

Guidelines for Central Sector Scheme
Mass Media Support to Agriculture Extension in XII Five Year Plan

1. Name of the Scheme

Mass Media Support to Agricultural Extension.

2. Background and Objectives of the Scheme

The Central Sector Scheme “Mass Media Support to Agriculture Extension” was launched on 21.1.2004 with a view to contribute to revamping the extension services in the country by using electronic media for transfer of technology/information to the farmers and other stakeholders.

3. Scope of the Scheme

As a part of multi-pronged extension strategy, the primary objective of the Scheme targeting mass dissemination of information & spread of technologies is to use Television, Print Media and Radio. These media have the advantage of reaching a wide audience at a very low cost. The print and electronic media will, therefore, need to be made a part of the strategy being adopted for delivering farm level extension services.

The Scheme aims to fulfil the following specific objectives:

- 3.1** Broadcast /Telecast programmes through various modes of electronic media covering in a timely and topical manner a wide spectrum of topics in agriculture and allied fields to cover the entire country, with special focus on tribal and remote areas.

- 3.2** Disseminate agriculture related programmes in regional languages and local dialects for the specific needs of different regions.
- 3.3** Promote live programming with interactive features such as phone-in feature.
- 3.4** Undertake capacity building and training programmes to help upgrade the knowledge and expertise of Programme Executives/Producers of All India Radio (AIR) /Doordarshan (DD), Extension Workers, Field-level Officials and other functionaries.
- 3.5** Disseminate information and spread use of appropriate technologies through advertisements and write-ups in print media.

4. Salient features of the scheme

- 4.1** Under the Scheme, the existing infrastructure of DD and AIR is being utilized to produce and transmit programmes covering a wide spectrum of topics in agriculture and allied field for bringing the latest information and knowledge to the farming community. Besides this, private channels will continue to be utilized for “Focused Publicity & Awareness Campaign”

4.2 Area of Operation

Prasar Bharati is implementing the Scheme through the countrywide network of Doordarshan and All India Radio. As on date, there are 96 F.M. Stations of AIR under ‘Kisanvani’ Programmes and 1 National, 18 Regional Kendras and 180 High Power Transmitters (HPTs) / Low Power Transmitters (LPTs) of Doordarshan (with 36

Programme Production Kendras) are also being used currently. Details of all these stations have been depicted on the websites www.agricoop.nic.in and www.vistar.nic.in .

4.3 Target group and Beneficiaries

The project envisions the use of broadcast/telecast through electronic media for the dissemination of knowledge/ information among farmers and other stakeholders – particularly women farmers and small & marginal farmers. Special focus is also given to tribal and remote areas. The underlying idea is to cover all segments of the agriculture sectors. Therefore, Doordarshan has been asked to earmark one day in a week to Animal Husbandry, Dairying and Fisheries Sectors in National and Regional Kendras. Since outreach of electronic media is through airwaves, all sections, classes and strata of society get naturally covered. The target audience can be classified under the various groups i.e. Farmers, Extension Workers, Field- Level Functionaries, Agriculture Scientists, Researchers and Policy Makers and the General Public.

5. Components of the Scheme

- DD National Programme
- DD Regional Programme
- Doordarshan (DD) Narrowcasting
- All India Radio (AIR) FM Broadcast
- Print Media &
- Monitoring & Support Activities

5.1 Doordarshan National Telecast (DD- National)

The objective of Doordarshan-National programme is to disseminate information / knowledge on issues / subjects of national importance. This programme was launched on 16.05.2005. It is currently telecast on DD-1 Channel in Hindi in the morning from 6.30-7.00 AM. A thirty minute programme is being telecast six days a week. The Department of Agriculture & Cooperation provides tapes of programmes to be telecast on Saturday. These include success stories and good agricultural practices (including allied sectors).

5.2 Doordarshan Regional Telecast (DD – Regional)

The objective of Doordarshan Regional programme is to address information / knowledge needs of farmers throughout the region in the regional language. These programmes were launched on 01.06.2005. Regional programmes are telecast at 6.00/6.30 PM in the evening from 18 Regional Kendras of DD. This 30 minute programme is telecast five days a week. As per the requirements and feasibility, these programmes are sometimes repeated on the respective Regional Stations or Narrowcasting Stations.

5.3 Doordarshan Narrowcasting (DD-Narrowcasting)

The objective of narrowcasting programme is to address information needs of farmers through locally produced programmes in local language / dialect. Narrowcasting programmes are telecast at 6.00 / 6.30 P.M in the evening. Currently, these programmes are being produced at 36 Kendras and are being telecast from 180 High/Low Power Transmitters (HPT/LPT). This is a 30 minute programme and being telecast 5 days a week. More narrowcasting stations can be covered subject to availability of funds. Timings of the

programmes telecast by the Regional and Narrowcasting Centers are staggered so that both programmes can be viewed.

5.4 AIR-FM Programme

The purpose of All India Radio-FM broadcast is to use emerging FM technology to meet information/ knowledge needs of farmers through radio broadcast of locally produced programmes in local language/dialect. This component as per revised scheme was launched on 01.04.2005. 96 FM stations of All India Radio are broadcasting 30-minute programme six days a week from 6.30-7.00 PM. Each of the currently covered 96 FM Stations are broadcasting separate programme in respective dialects/languages. With easy availability of FM Radio on mobile phones, FM Stations can have wider outreach than before. However, depending on cost-benefit ratio, it will be endeavor of the Department to go in for alternative technologies such as Amplitude Modulations (AM), Digital Radio etc.

5.5 Free Commercial Time

The Free Commercial Time (FCT) of 150 seconds available to DAC for telecast of 30 minutes' programme in DD and AIR will continue to be utilized to disseminate advisories on various topics in agriculture & allied sectors and to popularise various schemes of DAC.

5.6 Print Media

Curiosity of the stake-holders (particularly farmers) is expected to get vetted by the video and audio spots. More detailed inputs – preferably information having region specificity – will continue to be given through print advertisements and write-ups in regional languages. The

national and regional newspapers will be selected based on their circulation figures.

5.7 Monitoring and Evaluation

A multi tier mechanism has been set up for the monitoring of the Scheme.

5.7.1 National Level: Central Apex Committee

An Apex Committee is headed by the Union Agriculture Minister to oversee implementation of the scheme, review programmes broadcast and audience response and provide guidance to the Department of Agriculture & Cooperation, Doordarshan / All India Radio and others has been constituted. Besides this, National Level Coordination & Review Committee headed by the Secretary (A&C) will oversee entire gamut of issues related to mass-media including Focused Publicity & Awareness Campaign. A monitoring Committee has also been constituted in the Ministry under the chairmanship of Additional Secretary (Extension) for ensuring coordination between various departments/agencies involved and overseeing the implementation of the scheme.

5.7.2 Programme Advisory Committee

Programme Advisory Committees set up by Doordarshan and All India Radio will also have representatives of Extension Division and relevant subject matter Divisions. These Committees will meet at least once in 3 months to review the contents and feedback on the programmes already telecast & broadcast and to finalise the strategy for future.

5.7.3 State Level: State Level Committee (SLC)

SLCs are headed by APC/Principal Secretary (Agriculture) of the States concerned to monitor the scheme at the State level. These Committees (with composition given in **Annexure-A**) are expected to submit quarterly report for the consideration of the Government of India. In order to ensure better convergence of mass-media programmes with all other programmes related to agricultural extension, Inter Departmental Working Group (IDWG) set up under ATMA Scheme should also deliberate on these issues by including relevant members from Doordarshan, All India Radio and technical experts in the matter. The State Governments should continue to have Technical Support Groups (TSG) headed by the Commissioner / Director (Agriculture) and should meet on monthly basis to provide guidance to DD /AIR in content creation and also timely information on coverage of emergent issues. Minutes of SLC and TSG should be sent to the DAC regularly. In some cases, the State Governments have chosen to deliberate on mass media related issues as part of IDWG meetings by suitably expanding its membership in keeping with letter dated, January, 23, 2011 from DAC. Whether as part of IDWG or as a separate committee, the State Government must ensure periodic discussion on mass media related issues and take requisite corrective action besides apprising Government of India by sending minutes of such quarterly meetings.

5.7.4 District Level-District Level Committee (DLC)

The District Level Committees are headed by the Chairman of ATMA Governing Boards (District Collectors/Magistrates /Deputy Commissioners). These committees are to submit their report to SLCs indicating

the activities undertaken during the last three month (particularly narrowcasting programmes). In order to ensure better convergence and regular review of mass-media programmes related to agricultural extension, DLCs should normally converge with the ATMA Governing Board after co-opting relevant members & experts from DD, AIR and related subjects.

5.7.5 Web Based Monitoring and Archival Systems

Nav-Krishi Portal (<http://navkrishi.dacnet.nic.in/>) shall contain brief programme description and telecast timings of the scheduled programmes. Besides this, video-links (on YouTube or Media servers under National e-Governance Programme – Agriculture) of the programmes already telecast. These schedules and programme details will be uploaded by the respective Stations of All India Radio and Doordarshan. All advertisements in print media also will be made available on the web through the website of Department of Agriculture & Cooperation and Farmers' Portal regularly. This data-entry including subscriptions to You-Tube channels will be coordinated by the Mass Media and Farm Information Wing of the Directorate of Extension.

5.7.6 Third Party Monitoring

Third party monitoring through an external agency needs to be undertaken during and at the end of Plan period.

6. Feedback Collection

6.1 In order to plan for improvements in the content and quality of programmes being telecast/broadcast through

DD/AIR, a multi-pronged strategy has been established for getting such feedback.

6.2 Nineteen (01 for National and 18 for Regional) Language Specific Groups comprising a coordinator from the Directorate of Extension and language / subject matter experts from DAC / ICAR have been formed to review content & quality of programmes broadcast on DD & AIR and the same will continue to discharge this duty. Experts from DAHDF will also be co-opted as needed. In case of non-availability of experts from some languages, ICAR scientists with requisite language skills will also be consulted remotely. In order to achieve this objective in a seamless manner, DD and AIR must be pursued to upload video / audio files on the web. The Groups have also been assigned the task of watching National Programme and to give feedback. The feedback compiled on a prescribed format (preferably on the web) on monthly basis in the Ministry will be sent to Central Production Centre of Doordarshan for appropriate action. Doordarshan and AIR Kendras also are directly getting feedback on their programmes through letters, phone calls, mobile SMS, e-mails, etc. from the audience/viewers of DD/AIR and other channels.

7. Focused Publicity & Awareness Campaign

7.1 Besides regular programmes broadcasting/ telecasting through All India Radio and Doordarshan under mass media schemes, the '**Focused Publicity & Awareness Campaign**' which would cut across all the Divisions of the Ministry was launched on July 5, 2010 to create awareness about the assistance available under various schemes of the Department of Agriculture & Cooperation. This campaign will

be continued during the 12th Plan also in an aesthetic, professional and politically neutral manner. Video Spots and Audio spots are being broadcast/telecast through 96 F.M. Stations of AIR under 'Kisanvani' programmes and through one (01) National, Eighteen (18) Regional and One Hundred Eighty (180) High Power Transmitters (HPT/ Low Power Transmitters (LPTs) of Doordarshan during 'Krishi Darshan' under the Scheme "Mass Media Support to Agricultural Extension" and also through DD-National and DD-Regional News and during entertainment programmes, films, etc.

7.2 The spots are also telecast on Private TV Radio Channels operating at National & Regional Level during news, entertainment programmes, serials etc telecast during three ranges of time slots from 1200 hours onwards every day. In view of the life-style of the farmers, all the channels have been requested to telecast the spots before 9.30.p.m. All TV channels are expected to file a pre-log on the website specially created for this purpose and immediately after telecast of the ad exact time of telecast is to be entered (<http://extnbroadcast.dacnet.nic.in>). Such a monitoring system will ensure that the ads are actually telecast and that too at pre-logged time as closely as possible.

7.3 As a next tier of mass awareness strategy, press advertisements (particularly schemes & programmes of the Ministry, advisories, success stories, good agricultural practices etc.) will also be released from time to time as per seasonal & topical relevance. These advertisements will be designed in a farmer centric manner.

7.4 In addition to video audio advertisement spots on TV, Radio and newspapers, Focused Publicity and Awareness Campaign

may include advertisements through Digital Cinema, popular websites, Call Centres and other popular means of publicity.

- 7.5** There will be an Endeavour to telecast or broadcast short programmes of 2 to 5 minutes' duration on Agriculture & allied sectors on private channels as well after going through a competitive techno-commercial bidding process keeping in view viewership / listenership of the channels.
- 7.6** Efforts will be made to get value addition (in terms of tickers, free airtime etc.) for bulk business from private channels within approved telecast rates.

8. Rates for Production and Telecast

As per guidelines of the Ministry of Information and Broadcasting, DAVP rates will be adopted for production of Audio- Video Spots unless better price discovery can be done by inviting bids on Quality-cum-Cost Basis. For telecast and broadcast of advertisements & other farmer-centric material through various modes of electronic media and print media, DAVP rates will be resorted to.

9. Procedures for Empanelment of Producers and Advertising Agencies

The Empanelment & Costing Committee (ECC) would consider the applications of audio/video producers and recommend those having requisite qualifications for empanelment. ECC will act as per a transparent laid down procedure prescribed in these Guidelines for scrutiny of applications, screening of show reels for quality assessment etc. after taking a final decision in the matter. The films, audio / video spots and jingles will be got produced on fixed cost basis. These costs may, however, be reviewed by the ECC as and when required.

10. The composition of Empanelment and Costing Committee (ECC) shall be as under

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|-----------------------------------------------|-------------------|
| ▪ Addl. Secretary In-charge of Extension, DAC | Chairman |
| ▪ Chairman AS. & F.A., DAC | Member |
| ▪ J.S. (Extension), DAC | Member |
| ▪ JS (NFSM), DAC | Member |
| ▪ JS (RKVY), DAC | Member |
| ▪ Director (Extension), DAC | Member |
| ▪ Additional Commissioner (FI), DAC | Member |
| ▪ Additional Commissioner (Ext), DAC | Member |
| ▪ A Representative of DG, Doordarshan | Member |
| ▪ A Representative of DG, AIR | Member |
| ▪ Campaign Officer, DAVP/ NFDC. | Member |
| ▪ Joint Director (Mass Media) | Member- Secretary |

The Committee is empowered to co-opt any other person or official member having experience in this field. Producers already empanelled with DOE and those seeking empanelment for the first time shall apply afresh for empanelment under these Guidelines.

11. Categories of Producers

11.1 The Department will empanel producers in various categories which will include:

- Production of Video Programmes, Films & Documentaries
- Production of Video & Audio spots and Jingles.
- Creative Agencies for creation of print and outdoor / indoor publicity material.

11.2 Only such production houses which have adequate qualifications, experience and capability to produce good quality audio-video production, programmes in required formats will be eligible to apply for empanelment. The minimum eligibility criteria for empanelment will include professional experience in production of video programmes (in terms of years and quantum of work done), films and documentaries, availability of production facilities, net worth and other conditions as per the approval of ECC. Empanelment shall be valid for a period of two years extendable by one more year. Professionally qualified producers who are degree/diploma holders from Central Government institutes, FTII, Pune and Satyajit Ray Film & TV Institute Kolkata or other reputed institutes recognized or affiliated to universities, in Direction, Cinematography or Editing courses may be given certain level of relaxation from eligibility criteria.

11.3 The empanelment will be done based on Quality-cum-Cost basis with at least 60% weight given to Price Bid and the remaining marks for Technical Bid. Price Bid will be invited on pre-determined quantum of work of various types expected from bidders in various categories. Thus, for instance, in case of production of films, tentative number of films of various durations will be mentioned for price comparison purposes. Similarly, in case of print ads, approximate number of full page, half page and quarter page ads will be mentioned. Marks for Technical Bid will consist of two parts:

- I. Marks based on documentation to be provide by the bidders based on various factors including qualification/professional experience of the personnel heading the team and Creative Team, net worth,

turnover, experience, number of programmes, awards, present clientele etc. The Producers who score at least 50% mark in this stage will be short-listed for making a presentation for stage (ii) below. (Maximum Marks – say 60)

- II. The short-listed bidders from (i) above will make a presentation before the ECC past work and strategy for delivering high quality work. (Maximum Marks – say 40)

Price Bid of bidders who score above 60% of total marks (including presentation) will be opened. Bidders will then be ranked based on over-all scores obtained in Technical and Financial Bid. Top 3 to 5 Bidders (exact number to be announced in advance) in each category based on overall ranking will be empanelled. A common price for various ranges of time slots and / or categories of works will be determined based on lowest Price Bids. However, shortlisted bidders will be assigned work based on their respective technical scores. Travel expenses for production of material will be paid in addition to bid prices in keeping with the extant policy.

- 11.4** Under the Special Category, Professionally qualified producers who are degree/diploma holders from Central Government institutes, FTII, Pune and Satyajit Ray Film & TV Institute Kolkata or other reputed institutes recognized or affiliated to universities, in Direction, Cinematography or Editing courses will be considered for empanelment with a relaxation on the criteria of Professional experience, Net income, Net worth, quantum of work, etc. (as decided by the ECC). Whether or not an institute is reputed enough so as to fall in this category

shall also be decided by the Empanelment & Costing Committee/ DAC.

11.5 Final selection of script submitted by the empanelled producers for production of the film/audio-video spots shall be made on the basis of the evaluation of technical concepts/scripts received from the producers by a Script Committee consisting of following:

▪ Joint Secretary (Extension)	Chairman
▪ JS or his representatives not below the Rank of Director/Addl. Commissioner of the Concerned Division	Member
▪ JS (NFMS), DAC	Member
▪ JS (RKVY), DAC	Member
▪ Director (Finance), DAC	Member
▪ Director (Extension), DAC	Member
▪ Addl. Commissioner (FI), DAC	Member
▪ Addl. Commissioner(Ext), DAC	Member
▪ Representative of DG, Doordarshan	Member
▪ Representative of DG, All India Radio	Member
▪ Campaign Officer, DAVP/ NFDC	Member
▪ Joint Director (Mass Media),DOE,DAC	Member-Secretary

The script Committee will continue to preview the films at rough-cut stage and suggest changes/modifications in writing wherever necessary, which should be incorporated by the producer on his/her own cost and shown to the Script Committee again for approval. Script Committee may subject a film for more than one preview if the changes/modifications suggested by the Committee are not carried out properly and all such previews shall be arranged by the producer at his/her own cost. A film

will be treated as complete only on approval of the Script Committee.

11.6 Release of funds for Broadcast/Telecast of Programmes and Print Media

The funds will continue to be released by the Department on half yearly/yearly basis to Doordarshan and All India Radio as 'On Account Advance' for 30 minutes' programme of Krishi Darshan as well as Kisan Vani on submission of Statement of Expenditure. The Funds to the agencies for organizing the Capacity Building & Training Programmes under the scheme will continue to be released as 'Grant-in Aid' on demand from time to time. Funds will be similarly released to Doordarshan, All India Radio and DAVP/NFDC along with campaign schedule as 'Letter of Authority/Electronic Transfer/Cheque' for Focused Publicity & Awareness Campaign for electronic and Print Media.

12. Support to Establishing Community Radio Stations for Mass Media Support to Agriculture Extension

To promote agriculture extension through mass media at community level, the Ministry of Agriculture is also providing support for setting up of Community Radio Stations (CRS), which would make a major contribution to agricultural extension by utilizing the reach of radio transmitter and disseminating information and knowledge, produced locally and having relevance for a specific area in local dialects/languages. Detailed guidelines in this regards are given as part of ATMA.

13. Future Strategy for implementation of Mass Media Support to Agriculture Extension Scheme (MMSAE)

13.1 Considering the fact that most of the programmes of Doordarshan are studio based or live phone in, it is necessary

to enhance the content of programme by shooting the films in real field conditions. Outsourcing of production of programmes will also be done to improve quality and content. It is estimated that DAC may have to agree for some enhancement due to the twin factors of content improvement sought by DAC and actual increase in cost of production as projected by Doordarshan.

13.2 Expenditure on press advertisements on dissemination of information to farmers will also be borne out of this component.

14. The Functionary Support to Mass Media Unit

It is, proposed to engage Media Consultants (01), Junior Media Consultants (03), Data Entry Operators (01) and Multi-Tasking Staff (01) for Mass Media Support to Agricultural Extension (MMSAE). In addition, it is proposed to have one Principal Consultant who would also be responsible for coordinating different Components/ Schemes on Extension including Mass Media other than maintaining linkages and achieving synergy within different Sub-Missions of National Mission on Agricultural Extension, Seeds and Technology.

Annexure A

Composition of the State Level Mass Media Monitoring Committee

1.	Agriculture Production Commissioner/ Secretary(Agri.)	Chairman
2.	Secretary (AH&D)	Member
3.	Secretary, Rural Development Department	Member
4.	Secretary, Department of Cooperation	Member
5.	Director, Information and Public Relations	Member
6.	Director (Hort.) of the State	Member
7.	State level representative from Doordarshan	Member
8.	State level representative from AIR	Member
9.	Chairman of Inter-Media Policy Coordination Committee (IMPCC) at state level	Member
10.	Vice Chancellors of all State level Agriculture Universities	Member
11.	Three District Collectors of the State to be nominated by Rotation for one year	Member
12.	Head of Department of Fisheries at the State Level	Member
13.	Chief Conservator of Forests, In-charge of Social Forestry	Member
14.	Head of the Department of Animal Husbandry and Veterinary at the State level	Member
15.	Representative of Lead Bank	Member
16.	Representative of Apex Cooperative Bank of the State	Member
17.	Three farmers representing the different agro- climatic zones of the state one of which must be a woman, nominated by the Chairman	Member
18.	The Director of Agriculture of the State	Secretary

15. Mandate of the State Level Committee

1. Approve the policy and broad guidelines for content creation for the LPTs/HPTs and FM stations of AIR.
2. Lay down the broad guidelines indicating the direction in which content creation should be done for each month.

3. The committee would review the content broadcast over the last month and suggest changes and modifications in the format and the substance.
4. The committee would also review the reports sent by the district level committees.
5. The committee would submit a quarterly report to the Apex Committee on the activities for the quarter. A consolidated report together with their observations on the reports sent by the district committees shall form a part of the report. The report shall also include the suggestions given to the broadcaster and action taken on the same.
