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DEPARTMENT OF AGRICULTURE & FARMERS' EMPOWERMENT

NOTIFICATION

The 28th December 2022

No. 27667—DHO-SECI-PLAN-0004/2022-A & F.E.—The State Cabinet in their 53rd meeting held on the 27th December 2022 have approved the proposal for provision of funds for “Empowerment of Women in Agriculture- Promotion of Entrepreneurship for women SHG” Scheme.

**Introduction :—**

Agriculture continues to be the main strength of Indian economy, with the variety of agricultural crops grown today, the country has achieved food security by producing ample quantity of food grains to meet the food demand. However, the struggle to achieve nutritional security is still on. To meet these challenges and to provide food and nutritional security to our people, it is imperative to diversify the agricultural activities in areas like Horticulture. To meet these outcomes, Floriculture and Mushroom cultivation are two most emerging sectors in Odisha which can be promoted by involving women beneficiaries.

Mushroom and floriculture will address the employment issues and promote greater involvement of women thereby generating higher income As floriculture and button mushroom involve high investment, it becomes difficult for the farmers to take up the activities. Through this mission by providing assistance of 70-80% of the project cost, the WSHGs will be able to take up mushroom and floriculture.

**Implementation of the Scheme :—**

The scheme is not specific to any location. It will be implemented in all 30 Districts of the State. However certain components will be focused on potential districts or existing clusters. Women beneficiaries, WSHG members will be motivated and given preferences for taking up the activities under the scheme.

The proposed scheme has been envisaged with the following objectives :

1. Doubling mushroom production across the State through area expansion by way of involvement of WSHGs/Women beneficiaries to make the State self sufficient in button mushroom and net exporter of paddy straw and oyster mushroom.



2. Making the State self-sufficient in producing loose flowers (Marigold, Jasmine, Crossandra) in the first three years of the mission period across the State and net exporter of flowers (Orchids/ Dutch rose/ Gerbera) over the mission period in selected clusters.

3. Promotion of processing units for value addition and development of Entrepreneurship in floriculture and promotion of value added products of mushroom through enabling processing infrastructure.

4. Training & capacity Building of stakeholders like women farmers, WSHGs, Entrepreneurs engaged in mushroom and flower cultivation & processing.

5. Establishment of marketing linkage for mushroom, flower and their value added products.

**Financial Implications :—**

To ensure sustainable income generation of women beneficiaries/WSHGs and to make the State emerge as the net exporter of mushroom and high value flowers over the mission period, the Expenditure Finance Committee (EFC) has approved a five year financial allocation amounting to Rs. 367.19 crore to be utilized as subsidy for five years (2022-23 to 2026-27).

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ORDER—Ordered that the notification be published in the extraordinary issue of *Odisha Gazette*.

By order of the Governor  
ARABINDA KUMAR PADHEE  
Principal Secretary to Government