



GOVERNMENT OF KERALA

Abstract

Agriculture Department - Establishment of KERALAGRO Resource Centres in all districts and conduct of State level VAIGA - Sanction accorded - Orders issued.

AGRICULTURE(EB)DEPARTMENT

സ.ഉ.(സാധാ) നം.252/2024/AGRI Dated,Thiruvananthapuram, 13-03-2024

- Read 1. G O.(Rt) No 383/2023/AGRI dated 25..04.2023
2..G O.(Rt) No 467/2023/AGRI dated 17.5.2023
3. Letter No. ADFW/3757/2023-TP2 dated 5.3.2024 from Director Agriculture Development & Farmers' Welfare Department

ORDER

Value Addition for Income Generation in Agriculture (VAIGA) is the sole and most prestigious venture of Agriculture Development and Farmers Welfare Department since 2016. VAIGA extends its focus upon current and emerging national and international drifts in technological advancements related to profitable agricultural developments. This includes product diversification, processing, value addition, and marketing. The venture also offers immense opportunities in building a bridge between local-national agencies, entrepreneurs, and experts in Agri-value addition & processing. The exhibition conducted as a part of the EXPO offer an excellent opportunity for the participants to showcase their innovative products. The business-to-business meet conducted as part of the event offered an interface between national/international agencies and entrepreneurs in the Agri- value chain. The DPR Clinic and Business to Business Meet conducted as part of VAIGA 2023 was an enormous success. With the accomplishment of all these and as an output of the VAIGA 2023, Government have decided to establish District level KERALAGRO Resource Centers in all districts in the State to facilitate entrepreneurs in developing value added products with the acquisition of suitable and cost effective technology and also for the marketing of value added products.

2) The Director of Agriculture Development & Farmers' Welfare as per letter read above has furnished a comprehensive proposal for the establishment of district level KERALAGRO Resource Centres. The Director has proposed the following objectives and activities for streamlining the KERALAGRO Resource Centres at district level.

Objectives

1. To promote entrepreneurship development and improve the income of farmers by value addition in agriculture.
2. To provide an opportunity to exhibit the value added products on a common platform thereby enabling scope for more innovative ideas.
- 3.To provide an opportunity to understand the latest technological advancements in value chain development.
4. To update entrepreneurs on policies, regulations and pricing in the field of value addition in agriculture.
- 5.To boost the export sector and to increase revenue.
- 6.To create opportunity for agricultural product company/manufacturers to interact with key personnel from Government as well as private agencies involved in the development and promotion of agricultural sectors.
- 7.To offer major national and international retail/trading chains a chance to choose latest designs and plan collection for upcoming seasons.
- 8.To bring together agricultural products, industry experts and technologist to share latest information /research/technical knowhow on agricultural value chain development.
- 9.To update entrepreneurs on latest trade regulations, Government norms, policies and pricing.
- 10.To make the sector investment friendly and to generate major employment opportunities in agricultural sector.

Proposed activities of KERALAGRO Resource Centres

- a. To act as a facilitating centre at district level for the development of agri- entrepreneurship.

- b. To provide guidance for the establishment of processing centres with appropriate technology and consultancy services.
- c. To provide information on schemes of both Central and State Governments which promote entrepreneurship.
- d. To conduct various exhibitions, seminars, trainings, B2B meets, DPR Clinic etc., at the district level which would act as an opening for entrepreneurship development.
- e. To facilitate development of suitable business plans for individuals, Non Resident Indians, farmer groups and Self Help Groups.
- f. To act as a multidisciplinary experts team for all types of problem solving and as a single window system for the establishment of different enterprises in agricultural value addition and income generation sector.

3) Government have examined the matter in detail and are pleased to accord sanction for the proposal of the Director of Agriculture as per letter read 3rd paper above for the institutionalization of KERALAGRO Resource Centre in all the 14 districts attached to Principal Agricultural Office of the district concerned.

4) The Director Agriculture shall constitute a Managing Committee with the following members for the execution and smooth functioning of the KERALAGRO Resource Centre.

1. Project Director (ATMA) at the District level – Chairman,
2. Deputy Director (NWDPR) - Convenor
3. Deputy Project Director (ATMA) - Co Convenor.
4. The Assistant Director (Marketing) and all other Deputy Directors of the District - Members

5) The Assistant Directors of Agriculture (Chemist, State Agmark Grading Laboratory) in the Agmark laboratories of the concerned districts is entrusted with the follow up and execution of the projects facilitated by the Resource Centre. In districts which do not have the Assistant Directors of Agriculture/Chemist (State Agmark Grading Laboratory) this duty will be performed by Assistant Directors of Agriculture/Assistant Soil Chemist of Mobile Soil Testing Laboratory or District Soil Testing Laboratory as per the decision of PD (ATMA). The Assistant Engineer (Agri) of the district will be the Technical Manager of

the KERALAGRO Resource Centre. Apart from these, the KERALAGRO Resource Centre shall be supported by two scientists from Kerala Agricultural University and the Lead Bank Manager. The Technical Assistant of the District shall be in charge of the DPR Clinics and their preparations in the KERALAGRO Resource Centre. The KERALAGRO Resource Centre shall have the additional functions of conducting suitable exhibitions, necessary B2B meets, DPR Clinics, seminars, technology summits, interfaces etc., for the promotion of value addition and income generation at district levels.

6) Government are also pleased to accord sanction for the conduct of State level VAIGA Programme for the year 2024 and to accord sanction to conduct KERALAGRO EXPO 2024 at Kannur, Palakkad, Ernakulam, Idukki and Kollam districts by meeting the expenditure from the net savings under the component "Conduct of Krishidarshan" where in Rs. 210 Lakhs was sanctioned as per Government Order read 1st paper above. Sanction is also accorded to conduct KERALAGRO EXPO at Thalassery , Kannur district by meeting actual expenditure from the net savings under the component "Conduct of Krishidarshan".

(By order of the Governor)

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അഡീഷണൽ സെക്രട്ടറി

The Director Agriculture Development and Farmers Welfare Department
The Director Soil Survey and Soil Conservation Department
The Principal Information Officer, Farm Information Bureau
Thiruvananthapuram
The Principal Accountant General, (A&E/Audit) Thiruvananthapuram.
Stock file/Office copy.(EB2/141/2023-Agri)

Forwarded /By order

Section Officer

Copy to:- PS to Minister Agriculture
CA to Agriculture Production Commissioner &
Principal Secretary
CA to Additional Secretary