



ABSTRACT

Agriculture – Announcement made by the Honourble Minister for Agriculture for Formation of Agriculture Information Wing at State and District level – Orders – Issued.

AGRICULTURE (AP2) DEPARTMENT

திருவள்ளூர் ஆண்டு 2051, முச்சார்வரி, வைகாசி மாதம் 1 – ஆம் நாள்

G.O.(Ms).No.98

Dated: 14.05.2020

Read:

From the Director of Agriculture, letter No.ATMA4/32269/2020, dated 18.3.2020 and 22.04.2020.

ORDER:-

During the Budget Session for 2020-21, the Honorable Minister for Agriculture, among others, has made the following announcement on the floor of the Assembly:-

“விவசாயிகளுக்குத் தேவையான முக்கிய விவரங்களை உடனுக்குடன் பெற்று விரைந்து நடவடிக்கை எடுப்பதற்காக, கணினி சார்ந்த தகவல் தொழில்நுட்பத்துடன் கூடிய வேளாண் தகவல் பிரிவு மாநில மற்றும் மாவட்ட அளவில் அமைக்கப்படும்”

2. Agricultural Research and Extension are the pillars of Agricultural development. Tamil Nadu Agricultural University and the Department of Agriculture are the channels of technology dissemination to the farming community. Extension mechanism is a vibrant and effective system to disseminate the technology from Lab to land. The efficiency of the system is measured in the agility of the technology transfer. The adoption rate, problem solving and increase in output are the measures of the effectiveness of the agricultural extension. The order of technology discovery and dissemination is as follows:-

- Researchers are the PRIMARY INNOVATORS of technology,
- Extension workers are the SECONDARY INNOVATORS of technology.
- Farmers are the TERTIARY INNOVATORS of technology.

The cutting edge level extension functionaries are having more challenges in the current scenario as they have the responsibility to disseminate the farmer welfare programmes like Pradhan Mantri Fasal Bima Yojana (PMFBY), Pradhan Mantri Kisan Samman Nidhi Yojana (PM-KISAN), Pradhan Mantri Man Dhan Yojana (PMKMY), Pradhan Mantri Krishi Sinchayee Yojana (PMKSY), Kisan Credit Cards (KCC) besides regular crop production oriented activities.

3. The Director of Agriculture has stated that it is high time to revamp the existing extension setup so as to reach the unreached farmers in all 17,400 revenue villages and sent proposals for establishment of **Agricultural Information Centre with Information Technology wing at State and District Level. Functions of Agricultural Information Wing are as detailed below:-**

1. Dissemination of Information

I. Mass Media

The wing will function as single Nodal point for Department of Agriculture to liaison with Mass media for dissemination of Agricultural related information through Televisions, Radio and other electronic Media.

II. Publicity and Propaganda

- Educating the communication Techniques to the Extension staff, edit, print and supply the extension literature to the field staff for their use and for distribution to the farmers.
- Designing and Preparing simple teaching aids to use wherever needed for information dissemination
- Arranging teaching aids such as Projectors and ICT tools during the training programmes and other functions.
- Organizing seminars, special campaigns workshops and in conducting tour of farmers, field days, exhibitions, AIR, Press, TV and other Mass media activities.
- Maintenance of films and slides library.
- Guidance to Extension functionaries regarding extension techniques and the usage of extension materials for effective training sessions.
- Preparing of abstracts of notes from Journals, circulars etc., and maintain index card and technical information bank for feeding the extension functionaries
- Conduct of Fairs and Exhibitions in coordination with Other Departments
- Publishing Agricultural journals and Technical information guides in Coordination with Research Institutes.
- Conduct of Training Programmes and other Publicity campaigns for dissemination.
- Develop Information Communication Technology tools for timely reach of Agricultural Information to farmers.

2. Development of Software modules

- Nodal agency to implement National e Governance Plan in Agriculture
- Nodal wing for e-Governance projects
- Planning, Designing and Implementation of Information Technology activities

- Development of Software modules for providing Departmental Services to the farmers in a transparent manner
- Customization of Government of India Software modules as per the State requirement
- Liaison with National Informatics Center Information Technology Department for various Information Technology activities

3. Monitoring of Agricultural Information in Mass Media and Other Electronic media

- Will monitor the Agricultural related information in Mass media
- Taking appropriate action for the Departmental News published/telecasted in Electronic media.

4. Training Activities

- Organizing Periodical training programmes and responsible for training sessions and programme at all levels from state to district.
- Organizing all trainings to be conducted at National, State and District level in consultation with respective Training Institutes and Research Institutes.
- Deputing officers for training periodically at State Agricultural Management and Extension Training Institute (SAMETI), Kudumianmalai to strengthen skills of Field officers at Improved Technologies
- Assigned activities under ATMA scheme

5. Monitoring of Extension Functionaries

- Ensuring the visit of Extension functionaries to the villages through modified Online system. The day wise activity of grass root level extension functionaries will be captured with Geo coordinates.
- The scheduled village visit will be super checked by the Supervisory officers per month in the following manner
 - Agricultural Officer / Deputy Agricultural Officer (75 %)
 - Block Assistant Director of Agriculture (50%)
 - Deputy Director of Agriculture (GOI/SS/FTC/MI) (each 25%)
 - Joint Director of Agriculture (10%)
- The field functionaries should maintain both physical diary and Online Digital Diary of their tour programme.
- The Supervisory officers should make their remarks on the diary maintained by the field level officers.

6. Other activities

- Activities mentioned under ATMA scheme
- Implementing Crop yield competition both at District and State level on different crops
- Organizing Republic day float
- Assembly/Parliamentary Questions and Cut motions
- Maintenance of Information Technology infrastructure

4. The Director of Agriculture has, therefore, send proposals to Government with a request to set up the Agricultural Information Wing (State & District level) with the existing staff and also furnished the details of roles and responsibilities of Agricultural Information Wing (State and District level).

5. The Government have carefully examined the proposal of the Director of Agriculture and accordingly issue orders for formation of Agricultural Information Wing at State and District level as follows for executing the functions mentioned in para 3 above.

State Level:

S. No.	Designation of the post	No. of post	Source
1.	Deputy Director of Agriculture (Information Technology and Training)	1	Deputy Director of Agriculture (ATMA) (existing) will be redesignated as Deputy Director of Agriculture (Information Technology and Training)
2.	Assistant Director of Agriculture (Information Technology)	2	i. Assistant Director of Agriculture (Computer) (existing) will be redesignated as Assistant Director of Agriculture (Information Technology) ii. Assistant Director of Agriculture (Information and Training) – by redeployment of post of ADA of S Pudur Block, Sivagangai District. (sanctioned vide G.O.(Ms).No.537, Agriculture (AA8) Department, dated 24.12.2007 and last continued vide G.O.(3D).No.95, Agriculture (AA1) Department, dated 27.7.2018).
3.	Agricultural Officer (Information Technology)	4	i. Agricultural Officer (e-Governance) will be redesignated as Agricultural Officer (Information Technology). ii. Agricultural Officer (ATMA) iii. Agricultural Officer (Information) iv. Agricultural Officer (Press)

District Level

S. No.	Designation of the post	No. of post	Source
1.	Joint Director of Agriculture	1	Head of the Wing
2.	Deputy Director of Agriculture (Farmers Training Centre)	1	Existing
3.	Assistant Director of Agriculture (Information and Quality Control)	1	Assistant Director of Agriculture (Quality Control) will be redesignated as

			Assistant Director of Agriculture (Information and Quality Control) – ADA (IQC).
4.	Agricultural Officer (Quality Control and Information)	2	i. Agricultural Officer (Quality Control) will be redesignated as Agricultural Officer (Quality Control and Information) ii. Agricultural Officer, Farmers Training Centre.

The Information Wing will work as the liaisoning wing for information dissemination to farmers and liaison with media. The roles and responsibilities of State Agricultural Information Wing is appended to this order.

6. This order issues with the concurrence of Finance Department vide its U.O.No.15254/Fin(Agri)/2020, dated 14.05.2020.

(By Order of the Governor)

Gagandeep Singh Bedi,
Agricultural Production Commissioner and
Principal Secretary to Government

To
The Director of Agriculture, Chennai 5
The Pay and Accounts Officer (East), Chennai - 8.
The Accountant General, (Audit/A&E/G&SSA/E&RSA/AAD) Chennai-18.
The Resident Audit Officer, Chennai-9.

Copy to:-

The Special Personal Assistant to Minister for Agriculture, Chennai 9.
The Finance (Agri), Chennai-9.
The Assistance Programmer, Agriculture Department, Chennai-9.
The Agriculture (OP 3) Department, Chennai-9.
Stock File / Spare Copies.

//Forwarded / By Order//


15/05/2020
Section Officer.

Annexure

(G.O.(Ms).No.98, Agriculture (AP2) Department, dated 14.05.2020)

Roles and Responsibilities of State Agricultural Information Wing

1. Deputy Director of Agriculture (Information Technology and Training)

Responsibilities:

- The Deputy Director of Agriculture (Information Technology and Training) shall coordinate in implementation and monitoring of Agriculture related Information, training and Information Technology at State level.
- He will ensure the collection of Agricultural Technology oriented information.
- Liaison with Mass media for dissemination of Agricultural related information through Televisions, Radio and other electronic Media.
- Nodal officer for Centralised Farmer Database with Digitised land records
- Planning, Designing and Implementation of e –Governance Projects
- Coordinate with State Data Centre in hosting the projects
- Coordination with Central and State Government for implementation of ICT projects
- Coordinating the Knowledge transfer by imparting training to various levels of staff to implement the ICT activities
- State Coordinator of ATMA and will look after the Project Preparation/Planning/Fund Mobilisation/ monitoring of the ATMA scheme
- Prepare the State Extension Work Plan for Support to State Extension Programmes for Extension Reforms Scheme.
- Organise Inter Departmental Working Group Meeting/Executive and General Council meeting of State Agricultural Management and Extension Training Institute (SAMETI).
- Will supervise the activities of SAMETI
- Farmer Training Centre (FTC)- Budget, Training and related activities
- Water Management Training Centre, Vinayapuram – Post sanction, Training Programme approval, budget allocation and related works

2. Assistant Director of Agriculture (Information Technology)

He / She will be the Nodal officer for implementation of e-Governance Projects at State Level

Responsibilities:

- The Assistant Director of Agriculture (Information Technology) shall coordinate in implementation and monitoring of Information Technology activities at State level.
- Nodal officer for National e- Governance Plan for Agriculture
- Planning, Designing and implementation of NeGP-A projects
- Designing and implementation of customized modules of individual sections viz., Scheme monitoring, Crop Estimation Surveys.

- Implementation of Comprehensive Input Supply Management System in all the Agricultural Extension Centers in the state.
- Increments, Enhancements and improvements in the existing projects
- Coordination with Tamilnadu State Data Center in hosting the projects
- Coordination with state and Central Government, on all issues related to ICT projects namely NMAET in sending of proposals, follow up and obtaining sanction to implement the projects in time
- Providing internet connectivity to meet all ICT needs viz., Headquarters, Districts, Blocks and to all Tablet PCs on various developments
- Attending to Capacity building trainings organized by GOI
- Upkeep of all the IT related systems and peripherals at headquarters
- Vendor management for all the IT infrastructure procurement through ELCOT
- Catering to the needs of IT related issues both at Headquarters and Districts/blocks
- Training of all personnel on the ICT activities
- Monitoring of the progress of implementation of ICT projects on day to day basis
- Man power management of IT support persons at the IT center at headquarters
- e-Waste Management
- Annual inventory maintenance of all stocks at headquarters and AMC sanction for all 30 districts and 385 blocks
- Annual Physical verification of stores and stocks

3. Assistant Director of Agriculture (Information and Training)

Responsibilities:

- Collection of Agricultural Related information from various sources
- Coordination with Mass media for dissemination of Agricultural related information through Televisions, Radio and other electronic Media.
- Monitor the Agriculture related information published in Mass media, Press etc. and taking appropriate action.
- Organizing Fairs, Exhibitions and Republic Day Float.
- Will monitor the Organization of Periodical trainings programmes and responsible for training sessions and programme at all levels from state to district.
- Will ensure the Deputation of officers for training periodically at State Agricultural Management and Extension Training Institute (SAMETI), Kudumianmalai to strengthen skills of Field officers at Improved Technologies
- Will coordinate with the Publication of Agricultural journals and Technical information guides in Coordination with Research Institutes.
- Will monitor the field visit of extension functionaries.
- Will ensure the maintenance of films and slides library.
- Monitor the Implementation of Crop yield competition both at District and State level on different crops
- Coordinate with Headquarters sections and Districts regarding Assembly/Parliamentary Questions and Cut motions

4. Agricultural Officer (Information Technology)

Responsibilities:

- Assisting the State Nodal officer for e-Governance Activities
- Design, development and implementation of all ICT projects
- Coordinating for knowledge transfer by imparting training to various levels of staff to implement the ICT activities
- Monitoring the works of Consultants and software personnel on day to day basis & deployment of software for implementation at field level
- Assisting in organizing State Empowered committee meeting
- Attending to ICT related meetings
- Monitoring of progress under all on-going modules
- Coordination with all the scheme sections of Agriculture directorate.
- Sensitizing district officials for data entry.
- Assisting in preparing project proposals for various ICT projects
- Positioning of Computers and Accessories for various ICT needs of the Department of Agriculture
- Assisting the software development team in the preparation of Masters.
- Updating of the masters as per the requirements at the user end.
- Providing online assistance to the implementing staff on all the software modules viz., Yield monitoring, Area coverage entry, fertilizer and seed stock updates, scheme entries, use of Tablet PCs, Online and Offline Billing, Use of Hand Held Billing devices, etc.,
- Coordinating the Annual Maintenance Contract on site support person in rectification of hardware faults
- Monitoring the official emails received sending them to the respective sections and giving out going mails from Computer center
- Coordinating the Manpower resource trainings
- Attending to out station man power training programs and imparting trainings to them
- Preparation of Database
- Centralized Password Management for all the password protected modules
- Processing of Approval Requests for Kisan SMS through Farmer Portal
- Management of network issues at the Agriculture Directorate level
- Monitoring network Connectivity Issues both at District and Block offices.
- Assisting in the day to day activities of Computer centre of Agriculture Directorate.

5. Agricultural Officer (ATMA)

Responsibilities:

- Assisting State Coordinator for ATMA in the following disciplines.
- Project Preparation / Planning / Fund mobilization / monitoring / report and other related issues with reference to ATMA
- Preparation of State Extension Work plan for Support to State Extension Programmes for Extension Reforms Scheme.

- Organizing Inter Departmental Working Group meeting / Executive and General Council meeting of State Agricultural Management and Extension Training Institute (SAMETI)
- Attending all meetings, Seminar and Review meetings
- Inspection and Supervision of field activities
- Supervising the activities of SAMETI
- Deputing officers for the trainings organised by MANAGE, Hyderabad.
- Post Graduate Diploma in Agricultural Extension Management (PGDAEM) course conducted by MANAGE, Hyderabad.
- Water Management Training Centre, Vinayagapuram - Post sanction, training programme approval, budget allocation and related works.
- State Agricultural Management Institute (STAMIN) - Training programme approval, Budget allocation and related works.
- Farmers Training Centre (FTC) - Budget, Training and related activities.
- Other related subjects engaged by higher authorities.

6. Agricultural Officer (Information)

Responsibilities:

- Collection of Agricultural related information from various sources
- Liaison with mass media, press for Dissemination of Agricultural related information
- Conduct of Fairs, Exhibitions and Float
- Ensure the availability of Agriculture related publications in Library
- Ensure the Implementation of Crop yield competition both at District and State level on different crops
- Ensuring Election manifesto related work
- Look after Kisan Call Centre
- Ensure the availability of Documentary Films

7. Agricultural Officer (Press)

Responsibilities:

- Ensure the Press and Printing Works regarding Agricultural related information
- Monitor the press releases regarding Agriculture and taking appropriate action
- Preparing of abstracts of notes from Journals, circulars etc., and maintain index card and technical information bank for feeding the extension functionaries
- Ensure the reply for Assembly/Parliamentary Questions and Cut motions
- Look after Tuition fees for first generation graduates
- Monitor the Conference Hall Works
- Ensure the functioning of Xerox Section

Roles and Responsibilities of District Agricultural Information Wing

1. Deputy Director of Agriculture (Farmers Training Centre)

- He / She will look after the roles and responsibilities already assigned under ATMA

2. Assistant Director of Agriculture (Information and Quality Control) will execute the following responsibilities along with already assigned Quality Control activities:-

- The Assistant Director of Agriculture (Quality Control and Information) shall coordinate in implementation and monitoring of Agriculture related Information, training and Information Technology at District level.
- He will ensure the collection of Agricultural Technology oriented information pertaining to his district
- liaison with Mass media for dissemination of Agricultural related information through Televisions, Radio and other electronic Media at District level.
- Monitoring of Agriculture related information in mass media and taking appropriate action on daily basis
- Ensuring the preparation of abstracts of notes from Journals, circulars etc., and maintain index card and technical information bank for feeding the extension functionaries
- District Nodal officer for Centralised Farmer Database with Digitised land records
- Implementation of e –Governance Projects
- Coordinating the Knowledge transfer by imparting training to various levels of staff to implement the ICT activities
- Providing internet connectivity to meet all ICT needs viz., Blocks and to all Tablet PCs on various developments
- Upkeep of all the IT related systems and peripherals at Districts and Blocks
- Annual inventory maintenance of all stocks at Districts blocks
- Annual Physical verification of IT related stocks at Districts and Blocks

3. Agricultural Officer (Quality Control and Information) will execute the following responsibilities along with Quality Control activities:-

- The Agricultural officer (Quality Control and Information) shall ensure the implementation and monitoring of Agriculture related Information, training and Information Technology at District level.
- He will ensure the collection of Agricultural Technology oriented information pertaining to his district
- liaison with Mass media for dissemination of Agricultural related information through Televisions, Radio and other electronic Media at District level.
- Preparation of abstracts of notes from Journals, circulars etc., and maintain index card and technical information bank for feeding the extension functionaries
- Implementation of e –Governance Projects
- Coordinating the Knowledge transfer by imparting training to various levels of staff to implement the ICT activities
- Providing internet connectivity to meet all ICT needs viz., Blocks and to all Tablet PCs on various developments

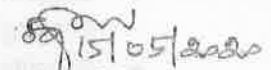
- Upkeep of all the IT related systems and peripherals at Districts and Blocks
- Annual inventory maintenance of all stocks at Districts blocks
- Annual Physical verification of IT related stocks at Districts and Blocks

4. Agricultural Officer (FTC)

- He will look after the roles and responsibilities already assigned under ATMA.

Gagandeep Singh Bedi,
Agricultural Production Commissioner and
Principal Secretary to Government

//True Copy//


15/05/2020
Section Officer.