

**CIRCULAR**

Sub: Annual Plan 2018-19 – “Scheme for strengthening of Agricultural Extension – Awards to Extension Personnel – Administrative Sanction accorded . Working instructions issued .

Ref: 1) GO Ms No. 102/2017 Thiruvananthapuram Dt. 10/08/2017.  
2) Order No. TP(2) 7462/ 2018 Dt. 28/04/2018 of Director of Agricultural Development and Farmers Welfare Department.

As per the reference 1<sup>st</sup> cited administrative sanction has been accorded for the implementation of the scheme “ **Strengthening of Agricultural Extension**” in 2017-18. As per the Annual Plan 2018 -19 the scheme is proposed to be implemented during the current financial year with a budget allocation of Rs 4400 lakhs under the Head of Account 2401-00-109-80. As per the reference 2<sup>nd</sup> cited continuous sanction for 9 components of the scheme is accorded for the year 2018-19 for an amount of Rs. 2053 lakhs. One of the component of the scheme is **Award to Extension Personnel** including Project Director, ATMA Deputy Directors of Agriculture, Assistant Directors of Agriculture, Agricultural Officer, Agricultural Assistants at State level based on the their over all performance and achievements in extension activities and other schemes. Awards will also be given to Assistant director of Agriculture, Agricultural Officer, and Agricultural Assistant at district level. Rs. 30 lakh is provided for this component.

**Objectives:**

- 1) Issue cash award and certificate to Extension personnel who performs best
- 2) Motivate extension personnel to improve their work.
- 3) Cerate a competitive spirit among technical staff for best performance.
- 4) To improve the performance of all technical officers
- 5) To create good worker culture
- 6) To benefit farmers more by extension work.
- 7) Improve quality of implementation of scheme
- 8) To give due consideration to the opinion of farmers about the extension personnels.

The awards constituted are given below:

**1) State level awards**

State level awards will be given to best Principal Agriculture Officer, Project Director(ATMA) Deputy Director of Agriculture, Assistant Director of Agriculture, Agricultural Officer and Agricultural Assistant.

**1. Principal Agricultural Officer**

1 <sup>st</sup> position:	Rs. 50000 + shield and certificate
II <sup>nd</sup> position:	Rs.25000+ shield and certificate
III <sup>rd</sup> position:	Rs.15000+ shield and certificate

**2. Project Director, ATMA**

1 <sup>st</sup> position	:	Rs. 50000 + shield and certificate
II <sup>nd</sup> position	:	Rs. 25000+ shield and certificate
III <sup>rd</sup> position	:	Rs.15000+ shield and certificate

**3. Deputy Director of Agriculture**

1 <sup>st</sup> position	:	Rs. 25000 + shield and certificate
II <sup>nd</sup> position	:	Rs. 15000+ shield and certificate
III <sup>rd</sup> position	:	Rs.10000+ shield and certificate

**4. Assistant Director of Agriculture**

1 <sup>st</sup> position	:	Rs. 25000 + shield and certificate
II <sup>nd</sup> position	:	Rs. 15000+ shield and certificate
III <sup>rd</sup> position	:	Rs.10000+ shield and certificate

**5. Agricultural Officer**

1 <sup>st</sup> position	:	Rs. 25000 + shield and certificate
II <sup>nd</sup> position	:	Rs. 15000+ shield and certificate
III <sup>rd</sup> position	:	Rs.10000+ shield and certificate

**6. Agricultural Assistant**

1 <sup>st</sup> position	:	Rs. 25000 + shield and certificate
2 <sup>nd</sup> position	:	Rs. 15000+ shield and certificate
3 <sup>rd</sup> position	:	Rs.10000+ shield and certificate

**District Level Awards:**

District level awards will be given to Assistant Director of Agriculture, Agricultural officer and Agricultural Assistant

**1. Assistant Director of Agriculture**

1 <sup>st</sup> position	:	Rs.15000 + shield and certificate
II <sup>nd</sup> position	:	Rs.10000+ shield and certificate
III <sup>rd</sup> position	:	Rs.5000+ shield and certificate

**2. Agricultural Officer**

1 <sup>st</sup> position	:	Rs. 15000 + shield and certificate
II <sup>nd</sup> position	:	Rs. 10000+ shield and certificate
III <sup>rd</sup> position	:	Rs.5000+ shield and certificate

**3. Agricultural Assistant**

1 <sup>st</sup> position	:	Rs.15000 + shield and certificate
2 <sup>nd</sup> position	:	Rs.10000+ shield and certificate
3 <sup>rd</sup> position	:	Rs.5000+ shield and certificate

### **Mode of Implementation:-**

The officers applying for award should have shown excellence in the following fields.

- a. Number of successful years of effective Extension work , in the category in which award is applied for.
- b. Efforts made in the field of extension activities and technology transfer.

The minimum service required for in each category of officials to be considered for award is proposed as follows.

Sl.No.	Category	No. Of years of minimum service required
1	Agricultural Assistant	6
2	Agricultural Officer	6
3	Assistant Director of Agriculture	3
4	Deputy Director of Agriculture	1
5	Principal Agriculture Officer, Project Director, ATMA	1

Other parameters like maintenance of records, proper accounting, office management initiatives in implementing novel programmes, timely implementation of the department programmes etc. Also will be included.

### **Criteria to be followed while selecting best extension personnel.**

1. Efforts made in the field of extension activity and technology transfer.
2. Achievement in implementing mandatory activities of Agriculture department and local bodies.
3. Innovative extension interventions made to solve the problems of farmers and mode of interaction with farmers.
4. Participation in MTA meeting
5. Efforts made for transfer of modern technologies and research result to farmers in field of agriculture and allied sector.
6. Attempt to made to adopt modern scientific technologies.
7. Timely effort made to trend necessary solutions / instruction to farmers in implementation of schemes.
8. Successful implementation of ATMA and LEADS.
9. Achievement in implementing crop health schemes, soil health management schemes, vegetable development programme, fallow land cultivation, organic cultivation with specific emphasis on soil and water conservation.

10. Achievement made for convergence of different schemes for agricultural development.
11. Successful handling of critical situation with regard to administration and public relations.
12. Activities of last one year 2017-18 will be considered.
13. Awards will be given based on performances of officer at Panchayath, block and district level.
14. Officers can be nominated by Panchayath, Karshika Vikasana Samithy or progressive farmers. Apart from this the officer can also directly apply. Superior officers can nominate eligible officers without giving rise to any complaint.
15. Opinion of farmers will also be considered while identifying best extn personnel.
16. Officers who are highlighted in success model can be nominated.
17. Officers may be required to make presentation of their achievements before state level committee.

#### **Constitution of District and State Level Award committee:**

The District level committee will be constituted with the following members.

- Principal Agricultural Officer of the concerned district - Chairman
- Representatives of the KVK/Research Station of KAU in the concerned district - Member
- Deputy Director of Agriculture (E&T) –Convener
- Project Director (ATMA) - Member
- Deputy Director of Agriculture (WM) – Member

The State Level Committee will be constituted with the following members.

- Director of Agriculture – Chairman
- Director of Extension - Member
- Additional Director of Agriculture (Extension) - Convener
- Additional Director of Agriculture (Plg)–Member
- State Agricultural Engineer – Member
- Director (SAMETI) - Member
- Principal Information Officer, FIB, Thiruvananthapuram – Member

District level and State Level Awards for excellence in extension will be provided to outstanding technical officers (Deputy Directors of Agriculture, Assistant Directors of Agriculture, Agricultural Officers and Agricultural Assistants) with certificate and cash awards.

Award for Principal Agricultural Officer will be provided to the outstanding district where convergence with line departments under the leadership of Principal Agricultural Officer is achieved.

Separate set applications may be collected (if necessary) for state level and district level awards. They may be scrutinized by the district level award committee and finalize these awards. Extension personnel assessed to be best at district level may be submitted for state level awards. **The application/nomination for best officers at State Level in the cadre of Deputy Director, Assistant Director, Agricultural Officer and Agriculture Assistant should be forwarded through Principal Agricultural Officers. Application for Principal Agricultural Officer, Project Director ATMA may be submitted directly to Director of Agriculture.**

**Abstract of Financial Outlay**

Award	Amount (Rs. In lakhs)
District Level Award	- 21.70
State Level Award(HQ)	- 7.90
Miscellaneous (LS)	- 0.40
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	<b>30.00</b>

An amount of **Rs.30.00 lakhs** is set apart for this purpose. Expenditure will be debited to the H/A:  
2401-00-109-80 plan of 2018 - 19

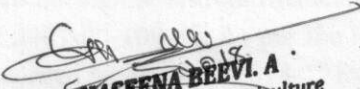
Sd/-  
**Director of Agriculture**

To:

All Principal Agricultural Officers  
All Project Directors, ATMA  
All Assistant Directors of Agriculture.  
All Agricultural Officers

Copy to:

CA to DA,  
Addl DA (Extn),  
JDA(AR&T), DDA IT cell to publish in the website, Planning section, SF/fare

  
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