

**VIII. 17 : PKVY - THIRD YEAR PROGRAMME OF 200 CLUSTERS APPROVED
FOR THE YEAR 2020-21**

The detailed component wise Physical & Finance proposed for 3rd year Programme of 200 clusters

S. No	Component	Physical (Cluster No)	Cost per Ha in Rs.	Cost proposed for 20 Ha in Rs.	Finance proposed (Rs. in Lakh)
A.	Programme implementation through Support Agencies				
1	Cluster formation and Capacity building including exposure visits and trainings of field functionaries	200	1,000	20000	40.00
2	Deployment of manpower and management cost for implementation of programme including data management and uploading	200	1,500	30000	60.00
B.	PGS Certification through Regional Councils				
3	Service charges to RCs for physical verification, certification endorsement and certificate issue	200	700	14000	28.00
4	Residue analysis through Zonal Councils/state Departments in NABL accredited laboratories @ 3 samples/per 100 ha(LRP area) from 2nd year.	200	300	6000	12.00
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	200	9,000	180000	360.00
D.	Value addition, marketing and publicity				
6	Support for marketing, common packaging, branding, space rent, transport etc	200	1,000	20000	40.00
7	Value addition infrastructure creation through FPC/ FPO case to case basis*	200	1,000	20000	40.00
8	Brand building, trade fairs, exhibitions, local publicity, organic fairs/ melas, local marketing initiatives, participation in national trade fairs	200	2,000	40000	80.00
	Total		16,500	330000	660.00
	2% Admin fund				13.2
	G. Total				673.2

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PKVY 2020-21- 1st year programme - 10 clusters in Aspirational Districts					
S. No.	Activity	Physical (no of clusters)	Financial (in lakh)		
			Total allocation	Release	
A.	Programme implementation through support Agencies	10 Clusters	5.0	2.5	
B.	PGS certification through Regional Councils	10 Clusters	1.4	0.7	
C.	Incentive to Farmers through DBT	10 Clusters	24.0	12.0	
D.	Brand building, trade fairs, exhibitions, local publicity, organic fairs/ melas, local marketing initiatives, participation in national trade fairs	10 Clusters	2.6	1.3	
	Total		33.0	16.5	
	Admin fund (2%)		0.7	0.3	
	Grand Total		33.7	16.8	