

CIRCULAR

Sub:- Annual Plan 2016-17 – Strengthening of Agricultural Extension – component “Support to Extension work plan based on revised SREP” - IT based resource materials at block level’ – sanction accorded – working instructions – issued.

Ref:- Green book released by Finance Department, Government of Kerala in Feb 2016

As per reference cited above there is a provision of Rs. 50 lakhs for implementation of scheme component. “Preparation of IT based resource materials at block level” under the scheme “Strengthening of Agricultural Extension – Support to Extension work plan based on revised SREP” (Head of Account 2401-00-109-80 Plan).

Block level ADA offices have become the hub of activities under ATMA and ATMA plus under which formation of farmer's groups, FEO's, group activities like trainings, exposure visits, FFS, technology meets etc are undertaken. Farmers thus have more opportunity to have direct interaction with officials enabling them to get technical guidance and details of latest technology in a much faster and better way. Hence it is highly essential that, ADA offices become a centre of resource material for farmers and extension officials and as a centre to acquire new information All farmers & extension officials of agriculture & allied sectors are beneficiaries of such a facility.

Objectives

1. To make available IT based resource material at block level.
2. To help farmers & officials to gain access to latest information
3. To keep record of activities undertaken
4. Block level ADA offices to act as a resource centre of agri information
5. To document good practices followed – to farmers field so that it can be reference material for others.

Implementation

Vegetable development programme, Hi-tech agriculture, terrace cultivation, Karmasena, Agro Service Centres etc are some of the projects which have many highlights which are to be brought to public notice. Such success stories need wide coverage & documentation.

Computer with accessories, internet connection, digital & video camera etc are available in most of the block level offices. The activities carried out under various schemes at Krishi Bhavan and at block level shall be recorded using these devices. These can be transferred to CD's and albums prepared using the photographs taken, classify them under various categories like training, exposure visits etc for each Krishi Bhavan. Separate records can be prepared for comparison of performance & instilling the spirit of healthy competition. The services of BTM & FA's can be utilized by Krishi Bhavan officers to record their activities and document them. Also information regarding latest technology including pictures & videos can be downloaded from websites & prepared as resource material in book form for reference or recorded in CD's separately for each topic. It can also be used for preparing power point presentation which can be used as supporting tools in training sessions. ADA may identify the schemes and projects which are successfully implemented in block area for documentation. All resource preparation must be done under the guidance and leadership of ADA at block level.

Financial Outlay

An amount of Rs. 1 lakh per block is earmarked for this project. Project Director, ATMA may select the blocks which have maximum activities under different schemes.

Sl. No	District	Amount provided Rs. Lakh
1	Thiruvananthapuram	3.5
2	Kollam	3.5
3	Pathanamthitta	3.5
4	Alapuzha	3.5
5	Kottayam	3.5
6	Idukki	3.5
7	Ernakulam	3.5
8	Thrissur	4
9	Palakkad	4
10	Malappuram	3.5
11	Kozhikode	3.5
12	Kannur	3.5
13	Wayanad	3.5
14	Kasargode	3.5
	Total	50

Monitoring :- At block level ADA is responsible for the implementation of scheme. At district level Project Director, ATMA and Deputy Project Director, ATMA will monitor the implementation. At State level, Additional DA (Extension) will monitor the scheme. The CD's and other resource material are to be prepared before 12/16.

The amount of Rs. 50 lakhs required for the implementation of the above scheme can be met from the budget provision of Rs. 4000.00 lakhs provided under the Head of Account 2401-00-109-80 Plan of the current year.

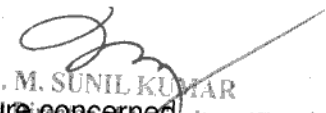
Sd/-
Director of Agriculture

To

All Project Director, ATMA & Principal Agricultural Officers –
with direction to forward the circular to all Assistant Directors of Agriculture concerned.

Copy to

CA to Director of Agriculture
CA to all Additional Director of Agriculture & Joint Directors of Agriculture
IT Cell for publish in website
Planning Section
Principal Information Officer, Farm Information Bureau for publicity
Spare


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Directorate of Agriculture
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