

X Plan Scheme “Support to State Extension Programmes for Extension Reforms”

1. Policy Framework for Agricultural Extension (PFAE):

The need for reforms in Agricultural Extension has been explicitly raised in the National Agriculture Policy; the report of Expenditure Reforms Commission, as well as, the Tenth Plan Approach paper. Keeping the recommendations of these policy initiatives in view, and to provide policy directives for extension reforms, a broad Policy Framework for Agricultural Extension (PFAE) has been developed by the Ministry of Agriculture.

The five major guiding elements of the Policy Framework are as follows:

- (i) Reforming Public Sector Extension.
- (ii) Promoting private sector to effectively complement, supplement and wherever possible to substitute public extension.
- (iii) Augmenting Media and Information Technology Support for Extension.
- (iv) Mainstreaming Gender Concerns in Extension.
- (v) Capacity Building/ Skill up-gradation of farmers and extension functionaries.

2. Pilot testing of the reforms under the World Bank funded National Agriculture Technology Project (NATP): The reforms enlisted above have been pilot tested under Innovations in Technology Dissemination (ITD) component of World Bank funded National Agricultural Technology Project (NATP) with effect from November, 1998 in seven states viz. Andhra Pradesh, Bihar, Himachal Pradesh, Jharkhand, Maharashtra, Orissa and Punjab covering 4 districts in each State. An autonomous institution – Agricultural Technology Management Agency (ATMA) has been established in these project districts as a registered society representing various stakeholders, including farmers, in project planning and implementation. Monitoring & Evaluation (M&E) reports of ITD component brought out by Indian Institute of Management (IIM), Lucknow reveal that the ATMAs’ extension approaches have been proving to be very promising in execution of the reforms envisaged in the Policy Framework for Agricultural Extension.

3. **New Schemes of Extension Division of the DAC**

The X Five Year Plan Approach Paper called for radical overhaul of extension services and significant improvements in sophistication of technology dissemination methodologies. It highlighted the need for specific measures to ensure that research technology development and extension services meet the special needs of farmers. The PFAE and experiences under ATMA approach have also been directed towards similar strategies. Accordingly, the Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India is implementing the following schemes during the Xth Plan period:

1. Mass Media Support to Agriculture Extension
2. Support to State Extension Programmes for Extension Reforms.
3. Agri-Clinics / Agri-Business Centres
4. Establishment of Kisan Call Centres
5. Extension Support to Central Institutions
6. Externally Aided Projects

4. **The Scheme**

4.1 The scheme “Support to State Extension Programmes for Extension Reforms” is the main scheme to operationalize agricultural extension reforms across the country. Under the scheme funding support shall be provided to the States/UTs for undertaking extension reforms within the broad purview of the Policy Framework for Agriculture Extension (PFAE), complying with its key areas/norms, and shall be operated based on Extension Work Plans prepared by them.

4.2 Inter-alia, the following key reforms, in line with the PFAE are being promoted under this Scheme:

- ◆ **New Institutional Arrangements:** Providing innovative restructured autonomous bodies at the district/ block level, which are flexible, promote bottom up and participatory approaches, are farmer driven and facilitate public- private partnership.
- ◆ **Convergence of line departments’** programmes and operating on gap filling mode by formulating Strategic Research and Extension Plan (SREP) and Annual Work Plans.

- ◆ Encouraging **Multi Agency Extension Strategies** involving inter-alia public/ private extension service providers.
- ◆ Moving towards integrated, **broad-based extension delivery** in line with farming systems approach.
- ◆ Adopting **Group Approach to Extension** (Operating through Farmer Interest Groups (FIGs) & Self Help Groups (SHGs).
- ◆ Addressing **gender concerns** (mobilizing farm women into groups, capacity building etc.).
- ◆ Moving towards **sustainability of extension services** (e.g. through beneficiary contribution).

5. Project Implementation

5.1 Under the scheme funding shall be released to the States based on their Extension Workplans developed within the broad framework of the PFAE and areas indicated under the cafeteria of reform oriented activities. **The States shall propose the new institutional arrangements, similar to ATMA, they intend to put in place in the First Work Plan, or even earlier, to be submitted by them to the DAC for approval.** This agency will have the responsibility of implementing the extension reforms at district level.

5.2 New Institutional Arrangement - Agricultural Technology Management Agency (ATMA)

5.2.1 Agricultural Technology Management Agency (ATMA) is a district level body created under the ITD component of NATP for pilot testing Agricultural extension reforms. This is as an autonomous institution with participation of all the key stakeholders involved in agricultural activities for sustainable agricultural development. **It has the flexibility to receive funds directly (Government of India/States, Membership fees, beneficiaries contribution etc).** ATMA has the main responsibility of all the technology dissemination activities at the district level. It has linkages with all the line departments, research organizations, non-governmental organizations and agencies associated with agricultural development in the district with a substantial representation of farmer organizations. Research and extension units within the district, such as KVKs, ZRSs, Department of Agriculture, Horticulture, Animal Husbandry, Fisheries, Sericulture, Marketing, etc. are constituent members.

5.2.2 ATMA would be supported by a Governing Board (GB) and a Management Committee (MC). Under each of the ATMA, block level Farm Information and Advisory Centres (FIACs) have been created which are operated by a Block Technology Team (BTT) of technical advisors and a Farmer Advisory Committee (FAC), a group exclusively of farmers. Commodity oriented Farmer Interest Groups (FIGs) are promoted at block/ village level to make the technology generation/dissemination farmer driven and farmer accountable. In order to provide needed HRD support in innovative areas of extension delivery, a State Agricultural Management and Extension Training Institute (SAMETI) has also been established in the project states.

5.2.3 *Annexure – IV to X* provide details of structure and role of different ATMA Institutions set up under the ITD – NATP. The ATMA presents model of a decentralized and demand driven extension mechanism operating on the comparative strength of different stakeholders.

5.2.4 The scheme provides flexibility to the states to propose institutional framework similar, and not same as ATMA of ITD-NATP, suited to its own situations while preserving the key features of ATMA. The decentralized institutional framework proposed by the states should also be consistent with Article 243 G of the Constitution.

5.3 Strategic Research and Extension Plan (SREP): One of the first tasks of ATMA like institutions is to facilitate the preparation of Strategic Research and Extension Plan (SREP) of the district. The SREP is prepared through participatory methodologies such as Participatory Rural Appraisal (PRA) involving all the stakeholders and farmers. The SREP contains detailed analysis of all the information on existing farming systems in the district and research – extension gaps required to be filled-up. It also prioritizes the research – extension strategies within the district. It becomes the basis for development of work plans at block/ district level.

5.4 State Extension Work Plan (SEWP): Based on the research-extension strategies given in the SREPs, block/ district level plans shall be developed by each ATMA like institutions. The State Extension Work Plan developed at state level shall contain a consolidated activity-wise plan incorporating all the District Agriculture Action Plans (DAAPs) in the state and state level activities to be carried out with activity-wise budgetary requirement as per the norms prescribed

in the cafeteria. It will also indicate all other extension activities that may be undertaken from out of resources provided under any other scheme of the Centre/ State Governments. The DAAPs developed under the scheme should be processed consistent with Article 243 ZD of the Constitution.

5.5 Cafeteria of Activities

5.5.1 A Cafeteria of activities which would be supported under the scheme is given at ***Annexure – I***.

5.5.2 The Cafeteria includes cost norms and ceilings applicable for each activity. Under the Cafeteria, activities to be undertaken at State and District level are categorized separately. The state level activities include support for upgrading state level training institutions such as SAMETI, HRD of extension functionaries, organization of state level Agri-Exhibitions and Monitoring and Evaluation of the Scheme.

5.5.3 The district level activities are further categorized in four groups namely, farmer oriented activities, farm information dissemination, research-extension-farmer (R-E-F) linkages and administrative expenses. **Farmer oriented activities** include development of SREP, mobilization of farmer groups, training/ exposure visit of farmers, field demonstrations, all aimed at empowering the farmers and improving their participation in technology dissemination process. Under the category **farm information dissemination**, local level agricultural exhibitions, information dissemination through printed materials and development of technology packages in electronic form are covered. The **R-E-F linkages** based activities include organization of Farmer-Scientist Interaction at local level, organization of Field-days and Kisan Goshties and support for local level researchable issues emanated from the SREP. The **administrative expenses** under district level activities provide support for running ATMA like Institutions and a few block level Farm Information and Advisory Centres.

5.5.4 It has been specified in the Cafeteria that funds for 'Farm-Information Dissemination' category can't exceed 20% of total resources available for district level activities under the Scheme. These percentage for 'REF Linkage' and 'Administrative Expenses' categories are 15% and 20% respectively. Any savings in any of these three categories could be utilized for 'Farmer-Oriented Activities'.

5.5.5 The cost norms and ceilings may be exceeded by a maximum of 10% of the specified amount in exceptional circumstances by a local decision. All such cases shall have to be reported in the next year's Work Plan and shall be subject to ex-post guidance. Any other deviation from the prescribed norms/ ceilings or any new activity not specified in the Cafeteria could be taken up by States with prior approval of the DAC.

5.5.6 The sum total of all activities specified in the cafeteria is more than the funds likely to be available for State/district level activities. States will have to prioritize their proposed activities based on gaps identified in the SREP.

6. Policy Parameters Governing the Cafeteria:

6.1 In order to ensure that key reforms under the scheme are adequately addressed, notes given at the bottom of the Cafeteria specify the following policy parameters within which the Cafeteria is to be used:

- **Multi-agency extension strategies:** In order to ensure promotion of multi-agency extension strategies, minimum 10% of allocation on recurring activities at district level is to be used through non-governmental sector viz. NGOs, Farmers Organization (FOs), Panchayati Raj Institutions (PRIs), Para-Extension Workers, Agripreneurs, Input Suppliers, Corporate Sector etc.
- **Farming system approach:** The activities specified in the Cafeteria are broad enough to ensure extension delivery consistent with farming system approach and extension needs emerging through SREPs.
- **Farmer Centric Extension Services:** The Cafeteria provides for group-based extension as it has necessary allocation for activities related to organizing and supporting farmer groups. In order to supplement these efforts, a provision for rewards and incentives to the best-organized farmer groups has also been provided in the cafeteria.
- **Convergence:** The SREP will also be a mechanism for ensuring convergence of all activities for extension. At present, resources for extension activities are being provided under different schemes of Center/ State governments. However, under the scheme, it is being mandated that the Work Plan to be submitted by the State Governments for funding under the scheme shall explicitly specify the activities to be supported

from the resources of other schemes as well as from the proposed scheme.

- **Mainstreaming Gender Concern:** The gender concerns are being mainstreamed by specifying in the Cafeteria that minimum 30% of resources on programmes and activities are utilized for women farmers. Similarly, 30% of resources meant for extension workers are proposed to be spent for women functionaries.
- **Sustainability of Extension Services:** With a view to ensure sustainability of extension services, it is being mandated that minimum 10% contribution should be realized from beneficiaries with respect to beneficiary oriented activities.

6.2 The percentages given in the fore-going paras would be reviewed from time to time and accordingly modified to ensure that the objectives of extension reforms through the scheme are achieved.

6.3 **The scheme has no provision for creating new posts. The manpower required for its implementation has to be provided by the concerned State governments from out of its existing staff strength on full time basis. Similarly, no infrastructure, civil works, vehicle or subsidy is permissible except to the extent specified in the Cafeteria.**

6.4 Any deviation from the prescribed norms will be treated as ineligible expense and adjusted from the next year's allocation of the State.

6.5 Limited funds are being provided under the scheme for purchase of equipments for ATMA at district level and for State level activities (**Annexure – II & III**).

7. Project Cost

7.1 Source of funds: The resources required for the scheme shall be shared between centre and the state in the ratio of 90:10. The 10% state's share shall consist of cash contribution of the State, beneficiary contribution or the contribution of other non-governmental organizations (The actual contribution made by other than the State Government in a year may be counted for the next year's State's contribution.)

7.2 Allocation of funds: The entire X Plan outlay (Rs.226.07 crores) for the scheme shall be utilized for activities to be implemented by States/ districts. The decision on use of funds will be taken at 3 levels namely – Centre, State and District.

- An amount of Rs. 167.56 crores amounting to 77.53% has been allocated for district level programmes.
- An amount of Rs. 22.15 crores amounting to 10.25% has been allocated for State level programmes.
- An amount of Rs. 26.41 crores amounting to 12.22% shall be available under the control of the Government of India. This amount shall be utilized for innovative activities to be approved by the Government of India. However, implementation of these activities will be done by States/districts.

7.3 Coverage of Districts: The scheme would cover 252 districts during the Plan period, which will include 1/3rd of the districts taken from all the States except North-eastern States and Jammu & Kashmir wherefrom 50% of the districts shall be covered. Any district receiving external assistance for the reform activities covered under this scheme shall be excluded for support. However, the districts covered under National Agricultural Technology Project (NATP) and DASP-I will have to be included within districts proposed by these States, keeping in mind the need to avoid duplication of funding for the same activities. The funds available under the Scheme shall be allocated to the States in proportion to the number of Blocks being covered. It is estimated that, on an average, about Rs. 3.3 lakhs (90% central share plus 10% state share) would be available per block (excluding the allocation for state level activities and innovative activities to be approved at Government of India level) during the each of two year period 2005-06 to 2006-07 for undertaking extension activities under the Scheme. The actual release of the resources to the States shall be on the basis of Work Plans submitted by them, keeping in mind Utilization Certificates received in respect of funds released earlier. The Work Plan provides enough flexibility to the States to propose need-based allocations for different districts within the State.

7.4 Phasing of activities: The resources for preparation of SREP and SEWP documents shall be released in the first year along with resources needed for capacity building and infrastructure support at district and State levels. Resources meant for infrastructure support shall be released keeping in mind the

infrastructure available with the concerned institutions. For example, institutions supported under externally aided projects may not need infrastructure support. Necessary flexibility will be observed in release of funds with a view to promote speedy implementation of the scheme.

7.5 Support from Central Component : Proposals for support from central component of Rs. 26.41 crore as detailed at **Para 7.2** can be submitted by the States along with, or after submission of the Work Plan. These proposals will be examined in the context of the Work Plan submitted by the State and to meet the objectives of the PFAE.

7.6 Schedule of Release of Funds: Funds will normally be released in two installments in a year. Release of second installment would depend upon furnishing of UCs that have become due and release of corresponding State's share against funds released earlier by the Center. The permissible carry over of unspent balance would be 25% of the annual allocation. This permissible carry over would be adjusted in the second installment. Funds will be released to States preferably through an autonomous Institution identified by the States concerned, which is closely linked to State Agriculture Programmes or through the State Agricultural Management and Extension Training Institute (SAMETI).

8. Monitoring and Evaluation of SEWPs: Project activities at **district** level shall be monitored by the ATMA Governing Board at periodic intervals. At **State** level, the project shall be monitored through a mechanism similar to those existing in ATMA, i.e., an Inter Departmental Working Group (IDWG) functioning under Chairmanship of APC or Secretary (Agriculture) of the state. The monitoring mechanisms shall include quarterly reports, field inspections, workshops, etc. The Cafeteria specifically provides for third party Monitoring and Evaluation to be organized as a state level activity. The DAC will also organize concurrent Monitoring and Evaluation, including impact evaluation, as needed as part of its scheme "Extension Support to Central Institutions".

9. Important additional guidelines for implementation of the Scheme :

- ◆ KVK should be an active partner to operationalize the ATMA model. There should be no duplication between the activities of KVKs and extension activities to be taken up under the scheme. ICAR should

ensure that research priorities of KVK are fully aligned with and sensitive to SREPs at the District level.

- ◆ Macro Management programmes and Centre/State sponsored schemes for agriculture and allied sectors should be integrated with the activities of ATMA by creating desired linkages for effective convergence and delivery.
- ◆ Base line surveys should be undertaken in each ATMA District against which the scheme impact should be evaluated at the end of X Plan. Baseline survey should be made an integral part of the Strategic Research and Extension Plan (SREP) process. Adequate funds would be provided to ATMAs for baseline surveys.
- ◆ The States may consider associating Panchayati Raj Institutions at all levels of institutional framework under the Scheme.
- ◆ The Secretary of Department of Panchayati Raj of the State Government should be included as a member of IDWG.
- ◆ ATMA should propagate only economically viable and proven technologies since it aims to help resource poor families.
- ◆ ATMA should be part of an integrated extension system consisting of farm schools in the field of farmers, KVKs, agri-clinics and agri-business centres.
- ◆ The ultimate aim of ATMA should be to make small farmers credit worthy (without collateral).

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D.O.No.27(27)/2006-AE

23rd April, 2007

Dear Dr Sarma,

We are happy to inform you that based on feedback received from States/UTs and other stakeholders, the Cafeteria of eligible activities under the scheme "Support to State Extension Programmes for Extension Reforms" based on ATMA model has since been revised. A copy of the revised Cafeteria is enclosed.

2. **Some** of the salient features of the revised Cafeteria are :
- Programmatic funds under the scheme are required to be spent on rainfed areas at least in proportion to the extent of rainfed area in the district.
 - Significantly enhanced ceilings have been provided for the following activities of the Cafeteria:
 - Training of extension functionaries (Activity A.2).
 - Exposure visit of extension functionaries (Activity A.3).
 - Training of farmers (Activity A.4).
 - Demonstrations and farmer-to-farmer technology dissemination at demonstration plot (Activity B.3).
 - Exposure Visit of farmers (Activity B.4)
 - Farmer awards at State, District and Block levels (Activities A.7 and B.7).
 - Innovative activities at State and District levels (Activities E.1 and E.2).
 - Operational expenses at State, SAMETI, District and Block levels (Activities A.1, A.8 and B.14).

3. The details of items of expenditure and related costs for demonstration, training and exposure visits would be as approved under an appropriate scheme of the Central/State Government. Otherwise, prior approval of IDWG will have to be obtained. This Department may review such approvals on ex-post basis.

4. Innovative activities would also require prior approval of IDWG. This Department may also review these activities on ex-post basis.

5. Block level Farm Schools can be operationalized by a combination of demonstration, training and related eligible activities. If the Farm Schools are run by the non-governmental sector, they would be eligible for service charge as per approved norms.

6. It is expected that the revised Cafeteria would help in improving the delivery of extension services. It is requested that the revised Cafeteria may kindly be brought to the notice of all concerned in the State/UT.

7. Kindly have the State Extension Work Plan (SEWP) for 2007-08 prepared taking into account the revised Cafeteria. We look forward to the receiving SEWP for 2007-08 from your State/UT at the earliest.

8. It has also been decided that the ATMA programme would be extended to all rural districts in the country. However, additional districts would be brought under the coverage of the programme only after SEWP for 2007-08 has been approved by this Department. It is, therefore, requested that if the State/UT Government wishes to extend this programme to the remaining rural districts in the State/UT, a request to that effect may be made to this Department along with the submission of SEWP for 2007-08 or anytime thereafter.

With regards,

Yours sincerely,



(A.K. Agarwal)

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CAFETERIA OF ACTIVITIES PROPOSED FOR XI PLAN FOR THE SCHEME ' SUPPORT TO STATE EXTENSION PROGRAMMES FOR EXTENSION REFORMS', COST NORMS AND JUSTIFICATION

A. State Level Activities

(Amount in Lakh Rupees)

S. No.	Indicative activities to be taken	Cost norms				Remarks	
		Unit	Ceiling of Cost Norms (Max.)	Current ceiling for activity	Proposed ceiling for activity		
(1)	(2)	(3)	(4)	(5)			
A.1	Monitoring & evaluation Supporting State M & E Unit - Providing computer infrastructure including systems up-gradation and connectivity.	Per M & E unit.	1.20	1.2	2.00	No change	
	Six monthly review workshops and R-E Interfaces (pre-seasonal).	Per workshop/ Interface	0.50	2.00	2.00		
	Third party Monitoring & Evaluation.	Annually		5% of approved State's Annual Work Plan (Max. 10.00)	5% of approved State's Annual Work Plan (Max. 10.00)		No change
	Expenses for Inter Departmental Working Group on extension reforms and other contingencies including Operational support TA/ DA, hiring of vehicle/POL, and contingencies for SNO	Per year	-	1.00	2.00		
A.2	Training courses – National/ Inter State / within the state (SAMETI) level – fee for IGNOU courses – Both Govt. & Non-Govt. extension functionaries (including NGOs, para extension workers, entrepreneurs, agri-clinics, agri-business centres, input suppliers, corporates etc.)	Per participant Per day	Rs.650.00 plus admissible TA/ DA	5.00 per state	Avg. 0.50 per block	<ul style="list-style-type: none"> • Avg. 5 functionaries per block • Maximum period not to exceed 21 days 	

A.3	Exposure visit of extension functionaries to progressive states (A group of minimum 5 participants)	Per participant per day	Average Rs.200.00 plus admissible TA/ DA	5.00 per state	Avg. 0.50 per block	- Avg. 5 functionaries per block - Maximum period not to exceed 10 days excluding journey time
A.4	Organization of state level exhibitions/ kisan melas/ fruit/ vegetable shows etc.	Per year		5.00 per state	5.00	No change
A.5	Krishi Expo and Regional Fairs <ul style="list-style-type: none"> Participation in Krishi Expo organized by DAC. Participation in Regional Fair supported by DAC. 	Per State	1.00 0.50	1.00 0.50	1.00 0.50	No change
A.6	Rewards & incentives Award for best performing district ATMA	Annually per district	1.00	1.00	1.00	No change
A.7	Farmer Awards – Best farmers representing different enterprises. <ul style="list-style-type: none"> State level District level 	per year per farmer per year per farmer	0.50 0.25		5.00 per state 2.50 per district	10 farmers per state 10 farmers per district.

A.8	Upgrading and restructuring of apex State level training institutions for greater autonomy/ private initiatives to respond to changing requirements as a State Agricultural Management and Extension Training Institute (SAMETI) <u>Recurring</u> Pay and allowances a) Faculty in the thrust areas of HRD, Management training, participatory methods, Communication, IT & Support staff	-	-		-	
	(b) Operational expenses * (c) Documentation of success stories etc. (preparation and dissemination). (d) Vehicle hiring <u>Non – Recurring</u> (e) Equipment (f) One time grant for building maintenance/ furnishing of training halls	Per year Per year Per year One time One time	- - - -	9.00 3.00 3.00 6.00 5.00	Avg. 0.14 per block with a minimum of 9.00 per SAMETI 3.00 3.00 6.00 5.00	 No change No change No change No change
	TOTAL:		Ist year subsequent years			No change

B. District Level Activities (For each district)

The distribution of resources for different activities covered under the cafeteria given hereunder shall be as per the following broad categories:

◆ Farmer oriented activities	-	45 %
◆ Farm Information dissemination	-	20 %
◆ R-E-F Linkages	-	15 %
◆ Administrative expenses (recurring)	-	20 %
TOTAL :	-	<u>100 %</u>

S. No.	Indicative activities to be taken	Cost norms				Remarks
		Unit	Cost Norms (Max.)	Current ceiling for activity	Proposed ceiling for activity	
(1)	(2)	(3)	(4)	(5)		(8)
	I. Farmer oriented activities					
B.1	Developing Strategic Research & Extension Plan (SREP)	Per district	2.50	2.50	2.50 per district	No change
B.2	Training of farmers for maximum period of 21 days.					
	a) Inter-State	Per farmer per day	0.01	3.00 per district	Avg. 0.50 per block	Avg. 50 farmers days per block
	b) Within State	Per farmer per day	0.0075		Avg. 0.75 per block	Avg. 100 farmers days per block
	c) Within district level	Per farmer per day	0.004		Avg. 4.00 per block	Avg. 1000 farmers days per block
						Cost norms are inclusive of travel cost by bus or second class sleeper.

B.3	Organizing demonstrations a) Demonstration (Agri.) b) Demonstration (allied sector) c) Farmer to farmer Technology Dissemination at demonstration plot	Per demonstration Per demonstration Per demo	0.04 per demo* of 0.4 ha 0.04 per demo for allied sectors 0.015	3.00 per district 	Avg. 5.00 per block 2.00 per block	Avg. 125 demonstrations per block Avg. 40000 farmer days per block Avg. 6 visit of 50 farmers at demonstration plot/ site
B.4	Exposure visit of farmers – maximum duration of 10 days excluding travel time <ul style="list-style-type: none"> • Inter State • Within the State • Within District 	Per participants per day	0.006 0.003 0.0025	3.00 per district	Avg. 0.30 per block Avg. 0.075 per block Avg. 0.25 per block	Avg. 5 farmer per block Avg. 25 farmer per block Avg. 100 farmers per block
B.5	Mobilization of farmer groups of different types including Farmer Interest Groups, Women Groups, Farmer Organizations, Commodity Organizations, and Farmer Cooperatives etc. a) Their capacity building, skill development and support services b) Seed money /revolving fund	Per group/ per year Per group	0.05 0.10	5.00 per district (including 2.50 lakh for seed money/revolving fund)	No Change	Avg. 20 groups per block Only on emerging/ high value/ high yield gap/ problematic crops/ areas preferably on cluster basis.

B.6	Rewards and incentives – - Best organized group representing different enterprises (5 groups)	Per year per group	0.20	1.00 per district	1.00 per district	No change
B.7	Farmer Awards – best farmers representing different enterprises. • Block level	Per year per farmer	0.10		0.50 per block	5 farmers per block.
II. Farm Information dissemination						
B.8	District level exhibitions, kisan melas, fruits/ vegetable shows.	Per district		2.00 per district	2.00 per district	
B.9	Information dissemination through printed leaflets etc and local advertisements.	Per district	-	2.00 per district	0.40 per block	Minimum 25% allocations is to be used for publicity of KCC & other Govt. Schemes.
B.10	Development of technology packages on electronic form to be shared through IT network.	Per package	0.20 (Cost of production of one CD)	1.00 per district	1.00 per district	No change
III. Agricultural Technology Refinement, Validation and Adoption						
B.11	Farmer Scientist Interactions at district level 25 farmers for 2 days.	Per interaction	0.20	0.20 per district (one for each crop season)	0.40	
B.12	Organization of field days and kisan gosthis to strengthen research – extension – farmer linkages (1 per block in each season).	Per programme Per Block	0.15	2.00 per district	0.30 per block	

B.13	Assessment, refinement, validation and adoption of frontline technologies and other short term researchable issues through KVKs and other local research centres.	Per district	As per the assessment of KVK/ Local research center	1.00 per district	5.00 per district	
IV. Administrative / Capital expenses						
B.14	Establishment of ATMA like institutions Recurring ♦ Pay & Allowance ♦ TA/DA ♦ Operational expenses for district level * ♦ Hiring of vehicles ♦ Operational Expenses exclusively for block level * Non – Recurring ♦ Equipment ♦ Civil Works and Re-furbishing of ATMA office	- Per district -do- Per district Per Blocks -do- -do-	- - - - - -	- 1.00 2.00 1.00 2.00 per district 4.00 2.00	- 6.50 1.50 0.30 per Block 4.00 2.00	District level operational funds may be given to block but not vice-versa. No change No change
B.15	Establishment of block level Farm Information and Advisory Centres (FIACs) – providing IT applications for effective connectivity.	Per Block	1.30		[Maximum 10% of blocks or 2 whichever is less]	No change

C. Innovative Activities – State Level

C.1	Implementation of Extension Activities through Agri-Entrepreneurs trained under Agri-Clinic scheme.	To be approved by IDWG.	As per norms approved in the Cafeteria.	No. of ATMA block X 0.25	No. of ATMA blocks X 0.25	No change
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C.2	PG Diploma in Agricultural Extension Management through MANAGE	0.15 per beneficiary	Average 0.375 per block	No. of ATMA blocks X 0.375	No. of ATMA blocks X 0.375	
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D. Innovative Activities – District Level:

D.1	Support for district level Training Institutions – It may include both “Operational Expenses” * and Non-Recurring Expenditure.	One Institutions per ATMA district		2.50 per district	5.00 per district	
D.2	Setting up CRS	One CRS per district	To be decided	To be decided	54.00 per state	

E. Other Innovative Activities –

E.1	Innovative activities – State component				25.00 per state	To be approved by IDWG.
E.2	Innovative activities – District component				Avg. 0.5 per block	To be recommended by ATMA & approved by IDWG

NOTE:

- Programmatic funds should be spent on rainfed areas at least in proportion to the extent of rainfed areas in the district.
- **Minimum 10 % of Beneficiary Contribution** should be calculated on sum of the four activities aggregated at state level namely – Farmers’ Training (B-2); Demonstration (B-3); Exposure Visits (B-4) and Capacity Building of farmers groups (B-5) listed in the Cafeteria.
- **Minimum 30% of resources** meant for programmes and activities are allocated for women farmers and extension functionaries.
- **Minimum 10% of the allocation** on recurring activities at district level is used through **non-governmental sector** viz. NGOs, FOs, PRIs, cooperatives, para-extension workers, agri-preneurs, input suppliers, corporate sector etc.
- **No expenditure** shall be incurred from out of Government of India’s resources on staff salary, infrastructure, civil works, vehicles or subsidy unless specifically provided for in the scheme.
- **Cost norms and ceiling** proposed above may be exceeded by 10% of the limits given above in exceptional circumstances.
- **Any deviation over and above the limits** given in the previous para and any new activity not mentioned in the above cafeteria could be taken up by the States with prior approval of DAC.
- **No expenditure** shall be incurred from extension work plan allocation on in-eligible items. In the event of any such expenditure, the in-eligible expenses shall be deducted from the State’s next year’s allocation
- **Under District Level Activities** resources for different activities are prescribed with ceilings viz. Farmer Oriented Activities (45%), Farm Information Dissemination (20%), R-E-F Linkages (15%) and Administrative Expenses (20%). Funds from last three activities could be diverted to the first category of Farmer-Oriented Activities.
- **Operational Expenses in Serial No. A.8 (b)** under State Level Activities, **Serial No. B.14** of District level Activities and **Serial No. D.1** of Innovative Activities include technical assistance, consultancies, special studies, workshops, library, internet, telephone and other contingencies including accommodation for FIAC meetings.
- Block level Farm School can be operationalized by a combination of demonstration, training and related eligible activities. If the Farm School are run by Non Government sector, they would be eligible for service charges as per approved norms.
- State neither should engage any regular staff nor meet the salary of the regular staff working under ATMA/SAMETIs from the operational cost provided in the Cafeteria. Any contractual staff, if engaged, should be strictly through a placement agency. Maximum number of full time contractual staff to be engaged by SAMETI & ATMA shall not exceed six and four respectively.
- For demonstration, training and Exposure Visits, the details of items of expenditure and related costs would be as approved under an appropriate scheme of the Central/

State Govt. Otherwise, prior approval would have to be obtained from IDWG.

LIST OF EQUIPMENT FOR SAMETIs

(Amount in Rs. Lakh)				
S. No.	Description	Quantity	Maximum Unit Price	Cost
1.	Multimedia PC with in-built modem & MS Office software	3	0.75	2.25
2.	LaserJet printer	1	0.25	0.25
3.	DeskJet printer	2	0.10	0.20
4.	UPS	3	0.05	0.15
5.	Multimedia Projector	1	2.50	2.50
6.	TV/ VCR	1	0.25	0.25
7.	OHP	1	0.05	0.05
8.	Telephone	3	0.05	0.15
9.	Fax	1	0.25	0.25
10.	Photocopier	1	2.50	2.50
11.	Scanner	1	0.15	0.15
	Total			10.20

LIST OF EQUIPMENTS FOR ATMAs**(Amount in Rs. Lakh)**

S. No.	Description	Quantity	Maximum Unit Price	Cost
1.	Multi media PC with in built modem and preloaded software MS Office	2	0.75	1.50
2.	Laser printer	1	0.25	0.25
3.	DeskJet printer	1	0.10	0.10
4.	UPS	2	0.05	0.10
5.	Telephone	2	0.05	0.10
6.	Fax	1	0.25	0.25
7.	Photocopier	1	2.00	2.00
8.	Office Furniture	-	-	0.70
	Total			5.00

**CONCEPT AND OPERATION OF AGRICULTURAL TECHNOLOGY
MANAGEMENT AGENCIES (ATMAs) SET UP UNDER INNOVATIONS IN
TECHNOLOGY DISSEMINATION (ITD) COMPONENT OF NATIONAL
AGRICULTURAL TECHNOLOGY PROJECT (NATP)**

In order to address the key constraints faced by extension system in the country with respect to reducing capacity of public extension services, its lack of decentralized and demand driven focus, the Innovations in Technology Dissemination component of National Agricultural Technology Project (NATP) was implemented in seven States in the country namely, Andhra Pradesh, Bihar, Himachal Pradesh, Jharkhand, Orissa, Maharashtra and Punjab through four project districts in each State. This component aimed at pilot testing new institutional arrangements for technology dissemination at district level and below in order to move towards an integrated extension delivery. The project process involved adopting bottom up planning procedures for setting the research and extension agency in order to make the technology dissemination farmer driven and farmer accountable. The extension delivery was oriented towards group approach catering to the location specific requirement of the farmers. Gender concerns have been given adequate emphasis under the project.

To operationalize the above reform initiatives under ITD - NATP an Agricultural Technology Management Agency (ATMA) has been established in each district as an autonomous institution providing flexible working environment involving all the stakeholders in project planning and implementation. Diagrammatic depiction of composition and processes of ATMA are given at **Annexure-V**. The ATMA is a unique district level institution, which caters to activities in agriculture and allied departments adopting a Farming System Approach. It can receive funds directly (Government of India/States, Membership fees, beneficiaries contribution etc). Local research and extension priorities are set through Strategic Research and Extension Plans (SREPs) which are developed by using participatory methodologies such as Participatory Rural Appraisal (PRA). ATMA is supported by a Governing Board (GB) and a Management Committee (MC). The programmes and procedures concerning district wise R-E activities are determined by ATMA, GB and implemented by its MC (**Annexure-VI & VII**).

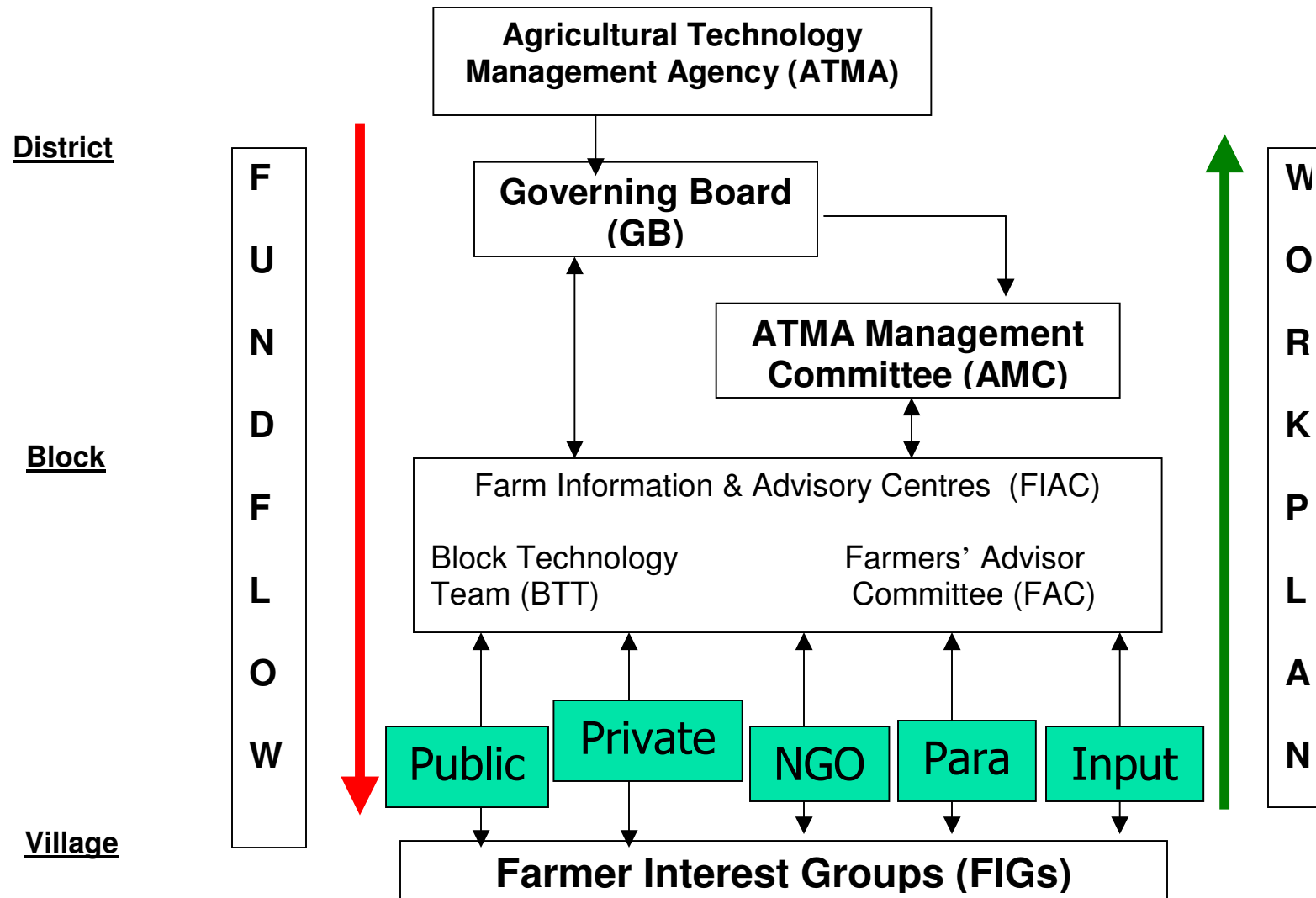
In order to manage programme implementation at block level and below, ATMA has established a Farm Information and Advisory Centre (FIAC) at each block in the district. In effect the FIACs acts as extension planning and operational arm of ATMA **(Annexure-VIII)**. These are supported by two groups; one, a group of technical officers at block derived from different functional areas termed as Block Technology Team (BTT), whereas, the others is a Farmers Advisory Committee (FAC) which is a body exclusively of farmers. While BTT develops the Block Action Plans (BAPs) in light of the SREP and is responsible for its implementation, the FAC plays a more proactive role by scrutinizing, improving and approving BAPs, before these are referred to the ATMA GB for its final approval.

Commodity oriented Farmer Interest Groups (FIGs) are promoted at block/village level to make the technology generation/dissemination farmer driven and farmer accountable. These Village level FIGs are ultimately federated at block/district level and represented in FACs and GB. In order to address the extension needs of these groups, ATMA has established close linkages with various players operating at cutting edge level viz. public, private, NGOs, Para extension workers, input dealers, etc. **(Annexure-V)**.

In order to provide needed HRD support in innovative areas of extension delivery a State Agricultural Management and Extension Training Institute (SAMETI) has been established either by strengthening one of the existing apex training institute in the state or by creating a new SAMETI in a State Agricultural University (SAU) **(Annexure-IX)**.

Project activities, at state level are closely monitored by an Inter Departmental Working Group (IDWG) functioning under Chairmanship of APC or Secretary (Agriculture) of the state. A Project Implementation Cell (PIC) created at the State Headquarter level provides support to the IDWG **(Annexure-X)**.

**ORGANIZATIONAL STRUCTURE OF AGRICULTURAL TECHNOLOGY
MANAGEMENT AGENCY (ATMA)**



ATMA GOVERNING BOARD (GB)

ATMA would be supported by Governing Board (GB) and Management Committee (MC). The Governing Board is a policy making body and provide guidance as well as review the progress and functioning of the ATMA.

Composition**S. No.**

1.	District Magistrate / Collector	Chairman
2.	Chief Executive Officer (CEO) Chief Development Officer (CDO)	Vice-Chairman
3.	Joint Director / Deputy Director (Agri.)	Member
4.	A representative from ZRS/ Krishi Vigyan Kendra	Member
5.	One Farmer representative	Member
6.	One Livestock Producer	Member
7.	One Horticulture Farmer	Member
8.	Representative of Women Farmers Interest Group	Member
9.	One SC / ST farmer representative	Member
10.	A representative of NGO	
11.	Lead Bank Officer of the District	Member
12.	A representative of District Industrial Center	Member
13.	Representative of Agriculture Marketing Board	Member
14.	Representative of input supplying Associations	Member
15.	One Fisheries / Sericulture representative	Member
16.	Project Director ATMA	Member- Secretary-cum- Treasurer (Ex-officio)

Appointment / Nomination / Term of Members:

Non-official members of GB will be appointed for a period of 2 years by APC on the recommendation of the Chairman of GB.

Some initial appointments would be staggered to ensure that about two-thirds of the members would be carry over for an additional year on the GB.

Thirty per cent of the farmer representatives on the GB would be reserved for women farmers to ensure their interests are fully represented.

Key functions of ATMA Governing Board

The key functions of ATMA Governing Board would be to:

1. Review and approve Strategic Research and Extension Plan (SREP) and annual action plans that are prepared and submitted by the participating units.
2. Receive and review annual reports presented by the participating units, providing feedback and direction to them as needed, for various research and extension activities being carried out within the district.
3. Receive and allocate project funds to carry out priority research, extension and related activities within the district.
4. Foster the organization and development of Farmers Interest Groups (FIGs) and Farmers Organizations (FOs) within the district.
5. Facilitate the greater involvement of private sector and firms and organizations in providing inputs, technical support, agro-processing and marketing services to farmers.
6. Encourage agriculture lending institutions to increase the availability of capital to resource poor and marginal farmers, especially SC, ST and women farmers.
7. Encourage each line department, plus the KVK and ZRS, to establish farmer advisory committees to provide feedback and input into their respective R-E Programmes.
8. Enter into contracts and agreements as appropriate to promote and support agricultural development activities within the district.
9. Identify other sources of financial support that would help ensure the financial sustainability of the ATMA and its participating units.
10. Establish revolving funds / accounts for each participating unit, and encourage each unit to make available technical services, such as artificial insemination or soil testing, on a cost recovery basis moving towards full cost recovery in a phased manner.
11. Arrange for the periodic audit of ATMA's financial accounts; and
12. Adopt and amend the rules and by-laws for the ATMA.

ATMA MANAGEMENT COMMITTEE (MC)

The Management Committee would be responsible for planning and executing the day-to-day activities of ATMA.

Composition:

1.	Project Director of Agriculture Technology Management Agency	Chairman
2.	District Head of Dept., Agri.	Member
3.	District Head of Dept., Horticulture	Member
4.	District Head of Dept., Animal Husbandry	Member
5.	District Head of dept. Fisheries	Member
6.	District Head of Dept. Sericulture	Member
7.	District Head of other appropriate line deptt.	Member
8.	Head, Krishi Vigyan Kendra	Member
9.	Head, Zonal Research Station	Member
10.	One representative of NGO in-charge of Farmers' Organization	
11.	Two representatives of Farmer's Organizations (one year rotation basis)	Member

Key functions of Management Committee (MC)

The functions and tasks to be carried out by the ATMA Management Committee would include the following:

1. Carryout periodic Participatory Rural Appraisal (PRA) to identify the problems and constraints faced by different socio-economic groups and farmers within the district.
2. Prepare an integrated, Strategic Research and Extension Plan (SREP) for the district that would specify short and medium term adaptive research as well as technology validation and refinement and extension priorities for the district: these priorities should reflect during the PRA.
3. Prepare annual action plans that would be submitted to the ATMA Governing Board for review, possible modification and approval.
4. Maintain appropriate project accounts for submission to Technology Dissemination Unit (TDU) for audit purposes.

5. Coordinate the execution of these annual action plans through participant line departments, ZRSs, KVKs, NGOs, FIGs / FOs and allied institutions, including private sector firms.
6. Establish coordinating mechanisms at the Block level, such as Farm Information & Advisory Centres (FIACs) that would integrate extension and technology transfer activities at the block and village levels.
7. Provide annual performance reports to the Governing Board outlining the various research extension and related targets that were actually carried out.
8. Provide secretariat to Governing Board and initiate action on policy direction, investment decisions and other guidance received from the Governing Board.

FARM INFORMATION AND ADVISORY CENTRE (FIAC) AT BLOCK LEVEL

Under each ATMA FIACs are created at the block level. It consists of two bodies namely Farmer Advisory Committee (FAC) and Block Technology Team (BTT). The FAC is a body of farmer representatives (11-15 members representing various Enterprises and socio economic strata). The BTT on the other hand is a group of technical advisors operating at block level representing agriculture and allied sectors. FAC and BTT, taken together, act as planning and operational arm of ATMA.

BLOCK TECHNOLOGY TEAM (BTT)

It is an Inter Departmental Team of Agriculture and Line Departments operating at block level. An indicative composition of BTT is given below, however, the composition would change from place to place depending on the critical areas pertaining to different states.

Composition

Block level officers of Agriculture, Horticulture, Animal Husbandry, Fisheries, Plant Protection, Veterinary Science, Soil Conservation, Extension, Sericulture, Corporative, Marketing etc.

The senior most officials irrespective of the participating departments head the Block Technology Team as BTT convenor.

Key functions of Block Technology Team (BTT)

The key functions of Block Technology Team would be to :-

- Operationalize the SREP in each block and move towards single window extension system.
- Help district core team in up gradation of SREP.
- Prepare Block Action Plan detailing extension activities to be undertaken.
- Coordinate the implementation of extension programmes detailed in the Block Action Plan.
- Facilitate formation of FIGs/ FOs at the block level and below.

FARMER ADVISORY COMMITTEE (FAC)

The Farmer Advisory Committee consists of 11-15 members covering different categories of farmers covering under the given block, with due representation to women farmers and weaker sections of the society. Composition given below with respect to one of the blocks under ATMA-Shimla,

other districts may suitably modified in composition as per their agro-ecological situation.

Composition:

S. No.	Member	Occupation
1.	Farmer	Agriculture
2.	Farm Women	Agriculture (SC)
3.	Farmer	Horticulture
4.	Farm Women	Horticulture
5.	Farmer	Live Stock Producer
6.	Farm Women	Live Stock Producer (SC)
7.	Farm Women	Mahila Mandal
8.	Farmer	Yuvak Mandal
9.	Farmer	Input Dealer
10.	Farmer	Farmer Group
11.	Farmer	BDC Member (Block Development Council)

Chairman shall be elected out of the above members on rotation basis. BTT Convenor also acts as Member Secretary to FAC.

Key functions of FACs

- ◆ Act as an agency for providing farmer feedback mechanism.
- ◆ Help set block extension priorities and recommend resource allocation across programme areas.
- ◆ Recommend Block Action Plan for approval of ATMA GB.
- ◆ Review and provide advise to each implementation unit at block level.
- ◆ FAC shall meet once in a month during the season and quarterly in lean season.
- ◆ Help in formation of Farmer Interest Groups at block level and below.

STATE AGRICULTURAL MANAGEMENT AND EXTENSION TRAINING INSTITUTE (SAMETI)

The State Agricultural Extension Management and Training Institutes (SAMETI) would be strengthened by way of providing training managerial and equipments, communication support, programme cost SAMETIs are proposed to be autonomous institutes with greater flexibility in structural and operational aspects.

Key functions of SAMETI

- ◆ To provide capacity building support in Extension Management related areas to the extension functionaries both from public and private sector.
- ◆ To provide consultancy in the areas like project planning, appraisal, implementation etc:
- ◆ Develop and promote the application of management tools for improving the effectiveness of Agricultural Extension services through better management of human and material resources.
- ◆ Organize need based training programmes for middle level and grass-root level agricultural extension functionaries: and
- ◆ Develop modules on Management, Communication, Participatory Methodologies etc, as a sequel to the feedback from training programmes.

**STATE LEVEL INTER DEPARTMENTAL WORKING GROUP
(IDWG)**

In pursuance of the number of mechanisms built into the project design and to ensure effective coordination among the departments like agriculture, animal husbandry, fisheries, horticulture, soil conservation etc. it is proposed to constitute a state level inter departmental working group under the chairmanship of the Agriculture Production Commissioner/ Secretary agriculture with the following composition:

Composition:

S. No.

1.	Agriculture Production Commissioner/ Secretary Agriculture	Chairman
2.	Secretary (Finance)	Member
3.	Secretary (Fisheries)	Member
4.	Secretary (Horticulture)	Member
5.	Secretary (Rural Development)	Member
6.	Secretary (Animal Husbandry)	Member
7.	Secretary (Soil Conservation)	Member
8.	Secretary (Women Development)	Member
9.	Secretaries of related departments (wherever necessary)	Member
10.	Vice Chancellor (s) of SAU(s)	Member
11.	Secretary (Agri.)/ Deputy Secretary (Agri.)	Member Secretary

In departments like horticulture, soil conservation etc, where separate secretaries do not exist, director of the concerned departments may act as a member on the interdepartmental group.

Key functions of IDWG

- ◆ To provide a mechanism for interactions with the Technology Dissemination Management Committee (TDMC) of the DAC, GOI, guide the human resource development activity and to monitor the district level technology dissemination programme.
- ◆ To oversee and support Agricultural Extension Research activities being undertaken by ATMA and to make policy interventions on inter departmental matters including issues related to Women in Agriculture and co-ordination thereof.

- ◆ To promote and establish integrated approach in Transfer of technology at state, division and district level by agriculture and line departments.
- ◆ To establish effective linkages with different line departments, marketing, input and credit institutions, NGOs, Private/ Corporate sector to promote large scale extension reforms.
- ◆ To internalize new concepts and institutional arrangement successfully demonstrated by the ATMAs; and
- ◆ To deal with any other policy issue related to implementation of the project, which emerges from time to time.

A Project Implementation Cell (PIC) would be established in each States with the office of the Agriculture Production Commissioner (APC)/ Secretary Agriculture/ Director Agriculture. This PIC would monitor project activities being carried out in each pilot district and ensure that project funds released to the States are included within state budget.

