

TM (2)16758/16

Directorate of Agriculture  
Development & Farmers  
Welfare Department,  
Vikas Bhavan,  
Thiruvananthapuram,  
Dated: 21-04-2016

### CIRCULAR

Sub:- Annual Plan 2016-17 Implementation of the value addition schemes (Assistance to SFAC, Neera Processing- training & purchase of machinery and construction of building) included in the Green book – working instructions issued – reg.

Ref:- 1. GO (Rt) No. 84/2016/AD dated 29/01/2016  
2. TP (2) 10507/16 dated 1/04/2016 & 04/04/2016

Vide reference (1) Government has approved the inclusion of the value addition scheme for a total amount of 2.35 crore in the Green Book. Vide reference 2nd cited, list of value addition schemes included in the Green Book, their budget Provisions and copy of the scheme proposal placed in the Plan Preparation Group meeting held on 29-01-2016, which was included in the Green Book are provided. Guidelines for the implementation of the schemes are furnished below.

#### **1. Assistance to SFAC, Awareness, Information Support, Consultancies and Felicitation to SFAC**

An amount of Rs. 25 lakhs is set apart for SFAC for meeting operational cost and an amount of Rs. 10 lakhs for awareness Programmes, information Support and felicitation. Out of Rs. 10 lakhs, Rs. 3 lakhs should be utilized by SFAC for hiring an expert as consultant with more than 15 years experience in Food Processing Industries to develop the sector. The SFAC will oversee the establishment and co-ordination of Ginger processing plant established by Milma and NIIST and also the marketing projects of vegetables by Malabar Milk Union in Wayanad district. Incubation centres established at NIIST and CTCRI will be utilized by SFAC for capacity building programmes.

For the implementation of the scheme, SFAC will submit proposal to Director of Agriculture for sanctioning assistance for above components based on which Director of Agriculture will issue proceedings for drawal and disbursement of the amount to Managing Director SFAC. In the annual Plan 2016-17 an amount of Rs. 235 lakhs is set apart for value addition schemes included in the Green Book. Out of this an amount of Rs. 35 lakhs required for the above component can be met from the current budget Provision 2016-17 under H/A – 2435 -01- 800 - 94- plan.

## **2. Neera Processing – Training to Neera Technicians**

Neera the processed product of coconut inflorescence Sap has gained acceptance as the health drink of Kerala. Kerala Agricultural University in association with Kerala State Coconut Development Corporation is producing and marketing Neera under the brand name 'Keramrutham' which has gained wide popularity. During 2015-16 Government had provided assistance @ Rs. 50 lakhs per unit for setting up of 3 Nos Neera processing unit through Coconut Development Board.

With a view of giving further support to this profitable venture, as per GO. (MS) No. 111/2015/Agri dated 22-06-2015 has decided to provide training to Neera technicians by giving financial assistance of Rs.10000/- per head, conducted for CPS/Federation of CDB and for agencies under Department of Agriculture. Under the scheme training will be conducted for a total no of 500 participants by providing assistance @ Rs. 10000/ per head.

Agencies under Department of Agriculture like , Kerala State Coconut Development Corporation, Kerafed, KAICO, will submit proposal to Director of Agriculture for conducting Neera technician training through KAU. Director of Agriculture will issue proceedings for drawal and disbursement of the amount to the concerned agencies.

In the annual plan 2015-16 an amount of 235 lakhs is set apart for Value addition schemes in green books. Out of this an amount of 50 lakhs for the component Neera Technician Training can be met from the current budget provision 2016-17 under H/A – 2401-00-108-30 Plan.

## **3. Neera Processing – Purchase of Machinery and Construction of building**

Establishment of Neera processing units require pucca building and necessary machinery for processing and packing of the product. As per G.O.(MS)111/2015/Agri dated 22/06/15 assistance will be provided @ 25% of the project cost subject to a maximum of Rs.50/-lakhs per unit for suitable project proposals, subject to the conditions given below.

- a. Project proposal should be credit linked.
- b. Financial assistance will be provided as back ended subsidy.
- c. The cost of building construction should not exceed 25% of the total project cost.


Agencies under Department of Agriculture will submit suitable proposals which will be vetted by SFAC and submit to Director of Agriculture with clear recommendation. The Coconut Producers Societies/Federation under Coconut Development Board will submit suitable proposal which will be vetted by CDB and submit to Director of Agriculture with recommendations. Neera producer who comes independently for installing Neera Plants without the assistance of CDB will also be considered, subject to the conditions in the G.O.(MS)111/2015/Agri dated 22/06/15, Director of Agriculture will issue proceedings for drawal and disbursement of the amount.

In the annual Plan 2016-17 an amount of Rs. 235 lakhs is set apart for the Value Addition Schemes included in the Green Book. Out of this an amount Rs. 150 lakhs required for the component will be met from current budget provision 2016-17, under H/A – 2401-00-108-30 Plan.

Sd/-  
Director of Agriculture.

Copy to

1. Chairman, CDB
2. MD, SFAC
3. MD, KSCDC
4. MD, KERAFED
5. MD, KAICO
6. PIO, FIB
7. All PAO's
8. TA to DA
9. CA to Additional Directors of Agriculture
10. Planning Section/Finance Section
11. Stock File
12. IT cell for uploading in Official Website

  
P. K. K. K. K. K.  
Additional Director (Marketing)  
Directorate of Agriculture,  
Vikas Bhavan, Thiruvananthapuram