

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

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**CIRCULAR**

Sub:- Working instructions of the scheme - 'Farm information and communication 2023-24 - reg

Ref:- 1) GO(Rt) No 524/2023/AGRI Dated 29/05/2023

2) ADFW/9206/2022-IT2 Dated 14/07/2023 of Director of Agriculture

The Government of Kerala have accorded administrative sanction for the Scheme on 'Farm Information & Communication' with an out lay of Rs. 600.00 lakh for the financial year 2023-24. The scheme is intended for the timely dissemination of scientific knowledge to farmers and provide publicity for the various Government policies and initiatives. This circular is issued for the smooth implementation of the programme and compliance at all levels with immediate effect.

**1. Publishing of Kerala Karshakan and related activities**

(a). An amount of Rs. 180.00 lakh is sanctioned for the printing, publishing, postage charges etc., in connection with the Kerala Karshakan magazine. The Principal Information Officer (PIO) take steps for this matter. The printing shall be followed as per Store Purchase Rules and the work can be entrusted with the Government owned KBPS.

(b). There is no change in the subscription value as followed now until further orders from the Government.

(c). The PIO is hereby directed to put up a proposal for publishing the same in a digital format which could be easily circulated through the social media as a free publication to increase the circulation and to reduce the financial burden from the part of the Government. The right of the present subscribers shall be ensured by assuring sufficient printed copies for them. A proposal for the same shall be submitted to the undersigned before 15th August 2023.

(d). The expenses in connection with designing, DTP charges, honourarium to the authors, transportation and mailing, publishing the electronic English e-Journal, other stationery expenses, hiring charges for vehicle, multicolour printing with suitable specifications etc., shall be covered under this component of the scheme. The rates of honourarium also has no change from the previous year (2022-23). The packing, transportation and mailing charges shall be minimised and the PIO is directed to send a report to the undersigned on the action taken in this matter without delay.

(e). If any committed expenditure is pending to be met in connection with the implementation this component earlier, the matter with sufficient ground shall be brought to the notice of the undersigned for awarding sanction for the same.

## **2. Awards and competitions related to farm journalism**

(a). Farm photography awards for the amateurs and professionals shall be continued. The maximum cash award for the first place shall not exceed Rs. 0.15 lakh. The corresponding lower places shall be awarded accordingly. Direction is hereby issued for the PIO to submit a proposal in this regard to the undersigned for approval without any delay for the approval of the programme. This year's theme shall be 'Njangalum Krishiyilekk and Krishikoottams as the Support intervention for FPOs in the Value Added Agriculture Mission (VAAM). A condition shall be specified while conducting the contest that the selected photographs would be used by the Department for its activities.

(b). A 'short-video and reels' making competition shall also be conducted by the Farm Information Bureau (FIB). Here also the prize money for the first place shall not exceed Rs. 0.15 lakh. The corresponding lower places shall be awarded accordingly. The theme shall be as per instruction 2 (a). These videos and reels are to be uploaded to suitable social media platforms and the payment for them also could be effected from this scheme component. The PIO shall upload a minimum of 50 such videos / reels in this regard with the approval of the undersigned.

(c). Essay, short story and documentary script completions shall also to be organised by the PIO. All the selected literatures shall be published in the appropriate media with the consent of the undersigned. The prize money shall be as prescribed in instruction 2 (a).

(d). Necessary fund requirement of meeting costs in connection with "Karshakabharati" award shall also be met from this provision of the scheme.

(e). A maximum amount of Rs. 2.550 lakh shall be utilised for meeting the expenses in connection with this scheme component.

## **3. Kerala Karshakan Readers' Forum**

(a). A reader's forum meeting with the stake holders are to be conducted at district level. An amount of Rs. 0.10 lakh per meetings can be utilised. This amount may be utilised for the arrangements, cost of food and refreshments, hall rent, etc. A total of Rs. 1.40 lakh is sanctioned for this component. All Principal Agricultural Officers are directed to conduct these readers forums in consultation with PIO preferably of one day duration.

(b). A report regarding the improvement in quality and strategies for increasing the readership of Kerala Karshakan and other Publications of FIB shall be sent to the undersigned without delay after conducting the forum. Effort shall be taken from the part of PIO and PAOs to get valid points in this regard.

## **4. Video Production Programmes**

(a). The video programme viz., 'Noorumeni' telecasted through Kairali TV and Door Darshan shall continue. The PIO shall take immediate steps to execute the MOUs in this regard. The telecasting charges if any shall be met from this scheme provision. It must be ensured that, the quality of the video production shall be improved.

(b). A hike in the financial provision is accorded in the scheme component than the



previous years with a view to improving the video production quality and they are to be uploaded to the official YouTube channel of the FIB and in the appropriate social media platforms.

(c). Necessary publicity shall be given to the 'KERALAGRO' brand of the Government. Very good quality short videos in this regard are to be produced for uploading them in the appropriate social media platforms.

(d). The schemes of the Government shall also be popularised through short videos of 12-18 second duration ideally. It is once again reiterated that during the financial year 2023-24, a special drive initiative shall be taken from the part of FIB to improve the video production quality, increase the number of production, produce more number of short videos about the promotional activities, modern technologies & schemes, reels about the campaigns of the Government etc., in a time bound manner and a report regarding these activities shall be sent to the undersigned not later than 31 August, 2023.

(e). Outsourcing of these activities are allowed and empanelled agencies with high rating by the P & ARD can also be engaged. The activities shall be time bound and immediate visible change in the approach shall be brought in to notice by the public.

(f). An amount of Rs. 87.67 lakh is sanctioned for the scheme component.

#### **5. Conducting Farm Feature Workshops**

(a). In order to provide a platform of interaction for the journalists and the Government stake holders in the information dissemination, a farm feature workshop as in the previous year shall be conducted by PIO, FIB. Necessary boarding and lodging facility for the delegates shall be provided. Efforts shall be taken from the part of FIB to include maximum number of delegates from various mass media and social media in this workshop.

(b). The theme of this year's workshop shall be 'KERALAGRO' brand promotion, FPO formation through the FIGs like Krishikootams and Value Added Agricultural Mission (VAAM).

(c). An amount of Rs. 5.00 lakh is sanctioned for this component.

#### **6. Strengthening the IT infrastructure for cyber extension works.**

(a). Various softwares, hardwares, maintenance of the existing equipments, web hosting, web updating, content management & all such related and miscellaneous expenses including amount for upgradation & maintenance of mobile app & website etc., are admissible under this programme.

(b). Purchase of desk tops and laptops are also allowed subject to the consent of the undersigned after obtaining proper justification from the IT cell of the Directorate.

(c). An amount of Rs. 20.00 lakh is sanctioned for this scheme component and the PIO is hereby directed to keep the digital wing of the FIB up to date and efficient. The 'Karshika Vivara Sanketham and KISSAN Call centre shall work under FIB and necessary direction was given in this regard along with the instructions of the Scheme –

Office Automation and IT Infrastructure 2023-24.

#### **7. Participation /Conduct of exhibitions. melas etc.**

(a). An amount of Rs. 30.00 lakh is placed at the disposal of POI, FIB for the conduct of different exhibitions, participation in the exhibitions, melas, fairs etc. Necessary sanctions shall be obtained from the undersigned wherever necessary.

(b). An amount of Rs. 70.00 @ maximum Rs. 5.00 lakh per district shall be used for conducting 'Ente Keralam' exhibitions as per ref. 2 The PAOs were given permission to take funds from their TSBs in this regard and are strictly instructed to recoup the amount taken from their TSBs from this scheme provision.

(c). The rest of the amount of Rs. 30.00 lakh and the savings arise out of the above two cases can be used for need based inaugurations, promotional activities and campaigns of the Government after obtaining consent from the undersigned and passing necessary orders in this regard.

(d). The total fund availability under the scheme component is limited to Rs. 130.00 lakh.

#### **8. Publication of farm guide and other extension materials**

(a). It is hereby instructed that all publications shall be in the digital mode. Need based printed copies can also be produced with the consent of the undersigned. The printing shall be avoided as far as possible.

(b). A farm guide as in the previous year can be published. However, the number of copies in the hard form shall be limited. The PIO shall explore the possibility of making the farm guide in the form of a mobile app as in the case of Government Diaries and submit suitable proposal for the implementation during 2023-24 itself.

(c). Extension materials such as books, booklets, brochures, pamphlets, can also be published. Here also the instruction 8 (a) shall be followed. The PIO, FIB shall submit a progress report on the number of publications broadcasted in the digital mode to the undersigned every month.

(d). An amount of Rs. 45.00 lakh can be used for the publications of FIB.

#### **9. Media liaison and other initiatives**

(a). It is hereby directed that, sufficient publicity of the Government initiatives are to be made. Immediate steps are to be taken to popularise 'Keralagro' brand and the products. Mass media advertisement are also to be given. OOH publicity, social media campaigns and advertisements shall also be made a part of the campaign.

(b). New programmes and product launch campaigns, press conferences, food and refreshments in connection with press conferences etc., are to be conducted by using the provisions of this scheme component.

(c). For effective implementation of the Government policies and programmes publicity through visual, audio and electronic media is highly essential. At least three mass media advertisements are to be given for the new initiatives of the Government like



KERALAGRO brand and formation of FPOs and their product promotion.

(d). An amount of Rs. 109.13 lakh can be utilised for the implementation of the scheme component.

#### **10. Support for community radio initiatives & 'Njattuvela' programme**

(a). The expenses in connection with the production and broadcasting radio programmes shall be minimised. The PIO, FIB shall make a thorough study of the activities carried out in connection with the radio programmes and a proposal for minimising the cost and improving the efficiency shall be submitted to the undersigned before 31st July, 2023.

(b). An amount of Rs.10.00 lakh sanctioned for the radio programmes is inclusive of the expenses in connection with broadcasting through AIR, wages to Programme Assistants, purchase of items required such as sufficient equipments like software and electronic equipments in connection with the production and broadcasting of the programme.

#### **11. Conducting advisory committee meetings.**

(a). The PIO shall conduct frequent meetings of the advisory committee for the effective functioning of FIB. An amount of Rs. 0.50 lakh is sanctioned for this.

(b). The amount can be utilized for TA and DA for the non-official members, purchase of stationery items, refreshment charges etc.

#### **12. Logistics, vehicle repairs & maintenance and fuel cost**

(a). The PIO is hereby instructed to co-ordinate the activities of different groups and thereby the cost on logistics shall be minimised to the extent possible.

(b). Private vehicles can be hired at Government rates on emergency conditions.

(c). TA / DA as per rules are admissible.

(d). All vehicles under the FIB shall be in good working condition and necessary repairs can be undertaken utilising this provision of the scheme.

(e). An amount of Rs. 8.75 lakh is sanctioned for this scheme component.

#### **13. General instructions.**

(a). Follow store purchase rules wherever applicable.

(b). The scheme shall be managed by the Additional Director of Agriculture (Extension) and implemented by PIO and PAOs.

(c). The district level monitoring shall be done by Deputy Director of Agriculture (E&T).

(d). The financial provisions of the scheme is presented in the following table.

Sl. No	Name and Component	Amount (Rs. lakh)
1	Publishing Kerala Karshakan and related activities	180
2	Awards and competitions related to Farm Journalism	2.55
3	Kerala Karshakan Readers Forum	1.40
4	Video Production	87.67
5	Farm Feature Workshop	5.00

6	Cyber Extension	20.00
7	Participation /Conduct of exhibitions. melas etc.	130.00
8	Publication of Farm Guide and other extension materials .	45.00
9	Media liaison and other communication initiatives.	109.13
10	Other Communication initiatives <i>Njattuvella</i> programme .	10.00
11	Advisory Committee Meetings.	0.50
12	Repair and Maintenance of vehicles. POL, Traveling Allowances, required stationery, hiring of vehicles etc.	8.75
	<b>Total</b>	<b>600.00</b>

The expenses under the scheme can be met from 600 lakhs available under the H/A 2401-00-109-84 (P) from the current year budget provision.

(e). All rules, formalities and procedures shall be strictly followed for the implementation of the scheme. The norms of financial propriety shall be adhered to.

(f). The expenditure would be met only from the provision available under the appropriate head of account.

(g). Parking of funds at any level shall be strictly avoided.

(h). The circular is to be followed with immediate effect.

**ANJU K S IAS**  
**DIRECTOR**

Director of Agriculture

Encl: 1) GO(Rt) No 524/2023/AGRI Dated 29/05/2023  
2) ADFW/9206/2022-IT2 Dated 14/07/2023 of Director of Agriculture

Copy to: 1) All Additional Directors of Agriculture & SAE  
2) Principal Information Officer, FIB and all PAOs  
3) IT Cell for information and publishing in the website  
4) TA to Director of Agriculture  
5) SFO for Audit and Accounts and Finance Sections  
6) File

*(Signature)*  
18/07/2023  
**SREELATHA. S**  
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