

Guidelines for Implementation of Paramparagat Krishi Vikas Yojana (PKVY) in Odisha

“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 adaption 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 situation.

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.

Contd.....

- > To protect environment from hazardous inorganic chemicals by adoption of eco-friendly 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.

Criteria for selection of areas/farmers group

- Organic Farming under PKVY will be promoted preferably in hilly, tribal and rain fed areas.
- A group of farmers having a total area of 20ha. 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).25 groups covering 500 ha. area shall constitute one cluster.
- State Govt. shall identify the target PKVY/PGS groups between 500 ha. area for formation of clusters. While selecting group of clusters, contiguous area up to 500 ha. should be selected in nearby villages so as to generate marketable surplus for processing and marketing.
- PKVY farmer organization in respective clusters shall initiate necessary activities for formation of FPO for all post harvest activities such as collection and aggregation of produce, primary processing including washing, cleaning, grading, packing and branding and marketing of the organic produce within 6 months of cluster formation.
- Farmers in group can avail benefits to the maximum of 2ha. as per provision of PKVY. However the entire land of the farmer could be allowed in the cluster without extending any additional cluster to the rest of the area.
- Cluster approaches will be adopted in large patches up to 500 ha. area in the State.
- 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)

Contd.....

- 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 no. 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.
- a) Village will be the unit of implementation of Paramparagat Krishi Vikas Yojana (PKVY). There may be more than 20 ha in the group selected in the village under organic farming in continuous/contiguous manner depending on the ground situation. However, in case of vegetables groups only the area may be less than 50 acre but not less than 20 acre. Accordingly groups may be selected keeping 50 acre/group constant for funding. However, one farmer can get benefit for the area of adoption up to 2.00 ha. maximum.
- b) Rs. 4, 95,000 will be given for the following activities, for the three year period.
- Conversion of land
 - Raising of organic seed and planting material
 - Preparation & arrangement of organic inputs such as liquid bio fertilizer, organic manure/ zyme, production of Neem cake, bio pesticide, etc.
 - Plantation of green manuring crops.
- c) An amount of Rs 1, 25,000 during first year will be provided to the farmers for preparation of compost such as Verm. compost, NADEP etc.
- d) An amount of Rs. 12,400 for two years (Rs 6,200 each for 2nd year and 3rd year) will be provided to the Local Group account for transportation of organic produce & Space rent.
- e) For value addition, infrastructure creation through FPO/FCO the amount of Rs 40,000 for two years will be transferred to Local group account during 2nd and 3rd year.

Cont.....

- f) An amount of Rs.2,02,800 per group (20 ha.) for three years will be transferred to the Service provider account through NEFT & RTGS for activities like cluster formation, conducting meeting, capacity building of the cluster members, exposure visit, management cost for implementation of the programme including data management and uploading, packaging and branding of organic products, Organic fair/melas, local publicity, marketing initiatives, exhibitions etc.
- g) An amount of Rs. 54,000 per group (20 ha.) for three years will be transferred to the Regional Council (RC) through RTGS/NEFT for activities like Training on PGS certification, Training of Trainers, physical verification, certificate endorsement, certificate issue and Residue analysis in NABL etc.

PROJECT IMPLEMENTATION MECHANISM

A. State Level

B. District Level

A. State Level

State Department of Agriculture & Farmers Empowerment shall be the nodal Department for implementation of this scheme.

The programme will be implemented at the State level with the following major Stakeholders.

1. State Level Executive Committee (SLEC):

- As per the guidelines of NMSA, A state level executive committee will be formed under chairmanship of Agriculture Production Commissioner/Principal Secretary of the Department of Agriculture and Farmers Empowerment.
- Committee shall comprise of the following members:-

Sl.No.	Designation	Role
1	Agriculture Production Commissioner	Chairman
2	Director of Agriculture & Food Production(O)	Member Secretary
3	Director(Horticulture)/ Director of ARD/Director of OLM	Member
4	Representative of SAUs/ICAR/RCOF/other line Departments/Expert members	Expert Members

Cont...

- The SLEC shall approve the Annual Action Plan prepared by the State Nodal Department.
- It will oversee the implementation of scheme components through regular meetings with the nodal and other line Departments.
- It will also provide inputs to the National Executive Committee for appropriate policy formulation.
- Department of Agriculture and Farmers Empowerment will receive funds from DAC& FW, GoI for the PKVY program based on Annual Action Plan.

**2. Directorate of Agriculture and Food Production, Odisha
[D. A. & F. P (O)]**

- D.A. & F. P. (O) will be the nodal agency for implementation of the program in the state. The following will be the role of the D. A. & F. P (O).
- It will prepare annual State Level Action Plan by compiling District-wise Action Plan and submit to the SLEC for approval. SLEC will then forward the same to National EC.
- It will receive funds from A & F.E.(O) for implementation of PKVY, outsourcing of services, assessment, monitoring and evaluation as per guidelines of PKVY.
- Select support agency for implementation of PKVY in an open and transparent manner.
- It will review implementations of the programmes in various districts on a bimonthly basis.
- It will organize workshops, seminars and training programmes for all interest groups/associations at State level.
- It will operationalize Information Communication Technology (ICT) enabled management system up to grass-root level.
- It will conduct independent evaluation to assess the performance of the scheme in the State.
- Funds for PKVY will flow from Department of Agriculture & Farmers' Empowerment to D. A. & F. P (O).
- Funds will flow from D. A. & F. P (O) to IMAGE
- 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 will ensure active participation of the Panchayati Raj Institutions (PRIs) in the implementing of this scheme.

Contd....

- State Government may involve PRIs in publicizing the demonstration and training of farmers and in ensuring participation of farmers from nearby areas for widespread dissemination of technology.
- Women farmers/women Self-Help Groups formed under Ministry of Rural Development may be preferred while choosing the organic farming areas.
- The services of FPOs, SME(s) and convergence with other government schemes may be taken to create end to end value chain based cluster models(500 ha.) with effective and functional marketing channels.

3. **IMAGE**

- IMAGE will receive the funds from Directorate of Agriculture and Food Production.
- It will transfer funds to ATMA of respective districts.
- It will facilitate the capacity building of extension functionaries and other stakeholders for successful implementation of PKVY.

State Project Management Team (PMT)

State can engage consultant, technical assistant at State and District level having technical and administrative expertise for providing technical guidance and effective guidance for effective monitoring of the scheme implementation. Financial support for the same will be obtained from 2% administrative cost under PKVY.

FUNCTIONS OF PMT

- PMT, at all levels, will provide technical backstopping and also help in monitoring of the scheme implementation. The responsibilities of PMTs/ state/ district levels are as follows:
- Design understanding of Sustainable Agriculture Systems(SAS) including eco system services at Farm level and cluster level.
- Design understanding of Farmer Producer Organisation (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.

Contd....

- 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..

Stakeholders for Project Implementation at District Level:

1. District Level Executive Committee(DLEC):

- As per the guidelines of NMSA, A District Level Executive Committee (DLEC) will be formed under chairmanship of District Collector, which will comprise of the following members:

Sl.No.	Designation	Role
1	District Magistrate & Collector	Chairman
2	Deputy Director of Agriculture	Member Secretary
3	District Agriculture/Horticulture Officer/Soil conservation Officer/ District Veterinary Officer	Member
4	Representatives of SAUs/KVKs/JSO,RCOF,Bhubaneswar/ other line departments	Expert Members

- DLEC will be responsible for carrying forward the objectives of the scheme for project formulation, approval, implementation and monitoring. The office of DDA cum PD, ATMA will be nodal agency for implementation of PKVY.

2. ATMA (District Level)

ATMA will be nodal agency for the program at district level for the PKVY program.

- ✓It will enter into MoU with Resource organisations to promote organic farming.
- ✓It will approve the project at DLEC prior to implementation.
- ✓It will receive funds from IMAGE for the implementation of the programme.

Cont....

- ✓ It in turn transfers funds to Resource organizations for their facilitation services.
- ✓ It will transfer funds to farmers adopting organic farming under the program through DBT
- ✓ It facilitates monthly review of the program by the DLEC under chairmanship of District Collector.
- ✓ It also facilitates the third party impact assessment of the programme.
- ✓ It will also work to streamline compliance, monitoring systems for the program at the district level and Block level.

PGS certification through Regional Council (RC)

- In order to implement organic integrity, the service provider cannot act as Regional Council for PGS certification for own managed group. As the Odisha state has no sufficient no. of approved RC, so registered RC may be selected through EoI following the same procedure as in case of selection of service provider.

Eligible Criteria for Regional Councils

- ✓ The organization/ Agency should have experts in technical, marketing, training fields
- ✓ Should have support of at least 10 local groups (total 50 farmers). List of farmers to be uploaded as per prescribed format
- ✓ Organisation 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 personnel's
- ✓ If proposed for operation in any other places other than it's HQ, then address of branch offices will be required.

Contd.....

- ✓ Must have adequate infrastructure for online activity (like computer, printer, internet facility etc.).

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 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 of 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.

Contd.....

- **Implementation of PKVY through Service Provider**

It is difficult to implement the aforesaid programme solely through Government machinery as the Extension Agency are being over burden with multifarious work to implement the project. The success of the project depends upon the value addition and market linkage of the produce. The programme will be implemented through the service provider having previous experience & expertise in the field of Organic Farming. The service provider will be selected through EOI based on their previous experience in implementing organic farming in the State. For selecting the service provider, the D.A. & F.P. (O) shall prepare the detailed EOI with approval of State Level Executive Committee and request for applications. The field verification of the applicants will be done as per a prepared format by the District Level ATMA, who will forward the same with their observations to D.A. & F.P.(O). Based on this, a Committee under the Chairmanship of the Director of Agriculture & Food Production, Odisha comprising members like Commissioner-cum-Director, OWDM, Director of Horticulture, Odisha, representatives of OUAT, ICAR and RCOF, State Bio-chemist (O) as Member- convener shall finalize the names of the service provider for implementation of PKVY.

Eligibility criteria for appointment of any 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.
- Situated in the area of functioning with permanent office and working personals.
- Have access to computer, printer and internet facility.
- 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.

Contd....

On selection, the Support agency has to undergo MoU with ATMA of concerned project district before implementation.

Role and Responsibilities of Support Agency.

1. Development of manpower as Lead Resource Persons (LRPs) for effective implementation of programme.
3. One LRP shall be deployed for minimum of 100 farmers (means one LRP for 5 groups having 100 ha areas).
4. Group/ cluster formation through mobilization of interested farmers
5. Collection of basic data such as Aadhar card/ PAN card/ Voter ID card, land details and bank account No (for DBT), last 3 years farm history.
6. Helps in registration of local groups and ensure generation of user ID and password for data uploading on PGS-India website.
7. 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.
8. Ensure access of portal data to public to build trust and credibility in the system.
9. Capacity building of LRPs on implementation requirements and ensure implementation of all activities through LRPs.
10. Trainings to farmers on organic farming activities, assist in annual plan of action preparation, packaging, marketing, logo preparation, transportation etc.
11. Helping farmers in developing suitable organic packages and guiding them on regular basis for optimum productivity.
12. Helping farmers in adopting suitable on farm strategies for nutrient and pest management.
13. Capacity building of farmers through trainings, group meetings and exposure visits on
14. Capacity building of farmers on PGS group operations, documentation, peer appraisals and certification decision

Contd...

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

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.

Contd....

Tentative Area of PKVY to be implemented during 2018-19

It has been decided to go ahead with this programme during 2018-19 selecting an area of 36000acre tentatively covering different blocks in 15 districts, where the yields are less than the national/ state levels and where water availability is comparatively low so that agro-chemical based cultivation cannot be sustained & introduction of organic farming would be beneficial to the farmers

Fund Flow Mechanism:

The Procedure for approval and fund flow mechanism to the Department of Agriculture and Farmers' Empowerment from DAC & FW, GOI will be as per NMSA guidelines prescribed for implementation of PKVY.

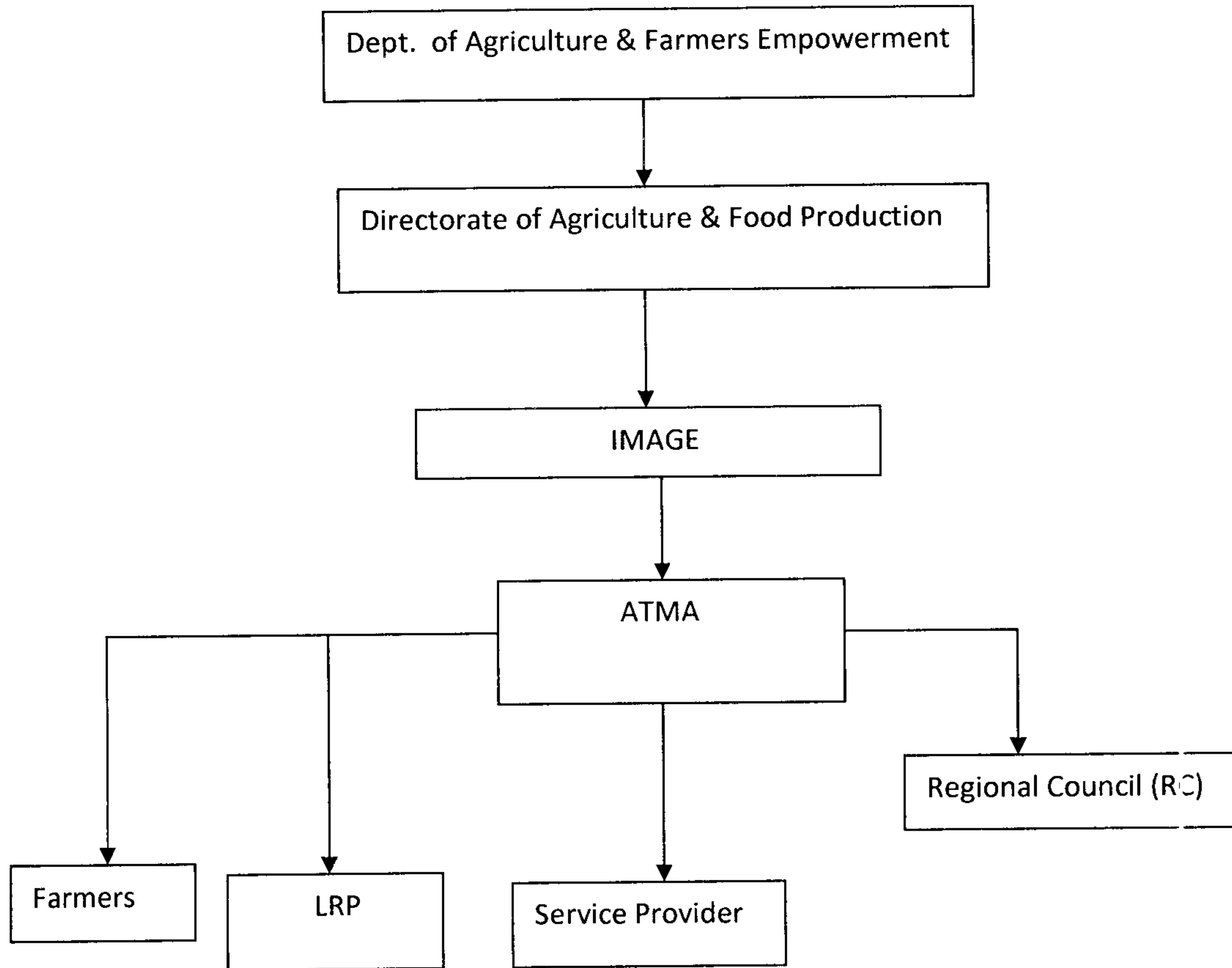
As far as possible, all the activities should be funded through PKVY as per guidelines. Convergence with other scheme like RKVY, MIDF, NFSM etc. of the DAC & FW and schemes of other Ministries like MSME, MOFPI for value addition, marketing can be done.

All implementing agencies are required to maintain subsidiary accounts of the grants-in-aid and get the same audited from chartered Accountant.

Fund flow from the Department of Agriculture & Farmers' Empowerment to various stakeholders will be as follows:-

Contd...

Fund Flow Mechanism



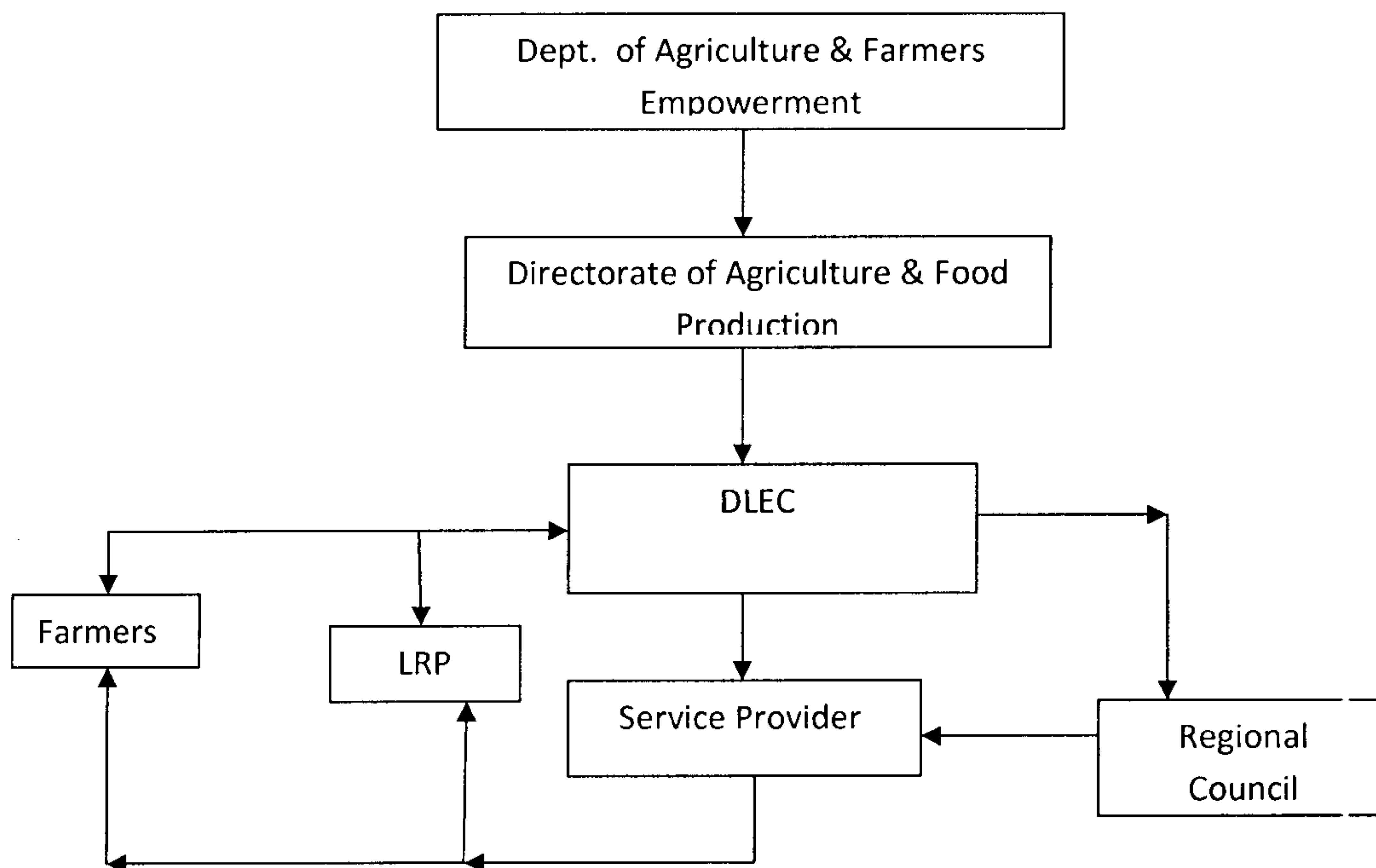
Following are the various stakeholders who will receive funds.

- D. A. & F. P (O) will receive funds for implementation of PKVY, outsourcing of services, assessment, monitoring and evaluation as per guidelines of PKVY.
- IMAGE will receive the funds from Directorate of Agriculture and Food Production.
- It will transfer funds to ATMA of respective implementing districts through RTGS/NEFT.
- Service Provider will receive the funds from ATMA of respective implementing districts through RTGS/NEFT for facilitation support. The payment shall be made on basis of performance report jointly signed by R.O., B.T.T. Convenor and other line department, if required. Contd.....

- Lead Resource Person will receive funds from ATMA of respective implementing districts for his services through DBT. The payment shall be made on the basis of performance report jointly signed by R.O. & B.T.T. Convenor.
- Farmers will receive funds from ATMA for adoption of organic farming through DBT after obtaining performance report jointly signed by Service Provider, L.R.P., Farmer & B.T.T. Convenor.

21. Monitoring Framework:

- The Scheme envisages a coordinated approach for monitoring and evaluation with involvement of implementing agencies, beneficiaries and other stakeholders.
- A combination of periodic desk review, field visits, and web-based mechanism will be adopted for releasing of funds, physical and financial progress and monitoring the progress of Scheme interventions at National level by INM Division in the DAC.



Contd....

State Level Monitoring:

- SLEC will monitor the program through Directorate of Agriculture and Food production through quarterly reviews against the set monthly targets and deadlines.
- Directorate of Agriculture and Food Production will monitor the progress of all districts on bi-monthly basis.
- Apart from physical monitoring, ICT and Mobile Applications will be used to monitor the program at State Level.

District Level Monitoring:

- DLEC will monitor the program through monthly reviews against the set monthly targets and deadlines.
- Block level AAO& AHO will make weekly/fortnightly field visits to monitor the progress on the field and report to PID ATMA in the prescribed format.
- AO/ VAW shall be a part of the programme and shall make regular visit and report the progress of the programme to block level Agriculture officer in the prescribed format.
- Implementing agencies will also make regular fields visits and monitor the progress of work and LRPs.
- Along with the above, progress will also be monitored through ICT applications, physical and financial reports.

22. Impact Assessment, Periodic Evaluation and Reporting

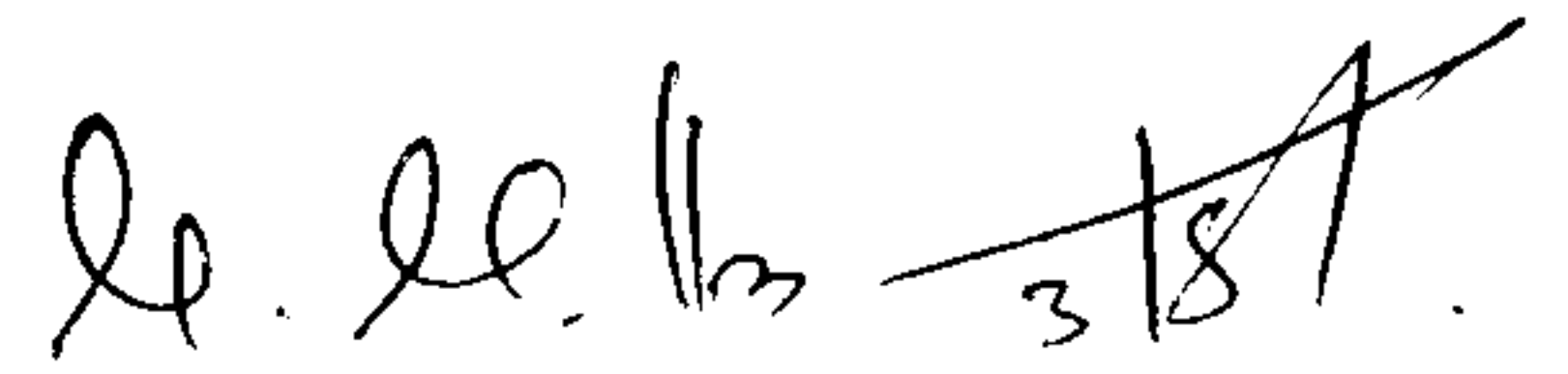
- Department of Agriculture and Farmers Empowerment may appoint a third party agency to evaluate efficacy of the program in consultation with DA & FP (O).
- The agency will assess the efficacy, performance, outcome and shortcomings of the Scheme and recommend suitable corrective measures.
- Information and communication technology will be deployed extensively for ensuring transparency in the implementation process and effective monitoring of the Scheme programme.

Contd.....

23. Data Base

- A data base of areas/ farmers / agencies involved in organic farming will be maintained by the PKVY cell. For this purpose 2% funds available at the State level may be utilised. A PKVY cell may be created where a Consultant and a Data Entry Operator (DEO) may be engaged to assist the Officer looking after PKVY.

Further guidelines/ formats as per requirement will be developed by the D.A. & F.P. (O) and communicated to the field officers & agencies involved in implementation of the programme. Except for specific changes indicated in the extant document, operational guidelines for PKVY should be strictly adhered to.


Director of Agriculture &
Food Production, Odisha