

**PROCEEDINGS OF THE DIRECTOR OF AGRICULTURE
DIRECTORATE OF AGRICULTURE DEVELOPMENT AND FARMERS
WELFARE DEPARTMENT, THIRUVANANTHAPURAM**

(Present:Sri.George Alexander)

Sub:- Annual Plan 2021-22 - Scheme "Farm Information and Communication"
- Revised Administrative Sanction accorded - Orders issued.

Read:- 1) Annual Plan 2021-22
2) G.O (Rt)No.485/2021/AGRI dated 15/06/2021
3) G.O (Rt)No.680/2021/AGRI dated 02/09/2021
4) Minutes of the Working Group held on 11/02/2022
5) Order no.ADFW/3485/2021-TP2 dated 17/03/2022
6) Letter no.D 585/2021 dated 30/03/2022 of the Principal Information Officer
7) Note no.ADFW/3497/2021-TV1 dated 18/11/2022

ORDER NO. ADFW/3485/2021-TP2 Dated.03-12-2022

In the Annual Plan 2021-22, an amount of Rs.300.00 lakh was earmarked under Head of account 2401-00-109-84 Plan for the scheme "Farm Information and Communication". Administrative Sanctions were issued for the implementation of the scheme vide references 2nd and 3rd cited above.

Considering the necessity for revision and direction received from the Working Group vide reference 4th cited, the Administrative Sanction issued for the scheme "Farm Information and Communication" was revised and issued as per reference 5th cited above based on request of the Principal Information Officer as shown in the table below:

Table. 1

| Sl.No. | Component | Revision sanctioned as per reference (5) (Rs in lakh) |
|--------|---|--|
| 1 | Kerala Karshakan and other activities of farm information and communication | 219.70402 |
| 2 | Publication | 32.27645 |
| 3 | Media liaison and other communication initiatives | 48.01953 |
| | Total | 300 |

The Principal Information Officer, Farm Information Bureau vide reference 6th mentioned above, has informed that for smooth functioning of the activities of the Bureau, further revision of sub-components under the scheme were made without effecting revision in the amount sanctioned for individual components vide reference 5th above. As this revision was made without obtaining approval from the Director of Agriculture, the Principal Information Officer has requested for ratifying the changes effected.

Under the circumstances, based on the request of the Principal Information Officer and recommendation of the scheme implementing section received vide reference 7th above, the following revision is sanctioned:

Table.2

| Sl No | Components | Budget Allocation (Rs in lakhs) | Revised Allocation based on actual requirement |
|----------|--|---------------------------------|--|
| A | KERALA KARSHAKAN & OTHER ACTIVITIES | | |
| 1 | Kerala Karshakan | | |
| a | Printing and transportation | 141.47196 | 141.47196 |
| b | Designing and DTP charges | 1.75 | 1.75 |
| c | Mailing charges | 6.71554 | 6.71554 |
| d | Honorarium to authors of Kerala karshakan | 3.05 | 3.05 |
| e | Kerala karshakan e-journal (English) | 2.50 | 2.50 |
| f | Award to officials | 1.00 | 1.00 |
| | Sub Total | 156.48750 | 156.48750 |
| 2 | Farm Photography Awards and Essay & Short Story Contest | | |
| a | Farm Photography Awards | 0.50 | 0.50 |
| b | Essay and Short Story Contest | 0.60 | 0.60 |
| c | Video contest | 1.20 | 1.20 |
| | Sub Total | 2.30 | 2.30 |
| 3 | Kerala Karshakan Readers' Forum | | |
| a | Kerala Karshakan Readers' Forum | 1.00 | 1.00 |
| | Sub Total | 1.00 | 1.00 |
| 4 | Exhibitions | | |
| a | Major exhibitions | 6.00 | 6.00 |
| b | Rural/ minor exhibitions | 0.82002 | 0.82002 |
| | Sub Total | 6.82002 | 6.82002 |
| 5 | Video Production | | |
| a | Production charges | 7.74759 | 7.74759 |
| b | Telecasting charge through Media | 25.25660 | 25.25660 |
| c | Miscellaneous | 1.99581 | 1.99581 |
| | Sub Total | 35 | 35 |
| 6 | Cyber Extension | | |
| a | Purchase and Maintenance | 10.59650 | 10.23450 |
| b | Wages to Junior Programmer | 0 | 0 |
| | Sub Total | 10.5965 | 10.2345 |
| 7 | Advisory Committee Meeting | | |
| a | Conducting Advisory Committee Meeting | 0 | 0.36200 |
| | Sub Total | 0 | 0.36200 |
| | Travelling Allowance, Repair and Maintenance, | | |

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| | | | |
|----------|--|------------------|------------------|
| 8 | POL | | |
| a | Tour TA | 4.00 | 4.00 |
| b | POL | 2.50 | 2.50 |
| c | R&M | 1.00 | 1.00 |
| | Sub Total | 7.50 | 7.50 |
| | Total (Kerala Karshakan) | 219.70402 | 219.70402 |
| B | PUBLICATION | | |
| 1 | Publication | | |
| a | Publication of Farm Guide and other information materials | 32.27645 | 32.27645 |
| | Sub Total | 32.27645 | 32.27645 |
| C | MEDIA LIAISON & OTHER COMMUNICATION INITIATIVES | | |
| 1 | Advertisement | | |
| a | Advertisement through print media | 1.98183 | 1.98183 |
| b | Audio advertisement | 5.67268 | 5.67268 |
| c | Visual advertisement of flagship programmes | 0.59 | 0.59 |
| d | Harithadalam Fortnightly | 0.5 | 0.5 |
| e | Design charge | 0.5 | 0.42821 |
| f | Online advertisement/miscellaneous | 0.72 | 0.79179 |
| | Sub Total | 9.96451 | 9.96451 |
| 2 | Other Communications initiatives including Kuttanad Radio | | |
| a | Wages to Programme Assistants (3 no.s @ Rs.24520/-) | 9.26370 | 9.26370 |
| b | Purchase of items required for radio production | 0.10 | 0.10 |
| c | Miscellaneous expenses | 0.05 | 0.05 |
| d | Broadcasting charges @ (Rs.12360/day) | 28.1488 | 28.1488 |
| e | Community Radio | 0.49252 | 0.49252 |
| | Sub Total | 38.05502 | 38.05502 |
| | Total (Media Liaison) | 48.01953 | 48.01953 |
| | GRAND TOTAL | 300.00 | 300.00 |

Hence, the Administrative Sanction issued for the scheme 'Farm Information and Communication-2021-22' vide-reference (2), (3) and (5) above stands modified to the extent mentioned in Table.2 without change in the total budget provision of Rs.300.00 lakh (Rupees three hundred lakh only) earmarked under Head of account 2401-00-109-84 Plan for the scheme.

Signed by

George Alexander

Date: 03-12-2022 22:39:55
 GEORGE ALEXANDER
 DIRECTOR OF AGRICULTURE (i/c)

To

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✓ 1) Principal Information Officer, Farm Information Bureau,
Thiruvananthapuram.

2)TV(1) Section of Directorate for information and further necessary action.

Copy to

1.TA to Director of Agriculture

2. CA to all Additional Directors at HQ

3. State Finance Officer and State Agricultural Engineer for
information

4. IT Cell section of Directorate for posting on the website