

TV(1) 21673/19

Directorate of Agriculture Development  
and Farmers Welfare Department  
Vikas Bhavan, Thiruvananthapuram,  
Date: 02/08/2019

**CIRCULAR**

Sub: Annual Plan 2019-20 scheme on “Strengthening of Agricultural Extension”–  
Farmer's Day celebrations, 2019– detailed working instructions issued.

Ref: 1. GO.(Ms.) 102/ 2017 Thiruvananthapuram Dt. 10/8/2017  
2. Order no. TP(2) 12933/2019 dtd 19.06.2019 of Director of Agriculture  
3. Circular No. TV(1) 21673/19 dtd 30.07.2019.

As per the reference 1<sup>st</sup> cited administrative sanction has been accorded for the scheme “**Strengthening of Agricultural Extension**” in 2018-19. As per the Annual Plan 2019-20 the scheme is proposed to be implemented during the current financial year with a budget allocation of Rs. 4545 lakhs under the Head of Account 2401- 00-109-80 plan and As per reference 2<sup>nd</sup> cited continuous administrative sanction is issued for the scheme for an amount Rs. 1685.86281 lakhs for the year 2019-20. One of the component of this scheme is public participation **for which Rs. 222.50 lakhs is sanctioned.** Farmers Day celebration is one of the component of Public Participation.

Chingam 1<sup>st</sup>, 1195 (August 17, 2019) will be celebrated as ‘Farmer’s Day’ in all the Krishi Bhavans of the state. Public meetings will be conducted in all the 1076 Krishi Bhavans under the Chairmanship of Grama Panchayat President/ Municipal Chairman / Mayor. The following guidelines in this regard is issued for strict compliance.

A Reception committee should be constituted for the purpose in each Krishi Bhavan / Municipality/ Nagarapalika with the Panchayat President / Municipal Chairman /Mayor as chairman. The Agricultural Officer will be the convenor of the above committee. The committee will include the local MLA, MP, District Panchayat Members, Block Panchayat Members, Ward Members, Karshika Vikasana Samithi members, representatives of Agro Service Centres, various Agricultural groups, samithies and the concerned Assistant Directors of Agriculture as the members.

The Reception Committee should be formed before 06.08.2019 and will identify the outstanding farmers of the area so as to honour them in the public meeting on farmers day. While selecting the farmers thrust should be given to the farmers adopting 'Organic Agricultural Practices'. The decision of the Reception Committee on the selection of the farmers will be final. Out of the farmers selected one should be from SC/ST category and another should be a woman farmer. Youth farmers and student farmers should also be considered.

The time schedule for the meeting should be fixed according to the convenience of the local MLA/MP. Participation of 200-300 farmers should be ensured for the public meeting. The representatives of Animal Husbandry, Dairy and Irrigation department, KSEB, other public/co-operative, financial institutions should be invited. ATMA groups, LEAD Farmers and Satellite Farmers will attend the function. Karshika Karma Sena should be involved in the function.

The meeting should include a 3 hour seminar to discuss and solve the current problems of importance in the Agricultural sector in the area. Information with respect to the distribution of planting materials / departmental schemes also be delivered in the programme.

Krishi Bhavan should be well decorated on that day. If necessary white washing should be done. **Plastic and flex boards should not be used.** Banners announcing farmers day should be with yellow letters in dark green back ground, with the state emblem in orange colour. **Green protocol must be observed all over the programme.**

The Principal Agricultural Officer, Deputy Director of Agriculture (nodal) and Deputy Director of Agriculture (E&T) of the district will render necessary guidance and help for the effective celebration of the day. Necessary leaflets will be prepared and distributed by the FIB to all Krishi Bhavans well in advance. Nodal Deputy Director of Agriculture will attend the function in their block.

Wide publicity on the farmers day celebrations should be given through print and electronic media and detailed report should be furnished by the Principal Agriculture Officer and to the news media on the same day itself as soon as the function is over.

Principal Agricultural Officers should furnish the report on the conduct of Farmers Day to this office before 31.08.2018

The expenditure on this component can be met from the budget provision of the scheme "Strengthening of Agricultural Extension 2019-20" under the Head of Account 2401-00-109-80 plan. An amount of Rs. 5000/- per Krishi Bhavan will be allotted to you for conduct of the Farmers' day celebration.

Sd/-

Director of Agriculture

To:

- All Principal Agricultural Officers – for information and necessary action

Copy to:

- CA to All Additional Directors of Agriculture
- CA to All Joint Directors of Agriculture
- Principal Information Officer, FIB for giving wide publicity through print and electronic media
- Deputy Director of Agriculture, IT Cell - for information and publishing in the website.
- All ADA's and AO's of Krishi Bhavans.

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