

Operationalisation of SREP

This section deals with the operationalisation of SREP after its approval by Governing Board of ATMA. The document of SREP acts as a template for setting a direction towards research, extension and developmental activities in the district. Further, it facilitates in the delineation of resource allocation across programme areas. Hence, SREP becomes a basic document for the development of work plans at block, district and state level.

Steps involved in Operationalisation of SREP:

Based on the experiences of implementation of SREP in erstwhile ATMA districts under ITD component of NATP, where in the operationalisation process can be categorized into five major areas, namely- Action Planning, Fund Flow Mechanism, Execution of Extension and Research Programmes and Monitoring of Filed Activities.

A. Action Planning:

Action planning as a specific step in operationalising the strategies would be introduced so as to implement them at grass root level. The strategies are long term in nature, where as action plan draws out a systematic approach in realizing these strategies step by step. Though strategies provide the possible future direction, action planning gives an outline of functional attributes in terms of what, when, where, who, (for) whom and how long with financial modalities. The process of Action Planning is as follows:

1. Project Director shall distribute copies of approved SREP to all GB, AMC, BTT and FAC members of the district. SREP is the basic document from which the BAP, DAP and SEWP are prepared and all the stakeholders in preparation of these plans should be thorough with the intricacies of SREP.

2. BTT members shall identify activities of SREP which are relevant to (AESs) their block
3. SREP acts as a guiding force for identifying the activities, however BTT and FAC members shall take the following issues into consideration for preparing BAP
 - (a) Extension activities identified in SREP;
 - (b) Group demands as identified by FAC members;
 - (c) On going schemes for dovetailing;
 - (d) Success stories identified for replication.

The above four dimensions need to be considered on annual/seasonal basis in the joint meeting of BTT and FAC at each FIA for preparing the BAP.

4. FAC would approve this plan after incorporating necessary correction considering availability of funds and prioritized research and extension gaps. Convenor of BTT is responsible for sending the approved BAP to ATMA.
5. Project Director, ATMA shall organize AMC meeting and put-up the BAPs from all the blocks for technical scrutiny of their relevance as well as for dovetailing.
6. In the mean while, ATMA would prepare its ATMA level action plan based on the needs and priorities cutting across blocks boundaries and issues emanating out of SREP. However, PD ATMA must refer to the 'Cafeteria of Activities' given in the Xth plan scheme "Support to state extension programmes for Extension Reforms".

7. Once the AMC scrutinize the BAPs and ATMA level action plan, this will form the basis for District Action Plan (DAP). AMC shall prepare this DAP by keeping funds availability in view.
8. Project Director shall organize GB for discussing DAP. GB will prioritize the issues in DAP depending up on the availability of funds and approve the DAP. GB ensure that there shall be equitable fund allocation across the blocks.
9. Project Director, ATMA shall send the approved DAP to State Nodal Officer for preparation of SEWP with the facilitation of SAMETI and release of funds from GOI.

B. Fund flow mechanism

As per the primary document circulated by GOI under X Plan Scheme ‘Support to State Extension Programmes for Extension Reforms’, based on the SEWP the funds would be placed with an autonomous institute at state level identified by the state for its onward transmission to SAMETI and ATMAs.

1. Once the district receive the funds, the same shall be passed on to each FIAC for execution of field programmes. The fund will be placed in a bank account jointly operated by Chairman, FAC and Convener BTT.
2. During monthly or fortnightly meetings conducted at FIACs, BTT members would take advance to carryout the activities identified in BAP. The advance has to be realized immediately after completion of the activities for which it was taken or after 15 days whichever is earlier along with a brief report.

3. Records like Cashbook, Proceedings register, Dead stock register etc. would be maintained at each FIAC by Convener, BTT.

C. Execution of Extension Programmes:

Once the funds received by the Convenor, BTT, the field programmes need to be executed. While executing the field activities the following points are to be considered.

Awareness Campaign:

- Mass media such as News Papers, T.V., Radio and ICT should be used extensively to create awareness about technologies and programmes.
- Success stories within the district and outside shall be captured and given wide coverage through mass media.
- ATMA may explore the possibilities for Public / Private Partnership (PPP)

Exposure Visit:

- Exposure visit shall be demand driven and highly focused.
- The visits preferably conducted on cost-sharing basis.
- The order of preference of the visits should be within the district, outside the district and outside the state, so as to make the learning effective.

- BTT and ATMA shall maintain repository of success stories for ready reference
- After each visit the group should be encouraged to give feedback on utility and applicability of the visit.

Training:

- Training programme shall be demand driven and highly focused.
- Experience sharing by successful farmers may be included in training.
- Literature in the local language should be made available to all participants
- Focus should be more on practical part rather than just classroom lectures
- Training should be made fee based

Demonstration:

- Selection of farmer is very crucial for carrying out the demonstration. Attention should be paid to select the farmer for demonstration who represents the majority of the targeted community. Opinion of FAC members may be taken while selecting the farmer.
- Only critical inputs should be supported by ATMA
- Wide publicity should be given for demonstration

D. Execution of Research Programmes

1. Researchable issues identified in SREP shall be referred to Zonal Agricultural Research Extension Council (ZAREC) of ZRS or Scientific Advisory Committee (SAC) of KVK and the issues which are already been addressed by SAU/ICAR or any other agencies shall be identified and communicated to ATMA for dissemination.
1. The issues which have not been addressed would be categorized into
 - a. Long term researchable issues
 - b. Short term researchable issues
2. The long-term issues shall be communicated to SAU, ICAR institutions for redressal. The short-term issues may be addressed with the help of local research institutions such as KVK and/or ZRS preferably through on-farm trials.
4. BIT, FAC and AMC of ATMA would be involved in the OFTs, for execution and dissemination of proven technologies.

E. Monitoring of field activities:

- The block level and village level activities would be monitored on monthly basis at FIAC level. The progress made shall be reviewed during the first week of every month in the joint meeting of BTT and FAC members. The Convener of BTT shall compile the progress reports of all line departments and submit to Project Director, ATMA
- The review of progress of activities at district level should be undertaken by AMC during second week of every month after receipt of progress reports from the blocks GB shall review the progress every quarter

- Joint interaction workshop of GB and FAC should be conducted on quarterly basis under the Chairmanship of Collector to create common thinking platform.
- The monitoring mechanism at state level include submission of quarterly reports, field inspections, workshops etc by Inter- Departmental Working Group (ID WG) convened by State Nodal Officer

Timeframe for Plan Flow and Fund Flow

| | | |
|---|---|--------------|
| 1. BAP preparation at block level | - | Two days |
| 2. FAC approval | - | One day |
| 3. AMC scrutiny | - | Two days |
| 4. GB approval | - | One day |
| 5. Preparation of SEWP | - | Nine days |
| 6. Approval by GOI and release of funds | - | Fifteen days |

Total

As the entire process takes one month, the BAP preparation to be initiated at least one month in advance from the commencement of the season.

STATE EXTENSION WORK PLAN (SEWP)

- (i) Annual proposal of extension activities and investments as per Scheme norms;
- (ii) Details other extension activities of the Centre / State;
- (iii) Gap filling mode;
- (iv) Consolidates District Plans etc. (consistent with Article 243ZD);
- (v) Encourages prioritization