

**Revised 2005**

**GOVERNMENT OF SINDH  
PLANNING COMMISSION  
PC-1 FORM  
(PRODUCTION SECTORS)**

**1. Name of the project** **Transfer of Agriculture Messages to Farmers through use of Electronic and Print Media Phase-II (Revised)**

**2. Location**

- **Provide name of district and province.** The Headquarter of the project will be at Hyderabad which will cover entire Sindh province.
  
- **Attach map of area clearly indicating the project location.** Attached at page No. 20

**3. Authorities responsible for:**

- i) Sponsoring : Secretary  
Agriculture Department,  
Government of Sindh, Karachi.
  
- ii) Execution: Director General, Agriculture Extension Sindh,  
Hyderabad.
  
- iii) Operation and Maintenance: Director Information,  
Agriculture Extension Sindh,  
Hyderabad.
  
- iv) Concerned Federal Ministry Ministry of Food, Agriculture & Livestock  
(MINFAL), Government of Pakistan,  
Islamabad.

**4. Plan provision**

- If the project is included in the medium term / five year plan, specify actual allocation. Project is included in the provincial ADP 2008-09 with an allocation of Rs.15.000 Millions.

-If not included in the current plan, what warrants its inclusion and how is it now proposed to be accommodated. Not applicable.

If the project is proposed to be financed out of block provision, indicate: Not applicable.

<b>Total Block provision</b>	<b>Amount already committed</b>	<b>Amount proposed for this project</b>	<b>Balance available</b>
<b>Rs.15.000 Millions</b>			

(b) Provision in the current year: Project is included in the provincial ADP 2008-09 with an allocation of Rs.15.000 Millions.

## **5. Project objectives.**

**The objectives of the sector / sub sector as indicated in the medium term / five year plan be reproduced.**

Agriculture Sector is a backbone of our national economy & plays an important role in providing food stuffs, clothing to the rapidly expanding population and livelihood to the growers.

The prevailing soil and weather conditions in Sindh province are much favourable for increasing quality agriculture production but our population concerning with Agriculture have lack knowledge about the modern improved crop production technologies. To up-date their practical agriculture production knowledge, it is essential to disseminate the crop production technology amongst the farming community at their doorsteps through group contact approach by means of Electronic and Print Media. Hence keeping in view the importance, Government of Sindh allocated an amount Rs. 20.000 Million in ADP 2005-06, Rs.19.000 in ADP 2006-07 and Rs. 12.500 Million in ADP 2008-09.

**Indicate objectives of the project**

1. To produce and telecast TV Messages / Spots through KTN, Sindh TV, PTV to disseminate the agriculture technologies through messages among the farmers.
2. To broadcast Radio Spots through Radio Pakistan Hyderabad, Khairpur and Larkana Stations for dissemination of agriculture technologies among the farmers.
3. To print packages of improved farm technologies in local newspaper in the shape of advertisement.
4. To exhibit video films on various crops, through mobile vans and provide copies of video films to growers.
5. To print and distribute among farmers hand bills/ pamphlets on various crops and other agricultural subjects.

**And a linkage between proposed project and the sectoral objectives.**

This project has very close linkage to the objectives of sector because the Agriculture Extension staff is already working for the dissemination of improved crop production technology among the growers at their door step to uplift their livelihood and economic through group contacts, meetings, distribution of posters,

pamphlets, booklets, lectures on radio, TV and laying demonstration plots on farmer fields.

**In case of revised project, indicate objectives of the project if different from original.**

The objectives of the project will remain same as described above.

## **6. Description and Justification of the project:**

### **o Description the project:**

The Present Government has identified agriculture as one of the four major drivers of national growth; others are energy, information technology and SMEs. Agriculture is the mainstay of Pakistan's economy. Nearly one-fourth of the total output (gross Domestic Production-GDP) and about 44% of total employment is generated by agriculture. Moreover 76.5% of the country's population living in rural areas is directly or indirectly linked with agriculture for their livelihood. Agriculture also plays a critical role in the fight against poverty.

Sindh is also a predominantly agricultural province of Pakistan. It contributes 31.41% in national rice production, 24.08% in wheat production, besides being leading producer of chilies, onions, banana, guava, mangoes and dates. Except for wheat, Sindh is surplus in almost all main crops. In oilseeds, whole of the country is deficient.

There is wide gap ranging from 40 to 100 percent in yields of various crops at the progressive farmers and common and small farmers, who are about 80 percent of the total farming community of the province.

One of the chief causes of low yields is lack knowledge and skills with common farmers. To reach every farmer, needs huge investment in extension services. Moreover, it will take considerable time by the extension services. Moreover, it will take considerable time by the extension staff to reach every common farmer, despite all possible efforts. As against this, mass media approach can reach a large number of farmers at a time and with lesser cost per unit. Television and radio now available in almost every nook and corner of the province and common people are tuned to this powerful media. It will pay high dividends in the shape of higher productivity and prosperity to common

farmers, if the mass media outlets are fully utilized in transmission of agricultural messages in time to the mass of farmers. The media will also provide back-up support to the field staff of agriculture extension and generate interest, which will help improve the extension delivery.

The Directorate of Agriculture Information, Agriculture Extension Sindh is making efforts with limited funds and technical staff to pass on agricultural messages to farmers. But due to limitations, it can reach only limited number of farmers.

○ **Indicate existing facilities in the area.**

There is vast network of agriculture extension services in the province organized under the World Bank assisted Project called Agriculture Extension & Adaptive Research project which ended in June, 1994.

The Directorate General of Agriculture Extension includes the Directorate of Information Agriculture Extension Sindh, which is headed by the Director Information a professional in the field of media and mass communication. He is assisted by a team of officers and technical hands in communications. The Information Wing has made substantial achievements in farm technology dissemination. An Agriculture Media Centre was organized at the far end of the above-mentioned project. A sound-proof audio-video is also established in the Directorate. Two mobile film exhibition was procured in 1999 are also working in fields, showing on crop technologies.

Video films on main crops like wheat, cotton, sunflower, rice, mango, flowers etc have been produced; several audio programmes were prepared for rural radio stations of Hyderabad and Khairpur; a regular comprehensive monthly magazine on agriculture in local language is being printed and distributed among farmers; P.T.V's weekly programme on agriculture is being assisted in the shape of scripts and site recording; a TV docu-drama on cotton & wheat was introduced series of mono-crop publications and posters have been published.

During soon past, short video messages on cotton, wheat, sunflower, rice sugarcane, dates and mango crops, water management and water

courses development programme were introduced, which were telecast from PTV, KTN, Sindh TV and Kissan Times. These messages which were time and location specific were highly appreciated by the farming community. The awareness created by this electronic intervention resulted in bumper crops of cotton, sunflower and wheat and tremendous demand of water courses improvement and Agriculture implements.

There is need to expand this intervention of promoting improved crop and agricultural technologies through electronic and print media. The response of farmers to these efforts has been assessed through feed-back and interviews, and it has been ascertained that farmers follow technologies provided through these different forms of media and demand more information to update their knowledge.

○ **Justify the establishment of the project.**

Realizing the importance of the media in timely transfer of agriculture technology, the Punjab Agriculture Department and Federal Ministry of Food and Agriculture are pursuing mega media awareness campaigns both in electronic and print media. Its TV messages before Khabarnama on PTV, though very costly, have been widely received by the farming community, creating mass awareness among them.

Most development programmes have faced shortfalls, because the idea could not be sold to the people. A vibrant system, using modern media is need for extension to achieve the unachieved. Mass media can reach a large number of farmers at a time and with lesser cost per unit. Television and radio now available in almost every nook and corner of the province and common people are tuned to this powerful media. It will pay high dividends in the shape of higher productivity and prosperity to common farmers, if the mass media outlets are fully utilized in transmission of agricultural messages in time to the mass of farmers. The media will also provide back-up support to the field staff of agriculture extension and generate interest, which will help improve the extension delivery.

Among the mass media TV is most effective due to its visual strength. The TV viewing population is rapidly growing in the country. It is estimated

59% of the population are TV viewers. They add up to 62.82 million. PTV channel is watched by 56.7 million people, 42% in urban and 58% in rural areas. KTN, a Sindhi language channel has a viewer base of 11.2 million concentrated in Sindh, particularly in rural areas majority of whom, are farmers. In the light of these figure of viewers, per unit cost of transmitting messages through TV will be very low. So far there has not been enough investment in the area of disseminating farm techniques through effective medium of TV. Whatever investment was made has shown impressive results.

During the first phase of the project, 62 messages were telecast 708 times and 24 messages were broadcast through radio stations, which created awareness and motivation among farmers and Sindh was able to achieved bumper crops of cotton, which created awareness and motivation among farmers and Sindh was able to achieve bumper crops of cotton, wheat and sunflower. Besides, through these media messages, great awareness was created for prudent use of water, improvement of watercourses and leveling of lands. It is due to success of the first phase and demand from the farming community about media awareness that the second phase of project is being revised to extend their period from three years to six years.

For this revised programme, a sum of Rs. 100.000 Millions is required. The detail with the justification is attached as **Annexure-A**.

To implement this programme, a special task force is already working under the chairmanship of the Secretary Agriculture with following composition:

1. Secretary, Agriculture
2. Additional Secretary (Tech)
3. Director General Agri: Extension Sindh
4. Director General Agri: Research Sindh.
5. Director (PMC)
6. Deputy Secretary (Tech)
7. Director Agriculture Information

Standing committees of crop specialists have already been formed with following composition to prepare thoughtful messages commensurate with timing of the particular crop activity in

different climatic zone of the province.

Crop Specialist committees

**1. Cotton**

- ◆ Director Cotton
- ◆ Cotton Botanist
- ◆ Entomologist

**1. Rice.**

- Director RRI, Dokri
- Entomologist
- Pathologist

**3. Sugarcane.**

- ✓ Sugarcane Specialist
- ✓ Agronomist

**4. Wheat.**

- ❖ Director Wheat
- ❖ Agronomist
- ❖ Soil Chemist

Such committees have been formed for all other crops also.

The benefits of this programme includes:

- i) At a time million of farmers can have access to the information.
- ii) Publicity of mass media motivates farmers to know and learn more about improved technology.
- iii) Farmers can be warned well in time regarding attack of various pests and diseases on crops and sudden effects of weather vagaries and guided about the protective measure.
- iv) It can work as an effective support for field extension services by creating mass awareness.
- v) Due to repeated announcement of messages, farmers become able to retain information for a reasonable period of time.
- vi) The culmination of all this will be a very positive effect on agricultural productivity, increase in come to farmers, reduction of poverty and generation of more economic activity.

- **Provide technical parameters i.e. input and output of the project in quantitative terms. Also discuss the technology aspect of the project.**

Under the following programs are proposed to be launched:-

- \* TV Spots / Talk shows / documentaries through PTV, KTN, Sindh TV and Dhoom TV channels.
- \* Radio Spots / programs through Radio Pakistan Stations Hyderabad, Khairpur and famous FM Channels.
- \* Promotional Advertisements through various newspapers.
- \* Printing and distribution of booklets / leaflets on various crops / technologies.
- \* Film shows through Mobile Vans.
- \* Revival of Web site.

- **Project Requirements**

Civil Work  
Transport

Not applicable  
Not Applicable

Machinery & Equipments

	<u>Item</u>	<u>Original</u>	<u>Revised</u>
1.	DV Handicam video camera.	1	1
2.	Desk top Computer P-IV with laser and colour printers, DVD writer & UPS.	1	2
3.	Laptops P-IV	1	1
4.	Digital Web Cameras	24	-
5.	TV Set	1	1
6.	DVD Players	3	1
7.	UPS for Studio	-	2
8.	Sound Recording Device for Radio Units	-	2
9.	Camera Carrying case	-	2
10.	Air Conditioner	-	2

The detail of already incurred and to be incurred is attached as **Annexure-B**.

Agricultural Machinery

Not Applicable

Furniture

Lump Sum

Staff

Not applicable



Others

Detail attached at page No.

- **Indicate governance issues of the sector relevant to the project and strategy to resolve them.**
- **In addition to above the following sector specific information be provided.**
  - Provide history of extension work in and around project area and justify the extension work.
  - Provide transport, equipment and field machinery etc available with the department.

Not applicable

Already discussed above.

**Transport.**

Mobile Vans                      2Nos.

**Equipments**

SVHS Recording & Editing System (Out dated)  
VHS Recording & Editing System (Out dated)  
Digital Camera DSR 390  
Handicam Camera                      (Purchased from this project)

**7. Capital cost estimates**

<b>Original</b>	Local	<b>Rs.39.000</b>
<b>Millions</b>	FEC	--
	Total	<b>Rs.39.000</b>

**Millions**

<b>Revised</b>	Local	<b>Rs.100.000 Mill:</b>
	FEC	--
	Total	<b>Rs.100.000 Mill:</b>

- **Indicate date of estimation of project cost estimates.**
- **Basis of determining the capital cost be provided. It includes market survey, schedule rates, estimation on the basis of previous work done etc.**

Original:            May 2005  
Revised:            July 2008

Prevailing markets rates estimation on the basis of previous work done.

- Provide year wise physical estimation as per following:-

### YEAR WISE AND ITEM WISE PHYSICAL TARGETS

Items	Year wise Expenditure Requirement								Total
	Targets already completed				Targets to be completed				
	2005-06	2006-07	2007-08	Total	2008-09	2009-10	1010-11	Total	
Production & Telecast of TV Spots	610	1058	198	1866	260	500	500	1260	3126
Scroll Messages	50400	60480	48600	159480	97200	97200	97200	291600	451080
Documentaries	-	--	3	3	2	2	2	6	9
Production & Broadcast of Radio spots / programs	59	--	40	99	45	70	70	185	284
Advertisement	14	-	22	36	20	20	20	60	96
Sign Boards / Wall chalking	--	--	--	--	100	100	100	300	300
Printing Material	--	4 Booklets with 10000 copies of each have been got printed and distributed	3 Booklets with 6650 copies of each have been got completed and distributed.	7	4 booklets with 5000 copies of each	4 booklets with 5000 copies of each	4 booklets with 5000 copies of each	12	19
Mobile film shows	--	50	25	75	75	75	75		300
Distribution of documentaries to farmers		--	--	--	2000	2000	2000		6000
Maintenance of Internet / Web site	--	1	--	1	1	1	1	1	1
<b>Purchase of Machinery &amp; Equipments</b>									
DV Handicam Video Camera	1	--	--	1	--	--	--	--	1
Desk top computer P-IV with laser Printer & DVD writer	1	--	--	1	--	1	--	1	2
Laptop P-IV	1	--	--	1	--	--	--	--	1
Digital Web Cam	1	--	--	1	--	--	--	--	1
TV Set	--	--	--	--	--	1	--	--	1
DVD Player	2	--	--	2	--	1	--	1	3
UPS	--	--	--	--	--	2	--	2	2
Sound Recording Device for Radio Units	--	--	--	--	--	2	--	2	2
Camera Carrying Case	--	--	--	--	--	2	--	2	2
Air Conditioners	--	--	--	--	--	2	--	2	2

**YEAR WISE /COMPONENT WISE PHYSICAL ACTIVITIES**

Year	Physical Activities	
	Original	Revised
<b>2005-06</b>	<ul style="list-style-type: none"> <li>➤ Production &amp; Telecast of TV spots / talk shows / documentaries.</li> <li>➤ Production and broadcast of radio spots / programs.</li> <li>➤ Advertisements / Sign Boards / Stone &amp; Wall chalking.</li> <li>➤ Printing of booklets / leaflets on various crops / technologies.</li> <li>➤ Purchase of 24 digital / web cam cameras for field staff.</li> <li>➤ Purchase of a DV Handicam Video Camera.</li> <li>➤ Purchase of one computer with printer &amp; accessories.</li> <li>➤ Purchase of a laptop computer.</li> <li>➤ Purchase of 24Nos. Digital Web Camera.</li> <li>➤ Purchase of multi system TV set.</li> <li>➤ Purchase of 3 VCP players.</li> <li>➤ Maintenance of the website of Agriculture.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Production &amp; Telecast of TV spots / talk shows / documentaries.</li> <li>➤ Production and broadcast of radio spots / programs.</li> <li>➤ Advertisements / Sign Boards / Stone &amp; Wall chalking.</li> <li>➤ Printing of booklets / leaflets on various crops / technologies.</li> <li>➤ Purchase of 24 digital / web cam cameras for field staff.</li> <li>➤ Purchase of a DV Handicam Video Camera.</li> <li>➤ Purchase of two computer with printer &amp; accessories.</li> <li>➤ Purchase of a laptop computer.</li> <li>➤ Purchase of one Digital Web Camera.</li> <li>➤ Purchase of multi system TV set.</li> <li>➤ Purchase of 3 VCP players.</li> <li>➤ Maintenance of the website of Agriculture.</li> </ul>
<b>2006-07</b>	<ul style="list-style-type: none"> <li>➤ Production &amp; Telecast of TV spots / talk shows / documentaries.</li> <li>➤ Production and broadcast of radio spots / programmes.</li> <li>➤ Advertisements / Sign Boards / Stone &amp; Wall chalking.</li> <li>➤ Printing of booklets / leaflets on various crops / technologies.</li> <li>➤ Mobile film shows.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Production &amp; Telecast of TV spots / talk shows / documentaries.</li> <li>➤ Production and broadcast of radio spots / programmes.</li> <li>➤ Advertisements / Sign Boards / Stone &amp; Wall chalking.</li> <li>➤ Printing of booklets / leaflets on various crops / technologies.</li> <li>➤ Mobile film shows.</li> </ul>
<b>2007-08</b>	<ul style="list-style-type: none"> <li>➤ Production &amp; Telecast of TV spots / talk shows / documentaries.</li> <li>➤ Production and broadcast of radio spots / programmes.</li> <li>➤ Advertisements / Sign Boards / Stone &amp; Wall chalking.</li> <li>➤ Printing of booklets / leaflets on various crops / technologies.</li> <li>➤ Mobile film shows.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Production &amp; Telecast of TV spots / talk shows / documentaries.</li> <li>➤ Production and broadcast of radio spots / programmes.</li> <li>➤ Advertisements / Sign Boards / Stone &amp; Wall chalking.</li> <li>➤ Printing of booklets / leaflets on various crops / technologies.</li> <li>➤ Mobile film shows.</li> <li>➤ Documentary distribution to farmers.</li> </ul>
<b>2008-09</b>	--	<ul style="list-style-type: none"> <li>➤ Production &amp; Telecast of TV spots / documentaries / Scroll Messages.</li> <li>➤ Production and broadcast of radio spots / programs.</li> </ul>

		<ul style="list-style-type: none"> <li>➤ Advertisements / Sign Boards / Stone &amp; Wall chalking.</li> <li>➤ Printing of booklets / leaflets on various crops / technologies.</li> <li>➤ Mobile film shows.</li> <li>➤ Distribution of documentaries to farmers.</li> </ul>
<b>2009-10</b>	--	<ul style="list-style-type: none"> <li>➤ Production &amp; Telecast of TV spots / documentaries / Scroll Messages.</li> <li>➤ Production and broadcast of radio spots / programs.</li> <li>➤ Advertisements / Sign Boards / Stone &amp; Wall chalking.</li> <li>➤ Printing of booklets / leaflets on various crops / technologies.</li> <li>➤ Mobile film shows.</li> <li>➤ Purchase of UPS for Studio 2Nos.</li> <li>➤ Purchase of Sound recoding devices for Radio Units 2 Nos.</li> <li>➤ Purchase of Camera carrying case 2Nos.</li> <li>➤ Purchase of Air Conditioners 2Nos.</li> <li>➤ Distribution of documentaries to farmers.</li> </ul>
<b>2010-11</b>	--	<ul style="list-style-type: none"> <li>➤ Production &amp; Telecast of TV spots / documentaries / Scroll Messages.</li> <li>➤ Production and broadcast of radio spots / programs.</li> <li>➤ Advertisements / Sign Boards / Stone &amp; Wall chalking.</li> <li>➤ Printing of booklets / leaflets on various crops / technologies.</li> <li>➤ Mobile film shows.</li> <li>➤ Distribution of documentaries to farmers.</li> </ul>

○ **Incase of revised projects, provide:-**

Project approved history along with PSDP allocations, release and Expenditure.

PC-I was approved by DDWP in its meeting held on 30.07.2005. The detail of PSDP allocations, release and expenditure is as under:-

<b>Year</b>	<b>PC-I Provision</b>	<b>Allocation</b>	<b>Release</b>	<b>Expendi:.</b>
2005-06	20.000	20.000	7.7975	7.387
2006-07	19.000	19.000	19.000	16.890
2007-08	--	12.500	12.500	12.500
<b>Total</b>	<b>39.000</b>	<b>51.500</b>	<b>39.2975</b>	<b>36.777</b>

Item-wise, year-wise actual expenditure and physical progress.

**Year-wise Actual Expenditure.**

(In Million Rs.)

Items	Year wise Expenditure Requirement								Grand Total
	Already incurred				To be incurred				
	2005-06	2006-07	2007-08	Total	2008-09	2009-10	1010-11	Total	
<b>a) Commodities &amp; Services</b>									
TV Spots / Talk shows / documentaries / scroll messages.	5.742	15.989	10.300	32.031	10.200	18.400	18.767	47.367	79.398
Radio spots / Programs	0.250	-	0.750	1.000	1.000	1.500	1.500	4.000	5.000
Advertisement / Sign Boards & wall Chalking	0.857	-	1.000	1.857	2.000	2.000	2.000	6.000	7.857
Printing Material	-	0.396	0.200	0.596	0.500	0.500	0.500	1.500	2.096
POL Charges	0.075	0.150	0.080	0.305	0.500	0.500	0.500	1.500	1.805
TA / DA	0.100	0.200	0.100	0.400	0.200	0.200	0.200	0.600	1.000
Repair of Equipments	0.025	0.050	0.020	0.095	0.100	0.100	0.100	0.300	0.395
Repair of Vehicles	-	-	-	-	0.100	0.100	0.100	0.300	0.300
Internet / Website	-	0.025	-	0.025	0.050	0.025	0.025	0.100	0.125
Other Miscellaneous	0.040	0.080	0.050	0.170	-	-	-	-	0.170
Distribution of documentaries to farmers.	-	-	-	-	0.200	0.200	0.200	0.600	0.600
<b>Sub-total (a)</b>	<b>7.089</b>	<b>16.890</b>	<b>12.500</b>	<b>36.479</b>	<b>14.850</b>	<b>23.525</b>	<b>23.892</b>	<b>62.267</b>	<b>98.746</b>
<b>b) Purchase of Machinery &amp; Equipments.</b>									
DV Handicam Video Camera : 1No.	0.100	-	-	0.100	-	-	-	-	0.100
Desk Top Computer P-IV with laser Printer & DVD Writer.	0.077	-	-	0.077	-	0.075	-	0.075	0.152
Laptop P-IV 1No.	0.074	-	-	0.074	-	-	-	-	0.074
Digital Web Cam 24Nos.	0.029	-	-	0.029	-	-	-	-	0.029
TV Set 1No.	-	-	-	-	-	0.025	-	0.025	0.025
DVD Players 3Nos.	0.018	-	-	0.018	-	0.010	-	0.010	0.028
UPS 2 Nos.	-	-	-	-	-	0.060	-	0.060	0.060
Sound Recoding device for Radio Units 2 Nos.	-	-	-	-	-	0.030	-	0.030	0.030
Camera Carrying Case 2Nos.	-	-	-	-	-	0.010	-	0.010	0.010
Air Conditioner 2 Nos.	-	-	-	-	-	0.120	-	0.0120	0.0120
<b>Sub Total (b)</b>	<b>0.298</b>	<b>--</b>	<b>--</b>	<b>0.298</b>	<b>--</b>	<b>0.330</b>	<b>--</b>	<b>0.330</b>	<b>0.628</b>
<b>Total (a + b)</b>	<b>7.387</b>	<b>16.890</b>	<b>12.500</b>	<b>36.777</b>	<b>14.850</b>	<b>23.855</b>	<b>23.892</b>	<b>62.597</b>	<b>99.374</b>
3 <sup>rd</sup> party Monitoring cost	--	--	--	--	0.150	0.238	0.238	0.626	0.626
<b>G. Total</b>	<b>7.387</b>	<b>16.890</b>	<b>12.500</b>	<b>36.777</b>	<b>15.000</b>	<b>24.093</b>	<b>24.130</b>	<b>63.223</b>	<b>100.000</b>

**Year wise Physical Progress.**

**Physical Progress 2005-06**

1. The following items of Machinery & Equipment has been purchased:-

- a) Computer P-IV desktop with printer & Accessories 1No.  
b) Laptop P-IV Computer 1No.

c) DV Handicam Video Camera	1No.
d) DVD Players	2Nos
e) Digital Web Cameras	1Nos.

2. The following physical activities have been carried out:-

- i) 610 TV spots have been telecast on KTN, Sindh TV and PTV National on watercourses, cotton, rice & laser leveler subjects (up to 31.05.2006).
- ii) Special TV scrolls about agricultural messages are being telecast on Sindh TV, 4800 seconds daily from 7.15 pm to 10.30 pm from mid February to 31.05.2006.
- iii) TV Eid spots were telecast highlighting Agriculture Messages.
- iv) The Radio programme have been started from 1<sup>st</sup> December 2005 and so far 59 live programmes of 45 minutes each on agriculture have been completed.
- v) Broad cast of agriculture messages in cricket commentary during the tour of England & India teams.
- vi) News paper advertisement was published in various newspapers particularly in Sindhi Newspapers about water courses, radio programmes, seeds grading facility, banana, wheat, cotton, mango & other subjects.

#### **Physical Progress 2006-07**

- i) Scroll messages on telecast through Sindh TV from 1<sup>st</sup> September to 31<sup>st</sup> October 2006 daily during prime time (7.00 to 10.00 pm).
- ii) Scroll messages have again been started from March 12, 2007 and sofar is being telecast through Sindh TV.
- iii) Telecast of 20 messages through KTN & Sindh TV on clean cotton in the month of September 2006.
- iv) Telecast of 15 messages through KTN on Sprinkler in the month of September 2006.
- v) Telecast messages through KTN on Wheat crop from November 25<sup>th</sup> to 30<sup>th</sup>, 2006.
- vi) Messages on various topics are being telecast through KTN, Sindh TV, PTV National and Kissan Time form 27<sup>th</sup> February 2007 and continued up to end of June 2007.
- vii) 6 advertisements through Newspapers on cotton have been published in daily Kawish Hyd, Ibrat Hyd, Awami Awaz Karachi, Hamdard Karachi, and Paigham Sindh Mirpurkhas.
- viii) Six general advertisements have been published in daily Dawn Karachi, Ibrat Hyderabad, Daily Khabroon Karachi, Daily Time Karachi (2), Daily Qoomi Akhbar Karachi.
- ix) Two advertisements on subsidy on fertilizers have been published in daily Ibrat and Kawish.
- x) Many other advertisements have also been published on various topics.

- xi) Booklets on various crops have been got printed and distributed among the farmers.
- xii) 50 mobile film shows have been exhibited in different districts i.e. Hyderabad, Matiari, Jamshoro, Badin, Thatta, Naushehroferoze, Mirpurkhas. The topics of film shows were Mealy bug, Cotton production technologies, Sunflower crop technologies and Rice crop Management and messages on improvement of watercourses.

**Physical progress 2007-08**

- i) One supplement on Agriculture in daily dawn has been published.
- ii) 13 advertisements on different topics in various newspapers.
- iii) 18 Chief Minister's messages on Agriculture telecast through KTN, Sindh TV and Dhoom TV Channels.
- iv) 6 crop messages; 3 on cotton, one on mango, one Sugarcane and one wheat have been produced and these messages have been telecast 183 times through KTN, Sindh TV and Dhoom TV.
- v) Cinema publicity has been started from March 16, 2008 and continued.
- vi) Scroll messages through Sindh TV have been started from March 10<sup>th</sup>, 2008 and to be continued up to June 2008.
- vii) 8 General Advertisement has been released in different Newspapers.
- viii) 80 Radio spots have been broadcast.
- ix) 3 Booklets with 6650 copies of each have been printed and distributed amongst the farmers / growers.
- x) 25 Mobile Shows has been completed.

o **Justification for revision of PC-I and variation in scope of project if applicable.**

During the first phase of the project, 62 messages were telecast 708 times and 24 messages were broadcast through radio stations, which created awareness and motivation among farmers and Sindh was able to achieved bumper crops of cotton, which created awareness and motivation among farmers and Sindh was able to achieve bumper crops of cotton, wheat and sunflower. Besides, through these media messages, great awareness was created for prudent use of water, improvement of watercourses and leveling of lands. It is due to success of the first phase and demand from the farming community about media awareness hence the 2<sup>nd</sup> phase of the project was launched from 2005-06 which was proposed to be ended with one year extension period on 30.06.2008 however during various meetings the growers again demanded for

extension of such program therefore the second phase of project is being revised to extend their period from three years to six years.

Item-wise comparison of revised cost with the approved cost and give reasons for variation.

(In Million Rs.)

Item	Approved cost	Revised cost	Reasons of variation
▪ TV Spots / Talk shows / Documentaries	32.000	79.398	As per feed back received from the growers the growers appreciated these type of programs and demanded for continuation of the programs so that they remain aware for latest crop production technologies hence with the revised project period from 3 years to 6 years the cost under the head has been increased
▪ Radio spots / Programs	1.000	5.000	As per feed back received from the growers the growers appreciated these type of spots / programs and demanded for continuation of the programs so that they remain aware for latest crop production technologies hence with the revised project period from 3 years to 6 years the cost under the head has been increased
▪ Advertisements / Sign boards / Stone & Wall Chalking.	3.235	7.857	As per feed back received from the growers the growers appreciated the advertisements published in various newspapers and demanded for continuation of the advertisement so that they remain aware for latest crop production technologies hence with the revised project period from 3 years to 6 years the cost under the head has been increased
▪ Printing Material	0.800	2.096	With the extension of the project period the cost for printing material to be provided the growers has been increased.
▪ POL Charges	0.300	1.805	The POL charges has mostly been kept for the mobile shows hence with the increase of project period the cost has been increased.
▪ TA / DA	0.400	1.000	The TA / DA has mostly been kept for the staff who will travel in the province for arranging mobile shows, exhibitions and the visits of Director and their other staff hence with the increase of project period the cost has been increased.
▪ Repair of vehicles	--	0.300	The existing mobile vans have been purchase during the year of 1998-99 and required repairs during their travel to interior Sindh hence the requirement has been proposed in the revised PC-I.



▪ Repair of equipments	0.100	0.395	The existing equipments always needs some repair hence with the increase in project period the expenditure requirement for repair of equipment has been increased.
▪ Internet / Web Site	0.050	0.125	With the extension of the project period the cost for maintenance of internet / website has been increased.
▪ Other Miscellaneous	0.130	0.170	-
▪ Distribution of Documentaries	-	0.600	Distribution of documentaries among the farmers for their awareness.
▪ Procurement of Machinery & Equipments	0.595	0.628	-
▪ 3 <sup>rd</sup> Party monitoring cost	0.390	0.626	With the extension of the project period the cost for 3 <sup>rd</sup> party monitoring will be increased.
<b>Total</b>	<b>39.000</b>	<b>100.000</b>	

Exchange rate used to work out FEC in the original and revised PC-I's. Not applicable

**8. Annual operating and maintenance cost after completion of the project.** Not applicable

(Item wise annual operating cost based on proposed capacity utilization for 5 years).

Items	Year wise Expenditure Requirement				
	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> year	5 <sup>th</sup> year
<b>Commodities &amp; Service</b>					
TV Spots / Talk shows / documentaries / scroll messages.	47.367	47.367	47.367	47.367	47.367
Radio spots / Programs	4.000	4.000	4.000	4.000	4.000
Advertisement / Sign Boards & wall Chalking	6.000	6.000	6.000	6.000	6.000
Printing Material	1.500	1.500	1.500	1.500	1.500
POL Charges	1.500	1.500	1.500	1.500	1.500
TA / DA	0.600	0.600	0.600	0.600	0.600
Repair of Equipments	0.300	0.300	0.300	0.300	0.300
Repair of Vehicles	0.300	0.300	0.300	0.300	0.300
Internet / Website	0.100	0.100	0.100	0.100	0.100
Distribution of documentaries to farmers.	0.600	0.600	0.600	0.600	0.600
<b>Total</b>	<b>62.267</b>	<b>62.267</b>	<b>62.267</b>	<b>62.267</b>	<b>62.267</b>

**9. Demand and supply analysis** Not applicable

## 10. Financial plan and mode of financing.

Source of financing

### a) Equity:

(Indicate the amount of equity to be financed from each source)

- Sponsors own resources --
- Federal Government --
- Provincial Government --
  
- DFI's / Banks --
- General Public --
- Foreign equity (Indicate partner Agency). --
- NGOs / Beneficiaries --
- Others --

All the cost of the project will be born by the provincial government through ADP.

### b) Debit

(Indicate the local & foreign debt, interest rate, grace period and repayment period for each loan separately. The loan repayment schedule be also annexed).

### c) Grants along with source.

### d) Weight cost of capital

## 11. Project benefits and analysis

### i) Financial

With the implementation of this project no any direct income will accrue however this is a awareness program which aims to provide the awareness to the farming community for latest crop production technologies to increase their yield per hectare by utilizing the available resources. All the efforts by this project are being made to increase the crop production of the province which ultimately effect to the improvement of the economy of the country.

### ii) Economic

The main object of this project to provided the awareness to the farming community for latest crop production technologies so that the yield per hectare may be increased. Resultantly with the increase of yield, the production of crops will be increased which will reduce the import of Agricultural commodities and increase the export to earn foreign exchange.

### iii) Social benefits with indicators

The soils of Sindh are have lot of potential and climatic conditions are also favourable to produce the variety of crops qualitatively and quantitatively however the majority of the small farmers are lacking in the knowledge of improved crop production technologies and are not getting the adequate yield against the potential yield being obtained at Research Farms & progressive farmers fields. With the implementation of this project it is expected that

the crop production will be increased which will effects for improving the income of small farmers who are living in the rural areas of the province. With the increase of the crop production, the income of the farmers will be increased which will improve the livelihood of the farmers and social conditions of the farmers.

**iv) Employment generation (direct and indirect)**

The project will be implemented through the existing staff hence no any direct recruitment will be made however with the increase of crop production, the persons who are directly or indirectly engaged with the agricultural crop production will be benefited by this project and the social activities will be increased which may indirectly generate the employment.

**v) Environmental impact**

The project has no any adverse effect on the environment but it will provide positive impact on the environment by increasing the area under crops with the latest improved methods / technologies.

**vi) Impact of delays on project cost and viability.**

Since the project will run through participation of farming community also and involvement No. of stakeholders for its operation / implementation the activities, the delay may have negative effect on its viability and may increase cost at the rate of prevailing inflation rate. However, careful planning and its timely implementation will help to achieve the objectives of the project.

**12. Implementation schedule**

(Indicate starting and completion date of the project).

- Starting date.
- Completion date

August 2005  
Original 30.06.2007  
Revised 30.06.2011

**Item-wise / year-wise implementation schedule in line chart co-related with the phasing of physical activities.**

**Attached as Annexure – C**

**13. Management structure and manpower requirements including specialized skills during construction and operation phases.**

The activities of the project will be carried out through the existing setup of the Directorate of Information, Agriculture Extension Sindh hence no any extra staff is required for implementation of this project activities.

**14. Additional projects / decisions required to maximize socio-economic benefits from the proposed project**

The proposed activities under this project are the continuous process hence after the completion of the development phase of this project, the project

will be required to transfer in the non development side with the sufficient required operational funds so that activities may be carried out continuously to achieve the objectives of the sector. More over the project may be supplemented time to time through additional development projects so that the activities may be expanded in the interest of farming community as well as province.

15. **Certified that the project proposal has been prepared on the basis of instructions provided by the Planning Commission for the preparation of PC-I for Infrastructure sector projects.**

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**GOVERNMENT OF SINDH  
AGRICULTURE DEPARTMENT**



**REVISED**

**PC-I**

**OF THE**

**PROJECT**

**TRANSFER OF AGRICULTURAL MESSAGES TO FARMERS  
THROUGH USE OF ELECTRONIC AND PRINT MEDIA  
PHASE-II (REVISED)**

**DIRECTORATE GENERAL  
AGRICULTURE EXTENSION SINDH  
HYDERABAD**

**JULY 2008**

**JUSTIFICATION OF DIFFERENT FEATURES OF THE PROPOSED PROJECT****(In Million Rs.)**

<b>Item</b>	<b>Cost</b>	<b>Justification</b>
<b>1. Machinery &amp; Equipments.</b>		
<b>i) DV Handicam Video Camera (1No.)</b>	<b>0.100</b>	A DV Handicam Video Camera is proposed for mobile shooting and media coverage.
<b>ii) Desk Top Computers P-IV (2Nos.)</b>	<b>0.152</b>	To computerize the office record and other office work two computers are proposed for the purpose.
<b>iii) Laptop Computer P-IV (1No.)</b>	<b>0.074</b>	To give presentations and mobile computer work, a laptop has been proposed for the purpose.
<b>iv) Digital Webcam Camera (1No)</b>	<b>0.029</b>	For getting images for website and newspaper advertisement a digital Webcam Camera is proposed for the purpose.
<b>v) TV Set (1No)</b>	<b>0.025</b>	To display the recording work at fairs & Exhibitions a TV set has been proposed for the purpose.
<b>vi) DVD Players (3Nos)</b>	<b>0.028</b>	To display the recording work, three DVD Players are proposed.
<b>vii) UPS for Studio (2Nos)</b>	<b>0.060</b>	To avoid the interrupter of electricity during the working two UPS are proposed for the equipments of studio and computers.
<b>viii) Sound Recording Device for Radio Units (2Nos)</b>	<b>0.030</b>	To record the interviews of growers for broadcasting on Radio, two sound recording devices are proposed for two Radio Units i.e. Hyderabad & Khairpur Stations.
<b>ix) Camera Carrying Case (2Nos)</b>	<b>0.010</b>	To avoid the shock hazards during the traveling for recording purpose, two camera carrying case are proposed for the purpose.
<b>x) Air Conditioner Split (2Nos)</b>	<b>0.120</b>	The existing Air conditioners of studio were purchased before 1993-94 and have completed and become unserviceable their life hence for their replacement two new Split Air Conditioners are proposed.
<b>3. TV Spots</b>	<b>79.398</b>	<p>TV Spots, scroll messages and documentaries highlighting key messages for farmers in accordance with season will be prepared and telecast on PTV, KTN and other TV channels. These messages will create awareness and motivate farmers to adopt improved technologies. These electronic messages will also stimulate and accelerate more activity by field staff related to Agriculture Department and increase their contact with farmers. The adoption of improved technologies will increase agricultural productivity in the province, bring prosperity to farmers and help in reduction of poverty.</p> <p>TV spots with key messages for farmers in accordance with season were prepared for cotton, sunflower and wheat crop as well as for efficient and prudent use of water were professionally produced with help of crop specialists every week in accordance with the crop activity and development in that week and telecast on PTV and KTN. These messages were widely watched by all sections of farming community.</p>

		<p>These messages created awareness and motivated farmers to adopt proper technologies. As a result, an <b>all time high record of cotton production of 3.00 million bales</b> was achieved in the province. The cotton growers were timely advised against unwanted and indiscriminate use of pesticides, as there was very little pest activity. The cotton growers were educated about economic injury thresholds of various pests, that also with an effective visual explanation and pest identification. The growers were also guided on sowing on water efficient ridge cultivation technology and harvesting contamination free cotton. These and other key messages on cotton crop resulted in two pronged benefit to farmers in the shape of increased production and saving with less investment on pesticides application.</p> <p>Similarly, an exclusive campaign of TV spots/messages carried out to motivate farmers to grow more sunflower crop, as a result of which <b>Sunflower was cultivated on 207,000 hectares</b> as against last year's area of 67,000 hectares. The awareness and motivation created by these TV programs has given tremendous boost and tempo to sunflower cultivation. The growers interviewed in this respect say that they would utilize all pieces of lands previously unutilized and time between different crops to grow sunflower in both autumn and spring seasons. Following our campaign, sunflower seed companies also telecast messages about their seed.</p> <p>The campaign was continued up to the first phase of wheat crop. In wheat crop media campaign, the growers were motivated to grow more wheat despite the obstacles of late harvesting of sugarcane crop, and in some area cotton crop also, and availability of inadequate water, the <b>wheat sowing target of achieved</b> and wheat was sown on 0.880 million hectares. The growers looked after the crop and received well our messages, including messages of eradication of weeds from the crop, through TV spots in this respect. The wheat crop is in good condition and is being harvested.</p> <p>Similarly, messages about watercourses development and efficient and prudent use of water have generated great demand for improvement of water courses and land leveling equipment.</p> <p>A sum of Rs. 79.398 million has been kept to produce and telecast TV spot / messages, scrolls and documentaries is required for six years to meet the requirement.</p>
<p><b>4. Radio Spots / programs:</b></p>	<p><b>5.000</b></p>	<p>Radio is another important medium of transmitting agriculture knowledge and creating awareness and motivation among farmers. Radio reaches far0flunged areas and is even mobile. Radio programs are widely listened by</p>



		<p>rural people and farmers. Special programmes will be made and broadcast from Radio Pakistan Hyderabad, Khairpur and Larkana.</p> <p>A sum of Rs. 5.000 million will be required to meet the requirement of six years.</p>
<b>5. Advertisement / Sign Boards / Stone &amp; Wall Chalking.:</b>	<b>7.857</b>	Publicity of critical messages and announcements for farmers will be made through advertisements in local newspapers, signboards, stone slabs and wall chalking. A sum of Rs. 7.857 million will be required to meet the requirement of six years.
<b>6. Printed Material</b>	<b>2.096</b>	Pamphlet, Handbill, Posters etc will be prepared with illustrations various crops technologies and or other agricultural technologies and distributed on large scale among farmers. For this purpose, a sum of Rs. 2.096 million has been kept for six years.
<b>7. POL:</b>	<b>1.805</b>	POL of Rs. 1.805 million will be required for mobile Vans, Car and Hiace recording van for six years.
<b>8. TA/DA:</b>	<b>1.000</b>	The staff of mobile vans or other staff engaged in the implementation of the project will be provided TA/DA, for which Rs. 1.000 million will be required for six years.
<b>9. Repair and maintenance of vehicles.</b>	<b>0.300</b>	A sum of Rs. 0.300 million has been kept for repair and maintenance of mobile vans and vehicles of Directorate of Information which are being used for the project activities.
<b>10. Repair and maintenance of Equipments.</b>	<b>0.300</b>	A sum of Rs. 0.300 million has been kept for repair and maintenance of existing equipments which are being used for the project activities and maintenance of new equipments to be used for the purpose .
<b>11. Internet / Website.</b>	<b>0.125</b>	For maintenance of the website of the Agriculture Information, a sum of Rs. 0.125 million has been kept for six years to meet the expenditure requirement.
<b>12. Other Miscellaneous.</b>	<b>0.170</b>	For sudden and unforeseen expenditure an amount of Rs.0.170 Million has been kept to meet the requirement.
<b>13. Distribution of documentaries among the farmers.</b>	<b>0.600</b>	It is proposed to prepare the documentaries for the distribution among the growers for their awareness and knowledge. Hence an amount of Rs. 0.600 Million has been kept to distribute the documentaries during three years.
<b>14. Third Party Monitoring Cost.</b>	<b>0.626</b>	A sum of Rs. 0.626 million has been kept for third party monitoring of the project.