

# SUMMARY OF ACTIVITIES / ACHIEVEMENTS 2014-15

## PUBLICITY THROUGH PRINT & ELECTRONIC MEDIA FOR AGRICULTURAL TECHNOLOGY TRANSFER TO FARMERS

<b>ELECTRONIC MEDIA</b>		
i. TV Messages on agriculture	<b>Produced</b>	<b>Telecasts</b>
	81	731
ii. TV Programs produced at Audio/Video Production Studio of the Directorate for telecast through TV Channels	44	232
iii. Assistance provided to TV Channels for production/telecast of agricultural programs	251	
iv. Agricultural Talks recorded/broadcast through Radio Stations in Punjab	3015	
v. Agri. Programs Broadcast through Radio	2819	
vi. Audio Messages on agriculture	<b>Produced</b>	<b>Broadcasts</b>
	78	2111
vii. Agricultural news bulletins broadcast through Radio	1317	
viii. Technical guidance to farmers through Punjab Agricultural Helpline	<b>No. of Farmers</b>	
	10280	
ix. Technical guidance to farmers using mobile phones through SMS Helpline	<b>No. of Farmers</b>	
	1710	

x. TV Tickers about development activities issued & displayed	111	
xi. Monitoring of Agri. Programs telecast through TV Channels	483	
xii. Monitoring of agri. programs broadcast through Radio Stations in Punjab	2819	
xiii. Monitoring of news/tickers on agriculture from satellite T.V. channels	667	
xiv. Clarification of wrong news to Print & Electronic Media	04	
xv. Media Coverage of Press Briefings/Meetings/Training Programs/Road Shows, Farmer days, etc.	95	
xvi. Production of Video Documentaries on major/high value crops for telecast through TV Channels	22	
xvii. DVDs of agricultural documentaries sold to farmers on no profit and loss basis	531	
xviii. Website of Agriculture Department, Punjab <a href="http://www.agripunjab.gov.pk">www.agripunjab.gov.pk</a> updated regularly.	2201452 (Since April 2010)	
<b>PRINT MEDIA</b>		
<b>1. Agricultural Publicity</b>		
a. Handouts/Press releases	Issued	Carried/Published by Newspapers
	1389	6212
b. Agricultural Features	308	727
c. Newspaper Advertisements	No. of Ads	Insertions
	73	444
Press Clippings (News/Features/Editorials)	No. of Newspapers Monitored	Press Clippings Prepared
	12889	19130

<b>2. Periodicals</b>	<b>Issues</b>	<b>Copies</b>
i. Ziratnama (Fortnightly)	24	255250
ii. Journal of Agricultural Research (JAR) (Quarterly)	04	2370
<b>3. Agricultural Publications</b>		
a. Extension Publications	<b>No. of Publications</b>	<b>Copies</b>
	16	99550
<b>b. Research Publications</b>	<b>Issues</b>	<b>Copies</b>
i. Annual Research Report 2013-14	01	200
ii. JAR Abstracts Bulletin (Annual)	01	250

#### OTHER ACTIVITIES

i. Training/Workshop in "Information Science and Agricultural Journalism" for professionals working in agriculture and allied departments in Pakistan	<b>Training Courses Held</b>	<b>Number of Participants</b>
	01	09
ii. Participation in Agricultural Exhibition/Farmer Days/Road Shows/Seminars	35	
iii. Speeches written for Chief Minister, Minister for Agriculture and Secretary Agriculture, Punjab at different occasions	07	
iv. Internship offered to students of Mass Communication Department of University of Agriculture, University of Sargodha, Lahore College for Women University and University of Agriculture Faisalabad	11	

#### Income Generated/Deposited into Government Treasury by Directorate of Agricultural Information, Punjab 2013-14

Z.N Subscription (Rs.)	JAR Subscription (Rs.)	Publications Sale (Rs.)	CD/DVD Sale (Rs.)	Miscellaneous (Rs.)	Total (Rs.)
525061	186000	230837	26525	-	<b>968423</b>

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