

Chief Minister's Rural Vegetable Production Programme (CMRVPP)

Guidelines for the implementation of CMRVPP 2019-20

Contents of Each Vegetable Seed Kit:

- 7 kinds of any of the vegetable seeds (based on availability) like Bhendi, Moringa, Amaranthus, Tomato, Chilli, Brinjal, Avarai, Brinjal, Tomato, Bitter Gourd, Pumpkin, Bottle gourd, Ribbed gourd etc..
- 1 Kg packed Organic manure
- 1 Pamphlet of cultivation practices on Vegetables

General guidelines:

- The quality of the seeds must be tested and ensured before distributing to the targeted beneficiaries.
- It is a 100% subsidy scheme.
- The online billing for the seed kits should be done on the same day it was distributed to the farmers.

Identification of "Thottakalai nanban":

- A volunteer from each Village Panchayat should be identified as "Thottakalai nanban" in order to create awareness and facilitate the rural people in growing vegetables for their own consumption and to cater the Village requirement..
- The Assistant Horticulture Officers /Horticulture Officer along with Assistant Director of Horticulture should coordinate with Thottakalai nanban" for identification of beneficiaries for the effective implementation of the scheme.

Packeting:

- Seed kit will be packeted at 4 Zones: Kanchipuram, Pudukottai, Virudhunagar and Salem
- Concerned JDH/DDH will make all arrangements for Seed kit.

- The seed kits will be supplied to the concerned districts for distribution by the concerned Zonal Officer.
- Organic manure is to be procured in the concerned districts from CMA/ GCC.

Beneficiary selection:

- First preference to be given to non-vegetable growing farmer/ beneficiary.
- Next preference to vegetable growing farmers
- Each family can avail a maximum of only one kit
- The beneficiary must have enough space to cultivate vegetables

Documents required:

- An application along with copy of Address proof (Aadhar card/ Ration card/ House tax receipt/ EB receipt/ Water tax receipt/ Property tax receipt) has to be submitted to the concerned Assistant Director of Horticulture/ Horticulture Officer.

Distribution:

- To distribute 100 kits /Village Panchayat. If the number of Panchayats is less than the allotted target, preference should be given to the potential Panchayat.

Follow up:

- Technical guidance to the beneficiaries distributed with seed kits should be extended by proper follow up.
- The Assistant Horticulture Officers concerned should visit at regular intervals and have follow- up with beneficiaries. They should guide properly and get feedback from the beneficiaries.
- Joint Director of Horticulture / Deputy Director of Horticulture should get a monthly feedback from the implementing blocks and report the same to this office every month.
- Assistant Horticulture Officers / Horticulture Officers should advise the beneficiaries not to use Chemical fertilizers and pesticides, instead they should be informed on usage of Organic fertilizers and pesticides.

- Beneficiaries should also be advised on utilizing kitchen wastes and composting.

Documentation:

- It is mandatory to take photo of the farmer along with the concerned AHO/HO while sowing the seeds/ harvesting stage to ensure effective implementation of the scheme.