

**PROCEEDINGS OF THE DIRECTOR OF AGRICULTURE ,
DIRECTORATE OF AGRICULTURE DEVELOPMENT AND FARMERS'
WELFARE, VIKAS BHAVAN, THIRUVANANTHAPURAM**

Sub: Annual Plan 2018-19 – Scheme on **Farm Information and Communication**
– Continuous Administrative sanction accorded – orders issued- reg:

Read: 1) G.O.(Rt)No.505/2017/AD dated.10.05.2017
2) Annual Plan 2018-19

Order No. TP(2) 7463/2018

Dated: 11.05.2018

Government of Kerala, vide order read 1st above accorded Administrative sanction for the implementation of the scheme, Farm Information and Communication during the year 2017-18 for an amount of Rs.400.00 lakhs debiting expenditure to head of account 2401-00-109-84(P), as follows.

Sl. No.	Name of component	Amount (Rs. in lakhs)
1	Farm information and communication	257.00
2	Publications and advertisement	113.00
3	Other communication initiative including radio services	30.00
	Total	400.00

During the current financial year, there is a budget provision of **Rs.500.00 lakhs** for the scheme under head of account 2401-00-109-84(P), as furnished below.

Sl. No.	Component	Amount (Rs.in lakh)
1	Farm information bureau	270.00
2	Publications	110.00
3	Provision of publications to schools	10.00
4	Other communication initiatives including radio services	50.00
5	Karshaka Information System Services Network (KISSAN), Kerala project	60.00
	Total	500.00

As shown above, an amount of Rs.60.00 lakhs is for the continuation of KISSAN Kerala project implemented through IIITM-K.

The balance components worth Rs.440.00 lakhs are envisaged to be implemented through Farm Information Bureau, of which following components/ sub components will be continued during 2018-19, abiding by the terms and conditions of the Government Order read above.

I. Farm Information and Communication (Rs.279.75 lakhs)

1. Kerala Karshakan (Rs.195.25 lakhs)

Keralakarshakan is the Malayalam Journal Published by Farm Information Bureau, right from 1954. It contains articles not only from the field of Agriculture but also from Animal Husbandry and Dairy. The Magazine has now a monthly circulation of 1.50 lakhs. It has been changed with attractive layout, more field level farm reports, success stories, technical articles etc. Farm Information Bureau, also publishes English Journal brought out by the editorial team of Keralakarshakan Magazine in Farm Information Bureau website. It is the one and only Magazine conducting state level farm Photography contest, essay writing competition offering attractive prize money and certificates.

a) Printing and transportation

An amount of Rs.174.00 lakhs will be utilised for printing and transportation charge of keralakarshakan

b) Designing and DTP charges

An amount of Rs. 5.00 lakhs will be utilised for designing, DTP and honorarium to authors of keralakarshakan.

c) Mailing charges

An amount of Rs.9.00 lakhs is required to meet the mailing charges of keralakarshakan

d) Honorarium to authors of Kerala karshakan.

An amount of Rs.2.00 lakhs is set apart for honorarium to authors of Keralakarshakan.

e) Kerala karshakan e-journal (English)

Farm Information Bureau also publishes Keralakarshakan (English) as e-journal by the editorial team of Keralakarshakan magazine in Farm Information Bureau website. Rs. 4.00 lakhs is set apart for digital copy printing, designing, DTP and honorarium and to authors.

f) Award to officials

An amount of Rs.1.00 lakh is set apart for award to officials in agriculture, animal husbandry and diary development department for enrolling maximum subscribers to Keralakarshakan.

g) Stationary expenses

An amount of Rs.25000/- is set apart for purchase of stationary items of Keralakarshakan

Abstract for **Kerala karshakan** is as follows.

Sl. No.	Particulars	Amount (Rs in lakhs)
a	Printing and transportation	174.00
b	Designing and DTP charges	5.00
c	Mailing charges	9.00
d	Honorarium to authors of Kerala karshakan.	2.00
e	Kerala karshakan e-journal (English)	4.00
f	Award to officials	1.00
g	Stationary expenses	0.25
	Total	195.25

2. Farm Photography Awards and Essay & Short Story Contest (Rs.1.50 lakhs)

a) Farm Photography Awards

Keralakarshakan is the one and only magazine conducting state level photography contest. The prize money for the winners will be Rs. 25000/-, 15000/- and 10000/- for the first, second and third prize respectively and Rs. 2500/- each for ten persons as consolation prizes. An amount of Rs. 5000/- is set apart for remuneration of judges and Rs. 10000/- for certificate and other arrangements.

An amount of Rs. 0.90 lakh is set apart for this purpose.

b) Essay and Short Story Contest

As per the GO (MS) Number 38/2018/dtd 21-3-2018 Jack Fruit has been declared as the state fruit of Kerala. One of the prime objectives of declaring Jack Fruit as State Fruit is to increase awareness about the benefits of Jack fruit and its products so as to increase its consumption in the State. Awareness should also be created among the farming community to take up farming of jack fruit as a commercial enterprise and utilize product diversification prospects of Jack fruit.

Keralakarshakan division of FIB has been conducting farming based essay competition for students. This year the subjects for the competition will be “Jack Fruit – State Fruit of Kerala”. Previously only one category was there in the competition. This year 2 categories are proposed so as to assure more participation.

Category 1 - Essay contest on the subject- “Jack Fruit –State Fruit of Kerala” (For students in HS and HSS)

Prizes

First prize - Rs. 5000/-

Second prize - Rs. 3000/-

Third prize - Rs. 2000/-

Consolation prize - Rs. 1000/- each for 10 persons

Arrangements for the competition and Judging- Rs.10000/-

Total-Rs.30000/-

Category 2 - Short story contest with Jack Fruit as character (For students in HS and HSS)

Prizes

First prize - Rs. 5000/-

Second prize - Rs. 3000/-

Third prize - Rs. 2000/-

Consolation prize - Rs. 1000/- each for 10 persons

Arrangements for the competition and Judging- Rs.10000/-

Total-Rs.30000/-

An amount of Rs. 0.60 lakh is set apart for this purpose.

Abstract for Farm Photography Awards and Essay & Short Story Contest

Sl. No.	Particulars	Amount (Rs in lakhs)
a	Farm Photography Awards	0.90
b	Essay and Short Story Contest	0.60
	Total	1.50

3. Farm Photography Campaign and Exhibition (Rs.1.00 lakh)

An amount of Rs. 1.00 lakh is set apart for farm photography campaign and exhibition.

4. Kerala Karshakan Readers' Forum (Rs.1.00 lakh)

Farm Information Bureau conducted Kerala Karshakan Readers' Forum. Kerala Karshakan Subscribers Meet or Readers Forum meetings are conducted independently or along with Kissan Melas to increase the circulation of the magazines and for getting feedbacks, make farmers online subscriptions, interaction with farmers at district level etc. It is organized by Kerala Karshakan wing. Ten numbers of Readers' Forum meeting proposed to be conducted for 2017-18 (4 numbers for headquarters and 3 each for Ernakulam and Kozhikkode). An amount of Rs.1.00 lakh is provided for this purpose.

5. Exhibitions (Rs.26.00 lakhs)

Exhibitions are conducted within and outside the state to provide information regarding various Government schemes of Agriculture, Animal Husbandry and Dairy Development Department to farmers, youth and students and general public.

Farm Information Bureau is participating in major exhibitions like India International trade Fair in New Delhi, Flora Expo outside the state, Thrissur Pooram Exhibition, State level Agricultural Fairs, State Vegetable Development Programmes, Global Agro Meets, Karshaka Dinam, Organic Kerala Campaigns etc are the programmes participated by Farm Information Bureau. More over small scale rural exhibitions are also organizing through out the state. For projecting the latest theme in agricultural sector, Farm Information Bureau will present a float in the pageantry in connection with Onam Celebration every year highlighting the latest theme in the agricultural sector.

The Bureau organizes two types of exhibitions

a. Major exhibitions (Rs.22.00 lakhs)

All the international, national and state level exhibitions come under this category. The following are the some of them.

- i) India International Trade Fair (at Pragathi Maidan, New Delhi)
- ii) Flora Expo
- iii) National level Exhibition in connection with Thrissur Pooram.
- iv) VAIGA Exhibition
- v) Karshaka Dinam
- vi) Onam Pageantry

In addition to the above, all other exhibitions conducted at International, National and State level will come under this category. Rs. 13 lakhs was allotted to this category in the year 2017-18. The number of exhibitions conducted every year in this category is increasing on a larger scale. More over the increase in the cost of construction of pavilions and stalls, the hike in the cost of exhibits, increase in the printing charges of leaflets and brochures, increase in the stall rent, electricity and water charges etc lead to the

requirement of more funds than 2017-18 in this category. Hence it is highly recommended to allot Rs. 22 lakhs in this category for the financial year 2018-19.

b. Rural / minor exhibitions (Rs.4.00 lakhs)

As agriculture is a rural activity, rural exhibitions, providing an excellent tool for agricultural extension. The exhibition wing of Farm Information Bureau now participates in large number of rural exhibitions within the state with the co-operation of regional offices. It includes various rural exhibitions of Government department programmes, Press Information Bureau, Social Service Societies, Karshaka Vikasana Samithies and various rural programmes like Palode, Vithura, Malayinkizhu, Aruvikkara, Varkala Sivagiri and exhibitions in schools and major temple festivals. The regional offices also participate in many rural exhibitions conducted within their area of operation. Rs. 4 lakh was allotted in this category for 2017-18. So it is proposed to allot Rs. 4 lakhs for the coming financial year also.

Abstract for **Exhibitions** is as follows.

Sl. No.	Particulars	Amount (Rs in lakhs)
a	Major exhibitions	22.00
b	Rural/ minor exhibitions	4.00
	Total	26.00

6. Video Production (Rs.35.00 lakhs)

Noorumeni is an agricultural programme produced by Farm Information Bureau, which is being telecasted through Doordarshan on every Sunday on 9.30 AM with the objective of promoting farmer excellence and new technology transfer among the farming community as well as viewers of this programme.

Noorumeni programme give emphasis to reach out new viewers to make them aware of new technology and recent trends in Agriculture it has already covered 495 episodes and the feed back to the programme is overwhelmingly positively.

The financial requirement for the programme for the year 2018-19 is as follows.

Sl. No.	Particulars	Amount (Rs in lakhs)
a	Production charges	5.00
b	Post production charges	4.00
c	Telecasting charge through Media	20.00
d	Miscellaneous (purchase of electronic equipment, preparation of documentary)	6.00
	Total	35.00

7. Farm Feature Workshop (Rs.5.00 lakhs)

Farm Feature Workshop is a regular activity of Farm Information Bureau for providing a platform for interaction between Media Persons and Farm Journalists of agriculture and allied sectors. The delegates of the three days workshop will be the representatives from various media like Newspapers, AIR, Doordarsan, department officials etc. The experts from various media, Scientist of Kerala Agricultural University, progressive farmers etc will also be invited as resource persons in the workshop. Farm Information Bureau will provide boarding and lodging facility for the delegates. An amount of Rs.5.00 lakhs is set apart for this purpose.

8. Cyber Extension (Rs.7.00 lakhs)

New Electronic Media is the most effective communication media. For effective communication Farm Information Bureau is having internet connection with access to development of National and International level. For this proper maintenance of computer and other IT requirements are highly essential and also new equipments, softwares and required accessories has to be purchased if necessary. An amount of Rs. 4.75 lakhs is required for this purpose.

A Junior Programmer is engaged for website updation on daily wages (@Rs. 735/- per day as per G.O.(P)No.56/2017/Fin dated.28.04.2017). An amount of Rs. 2.25 lakhs is set apart for this purpose.

Total amount required for this sub component is Rs. 7.00 lakhs.

9. Conducting Advisory Committee Meeting of Farm Information Bureau (Rs.0.50 lakh)

Advisory Committee Meeting of Farm Information Bureau has to be conducted once in three months. Expenditure for conducting of meeting includes TA and DA of the non-official members, purchase of stationery items, refreshment charges etc. An amount of **Rs. 50,000/-** is earmarked for this purpose.

10. Travelling allowance, POL repair and maintenance charges(Rs.7.50 lakhs)

Earlier there were 2 vehicles in the headquarters of FIB and one each at 2 regional offices at Ernakulam and Kozhikkode. A new vehicle has now been added to the FIB head quarters to cater to the diversified activities. An amount of Rs.7.50 lakhs is earmarked in the budget to meet the travel expenses, fuel charges, repair & maintenance charges related to Farm Information Bureau, as detailed below.

Sl. No.	Particulars	Amount (Rs in lakhs)
a	Tour TA	4.00
b	POL	2.50
c	R&M	1.00
	Total	7.50

Abstract of Farm Information and Communication

Sl. No.	Particulars	Amount (Rs in lakhs)
1	Kerala Karshakan	195.25
2	Farm Photography Competition, Essay writing, Short film, competition-Award and honorarium	1.50
3	Farm Photography Campaign and Exhibition	1.00
4	Kerala Karshakan Readers' Forum	1.00
5	Exhibitions	26.00
6	Video Production	35.00
7	Farm Feature Workshop	5.00
8	Cyber Extension	7.00
9	Conducting Advisory Committee Meeting of Farm Information Bureau	0.50
10	Travelling allowance, POL repair and maintenance charges	7.50
	Total	279.75

II. Publications (including provision of publications to schools) and Advertisement (Rs.111.50 lakhs)

1. Publication of Farm Guide and other Information Materials including provision of publication to school (Rs.30.00 lakhs)

The activities of publication division include printing and distribution of Farm Guide 2019, DTP, layout and designing of various publications, publication of brochures, high quality poster, booklets on various schemes and programmes of Department of Agriculture, provision for publication to school etc and courier and transportation charges (for the timely supply of publication to all districts). An amount Rs.30.00 lakhs is set apart for this purpose.

2. Advertisement (Rs.82.89 lakhs)

The media liaison division of Farm Information Bureau co-ordinates media related activities, issues press release, arranges press conferences, produce and release advertisements in leading print and electronic medias. A basic lacuna in the schemes of

Department of Agriculture is lack of publicity through visual, audio and electronic media. The following activities are proposed during 2018-19.

a) Advertisement through print media – Rs. 11.39 lakhs

An amount of Rs.11.39 lakhs is set apart for giving advertisements through print media of major functions, schemes, announcements etc at PRD approved rates.

b) Audio advertisement – Rs.25.00 lakhs

Campaigns of major schemes functions, farmers' day award ceremonies etc through AIR and FM channels will be undertaken for which an amount of Rs.25.00 lakhs is required..

c) Visual advertisement campaigns of flagship programmes – Rs.20.00 lakhs

Production of visual advertisements and airing through major visual media like TV channels, cinema theatres, CCTVs, websites, electronic media etc. An amount of Rs. 20 lakhs is required for this purpose.

d) Theatre Advertisement – Rs. 5.00 lakhs

Government programmes and department flagship programmes through cinema theatres at DAVP/PRD rates.

e) Railway Jingles -Rs.15.00 lakhs

Production and airing of advertisements, information of department, flagship programmes through railway stations at PRD rates.

f) Media Workshop – Rs. 3.00 lakhs

To familiarize the officials with the media activities a workshop will be conducted at suitable place with the participation of employees from various department and media persons.

g) Harithadalam – Rs.2.00 lakhs

Harithadalam is a fortnightly e-news letter being published through farm information bureau website. The outlay will be utilised for meeting the design, layout and other charges of Harithadalam.

h) Design charges – Rs. 0.50 lakh

Media division is doing design of logos, banners, backdrops and other publicity items for departmental functions and other flagship programmes of the Government. Hence this component is earmarked for meeting design charges to be paid for the concerned artists.

i) Advertisement online/ miscellaneous items – Rs. 1.00 lakh

New advertisement options like online media, road shows, daily print news collection etc to be done for wide publicity of the department functions. This component is earmarked for such modern advertisement activities.

Abstract of Publications (including provision of publications to schools) and Advertisement

Sl. No.	Item	Amount (Rs.in lakhs)
1	Publication of farm guide and other information materials including provision of publications to schools	30.00
2	Advertisement	
a	Advertisement through print media	11.39
b	Audio advertisement	25.00
c	Visual advertisement campaigns of flagship programmes	20.00
d	Theatre Advertisement	5.00
e	Railway Jingles	15.00
f	Media Workshop	3.00
g	Harithadalam	2.00
h	Design charges	0.50
i	Advertisement online/ miscellaneous items	1.00
	Sub total (2)	82.89
	Total	112.89

III. Other Communication Initiatives under Farm Information and Communication - Kuttanadu Radio (Rs.9.214 lakhs)

Njattuvela programme is an initiative of the Department of Agriculture Development and Farmers' Welfare, started on 19-08-2013. The programme is proposed to broadcast through Akashvani FM channels of Trivandrum, Kochi, Devikulam, Mancheri, Kozhikkode, Kannur and Thrissur on Monday to Thursday between 6.00 to 6.15 PM (15 minutes programme). Details of the component is furnished below.

Sl. No.	Item	Amount (Rs.in lakhs)
1	Engaging 3 Programme Assistants on contract basis @ Rs.18900/- per month	6.804
2	Purchase of items required for radio production for improving the quality of the programme sufficient equipments like software, electronic equipments, CD etc.	1.000
3	Hiring of private vehicles for frequent transportation for coverage of the programme throughout the State at Govt approved rates (Tourism Department rates)	0.400
4	Miscellaneous expenses	1.010
	Total	9.214

Proposal for revision of broadcasting charges of Njattuvella programme through Akasavani FM channels shall be submitted to Government for Administrative Sanction.

Financial Outlay

During the current financial year, an amount of Rs.500 00 lakhs (Rupees Five hundred lakhs only) is earmarked for the scheme "Farm Information and Communication", under head of account 2401-00-109-84 (P). Out of this an amount of Rs.60.00 lakhs is for the continuation of KISSAN Kerala project implemented through IITM-K, for which Administrative Sanction from Government is awaited.

Out of the balance components worth Rs.440.00 lakhs envisaged to be implemented through Farm Information Bureau, abstract of continuing components is as follows.

Sl. No.	Name of component	Amount (Rs. in lakhs)
1	Farm information and communication	279.750
2	Publications, including provision of publication to schools and advertisement	112.890
3	Other communication initiative including radio services – Kuttanadu radio.	9.214
	Total	401.854

(Rupees Four crores one lakh eighty five thousand and four hundred only)

In the circumstances mentioned above, continuous administrative sanction is hereby accorded and orders issued for implementation of the scheme 'Farm information and Communication' during 2018-19 through the Farm Information Bureau, for an amount of **Rs.401.854 lakhs (Rupees Four crores one lakh eighty five thousand and**

four hundred only), as detailed above, debiting expenditure to head of account **2401-00-109-84 (P)** from current years' budget provision of Rs.500.00 lakhs earmarked under the following sub heads.

Sub head	Amount (Rs in lakhs)
34 OC	492.50
04 TE – 1 Tour TA	4.00
45 POL	2.50
21 MV – 2 R&M	1.00
Total	500.00

The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Order read above.

Separate proposal shall be submitted to Government for obtaining Administrative Sanction for the balance amount of Rs.38.146 lakhs to be utilised through Farm Information Bureau.

Monthly progress report should be submitted and it should invariably contain component wise physical and financial targets and achievements, number of beneficiaries (wherever applicable) and the stage of implementation of each component.

Since the Government is giving emphasis to women participation and gender budgeting, maximum efforts have to be made to enhance the involvement of women participants, where ever possible. The number of women beneficiaries should also be separately shown in the monthly progress report.

Sd/-

Director of Agriculture.

Deputy Director of Agriculture (Plg.)

Deputy Director of Agriculture (Plg.)
Directorate of Agriculture
Thiruvananthapuram

To

- 1) TV section of the directorate for information and necessary action.
- 2) The Principal Information Officer, Farm Information Bureau,
Thiruvananthapuram for information and necessary action.

Copy to

TA to Director of Agriculture, CA to All Additional Directors of Agriculture of the HQ, State Agricultural Engineer, Senior Finance Officer for information IT section of the directorate for posting on the website