

**Directorate of Agriculture Development and Farmers' Welfare**

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

No:ADFW/6636/2023-TV1

Date:04-07-2023

**CIRCULAR**

Sub:- Annual Plan 2023-24 – scheme on “Strengthening of Agricultural Extension”– Award to Best Performers - Administrative sanction accorded - Working Instructions issued -reg.

Ref:- 1)G.O.(Rt)No.467/2023/AGRI Dated, 17-05-2023

2)G.O.(Rt)No.637/2023/AGRI Dated, 30.06.2023

A budget provision of Rs.3028.00 lakh is earmarked for the scheme "Strengthening of Agricultural Extension" under the Head of account 2401-00-109-80 (P) in the financial year 2023-24 for various components under the scheme, of which an amount of **Rs. 70.00 lakh** has been earmarked for the component '**Awards to Best Performers**' as per the reference cited above. All awards coming under various schemes have been brought under a single umbrella. These include the existing general awards, awards to the vegetable development programme, award of organic farming division and award to extension personnel. In addition to this, government has decided to launch 4 new awards namely V.V Raghavan memorial award for the best krishibhavan, award for best krishikkuttom in production sector, value addition and service sector, award for the best PACS and award for the best LSGI at state level.

Every year the Department of Agricultural Development and Farmers Welfare honors outstanding farmers, extension personnel, Agriculture scientist and farm journalists by distributing Cash awards, mementos, Certificates etc. The awards will be distributed at public function organized at the state level.

**Objectives**

1. Improving the dignity of farming and farmers among the public
2. Recognizing the outstanding farmers in the field of agriculture
3. Attract and mobilize youth towards farming
4. Encouraging outstanding extension personnels in the field of agriculture

**Mode of Implementation**

The outstanding farmers are selected by inviting applications at KB level. Screening will be done through field verification and the list of selected applicants in each category will be nominated from each district for state level selection. The selection

committee constituted by the Department include officials of Department of Agriculture and allied sectors.

Following programmes are proposed for the current financial year

### **I. Cash Awards to State level Award Winners**

An amount of Rs. 48.40 lakh is set apart for cash awards. Mementos and certificates will be given to all awardees and cash awards will be limited to selected categories.

### **II. Expenses for Field Verification , Documentation, Memento & Certificate**

At state level an amount of Rs.10.00 lakh is earmarked for the expenditure for field verification, documentation, cost of memento and certificate.

a) Amount set apart for Field Verification & Documentation - Rs. 7.00 lakh

b) Amount set apart for Mementos & Certificates - Rs. 3.00 lakh

---

**Total - Rs. 10.00 lakh**

### **III. State level Award Distribution function**

An amount of Rs. 11.60 lakh is earmarked for conducting the State level Award Distribution function

### **Monitoring and Evaluation**

At District level, Deputy Director of Agriculture (E&T) will be monitoring the programme. At State Level, the programme will be monitored and evaluated by Additional Director of Agriculture (Extension).

### **Financial Outlay- Summary**

As per the administrative sanction issued, an amount of Rs. 70.00 lakh is required for the implementation of the following components of scheme "Strengthening of Agricultural Extension 2023-24- Award to Best performers". The component wise breakup is summarized as follows.

Sl. No	Component	Amount (Rs. In Lakh)
1.	Cash Awards to State level Award winners	48.40000

2.	Expenses for field verification and documentation	7.00000
3.	Expenses for Mementos & Certificates	3.00000
4.	State level Award distribution function	11.60000
	<b>Total</b>	<b>70.00000</b>

(Rupees Seventy lakh only)


The expenditure will be met from the *H/A 2401-00-109-80 (P)* for an amount of Rs. 70.00 lakh from the current year budget provision.

Yours faithfully,

**ANJU K S IAS  
DIRECTOR**

To 1) All Principal Agricultural Officers – for information and necessary action

Copy to: 1) CA to All Additional Directors of Agriculture  
2) CA to All Joint Directors of Agriculture  
3) Principal Information Officer, FIB  
4) Deputy Director of Agriculture, IT Cell - for information and publishing in the website.  
5) All ADA's and AO's of Krishi Bhavans.

  
 4/7/2023  
 Joint Director of Agriculture (AK & I)  
 Directorate of Agriculture,  
 Krishi Bhavan, Thiruvananthapuram