



(Circular- Centres/GGNs-VoE/2025/III)

Subject: Guidelines for Implementation of Village of Excellence (VoE) Programme through Centres of Excellence (CoEs) of Horticulture Department, Haryana-reg.

1. Introduction/Background:

The Department of Horticulture, Haryana, is actively strengthening the horticulture sector by establishing Centres of Excellence (CoEs) across the state, with the objective of demonstration of latest technologies and goal of setting up at least one CoE in each district. Currently, 11 CoEs have been established in 9 districts, with work underway on 3 more, and an additional 3 Centres announced in the Budget Speech 2025 by the Hon'ble CM. These CoEs serve as hubs for showcasing and transferring advanced horticultural technologies, including protected cultivation, high-density plantation, and the production of quality planting material for fruits and seed potatoes.

To ensure the effective outreach of these innovations, the Department is implementing the Government of India's flagship "Village of Excellence" (VoE) programme, which facilitates the direct transfer of proven technologies from CoEs to farmers' fields through structured Front Line Demonstrations (FLDs) in selected villages. Activities under the VoE programme are also aligned with the Human Resource Development (HRD) targets of the respective CoEs, creating a robust research-extension-farmer linkage model.

2. Objectives

- To showcase and promote innovative adopted horticultural technologies directly at the grassroots level.
- To establish model horticulture villages that act as learning and demonstration hubs.
- To enhance farmer capacity through live demonstrations, peer learning, and technology access.
- To ensure direct and impactful outreach of CoEs to farming communities.

3. Outreach Framework & Output

3..1. Outreach Plan (2025–26):

- 3..1.1. A total of 65 Villages of Excellence (VoEs) will be adopted across the Centres of Excellence in the state.
- 3..1.2. 325 farmers (5 farmers per village) will be selected as VoE beneficiaries for demonstration purposes.
- 3..1.3. 195 Front Line Demonstrations (FLDs) (3 FLDs per VoE) will be conducted during key crop stages (sowing, vegetative growth, harvesting/post-harvest).
- 3..1.4. An estimated 9,750 farmers (195 FLDs × 50 farmers per FLD) will be directly reached out through on-field FLD programmes and demonstrations.
- 3..1.5. A total provision of Rs. 37.70 lakhs shall be kept for outreach-related expenses per annum.

3..2. Expected Output:

- 3..2.1. Simultaneous demonstrations of multiple technologies and best horticultural practices across different agro-climatic zones of Haryana.
- 3..2.2. Adoption of innovative, locally suitable technologies is expected to increase among VoE farmers.
- 3..2.3. Progressive improvement in crop quality, productivity, and profitability is anticipated through structured demonstrations.
- 3..2.4. Un-adopted or under-utilized technologies will be introduced at grassroots level with live impact, enhancing acceptance among the larger farming community.

4. Demonstration Activities under VoE Programme (Illustrative List – Not Exhaustive)

- 4..1. This list remains illustrative, not exhaustive, and may be updated by Centre Incharges as per local needs, technology suitability and demonstrative technologies developed at the CoEs.
- 4..2. Each demonstration should be aligned with the crop stage (sowing, vegetative, or harvesting) and must be selected by the Centre Incharge based on field readiness and need assessment. The VoE fund shall be utilised to cover the cost of these demonstration technologies, which will be provided free of cost to the identified VoE farmers.

- 4..3. Under the VoE Programme, out of following activities few demonstration activities may be undertaken by Centres of Excellence at the fields of selected VoE farmers, depending on crop stage, local conditions, and technology relevance.

Table 1:

Sn.	Component	Sub-Activities (Demonstration Themes)
1	Natural Farming	<ul style="list-style-type: none"> Jeevamrit, Beejamrit, Jeevansutra-based techniques Agniastra, Brahmastra, Neemastra Live mulching & intercrops Soil microbial activators
2	Organic Farming	<ul style="list-style-type: none"> Vermicomposting, NADEP compost, waste decomposer Panchgavya, Amrit Pani, Matka Khad Use of Azolla Liquid bio-manure sprays Compost tea preparation
3	Input Demonstration (IPM/INM)	<ul style="list-style-type: none"> IPM with pheromone/lure traps, bio-agents (Trichoderma, Metarhizium) Neem oil & herbal sprays INM with rock phosphate, enriched compost Foliar nutrition
4	Mulching	<ul style="list-style-type: none"> Use of plastic mulch (black/silver, white, red) in vegetables/fruits, different thickness Paddy straw/banana leaf live mulch Bio-degradable mulch sheets
5	Cladding/Protection Structures	<ul style="list-style-type: none"> Use of green/yellow shade nets UV-stabilized insect nets Crop-specific netting Use of bird-proof netting
6	Nursery Management	<ul style="list-style-type: none"> Raised-bed nursery beds with drip Plug trays & protrays with cocopeat mix Use of solarized soil Nursery certification awareness
7	Crop Management	<ul style="list-style-type: none"> High-tech trellising in tomato, cucumber etc. Training in grapes, guava, pomegranate etc. Pruning of mango, citrus etc. Use of growth regulators
8	Micro-Irrigation & Fertigation	<ul style="list-style-type: none"> Drip, mini-sprinkler system installation demo Fertigation through venturi/automated units Water-soluble fertilizer demos Use of pressure gauges & filters
9	Soil & Plant Monitoring	<ul style="list-style-type: none"> Use of Tensiometer, Watermark sensor Digital soil pH/EC/temperature meters Use of leaf wetness sensors Mobile-based soil health advisory
10	Farm Mechanization	<ul style="list-style-type: none"> Use of rotavator, power tiller (rent basis) Power/hand-operated weeders, tillers, hole diggers Plastic drum seeders Raised-bed planter Mechanized transplanting Polyhouse equipment: fogger, mister, circulation fan etc.
11	Post-Harvest Management	<ul style="list-style-type: none"> Use of crate-based harvesting Foam netting, fruit caps, packaging tape demo On-farm grading/sorting table Solar dryer or mini cold chamber
12	Protected Cultivation Structures	<ul style="list-style-type: none"> Polyhouse (fan-pad & naturally ventilated) Walk-in tunnel crop rotation Off-season vegetable production Biocontrol agents under protected conditions
13	High-Density Plantation (HDP)	<ul style="list-style-type: none"> HDP mango with spacing demo Guava HDP with drip Canopy architecture shaping

14	Crop Diversification Models	<ul style="list-style-type: none"> • Introduction of new crops (dragon fruit, stevia, etc.) • Medicinal plant demo (ashwagandha, lemongrass) • Off-season cucurbits under net tunnel
16	Integrated Farming System (IFS)	<ul style="list-style-type: none"> • Integration of vegetable + dairy + compost unit • Poultry IFS demo - Azolla tank with banana + vegetable model
17	Climate Resilient Practices	<ul style="list-style-type: none"> • Drought-tolerant varieties demo • Mulch and low-pressure irrigation • Micro-climate management in protected structures
18	Entrepreneurship Activities	<ul style="list-style-type: none"> • Low-cost nursery model • Vermi + compost + seedling production • Packing and labelling techniques • Sale-ready crop bundles/branding demo

5. Implementation Framework

5..1. Selection of Villages (VoEs)

5..1.1. Each CoE shall adopt atleast **five (05) villages** as **Villages of Excellence (VoEs)**.

5..1.2. The selection of these villages shall be in continuation of the villages adopted in previous years.

5..1.3. Villages must be selected based on:

5..1.3.1. Proximity to the Centre

5..1.3.2. Horticultural potential of the area

5..1.3.3. Farmer readiness to participate

5..2. Selection of Demonstration Farmers

5..2.1. Each VoE shall include **five (05) farmers** for demonstration, it shall be in continuation of earlier adopted farmers.

5..2.2. Criteria for selection:

5..2.2.1. Performance of earlier adopted farmer.

5..2.2.2. Willingness to adopt and showcase technology

5..2.2.3. Availability of suitable land and irrigation

5..2.2.4. Receptive and cooperative attitude.

5..3. Exposure Visits/Exhibition Participate:

5..3.1. Each Centre of Excellence (CoE) shall organize exposure visits and ensure participation of VoE farmers in exhibitions, field days, or training programmes to enhance awareness and adoption of technologies.

5..3.2. The activities shall be aligned with the crop focus and training calendar of each CoE.

5..3.3. A minimum of 5 to 15 VoE farmers per CoE per year shall be targeted for such exposure activities.

6. Front Line Demonstrations (FLDs)

6..1. **Number and Stages:** Three FLDs shall be conducted in each VoE per cropping cycle.

6..1.1. Stage 1: Sowing/Transplanting Stage/before flowering (fruit)

6..1.2. Stage 2: Vegetative Growth Stage/fruit maturing stage.

6..1.3. Stage 3: Harvesting Stage

6..2. Conduct and Participation

6..2.1. FLDs shall be conducted in VoE on selected farmers field.

6..2.2. Around 50 farmers per FLD (from the same or nearby VoE village) shall participate during demonstration.

6..2.3. Farmers shall be invited locally to ensure participation and minimize costs.

7. Budget and Financial Provisions

7..1. FLD Onsite Field Days:

7..1.1. Total FLDs per CoE: 15 (3 FLDs × 5 VoEs)

7..1.2. Refreshment cost: Rs. 120 per farmer per FLD

7..1.3. Estimated expenditure per FLD: 50 × Rs. 120 = Rs. 6,000

7..1.4. Per VoE (3 FLDs): Rs. 18,000

7..1.5. Per CoE (5 VoEs): Rs. 90,000

7..1.6. Budget shall be booked under the State Plan Scheme "VHA-97", under the object head: Training-86.

7.2. FLD Demonstration Activity:

7.2.1. Each CoE shall be provided with a Reserve Fund of Rs. 2.00 lakhs, to be used exclusively for VoE farmers.

7.2.2. This fund can be used for:

7.2.2.1. Distribution of planting materials, technologies, kits, tools, inputs, etc. for demonstration.

7.2.2.2. Installation of demo plots, drip lines, nutrient kits, etc.

7.2.2.3. Other relevant interventions aimed at technology transfer and demonstration at VoE.

7.2.3. Centre In-charges to utilize this fund within their delegation of financial powers.

7.2.4. Budget shall be booked under the State Plan Scheme "VHA-97", under the object head: Other Charges-34.

8. Table 2: Centre-wise Targets and Budget Allocation for the year 2025-26.

Sn.	Name of Centre of Excellence	No. of VoEs	No. of Farmers (5 per VoE)	Total FLDs (3 per VoE)	FLD Onsite Field Days Budget (Rs. 120 × 50 farmers × FLDs)	FLD Demonstration Activity Budget (Rs.)	Total Budget (Rs.)
	1	2	3	4	5	6	7
1	CEV, Gharaunda	5	25	15	90,000	2,00,000	2,90,000
2	CEF, Mangiana	5	25	15	90,000	2,00,000	2,90,000
3	IBDC, Ramnagar	5	25	15	90,000	2,00,000	2,90,000
4	CSTF, Ladwa	5	25	15	90,000	2,00,000	2,90,000
5	CoESAH, Bhiwani	5	25	15	90,000	2,00,000	2,90,000
6	CoE, Munimpur,	5	25	15	90,000	2,00,000	2,90,000
7	IHDC, Hodal	5	25	15	90,000	2,00,000	2,90,000
8	IHDC, Sundrah	5	25	15	90,000	2,00,000	2,90,000
9	PTC, Shamgarh	5	25	15	90,000	2,00,000	2,90,000
10	TDC, Sevakheri	5	25	15	90,000	2,00,000	2,90,000
11	CEG, Bhuna	5	25	15	90,000	2,00,000	2,90,000
12	GGN, Barwala	5	25	15	90,000	2,00,000	2,90,000
13	DHO, Gurugram	5	25	15	90,000	2,00,000	2,90,000
Total		65	325	195	11,70,000	26,00,000/-	37,70,000/-

9. Total Financial Outlay for the year 2025-26.

9.1. FLD Onsite Field Days Budget Total (13 Centres): Rs. 11.70 lakhs

9.2. FLD Demonstration Activity Budget Total (13 Centres): Rs. 26.00 lakhs

9.3. Grand Total: Rs. 37.70 lakhs

10. Roles and Responsibilities-VoE In-charge

10.1. Each CoE shall designate a VoE In-charge Officer, responsible for:

10.1.1. Planning and coordination of FLDs

10.1.2. Farmer mobilization and technical backstopping

10.1.3. Monitoring and reporting

10.1.4. Fund management and utilization under VoE

11. Monitoring, Documentation and Reporting

11.1. Each FLD must be recorded with:

11.1.1. Date, crop stage, and technology demonstrated

11.1.2. Farmer attendance sheet

11.1.3. At least three geo-tagged photographs

11.2. A consolidated VoE-wise report shall be submitted to the Directorate including:

11.2.1. Demonstrated interventions and outcomes

11.2.2. Fund utilization details

11.2.3. Farmer feedback and adoption level

11.2.4. Impact assessment shall be conducted at the end of the season

The above, guidelines were duly approved by the Govt. vide single file no. Hort./3326 dated 10.06.2025. All concerned Centre and GGN Incharges are hereby directed to strictly adhere to their assigned responsibilities and ensure close coordination for the effective and timely implementation of the Village of Excellence (VoE) Programme. Any lapse or negligence in the implementation of the Village of Excellence (VoE) Programme shall be viewed seriously and will not be acceptable under any circumstances.

DATED, PANCHKULA
THE 17.06.2025

DR. ARJUN SINGH SAINI
HEAD OF DEPARTMENT (SPECIAL),
HARYANA

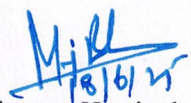
Memo No. Hort./Centers/2/18/ 18411-70

Panchkula, the

Dated: 18/06/2025

To,

1. Principal-cum-JDH, HTI, Uchani, Karnal.
2. All Joint Director Horticulture at HQ.
3. All Dy. Director Horticulture in the field and HQ.
4. All District Horticulture Officer, in the State with the directions to coordinate the Centres/GGNs Incharge.
5. All Incharge (SMS) of Centres/GGNs


Deputy Director Horticulture/P&N
for Head of Department (Special)
Haryana, Panchkula


Memo No. Hort./Centers/2/18 18471

Panchkula, the

Dated: 18/06/2025

A copy of above is forward to Budget Officer for following actions:

1. To allot online budget of Rs. 11.70 lakhs under State Plan Scheme Various Horticulture Activities in Haryana (VHA-97) object head Training-86 for the financial year 2025-26 as mentioned at point no. 8, Table 2 in column no. 5.
2. To allot online budget of Rs. 26.00 lakhs under State Plan Scheme Various Horticulture Activities in Haryana (VHA-97) object head Other Charges-34 for the financial year 2025-26 as mentioned at point no. 8, Table 2 in column no. 6.
3. The approval for the allotment of budget was already accorded by w/ACS, A&FW vide single file no. Hort./3326 dated 12.06.2025.


Deputy Director Horticulture/P&N
for Head of Department (Special)
Haryana, Panchkula

CC:

1. Under Secretary, MIDH, Division, MoF & FW, GoI. for information please.
2. Agriculture Attaché, MASHAV, Embassy of Israel, New Delhi with request to nominate Israeli Experts for the activities aligned with CoE establish under IIWP.
3. A copy of above is forwarded to PS/DGH for the information of DGH please.
4. A copy of above is forwarded to all Officers of HQ for information & necessary action please.

