



ABSTRACT

Agriculture and Farmers Welfare – Constitution of Publicity and Promotion cell for promotion and publicise the State and Central schemes among farmers – Orders – Issued.

AGRICULTURE AND FARMERS WELFARE (AP1) DEPARTMENT

திருவள்ளூர் ஆண்டு 2053, சுபகிருது வருடம், கார்த்திகை-23 ஆம் நாள்

G.O.(2D) No.200

Dated:09.12.2022

Read:

1. Government D.O. Letter No.143/APC&Secy/ 2022, Agriculture and Farmers Welfare Department, dated.16.09.2022.
2. From the Director of Agriculture, letter No.AIW4/Press/ 11829/2022, dated 07.11.2022.

ORDER:

The State Government is immensely using IT Gadgets and media in agriculture for dissemination of new technologies, incidence of pests and diseases, scheme benefits, market rate of farm produce and any other important messages to farmers.

2. In the D.O. letter 1st read above, it was suggested to constitute a Publicity Committee under the Head of Deputy Director of Agriculture (Agricultural Technology Management Agency) with those interested officials from all Heads of Department as members for carrying out publicity activity to make agricultural extension still more effective for the welfare of farming community of the State.

3. In the letter 2nd read above, the Director of Agriculture has submitted proposals for constitution of Publicity and Promotion Committee under the Head of Deputy Director of Agriculture (Agricultural Technology Management Agency) with the following members for promotion and publicise the State and Central schemes among farmers along with certain roles and responsibilities:-

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| 1. | Agriculture | Thiru S. Sankarasubramanian, Deputy Director of Agriculture (Information and Training), Office of Director of Agriculture, Chennai-5. |
| 2. | Agricultural Marketing and Agri Business | Thiru K. Mohan, Assistant Director of Agriculture, Office of Director of Agricultural Marketing and Agri-Business, Chennai-32 |

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| 3. | Horticulture and Plantation Crops | Thiru. Gopikannan, Horticulture Officer (Farms), Office of Director of Horticulture and Plantation Crops, Chennai-5. |
| 4. | Agricultural Engineering | Thiru Vallatharasan, Assistant Engineer, Office of Chief Engineer (Agricultural Engineering), Chennai-35. |
| 5. | TAWDEVA | Tmt. S.Manamalli, Assistant Director of Agriculture. Office of Executive Director, Tamil Nadu Watershed Development Agency, Chennai-32. |
| 6. | Sugar | Thiru Syed Ali, Agricultural Officer, Office of Commissioner of Sugar, Chennai-35. |
| 7. | TNAU | Dr. Senthil Kumar, Associate Professor, Krishi Vigyan Kendra (KVK), Tirur, Tiruvallur. |
| 8. | Seed Certification | Tmt. Vaanathi, Assistant Director of Agriculture, Office of Director of Seed Certification and Organic Certification, Chennai-32. |

4. The Government after careful examination of the proposal of Director of Agriculture, hereby constitute the "Publicity and Promotion Cell" at the Directorate of Agriculture with the following officials as members Headed by Deputy Director of Agriculture (Agricultural Technology Management Agency) for promotion and publicise the State and Central schemes:-

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| 1. | Agriculture | Thiru S. Sankarasubramanian, Deputy Director of Agriculture (Information and Training), Office of Director of Agriculture, Chennai-5. |
| 2. | Agricultural Marketing and Agri Business | Thiru K. Mohan, Assistant Director of Agriculture, Office of Director of Agricultural Marketing and Agri-Business, Chennai-32. |
| 3. | Horticulture and Plantation Crops | Thiru Gopikannan, Horticulture Officer (Farms), Office of Director of Horticulture and Plantation Crops, Chennai-5. |
| 4. | Agricultural Engineering | Thiru Vallatharasan, Assistant Engineer, Office of Chief Engineer (Agricultural Engineering), Chennai-32. |
| 5. | TAWDEVA | Tmt. S.Manamalli, Assistant Director of Agriculture, Office of Executive Director, Tamil Nadu Watershed Development Agency, Chennai-32. |

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4. The roles and responsibilities shall be fixed for the committee as detailed below :-

- i. to conduct meeting once in a month and prepare promotion and Publicity Plan for State and Central scheme and report to Government.
- ii. to prepare a weekly / monthly publicity and propaganda plan for a) press release b) Short video film of two minutes duration c) One page digital ad for posting in social media like Twitter, Facebook etc., and d) Posters, pamphlets and leaflets.
- iii. More number of small video clippings may be prepared focusing on important crops, technologies, scheme components and other forecast news with easily understandable sentences in Tamil.
- iv. Video content must be specific and subjects shall be chosen for the area where intervention is much required. For (e.g) How to apply for Micro Irrigation with subsidy, Farm Machineries, FPO formation, role of FPO members, procurement of Pulses / Copra, arrangement of Seed farm etc.,
- v. Digital Advertisement shall be made on important themes which should be attractive and more informative to the farmers and public.
- vi. Advertisement shall be made for all Departments of Agriculture, Horticulture, Agricultural Marketing, Agricultural Engineering, Seed Certification and Organic Seed Certification and Sugar.
- vii. A comprehensive plan shall be evolved after a detailed discussion with officials of various Departments.
- viii. To plan in advance the contents and videos for publication on important days related to Agriculture and farmers like World Wetland day on 2nd February, World Pulses day on 10th February, World Water Day on 22nd March, World Environment Day on 5th June, Water Resources day on 11th March, International Carrot Day on 4th April, International Seeds Day on 26th April, World Honey Day on 20th May, National Agriculture Day and International Fruit Day on 1st July, World Coconut Day on 2nd September, World Food Day on 16th October, Agriculture Women Day on 4th December, World Soil Day on 5th December, National Farmers Day on 23rd December, Agriculture Grievance Day, Mass Contact Programme (MCP), etc.,

- ix. Digital ads and videos may be published through the display boards in bus stand, railway stations, uzhar santhai, Regulated Markets, District Collectorate etc., where farmers used to assemble frequently.
- x. Standing boards may also be displayed at prominent place.
- xi. District specific / Time specific / Season specific / Crop specific messages topics shall be finalized – Department wise for sending to individual farmers concerned.
- xii. The officials of the Cell are responsible for providing the plan of their department besides the publicity content.
- xiii. Technical messages shall be well authenticated before dissemination.
- xiv. Any urgent information to be delivered to the farmers like pest / disease outbreak, flood management etc., shall be prepared on a war foot basis.
- xv. Special attention shall be given Kalaigharin All Village Integrated Agriculture Development Programme (KAVIADP) so as to disseminate the benefits extended under this programme through publicity activities like posters, digital ad etc.,
- xvi. Wall paintings shall be made for giving publicity on various key activities taken up under State Government's flagship schemes like Kalaigharin All Village Integrated Agriculture Development Programme (KAVIADP). Publicity through Plastic boards like fire safety Department shall also be prepared.
- xvii. A weekly progress report shall be sent to the Government on every Monday besides briefing the Agricultural Production Commissioner and Secretary to Government.
- xviii. An exclusive Whatsapp group shall be formed for the Publicity and Promotion Cell by the Deputy Director of Agriculture (Information and Training) O/o Director of Agriculture, Chennai-5.
- xix. Vendors for Videos and Digital ad may be selected through short tender by adhering to the existing norms. Expenditure may be incurred under Agricultural Technology Management Agency.
- xx. This cell should liaison with IT Cell to disseminate important information to farmers through Short Message Service (SMS).

(BY ORDER OF THE GOVERNOR)

**C.SAMAYAMOORTHY
AGRICULTURAL PRODUCTION COMMISSIONER
AND SECRETARY TO GOVERNMENT**

To

The Director of Agriculture, Chennai -5.

The Director of Horticulture and Plantation Crops, Chennai-5.

The Director of Agricultural Marketing and Agri-Business, Chennai-32.

The Chief Engineer (Agricultural Engineering), Chennai-35.

The Registrar, Tamil Nadu Agricultural University, Coimbatore-13.

The Director of Seed Certification and Organic Certification, Chennai-32.
The Commissioner of Sugar, Chennai-35.
The Executive Director, Tamil Nadu Watershed Development Agency, Chennai-32.
All members of the Publicity and Promotion Cell / concerned officials.
(through the Director of Agriculture, Chennai -5)

Copy to:-

The Senior Personnel Assistant to the Hon'ble Minister for Agriculture and Farmers Welfare Department, Secretariat, Chennai-9
The Senior Private Secretary to Agricultural Production Commissioner and Secretary to Government, Agriculture and Farmers Welfare Department, Chennai-9.
Stock file/Spare copies.

//FORWARDED / BY ORDER//

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9/12/2012
SECTION OFFICER
9/12/2012

