

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.