CIRCULAR


Ref : 01. State Plan Budget 2020-21
02. Plan write up 2020-21 – State Planning Board, G.O.K
05. G.O.(Rt.) No. 34/2020/DD dated 03.06.2020
07. Minutes of the meeting held between the Dairy Development Department and the representatives of M/s Kerala Feeds Ltd and M/s Milma Feeds Ltd on 17.08.2020

This circular is in continuation with the circular referred as 04 and 06 above. As per the Government Order referred as 05 above, sanction has already been received for implementation of Cattle Feeding Subsidy Programme as Covid 19 Relief Package by subsidizing the cattle feed at the rate of Rs 400 per bag of 50 Kg.

The Hon. Minister for Forests, Animal Husbandry, Dairy Development and Zoo have officially inaugurated online the Covid 19 Pandemic Relief Cattle Feeding Subsidy Programme on 17.08.2020.

In regard to issue of subsidized cattle feed bags {M/s Kerala Feeds Ltd (Brand – Elite) & M/s Milma Feeds (Brand – Milma Gold)} following guidelines are issued herewith

01. The rate pattern of M/s Kerala Feeds Ltd (Brand – Elite) & M/s Milma Feeds (Brand – Milma Gold) distributed in the the Covid 19 Pandemic Relief Cattle Feeding Subsidy Programme shall be as below

| Dealer Price | Rs 1196 per bag |
| Govt. Subsidy | Rs 400 per bag |
| Beneficiary contribution | Rs 816 per bag |
| Handling charge for DCS | Rs 20 per bag |
| Amount payable by DCS to CF firms (beneficiary contribution) | Rs 796 per bag |

(The above rates are applicable to both Kerala Feeds and Milma Feeds)

02. In case Milma Feeds, the amount payable to Milma (beneficiary contribution – Rs 796 per bag) will be adjusted against the milk value due to the DCS
03. In case of Kerala Feeds, the DCS will have to pay the beneficiary contribution as advance (as Demand Draft) to M/s Kerala Feeds Ltd, Kallettumkara, Irinjalakkuda. The physical supply of cattle feed bags will be only after remittance of advance beneficiary contribution by concerned DCS. The Dairy Extension Officers of concerned DESU’s shall ensure that advance payment (beneficiary contribution) is made to M/s Kerala Feeds Ltd at the earliest from every DCS. A status of the same shall be communicated on a daily basis to the Deputy Directors.

04. The Government Subsidy will be released directly to M/s Milma Feeds and M/s Kerala Feeds from Directorate, Dairy Development

05. The District Deputy Directors shall ensure that the Covid 19 Pandemic Relief Cattle Feeding Subsidy Programme is being implemented in an error free manner in their district. Proper accounting at DCS level, documentation at DCS level, DESU level and District level shall be ensured. Progress of the programme shall be intimated to Directorate on a regular basis

Yours Faithfully,

Copy To,

01. The Managing Director, KCMMF
02. The Managing Director, M/s Kerala Feeds Ltd
03. The Joint Director (Planning / General / SDL) – as email communication
04. The Deputy Director (Planning, General, Extension, E & IT)
05. The Deputy Directors of 14 districts - – as email communication
06. The Principals of 4 DTC - – as email communication
07. The Farm Superintendent, State Fodder Farm - – as email communication
08. The Head of Office, State Regional Labs - as email communication
09. The Dairy Extension Officers – through Proper Channel
10. Project Cell / Technical Cell, Directorate of Dairy Development
11. Stock File