

No.ADFW/3497/2021-TV1

Directorate of Agriculture Development

and Farmers Welfare Department

Vikas Bhavan, Thiruvananthapuram

Date:15/07/2021

CIRCULAR

Sub:- Annual Plan 2021-22 – scheme on “Farm Information and Communication”– Administrative sanction accorded - Working Instructions issued -reg

Ref:- G.O (Rt) No.485/2021/Agri dated 15.06.2021

In the Annual Plan 2021-22, an amount of Rs. 300.00 lakh is set apart for the scheme Farm Information and Communication under the H/A : 2401-00-109-84 Plan.

As per reference cited, Administrative sanction has been accorded for the implementation of the scheme for the year 2021-22 under the H/A : 2401-00-109-84 plan for an amount of Rs. 295.75 lakh (Rupees Two Crore Ninety Five Lakh and Seventy Five Thousand 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 the Department of Agriculture Development and Farmers Welfare 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 persons at the right time and providing feedback to the research community. Head Office of Farm Information Bureau is at Thiruvananthapuram with two Regional

Offices at Ernakulam and Kozhikode. The scheme 'Farm Information and Communication' 2021-22 is sanctioned for carrying out the various activities of FIB during 2021-22.

The various components of the scheme are as follows:

| Sl.No | Component | Amount sanctioned (Rs. In lakh) |
|-------|---|------------------------------------|
| A. | Kerala Karshakan and other activities of farm information and communication | 250.00 |
| B. | Publication | 30.00 |
| C. | Media liaison & Other communication initiatives | 15.75 |
| | Total | 295.75 |

A. KERALA KARSHAKAN AND OTHER ACTIVITIES OF FARM INFORMATION AND COMMUNICATION

1. Kerala Karshakan and related activities

The "Kerala Karshakan" magazine is being published from 1954 onwards by the Agricultural information wing of Agriculture Department of Travancore-Cochin State and is being continued regularly by FIB from 1969 onwards. The Magazine now has a monthly subscription of 1.20 Lakh and it contains articles from the field of Agriculture, Animal Husbandry and Dairy. The FIB is also publishing Kerala Karshakan English e-journal and it is available in www.fibkerala.gov.in. As part of promotion of Kerala Karshakan, Farm Photography Awards and Essay & Short Story and Video Contest offering attractive prize money and certificates, is also being organized every year for popularizing the magazine among farmers/public and thereby increasing the circulation.

An amount of **Rs.178.2809 lakh** is sanctioned for printing and related activities of 'Kerala Karshakan' for the financial year 2021-22. The various activities are as follows:

a) Printing and transportation: An amount of Rs.159.1309 lakh is sanctioned for printing and transportation charge.

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.7.00 lakh is sanctioned to meet the mailing charges.

d) Honorarium to authors of Kerala Karshakan: An amount of Rs.3.75 lakh is sanctioned as honorarium to authors of Kerala Karshakan including e journal.

e) Kerala Karshakan e-journal (English): An amount of Rs. 2.50 lakh is sanctioned for DTP work, designing, digital copy printing 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 Kerala Karshakan.

g) Stationery expenses : An amount of Rs. 0.15 lakh is sanctioned for the purchase of stationery for 'Kerala Karshakan'

h) Hiring charge of vehicles: For covering theme subjects, related articles, features and success stories of 'Kerala Karshakan', a provision for hiring private vehicles for the travel of editorial team to various remote locations in the state is sanctioned for which an amount of Rs.1.00 lakh is set apart.

i) Visual advertisement in channels: An amount of Rs.2.00 lakh is sanctioned for this purpose. The amount is intended for promoting the subscription of the magazine by telecasting advertisement through various news channels.

| Sl. No. | Items | Amount (Rs. in lakh) |
|---------|---|-------------------------|
| a | Printing charge, and transportation charges of Kerala Karshakan | 159.1309 |
| b | Designing and DTP Charges | 1.75 |
| c | Mailing charges | 7.00 |
| d | Honorarium to authors | 3.75 |
| e | Kerala Karshakan e -Journal (English) | 2.50 |
| f | Awards to officials | 1.00 |
| g | Stationery Expenses | 0.15 |
| h | Hiring charge of vehicles | 1.00 |
| i | Visual advertisement in channels | 2.00 |
| | Total | 178.2809 |

2. Farm Photography, Essay & Short Story and Video contest – Awards and

honorarium

(a) Farm Photography Awards

As part of promotion of Kerala Karshakan magazine, FIB is conducting state level photography contest. The prize money for the winners will be Rs.15000/-, Rs.10000/- and Rs. 5000/- for the first, second and third prize respectively and Rs.5000/- for most liked entry on Facebook page. An amount of Rs. 5000/- is set apart for remuneration of judges and Rs. 10000/- for certificates and other arrangements. An amount of **Rs. 0.50 lakh** is sanctioned for this purpose.

(b) Essay and Short Story competition

Essay and short story competition will be conducted for students based on various subjects in below mentioned two categories so as to assure more participation. An amount of **Rs. 0.60 lakh** is sanctioned for this purpose.

Category 1 - Essay competition (For students in HS and HSS)**Prizes**

- i. First prize - Rs.5000/-
 - ii. Second prize - Rs.3000/-
 - iii. Third prize - Rs.2000/-
 - iv. Consolation prize - Rs. 1000/- each for 10 persons
 - v. Arrangements for the competition including Judging - Rs.10000/-
- Total - Rs.30000/-**

Category 2 - Short story competition (For students in HS and HSS)**Prizes**

- i. First prize - Rs. 5000/-
 - ii. Second prize - Rs. 3000/-
 - iii. Third prize - Rs. 2000/-
 - iv. Consolation prize - Rs. 1000/- each for 10 persons
 - v. Arrangements for the competition including Judging - Rs.10000/-
- Total - Rs. 30000/-**

c) Video Contest

FIB also conducts Video contest in two categories viz., for the amateurs and professionals giving a specific themes/subjects related to Agriculture for which wide publicity will be given through the social media (FIB Facebook page), press release, etc. The videos thus received will be uploaded in the Facebook Page of FIB. The prizes for the video contest are shown below.

Category -1. Amateur videos -(videos of below 5 minutes duration).

Prizes

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

Total - Rs.35000/-

Category - 2. Professional videos telecast through various TV channels of Kerala

Prizes

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

Total – Rs.60000/-

An amount of Rs. 25000/- is also sanctioned for meeting the expenses in

connection with the arrangements of both categories of video contest including production of promo videos, Facebook promotion, cost of SIM Card, honorarium to judges, etc. An amount of **Rs.1.20 lakh** is sanctioned for this purpose.

The abstract of amount set apart for Farm Photography Awards, Essay & Short Story competition and Video contest are as follows:

| Sl. No. | Particulars | Amount (Rs in lakh) |
|---------|-----------------------------------|------------------------|
| a | Farm Photography Awards | 0.5 |
| b | Essay and Short Story competition | 0.6 |
| c | Video contest | 1.2 |
| | Total | 2.3 |

3. Kerala Karshakan Readers' Forum

In order to increase the circulation of the Kerala Karshakan magazine and for getting feedbacks about articles, to increase online subscriptions, interaction with farmers at district level, etc., Kerala Karshakan Subscribers Meet or Readers Forum meetings are conducted independently or along with Kissan Melas. The regional offices at Ernakulam and Kozhikode shall also conduct Kerala Karshakan Readers' Forum within their area of operation. For conducting ten (10) numbers of Readers' Forum meetings during 2021-22, an amount of **Rs.1.00 lakh** is sanctioned.

4. Exhibitions

Exhibitions are conducted within and outside state to provide information regarding the schemes of Agriculture, Animal Husbandry and Dairy Development Departments to farmers, youth, students and general public. Farm Information Bureau participates in major exhibitions like India International Trade Fair in New Delhi, Flora Expo outside the state, Thrissur Pooram Exhibition, State Level Agricultural Fairs as part of Vegetable Development Programmes, Global Agro Meets, Karshakadinam, Organic Kerala Campaigns, etc. Farm Information Bureau arranges float in the pageantry in connection with Onam/tourism week celebration in the State every year projecting the latest trends/programmes in agricultural sector. Moreover small scale rural exhibitions are also organized throughout the state. The Bureau organizes two types of exhibitions as follows:

a) Major Exhibitions

This include major exhibitions at state level and national level like IITF at New Delhi, Flora Expo, Thrissur Pooram, other exhibitions in connection with Karshakadinam, Nira Puthari, Karshakasri Fest, etc. in agriculture and allied sectors. To meet the cost for the construction of pavilions, cost of exhibits and printing charges, etc. an amount of **Rs.7.00 lakh** is sanctioned.

b) Rural/Minor Exhibitions

Rural exhibitions provide an excellent tool for agricultural extension. Farm Information Bureau is participating in large number of rural exhibitions within the state. Rural exhibitions includes various exhibitions organized by different Government Departments, Press Information Bureau, Social Service Societies, Karshaka Vikasana Samithies and various rural programmes like Palode, Vithura, Malayinkeezhu, Aruvikkara, Varkala Sivagiri Fest and exhibitions in schools, etc. The regional offices at Ernakulam and Kozhikode also participate in many rural exhibitions conducted within their area of operation. For meeting expenses in connection with the conduct of rural exhibitions, an amount of **Rs.1.30 lakh** is sanctioned.

The provision for each subcomponents under exhibition are shown below;

| Sl. No. | Particulars | Amount (Rs. in lakh) |
|---------|-------------|----------------------|
|---------|-------------|----------------------|

| | | |
|---|----------------------|-------------|
| | | |
| 1 | Exhibition | |
| | a. Major exhibitions | 7.00 |
| | b. Minor exhibitions | 1.30 |
| | Total | 8.30 |

5. Video Production

The FIB is regularly producing short videos of agriculture and allied subjects of recent importance, videos as part of various schemes/events of the departments, etc. A video programme titled “Noorumeni” is also produced and is being telecast through Dooradarshan and Kairali News TV channel regularly. Selected episodes of Noorumeni can be downloaded from Farm Information Bureau’s website, www.fibkerala.gov.in. An amount of **Rs. 35 lakh** is sanctioned for video production which include production charges, purchase of equipments, telecast charges, etc. as follows:

| Sl. No. | Particulars | Amount (Rs. in lakh) |
|---------|--|----------------------|
| 1 | Amount payable to media for telecast | 26.50 |
| 2 | Production Charges | 7.20 |
| 3 | Miscellaneous expenses (purchase of electronics equipment and accessories, preparation of documentary etc) | 1.30 |
| | Total | 35.00 |

6. Farm Feature Workshop

The conduct of Farm Feature Workshop is a regular activity of Farm Information Bureau for providing an opportunity for interaction between media person and Farm journalists of agriculture and allied sectors. The Bureau propose to conduct a three days state level Farm Feature Workshop with the participants comprising of editors of Newspaper/ persons handling farm feature pages, farm journalists, representatives from AIR and Dooradarshan, officials from agriculture and allied departments, scientists from Kerala Agricultural University, etc. The eminent journalists, experts from print and electronic media, will be invited as resource persons of the workshop. An amount of **Rs. 5.00 lakh** is sanctioned for this component.

7. Cyber Extension

Electronic and cyber media plays pivotal role in extension activities of the state. The Farm Information Bureau utilizes internet connection to access latest trends/development in agriculture and allied sectors at national and international level and transfer the same to farming community through cyber extension. The existing facilities have to be maintained and strengthened 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. Funds can be utilized for the activities like purchase of computers and its accessories, maintenance of software and to provide required rent for server space of website & its updation, mobile application to match up with the recent trends of social media, establishment of Intercom facilities etc. An amount of Rs.10.0762 lakh is sanctioned for this purpose.

From the financial year 2017-18 onwards, the wages of a Junior Programmer who is in charge of website updation has to be paid from the provisions hereunder and the amount proposed for meeting this expense is Rs.2.622 lakh.

Thus, an amount of **Rs. 12.6982 lakh** is sanctioned for cyber extension.

8. Conducting advisory committee meeting of FIB

The advisory committee meeting of Farm Information Bureau has to be conducted once in three months. Expenditure for conducting meeting includes TA and DA for the non-official members, purchase of stationery items, refreshment charges etc. An amount of **Rs. 0.50 lakh** is sanctioned for conducting Advisory Committee meeting of FIB.

9. Repair and Maintenance of vehicle, POL and Travelling Expenses

The activities of the Farm Information Bureau require a lot of mobility. There are 3 vehicles in the headquarters and one each at the two regional offices at Ernakulam and Kozhikode. An amount of **Rs.6.9209 lakh** is sanctioned for meeting expense in connection with Repair and Maintenance, POL and Travelling Expenses as detailed below:

| Sl.No. | Item | Amount (Rs. in lakh) |
|--------|------------------------------|----------------------|
| 1 | Fuel charge (POL) | 2.50 |
| 2 | Repair and maintenance (R&M) | 1.00 |
| 3 | Tour TA | 3.42090 |
| | Total | 6.92090 |

Abstract of (A) 'Kerala Karshakan and other activities of farm information and communication'

| Sl. No. | Particulars | Amount (Rs in lakh) |
|---------|-------------|---------------------|
|---------|-------------|---------------------|

| | | |
|---|---|---------------|
| 1 | 'Kerala Karshakan' and related activities | 178.2809 |
| 2 | Farm Photography Awards, Essay & short story competition and video contests | 2.30 |
| 3 | Kerala Karshakan Readers' Forum | 1.00 |
| 4 | Exhibitions | 8.30 |
| 5 | Video Production | 35.00 |
| 6 | Farm Feature Workshop | 5.00 |
| 7 | Cyber Extension | 12.6982 |
| 9 | Conducting Advisory Committee Meeting of Farm Information Bureau | 0.50 |
| 9 | Travelling allowance, POL, Repair and Maintenance (R&M) charges | 6.9209 |
| | Total | 250.00 |

B. PUBLICATIONS

The FIB is also publishing "Farm Guide" every year which contain all basic data and technical information related to agriculture and allied sectors. The information materials like leaflets, booklets, books, brochures, posters, technical bulletins, etc. are also published for the farming community. The various activities in connection with the printing and publication of all these materials includes printing, DTP, layout and designing charges, printing charges, courier/ transportation charges of all these materials. An amount of **Rs.30.00 lakh** is sanctioned for the component "Publication".

C. MEDIA LIAISON & OTHER COMMUNICATION INITIATIVES

The media liaison activities of Farm Information Bureau include issuance of press releases, arranging press conferences, preparation of press notes production/ publication or telecast of advertisements of schemes/ events/ activities through print and visual media, AIR, community radio & FM channels, coverage of all programmes/ major schemes, functions/events of the departments, etc.

The other communications initiatives include Njattuvela Radio programme and Community Radio Station "Kuttanad FM 90.0". The Njattuvela Radio programme is an agricultural radio programme broadcasted through All India Radio (Akashvani) FM channels. The Community Radio Station "Kuttanad FM 90.0" is an initiative by the Agricultural Development and Farmers' Welfare Department and is established at Alappuzha under Farm Information Bureau. It is the first of its kind in the government sector in Kerala. The community radio station is established to meet the daily information requirement of farmers of Kuttanad area with respect to agriculture and allied sectors.

The allocation of funds under each activities of the component, media liaison & other communications initiatives are as follows:

1) Media liaison (Rs. 9.00 lakh)

i. Advertisement through print media

This include production and publishing of advertisements with respect to major schemes, functions, Farmers' Day celebrations, award ceremonies, major events/ exhibitions like VAIGA, etc. through various print media like newspapers, magazines, etc at PRD approved rates. An amount of **Rs. 2.00 lakh** is sanctioned for this component.

ii. Audio advertisement

Production and broadcasting of audio advertisements with respect to major schemes, functions, Farmers' Day celebrations, award ceremonies, major events/ exhibitions like VAIGA, etc. through AIR and FM channels will be undertaken for which an amount of **Rs. 2.00 lakh** is sanctioned.

iii. Visual advertisement campaigns of flagship programmes/events

This involves production and airing of visual advertisements with respect to major schemes, functions, Farmers' Day celebrations, award ceremonies, events/exhibitions like VAIGA, etc. through major visual media like TV channels, websites, other electronic media, etc. An amount of **Rs.1.00 lakh** is sanctioned for this purpose.

iv. Advertisement through theatres

An amount of **Rs.0.25 lakh** is sanctioned for advertising various departmental programmes, flagship programmes, Farmers' day, other major events/ exhibitions like, VAIGA, etc. through cinema theatres.

v. Railway Jingles

This involves production and broadcasting of advertisements about various information of department, flagship programmes of the departments, major event/ exhibitions, etc. as 'railway jingles' at railway stations. This will help to reach a large volume of public at a single point. An amount of **Rs.0.25 lakh** is sanctioned for this purpose.

vi. Media workshop

In order to familiarize the officials of Agriculture and allied departments with media activities, a workshop for 2 days will be conducted at suitable place with the participation of media persons. An amount of **Rs. 2.00 lakh** is sanctioned for this purpose.

vii. Harithadalam

Harithadalam, a fortnightly e-news letter is published through the website of Farm Information Bureau. For meeting the design, layout, printing annual copy and other related expenses, an amount of **Rs.0.50 lakh** is sanctioned.

viii. Design charges

The expenditure in connection with the designing of logo, banners, backdrops, social media posters, hoardings and other advertisement/publicity materials of various departmental functions/events including 'VAIGA' and other programmes/schemes will be met from the amount under this sub component. An amount of **Rs.0.50 lakh** is sanctioned for this purpose.

ix. Advertisement online/ miscellaneous expenses

The advertisement through online media, by way of road shows, flash mobs, etc. need to be done for wide publicity of the department functions/events. The expenditure in connection with daily news collection from newspapers and all other miscellaneous activities related to preparation of advertisements can be met from this provision. An amount of **Rs.0.50 lakh** is sanctioned for this purpose.

The total amount proposed for all the activities under Media liaison is **Rs.9.00 lakh** as follows:

| Sl. No. | Item | Amount (Rs. in lakh) |
|---------|--|-------------------------|
| 1 | Advertisement through print media | 2.00 |
| 2 | Audio advertisement | 2.00 |
| 3 | Visual advertisement campaigns of flagship programmes/events | 1.00 |
| 4 | Advertisement through theatres | 0.25 |
| 5 | Railway Jingles | 0.25 |
| 6 | Media workshop | 2.00 |
| 7 | Harithadalam | 0.50 |
| 8 | Design charges | 0.50 |
| 9 | Advertisement online/ miscellaneous expenses | 0.50 |
| | Total | 9.00 |

2) Other communication initiatives (Rs. 6.75 lakh)

i. Njattuvela Radio Programme

Njattuvela Radio Programme is an agricultural radio programme broadcasted through All India Radio (Akasavani), FM channels [Ananthapuri

(Trivandrum), Kochi, Kozhikode, Kannur, Manjeri & Devikulam] and Thrissur station (Air wave). The programme is being broadcast 4 days a week from Monday to Thursday from 6 PM to 6.15 PM. This programme covers latest technologies by experts from departments, KAU, etc., success stories, developmental programmes, etc. in agriculture and allied sectors.

An amount of **Rs.6.65 lakh** is sanctioned for various activities as listed below;

| Sl. No | Components | Amount sanctioned (Rs. in lakh) |
|--------|---|------------------------------------|
| 1 | Broadcasting charges (@ Rs.12360/day) | 2.25 |
| 2 | Purchase of items required for improving the quality of radio programme | 0.10 |
| 3 | Hiring of vehicles for transportation | 0.25 |
| 4 | Wages to Programme Assistants (3 Nos) | 4.00 |
| 5 | Miscellaneous expenses | 0.05 |
| | Total | 6.65 |

ii. Community Radio Station

The Community Radio Station “Kuttanad FM 90.0” is an initiative by the Agricultural Development and Farmers’ Welfare Department and is established at Alappuzha under Farm Information Bureau. It is the one and only community radio station functioning under Government of Kerala. The community radio station is established to meet the daily information requirement of farmers of

Kuttanad area with respect to agriculture and allied sectors. The transmissions from the radio station started with effect from 17.02.2021.

An amount of **Rs. 0.10 lakh** is sanctioned for production and miscellaneous expenses

Abstract of (C) 'Media liaison & other communication initiatives:

| Sl. No. | Item | Amount (Rs. in lakh) |
|---------|---------------------------------|-------------------------|
| 1 | Media Liaison | 9.00 |
| 2 | Other communication initiatives | |
| | i. Njattuvela Radio Programme | 6.65 |
| | ii. Community Radio Station | 0.10 |
| | Total | 15.75 |

Financial Outlay:

The expenses in this regard can be met from the amount of Rs.295.75 lakh available in the Head of Account 2401-00-109-84 Plan from the current years budget provision

Monitoring and evaluation:

The scheme will be implemented by the Principal Information Officer, Farm Information Bureau and will be monitored and evaluated by the Additional Director of Agriculture (Extension) at the State level. Monthly progress reports


should be submitted to HQ on or before the 5th of every month.

Sd/-

DR. K. VASUKI IAS, DIR AGRIDIR, O/O DIR AGRIDIR

Director

Agriculture Development and Farmers Welfare Department


RAJASREE J.
PEN No.: 604413
Joint Director of Agriculture (AR&T)
Directorate of Agriculture Development
and Farmers' Welfare Department
Vikas Bhavan, Thiruvananthapuram - 33

To

The Principal Information Officer, Farm Information Bureau

Copy to:

- 1) TA to Director of Agriculture.
- 2) CAs to all Additional Directors in HQ
- 3) CAs to all Joint Director in HQ
- 4) TP Section
- 5) SW Section
- 6) The DDA,IT cell – to publish the Working Instructions in the website.
- 7) Finance section.
- 8) Stock file/Spare