

No. TV(1)30884/17

Directorate of Agriculture Development &
Farmers Welfare Department,
Vikas Bhavan, Thiruvananthapuram,
Date : 18.07.2017

CIRCULAR

Sub : Annual Plan- 2017-18 scheme on Farm Information
Communication-working instruction issued-reg.

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

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Administrative Sanction has been accorded as per the reference 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. 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 Ernakulam and Kozhikode. The scheme 'Farm Information and Communication' 2017-18 is sanctioned for carrying out its various activities during 2017-18. 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	257 lakhs
2	Publications and advertisement	113 lakhs
3	Other communication initiatives including radio services	30.00 lakhs
	Total	400 lakhs

A.

FARM INFORMATION AND COMMUNICATION 2017-18

1 KERALA KARSHAKAN

During the year 2017-18 a total of Rs. 1,91,500,00/- (Rupees One Crore Ninety One Lakh and Fifty Thousand Only) is sanctioned for various activities related to Kerala Karshaka Magazine.

a Kerala Karshakan: Kerala Karshakan 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 1.5 Lakhs. It has been changed with attractive layout, more field level farm reports, success stories, technical articles etc.

An amount of Rs. 1,80,00,000/- is allotted for Printing charges, Designing and DTP Charges of Kerala Karshakan,

Rs.3,50,000/- is provided for honorarium to authors of Kerala Karshakan, and mailing charge of Kerala Karshakan. Rs. 25,000 is provided for Stationery Expenses and Rs.1,20,000/- for transportation charges, related to Printing and publishing of Kerala Karshakan.

b. Kerala Karshakan E- Journal: Farm Information Bureau, also publishes Kerala Karshakan English as e- Journal by the editorial team of Kerala Karshakan Magazine in Farm Information Bureau website. Rs.1,00,000 is allotted for Designing Charge and Rs. 1,80,000/- as remuneration to authors of E-Journal.

C . Awards to agents: Rs. 50,000/- is provided for giving awards to agents enrolling maximum number of subscribers.

d. Farm Photography competition and Essay writing competition for schools students: Kerala Karshakan is the one and only Magazine conducting state level farm Photography contest, to the public and essay writing competition offering to the students at various level on farming and awarding attractive prize money and certificates. Rs.75,000/- is set apart for the Farm Photography competition being the prestigious programme conducted by Farm Information Bureau and one and only of the same kind. The prize money for the winners will be Rs. 25,000/-, 15,000/-, 10,000/- for the first, second and third places and Rs.2,500/- each for the ten persons as consolation prizes.

For the conduct of essay writing competition students Rs.50,000/- is allotted for awards to students and honorarium for judges of essay writing competition.

e. Photography Exhibition and Kerala Karshakan Campaign: Rupees 100,000/-(one lakh) is provided for conduct of Photography Exhibition and conduct of campaigns for Kerala Karshakan.

f. Awards to officials: Awards to officials in Agriculture, Animal Husbandry and Dairy Development is given for maximum number of enrolment of Kerala Karshakan. Rs. 1,00,000/- is allotted for this component.

a)	Printing charge of Kerala Karshakan, Designing and DTP Charges of Kerala Karshakan	180.00 Lakhs
	Honorarium to authors of Kerala Karshakan, Mailing charge of Kerala Karshakan	3.50 Lakhs
	Miscellaneous expenses (Transportation charge)	1.20 Lakhs
	Stationery Expenses	0.25 Lakhs
b)	E-Journal (English)	
	Designing Charge	1.00 Lakhs
	Honorarium to authors of E-Journal	1.80 Lakhs
c)	Awards to agents enrolling maximum number of subscribers	0.50 Lakhs
d)	Farm Photography competition, Essay writing awards for schools students and honorarium for judges.	1.25 Lakhs
e)	Photography Exhibition and Kerala Karshakan Campaign	1.00 Lakhs
f)	Awards to officials in Agriculture, Animal Husbandry and Dairy Development for enrolment of Kerala Karshakan	1.00 Lakhs
	Total	191.50 Lakhs

(Rupees One Crore Ninety One Lakh and Fifty Thousand Only)

2 EXHIBITION

Exhibition are conducted within and out of the state to provide information regarding various Government schemes of Agriculture, Animal Husbandry, Dairy Development Department, Progressive farmers, youth and students.

Farm Information Bureau is participating in **major exhibitions** like India International trade Fair (IITF) in New Delhi. Flora Expo in outside the state. Thrissur Pooram Exhibition,

State level Agricultural Fairs, State Vegetable Development Programmes, Global Agro Meets, Karshaka Dinam, Organic Kerala Campaigns etc. More over small scale **rural exhibitions** are also organized 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 Tourism Week Celebration of the State every year.

a Major Exhibitions

This include major exhibitions like International Trade Fair (ITF) at New Delhi, Flora Expo, Thrissur Pooram, other exhibitions in connection with Karshaka Dinam, Niravu, Puthari, Karshakasri Fest and other exhibitions in agriculture and allied sectors. An amount of Rs. 13 lakhs is set a part for this section during 2017-18 . This include the cost for the construction of pavilions, cost of exhibits and printing charges for brochures and documents, rent, electricity and water charges, fuel consumption etc. Farm Information Bureau is now participating more in major exhibitions than before. In these circumstances an amount of **Rs. 13 lakhs is set apart for participating major exhibitions.**

b Rural Exhibitions

As agriculture is rural activity, rural exhibitions, providing an excellent tool for agricultural extension. The exhibitions 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, non government organisations and various local rural programmes like Palode, Vithura, Malayankeezhu, Arivikkara , Varkala Sivagiri and exhibitions in schools and major temples. The regional offices and so participate on many rural exhibitions conducted within their area of operations. On this occasions, in addition to the amount set a part for rural exhibitions ammount of **Rs. 4 lakhs** is sanctioned (total Rs. Four Lakhs) for the well **participation in rural exhibitions.**

3 Kerala Karshakan Readers Forum

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 and conducted by campaign wing. 10 number of Readers Forum meetings proposed to be conducted for 2017-18. (4 number for Headquarters and 3 each for

Ernakulam and Kozhikkode regional offices). An amount of **Rs. 1 lakhs** is provided for the conduct of **Kerala Karshakan Readers Forums**.

1	Exhibition		
	A Major Exhibitions	:	Rs. 13 lakhs
	b Minor Exhibitions		Rs. 4 lakhs
2	Kerala Karshakan Readers Forum.	:	Rs. 1 lakh
		Total	Rs. 18 lakhs

4 VIDEO PRODUCTION

NOORUMENI is an agricultural programme produced by Farm Information Bureau, which is being telecasted through Doordarshan on all Sundays at 9.30 AM. Currently the programme has completed 451 episodes. Selected episodes on Noorumeni can be downloaded from Farm Information Bureau's website, www.fibkerala.gov.in

1	Amount payable to Doordarshan for telecast	:	Rs.12 lakhs
2	Post production charges payable to, C- Dit, Thiruvananthapuram	:	Rs. 4lakhs
3	Production charges	:	Rs. 3 lakhs
4	Purchase of Lapel Mike and other miscellaneous	:	Rs. 1 lakh
	Total Amount Required	:	Rs. 20 lakhs

(Rupees Twenty Lakhs Only)

5 FARM FEATURE WORKSHOP

Farm Feature Workshop of 3 days duration is a regular activity of Farm Information Bureau conducted for providing an opportunity for interaction with Farm journalists.

The Bureau propose to conduct State Level Farm Feature Workshop with participants comprising of editors of Newspapaer, persons handling farm feature Pages, farm journalists, representatives from other media. AIR and Doordarshan and department officials. Eminent journalists, expects from print and electronic media, Scientists from Agricultural University etc. Will be invited as Resource Persons in the workshop- **Rs.5 lakhs(Rupees Five Lakhs Only)** is provided for the conduct of the **Farm Feature workshop**.

6 CYBER EXTENSION

The Farm Information Bureau is having internet connection to access and transfer the same to farming community through cyber extension development at National and International level of Agricultural Sector Rs. 2.75 lakhs. Is sanctioned for upgradation of software and hardware as part of cyber extension.

From the current financial year (2017-18) onwards, the wages of Junior Programmer who is in charge of website has to be paid from Plan Head. The amount required for meeting this expense will be 2.25 lakhs.

1	Maintenance of internet connection	2.75 lakhs
2	Wages of Junior programmer	2.25 lakhs
	Total	5 lakhs

(Total Amount of Rs. 5 Lakhs is sanctioned for Cyber Extension)

7 CONDUCTING ADVISORY COMMITTEE MEETING OF FARM INFORMATION BUREAU

Advisory Committee meeting of Farm Information Bureau has to be conducted once in 3 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.50000-** is sanctioned for the expenses related to Meeting of Farm Information Bureau **advisory committee**

8 PROVIDING INFRASTRUCTURE FACILITIES OF MEDIA ROOM IN THE NEWLY CONSTRUCTED BUILDING OF FARM INFORMATION BUREAU AT THIRUVANANTHAPURAM

For providing infrastructure facilities of media room in the newly constructed building Farm Information Bureau compound at Thiruvananthapuram, an amount of Rs. 10 lakhs has been allotted previous year as 1st phase for purchase of editing software monitor, audio equipments, video recorder, LED monitor, with necessary equipments and furniture for the studio. For the **second phase development of media room additional an amount of Rs. 10 lakhs is sanctioned.**

9 FUEL CHARGE AND TRAVELLING EXPENSES

The activity of the Farm Information Bureau requires lot of mobility. There are 2 vehicles in the headquarters and one each at two regional offices at Ernakulam and Kozhikkode. An amount of Two lakhs is sanctioned for meeting the fuel expense and Rs. 1 lakh for repair and maintenance. More over 4 lakhs is sanctioned for travelling expense of the staff of Farm Information Bureau Headquarters and two regional offices.

Fuel Charge	Rs. 2 lakhs
Repair and Maintenance	Rs. 1 lakh
Tour TA	Rs. 4 lakhs
Total	Rs.7 lakhs

Abstract for Farm Information and Communication

1	Kerala Karshakan and related activities	Rs. 191.5
2	Exhibitions	Rs. 17.0
3	Kerala Karshakan Readers Forum	Rs. 1.0
4	Video production	Rs. 20.0
5	Farm feature workshop	Rs. 5.0
6	Cyber Extension	Rs. 5.00
7	Farm information advisory committee meeting	Rs. 0.5
8	Media room infrastructure facilities	Rs. 10.0
9	Fuel charge and travelling allowance	Rs. 7.00
	Total for Farm Information and Communication	Rs. 257.00 lakhs

B PUBLICATION AND ADVERTISEMENT

1. PUBLICATION OF FARM GUIDE AND OTHER INFORMATION MATERIALS

An amount of Rs. 25 lakhs is sanctioned for different activities of publication division 2017-18. This includes printing and distribution of Farm Guide 2018, DTP, layout and designing of various information publications, publication of brochures, high quality posters, booklet on various schemes and programmes of department of Agriculture etc. and courier and transportation charges (For the timely supply of publication to all districts)

Total For Publication 25 lakhs

2 ADVERTISEMENT

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 2017-18

a Visual Advertisement Campaigns of Flagship Programmes

Production of visual advertisements and airing through major visual media like TV channels, cinema theaters, CCTVs, websites, electronic media etc. An amount of Rs. 15 lakhs is provided for this component.

b Audio Advertisement

Campaigns of major schemes, functions, farmer's day award ceremonies etc. Through AIR and FM channels. An amount Rs. 24 lakhs is sanctioned for this component.

C Railway Jingles

Production and airing of advertisements, information of flagship programmes of Department, through Railway stations at PRD rates. An amount of Rs. 20 lakhs is sanctioned for this programme.

d The Advertisement through print Media- Rs. 20 Lakhs

An amount of Rs. 20 lakhs is sanctioned for advertising of major functions, schemes, announcements etc. at PRD approved rates.

e Theatre Advertisement- Rs. 5 lakhs is provided for the advertising

Government programmes and department flagship programmes through cinema theaters at DAVP /PRD rates.

F Media Workshop- A workshop will be conducted at suitable place with the participation of employees from different department and media persons to familiarize the officials with the media activities. Rs. 3 lakhs is provided for the conduct of the workshop.

g Harithadalam - Harithadalam is a Fortnightly e - news letter is publishing through Farm Information Bureau Website. Rs. 1 lakhs is provided for meeting the design, layout and

other charges of Harithadalam.

Abstract of Publication and Advertisements

1	Publication	25 lakhs
	Total	25 lakhs
2	Advertisement	
a	Visual advertisement	15 lakhs
b	Audio advertisement	24 lakhs
c	Railway jingles	20 lakhs
d	Print media advertisement	20 lakhs
e	Theatre Advertisement	5 lakhs
f	Media workshop	3 lakhs
g	Harithadalam	1 lakh
	Total	88 lakhs
	Grand Total For Publication and Advertisement	113 lakhs

C Other Communications Initiatives under Farm Information and Communication

Kuttanad Radio

Njattuvela programme is an initiative under department of Agriculture started on 19.08.2013. The programme is a 15 minutes programme broadcast through Akashavani FM channels of Trivandrum, Kochi, Devikulam, Mancheri, Kozhikkode, and Kannur on Monday to Thursday at different time gaps between 5.30 to 6.15 P.M. An amount of **Rs.8856/- per day** is required for broadcasting this programme through this six stations.

* Total amount for broadcasting= $8856 \times 4 \times 52 = (1842048) 18.5$ lakhs

* Wages of the Programme Assistants @ Rs. 12500 per month== $12500 \times 3 \times 12 = 4.50,000$ lakhs (subject to revision)

* Purchase of Items required for radio production for improving the quality of the programme sufficient equipments like Software, Electronic equipments, CD etc are to be purchased the amount year marked for this item is 3 lakhs.

* Frequent transportation for coverage of the programme throughout the State is required for meeting these hire charges of the private vehicles Tourism Department Rate, an amount of Rs. 1 lakh is yearly.

* Miscellaneous expense 3 lakhs

Abstract of other communication initiatives

a	Broadcasting expenses	18.5 lakhs
b	Wages of the Programme Assistants @ Rs. 12500 per month	4.5 lakhs
c	Purchase of Software, Electronic equipments, CD etc	3 lakhs
d	Transportation Charges/ hiring charges	1 lakh
e	Miscellaneous	3 lakhs
	Total Amount for Other Communication	30 lakhs

Implementation and Monitoring

The scheme will be implemented by Principal Information Officer Farm Information Bureau. 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 Head of Account 2401 -00-109-84-34 OC Plan from the budget allocation for 2017-18.

Sd/-
Director of Agriculture

To

Principal Information Officer,
Farm Information Bureau

Copy to

CA to DA
CA to Addl. DA (Extn)
CA to JDA (AR&T), Planning section,
IT cell for publishing,

Assistant Director of Agriculture (TV)
Directorate of Agriculture
Tirumangaluru - 33.