

Directorate of Agriculture Development and Farmers' Welfare

Vikas Bhavan, Thiruvananthapuram – 695033

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No:ADFW/5256/2023-TV1

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CIRCULAR

Sub:- Annual Plan 2023-24 – Scheme for “Strengthening of Agricultural Extension” – Component – “Public participation”– Administrative Sanction accorded – Working instructions – issued.

Ref:- 1)Annual Plan 2023-2024

2)G.O (Rt) No. 383/2023/AGRI dtd 25.04.2023.

In the Annual Plan 2023-24 there is a budget provision of Rs. 3028.00 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. 1065.56 lakh (Rupees Ten Crore sixty five lakh and Fifty six thousand only).

Public Participation Programmes:

Public participation is highly essential for successful implementation of programmes of the Agriculture Department. Participation of public in the development endeavors 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

- i. Development of grass root level support system for Agriculture Department.
- ii. Creating awareness among farmers about the programme being implemented by the department and ensuring effective participation.
- iii. Recognition of outstanding farmers.
- iv. Improving dignity of farming and farmers about public.
- v. Attract & mobilize youth towards farming.

During 2023-2024 the following programmes are to be implemented:

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

Farmer's Day is celebrated to recognize the role of farmer in agriculture

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development and also to honour best performing farmer. Farmer's day is celebrated on Chingam 1st 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, Krishikoottams, 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.** The amount can be utilized for conduct of function, seminars/group discussions, for honouring best farmers etc. 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. 64.56 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.** An amount of Rs 100/ can be given as Sitting fee per ADC member for one meeting. sitting. Sitting fee can also be given 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. 64.56 lakh** is set apart for this component.

Monitoring:-

At the district level, the scheme will be monitored and implemented by the Deputy Director of Agriculture (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 5th of every succeeding month.

Financial Outlay:

Sl No	Components	Amount (Rs.in lakh)
a	Farmer's day	60.00
b	Conduct of State level, District level and Grama Panchayath level Karshika Viksasana Samithi meetings	64.56
Total		124.56

The following general conditions should be followed, wherever applicable:

- i. All rules, formalities and procedures shall be strictly followed for the implementation of the scheme. The norms of financial propriety shall be adhered to.
- ii. The expenditure would be met only from the provision available under the appropriate head of account.
- iii. The fund release will be based on actual requirement, and the fund released should not be parked in banks.
- iv. Store Purchase Rules shall be strictly adhered to for all kinds of purchases.
- v. Tender/e-tender and other stipulated formalities shall be followed wherever necessary.
- vi. Post creation and purchase of vehicles are not admissible under the scheme.
- vii. The Head of Departments shall monitor the implementation of the scheme and ensure that the implementation is as per the existing procedures, rules and regulations.
- viii. The implementation agencies/ Departments also should prepare an implementation schedule to complete the project in time and send regular progress report on financial and physical progress on a quarterly basis.
- ix. The Director should hold monitoring meetings to review the progress and send report to Government regarding the progress of implementation of the approved scheme.
- x. Plan review will be conducted every month.

Component wise Physical & Financial targets are given in Annexure I

The expenditure of the scheme will be met from the budget provision of Rs. 1065.56 lakh (Rupees Ten Crore sixty five lakh and Fifty six thousand only). available under the **H/A: 2401-00-109-80 (P) 2023 - 24.**

**ANJU K S IAS
DIRECTOR**

To All Principal Agricultural Officers
All Project Directors ATMA
All Assistant Directors of Agriculture
Agricultural Officers of all Krishibhavans

Copy to: 1) PA to Director of Agriculture
2) CA to All Additional DAs
3) CA to State Agricultural Engineer CA to All JDAs at HQ
4) TP Section for allotment of funds as per Annexure 1
5) PIO, FIB, Trivandrum for giving wide publicity in website
6) DDA, IT Cell to publish in the website
7) SW Section
8) TV/Fin Section /Stock file /Spare

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26/06/2023
Joint Director of Agriculture (AR & P)
Directorate of Agriculture,
Kilasa Bhavan, Thiruvananthapuram

ANNEXURE-1

Strengthening of Agriculture Extension 2023-24**Public Participation**

Sl No	District	Farmers Day		Meeting of District / Panchayat level KVS Refreshment charge @Rs 500/ per sitting (Rs. in Lakh)	Total (Rs.in Lakh)
		Physical (Nos)	Financial @Rs5000/-Per KB (R s. in Lakh)		
1	Trivandrum	89	4.45	5.34	9.79
2	Kollam	78	3.90	4.68	8.58

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3	Pathanamthitta	57	2.85	3.42	6.27
4	Alappuzha	78	3.90	4.68	8.58
5	Kottayam	79	3.95	4.74	8.69
6	Idukki	53	2.65	3.18	5.83
7	Ernakulam	97	4.85	5.82	10.67
8	Thrissur	105	5.25	6.30	11.55
9	Palakkad	95	4.75	5.70	10.45
10	Malappuram	108	5.40	6.48	11.88
11	Kozhikkode	81	4.05	4.86	8.91
12	Wayanad	26	1.30	1.56	2.86
13	Kannur	89	4.45	5.34	9.79
14	Kasaragod	41	2.05	2.46	4.51
	HQ		6.20		6.20
	Total	1076	60.00	64.56	124.56

ANJU K S IAS

DIRECTOR

(Signature)
26/6/23

Joint Director of Agriculture (AR & F)
Directorate of Agriculture,
Vikas Bhavan, Thiruvananthapuram