



കേരള സംസ്ഥാന സഹകരണ കാർഷിക ഗ്രാമ വികസന ബാങ്ക് തൃപ്തം. Kerala State Co-operative Agricultural and Rural Development Bank Ltd.

P1/BFA/2024-25

03/09/2024

All Regional Managers & Secretaries of all PCARD Banks

Sir,

Sub: Best Farmer Award- 2024 – guidelines issued for selection –reg:

Ref: Board Decision of Board of Directors dated 27.08.2024

The KSCARD Bank and PCARD Banks have been playing an important role in the socio-economic development of Kerala from the formation of the State. We being the pioneers in providing investment credit to the farmers of Kerala, the Board Meeting held on 27.08.2024 vide resolution No.A3, decided to distribute **Best Farmer Award 2024**, which will give a motivation to the farmers for their performance.

The approved guidelines for the selection of Best Farmer Award at PCARD Bank level and Regional Office level are enclosed. The PCARD banks are advised to give top priority to this noble endeavour and identify best farmers, if any, not exceeding two in your jurisdiction and report the same to the concerned Regional Managers on or before **10/09/2024**.

The RMs are requested to associate with the PCARD Banks in the region to identify Best farmer borrowers and conduct field study of the identified best farmers from PCARDBs and select the most eligible farmer borrowers, if any, not exceeding two, from each district. The RMs are also advised to prepare a video graph covering all farming activities undertaken by the selected farmers with the assistance of Agricultural Development Officer/ Agricultural Officers and submit to Head Office on or before **13/09/2024**. The State level selection committee will finalize the Best Farmer of the state after thorough scrutiny of the District level nominations.

By considering the urgency of the situation and limitations, the specified time limit may kindly be adhered to. TREAT THIS MATTER AS MOST URGENT.

Yours faithfully,

Encl: A/a

General Manager (i/c)

APARNA PRATHAP
General Manager I/C

Copy to: Principal ITM, CIO (SZ&NZ)
All Section Heads at HO
PA to President

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