

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agriculture & Cooperation Department - Organisation of Rythu Dinotsavam at State and Constituency Levels on 8th July, 2019- Orders – Issued.

AGRICULTURE & COOPERATION (AGRI.II) DEPARTMENT

G.O.RT.No. 417

Dated: 05-07-2019

Read:

From the Special Commissioner of Agriculture, A.P., Guntur, Lr. No.Ext/16/2019, Dt:29.06.2019.

ORDER:

Government have decided to organise Rythu Dinotsavam Programme on 8th July, 2019 at State and Constituency levels as a celebration in honour of the former Chief Minister of Andhra Pradesh Late Dr. Y.S. Rajasekhara Reddy on the eve of his birthday.

2. The Government after careful examination hereby issue the Guidelines for Rythu Dinotsavam in the Annexure appended to this Order and accord permission to the Special Commissioner of Agriculture, A.P., Guntur for organisation of Rythu Dinotsavam at State and Constituency level on 8th July, 2019. The entire expenditure for this purpose shall be met within ZBNF funds made available with the Department in B.E., @ Rs.1.00 lakh for Constituency Level Programme and Rs.80.00 Lakhs for state level Programme.

3. The Special Commissioner of Agriculture, A.P., Guntur shall take further necessary action in the matter accordingly.

4. The Department of Horticulture & Sericulture, Animal Husbandry, Dairy Development & Fisheries, Agricultural Marketing and Cooperation shall ensure participation in the programme.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Y.MADHUSUDHANA REDDY
PRINCIPAL SECRETARY TO GOVERNMENT (AGRI) (FAC)

To

The Special Commissioner of Agriculture, A.P., Guntur.

Copy to:

The Special Chief Secretary to Government, AHDD&F Department.

The Commissioner, Horticulture & Sericulture, A.P., Guntur.

The Special Commissioner & Director of Agricultural Marketing, A.P., Guntur.

The Commissioner for Cooperation & Registrar of Cooperative Societies,
A.P., Guntur.

The Director of Animal Husbandry, Vijayawada.

The Commissioner of Fisheries, Vijayawada.

All District Collectors.

The P.S. to Addl. Secretary to Hon'ble Chief Minister.

The P.S. to Hon'ble Finance Minister.

The P.S. to Hon'ble Minister (Agri).

S.F./S.C.

//FORWARDED :: BY ORDER//

SECTION OFFICER

Annexure

Guidelines for Rythu Dinotsavam

The Government has decided to organize Rythu Dinotsavam programme on 8th July 2019 at State and Constituency Levels as a celebration in honor of the former Chief Minister of Andhra Pradesh Late Sri. Y.S.Rajasekhara Reddy on the eve of his birthday.

Theme: To give a hope among the farming community by extending support services, rescue measures and moral support for sustainable Agriculture and to fillip the socio economic status of the farmers.

Plan of Action :

- A District level committee may be formed for organizing Rythu Dinotsavam on 8th July 2019 under the chairmanship of District Collector with Joint Director of Agriculture as the convener of the programme
- The District level meeting with the Agriculture and Allied departments on organisation of Rythu Dinotsavam has to be convened under the Chairmanship of District Collector
- Rythu Dinotsavam is to be celebrated in all the Assembly Constituencies on 8th July 2019 in coordination with allied departments
- The Hon'ble District Minister/ MPs / MLAs and Other Public Representatives including Single Window Presidents are to be invited to the Place where Rythu Dinotsavam will be celebrated.
- State level Programme is to be conducted at a place by the concerned district administration in Coordination with Head Office as decided by the Hon'ble Chief Minister.
- The Time and Venues of the Rythu Dinotsavam at constituency level may be decided by the District JDA in consultation with the District Collector and District incharge Minister/District Ministers and concerned MLA/ peoples representatives.
- Multi Purpose Extension Officers and AEOs have to motivate and mobilize their respective farmers and assemble them in the village well before the commencement of the programme. Progressive farmers, Tenant farmers, Women farmers and Rythu Mitra Groups should be involved.

Activities proposed during Rythu Dinotsavam:

- **Exhibition stalls:**

- Stalls of Agriculture & allied sectors are to be arranged in coordination with FTC.
- Lead Bank has to arrange a separate stall with special focus on Tenant Loaning.
- Exhibits should be easily understood by the farmers and should display latest technologies.
- Live demonstrations on seed treatment, Farm Implements, soil sampling, precautions regarding handling of the pesticides may be displayed
- Live Models of District specific/ Major Crop specific best practices have to be displayed.

- **Distribution of Assets:**

- Distribution of Soil Health Cards
- Micro Nutrients
- Loan Eligibility Cards
- Certificate of Cultivation
- Distribution of Crop Loans
- Distribution of Bio Agents
- The Allied departments may also plan for the distribution of inputs concerned to their departmental schemes

- **Interaction of Farmers and Scientists:**

- The Scientists must explain the best Package of Practices of the major crops cultivated in the district/constituency.
- The departmental officers shall explain various schemes implemented by the Government in their respective departments

- **Felicitation to the Best farmers:**

- Districts have to identify best farmers for felicitating them for their achievements during Rythu Dinotsavam
- District have to select one Best farmer for achieving higher productivity in the major crop of the district and to be nominated to felicitate at state level.
- 5 – 10 farmers are to be identified in the district representing line sectors including Agriculture for felicitating them for their achievement at district level.
- Memento, Shawl and Certificate are to be given as a symbol of honor.

- **Inauguration of Posters and Pamphlets regarding YSR Rythu Bharosa.**
 - The said publicity material will be designed at state level and provided to districts for release of the same.

Other Modalities:

- The programme may be conducted in a suitable convention/function halls as per the need.
- The Arrangements for Snacks, Lunch and water will be looked after by the Divisional ADAs for Constituency level programmes and the necessary budget will be provided from RYSS/ZBNF funds.
- The Publicity material for Rythu Dinotsavam will be provided from State level duly utilizing the funds from RYSS/ZBNF/Media Publicity.
- The Project Directors ATMA and Joint Directors of Agriculture are requested to take necessary steps for celebrating Rythu Dinotsavam festival successfully in their district.

Y.MADHUSUDHANA REDDY
PRINCIPAL SECRETARY TO GOVERNMENT (AGRI) (FAC)