

No. ADFW/4253/2021-TV1
Development

Directorate of Agriculture
and Farmers Welfare Department
Vikas Bhavan, Thiruvananthapuram

Date:29/06/2021

CIRCULAR

Sub:- Annual Plan 2021-22 – “Strengthening of Agricultural Extension” – Component – “Public participation”– Continuous sanction accorded – 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/3061/2021 – TP2 dtd 24.052021
6. Annual Plan 2021-22.

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, 2019-20 & 2020-21, vide reference (2),(3) &

(4) cited above.

Continuous sanction is accorded for the scheme "Strengthening of Agricultural Extension" for the year 2020 - 21 for an amount of Rs. 600.00 lakhs (Rupees Six Crore only) as per the 5th reference cited. One of the component of the above scheme is "**Public Participation**" with a provision of Rs. 140.00 lakhs for the year 2021-22.

▸ **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. 70.00 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. State level awards will also be distributed at this function. An amount of Rs. 16.20 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.