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DEPARTMENT OF AGRICULTURE & FARMERS' EMPOWERMENT

NOTIFICATION

The 25th February, 2019

No.4247-AP-I-11/2019/A&FE.— The State Cabinet in their 69th meeting held on 22nd February, 2019 have approved the proposal for Farmers' Welfare – Implementation of the KALIA scheme. The State Cabinet in their 65th meeting held on 21st December, 2018 and 67th meeting held on 29th January, 2019 have already approved the proposal for Package for Farmers' Welfare – Krushak Assistance for Livelihood and Income Augmentation (KALIA) to further accelerate agricultural prosperity and reduce poverty in the State.

**IEC activities
under KALIA
scheme**

Krushak Sampark Abhiyan (KSA) is being conducted to create awareness among the farmers & their families about the benefits available under various schemes & programmes of State Government & to increase awareness about KALIA scheme so that coverage & production in both the agriculture season can increase with the help of the assistance of KALIA scheme.

Odisha State Agricultural Marketing Board (OSAMB) has been designated as the State Nodal Agency (SNA) to prepare the campaign i.e. Krushak Sampark Abhiyan (KSA) to facilitate convergence of services being provided by the various Departments for Farmer's Welfare & Empowerment.

OSAM Board has taken a series of IEC interventions such as State & Regional conventions of Farmers, printing and distribution of IEC materials, outdoor advertising, provisioning of logistics, advertisement on All India Radio, FM and TV channels.

**Implementation of
the Second
Component under
KALIA**

The activities taken under the Second Component under KALIA i.e. Livelihood support for landless agricultural households can be modified from time to time to include/exclude different activities with the concurrence of Government.

**Financial
Implications**

For smooth & better implementation of the scheme, it has been decided that 2% administrative costs will be provided during each of the 3 years. Further, keeping in view the IEC activities taken up during 2018-19, up to 1% of the administrative cost of 2019-20 shall be utilized during 2018-19. The funds to be spent in 2018-19 shall be within the overall allocation already available under the KALIA scheme during 2018-19.

ORDER

Ordered that the notification be published in the Extraordinary issue of *Odisha Gazette*.

By Order of the Governor

Dr. SAURABH GARG

Principal Secretary to Government