked with organic farming clusters for ensuring the availability of traditional seeds to the farmers.

**Total funds earmarked: 426 lakhs**

Sl. No.	District	Physical target		Financial Allotment
		Clusters	Area (Ha) ( 2018-2020)	
1	Thiruvananthapuram	12	400	<b>30.4 lakhs per district</b>
2	Kollam	14	460	
3	Pathanamthitta	9	300	
4	Alappuzha	15	500	
5	Kottayam	15	500	

6	Idukki	16	500		
7	Ernakulam	16	530		
8	Thrissur	19	630		
9	Palakkad	19	630		
10	Malappuram	17	550		
11	Kozhikkode	13	630		
12	Wayanad	9	300		
13	Kannur	14	460		
14	Kasaragod	13	430		
	<b>Total</b>	<b>201</b>	<b>6820</b>		<b>426 lakhs</b>

**Implementation strategy with timeline and stepwise costs**

Sl. No.	Activity	Timeline	Cost involved (lakhs)	Cost details	Fund Source
1	Awareness & handholding support to the JLG for training, registration and book maintenance	March onwards	75	Rs 800/JLG for training and other support	NRLM
2	Registration of local groups	Started	4	Honorarium for data entry operators @ Rs.10 / farmer (10 x 400000)	NRLM
3	Honorariums for CLC for training and other handholding support	March onwards	288	Rs.250+ TA for the entire period (300 x 400 x 20 x 12)	NRLM
4	Certification expenses, RC	March onwards	5	Five lakhs for 14 districts	NRLM



	honorarium and other management process				
5	Training of CLCs	June onwards	12	Rs 3000 per CLC (Rs.3000 x 400)	NRLM
6	Setting up of seed banks – storage infrastructure, procurement, revolving funds for cultivation. Documentation etc	June onwards	42	3 lakh per district	NRLM
	<b>Total</b>		<b>426 lakhs</b>		

#### Policy decisions

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Guidelines – Seedbanks	June 29 <sup>th</sup>	July 11 <sup>st</sup>

#### Monitoring parameters

Sl. No	Name of District	No of Clusters	No of LGs registered	No of farmers	Area Under cultivation	No of JLGs applied for Organic Certification	No of JLGs got Certification

### AG 03- Intensive banana cultivation

**Aim:** Intensive banana cultivation in 10,000 Acres

**Project description:** Targeting the next ONAM season 10,000 Acres of land is under cultivation. 3000 JLGs would be identified and trained for value addition and 400 units would be established across the state supporting them with 50,000rs for procurement and marketing activity.

**Total funds:** 40 lakhs

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram	<b>10000 acres</b>	40,00,000/-
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		
6	Idukki		
7	Ernakulam		
8	Thrissur		
9	Palakkad		
10	Malappuram		
11	Kozhikkode		
12	Wayanad		
13	Kannur		
14	Kasargode		
	Total	<b>40</b>	40,00,000/-

**Implementation strategy with timeline and stepwise costs**

Sl No	Activity	Timeline	Cost involved (lakhs)	Cost details	Fund Details
1	Market the Produce through Naattuchantha & onam Markets	Aug			
2	Value addition - banana-training for the identified units	July- Aug			
4	Value addition unit of banana revolving funds for the units	Aug-sept	40	400 units to be established, revolving funds of 10,000/ unit for procurement and marketing activity	MKSP VC

**Policy decisions**

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Guidelines- Revolving fund for banana units	July 15 <sup>th</sup>	Aug 1 <sup>st</sup>

**Monitoring table**

SL No	Name of District	Area under cultivation	Quantity of produce marketed	No of Value Added units established

#### AG 04- Fallow-less Village

**Aim:** To bring the fallow unproductive lands into cultivable lands for enhancing overall agricultural production and productivity in the state.

**Project description:** Fallow less village program is an initiative to identify and bring the fallow lands under each Community Development Society (CDS) into cultivation. This programme was launched in 2018-19 with the active participation of CDS and ADS (Area development society) members under the community network of Kudumbashree. With highly fertile lands but fallow for reasons ranging from shortage of labour to non availability of water, 'fallow less' program aims to bring back the agricultural productivity of the state to its past glory. Conceived in line with the State governments vision to strengthen the livelihood sector, the fallow lands will be taken up for cultivation by the collective farming groups or JLGs of Kudumbashree in the coming years with the convergence of all departments in unison.

The districts are given instruction to map the fallow land existing under each CDS. Community resource persons, JEVA survey the identified fallow lands and make sure that they can be converted into cultivable land. These identified lands were then made available to the interested JLGs for taking up farming activities. Currently about 1350 JLGs took up cultivation in 5720 acres of fallow land inclusive of both dry and wetlands.

**Total funds:** Convergence program with Grama Panchayat, MNREGS and Agriculture Department

Sl no	District	Physical target
1	Thiruvananthapuram	725 acres
2	Kollam	725 acres
3	Pathanamthitta	700 acres
4	Alappuzha	700 acres
5	Kottayam	725 acres
6	Idukki	650 acres
7	Ernakulam	725 acres
8	Thrissur	725 acres
9	Palakkad	725 acres
10	Malappuram	725 acres
11	Kozhikkode	725 acres
12	Wayanad	700 acres
13	Kannur	725 acres
14	Kasargode	725 acres
	Total	<b>10000 acres</b>

**Implementation strategy with timeline and stepwise costs**

Sl No	Activity	Timeline	Cost involved	Cost details
1	Identification of fallow lands	April – May 2019	-	-
2	Land preparation in convergence with MNREGA	May - June 2019	-	-

**Policy Decisions**

Sl No	Details of policy decision	Target date for order	Target date for rollout

**Monitoring parameters**

SL No	Name of District	Cultivable fallow land identified	Area converted for farming	Type of land		No of women farmers
				Dryland	wetland	

### AG 05- Plant Nurseries

**Aim:** Strengthening the existing units and adding more units.

**Project description:** This project visions the self sustenance on demand of propagation material for us as well as supply of quality seedlings and saplings to all.

As per the 2018-19 action plans, target of 15 units per district is rather finished and instead of 210 units, now 280 units are successfully established. Women farmers' positive response to this project is a great inspiration to continue this project. According to 2019-20 AAP, it is decided to start 10 more new nursery units by providing Revolving Fund of Rs.50000 in every district. Adding new units by giving high end training and establishing the existing units are giving equal importance. This year major focus of this project is grading, branding, upholding and promoting JAIVIKA units. Promotional activities should be done through Kudumbashree websites, CDS offices, District Mission Offices, official leaflets and notices, advertisements etc. Standardized price boards will be displayed in every JAIVIKA nurseries. A meeting can be conducted with KAU, IRTC, local self government bodies etc to make a centralized marketing opportunity to the units. And also, arrangements will be done in every Naattuchanthas for enhancing the sales of units. Introduction of mobile app will help further to monitor this scheme properly.

**Total funds: 81.2 lakhs**

Sl no	District	Physical target	Financial Allotment
1	Thiruvananthapuram	10 nurseries * 14 districts	<b>RF</b> <b>5,00,000/-</b> per district
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		
6	Idukki		<b>Training</b> <b>50,000/-</b> per district
7	Ernakulam		
8	Thrissur		
9	Palakkad		
10	Malappuram		

11	Kozhikkode		<b>Exposure visit</b> <b>30,000/- per district</b>
12	Wayanad		
13	Kannur		
14	Kasargode		
	<b>Total</b>	<b>140 new nurseries</b>	<b>81,20,000/-</b>

#### Implementation strategy with timeline and stepwise costs

Sl No	Activity	Timeline	Cost involved	Cost details	Fund details
1	Mobilization, training of new units	June	7,00,000/-	multiple trainings over one year period, @ 5000/ unit	<b>NRLM</b>
2	Grading of existing units and training	July-August			
3	Exposure visit		4,20,000	14 districts x 10 units x 3000	<b>NRLM</b>
4	Revolving funds for the identified units	Aug	70,00,000	Rs. 50,000 per unit (50000*10 units*14 districts)	<b>MKSP</b>
	<b>Total</b>		<b>81,20,000</b>		

#### Policy decisions

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Guidelines- Strengthening of units	May 20 <sup>th</sup>	May 31 <sup>st</sup>

**Monitoring table**

Sl No	Name of District	No of Plant Nurseries Identified 2019-20	No of units supported with Revolving fund	Gradation of nursery (A,B,C)



### AG 06- Agri therapy

**Aim:** To start Agri-therapy programme in all BUDS and BRC schools

**Project description:** Agri-therapy programme envisages mental and physical development of the individuals BUDS and BRC through vegetable cultivation. In this project a minimum of 2 cents of land would be used for cultivation by the students. These lands can be either the school premises itself or adjoining lands used by the JLG groups.

A training session (to cover the supply of inputs) to school would be done at the rate of 5000/school. A master would be assigned the duty of managing the plot, he would visit the plot each week and guide the students.

**Total funds:** 9.05 lakhs

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram	<b>181 institutions</b>	9,05,000/-
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		
6	Idukki		
7	Ernakulam		
8	Thrissur		
9	Palakkad		
10	Malappuram		
11	Kozhikkode		
12	Wayanad		
13	Kannur		
14	Kasargode		
	Total		9,05,000/-

**Implementation strategy with timeline and stepwise costs**

Sl No	Activity	Timeline	Cost involved	Cost details	Fund
1	Each of the BUDS/ BRC to supported through Master farmers		9.05	One training session/ school for supply inputs 5000/ school	NRLM

**Monitoring table**

SL No	Name of District	No of BUDS School in the District	No of buds schools involved	Area under cultivation	Harvesting Details

### AG 07- Farmer Producer Companies (FPC) and Farmer Producer Organizations (FPO)

**Aim:** Establishing district / CDS level producer companies and organizations by providing technical and financial support.

**Project description:** A Producer Organisation is legal entity formed by primary producers, viz., farmers, milk producers, fishermen, weavers, rural artisans, craftsmen. A producer organization can be a producer company, a cooperative society or any other legal form which provides for sharing of profits/benefits among the members. It ensures better income for the producers through an organization of their own. Small producers do not have the volume individually (both inputs and produce) to get the benefit of economies of scale. Besides, in agricultural marketing, there is a long chain of intermediaries who very often work non-transparently leading to the situation where the producer receives only a small part of the value that the ultimate consumer pays. Through aggregation, the primary producers can avail the benefit of economies of scale. They will also have better bargaining power vis-à-vis the bulk buyers of produce and bulk suppliers of inputs.

As part of MKSP value chain activity, formation of producer companies and producer organizations would be encouraged through this project, targeting the establishment of PCs/POs in five districts across the state in convergence with NABARD. Districts can identify at least one PC/PO on any commodity as per local preference. Support would be given in the form of training, registration and administration expenses, infrastructure funds etc.

**Total funds:** 33 lakhs

Sl No	District	Physical target Commodity	Financial Allotment (lakhs)
1	Pathanamthitta	Honey	6.6 lakhs per selected districts
2	Thrissur	Paddy	
3	Palakkad	Paddy	
4	Kozhikode	Paddy and Goat	
5	Wayanad	Paddy	
	<b>Total</b>		<b>33 lakhs</b>

**Implementation strategy with timeline and stepwise costs**

Sl No	Activity	Timeline	Cost involved	Cost details	Fund source
1	Mobilization and registration of producer company at the community level. Exposure visit	April onwards	3	Rs. 60000 x 5	NRLM
2	Administrative expenses of the producer company	May onwards	15	CEO salary Rs.25000 x 12 x 5	NRLM
3	Infrastructure funds for the PC	May onwards	15	3 lakh for 5 units	Value chain
	<b>Total</b>		<b>33 lakhs</b>		

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**Monitoring table**

Sl No	Name of District	Area/ Crop in which FPC/FPO is Formed	No of Farmers	Registration and establishment of FPC/FPO	Annual turnover of FPC/FPO

### AG 08- Value addition units (Medium)

**Aim:** Establishing Medium scale value addition units.

**Project description:** 98 medium scale value addition units would be set up in the state during 2019-20. In 2018-19, targets for districts were various. Every district has achieved above the targets and now we have 167 medium scale value addition units. One of the major aims of 2019-20 AAP is to brand all MKSP value added products under single brand name. FSSAI licensing, quality and attractive packaging, labeling and promotional activities will give more establishment for our branded value added products.

This is a bank loan linked scheme. Project cost may exceed 5 lakhs. Upto Rs.4,50,000 bank loan can be availed. Then, subsidy amount of 40% or 2 lakhs whichever is less can be sanctioned to the unit after 4 months. Plan of 2019-20 AAP is to standardize all units by equipping our Agripreneurs knowledge in FSSAI licensing, packing, branding and marketing their products to the advanced and competitive market.

**Total funds:** 289.1 lakhs

District	Target	Financial Allotment
Kannur	7 units x 14 districts	<b>Training</b> ( Average 70 members) x Rs.500 per person per day) = 35,000 per district
Kottayam		
Tvm		
Kasargod		<b>Exposure visit</b> = 30,000 per district
Thrissur		
Ernakulam		
Wayanad		
Idukki		
Palakkad		
Pta		

Malappuram		<b>Subsidy</b> <b>= 20,00,000 per district</b>
Kollam		
Alappuzha		
Kozhikode		
Total	<b>98 units</b>	<b>2,89,10,000/-</b>

#### Implementation strategy with timeline and stepwise costs

Sl No	Activity	Timeline	Cost involved	Cost details	Fund source
1	Mobilization of units and completion of training	May	<b>4,90,000</b>	14 districts x 10 units Rs.500 per head per day (average 980 members)	<b>VC</b>
2	Exposure visit	July-August	<b>4,20,000</b>	14 x 10 units x Rs.3000	<b>VC</b>
3	Completion of licensing of established units	August 31 <sup>st</sup>			
3	Setting up of units and subsidy release	October onwards	<b>2,80,00,000</b>	subsidy after 4 months ( Max. 2,00,000/- per unit)	<b>SPB</b>
	<b>Total</b>		<b>2,89,10,000/-</b>		

#### Policy decisions

SI No	Details of policy decision	Target date for order	Target date for rollout
1	Circular- training, branding, licensing	April 20 <sup>th</sup>	May 1st

**Monitoring table**

SL No	Name of District	No of Value Addition Units formed	No of Value Addition Units availed license	Items	Average income

### AG 9- Tribal JLGs and Tribal JEVA formation

**Aim:** Establishing new 25 tribal JLGs and support to already existing JLGs and JEVA

**Project description:** To scale up and strengthen the activities in the poorest sections of the community, Kudumbashree established tribal JLGs and tribal JEVA team. Districts where ST population is considerably higher was selected for implementation. In this year it expands all the districts and form more JLGs in tribal sector also handhold existing JLGs.

New tribal JLGs would be formed which practice on tradition agriculture. And also JEVA members would be trained. Revolving funds to all tribal JLGs @ 50 000/JLG.

**Total funds:** 38 lakhs

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Trivandum	25 JLG /District	Revolving fund of 50,000/JLG (ST JLG only). Formation and training of Tribal JEVA team in all districts (total exp-38 lakhs)
2	Kollam		
3	Pathanamthitta		
4	Kottayam		
5	Idukki		
6	Ernakulam		
7	Thrissur		
8	Palakkad		
9	Malappuram		
10	Wayanad		
11	Kozhikode		
12	Kannur		
13	Kasargode		



**Implementation strategy with timeline and stepwise costs**

Sl No	Activity	Timeline	Cost involved (Lakhs)	Cost details	
1	Formation of new tribal JLGs according to the population of districts and training	May-July	20	Revolving fund to 200JLGs @ 10,000 each	MKSP
2	JLG & JEVA Training	Aug-Sept	13		MKSP
3	Honorarium for JEVA	Sept onwards	5		MKSP

**Policy decisions**

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Guidelines- Incentive pattern	April 30	May 10 <sup>th</sup>

**Monitoring table**

Name of Districts	No of tribal JLGs already formed	Newly formed JLGs	Area Under cultivation	Amount distributed as RF

### AG 10- Medicinal Plant Cultivation

**Aim:** Medicinal plant cultivation for livelihood promotion

**Project description:** The explosion of Ayurvedic /Herbal FMCG products in India (Patanjali, Himalaya, Dabur, etc.), underlines the fact that alternative medicines being sought for many lifestyle disorders and India's exports of raw herbs and herbal products have increased the demand of medicinal plants multi-fold in the past 10 years. Medicinal plants used in Ayurvedic industry are about 400 species and the medicinal plant related trade in India is about 1000 crores /year. Demand for ayurvedic products are increasing at the rate of 30% every year. But only 10% of items are obtained from cultivated sources and the main collection is from the wild. This prompted this project.

Launched in six districts on pilot basis, this project ensures promising income to JLGs if markets linkages are strong. Currently 224 Ha of land are under cultivation in six districts by 633 JLGs.

In the year 2019-20, medicinal plant cultivation will be carried out in the following seven districts viz, Thiruvananthapuram, Ernakulam, Thrissur, Malappuram, Kozhikode, Wayanad and Kannur. Districts can select the medicinal plants suited to their locality and more focus will be given to value addition in this year.

**Total funds: 10 lakhs**

Sl No	District	Physical target Commodity	Financial Allotment (lakhs)
1	Thiruvananthapuram	<b>50 ha / District</b>	1.43 lakhs per district
2	Ernakulam		
3	Thrissur		
4	Malappuram		
5	Kozhikkode		
6	Wayanad		
7	Kannur		
<b>Total</b>		<b>350 ha</b>	<b>10 lakhs</b>

#### Implementation strategy with timeline and stepwise costs

Activity	Timeline	Cost involved	Cost details	Fund source
Mobilisation training	May onwards	3	Rs.100 x 3000	NRLM
Training on value addition	August onwards	7	Rs.1,00,000 x 7	NRLM
<b>Total</b>		<b>10 lakhs</b>	<b>10 lakhs</b>	

**Monitoring parameters**

SL No	Name of District	Area of cultivation	No of JLGs involved	Income generated	Success rate of convergence with line departments

### AG 11- Paddy Collectives

**Aim:** Establishing district / CDS level paddy collectives

**Project description:** Establishment of 65 new paddy collectives in the state focusing on the strengthening of marginal paddy farmers. Due to various reasons, paddy production is decreasing in our state. This program will be a support to the women farmers of Kudumbashree in paddy production, processing and marketing area. 69 collectives now exist under various districts. During 2018-19 financial year, 1642 tons of paddy was procured and 876 ton was processed and marketed in various districts. Paddy collective fund can be transferred to these existing collectives for enhancing their activities and can be given to the new ones also. Value addition of paddy, its branding, marketing etc are also included in this program. So, as per 2019-20 AAP, 2 lakhs will be provided as Paddy Collectives Fund to each collective without interest. PCF can be given to the newly formed collectives as well as already established ones. But the amount wants to be repaid within 6 months to the CDS itself. This amount can be used further if needed. This will be a great help to the paddy farmers.

**Total funds: 143 lakhs**

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram	5 collectives in each districts excluding Idukki	<b>Training and mobilization</b> (500 members per district x Rs. 200 )  <b>1,00,000/-</b>  <b>Revolving Fund</b>  <b>10,00,000/-</b>
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		
6	Ernakulam		
7	Thrissur		
8	Palakkad		
9	Malappuram		
10	Kozhikkode		
11	Wayanad		

12	Kannur		
13	Kasargode		
	<b>Total</b>	<b>65 collectives</b>	<b>1,43,00,000/-</b>

#### Implementation strategy with timeline and stepwise costs

Sl No	Activity	Timeline	Cost involved	Cost details	Fund Source
1	Mobilization of units and training	May-June	13	To mobilize 6500 people	<b>MKSP</b>
2	Formation of collectives	July – Aug			
3	Providing PCF	Aug onwards	130	65 x 2,00,000	<b>MKSP</b>
	<b>Total</b>			<b>1,43,00,000/-</b>	

#### Policy decisions

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Guidelines- formation of collectives, training, PC formation, procurement, RF etc	March 20	Approved

#### Monitoring table

SL No	Name of District	No of collectives	No of JLGs involved	Area of production	Paddy procured (tones)	Paddy processed (tones)	Paddy marketed (tones)

## AG 12- Interest subsidy ,Area incentive and Technology Fund

- Aim: 1.** To distribute interest subsidy and area incentive to JLGs for bank linkages and cultivation respectively to all JLGs having linkages and cultivation
- 2.** To implement new technologies in farm livelihood sector

**Project Description:** Agriculture, inevitably, needs technology infusion to accelerate the production to feed the growing population. The technology deficit gap needs to be filled on a fast track basis to match productivity ratios with the rest of the country/world. New technologies are needed to push the yield frontiers further, utilize inputs more efficiently and diversify to more sustainable and higher value cropping systems.

Sixty thousand JLGs are currently engaged in farm livelihood activities of Kudumbashree and have been enjoying traditional method of agriculture. Encouraging the farmers, based on the micro environment that basically contain need, demand, feasibility and sustainability of the venture, support structures, convergence opportunities etc., to adopt latest agricultural technologies or innovative enterprises would be beneficial to enter into the next realm of farming activities. Agriculture technological fund extends financial assistance for implementing latest agricultural technologies through the adoption of novel technologies including improved varieties, innovative ideas, innovative crop management system, superior post-harvest processing techniques and value addition units etc

**Total funds:** 1296 lakhs

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram	All eligible JLGS	
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		
6	Idukki		
7	Ernakulam		
8	Thrissur		
9	Palakkad		

10	Malappuram		
11	Kozhikkode		
12	Wayanad		
13	Kannur		
14	Kasargode		
	Total		<b>1424 lakhs</b>

#### Implementation strategy

Activity	Timeline	Cost involved	Cost details	Fund Source
Area Incentive and Interest subsidy				
Receipt of applications	August-Sept	1124	As per existing Guidelines	State plan and Planning Board
	Dec-Jan			
	Apr-May			
<b>Technology Fund</b>				
<b>Mobilization and training</b>	<b>June- July</b>			
<b>Implementation of technologies</b>	<b>July Onwards</b>	<b>300</b>	As per existing Guidelines	State plan

## PART – B

### AG 13– Green Carpets: Mobile garden installation units

**Aim:** Formation of professional mobile gardening units which support terrace garden, kitchen garden, ornamental garden and various other types of gardens with special focus on urban areas.

**Project description:** Gardens contribute significantly to the well being and quality of life. Urbanisation and civilization has directly aggravated the thirst for verdancy. Different forms of gardens serve different purposes viz., kitchen gardens to topiaries. Realizing the possibility of entrepreneurial intervention in this field and also lack of renowned and well established such enterprises, this concept aims at formation of gardening units which are mobile and catering to all needs in this sector.

Well trained women groups consisting 4- 10 members will be created in all district. They will be given high end training on the various aspects of gardening, landscaping and new trends in the field. The group will be equipped to form various types of garden as per customer and institutional preference. Primary focus will be given to portable kitchen and ornamental garden units for apartments. In later phase landscaping, vertical gardens, garden maintaining and repotting services, topiary services, indoor gardening, artificial gardening etc will be focused.

Five such units will be created in each district, capable of taking up all garden and landscaping activities. Rs.100000 will be provided as revolving fund for the unit. In later phase mobile app will be launched for availing services of these groups (Uber eats model).

**Total funds: 92.4 lakhs**

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram	Establishment of 5 units / district	6.6 lakhs / district
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		
6	Idukki		
7	Ernakulam		
8	Thrissur		

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9	Palakkad		
10	Malappuram		
11	Kozhikkode		
12	Wayanad		
13	Kannur		
14	Kasargod		
	<b>Total</b>	<b>70</b>	<b>92.4 lakhs</b>

**Implementation strategy with timeline and stepwise costs**

Sl No	Activity	Timeline	Cost involved(lakhs)	Cost details	Fund source
1	District wise empanelling of agency, module preparation in consultation with identified and proven firms.	May-June	1.4	Rs.10000_ x 14	NRLM
2	Honorarium for consultants	June onwards	3.5	Rs. 25000 x 14	NRLM
3	GOT	May onwards	1.4	Rs.100 x 14 x 100	NRLM
3	Training using the prepared module	May onwards	2.1	Rs. 1500 x 5 x 14 x 2	NRLM
4	Exposure visit	June onwards	7	Rs.50000 x 14	NRLM
5	Revolving fund for establishing unit	June onwards	70	Rs.100000 x 70	MKSP
6	Branding and Promotional expenses	August onwards	7	Rs. 50000 x 14	MKSP
	<b>Total</b>		<b>92.4 lakhs</b>		

**Policy decisions**

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Module preparation	May 6	May 31 <sup>st</sup>
2	Guidelines of mobile installation unit- Revolving fund, services charge, users charge etc	May 6	May 20

**Monitoring parameters**

SL No	Name of District	No of units	No of women entrepreneurs involved	No of institutions where services rendered	No of households where services rendered	Annual income per unit

### AG 14– MKSP Mobile Application

**Aim:** Collection of micro and macro data regarding all JLG activities for data inventory

**Project description:** It's been more than ten years since the start of collective lease land farming. However a comprehensive data base has been absent. A well structured inventory can record area, production, land use and farmer statistics for competitive advantage. The envisaged mob application is a tool to collect all data regarding the farm livelihood sector of Kudumbashree with a vision to access, analyse, monitor, plan, and implement programmes. Data collection will be done in two seasons in a year by JEVA team. Data analytical tools will be used for planning of all seasonal and year round livelihood activities. The app will be launched during the month of May and the pilot based testing of App will be done in a selected CDS in every district before June 10. After necessary corrections and modifications, Mobile App will be adopted state wide for JLG data inventory.

**Total funds : 135 lakhs**

#### Implementation strategy with timeline and stepwise costs

Sl No	Activity	Timeline	Cost involved	Cost details	Fund Source
1	Prototype (Thiruvananthapuram)	March last week	269380	Given to Netrox	<b>MKSP</b>
2	Training to JEVA /CLC/ BC/DPM to mobile app launch	April 1 <sup>st</sup> - May 25 <sup>th</sup>	2,10,000	100 members x Rs.150 per head x 14 districts	<b>MKSP</b>
3	Pilot testing of App in selected CDS in every districts	June 1 <sup>st</sup> - June 10 <sup>th</sup>			
4	Establishing mobile app state widely	June 10 <sup>th</sup> - June 30 <sup>th</sup>			
5	Survey by JEVA – 1 <sup>st</sup> season	July- August	65,00,000	100 per JLG	<b>MKSP</b>
6	Survey by JEVA- 2 <sup>nd</sup> season	December	6500000	100 per JLG	<b>MKSP</b>
7	Data compilation, analysis and report preparation	February 2020	5000		<b>MKSP</b>

	<b>Total</b>		<b>1,34,84,380/-</b>		
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**Policy decisions**

Sl No	Details of policy decision	Target date for order	Target date for rollout
2	Mobile App inauguration	May 2019	
4	Circulars- Mapping, Survey, training, data entry	April 30	May 6 <sup>th</sup>

**Monitoring table**

Sl. No.	Name of District	Number of JLGs and individual farmer details uploaded	Progress of different schemes

### AG 15 -Agi project consultants

**Aim:** To establish a group of community resource persons for assisting women farmers in agriculture related project preparation

**Project description:** Successfully venturing into business, value addition, adoption of technology and demand based interventions in the recent past, the next leap targets multifarious activities that sustainably upscale the entire existing livelihood agrarian economy.

Needless to say, agricultural activities are dynamic owing to the intricacies of nature and hence the ongoing schemes and many schemes envisaged for the coming year require proper project proposals from districts that will be verified at various levels before issuance of technical and financial sanction from the headquarters for implementation. Also there are mandatory requirement of submission of proposals to other verticals in the system as well. This coupled with the enhanced options of convergence with stakeholders as part of expansion plans made us realise that strong capacity building programmes are highly necessary in the field of Agricultural project proposal's preparation, suiting to various needs. This would support the farmers and undoubtedly aid in conceptualising goals that are specific to area, time, crops etc.

The aim of the project is to create a layer of professionals who have high knowledge and expertise in the field of agriculture for preparing project proposal with high standards suiting to all types of needs. The plan is to Select three Agri Project Consultant per district from existing Block-coordinators to handle all the farm livelihood projects. The selected block coordinators will be given high end training with the support of Kudumbashree NRO. The new pool will be assisting farmers in agriculture related project preparation and necessary guidance.

**Total funds:** 11.2 lakhs

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram	<b>42 APC (3/District)</b>	11.2
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		

6	Idukki		
7	Ernakulam		
8	Thrissur		
9	Palakkad		
10	Malappuram		
11	Kozhikode		
12	Wayanad		
13	Kannur		
14	Kasargode		
	Total		11.2 lakhs

**Implementation strategy with timeline and stepwise costs**

Sl No	Activity	Timeline	Cost involved (Lakhs)	Cost details	Fund Source
1	Selection of Agri project consultants from existing BCs	April 30th	7	14dist*50,000/-rs	MKSP
2	Training Module preparation	may 15th			
3	First Phase Training	June 15 <sup>th</sup> - 31 <sup>st</sup>	2.1	42APC* 5,000/- rs	MKSP
4	Second Phase training	August 1 <sup>st</sup> onwards	2.1	42apc*5000/-rs	MKSP

### Policy decisions

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Guideline for selection of APC	May 15 <sup>th</sup>	
2	Training Module	May 31 <sup>st</sup>	
3	Circular for training	May 30 <sup>th</sup>	
4	Roles and responsibilities	June 15 <sup>th</sup>	

### Monitoring parameter

District	No of projects prepared by Agri Project consultants	No of projects got sanctioned	Time taken for formation and approval of projects

### AG 16 – Smart agri villages (SAV)

**Aim:** To create model self reliant and sustainable integrated farming societies.

**Project description:** Smart Agri Villages (SAV) are the elevated models showcasing sustainable and self reliant farming systems that encompasses all integrated approaches for ventilating a multitude of concepts viz., poverty reduction, food and nutritional security, natural resource conservation, livelihood diversification through agri-preneurships etc. The broader perceptiveness enables limitless opportunities that ranges from innovative enterprises to geographical indexing of products, let alone farm tourism. Buoyant by the examples of successful precedent endeavors, this proposition objectively submits a larger dream. One SAV will be formed in each district and SAV coordinator will be deployed in the field to coordinate the activities of SAV. Initial survey will be carried out to study the already existing components and opportunities for integrated farming system in the district. From the survey, a suitable village will be selected and support will be given to build a model agriculture village with sustainable integrated farming system in convergence with line department. One SAV will be formed in each district and SAV coordinator will be deployed in the field to coordinate the activities of SAV. In the preliminary phase, village implementation plan will be prepared with the active participation of farmers, CRPs, SAV coordinator etc and this will be executed phase by phase in the village.

**Total funds:** 70 lakhs

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram	Establishment of 1 SAV / district	4.95 lakhs / district
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		
6	Idukki		
7	Ernakulam		
8	Thrissur		
9	Palakkad		
10	Malappuram		
11	Kozhikkode		
12	Wayanad		
13	Kannur		
14	Kasargod		
	<b>Total</b>	<b>14</b>	<b>70 lakhs</b>



### Implementation strategy with timeline and stepwise costs

Sl No	Activity	Timeline	Cost involved	Cost details	Fund source
1	Survey expenses	May	0.35	Rs.35000	NRLM
1	Honorarium for CRPs for assessment survey	May onwards	0.98	Rs.100 x 14 x 70	NRLM
2	Mobilisation	May	28	1000 x 14 x Rs.200	NRLM
2	Training and exposure visit	May	3.5	Rs. 25000 x 14	NRLM
4	PRA	May	0.7	Rs.5000 x 14	NRLM
5	Preparation of farm plan	May	0.7	Rs.5000 x 14	NRLM
6	Honorarium for SAV coordinator	May onwards	14	Rs.10,000 x 10 x 14	NRLM
7	Convergence meetings	April onwards	5.6	Rs. 100 x 20 x 20 x 14	NRLM
8	Documentation	December	14	Rs.100000 x 14	MKSP
9	Honorarium for JEVA for final survey	February	1.47	Rs.150 x 14 x 70	NRLM
10	Data Analysis for impact assessment	March	0.7	Rs.5000 x 14	NRLM
	Total		<b>70 lakhs</b>		

### Policy decisions

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Circular – Selection of SAV coordinator	May 10	May 30
2	Circular –Baseline survey of JEVA Release of survey form for JEVA	May 10	May 30
3	Guideline- Establishment and formation of SAVs, components, selection of farmers, training, PRA and farm plan,	May 10	May 30

	Convergence meetings		
5	Circular – Survey of JEVA Survey form for JEVA	Sept-Oct	Nov 1 <sup>st</sup>

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**Monitoring parameters**

SL No	Name of District	No of farmers	Increase in income	Impact assessment	Agro economics	socio-economic-ecological development

## AG 17– Pisciculture

**Aim:** Fish farming in natural and artificial ponds in collaboration with fisheries department for creating more livelihood opportunities.

**Project description:** Kerala is physically the smallest but one of the most active maritime states of India. Since ancient times, fish has constituted one of the major parts of the diet of Keralites. It is estimated that about 70 per cent of the total fish production in the State is being consumed internally. The annual per capita consumption of fish in the State is about 20.02 kg which is higher than the national average consumption. When compared to that of the other states in the country, the per capita consumption of fish in Kerala is 6 times higher than the all India average. Scarcity of fresh fishes (Formalin and ammonia free) in the market is one of the major crisis faced in the recent times. Being a highly remunerative sector, Kudumbashree in convergence with the fisheries department is taking up this venture to provide diversified livelihood opportunities to the farmers.

Ponds available under LSGD, private firms and interested farmers will be identified in the first phase. Beneficiary list and the interested fish farming activity will be submitted in the district fisheries office and get sanctioned by the fisheries department. The selected ponds will be cleaned in the month of April and spawns will be distributed in month of June and July with the support of fisheries department. Tilapia cultivation, pearl spot cultivation, pangasius cultivation, cage farming, mussel farming, crab farming etc will be given thrust under this program. Malsyasakhi's will be selected, trained and deployed to coordinate the pisciculture in districts. Cold storage facility installed in the weekly markets can be used for marketing the fish along with vegetables.

**Total funds: 10.29 lakhs**

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram	Pisciculture in 1000 ponds	0.7 lakhs / district
2	Kollam		

3	Pathanamthitta				
4	Alappuzha				
5	Kottayam				
6	Idukki				
7	Ernakulam				
8	Thrissur				
9	Palakkad				
10	Malappuram				
11	Kozhikkode				
12	Wayanad				
13	Kannur				
14	Kasargod				
	<b>Total</b>			<b>1000</b>	

#### Implementation strategy with timeline and stepwise costs

Sl No	Activity	Timeline	Cost involved (lakhs)	Cost details	Fund source
1	Mobilisation and training of malsyasakhis from the existing pool of master farmers.	May	0.21	42 x Rs.500	NRLM
2	Honorarium to Malsyasakhis	June onwards	10.08	Rs. 250 + TA for the entire period (Rs.300 x 14 x 20 x 12 x	NRLM
	Total		<b>10.29 lakhs</b>		

#### Policy decisions

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Guidelines of malsyasakhis	June 20	June 30
3	Circular regarding handholding of farmers – training, structuring input assistance and monitoring etc.	June 20	June 30

**Monitoring parameters**

SL No	Name of District	No of ponds	No of groups involved	No of women farmers involved	Income generation of JLGs	Annual turnover of nattuchantha

## AG 18: Agri Business Ventures

**Aim:** To promote farm business ventures in the livelihood sector for income enhancement

**Project description:** Creation of agri-business culture among the traditional farmers to move along with recent trends is the vision of the project. Agri-business ventures are specifically targeted for technically and sustainably durable business entities in the livelihood sector in addition to existing value addition units and other farm enterprises which are generally considered as micro enterprises. Ventures like mushroom cultivation, Floriculture, Grow bag manufacturing units, farm school, rice and spices mills, hydroponic retail store, mobile cut vegetables and fruits unit, banana fiber- bamboo- cane products making, livestock feed production (fodder farming), Organic-ayurvedic cosmetics production unit etc will be supported under this scheme aiming at higher level of livelihood engagement further in linking with national and international markets. So, licensing, branding, quality packaging etc will be needed for each unit.

10 new agribusiness ventures each per district (total 140 units) aiming at livelihood diversification and higher order of economic activity is the target. This is an opportunity to intervene into the market, based on demand study. Financial assistance will be given as 40 % of the total project amount subject to a maximum of Rs.50000. First installment of 50% of the total amount sanctioned will be given after one month and the remaining 50% amount after four months of sanctioning first installment. In this program, subsidy is not loan linked. Training and additional support will be given as per demands from districts.

**Total funds: Rs.82.6 lakhs**

Sl No	District	Physical target	Financial Allotment (Rs)
1	Thiruvananthapuram	10 units per district	<b>Subsidy 50000 per district</b>
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		

5	Kottayam			<b>Mobilisation and training (3000 x 2 time)</b>  <b>60,000 per district</b>          <b>Exposure visit=</b>  <b>30,000 per district</b>		
6	Idukki					
7	Ernakulam					
8	Thrissur					
9	Palakkad					
10	Malappuram					
11	Kozhikkode					
12	Wayanad					
13	Kannur					
14	Kasargode					
	<b>Total</b>				<b>14*10 = 140 units</b>	<b>82,60,000/-</b>

**Implementation strategy with timeline and stepwise costs**

SI No	Activity	Timeline	Cost involved	Cost details	Fund Source
1	Assessment of existing gap and choose any 10 best ventures that will be suitable to each district (can be changed then)	April 2nd 2019	--	---	
2	Common orientation for Agripreneurs on various agribusiness ventures and its scope.	May-June	4.2 lakhs	(3000*10 unit*14 district)	<b>NRLM</b>

3	Special Skill Training / Technical training on mechanization, licensing, packing, branding, marketing etc. for each new Agripreneurs on their own business area	June-July	4.2 lakhs	(3000*10 unit*14 districts)	<b>NRLM</b>
4	Registration process of units should be started	July-August			
5	Exposure visits can be conducted	August	4.2 lakhs	(3000*10 unit*14 districts)	<b>NRLM</b>
6	Units get started functioning and primary subsidy can be released	Sep onwards	35 lakhs	(25000*10 unit *14 district)	<b>SPB</b>
7	Status collection from each district and surprise visit	October-Dec 2019 onwards			
8	Second phase of subsidy release	January 2020 onwards	35 lakhs	(25000*10 unit *14 district)	<b>SPB</b>
	<b>Total</b>		<b>82.60 lakhs</b>		

#### Policy decisions

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Guideline- formation of ABVs	April 25 to May 1 <sup>st</sup> week	
2	Circulars -Training, exposure visit etc	May 1 <sup>st</sup>	June 31 <sup>st</sup>
3	Circular- Status report (Financial and Market reach analysis)	December 1st	December 31 <sup>st</sup>



**Monitoring table**

Sl No	Name of District	No of beneficiary trained	No. of units started	No. of units availed subsidy	Gross income of units in the districts

### AG 19 – SAMRUTHI: JLG Campaign

**Aim:** To strengthen the farm livelihood sector of Kudumbashree by inclusion of more farmers and area and to provide them an income generation activity.

**Project description:** Farming model of Kudumbashree has been unique with respect to the collectiveness and the leased nature of lands. Significantly adding to the production and productivity of the state, collective farming has its own sociological, economical and ecological impacts. After the devastating floods in August 2018, Krishi sanghams have strived hard to exist in many districts. 41% JLGs and 60 % of areas were badly hit. Despite of all odds the passion for agriculture is carried forward by all women farmers with fervent hopes. To join the initiatives of Rebuild Kerala rejuvenation of the livelihood sector certainly stands as an option. There is ample scope for bringing more farmers under these initiatives. Campaign will be conducted in all districts with exhibitions, competitions, seminars, field visits, discussions etc. A state level ceremony will be conducted involving the selected JLG members from all districts.

**Total funds:** 210 lakhs

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram	15 lakh /District	210 lakhs
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		
6	Idukki		
7	Ernakulam		
8	Thrissur		
9	Palakkad		
10	Malappuram		
11	Kozhikkode		

12	Wayanad		
13	Kannur		
14	Kasargode		
	Total		210 lakhs

**Implementation strategy with timeline and stepwise costs**

SI No	Activity	Timeline	Cost involved (Lakhs)	Cost details	Fund
1	Convergence meetings	May onwards			
2	CDS Meetings	May onwards			
3	District level inauguration	June onwards	5	5	MKSP
4	District Programme implementation	May Onwards	210	14distr*15lakhs	MKSP
5	Monitoring	October 15 <sup>th</sup> February			
6	Documentation	February	7	14 dist*50,000	MKSP
7	State level Closing Ceremony	February 2020	10	State level	MKSP

**Policy decisions**

SI No	Details of policy decision	Target date for order	Target date for rollout
1	Circular regarding campaign	May 11 <sup>th</sup>	May 20
2	District level Committee Formation- Circular	May	May 20 <sup>th</sup>
3	Submission of Proposals	May 25 <sup>th</sup>	

4	Approval of Proposals	May 30 <sup>th</sup>	June 1 <sup>st</sup> week
5	Documentation	February 2020	

**Monitoring parameter**

District	No of existing JLGs	No of new JLGS formed after campaign	No of JLGs active after campaign	Area increased after campaign	Production increased after campaign	Linkage Amount	No of new entrepreneurs formed

### AG 20 -Naattuchantha- Upgradation of rural markets

**Aim:** -Up gradation of Naattuchanthas by installation of cold storages to reduce perishability and to facilitate more procurement, and sales.

**Project description:** Markets are one of the major links in making farming enterprise feasible. JLGs are the strong institution in the community and they are able to produce marketable surplus which become the income of a family. Marketing was one of the major problems face Kudumbashree women farmers. In order to maximize the benefits, Kudumbashree mission targeted the weekly rural markets as a sales platform for marketing the product of JLGs and micro enterprise units of Kudumbashree.

To develop these rural market as sustainable models by addition of infrastructure facilities and also convert the weekly market to daily market and increase the number of rural markets in all panchayats, installation of cold storages are planned in a phased manner. Each Naatuchantha will supported by Rs .50,000 for purchasing cold storage facility. In addition to this each Naattuchantha will be extended financial assistance of 20,000 for intensifying the market activity as revolving fund.

**Total funds: 272.9 Lakhs**

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram	452	20,000/-for RF to each Naattuchanda= 45  50,000/- for purchase of Cold storage facility =226
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		
6	Idukki		
7	Ernakulam		
8	Thrissur		

9	Palakkad		
10	Malappuram		
11	Kozhikode		
12	Wayanad		
13	Kannur		
14	Kasargode		
	Total		272.9

**Implementation strategy with timeline and stepwise costs**

Sl No	Activity	Timeline	Cost involved (Lakhs)	Cost details	Fund Source
1	RF to rural market (RF)	May	45	*20000 revolving fund*225 naattuchantha	MKSP
2	Assessment of existing rural markets	April-May	1.9	152*25persons *50 rs= 1,90,000	MKSP
3	Identification of rural markets where cold storage installed in first phase	April			
4	Purchase and Installation of cold storage	May	76	152Naattuchantha*50,000/- =7600000/-	Plan Fund
	Total		122.9		

**Policy decisions**

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Guideline for RF	May 6th	May 20 <sup>th</sup> onwards
2	Circular for assessment of rural hats	May 6th	May 20 <sup>th</sup> onwards
3	Guideline for purchasing cold storage	May 6th	May 20 <sup>th</sup> onwards
4	Circular regarding management	May 6th	May 20 <sup>th</sup> onwards

**Monitoring parameter**

Districts	No of Naatuchantha availed RF	Nattuchantha where cold storage installed	Sales

### AG 21- Small scale Value Addition Units

**Aim:** To promote 22 small scale value addition units in all districts

**Project description:** . During 2018-19 medium value added units were supported and 167 such units were established. The survey for livelihood opportunities after the devastating floods of 2018 stated the fact that small scale VA units has immense scope. In line with this goal the project is aiming to develop 308 units in the state.

Subsidy for group units- 40 % of the total project cost subject to a maximum of Rs.50000. 50% of 40% will be given after one month and the remaining amount, four months after sanctioning the 50%. Subsidy for individual units- 20 % of the total project cost subject to a maximum of Rs.10,000. 50% of 20% will be given after one month and the remaining amount will be sanctioned four months after sanctioning the 50%. In this program, subsidy is not loan linked.

Trainings will be given to new units with special focus in the area of mechanization, FSSAI licensing, packing, branding, marketing, promotions etc. Surprise visit to districts can be done for proper monitoring.

**Total funds:** 175.56 lakhs

SI No	District	Physical target	Financial Allotment (Rs)
1	Thiruvananthapuram	22 units per district	<b>Subsidy</b> <b>=11,00,000 per district</b>
2	Kollam		
3	Pathanamthitta		<b>Training</b> <b>= 88,000 per district</b>
4	Alappuzha		
5	Kottayam		<b>Exposure visit</b> <b>=66,000 per district</b>
6	Idukki		
7	Ernakulam		
8	Thrissur		



9	Palakkad		
10	Malappuram		
11	Kozhikkode		
12	Wayanad		
13	Kannur		
14	Kasargode		
	<b>Total</b>	<b>308 units</b>	<b>1,75,56,000/-</b>

**Implementation strategy with timeline and stepwise costs**

Sl No	Activity	Timeline	Cost involved	Cost details	Fund Source
1	Mobilization of units and completion of training	May	<b>12,32,000</b>	14 districts x 22units x Rs.2000 x 2 = <b>12,32,000</b>	<b>VC</b>
2	Registration of the units	July -Aug	<b>77,00,000</b>	First installment subsidy component for the units to be released	<b>SPB</b>
3	Exposure visit	August	<b>9,24,000</b>	14 x 22 x Rs.3000	<b>VC</b>
4	Setting up of units	November	<b>77,00,000</b>	Second installment of subsidy after 4 months	<b>SPB</b>
	<b>Total</b>		<b>1,75,56,000/-</b>		

**Policy decisions**

Sl No	Details of policy decision	Target date for order	Target date for rollout
1	Guidelines- Small Scale Value addition units setting up, subsidy component, monitoring	May 6 <sup>th</sup>	May 15 <sup>th</sup>
2	Circular-training, branding, marketing, exposure visit	May 15 <sup>th</sup>	May 30 <sup>th</sup>

**Monitoring table**

SL No	Name of District	No of Small Value Addition Units formed	No. of licensed units	Items	Subsidy details

## AG 22- Biopharmacy

**Aim:** Production of organic fertilizers to support organic farming

**Project description:** This program visions to start 152 new bio-pharmacies (1/block) to ensure organic input supply within and outside kudumbashree farming community.

One of our prestigious programs started in 2018-19 AAP was to promoting organic farming. Now it became a great success and approximately 6586 acre land is under organic farming. But farmers are facing a problem on the unavailability of quality organic manures and other inputs. So this program focus on creation of a strong support structure for organic clusters, JLGs and other farmers to supply quality assured bio products at cheaper rates and providing more income to JLG members. Strengthening of existing bio pharmacies can also be done through this program. Technical training and financial assistance of Rs.50000 can be given as revolving fund for primary establishment of the units.

**Total funds:** 80.56 lakhs

Sl No	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram	1/ block * 14 districts	<b>Mobilization, Training 13,68,000  RF</b>
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		
6	Idukki		
7	Ernakulam		
8	Thrissur		

9	Palakkad		<b>Rs.76,00,000</b>
10	Malappuram		
11	Kozhikkode		
12	Wayanad		
13	Kannur		
14	Kasargode		
<b>Total</b>		<b>152 units</b>	<b>80,56,000/-</b>

#### Implementation strategy

Activity	Timeline	Cost involved (lakhs)	Cost details	Fund Source
Mapping of existing units	April			
Mobilization and training of beneficiaries	April- June	<b>4,56,000</b>	152 x Rs.3000	NRLM
Registration of unit	June- July			
Revolving Fund		<b>76,00,000</b>	152 x Rs.50000	MKSP
Connecting the units with JLGs	September			
<b>Total</b>			<b>80,56,000/-</b>	

### AG 23 -Farm Mechanization

**Aim:** To Improve efficiency and productivity of rural livelihoods by use of women friendly farm machines

**Project description:** Mechanisation has a pivotal role in all agricultural operations from planting-to-harvesting-to-post-harvest operations. Farm machines provide enhanced work output and engender productivity and extra income. since the poorest of the poor farming community belongs to the collective lease land farming sector of Kudumbashree, the vision of higher order of farming activity was a farther reality. In line with the infusion of technology (Technology fund) during the previous year, introduction of mechanization is anticipated to revolutionalize the subsistence farming to elevated levels. Mechanisation is expected to improve the input use efficiency, timeliness and safety of farm operations, reduces cost of production and drudgery and also help in natural resource conservation.

Need assessment will be done systematically through elaborate surveys by CRPs and women friendly farm machines will be preferred over there. The purchased machineries will be made available to farmers through FFCs on marginal rents. This scheme extends the financial support of 10 lakh each to districts for the purchase of machineries. -

**Total funds:** 188.6

Sl no	District	Physical target	Financial Allotment (lakhs)
1	Thiruvananthapuram		188.6
2	Kollam		
3	Pathanamthitta		
4	Alappuzha		
5	Kottayam		
6	Idukki		
7	Ernakulam		

8	Thrissur		
9	Palakkad		
10	Malappuram		
11	Kozhikkode		
12	Wayanad		
13	Kannur		
14	Kasargode		
	Total		

**Implementation strategy with timeline and stepwise costs**

SI No	Activity	Timeline	Cost involved (Lakhs)	Cost details	FUND Details
1	Complete FFC Audit and submit report	March-April			
2	Demand assessment for new machineries	April 15 <sup>th</sup> - April 30 <sup>th</sup>	24.3	941ffc*50*50	MKSP VC
3	Action for purchase machineries	June 1 <sup>st</sup> - 30 <sup>st</sup>	140	(10 lakhs per district)	MKSP VC
4	Impact assessment by JEVA or MF	Sep last week- oct first week	24.3	50*50*941	MKSP
5	Total		188.6		

### Policy decisions

SI No	Details of policy decision	Target date for order	Target date for rollout
1	Circular for FFC Auditing	March	Already issued
2	Circular for purchase and use of machineries	April 30th	May onwards
3	Guideline for FFC for registers, revenue and receipts	April 30th	May Onwards
4	Preparation of survey formats	Sep 1st week	Sep 15 <sup>th</sup> onwards

### Monitoring parameter

District	No of FFCs	No of Machineries purchased	Amount to be spend	No of JLG benefited	Income from Machines Rent

