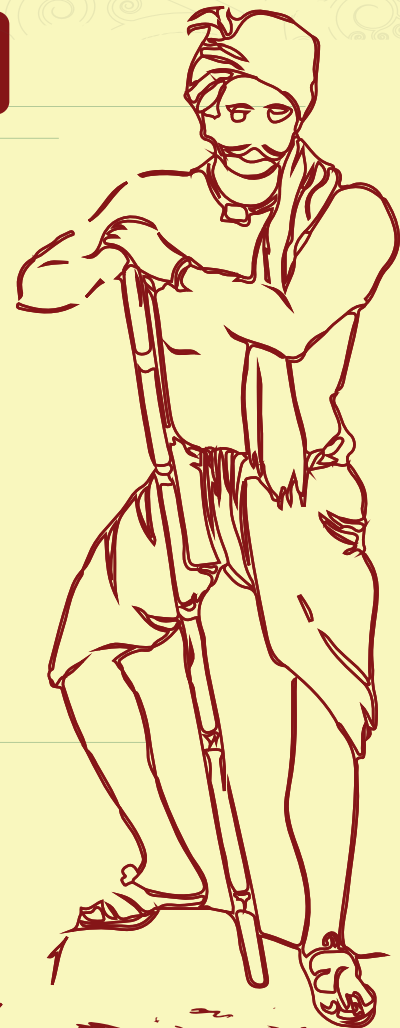




सत्यमेव जयते

Convergence Between Agricultural Research & Extension







Government of India
Department of Agriculture and Cooperation
&
Department of Agricultural Research and Education

No. F. 3(13)/2014-EM

New Delhi
June 17, 2015

Convergence Between Agricultural Research & Extension

1. With a view to improve farm income and livelihood security of the farming households, the Government has been implementing number of programmes under various Central Sector and Centrally Sponsored schemes through the Ministry of Agriculture. This can be facilitated to a great extent through a demand driven technology development and its transfer to farmers in an effective way with a focus on ensuring convergence of efforts at different levels for rendering an integrated service delivery to the farmers. In particular, the linkages between National Agriculture Research System (NARS) and extension

machinery at cutting edge level need to be strengthened.

2. While the concept of district level Agricultural Technology Management Agency (ATMA) has been promoted with an idea to provide a platform for integrated extension delivery involving all the stakeholders, Krishi Vigyan Kendras (KVKs) operating at the same level act as an outreach arm of NARS facilitating validation and adoption of new technologies through frontline demonstrations, training & awareness programmes and other initiatives.

3. A detailed circular on research-extension convergence was issued on January 27, 2011 under joint signatures of Secretary, Department of Agriculture & Cooperation and Secretary, Department of Agricultural Research & Education & DG, ICAR indicating agreed and actionable points for both extension system in the State (represented by ATMA) and the NARS (represented by the State Agricultural Universities, ICAR Research Institutes and KVKs at the cutting edge level. There has been varying levels of progress in implementation of these guidelines across the States. The situation has been reviewed in light of operational concerns expressed by different stakeholders in implementation of these guidelines and recent developments at policy and operational front which require reiterating salient points of the earlier circular apart from new initiatives. Concerns expressed by different stakeholders in implementation of these guidelines and recent developments at policy and operational front which require reiterating salient points of the earlier circular apart from new initiatives.

4. In order to ensure that the technology development for grass root level is demand driven and captures the critical gaps existing at technology and extension front and farmers are able to gain desired benefits out of these interventions action points which have been agreed between the two departments are elaborated in the following paras, apart from those already covered in the joint circular of January 27, 2011.

4.1 All steps as laid down in the Guidelines for Modified ATMA Scheme Guidelines, 2014 to ensure better convergence between research and extension will be taken utilising the built in provisions under the ATMA cafeteria 2014.

i. Incentivising Scientists and extension personnel : Rs.100 lakh lump sum amount has been provided in ATMA cafeteria for incentivising Scientists and Extension personnel. The States may nominate Scientists and extension functionaries as per the numbers indicated below :-

States with < 20 districts – 1 official

States with 21-30 distts -2 officials

States with > 31 distts. – 3 officials.

The names may be sent to MANAGE for processing of applications at Gol level for deputing the selected personnel for overseas training or in some reputed Institution within the country.

ii. Farmer Scientist Interactions (FSI) at district level :

Farmer Scientist interactions at district level provide a platform for addressing farmers' concerns on new technologies developed by research institutes and help in bringing forth various technological options for the coming season which suited to the local situations. ATMA Cafeteria provides for Farmer Scientist interaction for a group of 25 farmers for 2 days @ Rs. 20,000 per interaction. At least 2 such interactions, one before each crop season per year may be organised in each district with active involvement of local KVK and SAU Scientists PD, ATMA of the district.

iii. The SAU may designate an expert who would be in-charge of one District to provide instant guidance to extension functionaries in the District. He / she will work in tandem with District Head of Agriculture and Allied Departments, Project Director ATMA and Programme Coordinator, KVK A fixed amount of Rs. 24000 per annum per district has been provided to meet mobile telephone expenses of these officials related to returning calls of the farmers and other stakeholders that they may receive. IDWG may decide on break-up of the amount among four such officers as above in every district after considering mobile phone expenses already being reimbursed by the State Government and other organisations concerned and actual comparative necessity.

iv. Joint Visits by Scientists and Extension Functionaries :

Joint visits by the PD ATMA/ Extension workers at the district level KVK/SAU/ICAR scientists greatly helps in creating a common understanding of field level technological issues and providing an

integrated solution to the problems faced by the farmers. In order to ensure proper mobility for field visits of the scientists accompanied by extension workers, funds have been provided under ATMA cafeteria for meeting the expenditure towards hiring of vehicles or POL @ Rs.1200/visit per district during the 3rd year (2014-15) of the Plan and Rs. 1400/visit in 4th and 5th year of the 12th Plan period.

V.Organization of Kisan Gosthis : To strengthen Research – Extension – Farmer linkages 1 Kisan Goshthi per block in each of the 2 seasons is envisaged in the ATMA cafeteria. KVK and SU Scientists may plan the same with PD, ATMA and actively participate in the said event.

vi.Assessment, Refinement, Validation & adoption of Frontline technologies and other short term researchable issues : ATMA cafeteria provided Rs. 5.00 lakh per district for undertaking research or refinement and validation of technologies arising out of the Strategic Research and Extension

Plan (SREP) or any of those which are to be undertaken through KVKs and other local Research Centres.

vii. ATMA Management Committee having Programme Coordinator, KVK as its member may review the progress of technology application - related activities funded by ATMA. Besides this, the KVK may also provide an Agricultural Technology Update (ATU) on half yearly basis i.e. before the start of Kharif and Rabi crop seasons to the ATMA for its wider dissemination among the farmers of the district.

viii. Interface meeting : Programme Coordinators of the KVKs in the District besides participating in the ATMA Governing Board should also have an interface meeting with the Project Director, ATMA once a month during the cropping season and work out a strategy of providing crop advisories to farmers for various stages of crop growth. Scientists available in the KVKs will advise and mentor Block Technology Teams in identifying technological needs in various Blocks in the District and

programmatic interventions to meet such needs.

ix. Conduct of Field Days, Kisan

Melas, Goshties: ATMA and KVK should coordinate with each other in the conduct of Field Days, Kisan Melas, Goshties and setting up of Farm Schools, so that there is no duplication in coverage and they should ensure percolation of appropriate scientific practices down to the field level.

x. Release of Fund to KVKs:

Funds for KVK activities under ATMA programme will be released directly to KVKs under intimation to respective controlling authorities i.e. Director Extension Education (DEE) & Comptroller and Directors of ICAR Institute in case of KVKs run by Universities and ICAR institutes respectively. For the KVKs run by NGOs, funds will be released directly to KVKs under intimation to Zonal Project Directors of the zone concerned. Utilisation Certificates for the funds released by ATMA will be provided by the KVKs only. However, the respective host organisations and

monitoring authorities (i.e. Universities, ICAR institutes and Zonal Project Directors) will continue to supervise all activities of KVKs including the ones related to ATMA.

xi. Documentation of

Researchable Issues : The long term researchable issues may be documented, agro-climatic zone-wise with the involvement of Zonal Agricultural Research Stations (ZARS). These issues will be formally communicated to the concerned ZARS through the respective SAUs with the approval of the Inter-Departmental Working Group (IDWG). The IDWG having Vice- Chancellor/s of SAUs as well as Director(s) of ICAR institutes in the State as its members will review the progress of research work taken up by the ZARSs on such issues.

xii. Implementation of Flagship

Programmes: KVKs will provide advice to ATMA and the District Administration for the implementation of Flagship programmes of the DAC namely – NFSM, NHM, RKVY, NAIS etc.

The KVK Scientists will technically advise the Block Technology Teams (BTTs) and will also be actively involved in preparation of Block Action Plans (BAPs), especially with regard to research related issues/gaps and strategies. Regular participation of a KVK scientist in the meetings of Block Technology Teams will be ensured at least once in a quarter. The participating scientist will also take feedback for his colleagues in the KVK in respect of their respective areas of expertise.

4.2 Involvement of SAUs/KVKs in Training and capacity building of Extension Functionaries under

ATMA and Kisan Call Centres : The SAUs and KVKs act as a repository of technologies in agriculture and allied sector suited to specific local situations. Their active involvement in organizing orientation and refresher training programmes for these functionaries would greatly help them updating their technological knowledge for a better extension delivery.

4.3 Data Entry of Demonstrations by KVKs and SAUs :

Data on demonstrations being organised by district ATMA for agriculture and allied sectors (including diversification from one sector to another) is being entered in the Extension Reforms Monitoring System (ERMS) (<http://extensionreforms.dacnet.nic.in>). The details of the same can be fetched from ERMS as well as from the Farmers' Portal clicking at the link provided therein. However, some very useful and effective demonstrations carried out by SAUs / KVKs etc. have not been entered and thus not made part of the drillable database at the link given in the Farmers' Portal. State Agricultural Universities (including Horticultural, Veterinary and Fisheries), Zonal Project Directors and KVKs to start doing data entry on the ERMS interface, so that farmers can know about the demonstrations of their interest that are taking place in their area and a scientific analysis of efficacy of various agricultural practices, new technologies, varieties of seeds/species etc. can be carried out.

4.4 Use of mKisan Portal for Sending Text and Voice Based Advisories to Farmers:

The mKisan Portal launched by the DAC provides a very useful interface for sending text and voice based advisories to Farmers. Scientist working in ICAR Headquarters, Zonal Project Directors, Research Institutes, & AICRPs, SAUS and KVKs may register as users in the portal and keep sending useful and need based advisories to targeted farmers using the mKisan interface. Feedback may be taken from farmers during Field Visits about usefulness of advisories.

4.5 Involvement of Scientists from ICAR Institutes, SAUs and KVKs in providing Technical Backstopping to the Kisan Call Centres (KCCs):

The scientists from ICAR Institutes, SAUs and KVKs may be nominated to act as Call Conferencing experts with the Kisan Call Centres operating in respective States to answer the query of farmers which the Farm Tele Advisors (FTAs) at the KCCs are not able to answer. The Heads of Concerned Institutions may send a Roster of

nominated experts at Monthly/Fortnightly intervals to the KCCs designated for the concerned States available on the link <http://mkisan.gov.in/kccstatesinvolve ment.aspx>. Similarly the Scientists from SAUs and SMSs in the KVKs may also be mapped in the Call Escalation Matrix of the Kisan Call Centres to provide their comments to State/District level officers of Agriculture and allied sector on the farmers queries escalated to them through KKMS as detailed at the link <http://mkisan.gov.in/kccescalationmat rix.aspx>.

5. Additional requirement of TA/DA, etc. will be met by the respective Departments from their own budgetary allocations. However, funds available under ATMA Cafeteria for Research-Extension-Farmer linkages may also be appropriately utilized.

6. Senior officials from DAC and DARE/ ICAR would be visiting the States from time to time to review the progress in getting better coordination and interface between

the scientific community and the SS State agriculture machinery on the one hand and the farmers on the other.



17/6/15

Secretary (DARE) & DG, ICAR

7. State Governments may give wide publicity to this arrangement.



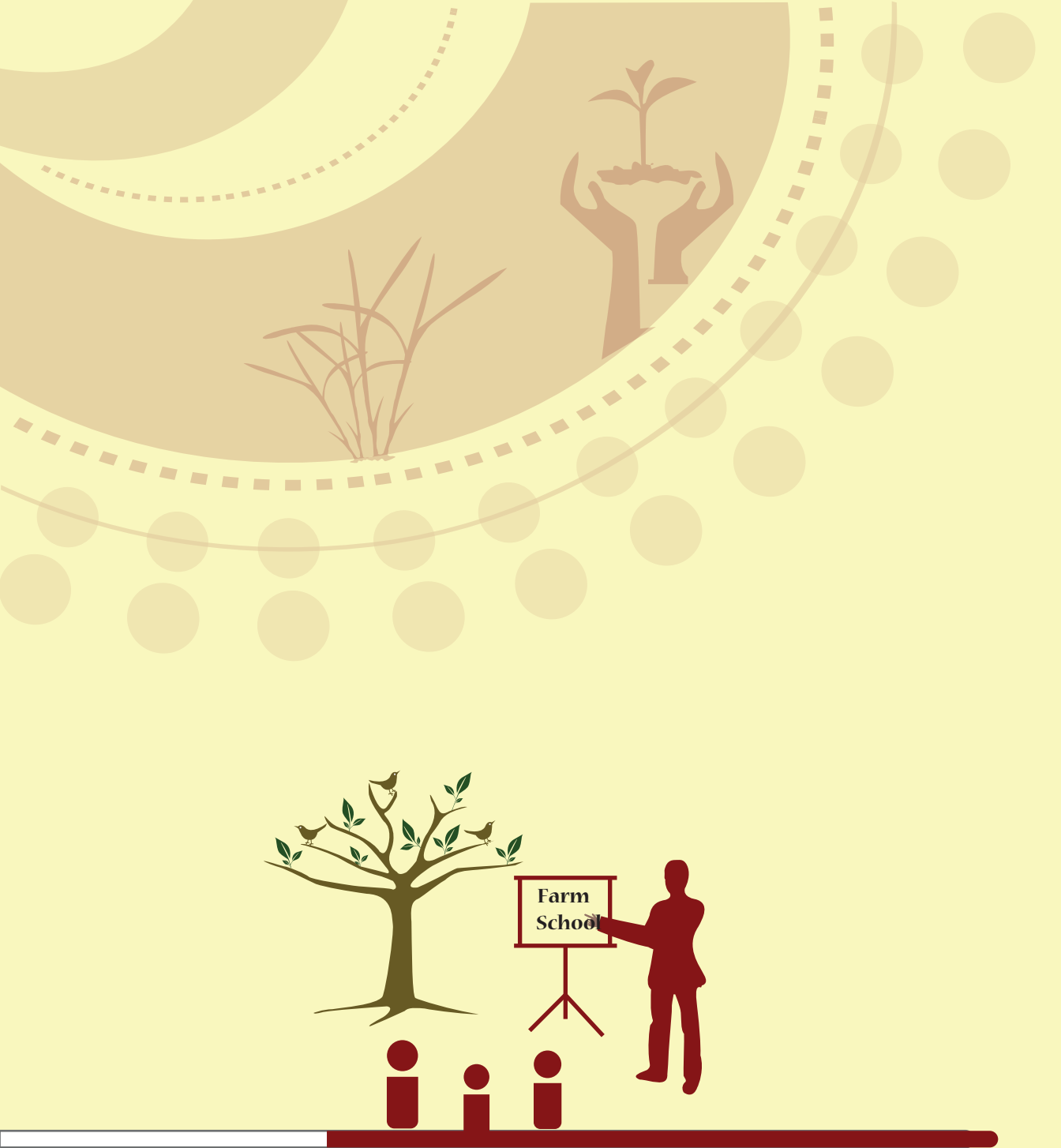
17/6/15

SECRETARY (A&C)

To,

1. Chief Secretaries /Administrators/Advisor(s) to Administrator of all States & UTs
2. ACs/ APCs/ Principal Secretaries/ Secretaries (Agri & allied Departments) in all States & UTs
3. Vice Chancellors/ Director of Extension/ Comptroller of SAUs
4. Heads of ICAR Institutes/ All Officers of DAC & DARE
5. Commissioners/ Directors of Agriculture & allied Departments/State Nodal Officers of ATMA in all States and Union Territories/ Directors of all SAMETIs & EEIs
6. Zonal Project Directors/ Programme Coordinators of all KVKs
7. Chairmen of all ATMA Governing Boards and Management Committees
8. State Nodal Officers of all States/ UTs
9. Chief Executive Officer, IFFCO Kisan Sanchar Limited, New Delhi
10. DDG, DD Kisan Channel
11. DDG Doordarshan, I/c Krishi Darshan





Published By

Directorate of extension,
Department of Agriculture & Cooperation
Ministry of Agriculture, Government of India