

IT(2) 21308/17

Directorate of Agriculture Development

&Farmers' Welfare

Dt:9.4.2018

From

The Director

To

All Principal Agricultural Officers

Sir/Madam,

Sub:- Scheme on "Integration of social media for Agriculture Department"- mobile connectivity charges to Lead farmers &Krishi Bhavans-reg

Ref:-1) G.O.(Rt)No . 1864/15/AD dt:5.11.2015

2)G.O(MS)No 102/2017/AGRI dt:10.8.2017

3) Circular of even no dt: 20.9.2017 of Director of Agriculture

Attention is invited to the references cited above wherein instructions were issued to District level officers regarding implementation of the scheme on "Integration of social media for Agriculture Department" under the major scheme "Strengthening of Agricultural extension" under the h/a 2401-00-109-80 Plan .

Under this scheme ,funds were allocated for providing mobile connectivity charges to Lead farmers and Krishibhavans ( 2 per panchayat ) as Support to Lead Farmer /Master Farmers of Padasekharasamithi/KerasamrakshanaSamithi/Kurumulakuvikasanasamithi/Vegetable Development Clusters etc proficient in the use of Social or Digital Media for sharing Good Agricultural Practices and Success Stories with other farmers of the Group and for Krishi Bhavan . During 2017-18,incentive @ Rs 3498/data plan was provided for meeting data charges for internet use based on satisfactory completion of the below given criteria.

a. At least 250 registered traditional farmers per panchayath should be brought under this scheme.

b. Three group/cluster per panchayath should be identified to give support to other progressive farmers on social media.

**In the meeting held on 14.3.2018 in the chamber of Honourable Minister for Agriculture, it was instructed to issue the above directions once more for the successful implementation of the scheme. Based on the discussions held and instructions of Honourable Minister, the following detailed instructions are issued for strict compliance.**

a. Social media groups should be formed in each Krishi Bhavan (with minimum 250 farmers). ie; atleast 250 farmers per panchayat should be brought under this scheme

b. Three social media group/cluster per panchayat should be formed to give support to other farmers.

Data plan support to Krishi Bhavan, Lead farmers/Master farmers

Farmers and officers who have joined the data plan should report product for marketing in e-commerce portal/e-vipani/vipani of [www.krishi.info](http://www.krishi.info) and report pest and disease/field problems through Karshika Vivara Sanketham on weekly basis. Lead farmers who have actually reported data should be selected for adding to the data plan. Krishi Bhavan officials and Lead/Master farmers who receive data plan should use this to share modern scientific agricultural information using e-extension tools and techniques through social media like Whatsapp, Facebook etc to farmer leaders and farmers regularly. In case of any field problems, they should communicate with social media enabled call centre portal [www.krishi.info](http://www.krishi.info) of *Karshika Vivara Sanketham Oru Viralthumpil Project* (Karshika Vivara Sanketham Oru Viral Thumpil Toll free No 1800-425-1661, Whats App No: +91 944 705 1661, Face book: [fb.com/krishiinfo](https://www.facebook.com/krishiinfo)), Krishi Video Mobile App (<http://krishivideoadvise.gov.in>), research Stations/KVKs and other institutions where experts/solutions/technology are available, using photos/videos/audio/accurate description of field problems and share the solutions received from experts to farmers.

The data plan holders should effectively show case and share demonstration results, new agricultural practices, Good Agricultural Practices, success stories, scheme information and achievements of Department of Agriculture Development & Farmers' Welfare using social media. New advisories, messages received from Department/ATMA Dt Team/KVK/Other institutions should be shared with maximum beneficiaries utilising social media.

Krishi Bhavan officials and Lead farmers/Master farmers should use Mobile Apps developed with funding from Agricultural Department like e-vipani, Karshika Vivara Sanketham, Karshika Keralam, FEM@Mobile, and Apps like Kisan Suvidha, Agrimarket, Pusa Krishi, m-kisan, Soil Health Card App etc from Mobile Seva of GOI and share this to other farmers and train farmers in their locality.

Officers and farmers who have received data plan should actively participate in Social media avenues promoted by Department of Agriculture by creating positive impact in dissemination of agricultural knowledge and technologies which will enhance production, productivity and profitability of farming.

The progress on the following should be furnished urgently to Director of Agriculture (email: krishidirector @ gmail.com)

- a. Social media groups should be formed in each Krishi Bhavan (with minimum 250 farmers ). ie: at least 250 farmers per panchayat should be brought under this scheme
- b. Three social media group/cluster per panchayat should be formed to give support to other farmers .

At the district level, the scheme will be monitored and implemented by Deputy Director of Agriculture(E&T). At the State level, the scheme will be monitored by Additional Director of Agriculture(Extension). The progress of the scheme should be submitted in the name cover of Smt.A.Girija Kumari, Additional Director of Agriculture(Extension) before 5<sup>th</sup> of every succeeding month.

Your's faithfully

  
Director of Agriculture

Copy to All ADAs for compliance