

Government of Odisha has decided to launch *Krushak Sampark Abhiyan (KSA)* for reaching out to all the farmers in the State with an objective to increase their participation in various schemes being implemented by Department of Agriculture and Farmers Empowerment, Co-operation, FARD, Odisha Livelihood Mission etc. This *Krushak Sampark Abhiyan (KSA)* will be implemented from 2nd January 2019. This will be a two month long campaign to be coordinated by Department of Cooperation (DoC).

For KSA campaign, Odisha State Agriculture Marketing Board (OSAMB) shall be the State Nodal Authority (SNA). This campaign shall be an umbrella campaign which will facilitate convergence of services being provided by various departments of the Government for farmers' welfare & empowerment. The field administrative structure of Registrar of Cooperative Societies (RCS), Odisha State Agriculture Marketing Board (OSAMB), Odisha State Cooperative Bank (OSCB), Odisha State Cooperative Union (OSCU) & all other organizations of Cooperative Department shall be fully involved in implementation of KSA. As field administrative structures of RCS and OSAMB are more aligned to sub-divisional jurisdictions, it has been decided to have sub-division as the main unit for implementation of KSA.

Aims & Objectives: The objectives of the campaign are as follows:

1. *Krushak Sampark Abhiyan (KSA)* will aim to create awareness amongst farmers and their families about benefits available under various schemes and programmes of state government.
2. To increase awareness about *KALIA* scheme so that coverage and production in both the agriculture seasons can increase with the help of the assistance to be given by State Government under the scheme.
3. To promote inclusion of members under PACS so that they can avail agriculture credit and other schemes implemented by Cooperative Banks.
4. To promote livelihood support for landless agricultural households being provided under agriculture and allied sectors like fisheries, goatry, poultry etc.
5. To bring focus on agricultural and other extension activities being provided to marginalized sections of society especially SCs & STs.
6. To create awareness on agriculture insurance.
7. To create awareness on benefits & opportunities available for better agricultural incomes under various programmes & schemes.
8. All other matters related to above.

Strategy of the KSA – Under this following strategies will be adopted:

1. **At State & Regional level** – Farmer Awareness Initiatives will be directly implemented by Odisha State Agriculture Marketing Board.
2. **At District & Block level** – District Collectors through District Level Committees (DLC) constituted for KALIA Scheme by Department of Agriculture & Farmer Empowerment (DAFE) with support of RMCs & other field organisations will implement District & Block level farmer awareness programmes & activities.
3. **At Gram Panchayat level** – Block development officers through Block Level Committees (BLC) constituted for KALIA Scheme by Department of Agriculture & Farmer Empowerment (DAFE) will implement all activities at Gram-Panchayat, Village / Habitation level through Farmer Meetings, display of IEC materials & Door-to-Door campaigns. For the same BDO will be supported by Sector & Gram Panchayat Nodal Officers to be appointed for KALIA scheme by respective District Collectors. This will be under supervision of District Collectors & Sub-division Level Implementation Committee (SDLIC).

KSA Plan & Activities:

The campaign will involve reaching out to farmers through various mediums. This will include taking up of following activities –

1. **Display of IEC Materials** – OSAM Board is preparing IEC Materials in various formats. These IEC materials needs to be printed & displayed as per following:
 - a. Posters – Posters in 17” x 22” size have been developed for *KALIA* scheme. These needs to be pasted properly in each of the places of congregation of farmers, public places & other important places in each of the Habitation & Village. A minimum of 2000 such posters are to be displayed in each GP.
 - b. Pamphlets – Pamphlets in 8.5’ x 11” size have been developed for *KALIA* scheme. They are to be distribute to each of the farmer household in each village.
 - c. Flex Boards – Flex boards of 15’ x 10’ size have been developed for *KALIA* scheme. At least three of such board will be mounted in each of the GP at the most prominent location.
 - d. Hoardings – Hoardings of 10’ x 20’ or as per availability for *KALIA* scheme needs to be installed @ at least three per Block.
 - e. Vinyl stickers for spreading awareness on *KALIA* Schemes may be used for advertisement on the rear side of Buses, Autos or any other transport vehicle.
 - f. Wall paintings - @ 4 per GP.

Note: Detailed specifications are being sent separately.
2. **Electronic media:** Videos will be prepared for the programme by OSAM Board. The same may be aired on the local TV Cable networks and in cinema halls.

3. **Digital media:**

- a. Farmers' Portal – www.kalia.co.in is being launched to provide information to general public. The same may be popularized.
- b. KALIA Helpline – A toll free helpline for farmers is being set up with following number - 1800 572 1122. On this farmers can also register their grievances related to KALIA Scheme.
- c. KALIA Barta – Dissemination of information through SMSs and voice calls on mobile phones has become essential. To provide seamless services, an easy way of registration has been set up. All persons including farmers may be encouraged to register for same by giving a Missed Call to 08061174222. Once a missed call is given, the mobile number is automatically registered in the system and same will start getting information related to KALIA scheme through SMSs and Voice calls.
- d. Social Media Tools like FaceBook, Twitter, Instagram, YouTube etc. will be used, the same may be popularized amongst officers and others for getting instant updates.