

SP  
0295/3205  
18/3/13



VAM

Agriculture – Announcement – Projecting the importance and values of Tender Coconut, Shikakai, Cotton and other traditional Agro Products – Financial sanction for a sum of Rs.10.00 Crores – Orders – Issued.

Agriculture (H2) Department

G.O.(Ms) No.45

Dated: 13.03.2013  
Thiruvalluvar Aandu, 2044 Masi 29  
Read:

1. Hon'ble Chief Minister's Announcement made under Rule 110 of Tamil Nadu Legislative Assembly dated 2.11.2012.
2. From the Commissioner of Agriculture Letter No. OPC(IWM-3)/135157/2012, dated 16.11.2012.
3. From the Commissioner of Horticulture and Plantation Crops Letter No.INW/2351/2012, dated 04.12.2012.

ORDER:-

On 02.11.2012, the Hon'ble Chief Minister has made an announcement under Rule 110 of Tamil Nadu Legislative Assembly that, in order to create awareness among the public about the values and importance of Tender Coconut, Shikakai, Cotton and other traditional Agro products, a programme at an outlay of Rs.10.00 Crores will be implemented.

2. The Commissioner of Agriculture and Commissioner Horticulture and Plantation Crops in their letters second and third read above have submitted proposals to Government in this regard as follows:-

- (i) It is felt that, the traditional Agricultural products like Tender coconut, Shikakai and Cotton have lost its place in the present way of life. It is well known that these products have medicinal properties and its use can have positive effects on health. These are also used as traditional cosmetic products.
- (ii) Due to predominance of western culture and artificial cosmetic products, these traditional products have been pushed to the background in recent times. For example tender coconut water is rich in vitamin and minerals. As per traditional system of medicine it is believed to act as coolant, enhances the digestive capacity and also set to increase the resistance to diseases.
- ii) Shikakai, a traditional hair conditioner is being used for long time to maintain the health of our hair, is also effective in controlling the dandruff and also used as a Hair conditioner.
- iv) Cotton is a raw material for traditional fabrics. Cotton clothes are very effective to wear both in hot summer days and also during winter in regulating the body temperature. Moreover cotton clothes are environment friendly.

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- (v) In order to reintroduce these traditional products into use by the public at large, and to protect the welfare of the user and also to enhance the income of the farmers, it is proposed to create awareness among the people on a campaign mode, at a cost of Rs.10.00 Crores as follows:-

**Mode of Awareness Campaign:-**

1. Rallies will be conducted in each block (2 rallies / block) to highlight the significance of the products.
2. Seminars at Block Level, District Level and State Level will be conducted with effective participation of Experts, Scientists and stake holders in the fields of Shikakai, Cotton and Tender Coconut besides other eco-friendly products.
3. Since the Press and Media play a significant role in effective communication and execution, the following activities are suggested:-
  - (a) Press release.
  - (b) Broadcasting through AIR and FM.
  - (c) Production of short films.
  - (d) Flash news in TV.
  - (e) Preparation of Hoardings and erection
  - (f) Wall paintings
  - (g) Stickers display in public places and vehicles.

**Monitoring:-**

- (a) Prior planning by the concerned District Joint Director of Agriculture under the Chairmanship of District Collector with district officials of Line departments. This has to be communicated in advance to the Commissionerate of Agriculture & Horticulture.
- (b) Daily reporting by the Joint Director of Agriculture about the events, Number of participants attended, Photographs etc. should be sent to Commissioner of Agriculture.

Under this Programme, it is proposed to conduct seminar and awareness campaigns at State / District / Block Levels. Radio advertisements, Jingles, Advertisement in Newspaper and Television, Wall Posters, Stickers, Wall paintings etc. should be prepared and supplied to the districts. In this project, the following departments are participating:-

- (i) Agriculture
- (ii) Horticulture
- (iii) Forestry
- (iv) Agricultural Marketing
- (v) Co-optex
- (vi) Khadi & Village Industries
- (vii) Tamilnadu Agricultural University

3. The Commissioner of Agriculture and Commissioner of Horticulture and Plantation Crops have further stated that the publicity programme shall be conducted for

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20 days from 1<sup>st</sup> April to 30<sup>th</sup> April (Except Government Holidays.) The Commissioner of Agriculture shall be authorized to draw the expenditure for this programme in advance and credit the amount to Tamilnadu Watershed Development Agency. The Tamilnadu Watershed Development Agency, the nodal agency for the operation of funds of Agriculture Department will release the money to the District Project Directors (ATMA) / Joint Director of Agriculture who will maintain a separate account to implement the programme. He has furnished the Component wise requirement of funds for implementation of the programme of Projecting the importance and values of Tender Coconut, Shikakai, Cotton and other Traditional Agro products.

4. The Commissioner of Agriculture and Commissioner of Horticulture and Plantation Crops have, therefore, requested the Government to sanction a sum of Rs.10.00 Crores (Rupees Ten Crores only) for implementing the programme of Projecting the importance and values of Tender coconut, Shikakai, Cotton and other Traditional Agro products.

5. The Government after careful examination of the proposal have decided to accept the proposal of Commissioner of Agriculture and Commissioner of Horticulture and Plantation Crops and to sanction a sum of Rs.10.00 Crores (Rupees Ten Crores only) for the implementation of the Programme of Projecting the importance and values of Tender Coconut, Shikakai, Cotton and other traditional Agro Products, as mentioned in the Annexure to this order.

6. The Government also issue orders on the following:-

(i) To constitute a State Level Committee for Planning, Co-ordination, implementation and Monitoring (including Information, Education & Communication activities) of the Programme consisting of the following members:-

|   |    |                   |
|---|----|-------------------|
| Commissioner of Agriculture                                   | -- | Chairman          |
| Commissioner of Horticulture and Plantation Crops             | -- | Convener / Member |
| Commissioner of Agricultural Marketing and Agri-Business      | -- | Member            |
| Commissioner of Municipal Administration                      | -- | Member            |
| Registrar, Tamil Nadu Agricultural University                 | -- | Member            |
| Additional Chief Conservator of Forest (Aff), Chennai         | -- | Member            |
| Director of Information & Public Relations, Chennai           | -- | Member            |
| Special Officer & Managing Director Co-optex, Chennai         | -- | Member            |
| The Chief Executive Officer, Khadi & Village Industries Board | -- | Member            |

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(ii) At District Level, to form a Committee under the Chairmanship of District Collector with Joint Directors of Agriculture and District Officials of Line Departments. The District Level Committee will plan calendar of activities such as conducting of Rallies, Seminars and Placing of Hoardings at Block Level and District Level and submit the same to the Commissioner of Agriculture for approval. The daily reports on the progress shall be forwarded to the Commissioner of Agriculture for submission to Government.

7. The expenditure sanctioned in para 5 above shall be debited to the following new head of account:-

2401-00-Crop Husbandry – 800 other Expenditure – Schemes in the twelfth five year Plan-II State Plan – KJ Importance and Values of Traditional Agricultural Commodities.  
(DPC 2401-00-800 – KJ 0007)  
05 Office Expenses 02. Other Contingencies (DPC 2401-00-800 – KJ 0525)  
08 Advertisement and Publicity 01 Advertisement Charges.  
(DPC 2401-00-800 – KJ 0810)  
08 Advertisement and Publicity – 09 others (DPC 2401-00-800 - KJ 0892.)

8. The Commissioner of Agriculture is the estimating, reconciling and controlling authority of the above new head of account.

9. The Pay and Accounts Officer / Treasury Officer concerned are requested to open the new head of account in their books.

10. The expenditure sanctioned in para 5 above constitute an item of New service. The approval of Legislature will be obtained in due course. Pending approval of Legislature the Expenditure will initially be met from an advance drawn from the Contingency fund and orders to this effect will be issued separately in Finance (BG.II) Department. The Commissioner of Agriculture is directed to apply for sanctioning the contingency fund in the prescribed Proforma along with a copy of this order to Government in Finance (BG.I) Department. He is also requested to send necessary notes to Government in Finance for inclusion of the expenditure in the supplementary estimates. The Commissioner of Agriculture is also permitted to credit the same to Tamil Nadu Watershed Development Agency (TAWDEVA). The Tamil Nadu Watershed Development Agency, the Nodal Agency for the operation of funds of Agriculture Department is permitted to release the money to the District Project Directors (ATMA) / Joint Director of Agriculture who will maintain a separate account to implement the Programme.

11. The Commissioner of Agriculture is also requested to implement the above scheme as per the recommendations of the State High Level Committee and in Co-ordination with the Commissioner of Horticulture and Plantation Crops and other line departments.

12. The publicity programme shall be conducted for 20 days from 1<sup>st</sup> April 2013 to 30<sup>th</sup> April 2013 (Except Government Holidays.)

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13. This order issues with the concurrence of Finance Department vide its U.O.No.47/JS(AR)/2013, dated 13.03.2013 and ASL No.2505 (Two thousand Five hundred and five)

(BY ORDER OF THE GOVERNOR)

SANDEEP SAXENA  
Agricultural Production Commissioner and  
Secretary to Government

To

- The Commissioner of Agriculture, Chennai-5.
- The Commissioner of Horticulture and Plantation Crops, Chennai-5.
- The Executive Director, Tamil Nadu Watershed Development Agency, Chennai-32.
- The Accountant General (Audit), Chennai-18.
- The Pay and Accounts Officer, Chennai-8.
- The Commissioner of Agricultural Marketing and Agri-Business, Chennai-32.
- ✓ The Commissioner of Municipal Administration, Chepauk, Chennai – 5.
- The Registrar, Tamil Nadu Agricultural University, Coimbatore-3.
- The Additional Chief Conservator of Forest(Aff), Velachery Main Road, Joint Forest Management Training Centre, Guindy, Chennai-32.
- The Director of Information and Public Relations, Secretariat, Chennai – 9.
- The Special Officer and Managing Director, Co-optex, Pantheon Road, Egmore, Chennai – 8.
- The Chief Executive Officer, Khadi and Village Industries Board, Kuralagam, Chennai – 108.
- All District Collectors.
- All District Treasury Officers.

**Copy to:-**

- The Hon'ble Chief Minister's Office, Chennai-9.
- The Special Personal Assistant to Hon'ble Minister (Agriculture), Chennai-9.
- The Environment and Forest Department, Chennai-9.
- The Tamil Development, Religious Endowment and Information Department, Chennai-9.
- The Handloom, Handicraft, Textiles and Khadi Department, Chennai-9.
- The Municipal Administration Water Supply Department, Chennai-9.
- The Finance (Agriculture/BG-I/BG-II) Department, Chennai-9.
- Stock file/Spare copies.

/ FORWARDED BY ORDER /

  
SECTION OFFICER  
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13/3/13



Agriculture (H2) Department

ANNEXURE

(Annexure to G.O.Ms.No.45, Agriculture (H2) Department,  
dated 13.03.2013.)

(In Rs.)

| Sl. No. | Activity   | Amount provided in RE/FMA 2012-13 |
|---------|--|-----------------------------------|
| 1       | <b>IEC Activity</b><br>Arranging Rallies - for 385 Blocks<br>(@ the rate of Rs.5,000/ per Unit and<br>2 Units per Block)               | 38,50,000                         |
| 2       | <b>Seminar</b><br>a. State level (1No.)  | 5,00,000                          |
|         | b. District level – for 32 Districts<br>(@ the rate of Rs. 10,000/per<br>District)   | 32,00,000                         |
|         | c. Block level - for 385 Blocks<br>(@ the rate of Rs.10,000/per Block)   | 38,50,000                         |
| 3       | Documentation charges - for 385<br>Blocks<br>(@the rate of Rs. 5,000/ per Block)   | 19,25,000                         |
|         | <b>Sub Total</b>   | <b>1,33,25,000</b>                |
| 4       | <b>STATE LEVEL ACTIVITIES</b>  |                                   |
|         | a. Press release and other<br>contingencies  | 2,61,50,000                       |
|         | b. FM Broad Casting including private<br>Broadcasters  | 1,00,00,000                       |
|         | c. Production of short films   | 18,00,000                         |
|         | d. Iron Sheet Hoarding- for 385 Blocks<br>(@the rate of Rs.50,000/Block)   | 1,92,50,000                       |
|         | e. (i) Iron Sheet Hoardings in 4 Major<br>Corporations (5 Places in each<br>Corporation @ the rate of<br>Rs.2,50,000/ per Corporation) | 10,00,000                         |
|         | (ii) Iron Sheet Hoardings in 6 other<br>Corporations (3 places in each<br>Corporation @ the rate of<br>Rs.1,50,000/per Corporation)    | 9,00,000                          |
|         | f. Publicity through DDK, Chennai<br>and other Private channels  | 2,46,00,000                       |
|         | g. Other contingency   | 29,75,000                         |
|         | <b>Sub total</b>   | <b>8,66,75,000</b>                |
|         | <b>TOTAL</b>   | <b>10,00,00,000</b>               |

SANDEEP SAXENA  
Agricultural Production Commissioner and  
Secretary to Government

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SECTION OFFICER  
13/3/13