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Programme Officer , MKSP



1. Attappady MKSP Programme- By January spent minimum 2 crores and also prepare an action plan for 4 cr and roll out

Key Points	Target	Status till Oct 15	Nov 1 st	Dec 1 st	Jan 1 st	Feb 1 st	Remarks if any
Expenditure	2 Cr	Nil	Expenditure –Nil.				Ist state share transferred to APO Palghat
Action plan for 4 Cr and rollout			Action plan prepared.				

Strategies

- Fund transferred to DMC, Pgt. Vacancies notified for Attapady MKSP project. With the new PMU in place, targeted expenditure can be achieved

2. MKSP Agri- Before March spent 16 Cr and also ask for additional Fund.

Key Points	Target	Status till Oct 15	Nov 1 st	Dec 1 st	Jan 1 st	Feb 1 st	Remarks if any
Utilization of Funds	16 Cr	NII	NIL				All docs submitted to NMMU. 16 cr yet to receive.

Strategies

- 9 cr central share is expected within one month. Action plan for this amount will be prepared before NOV 10th.



3. Get the state share of MKSP Value chain project and Submit the utilization certificate .

Key Points	Target	Status till Oct 15	Nov 1 st	Dec 1 st	Jan 1 st	Feb 1 st	Remarks if any
Get State Share	16 Cr	Pending in LSGD, Query received from LSGD requesting some more details	Query replied and awaiting response				



4. A comprehensive study is required on already established producer companies. All the Producer companies should be streamlined.

Key Points	Status till Oct 15	Nov 1 st	Dec 1 st	Jan 1 st	Feb 1 st	Remarks if any
Study – Action taken	Nil	Nil				

Strategies

- PO(MKSP) and COO (NRLM) will prepare visit schedule for further roll out.

Rakhi
State Assistant Programme
Manager , Agriculture



1. Nurseries - Map the location of Nurseries. 200 new nurseries should be established within 4 months

Key Points	Target	Status till Oct 15	Nov 1 st	Dec 1 st (175)	Jan 1 st	Feb 1 st	Remarks if any
New Nurseries to be established	200	161	Revised targets has been given to districts				
Map the location of Nurseries	Geo tagging facility of proposed mobile app can be used for mapping		Request forwarded to CEO Start Up Mission for selection of start ups Project approval committee meeting scheduled				



Strategies


Surprise inspections will be conducted in all districts to monitor whether the established ones are on par with the guidelines issued
Stock and sales details of each nurseries will be monitored through the mobile app and make available to public through our site

2. 100 Agri based value addition units should be made functional before January. Also assess the production capacity and ensure maximum productivity

Key Points	Target	Status till Oct 15	Nov 1 st	Dec 1 st (90)	Jan 1 st	Feb 1 st	Remarks if any
Agri based value addition units	100	84	Revised targets intimated and allocated to districts				Mobilization and Trainings are going on in districts

Strategies

- Surprise inspections in districts on random basis to assess the entrepreneurial success.
- Production capacity and accounts on monthly basis of all value addition units will be monitored through the mobile app.



3. Study and prepare Value addition plan in Passion fruit and establish at least 2 Value added units

Key Points	Target	Status till Oct 15	Nov 1 st	Dec 1 st	Jan 1 st	Feb 1 st	Remarks if any
Value addition in passion fruit	2 units	Nil	1 unit				Established in Thrissur

Strategies

- Mobilization and training of interested farmers
- A feasibility study will be conducted for analysing the scope for expansion to other areas

Aishwarya
State Assistant Programme
Manager , Agriculture





1. Mapping of all organic farming groups should be completed.
Also complete certification process.

Key Points	Target	Status till Oct 15	Nov 1 st	Dec 1 st (1500 ha)	Jan 1 st	Feb 1 st	Remarks if any
Mapping – Action taken	10000 ha in 3 years	1057 ha under cultivation.	1083 ha				With the release of mobile app, mapping can be done precisely
Complete certification process	Certification to local groups formed	Selected Regional Council (RC)	<ul style="list-style-type: none">•RC training to CLC completed & LG training will be over by November 30.•Data collection for certification going on				Registration will start by December



STRATEGIES

Obtained GB approval for providing 10 % additional incentives to the JLGs coming under this program.

To popularize this program a Campaign 'Harithajeevanam' was organised in all districts (168 places) in association with Rangashree team.

Trainings will be given by the selected regional council (RC) in all districts to create awareness about the importance of organic certification among farmers.

A separate pool of resource persons named Cluster level co-ordinators (CLCs) was selected exclusively for this program and were trained by the RC.

The best DMT will be honoured based on their performance in obtaining the maximum number of organic conversion certificates after 1 year.

2. Medicinal Plant: Present the total supply chain of medicinal plant. Also present a strategy or policy for its marketing

Key Points	Target	Status till Oct 15	Nov 1 st	Dec 1 st (150 ha)	Jan 1 st	Feb 1 st	Remarks if any
Action Taken	250 ha	130 ha	All districts identified marketing linkages except Kozhikode and Ernakulam				

Strategy

- DMTs are assigned to develop a marketing strategy in convergence with the Ayurveda hospitals and vaidyashalas in their locality.
- Inorder to increase the area, a market study which will be regionally conducted based on which demand based crop selection approach will be adopted.
- Inclusion of more medicinal plants that has scope in the incentive list for encouraging the adoption of more crops

3. Establish new 14 Producer Companies.

Key Points	Target	Status till Oct 15	Nov 1 st	Dec 1 st	Jan 1 st	Feb 1 st	Remarks if any
Establish Producer Companies	14	Mobilization & preliminary stage of company incorporation going on.	Exposure visit and workshop given to all DMTs.				

Strategy:

- Exposure visit and workshop for DMTs to provide more clarity on PCs.
- Details of already existing PCs were collected from NABARD and circulated among the districts to reduce competition as well as to ensure the sustainability.
- More awareness will be given to farmers through training in all districts in association with the NABARD and Company secretary.

Athira
State Assistant Programme
Manager , Agriculture



1. Analyse the panchayath wise data of Nattuchantha and stream line the activities. Achieve a turnover of 10 Crore in next 4 months.

Key Points	Target	Status till Oct 15	Nov 1 st	Dec 1 st	Jan 1 st	Feb 1 st	Remarks if any
Turnover	10 Cr	6 Cr	Prepared target based on number of nattuchantha given to all districts.				

Strategies

- Given as DPM challenge which will be evaluated on Jan 6th
- A management committee consisting CDS chairperson, JEVA, MKSP BC, a person in charge of JLG in the CDS will be formed for ensuring smooth conduct of market
- Regular conduct of Naattuchantha will also be considered as a criteria for selecting the best CDS as well as a review point in BC appraisal



2. Identify a proper feasible space or place for nattuchantha. List out those places so that we can construct a permanent setup in convergence with MGNREGS. (minimum of 10)

Key Points	Status till Oct 15	Nov 1 st	Dec 1 st	Jan 1 st	Feb 1 st	Remarks if any
Action Taken	Nil	NRLM rural haat guideline, MGNREGS circular were collected and sent to districts for implementation				

Strategies

- Given as DPM challenge which will be evaluated on Jan 6th
- A letter will be sent to panchayats for sanctioning a feasible space for permanent Naattuchantha



3. Within next 4 months identify and start intensive banana cultivation in 10,000 acre

Key Points	Target	Status till Oct 15	Nov 1 st	Dec 1 st (7000 acres)	Jan 1 st	Feb 1 st	Remarks if any
Intensive Banana cultivation	10000 acre	5000 acres identified for cultivation	District informed of the new challenge and instructed to expand the area				The planting season will be over by Nov first week and the data will be updated soon