

DAIRY DEVELOPMENT DEPARTMENT
GUIDELINES : PRODUCTION AND CONSERVATION OF FODDER IN
FARMER'S FIELD AND DCS – 2022-23

Guidelines for Fodder Development Programme : 2022-23

General guidelines for the Scheme

1. Propaganda of the scheme shall be made from the District Offices.
Publicity through leading local dailies, print and electronic media, FIB etc shall be ensured
2. The District Officer shall procure fodder slips from slip suppliers / nurseries / agencies approved by the Director of Dairy Development and place the supply order.
3. The cost of slip shall be 70 paise /slip inclusive of transportation cost .
4. Beneficiary selection shall be through Ksheerasree Portal (www.ksheerasree.kerala.gov.in). Application for selection as beneficiary, verification, payment of registration fees, priority list, rank list, waiting list etc shall be through the online portal.
5. If an application submitted by the beneficiary is approved by the concerned authority and is selected as final beneficiary for a particular scheme component during a financial year, then it will be considered final for that particular scheme itself.
6. Implementation officer shall be the authority to take appropriate action for the timely implementation of the scheme. If the selected beneficiary defaults in any of the implementation stages, then the authority holds the right to reject the beneficiary states without further notice.
7. Administrative sanction orders, approved and detailed report and guidelines issued by the department shall be the basis for Scheme Implementation
8. In case, under the capacity as a selected beneficiary, if assistance has already been extended to a particular beneficiary for a particular scheme component, then it is assumed that the assistance has been extended to “the family of the beneficiary”. Assistance for a family under a particular scheme shall not be repeated within a span of 3 years (excluding the year of implementation).
9. While selecting beneficiaries for each scheme, priority shall be given to those pouring milk to DCS, those rearing more cattle, farmers having over 50 cents of land for fodder cultivation, women , widows, SC/ST farmers. The scheme component- fodder above 20 cents is exempted from giving priority to women/widow/SC/ST
10. The selection of beneficiaries shall be done by approving authority through Ksheerasree portal.
11. The supply of fodder slips shall be completed before **05th of September, 2022**
12. The fodder cultivation component included in the scheme shall be established in consultation with the panchayat level implementing officers of MNREGS to the maximum extent possible.
13. The implementing officers shall ensure that the duplication of beneficiary for different components in the same head shall be avoided.
14. Quality of slips shall be ensured by the respective DEO / DFIs / Dairy Promoters.
15. Permanent display board (size: 1.5 ft x 1 ft, colour: white letters on navy blue background) showing the nature of scheme, name of the department, year of implementation, type of fodder, area cultivated etc shall be exhibited in every fodder plots – Model – as circulated in previous year
16. Number of slips required per Hectare is 15000.
17. The implementing officers shall ensure that the beneficiary has not received assistance from the department for same scheme component during the past 3 years.
18. Model Plot in each block shall be identified and documented.
19. Success stories shall be published in Kerala Karshakan, other agric. related publications.
20. Proper documentation is mandatory for all the projects.
21. Agreement in Stamp paper worth the amount as declared by The GOK shall be placed with Department wherever applicable
22. The Head of Account allocated for **PRODUCTION AND CONSERVATION OF FODDER IN FARMER'S FIELD AND DCS** is **2404-00-102-77-34-3-OTHER ITEMS**
23. The receipt head for the scheme component **PRODUCTION AND CONSERVATION OF FODDER IN FARMER'S FIELD AND DCS** is **0404-00-800-86-Fodder**

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I. Perennial Fodder

a) Below 20 cents

- a) General guidelines for the fodder development scheme shall be followed.
- b) Lower limit for the area of cultivation is 2 cents
- c) Slip rate – 60 slips/cent
- d) No upper limit in regard to the area of cultivation.
- e) No cultivation assistance shall be provided
- f) Slips supplied free of cost (Slips worth Rs 10,500/Ha)
- g) No Registration Fees.
- h) Relevant leaflets & brochures shall be issued to the beneficiary

b) 20 cents and above

- a) General guidelines for the fodder development scheme shall be followed.
- b) Slips shall be supplied free of cost (Slips worth Rs 10,500/Ha)
- c) Cultivation assistance shall be extended @ Rs 55/cent (Rs 13,750/ha)
- d) Cultivation can be done in farmer's own land or on lease land (min 3 years) or other available land for min 3 years. (Copy of tax receipt, lease agreement, Certificate of DCS if any, has to be uploaded along with application). All mandatory document required for Ksheerasree portal shall be uploaded.
- e) Registration Fees @ Rs 11/cent of land cultivated
- f) Relevant leaflets & brochures shall be issued to the beneficiary

II. Transportation Cost

- 1) Transportation cost of fodder, planting materials and seeds within the district / inter-district can be met from this scheme component

III. Fodder Seminar & Fodder Day Celebration

- 1) Fodder day shall be celebrated *during the month of July, 2022* (separate circular shall be issued from directorate)
- 2) District level fodder seminar & Exhibitions shall be conducted.
- 3) A State level fodder seminar & exhibitions shall be conducted in any one district as per the direction of the Director.
- 4) Fodder tree seedlings shall be distributed to the farmers in the district on the Fodder Day.

IV. Dairy Promoter at DESU

- 1) The mode of selection shall be published through a separate circular from Directorate.
- 2) Wages – Rs 8000/ month (max – 10 months)
- 3) Adequate training programme for selected Dairy Promoters shall be arranged at concerned DESU or else the Deputy Director shall arrange centralized training programme for all the Dairy Promoters of the district at DTC or other adequate training centers.
- 4) The Dairy Promoters shall execute their duties as per the directions from District Officers and Block Level Officers.
- 5) The dairy promoter shall report in the DESU as per the direction from concerned Deputy Director and Dairy Extension Officer
- 6) Work Diary shall be maintained by Dairy Promoters. The same shall be recommended by DFIs and approved by concerned Head of Office.
- 7) The Dairy Promoters shall assist the DEOs for completing the dairy farmer registration and other dairy development activities pertaining to the block

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V. Irrigation Assistance

- a. Reg. Fees – Rs 170 per beneficiary
- b. Priority for Selection:**
 - Those farmers who are pouring milk to Dairy Co-operative Societies
 - Preference to those Dairy Farmers who have rearing more cattle.
 - Priority for those farmers who have submitted full estimate i.e. an amount of more than Rs.20,000/
- c. Subsidy component will be limited to 50 % of the total cost or a maximum of Rs. 10,000/- to each unit.
- d. Selection process – through ksheerasree portal
- e. General guidelines for the fodder development scheme shall be followed.
- f. Selection of beneficiaries is limited only to those having perennial source of water for irrigation.
- g. Financial assistance shall be given to those beneficiaries having fodder plots with more than 50 cents area, rearing more milch animals
- h. Implementing officers shall assure that farmers getting cultivation assistance for the current year may be excluded.
- i. Equipment can be purchased as per the scheme proper.
- j. Farmers can purchase quality machines (pump set, storage tank, connecting hose etc) with BIS certification from any supplier he chooses.
- k. Subsidy to be released after installation of equipment and production of necessary bills and vouchers. DEO/DFI shall verify the installation and proper working and satisfy himself before releasing subsidy.
- l. The implementing officers shall ensure that the beneficiary has not received any assistance from the department for the same purpose earlier.

VI. Irrigation Assistance – For plots above 1 acre

- a. Reg. Fees – Rs 170 per beneficiary
- b. Priority for Selection:**
 - Those farmers who are pouring milk to Dairy Co-operative Societies
 - Preference to those Dairy Farmers who are rearing more than 5 cattle
 - For JLG/SHG/NGOs/Other Institutions: (The groups have to submit the registration Certificates mandatory)
 - Preference to those groups whose members are already rearing cattle and pouring milk in the Dairy Co-operatives
 - Priority for those farmers who have submitted full estimate ie an amount of more than Rs.50,000/-
- c. Subsidy component will be limited to 50 % of the total cost or a maximum of Rs. 25,000/- to each unit.
- d. Selection process – through Ksheerasree portal
- e. General guidelines for the fodder development scheme shall be followed.
- f. Selection of beneficiaries is limited only to those having perennial source of water for irrigation.
- g. Implementing Officers shall ensure farmers getting cultivation assistance for the current year may be excluded.
- h. Equipment can be purchased as per the scheme proper.
- i. Beneficiary can purchase quality machines (pump set, storage tank, connecting hose etc) with BIS certification from any supplier he chooses.
- j. Subsidy to be released after installation of equipment and production of necessary bills and vouchers. DEO/DFI shall verify the installation and proper working and satisfy himself before releasing subsidy.
- k. The implementing officers shall ensure that the beneficiary has not received any assistance from the department for the same purpose earlier.

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VII. Mechanisation and Modernisation of Fodder Cultivation

- 1) Registration Fees shall be Rs 170 per beneficiary of the scheme.
- 2) Selection – Through Ksheerasree portal
- 3) General guidelines for the fodder development scheme shall be strictly adhered to.

Priority for selection:

- Those farmers who are pouring milk to Dairy Co-operative Societies
 - Preference to those dairy farmers who have rearing more cattle.
 - Priority to farmers who have fodder plot size of more than 50 cents either as own land/lease land
 - For JLG/SHG/NGOs/Other Institutions: (The groups have to submit the registration Certificates mandatory) Preference to those groups whose members are already rearing cattle and pouring milk in the Dairy Co-operatives
 - Priority for those farmers who have submitted full estimate ie an amount of more than Rs.20,000/-
- 4) Farmers shall purchase quality machines (fodder harvester/ chaff cutter etc) with BIS certification from any supplier he chooses.
 - 5) Subsidy shall be released after installation of equipment/machineries and production of necessary bills and vouchers. DEO/DFI shall verify the installation and proper working and satisfy himself before releasing the subsidy.
 - 6) Agreement on stamp paper worth the amount as per existing government norms shall be executed by the beneficiary with the department for up-keeping, maintaining and producing the chaff cutter / other machines for inspection.
 - 7) The implementing officers shall ensure that the beneficiary has not received any assistance from the department for the same purpose earlier.

VIII. Scheme for Maize cultivation for grain production

- 1) Individuals /SHG's/DCS/NGOs can be provided assistance under the scheme
- 2) The scheme envisages cultivating Maize as a pure crop by selected farmers who have sufficient land / are willing to cultivate in leased land. The minimum area to be cultivated is 25 cents.
- 3) **Priority for selection :**
 - Those farmers who are pouring milk to DCS Priority to farmers who have plot size of more than 50 cents Priority for JLG's/SHG's/DCS/NGOs
 - For these groups submission of registration certificates are mandatory & preference to those groups whose members are already rearing cattles & pouring milk to DCS . Also to those groups who have own/lease land of minimum 1 Acre can be given priority under this scheme.
- 4) The assistance given to the beneficiaries for cultivation of Maize in one Ha of land will be Rs.12625 in addition to the seeds supplied free of cost. Value of seeds supplied /hectare of land is estimated to be Rs. 3160/- (40 Kg x Rs.79 /Kg of seed, the rate per kg seeds may change). Therefore the total assistance for cultivating Maize in one hectare of land comes to Rs 15,785/-.

IX. Comprehensive and Massive Fodder Cultivation in Barren and Unutilized lands of selected panchayats

- 1) Registration fee – Rs 180 per beneficiary
- 2) Stakeholders - elite/progressive dairy farmers, potential DCS of the Panchayat, Dairy Development Department, PSU's, LSGD etc

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- 3) Selected beneficiary / organization have to establish fodder cultivation in minimum 1 ha of barren land of a particular Panchayat. The minimum unit plot size shall be 1 acre. There will not be any upper limit for unit plot size.
- 4) The following criteria shall be adhered to while ranking / selecting the beneficiary.
 - Availability of barren cultivable land in the selected area / Zone
 - Priority of ownership of barren land in the order of Govt owned, PSU Owned, LSGD owned, Charitable organizations, progressive farmers, other individuals etc
 - Availability of land on lease.
 - Source and availability of water and electricity for irrigation purpose
Availability and concurrence of a potential DCS coming under the DESU which is willing to take up the project.
- 5) Primary application shall be submitted at the DESU concerned.
- 6) Selection of beneficiary shall be as per the conditions specified in DPR
- 7) Deputy Director of concerned district shall be the authority for final selection of beneficiary in that district
- 8) State Level Training Programme shall be organized at Directorate Level if needed.
- 9) Technical and Financial Parameters shall be in tune with DPR
- 10) The project shall be loan linked to the maximum extent possible
- 11) Assistance in subsequent years will be based purely on availability of plan fund from government under the same Head of Account.
- 12) Plan assistance – Rs 94,272/- per Ha.

X. Scheme for fodder cultivation and marketing by JLG/SHG/DCS/Women group

- 1) The selected JLG/SHG/Women group shall be linked to a DCS registered under Dairy Development Department
- 2) The group can take up fodder cultivation and marketing activity in own land or leased land
- 3) An agreement shall be signed between the beneficiary group and the Department.
- 4) Break up in regard to financial aspects shall be in accordance to approved DPR
- 5) Assistance – 75 % of total expenditure limited to Rs 75,000 (max)
- 6) Area of cultivation – min 1 acre.
- 7) Registration Fees – Rs 180 per beneficiary group

XI. Assistance for Compact / Mini / Low cost Hydroponic Fodder Cultivation

- 1) Reg Fees – Rs 200 per beneficiary
- 2) The beneficiaries of the scheme shall be 05 elite and progressive farmers of the state . 2 No. of famers who rear 2 cows, 2 no. of farmers who rear 5 cow and 1 no. of farmer who rear 8 cows will be assisted under the scheme.
- 3) Selection shall be through Ksheerasree portal.
- 4) The selected beneficiaries shall be pouring milk to a Dairy Co-operative registered under the Dairy Development Department.
- 5) The beneficiary shall have fodder cultivation in Minimum 10 cents of land.
- 6) Technical and Financial Details as per Scheme Proper specified in the DPR
- 7) The Deputy Director of the concerned district shall be the approving authority
- 8) Continuous evaluation and monitoring shall be done by a Technical committee consisting of Dairy Extension Officer of that unit, One Dairy Farm Instructor, President of the society, Secretary of the society and beneficiary of the scheme. They shall evaluate the improvement in quality and quantity of milk, general health condition of animal, mode of feeding, economics of feeding and performance of the machine.

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XII. Cultivation of fodder trees including live fencing Scheme for fodder cultivation and marketing by JLG/SHG/DCS/Women group

- 1) The Dairy development department shall provide Rs. 5.00 /seedling (including transportation) supplied to the farmers.
- 2) The project envisages promoting cultivation of Agathi / Subabul / Glyericidia for fodder in coastal areas, riverbanks and other available areas.
- 3) The seedlings of Agathi / Subabul / Glyericidia shall be supplied to the farmers free of cost so as to encourage them to take up cultivation of fodder trees.
- 4) Dairy cooperatives / SHG's / NGO's/JLG's/ Students Dairy Clubs shall produce seedlings using seeds obtained from KLDB, other fodder stations and approved fodder farms. Fodder trees suitable for coastal areas, river banks shall be made available for such areas.


DIRECTOR

