

**PROCEEDINGS OF THE DIRECTOR OF
AGRICULTURE
DIRECTORATE OF AGRICULTURE
DEVELOPMENT AND FARMERS WELFARE
DEPARTMENT, THIRUVANANTHAPURAM
(Present: Dr.K.Vasuki IAS)**

Sub:- Annual Plan 2020-21 –Scheme on Farm Information and Communication – revised Administrative Sanction – sanctioned - orders issued – reg

Read:- 1) G.O.(Rt)No.690/2020/AGRI dated 05/08/2020
2) Letter no.D 606/2020 dated 28/1/2021 from the Principal Information Officer, Farm Information Bureau

ORDER NO.ADFW/501/2020-TP2 Dated.03/02/2021

As per the Annual Plan 2020-21, an amount of Rs.383.00 lakhs is earmarked for the scheme 'Farm Information and Communication' under head of account 2401-00-109-84 (P). Out of this Administrative sanction was accorded for implementation of the scheme during 2020-21 for an amount of Rs.311.69519 lakh (Rupees three crore eleven lakh sixty nine thousand five hundred and nineteen only) vide reference 1st cited with the following components:

SI No.	Component	Amount proposed (Rs. in lakhs)
A.	Kerala Karshakan and other activities Farm Information and Communication	131.82710
B.	Publication	53.00
C.	Media liaison	67.50189
D.	Other communication initiatives	59.3662
Grand Total		311.69519

As per reference 2nd cited, the Principal Information Officer, Farm Information Bureau has informed that additional funds are required for various sub-components under the components "Kerala Karshakan and other activities" and "Media Liaison" as there is immediate requirement of funds for the smooth conduct of VAIGA 2021. Therefore, the following

components are revised to the extent as shown below:

A. Kerala Karshakan and other activities (Rs.131.8271 lakhs)

An abstract of the sub-components included the component Kerala Karshakan and other activities sanctioned under the scheme is as follows:

Sl. No.	Particulars	Amount (Rs in lakhs)
1	'Kerala Karshakan' monthly	45.40800
2	Farm Photography Competition, Essay writing, Short story, video contests	2.30000
3	Kerala Karshakan Readers' Forum	1.00000
4	Exhibitions	23.00000
5	Video Production	35.00000
6	Farm Feature Workshop	5.00000
7	Cyber Extension	12.69820
9	Conducting Advisory Committee Meeting of Farm Information Bureau	0.50000
9	Travelling allowance, POL, Repair and Maintenance (R&M) charges	6.92090
	Total	131.82710

1. Kerala Karshakan

Kerala Karshakan is the Malayalam Journal being 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 1.5 Lakhs. It has been changed with attractive layout, more field level farm reports, success stories, technical articles etc. Farm Information Bureau, also publishes e-Journal in English brought out by the editorial team of Kerala Karshakan 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.

An amount of Rs.45.408 lakh was sanctioned for printing and associated works of 'Kerala Karshakan' monthly for the financial year 2020-21 as given below:

Sl. No.	Items	Amount (Rs. in lakhs)
a	Printing charge, and transportation charges	25.000
b	Designing and DTP Charges	1.750
c	Mailing charges	8.000
d	Honorarium to authors of Kerala Karshakan,	2.758
e	Kerala karshakan e -Journal (English)	3.750
f	Awards to officials in Agriculture, Animal Husbandry and Dairy Development for enrolment of Kerala Karshakan	1.000
g	Stationery Expenses	0.150
h	Hiring charge of vehicles	1.000
i	Visual advertisement in channels	2.000
	Total	45.408

It is estimated that for meeting the expenditure related to publishing of one or more issues of Kerala Karshakan an amount of Rs.17.70 lakh is additionally required under the component (a) Printing charge, and transportation charges. An amount of Rs.3.00 lakh is available as savings under the sub-component printing and associated works of 'Kerala Karshakan'. The revised abstract for this sub-component is as shown below:

Sl. No.	Items	Amount (Rs. in lakhs)
a	Printing charge, and transportation charges	42.70
b	Designing and DTP Charges	1.750
c	Mailing charges	7.000
d	Honorarium to authors of Kerala Karshakan,	2.758
e	Kerala karshakan e -Journal (English)	1.750
f	Awards to officials in Agriculture, Animal Husbandry	

	and Dairy Development for enrolment of Kerala Karshakan	1.000
g	Stationery Expenses	0.150
h	Hiring charge of vehicles	1.000
i	Visual advertisement in channels	2.000
	Total	60.108

2. Exhibition

Exhibitions are conducted within and outside state to provide information regarding various Government schemes of Agriculture, Animal Husbandry, Dairy Development Departments to farmers, youth and students. The Bureau organizes two types of exhibitions as follows:

a) Major Exhibitions

This include major exhibitions at national and state level like IITF at New Delhi, Flora Expo, Thrissur Pooram, other exhibitions in connection with Karshaka Dinam, Niravu, Puthari, Karshakasri Fest and other exhibitions in agriculture and allied sectors. Due to the prevailing COVID-19 lock down situation during 2020, there is a saving of Rs.12.00 lakh under this sub-component. This may be utilized to meet the additional requirement under the sub-component **printing and associated works of 'Kerala Karshakan' - Printing charge, and transportation charges** as mentioned above. In these circumstances a revised amount of Rs.8.00 lakhs is set apart for participating in major exhibitions.

b) Rural/Minor Exhibitions

As agriculture is rural activity, rural exhibitions provide an excellent tool for agricultural extension. The exhibition wing of Farm Information Bureau usually participate in large number of rural exhibitions within the state with the

co-operation of regional offices. It includes various rural exhibitions organized by various Government departments, 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 temples. But due to the COVID-19 lock down situation prevailing in the state during 2020, there is a saving of Rs.2.7 lakh under this sub-component. This may be utilized to meet the additional requirement under the sub-component **printing and associated works of 'Kerala Karshakan' - Printing charge, and transportation charges** as mentioned above. In these circumstances a revised amount of Rs.1.30 lakhs is set apart for participating in minor exhibitions.

A revised abstract of the sub-components included the component **Kerala Karshakan and other activities** sanctioned under the scheme without change in the total financial outlay for the component is as follows:

Sl. No.	Particulars	Amount (Rs in lakhs)
1	'Kerala Karshakan' monthly	60.10800
2	Farm Photography Competition, Essay writing, Short story, video contests	2.30000
3	Kerala Karshakan Readers' Forum	1.00000
4	Exhibitions	8.3
5	Video Production	35.00000
6	Farm Feature Workshop	5.00000
7	Cyber Extension	12.69820
9	Conducting Advisory Committee Meeting of Farm Information Bureau	0.50000
9	Travelling allowance, POL, Repair and Maintenance (R&M) charges	6.92090
	Total	131.82710

B. MEDIA LIAISON (Rs.67.50189 lakhs)

The media liaison division of Farm Information Bureau coordinates media related activities, issues press release, arranges press conferences, produce and release advertisements in leading print and electronic media. The total fund allocated for the implementation of this component vide G.O. cited 1st above is as follows:

Sl. No.	Item	Amount (Rs. in lakhs)
1	Advertisement through print media	11.8032
2	Audio advertisement	15.6441
3	Visual advertisement campaigns of flagship programmes	9.3537
4	Advertisement through theatres	6.2827
5	Railway Jingles	11.0438
6	Media workshop	5.0000
7	Harithadalam	0.5920
8	Design charges	0.8435
9	Advertisement online/ miscellaneous items	2.93889
10	International farm film festival	4.00
	Total	67.50189

Due to the COVID-19 pandemic restrictions, the funds earmarked for the sub-components namely "Advertisement through theatres", "Railway Jingles", "International farm film festival" and "Media workshop" were not fully utilized and there is a saving of Rs.23.32650 lakh under the component "Media Liaison" as follows:

Sl. No.	Item	Amount (Rs. in lakhs)
1	Advertisement through theatres	6.2827
2	Railway Jingles	11.0438
3	Media workshop	2.0000

4	International farm film festival	4.0000
	TOTAL	23.3265

Now, consequent to the relaxation of restrictions by the Government, the Department has decided to conduct **VAIGA 2021**, a prestigious international workshop on Value Addition and Income generation in Agriculture from **10/02/2021 to 14/02/2021** as in previous years observing all COVID-19 protocols. The meeting held on 21/1/2021 under the Chairmanship of the Hon'ble Minister for Agriculture has decided to give more visual and audio advertisement in connection with the publicity for VAIGA 2021.

Under these circumstances, additional funds are required for the sub-components **Audio Advertisement and Visual advertisement campaigns of flagship programmes** under the component Media Liaison. The savings of Rs.23.32650 lakh mentioned in the previous paragraph may be utilized to meet the additional requirement under these sub-components.

A revised abstract of the sub-components included the component **Media Liaison** sanctioned under the scheme without change in the total financial outlay for the component is as follows:

Sl. No.	Item	Amount (Rs. in lakhs)
1	Advertisement through print media	11.8032
2	Audio advertisement	30.6879
3	Visual advertisement campaigns of flagship programmes	17.6364
4	Advertisement through theatres	-
5	Railway Jingles	-
6	Media workshop	3.0000
7	Harithadalam	0.5920
8	Design charges	0.8435
9	Advertisement online/ miscellaneous items	2.93889
10	International farm film festival	-
	Total	67.50189

In the circumstances mentioned above, revised administrative sanction is hereby issued for implementation of components of the scheme **Farm Information and Communication** during 2020-21 with no change in the total budget provision earmarked for the various components as per the Government Order cited 1st debiting expenditure to head of account 2401-00-109-84 (P) from current years' budget provision. The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Order read above.

Sd/-

DR. K. VASUKI IAS
DIRECTOR

To

- 1) Principal Information Officer, FIB
- 2) TV(1) section

Copy to

1. TA to Director of Agriculture
2. CAs to all Additional Directors of Agriculture
3. SAE and SFO for information
4. IT Cell for publishing in website

Chie. dir
Deputy Director of Agriculture (P)
Directorate of Agriculture
Thiruvananthapuram

db
3/2/21