



# Annual Report

## 2019-20



Compiled by  
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**Directorate of Agricultural Information, Punjab**  
21- Sir Agha Khan III Road, Lahore

## SUMMARY OF ACTIVITIES/ACHIEVEMENTS 2019-20

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

ELECTRONIC MEDIA		
i. TV Messages on agriculture	<b>Produced</b>	<b>Telecasts</b>
	67	402
ii. TV Programs Produced / Telecast through TV Channels	34	34
iii. TV News Packages Telecast through TV Channels in Punjab	834	3215
iv. Agricultural Talks recorded/broadcast through Radio Stations in Punjab	2435	
v. Audio Messages on Agriculture	<b>Produced</b>	<b>Broadcasts</b>
	66	265
vi. TV Tickers about development activities issued & displayed	125	
vii. Production of Video Documentaries on major/high value crops for telecast through TV Channels/Social Media	17	
viii. Issuing/Monitoring of News and Tickers on agriculture from T.V. channels	423	
ix. Media Coverage of Press Briefings/Meetings/Training Programs/Road Shows, Farmer days, etc.	130	
x. Total hits of Website of Agriculture Department, Punjab <a href="http://www.agripunjab.gov.pk">www.agripunjab.gov.pk</a> .	12 million	

<b>PRINT MEDIA</b>		
<b>1. Agricultural Publicity</b>		
a. Handouts/Press releases	<b>Issued</b>	<b>Carried/Published by Newspapers</b>
	2047	12,958
b. Agricultural Features	234	648
c. Newspaper Advertisements	<b>No. of Ads</b>	<b>Insertions</b>
	143	1802
d. Press Clippings (News/Features/Editorials)	<b>No. of Newspapers Monitored</b>	<b>Press Clippings Prepared</b>
	12078	24023
<b>2. Periodicals</b>		
	<b>Issues</b>	<b>Copies</b>
i. Ziratnama (Fortnightly)	22	45920
ii. Journal of Agricultural Research (JAR) (Quarterly)	4	900
<b>3. Agricultural Publications</b>		
a. Extension Publications	<b>No. of Publications</b>	<b>Copies</b>
	9	541000

### OTHER ACTIVITIES

i. Participation in Agricultural Exhibition/Farmer Days/Road Shows/Seminars	8	
ii. Speeches written for Chief Minister, Minister for Agriculture and Secretary Agriculture, Punjab at different occasions	80	
iii. Internship offered to students of Mass Communication Department of Lahore College for Women University, University of Agriculture Faisalabad and University College of Agriculture, Sargodha	16	
iv. Allocation and Expenditure of Budget, 2019-20	<b>Allocation (Rs. In million)</b>	<b>Expenditure (Rs. In million)</b>
	145.507	142.197

**Income Generated/Deposited into Government Treasury by Directorate of Agricultural Information, Punjab 2019-20**

<b>Z.N Subscription (Rs.)</b>	<b>JAR Subscription (Rs.)</b>	<b>Publications Sale (Rs.)</b>	<b>Miscellaneous (Rs.)</b>	<b>Total (Rs.)</b>
<b>14,36,032/-</b>	<b>1,81,200/-</b>	<b>36,055/-</b>	<b>6,42,359/-</b>	<b>22,95,646/-</b>

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