

Directorate of Agriculture Development and Farmers' Welfare

Vikas Bhavan, Thiruvananthapuram – 695033
e-mail:cru.agridir@kerala.gov.in, Phone: 0471-2304481

No: ADFW/3497/2021-TV1

Date:21/03/2022

CIRCULAR

Sub:- Annual Plan 2021- 22 - Scheme on Farm Information and Communication - Media Liaison and Other Communication Initiatives - Administrative sanction accorded - Working Instruction issued - reg

Ref:- 1) Letter no. D. 585 2021 dated 20.04.2021 of the Principal Information Officer, Farm Information Bureau

2) GO (Rt) No. 485 2021 AGRI dated 15.06.2021

3) Circular of even no. dated 15.07.2021

4) GO(Rt) No. 680/2021 AGRI dated 02/09/2021

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 Head of Account : 2401-00-109-84Plan.

As per reference cited (2), Administrative sanction has been accorded for the implementation of the scheme for the year 2021- 22 under the Head of Account : 2401-00-109-84 Plan for an amount of Rs. 295.75 lakh (Rupees Two Crore Ninety Five Lakh and Seventy Five Thousand only). One of the components of the scheme was 'Media liaison & other communication initiatives for which the amount sanctioned was Rs.15.75 lakh out of the total amount Rs.20.00 lakh. As per reference 3rd cited, working instructions has been issued for an amount Rs. 295.75 lakh.

Vide reference 4th cited, Government have accorded Administrative Sanction for an additional amount of Rs. 4.25 lakh for the component "Media liaison and other communication initiatives" under the scheme Farm Information and Communication by meeting the expenditure from the Head of Account 2401-00-109-84 Plan, with the following components:

Sl. No.	Component	Amount (in lakhs)
1.	Audio Advertisement	3.85748
2.	Community Radio Station	0.39252
	Total	4.25

The scheme component should be implemented by Farm Information Bureau adopting a transparent procedure in selection of radio stations and also subject to the following general conditions wherever applicable.

1. All rules, formalities and procedures shall be strictly followed for the implementation of the scheme. The norms of financial property shall be adhered to.
2. The expenditure would be met only from the provision available under the appropriate head of account.
3. The fund release will be based on actual requirement and the fund released should not be parked in banks.

4. Store purchase rules shall be strictly adhered to for all kinds of purchases.
5. Tender/e-tender and other stipulated formalities shall be followed wherever necessary.
6. Post creation and purchase of vehicles are not admissible under the scheme..
7. An implementation schedule shall be prepared to complete the project in time and send regular progress reports on physical and financial progress on a quarterly basis.
8. Monthly progress reports should be submitted to head quarters on or before the 5th of every month.

(Sd/-)

SUBHASH T.V. IAS
DIRECTOR

Subhash T.V.

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) 2) CAs to all Joint Directors 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

Joint Director of Agriculture (AR & T)
Directorate of Agriculture,
Karaikal, Pudukkottai, Tamil Nadu