

Directorate of Agriculture Development and Farmers' Welfare

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CIRCULAR

Sub:- Annual Plan 2024-25 – Scheme on “**Strengthening of Agricultural Extension**”– *Award for Best Performers* - Working Instructions issued -reg.

Ref:- 1)Annual plan 2024-25

2) G.O.(Rt)No.539/2024/AGRI,Agriculture (EB)1 Department Thiruvananthapuram Dated 17-06-2024

A budget provision of Rs.2503.00 lakh is earmarked for the scheme "**Strengthening of Agricultural Extension**" under the Head of account **2401-00-109-80 Plan** in the financial year 2024-25 for various components under the scheme of which an amount of Rs. 70.00 lakh has been earmarked for the component '*Awards for Best Performers*' as per the reference (2) 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 Program, Award of Organic Farming division and Award to Extension Personnel. In addition to this VV Raghavan memorial award for the best krishibhavan, award for best krishikootam in production sector, value addition and service sector award for best PACS and award for the best LSGD at state level are also included.

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

Objectives

1. Improving the dignity of farming and farmers among public
2. Recognizing the outstanding farmers in the field of agriculture
3. Attract and mobilize youth towards farming
4. Encouraging outstanding extension personnel 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 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 were proposed for the current financial year.

I. Cash Awards to State level Award Winners

An amount of **Rs. 48.40 lakh** was set apart for cash awards. Mementos and certificates were given to all awardees and cash awards were limited to selected categories.

II. Expenses for Field Verification , Documentation, Mementos & Certificate

At state level an amount of **Rs.7.00 lakh** is earmarked for the expenditure for field verification, documentation, cost of memento and certificate.

III. Expense for Memento & Certificates

An amount of **Rs.3.00 lakh** is earmarked for purchase of Memento and certificate layout and printing.

IV. 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 was allotted for the implementation of the following components of scheme "Strengthening of Agricultural Extension 2024-25 Award for Best performers".

The component wise breakup is summarized as follows

Sl. No	Component	Allotted Amount
1	Cash Awards to State level Award winners	48.40
2	Expenses for field verification and documentation	7.00
3	Expenses for Memento & Certificate	3.00
4	State level Award distribution function	11.60
	Total	70.00

(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.

SEERAM SAMBASIVA RAO IAS
DIRECTOR

- Copy to:
- 1) All Principal Agricultural Officers – for information and necessary action
 - 2) CA to All Additional Directors of Agriculture
 - 3) CA to All Joint Directors of Agriculture
 - 4) Principal Information Officer, FIB
 - 5) Deputy Director of Agriculture, IT Cell - for information and publishing in the website.
 - 6) All ADA's
 - 7) SW section
 - 8) Planning section
 - 9) Stock file/TV1 section


28/6/2024

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