

Media Production

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MEDIA PRODUCTION

The Media Production Section mainly deals with giving wide publicity on various aspects of transfer of latest scientific technology by means of Advertisements, film shows, Banners, exhibitions, short films, films slides, documentary films, erecting of hoardings, Posters and pamphlets etc. For quick mass communications and serving large-scale section of farming community Radio, T.V and Press are being utilized. Two tableaux’s are being presenting every year on Independence Day and Republic day celebrations duly highlighting the various departmental activities.

1. Advertisements & Publicity:

The Media Production section is giving wide publicity on various aspects on latest scientific technology to the farmers by Advertisement, TV scrolls through print and electronic media.

2. Printing of Padipantalu and Literature Books for the year 2017-18.

Transfer of improved Agricultural technology through printing and distribution of booklets in an adaptive manner in the farmers’ field is of prime important for enhancing agricultural productivity and profitability. The Department of Agriculture is focusing mainly on Integrated Crop Management Practices to restore soil fertility, reduce cost of cultivation, increase productivity and ensure high returns on investment to the farmers leading to sustainable agriculture. Printing and distribution of booklets, pamphlets etc., to the farmers on various aspects highlighting Integrated Pest Management, Integrated Nutrient Management and publicizing various important aspects like soil testing, usage of soil amendments, post harvest management play a key role in helping the farmers to take decision on usage of quality and appropriate inputs in reducing the cost of cultivation.

Padipantalu Monthly Magazine

The PadiPantalu Telugu Monthly Magazine is being printed every month by the Department of Agriculture and distributing to farmers, model farmers etc. Every month 29,689 number of copies are being printed and distributed. The Magazine comprises 48 pages; all are in multi colour including a district edition special supplement of 6 pages for 13 districts. The articles covered in the magazine are pertaining to the Agricultural and allied departments like Animal husbandry, Horticulture, SeriCulture, Fisheries, Co-operative & Marketing, Irrigation, A.P. Transco, AP Dairy Development Corporation, AP. Seed Development Corporation and A.P. Agros, etc., and department wise latest technical information on the various schemes, their aims and objectives, guide lines, subsidy pattern and suggestions to the farmers related to the concerned season / month are also published.



Printing of Literature Books and other printing material for the year 2017-18.

The Printing of literature is an important media for dissemination of latest technology to the farming community. Printing of literature through leaflets, handouts, Booklets and the technical information received from field officers of Agriculture and allied Departments and also from the Scientists of Agriculture, Horticulture and Veterinary from University apart from the Senior Scientists of CRIDA, ICRISAT, Directorate of Oilseed Research, Directorate of Rice Research, Literature books of Polampilustundi, Primary mission, Rythusadikarasadassulu, Chandranna Rythukshetrum etc programmes is proposed for printing in telugu for the year 2017-18.

3. Conduct of Agriculture Exhibitions, Tableaux for Independence Day & Republic Day and other Miscellaneous expenditure :

Conducting of exhibitions is an important mass media showing the growth of Indian agriculture in recent past due to crop improvement and achievement in production technology. Agriculture exhibitions are conducted at district, mandal and village level to show the benefits of the latest technology there by gaining the confidence of the farming community and convincing them to adopt the latest technologies.



Preparation and presentation of tableaux for Independence Day and Republic Day celebrations showing various developmental activities in Agriculture. Miscellaneous expenditure for the monthly meetings of the Technical Working Group and annual meeting of State Level Committee under the Central Sector scheme “Mass Media Support to Agriculture Extension” and other miscellaneous expenditure for the year 2017-18.

4. “MASS MEDIA SUPPORT TO AGRICULTURE EXTENSION” – A Central Sector Scheme

The Government of India (Ministry of Agriculture) in collaboration with Prasar Bharathi has formulated a Scheme “Mass Media Support to Agriculture Extension”.

The scheme envisages utilizing existing infrastructure of Doordarshan (DD) and All India Radio (AIR) to produce and transmit programmes covering wide spectrum of topics in Agriculture and allied Departments for bringing latest information and knowledge to the farming community.

In the state of Andhra Pradesh Agricultural programmes are being broadcast through **Doordarshan & All India Radio, FM (Kisanvani Stations)** under this scheme.

DOORDARSHAN:

Under this scheme, the Doordarshan Regional Kendra, Vijayawada and Narrowcasting station at Rajahmundry is telecasting following **Agricultural programmes:**

Station	Name of the programme	Timings of the telecast	Days of telecast
Doordarshan Regional Kendra, Saptagiri, Vijayawada	Pasidipantalu	5.30 PM to 6.00 PM	Monday, Wednesday Friday
		5.30 PM to 6.25 PM Phone-in-Live Programme	Tuesday and Thursday
Doordarshan Narrowcasting Station Nellore, Ongole, Kavali	Kisan	6.30 PM to 7.00 PM	Monday to Friday
Doordarshan Narrowcasting station Rajamundry cluster	Kisan	6.30 PM to 7.00 PM	Monday to Friday

Kisan programmes in Narrowcasting from Rajahmundry Cluster are repeated by Doordarshan Kendra, Vijayawada through satellite mode from Monday to Friday at 6.30 AM.

ALL INDIA RADIO, (KISAN VANI STATIONS):

Agricultural programmes are being broadcast at 7.15 p.m to 7.45 p.m through (4) **All India Radio, FM Kisan Vani stations** located at **Markapur (Prakasam), Anantapur, Kurnool, Tirupati (Chittoor). All India Radio, Hyderabad are being broadcasted the programmes for 1 Hour .**

MONITORING & SUPPORT ACTIVITIES:

MONITORING: As per the directions of Govt of India and G.O.Rt.No.695, Dt.15-7-2005 and GO Rt. No.1157, dt:18/9/08 issued by Govt of AP the implementation of the scheme is reviewed and necessary suggestions for effective implementation of **are being given by the State Level Committee (SLC)** formed at **State level** under the **Chairmanship of Principal Secretary to Govt (A&C)** and through **District Level Committees(DLCs) formed at (5) districts** viz., Krishna, Ananthapur, Chittoor, Prakasam and Kurnool. **under the Chairmanship of respective district Collectors by meeting Annually.**

TECHNICAL SUPPORT: A **Technical Working Group** (24 members) comprising of officials and scientists of Agriculture & Allied departments, All India Radio, Doordarshan etc **formed at State level is meeting regularly on 4th of every month** at O/o Commissioner & Director of Agriculture, A.P, for discussing, deciding and sending the broad agricultural calendar **one month in advance** to Doordarshan Kendra, Hyderabad also to (4) A.I.R Kisanvani Stations.

Further, **separate Technical Committees (apart from DLCs)** with the officers/ scientists of agriculture and allied sectors **were also formed at district level where DLCs are located for preparation and sending of calendar and content of programmes relevant to the transmission range of concerned DD and AIR (Kisanvani) FM stations.**

RIGHT TO INFORMATION ACT- 2005:

An Act to provide the citizens to have access to obtain information under the control of public authorities, in order to promote **transparency and accountability** in the working of every public authority.

Implementation of Right to Information Act-2005 in the Dept. of Agriculture

At present the Director of Agriculture is the Appellate Authority for the office of C&DA. The Additional Directors of Agriculture (I, III & JDA (Admn)) of this office are designated as Public Information Officers (PIOs) according to their subjects and the Deputy Director of Agriculture (Media Production) is designated as the Nodal officer for receipt and forward of applications under RTI Act to the concerned P.I.Os in the Director of Agriculture.

The District Joint Directors of Agriculture are the Appellate Authorities for their respective districts. Public Information Officers & Assistant Public Information Officers have been designated up to Sub-Divisional level including Farmers Training Centers and Labs.

The Amendments of RTI Act received from Govt., are being forwarded to the Districts and PIOs in the Directorate of Agriculture.

The Quarterly reports on the implementation of RTI Act are obtained from all the PIOs /AAs and consolidated report will be submitted to Government.

The Total No. of Public Information Officers (PIOs) of the Department 253

The Total No. of Appellate Authorities of the Department 15

CMP CASES :

The pending petitions received by this section from the Government are sent to the concerned Sections for taking necessary action and the Sections are also requested to furnish the detailed reply directly to the applicant / petitioner with proper acknowledgement and to the Government.

MEEKOSAM PORTAL :

The pending grievances / petitions are received in the Department login. They are forwarded to the concerned Departments / Districts / Sections for taking necessary action and the Sections were requested to furnish the detailed action taken report to this section for updating in the portal. The District Joint Directors of Agriculture are instructed to update the portal regularly in their respective logins.

REQUIREMENT OF BUDGET FOR THE YEAR 2017-18 UNDER MEDIA PRODUCTION

S. No	Particulars of Items	Head of Account	Amount Required
1	Advertisements through Print & electronic Media, Tableaus, telecast of scrolls and short films etc.	260-Advts. Sales & Publicity Expenses	76.500
2	Printing and supply of PadiPantalu Monthly Magazine (29,689 No. of copies per month) @ Rs. 2,81,719Lakhs per month for 12 months (ie.,281719*12) = 33.80i.e34lakhs) Printing and supply of MPEOS Karadeepikalu and diaries and printing literature books including of Actionplan,Budgetspeech,Budgetestimates,Outcom ebudgetbooks. 42.500 lakhs	160- Publications	76.500
3	Conduct of Exhibitions, misc., expenditure (Refreshments etc) for the monthly meetings of the Technical Working Group and Quarterly Meetings of State Level Committee under the scheme Mass Media Support to Agriculture Extension	500/ 503 O.E	11.167
Total :			137.667



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