

CIRCULAR

Sub:- Annual Plan 2020-21 – “Strengthening of Agricultural Extension” – Component – “Public participation” – Continuous sanction accorded – Working instruction – issued – reg.

Ref:- 1. GO (Ms)No. 102/2017/AGRI Dt. Thiruvananthapuram 10/08/2017
2. Order No: TP(2) 7462/2018 Dt.28/04/2018 of Director of Agriculture
3. TP (2) 12933/2019 dated 19.06.2019 of Director of Agriculture
4. Order No. ADFW/484/2020 – TP(2) dated 15.06.2020 of Director of Agriculture

Government of Kerala accorded Administrative Sanction for the implementation of the scheme 'Strengthening of Agricultural Extension' vide reference (1) cited above during the year 2017-18 under the **H/Ac 2401-00-109-80 (P)**. Continuous Administrative Sanction has been accorded for the scheme for the years 2018-19 and 2019-20 vide reference (2) & (3) cited above.

Continuous sanction is accorded for the scheme “Strengthening of Agricultural Extension” for the year 2020 - 21 for an amount of Rs. 417.18435 lakhs (Rupees Four Crore Seventeen Lakhs Eighteen Thousand Four Hundred and Thirty Five only) as per the 4th reference cited. One of the component of the above scheme is “**Public Participation**” with a provision of **Rs. 106.336 lakhs for the year 2020-21.**

• **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 coordination.

- **Objectives:**

1. 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 (Rs. 57.80 lakhs)

To recognize the role of farmer in agriculture development and also to honour 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, MLAs/MPs 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.

Besides Krishi Bhavan level functions, it is also proposed to conduct farmer's day celebration at State level. An amount of Rs. 4 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. 57.8 lakhs** is set apart for this component.

b) Conduct of State level, District level and Grama Panchayath level Karshika Vikasana Samithi meetings (Rs. 38.036 lakhs).

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 Vikasan 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 earmarked for this component is **Rs. 38.036 lakhs.**

c) Conduct of reviews workshops and seminars (Rs. 10.50 lakhs)

1. Workshop & Regional reviews – Statelevel – (Rs. 2.00 lakhs)

To review the implementation of departmental schemes and to issue direction to stream line scheme implementation, online reviews and workshops of departmental officials will be conducted. Face to face meetings will be conducted only in urgent situations. An amount of **Rs. 2.00 lakh** is kept at HQ for this component.

2. Workshop & Reviews at District level – (Rs. 5.00 lakhs)

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. 5.00 lakh** is set apart for this purpose. A maximum of @ Rs. 15000/- per workshop/ review can be expended for this purpose.

3. Seminars/Research Extension Interface – (Rs. 3.5 lakhs)

To formulate specific strategies for agriculture development and also to reorient the existing research priorities, regular interface between researchers, 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 be conducted with the full participation of scientists from KAU, Central Research Institutes and other experts involved in agricultural development. An amount of **Rs. 3.50 lakh** is proposed for this sub-component.

An amount of **Rs. 10.50 lakhs** is set apart for Seminars Reviews and Research Extension Interface

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 Principal Agricultural Officer. At the state level, the Additional Director of Agriculture (Extension) will monitor the scheme. Principal Agricultural Officer will submit the monthly progress report to the Director of Agriculture with copy to Additional Director of Agriculture (Extension) of the Directorate before 5th of every succeeding month.

Financial Outlay:

| Sl. No. | Components | Amount (Rs. in lakhs) |
|--------------|---|-----------------------|
| a) | Farmer's Day | 57.80000 |
| b) | Conduct of State level, District level & Grama Panchayath level Karshika Vikasana Samithy | 38.03600 |
| c) | Conduct of Workshops, Seminars and reviews | 10.50000 |
| Total | | 106.33600 |

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

The expenditure of the scheme will be met from the budget provision of Rs. 417.18435 lakhs (Rupees Four Crore Seventeen Lakhs Eighteen Thousand Four Hundred and Thirty Five only) under the H/A: 2401-00-109-80 (P) of the budget provision for the financial year 2020 - 21.

She

Sd/-

Director of Agriculture (AR & T)
Joint Director of Agriculture
Director of Agriculture
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
- 6) SW Section
- 7) The DDA,IT cell – to publish the Working Instructions in the website.
- 8) TV/Finance section.
- 9) Stock file/Spare.

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ANNEXURE - I

Strengthening of Agricultural Extension 2020 - 21, Public Participation and award to farmer, farmer groupsPhysical and Financial Targets 2020 - 2021, 2401-00-109-80 (P)

| Sl.No. | Districts | Farmer's Day | | Meeting of District/ Panchayath level KVS (Rs. In lakhs) | District level Reviews & Workshops | | Statelevel reviews and Workshop and Regional | | Seminar/REI | | Total (Rs. In lakhs) |
|--------|----------------|-----------------|--|--|------------------------------------|--------------------------|--|-------------------------------|-----------------|--------------------------|----------------------|
| | | Physical (Nos.) | Financial (Rs. In lakhs @ Rs. 5000/- per KB) | | Physical (Nos.) | Financial (Rs. In lakhs) | Workshop Physical (Nos.) | Workshop Financial (In lakhs) | Physical (Nos.) | Financial (Rs. In lakhs) | |
| 1 | Trivandrum | 89 | 4.45000 | 3.10000 | 3 | 0.35750 | | | 1 | 0.25 | 8.15750 |
| 2 | Kollam | 78 | 3.90000 | 2.65000 | 3 | 0.35700 | | | 1 | 0.25 | 7.15700 |
| 3 | Pathanamthitta | 57 | 2.85000 | 1.95000 | 3 | 0.35700 | | | 1 | 0.25 | 5.40700 |
| 4 | Alappuzha | 78 | 3.90000 | 2.65000 | 3 | 0.35700 | | | 1 | 0.25 | 7.15700 |
| 5 | Kottayam | 79 | 3.95000 | 2.70000 | 3 | 0.35700 | | | 1 | 0.25 | 7.25700 |
| 6 | Idukki | 53 | 2.65000 | 1.80000 | 3 | 0.35700 | | | 1 | 0.25 | 5.05700 |
| 7 | Ernakulam | 97 | 4.85000 | 3.30000 | 3 | 0.35700 | | | 1 | 0.25 | 8.75700 |
| 8 | Thrissur | 105 | 5.25000 | 3.60000 | 3 | 0.35750 | | | 1 | 0.25 | 9.45750 |
| 9 | Palakkad | 95 | 4.75000 | 3.25000 | 3 | 0.35700 | | | 1 | 0.25 | 8.60700 |
| 10 | Malappuram | 108 | 5.40000 | 3.70000 | 3 | 0.35700 | | | 1 | 0.25 | 9.70700 |
| 11 | Kozhikode | 81 | 4.05000 | 2.80000 | 3 | 0.35750 | | | 1 | 0.25 | 7.45750 |
| 12 | Wayanad | 26 | 1.30000 | 0.90000 | 3 | 0.35700 | | | 1 | 0.25 | 2.80700 |
| 13 | Kannur | 89 | 4.45000 | 3.10000 | 3 | 0.35750 | | | 1 | 0.25 | 8.15750 |
| 14 | Kasargod | 41 | 2.05000 | 1.40000 | 3 | 0.35700 | | | 1 | 0.25 | 4.05700 |
| | HQ | | 4.00000 | 1.13600 | | | 2 | | | | 7.13600 |
| | Total | 1076 | 57.80000 | 38.03600 | 42 | 5.0 | 2 | | 14 | 3.5 | 106.33600 |

Director of Agriculture
25/11/2020

Director of Agriculture

25/11/2020