

Directorate of Agriculture Development and Farmers' Welfare

Vikas Bhavan, Thiruvananthapuram – 695033

e-mail: cru.agridir@kerala.gov.in, Phone: 0471-2304481

No: ADFW/6303/2022-TV1

Date:02-03-2023

CIRCULAR

Sub:- Annual Plan 2022-23 – Scheme on “Farm Information and Communication”– revised administrative sanction accorded – Revised Working instructions – issued

- Ref:- 1) Circular of even no dated 12/7/2022
2) G.O (Rt) No. 942/2022/AGRI(EB) dated 02.11.2022
3) G.O (Rt) No. 1086/2022/AGRI(EB) dated 12.12.2022

Working instructions were issued for the implementation of the Scheme on “Farm Information and Communication” vide reference 1st cited. Vide reference 2nd & 3rd cited, revised Administrative Sanction has been accorded for meeting additional requirement of fund under certain component without change in the total amount of Rs. 500 lakh. The revised component wise allocation is as follows.

Sl.No	Component	Amount Sanctioned (Rs. in Lakh)
1	Kerala Karshakan and other activities of farm information and communication	329.70
2	Publication	50.00
3	Media liaison & other Communication initiatives	120.30
	Total	500.00

Accordingly the funds set apart for the sub components are revised as follows:

Sl No	Components	Revised Budget Allocation (Rs.in lakh)
	Farm Information and Communications	
I	KERALA KARSHAKAN & OTHER ACTIVITIES	
A	Kerala Karshakan	

4) Campaigns		
a	Major exhibitions	24.00000
b	Rural/ minor exhibitions	5.00000
c	Virtual exhibition, Social media publicity and miscellaneous expenses including Karshaka Bharathi award judgment	1.00000
	Sub Total Campaigns	30.00000
5) Video Production		
a)	Production Charges	8.5
b)	Telecasting Charge through Media	26.500
c)	Short Videos	3.00
d)	Miscellaneous (Purchase of electronic equipments, Preparation of documentary, installation of NAS(Network Assisted System)	10.00
	Sub Total	48.00
6) Farm Feature Workshop		
	Farm Feature Workshop	5.00000
	Sub Total	5.00000
7) Cyber Extension		
a	Purchase and Maintenance	13.62200
b	Web hosting,web upgradation and all miscellaneous expenditure	3.06928
c	Committed expenditure for 2021-22	3.30872
d	Wages to Junior Programmer	0.00
	Sub Total	20.00000
8) Advisory Committee Meeting		

	Sub Total (a)	70.63000
D	Other Communications initiatives including Kuttanad Radio	
	Njattuvela Radio Programme	
a	Wages of Programme Assistants	9.72
b	Purchase of items required for radio Production	1.00
c	Hiring of vehicles for transportation	0.2000
d	Miscellaneous Expenses	0.2000
e	Broadcasting charges @ (Rs. 12360/day)	25.800
	Sub total	36.92000
2)	Community Radio	
a	Wages for contract staff	5.50000
b	Office expenses	2.00000
c	Production cost/Miscellaneous(including expenses for obtaining PPI license)	5.25000
	Sub Total (c)	12.75000
	Total Media Liaison & other communication initiatives (a+b+c)	120.30000
	Grand Total (I + II + III)	500.00000

Accordingly, the circular cited as per reference 1 stands modified to this extend.