



## GOVERNMENT OF KERALA



### Abstract

Agriculture (WTO Cell) Department – Annual Plan 2024-25- Scheme “Market Development”- Administrative Sanction accorded- Orders issued

### **AGRICULTURE (WTO CELL) DEPARTMENT**

G.O.(Rt)No.558/2024/AGRI Dated,Thiruvananthapuram, 21-06-2024

Read 1 Letter No.ADFW/5428/2024-TP2 dated 13.05.2024 from the Director,Agriculture Development and Farmers Welfare Department.

2 Minutes of the Working Group meeting held on 16.05.2024.

### ORDER

In the Annual Plan 2024-25, an amount of Rs.1190.00 Lakh (One Thousand One Hundred and Ninety Lakh Only) has been earmarked for the scheme “Market Development” under the head of account 2435-01-800-99 Plan.

2) The Director,Agriculture Development and Farmers Welfare Department, as per the letter read as 1st paper above, has submitted a proposal for Rs.633.30 Lakh (Rupees Six Crore thirty three lakh thirty thousand only) and requested to accord Administrative Sanction for the scheme “Market Development”.

3)Abstract of components included in the proposal are as follows:

Sl.No.	Component	Amount (Rs.in lakh)
1	State Agricultural Prices Board	125.00
2	WTO Cell operational expenses	5.00
3	Market development activities of VFPCCK	500.00
4	Engaging of Technical Officer on contract basis	3.30
	TOTAL	633.30 (Rupees Six Crore thirty three lakh thirty thousand only)

4)The proposal was placed before the working group meeting held on 16.05.2024 and the working group approved the proposal for an amount of Rs.633.30 Lakh (Rupees Six Crore thirty three lakh thirty thousand only)

subject to the condition that at least two years experience in the marketing field shall be required as criteria for engaging Technical Officers.

5) Government are pleased to accord administrative sanction for the implementation of the scheme " Market Development" for an amount of Rs.633.30 Lakh (Rupees Six Crore thirty three lakh thirty thousand only) through the Department of Agriculture, under the head of account 2435-01-800-99 Plan under Annual Plan 2024-25 subject to the condition that at least two years experience in the marketing field shall be required as criteria for engaging Technical Officers.

6) The following conditions should be followed wherever applicable, while implementing the scheme:

- i) All rules, formalities and procedures shall be strictly followed for the implementation of the scheme. The norms of financial propriety shall be adhered to.
- ii) The expenditure would be met only from the provision available under the appropriate head of account.
- iii) The fund release will be based on actual requirements, and the fund released should not be parked in banks.
- iv) Store Purchase Rules shall be strictly adhered to for all kinds of purchases
- v) Tender/e-tender and other stipulated formalities shall be followed wherever necessary.
- vi) Post creation and purchase of vehicles are not admissible under the scheme.
- vii) The Head of Departments shall monitor the implementation of the scheme and ensure that the implementation is as per the existing procedures, rules and regulations.
- viii) The implementation agencies/ Departments also should prepare an implementation schedule to complete the project in time and send regular progress report on financial and physical progress on a quarterly basis.
- ix) The Director, Agriculture Development and Farmers Welfare Department should hold monitoring meetings to review the progress and send report to Government regarding the progress of implementation of the approved scheme.
- x) The Director, Agriculture Development and Farmers Welfare Department shall sign an MoU with the concerned implementing agencies of the scheme before releasing the funds . It should also be ensured that the Utilization Certificates pertaining to all schemes are submitted by the agencies in time.
- xi) AIMS portal registration and Digital Soil Health Card is mandatory.
- xii) Geo fencing & Geo tagging is mandatory. It should be ensured in every

scheme wherever beneficiaries exist.

xiii) Plan review will be conducted every month.

7)The implementation of the project will be managed by the Additional Director of Agriculture (Marketing) at the Directorate of Agriculture and the project implementation shall be completed by 31.03.2025.

(By order of the Governor)  
SAJU SURENDRAN I E S  
SPECIAL OFFICER

To:

The Director, Agriculture Development and Farmers Welfare Department,  
Thiruvananthapuram.

The Principal Accountant General (Audit/A&E),Kerala,  
Thiruvananthapuram

The Member Secretary, State Planning Board, Pattom, Thiruvananthapuram

The Secretary, State Agricultural Prices Board, Thiruvananthapuram

The Chief Executive Officer, VFPCCK, Ernakulam

Agriculture (PB) Department

Planning and Economic Affairs (A) Department

Finance (Agri-B) Department

Information and Public Relations (Web and New Media) Department

Stock file/ Office copy(efile No.AGRI-WTO1/75/2024-AGRI-Part(1))

Forwarded /By order

Section Officer

Copy to:-PA to the APC & Principal Secretary, Agriculture Department

CA to the Special Officer, Agri (WTO Cell) Department