



ABSTRACT

Agriculture and Farmers Welfare – Tamil Nadu Agricultural University – Announcement made by the Hon'ble Minister for Agriculture and Farmers Welfare during Agriculture and Farmers Welfare Department Demand 2021-2022 – **“Upgrading the website of Tamil Nadu Agricultural University Agritech Portal to ensure speedy reach of Agriculture data to the farmers and release of video lessons on Agricultural Technology through social media”** at a cost of Rs.40 lakh from the Tamil Nadu Agricultural University's Educational Research and Development Funds – Approval – Accorded - Orders - Issued.

AGRICULTURE AND FARMERS WELFARE (AU) DEPARTMENT

G.O.(Ms) No.164

Dated:27.10.2021

திருவள்ளூர் ஆண்டு, 2052

பிள்ளை வகுப்பு, ஜப்பசி 10

Read:

From the Vice Chancellor, Tamil Nadu Agricultural University, letter No. TNAU- Honorable Minister's Announcements-2021- Sl.No.24, dated 9.10.2021.

ORDER:

During the Agriculture and Farmers Welfare Demand 2021-2022, the Hon'ble Minister for Agriculture and Farmers Welfare has made the following announcement on the Floor of the Assembly :-

“24. வேளாண் தகவல்கள் விரைவில் விவசாயிகளுக்கு சென்றடைவதற்காக தமிழ்நாடு வேளாண் பல்கலைக்கழகத்தின் வேளாண் இணையதளம் மேம்படுத்தப்படுவதுடன் வேளாண் தொழில்நுட்பங்கள் பற்றிய வீடியோ பாடங்கள் சமூக ஊடகங்கள் மூலம் ரூ.40 இலட்சம் நிதியில் வெளியிடப்படும்.”

2. Accordingly, the Vice Chancellor, Tamil Nadu Agricultural University has sent a proposal to the Government for **“Upgrading the website of Tamil Nadu Agricultural University Agritech Portal to ensure speedy reach of Agriculture data to the farmers and release of video lessons on Agricultural Technology through social media”** at a cost of Rs.40 lakh from the Tamil Nadu Agricultural University's Educational Research and Development Funds .

3. The Vice Chancellor, Tamil Nadu Agricultural University in his proposal has stated as follows:-

Proposal No.I: Upgradation of Tamil Nadu Agricultural University Agritech Portal for effective Transfer of Technology at a cost of Rs.15 lakh:-

“Tamil Nadu Agricultural University Agritech Portal” was started during 2008-2009 and is operated and maintained by the Directorate of Extension Education, Tamil Nadu Agricultural University, Coimbatore. The portal contains A to Z exhaustive information on various aspects related to agriculture and allied sectors. The Portal contains around ten lakh standard pages both in English and Tamil with visual presentations benefiting Farmers, Extension functionaries, Researchers, Students, NGOs and General Public. However, the Portal poses certain difficulties like old format, monotonous layout, security vulnerabilities, and there is a need for content updation.

(a) The Justification / Rationale of the Project are as follows:-

- Tamil Nadu Agricultural University Agritech Portal needs to be completely upgraded since the present software has become obsolete, not amenable for updating and prone to hacking.
- The Portal will have a fresh look in terms of design, layout, software, updated contents and more secure, that would meet the requirement of farmers, extension workers and others.

(b) The Objectives are as follows:-

- (i) To Upgrade the Tamil Nadu Agricultural University Agritech Portal for better user experience.
- (ii) To update the technical contents in the portal based on the needs of Farmers, Scientists, Extension functionaries, Students, NGOs and General Public.

(c) Duration of the project is 2021-2023.

(d) The activities to be undertaken are as follows:-

- (i) Upgradation of the existing Agritech Portal using new software.
- (ii) To create a responsive template that will help in delivering the contents across all devices viz., Mobile phones, Tablets, iPad, Laptops, Desktops, etc.
- (iii) Transfer and editing of existing content to new portal and also adding new content.

(e) The Beneficiaries are as follows:-

Farmers, Extension functionaries, Students, Researchers, Other Institutions, NGOs, Media, and General Public.

(f) The budget requirement for the project is as follows:-

(Tamil Nadu Agricultural University's Educational Research and Development Funds)

S. No.	Particulars	Amount (Rupees in lakh)
(i)	Layout Designing, Web Security and Software	12.00
(ii)	Content updation	3.00
	Total	15.00

(g) The Outcome of the project is as follows:-

- (i) Improved user experience while browsing Agritech Portal.
- (ii) Agritech Portal will be compatible with Mobile phones, Tablets, iPad etc.
- (iii) Increased awareness knowledge on agricultural technologies among portal users.

Proposal No.II: "Strengthening of Educational Media Centre (EMC) for producing Video programmes for YouTube Channel" at a cost of Rs 25 lakh:-

The Vice Chancellor, Tamil Nadu Agricultural University in his proposal has stated that Educational Media Centre (EMC) of Tamil Nadu Agricultural University (TNAU) is involved in production of video films and modules in agriculture and allied subjects with telecast quality for dissemination through Pothigal TV channel of Doordarshan Kendra, social media, web portals, etc. The Centre is also involved in production of agricultural video programmes for Government agencies, using the vast pool of Scientists available in Tamil Nadu Agricultural University and scientists of other institutes. Educational Media Centre (EMC) has recently started a YouTube channel for dissemination of agricultural technologies. This project envisages strengthening of Educational Media Centre (EMC) with professional video production equipment and software for producing high quality video programmes on latest agro-technologies for dissemination through YouTube Channel, due to its wide reach among farmers and others.

(a) The Justification / Rationale of the Project are as follows:-

- (i) New professional video production equipment and software are essential for producing quality video programmes for YouTube.
- (ii) Since Tamil Nadu Agricultural University YouTube channel has good viewership with a growing subscriber base, the upgradation of Educational Media Centre (EMC) will be worthwhile.
- (iii) Necessary technical expertise is available in Tamil Nadu Agricultural University, which can be further effectively utilized for producing videos for YouTube.

(b) The Objectives are as follows:-

- (i) To equip Educational Media Centre (EMC) with professional video production equipment, software and upgrading Educational Media Centre (EMC) facilities.
- (ii) To produce high resolution videos on agro-technologies for dissemination through YouTube channel.
- (iii) To distribute the video programmes produced by Educational Media Centre (EMC) to extension functionaries, farmers, Krishi Vigyan Kendras (KVKs) and other agencies for large scale dissemination.

(c) Duration of the project is 2021-2023.

(d) The activities to be undertaken are as follows:-

(i) Strengthening of Educational Media Centre (EMC) with professional video production equipment & Studio essentials

- (a) Purchase of professional video production equipment (camera and accessories) and editing workstations.
- (b) Annual Subscription of professional video and audio editing software packs and plug-ins.
- (c) Upgrading Educational Media Centre (EMC) with lighting, acoustics, digital screening and recording arrangements.

(ii) Production and Dissemination of agro-technology videos

- (a) Production of high-quality video programmes on agro-technologies using professional video equipment and software.
- (b) Development of android mobile application for dissemination of YouTube videos.
- (c) Dissemination of video programmes through YouTube channel.

(e) The Beneficiaries are as follows:-

Farmers, Extension functionaries, Students, Researchers, Other Institutions, NGOs, Media and General Public.

(f) The Budget details are as follows:-

(Tamil Nadu Agricultural University's Educational Research and Development Funds)

S. No.	Particulars	Amount (Rupees in lakh)
(i)	Professional video camera and video production equipment, Workstations, Laptops, Subscription for Video and Graphics Editing Software	15.00
(ii)	Smart Board display, Digital Display boards, upgrading Educational Media Centre (EMC) with studio standard facilities with lighting, acoustics, cupboards, etc.	10.00
	Total	25.00

(g) The Outcome of the project is as follows:-

- (i) Knowledge and skill enhancement among farmers and other stakeholders by means of YouTube videos.
- (ii) Make available agro-technology videos online, anytime, anywhere for self-paced learning.

4. After careful examination and considering the outcome of proposed project on its implementation, the Government accord approval to the Vice Chancellor, Tamil Nadu Agricultural University for **"Upgrading the website of Tamil Nadu Agricultural University Agritech Portal to ensure speedy reach of Agriculture data to the farmers and release of video lessons on Agricultural Technology through social media"** at a cost of Rs.40.00 lakh (Rupees Forty Lakh only) as detailed below from the Tamil Nadu Agricultural University's Educational Research and Development Funds, subject to the condition that the project should be implemented through Tamil Nadu e-Governance Agency:-

S. No.	Particulars	Amount (Rupees in lakh)
(i)	Layout Designing, Web Security and Software	12.00
(ii)	Content updation	3.00
(iii)	Professional video camera and video production equipment, Workstations, Laptops, Subscription for Video and Graphics Editing Software	15.00
(iv)	Smart Board display, Digital Display boards, upgrading Educational Media Centre (EMC) with studio standard facilities with lighting, acoustics, cupboards, etc.	10.00
	Total	40.00

5. This order issues with the concurrence of Finance Department vide its U.O.No.46445/Agri.&FW/2021, dated: 25.10.2021.

(BY ORDER OF THE GOVERNOR)

C. SAMAYAMOORTHY
AGRICULTURAL PRODUCTION COMMISSIONER
AND SECRETARY TO GOVERNMENT

To

The Vice Chancellor, Tamil Nadu Agricultural University, Coimbatore – 3.

The Director of Local Fund Audit, Chennai – 108.

The Deputy Director of Local Fund Audit, Coimbatore-3.

The Principal Accountant General (A&E/Audit/AAD/G&SSA/E&RSA),
Chennai-18.

The Resident Audit Office, Office of the Principal Accountant General
(Social Sector Audit), Chennai-9.

Copy to:-

The Special Personal Assistant to the Hon'ble Minister for Agriculture and Farmers Welfare, Secretariat, Chennai-9.

The Senior Private Secretary to the Agricultural Production Commissioner and Secretary to Government, Agriculture and Farmers Welfare Department, Chennai-9.

The Assistant Programmer, Agriculture and Farmers Welfare Department, Chennai -9

The Finance (Agri. & FW) Department, Chennai-9.

The Agriculture and Farmers Welfare (OP3) Department, Chennai -9.

Stock File/Spare Copies.

C.No.20014/AU/2021

//FORWARDED/BY ORDER//

சி. கௌரிசுந்தரன்
28/10/2021
SECTION OFFICER

செ. கௌரிசுந்தரன்
28/10/2021