

CIRCULAR

Sub : - Annual Plan 2017-18-Strengthening of Agricultural Extension –Integration of Social Media for Agricultural Development - Issue of Official Mobile Numbers to Officers and Offices– Working Instructions Issued-reg

- Ref :- 1) G.O(Ms)No.102/2017/AGRI, Dated:10.08.2017 of Government of Kerala
2) AGRI- PA2/157/2018-AGRI, Dated: 02.02.2019 of Government of Kerala
3) G.O(Rt)No. 1864/15/AD, Dated: 05.11.2015 of Government of Kerala
4) Approved Social Media Framework and Guidelines of Government of India
5) IT Act 2008

As per reference cited 1st above, Government of Kerala have accorded Administrative Sanction for the scheme “Strengthening of Agricultural Extension during 2017-18. One of the component under the scheme is Integration of Social Media for Agricultural Development and an amount of Rs.110.00 lakhs is set apart under the Head of Account “2401-00-109-80(P) during 2017-18.

As per reference 2nd cited above Government of Kerala have selected BSNL Mobile Plan -1699 and directed to issue BSNL SIM Cards not issued to farmers to Department Officials and Offices.BSNL has allotted new SIM Cards in the series 938347 for Offices and Officers of Department of Agriculture Development and Farmers' Welfare.The following Mobile numbers as per Annexure I A- to I N are allotted to various offices and officers of the Department. These mobile numbers will be the permanent number for the Offices and Officials whom they are allotted.

Principal Agricultural Officers of the Districts are directed to Collect **Customer Application Form (CAF)** from the nearest BSNL outlet. For each district **one application** is to be submitted by Principal Agricultural Officer to the BSNL Nodal officer (List attached as Annexure VI) under **mobile plan 1699**. Application to be submitted to BSNL with a **passport size photo of PAO** and a **copy of official ID card of PAO** as per TRAI regulations. PAOs are directed to **collect the SIM cards from BSNL nodal officer at the district level and take** Stock of SIM cards in a stock register in following format and issue SIM Cards to Officers after getting their signature in the stock register.

| Sl No | SIM Card number | Mobile number allotted | Name of office to which SIM Card/Mobile no is allotted | Designation of officer to whom SIM Card/Mobile no is allotted | Name of officer to whom SIM Card/Mobile no is allotted | Signature of officer to whom SIM Card/Mobile no is allotted | Remarks |
|-------|-----------------|------------------------|--|---|--|---|---------|
|-------|-----------------|------------------------|--|---|--|---|---------|

While handing over charge, Officers should hand over the Official SIM Cards to the Officer taking charge and it should be recorded in the stock register. Officers using the Official SIM are directed to use the SIM in a smartphone preferably in the android ecosystem. As a proactive Development Department, Officers are directed to keep the official phone active all the time. If Officer is not able to attend phone at times they can call back as a part of basic courtesy to farmers and Officials of Department. (No international outgoing call is permitted from the official mobile phone and any excess charge because of misuse has to be paid by the custodian of the SIM) In case where Officers are attending out station/interstate trainings/on long leave they are directed to hand over the SIM to the Officer in charge during the period of training/leave. SIM should be handed over to the Officer in the same cadre/Controlling Officer. In case of an Officer relinquishing charge SIM should be handed over to ADA/DDA(E&T)/Controlling Officer. In case of trainings for less than three days they can keep the SIM with them if they are able to reply to calls outside training hours. In case of loss of SIM officers can collect the new SIM from BSNL Nodal officer in charge of their district by giving an official letter/form. Officers are directed to use the SIM functionalities with utmost care and phone should not be handed over to any unauthorized person. Officers to whom the SIM is allotted will be the custodian of the SIM and fully responsible for any misuse or violation of any rules of IT ACT 2008. Disciplinary Action will be initiated against the custodian of the SIM in case of any misuse.

Features of BSNL Mobile Plan – 1699

- ❖ Free unlimited Voice Calls within BSNL network anywhere in India.
- ❖ Free 200 minutes per day Voice Calls out of BSNL to any network anywhere in India.
- ❖ 100 Free SMS per day.
- ❖ While roaming incoming is free and outgoing is chargeable
- ❖ Free unlimited Calls and SMS within the Closed User group(CUG) of Agricultural Department

Annual charges including GST @Rs.1699/- per connection will be paid from Directorate.

The previous plan 3498 will be deactivated for the officials and officers included in plan 1699. All other schemes providing SIM/Mobile Data/Calling plans to these officials and offices should be discontinued from the financial year 2019-20. Any scheme issuing mobile phone SIM/Calling/ Data plan should be initiated only with consent of IT Division. Persons initiating similar schemes will be liable for the excess expenditure. Any excess expenditure caused to the Department due to violation of this clause will be recovered with interest from the officer who is responsible for the misuse/duplication of Government Schemes. DDA (E&T) will be the implementing Officers of the scheme.

The data plan is provided under this scheme for e-extension and official communication. As per reference 3rd cited above Government of Kerala has accorded administrative sanction for use of Social Media for Agricultural Extension Management in Kerala. The users of official SIM are directed to use data plan for extension activities using social and digital media. Cutting edge advances in digital technologies have ensured convergence of voice, video and content sharing solutions enabling seamless digital experience in extension. An indicative list of activities is given as annexure II. All social media access should be strictly

according to frame work and guidelines for social media of Government of India included as Annexure -III.

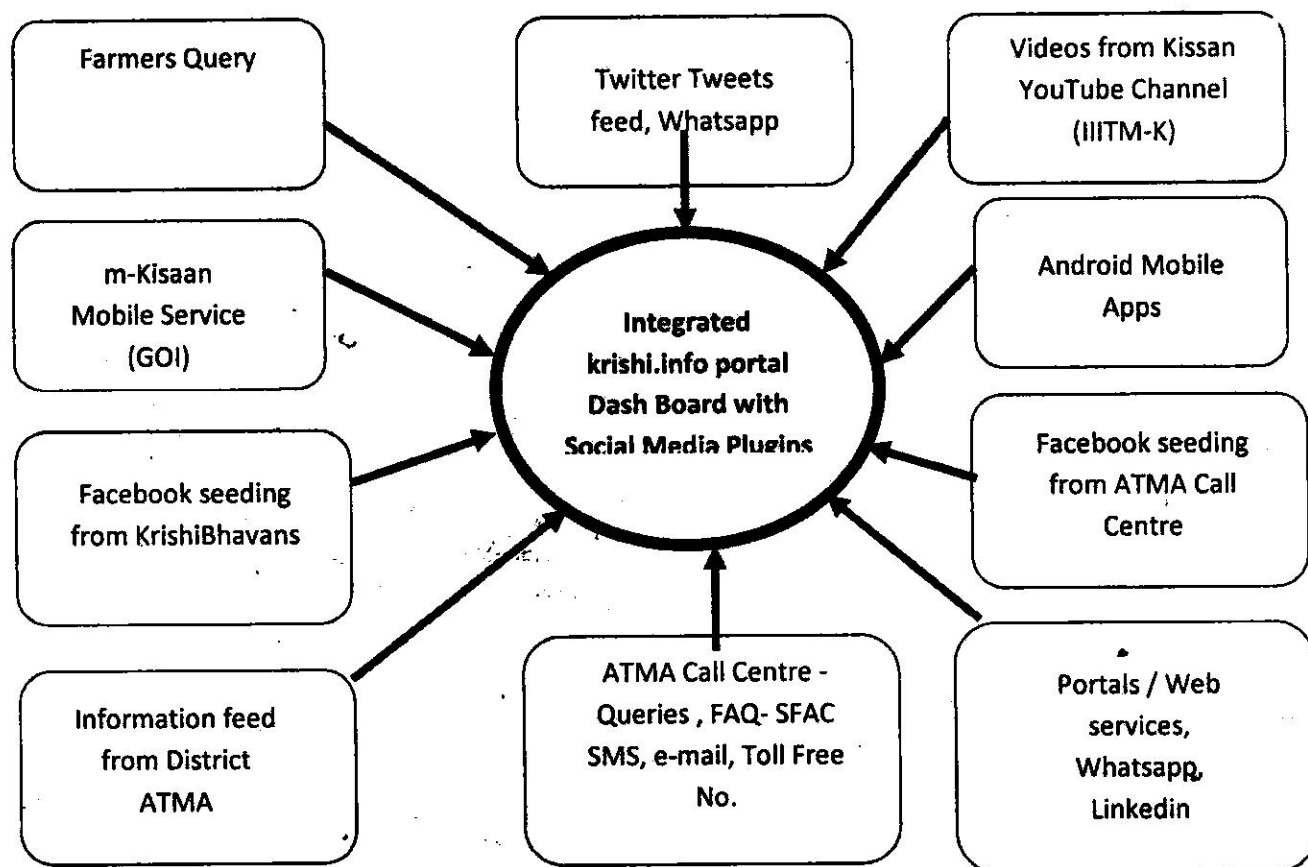
FIB is authorized to prepare Signature Tune /Jingle/Ring Back Tone for Department of Agriculture and Farmers' Welfare for official SIM/Mobile numbers of the Department. Where even feasible same signature tune can be used for landlines of the Department.

Officers are not allowed to initiate Websites for official purpose without the consent of the Director of Agriculture and should follow guidelines in web.guidelines.gov.in. But blogs with domain name can be used instead of websites. Personal information of beneficiaries like Adhar /bank account /mobile number etc should not be displayed to public without the consent of the party.

Field level success stories and list of model farmers to be posted to Social Media page of KarshikaVivaraSanketham . Contact details of Model Farmers and field level success stories for publishing in Departmental Website to be e-mailed to tokarshikakeralamagri@gmail.com

Potential Social and Digital Media Platforms to be used for Extension in Kerala

Facebook, Whatsapp, Instagram, Youtube, Twitter, Blog,Linkdin, Pinterest, Flickr, Slideshare, Mobile Apps, Mobile based Agri-Advisory Services - SMS, Voice Message, USSD code etc, Sound Cloud, FM and Online Farm Radio Services and other suitable new age social and digitalmedia platforms/applications, tools and technologies etc.



All Social, Digital and New Age Media platforms to be integrated with **krishi.info** portal developed for Agriculture Department under **Karshika VivaraSanketham OruViralthumpil Project**.

PAOs/PD(ATMA) may create district level facebook pages/blogs. These pages can be linked to the **krishi.info** portal of **KarshikaVivaraSanketham** of SFAC. ATMA District level Team should share weekly messages and technology advice to block and Krishi Bhavan Level Officers for sharing through social media platform.

1. Official Group in Telegram Messenger – KarshikaKeralam

All Officials receiving the Official SIM Cards should download Telegram Messenger software from Google play store and join “**Karshikakeralam**” Official Group of Department of Agriculture Development & Farmers’ Welfare. Telegram is the Official communication messenger application selected for Agricultural Department. Telegram app can be operated from android/ios/web based platforms.

2. Facebook pages of Krishibhavans and other Offices and live streaming of KrishimanthriVilippurathProgrammes

All Offices/Officers receiving the Official SIM are directed to operate the official facebook pages and live stream programmes like **KrishimanthriVilippurathu** and online farmer’s field schools and share other extension materials available in www.krishiinfo portal and various social media applications of **KarshikaVivarasanketham**. **Krishibhavan level Officers who have joined the data plan can report product for marketing in e-commerce portal/e-vipani/Vipani of www.krishi.info, pest and disease/field problem reporting through KarshikaVivaraSanketham on a weekly basis.** Krishi Bhavan officials 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 farm leaders and farmers regularly. They should update social media platforms of the **Department** regularly and share agricultural knowledge with other farmers and effectively use social media tools for e-extension as per permission granted vide reference 3rd cited.

3. Sending m-Kisan advisories to farmers through M-Kisan SMS Gateway (<https://mkisan.gov.in/>)

Mobile telephony (with or without internet) is one of the most potent and omnipresent tool for Agricultural Extension. As a part of Agricultural Extension under the National e-Governance Plan - Agriculture (NeGP-A), SMS gateway was developed to give information/services/advisories to farmers by SMS in their local language by giving preference to location specific agricultural practices. User Id and passwords are already issued to Block level ADA, District level PAO/PD ATMA for sending SMS to farmers. **Krishibhavan level Agricultural Officers can use the ADA level login in consultation with ADA to send extension messages to farmers.** All level officers are directed to send their weekly quota of messages to farmers for Mobile SMS based extension.

4. e-extension

In case of any field level problems, Officials should communicate with social media enabled call centre portalwww.krishi.info of **Karshika Vivara Sanketham Oru Viralthumpil Project** Toll free No: 1800-425-1661, Whats App No : +91 944 705 1661, Facebook: fb.com/krishiinfo), **Krishi Video Mobile App** (www.krishivideoadvice.gov.in), Research Stations/KVK's and other institutions where experts/solutions/technology are available using photo/video/audio/multimedia accurate description of field problems ; and share the solutions received from experts to farmers . The data plan holders should effectively showcase and share demonstration results, new agricultural practices , success stories, Scheme information and achievements of Agriculture Development and Farmer Welfare Department using social media. New advisories, messages received from ATMA District Team/KVK/Other institutions should be shared with maximum beneficiaries from registered farmers of the Department through social media.

Extension Officials should use mobile Apps developed with funding from Agricultural Department like e-Vipani, Karshika Vivara Sanketham , Karshika Keralam, FEM @Mobile , Kisan App for updating etc and Apps like Kisan Suvidha, Agrimarknet, Pusa Krishi, m-kisan, RKMP-M learning , Soil Health Card App etc from Mobile Seva Division of Government of India and share this to other farmers and train farmers in their locality . Officers who have received data plan should actively participate in social media avenues promoted by Agriculture Development and Farmer Welfare Department by creating positive impact in dissemination of agricultural knowledge and technologies which will enhance production, productivity and profitability of farming.

For any Clarifications, Comments, Complaints and suggestions please contact 0471-2303990, 2309122. e-mail Id - agridir@gmail.com


24/5/14
Director

DIRECTOR
AGRICULTURE DEVELOPMENT
AND FARMER'S WELFARE DEPARTMENT
TRIVANDRUM, KERALA

Department of Agriculture Development & Farmers' Welfare

Enclosed

Annexure I A to N- Mobile numbers allotted to various Offices and Officers of Department of Agriculture Development & Farmers' Welfare as detailed below.

IA Trivandrum -- Number of SIM Cards/Mobile Numbers

IB Kollam

IC Pathanamthitta

ID Alappuzha

I E Kottayam

I F Idukki

I G Ernakulam

I H Thrissur

I I Malappuram

I J Palakkad

I K Kozhikkode

I L Kannur

I M Wayanad

IN- Kasargod

Annexure - II - List of suggested Social Media activities for offices and Officers of Department of Agriculture Development & Farmers' Welfare and useful software applications

Annexure-III- Social Media Guidelines of Government of India - Approved Social Media Framework and Guidelines

Annexure -IV-G.O(Rt)No. 1864/15/AD, Dated: 05.11.2015 of Government of Kerala giving sanction for use of Social Media for Agricultural Extension Management.

Annexure -V -The Information Technology ACT, 2008

Annexure - VI - List of BSNL Nodal Officers