

Directorate of Agriculture Development and Farmers' Welfare

Vikas Bhavan, Thiruvananthapuram – 695033

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No:ADFW/4412/2024-TV1

Date:27-06-2024

CIRCULAR

Sub:- Annual Plan 2024-25 - Scheme for "Strengthening of Agricultural Extension Component Public participation" Administrative Sanction accorded - Working instructions issued – regarding.

Ref:- 1) Annual Plan 2024-25.

2) G.O.(Rt.) No. 539/2024/AGRI dated: 15-06-2024.

In the Annual Plan 2024-25 there is a budget provisions of Rs.2503 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.2503 Lakh (Rupees Two Thousand Five Hundred and Three Lakh only). An amount of **Rs. 266.00 lakh** has been set apart for the implementation of the component "**Public Participation**" under the scheme "Strengthening of Agricultural Extension" from the Head of Account **2401-00-109-80(P)** during 2024-25.

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 Krishibhavan activities, Karshika Vikasana Samithies have been constituted in each Krishibhavan. To create awareness about agriculture development programmes and to honor 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 overall discussion and coordination.

Objectives:

1. Development of grass root level support system for Agriculture Department.
2. Creating awareness among farmers about the programmes being

- implemented by the department and ensuring effective participation.
3. Recognition of outstanding farmers
 4. Improving dignity of farming and farmers about public.
 5. Attract & mobilize youth towards farming.

During 2024-25 the following programmes are to be implemented

a) Farmer's day (Rs. 60.05012 lakh)

Farmer's Day is celebrated to recognize the role of farmer in agriculture development and also to honour best performing farmer. Farmers day is celebrated on Chingam 1st at Krishibhavan level as done in previous years. The Farmers 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, peoples representative, Karshika Vikasana Samithi members, MLAs and MPs and other Stake holders involved in the agriculture development programmes of the areas. An amount of 5,000/- can be utilized for the conduct of farmer's day in each Krishibhavan. The amount can be utilized for conduct of seminars, group discussions and for honoring best farmers etc. Wide publicity is to be given for departmental schemes on farmer's day. A total of 53.80 lakh is set apart for 1076 krishibhavans @ ₹5000/ krishibhavan.

Besides Krishibhavan level functions, State level farmers day is also to be celebrated for which an amount of Rs. 6.25012 Lakh is earmarked. State level awards are distributed at this function.

A total amount of **Rs.60.05012 lakh** is set apart for this component.

b) Conduct of Karshika Viksasana Samithi meetings (Rs.64.56 lakh)

The KVS constituted at the Krishi Bhavan Level, District Level and State Level will help in effective implementation of agricultural development programmes. The KVS meetings are convened once in a month at Krishi Bhavan level, once in two months at District level and once in six months at State Level. More number of meetings may be conducted under special circumstances.

An amount of Rs. 500/- is proposed towards the refreshment charges per meetings at Krishibhavan and District level. An amount of Rs.100 can be given as sitting fee per ADC member for one meeting. Sitting fee can

also be given to ex-officio members of the Karshika Vikasana Samithi as per the Government Order G.O.(Ms) No. 20/2020 Agri dated: 15-02-2020.

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 , LSGD programme and other issues related with agriculture and farmers should be discussed in the meetings.

An amount of **Rs. 64.56 lakh** is set apart for this component @ ₹6000/krishibhavan.

The Deputy Director of Agriculture (Extension & Training) should report the detail of ADC meeting convened on monthly basis with date of meeting, venue, number of participants, important decisions etc.

c) Office expense for scheme monitoring / conducting review meeting (₹16.80 Lakhs)

Monitoring of schemes is crucial for ensuring their effective implementation and success. It involves tracking progress, identifying bottlenecks, and making adjustments to optimize outcomes. Through monitoring, we can assess whether schemes are meeting their intended goals, identify areas for improvement, make data -driven decisions to enhance their impact. Monitoring also helps to prevent mis-utilisation of resources, parking of funds, promotes accountability and trust. Moreover, it facilitates learning from successes and challenges, enabling the refinement of schemes to better serve the beneficiaries.

The expenses for a review meeting can add up quickly, and it's essential to account them timely. The expenses include meals and refreshments, cost for stationary and materials, audio-visual equipment rental if necessary and miscellaneous expenses for contingencies.

An amount of **₹16.80 lakh** is allocated for facilitating the conduct of review meetings at the district level, with ₹1.20 lakh allocated per district.

d) Participation / conduct of exhibitions and melas (₹100.00 Lakh)

The conduct of melas and exhibitions are part and parcel of any extension programme. Exhibitions are integral in the dissemination of

agricultural know-how and popularization of new technology in the field. Exhibitions and melas help to reach out to all irrespective of whether they are farmers or from various other fields.

An amount of ₹100.00 lakh is allotted for both the conduct of exhibition/melas and for participating in other exhibitions / melas.

e) Conduct of Karshaka sabha and Njattuvela Chanthas (₹ 11.00 Lakhs)

Farmers' participation in planning agricultural development activities is essential for the effective implementation of projects. A transparent planning process that incorporates farmers' opinions and suggestions will enable sustainable development. The traditional farming network in Kerala is an asset. To create awareness among farmers about the schemes implemented by the Department of Agriculture, and to ensure the timely availability of quality planting materials, Njattuvela chandhas and Karshakasabhas should be organized across the state. The aim of the Karshakasabha is to effectively deliver the services of the Agriculture Department and the Krishi Bhavans at the grass root level. All farmers living in various Panchayats, Municipalities, and Corporations of Kerala will participate in this scheme.

The method of agriculture based on Njattuvela, which follows the seasonal changes of nature, holds ancient significance. The Njattuvela markets are scheduled to run for two and a half months, starting from Aswathi Njattuvela (April 14, 2024, Kollavarsham 1199 Medam 1) to Thiruvathira Njattuvela (July 6, 2024, Mithunam 22). Karshakasabha will be held until July 31, 2024, to create awareness about various government schemes and initiatives. **(Detailed working instruction regarding Conduct of Karshakasabha and Njattuvela Chanthas is already issued by TV3 section)**

An amount of ₹ 11 lakh has been earmarked for the financial year 2024-25 for organizing Karshakasabha and Njattuvela Chanthas.

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. The 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)
1	Public Participation	
a	Farmers day at Krishibhavans (Rs. 5000*1076 KB) & State Level Farmers Day	60.05012
b	Conducting KVS Meeting (sitting fees and refreshment charges) (1076KB*6,000/-)	64.56000
c	Office expense for scheme monitoring (conducting review meeting)	16.80000
d	Participation / Conduct of exhibitions and melas	100.0000
e	Conduct of Karshaka sabha and Njattuvela Chanthas	11.00000
2	Requirement of funds to meet treasury queue bills of 2023-24	2.46853
3	Bills rejected by treasury	0.27987
4	e-LAMS	10.84148
	TOTAL	266.00000

The following general conditions should be followed, wherever applicable:

- All rules, formalities and procedures shall be strictly followed for the implementation of the scheme. The norms of financial propriety shall be adhered to
- The committed expenditure and e-LAMS would be met from the provision available under the appropriate head of account.
- The fund release will be based on actual requirement and the fund released should not be parked in banks.
- Store Purchase Rules shall be strictly adhered to for all kinds of purchases.
- Tender e-tender and other stipulated formalities shall be followed wherever necessary

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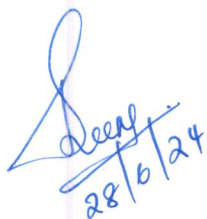
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- vi. Post creation and purchase of vehicles are not admissible under the scheme
- vii. The Head of Departments shall monitor the implementation of the scheme and ensure that the implementation is as per the existing procedures, rules and regulations.
- 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.

The expenditure of the scheme will be met from the budget provision of Rs. 2503.00 lakh available under the **H/A 2401-00-109-80(P) 2024-25.**

SEERAM SAMBASIVA RAO IAS
DIRECTOR

- To: 1) All Principal Agricultural Officers
2) All Project Directors ATMA
- Copy to: 1) PA to Director of Agriculture
2) CA to all Additional Directors
3) CA to state Agricultural Engineer
4) CA to All JDA s At HQ
5) TP section
6) DDA.IT cell to publish in the website
7) SW section
8) All Assistant Directors of Agriculture
9) PIO.FIB
10) TV1 Section/Stock file


28/6/24

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