

**PROCEEDINGS OF THE DIRECTOR OF AGRICULTURE , DIRECTORATE  
OF AGRICULTURE DEVELOPMENT AND FARMERS' WELFARE,  
VIKAS BHAVAN, THIRUVANANTHAPURAM**

(Present : A.R.Ajayakumar IAS)

Sub : Annual Plan 2019-20 – Scheme on **Farm Information and Communication**  
– Continuous Administrative Sanction – modified - orders issued.

Read : (1) Order No. TP(2) 12934/2019 dt. 22-5-2019 of Director of Agriculture.  
(2) Letter No. D.849/19 dt. 02/11/2019 of Principal Information Officer,  
Farm Information Bureau, Thiruvananthapuram.

**Order No. TP(2) 12934/2019**

**Dated:21.11.2019**

During the current financial year, there is a budget provision of **Rs.500.00 lakhs** for the scheme 'Farm Information and Communication' under head of account 2401-00-109-84 (P), as furnished below.

Sl. No.	Component	Amount (Rs.in lakh)
1	Kerala karshakan and other divisions of Farm Information Bureau	270.00
2	Publications	40.00
3	Media liaison	80.00
4	Other communication initiatives including radio services	50.00
5	Karshaka Information System Services Network (KISSAN), Kerala project	60.00
<b>Total</b>		<b>500.00</b>

Continuous Administrative sanction was accorded for the said scheme for an amount of **Rs. 500.00 lakhs** by Director of Agriculture for the financial year 2019-20 as per reference (1) cited with the following components:

Sl. No.	Name of component	Amount (Rs. in lakhs)
<b>1</b>	<b>Kerala karshakan and other divisions of Farm Information Bureau</b>	
<i>a</i>	<i>'Kerala Karshakan' monthly</i>	<i>182.06650</i>
<i>b</i>	Farm Photography Competition, Essay writing, Short story, video contests	2.30
<i>c</i>	Kerala Karshakan Readers' Forum	1.00
<i>d</i>	Exhibitions	25.00
<i>e</i>	Video Production	34.67149
<i>f</i>	Farm Feature Workshop	5.00
<i>g</i>	<i>Cyber Extension</i>	<i>8.89125</i>
<i>h</i>	Golden jubilee celebrations of farm Information Bureau.	2.00

i	Conducting Advisory Committee Meeting of Farm Information Bureau	0.50
j	Travelling allowance, POL, Repair and Maintenance (R&M) charges	7.50
	<b>Sub Total</b>	<b>268.92924</b>
<b>2</b>	<b>Publications</b>	<b>35.00</b>
<b>3</b>	<b>Media liaison</b>	<b>79.90</b>
<b>4</b>	<b>Other communication initiative including radio services – Kuttanadu radio.</b>	<b>35.00</b>
	<b>Total</b>	<b>418.82924</b>

As per reference (2) cited, Principal Information Officer, Farm Information Bureau has requested for additional fund of Rs.6.00 lakhs for the sub component 'Renovation of existing website of Farm Information Bureau under 'Cyber extension'.

'Cyber Extension is one of the subcomponents in 'Kerala Karshakan and other divisions of Farm Information Bureau' for which Rs.8.89125 lakhs is sanctioned as per the order cited (1) above. Principal Information Officer, Farm Information Bureau, Thiruvananthapuram has requested, vide reference (2) cited, that additional amount of Rs.6.00 lakhs is needed for this subcomponent. This amount is required for renovation of existing website of Farm Information Bureau which has become obsolete and since it is not practical to renew the existing CMS. The additional amount of Rs. 6.00 lakhs is located through savings from the subcomponent 'Kerala Karshakan' monthly.

In the circumstances mentioned above, the Continuous Administrative Sanction issued vide reference (1) cited, is hereby modified as mentioned below:

Sl. No.	Name of component	Amount (Rs. in lakhs)
<b>1</b>	<b>Kerala Karshakan and other divisions of Farm Information Bureau</b>	
<i>a</i>	<i>'Kerala Karshakan' monthly</i>	<i>176.06650</i>
b	Farm Photography Competition, Essay writing, Short story, video contests	2.30
c	Kerala Karshakan Readers' Forum	1.00
d	Exhibitions	25.00
e	Video Production	34.67149
f	Farm Feature Workshop	5.00
<i>g</i>	<i>Cyber Extension</i>	<i>14.89125</i>
h	Golden jubilee celebrations of Farm Information Bureau.	2.00
i	Conducting Advisory Committee Meeting of Farm Information Bureau	0.50
	Travelling allowance, POL, Repair and Maintenance (R&M) charges	7.50
	<b>Sub Total</b>	<b>268.92924</b>
<b>2</b>	<b>Publications</b>	<b>35.00</b>

3	<b>Media liaison</b>	<b>79.90</b>
4	<b>Other communication initiative including radio services – Kuttanadu radio.</b>	<b>35.00</b>
	<b>Total</b>	<b>418.82924</b>

The Continuous Administrative sanction, issued vide reference (1) cited, stands modified to this extent.

Sd/-  
Director of Agriculture.

*[Handwritten Signature]*  
Deputy Director of Agriculture (Plg.)  
Deputy Director of Agriculture (Plg.)  
Directorate of Agriculture  
Thiruvananthapuram

To

- 1) TV section of the directorate for information and necessary action.
- 2) The Principal Information Officer, Farm Information Bureau,  
Thiruvananthapuram for information and necessary action.

Copy to

TA to Director of Agriculture, CA to All Additional Directors of Agriculture of the HQ, State Agricultural Engineer, Senior Finance Officer for information IT section of the Directorate for posting on the website