

GUIDELINES FOR

SUPPORT TO STATE EXTENSION PROGRAMMES FOR EXTENSION REFORMS (ATMA) SCHEME, 2018



Directorate of Extension
Department of Agriculture, Cooperation & Farmers Welfare
Ministry of Agriculture & Farmers Welfare
Government of India
KrishiBhawan, New Delhi - 110001

October, 2018

ATMA GUIDELINES, 2018 under Krishonnati Yojana

TABLE OF CONTENTS		
Sr. No.	Item Description	Page No.
	Table of Abbreviations	
1.	Background and Strategy	
1.1.	Background of Sub-Mission on Agricultural Extension (SAME)	1-2
2.	Support to State Extn. Programmes for Extn. Reforms(ATMA) Guidelines	
2.1	Introduction	4
2.2	Aims and objectives	4-5
2.3	Strategy	5-7
2.4	Organizational structure	7-8
2.5	Committees	8
2.6	Process Flow for Action Plans	9-10
2.7	Components of the scheme	10-11
2.8	Specialist & functionary support	11-15
2.9	Mode of recruitment and remuneration	15-18
2.10	Support for innovative activity at village level (Farmer Friend)	18-19
3.	Cafeteria of Activities	
3.1	ATMA Cafeteria	20-23
3.2	Cafeteria Guidelines	23-24
3.3	Main activities included in the cafeteria	24-28
3.4	Main activities included in innovative technology dissemination (itd) component	28-29
3.5	Involvement of Agri-Clinics & Agri-Business Centres and DAESI trainees	29-30
3.6	Setting up of Community Radio Stations (CRSs)	30-31
4.	Other Operational Matters	
4.1	Other Operational Matters	32-34
5.	Convergence of Extension Work	
5.1	Convergence	35-39
5.2	Networking	39
6.	Budget Allocation, Release and Utilization	
6.1	Allocation and Scheme cost	40
6.2	Release of funds	41
6.3	Implementation of DBT in ATMA scheme	41-42
7.	Monitoring and Evaluation	
7.1	Monitoring & Evaluation	43-45
8.	ANNEXURES	
I (a)	Inter Departmental Working Group (IDWG)	46-47
I (b)	State Agricultural Management and Extension Training Institutes	48
I (c)	ATMA Governing Board (GB)	49-52
I (d)	ATMA Management Committee (AMC)	53-54
I (e)	Block Technology Team (BTT)	55

I (f)	Farmers Advisory Committees at Block, District & State levels	56-59
II (a)	Specialist and Functionary support eligible under the Scheme	60-61
II (b)	Duties/ Responsibilities of Specialists & Functionaries	62-65
II (c)	Abstract of Number of Posts, Remuneration and Eligibility	66-71
III(a)	ATMA Cafeteria	72-81
III (b)	Innovative Technology Dissemination Component	82-83
III(c)	Illustrative List of Optimum & Realistic Targets and Likely Shortfall which may be met from RKVY-RAFTAAR	84
Appendix I	Concept of farm school	85-86
Appendix-II	Operationalizing Farm School at Block / Gram Panchayat level cost norms/ ceilings	87
IV	Summary of Important Farmer Oriented Activities benefiting individual farmers	88
V	Convergence between Agricultural Research and Extension	89-96
VI(a)	Form of Utilization Certificate (for State Governments)	97
VI(b)	Audited Statement of Expenditure for the year	98
VII	Activity mapping for Panchayati Raj Institutions	99

TABLE OF ABBREVIATIONS	
Abbreviation	Expansion
ACABC	Agri-Clinics & Agri-Business Centers
AEM	Agricultural Extension Management
AES	Agro-Ecological Situation
AGRISNET	Agriculture Resources Improvement System Network
APC	Agriculture Production Commissioner
ATMA	Agricultural Technology Management Agency
BAP	Block Action Plan
BDO	Block Development Officer
BFAC	Block Farmers Advisory Committee
BTM	Block Technology Manager
BTT	Block Technology Team
C-DAP	Comprehensive District Agriculture Plan
CIGs	Commodity Interest Groups
CRS	Community Radio Station
CSC	Common Service Centre
DAC&FW	Department of Agriculture, Cooperation & Farmers' Welfare
DAAP	District Agriculture Action Plan
DFAC	District Farmers Advisory Committee
DoE	Directorate of Extension
Dy. PD	Deputy Project Director
EElS	Extension Education Institutes
EMS	Electronic Monitoring System
EV	Exposure Visit
FACs	Farmers Advisory Committees
FF	Farmer Friend
FFS	Farmers Field School
FIAC	Farm Information & Advisory Centre
FIGs	Farmers Interest Groups
FLD	Front Line Demonstration
FOs	Farmers Organizations
FS	Farm School
GB	Governing Board
ICAR	Indian Council of Agricultural Research
ICT	Information & Communication Technology
IDWG	Inter Departmental Working Group
IPM	Integrated Pest Management
ITD	Innovations in Technology Dissemination
KCC	Kisan Call Centre
KVK	KrishiVigyan Kendra
M&E	Monitoring & Evaluation
MANAGE	National Institute of Agricultural Extension Management
MC	Management Committee
MOU	Memorandum of Understanding
NATP	National Agricultural Technology Project
NCF	National Commission on Farmers

NDC	National Development Council
NeGP	National e-Governance Plan
NFSM	National Food Security Mission
NGOs	Non-Governmental Organizations
NPF	National Policy for Farmers
NPMSF	National Project on Soil Health & Fertility Management
NRM	Natural Resource Management
PD	Project Director
PGDAEM	Post Graduate Diploma in Agricultural Extension Management
POL	Petrol Oil & Lubricants
PPP	Public-Private-Partnership
PRA	Participatory Rural Appraisal
PRIs	Panchayati Raj Institutions
PS	Principal Secretary
R-E-F	Research-Extension-Farmer linkage
RKVY	RashtriyaKrishiVikasYojana
SAMETI	State Agricultural Management and Extension Training Institute
SAU	State Agricultural University
SEWP	State Extension Work Plan
SHG	Self Help Group
SFAC	State Level Sanctioning Committee
SLSC	State Level Sanctioning Committee
SMS	Subject Matter Specialist
SNO	State Nodal Officer
SREP	Strategic Research & Extension Plan
VAP	Village Action Plan
ZRS	Zonal Research Station

Sub-Mission on Agricultural Extension (SMAE)

1. Background and Strategy:

1.1 SMAE: Erstwhile Sub-Mission on Agricultural Extension (SMAE) was being implemented under Nation Mission on Agricultural Extension & Technology (NMAET) w.e.f. 2014-15. Now SMAE has been subsumed as sub-scheme of Umbrella Scheme- Green Revolution-KrishonnatiYojana from 2017-18.

Restructuring and strengthening of agricultural extension machinery has to be a judicious mix of extensive physical outreach of personnel, enhancement in quality through domain experts & regular capacity building, interactive methods of information dissemination, Public Private Partnership, pervasive & innovative use of Information & Communication Technology (ICT) / Mass Media, Federation of groups and convergence of extension related efforts under various schemes and programmes of Government of India and the State Governments. The objective of this Sub-Mission is to appropriately strengthen, expand and up-scale existing Extension & Information Technology (IT) Schemes. The on-going Extension Schemes include the Central Sector and Centrally Sponsored Schemes being implemented by the Extension Division/Directorate of Extension. Even in the case of Central Sector Schemes which are proposed to be subsumed within the Mission, a greater role has been envisaged for the States through their active

involvement in planning, implementation and monitoring. The **continuation of SMAE beyond 12th Plan period** includes the following components:-

A. Centrally Sponsored Schemes

1. Support to State Extension Programme for Extension Reforms

B. Central Sector Schemes

1. Mass Media Support to Agricultural Extension
2. Agri Clinics & Agri Business Centres (ACABC)
3. Extension Support to Central Institutes
4. Strengthening/Promoting Agricultural Information System including Kisan Call Centers (KCC)

**II. SUPPORT TO STATE EXTENSION PROGRAMMES
FOR EXTENSION REFORMS (ATMA SCHEME
GUIDELINES)**

2. Support To State Extension Programmes For Extension Reforms (ATMA Scheme)

2.1. INTRODUCTION: Extension Reforms in India were pilot tested in 28 Districts in 7 States from 1998 to 2005. This successful experiment served as a basis to launch the Scheme “*Support to State Extension Programmes for Extension Reforms*” in the year 2005-06. It was revamped, expanded and strengthened comprehensively in the year 2010& 2014. Coverage of the scheme was increased in a phased manner. It is currently operational in 676 districts.

The 12th Plan Approach Paper identifies several challenges faced by the agricultural extension and also gives suggestions to deal with the same. Some of these include integrating KrishiVigyan Kendra’s (KVKs) problem solving skills and the feed-back they provide to State Agriculture Universities (SAUs) and National Agriculture Research System (NARS) with ATMA and strengthen district level planning; using technology to reach out to the farmers, raising capability of rural poor to conserve and manage their livestock and fisheries resources and derive sustainable incomes; link small farmers to markets; promote decentralized participatory research as well as knowledge intensive alternatives in rain-fed regions.

2.2 AIMS and OBJECTIVES:

2.2.1 The Scheme ‘Support to State Extension Programmes for Extension Reforms’ aims at making extension system farmer driven and farmer accountable by disseminating technology to farmers through new institutional arrangements viz. Agricultural Technology Management Agency (ATMA) at district level to operationalize the extension reforms on a participatory mode.

2.2.2 This Scheme shall focus on the following key extension reforms:

- Encouraging multi-agency extension strategies involving Public/Private Extension Service Providers.
- Ensuring an integrated, broad-based extension delivery mechanism consistent with farming system approach with a focus on bottom up planning process.
- Adopting group approach to extension in line with the identified needs and requirements of the farmers in the form of CIGs & FIGs and consolidate them as Farmers Producer Organizations;
- Facilitating convergence of farmer centric programmes in planning, execution and implementation.
- Addressing gender concerns by mobilizing farm women into groups and providing training to them.

The above objectives shall be met through strengthened institutional arrangements, dedicated manpower, Innovative Technology Dissemination component and revamped strategy as described in para2.3 below.

2.3 STRATEGY

ATMA component will be implemented through the institutional mechanism as detailed below:

2.3.1 State Level:

(i) The State Level Sanctioning Committee (SLSC) set up under RashtriyaKrishiVikasYojana (RKVY) is the apex body to approve State Extension Work Plan (SEWP) which will form a part of the State Agriculture Plan (SAP). In those cases where SLSC meeting cannot be held in time or there is any other administrative reason, SEWP can be approved by the

Executive Committee of SAME on the recommendation of Inter Departmental Working Group (IDWG).

(ii) The SLSC may be supported by the IDWG which is responsible for day-to-day coordination and management of the Scheme activities within the State.

(iii) The State Nodal Cell (SNC), consisting of State Nodal officer, State Coordinator, State Gender Coordinator and supporting staff will ensure timely receipt of District Agriculture Action Plans (DAAPs), formulation of State Extension Work Plan (SEWP) duly incorporating farmers' feedback obtained through State Farmer Advisory Committee (SFAC) and its approval by the SLSC. The SNC will then convey the approval and monitor implementation of these work plans by State Agricultural Management & Extension Training Institutes (SAMETIs) and ATMAs. The SAMETIs will draw-up and execute an Annual Training Calendar for capacity building of the Extension Functionaries in the State. While doing so, the SAMETI will check duplication and overlapping of training content, training schedule, and trainees themselves.

2.3.2 District Level:

ATMA is an autonomous institution set up at district level to ensure delivery of extension services to farmers. ATMA Governing Board is the apex body of ATMA which provides overall policy direction. ATMA Management Committee is the executive body looking after implementation of the scheme. District Farmers Advisory Committee is a body to provide farmers' feedback for district level planning and implementation. With dedicated staff provided for the ATMA, it will continue to be the district level nodal agency responsible for overall management of agriculture extension system within the district, including preparation of Strategic Research and

Extension Plan (SREP). The process flow for formulating Action Plans has been described in para 2.6 below.

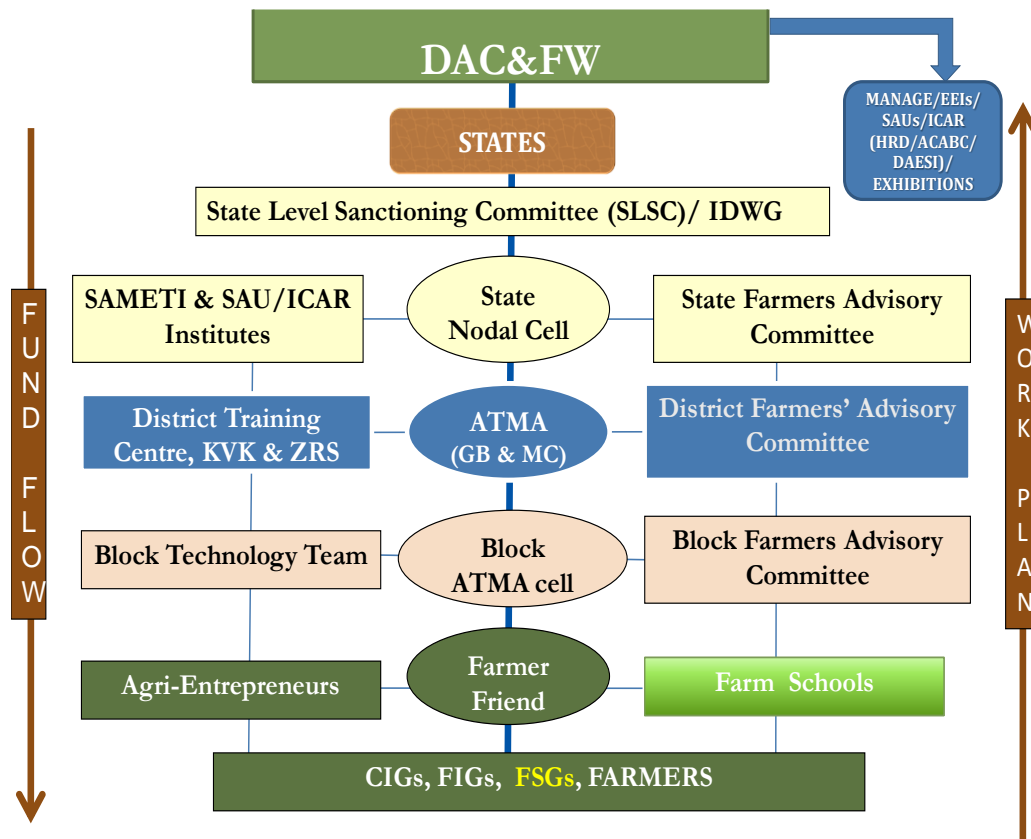
2.3.3. Block Level:

The Block ATMA Cell consisting of Block Technology Team (BTT) (a team comprising officers of agriculture and other allied departments within the block) and Block Farmers' Advisory Committee (BFAC) (a group exclusively consisting of selected farmers of the block) will prepare the Block Action Plan (BAP) and provide necessary extension support within the Block in its execution.

2.3.4 Village Level:

- (i) The Farmer Friend (FF) will serve as a vital link between extension system and farmers at village level (one for every two villages).
- (ii) Agri-entrepreneurs, Diploma holders in Agricultural Extension Services for Input Dealers (DAESI), Input Dealers and extension workers in non-governmental sector will supplement the efforts of extension functionaries.
- (iii) Commodity Interest Groups (CIGs), Farmer Interest Groups (FIGs) and Food Security Groups (FSGs) will serve as a nodal point for information & technology dissemination among its members.
- (iv) Farm Schools will serve as a mechanism for farmer-to-farmer extension at every Block.

2.4 The organizational structure at various levels has been depicted in the following diagram:



2.5 The following Committees shall be set up at various levels.

- **State Level:** (i) Inter- Departmental Working Group (IDWG)
(ii) SAMETI Executive Committee
(iii) State Farmers Advisory Committee (SFAC)
- **District Level:** (i) ATMA Governing Board
(ii) ATMA Management Committee
(iii) District Farmers Advisory Committee (DFAC)
- **Block Level:** (i) Block Technology Team (BTT)
(ii) Block Farmers Advisory Committee (BFAC)

The composition, functions and mandate of these Committees have been given at Annexure 1(a) to (f).

2.6 Process Flow for Action Plans:

SREP is a comprehensive document identifying research/extension priorities for district, keeping in mind agro-ecological conditions and existing gaps in technology generation & dissemination in all agriculture and allied sector areas/activities including Horticulture, Animal Husbandry, Dairying& Fisheries. All extension related activities under other **schemes of DAC&FW** will naturally form part of SREP. SREPs will be prepared in coordination with the line departments, NGOs, KrishiVigyanKendras (KVKs), Panchayati Raj Institutions (PRIs), Private Sector, farmers and other stake-holders at the district level.

Similar training & field extension related components in other programmes of DAC&FW and State Governments will also be implemented through ATMA.

Funds earmarked for such activities under different Schemes/Programmes will be utilized through ATMA. Similarly, ATMA funds also will be suitably used to cover training & field extension objectives/activities of other Schemes/Programmes. Such convergence arrived at through SREP/SEWP will avoid duplication and ensure wider coverage in terms of outreach to farmers and gamut of activities.

Various Action Plans shall emanate from SREP as follows:

- These SREPs are Five year vision documents which shall be revisited to accommodate newly identified gaps and emerging areas of importance.
- SREPs will form the basis for formulation of Block Action Plans (BAPs) on an annual basis. Block Action Plans are then consolidated at the District level to prepare the District Agriculture Action Plans (DAAPs).
- District Plans are worked out in such a manner that these serve as subset of the Comprehensive District Agriculture Plans (CDAPs) prepared for the District under RashtriyaKrishiVikasYojana (RKVY).

- The DAAPs will be consolidated in the form of State Extension Work Plan (SEWP) which then forms a part of State Agriculture Plan (SAP).

2.7 COMPONENTS OF THE SCHEME:

2.7.1 Specialist and Functionary Support at various levels:

The component of manpower support has been further strengthened **and remuneration of field functionaries has been enhanced motivate ATMA functionaries and** accelerate implementation of the Scheme **activities on the ground. Average 3 Assistant Technology Managers (ATMs) and 1 Block Technology Manager (BTM) are envisaged per block under this scheme.** Detailed justification for deciding number of ATMs in a Block may be seen in para 2.8.3.

2.7.2 Cafeteria of Activities:

Optional items form the ATMA Cafeteria from where the States can choose activities as per its priorities. The Cafeteria also contains mandatory components which include manpower, training of extension personnel, organization of Farmers' Advisory Committees, Farmer Friends, joint visits with scientists, low cost publications etc. **Annexure-III (a).**

2.7.3 Innovative Technology Dissemination Activities:

Use of interactive & innovative methods of information dissemination like Pico Projectors, low cost films, hand held devices, mobile based services etc. and other innovative extension approaches (e.g. Kala Jatha/Sstreet Play) are included as mandatory activities placed at Annexure-III(b). These should be implemented as per the details given in para 3.4 below.

2.7.4 Increasing Coverage of Activities and Infrastructure Support:

Funds available under RKVY can be used to supplement extension activities undertaken under this Scheme which has provisions for the same under **RKVY-RAFTAAR [Sr. No.9 of Appendix-B and para (g) of Appendix D].**

Similarly, other programmatic interventions like National Food Security Mission, National Horticulture Mission etc also have some components relating to agricultural extension which could be used in a convergent manner under the scheme. Indicative activities which can be taken up under RKVY-RAFTAAR scheme, if the State so desires, is given at Annexure-III (c).

2.8 SPECIALIST & FUNCTIONARY SUPPORT:

Extension related manpower is proposed at three levels viz. State, District and Block level. Specialist and functionary support eligible under the scheme is given at Annexure II (a). Roles and responsibilities of extension related manpower provided under this Scheme is given in Annexure-II (b), and abstract of number of posts, eligibility and qualification, remuneration (enhanced considerably in case of contractual functionaries), etc. at Annexure II (c). Hierarchical structure of officials under SMAE (including ATMA) is as follows:

2.8.1 State Level:

(i) **State Nodal Cell:** the State Nodal Cell (SNC) will consist of State Nodal Officer, State Coordinator, Gender Coordinator and supporting staff. In order to carry out State level activities, as specified in ATMA Cafeteria, and to ensure convergence with various departments at State level and to assist the State Nodal Officer (i.e. Director/Commissioner of Agriculture) in overall management of agricultural extension system within the State, one State Coordinator has been approved for each State/Union Territory. The

State Nodal Officer (SNO) shall be designated by the State Government, which will also provide requisite Ministerial support. The State Coordinator is to be engaged on contract basis under this Scheme. The functions of State Coordinator and Gender Coordinator are given in Annexure-II (b). The Gender Coordinator will perform the functions as per the Annexure-II(b) to safeguard the interest of women farmers. The Gender Coordinator will share all gender related findings and strategies with the State Coordinator and will function under the overall supervision of State Coordinator, and the State Coordinator under the overall supervision of State Nodal Officer.

(ii) **SAMETI:** In order to ensure regular training and skill upgradation of State and District/Block level extension functionaries and for reaching out to the grass root level extension functionaries and farmers through field visits, the following manpower is provided for SAMETI in each State. Director, SAMETI shall work under the overall guidance of the State Nodal Officer identified under ATMA scheme. However, in cases where the State Nodal Officer is not an officer of equivalent or higher rank than Director, SAMETI, may work under the overall guidance of the officer under whom State Nodal Officer is placed. The Faculty Members (Deputy Directors) of SAMETI shall report to Director SAMETI. The duties of Director SAMETI/Faculty are given in **Annexure-II (b)**.

The overall staff position at State level is given below:

Posts No. of Block s	State HQ.	SAMETI				Total Staff
	State Coordinator + Gender Coordinator	Director	Dy. Director	Accountant -cum- Establish- ment- Clerk	Computer Programmer / Operator	
< 100	1 + 1	1	4	1	1	9
100 – 400	1 + 1	1	8	1	1	13
> 400	1 + 1	1	12	1	1	17

2.8.2 District Level: Each ATMA Unit consisting of the following core staff of five persons, under the overall supervision of PD, ATMA, will be responsible for management of agricultural extension services within the District including holding of regular meetings of ATMA Management Committee (MC) and ATMA Governing Board (GB):

- | | | | |
|-------|-------------------------------------|---|---|
| (i) | Project Director | - | 1 |
| (ii) | Deputy Project Directors | - | 2 |
| (iii) | Accountant-cum-Establishment- Clerk | - | 1 |
| (iv) | Computer Programmer/ Operator | - | 1 |

The Project Director ATMA shall report to the Chairman, ATMA GB and also function as Chairman of ATMA Management Committee. The two Deputy PDs would work under the administrative control of PD, ATMA. The duties & responsibilities of PD & Deputy PD Accountant-cum-Establishment-Clerk and Computer Programmer/ Operator are given at Annexure-II (b).

2.8.3 Block Level:

- (i) One Block Technology Manager (BTM) is provided in each Block to co-ordinate the ATMA related activities of the BTT and BFAC. BTM will

work under the overall supervision of the BTT Convener for all ATMA related activities at the Block level.

(ii) On an average three Assistant Technology Managers (ATMs) are to be placed in each Block (2 to 4 depending on size of the Block) exclusively for delivery of extension services in agriculture and allied sectors as per priority areas for various Blocks.

(a) In N.E. states and other hilly States viz. H.P., J&K, and Uttarakhand, the number of ATMs deployed per block should be as follows:

Blocks having upto 5000 farm households and the area of the Block being upto 800 sq. km, 2 ATMs would be deployed. However if the area of the Block is more than 800 sq.km, 3 ATMs could be considered;

(b) In all other States Blocks having upto 12000 farm households and the area of the Block being upto 1000 sq. km, 2 ATMs would be deployed. However, if the number of farm households/ Block exceeds 20000 and the area of the block is more than 1000 sq.km, the deployment of ATM can go up to 4. All other Blocks will have 3 ATMs. However, average figure of more than 3 per state will need to be concurred by the Government of India, so that overall country average does not exceed 3. The areas of expertise (i.e. Agriculture, Horticulture, Animal Husbandry, Dairying, Fisheries etc.) of these ATMs will be decided based on priorities for various Blocks. These ATMs shall be provided requisite connectivity and mobility to perform the requisite functions.

The duties of BTMs and ATMs are given at Annexure II(b).

(c) Block level and District level manpower available under various schemes will be pooled for regular coverage of groups of Villages/Panchayats for extension related expertise. However, domain expertise of various extension personnel in a Block/District will be suitably used to ensure all-round outreach to farmers.

(d) Panchayat-wise roster giving the name and mobile number of the extension workers' availability on the pre-decided days (giving day of a week/fortnight etc.) will be displayed on a Board at vantage points in various villages. This Display Board will also contain contact details of other agricultural functionaries of the area.

2.9 MODE OF RECRUITMENT AND REMUNERATION:

(i) The BTMs and ATMs at Block Level will be engaged by Project Director (PD), ATMA on contract basis through a mechanism identified by the State. BTMs and ATMs should be preferably below 45 years of age, as their work involves extensive travel/field activities. While, the ATMs will remain under the administrative control of BTM, the BTM will work under administrative control of PD, ATMA. However, some States may prefer to link the BTM & ATMs with PD, ATMA through the Block Development Officer (BDO), if activities of Agriculture and allied departments are already being coordinated by the BDO at Block level.

(ii) The posts of State Coordinator, Gender Coordinator, BTM & ATM at Block level and Computer Programmer/ Computer Operator (at State & District Level) are to be filled on contract basis with lump-sum remuneration. An annual increase of 10% in emoluments of BTMs, ATMs, Computer Programmers / Computer Operators, State Coordinators, Gender Coordinators, Deputy Directors (SAMETI), Deputy Project Director (ATMA) and Accountant-cum-Clerk deployed on contractual basis has been provided for such employees who continue in their employment for more than one year. All other posts may be filled by deputation/secondment/appointment for the scheme period or such other mode as the State Government may deem appropriate. In the rare administrative exigencies that the State Government deems appropriate, regular vacancies of the level of Deputy Directors in the SAMETIs, Deputy Project Directors in ATMAs and Accountant-cum-Establishment-Clerk also

may be filled on contractual basis. However, Project Directors and Director (SAMETI) should in no case be deployed on contractual basis. Contractual employees (against regular vacancies) may be paid gross emoluments not exceeding the following ceilings:

- (i) Deputy Director, SAMETI: Rs. 44,400
- (ii) Deputy Project Director, ATMA: Rs. 42,000
- (iii) Accountant-cum-Establishment-Clerk: Rs. 22,500

10% increase per annum will be given after completion of one year of service (to the satisfaction of the State Government) from the date of fixation of emoluments as per revised norms. Such contractual appointment against regular vacancies is only an interim arrangement till the time these vacancies are filled using any other mode indicated above. The contractual staff should be preferably engaged through an agency identified by the State in view of long ramifications of hiring contractual staff directly. The States should ensure that enough publicity through newspapers is given before engaging contractual manpower and selecting service providers/placement agencies (for giving manpower). It must be ensured that only genuine/reputed service providers are selected by a competitive bidding process. Bidding parameter will be profit margin that a bidder is quoting over and above the gross aggregate emoluments of all the persons of various categories which are proposed to be hired through a bid process.

The State Government should also be invariably involved in the selection of candidates even if they are engaged through a private service provider. The selection process should be transparent and it should be ensured that an Excel Sheet containing list of all applicants is provided by the placement agency before shortlisting the eligible candidates. Online applications must also be enabled so as to get access to database. Candidates need to be called for written test/interview only in the order of merit based on academic excellence & experience as per a pre-determined formula. It must be ensured that employees get the emoluments stipulated in these Guidelines by insisting on **digital/ online mode of payment**. The contractual staff will also be eligible for getting benefits of EPF, ESIC as admissible from time to time as per prevalent laws & instructions and/or options exercised by the stakeholders concerned. GST, statutory dues and contractor's margins are to be indicated separately under the expenses shown for manpower component. While renewing the contract, the State Government should ensure that the existing/experienced contractual manpower is retained and do not terminate their services without assigning any reason. Satisfaction of the Agriculture Department of the State at an appropriate level will be the determining factor regarding continuation of persons after initial period of deployment.

The States may also follow any procedure prevalent in the State for hiring contractual staff directly.

The persons already hired and working as Block Technology Managers or Assistant Technology Managers at earlier emoluments may be allowed to continue at higher emoluments after carrying out a screening process by way of performance review by the State Agriculture Department. Resultant vacancies due to weeding out of

non-performers and new vacancies may be filled as per the procedure given in the foregoing paragraph.

Note:

1. *It is clarified that higher amounts to existing contractual employees have to be paid only after performance review and screening on the lines described above.*
2. *The amounts listed above are upper ceilings and the State Governments are advised to fix **emoluments** accordingly. However, the State Government may pay lesser amount in order to keep parity with similarly paid employees in other departments / organizations. **While fixing total emoluments to BTM/ATM at enhanced rate, emoluments should not be less than total emoluments last paid to contractual employee.***

If, for reasons to be recorded in writing, the candidates for various posts with prescribed qualifications as given at Annexure-II (C) are not available, the qualifications may be relaxed by the IDWG subject to ratification by the SLSC under intimation to the Government of India.

2.10 SUPPORT FOR INNOVATIVE ACTIVITY AT VILLAGE LEVEL (FARMER FRIEND):

(i) It is necessary to identify and groom progressive farmers (including women farmers) with requisite qualification (Senior Secondary/High School) & experience as Farmer Friend (FF), one per two census villages. In case of non-availability of progressive farmers with requisite qualifications, at some places, a progressive farmer, with required oral and written communication skills, may be considered. Only experienced and achiever farmers (say, with an age of more than 40 years or so, as the State Government may deem

appropriate) are to be designated as Farmer Friends. Farmer Friend will lead by example and is expected to have up-graded skills and would be available in the village to advice on agriculture and allied activities. The Farmer Friend will be identified by BTM on a resolution of Gram Panchayat (GP), which will, in turn, consult CIGs/FIGs working in the Panchayat area.

(ii) Farmer Friends will be provided with special opportunity for upgradation of skills through trainings, study tours and visits to SAUs / other institutes, by utilizing support available under ATMA. **Rs.12,000/-** per Farmer Friend per year will be shared equally by the Centre and the State to meet contingency expenditure which FF incurs towards discharge of his duties, including incidental expenses incurred on acquisition of knowledge. The States may decide on a higher fixed amount of more than Rs.12,000/- per annum for Farmer Friend. However, contribution of the Government of India shall not exceed Rs.6,000/- per Farmer Friend per year.

(iii) Since Farmer Friends provide a vital link between public extension system and farmers at village level, it is essential to select experienced, progressive and practicing farmers who are not looking forward to this task as an alternative means of livelihood. It has been noticed that in some States, unemployed youth farmers with little expertise have been designated as Farmer Friends. Consequently, they start looking at it as an employment opportunity in the State Government in the long run. Such employment was never envisaged under the scheme. In fact, the small sum of **Rs.12,000/-** per annum has been provided to the Farmer Friends to meet contingent expenditure for assisting fellow farmers. It should not be perceived as remuneration.

III. CAFETERIA OF ACTIVITIES

3.1. ATMA CAFETERIA:

(i) Unit costs for a few existing items, has been revised as indicated in bold and italics, and included in the Cafeteria of Activities as given at Annexure-III. The Cafeteria provides support for State, District and Block level activities. Support for Innovative Technology Dissemination interventions is also provided under the scheme. The States may choose locally suitable activities from the Cafeteria [Annexure- III(a)] in keeping with priorities of the state, **also State may choose Innovative Technology dissemination items as per details given** at Annexure III (b) **and may** be included in the SEWP by the state.

(ii) Expansion in Coverage: RKVY-RAFTAAR funding can be resorted to as per para 2.7.4 supra and indicative list is at Annexure III (c)

3.1.1. State Level:

(i) Infrastructure Support: Infrastructure support was earlier provided for upgrading State level training institutes as SAMETIs. However, **upgrading** State level training institutions such as SAMETIs is **not available under current cafeteria of activities**. If the states desire to upgrade their training infrastructure further, RKVY-RAFTAAR funding may be accessed for the same.

(ii) Human Resource Development (HRD): DAC&FW has strengthened a network of training institutions in the country by supporting the National Institute of Agricultural Extension Management (MANAGE) at Hyderabad; four Regional Extension Education Institutes (EElIs) at the Regional level and the State Agricultural Management & Extension Training Institutes (SAMETIs) at the State level which will provide necessary trainings to the ATMA

functionaries and other concerned officers of the States. **MANAGE being an apex level institute in agricultural extension management will inter-alia facilitate following activities under the scheme:**

- a) **A7(c) - As detailed in para 3.3.6 of guidelines, for Incentivizing Scientists/Extension Officers working in States/Centre/UTs, MANAGE may identify short term training programmes (7-10 days) and tie up with National and International Institutes in Agriculture Extension and obtain their annual training calendar for circulation with State Government and seeking nomination. Nominations received from State would be scrutinized for sending eligible Extension Functionaries for studying best extension practices and for undergoing trainings in premier institutions within India and aboard.**
- b) **C2 - PGDAEM for in-service extension functionaries continue to be implemented through MANAGE releasing central share directly to MANAGE. .**

(iii) Other Activities: The Cafeteria also supports organization of Agri-Exhibitions, Regional Fairs, Krishi Expos, rewards and incentives for exemplary extension work, farmer awards and monitoring and evaluation of the Scheme including review workshops, Induction and Refresher Training of ATMA staff, quality resource material development, documentation of success stories, etc. at State level.

3.1.2. District / Block Level:

District/Block level activities are further categorized in four groups namely:

- (i) Farmer Oriented Activities;
- (ii) Farm Information Dissemination;
- (iii) Research-Extension-Farmer (R-E-F) linkages
- (iv) Innovative Technology Dissemination activities

Some of the activities under the cafeteria have been categorised as mandatory activities which have been given in the remarks column of the cafeteria.

(i) **Farmer Oriented Activities** include development of SREP, mobilization of farmer groups, women food security groups, training/exposure visit of farmers, conducting demonstrations, all aimed at empowering farmers and improving their participation in technology dissemination process. **Under Inter-state and Within State training of farmers activity, cost norms are inclusive of:** (i) *Travel cost by bus or second class sleeper (actual cost)* (ii) *Refreshments/Meals and Stay during training (actual amount should not exceed Rs. 450 per farmers day)* (iii) *Expenditure on training venue (actual and should not exceed Rs. 3000 per day including audio-visual aids), training material* (iv) *Training kit and agricultural inputs, if any (should be limited to Rs. 300/Participant)* (v) *Cost of honorarium (limited to norms as per Model Training Courses Guidelines for outside experts and not for departmental officials) and/or travel of the trainer (actual)* (vi) *Miscellaneous food cost during travel, if any (Rs.250/-).* (vii) *Field visits (Rs. 5000 subject to a maximum of State approved rates for transportation).* It is reiterated that the amounts given above only indicate ceilings and only actual cost should be paid after exercising economy. The Progress Reports should contain only these actual amounts. Considering fixed cost on travel of farmers, training cost should go down as number of days increase or nature of refreshment/meals should improve. Any deviation from these cost norms of training norms under items B.2 (a) to (c) should be got approved by the IDWG which includes State's Finance Secretary. In case of within district farmers training, Likely expenditure or State/location specific cost norms needs to be got approved in advance by the ATMA Governing Board. Limit of Rs.400/- for District level training only if it is residential, otherwise Rs. 250 subject to actuals. The limit of Rs.250/- will again have two components Rs. 150 for viz. two times tea/snacks, lunch and miscellaneous expenses. Actual travel cost will be in addition to this.

(ii) Farm Information Dissemination, local level agricultural exhibitions, low cost publications, information dissemination through printed materials, and development of technology packages in electronic form are covered.

(iii) Research-Extension-Farmer (R-E-F) linkages based activities include organization of Farmer-Scientist Interaction at local level, joint visits by scientist and extension personnel for which substantial financial provision has been made in the cafeteria, organization of Field-days and KisanGoshties and support for local level researchable issues which emanate from SREP.

(iv) Innovative Technology Dissemination (ITD) Interventions include production of low cost films and public viewing of the same using Pico Projectors, Display Boards, use of Hand Held Devices for Farm Crop Management System (FCMS) and dissemination of information, innovative methods of extension such as *kalajatha*, *certified crop advisory*, *etc.* and quality resource material development. The details of the activities are given at para 3.4 below.

3.2.CAFETERIA GUIDELINES:

3.2.1. Earmarking of Funds: The mandatory activities indicated in the Cafeteria should invariably form a part of the State Extension Work Plan. Administrative Expenditure including TA/DA, hiring of vehicles and POL and operational expenses at District/Block level shall not exceed the amount provided for in the cafeteria. Financial allocation has been made specifically for the conduct of BFAC, DFAC, and joint visits of Scientists & Extension Functionaries under the cafeteria.

The States should compute their budgetary requirements for mandatory activities, cafeteria activities as per State's priorities, manpower support and emoluments as per approved norms. Any savings in administrative expenses can be diverted to other categories but not vice-versa.

3.2.2. Unit Cost/Activity Ceilings: The norms as laid down in these Guidelines have to be adhered to but in exceptional cases and for reasons to be recorded in writing, ATMA Governing Board (GB) may go beyond

these ceilings by up to 10% without exceeding overall allocation. Similarly, IDWG can authorise relaxation of up to 15%. All such cases shall have to be reported in next year's Work Plan so that appropriate advisories can be issued. Any deviation of more than 15% from the prescribed norms/ceilings or any activity not specified in the guidelines can be taken up by States only with the prior approval of DAC& FW.

3.2.3. Support for ICT, Connectivity & Mobility: The modified ATMA Cafeteria has enhanced focus on use of Information Communication Technology (ICT). Experts of SAUs/KVKs, BTMs and ATMs at Block will be available on mobile phone, to provide information of immediate importance to Farmer Friend, FIGs and farmers. SMS (Short Messaging Services) alerts on weather, incidence of pest and diseases and other crop related important matters are already being sent through the SMS Portal for Farmers. Basic IT infrastructure has been provided to SAMETIs and State/DistrictATMAs, under the Scheme. It has been and can be further supplemented under AGRISNET, NeGP-A, RKVY-RAFTAAR and other schemes. These equipment shall be fully utilized for extension related activities. In new SAMETIs/ATMAs, requisite IT and other related equipments can be procured under AGRISNET/NeGP-A/RKVY-RAFTAAR schemes. The faculty members of SAMETI, officers of ATMA, BTMs and ATMs should be accessible on their cellular phones. A specific provision to ensure mobility and connectivity of the BTMs and ATMs has been kept in their emoluments.

3.3. MAIN ACTIVITIES INCLUDED IN THE CAFETERIA:

3.3.1. FARM SCHOOLS:

Farm Schools provide the vital link between the progressive/achiever farmers and other Such farmers should be selected broadly adhering to transparent methodology of selection enunciated in Para 4.1.3. These farmers would normally be the ones who have been accepted

by other farmers as achiever farmers for their success in adoption of technologies, yield difference, and income raised in agriculture and other allied sectors. **Appropriate publicity should be accorded to the farm schools so that benefits can reach the maximum number of beneficiaries.** Some important points related to Farm Schools have been listed in Appendix-I to the ATMA Cafeteria. Cost norms for operationalizing Farm Schools have been rationalized as given in Appendix-II. Ceilings fixed on individual items shall be adhered to. In order to have a visible impact and to ensure proper monitoring, cluster approach needs to be adopted by covering various Blocks in rotation every year.

3.3.2. DEMONSTRATIONS: It is necessary to follow a cluster approach in organization of demonstration plots within a block to have a discernible impact on the production of crops/allied area. Further details regarding Farm School norms and selection criteria (by draw of lots after short-listing farmers based on location of their plots, size of holding, past track record etc.) have been given in Appendix-I to the Cafeteria.

3.3.3. FORMATION OF COMMODITY INTEREST GROUPS:

- I. CIGs should be promoted/mobilized for all major commodities (Size 20-25 farmers).
- II. FIG/CIG members should meet at least once in a month to discuss activities and to decide future course of action.
- III. BTT and BFAC shall monitor functioning of all CIGs on a regular basis.
- IV. CIGs at village level should be federated at block level and subsequently at district level into Farmer Producer Companies in keeping with the overall structure of Farmer Producer Organisations.

- V. CIGs should maintain proper register & records (commodity/proceedings/savings/accounts).
- VI. To ensure household food and nutritional security, Farm Women's Food Security Groups (FSGs) @ at least 2 per block are to be formed each year. These FSGs are to be provided support for training, publication and access to inputs @ Rs. 10000 per group. These FSGs should serve as "Model Food Security Hubs" through establishing kitchen garden, backyard poultry, goatery, animal husbandry & dairying, mushroom cultivation, etc.

3.3.4 Induction Training & Refresher Courses for Extension

Workers: [given at A.2 (b) and (c) of the Cafeteria]

An Induction Course with an average duration of (6 days course + travel) needs to be organized at a cost of Rs.1000 per day per participant as and when the BTMs & ATMs are recruited. Besides, a 3 day refresher course each year on (4 including travel) at the same cost as given above on transfer of skills in specific areas (based on crop predominance) and generalized knowledge in common crops, for extension functionaries under ATMA scheme should also be organized.

3.3.5 Joint Visits by Scientists and Extension Functionaries:

In order to ensure proper mobility for field visits of the scientists accompanied by extension workers, funds have been provided for meeting the expenditure towards hiring of vehicles or POL, the number of field visits should be atleast one visit per week. .

3.3.6 Incentive for Exemplary Extension Work:

High quality services of extension workers need to be incentivized by providing cash incentives and awards. While selecting the person for award, three factors should be broadly considered. Firstly, percentage increases in productivity in a demonstration plot, secondly percentage reduction in gap between productivity in lab conditions and productivity in the field and thirdly income per unit area. The first factor will ensure that extension workers pay attention to even those farmers who have lagged behind in the region so far due to various socio economic reasons. The second factor will, of course, develop a benchmark for the area. Third factor will give boost to quality, reduce cost of production and establish firm linkages with the market. The third factor is particularly significant in case of non-food crops. It is proposed to have six awards (3 sets of first and second position) at District level each year. The awards will be worth Rs.15,000/- and Rs.-10,000/- per award for 1st and 2nd position in each of the three season viz. Kharif, Rabi and Zaid.

- c) KVK scientists also can compete among themselves and with the officers related to Agricultural Extension with respect to Front Line Demonstrations and convergence activities with ATMAs carried out by them during the year.**For Incentivizing Scientists/Extension Officers working in States/Centre/UTs, MANAGE may identity short term training programmes (7-10 days) and tie up with National and International Institutes in Agriculture Extension and obtain their annual training calendar for circulation with State Government and**

seeking nomination. Nominations received from State would be scrutinized for sending eligible Extension Functionaries for studying best extension practices and for undergoing trainings in premier institutions within India and abroad.

3.4 MAIN ACTIVITIES INCLUDED IN INNOVATIVE TECHNOLOGY DISSEMINATION (ITD) COMPONENT:

3.4.2.Pico/ Ultra-Light Portable Projector + Low Cost Films:

Pico projectors (or alternatively ultra-light portable projectors) have been found to be very appropriate in rural areas and these are easier to operate without any laptop. 2 Pico Projectors per block **may** be provided to field functionaries for disseminating best agricultural practices. These will be used by ATMA functionaries including BTMs & ATMs during their visits to villages.

The low cost films would focus on specific themes and preferably directed by farmers themselves so as to have greater acceptability among the audience. Video need not be of broadcast quality but will have to be in High Definition Video formats which can be easily played on laptops or projectors. These films will also be made available on the internet (**platforms like youtube**) for display through e-Panchayats and Common Service Centres and also for direct use. This task of showing agriculture related films and success stories will be performed by the ATMs. Existing films in the DAC&FW, ICAR, SAUs, States and non-Government entities should also be used after dubbing in regional language.

3.4.3Use of Hand Held Devices:

Considering paucity of funds, it is proposed to downscale this component to 50% of the proposed numbers from ATMA funds. States may like to take up additional **hand held devices or / smart phones** as required from other resources

like from State's own funding or from RKVY-RAFTAAR funding, etc. The basic idea behind these electronically generated farm wise details is to ensure whether full yield potential of a crop has been achieved by the farmer (and what he needs to do to minimize the gap) and whether the farmers need to shift to some other crop. Gaps between the yield obtained and potential yield in that area and cost benefit ratio of better inputs (including irrigation) will also be conveyed while recording the data. Geographic Information System (GIS) based analysis of data shall be carried out for better macro level planning and also for micro level detailing for a village or even a field. Focus will be given on rain-fed areas where farmers get hit by vagaries of weather frequently. These devices will also be used to provide instantaneous online and offline information to farmers from the Farmers' Portal and other similar services.

3.4.4 Kala Jathas, Certified Crop Advisors and Other Innovative Methods:

Path-breaking and interesting methods such as '*Kala Jathas*' (*road shows*), Wall Posters, Extension Buses, Certified Crop Advisors etc. have been tried successfully in some States to deliver the message effectively and informally in an interactive manner. In addition to the sum of Rs. 25 lakh per State provided in the ATMA Cafeteria for this purpose, an additional sum of Rs. 5 lakh per district is provided for the purpose.

3.5. INVOLVEMENT OF AGRI - CLINICS & AGRI-BUSINESS CENTRES AND DAESI TRAINEES

3.5.1. The ACABC and DAESI trained personnel to be involved in delivering extension services to the farmers.

3.5.2. The PD, ATMA may prepare an inventory of agricultural graduates trained under the scheme of Agri-Clinics & Agri-Business

Centres and the list of agri-entrepreneurs established in the district by browsing MANAGE website (www.agriclinics.net) and DAESI trained input dealers. Agri-preneurs and DAESI trained input dealers can be appointed as Volunteer Specialists to support Farmer Friend in taking up various activities in the villages under their control including smooth functioning of Farm Schools and in imparting skill based trainings. These agri-preneurs and DAESI trained input dealers should also act as para-extension workers.

3.6. SETTING UP OF COMMUNITY RADIO STATIONS (CRSs)

- i. Community Radio Stations (CRS) have to be promoted in a big way to expand the reach of localised technologies to the farmers located within a radius of 20 to 50 Kilometers.
- ii. A total amount of not more than Rs.65 lakh (including capital and recurring cost) is proposed to be provided as assistance for CRS spread over operational period. There will be a ceiling of Rs.14.50 lakh on the capital cost but the same can be reviewed if substantially higher range than the present standard of 20 Kms. radius is proposed to be covered. Support for content creation at a rate not exceeding Rs.3,500/-per hour normally with a diminishing support structure of 730,540 and 200 hours respectively for first, second and third year will be provided. Some NGOs and KVKs may also use innovative technologies meeting minimum system requirement or contribution from some private players to reduce the capital cost. Subject to compliance of minimum technical specification for setting up of Community Radio Station, break-up of Rs.65.00 lakh is permitted to be changed from capital cost to recurring cost or recurring cost from one year to another. If cost of production can be reduced without diluting quality norms or there is some other financial support like advertisement, revenue or part of capital cost is diverted to recurring

expenditure or a time lag between setting-up of CRS and start of programmes, recurring cost also can be taken to even beyond three years subject to overall cost ceiling. Further, year-wise cost ceilings per CRS have been given in the Cafeteria of Activities (D.2)

iii. Funding to private institutions along with Government and Quasi-government organizations for setting up Community Radio Stations (CRSs) can be considered.

iv. Community based organizations, Agencies/NGOs registered under Societies Registration Act, 1860 or any other such Act and recognized by the Central Government/State Government and serving in Agriculture and allied areas including SAUs and/KVKs are eligible for funding. Registration at the time of application should be at least three years old.

v. The willing Organizations should have basic infrastructure and facilities in the form of a room of about 400 sq. feet/ electricity/ necessary manpower to run and operate the CRSs.

vi. ATMA MC of the District concerned may select suitable proposal/s; recommend them to the Nodal Officer/Commissioner of Agriculture of the concerned State for onward transmission to DAC through the competent committee, i.e., the IDWG having representation of SAU/ICAR Institutes/KVKs concerned so that the proposals are not referred again to ICAR by I&B Ministry which causes a considerable delay in granting approvals.

vii. The PD, ATMA would regularly review the performance of CRSs along with other activities with the BTMs. In addition, ATMA GB would review the performance in detail with regard to content creation, involvement of local community, suitability to local conditions, release/utilization of funds for/by CRS and convergence & synergy with SAU/KVKs.

Detailed guidelines of funding of CRS shall be separately advised.

IV. OTHER OPERATIONAL MATTERS

4.1. OTHER OPERATIONAL MATTERS:

4.1.1 Extent of coverage: The Scheme shall be implemented in all districts of the country.

4.1.2. In order to carry out the extension activities in difficult areas an additional **10%** allocation for districts (in the difficult areas viz. Left wing affected districts, North Eastern and Hill States **and aspirational districts** for field activities may be utilized.

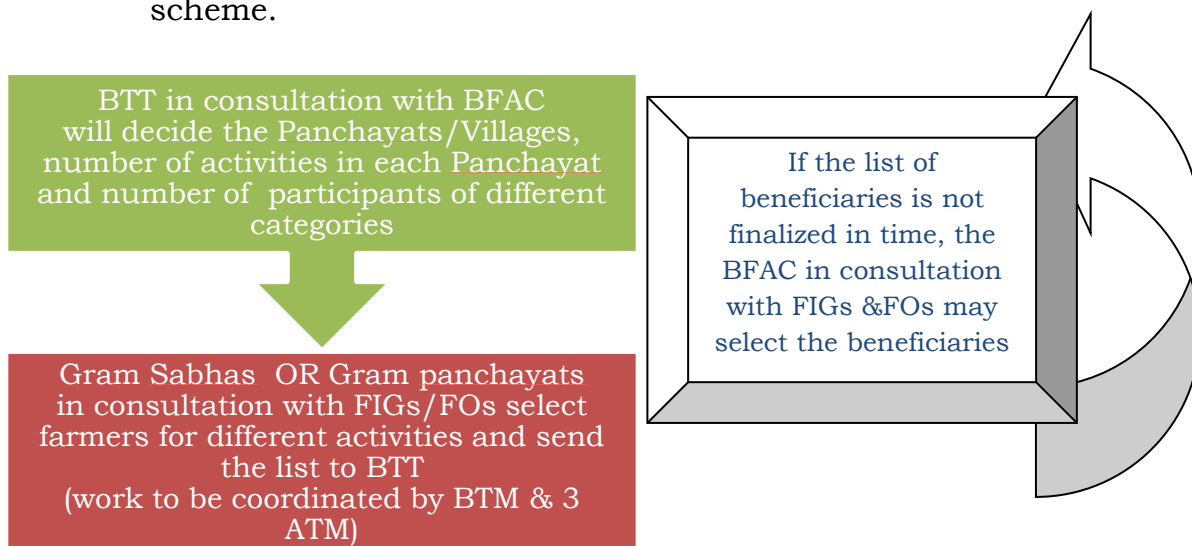
4.1.3. Individual beneficiary oriented activities:

(i) The Cafeteria of Activities contains some individual beneficiary oriented components as well. Some such activities (including training, demonstrations, farm schools, farmer-scientist interactions & exposure visits) have been culled out from the Cafeteria and summarized in Annexure-IV.

(ii) Transparent and objective selection of beneficiaries is of paramount importance not only to generate confidence of the farmers in the Scheme but also to ensure that benefits of extension services get disseminated to all sections of the Society. Therefore, selection of beneficiaries should be done in the following manner:

- All Panchayats in a Block should be covered on a rotation basis under various components. The Panchayats to be covered in a year should be decided by the BTT in consultation with the BFAC.
- Activity mapping of Panchayati Raj Institution (PRI) is at Annexure – VII.
- Number of beneficiaries of different categories including SC/ ST in shortlisted Panchayats will be decided by the BTT in consultation with BFAC so as to have a balanced coverage.
- At least 50% beneficiaries must be Small and Marginal Farmers and 30% beneficiaries should be women farmers/farm women.

- Individual beneficiaries of demonstration plots, inter-district & inter-state trainings within a Panchayat area and all farmer group beneficiaries should be selected by the respective Gram Sabhas or Gram Panchayats in consultation with FIGs and FOs working in the area, as the State Government may decide. However, if for some reasons, the list of beneficiaries is not finalized in the above manner within the stipulated time frame, the FAC in consultation with FIGs and FOs may select the beneficiaries for various activities under the scheme.



- For rewards and incentives at different levels, beneficiaries may be identified by the States in a transparent manner. It should be ensured that no farmer gets double benefits of the same kind from different schemes.

ATMAs should capture Unique Identification (UID) details of the farmer beneficiaries under the components of availing training, exposure visits, demonstration plots, farm schools, revolving fund for the CIGs etc. and upload the details in the Electronic Monitoring System developed by the Department.

4.1.4. Common Issues related to ATMA Cafeteria:

- i. Minimum 30% of resources meant for programmes and activities are required to be allocated to women farmers and women extension functionaries. Specific documentation of expenditure and performance for women may be kept.
- ii. No expenditure shall be incurred from extension work plan allocation on ineligible items. In the event of any such expenditure, the in-eligible expenses shall be deducted from the State's allocation, next year.
- iii. Operational Expenses under State Level , District & block level Activities and Innovative Activities may also include library, internet, telephone and other contingencies.
- iv. Any sub-detailing not specified under ATMA Cafeteria such as for Demonstrations, Trainings and Exposure Visits, would be as approved under an appropriate scheme of the Central/State Govt. Otherwise, prior approval would have to be obtained from IDWG.
- v. Unless otherwise specified under some compelling circumstances, or in case of States which are not eligible for RKVY-RAFTAAR funding, the SLSC set up in the State for considering proposals for RKVY-RAFTAAR funding will also consider and approve SEWP and carry out periodic monitoring. In exceptional cases, the existing procedure for approval of SEWP through IDWG at the State level and Executive Committee of SMAE will continue to be followed. The IDWG under the chairmanship of APC/PS (Agriculture) may continue to perform monitoring of the Scheme to ensure that the Extension Reforms are executed as per these Guidelines. The IDWG shall meet at least once in every quarter.

Programmatic funds should be spent on rain-fed areas at least in proportion to the extent of rain-fed areas in the district.

V. CONVERGENCE OF EXTENSION WORK

5.1. CONVERGENCE:

5.1.1. Farmers' skill trainings and field extension as contained in **other schemes of DAC&FW** may be converged with similar farmer-related activities going on through ATMA. Thus, for instance, Seed Village programmes under SMSP, capacity building of farmers through institutions identified by the State Government under SMAM and pest monitoring, Farmer Field Schools & Integrated Pest Management (IPM) trainings to farmers under SMPP will only be carried out through the district level institutions of ATMA and Block Technology Teams. Mutually synergetic linkages will be established among various activities instead of unilaterally mandating that all such farmer-centric activities shall be carried out through ATMA. For instance, half day's training given under Seed Village Programme shall also be made part of Farm Schools as, in any case, training on seed technologies form a part of 6 critical stages during which farmers are trained under Farm Schools conducted under ATMA. This convergence should be institutionalized by ensuring that State Extension Work Plan [which emanates from Strategic Research and Extension Plan (SREP)] covers field level training & extension components. SREP is an ideal platform to provide convergence from the conceptual level and prioritization point of view. IDWG will further underline such a convergent approach at the State level.

5.1.2 A single ATMA Governing Board headed by the District Magistrate will provide commonality in approach & implementation and avoid duplication. ATMA Governing Board shall act as an over-arching umbrella at District level to oversee all extension related activities in other Missions like National Horticulture Mission (NHM), National Food Security Mission (NFSM), Rashtriya Krishi Vikas Yojana - **Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAAR)** and **other schemes of Krishonnati Yojana**. Such a holistic approach will avoid duplication of efforts and promote more extensive & inclusive coverage of beneficiaries. The Integrated ICT platforms (such as Farmers' Portal, State Agriculture Portals, Central Agriculture Portal) will also provide requisite impetus to implementation in the field level.

5.1.3. Convergence with other Farmer Centric Schemes of DAC&FW: With the given man-power support, ATMAs will also look after the work related to RKVY-RAFTAAR, NFSM, National Project on Soil Health and Fertility Management etc. as mandated under respective schemes. There should be full convergence of extension related work being carried out under different programmes/schemes. The field level extension workers under these different programmes/schemes should work in conjunction with the dedicated manpower being provided under this Scheme under the umbrella of BTT or ATMA, as the case may be. While these extension related workers & consultants under other schemes/programmes can continue to act as experts in their respective fields, they should also double up as multifunctional extension workers in the jurisdiction to be assigned to them by the BTT/ATMA. Budget for extension related components in different schemes and programmes of DAC&FW shall be dovetailed at district level through ATMA. Once all the extension related workers start working in unison, they shall be fully responsible for achieving convergence & synergy in extension related work under RKVY, NFSM, National Project on Soil Health & Fertility Management to achieve complementarities and check duplication of efforts and resources.

5.1.4. Convergence with Research System: ATMA scheme provides for active involvement of Research System/ Research Agencies at different levels of implementation. State Agricultural Universities (SAUs) and KrishiVigyanKendras (KVKs) have to be fully involved not only in preparation of SREP and Extension Work Plans but also in implementation of various programmes in the field. They will be represented in all bodies, namely, ATMA GB and ATMA MC in districts, SLSC/ IDWGs at State level, BTT - BFAC Meetings at Block level. In addition, each KVK scientist may be made in charge of one or more Blocks within the district. The KVK Scientist will technically advise the BTT and will also be actively involved in preparation of BAPs, especially with regard to research related issues/gaps and strategies. He will also take feedback from his colleagues in the KVK in respect of their respective areas of expertise.

A joint circular on convergence between Agricultural Research and Extension signed by the Secretary (DARE) & DG, ICAR and the Secretary (A&C) was issued to all concerned on 17th June, 2015.

5.1.5 Joint Visits by Scientists and Extension Functionaries:

Quite often it has been seen that scientists of the Universities and ICAR Institutions refrain from making field visits due to inadequate provision of mobility in their budget. In order to ensure proper mobility of the scientists accompanied by extension workers, funds have been provisioned for meeting the expenditure towards hiring of vehicles or POL expenses for field visits of scientists along with extension functionaries. It is expected that at least 5 pre-identified villages would be covered in a month under the visit.

5.1.6 Convergence with Development Departments: Necessary convergence with all line departments is to be ensured through their involvement in the process of preparation of SREP and Work Plans at Block, District & State levels. Work Plans to be submitted to SLSC for funding under the Scheme should explicitly specify activities to be supported from resources of other schemes and those proposed under ATMA Programme. Necessary convergence is to be ensured through integration of Comprehensive District Action Plans (CDAPs) and District Agriculture Action Plans (DAAPs) – all of which will form an integral part of State Agriculture Plan to be approved by State Level Sanctioning Committee (SLSC) under RashtriyaKrishiVikasYojana-Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAAR). Further, within approved allocations of Scheme, the State Level Sanctioning Committee (SLSC) may also approve inter component changes as per need during the course of implementation of the Work Plan, within ambit of Guidelines, which should be reported to DAC&FW immediately. Active involvement of Panchayati Raj Institutions (PRIs) in the selection of beneficiaries for various farmer oriented activities, including selection of Farmer Friend should be ensured.

5.1.7 Convergence with & Involvement of Non-Governmental Sector:

(a) In order to ensure promotion of multi-agency extension strategies, and to implement scheme activities in Service Provider or Public-Private-Partnership (PPP) mode, at least 10% of scheme allocation on recurring activities at district level is to be incurred through Non-Governmental Sector viz. NGOs, FOs, PRIs, Cooperatives, Para-Extension Workers, Agri-preneurs, Input Suppliers,

Corporate Sector etc. in either of the two modes listed below in sub-para (b) and (c). Since a lot of manpower and infrastructure has been given under the Scheme for providing extension services, the State Government should fix an upper limit on extension services in Service Provider or PPP mode. This percentage limit should be clearly spelt out in the SEWP.

- (b) Non-governmental implementing agencies viz. NGOs, FOs, PRIs, Para-Extension Workers (except Agripreneurs trained under ACABC) and Cooperatives will be eligible for service charge with a ceiling of 10% of the cost of extension activities (but no staff cost) implemented through them in addition to the cost of activity. Outsourcing will nevertheless be confined to such activities where the organisation concerned has expertise and requisite skills and the manpower deployed under ATMA is unable to perform such tasks due to multifarious tasks. Agripreneurs under ACABC can also be covered for this 10% service charge and 100% cost of activity after they clear their loan liability though they can be called as experts on honorarium anytime for any training organized otherwise. These organizations are free to voluntarily contribute to the cost of training or fully/partially bear the service charges.

Exclusion of any Agripreneurs or Para-extension workers from this category which are considered big enough so as to fall in sub-para (c) below can be done at the discretion of the State Governments concerned. These agencies will be identified at the district level on the basis of merit and approval of ATMA (GB) will be obtained.

- (c) Other organizations from private sector [i.e. other than the ones listed in sub-para (b) above] should be involved in extension activities in PPP mode only if they share the capital &/or recurring expenditure to the extent of at least 50%. Organizations falling in the categories as per sub-para (b) above can also anyway participate in PPP activities as per this sub-para.

The Government support for PPP activities herein will not exceed 50%. Organizations covered by this sub-para cannot act as a service provider. **The State should resort to competitive and transparent bidding process for this as per extent rules and regulations and financial norms.**

- (d) Expenditure incurred by the State Government for both categories of extension work (viz. service provider and PPP mode) shall count towards the threshold figure of 10% as stipulated in sub-para (a) above.
- (e) States should select agencies which have good reputation of State level standing & with high technical capabilities in the area /activity chosen for their involvement to avoid collaboration with frivolous agencies. The State level functionaries shall facilitate necessary coordination between the private partner and ATMA institutions at the district level so that approved activities are implemented expeditiously. Funds to private partner may also be released at the State level at the discretion of the SLSC/ IDWG.

5.2. NETWORKING:

State level bodies/ officers viz. State Nodal Officer/ State Coordinator/ Gender Coordinator will ensure networking of all ATMAs so as to foster information sharing (success stories, best practices, research/ extension issues, application of innovative technologies & strategies, etc.). All **States/Districts** shall share information regarding their activities/ innovations/ successes to the outside world **on the national ATMA portal (www.extensionreforms.dacnet.nic.in)**. **Also progress of the scheme activities shall be reported on the national ATMA portal.** This Portal shall also have links to related websites both at State and National level.

VI BUDGET ALLOCATION, RELEASE & UTILISATION

6.1. ALLOCATIONS AND SCHEME COST:

6.1.1. Centre–state share: The funding support for the Scheme shall be in the ratio of 60:40 (Centre : State) **in general States, 90:10 (Centre : State) in North-eastern and 3 Himalayan States** for all components except Farmer Friend. For Farmer Friend, it will be 50:50 ratio between the Centre and the States. **100% GOI funding support to be provided to UTs for all components.**

6.1.2. State-wise Allocation criteria: Some States have very small districts whereas some other States have very large districts but the size of the Block does not vary much from State to State. Therefore, funds available under the scheme shall be initially allocated to States after giving weightage to the number of Blocks, number of farm families in the State and progress on deployment of dedicated manpower. Actual release of resources to States shall, however, be on the basis of approved work plans, pace of utilization of funds and physical progress.

6.1.3. Incentive to States for Better Performance: The States may prepare a large shelf of projects/activities and submit them to the Department at beginning of financial year. Better performing States will be encouraged to seek higher revised allocations against approved activities in respect of Work Plans submitted by them. Such allocations over and above tentative allocation already communicated to States will depend upon relative progress in implementation and pace of expenditure amongst various States and over all availability of funds. However, it is clarified that the expenditure during the year will be restricted by States to funds actually placed at their disposal by the DAC&FW and States should not incur expenditure in excess of funds already available with the States. Any proposal to the DAC&FW in the following financial year for reimbursement of excess expenditure will not be entertained.

6.2. RELEASE OF FUNDS:

6.2.1. Funds will be released for implementing the Scheme before the commencement of sowing season, normally in two installments. 50% of the annual allocation would be released as First installment upon approved **SEWP by SLSC/in-principle approval of SEWP by the Chairman of SLSC and Provisional Utilization Certificate (PUC) & Annual Progress Report (APR) of previous financial year.** The State will be required to submit a written request for funds. Release of second installment will depend upon furnishing of the following documents:

- (i) Approved/ ratified SEWP by SLSC.**
- (ii) Audited Utilization Certificate (AUC) & Audited Statement of Expenditure (SoE) for the previous year.
- (iii) Monthly Progress Report for previous month
- (iv) Annual progress report for the previous year
- (v) Release of corresponding State's share against funds provided by Central Government upto the previous year.

Manual reports may be phased out gradually.-

6.2.2. The States need to follow a definite time frame for fund releases from State level to District level (within a fortnight of receipt of funds from DAC&FW) and from Districts to line departments/other agencies (within 10 days of receipt of money at district level) to ensure expeditious implementation of the Scheme.

6.3 IMPLEMENTATION OF DBT IN ATMA SCHEME

As per regulation 12 of the Aadhaar (Enrolment and Update) Regulation, 2016 the Department of Agriculture, Cooperation and Farmers Welfare in the State Government or Union territory Administration responsible for implementation of the Scheme which requires an individual to furnish Aadhaar, is required to offer Aadhaar enrolment facilities for the beneficiaries who are not yet enrolled for

Aadhaar and in case there is no Aadhaar enrolment centre located in the vicinity such as in the Block or Taluka or Tehsil, the Department of Agriculture, Cooperation and Farmers Welfare in the State Government or Union Territory Administration is required to provide Aadhaar enrolment facilities at convenient locations in coordination with the existing Registrars of UIDAI or becoming UIDAI Registrar:

Provided that till the time Aadhaar is assigned to the individual, benefits under the Scheme shall be given to such individual, subject to the production of the following documents, namely:-

- (a) (i) if, he or she enrolled, his or her Aadhaar Enrolment ID Slip; or
(ii) a copy of his or her request made for Aadhaar enrolment, as specified in sub-paragraph (b) of paragraph 2 below; and
- (b) (i) Bank passbook with photograph or (ii) Voter identity card; or (iii) Ration Card, or (iv) Permanent Account Number (PAN) Card; or (v) Driving license issued by the Licensing Authority under the Motor Vehicles Act, 1988 (59 of 1988); or (vi) Passport; or (vii) Kisan Photo Passbook; or (viii) Certificate of identity having photo of such member issued by a Gazetted Officer on an official letter head; or (ix) Any other documents as specified by the State Government or Union territory Administration;

Provided further that the above documents shall be checked by an officer specifically designated by the State Government or Union territory Administration for that purpose.

VII. MONITORING AND EVALUATION

7.1. MONITORING AND EVALUATION (M&E):

7.1.1. Activities of the scheme shall be monitored and evaluated at periodic intervals through a specific mechanism generated at different levels – Block, District, State & National Level. M&E will be conducted through BFAC and BTT (Block Level) & ATMA GB (District Level). To achieve necessary convergence, SLSC set up in the State to consider and approve C-DAPs under RKVY-RAFTAAR funding will also consider and approve SEWP and carry out periodic monitoring. The IDWG under the chairmanship of APC/Principal Secretary (Agriculture), may continue with the day to day monitoring to ensure that the Extension Reforms are executed in line with the broad policy framework.

7.1.2. Cumulative Monthly Progress Reports (MPRs) for each district are to be uploaded by the Project Director, ATMA in a web-based interface available at <http://extensionreforms.dacnet.nic.in> by day 5 of the following month. After ensuring that all the districts have entered their data, the SNO will validate this data for the entire State by day 10 of the following month. **Submission of manual/ physical reports may be gradually phased out. The progress shall be given online on ERMS portal as digitized data is essentially required for monitoring progress on DBT portal.**

Effective M&E will be ensured through regular field visits of Inter Disciplinary Teams in project areas, reports, interfaces, conferences etc. The scheme also provides for Concurrent Monitoring & Evaluation (M&E) which will be carried out by Government of India. DAC&FW will also organize concurrent M&E including impact evaluation as needed as part of its scheme “Extension Support to Central Institutes/ DOE”. Besides, all activities of the scheme would continue to be reviewed on quarterly basis in meetings held at National Level.

7.1.3. Progress of extension work done by ATMs at Block Level, Farm Schools, Demonstration Plots, Trainings, Exposure Visits and Farmer Friends

will be closely monitored using ICT infrastructure and by regular monitoring & meetings by BTT at block level, ATMA at district level and SLSC at State level. A web-based interface (<http://extensionreforms.dacnet.nic.in>) has been provided for the purpose. Individual-wise data of farmers under trainings and exposure visits needs to be entered in the web based interface above using the ICT infrastructure already available there in the states. Till the time hand-held devices are made available as a part of ITD Interventions, BTMs and ATMs should be encouraged to use their Smart Phones using a software to be provided to upload pictures of trainings. Suitable incentive not exceeding Rs. 50 per training may be provided for uploading the pictures of such trainings.

7.1.4. Impact Assessment Studies of extension work done by Farm Schools, CIGs & FFs under ATMA shall be got conducted by expert agencies and corrective action shall be taken timely to attain objectives of revitalization of Agriculture Extension System.

7.1.5. Extensive touring of officers of the Department of Agriculture, Cooperation & Farmers' Welfare/Directorate of Extension, MANAGE faculty, State/District level officials will be carried out for the on-spot monitoring of field activities being undertaken.

7.1.6. Concurrent Evaluation: It is concerned with how the program is delivered. It deals with things such as when the program activities occur, where they occur, and who delivers them. Thus, it involves the evaluation of all the activities undertaken to achieve programme objectives. The information generated through this evaluation can be used for improving implementation of the programme by focusing on mid-season/term correction. It is also referred as 'formative' or 'process' evaluation. Yearly concurrent/process evaluation of all activities to be undertaken to achieve programme objectives. The concurrent evaluation is to be taken up every year during the course of implementation of the programme. The purpose is to conduct a broad based SWOT (Strength,

weaknesses, opportunities and Threats) analysis so that mid-course correction is initiated at the appropriate point of time. The funds may be utilized for engaging personnel for data collection, compilation, analysis, data processing, evaluation, etc on task basis.

INTER DEPARTMENTAL WORKING GROUP (IDWG)

In pursuance of the number of mechanisms built into the project design and to ensure effective coordination amongst Departments like Agriculture, Animal Husbandry, Fisheries, Horticulture, Soil Conservation etc., a State level Inter Departmental Working Group under the Chairmanship of the Agriculture Production Commissioner/ Principal Secretary (Agriculture) with the following composition would continue to monitor the scheme activities. The IDWG will meet once in every Quarter

Composition:

1.	Agriculture Production Commissioner/ Principal Secretary (Agriculture)	Chairman
2.	Secretary (Finance)	Member
3.	Secretary (Agriculture)	
4.	Secretary (Horticulture)	Member
5.	Secretary (Animal Husbandry)	Member
6.	Secretary (Rural Development)	Member
7.	Secretary (Fisheries)	Member
8.	Secretary (Soil Conservation)	Member
9.	Secretary (Women & Child Development)	Member
10.	Secretaries of related Departments	Member
11.	Vice Chancellor(s) of SAU(s)	Member
12.	Director(s) of ICAR Institutes in the State	Member
13.	NABARD Representative at the State level	Member
14.	Director, Doordarshan	Member
15.	Director, All India Radio	Member
16.	Director (SAMETI)	Member
17.	Two Progressive Farmer (preferably 1 male and 1 female)	Member
18.	Commissioner/Director(Agri.)/State Nodal Officer	Member Secretary

Note: In departments like Horticulture, Soil Conservation etc., where separate Secretaries do not exist, Directors of the Departments concerned may act as Members on the IDWG.

Key functions of IDWG

- To consider and recommend State Extension Work Plan for its approval by State Level Sanctioning Committee headed by Chief Secretary/ Addl. Chief Secretary or Technical Committee in DAC&FW.
- Support and monitor the functioning of State Nodal Cell including timely preparation for necessary approvals and its subsequent execution.
- Provide a mechanism for interactions with the Department of Agriculture & Cooperation and amongst various Departments within the State including Agricultural Research system.
- Promote an enabling environment with necessary policy directions for achieving necessary convergence for execution of SMAE activities at State, District and Block levels.
- To internalize Innovative concepts and institutional arrangements successfully demonstrated by the ATMAs for the purpose of up-scaling and replication.
- To provide guidance on HRD/Capacity building matters through State level Committee/Executive Committee of SAMETI.
- To provide guidance to Chairmen, ATMA Governing Board for day to day execution of ATMA activities.
- To provide guidance for convergence mechanism for all Farmer centric schemes.
- To deal with any other policy issue related to implementation of the project, which emerges from time to time.
- **To review activities of SAMETIs on regular basis.**

**STATE AGRICULTURAL MANAGEMENT AND EXTENSION TRAINING
INSTITUTE (SAMETI)**

The State Agricultural Extension Management and Training Institute (SAMETI) would be strengthened in terms of infrastructure and manpower. The State Level Committee (SLC) suggested as part of the guidelines for development of complementarity in State/District Training Plan communicated to States vide D.O. letter No. 26(4)/2008-AE dated 4.12.2008 will function as Executive Committee of SAMETI with the same composition and mandate. In addition to the membership of the SLC stipulated in the guidelines dated 04.12.2008, three farmers shall be nominated by the State Farmers Advisory Committee to participate in the deliberations of Executive Committee of SAMETI. The SLC will guide the SAMETI to achieve the aims and objectives specified in the Guidelines with the involvement of all suggested Stakeholders.

Key functions of SAMETI

- ◆ Provide capacity building support in Extension Management related areas to the extension functionaries from public, private and non-governmental sectors.
- ◆ Provide consultancy in the areas like project planning, appraisal, implementation, monitoring & evaluation, etc.
- ◆ Develop and promote application of management tools for improving the effectiveness of Agricultural Extension services.
- ◆ Organize need based training programmes for middle level extension functionaries.
- ◆ Develop modules on Management, Communication, Participatory Methodologies etc, as a sequel to the feedback from training programmes.
- ◆ Organize Annual Workshop involving all the agricultural related training Institutes in the State to achieve complementarity in training and capacity building for functionaries of agriculture and allied departments.
- ◆ Will coordinate with MANAGE in organizing DAESI programme.

ATMA GOVERNING BOARD (GB)

The ATMA Governing Board (GB) is a policy making body which provides guidance, reviews & steers the progress and functioning of the ATMA.

Composition:

1.	District Magistrate <u>or</u> Chief Development Officer (CDO)/Chief Executive Officer (CEO) as decided by DM	Chairman
2.	District Head of Agriculture Department	Member
3.	Representative of ZilaPanchayat/ZilaParishad	Member
4.	District Head of Fisheries	Member
5.	District Head of Horticulture	Member
6.	District Head of (Animal Husbandry/Sericulture)	Members
7.	One representative from Zonal Research Station (ZRS)	Member
8.	Programme Coordinator, KrishiVigyan Kendra	Member
9.	Lead Bank Officer of the District	Member
10.	Representative from District Industrial Centre	Member
11.	Representative from Agriculture Marketing Board	Member
12.	Representative from DRDA	Member
13.	One Farmer representative	Member

14.	One Livestock Producer	Member
15.	One Horticulture Farmer	Member
16.	One Representative of Women Food Security Group	Member
17.	One Representative of FIG/CIG	Member
18.	One SC/ST farmer representative	Member
19.	A representative of NGO working in Agriculture/Allied Sector	Member
20.	Representative of input supplying Association	Member
21.	A representative of trained input dealers who is also providing extension services	Member
22.	Representative from companies availing tax benefit u/s 35CCC (if available)	Member
23.	One farmer representative from Fisheries/Sericulture sector	Member
24.	Project Director ATMA	Member-Secretary-cum-Treasurer (Ex-officio)

Note:

1. All non-official member of GB are to be nominated by the District Farmers Advisory Committee by consensus or by majority.
2. **Out of the non-official members so nominated one-third would be women farmers and one-third would be farmers from small & marginal category.**
3. The non-official members will be appointed as the member of GB for a period of 2 years.

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 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 for their respective Research - Extension 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 in ensuring the financial sustainability of the ATMA and its participating units.
10. Converge human and financial resources available for extension under different schemes and programmes of DAC&FW.
11. 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.

12. Arrange for the periodic audit of ATMA's financial accounts.
13. Adopt and amend the rules and by-laws for the ATMA.
14. **Meetings of ATMA GB must be convened in every quarter.**
15. Any other functions that support effective functioning of ATMA in the district.
16. To decide integration and re-designing of on-going developmental schemes in accordance with District SREP.

ATMA MANAGEMENT COMMITTEE (MC)

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

Composition:

1.	District Head of Dept., Agriculture	Chairman
2.	Project Director of Agriculture Technology Management Agency	Co-Chairman
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.	Head, KrishiVigyan Kendra	Member
8.	Head, Zonal Research Station	Member
9.	Project Officer, District Rural Development Agency	Member
10.	One representative of Farmers' Organization promoted by an NGO	Member
12.	Representative of NGO, if any, involved in agricultural extension	Member
13	District level NABARD Officer	Member
14	Lead Bank Officer	Member
15	A representative of trained input dealers who is also providing extension services	Member
16.	Two progressive farmers (one of whom should be a woman) (nominated from DFAC)	Member
17.	Two Deputy Project Directors (of which one will be nominated as Member Secretary)	Member Secretary

Note: (i) States may also consider co-opting additional members, if required.

(ii) All farmer representatives are to be nominated by the District Farmers Advisory Committee by consensus or by majority.

Key functions of Management Committee (MC)

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.
3. Prepare annual District Agriculture Action Plans in consultation with DFAC which would be submitted to the ATMA Governing Board for review, possible modification and approval.
4. Maintain appropriate project accounts 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 periodic performance reports as required by DAC&FW to the Governing Board outlining the various targets and achievements.
8. Provide secretariat to Governing Board and initiate action on policy direction, investment decisions and other guidance received from the Governing Board.
9. ATMA Management Committee shall meet once in a month to review the progress in various blocks and submit the report to State Nodal Cell/DAC&FW.

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 blocks in a State.

Composition:

BTT shall consist of Chairman Block PanchayatSamiti, Block level officers of Agriculture, Horticulture, Animal Husbandry, Fisheries, Plant Protection, Veterinary Science, Soil Conservation, Extension, Sericulture, Cooperative, Marketing etc. Block Technology Manager would be the Member Secretary. A designated scientist from the KVK will also attend meetings of BTT, provide requisite technical guidance and take feedback for his colleagues in the KVK in respect of their respective areas of expertise.

The senior most official at the Block level shall head the Block Technology Team as BTT Convener.

Key functions of Block Technology Team (BTT)

- 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/ Women Food Security Groups/ FOs at the block level and below.
- Support ATMA Management Committee in discharging its function by providing inputs related to the Block.
- Facilitate planning and implementation of Farm Schools in all major sectors in the Block.
- The Block Technology Team (BTT) shall meet every month to review the progress and report the same to ATMA Management Committee.

FARMERS ADVISORY COMMITTEES AT BLOCK, DISTRICT, AND STATE LEVEL

The **Block Farmers Advisory Committee** (BFAC) shall comprise not more than **30 members** as per details given below:

1. **Pramukh/Head of Panchayat Samiti /Chairman Taluk Panchayat Mandal Parishad President (MPP) of the concerned Block will be ex-officio member of BFAC.**
 2. **All members of Zila Parishad/Zila Panchayat of the concerned Block will be ex-officio members of BFAC.**
 3. **25 progressive farmers of the Block who are either awardee farmers or trained farmers from agriculture and allied sector would be nominated as members of BFAC.**
 4. **The States shall evolve and notify their own transparent and democratic mechanism for nomination of progressive farmers. Out of the progressive farmers so nominated one-third would be women farmers and one-third would be farmers from small & marginal category. Adequate representation shall be given to SC/ST farmers.**
 5. Duration of a BFAC shall be two years after which new set of farmers shall constitute the BFAC.
 6. Chairman shall be elected out of the above members on rotation basis.
 7. BTM would be Member Secretary of the BFAC.
- ❖ **Once in every quarter the Farmer Member of BFAC will conduct a meeting of farmers at the Panchayat level along with the elected representatives of Panchayat on matters related to Agriculture & allied sector and give his feedback in BFAC meetings. Kisan Mitra/Kisan Salahakar/Subject Matter specialist (as the case may be) at Panchayat level will coordinate and facilitate such a meeting.**

The **District Farmers Advisory Committee (DFAC)** shall comprise not more than **40 members**.

- i) **Chairman of BFAC from not more than 35 Blocks of the District would be member of DFAC or on rotation basis if numbers of Blocks are more.**
- ii) **Five State level awardee farmers of the concerned District from Agriculture & Allied Sector will be nominated by District Head of Agriculture giving due representation to farmers from small/marginal category, Women farmers and SC/ST Farmers.**
- iii) **The States shall evolve and notify their own transparent and democratic mechanism for nomination of awardee farmers by District Head of Agriculture.**
- iv) Duration of a DFAC shall be two years after which new set of farmers shall constitute the DFAC.
- v) PD (ATMA) shall act as Chairman of DFAC.
- vi) District Coordinator KVK will be member of DFAC.

The **State Farmers' Advisory Committee** shall comprise not more than 30 farmers (numbers will be restricted depending on number of Districts in the State):

- i) **One progressive farmer who is either an Awardee farmer or trained farmer from agriculture and allied sector may be nominated from each DFAC.If the number of District is more than 25, rotation mode may be followed.**
- ii) **The States shall evolve and notify their own transparent and democratic mechanism for nomination of progressive farmer from each DFAC. Out of the progressive farmers so nominated one-third would be women farmers and one-third would be farmers from small & marginal category. Adequate representation should be given to SC/ST farmers.**
- iii) **Five National level Awardee farmers in Agriculture and allied sector would be nominated by Director/Commissioner of Agriculture giving due representation to farmers from small /marginal category and Women farmers.**
- iv) Duration of a SFAC shall be two years after which new set of farmers shall constitute the SFAC.
- v) **Director (Agri.) shall act as Chairman of SFAC**
- vi) **SNO, ATMA shall act as Member Secretary of SFAC**

Key functions of BFAC/DFAC/SFAC

- ◆ Act as an agency for providing farmers' feedback and inputs for preparation / compilation of Action Plans and for prioritization of activities as follows:
 - (i) BFAC to BTT
 - (ii) DFAC to ATMA GB and MC (through nominated representatives)
 - (iii) SFAC to SAMETI for training related needs and SNC for finalization of SEWP (through nominated representatives)

NOTE These administrative bodies will necessarily consider suggestions given by these Advisory Committees based on technical feasibility and financial viability (including availability of funds). If inputs are not received from these Advisory Committees before the meetings of BTT, ATMA (GB and MC), SAMETI or by SNC in time, the respective administrative bodies need not delay their deliberations and decision making solely on this account.

- ◆ FACs shall meet as per the following periodicities:
 - (i) BFAC: Once in a month during the season and quarterly in lean season.
 - (ii) DFAC: Quarterly and preferably before ATMA MC.
 - (iii) SFAC: Quarterly
- ◆ Help in formation and nurturing of Farmer Interest Groups at Block level and below.

The **National Farmer's Advisory Committee (NFAC)**: The composition of the committee will be as under:

1. Minister of Agriculture & Farmers Welfare–Chairman
2. MoS (A) – Vice Chairman
3. One Farmer representative from SFAC of each States- Member
4. Seven Members having knowledge of the Agriculture Sector to be nominated by the Central Govt. – Member
5. One representative each from National Cooperatives Organizations- Member
6. One representative each from Ministry of Water Resources, Department of Fertilizer, Department of Food, Department of RD etc. (not below the rank of Joint Secretary).
7. Duration of a NFAC shall be two years after which new set of farmers shall constitute the NFAC.

8. JS(Extn.), DAC&FW- Member Secretary

Key Functions of NFAC

The functions of the Committee will be to advise the policy makers on the following matters:-

- i. To liaise between the Policy makers and farmers regarding formulation of policy, Scheme and Guidelines.
- ii. To influence policy makers and other stake-holders for encouraging entrepreneurial spirit amongst the farmers; and
- iii. To create an enabling environment for agri-business.
- iv. To evolve Risk Management/Disaster Management strategy in agriculture;
- v. To advise the policy makers on pesticide, irrigation, seeds & other input related issues;
- vi. Interaction with the policy makers regarding price fixation and marketing of agricultural commodities;
- vii. To act as a forum capable of lobbying for farmers' issues for the country as a whole.

ANNEXURE – II (a)

SPECIALIST AND FUNCTIONARY SUPPORT ELIGIBLE UNDER THE SCHEME

Specialist and Functionary Support	Ceiling on Unit Cost Norms	Proposed Ceiling for Activity	Remarks
STATE LEVEL			
State Nodal Cell 1. State Coordinator (one)	Rs.50000/month each	Rs.6,00,000/year for each	One State Coordinator
2. Gender Coordinator (One)	Rs. 40000/month each	Rs.4,80,000/year for each	one Gender Coordinator.
SAMETI 1. Director (one) 2. Faculty in the thrust areas (4 or 8 or 12) (HRD, Agriculture Extension Management, IT & Post Harvest Management) 3. Accountant-cum-Establishment Clerk (one)	Pay Scales/ remuneration as per Annexure-II (c)		Faculty positions linked to No. of Blocks in the State (<100 Blocks – 4, 100-400 Blocks – 8 and > 400 Blocks – 12) Director's post should not be filled on contract basis.
4. Computer Programmer (one)/ Computer Operator	Rs.16000/ month	Rs.1,92,000/year	As given in Annexure II (b)
DISTRICT AND BLOCK LEVEL			
AT DISTRICT LEVEL 1. Project Director, ATMA (1) 2. Dy. Project Director ATMA(2) 3. Accountant-cum-Establishment Clerk (1)	Pay Scales/ remuneration as per Annexure-II (c)		As given in Annexure II (c) Project Director's post cannot be filled on contract basis.
4. Computer Programmer / Computer Operator (1)	Rs.16000/month	Rs. 1,92,000/year	See note given below.
AT BLOCK LEVEL 1. Block Technology Manager (BTM) (1)	Rs.25000 + Rs. 5000 as opex/month	Rs. 3,60,000/year	
2. Assistant Technology Manager (Average 3 per block)	Rs.21000+ Rs. 4000 as opex/month	Rs. 3,00,000/- year	

* *The sum of Rs. 16000 is envisaged on an average for a Computer Programmer with a B. Tech./ MCA qualification and requisite skill sets / experience. Thus, Computer Programmers may be a higher amount than Rs. 16000 as per State Government norms but not below the prevailing market rates. However, Computer Programmers may actually be needed in very limited places and States are expected to give such justification in their SEWP or by making a specific reference to the Government of India. In most offices, Computer Operators may suffice as the work is confined to data entry and small level trouble-shooting / hand-holding. The States may choose to deploy Computer Operator (wherever software development or customization needs are not high) with minimum qualification of Graduation and Post Graduate Diploma in Computer Applications or equivalent certificate from a reputed organization. Such persons may be paid a monthly remuneration as per State Government norms (including minimum wages) but not below the prevalent market rates, so as to ensure continuity. Computer Operators being deployed under NeGP-A will also be used in tandem to ensure their availability in various Blocks of the District for allied department and organisations also.*

DUTIES/ RESPONSIBILITIES OF THE SPECIALISTS AND FUNCTIONARIES

S. No.	Name of Unit /Agency	Designation of Post	Duties/ Responsibilities
1	Village	1.Farmer Friend (FF)	<ul style="list-style-type: none">- Mobilization of farmers / constitution of Farmer Interest Groups.- Conducting field demonstrations, KisanGoshties and facilitating preparation of Village Research Extension Action Plan- Liaison with ATM at Block level for exchange of information related to agri. and allied activities at field level- Attending meetings of Gram Sabha, maintaining a daily diary of activities- Ensuring dissemination of information through multi media- Any other work assigned by BTT
2	Block	1.Assistant Technology Manager (ATM)	<ul style="list-style-type: none">- To provide requisite technical & knowledge support to farm school, FF, FIGs/CIGs/FSGs/FPOs and farmers in general.- In consultation with Block level officers of agri. and allied departments & BTMs, ATMs will provide necessary inputs to Common Service Centers &Kisan Call Centres.- Any other work assigned by BTM.

		2. Block Technology Manager (BTM)	<ul style="list-style-type: none"> - Coordination with line departments - Organizing meetings of BTTs & FACs, Feedback to BTT and ATMA - Assist the BTT in the preparation of BAPs - Operationalisation of Farm Schools - Compilation of progress of implementation - Advise to the farmers/ FIGs/ CIGs/ FPOs in consultation with line departments. - Maintain an inventory of FIGs/FOs/CIGs/ FPOs within the Block. - BTM will also assist the BTT in carrying out functions listed at Annexure-I(e)
3	District ATMA	1. Project Director	<ul style="list-style-type: none"> - Liaison with SNO and SAMETI at State level and coordination between line departments including KVK, PRI, Private Sector and Planning Units at district level. - Finalization of District Annual Action Plans - Review of the progress of implementation of Extension Reform, RKVY and NFSM. - Convening meetings of GB, ATMA - Hold ATMA Management Committee Meetings - Serve as Member Secretary of District Level Committee suggested in the guidelines (referred at para 5.1.1.)
		2. Deputy Project Director - I	<ul style="list-style-type: none"> - Overall responsible for research related issues and activities - Review & prioritization of local research needs based on SREP. - Coordination and follow-up with KVK and other R&D institution for assessment, refinement, validation and adoption of new technologies. - Organizing district level R-E-F interface, KrishiMelas/ Exhibition etc. - Capacity building of extension functionaries of all line departments in collaboration with KVKs and other institutions.
		3. Deputy Project Director – II	<ul style="list-style-type: none"> - Serve as Member Secretary of ATMA MC - Coordination with Line Departments including Pvt. Sector.

			<ul style="list-style-type: none"> - Compilation of Block Action Plans into DAAPs. - Implementation, monitoring of DAAP, RKVY & NFSM and feedback to PD, ATMA. - Capacity building of farmers and FIGs in collaboration with KVKs and other institutions
		4.Computer Programmer/Computer Operator	<ul style="list-style-type: none"> - To maintain the Extension Reforms portal up to date and maintain the complete data related to the scheme. - Maintain and update data of the District of all other web based portal under NeGP-A or other initiatives in Agriculture and allied sectors.
		5.Accountant-cum-establishment-clerk	<ul style="list-style-type: none"> - To maintain up to date account of the scheme
4.	State Level Training Institute SAMETI	1. Director	<ul style="list-style-type: none"> - Capacity building of extension functionaries. - Development of Human Resources as per emerging needs. - Networking with the concerned institutions of both Public & Pvt. Sector - Organizing studies. - Convening meetings of Executive council and General Council of SAMETI. - Accounts & Administrative matters of SAMETI.
		2. Deputy Director/ Faculty	<ul style="list-style-type: none"> - Organizing training courses of their respective areas. - Networking with the resource persons. - Evaluation of training courses. - Training need assessment. - Preparation of Annual Training Calendar. - Regular field visits to different parts of the districts to interact with farmers and grass root level functionaries
		3.Computer Programmer/Computer Operator	1. Computer Programmer: Basic programming skills in developing testing / debugging of application software (including static & dynamic websites) and database management.

			<p>2. Computer Operator: Quick and accurate data entry operations in English & language of the State; full command over office automation packages such as MS Office / Open Office; Should be able to handle basic hardware issues (including Operating System, Anti-virus, PDF etc.) relating to PCs, printers and switches.</p> <p>To maintain the Extension Reforms portal up to date and maintain the complete data related to the scheme</p>
		4.Accountant-cum-establishment-clerk	- To maintain up to date account of the scheme using computerized software
5.	State H.Qrs. Nodal Cell	1.State Coordinator	<ul style="list-style-type: none"> - Liaison with the ATMA's at district level and line deptts. including SAU/ SAMETI at state level and Ministry of Agriculture & Farmers' Welfare at National Level. - Compilation of DAAP etc. into state plan. - Compilation of progress and timely feedback to State and Central Government - Assessment for capacity building of the line departments.
		2.Gender Coordinator	<ul style="list-style-type: none"> - Ensure flow of benefits under all schemes to women farmers. - Collection of gender dis-aggregated data, and conducting studies and action research in critical thrust areas - Promote Farm women's Food Security Groups and prepare training module so as to ensure household food security. - Document the best practices/ Success Stories/ Participatory Material Production related to women in Agriculture - Block-wise documentation, prioritization and addressal of farm women's needs and requirements in agriculture and all allied sectors - Will report to State Coordinator in r/o gender related information

Abstract of Number of Posts, Remuneration and Eligibility

Level	Designation	No. of Posts	Suggested Mode of Recruitment	Pay Scale/ Remuneration	Qualification	Suggested Experience
State	State Coordinator/	1	Contractual	Consolidated Rs. 50000/- p.m.	Doctorate or Post Graduate degree in Agriculture, Agriculture Extension, Agronomy, Horticulture, Fisheries, Soil Sciences, Agriculture Economics, and other allied sector	Minimum 10 years of experience in coordination and planning for PhDs and 20 yrs for Masters,
	Gender Coordinator	1	Contractual	Consolidated Rs. 40000/-p.m	Post graduate degree in Agriculture, and allied sector including Home Science Extension, or Sociology.	5 years experience in agriculture extension or gender related work.
SAMETI	Director	1	Deputation/ Secondment/ Appointment	Pay level 13 (123100-215900) or old scale as per 6thCPC (37400-	Post graduate in Agriculture/allied sector with adequate experience in Agri. Extension	Minimum 3 years experience in the scale of Rs.15600-39100+6600 (as per 6thCPC)

				67000+ 8700GP)	Management.	
Deputy Director **	<100 Blocks	4	Deputation/ Secondment/ Appointment	Pay level 11 (67700-208700) or old scale as per 6thCPC (15600-39100+ 6600GP)	Post Graduation in their respective areas.	Minimum 3 years experience in the scale of Rs.15600-39100+5400(As per 6thCPC) In case of contractual Deputy Directors as an interim measure, an experience of 6 years as a faculty member in the respective field from a reputed organization / institution (to the satisfaction of the State Government)
	100 - 400 Blocks	8				
	401 & more Blocks	12				
Acctt.-cum-Establishment-Clerk		1	Deputation/ Secondment/ Appointment	Pay level 6 (35400-112400) or old scale as per 6thCPC (9300-34800 +4200GP)	Graduate, preferably B. Com	Minimum 3 years' experience in the Grade Pay of Rs. 2400 (as per 6thCPC) In case of contractual employees as an interim

						measure 3 years' experience of accountancy in a reputed organization to the satisfaction of the State Government
	Computer Operator/ Computer Programmer	1	Contractual	As per foot note of Annexure II (a)	Graduation and Post Graduate Diploma in Computer Applications or equivalent certificate from a reputed organization B. Tech. / MCA for Programmer	1 year experience
District	Project Director	1	Deputation/ Secondment/ Appointment	Pay level 11 (67700-208700) or old scale as per 6thCPC (15600-39100+6600GP)	Post Graduate in Agriculture/Allied Sectors	Minimum 3 yrs experience in the scale of Rs.15600-39100+5400 (as per 6thCPC)
	Deputy Project Director	2	Deputation/ Secondment/ Appointment	Pay level 10 (56100-177500) or old scale as per 6thCPC (15600-39100+)	Post Graduate in Agriculture/Allied Sectors	Minimum 3 years experience in the scale of Rs. 9300-34800+4200 (as per 6th CPC) In case of contractual as

				5400GP)		an interim measure Deputy PD, 5 years' experience in managerial or supervisory capacity in agriculture & allied sectors
	Accountant-cum-Clerk	1	Deputation/ Secondment/ Appointment	Pay level 6 (35400-112400)or old scale as per 6thCPC (9300-34800 +4200GP)	Graduate, preferably 'B. Com'	Minimum 3 years experience
	Computer Programmer / Operator	1	Contractual	Average figure Rs.16,000 P.M.	(i) B.Tech. / MCA for Computer Programmer (ii) Graduate with Diploma in Computer Applications or an equivalent qualification from a recognized or reputed institution	1 year experience for B. Tech. and 1.5 years for MCA 1 year experience
Block	Block Technology Manager	1	Contractual	Consolidated Rs.30,000 p.m.*	Post Graduate** in Agri./ Allied Sector with	Minimum 2 years field experience in Agri.

					computer skill	Related activities
	Assistant Technology Manager	Avg. 3 per block ***	Contractual	Consolidated Rs.25,000 p.m.*	<u>Graduate/ Post Graduate in Agri./ Allied Sector</u>	Preferably one year
Village	Farmer Friend	1 over every 2 villages	Identification/ selection	Rs.12,000/- per FF per year (to be shared between Centre & State in 50:50)	Senior Secondary / High School	Practicing progressive farmer with good communication skills and ability to adopt new technologies in agri./ allied sectors.

**** Qualification of BTM will be essentially made Post Graduate in Agriculture /Allied subjects. However, this conditions will not be applied on the existing BTMs.**

- * Total emoluments including Operational Expenses towards Mobility & Connectivity for BTM and ATM.
 - ** 4 Deputy Directors/ Faculty are proposed to be in the area of **Agriculture Extension Management, Human Resource Development, Information Technology & Marketing/ Post Harvest Technology**. Additional / alternative areas of specialization can be included or number of experts for certain areas of specialization may be increased (in case of bigger States having 12 to 16 functionaries) or the State may take any other administratively pragmatic decision in this regard to meet the objectives of the Scheme subject to overall ceilings. Savings accruing on any account including availability of manpower from State resources can be used for providing supporting staff and computer operators.
 - *** 2 ATMs in small blocks, 3 in medium blocks and 4 ATMs in large blocks. Average figure per Block for the State should not exceed 3. This upper ceiling of average figure will continue to be 2 for the States having very small Blocks.
- Note 1: The positions of Coordinators at State & Block level (Block Technology Manager) and Supporting Staff viz. Computer Programmer both at State & District level & Assistant Technology Manager at Block level may be preferably engaged on contractual basis through an Agency identified by the State as per the due procedure. The State Government should be involved in the selection of candidates even if they are engaged through a private service provider. **If applicable, contractual employees will be eligible to get EPF, ESIC, GST and service provider's profit from ATMA scheme on the contractual emoluments.**
- Note2: The posts of Deputy Director (SAMETI), Dy. Project Director (ATMA) and Accountant-cum-Establishment-Clerk may be filled by deputation/ secondment/ appointment for the scheme period or such other mode as the State Government may deem appropriate and State may pay at least total remuneration to the gross emoluments at the minimum of scale till the time these vacancies are filled using any other mode indicated above.

Note: Revised unit cost items in the Cafeteria are given in Bold and Italics.

Annexure-III(a)

ATMA CAFETERIA

LIST OF ACTIVITIES ELIGIBLE UNDER THE SCHEME 'SUPPORT TO STATE EXTENSION PROGRAMMES FOR EXTENSION REFORMS' AND ASSOCIATED COST CEILINGS/ NORMS

(Amount Rs. in Lakh)

Sr. No.	Sub Sr. No.	Indicative Activities to be Undertaken	Cost norms			Remarks
			Unit	Unit Cost Ceiling	Total Tentative Ceiling on Activity	
A.		State Level Activities				
A.1		Monitoring & evaluation				
	a.	Quarterly review workshops and R-E Interfaces (pre-seasonal).	Per workshop/ Interface	0.75	2.25	<u>3 Workshops per Year</u>

	b.	Concurrent Monitoring & Evaluation.	Annually	15.00	15.00	<ul style="list-style-type: none"> • 8.00 Lakh for States below 100 blocks • 10.00 Lakh for States with 100 to 200 blocks • 12.00 Lakh 201 to 400 blocks • 15.00 Lakh for States with over 400 blocks.
	c.	Expenses for Inter Departmental Working Group on extension reforms and other contingencies including Operational support TA/ DA, hiring of vehicle/POL, and contingencies for officers of State Nodal Cell and State Coordinator and Gender Coordinator including operational expenses for SFAC	Per year	10.00	10.00	<ul style="list-style-type: none"> • 5.00 Lakh for States below 100 blocks • 7.00 Lakh for States with 100 to 200 blocks • 8.50 Lakh for States with 201 to 400 blocks • 10.00 Lakh for States with over 400 blocks
A.2	a.	Training courses – National/ Inter State / within the State (SAMETI) level - Both Govt. & Non-Govt. extn. functionaries (including NGOs, Para Extension Workers, Input Suppliers, Farmer Friends, ATM, BTM, Project Director, Dy. Project Director, Director & Faculty of SAMETI, officers of SNO	Per day per Participant	0.015	2.00per block	133 mandays per Block (for trainings preferably between 3 to 30 days).
	b.	Induction Training of ATMA field functionaries	Per day per Participant	0.010	Actual	For newly recruited BTMs & ATMs

	c.	Refresher Training of all ATMA field functionaries	Per day per Participant	0.010	Actual	ATM & BTM other than those provided induction training.
	d.	Workshop for Development of Quality Resource Material for Training & HRD Interventions <i>(10 Experts/ Participants are expected to participate in each Workshop to be held once in two years)</i>	Per day per Participant	0.015	0.225	15 Workshop Days per State for states with less than 100 blocks
0.450					30 Workshop Days per State for states with 101-400 blocks	
0.675					45 Workshop Days per State for states with more than 400 blocks	
A.3		Exposure Visit of extension functionaries and PRI members to progressive states. (A group of minimum 5 participants).	Per participant per day	0.01	0.75 per block	35mandays per Block per batch (2 batch) (excluding journey time).
A.4		Organization of State level exhibitions/ KisanMelas/ Fruit/ Vegetable shows etc.	Per Year	6.00	6.00	One Exhibition / year
A.5		Participation in Krishi Expo & Regional Fair organized/supported by DAC.	Per year	2.00	2.00	
A.6		Award for best performing district ATMA	Per Year	1.50	1.50	Trophies and certificates can be given for overall performance and for selected activities.
A.7	a.	Farmer Awards – Best farmers representing different areas of agriculture				

		• State level	per year per farmer	0.50	5.00	10 farmers per state @2 farmers per activity (for 5 activities)
		• District level	per year per farmer	0.25	2.50	10 farmers per district @2 farmers per activity (for 5 activities)
	b.	Incentive for Exemplary Extension Work to District/Block level Extension functionaries	No. of Awards	0.25 per season for kharif, Rabi and zaid	0.75	2 Awards per 3 cropping season @ Rs.15000 for 1 st position and Rs.10000 for 2 nd position (thrice a year)
	c.	Incentivising Scientists and extension personnel	per year	100.00	100.00	Vide para 3.3.6
A.8		For SAMETI				
	a.	Operational Expenses for SAMETI	Per year		Minimum of Rs.9.00 per SAMETI	Rs.0.14 lakh per Block with a minimum of 9.00 lakh per SAMETI
	b.	Documentation of success stories etc. (preparation and dissemination).	Per year	Actual	5.00	
	c.	Vehicle hiring and POL	Per year	-	4.00	
	d.	Non – Recurring Equipment (One time Grant shall only be used when the hard-ware/ equipment becomes obsolete)	One time	-	Maximum Rs.8.00 per SAMETI	Rs. 3.00 for less than 100 blocks Rs.4.5 with 100-200 blocks Rs. 6.0 with 201-400 blocks Rs. 8.00 with more than 400 blocks
B	DISTRICT LEVEL ACTIVITIES					
I. Farmer oriented activities:						

B.1	Developing / Revisiting Strategic Research & Extension Plan (SREP)	Per district	2.50	2.50 per district	One time in 5 years
B.2	Training duration of farmers shall be 5 to 7 days, 3 to 5 and 1 to 2 days duration respectively for Inter-State, Within State and Within District Trainings (including travel)				
	a. Inter-State	Per farmer per day	0.0125	0.625 per block	<i>Vide Para 3.1.2 (i)</i>
	b. Within State	Per farmer per day	0.01	1.00 per block	
	c. Within District level	Per farmer per day	0.004 / 0.0025	4.00 per block	
B.3	Organizing Demonstrations				
	a. Demonstration (Agri.)	Per demonstration	Upto 0.04 lakh per demo of 0.4 ha.	5.00 per block	
	b. Demonstration (allied sector)	Per demonstration	0.04 lakh per demo for allied sectors	2.00 per block	
B.4	Exposure visit of farmers				

	a.	Inter State	Per day/ participant s	<u>0.010</u>	0.40per block	40mandays per Block. Maximum period of an exposure visit not to exceed 7 days (excluding journey time). (the cost should be limited to actual traveling expenditure and boarding/ lodging cost). Likely expenditure or State / location specific cost norms needs to be got approved in advance from the ATMA Governing Board.
	b.	Within the State	Per day/ participant	<u>0.005</u>	0.80 per block	160 mandays for a maximum period not to exceed 5 days (excluding journey time).
	c.	Within District	Per day/ participant	0.003	0.30 per block	100 mandays for a maximum period not to exceed 3 days (excluding journey time).
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	Per group/ per year	0.05	1.00 per block	20 groups per block
	b.	Seed money /revolving fund	Per group	0.10	1.00 per block	Only to viable groups on competitive basis
	c.	Food Security Groups	Per group	0.10	0.20 lakh per block	2 FSGs/Block is mandatory. These will be all women farmers' groups and Seed Money will be given for Household food security garden.

B.6		Rewards and incentives – Farmer Groups	Per year per group	0.20	1.00 lakh per district	Best organized group representing different enterprises (5 groups)
B.7		Farmer Awards	Per year per farmer	0.10	0.50 lakh per block	Best farmers representing different enterprises at Block Level
II. Farm Information dissemination						
B.8		District level exhibitions, kisanmelas, fruits/ vegetable shows.	Per district		4.00 lakh per district	
B.9	a.	Information dissemination through Social Media , printed leaflets etc and local advertisements.	Per district	-	4.00 lakh per district	
	b.	low cost publication	Per Publication	0.00012	0.72 lakh per block	Desirable component-10 copies of 6 publications @ Rs.12 /publication (max.) to be distributed in all the villages of the block(100 villages)
B.10		Development of technology packages in digital form to be shared through IT network.	Per package	0.20	2.00 lakh per district	For production of max. 10 packages
III. Agricultural Technology Refinement, Validation and Adoption:						
B.11	a.	Farmer Scientist Interactions at district level 25 farmers for 2 days.	Per interaction	0.2	0.40 lakh per district	2 interactions per district
	b.	Designate expert support from KVK/SAU at District Level	Per Month/per District	0.02	0.24 lakh per District	KVKs/SAUs/ Agriculture Research Institutes have to designate expert in charge of one district. He would provide instant guidance to district functionaries/BTMs/ATMAs within his respective district. The support is to be

						provided as an incentive for sharing their expertise in their respective fields in addition to their official duties.
	c.	Joint visits by Scientists & Extension Workers	per visit	0.014	0.364 lakh / district	Desirable Component 26 visits annually
B.12		Organization of KisanGosthis to strengthen Research – Extension – Farmer linkages (1 per block in each of the 2 seasons).	Per programme	0.15	0.30 lakh per block	1 kisangosthi per block in each of the two season
B.13		Assessment, Refinement, Validation & adoption of Frontline technologies and other short term researchable issues through KVKs and other local Research Centres.	Per District	5.00	5.00 lakh/ district	As per assessment of KVK/ local Research Centres/ and/ or issues emerging from SREP

IV. Administrative / Capital expenses at District and Block level

B.14		<u>RECURRING</u>				
	a.	TA/ DA and Operational expenses for district level	Per district	7.80	7.80	Operational expenses may include service charges
	b.	Hiring of vehicles and POL	Per district	1.80	1.80	This includes TA/ DA
	c.	Operational Expenses exclusively for block level (Including Hiring of vehicles and POL)	Per Blocks	0.30	0.30	

	d.	Operational Expenses for DFAC Meetings	Per Meeting	0.05	0.20	4 Meetings @ Rs. 200/farmer for 25 farmers
	e.	Operational Expenses for BFAC Meetings	Per Meeting	0.025	0.15	6 BFAC meetings @Rs.100/farmer for 25 farmers
		Non - Recurring -Equipment (Computer etc.)	Per District		4.00	One time Grant. Shall only be used when the hardware becomes obsolete.
B.15		Farm School	Per Farm School	Rs.29,414/Farm School (As given at Enclosure I).+ Rs.4000/group of Farm Schools		Farm Schools will be preferably organised in a cluster approach so as to have a demonstrable impact.
C.		Innovative Activities - State Level				
C.1		Implementation of Extn. Activities through Agripreneurs trained under Agri-Clinic Scheme or any other Scheme	per Block	0.25	0.25 per block	To be approved by IDWG/SLSC. The activity to be taken up as per approved norms e.g. if demonstration is to be taken up, the norms for demo. given in the cafeteria is to be adhered to.
C.2		P.G. Diploma in Agricultural Extension through MANAGE	Per beneficiary	0.15/beneficiary	0.325/block	Funds (GoI share) would be released to MANAGE directly on behalf of the States based on the number of participants nominated by the states.
D.		Innovative Activities - District Level				
D.1		Support for district level Training Institutions - It may include both "Operational Expenses" and Non-Recurring	One Institution per ATMA district per	5.00	5.00 lakh/district	

		expenditure	year.			
D.2	(i)	Setting up CRS (capital cost)	Per CRS	14.50	14.50	Total amount of not more than Rs.65.00 lakh (including capital and recurring cost) is proposed to be provided as assistance per CRS spread over operation period.
	(ii)	Content Creation 1 st year for two hrs. of daily programme i.e. 730 hrs./year.	Per Hour	0.035/hour	25.50	
	(iii)	2 nd year for one and half hour of daily prog. i.e. 540hrs./year	Per Hour	0.035/hour	18.00	
	(iv)	3 rd year for one and half hour of daily prog. i.e. 200 hrs./year	Per Hour	0.035/hour	7.00	
D.3		Farmer Friend	One FF/ 2 Village	0.12/ FF per year	Actuals	50% is to be borne by State Govts. Except UTs.
E.		OTHER INNOVATIVE ACTIVITIES				
E.1		Innovative activities – State component			25.00/state	To be approved by IDWG
E.2		Innovative activities – District component			0.50block	To be recommended by ATMA and approved by IDWG.

**INNOVATIVE TECHNOLOGY DISSEMINATION COMPONENT
(Mandatory Component)**

Sl. No	Indicative Activities to be undertaken	Cost Norms			Remarks
		Unit	Ceiling on Unit cost Norms	Tentative Ceiling for Activity	
1.	Pico Projector	Number	0.40	0.40 x actual number of blocks	<ul style="list-style-type: none"> • Mandatory Component- • Self life 5 years
2.	Production of low cost films to be used on Pico projector and others	Number of film	0.50	<ul style="list-style-type: none"> • 5 films for States with < 100 blocks • 7 films for states with 100-200 blocks • 9 films for states with 201-400 blocks • 10 films for States with > 400 blocks 	<ul style="list-style-type: none"> • Mandatory component • The numbers will increase gradually to 3 times in each of the State in the subsequent years.
3 (a)	Hand Held Devices	No of device	Rs.20000	10.00/district	<ul style="list-style-type: none"> • Mandatory component • Self life 5 years <p><u>For all BTM & ATMs only at Block level</u></p>
3 (b)	GPRS charges	In Rs.	Rs.5000/device	2.5/ district	
4.	Kala Jatha& Certified Crop Advisors/ or other innovative activities	Kala Jatha	0.10/Kala Jatha	5.00/ district	

Note:

- (i) Unit price of ICT equipment is indicative upper limit. Actual price will be determined by inviting competitive offers **at State Level**.
- (ii) If Unit rate of an item /equipment in Annexure III(a) and III(b) turns out to be lower than the corresponding figure indicated therein, higher coverage can be done.
- (iii) Based on detailed justifications, the State can also seek additional sum to a limited extent for certain items out of contingency funds earmarked for this purposes out of contingency funds earmarked for this purpose.

Illustrative List of Optimum & Realistic Targets and Likely Shortfall which may be met from RKVY-RAFTAAR

Sl. No	Scheme/ Component	Norms	Ideal Units	funded under SMAE	States may like to access RKVY funding	Total Amount reqd. from RKVY (Rs. in crore)
	ATMA SCHEME					
1.	Low Cost Publication	3 publications, 10 sets @ Rs 10/ publication	6 publications, 10 sets @ Rs 10 / publication to 6.41 lakh villages	3 publications to 4 lakh villages	3 publications to 5.92 lakh villages	30
2.	Pico Projectors	Rs.40000/ pico projector	3 Pico Projectors / block	2 Pico Projectors / block	1 Pico Projectors / block	17.1
3.	Kala Jatha	Rs. 5.0 lakh/District	Rs. 5 lakh/ District	Rs.5 lakh/ District	Balance districts	52.5
4.	Scientists' Visit	Rs.1400/ visit (50% under the ATMA and 50% from RKVY)	52 visits during yr	50% of visits	Balance 50% of visits	6.97
5.	SAMETI Infrastructure	Rs. 1 crore/ SAMETI	30 SAMETIs to be funded	Nil	Infrastructure support to 30 @ 1 crore each	30

Appendix – I to ATMA CAFETERIA

CONCEPT OF FARM SCHOOL

Key features of the Farm Schools to be promoted under the ATMA programme are given below:

- i. Farm Schools would be operationalized at Block/Gram Panchayat level.
- ii. These would be set up in the field of outstanding or achiever farmers. The list of such farmers having potential for organising farm schools in the Block for different sectors will be identified jointly by FAC and BTT and sent to ATMA GB through the PanchayatSamiti (block level elected body of Panchayati Raj Institutions). “Farm Schools” and “Farm School Trainers” for each season will finally be approved by the ATMA GB.
- iii. “Teachers” in the Farm Schools could be progressive farmers, extension functionaries or experts belonging to Government or Non-Government Sector.
- iv. One of the main activities of Farm Schools would be to operationalize Front Line Demonstrations in one or more crops and/or allied sector activities. These demonstrations would focus on Integrated Crop Management including field preparation, seed treatment, IPM, INM, etc.
- v. Farm Schools would provide season long technical backstopping/training to target farmers by having an interactive session once at least during each of the 6 critical stages in a cropping season.
- vi. While selecting the trainee farmers, about 50% representation should be given to small and marginal farmers. Preference may be given to members of CIGs / FIGs.
- vii. “Students” will visit Farm Schools as per specified schedule or as may be necessary. “Teachers” may also visit students as may be necessary.
- viii. Knowledge and skills of “teachers” would be upgraded on a continuous basis through training at district/ state/ national level institutions and/or exposure visits, etc.
- ix. In addition to technical support through Farm Schools, knowledge and skill of “students” may also be upgraded through training at district/ state level and exposure visits, etc. “Students” would have the responsibility of providing extension support to other farmers in the respective village or neighbouring villages.

- x. Maximum Service Charge to achiever farmer may be 10% of the total cost incurred on item No.1-5 of Farm School cost norm given at (Appendix-II).
- xi. Achiever Farmer, while conducting the Farm School, can take the technical support from KVK scientists and extension personnel to explain the scientific rationale behind a particular practice.
- xii. Either Training or Exposure Visit of about 5 to 6 days of the Progressive/ Achiever Farmer is supported under the Farm School as per norms approved in the Cafeteria.
- xiii. Trainees would bear their own travel expenses. BTM should act as coordinator for Farm Schools with periodic monitoring of the activities done at his level (at least 1 visit at every critical crop stages) to oversee and monitor the functioning & maintain record of visits. He may arrange an Interface between the achiever farmers (taking up Farm School) and the BTT & KVK scientists at least on quarterly basis to exchange ideas at district level.
- xiv. Performance of all farm schools in each block should be reviewed at BTT-FAC meetings on a half-yearly basis and by ATMA GBs on an annual basis.
- xv. For the reasons to be recorded in writing, highly successful Farm Schools may be continued for another season or two, with provision of only recurring expenses during subsequent years/seasons. When continued in subsequent seasons, the participants should be selected from villages/panchayats not covered in the earlier Farm Schools.
- xvi. States may consider suitably awarding the best Farm school in the district/state.
- xvii. Trainings in Farm School should be flexible and non-lecture based with emphasis on hands-on-experience, observation, analysis and discussions.
- xviii. Farm School concept (nature, periodicity & training) needs to be revisited and improved by taking various innovative steps such as involving non-academic experts also from farming and business community and also including Indigenous Technical Knowledge. New training aids like Pico Projectors can be used.

Appendix-II to ATMA Cafeteria

**OPERATIONALIZING FARM SCHOOL AT BLOCK / GRAM PANCHAYAT LEVEL
COST NORMS/ CEILINGS**

	Farm School (Block /GP Level)	Rupees
1	Frontline demonstration at Farm School on a maximum area of 2.5 acre	7,500#
2	Grant towards logistics support to Farm School	1,000*
3	Contingency	2,000
4	IPM Kit to 25 Farm School trainees @ Rs. 200/- per kit.	5,000
5	Details of interactions / training at Farm School	
(a)	<i>Honorarium for maximum two external trainer for maximum 6 visit @ maximum of Rs.250 per visit per trainer</i>	3,000
(b)	<i>Travel expenses for maximum two external trainer for maximum 6 visits @ maximum of Rs.150 per trainer per visit</i>	1,800
(c)	<i>Food expenses for 28 participants @ Rs.30 per participant per day for 6 events.</i>	5,040
(d)	<i>Printed literature @ Rs.50 per participant for 28 participants and trainers</i>	1,400
	Total:	26,740
6	Maximum service charge to achiever farmer/ Implementing agency running the Farm School as per decision of GB, ATMA	2,674
7	Either Training or Exposure Visit of Achiever Farmer for about a week	**
	Grand Total:	29,414

Average tentative figure

* Lump-sum amount of up to Rs. 4000 (once for a set of Farm Schools) will be provided to the BTM so that capital assets are reused on a rotational basis as far as possible.

** Expenditure may be met from B2/B4 of cafeteria of activities.

Annexure IV

Summary of Important Farmer Oriented Activities benefiting individual farmers

Activity	Details	Ceiling of Cost Norms (Max.)	Proposed ceiling for activity	Remarks
Training of farmers for maximum period of 7days.	a) Inter-State	Rs.1250/farmer/day	Avg. Rs.62500 per block	Avg. 50 farmers days per block
	b) Within State	Rs.1000/farmer/day	Avg. Rs.100000 per block	Avg. 100 farmers days per block
	c) Within district	Rs.400 (for residential) &Rs. 250 (for non-residential)/farmer/day	Avg. Rs.4 lakh per block	Avg.1000 farmers days per block
Demonstrations	a) Demonstration (Agri.)	Rs. 4000/ demonstration of 1 acre	Avg. Rs.5 lakh per block	Avg. 125 demonstrations per block
	b) Demonstration (allied sector)	Rs. 4000/ demonstration	Avg. Rs.2 lakh per block	Avg. 50 demonstrations per block
Exposure visit of farmers- maximum duration of 10 days excluding travel time	Inter State	Rs. <u>1000</u> /farmer/day	Avg. Rs.40000 per block	Avg. 4 farmer per block for 10 days.
	Within the State	Rs. <u>500</u> /farmer/day	Avg. Rs.80000 per block	Avg. 20 farmer per block for 8 days.
	Within District	Rs.300/farmer/day	Avg. Rs.30000 per block	Avg. 100 farmers per block for one day.
Farmer Scientist Interactions	District level	Rs.20000/ Interaction	Rs.40000/ district	2 Interactions per year
Farm School	Rs. 29,414 per Farm School			Minimum 3 F.S./block -about 25 trainee farmers/school

No. F. 3(13)/2014-EM
Government of India
Department of Agriculture and Cooperation
&
Department of Agricultural Research and Education

New Delhi
Dated: June 17, 2015

Convergence between Agricultural Research and 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, KrishiVigyanKendras (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.

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 GoI 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 KisanGosthis:** To strengthen Research – Extension – Farmer linkages 1 KisanGoshthi 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, KisanMelas, Goshties:** ATMA and KVK should coordinate with each other in the conduct of Field Days, KisanMelas, 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/kccstatesinvolvement.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/kccescalationmatrix.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 State agriculture machinery on the one hand and the farmers on the other.

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

Sd/-

Secretary (DARE) & DG, ICAR

Sd/-

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. Director, Kisan Channel
11. Director, Doordarshan (I/c), KrishiDarshan

FORM GFR 12-C

[[See Rule 239]]

FORM OF UTILIZATION CERTIFICATE (FOR STATE GOVERNMENTS)

(Where expenditure incurred by Govt. bodies only)

S. No	Letter No. & Date	Amount	
1.			<p>Certified that out of Rs. _____ lakh of grants sanctioned during the year _____ in favour of the State Government _____ of _____ under E.R. Scheme this Ministry/ Department letter No. & date given in the margin, Rs. _____ lakh on account of Bank interest accrued and Rs. _____ lakh on account of unspent balance of the previous year, a sum of Rs. _____ lakhshas been utilized for the purpose for which it was sanctioned and balance of Rs. _____ lakh remaining un-utilized at the end of the year will be adjusted towards grant-in-aid payable in next year.</p> <p>2. Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have</p>
2.			
Total: -			

been duly fulfilled/being fulfilled and that I have exercised the following checks to see that the money was actually utilized for the purpose for which it was sanctioned.

3. Kinds of checks exercised:-

1. Sanction orders of GoI – during the year _____
2. UC is issued based on Audited Accounts – during the year _____
3. Annual Progress Report – during the year _____

(Signature with Stamp)
Director of Agriculture
Department of Agriculture

ANNEXURE-VI(b)

Audited Statement of Expenditure for the year

SN	Implementing Agency/State	Unspent Balance as on 1st April _____	Release during the year _____	Expenditure Incurred during the year _____	Closing Balance as on 31st March _____
1.	SNO, H. Qrs.				
2	SAMETI				
3	ATMA.....				
4	ATMA.....				
5	ATMA.....				
6	ATMA.....				
7	ATMA.....				
8	ATMA.....				
9	ATMA.....				
10	-----				
	TOTAL				

This statement is signed based on audited accounts for the year

**SNO (ATMA)
Directorate of Agriculture,
Government of**

ACTIVITY MAPPING FOR PANCHAYATI RAJ INSTITUTIONS

The State Governments may have in place a sound mechanism for involvement of PRIs in the formulation, prioritization of activities & identification of beneficiaries at grass root level and ensure involvement of Panchayati Raj Institutions. An illustrative Activity Mapping for involvement of PRI is given below:

Activity Category	Union Govt. (MoA&FW, DAC&FW)	State Government	District Level	Panchayati Raj System
				Distt./ Intermediate/ Village Panchayat
Framing Sectoral Action Plan	Policy Formulation. Comments of Ministry of PRI suitably incorporated in the policy.	Implement policies formulated by GOI.	Aggregating Sectoral Action Plan into District Action Plan.	PRI institution from village level is involved in preparing the Sectoral Extension Work Plan along with other Stakeholders and farmers. Preparation of Block Action Plan in consultation with BTT and BFAC. Selection of Cafeteria activities.
Identification of Beneficiaries	-	Monitoring of beneficiary identification	Identify beneficiaries with active involvement of PRIs for training, demonstration and other farmer oriented activities.	Identify beneficiaries with active involvement of Farmer Friends for all beneficiary oriented activities under the Scheme.
Conduct of Farm Information Dissemination Activities	-	-	Organization of Exhibitions, KisanMelas, use of Print & Electronic media, Field Days, KisanGoshties etc.	Actively involved in selection of area of specialization, venue, actual organization.
Monitoring & Evaluation	Review of Performance, follow up & feedback.	Review by IDWG in which PRI rep. is a member.	ATMA GB in which CEO, ZilaParishad is a Vice Chairman.	By Farmer Friend, BTM, ATM in association with PRI.