

VIII. 16: PKVY COMPONENTS AS PER NEW GUIDELINES

(in Rupees)

S. No	Component	Pattern of assistance/ ha			Total per ha area for 3 years
		1st Year	2nd Year	3rd Year	
A. PROGRAMME IMPLEMENTATION THROUGH SUPPORT AGENCIES					
1	Cluster formation and Capacity building including exposure visits and trainings of field functionaries	1,000	1,000	1,000	3,000
2	Deployment of manpower and management cost for implementation of programme including data management and uploading	1,500	1,500	1,500	4,500
B. PGS CERTIFICATION THROUGH REGIONAL COUNCILS					
3	Service charges to RCs for physical verification, certification endorsement and certificate issue	700	700	700	2,100
4	Residue analysis through Zonal Councils/state Departments in NABL accredited laboratories @ 3 samples/per 100 ha(LRP area) from 2nd year.	0	300	300	600
C. INCENTIVE TO FARMERS THROUGH DBT					
5	Incentive to farmers for organic conversion, inputs, on-farm input infrastructure to be provided as DBT for direct farmers account	12,000	10,000	9,000	31,000
D. VALUE ADDITION, MARKETING AND PUBLICITY					
6	Support for marketing, common packaging, branding, space rent, transport etc	0	500	1,000	1,500
7	Value addition infrastructure creation through FPC/FPO case to case basis*	0	1,000	1,000	2,000
8	Brand building, trade fairs, exhibitions, local publicity, organic fairs/ melas, local marketing initiatives, participation in national trade fairs	1,300	2,000	2,000	5,300
	Total	16,500	17,000	16,500	50,000
	*Proposals regarding Value addition infrastructure creation through FPC/FPO would be considered separately on case to case basis.				