PLAN OF AGRICULTURAL PUBLICITY THROUGH MASS MEDIA (2016-17)
# PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotton</td>
<td>I</td>
<td>♦ Recommended BT &amp; Hybrid Cotton Varieties.</td>
<td>15th April</td>
<td>Mid May</td>
<td>Electronic Media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ White Fly control on spring crops to combat CLCV.</td>
<td></td>
<td></td>
<td>• Television (Terrestrial / Satellite Channels)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Recommended Cotton Varieties (Non-BT).</td>
<td></td>
<td></td>
<td>• Radio Pakistan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ <strong>Green Manuring Practices.</strong></td>
<td></td>
<td></td>
<td>• FM Radio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Seed bed preparation.</td>
<td></td>
<td></td>
<td>• Agri. Helpline</td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Seed drill calibration.</td>
<td></td>
<td></td>
<td>• SMS Helpline</td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Seed rate + Seed treatment.</td>
<td></td>
<td></td>
<td>• Voice Messaging / Robo Calls</td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Thinning (Non-BT Cultivars).</td>
<td></td>
<td></td>
<td>• Text Messaging (SMS)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Turning flat sowing into bed sowing.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Use of nitrogenous fertilizers.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Irrigation (BT &amp; Hybrid Cultivars).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Irrigation (Non-BT Cultivars).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Sucking insects / pest control (Whitefly, thrips, aphid and jassid etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>II</td>
<td>♦ Effective spray techniques.</td>
<td>16th May</td>
<td>Mid Sep</td>
<td>As above</td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Control of whitefly to combat CLCV.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Pest scouting of sucking pests (Specially for Jassid).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ <strong>Weed control.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Use of PB ropes for PBW control.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Precautions in purchase of pesticides.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Identification and control of thrips.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ CLCV management techniques.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Mealy Bug control.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ SBW control.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Draining out of excess rain water.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Control of ABW.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Control of ABW and whitefly.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Irrigation management.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
</table>
| Cotton | III   | ♦ Last irrigation (Bt, Hybrid and Non-Bt cultivars).  
        ♦ Picking contamination free cotton and its transportation. | 16<sup>th</sup> Sep | Mid Dec. | Electronic Media  
          - Television (Terrestrial / Satellite Channels)  
          - Radio Pakistan  
          - FM Radio  
          - Agri. Helpline  
          - SMS Helpline  
          - Voice Messaging / Robo Calls  
          - Text Messaging (SMS)  
  Print Media  
  - Newspapers / Magazines (Local and National)  
  - Agri. Publications |
|        | IV    | ♦ Ploughing up of cotton wadh before 31<sup>st</sup> January to kill Boll Worms hibernating pupae.  
        ♦ Mealy bug alternate host destruction & their treatment with special emphasis on plant nurseries, orchards, urban areas, water courses and roads.  
        ♦ Upturning of cotton sticks for hastening emergence of PBW moths.  
        ♦ Installation of pheromone traps on heaps of cotton sticks for control of PBW. | Mid Dec. | End Feb. | As above. |
# PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rice Crop 2016</td>
<td>I</td>
<td>♦ <strong>Green Manuring Practices</strong>&lt;br&gt;Land preparation and application of basal dose of fertilizer.&lt;br&gt;Optimum transplanting time (variety-wise).&lt;br&gt;Optimum plant population&lt;br&gt;Zinc application after transplanting where not applied to nurseries.&lt;br&gt;<strong>Weed control.</strong>&lt;br&gt;Second dose of nitrogen fertilizer to early transplanted rice.&lt;br&gt;Pest counting for Borers.&lt;br&gt;Use of herbicide and weed management practices.&lt;br&gt;Direct seeded rice to save irrigation water.</td>
<td>1st July</td>
<td>End July</td>
<td>Electronic Media&lt;br&gt;• Television (Terrestrial / Satellite Channels)&lt;br&gt;• Radio Pakistan&lt;br&gt;• FM Radio&lt;br&gt;• Agri. Helpline&lt;br&gt;• SMS Helpline&lt;br&gt;• Voice Messaging / Robo Calls&lt;br&gt;• Text Messaging (SMS)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Print Media&lt;br&gt;• Newspapers / Magazines (Local and National)&lt;br&gt;• Agri. Publications</td>
</tr>
<tr>
<td></td>
<td>II</td>
<td>♦ <strong>Weed control in late transplanted rice.</strong>&lt;br&gt;Pest scouting for borers and leaf folder.&lt;br&gt;Plant protection (stem borer, leaf folders/diseases)&lt;br&gt;Dusting and granules application.&lt;br&gt;2&lt;sup&gt;nd&lt;/sup&gt; dose of nitrogen application to early transplanted rice and last application of nitrogen to early and late transplanted rice.&lt;br&gt;Economic threshold levels (ETL) for rice insect pests and diseases.&lt;br&gt;Second dose of N to early planted crop.</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; August</td>
<td>31&lt;sup&gt;st&lt;/sup&gt; August</td>
<td>As above</td>
</tr>
</tbody>
</table>
## PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rice Crop</strong></td>
<td>III</td>
<td>♦ Plant protection (Emphasis on leaf folders, plant hoppers and bacterial</td>
<td>1st week of Sept.</td>
<td>20 Sept.</td>
<td><strong>Electronic Media</strong>&lt;br&gt;• Television (Terrestrial / Satellite Channels)&lt;br&gt;• Radio Pakistan&lt;br&gt;• FM Radio&lt;br&gt;• Agri. Helpline&lt;br&gt;• SMS Helpline&lt;br&gt;• Voice Messaging / Robo Calls&lt;br&gt;• Text Messaging (SMS) <strong>Print Media</strong>&lt;br&gt;• Newspapers / Magazines (Local and National)&lt;br&gt;• Agri. Publications</td>
</tr>
<tr>
<td></td>
<td></td>
<td>♦ Stoppage of irrigation two weeks before harvesting.&lt;br&gt;♦ Delay harvesting(3-4 days) with combine harvester (Use rice harvester)&lt;br&gt;♦ Seed for next crop.&lt;br&gt;♦ Harvest and store each variety separately.&lt;br&gt;♦ Use of head feeding combine harvesters for fine varieties and conventional combine harvesters for coarse varieties of rice.</td>
<td>1st week of Oct.</td>
<td>End October</td>
<td>As above</td>
</tr>
<tr>
<td><strong>Rice (Next Crop) 2017</strong></td>
<td>I</td>
<td>♦ <strong>Green Manuring Practices.</strong>&lt;br&gt;♦ Nursery sowing after 20th May&lt;br&gt;♦ Seedbed preparation for sowing.</td>
<td>Mid April</td>
<td>1st week of May</td>
<td>As above</td>
</tr>
<tr>
<td></td>
<td>II</td>
<td>♦ Sowing dates of rice nurseries of different varieties.&lt;br&gt;♦ Application of ZnSO4 to rice nurseries.&lt;br&gt;♦ Pest control of rice nurseries.&lt;br&gt;♦ Identification of diseases especially bacterial leaf blight &amp; its control.&lt;br&gt;♦ Seed treatment for disease control.&lt;br&gt;♦ Transplanting of coarse varieties.&lt;br&gt;♦ <strong>Insect &amp; weed control of rice nurseries.</strong></td>
<td>May</td>
<td>June</td>
<td>As above</td>
</tr>
</tbody>
</table>
## PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>II</td>
<td>♦ Production technology for late sown wheat. ♦ <strong>Green Manuring Practice</strong> ♦ Wheat sowing after rice with zero tillage technology. ♦ Irrigation at crown root stage. ♦ <strong>Weed control by means of Chemical &amp; Mechanical methods.</strong> ♦ Fertilizer. ♦ Management of irrigation for wheat in rice belt.</td>
<td>21 Nov.</td>
<td>10 Jan.</td>
<td>As above</td>
</tr>
</tbody>
</table>
# PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
</table>
| Wheat | III   | - Irrigation at tillering stage.  
- Second dose of fertilizer.  
- Completing fertilizer application.  
- Aphid control measures.  
- Irrigation at booting stage.  
- Encourage bio-control.  
- **Weed control in late sown wheat.** | 11 Jan. | 15 Feb. | **Electronic Media**  
- Television (Terrestrial / Satellite Channels)  
- Radio Pakistan  
- FM Radio  
- Agri. Helpline  
- SMS Helpline  
- Voice Messaging / Robo Calls  
- Text Messaging (SMS)  
**Print Media**  
- Newspapers / Magazines (Local and National)  
- Agri. Publications |
|       | IV    | - Keeping seed for next crop.  
- Irrigation at dough stage.  
- Efficient harvest of wheat with combine harvester or reaper & threshing with thresher.  
- Use of wheat straw chopper in combine harvested wheat fields.  
- Post harvest care and storage.  
- Rouging for off-type plants/weeds to purify seeds for next crop. | 10 March | 30 April | As above |
|       | V     | - Moisture conservation in rained areas.  
- Organic matter conservation through raising green manuring crops and addition of F.Y.M. in irrigated areas as well as incorporation of pervious crop stubbles. | 25 June | 30 Sept. | As above |
### PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
</table>
| Sugarcane | I | ♦ Green Manuring Practice.  
♦ Harvesting sugarcane (ratoon crop, September crop and earlier varieties of spring crop) 1-1½ inch deep for pest control. | 1st Nov. | 15 Dec. | Electronic Media  
- Television (Terrestrial / Satellite Channels)  
- Radio Pakistan  
- FM Radio  
- Agri. Helpline  
- SMS Helpline  
- Voice Messaging / Robo Calls  
- Text Messaging (SMS)  
Print Media  
- Newspapers/ Magazines (Local and National)  
- Agri. Publications |
| | II | ♦ Seed bed preparation.  
♦ Use of chisel plow before seed bed preparation for sugarcane. | 1st Jan. | 31st Jan. | As above |
| | III | ♦ Harvesting sugarcane (late varieties).  
♦ Optimum sowing date.  
♦ Sowing of recommended varieties.  
♦ Fertilizer application.  
♦ Seed rate and seed treatment.  
♦ **Weed control with the help of disc ratooner and rotary weedier.**  
♦ Use of sugarcane planter.  
♦ Pest control specially borers.  
♦ Promoting trench planting..  
♦ Sowing of multiple crops, sugarcane in furrows and other crops on beds.  
♦ Disease free nursery planting.  
♦ **Weed control through chemical and mechanical methods.**  
♦ IPM of sugarcane, Insect-Pests. | Begin Feb. | Mid April | As above |
## PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
</table>
| Sugarcane| IV    | - Pest control  
- **Weed control.**  
- Irrigation.  
- Earthing up. | 20 April   | 15 May   | Electronic Media  
- Television (Terrestrial / Satellite Channels)  
- Radio Pakistan  
- FM Radio  
- Agri. Helpline  
- SMS Helpline  
- Voice Messaging / Robo Calls  
- Text Messaging (SMS)  
Print Media  
- Newspapers / Magazines (Local and National)  
- Agri. Publications |
|          | V     | - Pyrilla control                                                          | (In the light of pest warning reports). | As above |                                                                      |
|          | VI    | - **Green Manuring Practice.**  
- September sowing (1st to 30th Sept.)  
- Optimum sowing date.  
- Sowing of recommended varieties.  
- **Intercropping of pulses in sugarcane.**  
- Promotion trench planting at 4 ft. apart.  
- Fertilizer application.  
- Seed rate and seed treatment.  
- Weed management in Sept. sown Sugarcane. | 1st Sept.  | 15th Oct. | As above |
# PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
</table>
| **Sunflower**               | I     | ♦ Motivational message.  
♦ Optimum sowing time.  
♦ **Green Manuring Practice**  
♦ Recommended varieties (hybrid), seed rate.  
♦ Fertilizer application.  | 10 Dec. 15 Feb. |          | Electronic Media  
♦ Television (Terrestrial / Satellite Channels)  
♦ Radio Pakistan  
♦ FM Radio  
♦ Agri. Helpline  
♦ SMS Helpline  
♦ Voice Messaging / Robo Calls  
♦ Text Messaging (SMS)  |
| **Maize, Sorghum & Pearl Millets** | I     | ♦ Sowing of hybrid and synthetic varieties.  
♦ Sowing of Maize, Sorghum & Pearl Millet crops.  
♦ Agronomic practices and plant protection measures.  
♦ **Weed control through chemical and mechanical methods.**  | 5 July 15 August |          | As above |
|                             | II    | ♦ Agronomic practices and plant protection measures.  
♦ Harvesting & storage.  | 5 Sept. 15 Nov. |          | As above |
| **Spring Maize**            | I     | ♦ Sowing of Maize (hybrid and synthetic).  
♦ Agronomic practices & plant protection measures.  
♦ Application of basal dose of fertilizer.  
♦ **Weedicide application for weed control.**  | 01 Jan. 30 March |          | As above |
|                             | II    | ♦ Agronomic practices & plant protection measures.  
♦ Application of last dose of Nitrogen.  
♦ Harvesting & storage.  | 1st April 15 June |          | As above |
# PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gram</td>
<td>I</td>
<td>♦ Moisture conservation ♦ Weed control</td>
<td>1st July</td>
<td>31 Aug.</td>
<td><strong>Electronic Media</strong>&lt;br&gt;Television (Terrestrial / Satellite Channels)&lt;br&gt;Radio Pakistan&lt;br&gt;FM Radio&lt;br&gt;Agri. Helpline&lt;br&gt;SMS Helpline&lt;br&gt;Voice Messaging / Robo Calls&lt;br&gt;Text Messaging (SMS)&lt;br&gt;<strong>Print Media</strong>&lt;br&gt;Newspapers / Magazines (Local and National)&lt;br&gt;Agri. Publications</td>
</tr>
<tr>
<td></td>
<td>II</td>
<td>♦ Green Manuring Practice&lt;br&gt;Sowing recommended varieties.&lt;br&gt;Seed treatment.&lt;br&gt;Line sowing.&lt;br&gt;Control of ABW through pheromone traps.&lt;br&gt;Optimum sowing time.&lt;br&gt;Preparation of land and fertilizer application.&lt;br&gt;Diseases and their control.&lt;br&gt;<strong>Weedicide application for weed control.</strong></td>
<td>15 Sept.</td>
<td>15 Oct.</td>
<td>As above</td>
</tr>
<tr>
<td></td>
<td>III</td>
<td>♦ Control of pod borer.&lt;br&gt;Harvesting and storage.</td>
<td>15 Feb.</td>
<td>15 March</td>
<td>As above</td>
</tr>
<tr>
<td>Potato</td>
<td>I</td>
<td>♦ Green Manuring Practice&lt;br&gt;Sowing time and approved varieties.&lt;br&gt;Use of certified seed and recommended seed rate.&lt;br&gt;<strong>Balanced fertilizers, chemical weed control and irrigation.</strong>&lt;br&gt;Plant protection against diseases and frost.&lt;br&gt;Production of disease free seed for spring, hill autumn crop.&lt;br&gt;Sowing time, approved varieties use of certified seed.&lt;br&gt;<strong>Seed rate, fertilizer, weed control, irrigation and plant protection.</strong>&lt;br&gt;Raising diseases free seed for spring hill and autumn.</td>
<td>15 Sept.</td>
<td>15 Feb.</td>
<td>As above</td>
</tr>
</tbody>
</table>
## PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
</table>
| Mango | II | ♦ Sowing with potato planter.  
♦ Sowing time, approved varieties, use of certified seed, seed rate, fertilizer, weed control, irrigation and plant protection.  
♦ Harvesting, grading, marketing. | 16 Feb. | 15 April | As above |
|      | I | ♦ Control measures for mango mealy bug.  
♦ Protection of nursery & young orchard plants from frost.  
♦ Application of FYM & other input i.e. NPK & Fe & Zn.  
♦ Control of mango hopper and fruit fly.  
♦ Irrigation during hot summer season.  
♦ Clipping of malformed branches.  
♦ Budding & grafting in mango.  
♦ Adoption of seed control measures.  
♦ Filling of Gaps in Mango orchard.  
♦ **Green Manuring Practices.**  
♦ **Mulching Practices in Mango orchards.** | 1st Dec. | 30th June | Electronic Media  
• Television (Terrestrial / Satellite Channels)  
• Radio Pakistan  
• FM Radio  
• Agri. Helpline  
• SMS Helpline  
• Voice Messaging / Robo Calls  
• Text Messaging (SMS)  
Print Media  
• Newspapers / Magazines  
( Local and National)  
• Agri. Publications |
|      | II | ♦ Harvesting, grading & marketing.  
♦ After harvesting nutrition application.  
♦ Spray of insecticide and fungicide. | 1st July | 31st Aug. | As above |
|      | III | ♦ Clipping of malformed branches.  
♦ Use of growth regulators. | September | October | As above |
# PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
</table>
| Citrus | I | ♦ Application of NPK fertilizer and micronutrients to Citrus orchards.  
♦ Use of insecticides / fungicides against insect / pests and diseases.  
♦ Continuation of harvesting of kinow fruit crop.  
♦ Lay out for establishment of new citrus orchard.  
♦ Sowing of rootstock seeds for nursery plants.  
♦ Pruning and removal of water shoots / sprouts.  
♦ Sowing of green manuring crops.  
♦ Replenishing soil fertilizer with green manuring.  
♦ Irrigation during hot summer season.  
♦ Filling of Gaps in Citrus orchard.  
♦ Carry out budding in Citrus.  
♦ Awareness of farmers on raising suitable leguminous crops in citrus orchards.  
♦ **Mulching Practices** | 1st Feb. | 15th April | **Electronic Media**  
• Television (Terrestrial / Satellite Channels)  
• Radio Pakistan  
• FM Radio  
• Agri. Helpline  
• SMS Helpline  
• Voice Messaging / Robo Calls  
• Text Messaging (SMS)  
**Print Media**  
• Newspapers / Magazines (Local and National)  
• Agri. Publications |
| | II | ♦ Irrigation management.  
♦ Adoption of plant protection measures to control insect/pests and diseases.  
♦ Application of plant nutrients during August September.  
♦ Budding / Grafting.  
♦ Establishment of new orchards.  
♦ Care of citrus orchards in moon soon season.  
♦ Transplantation of nursery plants.  
♦ Sowing of root stock seed.  
♦ Training / pruning of young citrus orchards.  
♦ Control of Mealy Bug.  
♦ Harvesting, grading & marketing of citrus fruits.  
♦ Removal of dried & diseases branches.  
♦ Transplanting of Khati seedlings.  
♦ Intercropping in citrus orchards. | May | October | As above |
## PUBLICITY PLAN FOR 2016-17

<table>
<thead>
<tr>
<th>Crop</th>
<th>Round</th>
<th>Key Message</th>
<th>Comm. Date</th>
<th>End Date</th>
<th>Media</th>
</tr>
</thead>
</table>
| Citrus | III | ♦ Importance of balance fertilization in citrus.  
♦ Harvesting, grading and marketing of citrus fruits.  
♦ Protection of young nursery plants (Frost etc.).  
♦ Removal of dried and diseases branches.  
♦ Control of mealy bug crawlers through integrated approach.  
♦ Intercropping in citrus orchards.  
♦ Control of mealy bug.  
♦ Application of farmyard manure.  
♦ Establishment of Germplasm Units in citrus.  
♦ Minimization of post harvest losses in citrus. | 1st Nov. | 30th Jan. | Electronic Media
• Television (Terrestrial / Satellite Channels)  
• Radio Pakistan  
• FM Radio  
• Agri. Helpline  
• SMS Helpline  
• Voice Messaging / Robo Calls  
• Text Messaging (SMS) |
| Guava | I | ♦ Control of fruit fly  
♦ Fertilizer application  
♦ **Adoption of weed control measures.**  
♦ Raising of nursery plants application of fertilizer i.e. NPK and FYM. | 10 August | 10 Sept. | As above |
| | II | ♦ Drying of fruit plants due to excessive irrigation and control on pests.  
♦ Thinning of summer crop. | 15 Feb. | 15 March | As above |
| | III | ♦ Protection, picking and marketing | June | July | As above |
PUBLICITY PLAN FOR 2016-17

- Soil sampling and water testing
- Precision land leveling with laser technology
- Breaking of hard pan in soils through deep tillage
- Economical methods of soil and water conservation in rain fed and arid areas
- Replenishing soil fertility with green manuring
- Water conservation techniques
- Use of electric resistivity meter for ground water exploration before installation of tube wells
- Use of farm water control structures for soil and water conservation in Barani area
- Reclaiming and improving saline/sodic soils with the use of gypsum
- Minimization of post harvest losses
- Drip & Sprinkler irrigation techniques
- Importance of balanced fertilization
- Agronomic and engineering interventions for rehabilitation of salt-affected soils
- Technology package for transplantation of different forest / fruit plants in salt affected soils
- Safe usage of brackish tube well water for reclamation and crop production in salt affected soils
- Use of gypsum for moisture conservation for wheat and other crops in Rainfed Pothwar
- Zero tillage technology