



GOVERNMENT OF KERALA

Abstract

Agriculture (WTO Cell) Department – Annual Plan 2025-26- Scheme “Market Development”- Administrative Sanction accorded- Orders issued.

AGRICULTURE (WTO CELL) DEPARTMENT

G.O.(Rt)No.542/2025/AGRI Dated,Thiruvananthapuram, 02-06-2025

Read 1) Letter No. ADFW/3847/2025-TP2 dated 06.05.2025 from the Director, Agriculture Development and Farmers Welfare Department.

2) Minutes of the Working Group meeting held on 19.05.2025.

ORDER

In the Annual Plan 2025-26, 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.934.30 Lakh (Rupees Nine Crore thirty four 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	Financial outlay (Rs. in lakhs)
1	State Agricultural Prices Board	125.00
2	WTO Cell-Operational expenses	5.00
3	Project based assistance for Marketing Outlets	100.00
4	Market development activities of VFPC	500.00
	Price incentive for branded	

5	organic products marketed through institutional channels	100.00
6	Development and maintenance of portals related to marketing.	1.00
7	Support for Keralagro branding and onboarding products and establishment of Keralagro branded shops	50.00
8	Engaging technical officer on contract basis	3.30
9	Supply chain management including cold chain segment through HortiCorp	50.00
	Total	934.30 (Rupees Nine Crore thirty four lakh thirty thousand only)

4) The proposal was placed before the working group meeting held on 19.05.2025 and the working group approved the proposal for an amount of Rs. 934.30 Lakh (Rupees Nine Crore thirty four lakh thirty thousand only) subject to the condition that the State Agriculture Prices Board shall proactively share its study reports with the State Planning Board, accompanied with a discussion during the draft stage of reports.

5) Government are pleased to accord administrative sanction for the implementation of the scheme " Market Development" for an amount of Rs.934.30 Lakh (Rupees Nine Crore thirty four lakh thirty thousand only) through the Department of Agriculture, under the head of account 2435-01 800-99 Plan under Annual Plan 2025-26 subject to the condition that the State Agriculture Prices Board shall proactively share its study reports with the State Planning Board, accompanied with a discussion during the draft stage of reports.

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 reports 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 a report to the 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 31.03.2026.

(By order of the Governor)
AKHILA CHACKO K A S
SPECIAL OFFICER

To:

- 1) The Director, Agriculture Development and Farmers Welfare Department, Thiruvananthapuram.
- 2) The Principal Accountant General (Audit/A&E), Kerala, Thiruvananthapuram.
- 3) The Member Secretary, State Planning Board, Pattom, Thiruvananthapuram

- 4) The Secretary, State Agricultural Prices Board, Harisree, Rosscotte Lane, Vazhuthacaud, Thiruvananthapuram-695010.
- 5) The Managing Director, HORTICORP, Poojappura, Thiruvananthapuram.
- 6) The Chief Executive Officer, VFPCCK, Ernakulam
- 7) Agriculture (PB) Department
- 8) Planning and Economic Affairs (A) Department
- 9) Finance (Agri-B) Department
- 10) Information and Public Relations (Web and New Media) Department
- 11) Stock file/ Office copy (E 3142249, File No.AGRI-WTO1/77/2025-AGRI)

Forwarded /By order

Section Officer

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