

**PROCEEDINGS OF THE DIRECTOR OF AGRICULTURE
DIRECTORATE OF AGRICULTURE DEVELOPEMENT AND
FARMERS WELFARE DEPARTMENT,
THIRUVANANTHAPURAM
(Present:Dr.K. Vasuki IAS)**

Sub:- Annual Plan 2020-21 –Scheme on Farm Information and Communication – revised Administrative Sanction for the subcomponent 'Njattuvela Radio Programme (Kuttanad radio)' – orders issued.

Read:- 1) G.O.(Rt)No.690/2020/AGRI dated 05/08/2020
2) Request made by the Principal Information Officer, Farm Information Bureau

ORDER NO. ADFW/501/2020-TP2 Dated.22/02/2021

As per the Annual Plan 2020-21, an amount of Rs.383.00 lakhs is earmarked for the scheme 'Farm Information and Communication' under head of account 2401-00-109-84 (P). Out of this Administrative sanction was accorded for implementation of the scheme during 2020-21 for an amount of Rs.311.69519 lakh (Rupees three crore eleven lakh sixty nine thousand five hundred and nineteen only) vide reference 1st cited with the following components:

Sl No.	Component	Amount proposed (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
Grand Total		311.69519

As per reference 2nd cited, the Principal Information Officer, Farm Information Bureau has informed that additional funds are required for ease of implementation of the programme under the sub-component "Miscellaneous expenses" under the component **Other Communications Initiatives**, which can be met from the funds available under the sub-component "Broadcasting charges" under **Njattuvela Radio Programme (Kuttanad Radio)**. Therefore the component **Other Communications Initiatives** is revised with no change in the total financial outlay of Rs.59.3662 lakh as follows:

OTHER COMMUNICATIONS INITIATIVES (Rs .59.3662 lakhs)

Njattuvela Radio Programme (Kuttanad Radio)

Njattuvela Radio programme is an agricultural radio programme broadcasted through All India Radio (Akasavani) FM channels (Ananthapuri (Trivandrum), Kochi, Kozhikode, Kannur, Manjeri and Devikulam) and Thrissur station (Air

wave). The programme is broadcasted 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 and has received several state awards. 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 required annually for the above programme for various components as listed below:

Sl. No	Components	Amount proposed (Rs. in lakh)
1	Broadcasting charges (@ Rs.12360/day)	17.4676
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	2.2038
	Total	26.8862

In the circumstances mentioned above, revised administrative sanction is hereby issued for implementation of sub component 'Njattuvella Radio Programme (Kuttanad Radio)' of the scheme Farm Information and Communication during 2020-21, as mentioned in the table above, with no change in the total budget provision earmarked for the various components as per the Government Order cited 1st, debiting expenditure to head of account 2401- 00-109-84 (P) from current years' budget provision. The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Order read above.

To

- 1) Principal Information Officer, FIB
- 2) TV(1) section

Copy to

1.TA to Director of Agriculture

5a/-
DR. K. VASUKI IAS
DIRECTOR

Ch. aij
Deputy Director of Agriculture (PIg)
Directorate of Agriculture
Thiruvananthapuram

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- 2.CAs to all Additional Directors of Agriculture
3. SAE and SFO for information
4. IT Cell for publishing in website