

CIRCULAR

Sub:- Annual Plan 2018-19 – Scheme “Strengthening of Agricultural Extension” – Component – “Public participation and cyber extension and Award to farmer and farmer groups” – Working instructions on Public Participation and Award to farmer and farmer groups”– issued reg.

Ref:- 1. GO (Ms)No. 102/2017/AGRI Dt. Thiruvananthapuram. 10/08/2017
2. TP(2) 7462/2018 Dt.28/4/2018 of Director of Agriculture

As per the reference 1 cited , administrative sanction has been accorded for the for the implementation of the scheme “Strengthening of Agricultural Extension” under the Head of Account 2401-00-109-80 plan during 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 plan .

As per reference 2 continuous sanction is accorded for 9 components no of the the scheme during 2018- 19 ; for Rs.2053 lakhs . One of the component of the above scheme is “**Public Participation , Cyber extension & Award to farmer and farmer groups**” with a provision of 348 lakhs and out of which **Rs. 300 lakhs is for “Public Participation & Award to Farmer and farmer groups”**

Public Participation Programmes:-

Public participation is highly essential for successful implementation of agricultural development programmes. Participation of public in the development endeavours will help in promoting the bottom up approach of planning process and also help in creating more transparency and accountability and facilitate more equity in sharing of resources and benefits. To ensure public participation in Krishi Bhavan activities, Karshika Vikasana Samithi was constituted in each Krishi Bhavan. To create awareness about agriculture development programmes and to honour the farming community, farmer’s day celebration, workshops, seminar, etc. will be organized. District level Karshika Vikasana Samithi is constituted in all districts with objective of over all discussion and co ordination .

Objectives

- i. Development of grass root level support system for agricultural development.
2. Creating awareness among farmers about the programmes being implemented by Dept. of Agriculture and ensuring effective participation.
3. Recognition of outstanding farmers in the field of agriculture.
4. Improving the dignity of farming and farmers among the public

5. Attract and mobilize youth towards farming.
6. Update the technical knowledge of departmental officers at Grass root level.

During the current financial year, the following programmes are proposed.

a) Farmer's day:- To recognize the role of farmer in agriculture development and also to honor best performing farmer, farmer's day will be celebrated in Chingam 1st at Krishi Bhavan level as done in previous years. The farmer's day celebration may be organized by conducting public meetings, arranging group discussions/seminars and also by honoring the best farmers of the area in public functions. The function may be organized with the full participation of farmers, people's representative, Karshika Vikasana Samithy members, MLA's/MP's and other stake holders involved in the agriculture development programmes of the area. **An amount of Rs. 5000/- can be utilized for the conduct of farmer's day in each Krishi Bhavan.** Wide publicity is to be given for departmental schemes on farmer's day.(separate circular Issed)

Besides Krishi Bhavan level functions, it is also proposed to conduct farmer's day celebration at State level. An amount of Rs. 5 lakhs is earmarked for this. The amount allotted for farmer's day may be utilized for meeting the expenditure related to the conduct of this function. State level awards will also be distributed at this function.

An amount of **Rs. 58.8 lakhs** is set apart for this component.

b) Conduct of State level, District level and Grama Panchayath level Karshika Vikasana Samithi meetings.

The advice of Karshika Vikasana Samithies constituted at the Krishi Bhavan level, District level and state level will help in effective implementation of agricultural development programmes. To facilitate this, Karshika Vikasana Samithi meetings may be convened once in a month at Krishi Bhavan level and once in two months at District level. More number of meetings may be conducted under special circumstances. Assistant Director of Agriculture also will attend the ADC meeting at Krishi Bhavan level. Notice regarding the meeting should be sent to the members sufficiently early. All Department schemes and LSGD programmes will be discussed in the meetings. **An amount of Rs. 500/- can be utilized towards the refreshment charges per meeting at Krishi Bhavan and district level.** Apart from this sitting fee can also be issued to ex-officio members of the Karshika Vikasana Samithi as per the Govt. order (G.O(Ms) No. 150/2016 Agri dated 7/11/2016. Deputy Director of Agriculture (Extension & Training) will report the details of ADC meeting convened on monthly basis with date of meeting, Venue, number of participants, important decision, etc.

The amount set apart for this component is **Rs. 113 lakhs**.

c) Karshaka Awards

Every year, the Department of Agriculture honor outstanding farmers, by distributing cash award and certificate. The awards will be distributed at public functions organized at the state level. **An amount of Rs. 70 lakhs is set apart** for organizing public functions and for distribution of Karshaka awards.

d) Conduct of State level programmes ; In order to strengthen the Agriculture extension and also to create awareness about the various development programmes implemented by the Department of Agriculture, it is proposed to organize various state level programmes like melas, exhibition,

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research extension farmer interfaces, etc. at state level. An amount of **Rs.7.5 lakhs** is set apart to meet the expenditure for organizing State level programmes.

e) Conduct of reviews workshops and seminars

1. Workshop & Regional reviews - Statelevel

To review the implementation of departmental schemes and to issue direction to stream line scheme implementation, it is proposed to convene reviews and workshop of departmental officials as required. An amount of Rs.1.00 lakh per meeting is proposed for meeting the expenses connected with the conduct of state level workshops and review meeting of District level officers including expenses of food & accommodation . State level workshop will also be held to formulate and evaluate flagship programmes. . An amount of **Rs.15 lakhs** is proposed for this purpose

An amount of **Rs.15 lakhs** is kept at HQ for this component .

2. Workshop & Reviews . District level

Principal Agricultural Officer will conduct monthly workshop for discussion of the programmes / review of Assistant Directors of Agriculture and Agricultural Officers at district level. An amount of **Rs.25.2 lakhs** is set apart for this purpose. A maximum of @ Rs. 20000/- per workshop/ review can be expended/ district.

3 . Seminars/Research Extension Interface

To formulate specific strategies for agriculture development and also to reorient the existing research priorities, regular interface between researches, extension personnel and farmer will be held to update and refine the technical knowledge on various crop based and related activities. In this context, Research-Extension-Interface for each crop season at the district level is to be conducted to formulate specific agricultural development strategies, suggest suitable interventions (for technology, supplies and services) and finalize research priorities to meet farmer's needs for each crop season. Researchable issue will be prioritized and finalized in the Research Extension Interface.

As a part of Strengthening extension, to create awareness about the various programmes and also to ensure flow of technical knowledge and other related interaction to farmers, seminars may also be conducted at the district level with the active involvement of district Karshika Vikasana Samithi. About 100 Nos. of farmers from different parts of the district are to be invited to attend the seminars. The seminar would discuss the new technological interventions required to be adopted and also important problems which the farmers face during different stages of crop production. Seminar/Interface may conducted with the full participation of scientists from KAU, Central Research Institutes and other experts involved in agricultural development. An amount of Rs.0.75 lakh per district is earmarked for the conduct of seminar/interface at district level. **Rs. 10.50 lakhs** is proposed for this sub-component.

A total amount of **Rs50.7 lakhs** is sanctioned for Seminars Reviews and Research Extension Interface

Information Technology & Cyber Extnsion – Detailed working instructions is issued from IT Cell

Monitoring:-

At the district level, the scheme will be monitored and implemented by the Deputy Director of Extension(E&T) under the overall supervision of Project Director, ATMA. At the state level, the Additional Director of Agriculture (Extn) will monitor the scheme. PD, ATMA will submit the monthly progress report in the name cover of Smt.A.Girija Kumai. Additional Director of Agriculture (Extn) of the Directorate before 5th of every succeeding month.

Financial Outlay

Sl. No.	Components	Amount (Rs. in lakhs)
a)	Farmer's Day	58.80
b)	Conduct of State level, District level & Grama Panchayath level Karshika Vikasana Samithy	113.00
c)	Karshaka Awards	70
d)	Conduct of State level programme	7.5
e)	Conduct of Workshops, Seminars and reviews	50.7
Total		300.00

Component wise Physical & Financial targets are given in Annexure.I

The expenditure of the scheme will be met from the budget provision of **Rs. 2053 lakhs** under the H/A 2401-00-109-80 Plan of the current years budget.

Sd/-


Director of Agriculture

To

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

Copy to:-

- 1) CA to Director of Agriculture.
- 2) CA to All Addl. Directors of Agriculture.
- 4) CA to all Joint Directors of Agriculture.
- 5) TP Section- requested to allot funds as per Annexure.I
- 6) The DDA,IT cell – to publish the Working Instructions in the website.
- 7) TV/Finance section.
- 8) Stock file/Spare.


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Strengthening of Apiculture Extension 2018-19 Public Participation and award to farmer, farmer groups

Physical and Financial Targets

HA/c 2401-00-109-80

Director of Agriculture

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