

Government of Odisha

DEPARTMENT OF AGRICULTURE & FARMERS'EMPOWERMENT
DIRECTORATE OF AGRICULTURE & FOOD PRODUCTION ODISHA
KRUSHI BHAWAN, BHUBANESWAR

File No. DAFP-FM-MISC-0027-2022: Letter No. 27779 Date : 28-07-2023

To

The Collector & District Magistrate (All)

Sub: SOP for Regional, District, and Sub-Division Level Mela for 2023-24

Sir/Madam,

It has been proposed to extend the Farm Mechanisation Mela upto Sub division level during the current year, basing on last year's response. It is planned to conduct 28 Subdivision Level Mela during November 2023, 26 District Level Mela during December 2023 & 4 Regional Mela between 15th Dec 2023 to 14th January 2024. Objective is to create awareness among the farmers on all ongoing schemes of Farm Mechanization and also to provide a common platform to manufacturers of agriculture machines/implements, farmers, SHGs, FPOs and financial institutions for smooth supply of such machines/implements under subsidy. Further, other organizations like APICOL, OAIC Ltd., Odisha Livelihood Mission, Mission Shakti, Fisheries & ARD Department, and ST & SC Development Department will participate in the event to promote Farm Mechanization.

The Standard Operating Procedure (SOP) for the same is attached for reference.

Hence, you are requested to intimate the date, place, and venue for the Regional, District, and Sub-Division Level Mela on "Farm Mechanisation" soon after finalization of the same at your level. Convergence for "Farm Mechanisation Mela" may also be explored at your level to make it more successful.

Encl:- Copy of SOP

Yours faithfully,



Director of Agriculture &

Food Production Odisha

Memo No. 27780

Dt. 28-07-2023

Copy along with a copy of the SOP forwarded to the CDAOs(All) / SE (Agril) (All) / EE(Agril.) (All) for information and necessary action.



Director of Agriculture &

Food Production Odisha



Memo No. 27781

Dt. 28-07-2023

Copy along with a copy of the SOP forwarded to the Director Horticulture, Odisha, / Director Soil Conservation, Odisha / State Mission Director- cum- CEO, Odisha Livelihood Mission / Director, ST & SC Development, Minorities & Backward Classes Welfare Department, / Managing Director, OAIC, / Managing Director, APICOL for the favor of information and necessary communication to respective district level officers.

Director of Agriculture &
Food Production Odisha

Memo No. 27782

Dt. 28-07-2023

Copy along with a copy of the SOP submitted to the P.S. to Principal Secretary to Govt., Agriculture & Farmers' Empowerment Department, Odisha for the favor of kind information of Principal Secretary.

Director of Agriculture &
Food Production Odisha

Memo No. 27783

Dt. 28-07-2023

Copy along with a copy of the SOP forwarded to the P.S. to Hon'ble Minister Agriculture & Farmers' Empowerment, Fisheries and Animal Resources Development, Odisha for favor of kind information of Hon'ble Minister.

Director of Agriculture &
Food Production Odisha

Government of Orissa
DIRECTORATE OF AGRICULTURE AND FOOD PRODUCTION
KRUSHI BHAWAN, ODISHA, BHUBANESWAR

No.: 26179

Date: 17-07-2023

SOP for Regional, District and Sub-Division Level Mela for 2023-24:

1. **Introduction:** Directorate of Agriculture and Food Production, Odisha, Bhubaneswar proposes to organize Regional Level Mela at 4 places, District Level Mela at 26 Districts and Sub-Division Level Mela at 28 places of the State with a view to creating awareness among the farmers on all ongoing schemes of Farm Mechanization and also to provide a common platform to manufacturers of agriculture machines / implements, farmers, SHGs, FPOs and financial institutions for smooth supply of such machines / implements under subsidy. Further, other organizations like APICOL, OAIC Ltd., Odisha Livelihood Mission, Mission Shakti, Fisheries & ARD Department, ST & SC Development Department will participate in the event to promote Farm Mechanization. The Melas will be held at district head quarter for District Level Mela and Sub-Division head quarters for Sub-Division Level Mela. The venue and time will be decided by the District Administration.

In the mela, there will be around 100 stalls Regional Level Mela, 40 stalls District Level Mela and 20 stalls for Sub-Division Level Mela to display agriculture machines / implements, kiosks for manufacturers and Financial Institutions for on the spot booking of agriculture machines / implements, live demonstration of machines / implements & farmers / scientists /suppliers / financial institutions / departmental officials interaction on usage, procurement procedure and procurement of such machines / implements. Besides, there will be a training hall with dais with provision to impart training to 200 farmers for Regional Level Mela, 100 farmers for District Level Mela and 50 farmers for Sub-Division Level Mela, also to conduct meetings during the period of mela.

2. **Aim:** Facilitate on the spot supply of Agriculture machines / implements under subsidy to the farmers / SHGs / FPOs / FPCs with the support of suppliers, financial institutions, PRI members, line departments and other stake holders which will contribute to enhance the Farm Power Input Index of the State.

3. **Objective :**

- Display of machineries including Combine Harvesters, Tractors, Power tillers, Tractor drawn equipment, Power operated implements, self propelled implements, Manual & Bullock drawn implements and small implements being used in agriculture and horticulture sector.
- Creation of awareness on assistance being provided under Farm Mechanization in different schemes for different category of farmers, SHGs and FPOs etc.
- Creation of awareness on procedures to follow to avail agriculture machines / implements under subsidy.
- To motivate the farmers for area expansion under different crops.
- To demonstrate the impact of new technologies.
- To disseminate or stimulate the neighbouring farmers to adopt the package.
- Supply and sale of women friendly agricultural equipment.
- Facilitate on the spot sale of agriculture machines / implements to the farmers / SHGs / FPOs / FPCs through involvement of Financial Institutions.
- Creation of awareness on different schemes under Agriculture such as Millet Mission, MKUY, IFS, Jananidhi, Soura Jananidhi etc.
- Involve other organizations like Mission Shakti, F & ARD, OLM, ST & SC Development Department, APICOL, OAIC, allied sectors and PR Institutions for promoting use of agricultural machines / equipment.



4. **Location:** The Mela will be held at District head quarter for District Level Mela and Sub-Division head quarters for Sub-Division Level Mela. The venue and time will be decided by the District Administration. Regional Level Mela will be held at Berhampur, Baripada, Koraput and Sambalpur.
5. **Duration:** The duration of the Mela will be of 5 days for Regional Level Mela and District Level Mela, 3 days for and Sub-Division Level Mela.
6. **Budget:** The budget for each of the Mela will be limited to Rs.100 Lakhs for Regional Level Mela, Rs.25 Lakhs for District Level Mela and Rs.10 Lakhs for Sub-Division Level Mela. District Level Melas may be converged with District Krushi Mahostav for which separate budget provision of @ Rs.6 Lakh/District has been made. Any other convergence at district level to be explored by District administration. Stall charges for line departments including OAIC, APICOL will not be levied, for others nominal amount may be charged for full participation as per requirement. Funds for the Regional/District & Subdivision level Mela will be placed with respective CDAOs.

Proposed cost structure for District and Sub-Division Level Mela		
Item	Dist. Level Mela (5 days)	Sub-Division Level Mela (3 days)
	Amount in Rs.	Amount in Rs.
Preparation of Stalls around 40 (Dist) / 20 (Sub-Division), seating arrangement for 100 persons (Dist), 50 persons (Sub-Division), with dais arrangement for inaugural & closing ceremony including security arrangement	15,00,000	5,00,000
PH & Sanitation	2,00,000	1,00,000
Electrification	2,00,000	1,00,000
Ground rent	3,00,000	1,00,000
IEC Materials (Mike / LCD TV display / Banners / Stage Back drop / Announcement & promotion etc.)	2,00,000	1,00,000
Mobility, IT support & Contingency etc.	1,00,000	1,00,000
Total	25,00,000	10,00,000

N.B. This is only indicative. Can be altered as per requirement within the budgeted provision.

7. Participation in the mela: The following stake holders can participate in the mela:

- Directorate of Agriculture,
- Directorate of Horticulture
- APICOL
- Orissa Agro Industries Corporation Ltd.
- Department of Fisheries & ARD
- MISSION SHAKTI

- Odisha Livelihood Mission
- Manufacturers / Dealers of agriculture machines / implements
- SHGs / FPOs / FPCs & Farmers
- Financial Institutions
- KVKs and other agricultural institutions
- PRI members
- Print & Electronic media

8. Implementation Procedure:

For smooth implementation of the programme, the following committees will be constituted which will look after different activities as suggested:

1. **State Level Committee:** A State Level Committee under the Chairmanship of the Director of Agriculture & Food Production, Odisha will be constituted for smooth implementation of the scheme in the State with inter departmental coordination:

i. Director of Agriculture & Food Production, Odisha	Chairman
ii. Director, Horticulture, Odisha	Member
iii. Director of ARD, Odisha	Member
iv. Director, Fisheries, Odisha	Member
v. Joint Secretary / Representative, Mission Shakti	Member
vi. Director, OLM	Member
vii. Director, Soil Conservation	Member
viii. Director, ST & SC Development , Odisha	Member
ix. MD, APICOL	Member
x. MD, OAIC Ltd.,	Member
xi. Chief Engineer, Agriculture	Member-Convenor

8.2 **District Level Committee:** A district level Committee will be constituted under the Chairmanship of the Collector & District Magistrate with the following members:

i. Collector & District Magistrate	Chairman
ii. Elected representatives i.e. Hon'ble M.P. / MLA / ZP President	(Special Invitee)
iii. Chief District Veterinary Officer	Member
iv. Dist Fishery Officer	Member
v. Deputy Director Horticulture	Member
vi. Project Director, Watershed / ADSC	Member
vii. Lead District Manager	Member

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|--|-----------------|
| viii. DDM, NABARD | Member |
| ix. Executive Engineer (Agril.) | Member |
| x. District Social Welfare Officer | Member |
| xi. Chief District Agriculture Officer | Member Convener |
| xii. Any other member as desired by the District Collector | |

8.3 Sub-Division Level Committee: A district level Committee will be constituted under the Chairmanship of the Collector & District Magistrate with the following members:

- | | |
|--|-------------------|
| i. Collector & District Magistrate | Chairman |
| ii. Sub-Collector | Member |
| iii. Elected representatives i.e. | |
| | (Special Invitee) |
| Hon'ble M.P. / MLA / ZP President | |
| iv. Chief District Veterinary Officer / SDVO | Member |
| v. Dist. Fishery Officer / Addl. Fishery Officer | Member |
| vi. Deputy Director Horticulture / Asst. Dir. Hort. | Member |
| vii. Project Director, Watershed / ADSC | Member |
| viii. Lead District Manager | Member |
| ix. DDM, NABARD | Member |
| x. Executive Engineer (Agril.) | Member |
| xi. District Social Welfare Officer | Member |
| xii. Chief District Agriculture Officer | Member |
| xiii. Agriculture District Officer (ADO) | Member Convener |
| xiv. Any other member as desired by the District Collector | |

The tentative schedule is enclosed as Annexure-1. The Committee will finalise the date, time and venue of the Mela, any change as per decision of District Administration to be communicated to Director Agriculture. The Committee will chalk out all the details of Mela. The Committee will form different sub-committees under it and assign such sub-committees with works pertaining to the event such as Booking of the ground, Statutory Clearances, Stall arrangement, liaison with other line departments, Water Supply, Electric Supply, Sanitation, Training of farmers, IEC activities etc. Local MP and MLAs will be invited to the District level Committee Meeting for their valuable suggestions for the event.

9. Different Stake Holders will be assigned responsibilities which is as follows:

9.1 Directorate of Agriculture & Food Production:

- a) Budget finalisation and allotment to districts
- b) IEC activities:
 - i. Advertisement and awareness through mass media (TV, Radio, News Paper)

ii. Design of theme for preparation of hoarding for display on stage,

iii. Preparation of leaf lets on schemes of agriculture

- c) Hold Manufacturers meeting for their active participation
- d) Scheme officers meeting for sensitization
- e) Meeting with line departments for interdepartmental coordination

i.e. Mission Shakti / OAIC / APICOL / SC&ST Department

1. Chief District Agriculture Officer (CDAO):

- a. To monitor and coordinate with district administration & line department officials for smooth arrangements.
- b. To assign tasks to ADOs / BAOs regarding appraisal of ongoing schemes
- c. Mobilise field functionaries for maximum participation by beneficiaries and avail the opportunity for on the spot booking & receipt of the machineries.
- d. To incur expenditure against the allotment following due procedure.
- e. To take steps for generation of FID through respective AAOs and WSHG IDs through respective CDPOs well ahead for the targeted beneficiaries. Open Help Desk during mela to facilitate the same.
- f. To take up steps for IEC activities & promotion of the Mela. High resolution photographs should be taken for documentation and sharing.
- g. Set targets to all field officials for motivating and promoting the targeted beneficiaries to procure implements during the mela.
- h. Provide mobility funds to EE (Agril) for this purpose.

2. Agriculture District Officer (ADO):

- a. To monitor and coordinate with district administration & line department officials for smooth arrangements.
- b. To assign tasks to BAOs / AAOs regarding appraisal of ongoing schemes
- c. Mobilise field functionaries for maximum participation by beneficiaries and avail the opportunity for on the spot booking & receipt of the machineries.
- d. To incur expenditure against the allotment following due procedure.
- e. To take steps for generation of FID through respective AAOs and WSHG IDs through respective CDPOs well ahead for the targeted beneficiaries. Open Help Desk during mela to facilitate the same.
- f. To take up steps for IEC activities & promotion of the Mela.
- g. Set targets to all field officials for motivating and promoting the targeted beneficiaries to procure implements during the mela.

3. Executive Engineer (Agril.):

- a. To keep close liaison with CDAO / ADOs for smooth conduct of the event.
- b. To coordinate with all the dealers for display, on the spot booking and supply of machineries. Take steps to arrange meeting with dealers for full participation & smooth arrangement to make

the mela successful.

- c. To furnish the category wise indent of machineries well in advance in consultation with local dealers/ AAO/AAE/ AHO/ Fishery officials./ ASCO/ Mission Shakti officials.
- d. The district level engineers should be assigned for awareness of different ongoing engineering schemes in the district. Each AAE should take steps to ensure maximum number of applicants for booking & on the spot delivery of machineries.
- e. Set targets to all engineers for motivating and promoting the targeted beneficiaries to procure implements during the mela

4. Manufacturer / Dealer /OAIC :

- a. To display their machineries in the Mela with sufficient leaflets and stock for the spot delivery. Manpower for facilitating on the spot online booking, permit generation & supply.
- b. DM, OAIC to arrange for display small implements such as MBD and small women friendly machineries in their stall. If required, requisition for additional stall / space should be intimated to the respective CDAO / EE /ADO well in advance.

5. Financial Institutions (Bank / NBFCs):

To create awareness & finance the interested eligible beneficiaries for on the spot sanction & issue of Delivery Order etc.

6. Mission Shakti / OLM:

- a. To mobilise the WSHGs to avail the opportunity to procure the implements / machineries under the subsidy scheme of agriculture.
- b. To sensitize the CDPOs for generation of WSHG Ids for the targeted beneficiaries well in advance to avoid chaos during mela.
- c. They can also display & sale their products in the Mela.

7. APICOL :

To create awareness for all the CIS projects under MKUY.

Annexure-1

Tentative Schedule for Sub-Division, District and Regional Level Mela.

DISTRICT / SUB-DIVISION	LEVEL	DURATION
Bhubaneswar (Balipatna), Panchpir (Karanjia), Udala(Kaptipada), (Bamanghati)Rairangpur, Banki, Athagarh, Nilagiri, Athamalik, Pallahara, Talcher, Kamakhyanagar, Hindol, Anandpur, Champua, Birmaharajpur, Patnagarh, Titlagarh, Padampur, kuchinda, Rairakhol, Bonei, Panposh, Chhatrapur, Bhanjanagar, Dharamgarh, Jeypore, Gunupur, Baliguda	Sub-Division	November 2023
Bhadrak, Balasore, Cuttack,	District	December 2023

Jagatsinghpur, Kendrapara, Jajpur, Nayagarh, Khurda, Puri, Angul, Dhenkanal, Keonjhar, Sundargarh, Deogarh, Jharsuguda, Bolangir, Sonepur, Bargarh, Kalahandi, Nuapada, Kandhamal, Boudh, Gajapati, Raygada, Malkangiri, Nabrangpur		
Ganjam at Berhampur (3rd Week) and Koraput (4th Week)	Regional	2 nd fortnight of December-2023
Sambalpur (1st Week) and Mayurbhanj at Baripada (2nd Week)	Regional	1 st fortnight of January-2024

Basing on last year's Mela feedback the following issues may be taken care of to overcome shortcomings during current year Mela.

SI No.	Common Issues	Steps to be taken
1	Creation of IDs	<ol style="list-style-type: none"> 1. Creation of IDs involves validation of beneficiary account by PFMS. This process requires certain time period. So, steps should be taken well in advance by concerned Districts (Respective AAOs in case of farmer IDs & CDPOs in case of WSHG IDs) for creation of IDs for the targeted beneficiaries. 2. Krushak Odisha and Go-Sugam registration for the targeted beneficiaries should be done well in advance.
2	Help Desk in Mela	<ol style="list-style-type: none"> 1. Farmer ID: Helpdesk comprising of AAOs of respective blocks should be present during the Mela to facilitate on the spot registration along with resolving other issues like updation of Aadhar, mobile no, Bank account, name & gender etc. 2. WSHG ID: Helpdesk comprising of CDPO / personnel from Mission Shakti of respective blocks should be present during the Mela to facilitate on the spot registration WSHGs.
3	PFMS Account validation of OGBs / Cooperative banks etc.	<ol style="list-style-type: none"> 1. e-Gov cell should follow up with counterparts to facilitate faster approval. 2. Help Desk of e-Gov cell at Directorate level with contact details should be in alert to address such issues on real time during mela period.

4	Go-Sugam and Krushak Odisha	Help Desk at CSM level may remain alert to address issues on real time during mela period.
5	Online Payment of Implement cost	For hassle free deposit of cost of implements through payment gateway the farmers/ WSHGs should be advised to link KYC updated bank account having cheque or internet banking facility with their respective Farmer ID / WSHG ID.
6	Address issues related from online Booking to Supply	<ol style="list-style-type: none"> 1. Officials at NIC / Scheme officer at DA & FP / Go-Sugam will remain alert for resolving the issues if any on real time basis. 2. District level cell will escalate such issues directly to the State level to resolve.
7	State level resource persons of research station and universities not being available due to overlapping of Mela schedule of different districts	Resource persons should be explored locally / adjacent districts from institutes like KVK, OUAT, ICAR Institutes, Colleges and department officials from Agriculture, Soil Conservation, Horticulture, Veterinary, Fisheries etc.
8	Availability of unlimited targets	State Pool targets have been provisioned during current year. However if approved, the unlimited targets like last year may also be provided to take care of requirements.
9	Sensitisation of manufacturers and dealers.	<ol style="list-style-type: none"> 1. The month wise mela schedules for Sub-Division level and District level melas may be scrolled both in Agrisnet and Odisha farmmachinery portal for wide publicity. 2. Manufacturers sensitisation meeting at State level may be held during August.
10	Promotion and IEC activities.	<ol style="list-style-type: none"> 1. JDA (Information) / IEC cell may be requested to take up promotion of the Melas centrally through print and social media for wide publicity and awareness. 2. Finalisation of mela theme, backdrop, banners, leaflets etc. Will be finalised by JDA (Information) / IEC cell for maintaining uniformity throughout the State. The soft copies of the same will be

		<p>shared to the districts for replication and implementation.</p> <p>3. Districts will take up the promotion activities through local print media, miking, banners, hoardings etc. from the funds placed for the purpose.</p> <p>4. CDAOs should arrange to share the daily high resolution still pictures and guest details through mail during mela for publication in social media by IEC cell of the department.</p>
11	Placement of funds for Melas well in advance	<p>Funds will be placed by October, 2023 to facilitate smooth arrangement. Funds will be placed with respective CDAOs.</p> <p>Concerned EEs will coordinate and keep close liaison for successful implementation of melas.</p>
12	Provision of Stalls for Line Departments/ Banks / Financial Institutions / Manufactures / Dealers.	<p>1. Stalls / Space should be made available free of cost for Line Departments/ Banks / Financial Institutions depending on requirement and availability.</p> <p>2. Minimum 75% of the total stalls should be earmarked for Manufactures / Dealers at nominal charges to encourage large scale participation.</p>
13	Provision for Finance / Loan to the interested applicants /farmers	<p>The Lead District Manager / District Development Manager, NABARD may be requested to sensitize the bankers of the locality to facilitate loan/ finance to the interested and eligible applicants during mela. Stalls will be allotted for the same.</p>
14	Regarding display of small implements such as MBD and small women friendly machineries.	<p>Stalls should be earmarked under OAIC / Departmental stalls for display of these machineries free of cost. Respective EEs and DM, OAIC to coordinate.</p>


 Director of Agriculture and
 Food Production, Odisha
 Bhubaneswar