



मंत्रिमंडल सचिव
CABINET SECRETARY
NEW DELHI

K. M. CHANDRASEKHAR

D.O.No.1/13/5/2009-Cab.

June 09, 2009

Dear Secretary,

As you are aware, paragraph 24 of **Annexure 1 to Cabinet Secretariat D.O. letter No.1/16/1/2000-Cab. dated 15.04.2002**, stipulates that a draft press brief be sent to the Cabinet Secretariat along with the notes for consideration of the Cabinet/ Cabinet Committees which is also available on the website of the Cabinet Secretariat i.e. www.cabsec.nic.in. Further instructions regarding the manner of preparation of press briefs and their quality are contained in D.O letter No.1/13/2/2008-Cab. dated 13.10.2008 addressed to all Secretaries to the Government of India.

2. As you will appreciate, a clearly worded press brief acts as a powerful tool for effective dissemination of the policies and programmes of the Government to the public. It has, however, been observed that the press briefs in respect of proposals placed before the Cabinet/ Cabinet Committees do not, in many cases, bring out the essence of the proposals or highlight the details about their possible impact, implementation strategy, targets and benefits expected to be achieved through the programmes / schemes approved by the Government.

3. I would, therefore, appreciate, if you could ensure that the press briefs are prepared in the enclosed template and are duly approved at a sufficiently senior level in your Ministry/Department before they are sent to the Cabinet Secretariat. A sample release on an issue considered by the Cabinet Committee on Economic Affairs (CCEA) is also enclosed for your guidance.

With regards.

Yours sincerely,

(K.M. Chandrasekhar)

१८

Cabinet decision/CCEA decision

Ministry name

Date of decision

Subject of the Note for the Cabinet/CCEA

Decision

Point-wise details

Background

Implementation strategy and targets

Major impact

Expenditure involved

No. of beneficiaries

States/districts covered

Details and progress of scheme if already running

CCEA decision

[Ministry of Agriculture]

[Date.....]

Project for re-planting and rejuvenation of coconut gardens in districts of
Kerala and Andaman & Nicobar Islands

The Cabinet Committee on Economic Affairs today approved the implementation of the Project for replanting and rejuvenation of coconut gardens in worst affected districts of Thiruvananthapuram; Kollam and Trissur in Kerala and Union Territory of Andaman & Nicobar (A&N) Islands on pilot basis.

The main objective of the project is to achieve productivity improvement by taking up replanting and rejuvenation of root-wilt disease and senile palms in a focused manner. The brief details of the scheme components are:

1. Cutting and removal of all old, senile, unproductive and disease advanced palms. Under this component, it is proposed to undertake cutting and removal of 143.39 lakh of disease affected palms in three districts of Kerala and 20,000 palms in A&N Islands. It is proposed to provide subsidy @ Rs.500 per palm for the first 20 palms, Rs. 250 per palm for subsequently removed palms, subject to a maximum of Rs.13,000/ha.
2. Rejuvenation of the existing coconut palms by Integrated Management. Under this component, it is envisaged to undertake rejuvenation of 1.33 lakh ha in the identified three districts of Kerala and 0.02 lakh ha in A&N Islands by adopting integrated management practices. It is proposed to provide subsidy of Rs.15,000/ha. In two instalments of Rs.7500 each.
3. Assistance for planting material for replanting. Cutting and removal of advanced disease affected and senile palms will be followed by a systematic replanting programme, which is aimed at 50% replantation to maintain optimum and sustainable density. It is envisaged to take up replanting 72.52 lakh of disease tolerant dwarf and hybrids in these identified areas. Under this component, it is proposed to provide subsidy @ Rs.20/- per seedling.

Background

Coconut is one of the important crops of Kerala and Andaman & Nicobar Islands and has great significance in improving economic, social and cultural status of large number of small and marginal farmers, since coconut is mostly grown in small landholdings. Coconut plantations are affected by a number of diseases and root-wilt is the most serious disease affecting production and

productivity of coconuts and is of serious concern to farming community. Due to large prevalence of root-wilt disease, coupled with high population of old and senile palms, productivity of coconut palms in Kerala is low being 6951 nuts per ha, which is far below national average of 8165 nuts per ha.

Implementation strategy and targets: Replanting and rejuvenation programme will be implemented during the remaining three years of XI Plan, i.e. 2009-10 to 2011-12 and first year (2012-13) of XII Plan. Scheme will be implemented in mission mode for "total removal" of all advanced disease affected, unproductive, old and senile palms in targeted areas. The programme will be implemented in farmer participatory mode in contiguous areas within Panhayats and identified districts, for visible impact.

Major impact : With cutting and removal of disease affected palms followed by adoption of rejuvenation and replanting programmes, it is expected to increase production of 150-650 million nuts at a value of Rs.75-325 crore per year. Further, additional income and employment generated through coconut based integrated farming system will help in improving the livelihood security of large number of small and marginal farmers'/ agricultural workers in coconut sector.

Expenditure involved: The project cost to cover 1.35 lakh hectares in three districts of Kerala and Andaman & Nicobar Islands works out to Rs.2275.64 crore of which total central subsidy component will be Rs.478.50 crore over a period of remaining three years of XI Plan.

No. of beneficiaries:

States/districts covered: Three districts in Kerala and UT of Andaman&Nicobar Islands to be covered.
