



ABSTRACT

Agriculture – Paramparagat Krishi Vikas Yojana (PKVY) - Approval of Template for Brand Design under National Mission Sustainable Agriculture(NMSA) - Paramparagat Krishi Vikas Yojana (PKVY) - Orders – Issued.

AGRICULTURE(AP3)DEPARTMENT

திருவள்ளூர் ஆண்டு 2049, தை மாதம் 9 ஆம் நாள்

G.O.(2D).No.10

Dated: 22.01.2018

Read:

From the Director of Agriculture, Letter No.RFS1/ 137450/2014, dated 01.12.2017 and 20.12.2017.

ORDER:

The Director of Agriculture in his detailed proposal sent to the Government in the letters read above, has stated that the Paramparagat Krishi Vikas Yojana (PKVY) scheme implemented from 2015-16 is a new initiative scheme which aims at promotion of organic farming through cluster approach under Participatory Guarantee System (PGS) of certification. PGS is a quality assurance initiative that emphasizes the participation of stake holders including producers and consumers and operates outside the frame work of third party certification. Groups of farmers (maximum 1 ha/farmer) – cluster having 50 acres of land would take up organic farming. The scheme facilitates marketing where linking of Organic products with the market is done. There is no liability on the farmers for expenditure on certification. An assistance of Rs.20,000 per acre/farmer is provided over a period of three years from seed to harvest, transportation of produce to the market and certification. The scheme is being implemented in 10 districts viz., Vellore, Krishnagiri, Dharmapuri, Cuddalore, Villupuram, Thiruvannamalai, Pudukottai, Salem, Virudhunagar, Madurai covering 2096 Acres of land under PGS certification.

2. Further, the Director of Agriculture has stated that First year activities viz., Mobilization of farmers, Capacity building programme, Soil sampling, Conversion of land to organic, Organic seed procurement, Traditional organic input production (Panchakavya, Beejamruth, Jeevamruth etc.) units, Integrated Nutrient Management, Custom hiring, Establishment of Vermi compost units has been completed. The second year activities viz., Soil sampling, conversion of land to organic, procurement of organic inputs, Integrated Nutrient Management, Residue Analysis, certification charges, packing, labeling and branding of organic produce is under implementation. The major activity under the scheme is packing, labeling and branding of organic products of cluster. The 42 clusters implemented in ten districts have been linked to 4 Farmers Producer Organisation which would process, pack and take up marketing of organic produce. The name of the District wise cluster are Vellore, Krishnagiri, Dharmapuri, Cuddalore, Villupuram, Thiruvannamalai, Pudukottai, Salem, Virudhunagar, Madurai.

(P.T.O.)

3. Regarding the rate of procurement, the Director of Agriculture has stated that the Local groups in consultation with the Farmer's Producer Organization should fix procurement price along with the premium and also the percentage of profit to be given to the farmers after selling of produce to be incorporated in Memorandum of understanding. The maximum retail price to be fixed should be less than the maximum retail price (MRP) prevailing for that organic produce in the market. The Regional Council would convene a meeting in this regard, and finalize the quantity to be marketed to the FPO's along with above said details in consultation with Local groups, FPO representatives, DDA (Marketing).

4. The Director of Agriculture has also stated that the guidelines of Paramparagat Krishi Vikas Yojana (PKVY) provide assistance of about Rs.2500/acre for packing material with Participatory Guarantee System logo and Hologram printing. The assistance would be given for procuring, packing material, preparation of labels, Hologram printing etc. and branding of organic products. The labelling may be designed consisting of Name of Cluster, district and unique product packing used for branding organic produce. Since the guidelines prescribes unique product packing for branding organic produce, brand design has been proposed to market organic produce under Paramparagat Krishi Vikas Yojana. The unique product packing labelling has been designed in accordance with the Government of India guideline (No.2.4.1) under NMSA – PKVY. He has also stated that as harvest has already commenced in few districts, the Government may approve the Template for Brand Design, to facilitate marketing of organic produce at the earliest.

5. The Government have carefully examined the proposal of Director of Agriculture and approve the Template (as enclosed) for Brand Design under National Mission for Sustainable Agriculture (NMSA) - Paramparagat Krishi Vikas Yojana (PKVY) to facilitate Marketing of organic produce.

(By Order of the Governor)

Gagandeep Singh Bedi
Agricultural Production Commissioner and
Principal Secretary to Government

To

The Director of Agriculture, Chennai-5.(w.e)

The Commissioner of Horticulture and Plantation Crops, Chennai-5.

The Commissioner of Agriculture Marketing and Agri Business, Chennai-32.

The Director of Seed Certification and Organic Certification, Coimbatore-13.

The Registrar, Tamil Nadu Agricultural University, Coimbatore-3.

The Chief Engineer (Agricultural Engineering), Chennai -35.

Copy to:-

The Finance(Agri.)Department, Chennai-9.

The Special Personal Assistant to Hon'ble Minister for Agriculture Chennai-9

The Senior Private Secretary to Agricultural Production Commissioner and
Principal Secretary to Government, Agriculture Department, Chennai-9.

The Agriculture (OP 3) Department, Chennai-9.

The Assistant Programmer, Agriculture Department, Chennai -9.

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//Forwarded By Order//

Faizema Hassan
23/11/18
Section Officer
23/11/18

தமிழ்நாடு, கிழக்குப் பருவம் சிவசெய்தல்
செய்தல் பி. ஏ. சிவசெய்தல்



PRODUCT NAME

Description of the Product

Product Grown Location

Regional Council address
(Who certified the Product)

PGS certified Product

Uses of the Product



PRODUCT NAME

Transparent Window
for product view



Cluster Name:

RC NO:

RS ADDRESS:

IG NO:

Storage instructions:
Always store in a cool place
and dry place.
Away from direct sunlight

Net Weight :Gram/Kg

MRP :RS.....

Packed on :

Batch No. :

FSSAI License No.:

Produced by : Local Group No.

Best beforemonths of the date of
Packing

Hologram of TOP logo
to be pasted

Marketed by:
NAME AND ADDRESS OF
THE MARKETER

