

Govt. of Assam  
Directorate of Horticulture and FP

No.Hort.FP/258/2013-14/140

Dated:5<sup>th</sup> June-2015

From : Sri T.D.Hanse  
Director of Horticulture and FP  
Assam, Khanapara, Guwahati-22

To : The Secretary to the Govt. of Assam  
Agriculture Department  
Dispur, Guwahati-6

Sub : Submission plan scheme under Annual Plan-2015-16 for according financial sanction

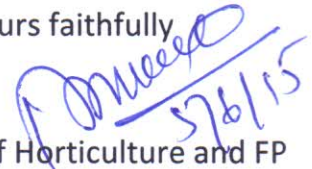
Sir

With reference to above, I have the honour to submit herewith the detailed scheme 'Chief Minister's Floriculture Mission' under Annual Plan-2015-16 involving an amount of Rs.279.468 lakh (Rupees two hundred seventy nine lakh forty six thousand eight hundred) only for according financial sanction under the head of accounts 2401-Crop Husbandry, II-Other State Plan & Non-Plan Schemes, 119-Horticulture & vegetable Crops, 4711-Chief Minister's Floriculture Mission,19-Materials and supply. All relevant documents are enclosed herewith for favour of your kind needful action.

An early action in this regard is highly solicited.

Enclosed: As stated

Yours faithfully

  
Director of Horticulture and FP  
Assam, Khanapara, Guwahati-22


Memo No.Hort.FP/258/2013-14/140-A

Dated:5<sup>th</sup> June-2015

Copy to:

1. The P.S. to the Hon,ble Minister of Agriculture, Assam, Dispur, Guwahati-6 for kind appraisal of the Hon,ble Minister
2. The P.S. to the Agriculture Production Commissioner, Govt. of Assam, Dispur, Guwahati-6 for kind appraisal of the APC

87

  
Director of Horticulture and FP  
Assam, Khanapara, Guwahati-22

- 140
- A Name of the Scheme : Chief Minister's Floriculture Mission
- B Year of Implementation : 2015-16
- C Budget provision : Rs.280.00 lakh
- D Proposed amount : Rs.279,46,800.00
- E Head of Account : The expenditure will be debitable under the Head of accounts 2401-Crop Husbandry, II-Other State Plan & Non-Plan Schemes, 119- Horticulture & vegetable Crops, 4711-Chief Minister's Floriculture Mission for the year 2015-16 (Plan), **19-Materials and supply**

**Introduction:** Prevalence of suitable agro-climate has led to natural occurrence of a large number of flowering species in Assam having aesthetic value and horticultural importance. Existence of an ornamental garden is a tradition and characteristic feature of every household in Assam. From time immemorial, the State has been endowed with a rich diversity of flowering annuals and perennials, bulbous ornamentals, amazing creepers, ferns and foliage and awesome orchids. In orchid alone, Assam is credited with the natural occurrence of 191 splendid species having diversified forms and wide colour range.

Contrary to the potential and scope of commercialization, the State floriculture even till today, is largely confined to household garden as a part of hobby horticulture. The number of commercial pockets can be counted on fingers. Although, the State floriculture sector has shown some amount of growth under the impact of government sponsored development projects like HMNEH, the net position of the State in the National Floriculture Map is yet to be visible. Today, Assam registers an area of 1800 ha under total floriculture which is less than 1% of the total area under floriculture in the country and 7.8% of the total area under floriculture in the neighboring West Bengal.

It is further observed that even the neighboring states like West Bengal has a pride position in terms of area and production of flower crops eventually finding its way to the markets in Assam. Today, the incoming flower basket from West Bengal has virtually captured the State's flower market primarily due to low internal production and lack of consistency in supply as per desired volumes. According to unofficial estimates, the annual inflow of flowers to the State's flower market hovers around Rs. 7-8 crores paving out outflow of State's revenue in substantial quantum.

It is now well accepted that in order to sustain agriculture as a profitable venture, due attention must be paid to selection of high value crop options that fetch higher return on investment per unit area. It has been an established fact that as a potential component of horticultural sector, the floriculture-based enterprises can provide significantly higher net return to farmers compared to other agricultural production options due to their higher market



prices resulting from uniqueness, diversified uses and fascination on part of higher income group.

**Programme:**

**Cultivation of TC Gerbera in Agro shadenet house**

**Unit area:200 sqm.**

(Lowest rate quoted by M/S Asiatic Horticulture Farm for TC Gerbera plantlets has been approved by the DPC @Rs.65.00/plant. Similarly, rate of Agro-Shade net has been approved at Rs.52.50/sqm. quoted by M/S J.K.Commercial. As regards marketing of the flowers to be produced, a buy back arrangement will be made with M/s Zoper Exports Ltd.)


	Proposed items	Quantity	Rate Rs.	Amount (Rs.)	Govt. share	Farmers share	Remarks
19- Materials and supply	Planting materials	2000 nos.	65.00	1,30,000.00	1,30,000.00	-	Proceedings of DPC enclosed at Annexure-A
	Agro shade net (50%)	620 sqm.	52.50	32,550.00	32,550.00	-	
	Horticulture kit	1 unit	3800.00	3800.00	3800.00		
	Bhaluka bamboo	50 nos.	140.00	7000.00	-	7000.00	
	Jati bamboo	180 nos.	75.00	13,500.00		13500.00	
	Accessories	-	-	1000.00	-	1000.00	
	<b>Total-</b>	<b>-</b>		<b>1,87,850.00</b>	<b>1,66,350.00</b>	<b>21,500.00</b>	

Total cost of one unit –Rs.1,87,850.00

Govt. share-Rs. 1,66,350.00

Total nos. of units-168 nos.

**Govt. share for 168 units-Rs.279,46,800.00**

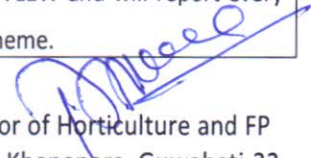
  
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164

### Guidelines for implementation:

This is a special scheme initiated during 2014-15 aimed at all-round development of floriculture sector in the State which incorporates cultivation, marketing, training etc. For the year 2015-16 cultivation of Gerbera under Shade net house with tissue cultured planting materials is proposed to be taken up covering an area of 200 sqm. per unit area.

1.	:	Govt. will provide planting materials, required quantity of shade net and one garden tool kit as Govt. share
2.	:	The beneficiaries will have to erect the bamboo/steel structure themselves under observation of departmental officers as beneficiary's share
3.	:	The cost of bed preparation, fertilizer etc. will have to be borne by the beneficiaries
4.	:	Departmental officers will provide complete technical support to the beneficiaries
<b>Eligibility criteria for selection of beneficiary:</b>		
1.	:	The component will be implemented in rural and urban areas
2.	:	The beneficiaries should be of small and marginal category
3.	:	Women SHGs and unemployed youths should get preference
4.	:	The beneficiaries should have their own land in their premises or rented land on long term lease
5.	:	Modern cultivation technology will disseminated by the concerning departmental officers through training and skill teaching
6.	:	One beneficiary can avail only one unit @200 sqm.
7.	:	Proper representation from SC and ST farmers should be ensured
8.	:	Beneficiary selection will be finalized by the District Level Beneficiaries Selection Committee through wide publicity in mass media
9.	:	The District Level Beneficiaries Selection Committee will monitor the programme time to time and DAO/DNO will report the progress of work to HQ every fortnight.
<b>Timeline for implementation of the scheme:</b>		
1		Selection of beneficiaries and site will be completed within June-2015
2		Indent for supply of planting materials, shade net and garden tools will be placed within July-2015 subject to receipt of Govt. sanction
3		Setting up of shade net house, preparation of bed etc. will be completed within August-2015
4		Planting of Gerbera plants will be completed will be completed by 1 <sup>st</sup> week of August-2015
5		Proper monitoring, after care will be taken up by the local ADO/VLEW and will report every fortnight to the DAO and HQ for proper implementation of the scheme.

  
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146

## Annexure-B

### A. District Level Beneficiaries Selection Committee:

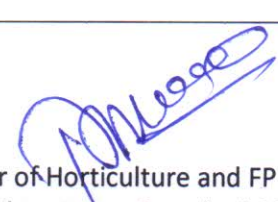
1. Deputy Commissioner/his representative not below the rank of ADC – Chairman
2. District Agricultural Officer (for Agril. Schemes) – Member Secretary  
Executive Engineer (Agril) (for Agril. Engineering Schemes) – Member Secretary
3. Two progressive farmers to be nominated by the DAO – Members
4. One progressive Women farmer to be nominated by the DAO – Members
5. Local MLAs – Special Invitee





## Check list

1	Name of the implementing department	:	Directorate of Horticulture and FP, Assam
2	Name of the Administrative department	:	Agriculture Department, Govt. of Assam
3	Name of the scheme/project proposal	:	Chief Minister's Floriculture Mission
4	Estimated cost of the scheme/project under proposal and the basis of estimating the amount shown in the scheme with supporting document	:	Rs.279,46,800.00 (enclosed)
5	Amount proposed for sanction in the current year	:	Rs.279,46,800.00
6	Whether the amount is within the approved plan allocation and head of account under which budgeted	:	Yes
7	Whether the proposed amount is available under the head of accounts for the proposal	:	Yes
8	Brief nature of the works of the scheme/project and the time period required for implementation/execution	:	To boost up the floriculture sector in the State
9	Aims, objectives and benefit expected from the scheme/project	:	Commercial floriculture can increase farmers' income comparatively higher than other horticultural crops and can reduce outflow of fund from the State.
10	Whether included in the priority list approved by the departmental minister	:	Yes
11	Whether the scheme/project is new/ongoing	:	Ongoing (2 <sup>nd</sup> year)
	a. If new, the details whether the scheme has been included in the Draft Annual Plan or background of proposing and the physical target etc.	:	Does not arise
	b. if ongoing, the status of physical achievement at the beginning of the twelve Five Year Plan, achievement during 2011-12, 2012-13 & 2013-14 and the target proposed for the current year	:	Progress report enclosed
	c. Expenditure incurred in 2012-13, 2013-14 & 2014-15	:	Rs. 279,19,950.00 (UC enclosed)
	d. Details information in case of observation made by P&D in last years' endorsement, if any	:	NIL
12	Whether the scheme is centrally sponsored scheme. If so, the information regarding -	:	No. State sector
	a. Fund pattern of the scheme	:	-
	b. The year from which the scheme is being implemented	:	Does not arise
	c. Year wise receipt of central share and state share from 2007-08 onwards and the status of submission of utilization certificate.	:	Does not arise
	d. The quantum of central share allocated/released for the year 2010-11 alongwith supporting document	:	Does not arise
	e. The criteria of proposing the amount of state share	:	Does not arise
13	The project proposal should be endorsed to P&D after approval of the senior secretary of the department which may contain about the project proposal in brief	:	

  
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