



GOVERNMENT OF KERALA

Abstract

Agriculture Department - Annual Plan 2023-24- Scheme for "*Production & Distribution of Quality Planting Materials & Improvement of Departmental Farms*" - Online sale of branded products of Department Farms - Constitution of State Level Cost Committee - Sanctioned Orders - Issued.

AGRICULTURE (PPM CELL) DEPARTMENT

G.O.(Rt)No.1141/2024/AGRI Dated,Thiruvananthapuram, 02-12-2024

Read 1 G.O.(Rt) No.488/2023/AGRI dated 20/05/2024

2. Letter No.ADFW/4966/2023-TH1 dated 18/09/2024

ORDER

As per Government order read, Administrative Sanction was accorded for the Scheme "*Production & distribution of Quality planting materials & Improvement of Departmental Farms*" under the Annual plan 2023-24.

Director of Agriculture in the letter read above has requested to constitute a State level cost committee to scrutinize the expenses incurred by the Farm Information Bureau (FIB) and its empanelled agency, Stark communications which was selected for the promotional activities of Keralagro brand based on the ratings provided by the Public Relations Department (PRD).

Government have examined the matter and are pleased to accord sanction for the constitution of State level Cost Committee to scrutinize the expenses incurred by FIB and its empanelled agency, Stark communications with the following members

1)Agricultural Production Commissioner/Special Secretary - Chair person

- 2) Director of Agriculture
- 3) Director, PPM Cell
- 4) Additional Director of Agriculture (Marketing)
- 5) State Finance Officer , Directorate of Agriculture
- 6)Principal Information Officer, Farm Information Bureau (Convenor)
- 7) Deputy Director, Visual Communications, PRD
- 9) Deputy Director of Agriculture (IT Cell)

(By order of the Governor)
LETHAKUMARI M B
ADDITIONAL SECRETARY

To: CA to Agriculture Production Commissioner, Agriculture

CA to Special Secretary, Agriculture.

Director, Information and Public Relations Department

Director ,Agriculture Development and Farmers' Welfare
Department

Director, Agriculture (PPM Cell) Department

Officials concerned (copy through Director of Agriculture)

Web & New media

Stock File/Office Copy

Forwarded /By order

Section Officer