



ABSTRACT

Horticulture – Urban Horticulture Development Scheme – Do-it-yourself-kit under 2015-16 - Advertisement and Transport-Rs. 37.00 lakhs – Sanction accorded – Orders – Issued.

AGRICULTURE (H2) DEPARTMENT

G.O (Ms) No. 75

Dated: 12.02.2016
Thiruvalluvar Aandu 2047
Thai 29

Read:

1. From the Director of Horticulture and Plantation Crops, Letter No. SS2/7840/2015, dated 30.10.2015.
2. Government Letter No. 27789/H2/2015-2, Agriculture (H2) department, dated 09.11.2015.
3. From the Director of Horticulture and Plantation Crops, Letter No. SS2/7840/2015, dated 18.11.2015.

ORDER:

The Hon'ble Chief Minister has announced on 28.09.2015 on the floor of assembly that "In Tamil Nadu the distribution of Do-it-yourself kits comprising of inputs which are required for cultivation of Nutritious Vegetable needs of corporation of Chennai and Coimbatore was launched in last year and successfully implemented. Due to high response from Urban Public, the scheme has been extended to Madurai and Trichy Metropolitans. For getting easy availability of inputs this scheme will be coordinated with Corporations and implemented. The Department of Horticulture and Plantation Crops will provide technical assistance to urban people of 4 corporations. This scheme will be implemented at an outlay of Rs.5.37 crore".

2. The Director of Horticulture and Plantation Crops has stated that it has been proposed to distribute one lakh numbers of kits in 4 metropolitans in 2015-16. For procuring one lakh kit inputs, the fund requirement is Rs.500.00 lakh. The kit is proposed to be distributed without subsidy. The kit comprises of 6 poly bags with 12kg cocopeat, 10 protray seedling, 7 kinds of vegetable seeds, 1kg of Water Soluble Fertilizers, Biofertilizers, Bio-pesticides along with user manual Compact Disc (CD). The above amount may be sanctioned from Tamil Nadu Horticulture Development Agency Special Purpose Vehicle fund and the same would be reimbursed back to the Tamil Nadu Horticulture Development Agency Special Purpose Vehicle account by collecting amount from the beneficiaries with no loss or no profit basis. The above issue was already approved by Governing Council (GC) for successful implementation of the scheme.

(P.T.O.)

3. He has further added that for successful implementation of the scheme, advertisement of the scheme is necessary. The advertisement involves technical pamphlets, advertisement leaflets and Flex Board. The Financial requirement for Advertisement and Transport is as follows:-

Sl. No.	Components	Quantity (No.)	Unit cost (Rs.)	Amount (Rs. in Lakhs)
A.	Advertisement			
1	Technical Pamphlets (@ Rs.6.0/no.)	100000	6	6.00
2	Advertisement leaflets (@ Rs.2.0/no.)	250000	2	5.00
3	Flex Board (@ Rs.1000)	100	1000	1.00
B.	Transportation			
	(Distribution of Kits to centers)	100000	25	25.00
	Total cost			37.00

4. The Director of Horticulture and Plantation Crops has therefore requested to sanction an amount of Rs. 37.00 lakhs for Advertisement and Transportation for Do-it-yourself-kit under Urban Horticulture Development Scheme for the year 2015-16 for effective implementation of the announcement of the Hon'ble Chief Minister.

5. The Government after careful examination have decided to accept the proposal of Director of Horticulture and Plantation Crops and accord sanction for a sum of Rs.37,00,000/- [Rupees Thirty seven lakh only] towards Advertisement and Transport charges for "Do-it-yourself Kit" under Urban Horticulture Development Scheme (UHDS) during 2015-16.

6. The expenditure sanctioned in para 5 above shall be debited under the following head of account:

Sl. No.	Head of Account	Detailed head and DPC	Amount in Lakhs
1	2401-00-Crop Husbandry - 119 Horticulture and Vegetable Crops - Scheme in the Twelfth Five Year Plan - II State Plan - LF - Urban Horticulture Development Scheme	08 Advertising and Publicity - 01 Advertisement Charges (DPC 2401-00-119-LF-0812)	12.00
		73 00 Transport Charges (DPC 2401-00-119-LF-7306)	25.00
		Total	37.00

7. Necessary additional funds will be provided in Final Supplementary Estimate / Final Modified Appropriation 2015-2016 to meet the expenditure sanctioned para 5 above. Pending provision of such funds in Final Supplementary Estimate / Final Modified Appropriation 2015-2016, the Director of Horticulture and Plantation Crops is authorized to draw and disburse. The Director of Horticulture and Plantation Crops is directed to include the expenditure sanctioned above, while sending the Budget proposal for Final Modified Appropriation 2015-2016 and explanatory note to include the expenditure in Final Supplementary Estimate 2015-2016 to Finance Department without fail. However, this expenditure shall be brought to the notice of legislature by specific inclusion in the Supplementary Estimates 2015-2016.

8. The Director of Horticulture and Plantation Crops is requested to draw and disburse the amount sanctioned in para 5 above for implementing the above scheme.

9. The Director of Horticulture and Plantation Crops is requested to send report on implementation of the above scheme to Government without fail.

10. This order issues with the concurrence of Finance Department vide its U.O. No. 8583/Agriculture/2016, dated 12.02.2016 and Additional Sanction Ledger No. 2328 (Two thousand three hundred and twenty eight).

(BY ORDER OF THE GOVERNOR)

S. VIJAYAKUMAR
Agricultural Production Commissioner
and Secretary to Government

To
The Director of Horticulture & Plantation Crops, Chennai – 5.
The Principal Accountant General(G&SSA),
No. 361, Anna Salai, Teynampet, Chennai-18.
The Principal Accountant General(E&RSA),
No. 361, Anna Salai, Teynampet, Chennai-18.
The Residential Audit Officer, O/o Principal Accountant
General (General and Social Sector Audit), Secretariat, Chennai-9.
The Pay and Accounts Officer (East), Chennai – 8.
The Pay and Accounts Officer (North), Chennai – 1.
The Pay and Accounts Officer (South), Chennai – 35.
The Pay and Accounts Officer, Madurai.
The Treasury Officers, Coimbatore and Trichy.

Copy to:-

The Hon'ble Chief Minister's Office, Chennai – 9.
The Special Personal Assistant to Hon'ble Minister (Housing, Urban Development and Agriculture), Chennai – 9.
The Principal Private Secretary to Agricultural Production
Commissioner and Secretary to Government, Chennai – 9.
The Finance (Agriculture/BGI/BGII) Chennai – 9.
The Agriculture (OP3) Department, Chennai – 9.
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//Forwarded by order//

S. Kowsalya
Section Officer
P.L.

