



Gram Swaraj Abhiyaan



KISAN KALYAN KARYASHALA
(02/05/2018)

MINISTRY OF AGRICULTURE & FARMERS WELFARE

- **Ministry of Agriculture and Farmers Welfare is tasked with celebrating 'Gram Swaraj Abhiyan' 2018 on 2nd May, 2018.**
- **Theme : 'Doubling of Farmer's Income (DFI)' by 2022.**
- **Objective : Creating awareness among farmers regarding strategy to be adopted for DFI by 2022.**
- **Programme : Convening Kisan Kalyan Karyashala at Block level.**

ACTIVITIES

- **INDICATIVE ACTIVITIES (QUALITATIVE) :-**
 - ✓ **Distribution of brochures on 'Doubling of Farmers' Income' by 2022**
 - ✓ **Sharing of success stories on Good Agricultural Practices (GAP)**
 - ✓ **Recognition of progressive farmers**
 - ✓ **Farmers-Scientists Interaction on GAP**
 - ✓ **Animal health check-up camps organized**
 - ✓ **Theme song of Ministry of Agriculture & Farmers Welfare**

ACTIVITIES (CONTD...)

- **QUANTITATIVE ACTIVITIES :**
 - ✓ **No. of farmers participated**
 - ✓ **Participation of elected representatives – (Y/N)**
 - ✓ **Participation from agriculture and allied departments – (Y/N)**
 - ✓ **Participation of scientists/domain experts from ICAR/SAU/KVK– (Y/N)**
 - ✓ **No. of progressive farmers awarded/honoured/recognized**
 - ✓ **No. of animals examined under the health check-up camp**
 - ✓ **Booklets/brochures/leaflets distributed – Y/N**

SEVEN POINT STRATEGY FOR “DOUBLING OF FARMERS’ INCOME” BY 2022

- **Special focus on irrigation with sufficient budget.**
- **Quality seeds and nutrients based on Soil Health.**
- **Large investment in Warehousing & Cold Chains.**
- **Promotion of value-addition through processing.**
- **Creation of a National Farm Market.**
- **Introduction of a new Crop Insurance Scheme.**
- **Promotion of ancillary activities like poultry, bee-keeping and fisheries**

PLANNING SO FAR

- **All the Members of Parliament (Lok Sabha & Rajya Sabha) requested by Union Minister of Agriculture & Farmers Welfare to participate in the event.**
- **Agriculture Ministers of all the States/UTs requested by Union Minister of Agriculture & Farmers Welfare to participate in the event, and to instruct their officers to make it a grand success.**
- **Principal Secretaries (Agri.)/State Nodal Officers (ATMA) of all the States/UTs have been advised regarding activities to be undertaken, and meeting expenditure from ATMA fund**
- **KVKs have been instructed to depute Scientists/ Subject Matter Specialists for interaction with farmers.**

PLANNING SO FAR(Contd.)

- **A Video Conference (VC) was held on 09/04/2018 and State officials were briefed for organizing the event successfully in each Block. VCs being scheduled on weekly basis for close monitoring.**
- **Name and contact details of Nodal Officer have been shared by the States/UTs for monitoring.**
- **Promotional literature/Brochures, etc. already conveyed to all States/UTs and other Ministries for distribution.**
- **States requested to share with other States and MoA&FW, the details of their proposed events so that other States may also pick up ideas and checklists.**

MEDIA PLAN

Social Media Plan:

A hashtag for Kisan Kalyan Karyashala will be created to disseminate information in a more effective manner to reach out to maximum possible audience (#KisanKalyan & #KrishiUnnati)

- 23-25 April 2018 : To explain the back ground of Kisan Kalyan Karyashala through Info graphics.**
- 26-29 April 2018 : To highlight the aim of the Kisan Kalyan Karyashala regarding the strategy to be adopted for “Doubling of Farmers Income by 2022”**

MEDIA PLAN (CONTD....)

- **30 April - 01 May 2018 : To disseminate information to farmers on agriculture-related schemes and facilities provided by the Central Government.**
- **Information will be given to the farmers about the schemes and facilities which have been given in this budget.**
- **2-5 May 2018 : Photographs of Kisan Kalyan Karyashala received from various States will be uploaded on social media**

MEDIA PLAN (CONTD....)

- **Publicity through DD Kisan Channel**
- **Publicity through AIR (Kisan Vani)**
- **Half page print advertisement to be published on 1st May, 2018 in National/Regional newspapers across the country (Except election-bound States viz. Karnataka & West Bengal)**