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Directorate of Agriculture

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Circular

Sub: Agriculture Department-Scheme on comprehensive development of Rice-2016-2017-working instructions issued-reg

Ref: order No TP (2) 10507/16 dated 01/04/2016 of Director of Agriculture.

Continuous sanction has been accorded, vide ref 1st cited, for the implementation of scheme on "Comprehensive development of Rice" under the H/A 2401-00-102-90 plan, comprising four rice development scheme components viz a) Sustainable development of rice, b) Assistance to paddy development agencies, c) promotion of Speciality Rice, and d) Operational support to padasekara samithies for group farming. The schemes aim at enhancing production and productivity and to sustain the rice cultivation by increasing productivity to around 3.2 MT/Ha by the end of the current plan period.

OBJECTIVES

a) The scheme component "sustainable rice development" is being implemented to achieve a rice based farming system approach based on group farming concepts and scientific package of cultivation suited to each agro climatic condition for enhancing production and productivity, and simultaneously to bring down cost of cultivation.

b) The scheme component 'Speciality Rice development' is to promote and encourage the cultivation of traditional speciality rice varieties in Kerala like pokkali, njavara, basmati and scented rice varieties like Jeerakashala and gandhakasala ethnic to Wayanad district.

c) The scheme component "Assistance to paddy development agencies" aims at tackling the problems of rice cultivation in special problem areas through the "Paddy Development Agencies"

The various components under this programme and budget provisions for 2016-2017 are given below

Sl.No	Components	Amount(Rs.in lakh)
1	Sustainable Rice Development for 1.8 lakh Ha (Input assistance @Rs.1500/Ha)	2700.00
2	Paddy Development Agencies	150.00
3	Promotion of Speciality Rice (Assistance @Rs.10000/Ha) for 1500Ha	150.00
4	Operational Support to padasekhara samithies for strengthening group farming activities(1,25,000Ha) (Rs.360/ha subject to a maximum of Rs.50,000/- padasekharam)	450.00
	Total.	3450

1.SUSTAINABLE DEVELOPMENT OF RICE

Revitalisation of group farming activities will be concentrated in 180000 Ha during 2016-2017 in all rice growing tracts of the state .The objective of this programme is to implement a package of measures capable of making rice production more attractive by reducing the cost of cultivation ,providing infrastructure and adopting modern farming technology through group farming so as to build up confidence among paddy farmers to go in for paddy cultivation.The group farming activities in each padasekaram will be undertaken in each season in a co-ordinated manner as per an approved action plan prepared at krishi bhavan level . An amount of Rs. 2700 Lakhs is set apart for providing group farming support in the state during 2016-2017 @Rs 1500/Ha.

.Assistance for cultivation

An amount of Rs. 2700 Lakhs is set apart for providing input assistance for rice cultivation in the state during 2016-2017 which is proposed to be utilized for for the use of uniform seed of an identified high yielding variety for each padasekharam .

During the current year 2016-2017 ,the assistance is limited to Rs.1500/- Ha. Action is being initiated to provide additional financial assistance to the farmers through RKVY funds from the scheme 'Paddy Productivity Improvement' Programme.LSGD schemes can also be properly converged to the programme.

It is proposed to cover an area of 1,80,000 ha under group farming with assistance @Rs.1500/ha.The assistance will be sanctioned for the seed component only and the same will be made available from the Kerala State Seed Development Authority. The remaining components like community nursery,biological control of pests like use of trichocards ,water management like developing small feeder /drainage channels and mechanization like

purchase of pumpsets, mechanical weeders and other items mentioned above. are to be implemented by the padasekhara samithy using their own resources. Expenditure will be met from the H/A 2401-00-102-90 plan.

An annual action plan comprising each season for each padasekaram for taking up identical variety for obtaining higher productivity by the adoption of modern technical knowhow will be prepared by the Agricultural officer of the krishibhavan in consultation with padasekhara samithies and got approved by the ADA of the concerned Block. Common activities such as raising of community Nursery ,fertilizer application including INM, Biological control of pests like use of trichocards ,water management like developing small feeder /drainage channels and mechanisation like purchase of pumpsets ,mechanical weeders and other items mentioned above will be pre planned and arranged for the smooth implementation. Pre-season training for field staff and farmers will be done in RATTTC and FTCs functioning in the state .Field level group discussions and field trainings to farmers and agricultural labours will also be organized towards more effectiveness of group action. District wise Physical & financial targets are given in Annexure I.

II.ASSISTANCE TO PADDY DEVELOPMENT AGENCIES.

Govt of Kerala has constituted eleven paddy development agencies for tackling the problems of rice cultivation in special problem areas .Financial assistance of Rs.150 lakhs will be provided to the agencies for development of the problem area based on approved location specific projects on actual needs . The funds will be provided to Paddy Development Agencies based on the action plan approved by the Executive Committee of the concerned agency.The expenditure will be met from the H/A 2401-00-102-90 plan.

III.PROMOTION OF SPECIALITY RICE

The component sanctioned under this scheme is to promote and encourage the cultivation of traditional speciality rice varieties of Kerala like pokkali,njavara,Jeerakasala and gandhakasala. Basmati cultivation will also be

promoted since it is highly profitable. In order to motivate farmers to undertake cultivation of special rice varieties, which have high relevance in GI registry, it has been decided to give a higher incentive of Rs.10,000/Ha. Target proposed for cultivation of special rice varieties is 1500 Ha during 2016-2017 with a financial outlay of Rs. 150 lakhs as given below. The recommended varieties and areas are Pokkali 1125Ha, Njavara 35Ha, Basmati 5Ha, Jheerakasala & Gandhakasala 335 Ha.

a) **Pokkali Rice**

Among the Specialty Rice varieties of Kerala "Pokkali rice" is a traditional saline resistant rice variety which is cultivated in an organic manner in the coastal regions of Ernakulam, Alappuzha and Thrissur districts of Kerala. Paddy cultivation is practiced in Pokkali tracts during the low saline phase starting from June to early November and prawn farming is practiced during the high saline phase of mid November to mid April. The organic pokkali rice is famous for its special taste and high protein content. Since the tidal flows make the field highly fertile, no other manure or fertilizer needs to be applied to the crop, and hence naturally organic. In order to survive in the water logged fields, the rice plants usually grow up to a height of 2 meters. But as they mature, they bend over and collapse with only the panicles standing upright. Harvesting takes place in the month of October. Only the panicles are cut and the rest of stalks are left to decay in the water which is the feed for the prawns that start arriving in November – December. Cultivation of pokkali rice will be promoted in an area of 1125 Ha in the districts of Alappuzha, Ernakulam and Thrissur.

b) Njavara Rice

It is a unique indigenous rice cultivar of the state having medicinal properties. This rice variety has got immense potentialities in our indigenous system of medicines generally used in Njavara kanji and Njavara Kizhi. Cultivation of Njavara is generally centered on northern districts of the State. Cultivation of Njavara rice will be promoted in an area of 35 Ha in the districts Thrissur, palakkad , Wyanad and kannur.

c) Basmati Rice (Promotion of Basmati rice cultivation)

Basmati 370 and Taroari Basmati are the widely cultivated varieties of export quality. Combining the quality features of traditional varieties and yield potential of high yielding semi dwarf varieties suited to be cultivated in all parts of India. Basmati is grown during summer months to get best results for right aroma.. Promotion of Basmati rice will be done with the help of selected padasekhara samithies, SHGs, Kudumbasree units and NGOs. Since basmati rice fetches premium price the income of the farmer will be sustainable. Since cultivation of basmati is being done on a promotional basis the physical target will be limited to 5 Ha.

d).Jeerakashala and Gandhakashala

Farmers of Wayanad district follow a distinct traditional practice of raising ordinary red kernelled indica type for daily consumption and scented rice for the preparation of special dishes. In Wayanad district, Kalpetta, Panamaram, sulthan Bathery, and Mananthavady are the main area where farmers including tribal people are cultivating scented rice varieties like jeerakashala & gandhakasala .These varieties are very popular

due to its good taste and aroma .Climate of this area is also suitable for growing scented rice varieties.However lack of financial support has resulted in the area under cultivation coming down over the years.During 2016-2017Jeerakashala and Gandhakashala cultivation will be promoted in an area of 335 Ha in Wayanad district as a part of promoting indigenous high value paddy varieties

Assistance for cultivation

Assistance for Speciality Rice Cultivation will be provided @Rs.10000/Ha.

Sl.No	Variety	Area(Ha)	Assistance(Rs.in lakh)	Remark
1	Pokkali	1125	112.5	
2	Njavara	35	3.5	
3	Basmati	5	0.50	
4	Jeerakashala&Gandhakasala	335	33.50	
	Total	1500	150	

Target proposed for cultivation of special rice varieties is 1500 Ha during 2016-2017 with a total financial Allocation of Rs. 150 lakh.The expenditure will be met from the H/A 2401-00-102-90 plan. District wise targets are given in Annexure II

IV. OPERATIONAL SUPPORT TO PADASEKHARA SAMITHIES FOR GROUP

FARMING .

By supporting padasekara samithies it is intended to sustain rice cultivation and to augment the average productivity to above 3 tonnes per hectare through group activities, in the major rice growing tracts of the State with natural endowments for the same.

The scheme component Operational support to padasekhara samithies for group farming has been sanctioned with a financial out lay of Rs.450.00 lakhs. The Expenditure will be met from the H/A 2401-00-102-90 plan.

THE DETAILS OF ASSISTANCE PROPOSED

Sl. No.	Item	Rate	Amount (Rs. Lakhs)
1	Operational support to padasekhara samithies for group farming(1,25,000 Ha)	360/ha subject to a maximum of Rs.50,000/ padasekharam	450.00

The padasekara samithies have to be strengthened to encourage group activities by integrating state schemes under rice development, rice development programme of local self Governments &RKVY rice schemes . Consequent to the introduction of E-payment system of crediting subsidy to individual bank account of farmers, the availability of funds for group activities with padasekaara samithies are practically nil. In such situation operational support of padasekharasamithies is an inevitable item for the existence and functioning of padasekhara samithies. Hence an amount of Rs 450 lakhs has been set apart as operational support to padasekara samithies for

group farming for 1,25,000 ha @ Rs.360/ha subject to a maximum of Rs.50,000/- padasekaram.

The following activities enlisted below require additional amounts for the padasekarasamithies to execute the programme for the benefit of the individual farmers as group activities.

- a. Renewal of registration
- b. Maintenance of accounts
- c. Conducting group meetings, executive committee meetings etc
- d. Office expenses for printing charges of forms, registers etc
- e. Laying out of demonstration plots, erecting boards etc
- f. Repair and maintenance of farm machineries and equipments
- g. Hiring of machineries in peak seasons
- h. Maintenance and repair of common bunds and channels etc
- i. Accidental expenses for the repair of bunds breached due to flood
- j. Registered seed growers programme
- k. Additional expenses for pumping
- l. Selling the produce through Civil Supplies Corporation
- m. Preparation of claims and statement for e-payment
- n. Organising seminars, campaigns, harvesting melas with farmers participation, highlighting their achievements.
- o. Development of infrastructural facilities for Selected Group Farming Padaekarams in the Block Area
- p. Mechanisation of tillage operations
- q. Packing and distribution of seeds, fertilizers, pp chemicals and other inputs

The padasekarams having an area of 3Ha and above will be considered for assistance under this programme. The total area targeted is 1,25,000 ha with a total financial outlay of Rs 450 lakhs under H/A 2401-00-102-90 plan. Expenditure can be incurred for the above mentioned group activities. This assistance will be given for the works carried out for each virippu, mundakan and pancha seasons. District wise targets are given in Annexure III.

**ABSTRACT OF COMPONENTS UNDER COMPREHENSIVE
RICE DEVELOPMENT SCHEME 2016-2017**

Sl. No	Scheme Component	Rate of Assistance/Ha (Rs)	Phy. Target (Ha)	Fin. Target (Rs. in lakhs)
1	Sustainable Development of Rice	1500	1,80,000	2700.00
2	Assistance to Paddy Development Agencies		11 agencies	150.00
3	Promotion of Speciality Rice	10000.00	1500	150.00
4	Operational Support to Padasekara samithies for group farming.	360	1,25,000	450
	Total			3450

(Rupees Three thousand Four hundred and Fifty lakhs only)

GUIDE LINES TO BE FOLLOWED IN THE IMPLEMENTATION

1. For each padasekaram an action plan should be prepared by the Agricultural officer with the involvement of all stake holders by integrating schemes implemented by various agencies .In the padasekhara samithy, 10-20 members should be entrusted with special tasks for collecting informations from Krishibhavan, panchayath and Karshikavikasana samithy and to give information to members and gives feedback .A representative from the local financial institution should also be invited to the padasekara samithy. The action plan should contain the details of all activities right from the arrangement of seed till production procurement as seed /paddy including their post harvest management and marketing.
2. The annual action plan at krishibhavan level should be verified and approved by the concerned block level ADAs.
3. The assistance of subject experts from KAU and KVK institutions can be utilized in solving the field problems .
4. The scheme will be implemented in all potential rice growing tracts with the active participation of group farming samithies .The activities should be carried out based on action plan already prepared for each samithy before the commencement of each cropping season .
5. On farm trainings can be arranged by the Agricultural officers in consultation with the block level ADAs .For imparting training programmes PAOs can utilize the funds available under ATMA programme.
6. Timely availability of sufficient quantities of inputs like seeds ,lime ,fertilisers ,ppchemicals etc should be ensured . In the case of other inputs arrangements should be made by the Agricultural officers under the guidance and supervision of Block level ADAS /DDA(WM) of Distict HQ.

7. Availability of agricultural machinery should be ensured and put to effective use for reducing the cost of cultivation and to overcome labour scarcity.
8. Regular, continuous and need based transfer of new techniques in rice cultivation should be made available and also necessary steps should be taken to solve field problems. The visit of extension staff of krishibhavans to padasekarams will be ensured by fixing a schedule of visit.
9. Support of LSGDs and NGOs can be sought for the effective implementation of the programme .
10. Use of soil ameliorants , biofertilizers , light traps , biocontrol agents etc. should be promoted on padasekaram basis as a part of INM and IPM programmes.
11. A separate register should be maintained by the Agricultural officers incorporating each samithy to record the various achievements in connection with the implementation of the programme s
12. ADA at block level should give proper guidance for the successful implementation of the programme to the farmers and the field level functionaries should visit all the padasekarams
13. The assistance to the beneficiary will be transferred through ECS/RTGS via , E-payment .
14. DDA (WM) in each district HQ should monitor the progress of achievements of each component of the scheme and should visit 10 % of the areas of implementation.
15. Agricultural officer should give the padasekaram wise detailed report (name of padasekaram , area covered , variety grown , No of farmers benefitted , assistance given to various components through various agencies etc) to the block level ADA soon after the completion of each season . The ADAs should submit a consolidated block wise report to the DDA (WM) who in turn will submit detailed report to Additional Director Of Agriculture (CP) along with panchayath wise area covered under paddy cultivation and the yield obtained , soon after the completion of each season. Wide publicity and media coverage of the scheme should be ensured through FIB. Principal Agricultural officer of each district will submit monthly progress report to the Additional Director Of Agriculture (CP) by 5th of every month .
16. Maximum number of crop cutting experiments should be taken so that productivity and production can be highlighted.

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Director of Agriculture.

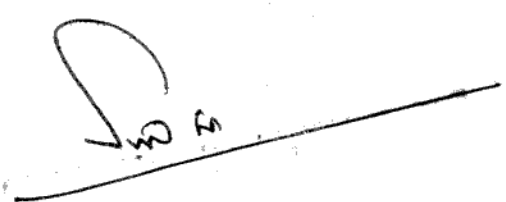
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Annexure I

SUSTAINABLE DEVELOPMENT OF RICE 2016-2017

(PHYSICAL AND FINANCIAL TARGET)

Sl.No	Name of district	Physical Target(Ha)	Fin. Target(Rs in lakhs)	Remarks
1	Trivandrum	1800	27	
2	Kollam	1600	24	
3	Pathanamthitta	2400	36	
4	Alappuzha	37000	555	
5	Kottayam	16000	240	
6	Idukki	800	12	
7	Ernakulam	4100	61.50	
8	Thrissur	19000	285	
9	Palakkad	73200	1098	
10	Malappuram	5900	88.5	
11	Kozhikode	2000	30	
12	Wyanad	9000	135	
13	Kannur	5200	78	
14	Kasargod	2000	30	
	Total	180000	2700	



Annexure II

SPECIALITY RICE CULTIVATION 2016-2017**(PHYSICAL AND FINANCIAL TARGET)**

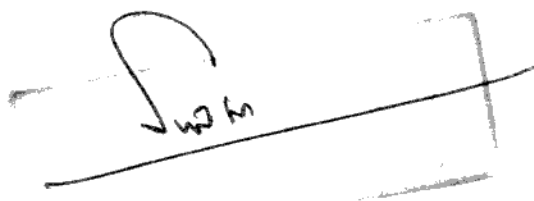
District	Physical Target (Ha)				Total (Ha)	Financial target (Rs in lakhs)				Total (Rs.in lakhs)
	Pokkali	Njavara	Basmati	Jeerakas hala&gandhakas ala		Pokkaali	Njavara	Bas ma ti	Jeer akas hala &gandh akas ala	
Alappuzha	700				700	70				70
Ernakulam	400		2		402	40		0.2		40.2
Thrissur	25	2			27	2.5	0.2			2.7
Palakkad		23			23		2.3			2.3
Wyanad		5		335*	340		0.5		33.5	34
kannur		5	3		8 _r		0.5	0.3		0.8
Total	1125	35	5	335	1500	112.5	3.5	0.5	33.5	150

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Annexure III

OPERATIONAL SUPPORT TO PADASEKHARASAMITHIES FOR GROUP FARMING
2016-2017 (PHYSICAL AND FINANCIAL TARGET)

Sl.No	Name of district	Phy.Target(Ha)	Fin.Target(Rs in lakhs)
1	Trivandrum	1000	3.6
2	Kollam	1200	4.32
3	Pathanamthitta	1500	5.4
4	Idukki	500	1.8
5	Kottayam	8000	28.8
6	Alappuzha	23000	82.8
7	Ernakulam	3000	10.8
8	Thrissur	12500	45
9	Palakkad	55000	198
100	Malappuram	6000	21.6
11	Kozhikode	2300	8.28
12	Wyanad	6000	21.6
13	Kannur	3000	10.8
14	Kasargod	2000	7.2
	Total	125000	450



(PTO)