

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

# PUBLICITY PLAN FOR 2016-17

Crop	Round	Key Message	Comm. Date	End Date	Media
Cotton	I	<ul style="list-style-type: none"> <li>◆ Recommended BT &amp; Hybrid Cotton Varieties.</li> <li>◆ White Fly control on spring crops to combat CLCV.</li> <li>◆ Recommended Cotton Varieties (Non-BT).</li> <li>◆ <b>Green Manuring Practices.</b></li> <li>◆ Seed bed preparation.</li> <li>◆ Seed drill calibration.</li> <li>◆ Seed rate + Seed treatment.</li> <li>◆ Thinning (Non-BT Cultivars).</li> <li>◆ Turning flat sowing into bed sowing.</li> <li>◆ Use of nitrogenous fertilizers.</li> <li>◆ Irrigation (BT &amp; Hybrid Cultivars).</li> <li>◆ Irrigation (Non-BT Cultivars).</li> <li>◆ Sucking insects / pest control (Whitefly, thrips, aphid and jassid etc.)</li> </ul>	15 <sup>th</sup> April	Mid May	<p><b>Electronic Media</b></p> <ul style="list-style-type: none"> <li>• Television (Terrestrial / Satellite Channels)</li> <li>• Radio Pakistan</li> <li>• FM Radio</li> <li>• Agri. Helpline</li> <li>• SMS Helpline</li> <li>• Voice Messaging / Robo Calls</li> <li>• Text Messaging (SMS)</li> </ul> <p><b>Print Media</b></p> <ul style="list-style-type: none"> <li>• Newspapers / Magazines (Local and National)</li> <li>• Agri. Publications</li> </ul>
	II	<ul style="list-style-type: none"> <li>◆ Effective spray techniques.</li> <li>◆ Control of whitefly to combat CLCV.</li> <li>◆ Pest scouting of sucking pests (Specially for Jassid).</li> <li>◆ <b>Weed control.</b></li> <li>◆ Use of PB ropes for PBW control.</li> <li>◆ Precautions in purchase of pesticides.</li> <li>◆ Identification and control of thrips.</li> <li>◆ CLCV management techniques.</li> <li>◆ Mealy Bug control.</li> <li>◆ SBW control.</li> <li>◆ Draining out of excess rain water.</li> <li>◆ Control of ABW.</li> <li>◆ Control of ABW and whitefly.</li> <li>◆ Irrigation management.</li> </ul>	16 <sup>th</sup> May	Mid Sep	As above

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Crop	Round	Key Message	Comm. Date	End Date	Media
Cotton	III	<ul style="list-style-type: none"> <li>◆ Last irrigation (Bt, Hybrid and Non-Bt cultivars).</li> <li>◆ Picking contamination free cotton and its transportation.</li> </ul>	16 <sup>th</sup> Sep	Mid Dec.	<p><b>Electronic Media</b></p> <ul style="list-style-type: none"> <li>• Television (Terrestrial / Satellite Channels)</li> <li>• Radio Pakistan</li> <li>• FM Radio</li> <li>• Agri. Helpline</li> <li>• SMS Helpline</li> <li>• Voice Messaging / Robo Calls</li> <li>• Text Messaging (SMS)</li> </ul> <p><b>Print Media</b></p> <ul style="list-style-type: none"> <li>• Newspapers / Magazines (Local and National)</li> <li>• Agri. Publications</li> </ul>
	IV	<ul style="list-style-type: none"> <li>◆ Ploughing up of cotton wadh before 31<sup>st</sup> January to kill Boll Worms hibernating pupae.</li> <li>◆ Mealy bug alternate host destruction &amp; their treatment with special emphasis on plant nurseries, orchards, urban areas, water courses and roads.</li> <li>◆ Upturning of cotton sticks for hastening emergence of PBW moths.</li> <li>◆ Installation of pheromone traps on heaps of cotton sticks for control of PBW.</li> </ul>	Mid Dec.	End Feb.	As above.

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Crop	Round	Key Message	Comm. Date	End Date	Media
Rice Crop 2016	I	<ul style="list-style-type: none"> <li>◆ <b>Green Manuring Practices</b></li> <li>◆ Land preparation and application of basal dose of fertilizer.</li> <li>◆ Optimum transplanting time (variety-wise).</li> <li>◆ Optimum plant population</li> <li>◆ Zinc application after transplanting where not applied to nurseries.</li> <li>◆ <b>Weed control.</b></li> <li>◆ Second dose of nitrogen fertilizer to early transplanted rice.</li> <li>◆ Pest counting for Borers.</li> <li>◆ Use of herbicide and weed management practices.</li> <li>◆ Direct seeded rice to save irrigation water.</li> </ul>	1st July	End July	<p><b>Electronic Media</b></p> <ul style="list-style-type: none"> <li>• Television (Terrestrial / Satellite Channels)</li> <li>• Radio Pakistan</li> <li>• FM Radio</li> <li>• Agri. Helpline</li> <li>• SMS Helpline</li> <li>• Voice Messaging / Robo Calls</li> <li>• Text Messaging (SMS)</li> </ul> <p><b>Print Media</b></p> <ul style="list-style-type: none"> <li>• Newspapers / Magazines (Local and National)</li> <li>• Agri. Publications</li> </ul>
	II	<ul style="list-style-type: none"> <li>◆ <b>Weed control in late transplanted rice.</b></li> <li>◆ Pest scouting for borers and leaf folder.</li> <li>◆ Plant protection (stem borer, leaf folders/diseases)</li> <li>◆ Dusting and granules application.</li> <li>◆ 2<sup>nd</sup> dose of nitrogen application to early transplanted rice and last application of nitrogen to early and late transplanted rice.</li> <li>◆ Economic threshold levels (ETL) for rice insect pests and diseases.</li> <li>◆ Second dose of N to early planted crop.</li> </ul>	1 <sup>st</sup> August	31 <sup>st</sup> August	As above

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Crop	Round	Key Message	Comm. Date	End Date	Media
Rice Crop	III	<ul style="list-style-type: none"> <li>◆ Plant protection (Emphasis on leaf folders, plant hoppers and bacterial blight).</li> </ul>	1st week of Sept.	20 Sept.	<b>Electronic Media</b> <ul style="list-style-type: none"> <li>• Television (Terrestrial / Satellite Channels)</li> <li>• Radio Pakistan</li> <li>• FM Radio</li> <li>• Agri. Helpline</li> <li>• SMS Helpline</li> <li>• Voice Messaging / Robo Calls</li> <li>• Text Messaging (SMS)</li> </ul> <b>Print Media</b> <ul style="list-style-type: none"> <li>• Newspapers / Magazines (Local and National)</li> <li>• Agri. Publications</li> </ul>
	IV	<ul style="list-style-type: none"> <li>◆ Stoppage of irrigation two weeks before harvesting.</li> <li>◆ Delay harvesting(3-4 days) with combine harvester (Use rice harvester)</li> <li>◆ Seed for next crop.</li> <li>◆ Harvest and store each variety separately.</li> <li>◆ Use of head feeding combine harvesters for fine varieties and conventional combine harvesters for coarse varieties of rice.</li> </ul>	1 <sup>st</sup> week of Oct.	End October	As above
Rice (Next Crop) 2017	I	<ul style="list-style-type: none"> <li>◆ <b>Green Manuring Practices.</b></li> <li>◆ Nursery sowing after 20th May</li> <li>◆ Seedbed preparation for sowing.</li> </ul>	Mid April	1 <sup>st</sup> week of May	As above
	II	<ul style="list-style-type: none"> <li>◆ Sowing dates of rice nurseries of different varieties.</li> <li>◆ Application of ZnSO<sub>4</sub> to rice nurseries.</li> <li>◆ Pest control of rice nurseries.</li> <li>◆ Identification of diseases especially bacterial leaf blight &amp; its control.</li> <li>◆ Seed treatment for disease control.</li> <li>◆ Transplanting of coarse varieties.</li> <li>◆ <b>Insect &amp; weed control of rice nurseries.</b></li> </ul>	May	June	As above

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Crop	Round	Key Message	Comm. Date	End Date	Media
Wheat	I	<ul style="list-style-type: none"> <li>◆ Seed drill calibration.</li> <li>◆ Use of conventional, stubble and runner drill.</li> <li>◆ Preparation of on farm seed.</li> <li>◆ <b>Green Manuring Practices.</b></li> <li>◆ Sowing of recommended varieties at optimum time in rained and irrigated areas.</li> <li>◆ Use of certified/graded seed &amp; adjusting seed rate according to sowing time.</li> <li>◆ Planting of wheat on beds.</li> <li>◆ <b>Weed control practices.</b></li> <li>◆ Improving N-P ratio.</li> <li>◆ Irrigation management in rice and cotton belt.</li> <li>◆ Motivation for training.</li> <li>◆ Zero tillage techniques in rice belt.</li> <li>◆ Completing wheat sowing early.</li> <li>◆ Testing of soil fertility.</li> <li>◆ Use of chisel plough after every 3 years.</li> <li>◆ Use of disc plough &amp; disc harrow.</li> <li>◆ <b>Pre-sowing weed control by dab method.</b></li> <li>◆ Importance of land leveling.</li> <li>◆ Seed treatment for control of bunts &amp; smuts.</li> <li>◆ Emphasis on optimum seed rate &amp; early planting.</li> <li>◆ Use of balanced fertilizer according to soil fertility</li> </ul>	10 Oct.	20 Nov.	<p><b>Electronic Media</b></p> <ul style="list-style-type: none"> <li>• Television (Terrestrial / Satellite Channels)</li> <li>• Radio Pakistan</li> <li>• FM Radio</li> <li>• Agri. Helpline</li> <li>• SMS Helpline</li> <li>• Voice Messaging / Robo Calls</li> <li>• Text Messaging (SMS)</li> </ul> <p><b>Print Media</b></p> <ul style="list-style-type: none"> <li>• Newspapers / Magazines (Local and National)</li> <li>• Agri. Publications</li> </ul>
	II	<ul style="list-style-type: none"> <li>◆ Production technology for late sown wheat.</li> <li>◆ <b>Green Manuring Practice</b></li> <li>◆ Wheat sowing after rice with zero tillage technology.</li> <li>◆ Irrigation at crown root stage.</li> <li>◆ <b>Weed control by means of Chemical &amp; Mechanical methods.</b></li> <li>◆ Fertilizer.</li> <li>◆ Management of irrigation for wheat in rice belt.</li> </ul>	21 Nov.	10 Jan.	As above

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Crop	Round	Key Message	Comm. Date	End Date	Media
<b>Wheat</b>	III	<ul style="list-style-type: none"> <li>◆ Irrigation at tillering stage.</li> <li>◆ Second dose of fertilizer.</li> <li>◆ Completing fertilizer application.</li> <li>◆ Aphid control measures.</li> <li>◆ Irrigation at booting stage.</li> <li>◆ Encourage bio-control.</li> <li>◆ <b>Weed control in late sown wheat.</b></li> </ul>	11 Jan.	15 Feb.	<p><b>Electronic Media</b></p> <ul style="list-style-type: none"> <li>• Television (Terrestrial / Satellite Channels)</li> <li>• Radio Pakistan</li> <li>• FM Radio</li> <li>• Agri. Helpline</li> <li>• SMS Helpline</li> <li>• Voice Messaging / Robo Calls</li> <li>• Text Messaging (SMS)</li> </ul> <p><b>Print Media</b></p> <ul style="list-style-type: none"> <li>• Newspapers / Magazines (Local and National)</li> <li>• Agri. Publications</li> </ul>
	IV	<ul style="list-style-type: none"> <li>◆ Keeping seed for next crop.</li> <li>◆ Irrigation at dough stage.</li> <li>◆ Efficient harvest of wheat with combine harvester or reaper &amp; threshing with thresher.</li> <li>◆ Use of wheat straw chopper in combine harvested wheat fields.</li> <li>◆ Post harvest care and storage.</li> <li>◆ Rouging for off-type plants/weeds to purify seeds for next crop.</li> </ul>	10 March	30 April	As above
	V	<ul style="list-style-type: none"> <li>◆ Moisture conservation in rained areas.</li> <li>◆ Organic matter conservation through raising green manuring crops and addition of F.Y.M. in irrigated areas as well as incorporation of previous crop stubbles.</li> </ul>	25 June	30 Sept.	As above

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Crop	Round	Key Message	Comm. Date	End Date	Media
Sugarcane	I	<ul style="list-style-type: none"> <li>◆ <b>Green Manuring Practice.</b></li> <li>◆ Harvesting sugarcane (ratoon crop, September crop and earlier varieties of spring crop) 1-1½ inch deep for pest control.</li> </ul>	1st Nov.	15 Dec.	<b>Electronic Media</b> <ul style="list-style-type: none"> <li>• Television (Terrestrial / Satellite Channels)</li> <li>• Radio Pakistan</li> <li>• FM Radio</li> <li>• Agri. Helpline</li> <li>• SMS Helpline</li> <li>• Voice Messaging / Robo Calls</li> <li>• Text Messaging (SMS)</li> </ul> <b>Print Media</b> <ul style="list-style-type: none"> <li>• Newspapers/ Magazines (Local and National)</li> <li>• Agri. Publications</li> </ul>
	II	<ul style="list-style-type: none"> <li>◆ Seed bed preparation.</li> <li>◆ Use of chisel plow before seed bed preparation for sugarcane.</li> </ul>	1st Jan.	31st Jan.	As above
	III	<ul style="list-style-type: none"> <li>◆ Harvesting sugarcane (late varieties).</li> <li>◆ Optimum sowing date.</li> <li>◆ Sowing of recommended varieties.</li> <li>◆ Fertilizer application.</li> <li>◆ Seed rate and seed treatment.</li> <li>◆ <b>Weed control with the help of disc ratooner and rotary weedier.</b></li> <li>◆ Use of sugarcane planter.</li> <li>◆ Pest control specially borers.</li> <li>◆ Promoting trench planting..</li> <li>◆ Sowing of multiple crops, sugarcane in furrows and other crops on beds.</li> <li>◆ Disease free nursery planting.</li> <li>◆ <b>Weed control through chemical and mechanical methods.</b></li> <li>◆ IPM of sugarcane, Insect-Pests.</li> </ul>	Begin Feb.	Mid April	As above



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Crop	Round	Key Message	Comm. Date	End Date	Media
Sugarcane	IV	<ul style="list-style-type: none"> <li>◆ Pest control</li> <li>◆ <b>Weed control.</b></li> <li>◆ Irrigation.</li> <li>◆ Earthing up.</li> </ul>	20 April	15 May	<p><b>Electronic Media</b></p> <ul style="list-style-type: none"> <li>• Television (Terrestrial / Satellite Channels)</li> <li>• Radio Pakistan</li> <li>• FM Radio</li> <li>• Agri. Helpline</li> <li>• SMS Helpline</li> <li>• Voice Messaging / Robo Calls</li> <li>• Text Messaging (SMS)</li> </ul> <p><b>Print Media</b></p> <ul style="list-style-type: none"> <li>• Newspapers / Magazines (Local and National)</li> <li>• Agri. Publications</li> </ul>
	V	<ul style="list-style-type: none"> <li>◆ Pyrilla control</li> </ul>	(In the light of pest warning reports).		As above
	VI	<ul style="list-style-type: none"> <li>◆ <b>Green Manuring Practice.</b></li> <li>◆ September sowing (1<sup>st</sup> to 30<sup>th</sup> Sept.)</li> <li>◆ Optimum sowing date.</li> <li>◆ Sowing of recommended varieties.</li> <li>◆ <b>Intercropping of pulses in sugarcane.</b></li> <li>◆ Promotion trench planting at 4 ft. apart.</li> <li>◆ Fertilizer application.</li> <li>◆ Seed rate and seed treatment.</li> <li>◆ Weed management in Sept. sown Sugarcane.</li> </ul>	1 <sup>st</sup> Sept.	15 <sup>th</sup> Oct.	As above

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Crop	Round	Key Message	Comm. Date	End Date	Media
Sunflower	I	<ul style="list-style-type: none"> <li>◆ Motivational message.</li> <li>◆ Optimum sowing time.</li> <li>◆ <b>Green Manuring Practice</b></li> <li>◆ Recommended varieties (hybrid), seed rate.</li> <li>◆ Fertilizer application.</li> </ul>	10 Dec.	15 Feb.	<b>Electronic Media</b> <ul style="list-style-type: none"> <li>• Television (Terrestrial / Satellite Channels)</li> <li>• Radio Pakistan</li> <li>• FM Radio</li> <li>• Agri. Helpline</li> <li>• SMS Helpline</li> <li>• Voice Messaging / Robo Calls</li> <li>• Text Messaging (SMS)</li> </ul> <b>Print Media</b> <ul style="list-style-type: none"> <li>• Newspapers / Magazines (Local and National)</li> <li>• Agri. Publications</li> </ul>
<b>Maize, Sorghum &amp; Pearl Millets</b>	I	<ul style="list-style-type: none"> <li>◆ Sowing of hybrid and synthetic varieties.</li> <li>◆ Sowing of Maize, Sorghum &amp; Pearl Millet crops.</li> <li>◆ Agronomic practices and plant protection measures.</li> <li>◆ <b>Weed control through chemical and mechanical methods.</b></li> </ul>	5 July	15 August	As above
	II	<ul style="list-style-type: none"> <li>◆ Agronomic practices and plant protection measures.</li> <li>◆ Harvesting &amp; storage.</li> </ul>	5 Sept.	15 Nov.	As above
<b>Spring Maize</b>	I	<ul style="list-style-type: none"> <li>◆ Sowing of Maize (hybrid and synthetic).</li> <li>◆ Agronomic practices &amp; plant protection measures.</li> <li>◆ Application of basal dose of fertilizer.</li> <li>◆ <b>Weedicide application for weed control.</b></li> </ul>	01 Jan.	<b>30 March</b>	As above
	II	<ul style="list-style-type: none"> <li>◆ Agronomic practices &amp; plant protection measures.</li> <li>◆ Application of last dose of Nitrogen.</li> <li>◆ Harvesting &amp; storage.</li> </ul>	1 <sup>st</sup> . April	15 June	As above

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Crop	Round	Key Message	Comm. Date	End Date	Media
Gram	I	<ul style="list-style-type: none"> <li>◆ Moisture conservation</li> <li>◆ <b>Weed control</b></li> </ul>	1 <sup>st</sup> July	31 Aug.	<b>Electronic Media</b> <ul style="list-style-type: none"> <li>•Television (Terrestrial / Satellite Channels)</li> <li>•Radio Pakistan</li> <li>•FM Radio</li> <li>•Agri. Helpline</li> <li>•SMS Helpline</li> <li>•Voice Messaging / Robo Calls</li> <li>•Text Messaging (SMS)</li> </ul> <b>Print Media</b> <ul style="list-style-type: none"> <li>•Newspapers / Magazines (Local and National)</li> <li>•Agri. Publications</li> </ul>
	II	<ul style="list-style-type: none"> <li>◆ <b>Green Manuring Practice</b></li> <li>◆ Sowing recommended varieties.</li> <li>◆ Seed treatment.</li> <li>◆ Line sowing.</li> <li>◆ Control of ABW through pheromone traps.</li> <li>◆ Optimum sowing time.</li> <li>◆ Preparation of land and fertilizer application.</li> <li>◆ Diseases and their control.</li> <li>◆ <b>Weedicide application for weed control.</b></li> </ul>	15 Sept.	15 Oct.	As above
	III	<ul style="list-style-type: none"> <li>◆ Control of pod borer.</li> <li>◆ Harvesting and storage.</li> </ul>	15 Feb.	15 March	As above
Potato	I	<ul style="list-style-type: none"> <li>◆ <b>Green Manuring Practice</b></li> <li>◆ Sowing time and approved varieties.</li> <li>◆ Use of certified seed and recommended seed rate.</li> <li>◆ <b>Balanced fertilizers, chemical weed control and irrigation.</b></li> <li>◆ Plant protection against diseases and frost.</li> <li>◆ Production of disease free seed for spring, hill autumn crop.</li> <li>◆ Sowing time, approved varieties use of certified seed.</li> <li>◆ <b>Seed rate, fertilizer, weed control, irrigation and plant protection.</b></li> <li>◆ Raising diseases free seed for spring hill and autumn.</li> </ul>	15 Sept.	15 Feb.	As above

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Crop	Round	Key Message	Comm. Date	End Date	Media
	II	<ul style="list-style-type: none"> <li>◆ Sowing with potato planter.</li> <li>◆ <b>Sowing time, approved varieties, use of certified seed, seed rate, fertilizer, weed control, irrigation and plant protection.</b></li> <li>◆ Harvesting, grading, marketing.</li> </ul>	16 Feb.	15 April	As above
Mango	I	<ul style="list-style-type: none"> <li>◆ Control measures for mango mealy bug.</li> <li>◆ Protection of nursery &amp; young orchard plants from frost.</li> <li>◆ Application of FYM &amp; other input i.e. NPK &amp; Fe &amp; Zn.</li> <li>◆ Control of mango hopper and fruit fly.</li> <li>◆ Irrigation during hot summer season.</li> <li>◆ Clipping of malformed branches.</li> <li>◆ Budding &amp; grafting in mango.</li> <li>◆ Adoption of seed control measures.</li> <li>◆ Filling of Gaps in Mango orchard.</li> <li>◆ <b>Green Manuring Practices.</b></li> <li>◆ <b>Mulching Practices in Mango orchards.</b></li> </ul>	1 <sup>st</sup> Dec.	30 <sup>th</sup> June	<b>Electronic Media</b> <ul style="list-style-type: none"> <li>•Television (Terrestrial / Satellite Channels)</li> <li>•Radio Pakistan</li> <li>•FM Radio</li> <li>•Agri. Helpline</li> <li>•SMS Helpline</li> <li>•Voice Messaging / Robo Calls</li> <li>•Text Messaging (SMS)</li> </ul> <b>Print Media</b> <ul style="list-style-type: none"> <li>•Newspapers / Magazines (Local and National)</li> <li>•Agri. Publications</li> </ul>
	II	<ul style="list-style-type: none"> <li>◆ Harvesting, grading &amp; marketing.</li> <li>◆ After harvesting nutrition application.</li> <li>◆ Spray of insecticide and fungicide.</li> </ul>	1 <sup>st</sup> July	31 <sup>st</sup> Aug.	As above
	III	<ul style="list-style-type: none"> <li>◆ Clipping of malformed branches.</li> <li>◆ Use of growth regulators.</li> </ul>	September	October	As above

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Crop	Round	Key Message	Comm. Date	End Date	Media
Citrus	I	<ul style="list-style-type: none"> <li>◆ Application of NPK fertilizer and micronutrients to Citrus orchards.</li> <li>◆ Use of insecticides / fungicides against insect / pests and diseases.</li> <li>◆ Continuation of harvesting of kinow fruit crop.</li> <li>◆ Lay out for establishment of new citrus orchard.</li> <li>◆ Sowing of rootstock seeds for nursery plants.</li> <li>◆ Pruning and removal of water shoots / sprouts.</li> <li>◆ Sowing of green manuring crops.</li> <li>◆ Replenishing soil fertilizer with green manuring.</li> <li>◆ Irrigation during hot summer season.</li> <li>◆ Filling of Gaps in Citrus orchard.</li> <li>◆ Carry out budding in Citrus.</li> <li>◆ Awareness of farmers on raising suitable leguminous crops in citrus orchards.</li> <li>◆ <b>Mulching Practices</b></li> </ul>	1 <sup>st</sup> Feb.	15 <sup>th</sup> April	<p><b>Electronic Media</b></p> <ul style="list-style-type: none"> <li>•Television (Terrestrial / Satellite Channels)</li> <li>•Radio Pakistan</li> <li>•FM Radio</li> <li>•Agri. Helpline</li> <li>•SMS Helpline</li> <li>•Voice Messaging / Robo Calls</li> <li>•Text Messaging (SMS)</li> </ul> <p><b>Print Media</b></p> <ul style="list-style-type: none"> <li>•Newspapers / Magazines (Local and National)</li> <li>•Agri. Publications</li> </ul>
	II	<ul style="list-style-type: none"> <li>◆ Irrigation management.</li> <li>◆ Adoption of plant protection measures to control insect/pests and diseases.</li> <li>◆ Application of plant nutrients during August September.</li> <li>◆ Budding / Grafting.</li> <li>◆ Establishment of new orchards.</li> <li>◆ Care of citrus orchards in moon soon season.</li> <li>◆ Transplantation of nursery plants.</li> <li>◆ Sowing of root stock seed.</li> <li>◆ Training / pruning of young citrus orchards.</li> <li>◆ Control of Mealy Bug.</li> <li>◆ Harvesting, grading &amp; marketing of citrus fruits.</li> <li>◆ Removal of dried &amp; diseases branches.</li> <li>◆ Transplanting of Khati seedlings.</li> <li>◆ Intercropping in citrus orchards.</li> </ul>	May	October	As above

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Citrus	III	<ul style="list-style-type: none"> <li>◆ Importance of balance fertilization in citrus.</li> <li>◆ Harvesting, grading and marketing of citrus fruits.</li> <li>◆ Protection of young nursery plants (Frost etc.).</li> <li>◆ Removal of dried and diseases branches.</li> <li>◆ Control of mealy bug crawlers through integrated approach.</li> <li>◆ Intercropping in citrus orchards.</li> <li>◆ Control of mealy bug.</li> <li>◆ Application of farmyard manure.</li> <li>◆ Establishment of Germplasm Units in citrus.</li> <li>◆ Minimization of post harvest losses in citrus.</li> </ul>	1 <sup>st</sup> Nov.	30 <sup>th</sup> Jan.	<b>Electronic Media</b> <ul style="list-style-type: none"> <li>• Television (Terrestrial / Satellite Channels)</li> <li>• Radio Pakistan</li> <li>• FM Radio</li> <li>• Agri. Helpline</li> <li>• SMS Helpline</li> <li>• Voice Messaging / Robo Calls</li> <li>• Text Messaging (SMS)</li> </ul> <b>Print Media</b> <ul style="list-style-type: none"> <li>• Newspapers / Magazines (Local and National)</li> <li>• Agri. Publications</li> </ul>
	I	<ul style="list-style-type: none"> <li>◆ Control of fruit fly</li> <li>◆ Fertilizer application</li> <li>◆ <b>Adoption of weed control measures.</b></li> <li>◆ Raising of nursery plants application of fertilizer i.e. NPK and FYM.</li> </ul>	10 August	10 Sept.	As above
	II	<ul style="list-style-type: none"> <li>◆ Drying of fruit plants due to excessive irrigation and control on pests.</li> <li>◆ Thinning of summer crop.</li> </ul>	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