

**SUBSIDY ON PROMOTION OF MORINGA PLANTATION
UNDER KHADAM-E-PUNJAB KISSAN PACKAGE**

**EXPRESSION OF INTEREST PERFORMA
(EOI PERFORMA)**



**GOVERNMENT OF PUNJAB
AGRICULTURE DEPARTMENT**

Table of Contents

| | | |
|-----------|---|-----------|
| 1. | DEFINITIONS | 01 |
| 2. | INTRODUCTION..... | 01 |
| 3. | IMPLEMENTATION ARRANGEMENTS | 02 |
| | A) Generation of Unique codes and printing of Security Labels/ Vouchers | 02 |
| | B) Flow Mechanism of Pre-Paid Vouchers | 03 |
| 4. | ELIGIBILITY CRITERIA | 03 |
| | A) Eligibility Criteria ((Farmers)..... | 03 |
| | B) Eligibility Criteria (Nursery Supplier) | 03 |
| 5. | ROLES AND RESPONSIBILITIES | 03 |
| | A. Government of Punjab (GOPB)..... | 03 |
| | B. Punjab Information Technology Board (PITB) | 04 |
| | C. Suppliers of Moringa saplings | 04 |
| | D. Branchless Banking Operator Companies | 05 |
| | E. Farmers | 05 |
| | F. Security Seal Provider..... | 05 |

“PROMOTION OF MORINGA ORCHARD PLANTATION IN PUNJAB”

1. Definitions

In the Scheme, the words and expressions defined hereinafter shall, except where the context requires otherwise, have the following meaning:

- I. **“Registered Farmer”** shall mean Farmers already registered under cash compensation scheme of Prime Minister Kissan Package during 2015 and being registered under Different schemes of Agriculture department which include but not limited to Empowerment of Kissan through Financial & Digital Inclusion, Applicant of Rust Free Wheat Seed Distribution Program, Applicant of laser leveler Scheme, Applicant of the Project Promotion of Mechanization in Punjab, farmers registered for Potash subsidy scheme and all farmers whose bio data is being maintained with Agriculture Department, PLRA & PITB.
- II. **“CNIC”** Computerized National Identity card issued by NADRA (National Data base & Registration Authority)
- III. **“GoPb”** shall mean Govt. of Punjab.
- IV. **“Details”** mean Quantity of Moringa saplings (in terms of numbers of acres) present at nursery ready for transplanting.
- V. **“SSP”** shall mean Security Seal Provider.
- VI. **“PITB”** shall mean Punjab Information Technology Board, is the technology partner of this scheme.

2. INTRODUCTION

Moringa is one of the world’s most useful plants. This fast-growing tree is grown throughout the tropics for human food, livestock forage, medicine, dye, and water purification. It is locally known as “SOHANJNA”

It is one of the most nutritious and multipurpose crops. Ounce for ounce, the leaves of moringa have more beta-carotene than carrots, more protein than peas, more vitamin C than oranges, more calcium than milk, more potassium than bananas, and more iron than spinach. The multiple uses of moringa have attracted attention of researchers, development workers, and farmers.

Therefore, the GoPb is keen to promote the cultivation, through subsidy, of this magical plant as a crop throughout the Punjab on the basis of their commercial use.

The GoPb intends to provide subsidy on cultivation of this plant initially for **10,000 acre** in FY 2017-18 with subsidy amount of **Rs. 6000/ acre**. Maximum limit of subsidy will be for ten (10) acres against one CNIC. Agriculture department will pre-qualify the nurseries, which have already raised the plants at their stations. Farmers and nurseries will be issued codes in parallel and farmer will have to give that code to nursery personnel at the time of purchase and get 30 % of his share in cash. The nursery personnel will send both codes i.e. code issued to him and code received from the farmer on a short code and will receive subsidy acceptance message which he will be able to collect from a branchless banking operator taken on board by the GoPb. Remaining 70 % amount will be paid after verification of farmer's Moringa plantation by Agriculture Extension Staff.

3. IMPLEMENTATION ARRANGEMENTS

(A) Generation of Unique codes and printing of Security Labels/ Vouchers

- i. Technology partner will develop an online portal for generating unique codes for farmer.
- ii. Nursery Grower shall place request for generating unique codes before GoPb along with mandatory documents required by the department for permitting generation of unique codes in accordance with the quantity of Plants produced.
- iii. GoPb after approval of request shall intimate Technology provider to add capping of nursery plant on online portal for generating unique codes and will inform supplier.
- iv. A nursery selection Committee constituted under the auspices of the Director General Agriculture (Ext & AR) Punjab, will work to recommend best available plants of moringa from open market suitable for different agro-ecological conditions.

(B) Flow Mechanism of Pre-Paid Vouchers (Annexure A)

- i. Agriculture department will pre- qualify nursery Growers/ Supplier and online register them.
- ii. GoPb will develop the coupon for each acre of nursery plants and deliver to the farmers.
- iii. Selection of the farmer will be made on first come first served basis.
- iv. Farmer will get the nursery plant from the registered nurseries.
- v. Nursery growers will get the coupon/ voucher from the farmer and send voucher number along with registered CNIC through SMS.
- vi. If the farmer do not use voucher in the specified time it will be transferred to the other farmer.
- vii. Member tehsil committee will conduct two random inspections during the crop season.

4. ELIGIBILITY CRITERIA

(A) Farmers

- i. All the farmers of Punjab having valid CNIC issued by NADRA shall be beneficiaries.
- ii. Up to ten (10) vouchers can be loaded against one CNIC
- iii. Farmer should be able to grow and maintain the orchard.

(B) Nursery Supplier

- i. The scheme is open for all the Moringa nursery providers.
- ii. Firms who agree with the mechanism will be eligible.
- iii. Physical verification of all the documents provided for qualification will be mandatory.
- iv. There is no deadline / due date for joining the scheme but, there will be a date for full implementation of the scheme and stoppage of interim/transition arrangement.
- v. Applications for registration will be received from date of publication of advertisement in newspaper **To Open**, till further notification.

5. ROLES AND RESPONSIBILITIES

A.) Govt. of Punjab (GoPb)

Agriculture Department, government of Punjab will be the implementing agency for the scheme.

- i. Provide guidance to the farmers regarding the usage of vouchers on the toll free help line already operational with the help of PITB.

- ii. Directorate of Information shall formally announce the scheme with its salient features as a window for guidance to farmers through print and electronic media.
- iii. Agriculture department will hire the Branchless Banking Operators for Voucher redemption
- iv. Agriculture Department with the help of PITB will generate the Unique Secret codes on the Request of Producers/suppliers of Moringa saplings
- v. PITB will Validate the Secret scratched codes after Matching the CNIC from their Data base
- vi. PITB will transmit valid Vouchers to Branchless Banking Operator for redemption and further Processing.
- vii. PITB will keep Track of each voucher when it was scratched and Redeemed
- viii. Trouble shooting of the System
- ix. Price Monitoring and Ensure that Price of Product is same before and after Subsidy Announcement
- x. Consultation with Suppliers if Price change is required
- xi. Selection of Branchless Banking Operator for Payment of Vouchers and Payment of Pre-Paid vouchers to Branchless Banking Operator.

B) Punjab Information Technology Board (PITB)

- i. Generation of unique secret codes for both farmers and nursery suppliers.
- ii. Validation of code after scratching
- iii. Communicate CNIC and Voucher details to Branchless Banking Operator
- iv. Keeping track of each voucher after it is scratched and redeemed
- v. Trouble shooting of system
- vi. Price monitoring
- vii. A toll free helpline for guidance of farmers

C) Suppliers of Moringa saplings

- i. Registered with agriculture department and get the identical codes after registration.
- ii. Provide the healthy plants to the farmer and get the subsidy voucher from the farmer.
- iii. Nursery supplier send Farmer voucher no, ID no with CNIC through SMS.
- iv. Provide the Moringa nursery plant price to agriculture department.
- v. Maintain the database of the purchased farmer.
- vi. Consult with Agriculture Department for any price change if required.

- vii. Only those suppliers/ manufacturers/ importers will be eligible for this scheme who register and sign for this scheme and undertake in writing to develop their in-house capacity and systems/ mechanisms to fully implement this scheme in its true spirit.

D) Branchless Banking Operator Companies

- i. Process the Valid Vouchers details along with CNIC & Mobile Number of Farmers received from PITB
- ii. Inform all Eligible Farmers about voucher redemption process through SMS or robo calls
 - iii. Inform farmers about contact details of nearest cash out agent.
 - iv. Ensure that only Genuine Farmers Claim the Voucher Redemption
 - v. Location wise daily, Weekly and Monthly Reporting to PITB, Agriculture Department & Oil Seed Suppliers.
 - vi. Responsible for any Fraud with consumer at agent shop

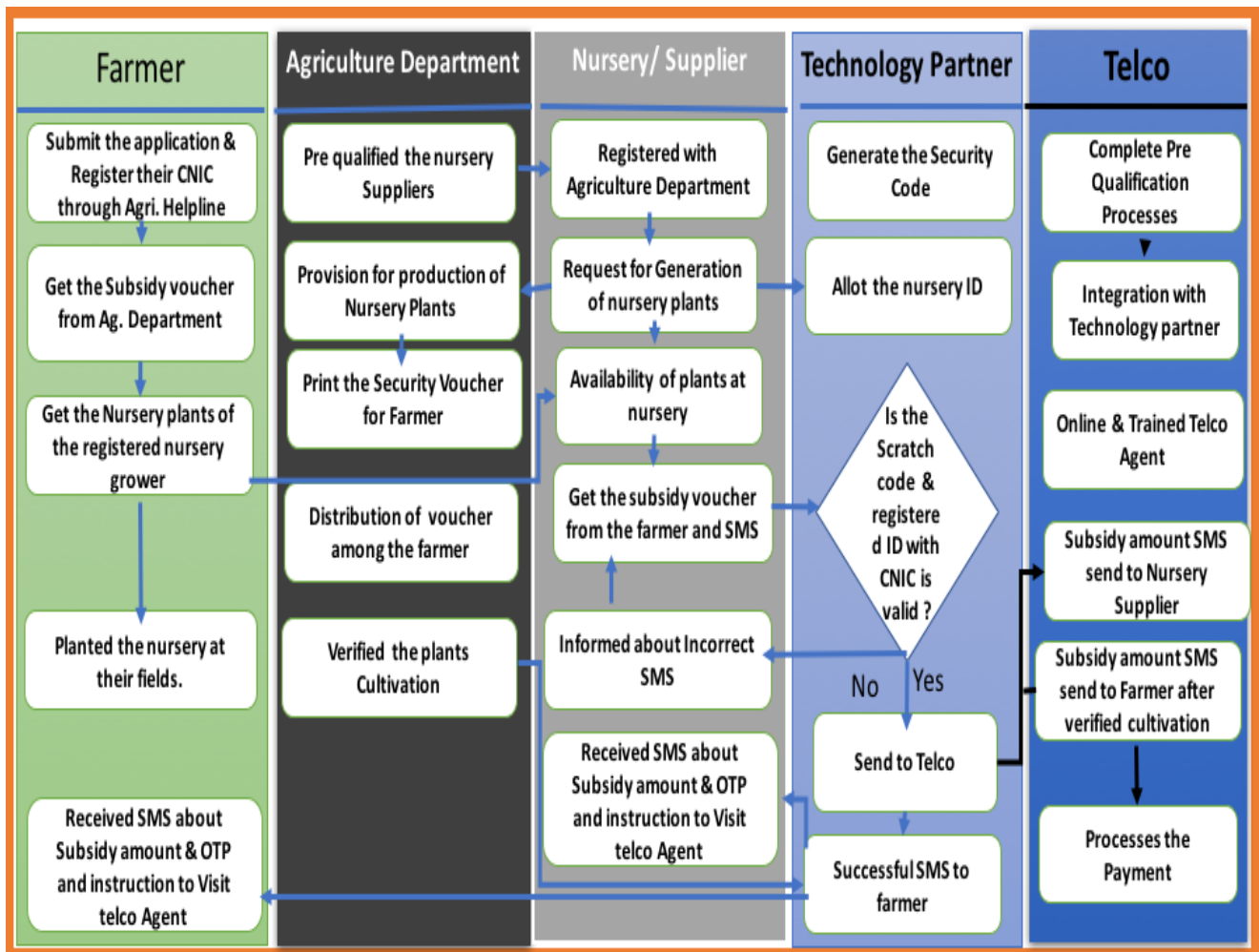
E.) Responsibilities of Farmers

- i. Get registered if not already registered.
- ii. Get his voucher from agriculture extension staff for against of acres he want to sow.
- iii. Bring the voucher(s) issued by extension staff to the nursery provider in order to get nursery and subsidy.

F.) Security Seal Provider

- i. Security Seal Provider (SSP) will print the subsidy voucher of size 70-75 mm (length) x40-45mm(width) as per agreed design with durable adhesive and security features **(Annexure-B)**
- ii. SSP will be Responsible for any Misuse of Code before/during Printing Process
- iii. SSP will ensure Timely Delivery of Security Stickers/seals to Agriculture Department and Moringa Suppliers under intimation to GoPb.

Flow Mechanism of Pre-Paid Voucher Redemption for Subsidy on Moringa Orchard Plantation



Specifications for Subsidy Vouchers

| <u>SECURITY FEATURES</u> | <u>NATURE</u> |
|--|---------------|
| 1. 3D flip flop printing | Overt |
| 2. Color shift ink-changes color when viewed at different angles | Overt |
| 3. Dual light polarization-seen through validator | Semi Covert |
| 4. Die cut marks-peel off resistant | Overt |
| 5. Serial numbers | Overt |
| 6. Hidden random numbers-visible after scratching (Provided by PITB) | Covert |
| 7. Short code-for SMS verification | Overt |
| 8. Label Size 70-80mm* 40-45mm | |
| 9. QR/Barcode with variable data | Overt |
| 10. Label material-polystyrene foam sticker 55g+/-5g | |

STATEMENT OF COMPLIANCE

I *[Name]* confirm on behalf of *[Recipient]* that this EOI conforms in every respect with the Request for EOI.

Recipient's name _____

Recipient/Authorised officer signature
(Stamp) _____

Date _____

DESCRIPTION OF PROPOSED SERVICES

The Applicant agrees to provide following services:

| Service Name | Description |
|--|--|
| Inclusion in subsidy scheme on promotion of Moringa Orchard Plantation | <ul style="list-style-type: none"> • Provision of saplings of <i>Moringa olifeira</i> • Acquisition of subsidy coupon/code against every acre's plant population as per specifications approved by Government of Punjab through Agriculture Department.(720 saplings are recommended for one acre) • Presenting record of Moringa saplings to Agriculture Department for verification of purpose. • Helping in media/awareness campaign of scheme across the province. |

Recipient's name _____

Recipient/Authorised officer signature _____

(Stamp)

Date _____

Application Specimen

To

The Director General Agriculture,
(Extension & AR) Punjab, Lahore

Subject: **Application for inclusion in subsidy scheme on moringa orchard plantation**

(Request for Inclusion with Company's background and detail)

Signature & Stamp of Authorized Person

Designation

Date:

*The letter must be on Company's letterhead

Eligibility Criteria

A company failing to fulfill any one or more of the following requirements shall be considered ineligible for qualifying for inclusion in this scheme.

| Sr. No. | Document | (Yes/No) |
|--------------------|---|-----------------|
| 1. | Application for Inclusion in Scheme on Company's letterhead with sign and stamp (Annexure-E) | |
| 2. | Statement of Compliance (Annexure-C) | |
| 3. | Description of proposed services (Annexure-D) | |
| 4. | NTN and GST Certificate from FBR (Optional) | |
| 5. | Registration with FSC&RD/Seed Station and Technology Lab University Of Agriculture Faisalabad after qualification | |