

Media Production

EMPTY PAGE

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 of farming community radio, T.V and press are being utilized. Two tableaux's are being presented every year on Independence Day and Republic day celebrations duly highlighting the various departmental activities.

1. Advertisements and Publicity

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

2. Printing of Padipantalu and Literature Books

Transfer of improved agricultural technology through printing and distribution of booklets in an adaptive manner in the farmers' field is of prime importance 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 Padi Pantalu 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, guidelines, subsidy pattern and suggestions to the farmers related to the concerned season / month.

Printing of literature books and other printing material

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 university apart from the senior scientists of CRIDA, ICRISAT, Directorate of Oilseed Research, Directorate of Rice Research, Literature books of Polampilustundi, Primary mission, Rythu sadikara sadassulu, Chandranna Rythu kshetralu etc programmes is proposed for printing in telugu for the year 2018-19.

3. Preparation and Presentation of Tableaux

Preparation and presentation of tableaux for Independence Day and Republic Day celebrations showing various developmental activities in the Agriculture department.



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 broadcasted through **Doordarshan & All India Radio, FM (Kisanvani Stations)** under this scheme.

DOORDARSHAN:

Under this scheme, the Doordarshan Regional Kendra, Vijayawada and Narrow casting 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 and Friday
		5.30 PM to 6.25 PM Phone-in-Live Programme	Monday and Thursday
Doordarshan Narrow casting Station SPSR 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), Anantapuramu, Kurnool, Tirupati (Chittoor).** **All India Radio, Hyderabad are being broadcasted the programmes for 1 Hour.**

Meekosam Grievances

The Government of Andhra Pradesh with a view to expeditiously resolve grievances of its citizen launched meekosam grievances portal since functioning of the state. Accordingly, all the grievances which are received in the login of HOD are resolved at state level after forwarding and examining by the personnel of the section concerned.

Where as for the grievances which are received in the login of LMF, they are pursued day by day in this section to coordinate the field level officials to resolve them in the prescribed SLAs.

Budget Allocation for the year 2018-19 under Media Production

(Rupees in Lakhs)

S. No	Particulars of Items	Budget allocation
1	Publicity expenses like telecast of scrolls and short films, Advertisements through Print & electronic Media etc.	53.5
2	Printing and supply of Padi Pantalu Monthly Magazine (29,689 No. of copies per month) Rs. 2,81,719Lakhs per month for 12 months (ie.,281719*12) = 33.80 i.e 34 lakhs)	81.64
	Printing and supply of MPEOs karadeepikalu and diaries and printing literature books including of Action plan, Budget speech, Budget estimates, Outcome budget books.	
3	Preparation and Presentation of Tableaux for Republic day and Independence day and any other expenditure	11.465
Total :		146.605

EMPTY PAGE