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Government of India
Ministry of Agriculture and Farmers Welfare
Department of Agriculture, Cooperation and Farmers Welfare

Krishi Bhawan, New Delhi
Dated: 21 May, 2018

OFFICE MEMORANDUM

**Sub: Revised Guideline for Paramparagat Krishi Vikas Yojana (PKVY) scheme-
reg.**

The undersigned is directed to enclose herewith the revised guidelines of Paramparagat Krishi Vikas Yojana (PKVY) scheme for implementation and further necessary action.

This issue with the approval of competent authority.



(Vandana Dwivedi)
Additional Commissioner (INM)

Distribution:

1. PPS to Hon'ble Agriculture Minister, Krishi Bhawan, New Delhi
2. PPS to Secretary (AC & FW), Krishi Bhawan, New Delhi.
3. PPS to Secretary, Ministry of Food Processing Industries (MOFPI), Panchsheel Bhawan, August Kranti Marg, Khelgaon, New Delhi.
4. PPS to Secretary, Ministry of Micro Small and Medium Enterprises (MSME), Udhog Bhawan, New Delhi
5. PPS to Additional Secretary & Financial Advisor, Krishi Bhawan, New Delhi.
6. PPS to Additional Secretary (INM), Krishi Bhawan, New Delhi.
7. PPS to Additional Secretary (Panchayati Raaj), Krishi Bhawan, New Delhi
8. PPS to Additional Secretary (Rural Development), Krishi Bhawan, New Delhi
9. PPS to Agriculture Commissioner,
10. PPS to Horticulture Commissioner,
11. PPS to Joint Secretary (NHM), New Delhi.
12. PPS to Joint Secretary (Crops), Krishi Bhawan, New Delhi.
13. PPS to Joint Secretary (NRM & RFS), Krishi Bhawan, New Delhi.
14. PPS to Joint Secretary, Department of Fertilizer (DoF), Shastri Bhawan, New Delhi.
15. PPS to Joint Secretary (INM), Krishi Bhawan, New Delhi.
16. PPS to Joint Secretary (MOFPI), New Delhi.
17. PPS to Joint Secretary (MSME), New Delhi.
18. PPS to Joint Secretary (Panchayati Raaj), New Delhi.

19. PPS to Joint Secretary (Rural Development), New Delhi.
20. DDG (NRM), ICAR, Krishi Anusandhan Bhawan -II, Pusa, New Delhi-12
21. DDG (Extension), ICAR, Krishi Anusandhan Bhawan -II, Pusa, New Delhi-12 (With the request to circulate guidelines to all KVKs for the implementation).
22. Director NCOF, Ghaziabad. (With the request to upload the Guideline on NCOF portal)
23. Director, CFQCTI, Faridabad
24. Director of Agriculture (All States)/UTs (including Hilly States)
25. All State Agriculture Universities
26. All Central Agriculture Universities.



सत्यमेव जयते

Paramparagat Krishi Vikas Yojana (PKVY)

**National Mission for Sustainable
Agriculture (NMSA)**

**Integrated Nutrient Management Division
Department of Agriculture, Cooperation & Farmers Welfare
Ministry of Agriculture & Farmers Welfare
Krishi Bhavan, New Delhi**

INTRODUCTION

Paramparagat Krishi Vikas Yojana (PKVY)

“Paramparagat Krishi Vikas Yojana (PKVY)” a sub-component of Soil Health Management (SHM) scheme under National Mission of Sustainable Agriculture (NMSA) aims at development of sustainable models of organic farming through a mix of traditional wisdom and modern science to ensure long term soil fertility buildup, resource conservation and helps in climate change adaptation and mitigation. It primarily aims to increase soil fertility and thereby helps in production of healthy food through organic practices without the use of agro-chemicals. PKVY also aims at empowering farmers through institutional development through clusters approach not only in farm practices management, input production, quality assurance but also in value addition and direct marketing through innovative means. Participatory Guarantee System under PGS-India programme will be the key approach for quality assurance under the PKVY. The farmers will have option to adopt any form of organic farming in compliance of PGS-India standards. While adopting a system it must be ensured that the system adopted is compatible to the area and crop and assures optimum yield and provides adequate measures to manage nutrients, pests and diseases. Farmers will have the flexibility to use appropriate package of practice(s) best suited to their situations.

2

OBJECTIVES

- To promote natural resource based integrated and climate resilient sustainable farming systems that ensure maintenance and increase of soil

fertility, natural resource conservation, on-farm nutrient recycling and minimize dependence of farmers on external inputs;

- To reduce cost of agriculture to farmers through sustainable integrated organic farming systems thereby enhancing farmer's net income per unit of land
- To sustainably produce chemical free and nutritious food for human consumption.
- To protect environment from hazardous inorganic chemicals by adoption of ecofriendly low cost traditional techniques and farmer friendly technologies
- To empower farmers through their own institutional development in the form of clusters and groups with capacity to manage production, processing, value addition and certification management;
- To make farmers entrepreneurs through direct market linkages with local and national markets

3 INSITUTIONAL FRAMEWORK AT NATIONAL, STATE AND DISTRICT LEVEL

A) National Level

A.1 National Advisory Committee (NAC)

The National Advisory Committee (NAC) under Chairmanship of Secretary (A&C) constituted under NMSA will be the policy-formulating body giving overall direction and guidance to the Mission and monitor and review its progress and performance. It is empowered to lay down and amend operational guidelines other than those affecting financial pattern and Cost Norms. The composition of the NAC is given below:

Secretary, Agriculture, Cooperation & Farmers Welfare (AC&FW)	Chairman
Secretary, MOFPI	Member

Secretary, MSME	Member
Additional Secretary & Financial Advisor, DAC&FW	Member
Additional Secretary (INM), DAC&FW	Member
Additional Secretary (Panchayati Raj)	Member
Additional Secretary (Rural Development)	Member
Representative from Department of Agriculture Research & Education	Member
Joint Secretary (NHM)	Member
Joint Secretary (Crops)	Member
Joint Secretary (NRM & RFS)	Member
Joint Secretary (DOF)	Member
Joint Secretary (INM)	Member Secretary
Representative of State Governments	Associate members on rotation basis

- NAC will invite 3-4 states as associated members in each meeting on rotation basis. NAC will meet at least once in six months.

A.2 Executive Committee (EC):

Executive committee will be headed by Additional Secretary (INM). Executive Committee (EC) will comprise of the following Members:

Additional Secretary (INM), DAC&FW	Chairman
Joint Secretary (Department of Fertilizers)	Member
Joint Secretary (INM)	Member Secretary
Joint Secretary (MOFPI)	Member
Joint Secretary (MSME)	Member

Joint Secretary (Panchayati Raj)	Member
Joint Secretary (Rural Development)	Member
DDG (NRM), ICAR, Agriculture Commissioner, Horticulture Commissioner, ADC (INM), Director, NCOF and Director, CFQC&TI	Expert Members

During the Annual Action plan approval meetings , the State Secretary of Agriculture/ nodal department shall be co-opted as member of the E.C, when the State's Action plan is taken up for approval.

- EC will oversee activities of the Scheme and approve Action Plans of various states in accordance with the prescribed norms.
- EC is empowered to reallocate resources across States and components and approve projects on the basis of approved financial assistance norms.
- EC will meet at least once every quarter.

A.3 INM Division in DAC&FW:

- Indicate tentative provisions for each component at the beginning of Financial Year (March- April) to facilitate the States in preparing Annual Action Plan (AAP) as per the prescribed format.
- Oversee dissemination, implementation, monitoring and evaluation of various interventions in the mission and provide feedback reports to the NAC and EC.
- Ensure timely release of funds as per the annual action plans and monitor utilization status of funds.
- Provide overall policy guidelines for the scheme.
- Prepare the Agenda for the EC and NAC meetings.
- In order to cater to the diversified requirements of the scheme in an

efficient and time bound manner, INM Division will engage a Project Management Team.

A.4 National Centre of Organic Farming (NCOF)

- > NCOF being the secretariat for PGS-India programme shall be the monitoring body for PGS certification programme including authorization of RCs, selection of NABL accredited labs and random surveillance through the RCOFs
- > Technical trainings to state Government officers on organic crop and livestock management as per PGS standards
- > Monitoring of functioning of Support agencies.
- > Monitor implementation of the scheme in states
- > Management and maintenance of data, MIS development, report generation and digital surveillance on group activities on PGS certification
- > Any other monitoring and surveillance activity assigned by the DAC&FW

A.5 National Project Management Team: Project Management Team (PMT) constituted at the National level will function under the leadership of the JS (INM). Consultants in organic farming management, PGS certification and agri-marketing as programme Manager, Senior Programmers, Technical Assistants, and supporting staff will form part of the PMT. The functions of the PMT are as at Annexure I.

B) State Level

- > State Department of Agriculture or agency nominated/authorised by the state government shall be the nodal Department for implementation of this scheme.

B.1 Functions of the State department:

- Prepare annual State Level Action Plan by compiling District-wise Action Plan and submit to the State Level Executive Committee (SLEC) for approval and there after forward the same to EC
- Receive funds from DAC&FW for implementation and oversee its implementation, regular monitoring & review of programmes. Facilitate monitoring by INM Division/ NCOF/RCOFs
- Where the programme is implemented by the State Departments, it must be ensured that the aim of market linkages to clusters is properly implemented and farmers are linked to the market before the closure of the programme.
- Selection of support agencies (if not implementing on its own) through the state determined process in an open and transparent manner.
- Release of fund to support agencies as per work progress and release of funds to farmers/ accounts of farmers groups as DBT.
- Organize workshops, seminars and training programmes for all interest groups/stakeholders at State/District level.
- Operationalize Information Communication Technology (ICT) enabled management system up to grass-root level.
- Supervise all activities related to implementation of plan, monitoring etc.
- Conduct independent evaluation to assess the performance of scheme in their States.
- Two percent (2%) of total allocation to the State may be earmarked for administrative and other contingent expenses. Expenditure in excess of 2% limit will be met by the States from their own resources.

- The State Government and other designated implementing agencies, to the extent possible, will ensure active participation of the Panchayati Raj Institutions (PRIs) in the implementation of this scheme
- State Government may involve PRIs in publicising the demonstrations and training of farmers and in ensuring participation of farmers from nearby areas for widespread dissemination of technology.
- States may prefer Women farmers / Women Self Help Groups formed under Ministry of Rural Development while choosing the organic farming areas.
- States may also take the services of FPOs, SME(s) and convergence with other government schemes to create end-to-end value- chain based cluster models (of 500 to 1000 ha area each) with effective and functional marketing channels.

B.2 The State Level Executive Committee (SLEC) :

Agriculture Production Commissioner/Principal Secretary Government	Chairman
Commissioner (Agriculture)/ Director (Agriculture)	Member Secretary
Commissioner (Horticulture)/ Director (Horticulture)	Member
Commissioner (Panchayati Raj)	Member
Commissioner(Rural Development)	Member
Representatives of SAUs/ICAR/NCOF/other line departments	Expert Members
Lead Farmers	Expert Members

The above SLEC is only indicative. States can choose to set up their own SLEC/already existing structures as per the need and availability under

information to GoI.

- The SLEC will oversee the implementation of scheme's components of the respective States through regular meetings with the nodal and other line Departments. It will also provide inputs to the Executive Committee for appropriate policy formulation and post facto approval, if required.
- State level Executive Committee shall approve the Annual Action Plan prepared by the State nodal Department/authorized agency. The SLEC will oversee the implementation of scheme components of the respective States through regular meetings with the nodal and other line Departments. The project prepared by state government must be duly approved by SLEC before submission to EC.

B.3 State Project Management Team (PMT): States can engage consultants, technical assistants at state and district level having technical and administrative expertise for providing technical guidance and effective monitoring of the scheme implementation. States can decide the number based on their requirements at State and District level. Financial support for the same will be obtained from 2% administrative costs provided to the states.

B.4 Support Agencies: States can implement the programme through their own staff or can engage /outsource programme implementation through professional support agencies

- Support agencies shall be required for the following twofold functions:

(A) Implementation of Cluster formation, capacity building including exposure visits, trainings, deployment of manpower in the form of Lead Resource Persons (LRPs), management of entire programme implementation including data management, handholding to groups and clusters, facilitating value addition and marketing of PGS certified produce.

(B) PGS Certification endorsement, physical verification and issue of certificates including sample collection and analysis for residue analysis.

- While any support agency fulfilling the prescribed criteria/qualifications can take up the functions as listed at (A), States shall engage already registered Regional Councils (RCs) for functions as listed at (B).
- In order to implement organic integrity, in such clusters, where a RC is selected as the support agency for functions of Part (A), they will make sure that another RC shall have to undertake their certification or functions of Part (B).
- Essential qualifications for support agency are at ANNEXURE II
- Roles and responsibilities of Support agency in detail is at ANNEXURE III
- Eligible criteria of Regional Councils is at ANNEXURE IV
- Roles and responsibilities of Regional Councils
 - as supporting agency will be as specified at ANNEXURE III
 - as agency endorsing PGS certification process is provided at ANNEXURE V
- Roles and responsibilities of LRPs is at ANNEXURE VI

C) District Level

C.1 The indicative structure for District Level Executive Committee (DLEC) is as follows; states can choose their own setup under intimation to GoI

DISTRICT LEVEL EXECUTIVE COMMITTEE

Collector	Chairman
Joint Director/Deputy Director (Agriculture)	Member Secretary

District Conservation officer	Agriculture/Horticulture/Soil	Member
Representative of (PR, RD, Health, Education of others)		Member
Representatives of SAUs/IKVKs/ other line departments		Expert Members

C.2 DISTRICT LEVEL PROJECT MANAGEMENT TEAM: DMPT will be set up for implementation and monitoring of programme at District level.

3)

CRITERIA

A) For selection of areas/ Farmers' groups:

- Organic farming under PKVY will be promoted preferably in hilly, tribal and rain-fed areas.
- Cluster approach will be adopted in large patches of up to 1000 ha area in plan areas and 500 ha area in hilly areas.
- Cluster chosen shall be in contiguous patch, as far as possible, may be extending over few adjacent villages (but not over large areas in sparsely distributed villages).
- Formation of Gram Panchayat based Farmer Producer Organizations will be encouraged or already existing FPOs will be promoted under the scheme
- In a cluster, there should be maximum number of small and marginal farmers. Women farmers/ SHGs should be given preference.
- Success in marketing shall be one of the key component taken up for outcome evaluation along with other indicators such as soil health improvement, reduction in cost of cultivation etc.

B) For allocation of funds to States:

- Timely submission of quarterly reports on financial (fund

utilization/submission of Utilization Certificates) and physical progress (area, crop details) reports.

- Effective use of existing FPOs convergence with other schemes, adoption of innovative value addition and marketing strategies will be considered while allocating the funds.

4 PROCEDURE AND TIMELINES FOR SUBMISSION AND APPROVAL OF ANNUAL ACTION PLANS

- The tentative allocation for the states for the next financial year will be intimated by INM division by end of February every year.
- State Government will prepare cluster wise annual action plan on a project basis with details of area to be taken up in each cluster; organic farming system/ cropping systems to be adopted; sources of organic inputs (on-farm/off-farm); possible surplus produce for marketing; value addition requirement marketing strategy along with details of agencies involved, by first week of April every year.
- This Annual Action Plan (AAP) duly approved by SLEC along with the minutes of SLEC, shall reach DAC&FW for examination, deliberation and final approval by first week of April every year. Post facto approvals from SLSC can also be considered to facilitate the approvals of SLEC in time.
- INM Division in DAC&FW will examine AAP before it is placed before the EC for consideration and sanction of AAP. Action plans will be approved by EC by April and shall be intimated to states.
- Funds will be released to states by 1st week of May every year.

5 FUND FLOW MECHANISM

- > Funds will be released to states after approval of annual action plan by national Executive Committee in May of each year.
- > Incentives to farmers for organic conversion, organic inputs, on-farm

input production infrastructure etc shall be provided as Direct Benefit Transfer (DBT) to their respective bank accounts of farmers/ group of farmers. States may define the policy guidelines for utilization of such funds, but it will be the choice of the farmers to select the input/ input production infrastructure.

- > The grants-in-aid/ funds would be released to the States/Implementing agencies in 2 instalments. States will become eligible for 1st instalment by 50% fund utilization of previous year. By the time the state comes for second instalment, 100% fund utilization for last year should be there.
- > Unspent balance and physical & financial progress report of the previous grant will be taken into account while sanctioning the subsequent grant. The unspent balance of previous year will be deducted from the instalment amount and remaining funds will be released
- > States/ implementing agencies will furnish utilization certificate (UC) in the prescribed format (Form GFR 19-A) and physical & financial progress report containing physical and financial targets of the previous grants-in-aid, along with State share, before requesting for release of subsequent instalment.
- > All implementing agencies are required to maintain subsidiary accounts of the grants-in-aid and get the same audited from a Chartered Accountant.
- > Release of grants-in-aid in excess of 75% of the total amount sanctioned for the subsequent financial year shall be done only after the Annual Audited Statement of Accounts (Audited UC, Income & Expenditure Account, Receipt & Payment Account and Balance Sheet) relating to grants-in-aid released during preceding year are submitted.
- > The project is to be executed over a period of 3 years, every year audited report (GFR 19-A) duly signed by Chartered Accountant along with physical report is to be submitted to DAC&FW, Ministry of Agriculture and Farmers Welfare, Govt. of India. State that requires additional time to implement the project, beyond 3 years may seek prior permission before the end of the project period during first 2 years subject to the condition that they should not exceed the overall per hectare and per farmer cost ceilings.
- > As far as possible, all the activities should be funded through PKVY as

per guidelines. Convergence with other schemes like RKVY, MIDH, NFSM etc. of the DAC&FW and schemes of other ministries like MSME, MOFPI for value addition, marketing can be done.

6

MODEL CLUSTER DEMONSTRATION

- For model cluster demonstration, proposals will be considered on case to case basis. Cooperatives/public sector organizations such as KVKs, ICAR institutions, SAUs, Central Agriculture Universities, Small Farmers Agri Consortium (SFAC), NSC, NCDC, and other public sector organizations of Central and State Governments will be eligible for conducting the model cluster demonstrations. Monitoring of the same will be done by INM division and /or NCOF through RCOFs. The funding pattern will be 100% grant from central government for central agencies. Upto 5% of PKVY fund will be allocated at DAC level for funding these demonstrations.
- In case of private agencies/organizations, only those having experience in organic farming and registered with NCOF or Darpan of Niti Aayog will be considered on a case to case basis. However, at least 10% of the total project cost shall be contributed by them for the implementation of Model Organic Cluster Demonstration.

7

MONITORING AND EVALUATION

- At the national level regular monitoring of the scheme will be done by NCOF, RCOFs and National Project Management Team. Monitoring formats will be developed for the same
- At state and district levels also the Project Management Teams engaged will do regular monitoring of the implementation of the scheme.
- Information and communication technology will be deployed extensively for ensuring transparency in the implementation process

and effective monitoring of the programme.

- A dedicated MIS will be developed to capture the information from planning of project, approval, execution to progress report.
- States will send quarterly progress reports to MIS and in hard copy also.
- Geo-tagging: The clusters taken up under PKVY will be geo tagged for monitoring purpose as well as for facilitating marketing mechanism based as the crops grown.
- DAC&FW will evaluate efficacy of this Scheme through a "third party". The agency will assess the efficacy, performance, outcome and shortcomings of the Scheme and recommend suitable corrective measures. Concurrent, midterm and final evaluations will be conducted by DAC to incorporate midterm corrections and final evaluation of the scheme implementation
- States shall also take up third party based concurrent, midterm and final evaluations from time to time.

8

JAIVIK KHETI PORTAL

A dedicated portal for organic farming acting as both a knowledge platform as well as marketing platform will be developed. Details of farmers involved in Organic farming, input supplier, certification agency (PGS), and marketing agencies will be available for smooth implementation from production to marketing. PKVY/PGS groups can take the advantage of this portal for capacity building, technical know-how, communicating with marketing channels/ other groups and direct marketing of their produce to prospective buyers and consumers.

9

CONVERGENCE

Convergence with other Central Sector Schemes like MIDH, NFSM and with schemes of other ministries like MOFPI, SMES, MoRD etc. for relevant components is highly encouraged.

FORMATION OF GROUP AND CLUSTERS

- **Formation of Groups:** A group of farmers having a total area of 20 ha, in as far as possible, in contiguous patch within a village or closely located villages shall be considered a PKVY/PGS Group. A group shall comprise minimum 20 farmers (may be more if individual holdings are less). All PGS group requirements for PGS certification shall be taken up by this group (called local group in PGS manual). 25-50 such groups covering 500-1000 ha area shall constitute one "Cluster"
- **Formation of Clusters:** State Government shall identify the target PKVY/PG Groups between 500 or 1000 ha area for formation of clusters. The group of clusters should be identified preferably in the existing FPO areas. Creation of new FPOs can also be taken up provided such FPO formation is funded through convergence of resources of State Government, NABARD, SFAC, DAY-NRLM. Most importantly while selecting Group of clusters, contiguous area upto 1000 ha should be selected in nearby villages so as to generate marketable surplus for processing and marketing.
- PKVY farmer organizations in respective clusters shall initiate necessary activities for formation of FPO for all postharvest activities such as collection and aggregation of produce, primary processing including washing, cleaning, grading, packing and branding & marketing of the organic produce within six months of cluster formation
- Farmers in a group can avail benefit to a maximum of two ha as per provision of PKVY, however the entire land of farmer could be allowed in the cluster without extending any additional support to the rest of the area and the same can be facilitated by the service provider for certification by the group and endorsed by the Regional Council without any extra cost involvement for data management and certification.
- For mobilization of farmers in groups and clusters, their capacity building,

day-to-day handholding in standards implementation, assisting farmers in peer appraisal and documentation and data management and data uploading supporting agencies shall deploy Local Resource Persons

11

CAPACITY BUILDING

- > After formation of a cluster, state Government in consultation with Support agency shall draw up a strategy for capacity building of farmers on organic farm management, organic input production and use, organic approaches for pest management, adoption of PGS standards in field practices, PGS certification procedures at group level documentation requirements for PGS and peer appraisal procedures through trainings, exposure visits and on-hand data management systems for data uploading.
- > Every year a minimum of 3 trainings shall be done at a cluster level, covering all the groups. In cases, where cluster is spread over large area (as in hills), trainings may be done at group level comprising members from 3 groups. In first year farmers shall also be exposed to PGS certification systems through exposure visits to existing PGS groups.
- > For mobilization of farmers in groups and clusters, their capacity building, day-to-day handholding in standards implementation, assisting farmers in peer appraisal and documentation and data management and data uploading Local Resource Persons (LRPs) shall be deployed.
- > Training of Officers /Executives of PKVY Team: Officers/Executives of PKVY Team, members of PMUs at different levels, and Regional Councils, to be trained on Sustainable Agriculture System and Governance Management of FPOs/PCs.

12

INCENTIVES TO FARMERS

- A) For organic conversion and on-farm and off-farm inputs
 - > Financial assistance to farmers shall be provided as incentive for eco-system service and for procurement/ management of organic inputs.

- Necessary funds under the head shall be released directly to the farmer beneficiaries as Direct Benefit Transfer (DBT) in their bank accounts.
- On-farm inputs can be like composting, green manuring etc. and Off-farm inputs like organic seeds, manures, vermicomposts, biofertilizers, biopesticides, neem formulations, PROM, waste decomposer, botanical and physical and biological plant protection agents etc. can be considered.
 - States can issue necessary guidelines and suggest inputs as recommendatory measures. Farmers can choose inputs out of the recommendations as per their choice. In any case farmers should not be forced to buy the recommended inputs by the implementation Department and professional support agencies. Farmers will also be free to utilize the assistance fully for creation of on-farm input production infrastructure.
- B) For marketing, common packaging, branding, space rent, transport –
- > Financial assistance will be given for direct marketing by the groups and clusters including procuring common packing material, printing of packing material, brochures, leaflets, preparation of labels, holograms, transportation expenses to local markets, hiring spaces on rent for specific organic markets and branding of organic products.
 - > PGS India Green logo may be used for area under conversion and PGS India Organic logo may be used for completely converted organic area. Regional Council/ service providers in consultation with the State Governments will design the label and branding for the clusters. The labeling must include name of cluster, district and unique product packing used for branding organic produce.
 - > If required for marketing, States can adopt any mode of certification as required by the buyer within the allocated budget.
- C) For Value addition infrastructure creation through FPC/FPO:
- > Clusters can develop their own post-harvest, value addition and processing facilities, preferably under their institutions such as FPOs/ FPCs for creation of facilities for following:

- Creation of collection and aggregation/postharvest process center (one between every 5-10 groups)
- Creation of storage facility
- Transportation infrastructure/ costs
- Cold store/ pack house
- Processing unit for drying, grinding, milling, packaging etc
- Any other facility deemed necessary for completing value chain
- Financial assistance to meet the expenses for procuring processing units, storage, grading, packaging, branding, labeling, transportation, market linkage with FPO/ SME including the cost of organic fare to be provided on submission of appropriate proposal to the EC on case by case basis.

D) Brand building, trade fairs, exhibitions, local publicity, organic fairs/ melas, local marketing initiatives, participation in national trade fairs:

- > States in consultation with service providers shall draw a comprehensive marketing strategy and plan at state level for brand building of state specific organic products. Cluster leaders can also be exposed to national and international trade fairs within the country, running publicity campaign etc.
- > State Governments can also hire spaces in high end markets during weekends for promotion of PGS certified organic produce and can organize state level exhibitions, trade fairs and seminars/ conferences for facilitating direct market linkages with retail chains.
- > Setting up of Integrated Processing Unit is linked with the area already brought under organic farming or is proposed for conversion to organic. It must be ensured that adequate raw material is available from grower groups in close vicinity.
- > It also to be ensured that facilities are created in such a way that different commodity can be processed under single roof facility and the unit can run for at least 8- 10 months a year.

- > These projects should be preferably Farmer institutions driven or under Private and farmer Institution partnership mode and are established mainly to cater the value addition requirement of the PKVY cluster produce.
- > Funds under this component will be provided on specific proposal on case by case basis by DAC&FW

13 CONSULTATION WITH LEAD FARMERS

Consultations/Seminars with the lead farmers of different sustainable agriculture Systems will be organized at Regional Level and National level from time to time. 2% administrative cost available at national level will be utilised for this purpose.

14 These guidelines shall be reviewed after one year, on the basis of review, impact study and consultations with States and implementing agencies.

15 FINANCIAL BREAK UP AND COMPONENT WISE ALLOCATION

S.N o.	Component	Pattern of assistance/ ha			Total per ha area for 3 years	Total per group of 20 ha for 3 year	Total per cluster of 1000 ha each Rs in lakh
		1 st Year	2 nd Year	3 rd Year			
A. Programme implementation through Support Agencies							
1.	Cluster formation and Capacity building including exposure visits, and trainings of field functionaries	1000	1000	1000	3000	60000	30.00
2.	Deployment of manpower and management cost for implementation of programme including data management and uploading	1500	1500	1500	4500	90000	45.00
B. PGS Certification through Regional Councils							
3.	Service charges to RCs for physical verification, certification endorsement and certificate issue	700	700	700	2100	42000	21.00
4.	Residue analysis through Zonal councils/ state Departments in NABL accredited laboratories @ 3 samples/per 100 hec. (LRP area) from 2 nd year	0	300	300	600	12000	6.00
C. Incentive to farmers through DBT							
5.	Incentive to farmers for organic conversion, inputs, on-farm input infrastructure to be provided as DBT for direct farmers account	12000	10000	9000	31000	620000	310.00

S.N o.	Component	Pattern of assistance/ ha			Total per ha area for 3 years	Total per group of 20 ha for 3 year	Total per cluster of 1000 ha each Rs in lakh
		1 st Year	2 nd Year	3 rd Year			
D.	Value addition, marketing and publicity					0	0
6.	Support for marketing, common packaging, branding, space rent, transportetc	0	500	1000	1500	30000	15.00
7.	Value addition infrastructure creation through FPC/ FPO case to case basis*	0	1000	1000	2000	40000	20.00
8.	Brand building, trade fairs, exhibitions, local publicity, organic fairs/ melas, local marketing initiatives, participation in national trade fairs	1300	2000	2000	5300	106000	53.00
	Total	16500	17000	16500	50000	1000000	500.00

Rs 500.00 lakh per cluster of 1000 ha each

* Proposals regarding Value addition infrastructure creation through FPC/FPO would be considered separately on case to case basis

Inter component changes under prior intimation to Government of India on a case to case with full justification is allowed.

**FUNCTIONS OF NATIONAL/STATE/DISTRICT PROJECT
MANAGEMENT TEAM (PMT)**

- PMT, at all levels, will provide technical backstopping and also help in monitoring of the scheme implementation. The responsibilities of PMTs/ experts at national/state/ district levels are as follows:
- Design understanding of Sustainable Agriculture Systems including eco system services at Farm level and cluster level.
 - Design understanding of Farmer Producer Organization (FPOs) and Producer Companies (PCs) for value addition and marketing of surplus produce at different cluster levels (GP, Block and District).
 - Design of training Modules of SAS and Farmer producer Organisations (FPOs) & PCs.
 - Coordination for Convergence of resources at national, state, district and GP level.
 - Take up concurrent evaluation based on case studies in identified areas.
 - Performance Matrix development for monitoring.
 - Administration and Coordination of PKVY at respective levels.
 - Undertake publicity/information campaign to create awareness about the scheme activity including organizing workshops/conferences/symposium etc.

Essential qualifications for Support Agency

- Legally registered body under relevant act for last 3 years supported with their annual reports
- Financially sound supported through last 3 years balance sheets
- At least 3 years of experience in management of organic adoption and certification programmes (Third party or PGS) or organic farming conversion projects through experienced manpower in organic farming.
- Proven track record in facilitating market linkages to their developed organic groups/ clusters.
- Have strong in-house technical team competent in organic farm management, value addition, certification and marketing
- Have experience in FPO/FPC formation and providing handholding to such organizations in their business management.
- Competence in market facilitation and past record in handholding farmer groups in successful marketing shall be the key requirement for selection of service providers.

Roles and responsibilities of Support Agency

- Deployment of manpower as Lead Resource Persons (LRPs) for effective implementation of programme.
- One LRP shall be deployed for minimum of 100 farmers (means one LRP for 5 groups having 100 ha area).
- Group/ cluster formation through mobilization of interested farmers
- Collection of basic data such as Aadhar card/ PANcard/ Voter ID card, land details and bank account No (for DBT), last 3 years farm history.
- Helps in registration of local groups and ensure generation of user ID and password for data uploading on PGS-India website
- Facilitate local group in data uploading and management on PGS website/ state ICT network (farmers details, 3 years farm history sheets, group summary sheets etc.), if local group do not have access to computer
- Ensure access of portal data to public to build trust and credibility in the system
- Capacity building of LRPs on implementation requirements and ensure implementation of all activities through LRPs
- Trainings to farmers on organic farming activities, assist in annual plan of action preparation, packing, marketing, logo preparation, transportation etc.
- Helping farmers in developing suitable organic packages and guiding them on regular basis for optimum productivity
- Helping farmers in adopting suitable on farm strategies for nutrient and pest management
- Capacity building of farmers through trainings, group meetings and exposure visits on
- Capacity building of farmers on PGS group operations, documentation, peer appraisals and certification decision
- Capacity building of farmers on PGS standards implementation.

- Capacity building of groups and clusters in institutional development/ FPO/FPC making and their professional management
- Translate and print PGS paper work in local languages
- Submission of monthly, quarterly, half yearly and annual reports
- Facilitating market linkages-Introducing local marketing initiatives to ensure that PGS certified produce finds market as premium produce in local and city markets
- Helping states in brand building activities and projecting states potential in national and international trade fairs with in the country.

Eligible Criteria for Regional Councils

- The organisation/agency should have experts in technical, marketing, training fields
- Should have support of atleast 10 local groups (total 50 farmers). List of farmers to be uploaded as per prescribed format.
- Organization should be financially sound supported by legal status (3 years audit report required).
- Must not have been black listed from any organization (self declaration required).
- Proof/certificate of adequate experiences (05 years) of PGS-India/any other certification (TPS) in organic farming.
- Situated in the area of functioning (proposed to operate PGS-India programme) with permanent office and working personnels.
- If proposed for operation in any other places other than its HQ, then address of branch offices will be required.
- Must have adequate infrastructure for online activity (like computer, printer, internet facility etc.).

ANNEXURE V

Roles and Responsibilities of Regional Councils as Agencies endorsing PGS Certification Process

- State Government can select any Regional Council from the list of duly authorized RCs available on PGS website. Preference may be given to RCs located in the nearby areas for cost effectiveness
- One RC shall be given not less than 1000 ha and not more than 3000 ha area in one state (1-3cluster) for certification activities.
- Physical verification of groups at least once a year, including participation in some peer appraisals by group for peer appraiser's competence assessment
- Periodic checking of data being uploaded-Checking of local group summary work sheets for organic certification; whether complete in all respects and are maintained by groups
- Appraisal of summary sheets and communication of compliances/ non-compliances
- Endorsement, returning for review or denial of certification decision
- Activate and issue Certification UID to each Local group in case of endorsement
- Print and distribute annual organic certificates to individual farmer members
- Coordinating RCOF, NCOF, state Government authorities for sample collection for residue analysis and sending to authorized testing laboratories
- Communication of test results
- Time to time reporting to NCOF and State Government authorities

ANNEXURE VI

Roles and Responsibilities of Lead Resource Persons (LRPs)

- LRPs can be chosen from the local group of farmers
- LRPs shall be the main field functionary and shall be responsible for farmer registration, documentation of the group members, uploading data in coordination with RC and handholding group members for PGS standards implementation in field, PGS documentation, group meetings and helping group members in Peer-appraisals.
- Supervising PGS standards implementation, nutrient and pest management protocols, inputs production, purchase and use
- Participate in peer appraisals as external member, help farmers in peer appraisal report preparation, summary sheet development and yields assessment
- Coordinate with RCs for physical verification and timely data submission.
- Submission of time to time reports to cluster coordinator
- Providing hard data to cluster coordinator for uploading
