Government of Kerala

SITUATION ASSESSMENT SURVEY OF AGRICULTURAL HOUSEHOLDS IN KERALA: 2024-25

Survey and Design Division
Department of Economics and Statistics

Government of Kerala

SITUATION ASSESSMENT SURVEY OF AGRICULTURAL HOUSEHOLDS IN KERALA: 2024-25

REPORT

Survey and Design Division
Department of Economics and Statistics

Directorate of Economics and Statistics, Vikas Bhavan, Thiruvananthapuram- 695033
Telephone Number: 0471 -2305318, Fax Number: 0471-2305317

കേരള സർക്കാർ
പിണറായി വിജയൻ
മുഖ്യമന്ത്രി

നം. 528/പ്രസ്/സി.എം.ഒ/25 27 മേയ്, 2025

സന്ദേശം

കേരളത്തിലെ കർഷകരുടെ വരുമാനത്തിൽ 50 ശതമാനം വർദ്ധ നവ് സൃഷ്ടിക്കുക എന്നത് ഇടതുപക്ഷ ജനാധിപത്യ മുന്നണി സർക്കാരിന്റെ പ്രഖ്യാപിത ലക്ഷ്യമാണ്. ഈ ലക്ഷ്യം കൈവരി ക്കുന്നതിനായി സ്വീകരിച്ച നടപടികളുടെ പുരോഗതിയും ഫല പ്രാപ്തിയും വിലയിരുത്തുന്നതിനായി സാമ്പത്തിക സ്ഥിതിവി വരക്കണക്ക് വകുപ്പ്, കാർഷിക വികസന കർഷകക്ഷേമ വകുപ്പുമായി ചേർന്ന് 'Situation Assessment Survey of Agricultural Households in Kerala: 2024-25' എന്ന പേരിൽ ഒരു സർവ്വേ നടത്തുകയും റിപ്പോർട്ട് പ്രസിദ്ധീകരിക്കുകയും ചെയ്യുന്നു എന്നറിഞ്ഞതിൽ സന്തോഷം.

കാർഷിക മേഖലയിലെ വരുമാനം വർദ്ധിപ്പിക്കുന്നതിനും കർഷ കരുടെയും അവരുടെ കുടുംബാംഗങ്ങളുടെയും ജീവിത സാഹ ചര്യം അഭിവൃദ്ധിപ്പെടുത്തുന്നതിനും കാർഷികനയരൂപീകരണ ത്തിനും കാർഷിക വികസന പദ്ധതികൾ വിഭാവനം ചെയ്യുന്ന തിനും ഉതകുന്ന കണ്ടെത്തലുകളും നിർദ്ദേശങ്ങളും ഉൾപ്പെടുന്ന താവും ഈ റിപ്പോർട്ട് എന്ന് പ്രതീക്ഷിക്കുന്നു.

എല്ലാ ഭാവുകങ്ങളും നേരുന്നു.

പിണറായി വിജയൻ

141, മൂന്നാം നില, നോർത്ത് ബ്ലോക്ക്, ഗവണ്മെന്റ് സെക്രട്ടേറിയറ്റ്, തിരുവനന്തപുരം പിൻ 695 001
ഫോ 0471 2333241, 2333812, 2333610 ഫാ 0471 2333489 ഇ chiefminister@kerala.gov.in
facebook.com/cmokerala twitter.com/cmokerala
വസതി ക്ലിഫ് ഹൗസ് ഫോ 0471 2318406, 2314853
www.keralacm.gov.in

P. PRASAD
MINISTER FOR AGRICULTURE
GOVERNMENT OF KERALA

27.05.2025

Message

It is with immense pride and pleasure that I acknowledge the successful completion of the **"Situation Assessment Survey of Agricultural Households in Kerala: 2024-25"** by the Department of Economics and Statistics, and the timely preparation of its report. This report is a commendable achievement that reflects the department's unwavering commitment to generate reliable and policy-relevant data.

The comprehensive insights derived from this survey will serve as an invaluable resource for understanding the situation of agricultural households in Kerala. In a state where agriculture continues to be a cornerstone of rural livelihoods and food security, such assessments are vital for framing informed policies, designing targeted welfare programmes, and promoting sustainable agricultural development.

The findings of this report will undoubtedly support planners and policymakers in making data-driven decisions aimed at uplifting and empowering our farming communities. I congratulate Sri. Sreekumar B., Director of the Department of Economics and Statistics, and the entire team for their dedication, professionalism, and timely execution of this important task.

With regards

P.PRASAD

Secretariat Annexe-II, I Floor, Thiruvananthapuram-695 001
Tel. : 0471-2333091, 2335075 Fax : 0471-2333775 Res. : 0471-2314652, 2318602
Mobile : 9400553344 E-mail : min.agri@kerala.gov.in

SREEKUMAR B.
DIRECTOR

Department of Economics & Statistics
Vikas Bhavan P.O.,
Thiruvananthapuram
Kerala- 695033

Phone
Office: 0471-2305318
Fax: 0471-2305317
Res: 0471-2430090
Mobile: 9447115318
e-mail: ecostatdir@gmail.com
website: www.ecostat.kerala.gov.in
Date: 27/05/2025

PREFACE

Department of Economics and Statistics (DES), Government of Kerala, serves as the State's nodal agency for the systematic collection, compilation, consolidation, analysis, and dissemination of statistical data across various sectors of the economy. One of its flagship schemes, Surveys and Studies, involves conducting ad-hoc surveys on subjects of contemporary relevance within the social and economic landscape of the State. These surveys play a critical role in generating data essential for policy formulation, socio-economic planning, and the revision of key rates and ratios crucial to the estimation of the Gross State Domestic Product. In addition, the Department undertakes surveys for other government departments and agencies based on their specific needs.

However, the Department's designated survey unit has historically faced limitations in meeting the growing demands for such surveys due to constrained human resources. Recognising this gap and other factors, the Government of Kerala constituted a committee to review and revamp survey-related functions within the Department. The committee proposed the reorganisation of internal resources through the formation of an Integrated Survey Design and Research Division (SDRD) by merging sections with similar functions and creating exclusive survey units at the district level. This proposal, supported by the Kerala State Statistical Commission and endorsed by the State Planning Board, is currently under the Government's consideration. Although the SDRD has not yet been formally established, existing personnel at the Directorate level have collaboratively executed its intended functions in anticipation of the formal restructuring.

In this context, during the financial year 2024-25, the Department, in collaboration with the Department of Agriculture Development and Farmers' Welfare,

Government of Kerala, undertook the Situation Assessment Survey of Agricultural Households in Kerala: 2024-25. This initiative aimed to estimate the average monthly income of agricultural households through a framework reflective of the proposed SDRD model. Although the SDRD division does not yet exist officially, its concept was operationalised in practice through inter-departmental coordination. This survey stands as a testimony to the feasibility and potential success of this integrated approach.

The agricultural sector continues to play a foundational role in the livelihood and economic sustenance of a significant proportion of Kerala's rural population. Upon assuming office in 2021, the present State Government articulated a transformative vision: to increase farmers' income by 50 percent within its five-year tenure. This ambitious goal underscores the government's commitment to enhance the economic well-being of the agricultural community-widely considered the backbone of Kerala's rural economy. In alignment with this vision, there arose a pressing need to develop a reliable mechanism to assess and monitor farmers' income over time.

However, the concept of "farmers' income" or "income from farming" is complex and requires careful definition and methodological clarity to quantify accurately in monetary terms. While some evaluation studies have attempted to assess these metrics using purposively selected groups or beneficiary lists, such approaches lack generalisability. The use of non-representative samples undermines the reliability of population-level income estimates.

In response to these challenges, the present study adopts the broader and more comprehensive concept of agricultural household income. This encompasses income from wages, land leasing, crop production, animal husbandry and non-farm enterprises. The most credible national-level data sources in this domain are the Situation Assessment Survey (SAS) of Agricultural Households conducted periodically by the National Statistics Office (NSO). Insights from the 70th (2013) and 77th (2019) NSS rounds have served as critical benchmarks for understanding the economic status of agricultural households.

To evaluate progress toward the State Government's income enhancement goals, it became imperative to conduct a similar assessment at the state level. The Situation Assessment Survey of Agricultural Households in Kerala: 2024-25 captures data for the agricultural year 2023-24 and employs statistical techniques to retrospectively estimate income for the baseline year 2020-21 and project income levels for 2025-26. The survey collects detailed and disaggregated data on landholding patterns, household composition, sources of income, and other key characteristics of agricultural households.

The results of this survey are expected to serve as a critical input for evidence-based policy interventions aimed at enhancing the income and overall well-being of the farming community in Kerala. The data offers insights into the economic conditions and resources accessible to agricultural households, reflecting the State's ongoing commitment to the welfare of this vital population segment. This collaborative effort between the Department of Economics and Statistics and the Department of Agriculture Development and Farmers' Welfare is a step forward in building a robust statistical foundation for rural development planning.

The report titled "Situation Assessment Survey of Agricultural Households in Kerala: 2024-25" presents a detailed analysis of income distribution among agricultural households, disaggregated by source. Conducted as a short-term survey, its primary objective was to estimate the income of agricultural households at the state level. Due to the design limitations, the results are not representative at the district level. Nevertheless, the findings provide a valuable resource for policymakers, researchers, and stakeholders engaged in agricultural and rural development. The entire survey process- from the initial design and field operations to data entry, preliminary validation, review meetings, training, and workshop- was conducted under the able leadership of Sri Manoj M., Additional Director (Retd.), State Income. The subsequent stages of final data cleaning, table generation, and report preparation were undertaken under the guidance of Smt. Resmi C. P., Additional Director, State Income. We gratefully acknowledge their invaluable contributions and dedicated efforts throughout this survey.

First and foremost, I extend my heartfelt gratitude to the Director, Department of Agriculture Development and Farmers' Welfare, and to the officials at the Directorate who were associated with the survey, for their valuable support and collaboration. I extend my sincere appreciation to the staff of both Departments for their outstanding contributions to the formulation of the survey methodology and schedule. Their expertise, dedication, and hard work ensured that the design was both statistically rigorous and practically aligned with sectoral needs. I would also like to express my heartfelt gratitude to the Statistical Investigators and Statistical Assistants of the Department of Economics and Statistics, as well as the Statistical Assistants in the Principal Agricultural Offices of the Department of Agriculture Development and Farmers' Welfare, for their unwavering commitment in collecting field-level data.

Special appreciation is due to the supervisory officers at the Taluk and District levels for their thorough review and scrutiny of the survey schedules. Their efforts were instrumental in maintaining data quality. I extend my deep gratitude to the Deputy

Directors of both Departments at the district level, who provided overall guidance and supervision throughout the survey process. The district-level operations were ably managed under their leadership.

I also acknowledge the staff involved in the proposed SDRD division, whose multifaceted contributions were vital to the successful execution of the survey and the preparation of this report. Thanks, are also due to the Agricultural Officers and Agricultural Assistants working in the selected wards, under the jurisdiction of the Krishi Bhavans, for their valuable support to our field staff. Above all, I am sincerely grateful to the respondent farmers who participated in this survey and generously shared their time and insights.

This report presents the findings of a landmark survey that marks a significant advancement in our understanding of agricultural household incomes in Kerala. It is hoped that the insights derived from this study will inform sound policymaking and support Kerala's ongoing efforts to build a sustainable and prosperous future for its agricultural communities. We welcome feedback from all readers and stakeholders, as it will greatly assist the Department in its future endeavours.

Vikas Bhavan **Sreekumar B.**
27/05/2025 **Director**

Key Indicators

1. Estimated Number of Households

- The rural areas of the state had an estimated number of 19.47 lakh agricultural households and 26.75 lakh non-agricultural households in 2024 totalling 46.22 lakhs.

2. Change in Households: 2019 Vs 2024

- Total households increased by 4.48% from 44.24 lakh (2019) to 46.22 lakh (2024).
- Agricultural households increased by 32.72%, from 14.67 lakh to 19.47 lakh.
- Non-agricultural households declined by 9.54%, from 29.57 lakh to 26.75 lakh.

3. Households by Social Group

- The social group distribution of households is as follows: SC- 9.10%, and ST- 3.20%, OBC- 48.20%, Others- 39.50%.
- Agricultural households increased across all social groups, with the highest growth among SCs (81.84%), followed by Others (52.84%), OBCs (14.98%), and STs (13.11%).

4. Household Classification by Income Source

- Among all households, 26.64% reported casual labour in non-agriculture sector as their major source of income, 22.78% reported regular wage employment in non-agriculture sector, and 12.47% reported self-employment in crop production.
- Among agricultural households, 28.30% reported self-employment in crop production as their major source of income, 23.66% relied primarily on regular wage or salaried employment in non-agricultural activities, and 18.05% depended mainly on casual labour in non-agricultural sectors.

5. Access to Facilities – Agricultural Households (per 1000 households)

- Out of every 1000 agricultural households, 990 have access to a bank account and 140 possess a Kisan Credit Card.

- Out of every 1000 agricultural households, 415 households possessed a job card under the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS). Of which 209 households received work under the scheme.
- Out of every 1000 agricultural households, a total of 37 households reported coverage under crop insurance, with 10 covered under the Restructured Weather Based Crop Insurance Scheme (RWBCIS) and 27 under the state government scheme.
- Among agricultural households, access to organic certification was limited, with only 1 per 1000 households certified under PGS and 1 under other schemes, while none had NPOP certification.
- Out of every 1,000 agricultural households, 25 had access to a soil health card, but only 15 of them adopted the recommended practices.

6. Land Use in Household Operational Holdings

- The total area owned by all households is 1,387 thousand hectares.
- Of this area, 918 thousand hectares (66.19%) are used for crop cultivation, 101 thousand hectares (7.28%) for both crop and animal farming, 6 thousand hectares (0.43%) for only animal farming, and 331 thousand hectares (23.86%) are under non-agricultural use.

7. Land Leasing

- The leased-in operated area is 63 thousand hectares, which accounts for 5.96% of the total area.
- The lease arrangements reported in the survey indicate that the majority (74.11%) are fixed money leases, followed by leases from relatives without any formal terms (15.34%). A smaller proportion involves a share of the produce (4.06%), while fixed produce leases account for only 0.33%.

8. Income of Agricultural Households at Current Prices

- The average monthly income of agricultural households is ₹28,984.
- The primary source of income for agricultural households is wages, accounting for ₹17,597 or 60.71% of the total income.
- Other sources include net receipts from crop production (₹6,658 or 22.97%), farming of animals (₹1,811 or 6.25%), non-farm business (₹2,879 or 9.93%), and a negligible amount from leasing out land (₹39 or 0.13%).
- In addition, earnings from pensions and remittances, though excluded from the main income total, amounted to ₹6,348, indicating their importance as supplementary income.

9. Income Growth: 2019 Vs 2024 (Current Prices)

- Overall average monthly income rose 61.79%, from ₹17,915 in 2019 to ₹28,984.
- Wage income grew by 72.50%, crop income rose by 83.01%, and animal farming income by 72.48%.
- Non-farm business remained stagnant (₹2,876 to ₹2,879)
- Land leasing income declined by 74.00%, from ₹150 to ₹39.

10. Progress Toward 2026 Income Target

- Using the average income of ₹17,915 in 2019 and ₹28,984 in 2024, the income for the baseline year 2021 was interpolated at ₹22,343.
- Between 2021 and 2024, the average monthly income grew by 29.72%. This upward trend is projected to continue, with the estimated income reaching ₹33,411 by 2026, marking a 49.54% increase over five years.

11. Access to Technical Advisory Services

- Out of every 1,000 agricultural households, 355 have access to social media as a source of information. Meanwhile, government agricultural extension services such as Krishi Bhavan and ATMA reach approximately 305 households per 1,000. Additionally, about 308 households per 1,000 receive information or support from progressive farmers within their community.
- Out of every 1,000 agricultural households surveyed, 327 have access to or use Radio, TV, or other electronic media as a source of information. Meanwhile, 213 households rely on print media for agricultural information, and 146 utilize smartphone applications. In comparison, only 95 households obtain information through input dealers.
- Among every 1,000 agricultural households, only a small number accessing institutional sources for agricultural support. Specifically, 9 households engage with the Krishi Vigyan Kendra, 2 households connect with Agricultural Universities or Colleges, and 61 households receive assistance or information from the Veterinary Department.

12. Access to Technical Advisory Services by Types of Farming Activities

- Access to technical advisory services for crop cultivation shows that Agricultural universities are the primary source of advice on seeds, reaching 790 out of every 1,000

agricultural households. In contrast, input dealers dominate fertilizer-related guidance, serving 671 households per 1,000. Meanwhile, the use of smartphone applications for input advice is growing rapidly, with 472 households consulting apps for seed information, 221 for fertilizer, and 164 for crop protection.

- In the field of animal husbandry, healthcare advice is chiefly provided by the Veterinary Department and dairy cooperatives. Feeding-related guidance is sought by 448 out of every 1,000 households from dairy cooperatives, while health care related guidance sought by 707 households from the Veterinary Department. Moreover, digital advice, particularly through social media, has gained visibility in animal management practices, reaching 29 households per 1,000.
- Accessing fisheries advisory services see remain low, with marginal access across almost categories reaching fewer than 10 households per 1000. For management and marketing guidance, out of every 1000 agricultural households, 22 approach Farmer producer organisations, and 63 approach private producers.

13. Awareness of support prices

- Awareness of the Minimum Support Price (MSP) has improved between 2019 and 2024. Among every 1,000 farming households, those aware of the MSP for paddy increased from 836 in 2019 to 970 in 2024. Similarly, awareness of the MSP for coconut rose significantly from 237 households in 2019 to 767 households in 2024.
- Out of every 1,000 agricultural households surveyed, 854 were aware of the Basic Support Price (BSP) for okra (lady's finger), 832 were aware of it for beans, and 450 were aware of the base price for cucumber. Awareness of the BSP for other vegetables was comparatively lower.
- Among agricultural households, 552 out of every 1,000 reported awareness of the Rubber Price Incentive Scheme (RPIS).

Contributors

Conduct of Survey

Guidance

Sri. Manoj M, Additional Director (Rtd.)
State Income

Leadership

Smt. Sudharsa R, Senior Joint Director (Former)
Survey and Design Division

Team Members

Sri. Preeth V S, Nosologist, MCCD Division
Sri. Abhilash K, Deputy Director, Evaluation Division
Sri. Vijay R, Research Officer, Survey and Design Division
Smt. Rajasree R S, Statistical Assistant Grade I, Survey and Design Division

Field level Data collection

Statistical Investigators, Taluk Statistical Offices
Statistical Assistants/Investigators, District Economics and Statistics Offices

Statistical Assistants, Principal Agricultural Offices
Department of Agriculture Development and Farmers' Welfare

Supervision and Schedule inspection

Statistical Inspectors, Taluk Statistical officers (At Taluk level)
Research Assistants, Research officers, Additional District Officers (At District Level)
District Economics and Statistics Offices

Coordination and Monitoring

Deputy Directors
Economics and Statistics District Offices

Deputy Directors
Principal Agricultural Offices
Department of Agriculture Development and Farmers' Welfare

Data Entry Application Design

Sri. Saju K, Research Assistant
Directorate of Economics and Statistics

Contributors

Report Preparation

Guidance

Smt. Resmi C P, Additional Director
State Income

Leadership

Smt. A R Yamuna, Joint Director
Survey and Design Division

Team Members

Sri. Preeth V S, Nosologist, MCCD Division
Sri. Abhilash K, Deputy Director, Evaluation Division
Sri. Vijay R, Assistant Director (PPC) &
Research Officer(i/c), Survey and Design Division
Smt. Rajasree R S, Statistical Assistant Grade I, Survey and Design Division

Data Validation

Statistical Assistants
NSS Division & Survey and Design Division
Directorate of Economics and Statistics

Table Generation

Smt. Manju S, Statistical Assistant Grade I, NSS Division
Smt. Leeja Kumary A, Statistical Assistant Grade I, NSS Division

Cover Page Design

Sri. Hareesh S
Regional Statistical Officer
Directorate of Economics and Statistics

CONTENTS

Chapter 1
Introduction

1. Introduction

When the present Kerala State Government assumed office in 2021, it announced a goal of increasing farmers' income in the state by 50 percent within five years. Measuring progress toward this target requires access to reliable and consistent data on agricultural household income. However, no such reliable data was available for the base year 2021.

The Situation Assessment Survey (SAS) of Agricultural Households, conducted by the National Statistics Office (NSO), is the most comprehensive and reliable source of such data at both national and state levels. The latest national-level SAS was conducted in 2019 (77^{th} round of the National Sample Survey), providing baseline estimates of average monthly income per agricultural household. The survey captures income from multiple components: wages, land leasing, net receipts from crop production, animal farming, and non-farm business activities.

To evaluate state's progress toward its income enhancement goal, the Department of Economics and Statistics (DES), in collaboration with the Department of Agriculture Development and Farmers Welfare, conducted a state level SAS in 2024, with reference to the agricultural year 2023-24. The survey adopted the same concepts, definitions, and methodology as the NSO's 2018-19 survey, ensuring comparability of results.

This report presents estimates of the average monthly income of agricultural households for 2023-24 and compares them with the 2018-19 data. As the current Government assumed office in 2021, the income for the base year 2020-21 has been estimated using statistical techniques. To understand the potential trajectory of income growth, projections for 2025-26 have been made using statistical methods. These findings provide essential evidence for policy making aimed at improving farmers livelihoods in Kerala.

2. Objectives of the Survey

- To generate reliable estimates of agricultural household's income in Kerala and assess progress toward the state government's goal of increasing income by 50% within five years.
- To collect comprehensive data on receipts and expenditures related to farm and non-farm business activities of household members, along with income from all other economic sources.
- To study the farming practices of agricultural households.

- To evaluate the awareness and utilization of government support mechanisms in agriculture.

3. Geographical Coverage

The survey covered all rural areas of Kerala.

4. Methodology

A stratified two-stage sampling design, similar to that used in the 77th Round SAS by NSO, was adopted to ensure comparability of estimates. In the rural sector, the first stage units (FSUs) were Grama Panchayath wards or sub-units (SUs). The ultimate stage units (USUs) were households. A total of 152 Grama Panchayath wards were selected for the survey.

5. Reference Period

The reference period for the survey was the agricultural year 2023-24. However, in certain cases, data were collected based on shorter reference periods, the date of the survey or for previous 30-days, depending on the nature of the information.

6. Survey Period

The survey was conducted from 1st November 2024 to 31st December 2024.

7. Definitions

7.1 Agricultural Household

An agricultural household is defined as a household that has received some value of produce from agricultural activities during the reference period. These activities may include the cultivation of field crops, horticultural crops, fodder crops, plantation crops, animal husbandry, poultry, fisheries, piggery, beekeeping, vermiculture, sericulture, etc. Households exclusively engaged in agricultural labour or receive their income solely from the free collection of agricultural products- such as wild honey, mushrooms, coastal fishing, and similar activities- or from rural artisan work and agricultural services, shall not be classified as agricultural households. These households fall outside the scope of the survey. To exclude households engaged in agricultural activities of a marginal or insignificant nature, only those households with at least one member self-employed in agriculture- either in the principal or subsidiary status- and with a total value of produce exceeding ₹4,000 during the reference period will be considered agricultural households for the purpose of this survey. It may be noted that income generated from free collection of agricultural produce will not be considered for the determination of the agricultural households.

7.2 Household Type

The classification of a household type, based on its primary means of livelihood, was determined according to the sources of income during the reference period of the survey. For this purpose, only the household's net income (i.e., net income not gross income) from economic activities was considered. The incomes of domestic servants and paying guests were excluded from this assessment. Each household was classified into one of the following six categories: Self-employed in agriculture, Self-employed in non-agriculture, Regular wage/salary earning, Casual labour in agriculture, Casual labour in non-agriculture, Others.

7.2.1 Self Employed in Agriculture/Non-agriculture

This category includes individuals who operate their own farm or non-farm enterprises, or who are independently engaged in a profession or trade, either on their own account or in partnership with a few others. The defining features of self-employment are autonomy in decision-making (e.g., how, where, and when to produce) and economic independence (e.g., access to markets, control over scale of operations, and financial resources). Their remuneration comprises an inseparable combination of labour income and enterprise profit, calculated as the revenue from sales minus the cost of purchased production inputs.

7.2.2 Regular Wage/Salary Earning Households

This category includes individuals who are employed in farm or non-farm enterprises not operated by their own households and who receive wages or salaries on a regular basis-typically monthly or annually-as opposed to daily or contractual payments.

7.2.3 Casual Labour in Agriculture/Non-agriculture

This category comprises individuals engaged in farm or non-farm work not operated by their own households and who receive wages based on daily or short-term contractual arrangements.

7.2.4 Others

Households that do not fit into any of the above categories were classified under 'Others'.

8. Schedules of Enquiry

8.1 Schedule L: List of Households

As the first step in the survey process, house listing was carried out in the selected First Stage Units (FSUs) using a structured set of questions. These questions were designed to effectively stratify the households into homogeneous second-stage strata, facilitating the selection

of specific households for detailed data collection. This stratification is essential for generating representative sample estimates, which in turn support the derivation of reliable population estimates.

8.2 Schedule D: Detailed Enquiry Schedule

This schedule was designed to collect comprehensive information on the economic well-being of agricultural households. Key areas of enquiry included household characteristics, consumer expenditure, income from productive assets, and indebtedness related to farming activities. The schedule also captured data on farming practices and preferences, resource availability, awareness of technological developments, and access to modern agricultural technologies. In addition, detailed information was gathered on the receipts and expenditures related to household farm and non-farm enterprises to estimate income from these sources. The schedule further included questions on income from other sources, overall household consumption expenditure, and awareness of government support mechanisms such as the Minimum Support Price (MSP), Base Price Support Scheme (BPS), Rubber Production Incentive Scheme (RPIS), and crop insurance.

9. Field Level Operations

9.1 Data Collection

Data collection for the survey was carried out by the Statistical Investigators and Statistical Assistants of the Department of Economics and Statistics, stationed at the district and taluk offices, as well as by statistical staff from the Principal Agricultural Offices of the Department of Agriculture Development and Farmers' Welfare at the district level.

9.2 Supervision

To ensure data quality and compliance with prescribed norms, Statistical Inspectors and Taluk Statistical Officers at taluk level, along with Research Assistants, Research Officers and Additional District Officers at the district level supervised field-level inspections and scrutinized schedules, ensuring adherence to data collection standards and procedures.

9.3 Monitoring & Coordination

The Deputy Directors of the Department of Economics and Statistics in each district were solely responsible for overseeing the survey, including the supervision and organization of field level operations within their respective districts. Additionally, the Deputy Directors of the Principal Agricultural Offices in each district, under the Department of Agriculture Development and Farmers' Welfare, served as nodal officers. They provided technical support during field operations on behalf of the Agriculture Department.

9.4 Data Entry Application

The Department of Economics and Statistics developed an offline application for the codification, analysis, and interpretation of survey data, aimed at generating state-level estimates for selected indicators.

9.5 Data Entry

The statistical investigators and statistical assistants who collected data from the field had done the data entry in the online application.

9.6 Data Validation, Table Generation, and Report Preparation

Activities related to data validation, table generation, and report preparation were done at the Directorate level by the staff of NSS Division and Survey and Design Division of the Directorate of Economics and Statistics.

10. Contents and Organization

This report is organized into seven chapters. Chapter 1 presents the introduction, while Chapter 2 examines the characteristics of households. Chapter 3 focuses on the income of agricultural households, and Chapter 4 explores access to technical advisory services. Chapter 5 reviews agricultural support schemes, followed by Chapter 6, which analyses the benefits received by farmers. The report concludes with Chapter 7, which summarizes the key findings and conclusions.

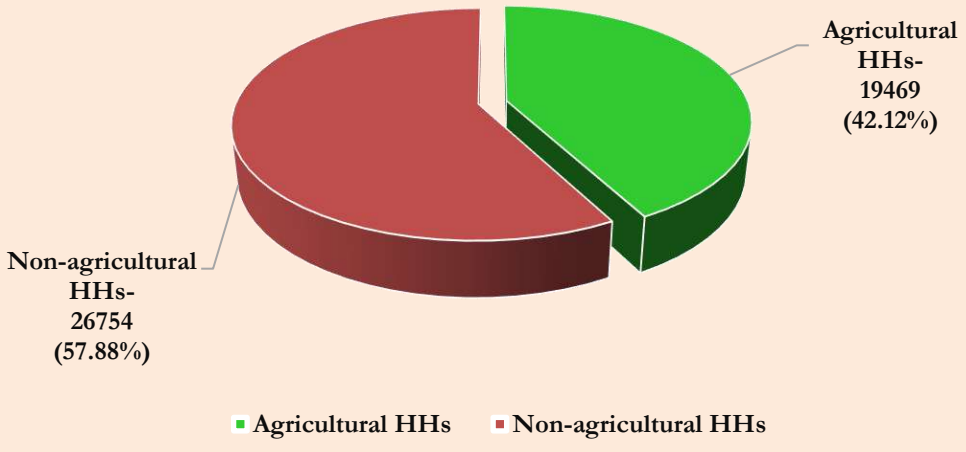
Chapter 2
Household Characteristics

This chapter presents key findings on the number, composition, and income sources of agricultural households in Kerala (Rural only). It provides estimates of both agricultural and non-agricultural households, disaggregated by social group and compares current results with those from the 2019 Situation Assessment Survey of Agricultural Households in Rural India, conducted by National Statistics Office (NSO) at all India level. These insights are vital for understanding structural changes in the rural economy between 2019 and 2024. In addition, the chapter examines the classification of households based on their major sources of income, their access to various government facilities and schemes, land ownership and operational holdings, as well as households engaged in land leasing, including the terms of lease. The detailed findings are presented below.

2.1 Estimated Number of Households

The rural areas of the state had an estimated number of 19.47 lakh agricultural households and 26.75 lakh non-agricultural households in 2024 totalling 46.22 lakhs. This is illustrated in **Chart No. 2.1** below.

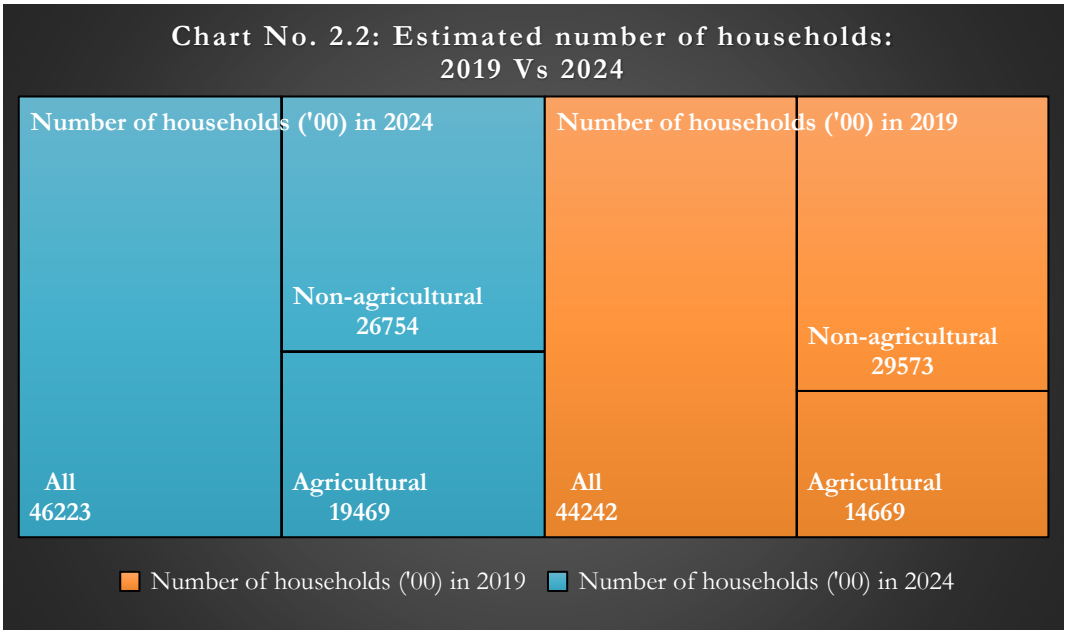
Chart No. 2.1: Estimated No. of Households in 2024 (00')



2.2 Change in Households: 2019 Vs 2024

The total number of households increased by 4.48%, rising from 44.24 lakh in 2019 to 46.22 lakh in 2024. Notably, agricultural households saw a significant increase of 32.72%, from 14.67 lakh to 19.47 lakh. **Table No. 2.1** and **Chart No. 2.2** provide a comparison of household estimates between 2019 and 2024.

Table No. 2.1: Estimated number of households: 2019 Vs 2024				
Serial No.	**Year**	**Household Type**	**Estimated No. of HHs ('00)**	**Sample No. of HHs**
1	2018-19	Agricultural	14669	1167
		Non-agricultural	29573	314
		All	**44242**	**1481**
2	2023-24	Agricultural	19469	1791
		Non-agricultural	26754	474
		All	**46223**	**2265**

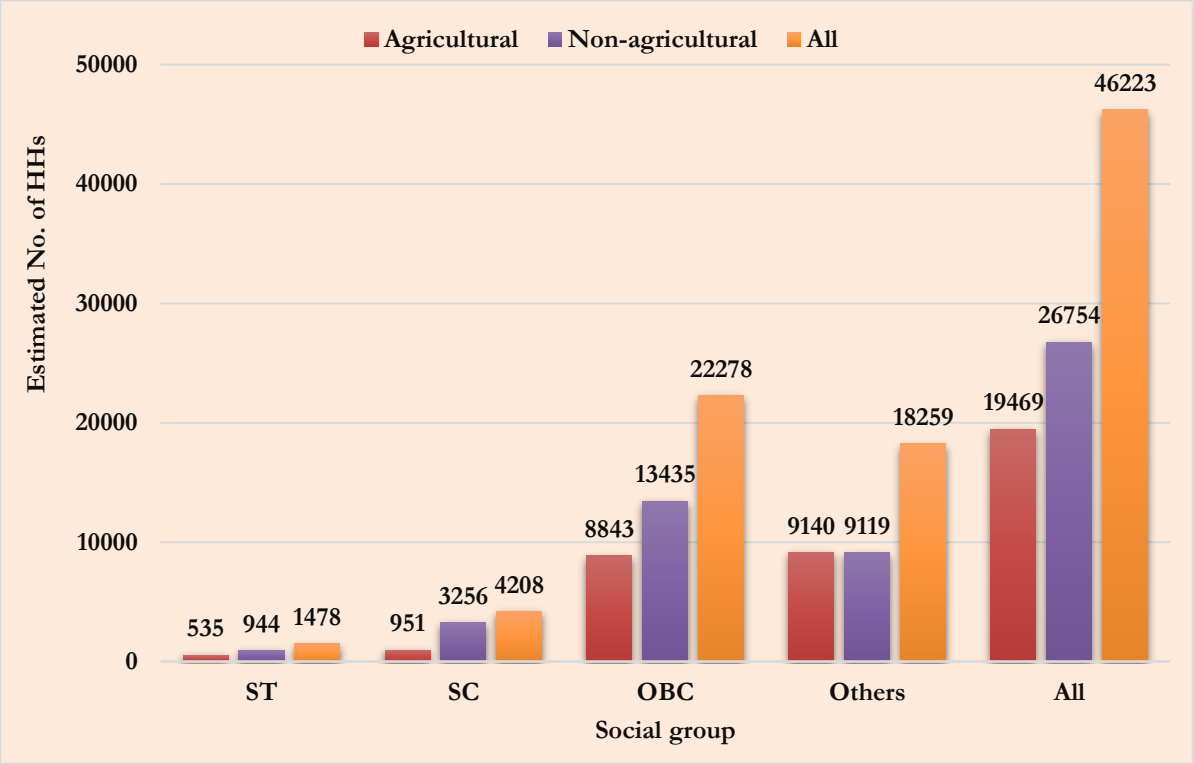


2.3 Households by Social Group

The survey collected data on households and categorised them by social group. The results show that households belonging to the OBC and Other categories together account for 87.70% of all households. The OBC group represents the largest share at 48.20% (22.28 lakh households), with higher representation in the non-agricultural sector (13.44 lakh) than in agriculture (8.84 lakh). Households from the 'Others' category follow closely, constituting 39.50% of total households (18.26 lakh), with nearly equal presence in both sectors. Scheduled Caste (SC) households make up 9.10% of the total (4.21 lakh), predominantly engaged in non-agricultural activities (3.26 lakh). Scheduled Tribe (ST) households form a smaller segment at 3.20% (1.48 lakh), with a relatively balanced distribution between agricultural (0.54 lakh) and non-agricultural (0.94 lakh) sectors. **Table No. 2.2** and **Chart No. 2.3** provide a detailed breakdown of the household estimates by social group.

Table No. 2.2: Estimated number of households by social group in 2024				
Serial No.	Social group	Estimated No. of households ('00)		
		Agricultural	Non-agricultural	All
1	ST	535	944	**1478**
2	SC	951	3256	**4208**
3	OBC	8843	13435	**22278**
4	Others	9140	9119	**18259**
5	**All**	**19469**	**26754**	**46223**

Chart No. 2.3: Estimated number of households by social group in 2024



2.4 Households by Social Group: 2019 Vs 2024

The comparison of household estimates by social group between 2019 and 2024 reveals significant shifts in occupational distribution and overall household composition. The total number of households increased from 44,240 ('00s) in 2019 to 46,223 ('00s) in 2024, marking an increase of 1,983 households or 4.48%. Agricultural households increased significantly by 4,802 (32.74%), from 14,667 to 19,469, while non-agricultural households declined by 2,819 (−9.53%), indicating a potential shift back toward agricultural livelihood.

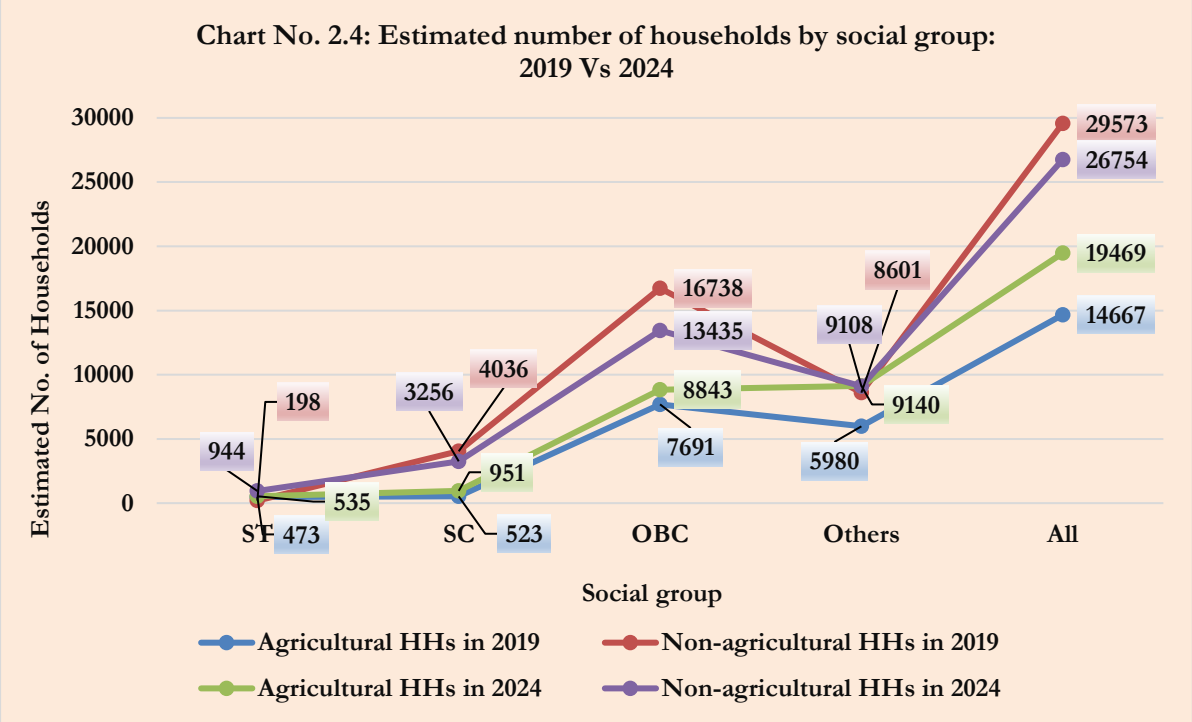
Growth in agricultural households was observed across all social groups. Among Scheduled Tribes (ST), agricultural households increased by 13.11% (from 473 to 535), while non-agricultural households surged almost fivefold from 198 to 944. For Scheduled Castes (SC), agricultural households rose sharply by 81.84% (from 523 to 951), but non-agricultural

households fell by 19.33% (from 4,036 to 3,256). Other Backward Classes (OBC) experienced a 14.98% rise in agricultural households (from 7,691 to 8,843) and a notable 19.73% decline in non-agricultural ones (from 16,738 to 13,435). In the 'Others' category, agricultural households increased by 52.84% (from 5,980 to 9,140), while non-agricultural households grew marginally by 6.02% (from 8,601 to 9,119).

Overall, the data shows a significant re-engagement with agriculture, particularly among SC and OBC households, and a broad rural occupational transition. **Table No. 2.3** and **Chart No. 2.4** illustrate the detailed household distribution across social groups for 2019 and 2024.

Table No. 2.3: Estimated number of households by social group: 2019 Vs 2024

Serial No.	Social group	Estimated No. of households ('00) in 2019			Estimated No. of households ('00) in 2024		
		Agricultural	Non-agricultural	All	Agricultural	Non-agricultural	All
1	ST	473	198	**671**	535	944	**1478**
2	SC	523	4036	**4560**	951	3256	**4208**
3	OBC	7691	16738	**24429**	8843	13435	**22278**
4	Others	5980	8601	**14581**	9140	9119	**18259**
5	**All**	**14667**	**29573**	44240	**19469**	**26754**	46223



2.5 Household Classification- All Households

The surveyed households have been classified according to their primary source of income, and estimates have been generated based on the sample data. The findings are summarized below.

The largest proportion of households-12,314 hundred (26.64%)-reported casual labour in non-agriculture sector as their primary income source. This is followed by regular wage/salaried employment in non-agricultural sectors, accounting for 10,531 hundred households (22.78%). Together, these two categories make up nearly half of all surveyed households, indicating a significant shift toward non-agricultural employment.

Self-employment in crop production remains a vital source of livelihood, supporting 5,765 hundred households (12.47%). However, other agricultural income sources, such as livestock farming (437 hundred or 0.95%) and other agricultural activities (649 hundred or 1.40%), contribute to a relatively small share, showing a continued concentration in crop-based self-employment.

Additionally, "Other" sources of income-which may include remittances, pensions, and informal earnings-support 8,371 hundred households (18.11%), reflecting the diversification of rural income strategies. Overall, the data reflect a structural transformation in rural livelihoods, marked by a shift from agriculture toward wage-based and diversified non-agricultural income sources. The distribution of estimated households by major source of income highlights a dominant reliance on casual and regular wage labour, especially in non-agricultural sectors. The details are provided in **Table No. 2.4** and **Chart No. 2.5** below.

Chart No. 2.5: Households classification based on the source of major income - All households

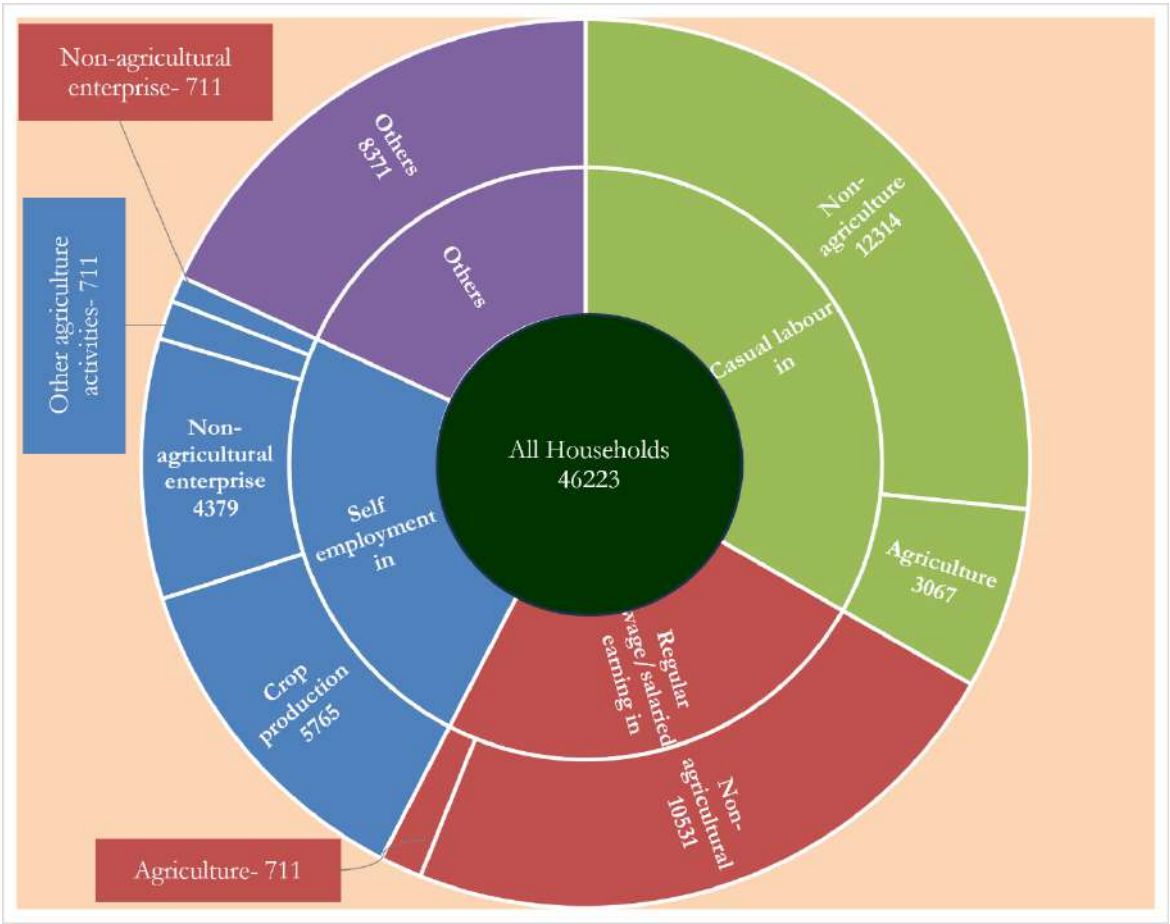


Table No. 2.4: Distribution of estimated number of households based on the source of major income - All households				
Serial No.	**Source of major income**		**Estimated No. of HHs ('00)**	**Sample No. of HHs**
1	Self-employment in	Crop production	5765	645
		Livestock farming	437	32
		Other agricultural activities	649	38
		Non-agricultural enterprise	4379	220
2	Regular wage/salaried earning in	Agriculture	711	27
		Non-agricultural	10531	463
3	Casual labour in	Agriculture	3067	85
		Non-agriculture	12314	386
4	Others	Others	8371	369
Total			**46223**	**2265**

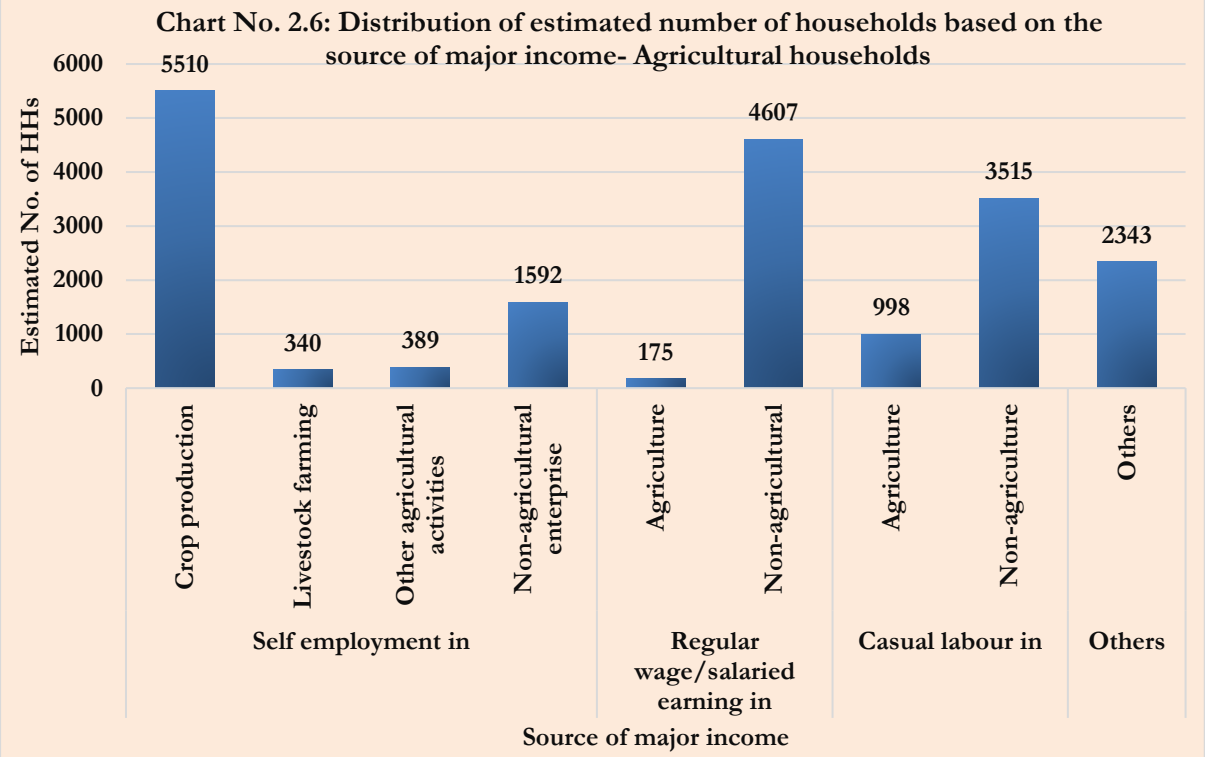
2.6 Household Classification- Agricultural Households

The classification of agricultural households based on their primary source of income reveals a significant reliance on wage labour and non-agricultural employment. The largest share of households- 4,607 hundred, or 23.66% of the total- reported regular wage/salaried employment in non-agricultural sectors as their main source of livelihood. This is followed by casual labour in non-agricultural sectors, accounting for 3,515 hundred households (18.05%). Together, these two categories make up 41.72% of agricultural households. In contrast, only 175 hundred households (0.90%) reported regular wage or salaried income from agricultural activities as their primary source of livelihood. These figures highlight a continued shift away from agriculture toward non-farm employment in rural areas.

Despite this trend, self-employment in crop production remains a vital source of income, supporting 5,510 hundred households, which constitutes 28.30% of the total. Other forms of agricultural self-employment-livestock farming and other agricultural activities-remain limited, comprising 1.75% (340 hundred households) and 2.00% (389 hundred households), respectively. Additionally, non-agricultural enterprises are the primary income source for 1,592 hundred households (8.18%).

The "others" category-which includes income from pensions, remittances, and miscellaneous sources-accounts for 2,343 hundred households (12.03%), indicating the growing importance of diversified income streams. Overall, the data reflect a dual transition: a workforce moving away from traditional agricultural roles and a diversification of income sources both within and beyond agriculture. Details are presented in **Table No. 2.5** and **Chart No. 2.6**.

Table No. 2.5: Distribution of estimated number of households by source of major income - Agricultural households				
Serial No.	**Source of major income**		**Estimated No. of HHs ('00)**	**Sample No. of HHs**
1	Self-employment	Crop production	5510	647
		Livestock farming	340	25
		Other agricultural activities	389	27
		Non-agricultural enterprise	1592	166
2	Regular wage/salaried earning in	Agriculture	175	20
		Non-agricultural	4607	372
3	Casual labour	Agriculture	998	45
		Non-agriculture	3515	234
4	Others	Others	2343	255
Total			**19469**	**1791**



2.7 Access to Various Facilities Among Agricultural Households

The data reveal varied levels of access to key facilities and government schemes among agricultural households. Access to bank accounts is nearly universal, with 19,265 hundred households (98.95%) covered, constituting 990 per 1,000 households. In contrast, only 140 per 1,000 households (2,731 hundred households- 14.03%) possess Kisan Credit Cards, highlighting considerable scope for expanding institutional credit access. Soil health cards have been issued to 25 per 1,000 households (487 hundred households-2.50%), but only 15 per 1,000 households (294 hundred- 1.51%)) reported adopting the recommended practices-pointing to limited translation of information into action. Access to animal health cards is similarly low, reaching 20 per 1,000 households (387 hundred- 1.99%).

Organic certification remains negligible: no households are certified under NPOP, while only 1 per 1,000 households are certified under both PGS (24 hundred- 0.12%) and other means (16 hundred-0.03%). Membership in farming collectives is modest. Participation is 42 per 1,000 in Krishikoottam (819 hundred- 4.21%), 8 per 1,000 in BPKPFIG (146 hundred- 0.75%), 30 per 1,000 in VFPCK (590 hundred- 3.03%), and 60 per 1,000 in other (1,161 hundred- 5.96%).

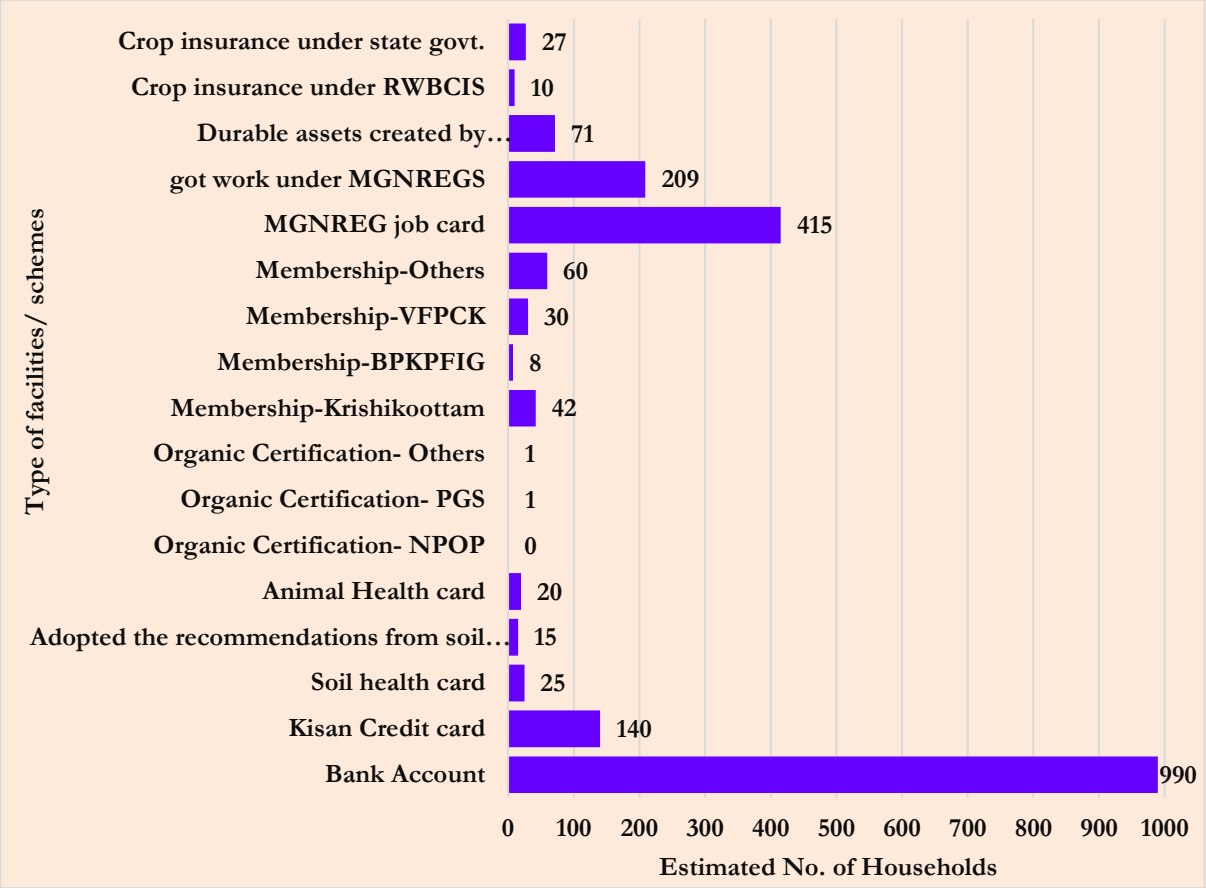
The MGNREGS scheme shows broader reach: 415 per 1,000 households (8087 hundred- 41.54%) hold job cards, and 209 per 1,000 households (4071 hundred- 20.91%) reported receiving work under the scheme. Durable assets created through MGNREGS, or the Agriculture Department were reported by 71 per 1,000 households (1,390 hundred- 7.14%). Crop insurance coverage remains limited, with 10 per 1,000 households (197 hundred- 1.01%) covered under the RWBCIS, and 27 per 1,000 households (530 hundred-2.72%) under the state government's crop insurance scheme.

In summary, while financial inclusion through bank accounts is strong, the uptake of targeted agricultural schemes and risk mitigation mechanisms remains limited. This highlights the need for enhanced outreach, more effective implementation, and stronger support for meaningful participation. The details are presented in **Table No. 2.6** and **Chart No. 2.7** below.

Table No. 2.6: Number per thousand of agricultural households with access to various facilities/schemes

Serial No.	Facility/ Schemes		No. of HHs per thousand HHs	Estimated No. of HHs ('00)
1	Bank account		990	19265
2	Kisan credit card		140	2731
3	Soil health card		25	487
4	Adopted the recommendations from soil health card		15	294
5	Animal health card		20	387
6	Organic certification	NPOP	0	0
		PGS	1	24
		Others	1	16
7	Membership	Krishikoottam	42	819
		BPKPFIG	8	146
		VFPCK	30	590
		Others	60	1161
8	MGNREG job card		415	8087
9	Got work under MGNREGS		209	4071
10	Durable assets created by MGNREGS/Agricultural department		71	1390
11	Crop insurance under RWBCIS		10	197
12	Crop insurance under state govt.		27	530
Total				**19469**

Chart No. 2.7: Number per thousand of agricultural households with access to various facilities/schemes



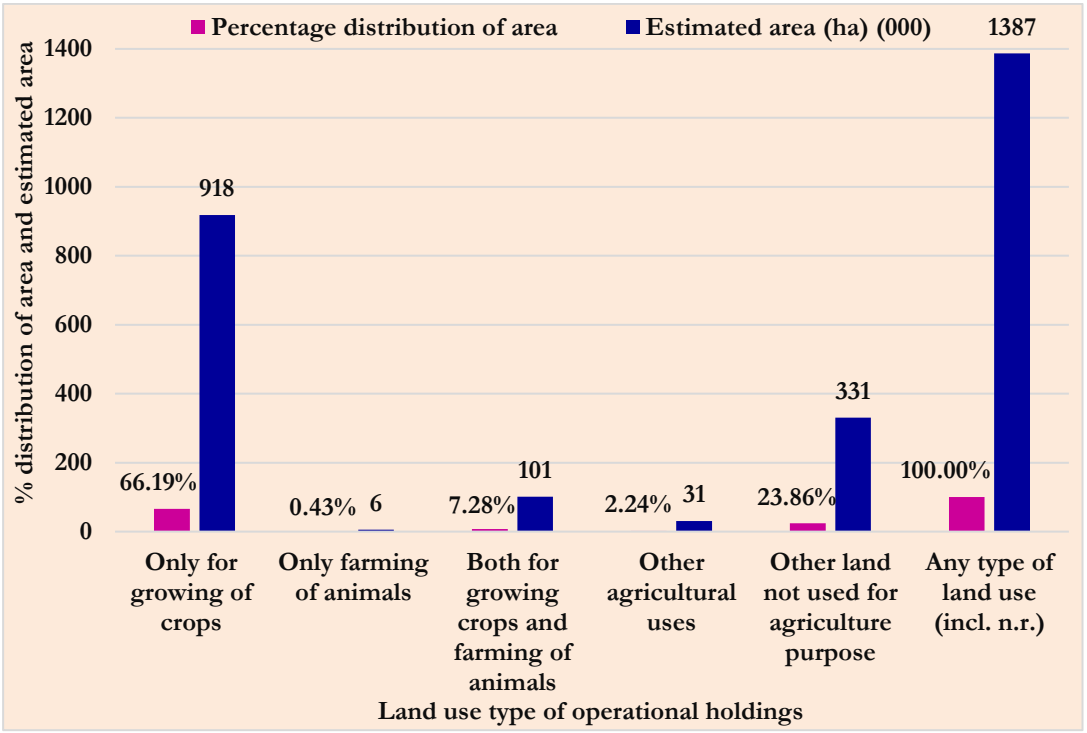
2.8 Land Use Patterns in Operational Holdings - All Households

The analysis of data presented in **Table No. 2.7** highlights the distribution of land among surveyed households based on various land use types. A dominant share- 76.13% of the total estimated household operational area of 1,056 thousand hectares- is utilized for agricultural purposes. Of this, 76.13% includes 66.19% (918 thousand hectares) used exclusively for crop cultivation, 7.28% (101 thousand hectares) used for both crop cultivation and animal farming, and a marginal 0.43% (6 thousand hectares) for animal farming alone. Additionally, 2.24% (31 thousand hectares) is used for other agricultural purposes. A notable 23.86% (331 thousand hectares) of land falls under the category of non-agricultural use, indicating a substantial share of potentially underutilized land within household operational holdings. The total number of estimated household operational holdings stands at 28.12 lakh, of which a sample of 1,956 holdings was surveyed.

These findings reinforce the central role of crop cultivation in household-level agricultural activity, while also pointing to opportunities for promoting integrated or diversified land use practices. They also underline the need for targeted interventions to bring non-agricultural land into productive use. Further details are illustrated in **Table No. 2.7** and **Chart No. 2.8**.

Table No. 2.7: Land use classification in operational holdings - All households			
Serial No.	**Land use type**	**Percentage distribution of area of household operational holdings**	**Estimated area (ha) of household operational holdings (000)**
1	Only for growing of crops	66.19	918
2	Only farming of animals	0.43	6
3	Both for growing crops and farming of animals	7.28	101
4	Other agricultural uses	2.24	31
5	Other land not used for agriculture purpose	23.86	331
6	Any type of land use	100.00	1387
8	Estimated no. of household operational holdings (00)		28117
9	Sample no. of household operational holdings		1956

Chart No 2.8: Land use classification in operational holdings - All households



2.9 Land Use Patterns in Operational Holdings - Agricultural Households

The data from **Table No. 2.8** reveals that a significant majority (72.57%) of the total estimated land area of agricultural household operational holdings- amounting to 1,236 thousand hectares- is used solely for growing crops. This corresponds to 897 thousand hectares. Land used jointly for both crop cultivation and animal farming accounts for 8.09%, or 100 thousand hectares. Land used exclusively for farming animals constitutes only 0.49% (6 thousand hectares), while other agricultural uses make up 1.38% (17 thousand hectares). Importantly,

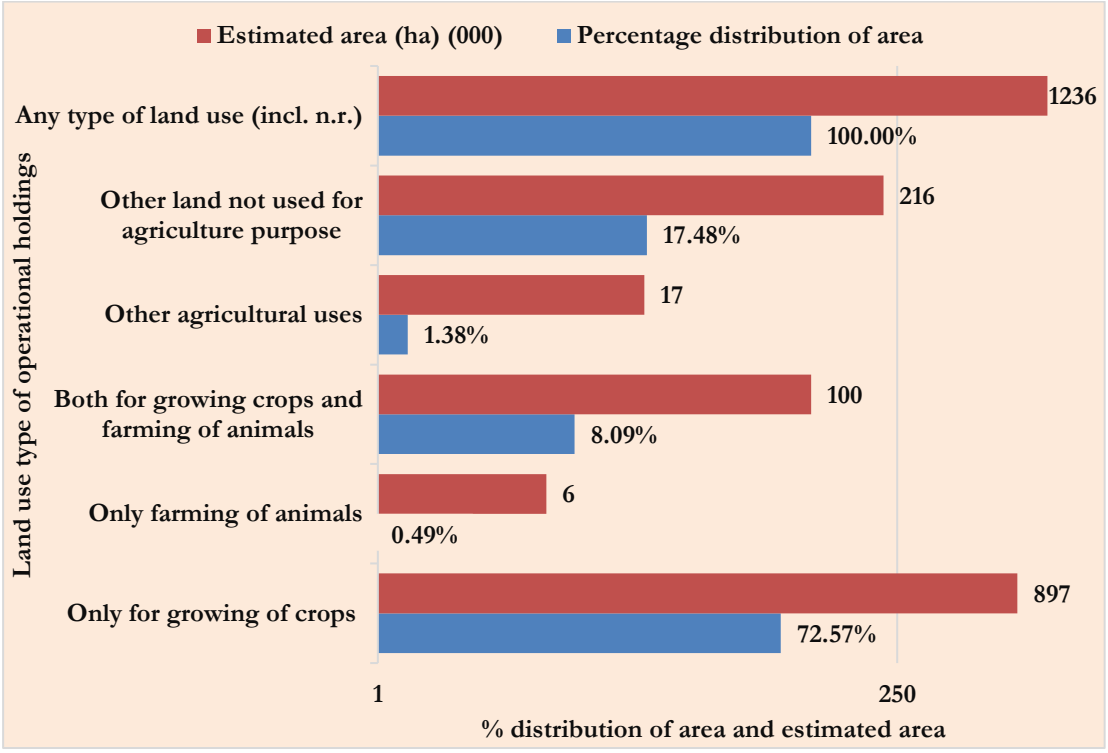
17.48% of the total operational land-equivalent to 216 thousand hectares-is not used for any agricultural purpose, indicating potential underutilization or non-agricultural diversification.

The total land used for agricultural purposes sums up to 1,020 thousand hectares, which constitutes 82.52% of the total operational area. These figures highlight that while a large proportion of the land is productively used for agriculture, primarily crop cultivation, a significant share remains outside agricultural use. This distribution emphasizes the predominance of crop-based agriculture among Kerala agricultural households and indicates scope for integrating mixed farming and optimizing land utilization. Further details can be seen in **Table No. 2.8** and **Chart No. 2.9** below.

Table No. 2.8: Land use classification in operational holdings - Agricultural households

Serial No.	Land use type	Percentage distribution of area of household operational holding	Estimated area (ha) (000) of household operational holding
1	Only for growing of crops	72.57	897
2	Only farming of animals	0.49	6
3	Both for growing crops and farming of animals	8.09	100
4	Other agricultural uses	1.38	17
5	Other land not used for agriculture purpose	17.48	216
6	Any type of land use	100	1236
7	Estimated no. of household operational holdings (00)		19459
8	Sample no. of household operational holdings		1791

Chart No. 2.9: Land use classification in operational holdings - Agricultural households



2.10 Land Leasing Patterns Among Household Operational Holdings

Based on the data presented in **Table No. 2.9**, the predominant mode of land leasing among agricultural households is through fixed money leases, which account for 74.11% of the total leased-in and operated area, corresponding to an estimated 46 thousand hectares. This indicates a strong preference for predictable, cash-based tenancy agreements among lessees. Leasing from relatives under no specific terms constitutes the second-largest share, at 15.34% (approximately 10 thousand hectares), reflecting the continued importance of informal familial arrangements in land leasing.

Leases under 'other terms' represent 6.16% (around 4 thousand hectares), which may reflect diverse local or innovative contractual practices not captured in the more standard classifications. The share of produce leases accounts for 4.06% (about 3 thousand hectares), while fixed produce leases make up only 0.33% (close to zero thousand hectares), highlighting the limited reliance on traditional sharecropping methods.

Overall, the total leased-in and operated area is estimated at 63 thousand hectares, forming approximately 5.96% of the total estimated operated area of 1,056 thousand hectares. This suggests that although land leasing plays a relatively smaller role in the agrarian structure, it remains an important mechanism for land access. For more details, please refer to **Table No. 2.9** and **Chart No. 2.10** below.

Chart No. 2.10: Percentage distribution of leased-in land area by lease terms in household operational holdings

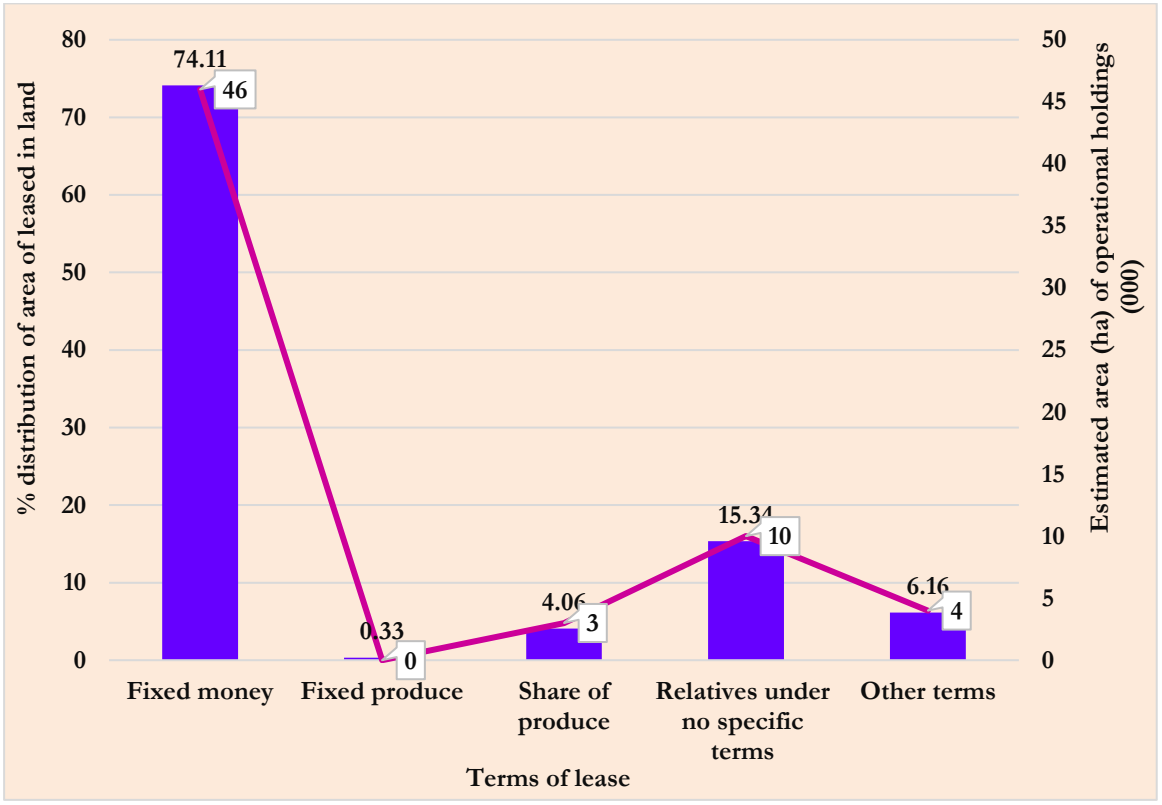


Table No. 2.9: Percentage distribution of leased-in land area by lease terms in household operational holdings			
Serial No.	**Terms of lease**	**Percentage area of leased in land**	**Estimated area (ha) of leased in land household operational holdings (000)**
1	Fixed money	74.11	46
2	Fixed produce	0.33	0
3	Share of produce	4.06	3
4	Relatives under no specific terms	15.34	10
5	Other terms	6.16	4
8	Estimated area leased in &operated (ha)		63
9	Estimated area operated (ha)		1056

The 2024 survey highlights significant structural changes in rural Kerala's household economy. Agricultural households have increased notably, suggesting a renewed interest in farming, especially among SC and OBC groups. This trend is due to major government schemes promoting the cultivation of crops for their own consumption. Additionally, according to the definition of agricultural households- which includes those with a total value of agricultural output exceeding ₹4,000- some households that were classified as non-agricultural in 2019 may now be considered agricultural households in 2024, primarily due to price inflation. However, this shift is limited in scope. However, a large share of these households now relies on non-agricultural income sources, reflecting diversification of livelihoods. While land use remains predominantly crop-based, the limited uptake of agricultural schemes and institutional support points to gaps in policy outreach. These findings call for focused interventions to strengthen rural agricultural resilience and inclusive development.

Chapter 3
Agricultural Household Income

This chapter presents estimates of the average monthly income of agricultural households, taking into account only the out-of-pocket expenditure. The income components considered for this calculation include wages, income from leasing out land, net receipts from crop production, net receipts from animal farming, and net receipts from non-farm business activities. The chapter also compares household incomes in 2019 and 2024 to establish a baseline for the survey and to project the anticipated income for the target year. These income estimates are provided at both current and constant prices. In addition, the survey captures the average monthly income of agricultural households classified as primarily dependent on self-employment in agriculture. The relevant details are discussed below.

3.1 Income of Agricultural Households at Current Prices

Table No. 3.1 presents the average monthly income of agricultural households in 2024, calculated based on out-of-pocket expenditure. The average monthly income stood at ₹28,984. The primary sources of income were as follows: wages contributed ₹17,597 (60.71%), crop production ₹6,658 (22.97%), animal farming ₹1,811 (6.25%), non-farm business ₹2,879 (9.93%), and income from leasing out land ₹39 (0.13%).

In addition to these sources, earnings from pensions and remittances, although not included in the calculation of total household income, amounted to ₹6,348, highlighting their significance as supplementary sources of livelihood. The details are presented in **Table No. 3.1** and **Chart No. 3.1** below.

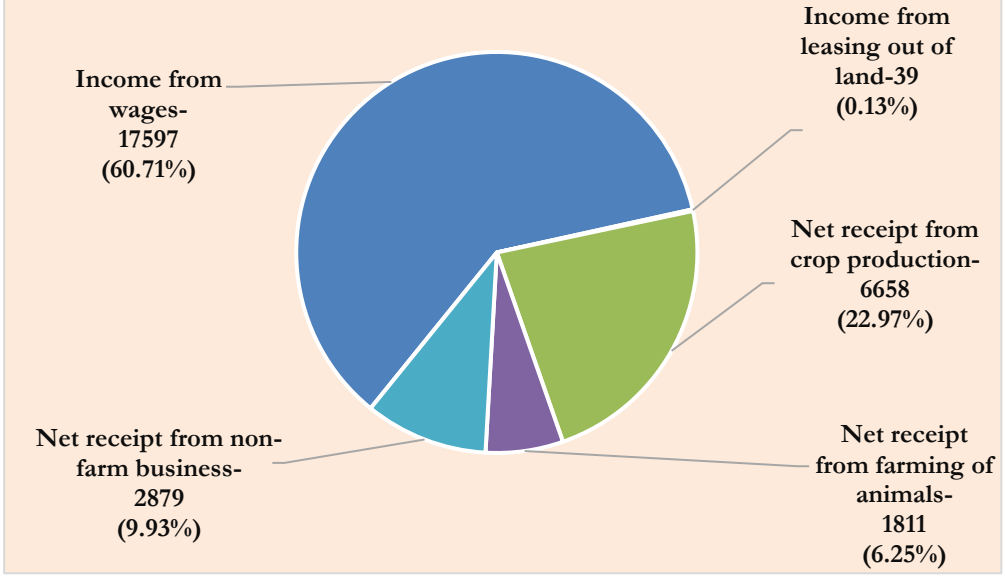
Table No. 3.1: Average monthly income (in Rs.) per agricultural household in 2024

Serial No.	Source of income	Income (In Rs.)
1	Income from wages	17597
2	Income from leasing out of land	39
3	Net receipt from crop production	6658
4	Net receipt from farming of animals	1811
5	Net receipt from non-farm business	2879
6	Total Income	**28984**
7	Earnings from pension/ remittance*	6348

*** Not included in total income calculation.**

This income profile underscores a high dependence on wage labour, indicating the limited profitability or scale of agricultural operations on own-farm holdings.

Chart No. 3.1: Average monthly income (in Rs.) per agricultural household in 2024



3.2 Income Growth: 2019 Vs 2024 (Current Prices)

Table No. 3.2 presents comparative estimates of average monthly income for agricultural households in 2019 and 2024. Overall, average monthly income rose from ₹17,915 in 2019 to ₹28,984 in 2024- reflecting a growth of 61.79%. Wage income grew by 72.50%, while crop income rose from ₹3,638 to ₹6,658, reflecting an 83.01% increase, and animal farming income by 72.48%. However, income from non-farm business remained virtually unchanged, increasing marginally from ₹2,876 to ₹2,879- an increase of only 0.10%. Income from leasing out land declined steeply from ₹150 in 2019 to ₹39 in 2024, representing a 74.00% drop. This decline may be due to reduced leasing activity or falling profitability from such arrangements.

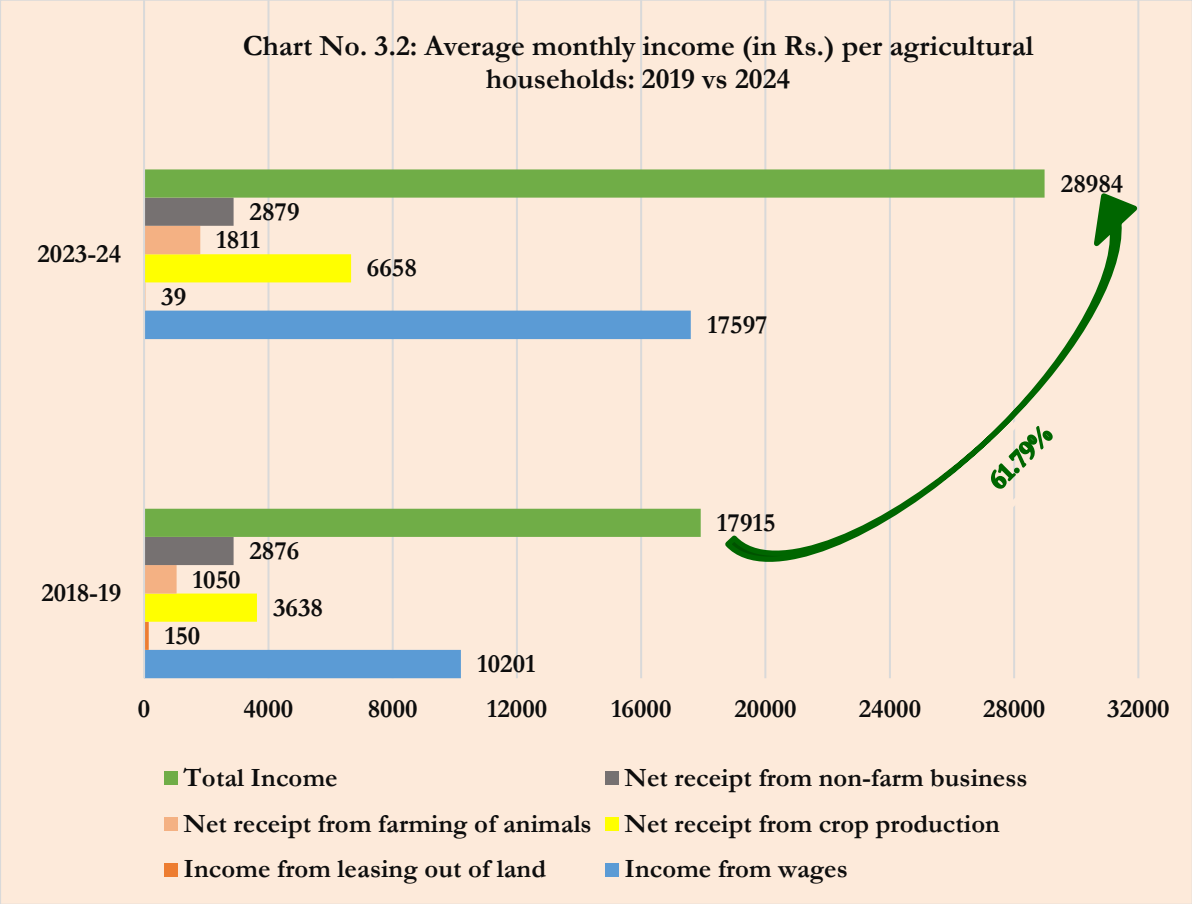
Although excluded from the computation of total income, earnings from pensions and remittances increased from ₹3,742 in 2019 to ₹6,348 in 2024, reflecting a 69.64% rise. This underscores their importance as supplementary sources of financial support for rural households. Details are presented in **Table No. 3.2** and **Chart No. 3.2** below.

Table No. 3.2: Average monthly income (in Rs.) per agricultural households: 2019 vs 2024

Serial No.	Source of income	Income in 2019 (In Rs.)	Income in 2024 (In Rs.)
1	Income from wages	10201	17597
2	Income from leasing out of land	150	39
3	Net receipt from crop production	3638	6658
4	Net receipt from farming of animals	1050	1811
5	Net receipt from non-farm business	2876	2879
6	Total Income	**17915**	**28984**
7	Earnings from pension/ remittance*	3742	6348

*** Not included in total income calculation.**

While agricultural household incomes have improved considerably over the five-year period, the data reveals a continued reliance on wage labour and limited progress in diversifying income sources. Gains from crop and animal farming are notable but require further support. Meanwhile, stagnation in non-farm business income and the decline in land leasing returns suggest the need for targeted interventions. Strengthening farm-based enterprises and promoting dynamic non-farm rural economic activities are essential for ensuring sustainable and resilient agricultural livelihoods.



3.3 Average Monthly Income Estimates at Constant Prices

Based on the data collected through the survey, the average monthly income of agricultural households at constant prices (base year 2012, Price Deflator = 192.85) has been calculated by considering out-of-pocket expenditure. In 2024, the average monthly income per agricultural household, calculated at constant prices, was estimated at Rs. 15,029.

Of this total, income from wages accounted for Rs. 9,125, comprising approximately 60.71% of the total income, indicating a high dependence on wage labour rather than income from own agricultural operations. Net receipt from crop production was Rs. 3,452, making up 22.97%, the second-largest source of income. Net receipt from non-farm business activities contributed Rs. 1,493, representing 9.93%, suggesting some level of economic diversification

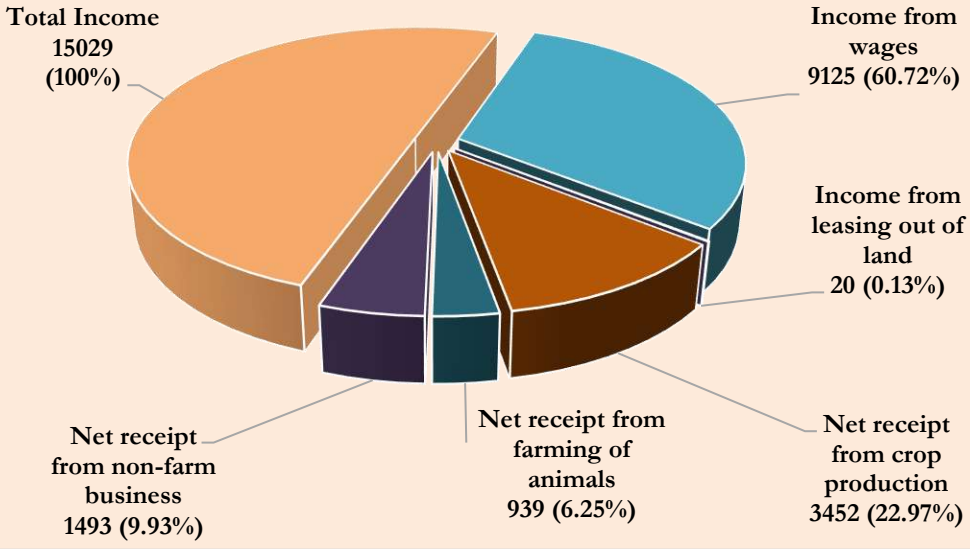
among rural households. Net receipt from farming of animals stood at Rs. 939, which is about 6.25% of the total income. Income from leasing out land was negligible at Rs. 20, accounting for just 0.13% of total income.

The income structure thus reflects a continued reliance on wage employment. These findings underline the need for targeted policy interventions to enhance the viability of farm activities, strengthen allied agricultural sectors, and promote rural entrepreneurship. The detailed estimates are presented in **Table No. 3.3** and **Chart No. 3.3** below.

Table No. 3.3: Average monthly income (in Rs.) per agricultural household in 2024 at constant prices

Serial No.	Source of income	Income (In Rs.)
1	Income from wages	9125
2	Income from leasing out of land	20
3	Net receipt from crop production	3452
4	Net receipt from farming of animals	939
5	Net receipt from non-farm business	1493
6	Total Income	**15029**

Chart No. 3.3: Average monthly income (in Rs.) per agricultural household in 2024 at constant prices



3.4 Income Growth: 2019 Vs 2024 (Constant Prices, 2012 Base Year)

The average monthly income per agricultural household increased from ₹12,028 in 2019 to ₹15,029 in 2024 (at constant 2012 prices), representing a 24.95% real increase, even after adjusting for inflation. This is illustrated in **Chart No. 3.4** below.

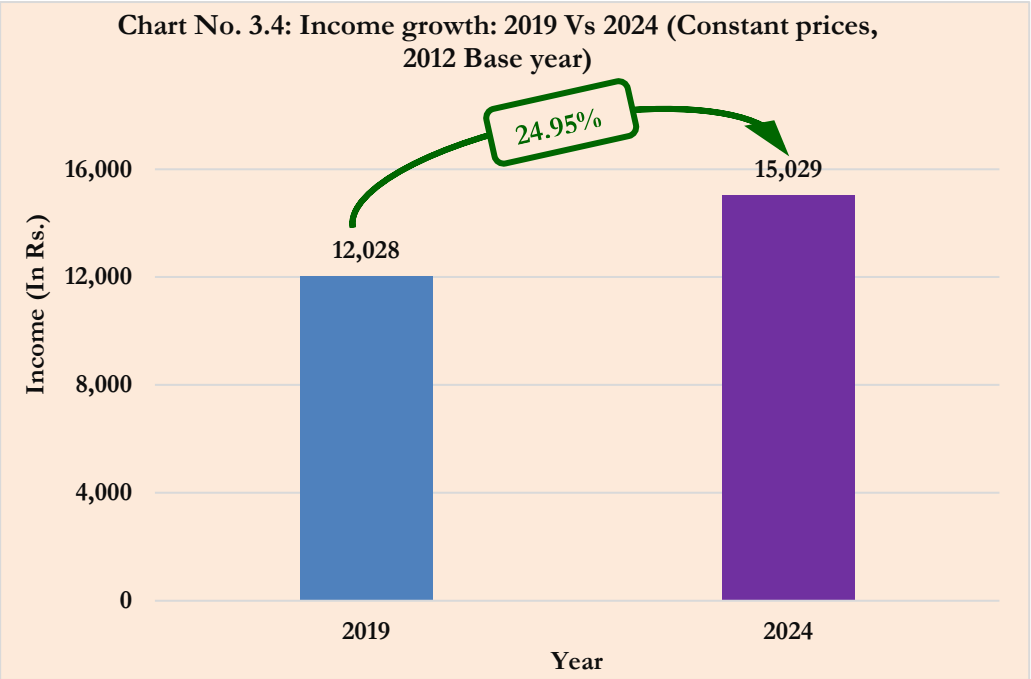


Table No. 3.4 presents a comparative estimate of the average monthly income per agricultural household for the years 2019 and 2024, calculated using appropriate price deflators-148.95 for 2019 and 192.85 for 2024. These estimates are based solely on out-of-pocket expenditure.

Between 2019 and 2024, the average monthly income per agricultural household increased from ₹12,028 to ₹15,029 at constant 2012 prices, representing a 24.95% growth. This increase indicates a modest improvement in the economic well-being of rural households. The most significant contributor to this growth was wage income, which rose by over 33.23%, from ₹6,849 in 2019 to ₹9,125 in 2024, indicating an increased reliance on wage employment. This trend may reflect expanding rural employment opportunities or a shift away from agricultural self-employment.

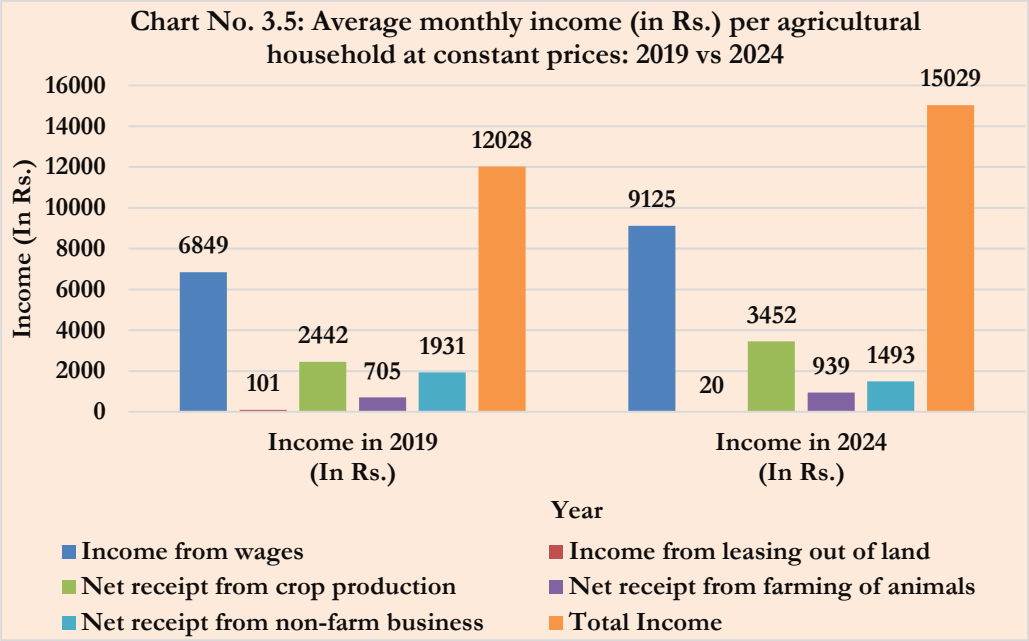
Income from crop production also experienced a substantial increase of 41.36%, rising from ₹2,442 to ₹3,452, which may be attributed to higher productivity, better price realization, or improved agricultural practices. Income from livestock-related activities grew from ₹705 to ₹939 (33.19%), reflecting continued engagement in allied agricultural activities such as dairy and poultry farming.

In contrast, income from non-farm business activities declined by 22.68%, falling from ₹1,931 to ₹1,493. This drop may reflect constraints faced by rural micro-enterprises, such as declining demand, competition, or lack of institutional support. Most notably, income from leasing out land diminished sharply by 80.20%, from ₹101 in 2019 to just ₹20 in 2024. This significant reduction suggests a decline in land leasing activities, possibly due to increased self-cultivation or regulatory changes affecting tenancy arrangements.

Overall, the income structure of agricultural households in 2024 reveals a heightened dependency on wage labour and moderate gains in agricultural and allied activities. However, the contraction of non-farm and rental incomes points to the need for targeted policy interventions to support diversified rural livelihoods. The detailed components of income are presented in **Table No. 3.4** and **Chart No. 3.5** below.

Table No. 3.4: Average monthly income (in Rs.) per agricultural household at constant prices: 2019 vs 2024

Serial No.	Source of income	Income in 2019 (In Rs.)	Income in 2024 (In Rs.)	% Change
1	Income from wages	6849	9125	33.23%
2	Income from leasing out of land	101	20	-80.20%
3	Net receipt from crop production	2442	3452	41.36%
4	Net receipt from farming of animals	705	939	33.19%
5	Net receipt from non-farm business	1931	1493	-22.68%
6	Total Income	**12028**	**15029**	**24.95%**



3.5 Progress Towards Income Target (2021–2026) at Current Prices

The primary objective of the 2024 Situation Assessment Survey (SAS) was to assess progress toward the State Government's policy goal, announced in 2021, of increasing agricultural household income by 50% within five years, i.e., by 2026. To support evidence-based policymaking and to monitor interim outcomes, as explained earlier, the DES conducted a comprehensive survey during 2023-24, using 2021 as the baseline year.

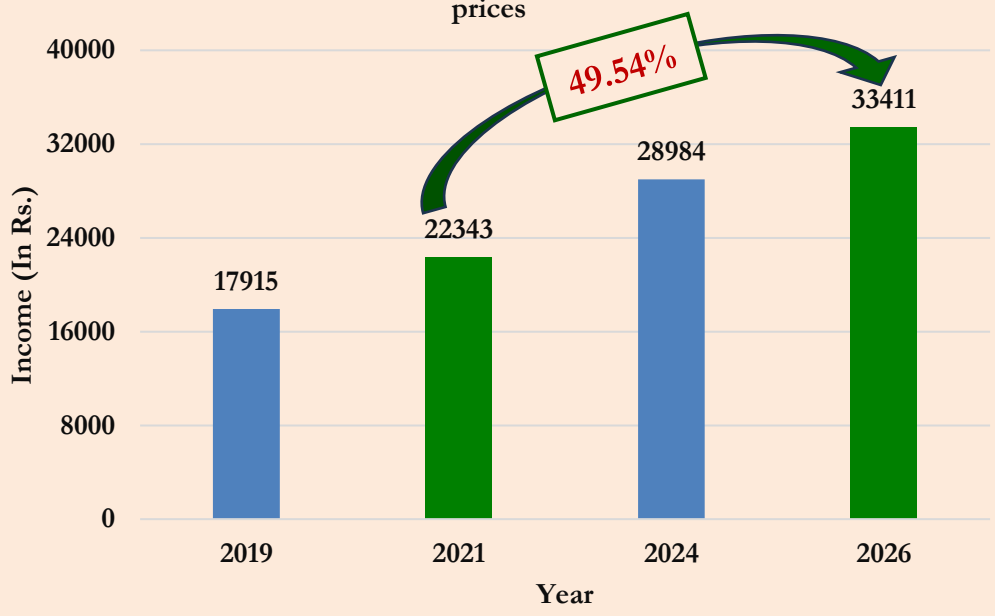
According to the SAS survey conducted by National Statistics Office (NSO) in 2019, the average monthly income of agricultural households in Kerala was ₹17,915. The 2024 state-level

survey estimated this figure at ₹28,984. However, due to the absence of direct income estimates for the year 2021, a statistical method was used to derive the baseline income. To ensure reliability and minimize estimation error, several models were tested, and linear interpolation was chosen to estimate income for 2021. Similarly, linear extrapolation was used to project income for 2026.

Based on linear interpolation between the 2019 and 2024 values, the average monthly income for 2021 was estimated at ₹22,343. This provides a statistically grounded reference point for evaluating progress during the interim period. Between 2021 and 2024, agricultural household income increased by approximately 29.72%, from ₹22,343 to ₹28,984. This represents considerable progress toward the 2026 target and offers a sound basis for mid-course policy review and adjustment.

Using linear extrapolation and the income figures of 2019, 2021 (interpolated), and 2024, the projected average monthly income for 2026 is ₹33,411. If the current trends continue, this would represent a 49.54% increase over the baseline. The projection suggests that the state is on track to achieve, or potentially exceed, the targeted 50% increase in agricultural household income by 2026. This is illustrated in **Chart No. 3.6** below.

Chart No. 3.6: Progress towards 2026 income target at current prices



3.6 Average Monthly Income of Agricultural Households Whose Major Source of Income is Self-employment in Crop Production (2019 Vs 2024, Current Prices)

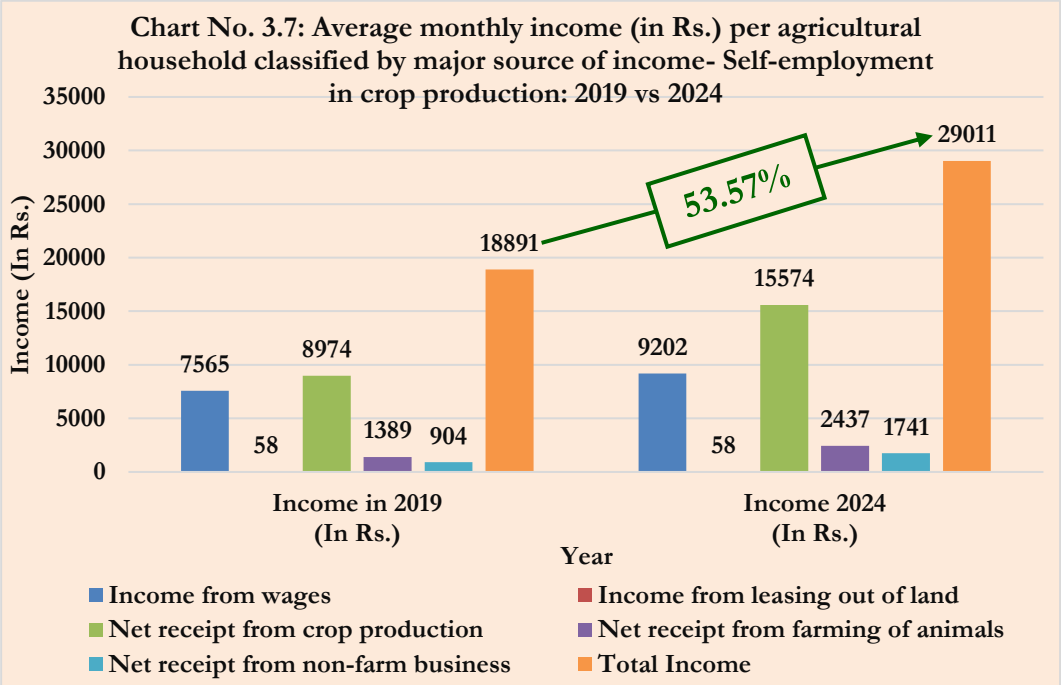
In the previous sections, we discussed the average monthly income estimates of agricultural households as defined in the survey. As outlined in **Chapter 1**, an agricultural

household in the survey includes any household where at least one member has self-employment in agriculture as their principal activity or subsidiary status. However, in practice, such households may also include members who are regularly salaried employees engaged in non-agricultural occupations. In these cases, while the household qualifies as agricultural, the primary source of income may come from outside agriculture, potentially inflating the average income figures reported for agricultural households.

To ensure the reliability and consistency of the estimated income figures presented earlier, we have separately analyzed the incomes of households whose major source of income is is self-employment in crop production. This group more accurately represents households whose principal income is derived directly from agricultural self-employment. By estimating their average monthly income for both 2019 and 2024, we aim to cross-verify the earlier income estimates and provide a clearer picture of income trends among genuinely agriculture-dependent households. The relevant data is presented in **Table No. 3.5** and **Chart No. 3.7**.

Table No. 3.5: Average monthly income (in Rs.) per agricultural household classified by major source of income- Self-employment in crop production: 2019 vs 2024

Serial No.	Source of income	Income in 2019 (In Rs.)	Income in 2024 (In Rs.)
1	Income from wages	7565	9202
2	Income from leasing out of land	58	58
3	Net receipt from crop production	8974	15574
4	Net receipt from farming of animals	1389	2437
5	Net receipt from non-farm business	904	1741
6	Total Income	**18891**	**29011**



The data shows a substantial increase in the average monthly income of agricultural households primarily dependent on self-employment in crop production between 2019 and 2024. The total monthly income rose from ₹18,891 in 2019 to ₹29,011 in 2024, marking a growth of approximately 53.57%. Income from all sources except leasing out of land increased during this period, with notable rises in net receipts from crop production (₹6,600 increase, 73.53%) and income from wages (₹1,637 increase, 21.64%). Income from farming of animals (75.36%) and non-farm business activities (92.48%) also increased significantly. However, the income from leasing out of land remained unchanged. This significant rise suggests improved returns from agricultural activities and possibly better wage opportunities, indicating positive structural and market-level changes for self-employed agricultural households during this period.

The income growth of agricultural households classified by their major source of income indicates a substantial increase between 2019 and 2024. In particular, the rise in average monthly income for households whose primary source of income is self-employment in crop production shows only a slight difference from the overall income growth observed for all agricultural households during the same period. Consequently, the higher agricultural income growth rate of 61.79% derived in the previous section can be largely attributed to this group. It therefore provides a more accurate and representative reflection of income trends among households primarily dependent on agricultural self-employment. Hence, the analysis confirms that the average monthly income estimates of agricultural households calculated in the previous section are reliable and consistent.

Chapter 4
Access to Technical Advisory Services

This chapter presents the sources of technical advisory services accessed by agricultural households in connection with their own farm operations. The advisory services sought are categorised into three broad areas: crop cultivation, farming of animals, and fisheries. The analysis is carried out both by source and by category of service. To evaluate the progress in access to such services by agricultural households, the findings from the current survey (2024) are compared with those from the previous survey conducted in 2019. The key details are summarised below.

4.1 Access to Technical Advisory Services Among Agricultural Households: Source Wise Analysis

Table No. 4.1 presents a source-wise distribution of agricultural households accessing technical advisory services. The data reveals that a substantial proportion of households relied on multiple channels for technical advice. Among traditional sources, progressive farmers (accessed by 308 per 1000 households) and government extension agents, including Krishi Bhavan and the Agricultural Technology Management Agency (ATMA), (305 per 1000 households) emerged as the most commonly utilized sources.

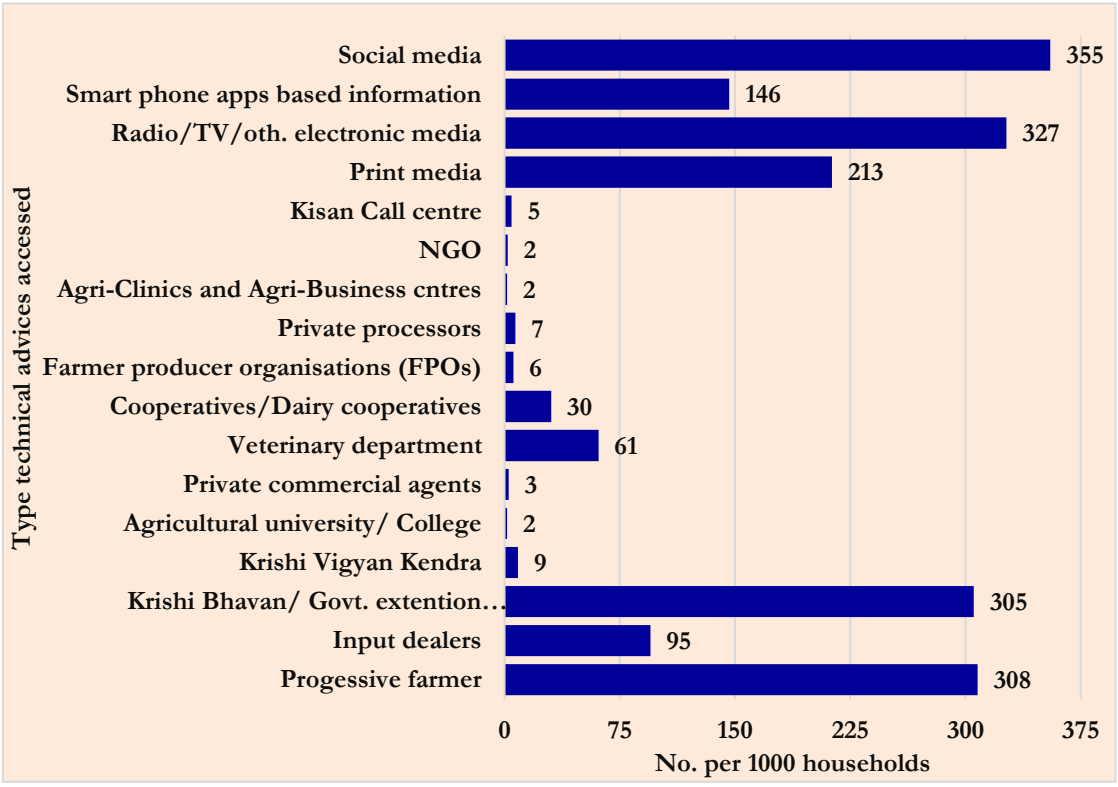
Mass media platforms also played a significant role in disseminating agricultural knowledge. Social media was the most accessed source overall, reaching 355 per 1000 households. This was followed by radio, television, and other electronic media (327 per 1000), print media (213 per 1000), and smartphone-based applications (146 per 1000), underscoring the growing importance of digital and mass communication channels in agricultural extension.

In contrast, access to technical advice from public institutional sources such as Krishi Vigyan Kendras (9 per 1000), agricultural universities or colleges (2 per 1000), and the veterinary department (61 per 1000) remained limited. Private sector actors such as input dealers (95 per 1000), private commercial agents (3 per 1000), and private processors (7 per 1000) also demonstrated relatively restricted outreach. Emerging institutional platforms, including farmer producer organisations (6 per 1000), agri-clinics and agri-business centres (2 per 1000)- were accessed by only a small proportion of households. Other sources, such as cooperatives and dairy cooperatives (30 per 1000), NGOs (2 per 1000), and the Kisan Call Centre (5 per 1000), similarly showed limited penetration.

Overall, the findings suggest that while technical advisory services are available through a broad array of sources, actual utilization remains uneven. No single source enjoys universal access. The most influential and widely accessed sources continue to be peer farmers, government extension systems, and digital mass media. Further details are presented in **Table No. 4.1** and **Chart No. 4.1**.

Table No. 4.1: Number per 1000 agricultural households accessed technical advice from different sources				
Serial No.	Source	Number per 1000 of HHs	Sample No. of HHs	Estimated No. of HHs (00)
1	Progressive farmer	308	588	5134
2	Input dealers	95	188	1483
3	Krishi Bhavan/ Govt. extension agent/Agricultural Technology Management Agency (ATMA)	305	605	5324
4	Krishi Vigyan Kendra	9	26	119
5	Agricultural university/ College	2	8	30
6	Private commercial agents	3	4	33
7	Veterinary department	61	126	1159
8	Cooperatives/Dairy cooperatives	30	49	515
9	Farmer producer organisations (FPOs)	6	22	87
10	Private processors	7	40	134
11	Agri-Clinics and Agri-Business centres	2	4	31
12	NGO	2	1	23
13	Kisan Call centre	5	9	44
14	Print media	213	354	2631
15	Radio/TV/other electronic media	327	425	3833
16	Smart phone apps-based information	146	212	1783
17	Social media	355	553	4925

Chart No. 4.1: Number per 1000 agricultural households accessed technical advice from different sources



4.2 Technical Advice Accessed by Agricultural Households by Type of Farming Activities: Source Wise Analysis

As noted in the previous section, a proportion of the surveyed agricultural households reported accessing technical services for their own farming activities. This section examines the types of agricultural or farming activities- namely, cultivation, animal husbandry, and fishery- for which technical advice was sought. Specifically, out of a total of 1,000 agricultural households that accessed technical services, we analyze how many sought advice for cultivation, how many for animal husbandry, and how many for fishery-related activities. These aspects are elaborated upon in the following subsections.

4.2.1 Cultivation

The data reveals substantial variation in the extent to which agricultural households accessed technical advice from different sources for various aspects of cultivation. Agricultural universities and colleges emerged as the leading source of advice on improved seeds and varieties, with 790 out of 1000 households reporting support from these institutions. This underscores their research-based expertise in varietal development and dissemination.

Input dealers were the primary source of guidance on fertilizer application (671 per 1000 households) and also contributed significantly to advice on plant protection (121) and harvesting/marketing (89), reflecting their integral role in the input distribution and advisory network. Krishi Vigyan Kendras (KVKs) and government extension agencies played a pivotal role in providing plant protection advice, reaching 201 and 188 households per 1000, respectively. These government agents also provided substantial advice on improved seeds (411) and fertilizers (341).

Peer networks remained influential, with progressive farmers offering considerable advice on fertilizer application (479) and improved seeds (303), demonstrating the continued relevance of farmer-to-farmer knowledge transfer. Farmer Producer Organizations (FPOs) and private processors were notable sources of advice in the post-harvest stages, especially in harvesting and marketing (438 and 158 households per 1000, respectively), highlighting the role of collective and commercial linkages.

Agricultural clinics and agri-business centers provided a wide range of technical advice, especially on improved seeds (633), and had the highest overall reach (1000 per 1000 households), attributable to their multi-topic advisory services. Similarly, Kisan Call Centres and NGOs showed complete reach in their respective categories, with the latter predominantly contributing under the "Others" category (415), suggesting the provision of specialized, context-specific services not captured under conventional classifications.

Digital platforms such as smartphone apps and electronic media (radio/TV) are increasingly important sources of information. Smartphone-based apps provided advice on improved seeds (472), fertilizers (221), and plant protection (164), while electronic media

contributed advice across similar domains. Social media also emerged as a growing advisory channel, especially for plant protection (169).

On the other hand, the veterinary department and cooperatives had relatively limited reach in providing cultivation-related advice, with 71 and 121 households per 1000, respectively, indicating areas that could benefit from institutional strengthening and mandate expansion. These are presented in **Table No. 4.2** below.

Table No. 4.2: Number per 1000 agricultural household which accessed technical advice for cultivation related issues

Serial No.	Source	Per 1000 of agricultural households which accessed technical advice for cultivation by technical advice						
		Improved seed/variety	Fertilizer application	Plant protection (pesticides etc.)	Farm machinery	Harvesting/ marketing	Others	Any
1	Progressive farmer	303	479	92	4	63	39	981
2	Input dealers	63	671	121	39	89	12	995
3	Krishi Bhavan/ Govt. extension agent/Agricultural Technology Management Agency (ATMA)	411	341	188	2	32	20	995
4	Krishi Vigyan Kendra	320	383	201	21	0	9	934
5	Agricultural university/ College	790	88	77	0	0	46	1000
6	Private commercial agents	0	525	0	0	384	0	909
7	Veterinary department	0	0	0	0	0	0	0
8	Cooperatives/Dairy cooperatives	2	75	0	0	19	25	121
9	Farmer producer organisations (FPOs)	56	337	14	0	438	93	937
10	Private processors	35	433	53	138	158	97	914
11	Agri-Clinics and Agri-Business centres	633	309	20	38	0	0	1000
12	NGO	0	585	0	0	0	415	1000
13	Kisan Call centre	596	263	34	47	0	61	1000
14	Print media	325	204	191	15	169	70	974
15	Radio/TV/other. electronic media	254	297	234	18	94	80	978
16	Smart phone apps-based information	472	221	164	8	72	51	988
17	Social media	314	307	169	31	64	87	971

4.2.2 Animal Husbandry

Table No. 4.3 presents a source-wise analysis of agricultural households accessing technical advice for animal husbandry or farming of animals. The data reveals a strong reliance on institutional sources, with the Veterinary Department and Cooperatives, particularly dairy cooperatives, emerging as the predominant providers of technical support.

The Veterinary Department stands out as the most frequently accessed source, with

1,000 out of every 1,000 households that sought any advice reporting engagement with it. This source played a crucial role in delivering advice across various domains- health care (707 per 1,000 households), breeding (156), management (71), fertilizer/feed application (42), and other areas (24).

Cooperatives, including dairy cooperatives, ranked second, with 879 per 1,000 households accessing their services. Their support was particularly notable in feeding practices (448), health care (298), management (58), and other aspects (84). This highlights their importance as a community-based mechanism for the dissemination of livestock-related knowledge.

In contrast, formal research and academic institutions- such as Krishi Vigyan Kendras, agricultural universities/colleges, and agri-clinics/agri-business centres- had no reported outreach in any of the advisory domains. This points to a significant disconnect between formal research-based knowledge systems and livestock-rearing households.

Among private entities, private commercial agents had a noteworthy presence, particularly for breeding-related advice, with 91 households per 1,000 reporting engagement. Input dealers played a negligible role, limited to 4 households per 1,000 seeking health care advice.

Progressive farmers were consulted by only 12 households per 1,000, mostly for health care (8). Media-based sources had limited engagement, with print media (23 per 1,000), radio/TV/electronic media (18), and social media (29) being modestly used across advisory categories.

Digital platforms, including smartphone apps, showed minimal penetration. Only 8 households per 1,000 reported using apps for advice, primarily for health care (5) and management (3). The low uptake suggests potential barriers related to the digital divide, accessibility, or awareness.

Table No. 4.3: Number per 1000 agricultural household which accessed technical advice for animal husbandry from different sources

Serial No.	Source	Per 1000 of agricultural households which accessed technical advice for animal husbandry from different sources					
		Breeding	Feeding	Health care	Management	Others	Any
1	Progressive farmer	2	2	8	0	0	12
2	Input dealers	0	0	4	0	0	4
3	Krishi Bhavan/ Govt. extension agent/Agricultural Technology Management Agency (ATMA)	5	0	0	0	0	5

4	Krishi Vigyan Kendra	0	0	0	0	0	0
5	Agricultural university/ College	0	0	0	0	0	0
6	Private commercial agents	91	0	0	0	0	91
7	Veterinary department	156	42	707	71	24	1000
8	Cooperatives/Dairy cooperatives	5	448	298	58	84	879
9	Farmer producer organisations (FPOs)	0	0	0	41	0	41
10	Private processors	0	0	0	0	23	23
11	Agri-Clinics and Agri-Business centres	0	0	0	0	0	0
12	NGO	0	0	0	0	0	0
13	Kisan Call centre	0	0	0	0	0	0
14	Print media	10	7	3	3	0	23
15	Radio/TV/other electronic media	1	6	4	4	4	18
16	Smart phone apps-based information	0	0	5	3	0	8
17	Social media	0	5	11	5	8	29

4.2.3 Fishery

The data presented in **Table No. 4.4** highlights the extremely limited access to fisheries-related technical advice among agricultural households. Notably, there is minimal engagement with most traditional and institutional advisory sources. Contrary to expectations, no households reported receiving technical advice for seed production or harvesting from input dealers, government extension agents.

Progressive farmers provided some support, with 1 per 1000 households accessing advice for seed production and harvesting, and 3 per 1000 for fisheries management and marketing. Despite this, only 6 per 1000 households accessed advice from progressive farmers in any category, suggesting fragmented or non-comprehensive usage.

Among the few sources utilized, private processors (63 per 1000 households) stood out in delivering technical advice for fisheries management and marketing. Farmer Producer Organisations (FPOs) also emerged as a relevant source, with 22 per 1000 households accessing advice in this domain. Interestingly, Krishi Vigyan Kendras provided advice to 66 per 1000 households under the 'Others' category, indicating their involvement may pertain to general fisheries-related issues beyond the specified activity domains.

Access through media remained marginal: only 2 per 1000 households accessed fisheries-related advice through print media, and 3 per 1000 through electronic media (radio, TV, or other electronic platforms). Smartphone apps were used by 2 per 1000 households for harvesting and by 3 per 1000 for other advisory needs, but no comprehensive usage was reported under the 'Any' category. Similarly, centralized services such as Kisan Call Centres and social media platforms registered no usage. It is to be noted that fish farming is reportedly very low, as traditional fishermen are not covered in the survey since they do not grow fish like farmers.

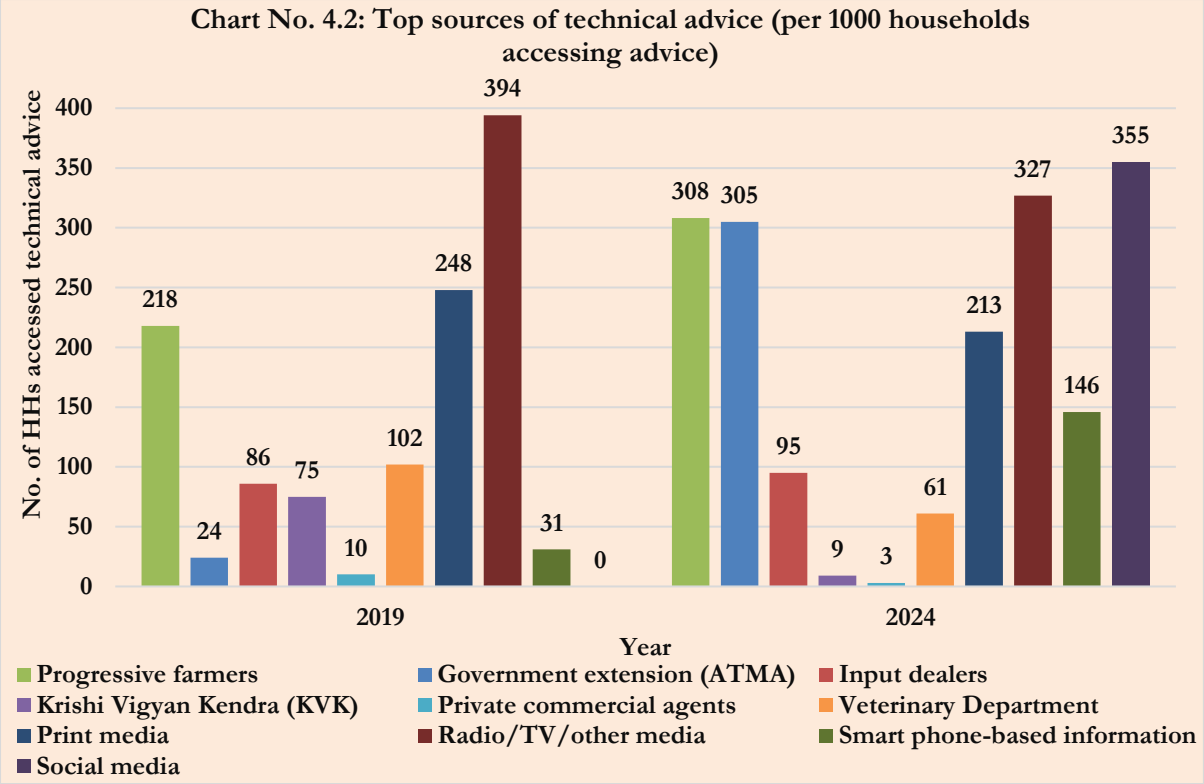
Table No. 4.4: Number per 1000 agricultural household which accessed technical advice for fishery from different sources						
Serial No.	Source	Per 1000 of agricultural households which accessed technical advice for fishery from different sources				
		Seed production	Harvesting	Management and marketing	Others	Any
1	Progressive farmer	1	1	3	1	6
2	Input dealers	0	0	0	0	0
3	Krishi Bhavan/ Govt. extension agent/Agricultural Technology Management Agency (ATMA)	0	0	0	0	0
4	Krishi Vigyan Kendra	0	0	0	66	66
5	Agricultural university/ College	0	0	0	0	0
6	Private commercial agents	0	0	0	0	0
7	Veterinary department	0	0	0	0	0
8	Cooperatives/Dairy cooperatives	0	0	0	0	0
9	Farmer producer organisations (FPOs)	0	0	22	0	22
10	Private processors	0	0	63	0	63
11	Agri-Clinics and Agri-Business centres	0	0	0	0	0
12	NGO	0	0	0	0	0
13	Kisan Call centre	0	0	0	0	0
14	Print media	0	0	2	0	2
15	Radio/TV/other electronic media	2	0	1	0	3
16	Smart phone apps-based information	0	2	0	3	4
17	Social media	0	0	0	0	0

4.3 Comparative Analysis of Technical Advice Assessed: 2019 vs 2024

Here is a comparative analysis of the data on access to technical advice by agricultural households from 2018-19 and 2023-24, focusing on the source of advice and the type of agricultural activity for which advice was accessed.

Table No. 4.5: Top sources of technical advice (per 1000 households accessing advice)

Serial No.	Source	2019	2024	Change
1	Progressive farmers	218	308	Increase
2	Government extension (ATMA)	24	305	Marked Increase
3	Input dealers	86	95	Slight increase
4	Krishi Vigyan Kendra (KVK)	75	9	Marked decrease
5	Private commercial agents	10	3	Decrease
6	Veterinary Department	102	61	Decrease
7	Print media	248	213	Slight decrease
8	Radio/TV/other media	394	327	Slight decrease
9	Smart phone-based information	31	146	Significant increase
10	Social media	-	355	Newly emerged



The data indicate that progressive farmers and government extension services (ATMA) remained consistently important sources of technical advice, with both showing a notable increase in outreach between 2019 and 2024. In contrast, the reach of Krishi Vigyan Kendras (KVKs) and private commercial agents declined sharply during this period. There was a significant rise in the use of digital and ICT-based platforms, particularly smartphone applications and social media, reflecting the growing digitization of agricultural extension services. While the influence of traditional media such as radio, television, and print decreased slightly, these continued to serve as major channels for disseminating technical information to farming households. The details are provided in **Table No. 4.5** and **Chart No. 4.2** above.

4.4 Advice Sought by Type of Activity

Table No. 4.6: Cultivation related advice by source

Serial No.	Category	2019 (Per 1000 HHs within source)	2024 (Per 1000 HHs within source)
1	Improved seed/ variety	High (Agri. University/college 545, KB/ ATMA 441, Input dealers 353, NGO 333, KCC 333, Private processors 302)	Dominant (Agri. Uni./college 790, Agri-Cli & Buss. centres 633, KCC 596, Smart phone app 472, KB/ATMA 411, Print media 325)
2	Fertilizer application	Dominant (e.g., Agri-Clinics and Agri-Buss. centres 667, Input Dealers 379, Agri. University/ college 364, KCC 333)	High (Input Dealers 671, NGO 585, Pvt commercial agents 525, Pro. Farmer 479, Pvt processors 433)
3	Plant protection	Prominent (KCC 333, Smart phone apps 267, Radio/TV/Oth. elec. media 246, Private processors 233, Prog. farmer 231)	Strong (Radio/TV/Oth. elec. media 234, KVK 201, Print media 191, KB/ATMA 188, social media 169)
4	Farm machinery	Limited (Progressive farmer 23, KVK 16, Input dealers 9)	Continued to be limited (Pvt. Pro 138, KCC-47, Input dealers 39, Agri-Cli & Centres 38)

5	Harvesting/ marketing	Low to moderate (Pvt. Comm. agents 471, FPOs 292, Print media 215, Pvt. processors 186, Cooperatives 156)	Prominent (FPOs 438, Pvt comm. agents 384, Print media 169, Pvt pro. 158, Radio/TV/Oth. elec. media 94)
6	Others	More prominent (NGO 667, KVK- 339, FPOs 188, Smart phone apps 178, Cooperatives 167, Pvt. Com. agents 118)	Continued prominence (NGO 415, Pvt. Processors 97, FPOs 93, social media 87, Radio/TV/Oth. elec. media 80)

The data in **Table No. 4.6** indicate that advice related to input-intensive activities such as improved seeds, fertilizer application, and plant protection has continued to dominate both in 2019 and 2024. In contrast, advisory services related to farm machinery and post-harvest activities, including harvesting and marketing, remain relatively underutilized. However, there has been a modest increase in access to post-harvest advice through newer digital channels.

Table No. 4.7: Animal husbandry related advice by source

Serial No.	Category	2019 (Per 1000 HHs within source)	2024 (Per 1000 HHs within source)
1	Healthcare	High (Vety dept. 696, Dairy Co-op. 89, Radio/TV/Oth. elec. media 47)	Remained high (e.g., Vety dept 707, Dairy Cooperative 298, social media 11)
2	Feeding	Moderate (Dairy Co-op. 156, Pvt. processors 47, Vety dept. 43, Input dealers 26)	Increased (e.g., Dairy Co.operative 448, Vety. dept 42, Print media 7)
3	Breeding	Moderate to low (Vety dept 165, Dairy Co-op. 22, Print media 20)	Slight increase (e.g., Vety dept 156, Pvt. Com. Agents 91, Print media 10)
4	Management practices	Moderate (Dairy Coop. 167, FPOs 135, Vety dept. 61, Radio/TV/ Oth. elec. media 51)	Modest uptake (e.g., Vety dept 71, Dairy Cooperative 58, FPOs 41)
5	Others	Rare (Dairy coop. 67, Pvt. processors 23, Smart phone apps 22)	Slight increase (Vety dept 24, Dairy Cooperative 84, Pvt.. Pro 23)

The data presented in **Table No. 4.7** reveal that the Veterinary Department and Dairy Co-operatives continued to be the primary sources of animal husbandry-related advice in both periods. Advice was predominantly sought on healthcare and feeding practices. While the level of advice on breeding and management practices remained comparatively low, a noticeable increase was observed in 2024- particularly through digital platforms.

Table No. 4.8: Fisheries related advice by source

Serial No.	Category	2019 (Per 1000 HHs within source)	2024 (Per 1000 HHs within source)
1	Seed production	Minimal to absent (Govt. extension agent 29)	Very rare and almost negligible (Radio/ TV/ Oth. elec. media 2, Prog. farmer 1)
2	Harvesting	Minimal to absent (FPOs 10, Radio/TV/ Other elec. media 9, Print media 7, Prog. farmer 4)	Very rare and almost negligible (Smart phone apps- 2, Progressive farmer- 1)
3	Management & marketing	Marginal (Cooperatives 56, FPOs 42, Print media 20, Radio/TV/other elec. Media 11)	Continued to be marginal Private processors 63, FPOs 22
4	Others	Marginal (KVK 81, Radio/TV/other elec. media 47, Print media 43, Govt. extn. agent 29)	Continued to be marginal (KVK 66, Smart phone apps 3)

The data in **Table No. 4.8** shows that access to fisheries-related technical advice remained very limited in both 2019 and 2024, typically below 10 per 1000 agricultural households per source. Advice on seed production, harvesting, and post-harvest marketing was seldom accessed, even though institutional or digital platforms. While newer channels such as social

media and smartphone applications show growing relevance in crop cultivation, their penetration into fisheries advisory remains minimal. Slight improvements are observed in areas like health management and marketing through specific channels (e.g., private processors), but advice related to breeding, feeding, and other aquaculture practices continues to be marginally accessed. These patterns indicate a persistent gap in the extension services available to the fisheries sector, highlighting the need for targeted outreach, capacity building, and integration of fisheries advisory into digital extension platforms.

Table No. 4.9: Role of ICT based sources

Serial No.	Source	2019 (per 1000 HHs)	2024 (per 1000 HHs)	Change
1	Radio/TV/Other media	394	327	Increase
2	Smartphone apps	31	146	Significant increase
3	Social media	-	355	Newly emerged

The data exhibited in **Table No. 4.9** indicates a clear expansion of digital platforms and social media in the provision of extension services. Advice delivered through smartphone applications and social media has grown substantially, reflecting a notable technological shift in the dissemination of agricultural information.

Table No. 4.10: Summary of key changes (2019 vs 2024)

Serial No.	Aspect	2019	2024
1	Access to Advice	Moderate	Significantly increased
2	Dominant Sources	Radio/TV/Oth. elec. media, Print media, Prog. farmers, Vety. dept., input dealers	Same, with rise in digital channels
3	Cultivation Focus	Inputs (seed, fertilizer., protection)	Continued focus on input with increase in harvesting and marketing
4	Animal Husbandry	Specialized (Veterinary, Cooperatives)	Continued the same pattern
5	Fisheries Advice	Marginal	Still marginal
6	Use of Digital Platforms	Emerging (Radio/ TV dominant)	Substantial growth (apps, social media)

The **Table No. 4.10** above illustrates key changes between 2019 and 2024 in the adoption of technical advice across various agricultural domains. Notably, there has been a significant increase in access to advice, with digital platforms and institutional sources witnessing the most substantial growth. While traditional dominant sources such as progressive farmers, ATMA, and media continue to play a central role, the rise of digital channels has expanded the avenues for knowledge dissemination. The focus on cultivation inputs remains consistent, and patterns in animal husbandry advice have not markedly changed. Fisheries advice continues to be marginal. Overall, the data demonstrate a clear upward trend in the adoption of technical advice, particularly through digital and institutional channels.

Chapter 5
Agricultural Support Schemes

This chapter presents data on the awareness of agricultural households about the Minimum Support Price (MSP), Base Support Price (BSP), and the Rubber Price Incentive Scheme (RPIS), specifically among those who harvested crops covered under each scheme. The Minimum Support Price (MSP) scheme, introduced by the central government, aims to ensure price stability for notified crops during periods of market price decline. The Base Support Price (BSP) was launched by the state government for 17 selected crops to provide better price support to farmers when market prices fall below a certain threshold. Similarly, the Rubber Price Incentive Scheme (RPIS), also initiated by the state government, offers financial assistance to rubber farmers to help maintain a reasonable price level. The awareness of these schemes among agricultural households is summarised below.

5.1 Minimum Support Price (MSP)

Table No. 5.1 reveals a high level of awareness about the Minimum Support Price (MSP) among agricultural households for selected crops. Paddy shows exceptionally high awareness, with 970 out of 1000 households informed about MSP, indicating strong dissemination of price support information. Coconut awareness is lower but still significant at 767 per 1000 households. This suggests that while MSP knowledge is widespread for staple crops like paddy, efforts to increase awareness for other crops such as coconut could be beneficial to ensure better market support for all farmers.

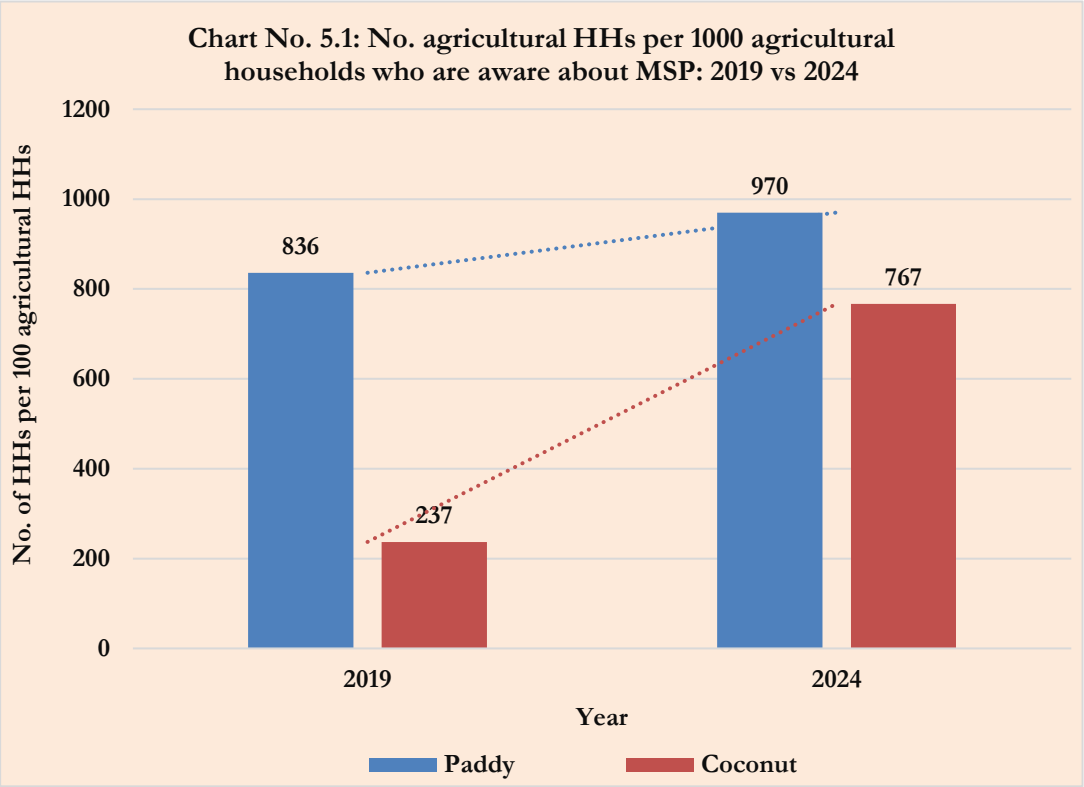
Table No. 5.1: No. of agricultural HHs per 1000 agricultural households who are aware about MSP

Serial No.	Crop	No. of HHs per thousand agricultural HHs
1	Paddy	970
2	Coconut	767

5.2 Minimum Support Price (MSP): 2019 vs 2024

Between 2019 and 2024, awareness about the Minimum Support Price (MSP) among agricultural households has significantly increased for both paddy and coconut. For paddy, awareness rose from 836 to 970 households per 1000, indicating near-universal awareness in 2024. For coconut, the increase is even more striking, from 237 to 767, showing a major improvement in outreach and information dissemination. This trend suggests successful efforts in educating farmers about MSP, particularly in the coconut sector, which had low awareness levels earlier. The data is presented in **Table No. 5.2** and **Chart No. 5.1** below.

Table No. 5.2: No. of agricultural HHs per 1000 agricultural households who are aware about MSP: 2019 vs 2024			
Serial No.	Crop	No. of HHs per thousand agricultural HHs in 2019	No. of HHs per thousand agricultural HHs in 2024
1	Paddy	836	970
2	Coconut	237	767



5.3 Base Support Price (BSP)

Table No. 5.3 highlights the awareness of the Base Support Price (BSP) among agricultural households growing different crops, measured per 1000 agricultural households. The data shows significant variation in awareness levels across crops. Highest awareness is observed among households cultivating Lady's Finger (854 per 1000) and Beans (832 per 1000), indicating strong outreach or relevance of BSP to these crop growers. Pineapple (552), Beans Nadan (Vallipayar) (377), and Cucumber (450) also reflect moderate awareness. Conversely, very low awareness is noted among Tomato (21), Snake Gourd (22), and Other Vegetables (57) growers, suggesting possible gaps in information dissemination or lower program engagement in these groups. Crops like Banana (256), Tapioca (277), and Bitter Gourd (147) fall in the lower-middle range. Overall, the data points to the need for targeted awareness campaigns to enhance BSP reach among low-awareness crop cultivators.

Table No. 5.3: No. of agricultural HHs per 1000 agricultural households who are aware about BSP		
Serial No.	**Crop**	**No. of HHs per thousand agricultural HHs**
1	Banana	256
2	Pineapple	552
3	Tapioca (Cassava)	277
4	Tomato	21
5	Beans Nadan (Vallipayar)	377
6	Lady's Finger	854
7	Cucumber	450
8	Bitter Gourd	147
9	Snake Gourd	22
10	Beans	832
11	Other Vegetables	57

5.4 Rubber Price Incentive Scheme (RPIS)

As per **Table No. 5.4**, out of every 1000 agricultural households, 552 are aware of the Rubber Price Incentive Scheme (RPIS), indicating that about 55% of farmers have knowledge of this support program. While this shows a moderate level of awareness, nearly half of the households remain uninformed, highlighting the need for enhanced outreach efforts. Improving awareness through targeted communication and farmer engagement can help ensure more rubber growers benefit from the scheme, ultimately supporting their income and stability.

Table No. 5.4: No. of agricultural HHs per 1000 agricultural households who are aware about RPIS		
Serial No.	**Crop**	**No. of HHs per thousand agricultural HHs**
1	Rubber	552

Chapter 6
Farmers Benefits

This chapter presents information collected through the survey regarding awards received by household members, memberships or registrations in platforms such as the Farmers Welfare Board, AIMS, and KATHIR Portals, as well as participation in government benefit schemes. Due to the relatively low frequency of certain responses, the findings have not been extrapolated to the population level. Instead, the analysis is based on the actual responses from the surveyed sample of 1,791 agricultural households, and the results are interpreted in the context of the specific occurrences within this sample. Additionally, the survey gathered data on value-added products produced by agricultural households for market sale- rather than for self-consumption- including products based on banana, coconut, fruits, paddy, spices, tubers, and vegetables. These aspects are also discussed in this chapter.

6.1 Recognition of Household Achievements

Out of the 1,791 agricultural households surveyed, 66 households (3.69%) reported receiving awards at the Panchayath level. A smaller proportion, 10 households (0.56%), received recognition at the Block level, and 6 households (0.34%) were awarded at the district level. No households reported receiving awards at the State or National levels. In total, 71 households (3.96%) received awards at one or more levels, indicating that some households were recognized at multiple tiers. These findings suggest that while formal recognition of agricultural achievements exists, it is primarily concentrated at the Panchayath level, with minimal representation at higher levels. **Table No. 6.1** and **Chart No. 6.1** present the distribution of awards among the surveyed households.

Chart No. 6.1: No. of sample agricultural households with at least one family member received farming related awards

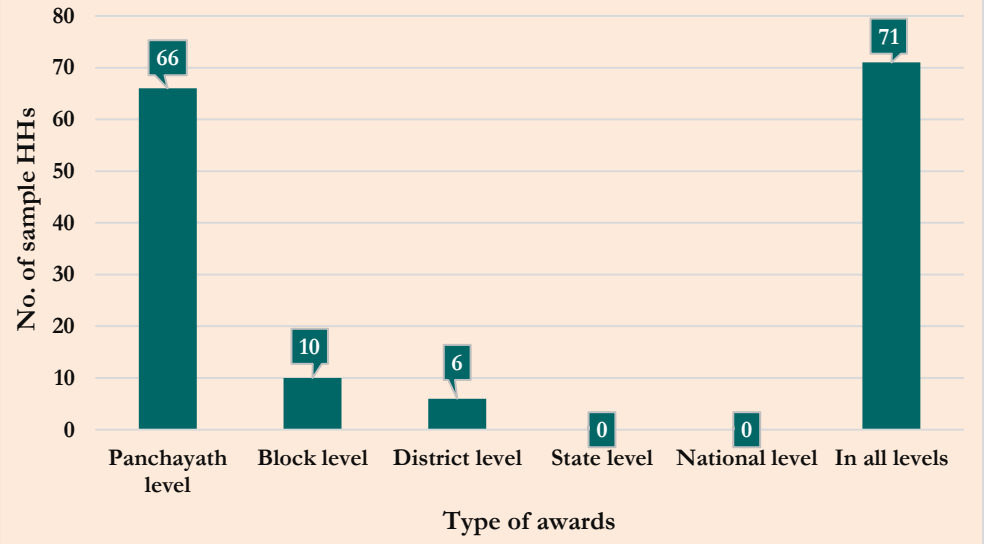


Table No. 6.1: No. of sample agricultural households with at least one family member received farming related awards			
Serial No.	**Type of award**	**No. of HHs**	**% of HHs over sample agricultural HHs**
1	Panchayath level	66	3.69%
2	Block level	10	0.56%
3	District level	6	0.34%
4	State level	0	0.00%
5	National level	0	0.00%
6	At any level	71	3.96%
Total No. sample agricultural HHs		**1791**	

6.2 Membership and Registration

Among the 1,791 agricultural households surveyed, 51 households (2.85%) were registered with the Farmer Welfare Board, 182 households (10.16%) were enrolled on the AIMS Portal, and 11 households (0.61%) were registered on the KATHIR Portal. The relatively higher level of engagement with the AIMS Portal may be attributed to its broader coverage or user-friendly features. It is important to note that the KATHIR Portal was launched during the survey period. As a result, many agricultural households were only beginning to become aware of it, and a larger number are expected to register in the near future. Consequently, the observed figures do not reflect a normal or stable situation, and the low registration rate on the KATHIR Portal should be interpreted with caution. Nevertheless, the survey was able to identify those households that had already completed registration on the portal. Details are presented in **Table No. 6.2** and **Chart No. 6.2**.

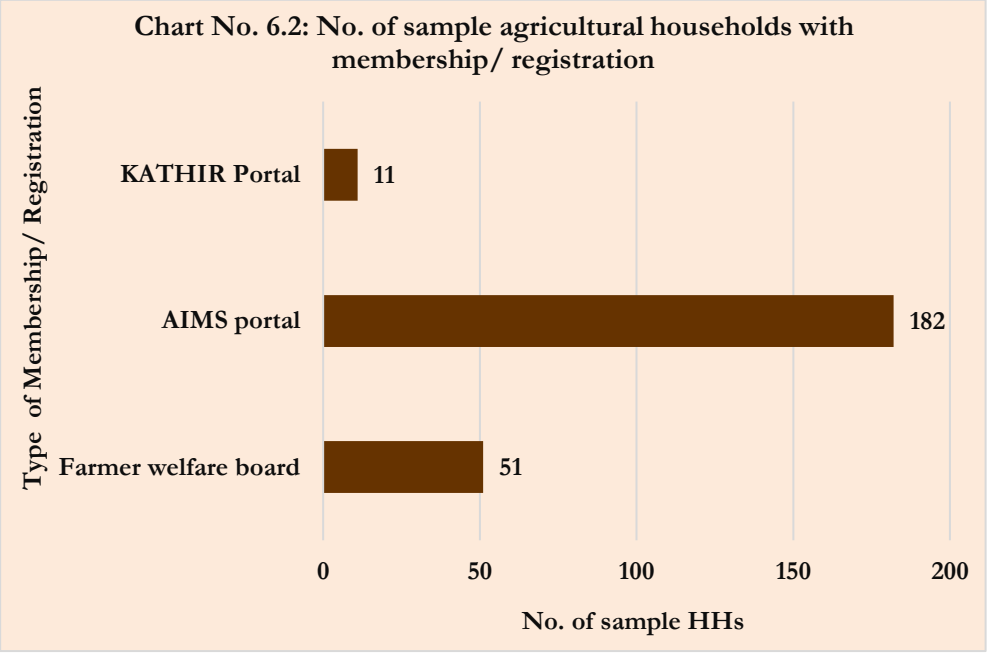


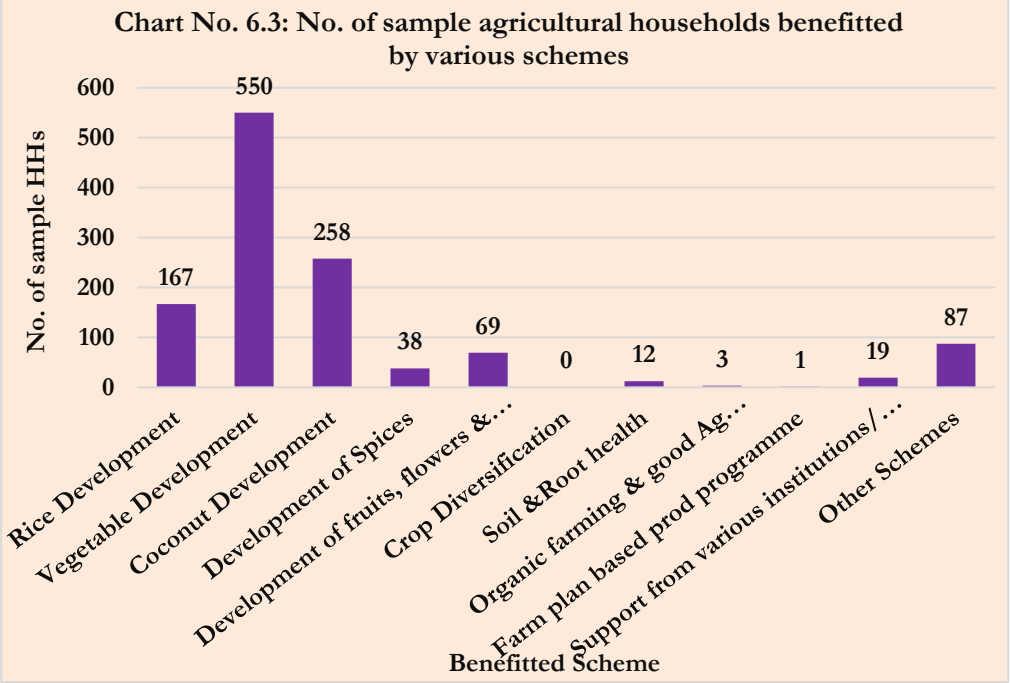
Table No. 6.2: No. of sample agricultural households with membership/ registration			
Serial No.	**Type of Membership/ Registration**	**No. of HHs**	**% of HHs over sample HHS**
1	Farmer welfare board	51	2.85%
2	AIMS portal	182	10.16%
3	KATHIR Portal	11	0.61%
Total sample agricultural HHs		**1791**	.

6.3 Beneficiaries in Various Agricultural Schemes

Out of the 1,791 agricultural households surveyed, the largest proportion of beneficiaries was under the Vegetable Development Scheme, with 550 households (30.71%) reporting support. This was followed by Coconut Development (258 households, 14.41%) and Rice Development (167 households, 9.32%) schemes. The Development of Fruits, Flowers, and Medicinal Plants scheme benefited 69 households (3.85%), while the Development of Spices supported 38 households (2.12%). Other schemes accounted for 87 households (4.86%), and Support from Various Institutions/Service Providers of the Agriculture Department reached 19 households (1.06%).

Sustainability-oriented programmes such as Soil and Root Health and Organic Farming & Good Agricultural Practices had a limited reach, with only 12 households (0.67%) and 3 households (0.17%) benefitting, respectively. The Farm Plan-Based Production Programme had a minimal footprint, supporting just one household (0.06%). Notably, the Crop Diversification programme did not report any beneficiaries. The distribution of beneficiaries is presented in **Table No. 6.3** and **Chart No. 6.3** below.

Table No. 6.3: No. of sample agricultural households benefitted by various schemes			
Serial No.	**Type of Scheme**	**No. of HHs**	**% of HHs over sample HHs**
1	Rice Development	167	9.32%
2	Vegetable Development	550	30.71%
3	Coconut Development	258	14.41%
4	Development of Spices	38	2.12%
5	Development of fruits, flowers & medicinal plants	69	3.85%
6	Crop Diversification	0	0.00%
7	Soil &Root health	12	0.67%
8	Organic farming & good Ag practices	3	0.17%
9	Farm plan-based prod programme	1	0.06%
10	Support from various institutions/ Service providers of Agriculture department	19	1.06%
11	Other Schemes	87	4.86%
Total sample agricultural HHs		**1791**	.



The Vegetable Development Scheme had the highest outreach among the surveyed households, followed by the Coconut and Rice Development schemes. In contrast, sustainability-related initiatives such as Organic Farming and Soil Health recorded minimal participation, suggesting possible issues related to outreach, awareness, or perceived relevance.

6.4 Value Addition of Harvested Crops

The survey collected information on agricultural households engaged in the production of value-added products from harvested crops, specifically those intended for sale beyond their own consumption- that is, from the marketable surplus. The crops considered include banana, coconut, fruits, paddy, spices, tubers, and vegetables. The specific value-added products derived from these crops were also recorded. It is important to note that the households included in the dataset are those that produced value-added items for sale as part of non-farm business activities conducted under household enterprises. A crop-wise summary of the value-added production is presented below.

6.4.1 Banana

Out of every 1,000 agricultural households cultivating banana, only 10 households (1.00%) reported engaging in value-added production, indicating a very limited level of processing activity. Among these, banana chips were the most commonly reported value-added product, with 7 households per 1,000 (0.70%) engaged in their production. An additional 3 households per 1,000 (0.30%) reported producing other unspecified banana-based products, categorized under "Others". Notably, no households reported producing banana powder or fibre-based products. Based on an estimated 9,48,297agricultural households cultivating banana, this translates to approximately 5,679 households involved in any form of value-added production. Details are presented in **Table No. 6.4**.

Table No. 6.4: No. of HHs per 1000 agriculture households reporting value added production from banana		
Serial No.	**Major products**	**Per 1000 HHs**
1	Chips	**7**
2	Powder	**0**
3	Products from banana fibre	**0**
4	Others	**3**
Estimated number of agriculture Households making value added products from banana for sale (00)		**56.79**
Estimated No. of Households reported banana production (00)		**9482.97**

6.4.2 Coconut

Among the estimated 15383.99 hundred agricultural households engaged in coconut production, only 3905.24 hundred households, limited proportion, reported involvement in value addition. Oil extraction is the predominant activity, with 585 households per 1,000 (58.50%) engaged in this process. Cake production follows, reported by 315 households per 1,000 (31.50%), while copra production accounts for 39 per 1,000 households (3.90%). Engagement in other forms of value addition-such as grated coconut, virgin oil, coconut milk, toddy, charcoal, handicrafts, and confectionery-is negligible or non-existent, each reported by 0.00% of households. Only 0.30% reported involvement in 'other' value-added products. The data indicates a strong preference for oil and cake production, reflecting limited diversification in coconut-based value addition among farming households. The details are presented in **Table No. 6.5** below.

Table No. 6.5: No. of HHs per 1000 agriculture households reporting value added production from coconut		
Serial No.	**Major products**	**Per 1000 HHs**
1	Copra	**39**
2	Grated coconut	**0**
3	Coconut milk	**0**
4	Oil	**585**
5	Virgin oil	**0**
6	Cake	**315**
7	Charcoal	**0**
8	Handicrafts	**0**
9	Confectionery	**0**
10	Toddy	**0**
11	Others	**3**
Estimated number of agriculture Households making value added products from coconut for sale (00)		**3905.24**
Estimated No. of Households reported coconut production (00)		**15383.99**

6.4.3 Fruits

Among every 1,000 agricultural households engaged in fruit production, only 16 (1.60%) report involvement in value-added processing. Dried fruits are the most commonly reported product, with 8 households per 1,000 engaged in their preparation. This is followed by pickle (4 households), juice (3 households), and a marginal presence in the 'others' category (1 household). Notably, no households reported producing jam, squash, jelly, or fruit powder, indicating a negligible level of activity in these segments.

These figures reflect limited engagement in fruit processing among agricultural households. The estimated number of households producing value-added fruit products for sale stands at only 30.79 (in hundreds), out of a total of 6,037.69 (in hundreds) households reporting fruit production. This highlights a significant underutilization of potential in the fruit value chain and underscores the need for enhanced support. The details are provided in **Table No. 6.6** below.

Table No. 6.6: No. of HHs per 1000 agriculture households reporting value added production from fruits

Serial No.	Major products	Per 1000 HHs
1	Jam	0
2	Squash	0
3	Jelly	0
4	Juice	3
5	Dried fruits	8
6	Pickle	4
7	Powder	0
8	Others	1
Estimated number of agriculture Households making value added products from fruit for sale (00)		**30.79**
Estimated No. of Households reported fruit production (00)		**6037.69**

6.4.4 Paddy

Out of every 1,000 agricultural households, 201 (20.16%) reported producing rice as a value-added product from paddy. This was followed by rice bran (7 per 1,000 households or 0.80%) and flakes/aval (6 per 1,000 or 0.68%). The production of rice powder (1 per 1,000 or 0.11%) and other paddy-based products (2 per 1,000 or 0.23%) remained minimal, while no households reported the production of baked items. The data clearly indicates that value addition in paddy remains largely confined to rice processing, with minimal diversification into other products. This limited diversification highlights the need for increased support. For details, please refer **Table No. 6.7** below.

Table No. 6.7: No. of HHs per 1000 agriculture households reporting value added production from paddy		
Serial No.	**Major products**	**Per 1000 HHs**
1	Rice	**201**
2	Rice powder	**1**
3	Flakes/ Aval	**6**
4	Baked items	**0**
5	Rice bran	**7**
6	Others	**2**
Estimated number of agriculture Households making value added products from paddy for sale (00)		**187.40**
Estimated No. of Households reported paddy production (00)		**1041.41**

6.4.5 Spices

Out of the 25,280 estimated agricultural households making value added products from spices, 26 per 1,000 report value-added production in spice powder, representing 2.60%. No households reported production in packed spices or others, indicating limited diversification in value-added spice products among these farmers.

As shown in **Table No. 6.8**, the estimated number of agricultural households engaged in value-added spice production for sale is 25,280 (252.80 in hundreds), despite a much larger base of spice-producing households (11,64,260 or 11642.60 in hundreds). This limited engagement suggests that most spice producers continue to sell raw or unprocessed produce, possibly due to constraints such as limited processing infrastructure, lack of technical know-how, or inadequate market access. The findings highlight the potential for policy support and training interventions aimed at promoting small-scale spice processing, packaging, and branding to improve farm income and value chain participation.

Table No. 6.8: No. of HHs per 1000 agriculture households reporting value added production from spices		
Serial No.	**Major products**	**Per 1000 HHs**
1	Powder	**26**
2	Packed spices	**0**
3	Others	**0**
Estimated number of agriculture Households making value added products from spices for sale (00)		**252.80**
Estimated No. of Households reported spices production (00)		**11642.60**

6.4.6 Tubers

As presented in **Table No. 6.9**, among every 1,000 agricultural households, 39 report producing chips, 40 dried tubers, and 14 tuber powder. No households reported producing other value-added products from tubers. The total estimated number of households engaged in value addition from tubers stands at 200.53 (in hundreds), out of 3956.39 (in hundreds) households that reported tuber production. These figures highlight the scope for expanding processing activities beyond traditional products and underscore the need for support in technology, training, and market development to diversify and enhance tuber value chains.

Table No. 6.9: No. of HHs per 1000 agriculture households reporting value added production from tubers

Serial No.	Major products	Per 1000 HHs
1	Chips	39
2	Dried	40
3	Powder	14
4	Others	0
Estimated number of agriculture Households making value added products from tubers for sale (00)		200.53
Estimated No. of Households reported tubers production (00)		3956.39

6.4.7 Vegetables

Out of every 1,000 agricultural households engaged in vegetable cultivation, only 11 reported involvements in value-added production, indicating limited diversification and processing at the farm level. Among these, dried vegetables accounted for 6 households per 1,000, while the remaining 5 fell under the "others" category. No households reported producing cut vegetables, pickles, or microgreens. According to estimates, only 1365 agricultural households are involved in value addition to vegetables for commercial purposes, out of a total of 3,50,141households engaged in vegetable production. These figures highlight the limited scale of value addition. The details are provided in **Table No. 6.10** below.

Table No. 6.10: No. of HHs per 1000 agriculture households reporting value added production from vegetables

Serial No.	Major products	Per 1000 HHs
1	Cut vegetables	0
2	Pickles	0
3	Dried vegetables	6
4	Micro greens	0
5	Others	5
Estimated number of agriculture Households making value added products from vegetables for sale (00)		13.65
Estimated No. of Households reported vegetables production (00)		3501.41

Chapter 7
Conclusion

The primary objective of this survey was to estimate the average monthly income of agricultural households in Kerala, with the aim of assessing progress toward the State Government's stated development goal of increasing agricultural income by 50% during its tenure from 2021 to 2026. Given that three years had already elapsed since the Government assumed office, the survey was conceptualized as a rapid assessment intended to generate timely estimates that could inform mid-course policy interventions for the remaining two years. Unlike conventional agricultural household surveys, which typically cover an entire agricultural year, this rapid survey was conducted over a two-month period, relying primarily on recall-based data collection. The methodology was closely aligned with that of the 77th Round of the National Statistics Office (NSO)'s Situation Assessment Survey of Agricultural Households, in order to ensure comparability of estimates.

Given the recall-based nature of data collection, particularly for crop cultivation over the preceding agricultural year, one notable limitation was the potential underestimation of seasonal variations in income. In cases where respondents were unable to recall seasonal data accurately, supplementary data from the Department's statistical reports were used, but only when the reported values were above prevailing market prices, in order to avoid inflating income estimates. Responses were excluded when reliable data were unavailable, especially in cases of minimal income, to eliminate the risk of overestimation.

For income components such as livestock, poultry, and fisheries, data were collected for the 30 days preceding the date of survey, in line with the methodology used in the 2013 and 2019 NSS rounds. This approach was adopted to minimize recall bias and improve the reliability of estimates, particularly given the absence of official data for the baseline year 2021.

The survey also acknowledged the diversity of Kerala's farming community, which includes a significant proportion of marginal and small-scale farmers, many of whom cultivate homestead plots and lack formal land titles. The AIMS portal of the Department of Agriculture records over 40 lakhs farmers, underscoring the predominance of smallholder farming in the state. Consequently, the survey employed the NSO's broad definition of an agricultural household, one with at least one member self-employed in agriculture and with an annual value of agricultural production exceeding ₹4,000, to ensure inclusivity and representativeness.

Survey results project a 49.54% increase in the average monthly income of agricultural households by 2026, assuming current trends persist. However, this projected growth appears to

be driven more by price inflation than by enhancements in productivity, input accessibility, or structural reforms. The analysis further reveals that agricultural households whose primary source of income is agriculture tend to report slightly higher average incomes than the general category of agricultural households, lending statistical robustness to the estimates.

Persistent challenges, including wild animal intrusion, climate variability, pest and disease outbreaks, and water scarcity, continue to jeopardize the sustainability and profitability of agriculture in the state. These concerns were frequently flagged by respondents and are corroborated by findings from other large-scale departmental surveys conducted across villages, wards, and Krishi Bhavans. Climate change, in particular, has disrupted traditional cropping patterns, necessitating increased investment of time and resources by farmers and reducing opportunities for supplementary income-generating activities. A slight deceleration in the dairy sector was also observed, indicating the need for targeted policy support. Similarly, growth in non-farm household enterprises remains marginal.

In summary, the findings suggest that Kerala is on track to achieve or surpass the goal of a 50% increase in average agricultural household income by 2026. However, this growth is driven more by price inflation than improvements in productivity, input access, or structural agricultural reforms. Rising labour costs, climate change impacts (e.g., pest outbreaks, soil degradation, water scarcity), and wild animal intrusion continue to strain agricultural livelihoods. Farmers are increasingly investing time and resources in agriculture, leaving less scope for alternative income sources. These challenges underscore the need for climate-resilient, productivity-enhancing agricultural policies. Although the income projections are statistically robust, they may not fully account for uncertainties arising from price fluctuations and variations in income across different components. To improve reliability, the sample size was increased by 50% compared to the 2019 NSO survey. Nonetheless, the short data collection period and reliance on a one-year recall window may have resulted in some underestimation. Continuous monitoring and timely policy responses remain critical for sustaining income growth and mitigating emerging risks. This report is expected to serve as a valuable resource for policymakers, expert, researchers, and stakeholders committed to advancing agricultural development in the state.

* * *

Directorate of Economics and Statistics
Vikas Bhavan, Thiruvananthapuram- 695033
Telephone Number : 0471 -2305318
Fax Number : 0471-2305317