


**PUBLICITY PLAN
THROUGH MASS MEDIA
FOR
ENHANCING PRODUCTIVITY OF
CROPS, VEGETABLES & FRUITS
IN
PUNJAB
DURING
2018-19**



COMMUNICATION STRATEGY APPROACH

Directorate of Agricultural Information, Punjab

CROP	KEY MESSAGE	PERIOD
Cotton	<ul style="list-style-type: none"> ▪ Ploughing up of cotton wadh before 31st 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. to End Feb.
	<ul style="list-style-type: none"> ▪ Recommended BT & Hybrid Cotton Varieties. ▪ White Fly control on spring crops to combat CLCV. ▪ Recommended Cotton Varieties (Non-BT). ▪ Seed bed preparation. ▪ Seed drill calibration. ▪ Seed rate + Seed treatment. ▪ Thinning (Non-BT Cultivars). ▪ Turning flat sowing into bed sowing. ▪ Use of nitrogenous fertilizers. ▪ Irrigation (BT & Hybrid Cultivars). ▪ Irrigation (Non-BT Cultivars). ▪ Sucking insects / pest control (Whitefly, thrips, aphid and jassid etc.) 	1 st March to Mid May

**COMMUNICAITION PLAN
KEY MESSAGES FOR TARGET AUDIENCE**

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CROP	KEY MESSAGE	PERIOD
Cotton	<ul style="list-style-type: none"> ▪ Effective spray techniques. ▪ Control of whitefly to combat CLCV. ▪ Pest scouting of sucking pests (Specially for Jassid). ▪ Weed control. ▪ Use of PB ropes for PBW control. ▪ Precautions in purchase of pesticides. ▪ Identification and control of thrips. ▪ CLCV management techniques. ▪ Mealy Bug control. ▪ SBW control. ▪ Draining out of excess rain water. ▪ Control of ABW. ▪ Control of ABW and whitefly. ▪ Irrigation management. 	16 th May to Mid Sep
	<ul style="list-style-type: none"> ▪ Last irrigation (Bt, Hybrid and Non-Bt cultivars). ▪ Picking contamination free cotton and its transportation. 	16 th Sep to Mid Dec

CROP	KEY MESSAGE	PERIOD
Rice crop 2018	<ul style="list-style-type: none"> ▪ Land preparation and application of basal dose of fertilizer. ▪ Optimum transplanting time (variety-wise). ▪ Optimum plant population ▪ Zinc application after transplanting where not applied to nurseries. ▪ Weed control. ▪ Second dose of nitrogen fertilizer to early transplanted rice. ▪ Pest counting for Borers. ▪ Use of herbicide and weed management practices. ▪ Direct seeded rice to save irrigation water. 	July
	<ul style="list-style-type: none"> ▪ Weed control in late transplanted rice. ▪ Pest scouting for borers and leaf folder. ▪ Plant protection (stem borer, leaf folders/diseases) ▪ Dusting and granules application. ▪ 2nd dose of nitrogen application to early transplanted rice and last application of nitrogen to early and late transplanted rice. ▪ Economic threshold levels (ETL) for rice insect pests and diseases. ▪ Second dose of N to early planted crop. 	August

CROP	KEY MESSAGE	PERIOD
Rice crop 2018	<ul style="list-style-type: none"> ▪ Plant protection (Emphasis on leaf folders, plant hoppers and bacterial blight). 	September
	<ul style="list-style-type: none"> ▪ Stoppage of irrigation two weeks before harvesting. ▪ Delay harvesting(3-4 days) with combine harvester (Use rice harvester) ▪ Seed for next crop. ▪ Harvest and store each variety separately. ▪ Use of head feeding combine harvesters for fine varieties and conventional combine harvesters for coarse varieties of rice. 	October
Rice Crop 2019	<ul style="list-style-type: none"> ▪ Nursery sowing after 20th May ▪ Seedbed preparation for sowing. 	April
	<ul style="list-style-type: none"> ▪ Sowing dates of rice nurseries of different varieties. ▪ Application of ZnSO₄ to rice nurseries. ▪ Pest control of rice nurseries. ▪ Identification of diseases especially bacterial leaf blight & its control. ▪ Seed treatment for disease control. ▪ Transplanting of coarse varieties. ▪ Insect & weed control of rice nurseries. 	May to June

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CROP	KEY MESSAGE	PERIOD
Wheat	<ul style="list-style-type: none"> ▪ Seed drill calibration. ▪ Use of conventional, stubble and runner drill. ▪ Preparation of on farm seed. ▪ Sowing of recommended varieties at optimum time in rained and irrigated areas. ▪ Use of certified/graded seed & adjusting seed rate according to sowing time. ▪ Planting of wheat on beds. ▪ Weed control practices. ▪ Improving N-P ratio. ▪ Irrigation management in rice and cotton belt. ▪ Motivation for training. ▪ Zero tillage techniques in rice belt. ▪ Completing wheat sowing early. ▪ Testing of soil fertility. ▪ Use of chisel plough after every 3 years. ▪ Use of disc plough & disc harrow. ▪ Pre-sowing weed control by “dab” method. ▪ Importance of land leveling. ▪ Seed treatment for control of bunts & smuts. ▪ Emphasis on optimum seed rate & early planting. ▪ Use of balanced fertilizer according to soil fertility 	Oct. 10 to Nov. 20
	<ul style="list-style-type: none"> ▪ Production technology for late sown wheat. ▪ Wheat sowing after rice with zero tillage technology. ▪ Irrigation at crown root stage. ▪ Weed control by means of Chemical & Mechanical methods. ▪ Fertilizer. ▪ Management of irrigation for wheat in rice belt. 	Nov. 21 to Jan. 10

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CROP	KEY MESSAGE	PERIOD
Wheat	<ul style="list-style-type: none"> ▪ 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. 	Jan. 11 to Feb. 15
	<ul style="list-style-type: none"> ▪ 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. 	March 10 to April 30
	<ul style="list-style-type: none"> ▪ 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 previous crop stubbles. 	June to Sept.

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CROP	KEY MESSAGE	PERIOD
Wheat	<ul style="list-style-type: none"> ▪ Production technology for late sown wheat. ▪ Wheat sowing after rice with zero tillage technology. ▪ Irrigation at crown root stage. ▪ Weed control by means of Chemical & Mechanical methods. ▪ Fertilizer. ▪ Management of irrigation for wheat in rice belt. 	21 st November to 10 th January
	<ul style="list-style-type: none"> ▪ 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 th January to 15 th February
	<ul style="list-style-type: none"> ▪ 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 th March to 30 th April

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CROP	KEY MESSAGE	PERIOD
Sugarcane	<ul style="list-style-type: none"> Harvesting sugarcane (ratoon crop, September crop and earlier varieties of spring crop) 1"-1½ inch deep for pest control. 	November to Dec.
	<ul style="list-style-type: none"> Seed bed preparation. Use of chisel plow before seed bed preparation for sugarcane. 	January
	<ul style="list-style-type: none"> 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. 	Feb. to Mid April
	<ul style="list-style-type: none"> Pest control Weed control. Irrigation. Earthing up. 	20 April to Mid June
	<ul style="list-style-type: none"> Pyrilla control 	July – August

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CROP	KEY MESSAGE	PERIOD
Sugarcane	<ul style="list-style-type: none"> ▪ September sowing (1st to 30th Sept.) ▪ Optimum sowing date. ▪ Sowing of recommended varieties. ▪ Promotion trench planting at 4 ft. apart. ▪ Fertilizer application. ▪ Seed rate and seed treatment. ▪ Weed management in Sept. sown Sugarcane. 	Sept. to Oct.
Sunflower	<ul style="list-style-type: none"> ▪ Motivational message. ▪ Optimum sowing time. ▪ Recommended varieties (hybrid), seed rate. ▪ Fertilizer application. 	15 Dec. to 15 Feb.
Maize, Sorghum & Pearl millets	<ul style="list-style-type: none"> ▪ 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. 	July to August
	<ul style="list-style-type: none"> ▪ Agronomic practices and plant protection measures. ▪ Harvesting & storage. 	Sept. to Nov.

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CROP	KEY MESSAGE	PERIOD
Spring Maize	<ul style="list-style-type: none"> ▪ Sowing of Maize (hybrid and synthetic). ▪ Agronomic practices & plant protection measures. ▪ Application of basal dose of fertilizer. ▪ Weedicide application for weed control. 	Jan. to March
	<ul style="list-style-type: none"> ▪ Agronomic practices & plant protection measures. ▪ Application of last dose of Nitrogen. ▪ Harvesting & storage. 	April to June
Gram	<ul style="list-style-type: none"> ▪ Moisture conservation ▪ Weed control 	July to August
	<ul style="list-style-type: none"> ▪ Sowing recommended varieties. ▪ Seed treatment. ▪ Line sowing. ▪ Control of ABW through pheromone traps. ▪ Optimum sowing time. ▪ Preparation of land and fertilizer application. ▪ Diseases and their control. ▪ Weedicide application for weed control. ▪ Control of ABW through Trichogramma. ▪ Weed control through “rotary” in sandy soils of “Thal”. 	Sept. to October
	<ul style="list-style-type: none"> ▪ Control of pod borer. ▪ Harvesting and storage. 	Feb. to March

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CROP	KEY MESSAGE	PERIOD
Potato	<ul style="list-style-type: none"> ▪ Sowing time and approved varieties. ▪ Use of certified seed and recommended seed rate. ▪ Balanced fertilizers, chemical weed control and irrigation. ▪ Plant protection against diseases and frost. ▪ Production of disease free seed for spring, hill autumn crop. ▪ Sowing time, approved varieties use of certified seed. ▪ Seed rate, fertilizer, weed control, irrigation and plant protection. ▪ Raising diseases free seed for spring hill and autumn. 	15 Sept to 15 Feb.
	<ul style="list-style-type: none"> ▪ Sowing with potato planter. ▪ Sowing time, approved varieties, use of certified seed, seed rate, fertilizer, weed control, irrigation and plant protection. ▪ Harvesting, grading, marketing. 	Jan. to April
Mango	<ul style="list-style-type: none"> ▪ 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. 	Dec. to June.
	<ul style="list-style-type: none"> ▪ Harvesting, grading & marketing. ▪ After harvesting nutrition application. ▪ Spray of insecticide and fungicide. 	June to Aug.

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CROP	KEY MESSAGE	PERIOD
Mango	<ul style="list-style-type: none"> ▪ Clipping of malformed branches. ▪ Use of growth regulators. 	Sept. to October
Citrus	<ul style="list-style-type: none"> ▪ 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. 	Feb. to April
	<ul style="list-style-type: none"> ▪ 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 to October

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CROP	KEY MESSAGE	PERIOD
Citrus	<ul style="list-style-type: none"> ▪ 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. 	November to January
Guava	<ul style="list-style-type: none"> ▪ Control of fruit fly ▪ Fertilizer application ▪ Adoption of weed control measures. ▪ Raising of nursery plants application of fertilizer i.e. NPK and FYM. 	August to September
	<ul style="list-style-type: none"> ▪ Drying of fruit plants due to excessive irrigation and control on pests. ▪ Thinning of summer crop. 	Feb. to March
	<ul style="list-style-type: none"> ▪ Protection, picking and marketing 	June to July

KEY MESSAGES FOR TARGET AUDIENCE

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Misc. Topics

- 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.

Note: Frequency of airing messages will be as per requirement and available budget.