

**Government of Odisha**  
**DIRECTORATE OF AGRICULTURE & FOOD PRODUCTION,**  
**KRUSHI BHAWAN, ODISHA, BHUBANESWAR**

DAFP-FM-MISC-0027-2022

No.: 37682 Date: 07-11-2022

**SOP for District Level Mela:**

1. **Introduction:** Directorate of Agriculture and Food Production, Odisha, Bhubaneswar proposes to organize District Level Mela in all the 30 districts 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 Mela will be held at District head quarters. The venue and time will be decided by the district Administration. In the mela, there will be around 40 stalls for display of 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 100 farmers and 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.
  - 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 quarters and the venue and time will be decided by the district Administration.
5. **Duration:** The duration of the Mela will be for 4-5 days. To be finalised by the District Administration.
6. **Budget:** The budget for each of the Mela will be limited to Rs.20 Lakhs. This will include the fund provisioned for District KrushiMahostav @ Rs.4 Lakh/district. Any other convergence at district level to be explored by district administration.

Item	Amount in Rs.
Preparation of Stalls around 40, seating arrangement for 100 persons, with dais arrangement for inaugural & closing ceremony including & security arrangement	10,00,000
PH & Sanitation	2,00,000
Electrification	2,00,000
Ground rent	3,00,000
IEC Materials (Mike / LCD TV display / Banners / Stage Back drop / Announcement & promotion etc.)	2,00,000
Mobility, IT support & Contingency etc.	1,00,000
<b>Total</b>	<b>20,00,000</b>

***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.<br>Hon'ble M.P. / MLAs / ZP President | (Special Invitee) |
| iii.  | Chief District Veterinary Officer                                  | Member            |
| iv.   | Dist Fishery Officer   | Member            |
| v.    | Deputy Director Horticulture                                       | Member            |
| vi.   | Lead District Manager  | Member            |
| vii.  | DDM, NABARD  | Member            |
| viii. | Executive Engineer (Agril.)  | Member            |
| ix.   | District Social Welfare Officer                                    | Member            |
| x.    | Any other member as desired by the District Collector              |                   |
| xi.   | Chief District Agriculture Officer                                 | Member Convener   |

The tentative schedule is enclosed as Annexure-1. The Committee will finalize the date, time, and venue of the Mela, if there is any change as per the decision of the District Administration; the same should be communicated to Director of Agriculture. The District level Committee will chalk out all the details of the Mela. It 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 MPs and MLAs will be invited to the District level Committee Meeting for their valuable suggestions for the event.

**Participation Fees :** The stall charges may be explored after due consultation with all the stake holders.

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

9.1 Directorate of Agriculture & Food Production:

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

9.2.1. 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 the appraisal of on going 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.

9.2.2. Executive Engineer (Agril.):

- a) To keep close liaison with CDAO for smooth conduct of the event.
- b) To coordinate with all the dealers for display, on the spot booking and supply of machineries.
- c) 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.

9.2.3 Manufacturer / Dealer /OAIC :

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.

9.2.4. Financial Institutions (Bank / NBFCs):

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

9.2.5. Mission Shakti / OLM:

- a) To mobilize the WSHGs to avail the opportunity to procure the implements/machinery under the subsidy scheme of agriculture.
- b) They can also display & sale their products in the Mela.

9.2.6. APICOL :

To create awareness for all the CIS projects under MKUY.

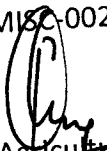
**Annexure-1**

Tentative Schedule for District Level Mela (Pilot basis in 3 zones).

DISTRICT	Fortnight
CUTTACK	1 <sup>st</sup> Fortnight of December 2022
GANJAM	2 <sup>nd</sup> Fortnight of December 2022
SAMBALPUR	1 <sup>st</sup> Fortnight of January 2023

**N.B. :** To start with District level Melas one each in every Zone will be conducted on Pilot basis subsequently which can be taken up in other districts.

This has been approved by the Government of Odisha in Agriculture & Farmer's Empowerment Department in OSWAS file No. DAFP-FM-MIS-0027-2022 / Noting No.-21

  
Director of Agriculture &  
Food Production, Odisha