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Directorate of Agriculture Development
and Farmers Welfare Department
Vikas Bhavan, Thiruvananthapuram
Date: 22 /03/2021

CIRCULAR

Sub:- Annual Plan 2020-21 – “Strengthening of Agricultural Extension” – Component – “Public participation” – Continuous sanction accorded – Revised 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
 5. Order No. ADFW/484/2020 – TP(2) dtd 16.03.2021

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. 48.31694 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. 4.89968 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. 48.31694 lakhs** is set apart for this component.