

- No.TV (1) 13177/2020

Directorate of Agriculture Development  
and Farmers Welfare Department  
Vikas Bhavan, Thiruvananthapuram  
Date: 19/08/2020

**CIRCULAR**

Sub:- Annual Plan 2020-21 – scheme on “Farm Information and Communication”– Administrative sanction accorded - Working Instructions issued -reg.

Ref:- G.O (Rt) No. 690/2020/AGRI dtd 05/08/2020

In the Annual Plan 2020-21 an amount of 383.00 lakh is set apart for the scheme Farm Information and Communication under the H/A : 2401-00-109-84 plan.

Administrative sanction has been accorded for the implementation of the scheme for the year 2020-21 under the H/A : 2401-00-109-84 plan for an amount of Rs. 311.69519 lakhs (Rupees Three Crore Eleven Lakhs Sixty Nine Thousand Five Hundred and Nineteen only). The scheme aims at the development of Information Dissemination through the use of mass media & electronic media including web based service.

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 Husbandary 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 Office at Ernakulam and Kozhikode. The scheme 'Farm Information and Communication' 2020-21 is sanctioned for carrying out its various activities during 2020-21.

Various Components of the scheme are described under four headings.

Sl.No	Component	2401-00-109-84-OC-Plan
A.	Farm Information and Communication	131.8271 Lakhs
B.	Publication and advertisement	53.0000 Lakhs
C.	Media Liaison	67.50189 Lakhs
D.	Other Communication initiatives including Community radio services	59.36620 Lakhs
<b>Total</b>		<b>311.69519 Lakhs</b>

## **A. FARM INFORMATION AND COMMUNICATION 2020-21**

### **1. KERALA KARSHAKAN (45.40800 Lakhs)**

During the year 2020-21 a total of Rs. 45.40800 Lakhs (Rupees Forty Five Lakh Forty Thousand and Eight Hundred only) is sanctioned for various activities related to Kerala Karshakan Magazine.

Keralakarshakan is the Malayalam Journal Published by Farm Information Bureau, 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 1.50 lakhs. It has been re-designed with attractive layout and content; more field level farm reports, success stories, technical articles etc. Farm Information Bureau, also publishes Keralakarshakan e-journal an English Journal brought out by the editorial team of Keralakarshakan Magazine and circulated through Farm Information Bureau website. Kerala Karshakan is the one and only Magazine conducting state level farm Photography contest, essay writing competition offering attractive prize money and certificates.

An amount of **Rs.45.408 lakh** is sanctioned for **printing and associated works of 'Kerala Karshakan'** monthly for the financial year 2020-21 as given below:

- a) **Printing and transportation** : An amount of Rs.25.00 lakhs is sanctioned for printing and transportation charge of 'Keralakarshakan' monthly.
- b) **Designing and DTP charges** : An amount of Rs. 1.75 lakh is sanctioned for designing and DTP charges.
- c) **Mailing charges** : An amount of Rs.8.00 lakhs is sanctioned to meet the mailing charges of 'Keralakarshakan'.
- d) **Honorarium to authors of Kerala karshakan** : An amount of Rs.2.758 lakhs is sanctioned for honorarium to authors of Keralakarshakan.

- e) **Kerala karshakan e-journal (English)** – Farm Information Bureau also publishes Keralakarshakan (English) as e-journal by the editorial team of Keralakarshakan magazine in Farm Information Bureau website. Rs. 3.75 lakhs is sanctioned for digital copy printing, designing, DTP and other related activities.
- f) **Award to officials** : An amount of Rs.1.00 lakh is sanctioned for award to officials in Agriculture, Animal Husbandry and Dairy development Departments for enrolling maximum subscribers to Keralakarshakan.
- g) **Stationery expenses** : An amount of Rs.0.15 lakh is sanctioned for purchase of stationery for 'Keralakarshakan'
- h) **Hiring charge of vehicles**: For covering theme subjects, related articles, features and success stories of 'Keralakarshakan'. The editorial team has to travel to various remote locations in the state. The office vehicles may not be available often. Under such situation, a provision for hiring private vehicles at Government rate is proposed for which an amount of Rs.1.00 lakh is sanctioned.
- i) **Visual advertisement in channels** : An amount of Rs.2.00 lakhs is sanctioned for this purpose. Prime time telecasting through various news channels is intended for promoting the subscription of the magazine.

Abstract of Keralakarshakan is as follows:

Sl. No.	Items	Amount (Rs. in lakhs)
a	Printing charge, and transportation charges	25.000
b	Designing and DTP Charges	1.750
c	Mailing charges	8.000
d	Honorarium to authors of Kerala Karshakan,	2.758
e	Kerala karshakan e -Journal (English)	3.750
f	Awards to officials in Agriculture, Animal Husbandry and Dairy Development for enrolment of Kerala Karshakan	1.000
g	Stationery Expenses	0.150
h	Hiring charge of vehicles	1.000
i	Visual advertisement in channels	2.000
	<b>Total</b>	<b>45.408</b>

## 2. FARM PHOTOGRAPHY AWARDS AND ESSAY & SHORTSTORY CONTEST (Rs. 2.3 Lakh)

### a) Farm Photography Award (0.50 Lakh)

Keralakarshakan is the one and only magazine conducting state level photography contest. An amount of Rs.50,000 is set apart for this. The prize money for the winners will be Rs.15,000/- 10,000/- 5,000/- for the first, second and third prize and Rs.5000/- for most liked entry on fb page. An amount of Rs.5000/- is set apart for remuneration of judges and Rs.10,000/- for Certificates and other arrangements.

### b) Essay and short story contest (0.60 Lakh)

In connection with Keralakarshakan division, Farm Information Bureau has been conducting Farming based essay competition for students. This year the subject will be decided later. 2 categories are proposed so as to assure more participation.

#### Category 1 - Essay contest (For students in HS and HSS)

##### Prizes

First prize	-	Rs.5000/-
Second prize	-	Rs.3000/-
Third prize	-	Rs.2000/-
Consolation prize	-	Rs. 1000/- each for 10 persons
Arrangements for the competition and Judging	-	Rs.10000/-

Total - Rs.30000/-

#### Category 2 - Short story contest (For students in HS and HSS)

##### Prizes

First prize	-	Rs. 5000/-
Second prize	-	Rs. 3000/-
Third prize	-	Rs. 2000/-
Consolation prize	-	Rs. 1000/- each for 10 persons
Arrangements for the competition and Judging	-	Rs.10000/-

Total - Rs.30000/-

**An amount of Rs. 0.60 lakhs is set apart for this purpose.**

### c) Video Contest

Social media has evolved as one of the most effective tool for dissemination of information in Agriculture sector. FIB has entered social media through video contests during 2018-19. The theme of video contests for 2020-21 will be decided later. Wide publicity will be given through press release, SMS, Facebook, Whatsapp etc. so that maximum participation is ensured in the contest. The videos received for the contest via e-mail, google drive attachment and whatsapp will be uploaded in the facebook page of the contest. The awards given will be as follows:

#### Category -1

Amateur videos on the subject 'Ente Keralam Subhiksha Keralam' – (videos of below 5 minutes duration).

##### Prizes

First prize	–	Rs.15000/-
Second prize	–	Rs.10000/-
Third prize	–	Rs.5000/-
Most liked entry on FB page	–	Rs.5000/-

Total – Rs.35000/-

#### Category - 2

Professional videos on the subject 'Ente Keralam Subhiksha Keralam' – video clips telecast through News channels of Kerala.

##### Prizes

First prize	–	Rs.25000/-
Second prize	–	Rs.20000/-
Third prize	–	Rs.15000/-

Arrangements for both the competitions including promo videos, Facebook promotion, cost of SIM Card etc and judging - Rs.25000/-

Total – Rs.85000/-

**An amount of Rs.1.20 lakhs is set apart for this purpose.**

### Abstract for Farm Photography Awards and Essay & Short Story Contest:

Sl.No	Particulars	Amount (Rs. In Lakh)
a.	Farm Photography Awards	0.50000
b.	Essay and Short Story Contest	0.60000
c.	Video Contest	1.20000
<b>Total</b>		<b>2.30000</b>

### 3. KERALA KARSHAKAN READERS FORUM (Rs.1.00 lakh)

Farm Information Bureau conducts 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 by Kerala Karshakan wing. Ten numbers of Readers Forum meeting proposed to be conducted for 2020-21 (4 numbers for head quarters and 3 for each Ernakulam and Kozhikode).

An amount of Rs.1.00 lakh is provided for this purpose.

### 4. EXHIBITIONS (Rs.23.00 lakh)

Exhibitions are conducted within and outside the state by campaign division to provide information regarding various Government scheme of Agriculture, Animal Husbandary and Dairy Development Department to farmers, youth and students.

Campaign division of Farm Information Bureau is participating in major exhibitions like India International trade Fair in New Delhi, Flora Expo outside the state. Thrissur Pooram Exhibition, State level Agricultural Fairs, State Vegetable Development Programme, Global Agro Meets, Karshaka Dinam, Organic Kerala Campaigns etc are the programmes participated by Farm Information Bureau. More over participate in small scale rural exhibitions and social media publicity through Whatsapp , Facebook, Twitter, Telegram, Instagram etc are also organizing 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 in the state every year projecting the latest theme in the agricultural sector.

The Farm Information Bureau is also organizing two types of exhibitions as follows.

### a. Major Exhibitions

This include major exhibitions at national and state level like IITF 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. Due to the increase in the cost for the construction of pavilions, cost of exhibits and printing charges for brochures and documents, rent, electricity and water charges, fuel consumption every year, an amount of Rs. 20.00 lakhs is sanctioned for participating major exhibitions.

### b. Rural/Minor Exhibitions

As agriculture is rural activity, rural exhibitions provide an excellent tool for agricultural extension. The exhibition wing of Farm Information Bureau now participate in large number of rural exhibitions within the state with the co-operation of regional offices. It includes various rural exhibitions organized by various Government departments, Press Information Bureau, Social Service Societies, Karshaka Vikasana Samithies and various rural programmes like Palode, Vithura, Malayinkizhu, Aruvikkara, Varkala Sivagiri and exhibitions in schools and major temples. The regional offices also participate in many rural exhibitions conducted within their area of operation. For meeting these expenses, an amount of Rs. 3.00 lakhs is sanctioned for this component.

The detailed proposal in component wise is listed below:

1	Exhibition	
	a. Major exhibitions	19.00
	b. Minor exhibitions	3.00
	c. Miscellaneous expenses including social media activities	1.00
	<b>Total</b>	<b>23.00</b>

### 5. VIDEO PRODUCTION (Rs. 35.00 lakhs)

'NOORUMENI' is an agricultural programme produced by Farm Information Bureau, which is being telecast through Doordarshan and Kairali Channels on all Sundays at 9.30 am and Saturdays 08:30 AM respectively. Selected episodes of Noorumeni can be downloaded from Farm Information Bureau's website, [www.fibkerala.gov.in](http://www.fibkerala.gov.in) and from youtube. An amount of Rs. 35.00 lakh is sanctioned for this component as given below:



1	Amount payable to media for telecast	26.50
2	Production Charges	7.20
3	Miscellaneous expenses (purchase of electrical equipments, preparation of documentary and unforeseen expenses etc)	1.30
<b>Total Amount Sanctioned</b>		<b>35.00</b>

**6. FARM FEATURE WORKSHOP (Rs. 5.00 lakhs)**

Farm Feature Workshop of 3 days duration is a regular activity of Farm Information Bureau conducted for providing an opportunity for interaction between media person and Farm journalists of agriculture and allied sectors.

The Bureau is conducting state level Farm Feature Workshop with participants comprising of editors of Newspaper, persons handling farm feature pages, farm journalists, representatives from other media, AIR and Doordarshan and officials from agriculture and allied departments, eminent journalists, experts from print and electronic media, Scientists from Kerala Agricultural University etc will be invited as Resource Persons in the workshop.

An amount of **Rs. 5.00 lakhs** is sanctioned for this component.

**7. CYBER EXTENSION (Rs. 12.6982 lakhs)**

Electronic and cyber media plays a pivotal role in extension activities of the state. The Farm Information Bureau utilizes internet connection to access developments at national and international level of Agricultural sector and transfer the same to farming community through cyber extension. The facilities have to be maintained properly and new equipments, accessories, softwares need to be purchased for the same. Upgradation of softwares & hardwares etc is also needed as part of cyber extension. An amount of Rs.10.0762 lakh is sanctioned for this purpose.

From the 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 sanctioned for meeting this expense is Rs.2.622 lakh. On contract basis / daily basis (As per G.O(P) No. 81/2019/Fin (Exp C Dept.) Trivandrum dated 09.07.2019.

An amount of **Rs. 12.6982 lakhs** is sanctioned for this component.



**8. CONDUCTING ADVISORY COMMITTEE MEETING OF FIB  
(Rs. 0.5 lakhs)**

Advisory Committee Meeting of Farm Information Bureau has to be conducted once in three 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. 0.50 lakh** is sanctioned for this component.

**9. FUEL CHARGE AND TRAVELLING EXPENSES (Rs. 6.9209 lakhs)**

The activity of the Farm Information Bureau requires lot of mobility. There are 3 vehicles in the headquarters and one each at 2 regional offices at Ernakulam and Kozhikode. An amount of Rs.6.9209 lakh is sanctioned for various expenses, as follows:

Item	Amount (Rs. in lakhs)
Fuel charge (POL)	2.50
Repair and maintenance (R&M)	1.00
Tour TA	3.42090
<b>Total</b>	<b>6.92090</b>

**Abstract of A) 'Kerala Karshakan and other activities'**

Sl. No.	Particulars	Amount (Rs in lakhs)
1	'Kerala Karshakan' monthly	45.40800
2	Farm Photography Competition, Essay writing, Short story, video contests	2.30000
3	Kerala Karshakan Readers' Forum	1.00000
4	Exhibitions	23.00000
5	Video Production	35.00000
6	Farm Feature Workshop	5.00000
7	Cyber Extension	12.69820
9	Conducting Advisory Committee Meeting of Farm Information Bureau	0.50000
9	Travelling allowance, POL, Repair and Maintenance (R&M) charges	6.92090
	<b>Total</b>	<b>131.82710</b>

## **B. PUBLICATIONS (Rs.53.00 lakhs)**

### **Publication of Farm Guide and other information materials**

An amount of Rs.53.00 lakh is sanctioned for different activities of Publication Division. This includes printing and distribution of Farm Guide, DTP, layout and designing of various publications, courier and transportation charges for the timely supply of publication to all districts, publication of brochures, high quality posters, booklet etc.

An amount of **Rs. 53.00 lakh** is sanctioned for this component.

## **C. MEDIA LIAISON (Rs.67.50189 lakhs)**

The media liaison division of Farm Information Bureau coordinates media related activities, issues press release, arranges press conferences, produce and release advertisements in leading print and electronic media. The following activities will be under taken during 2020-21.

### **1) Advertisement through print media (Rs. 11.8032 lakhs)**

An amount of **Rs. 11.8032 lakhs** is sanctioned for giving advertisement through print media of major functions, schemes, announcements etc at PRD approved rates.

### **2) Audio Advertisements (Rs. 15.6441 lakh)**

Campaigns of major schemes, functions, Farmers' Day celebrations, award ceremonies etc. through AIR and FM channels will be undertaken for which an amount of **Rs. 15.6441 lakh** is sanctioned.

### **3) Visual advertisement campaigns of flagship programmes (Rs.9.3537 lakhs)**

This involves production of visual advertisements and airing through major visual media like TV channels, cinema theatres, CCTVs, websites, electronic media etc. An amount of **Rs.9.3537 lakhs** is sanctioned for this purpose.

### **4) Advertisement through theatres (Rs.6.2827 lakhs)**

An amount of **Rs.6.2827 lakhs** is sanctioned for advertising programmes of department, flagship programmes, Farmers' day etc. through cinema theatres at DAVP/PRD rates.

#### **5) Railway Jingles (Rs.11.0438 lakhs)**

Production and airing of advertisements, information of department, flagship programmes at railway stations as 'railway jingles' at Government approved rates will help to reach a large volume of public at a single point and within limited time. An amount of **Rs.11.0438 lakhs** is sanctioned for this purpose.

#### **6) Media Workshop (Rs. 5.00 lakhs)**

To familiarize the officials with the media activities, a workshop will be conducted at suitable place with the participation of employees from different department and media persons.

An amount of **Rs. 5.00 lakhs** is sanctioned for this component.

#### **7) Harithadalam (Rs.0.592 lakh)**

Harithadalam, a fortnightly e-news letter is published through the website of Farm Information Bureau. For meeting the design, layout and other charges of Harithadalam an amount of **Rs.0.592 lakh** is sanctioned.

#### **8) Design charges (Rs.0.8435 lakhs)**

Media division is doing design of logos, banners, backdrops, social media posters and other publicity items for departmental functions and other flagship programmes of the Government. For the above purpose, an amount of **Rs.0.8435 lakhs** is sanctioned for meeting design charges to be paid for the concerned artists.

#### **9) Advertisement online/ miscellaneous items (Rs. 2.93889 lakh)**

New advertisement options like online media, road shows, daily print news collection from news papers, magazine, journal etc are to be done for wide publicity of the department functions. This component is earmarked for enhancing such modern advertisement activities. An amount of **Rs. 2.93889 lakh** is sanctioned.

#### **10) International film festival (Rs. 4.00 lakh)**

Administrative Sanction was accorded for this component during 2019-20 as per G.O (Rt.) No. 877/2019/Agri. Dated: 24-09-2019 for an amount of Rs.14.64 lakhs. Out of this **Rs. 4.00 lakhs** was to be met from the Budget Provision under the scheme Farm Information and Communication – 2401-00-

109-84 (P) and the balance Rs.10.64 lakh from the PD Account of Farm Information Bureau. The festival could not be conducted during 2019-20. So to conduct the same during 2020-21 as per the provisions in the G.O mentioned above, an amount of Rs. 4.00 lakh is sanctioned.

**Abstract Media liaison component for the amount of Rs.67.50189 lakhs as shown below:**

Sl. No.	Item	Amount (Rs. in lakhs)
1	Advertisement through print media	11.8032
2	Audio advertisement	15.6441
3	Visual advertisement campaigns of flagship programmes	9.3537
4	Advertisement through theatres	6.2827
5	Railway Jingles	11.0438
6	Media workshop	5.0000
7	Harithadalam	0.5920
8	Design charges	0.8435
9	Advertisement online/ miscellaneous items	2.93889
10	International film festival	4.00
	<b>Total</b>	<b>67.50189</b>

**D. OTHER COMMUNICATION INITIATIVES UNDER FARM INFORMATION AND COMMUNICATION (Rs. 59.36620 lakh)**

**1. Njattuvella Radio Programme (Kuttanad Radio)(Rs. 26.8862 lakhs)**

Njattuvella Radio programme is an agricultural radio programme aired through All India Radio-(Akasvani) FM channels (Ananthapuri (Trivandrum), Kochi, Kozhikode, Kannur, Manjeri and Devikulam) and Thrissur station (Air wave). The programme is aired 4 days a week (from Monday to Thursday) with a time slot of 15 minutes from 5.15 PM to 6.15 PM. This programme was launched in August 17,2013 and still continues. The Programme covers latest technologies in farming sector by experts which is of immense use for farmers. Besides this ,the success stories, announcements, developmental news etc have got a good listenership among radio programmes.

An amount of Rs. 26.8862 lakhs is sanctioned for the above programme for various components as listed below:

Sl. No	Components	Amount proposed (Rs. in lakh)
1.	Broadcasting charges (@ Rs.12360/day)	18.7676
2.	Purchase of Items required for improving the quality of radio programme	0.5400
3.	Hiring of Vehicles for transportation	0.4000
4.	Wages to Programme Assistants (3 Nos) (@Rs.18900/-p.m)	6.2748
5.	Miscellaneous expenses	0.9038
	<b>Total</b>	<b>26.8862</b>

## 2. Community Radio Station (Rs. 32.48 lakhs)

The Community Radio Station is an initiative by the Agricultural Development and Farmers' Welfare Department, Government of Kerala and is proposed to be established at Kalarkode in Alapuzha District under the supervision and charge of Farm Information Bureau. It is going to be the first one of its kind in the government sector in Kerala. Its main intention is to meet the challenges of farmers of Kuttanad area and all over Kerala in future. Accordingly an application has been submitted to the Ministry of information and Broadcasting, Government of India for getting license for starting the radio station. The entire processes for getting licence will be completed within this financial year (2020-21).

Hence an amount of Rs. 32.48 lakhs is sanctioned for meeting the expenses towards the setting up of radio station, installation charge and arranging infrastructural facilities. The Details of various components and the amount sanctioned is listed below:

Sl. No.	Component	Amount Sanctioned (in lakhs)
1	Cost estimation for civil modification works for community radio station	2.50000
2	Cost estimation for internal studio works for community radio station	10.00000
3	Cost estimation for supply and installation for RF chain for community radio station	12.27182
4	Cost estimation for supply and installation of studio equipment for community radio station	7.70926
	<b>Total</b>	<b>32.48108</b> (Rounded to 32.48 lakhs)

**Abstract of D :**

Sl. No	Item	Sanctioned Amount (in lakhs)
1	Njattuvela Radio Programme (Kuttanad Radio)	26.8862
2	Community Radio Station	32.4800
	<b>Total</b>	<b>59.3662</b>

**Financial Outlay :**

Sl No.	Component	Amount Sanctioned (Rs. in lakhs)
A.	Kerala Karshakan and other activities Farm Information and Communication	131.82710
B.	Publication	53.00
C.	Media liaison	67.50189
D.	Other communication initiatives	59.3662
	<b>Grand Total</b>	<b>311.69519</b>

( Rupees Three Crores Eleven Lakhs Sixty Nine Thousand Five Hundred and Ninteen only)

**Implementation of the Programme**

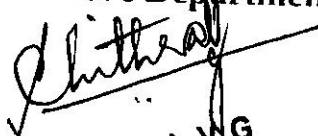
The scheme will be implemented by Principal Information Officer, Farm Information Bureau (FIB). No further sanction required for implementing various components for which administrative sanction issued. Conduct of purchase and other required items must be done observing store purchase rules. The scheme will be monitored by Additional Director of Agriculture (Extension).

The above expenditure can be debited from the head of account 2401-00-109-84 (P) in the current-year's budget provision.

Sd/-  
Director  
Agriculture Development  
and Farmers Welfare Department

To

- 1) Farm Information Bureau
- 2) CA to Director of Agriculture.
- 3) CA to Additional Director (Extension)
- 4) CA to Joint Director (AR&T) Director
- 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.

  
**CHITHRA. W.G**  
Assistant Director of Agriculture (TV)  
Directorate of Agriculture  
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