

MOST IMMEDIATE

F. No. 2-3/2017 -RFS-III
Government of India
Ministry of Agriculture and Farmers Welfare
Department of Agriculture, Cooperation and Farmers Welfare
(RFS Division)

Krishi Bhavan, New Delhi

Dated: 24th May, 2017

To,

The Director (Agriculture)

Government of Uttrakhand, Himachal Pradesh, J&K, Rajasthan, Bihar, Jharkhand, West Bengal, Odisha, Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Gujarat, Maharashtra, Haryana Andhra Pradesh, Telangana, Tamil Nadu, Karnataka Kerala, Assam, Arunachal Pradesh, Mizoram Tripura, Meghalaya, Nagaland, Manipur & Sikkim.

Subject: Video testimonial under Rainfed Area Development (RAD) component of National Mission for Sustainable Agriculture (NMSA) - reg.

Sir,

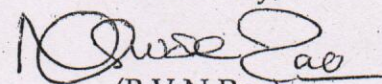
This is regarding Rainfed Area Development (RAD) scheme being implemented in the country as a component of National Mission for Sustainable Agriculture from 2014-15 to 2016-17.

2. It is to inform that this Department has decided to produce the video testimonials of the beneficiaries of the schemes being implemented by this Department and be uploaded to the social media. This gives confidence to other farmers and also highlighting the achievements made under schemes for reaching out to farmers & the assistance that has been received from them.

3. In this regard, the implementing agencies of Rainfed Area Development scheme of National Mission for Sustainable Agriculture may develop videos in selected clusters covered under Integrated Farming System (IFS) and Value Addition activities taken up under the scheme to depict the impact of the scheme in particular the specific benefits gained by the beneficiaries through project intervention. The videos should be shot with the farmers explaining the benefits they of the program and the testimonials could include details such as how the farmers derived more income, how production got improved, how they got government support etc. The farmers can narrate about which official/office they contacted and about other procedural formalities that they completed. Basically the idea is to enlighten other farmers about the scheme. While shooting such videos, it may be ensured that the audio quality is good. Videos can be shot even using mobile phones an amateur cameras.

5. It is, therefore, requested that short film of success stories of RAD with duration of maximum 3 minutes each may please be produced and provided to this Department immediately.

Yours faithfully,


(B.V.N Rao)

Deputy Commissioner

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