Farm Information Bureau
At the service of the Farmers
Farm Information Bureau is one of the best agricultural Information organisations in India doing yeoman service in the field of agricultural extension in the State by playing a significant role in the quick transfer of modern technologies to the farmers’ fields. Its success in bringing closer the research scientists and the farmers is of no small measure.

In Kerala the chief economic activity of the people is agriculture, the salient feature of which is diversity in crop production farming engages 23.3 % of the total working population. Moreover there is no other State in India and only a very few in the rest of the world, where so many crops value for national and international trade are grown. These crops of commercial and even foreign trade value are produced in several lakhs of small holdings. Out of the total number of 6.83 lakhs operational land holdings nearly 96% holdings are of less than one hectare. It is from these
tiny holdings or micro plots, bulk of the cash and food crops are produced and again it is in these holdings the cattle and poultry population are reared. Hence any developmental activity aimed for boosting up production of any crop or milk or egg will succeed only if we successfully motivate, educate and equip the farmers living in these holdings to take up job in utilizing the modern methods to raise them. Here comes the vital role of a unified agency to collect, process and provide the information in a simple, understandable and practical form. This is also a felt need of the farmer as to ensure from where, when and how he can acquire a regular flow of information regarding new technology, inputs and other assistance etc.

Emergence of Farm Information Bureau integrating the agricultural information Service of the Department of Agriculture and Information unit of the Department of Animal Husbandry on 1st January 1969 directly under the Government fulfilled the long felt need for an agency to provide active and complete information support to the farm sector in Kerala. It was intended to provide information communication support to the schemes of the Departments of agriculture, animal husbandry, dairy etc.

Bureau serves the farmers through various channels of mass communication. The print medium has immense specialities and advantages considering the high literacy percentage existing in the state. The publication division of the Farm Information Bureau has grown by leaps and bounds since its origin.

KERALA KARSHAKAN – Farmers’ helping hand

‘Kerala Karshakan’ is the first complete farm magazine being published by the Bureau right from 1954 by the Agriculture Department of Travancore- Cochin State. It is the most circulated farm magazine in malayalam. It was a great service to the farming community intended to provide information on the new developments taking place in the different spheres of agriculture to the cultivators. Now the magazine has changed in its form and
content by incorporating more pages, more farm reports, success stories, technical articles written in easy to follow style printed in glossy paper in full colour. Every issue contains articles written in popular style on latest research developments, development schemes, success stories, farming tips, answers to farmer’s queries, children’s column etc. Kerala Karshakan possesses certain unique feature also.

· It is the one and only farm magazine that reaches all schools in Kerala.

· The only Government farm magazine which has reader’s forum in various districts.

· The only farm magazine conducting State Level Farm Photography contest and essay competition for school children.

Now the magazine enjoys a monthly circulation of 1.5 Lakhs, since the Kerala farmers as well as those who love farming welcomed the magazine with full of joy and satisfaction.

**KERALA KARSHAKAN –**
**First English Farm Journal from Kerala**

Kerala’s first agricultural english journal, KeralaKarshakan English journal is also being published by the bureau from 2013 June onwards. This can be accessed free online on www.fibkerela.gov.in.
The English e-journal brought out by the editorial team of Farm Information Bureau has contents on new research findings from across the globe apart from the information on agriculture sector.

The journal also carries articles of experts from the National Research Institutes like National Bureau of Plant Genetic Resources, Indian Institutes of Spices Research, Indian Agriculture Research Institute, Indian Horticulture Research Institute, NBPGRI, ICAR and Directorate of Rice Research etc. Around 25,000 hits are received per month revealing the readability of the e-journal in the website of the bureau worldwide.

NJATTUVELA FM RADIO

The Department of Agriculture started its first Radio programme, entitled ‘Njattuvela FM Radio’ on 19.8.2013 ‘Njattuvela’ (Kuttanad Radio) and is being broadcast through Akashavani Ananthapuri FM 6.00 pm Monday, Tuesday, Wednesday and Thursday every week. The production of ‘Njattuvela is entrusted with Farm Information Bureau. The programmes aired through ‘Njattuvela’ include success stories, query answering, documentaries, interview, agricultural advisory, market info, radio skits, folksongs, ‘Nattarivu’,
book review, Children’s agricorner and a special segment called ‘Krishimantriyum Karshakanum’ where farmers can directly speak to the Minister of Agriculture about their problems. Originally the broadcast was from the stations of All India Radio, Thiruvananthapuram and Alappuzha. Now the programme is being broadcasted through the five FM stations of All India Radio from Monday to Thursday. The programme is well accepted by the farming community and it is proper to start a common Radio Station at Kuttanad.

VIDEO PRODUCTION: Farm Information Bureau is producing Video Programme titled “Noorumeni” which is being telecasted through Dooradarshan on all Sundays at 09.30 am. It has already completed 477 episodes. Selected videos can be downloaded from the FIB website. Noorumeni programme give emphasis to reach out new viewers to make them aware of new technology and recent trends in agriculture, thus encouraging viewers.

FARM INFORMATION BUREAU WEBSITE: www.fibkerala.gov.in. The website provides information of current activities of the departments of Agriculture, Animal Husbandry and Dairy Development. Website offers free access to electronic versions of various publications of FIB like Kerala Karshakan, Farm Guide, Haritadalam etc. Farm news service which incorporates news and events pertaining to agriculture and allied sectors arising from panchayat to state level is an added attraction of the website.

Kerala Karshakan monthly English e-journal and FIB fortnightly news letter ‘Haritadalam’ are publishing through FIB
website. Online subscription facility is another feature of the website. Radio programme ‘Njattuvela’ and Video programme ‘Noorumani’ are also available in the website. The above are only few flashes among the various intensive and humble activities of the Farm Information Bureau. These activities have actually made the Bureau dear to the farming folk of the State. The Bureau at present is striving hard to keep its prominent role in the current scenario of information explosion upto the mark with the active and wholehearted leadership and support from the Government. Bureau also gets favourable support from Departments of Agriculture, Animal Husbandry, Dairy development and various other Public Sector Undertakings in the farm sector. With these blessing and supports, bureau is aiming at the satisfaction of the farmers who are the ultimate beneficiaries and stake holders of farm research and developmental activities in the State. Mass communication being the life blood of any and every form of human activity Farm Information Bureau severs as a vital link between the agricultural scientists and the farming community of states.

CAMPAIGN UNIT

The mandate of campaign wing is to routinely participate in various major and minor exhibitions. Major exhibitions include India International trade fair at New Delhi and various other national and international expos like “Thrissur Pooram festival” and “World Organic Congress” etc. Minor exhibition include the rural and school club expos.
The very purpose of participating in expos is to carry out transfer of information and discrimination of knowledge to farmer folk and to the general public on Agriculture, Animal Husbandry and Dairying. Transfer of technology, Scientific concepts, Government policies are exercised through exhibitions, models, photographs, display boards, Video projectors and distribution of Publications.

The Bureaus stalls receive good acclaim from the farming community and general public. The stalls act as an agricultural data base for the n sectors. Their wing plays a major role in the grand success of Kissan Melas and farmer’s day celebrations. This wing also participates in Onam Pageantry procession by exhibiting float which depicts the importance of agriculture and allied sectors in our society.

In nutshell the campaign wing is an arm of the bureau wherein farmer-technocrat one to one interaction is ensured. The feedbacks are evaluated and directed towards further strengthening of wing’s performance.
FARM FEATURE SERVICE

The Farm Feature page (Karshika rangam) was started on the sixth Wednesday of August 1975 by Mathrubhoomi, the leading national daily of Kerala, with the active co-operation and involvement of Farm Information Bureau as a weekly column. Contents of the same included two short articles, questions and answer column, farm tips, success stories etc. This was hailed as the first ever attempt in India by a leading daily for the service of the farmer readers. This was simultaneously carried out by all other Malayalam dailies and all of them started an exclusive ‘Karshaka rangam’ page weekly once regularly.

So as to create a common forum of the media workers and writers in the Farm Information front Bureau also organises ‘Farm Feature Workshop’ every year. Here they discuss the current agricultural scenario of the State and prioritise items for future discussion which helps the state to achieve food security.

PUBLICATIONS

Publications like leaflets, pamphlets, brochures, posters etc. which are effective communication media are regularly produced by the Bureau on various agricultural topics and are distributed to the farming folk through farm fairs, agricultural seminars and exhibitions free of cost, throughout the state.
FARM GUIDE

Farm Guide is the one and only reference guide for the farm sector in the State being published by Farm Information Bureau every year which contains all basic data and technical information in the farm sector. This is the annual prestigious English production of FIB which is considered as a must for everyone associated with the farm development activity of the state.

MEDIA LIAISON

PRESS RELEASE: Farm Information Bureau is the only authorised agency in Government sector to feed the media with day to day news related to schemes, activities and other programmes of the Department of Agriculture, Animal Husbandry and Dairy.

HARITHADALAM: Farm Information Bureau is publishing a fortnightly newsletter viz. ‘Harithadalam’ with relevant and timely news and events taking place in the field of Agriculture, Animal Husbandry & Dairy sector, research highlights etc.

ADVERTISEMENTS: Advertisements of major activities of agricultural and allied sectors are released through print media, radio & FM channels & Visual Media.

PROGRAMME COVERAGE: Coverage of Major programmes of the Minister of Agriculture and Animal Husbandry.
FARM NEWS

It was the growing popularity of Radio and the farmer’s fascination for the same that prompted Farm Information Bureau to request the All India Radio to commence a news programme to inform the farmers, the latest development in the farm sector which are beneficial for increasing production. So started the daily news bulletin (Karshika Meghala Varthakal) which is telecasted at 7.05 am.

Marvellous and tremendous popularity is gained by the Farm News Programme (Karshika Meghala Varthakal) of All India Radio, Trivandrum which was launched way back in 1974 on 14th April, on the auspicious Vishu day. Radio being an undoubtedly effective and the quickest medium of mass communication the Farm News broadcast has now become a real friend in need, a true companion and a dependable guide of the kerala Farmer. Farmers really felt that Farm News Programme prepared by the Bureau helps in their day-to-day activities in the field. Timely information which the farmers get through radio helps them a lot in daily farming activities and also makes them aware of new technologies, innovative methods and ideas for farming and Government subsidies and directions.