

No. ADFW/6142/2022-TV<sup>1</sup>

Directorate of Agriculture Development and  
Farmers Welfare Department, Vikas Bhavan,  
Thiruvananthapuram

04-07-2022

**CIRCULAR**

Sub:- Annual Plan 2022-23 – Scheme for “Strengthening of Agricultural Extension” -  
Component – “Public participation” - Administrative Sanction accorded -  
Working instructions – issued.

Ref:- G.O (R1) No. 532/2022/AGRI dtd 13.06.2022

In the Annual Plan 2022-23, there is a budget provision of Rs. 2828.00 lakh under the Head of Account 2401-00-109-80 (Plan) for the Scheme “Strengthening of Agricultural Extension”. As per the reference cited, Government have accorded Administrative Sanction for the implementation of the scheme for an amount of Rs. 1428.00 lakh (Rupees Fourteen Crore and Twenty Eight lakh only).

One of the component of the scheme is “**Public Participation**” with a provision of Rs. 200.00 lakh for the year 2022-23, out of which Rs. 50.00 lakh has been set apart for “Karshaka Sabha and Njattuvela Chantha”, for which separate working instructions have been issued. Hence a total allocation for the Scheme component “**Public Participation**” is **Rs. 150.00 lakh.**

• **Public Participation Programmes:**

Public participation is highly essential for successful implementation of programmes of the Agriculture Department. 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 Samithies have been 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. should 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 the Department 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 2022-2023 the following programmes are to be implemented:

**a) Farmer's day (Rs. 60.00 lakh)**

To recognize the role of farmer in agriculture development and also to honour best performing farmer, Farmer's day is to be celebrated on Chingam 1<sup>st</sup> at Krishi Bhavan level as done in previous years. The farmer's day celebration should 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 should 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, State level farmer's day is also to be celebrated for which an amount of Rs. 6.20 lakh is earmarked. State level awards can also be distributed at this function.

An amount of **Rs. 60.00 lakh** is set apart for this component.

**b) Conduct of State level, District level and Grama Panchayath level Karshika Vikasana Samithi meetings ( Rs. 70.00 lakh)**

The advice of Karshika Vikasana Samithies constituted at the Krishi Bhavan level, District level and State level will help in effective implementation of agricultural development programmes. To facilitate this, Karshika Vikasana Samithi meetings should be convened once in a month at Krishi Bhavan level and once in two months at District level. The issues raised at local level monitoring committee of "*Njangalum Krishiyilekk*" can be discussed in Karshika Vikasana Samithi meetings. More number of meetings may be conducted under special circumstances. The concerned Assistant Director of Agriculture also should attend the Krishi Bhavan level ADC meeting. Notice regarding the meeting should be sent to the members sufficiently early. All Department schemes and LSGD programmes should be discussed in the meetings. An amount of **Rs. 500/- can be utilized towards the refreshment charges per meeting at Krishi Bhavan and district level.** Apart from this sitting fee can also be issued to ex-officio members of the Karshika Vikasana Samithi as per the Govt. order G.O(Ms) No. 20 2020 Agri dated 15 02 2020. The Deputy Director of Agriculture (Extension & Training) should report the details of ADC meeting convened on monthly basis with date of meeting, venue, number of participants, important decision, etc.

An amount of **Rs. 70.00 lakh** is set apart for this component.

**c) Conduct of Reviews, Workshops and Seminars (Rs. 20.00 lakh)**

**1. Workshop & Regional reviews at State level – (Rs. 5.00 lakh)**

To review the implementation of departmental schemes and to issue direction to stream line scheme implementation, reviews workshops of departmental officials will be conducted both in online offline mode. An amount of **Rs. 5.00 lakh** is kept at HQ for this component. Emphasis should given for Njangalum Krishiyilekk Padhathi during the scheme implementation. reviews workshops of departmental officials.

## **2. Workshop & Reviews at District level – (Rs. 10.00 lakhs)**

Principal Agricultural Officers should conduct monthly workshop for discussion of the programmes – review of Assistant Directors of Agriculture and Agricultural Officers at district level. An amount of **Rs. 10.00 lakh** is set apart for this purpose. A maximum of Rs. 15000/- per workshop review can be expended for this purpose. Emphasis should given for Njangalum Krishiyilekk Padhathi during the scheme implementation. reviews workshops of departmental officials.

## **3. Seminars/Research Extension Interface – (Rs. 5.00 lakh)**

To formulate specific strategies for agriculture development and also to reorient the existing research priorities, regular interface between researchers, extension personnel and farmer should be held to update and refine the technical knowledge on various crop based, farm plan based and related activities. In this context, Research-Extension-Interface for each crop season at the district level is to be conducted to formulate specific agricultural development strategies, suggest suitable interventions (for technology, supplies and services) and finalize research priorities to meet farmer's needs for each crop season. Researchable issues pertaining to the farm plan preparations and other issues should be prioritized and finalized in the Research Extension Interface.

As a part of Strengthening extension, to create awareness about the various programmes and also to ensure flow of technical knowledge and other related interaction to farmers, seminars should also be conducted at the district level with the active involvement of district Karshika Vikasana Samithi. About 100 numbers of farmers from different parts of the district are to be invited to attend the seminars. The seminar should discuss the new technological interventions required to be adopted and also important problems which the farmers face during different stages of crop production. Seminar Interface should conducted with the full participation of scientists from KAU, Central Research Institutes and other experts involved in agricultural development. An amount of **Rs. 5.00 lakh** is set apart for this sub-component.

An amount of **Rs. 20.00 lakh** is set apart for Seminars, Reviews and Research Extension Interface

**Monitoring:-**

At the district level, the scheme will be monitored and implemented by the Deputy Director of Extension (E&T) under the overall supervision of Principal Agricultural Officer. At the state level, the Additional Director of Agriculture (Extension) will monitor the scheme. Principal Agricultural Officer will submit the monthly progress report to the Director of Agriculture with copy to Additional Director of Agriculture (Extension) of the Directorate before 5<sup>th</sup> of every succeeding month.

**Financial Outlay:**

(Rs. in lakh)

Sl. No.	Components	Amount
a)	Farmer's Day	60.00
b)	Conduct of State level, District level & Grama Panchayath level Karshika Vikasana Samithy	70.00
c)	Conduct of Workshops, Seminars and Reviews	20.00
<b>Total</b>		<b>150.00</b>

Component wise Physical & Financial targets are given in Annexure I

The expenditure of the scheme will be met from the budget provision of Rs. 1428.00 lakh (Rupees Fourteen Crore and Twenty Eight Lakh only) available under the H/A: 2401-00-109-80 (P) 2022 - 23.

To

All Principal Agricultural Officers

(sd)  
SUBHASH T.V. IAS  
DIRECTOR

CHITHRA. V. G  
Assistant Director of Agriculture (TV)  
Directorate of Agriculture  
Vikas Bhavan, Tvpm-695 033

All Project Directors, ATMA  
All Assistant Directors of Agriculture  
Agricultural Officers of all Krishibhavans

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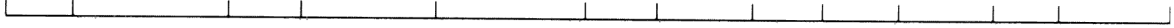
- 1) CA to Director of Agriculture
- 2) CA to All Addl. Directors of Agriculture
- 3) CA to Joint Director of Agriculture (AR&T)
- 4) Planning Section
- 5) SW Section
- 6) The Deputy Director of Agriculture, IT cell to publish the Working Instructions in the website
- 7) TV Finance section
- 8) Stock file Spare

## ANNEXURE – I

Strengthening of Agricultural Extension 2022 – 23, Public Participation

(Rs. In lakh)

Sl. No.	Districts	Farmer's Day		Meeting of District / Panchayat level KVS	District level Reviews & Workshops		State level reviews and Workshops		Seminar/ REI		Total
		Physical (Nos.)	Financial (Rs. 5000 - per KB)		Physical (Nos.)	Financial	Physical (Nos.)	Financial	Physical (Nos.)	Financial	
1	Trivandrum	89	4.45	5.7049	5	0.715			2	0.35	11.2199
2	Kollam	78	3.90	4.9998	5	0.714			2	0.35	9.9638
3	Pathanamthitta	57	2.85	3.6537	5	0.714			2	0.35	7.5677
4	Alappuzha	78	3.90	4.9998	5	0.715			2	0.35	9.9648
5	Kottayam	79	3.95	5.0639	5	0.714			2	0.35	10.0779
6	Idukki	53	2.65	3.3973	5	0.714			2	0.35	7.1113
7	Ernakulam	97	4.85	6.2177	5	0.714			2	0.35	12.1317
8	Thrissur	105	5.25	6.7305	5	0.715			2	0.35	13.0455
9	Palakkad	95	4.75	6.0895	5	0.714			2	0.35	11.9035
10	Malappuram	108	5.40	6.9228	5	0.714			2	0.35	13.3868
11	Kozhikkode	81	4.05	5.1921	5	0.714			2	0.35	10.3061
12	Wayanad	26	1.30	1.6666	5	0.714			2	0.35	4.0306
13	Kannur	89	4.45	5.7049	5	0.715			2	0.35	11.2199
14	Kasaragod	41	2.05	2.6281	5	0.714			2	0.35	5.7421
	HQ		6.20	1.0284			1	5		0.10	12.3284
	<b>Total</b>	<b>1076</b>	<b>60.00</b>	<b>70.00</b>	<b>70</b>	<b>10.0</b>		<b>5</b>	<b>28</b>	<b>5.0</b>	<b>150</b>



(self-)  
SUBHASH T.V. IAS  
DIRECTOR

*Chithra*

**CHITHRA. V. G**  
Assistant Director of Agriculture (TV)  
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