

TV(1)15939/18

Directorate of Agriculture Development
& Farmers Welfare Department
Thiruvananthapuram
Dated : 26/5/2018

CIRCULAR

Sub: Annual Plan – 2018-19 scheme on Farm Information Communication –
working instruction issued -reg.

Ref: 1. GO (Rt) No: 505/2017/AD dtd. Thiruvannathapuram 10.05.2017

2. Order No. TP (2) 7463/2018 Dt. 11/5/2018

Administrative Sanction has been accorded as per the reference 1st cited, for the implementation of scheme Farm Information and communication for the year 2017-18 with a provision of Rs. 400 lakhs under the H/A 2401-00-109-84 plan.

In the annual plan 2018-19 Rs.440 lakhs has been set apart for the scheme of which continuous administrative sanction has been accorded for an amount of **Rs. 401.854 lakhs**. The scheme aims at the development of information dissemination through the use of Mass media, and electronic media including web based services.

Farm Information Bureau (FIB) is the only agency under Department of Agriculture providing active and complete information support to accelerate the extension and developmental activities of the Department of Agriculture, Animal Husbandry and Dairy Development. The Bureau takes up the propaganda works of these departments to help the farming community in availing various benefits offered by the Government. It works as an effective link between research stations and farming community by disseminating right scientific knowledge to the right person at the right time and providing feedback to the research community. Head Office of Farm Information Bureau is at Thiruvananthapuram with two Regional Offices at Ernakulan and Kozhikode. The scheme 'Farm Information and Communication' 2018-19 is sanctioned for carrying out its various activities during 2018-19. Various components of the scheme are described under three headings.

Sl No.	Component	2401-00-109-84-34-OC-Plan
1.	Farm Information and Communication	279.75 lakhs
2.	Publications and advertisement	112.890 lakhs
3.	Other communication initiatives including radio services	9.214 lakhs
Total		Rs. 401.854 lakhs

A. FARM INFORMATION AND COMMUNICATION 2018--19

1. KERALA KARSHAKAN

During the year 2018-19 a total of Rs. 195.25000/- (Rupees One Crore Ninety five lakh and twenty five thousand only) is sanctioned for various activities related to Kerala Karshakan Magazine.

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 sanctioned 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 sanctioned to meet the mailing charges of keralakarshakan

d) *Honorarium to authors of Kerala karshakan.*

- di) 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 & SORTSTORY 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. During 2018-19 FIB conduct a short story competition also. During 2018-19 the subject for the competition will be "Jack Fruit – State Fruit of Kerala". This year competition will be conducted for two categories to assure more participation.

Category 1 - Essay contest on the subject-"Jack Fruit –State Fruit of Kerala" (For students in HS and HSS). The prize money is as following

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/-

A total amount of Rs.30000/- is sanctioned for this item

Category 2 - Short story contest with Jack Fruit as character (For students in HS and HSS) the prize money for this competition is as following

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/-

An amount of Rs.30000/- is sanctioned for this item

A total 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.

1. India International Trade Fair (at Pragathi Maidan, New Delhi)
2. Flora Expo
3. National level Exhibition in connection with Thrissur Pooram.
4. VAIGA Exhibition
5. Karshaka Dinam
6. Onam Pagenry

In addition to the above, all other exhibitions conducted at International, National and State level will come under this category. 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. Hence Rs. 22 lakhs in set apart 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 regional 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 is sanctioned in this category for 2018-19.

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.

An amount of Rs.35 lakhs is sanctioned for the scheme.

The details of various items of activities related to video production and the financial requirement for each item 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)

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 sanctioned 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 headquarters 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

Rupees 15 lakhs is sanctioned for Production and airing of advertisements through railway stations at PRD rates for publicity of various department programmes and flagship programmes .

f) Media Workshop – Rs. 3.00 lakhs

Media Workshop is conducted to familiarize the officials with the media activities at suitable place with the participation of employees from various department and media persons. Rupees . 3 lakh is allotted for this component .

g) Harithadalam – Rs.2.00 lakhs

Harithadalam is a fortnightly e-news letter being published through farm information bureau website. Rs.2 lakhs is provided 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. Rs. 0.50 lakh 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. Rs.1 lakh 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 Akashavani 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. Rupees 9.214 lakh is sanctioned for kuttanad Radio programme .

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

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 IIITM-K, for which Administrative Sanction from Government is awaited.

Out of the balance components worth Rs.440.00 lakhs envisaged, sanction for **the components for Rs.401.854 to be implemented through Farm Information Bureau is issued for the** continuing components is as follows. The balance amount will be sanctioned Only after receiving Administrative sanction from Government.

Abstract for the continuing components

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)

Implementation and Monitoring

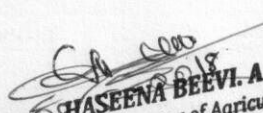
The scheme will be implemented by Principal Information Officer FIB . No further sanction required for implementing various components for which administrative sanction is issued. Conduct of Purchase and other required items must be done observing store purchase rules . The scheme will be monitored by Additional Director (Extension)

Expenditure will be debited to the H/Ac 2401-00-109-84-34-OC-Plan from the budget allocation for 2018-19.

Sd/
Director of Agriculture

To
PIO, FIB

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