

**MINUTES OF THE MEETING FOR TAKING UP OUTREACH CAMPAIGN UNDER KRUSHAK ASSISTANCE FOR LIVELIHOOD AND INCOME AUGMENTATION (KALIAJ SCHEME UNDER THE CHAIRMANSHIP OF COMMISSIONER-CUM-SECRETARY TO GOVERNMENT, DEPARTMENT OF COOPERATION (D.C), ODISHA ON 25.12.2018 AT 11.00 A.M. IN 1<sup>ST</sup> FLOOR CONFERENCE HALL OF BDA.**

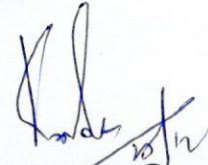
The list of officers present is at **Annexure-I**.

A meeting was held under the chairmanship of Commissioner-cum-Secretary to Government for working out modalities of outreach campaign to be taken up for KALIA- (Krushak Assistance for Livelihood and Income Augmentation) Scheme and other agricultural sector related schemes of Government of Odisha. It was discussed that the scheme has been notified by Department of Agriculture & Farmers Empowerment ( DAFE) vide Notification No.23130/A&FE dtd.22.12.2018. With reference to above, after detailed discussions, following decisions were.

1. It was discussed that Odisha State Agriculture Marketing (OSAM) Board will be the State Nodal Agency (SNA) for planning, designing and execution of communication and outreach plan for KALIA scheme.
2. It was further discussed that the campaign will have two fold strategy i.e.
  - (a) Farmers awareness initiative at State, Regional, District and Block level through farmers campaign, melas and conventions etc. and same shall be implemented either directly by OSAM Board or through Regulated Marketing Committees (RMCs).
  - (b) Door to door campaign and field activities at G.P., Village and habitation level shall be implemented by Primary Agriculture Cooperative societies(PACS) with support of Gram-Panchayats and Cooperative Banks, field officials of other Departments.
3. The campaign should involve use of digital, social, Mass, Outdoor media etc.
4. It was further discussed that a State Level Technical Committee (SLTC) may be constituted to finalise various details of the campaign.

5. It was further discussed that Sub-Division will be the nodal unit for taking up the campaign as most of the cooperative organizational structure like Circles RMCs etc. are at Sub-Divisional level.
6. It was discussed that on basis of above, OSAM Board may prepare a detailed campaign plan. The same may be discussed and finalized by SLTC before submission to Department for necessary action.

The meeting ended with vote of thanks to & from the Chair.



**Commissioner-cum-Secretary,  
Cooperation Department, Odisha**