



GOVERNMENT OF KERALA

Abstract

Agriculture Department - Annual Plan 2026-27 - "Market development support to Vegetable & Fruit Promotion Council Keralam (VFPCCK) including green coconut procurement through VFPCCK" - Administrative Sanction accorded - Orders issued.

AGRICULTURE (PLANNING-B) DEPARTMENT

G.O.(Rt)No.686/2026/AGRI Dated, Thiruvananthapuram, 25-07-2026

Read 1 Letter No.ADFW/4040/2026-TP2 dated 04-07-2026 from the Director, Agriculture Development & Farmers' Welfare Department, Thiruvananthapuram.

2 Minutes of the Working Group Meeting held on 10/07/2026.

ORDER

In the Annual Plan 2026-27, a budget provision of Rs. 892.00 lakh is earmarked for the scheme -"Market development support to VFPCCK including green coconut procurement through VFPCCK" under the Head of Account 2435-01-101-73 Plan. As per the letter read above, the Director of Agriculture has submitted a proposal for the Scheme -"Market development support to VFPCCK including green coconut procurement through VFPCCK" for an amount of Rs.892 lakh under the Head of Account 2435-01-101-73 Plan for consideration of the Departmental Working Group.

2. Abstract & Details including financial outlay of the Scheme are,

Sl.No	Component	Sub total Amount in Lakhs
A	Market development of VFPCCK	
5.1	Support for initiation of new farmer markets	7.60
5.2	Strengthening and stabilization support for existing markets.	264.00

5.3	Support for better price realization of produce	20.40
B	Green coconut procurement through VFPCCK.	
2.1	Support for Green coconut procurement	600.00
	Total	892.00

3. Objectives of the scheme as follows:

- Market Development of VFPCCK for promotion of fruits and vegetables.
- Formation of new Bulking Points and Collection Centers in production sites.
- Strengthen the activities of existing 298 markets established by the Council.
- Strengthening of the existing infrastructure support provided to the farmer markets.
- Enhance sale turnover of fruit and vegetables through the farmer markets.
- Support the marketing and promote export of farmer produce.
- Ensuring better farmer share In consumer price.
- Employment generation .
- Strengthening of retail interface for farmer produce.
- Audit trails for transactions.
- Increase in the area and sustained production of coconut.
- To provide assured market support to coconut farmers.
- To eliminate unnecessary Intermediaries.
- To maintain consistent quality standards.
- To stabilize market price and strengthen farmer market linkage.
- To reduce avoid post harvest losses and wastage through efficient handling, transportation and storage practices.
- To improve profitability and sustainability of procurement operations through efficient procurement and supply chain management.
- To promote green coconut consumption as a healthy and natural beverage amount consumers.

4. The Working Group Meeting for the year 2026-27 held on 10/07/2026 has considered the proposal in detail and agreed to issue Administrative Sanction for the same.

5. In view of the decision of the Working Group, Government have examined the matter in detail and are pleased to accord Administrative Sanction to the above mentioned proposal for the Scheme -"Market development support to VFPCCK including green coconut procurement

through VFPCCK" for an amount of Rs.892 lakh by meeting the expenditure under the Head of Account 2435-01-101-73 Plan.

6. The project will be managed by the Additional Director of Agriculture (Extension) at the Directorate of Agriculture and the scheme shall be completed by 31.03.2027.

7. The following General Conditions shall be complied with, wherever applicable:

1. All rules, formalities, and procedures shall be strictly followed in the implementation of the scheme. The norms of financial propriety shall be duly observed.
2. The expenditure shall be met only from the budget provision available under the appropriate Head of Account.
3. Funds shall be released only based on actual requirement, and the funds released shall not be parked in bank accounts.
4. The Kerala Store Purchase Rules shall be strictly followed for all procurements under the scheme.
5. Tender/e-Tender procedures and all other stipulated formalities shall be followed wherever applicable.
6. Creation of posts and purchase of vehicles shall not be admissible under the scheme.
7. The Head of the Department shall monitor the implementation of the scheme and ensure that it is carried out in accordance with the existing procedures, rules, and regulations.
8. The implementing agencies/Departments shall prepare an implementation schedule to ensure completion of the project within the stipulated time and shall submit quarterly progress reports indicating both the financial and physical progress of the scheme.
9. The Director shall convene periodic monitoring meetings to review the progress of the scheme and submit reports to the Government on the progress of implementation of the approved scheme.
10. The Director of Agriculture, the Director of Soil Survey & Soil Conservation Department, and the Chief Executive Officer, VFPCCK shall execute a Memorandum of Understanding (MoU) with the concerned implementing agencies before releasing the funds. They shall also ensure that Utilization Certificates in respect of all schemes are submitted by the implementing agencies in a timely manner.
11. Registration in the AIMS/KVK/KATHIR Portal and issuance of Digital

Soil Health Cards shall be mandatory.

12. Geo-fencing and Geo-tagging shall be mandatory for all schemes involving beneficiaries.
 13. A monthly review of the Plan shall be conducted.
8. The Director of Agriculture will draw and disburse the amount of the scheme to the implementing agency for the implementation of the project

(By order of the Governor)
SUBHASH T V I A S
SPECIAL SECRETARY

To:

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

The CEO, VFPCCK.Kochi.

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

The Member Secretary, Kerala State Planning Board, Pattom,
Thiruvananthapuram.

Finance (Agri-B) Department.

✓ I&PR (Web & New Media) Department

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Forwarded /By order
Digitally signed by
Vetty P K
Date: 25-07-2026
16:39:13
Section Officer