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Government of India
Ministry of Agriculture and Farmers Welfare
Department of Agriculture, Cooperation and Farmers Welfare

Dated: 2nd February, 2017
Krishi Bhawan, New Delhi

OFFICE MEMORANDUM

Sub: Guideline for Model Organic Cluster Demonstration and Model Organic Farm under Paramparagat Krishi Vikas Yojana (PKVY) scheme-reg.

The undersigned is directed to enclose herewith the Guideline for Model Organic Cluster Demonstration and Model Organic Farm under Paramparagat Krishi Vikas Yojana (PKVY) scheme for implementation and further necessary action.


2/2/17

(Vandana Dwivedi)
Additional Deputy Commissioner (INM)

Distribution:

1. PPS to Secretary (AC & FW), Krishi Bhawan, New Delhi.
2. PPS to Additional Secretary & Financial Advisor, Krishi Bhawan, New Delhi.
3. PPS to Additional Secretary (UKS), Krishi Bhawan, New Delhi.
4. PPS to Additional Secretary (AD), Krishi Bhawan, New Delhi.
5. PPS to Joint Secretary (INM), Krishi Bhawan, New Delhi.
6. PPS to Joint Secretary (Crops), Krishi Bhawan, New Delhi.
7. ADG (NRM), ICAR, Krishi Anusandhan Bhawan, Pusa, New Delhi.
8. Additional Commissioner (RFS), Krishi Bhawan, New Delhi.
9. Deputy Commissioner (INM), Krishi Bhawan, New Delhi.
10. Director NCOF, Ghaziabad. (With the request to upload the Guideline on NCOF portal)
11. Director, CFQCTI, Faridabad
12. Director of Agriculture (All States)/UTs (including Hilly/North Eastern Region States)

Guidelines

For

**Model Organic Cluster Demonstration and Model
Organic Farm under PKVY scheme**

Project on Model Organic Cluster Demonstration and Model Organic Farm under PKVY scheme.

Considering the existing potential of organic farming and the future demand for organic produce, the Government is promoting organic farming across the country. The Paramparagat Krishi Vikas Yojana (PKVY) is a comprehensive scheme under National Mission of Sustainable Agriculture (NMSA) to promote organic farming through a cluster approach along with Participatory Guarantee System (PGS) of certification. This centrally sponsored scheme is being implemented by the states government on farmers' field. This scheme was initiated for implementation in the year 2015-16 but State Governments have not achieved the assigned target due to lack of infrastructure support and knowhow about the scheme. On the other hand the availability of expert resourceful agencies have not been utilized due to policy constrains where these agencies can support in a major way in the implementation of PKVY Scheme. Keeping in view it is proposed to involve/invite these agencies in major role to provide Model Organic Cluster Demonstration and Model Organic Farm. At present, under this scheme there is no direct involvement of Indian Council of Agricultural Research (ICAR), State Agricultural Universities (SAUs), Central Agricultural Universities (CAUs), Krishi Vigyan Kendra (KVK), which have good knowledge in the field of organic farming and have availability of large number of field farms & infrastructure. The existing huge potential of these organizations in the form of qualified Human Resources and large infrastructure including farms can be put to use for demonstration of organic farming technologies. To boost the organic farming across the country, there is a need to implement **Model Organic Cluster demonstration and model organic farms** under the PKVY scheme through these institutions. National Advisory Committee (NAC) has decided the inclusion of Model Organic Clusters / Farms under the guidelines of The Paramparagat Krishi Vikas Yojana (PKVY) in the meeting dated 28.12.2016.

Model Organic Cluster Demonstrations: - To promote organic farming among the rural youth, farmers and consumers, there is a need to organize/conduct organic cluster demonstrations under the active supervision of the Experts/Scientists/Subject Matter Specialist (SMS) of the ICAR Institutions, State Agricultural Universities (SAUs), Central Agricultural Universities (CAUs), Krishi Vigyan Kendras (KVKs) and other Public Sector Organizations of DAC & FW .However as per approval of National Advisory committee , NGOs registered with Niti Aayog / Regional Councils (RCs) with National Center of Organic Farming (NCOF) shall also be eligible to be the implementing agencies . This programme will serve as a vehicle through which the latest technologies of organic farming approved under Paramparagat Krishi Vikas Yojana (PKVY) scheme can be disseminated among various stakeholders. The operational guidelines for conducting organic cluster demonstrations will be as per the existing revised guidelines of PKVY Scheme.

i. Programme :

- To organize/conduct Model organic cluster demonstrations at farmer's field across the country.
- To boost/promote organic farming among rural youth/farmers/consumers/traders.
- To disseminate the latest technologies of organic farming in one or more clusters approved under Paramparagat Krishi Vikas Yojana (PKVY) scheme.

- To utilize the services of well qualified experts of ICAR Institutions/SAUs/CAUs/KVKs and other public sector organizations.
- To organize atleast one organic cluster demonstration.

ii. Area of operation :

- Organic cluster demonstrations shall be conducted all over country at farmers' field under Paramparagat Krishi Vikas Yojana (PKVY) scheme guidelines for model organic clusters/farms.
- Model organic cluster demonstrations shall be allocated to each organization in minimum one village.

iii. Implementing Agency(IA):

The organic cluster demonstration shall be organized/conducted/implemented under the active supervision of experts/scientists/subject matter specialists(SMS) of Indian Council of Agricultural Research(ICAR) Institutions, State Agricultural Universities (SAUs), Central Agricultural Universities (CAUs), Krishi Vigyan Kendras (KVKs), NSC, SFAC, and other Public Sector Organizations of DAC & FW. A project demonstration team will be formed by these implementing agencies (IAs) for better focus & timely implementation. However as per approval of National Advisory committee , NGOs registered with Niti Aayog / Regional Councils (RCs) with National Center of Organic Farming (NCOF) shall also be eligible to be the implementing agencies.

The inclusion of model organic clusters/farms was approved with a 5% outlay of the PKVY scheme.

iv. Monitoring Agency:

- The organic cluster demonstrations shall be monitored by the expert team of INM Division of Department of Agriculture, Cooperation & Farmers' Welfare and State Govts.
- The quarterly Physical & Financial Progress Reports of the Model Organic Cluster Demonstrations shall be monitored regularly by Organic farming cell of DAC & FW with the implementing agencies.
- After completion of 03 years of the scheme, impact evaluation study will be conducted.

v. Funding pattern

In case of demonstration by institutions/agencies the funding pattern is 100% grant from Central Government which required necessary approval of the competent authority. NGOs registered with Niti Aayog / Regional Councils (RCs) with National Center of Organic Farming (NCOF) shall also be eligible to be the implementing agencies with the condition that atleast 10% of the total project cost is contributed by them.

vi. Fund Allocation :

The funds for Model Organic Farms are to be provided by the INM Division of DAC & FW, M/o Agriculture and Farmers' Welfare directly to the implementing agencies under the project of **Modern Organic Cluster Demonstration and Modern Organic Farm**

(MOCD & MOF). An action plan is to be prepared and directly submitted to INM Division of DAC & FW for financial assistance under Paramparagat Krishi Vikas Yojana (PKVY) Scheme.

vii. Organic Area Selection Criteria:

- The cluster chosen for organic farming shall be 50 acres or 20 hectare in extent and as contiguous an area as possible. In order to facilitate this, the ceiling of subsidy that a farmer is eligible shall be a maximum of one hectare and the total financial assistance eligible for a 50 acre or 20 hectare cluster shall be a maximum of Rs. 10(Ten) lakh for farmer members and Rs. 4.95 lakh for mobilization and Participatory Guarantee System (PGS) Certification. Of the total number of farmers in a cluster, a minimum of 65% of the farmer should belong to small & marginal categories. Thus minimum criteria of inclusion should as far as practicable be fulfilled at cluster level and where not possible, it should be satisfied at Mandal/Block/Taluka or District level.

viii. Guidelines of PKVY scheme:

The organic cluster demonstration is to be conducted as per the following guidelines:

Paramparagat Krishi Vikas Yojana (PKVY)

S.No.	Component	Pattern of Assistance				Remarks
1.	Adoption of PGS certification through cluster approach	1 st year	2 nd year	3 rd year	Total	Implementing Agency (IA) shall propose to Organic Farming Cell.The Organic Farming Cell forward to NCOF for number of clusters for PGS certification.

1.1	Mobilization of farmers/ local people to form cluster in 50 acre for PGS certification	-	-	-	-	For adoption of organic farming through cluster approach under Participatory Guarantee System (PGS) certification, assistance will be provided for three year term
1.1.1	Conducting of meetings and discussions of farmers in targeted areas to form organic farming cluster @ Rs.200/farmer	10000	0	0	10000	IA will identify targeted 50 acre /20 hectare area of cultivated fields of farmer for formation of cluster. IAs will conduct meeting of farmers of the targeted area to facilitate to form one cluster
1.1.2	Exposure visit to member of cluster to organic farming fields @ Rs.200/farmer	10000	0	0	10000	After formation of cluster, an exposure visit for members will be arranged by IA to create more practical knowledge and awareness about organic farming.
1.1.3	Formation of cluster, farmer pledge to PGS and Identification of LRP from cluster					IAs will identify one lead resourceful person (LRP) from the cluster who represents the cluster and becomes Trainer of Trainer (TOT).
1.1.4	Training of cluster members on organic farming (3 trainings @ Rs.20000 per training)	60000	0	0	60000	<p>IAs will organize three (3) trainings separately for members of cluster within early 6 months of project.</p> <p>1.1st Training will be given on following:</p> <p>(i) Raising seedlings/plants in nurseries.</p> <p>(ii)Organic seed production.</p> <p>2. 2nd Training on manure and composting;</p> <p>(i) Green manure plantation and bund planting.</p> <p>(ii) Production and use of compost and vermicompost.</p> <p>3. 3rd Training on Bio fertilizer and Bio pesticides;</p> <p>(i) Production and use of Panchagavya, Beejamruth, Jeevamruth etc.</p> <p>(ii) Use of Bio fertilizer</p>

						(seed/seedling treatment, seed treatment, drip irrigation, spraying, handling of bio fertilizers and bio pesticides.
	Total	80000	0	0	80000	
1.2	PGS Certification and Quality control					
1.2.1	Training on PGS Certification in 2 days @ Rs.200 per LRP	400	0	0	400	Training will be organized for 20 LRPs for two days on following: (i) Registration of farmers. (ii) Organic production and process documentation. (iii) Preparation of annual action plan. (iv) Maintenance of meeting and training register, data management. (v) Administration, roles and responsibility of cluster in promotion of PGS certified organic farming.
1.2.2	Training of Trainers (20) Lead Resource Persons @ Rs.250/day/cluster for 3 days	0	750	0	750	IAs will organize training for three days for LRPs on the following: (i) Soil sample collection and quality control (ii) Packaging, labeling, branding and marketing of organic produce (iii) Community infrastructure required for preparation of bio pesticides and bio-fertilizers.
1.2.3	Online Registration of farmer @ Rs.100 per member cluster x 50	0	5000	5000	10000	Registration of farmer in PGS certification system with details like far history, cropping pattern followed, inputs used, farmer pledge, meetings, trainings and others details etc., for PGS certification. Data entry operator and consultant appointed at each cluster will be responsible for maintaining data.
1.2.4	Soil sample collection and testing (14 samples for first & second year/cluster and 12 samples during third year/cluster) @ Rs.300	4200	4200	3600	12000	LRPs will be responsible for collecting soil samples from both agricultural and horticultural fields. They will be tested by State/Central soil Testing laboratories /ICAR. SAUs

	per sample for three years.					laboratories. Based on the soil test results suitable package and practices of organic farming will be recommended to members of a cluster.
1.2.5	Process documentation of conversion into organic methods, inputs used, cropping pattern followed, organic manures and fertilizer used etc., for PGS certification @ Rs.100 per member x 50	5000	5000	5000	15000	The data entry operator and consultant will maintain both hard and soft copies of details of packages of practices and PGS certification process of individual farmer at office of cluster.
1.2.6	Inspection of fields of cluster member @ Rs.400/inspection x 3 (3 inspections will be done per cluster per year)	1200	1200	1200	3600	LRPs of cluster will be responsible for inspection of each individual farmer's field for effective implementation of PGS certification. The details of observations on farming practices will be recorded and farmer diary will be maintained by LRPs. He will also guide each farmer about various practices of organic farming and also record it in diary.
1.2.7	Residue analysis of samples in NABL (8 samples per year per cluster) @ Rs.10,000/- sample	0	80000	80000	160000	LRP members through association of IA will collect organic samples from selected field. The analysis of samples for pesticides and chemical residues will be done by sending samples to NABL laboratories.
1.2.8	Certification Charges	0	2000	0	2000	PGS certification will be given on the basis of inspection, documentation and sample testing.
1.2.9	Administrative expenses for certification	26150	16900	16900	59950	Assistance to maintain office of a cluster, to meet the expenses of rental charges of office, salary of coordinator and data entry operator, office furniture, computer, painter, stationeries etc.
	Total	36950	115050	111700	263700	
2.	Manure management and biological nitrogen harvesting					IAs shall propose to adopt an action plan for adoption of organic farming practices.

2.1	Action Plan for Organic Farming for one cluster					Implementing Agencies shall be provided assistance as Grant-in-Aid for adoption of organic farming.
2.1.1	Conversion of land to organic @ Rs.1000/acre x 50	50000	50000	50000	150000	Support for conversion of conventional land to organic land through preparation of annual action plan on the basis of soil testing and adopting suitable organic cultivation practices buffering of land (making of pits/hedges around land) to prevent contamination.
2.1.2	Introduction of cropping system; Organic seed procurement or raising organic nursery @ Rs.500/acre/year x 50 acres	25000	25000	25000	75000	Annual Action Plan will be prepared and suitable organic cropping system based on soil testing will be introduced. Each farmer member will be assisted for land preparation, plant protection, labour charges and other materials required for raising organic seeds/planting material in the farm field.
2.1.3	Traditional organic Input Production Units like Pachagavya, Beejamruth and Jeevamruth etc. @ Rs.1500/unit/acre x 50 acre	75000	0	0	75000	Each farmer member will be assisted for procurement of materials required (glass, plastic bottles, drum, filters, sprayers, other utensils etc.) for construction and operation of organic input production units.
2.1.4	Biological Nitrogen Harvest Planting (Gliricidia, Sesbania, etc.) @ Rs.2000/acre x 50 acre	50000	25000	25000	100000	Each farmer member will be assisted for procurement of seeds, preparation of land/pits, labour etc. For plantation of nitrogen harvesting plants.
2.1.5	Botanical extracts production units Rs.1000/unit/acre x 50 acre	50000	0	0	50000	Each farmer member will be assisted for procurement of materials required (glass or plastic bottles, drum, filters, sprayers, other utensils etc.) for construction and operation of botanical extract production units.
	Total	250000	100000	100000	450000	
2.2	Integrated Manure					

	Management					
2.21	Liquid Bio-fertilizer consortia (Nitrogen fixing/ Phosphate Solubilizing/ potassium mobilizing bio-fertilizer) @ Rs.500/acre x 50	25000	0	0	25000	Each farmer member will be assisted for procuring liquid bio-fertilizer and its application to soil/seed to increase crop production.
2.2.2	Liquid Biopesticides (Trichoderma viridae, Pseudomonas, fluorescens, Matarhizium, Beaviourie bassiana, Pacelomyces, verticillium) 2 Rs.500/acre x 50	0	25000	0	25000	Each farmer member will be assisted for procuring and application of liquid bio-pesticides for suppression of disease in crop plants.
2.2.3	Farmer can take up any natural pest control mechanism easily available in their local area @ Rs.500/acre x 50	0	25000	0	25000	Each farmer member will be assisted for procuring any natural pest control mechanism for control of pest and diseases.
2.2.4	Phosphate Rich Organic Manure (PROM) as per specification given in FCO,1985 @ Rs.1000/acre x50	50000	0	0	50000	<i>Each farmer member will be assisted for procuring and application of Phosphate Rich Organic Manure to soil to meet phosphorus/organic carbon and other micronutrients deficiency in soil.</i>
2.2.5	Vermi compost (size 7'x3'x1') @Rs.5000/unit x 50	250000	0	0	250000	Each farmer member will be assisted for procurement of each worms preparation of pits, construction of brick wall, labour charges and other raw materials, required for construction of vermin composting units.
	Total	325000	50000	0	375000	
2.3	Custom Hiring Centre (CHC) charges					
2.3.1	Agricultural implements (As per SMAM guidelines): i.Power tiller	15000	15000	15000	45000	Financial assistance will be given for a cluster to manage their members to pay the charges of custom hiring centre for utilizing the agricultural implements (Power tiller, Cono weeder, Paddy

	ii. Cono weeder iii. Paddy thresher iv. Furrow opener v. Sprayer vi. Rose can vii. Top Pan balance					thresher, Furrow opener, Rose can, Top balance) for processing/grading/ cleaning/ threshing of organic produce and land preparation etc., it is assumed that CHC under SMAM is sanctioned.
2.3.2	Walk in tunnels for horticulture (as per guidelines of MIDH)	0	0	0	0	IA may seek any additional financial support under MIDH restricted to support maximum one hectare per farmer
2.3.3	Cattle shed/ poultry/ piggery for animal compost (As per Guidelines of Gokhul Scheme)	0	0	0	0	IA may seek any additional financial support under Gokhul Scheme.
	Total	15000	15000	15000	45000	
2.4	Packing, Labeling and Branding or organic products of cluster					
2.4.1	Packing material with PGS logo + Hologram printing @ Rs.2500/acre x 50	0	62500	62500	125000	Financial assistance will be given for procuring packing material, preparation of labels, Holograms, printing etc., and branding of organic products. PGS India Green logo may be used for area under conversion and PGS India Organic logo may be used for completely converted organic area. The labeling may be designed consisting of name of cluster, district and unique product packing used for branding organic produce.
2.4.2	Transportation charges for Organic produce for marketing @ Rs 800 /farmer/year/cluster	40000	40000	40000	120000	Financial assistance will be given for collection and transportation of organic produce to market places.
2.4.3	Organic Fairs (Maximum assistance will be given @ 36330 per cluster)	0	36330	0	36330	Financial assistance to meet the expenses of arranging stalls, rent charges, labour charges, publicity material, transportation and management of event.
	Total	0	218830	62500	281330	

Grand Total	7,06,950	4,98,880	2,89,200	14,95,030	
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1. Model Organic Farm :

The Central and State Govt. organizations and other Public Sector Organizations have their own farms in their institutions. These farms are demonstrating technologies in conventional farming as of now. There is a need to demonstrate and introduce Model Organic Farm in these institutions for conversion of conventional land into organic farming practices. Assistance is available for establishment of various organic production units i.e., biofertilisers, biopesticides, natural pest control mechanism units, phosphate rich organic manure (PROM), vermi-composting units etc. Therefore, these institutions shall develop a model Organic Farm in their premises including production of organic seeds and dissemination of technologies of organic farming among the farmers and rural youth.

i. Programme :

- To establish units of input productions i.e. biofertilisers, biopesticides, natural pest control mechanism units, phosphate rich organic manure (PROM), vermicomposting units, nursery raising etc. in the institutions.
- To converse conventional land into organic farming practices since Organic Farming is still practiced in small extent of total cultivated land.
- To develop model farms as organic farms. Each institution shall develop organic model farm upto 3 ha area.

- To disseminate the latest technologies of various units of organic inputs production.
- To organize exposure visits to model farms.

ii. Area of operation :

All eligible institutions can establish biofertilizers, biopesticides, natural pest control mechanism unit, phosphate rich organic manure (PROM), vermi-compositing units including training modules, nurseries at their organic model farm.

iii. Implementing Agency:

The farms of Indian Council of Agricultural Research (ICAR) Institutions, State Agricultural Universities (SAUs), Central Agricultural Universities (CAUs), Krishi Vigyan Kendras (KVKs) of ICAR and SAUs only, NSC, SFAC, and Public Sector Organizations of DAC & FW. A project team will be formed by IAs for a better focus & timely implementation. However as per approval of National Advisory committee , NGOs registered with Niti Aayog / Regional Councils (RCs) with National Center of Organic Farming (NCOF) shall also be eligible to be the implementing agencies.

iv. Monitoring Agency:

- The Model Organic Farms are to be monitored by the expert team of INM Division of Department of Agriculture, Cooperation & Farmers' Welfare and State Govts.

- The quarterly Physical & Financial Progress Reports of the Model Organic Cluster Demonstrations shall be monitored regularly by Organic farming cell of DAC & FW with the implementing agencies.
- After completion of three years of the scheme, impact evaluation study will be conducted.

v. Funding pattern

In case of model organic farm by Institutions and Other Agencies, the funding pattern will be 100% from Central Government subject to prior approval from the competent Authority. NGOs registered with Niti Aayog / Regional Councils (RCs) with National Center of Organic Farming (NCOF) shall also be eligible to be the implementing agencies with the condition that atleast 10% of the total project cost is contributed by them.

vi. Fund Allocation:

The funds for upgrading these existing conventional farms into Model Organic Farms are to be provided by the INM Division of DAC & FW, M/o Agriculture and Farmers' Welfare directly to the implementing agencies under the project of Modern Organic Cluster Demonstration and Modern Organic Farm (MOCD & MOF). An action plan is to be prepared and directly submitted to INM Division of DAC & FW for financial assistance under Paramparagat Krishi Vikas Yojana (PKVY) Scheme.

vii. Guidelines of PKVY scheme:

The following units will be established at the Central and State Government farms and other Public Sector Organizations for converting them into model organic farm under approved PKVY guidelines.

S. No.	Name of Component	Norms of Assistance
1.	Establishment of Organic Units	
i.	Liquid Bio- fertilizers unit	@ Rs. 1250/- per ha for 3 years.
ii.	Liquid Bio - pesticides unit	@ Rs. 1250/- per ha for 3 years.
iii.	Natural Pest control mechanism	@ Rs. 1250/- per ha for 3 years.
iv.	Phosphate Rich Organic Manure unit (PROM)	@ Rs. 2500/- per ha for 3 years.
v.	Vermi- compost unit(Size 7'X3X1')	@ Rs. 5000/- per unit for 3 years.
vi.	Organic seed/nursery raising, procurement	@ Rs. 1250/- per ha per year (Total Rs. 3750/- for 3 years).
vii.	Production units i.e. Pachagavya/Beejamruth/ Jeevamruth etc.	@ Rs. 3750/- per ha per unit for 3 years.
viii.	Green Manuring/Biological Nirtogen Harvest Planting	@ Rs. 5000/- per ha for 3 years.
ix.	Botanical extracts production units	@ Rs. 2500/- per ha for 3 years.
2.	Mobilization of farmers.	
i.	Meetings and discussions of farmers	@ Rs. 200/- per farmer (Total Rs. 10,000/ - for 3 years)
ii.	Exposure visit of farmers	@ Rs. 200/- per farmer (Total Rs. 10,000/- for 3 years)
iii.	Organic Fairs	Rs. 1500/- per ha for 3 years
3.	Custom hiring centre for agricultural implements	@ Rs. 750/- per ha per year (Total Rs. 2250/- for 3 years)
	Total Allocation	Rs. 50,000/-

Note: 5% of total amount allocation may be used for labour/land preparation or other miscellaneous items.

viii. National Advisory Committee (NAC) has also recommended the following :-

- (i) In consultation with ICAR, identify crops and region, where organic farming should be promoted, such that yields are not compromised and farmer's incomes are protected.

- (ii) Suitable varieties of dry-land crops be encouraged in the organic clusters with appropriate Organic Farming Technologies.
 - (iii) Parameters relating to soil fertility and plant protection should be monitored for changes in the organic carbon in these clusters.
 - (iv) Organic Seed Banks be established.
 - (v) Labelling of the organic products should be designed to provide the product information in three ways (i) Produce without chemical fertilizers (ii) Produce without chemical pesticides and (iii) Produce without chemical fertilizers and chemical pesticides.
 - (vi) PKVY clusters can also be developed in the peri-urban areas.
- ix. The inclusion of model organic clusters/farms was approved with a 5% outlay of the PKVY scheme.