

Sub-Mission on Agricultural Extension (SMAE)

1. Background and Strategy:

1.1 SMAE: 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 11th Plan Schemes included the following:-

A. Centrally Sponsored Schemes

1. Support to State Extension Programme for Extension Reforms
2. National e-Governance Plan - Agriculture

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 Centres (KCC)

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

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. Coverage of the scheme was increased in a phased manner. It is currently operational in 639 districts and the remaining rural districts are also proposed to be covered.

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 Krishi Vigyan 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 Organisations;
- 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 para 2.3 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 Rashtriya Krishi Vikas Yojana (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 SMAE the recommendation of Inter Departmental Working Group (IDWG).

(ii) The SLSC will be supported by the Inter Departmental Working Group (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.

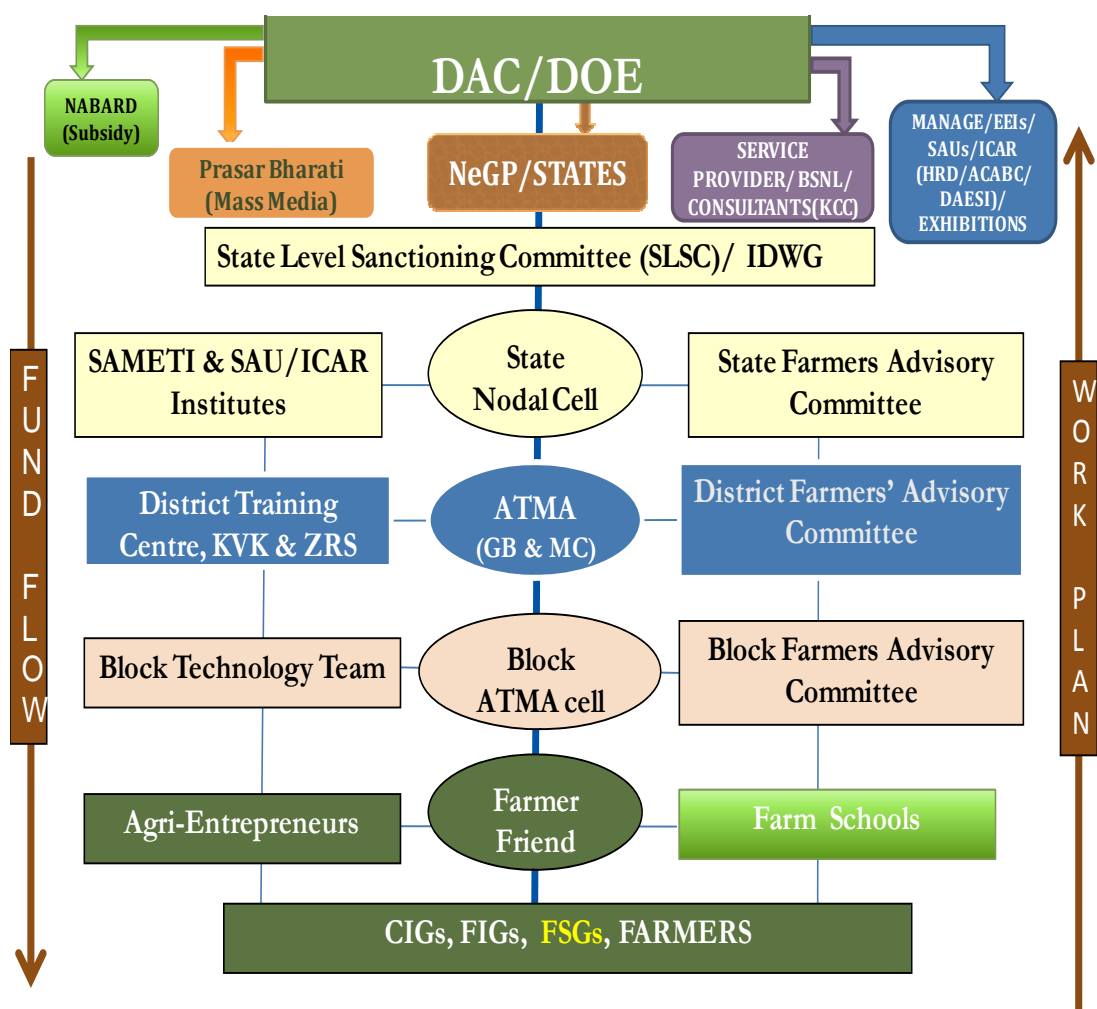
2.3.3. Block Level:

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 **Annexures 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 Sub-Missions of NMAET (viz. SMAM, SMPM and SMPP), will naturally form part of SREP. SREPs will be prepared in coordination with the line departments, NGOs, Krishi Vigyan Kendras (KVKs), Panchayati Raj Institutions (PRIs), Private Sector, farmers and other stake-holders at the district level.

ILLUSTRATIVE LIST OF FARMER CENTRIC TRAININGS & FIELD EXTENSION UNDER OTHER SUB-MISSIONS OF NMAET TO BE IMPLEMENTED THROUGH ATMA

SMSP	SMAE	SMAM	SMPP
Seed Village Programme	Farm Schools, Demo Plots, Trainings, Exposure Visits	Capacity Building by Institutions identified by the State Government	Pest Monitoring, FFSs, IPM Training to Farmers

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

Funds earmarked for such activities under different Sub-Missions of NMAET, Missions & Schemes / Programmes will be utilized through ATMA. Similarly, ATMA funds also will be suitably used to cover training & field extension objectives / activities of other Sub-Missions, Missions and 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 (CDAP) prepared for the District under Rashtriya Krishi Vikas Yojana (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 to accelerate implementation of ATMA Scheme in Mission mode during

12th Plan. **It is proposed to re-designate the Subject Matter Specialists (SMSs) as Assistant Technology Managers (ATMs).** In order to rationalize number of cultivators per functionary at block level, an average figure of 3 Assistant Technology Managers (ATMs) per block have been envisaged in place of 2 SMSs per block provided so far.

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) 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, Inclusion of New 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 the 12thPlan [para (f) of Annexure-C1 and Para 9 of Annexure-C2 of RKVY Guidelines, 2014]. Targets under SMAE have had to be curtailed due to financial constraints, though ideally a broader coverage is needed to ensure efficacious and sustainable interventions. For example, funds under ATMA for Display Boards at village level have

been provided for 45% villages only. Similarly, hand-held devices (tablet PCs) are to be provided under same for implementing Farm Crop Management System (FCMS) in only 200 districts. More villages / districts for the aforesaid activities can be covered under RKVY. Similarly, other programmatic interventions like National Food Security Mission, National Horticulture Mission 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 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 and NeGP-A) 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 famers. The State Coordinator and Gender Coordinators will function under the overall supervision of State Nodal Officer. The Gender Coordinator will nevertheless keep on sharing all gender related findings and strategies with the State Coordinator as well.

(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	State HQ.	SAMETI	Total
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No. of Blocks	State Coordinator + Gender Coordinator	Director	Dy. Director	Accountant / Clerk	Computer Programmer	Staff
< 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-Clerk – 1; and (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 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.

(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.** 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).**

(iii) 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.

(iv) **Panchayat-wise roster giving the name and mobile number of the extension worker's 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 BTM and ATMs at Block Level will be engaged by Project Director (PD), ATMA on contract basis through a mechanism identified by the States. **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 and other contract based employees has been provided for such employees who continue in their employment. **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- 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 at least gross emoluments at the minimum of scale (Basic+Grade Pay+ admissible DA at time of appointment). However, in case of Accountant-cum-Clerk, there will be an upper limit of Rs. 21000 per month at the time of appointment. 10% increase per annum will be given to those contractual employees who continue in service. **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 the long term 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 payment by cheque to them.** 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. Service Tax, 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 the

contractor does 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 of Rs. 15000 and 5000 respectively may be allowed to continue at higher emoluments after a 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.

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. `6,000 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 `6,000/- per annum for Farmer Friend. However, contribution of the Government of India shall not exceed `3,000/- 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 ` 6,000/- 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) Some additional / new activities and revised unit costs for a few existing items in the 11th Plan, as indicated in bold and italics, have been 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 states, whereas Support to Innovative Technology Dissemination components given at **Annexure III (b)** are essential components to be included in the SEWP by the states

(ii) **Expansion in Coverage:** RKVY 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 provided for upgrading State level training institutions such as SAMETIs till 2013-14. The cafeteria does not provide for this support from the year 2014-15. However, enhanced training requirements will put pressure on infrastructure in the existing training institutes. Some of these institutes may need to construct additional training facilities and procure necessary equipment. If the states desire to upgrade their training infrastructure further, RKVY funding may be accessed for the same.

(ii) Human Resource Development (HRD): DAC 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 (EEIs) 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.

(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 three 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, arranging demonstrations, all aimed at empowering farmers and improving their participation in technology dissemination process.

(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 Kisan Goshties 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 *kala jatha*, *certified crop advisor*, 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 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.

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 SAMETI and ATMA under the Scheme. It has been and can be further supplemented under AGRISNET, NeGP-A, RKVY and other schemes. These equipment shall be fully utilized for extension related activities. In new SAMETIs/ ATMAs, requisite IT and other related equipment can be procured under AGRISNET / NeGP-A / RKVY 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 others in a village. 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. Some important points related to Farm Schools have been listed in **Appendix-I** to the ATMA Cafeteria. Cost norms for operationalising 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. The norms for organizing demonstrations should be in line with the approved cost norms of National Food Security Mission (NFSM) in case of Rice/ wheat/ pulses and coarse grains. These have been given in 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 3 per block are to be formed each year. These FSGs are to be provided support for training, publication and access to inputs @ ` 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 `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 increase gradually from about three visits per month to one visit per week in the last two years.

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 ` 25000 and ` 15000 per award for 1st and 2nd position in each of the three season viz. Kharif, Rabi And Zaid.

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 ATMA's carried out by them during the year. Approximately 50 KVK

Scientists/ Extension Officers will be sent every year for studying best extension practices and for undergoing trainings in premier institutions within India or abroad for which a sum of Rs.1 crore per year is earmarked.

Besides the above awards, best PPP (Public Private Partnership) initiatives in the field of agriculture and allied area may be supported. An amount of ` 1 crore for this purpose is provided in the cafeteria which would gradually be increased to 3 crore in 2015-16, and 5 crore in the last year of the Plan period. State Governments may send the proposals to GOI who would then select suitable proposals for funding after competitive biddings, if any. This total amount of Rs. 9 crore is in addition to similar PPP efforts that can be undertaken through the State Governments concerned as per the provisions of para 5.1.7 within the Cafeteria provisions. Once the proposals are selected By GOI, states may undertake competitive bidding process in case there are more than one eligible parties for the same area (i.e. least cost for best or same results or alternatively on quality-cum-cost basis).

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

3.4.1 .Display Boards:

Once the desired number of extension personnel are in place, it is necessary to ensure their outreach to the farmers on a periodical basis. For this purpose, Display boards are to be put up in all inhabited villages (5.92 lakh) in the country. From ATMA funds, at least 45% of the villages need to be covered.

These display boards shall indicate the name of the extension worker assigned to the Panchayat and his/her contact number. **These Board will also contain broad details of main schemes (including their major components, eligibility, subsidy pattern etc.) applicable in that area.** Besides Panchayat headquarters, the Display Boards can be alternatively put up in prominent places in various villages such as Fair Price Shops, Milk Cooperative Societies, PACs etc. All the display boards shall be in position by the penultimate year of the Plan period to ensure that the farmers know about contact details and visit roster of the extension workers to the designated villages for extension support to farmers. Visits of extension workers will also be monitored through Global Positioning System (GPS) as they would be carrying hand-held device during their village visit.

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 are to be provided to field functionaries for disseminating best agricultural practices during the 12th Plan. 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 such as .mp4 which can be easily played on laptops or projectors. These films will also be made available on the internet 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, ICAR, SAUs, States and non-Government entities should also be used after dubbing in regional language.

3.4.3 Use Of Hand Held Devices:

Use of hand-held devices for on the spot data entry and subsequent updation through voice recognition has been pilot tested with the collaboration of IIT, Chennai. Farm level planning and farmer empowerment using these technologies are being attempted on a pilot basis in two districts in Tamil Nadu. About 450 districts (i.e. 70% of all districts under ATMA) are to be covered by the end of 12th Plan period. At least 20000 extension workers (average of about 45 units per district) in 400 districts are to be covered during the XII Five Year Plan. Estimated cost of a hand-held device is approximately ` 20000 with three years' warranty per set at the time of formulation of NMAET. Additionally, General Packet Radio Service (GPRS) charges of aprox. ` 5000 per annum per set (for about 2 GB monthly 3G data connection) is required. Backend data processing, contingency charges on recurring expenses and capital & recurring cost of an authentication device (biometric or magnetic reader –to link it to National Population Register or to Unique ID) are also required @ 25% of the hardware/software cost. In most places backend data processing cost can be met from NeGP-A and AGRISNET resources and number of devices can be increased to that extent. **Considering paucity of funds, it is**

proposed to downscale this component to 50 % of the proposed numbers from ATMA funds. However, States may like to take up additional numbers as required from other resources like from State's own funding or from RKVY 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 minimise 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 ` 25 lakh per State provided in the ATMA Cafeteria for this purpose, an additional sum of ` 5 lakh per district is provided for the purpose. The districts

covered should increase gradually from 100 to 300 by the end of the 12th plan period.

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

3.5.1. Supplementary Manpower through ACABC: Assuming a growth rate of 5% in the trained agripreneurs from 2014-15 onwards and a success rate which is progressively increasing, there will be approximately a total of 23331 ACABC ventures (including 10743 ventures established during 11th Plan). These trained candidates should be involved in delivering extension services to the farmers.

3.5.2. Supplementary Manpower through DAESI: Another avenue for involvement of private entrepreneurs in extension related activities is Diploma in Agricultural Extension Services for Input Dealers (DAESI). So far, 2130 input dealers have been trained by MANAGE and given diploma. In addition to this, University of Agricultural Sciences, Bangalore has conducted a DAESI like programme on its own. Some States like Orissa have subsidized this programme by providing ` 15,000 per candidate out of RKVY funds. This step of Orissa Government has proved successful. This programme should be up-scaled in the following manner assuming a batch size of 40: (i) 100 courses by MANAGE facilitators = 4000 (40x100), (ii) 25 Agri Business Companies with 4 courses each = 4000, and (iii) 100 courses by NGO/SAU/ICAR KVKs = 4000. (Thus, 12000 candidates would be trained each year). The funds would be released to MANAGE.

3.5.3. 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 Friends 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 ` 65 lakh (instead of existing `54 lakh) is proposed to be provided as assistance for this purpose. This enhancement is being suggested because the original norms were finalised in the year 2008 and then also cost of ` 2350 per hour of content creation was deemed to be low. Some NGOs and KVKs may also use innovative technologies meeting minimum system requirement or contribution from some private players to reduce the capital cost. At the same time, due to local constraints and non-availability of paid advertisements, content creation cost may increase further. Therefore, a ceiling of `65 lakh of financial assistance for setting up the Community Radio Station including capital cost and

content creation cost for first 3 years has now been included. **Subject to compliance of minimum technical specification for setting up of Community Radio Station, break-up of ` 65 lakh may be permitted to be changed from capital cost to recurring cost or recurring cost from one year to another.** During the XII Five Year Plan, 1/3rd of the districts, on an average should have a Community Radio Station per State. The amount earmarked for this purpose shall be `6 lakh per district subject to a minimum of `40 lakh per new CRS per year provided further that this would be the outer limit on aggregate amount for that year subject to break up of year wise of costs approved for that CRS.

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 .the IDWG having representation of SAU/ICAR Institutes/KVKs concerned so that the proposal 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 for Funding of Community Radio Stations are available at [**http://agricoop.nic.in/radiocguidelines.pdf**](http://agricoop.nic.in/radiocguidelines.pdf)

IV. OTHER OPERATIONAL MATTERS

4.1. OTHER OPERATIONAL MATTERS:

4.1.1 Extent of coverage: The Scheme shall be implemented in all rural districts of the country except 12 districts of Assam which are presently covered under World Bank assistance. These districts will also be covered when World Bank support ceases.

4.1.2. In order to carry out the extension activities in difficult areas an additional 5% allocation for 227 districts(36% out of 618) in the difficult areas viz. Left wing affected districts, North Eastern and Hill States for field activities may be utilized.

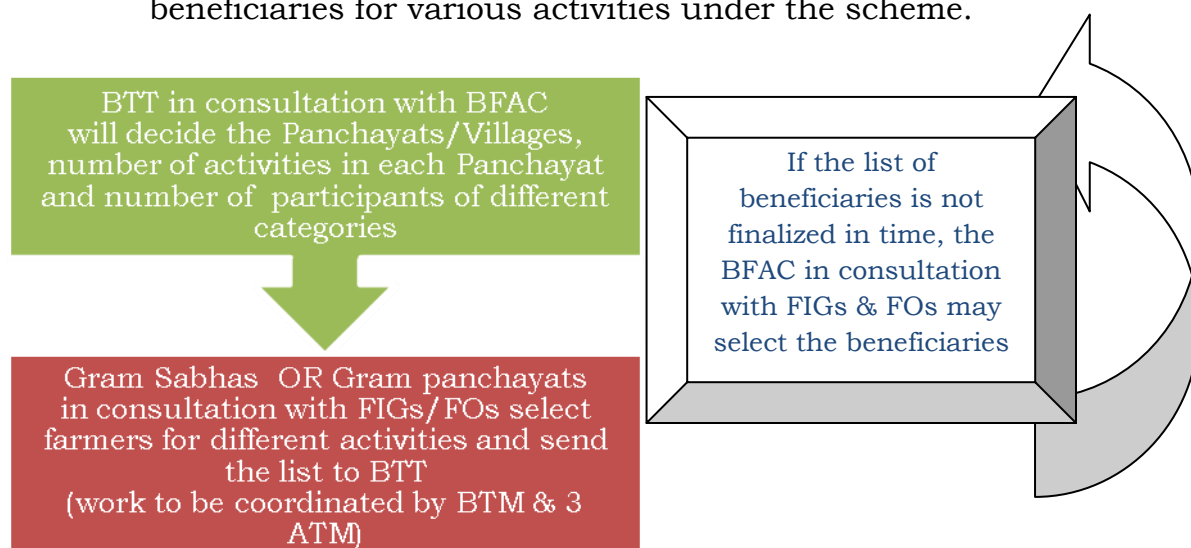
4.1.3. Individual beneficiary oriented activities:

(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 2014:

- 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 in-eligible 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 funding, the SLSC set up in the State for considering proposals for RKVY 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 SAME 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 all 4 Sub Missions of NMAET [Viz. Sub Mission on Agricultural Extension (SMAE), Sub-Mission on Seed and Planting Material (SMSP), Sub Mission on Agricultural Mechanization (SMAM) and Sub Mission on Plant Protection and Plant Quarantine (SMPP)] will 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. Similarly, the Assistant Technology Managers recruited under ATMA shall also double up as Pest Surveillance Scouts. **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 for all modes of Mission. 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 as also the other Sub-Missions under NMAET.. 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: With the given man-power support, ATMAs will also look after the work related to RKVY, 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 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 Krishi Vigyan Kendras (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 27th January, 2011. Its operative portion placed at **(Annexure-V)** will continue to hold good for 12th Plan period also. In addition to the points listed in the circular, following points have been added:

- (i) Zonal Project Directors, State Agriculture Commissioners / Directors and directors (Extension) of the SAUs concerned shall together take a quarterly with KVKs and ATMAs.
- (ii) Interface meetings between PD, ATMA and PC, KVK should alternately take place in these two offices. However, PC, KVK should invariably attend ATMA GB and MC meetings.

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 in the 12th Plan scheme for meeting the expenditure towards hiring of vehicles or POL expenses for field visits of scientists along with extension functionaries. It is expected that the number of field visits would increase gradually from about three visits per month to 1visit per week in the last two years.

5.1.5 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 Rashtriya Krishi Vikas Yojana (RKVY). 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 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, Agripreneurs, 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 provided 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. 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 Agri-preneurs 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 at least two stage competitive bidding process (technical and financial bids) if there are more than one bidders competing to take up similar activities in the same area.

Bidding parameter has to be outcome based such as increased productivity, diversification of cropped area as per area priorities, increase in farmers' income etc. A technically qualified bidder seeking least amount of Government support will be declared successful. Quality and Cost Based Selection (QCBS) can also be done after giving due weightage to bidders' credentials, projected targets etc.

- (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 District ATMAs shall establish their own portals to share information regarding their activities/ innovations/ successes to the outside world. 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 90:10 (Centre : State) for all components except Farmer Friend and ITD components. For Farmer Friend, it will be 50:50 ratio between the Centre and the States. In case of Innovative Technology Dissemination (ITD) interventions 25% expenditure will need to be borne by the States. 100% GOI funding support to be provided to UTs (without legislature) 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 very 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. Additional

support will be provided on 'first-come-first served basis'. 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 and States should not incur expenditure in excess of funds already available with the States. Any proposal to the DAC 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 approval of SEWP. 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) Audited Utilization Certificates (AUCs) & Audited Statement of Expenditure (SoE) for the previous year.
- (ii) Monthly Progress Reports for previous month
- (iii) Annual progress report for the previous year
- (iv) Up-to-date data entry of Extension Reforms Portal.
- (v) Release of corresponding State's share against funds provided by Central Government upto the previous year.

Monthly and Annual progress reports need to be generated electronically only at the <http://extensionreforms.dacnet.nic.in>. No manual reports shall be deemed to be valid from the date of issuance of these guidelines. However, signed Audited Utilization Certificate and Audited Statement of Expenditure will need to be sent [Annexure-VI(a) and VI(b)] till the time digital versions of the same are uploaded.

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) 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.

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 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. No paper reports are to be submitted and all data is to be entered electronically only w.e.f. April 1, 2014. Non-adherence to MIS schedule described above will result in no further release of funds to the State. 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 third party Monitoring & Evaluation (M&E) which will be carried out by Government of India. DAC 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 has been provided for the purpose.**

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 and Cooperation/Directorate of Extension, MANAGE faculty, State / District level officials will be carried out for the on-spot monitoring of field activities being undertaken under various Sub-Missions of NMAET.

VIII. ANNEXURES

(i) 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 (Horticulture)	Member
4.	Secretary (Animal Husbandry)	Member
5.	Secretary (Rural Development)	Member
6.	Secretary (Fisheries)	Member
7.	Secretary (Soil Conservation)	Member
8.	Secretary (Women & Child Development)	Member
9.	Secretaries of related Departments (wherever necessary)	Member
10.	Vice Chancellor(s) of SAU(s)	Member
11.	Director(s) of ICAR Institutes in the State	Member
12.	NABARD Representative at the State level	Member
13.	Director, Doordarshan	Member
14.	Director, All India Radio	Member
15.	Secretary (Agri.)	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.
- 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 amongst all Sub-Missions of NMAET/ all Stakeholders related to the execution of SAME 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.

(ii) STATE AGRICULTURAL MANAGEMENT AND EXTENSION TRAINING INSTITUTES (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.

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 / Collector	Chairman
2.	Chief Executive Officer (CEO), Chief Development Officer (CDO) District Agriculture Officer	Vice-Chairman Deputy Chairman
3.	Representative of Zila Panchayat/Zila Parishad	Member
4.	Joint Director / Deputy Director (Agri.)	Member
5.	Joint Director / Deputy Director (Hort.)	Member
6.	Joint Director / Deputy Director (Animal Husbandry/Fishery/Sericulture)	Member (one of them as per local priorities)
7.	A representative from Zonal Research Station (ZRS)	Member
8.	Programme Coordinator, Krishi Vigyan Kendra	Member
9.	One Farmer representative (nominated from DFAC)	Member
10.	One Livestock Producer (nominated from DFAC)	Member
11.	One Horticulture Farmer (nominated from DFAC)	Member
12.	Representative of Women Food Security Group	Member
13.	Representative of FIG/CIG	Member
14.	One SC / ST farmer representative (nominated from DFAC)	Member
15.	A representative of NGO	Member
16.	Lead Bank Officer of the District	Member
17.	A representative of District Industrial Center	Member

18.	Representative of Agriculture Marketing Board	Member
19.	Representative of input supplying Associations	Member
20.	A representative of trained input dealers who is also providing extension services	Member
21.	One Fisheries / Sericulture representative	Member
22.	A DRDA Representative	Member
23.	Project Director ATMA	Member-Secretary-cum- Treasurer (Ex-officio)

Note: i) States may identify any other officer, not below the rank of CEO, Zila Parishad /Chief Development Officer/Additional District Collector for 1& 2 above, under intimation to DAC.

ii) States may also co-opt additional members, if required.

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

Appointment / Nomination / Term of Members:

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

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

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

Key functions of ATMA Governing Board

The key functions of ATMA Governing Board would be to:

1. Review and approve Strategic Research and Extension Plan (SREP) and annual action plans that are prepared and submitted by the participating units.
2. Receive and review annual reports presented by the participating units, providing feedback and direction to them as needed, for various research and extension activities being carried out within the district.
3. Receive and allocate project funds to carry out priority research, extension and related activities within the district.
4. Foster the organization and development of Farmers' Interest Groups (FIGs) and Farmers Organizations (FOs) within the district.
5. Facilitate 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.

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; and

13. Adopt and amend the rules and by-laws for the ATMA.

14. Hold meetings of ATMA GB every quarter or frequently.

15. Any other functions that support effective functioning of ATMA in the district.

ATMA MANAGEMENT COMMITTEE (MC)

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

Composition:

1.	Project Director of Agriculture Technology Management Agency	Chairman
2.	District Head of Dept., Agriculture	Member
3.	District Head of Dept., Horticulture	Member
4.	District Head of Dept., Animal Husbandry	Member
5.	District Head of Dept. Fisheries	Member
6.	District Head of Dept. Sericulture	Member
8.	Head, Krishi Vigyan Kendra	Member
9.	Head, Zonal Research Station	Member
10.	Project Officer, District Rural Development Agency	Member
11.	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.

(iii) To achieve better convergence, the senior most officer from Agriculture and all other line Departments may chair the ATMA MC meeting.

Key functions of Management Committee (MC)

1. Carry out 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 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.

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

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

- I. The Block Farmers Advisory Committee** (BFAC) shall consist of 20-25 members covering different categories of farmers within the given Block, with due representation to women farmers and weaker sections of the society. An indicative composition of BFAC is given below.

Composition:

S. No.	Member	Occupation
1.	Farmers (2)	Agriculture
2.	Farm Women (2)	Agriculture
3.	Farmers (2)	Horticulture
4.	Farm Women (2)	Horticulture
5.	Farmers (2)	Live Stock Producers
6.	Farm Women (2)	Live Stock Producers
7.	Farm Women (2)	Mahila Mandal
8.	Farmers (2)	Yuvak Mandal
9.	Farmers (2)	Input Dealers
10.	Farmers (2)	Farmer Groups
11	Farmers (2)	BDC Members (Block Dev. Council)

Note:

- (i) Additional four Members could be co-opted from the farming community practicing various agriculture related enterprises in the Block.
 - (ii) Duration of a BFAC shall be two years after which new set of farmers shall constitute the BFAC
 - (iii) The States shall evolve and notify their own transparent and democratic mechanism for nomination of farmers to BFAC while giving due weightage to members of CIGs, FIGs, SHGs and progressive farmers in the area. Adequate representation should be given to SC/ST and small & marginal and women farmers.
 - (iv) Chairman shall be elected out of the above members on rotation basis.
 - (v) BTM shall also act as Member Secretary to BFAC.
- II. District Farmers' Advisory Committee** shall comprise not more than 25 farmers (numbers will thus need to be restricted depending on number of blocks in the District):

- (i) 1 to 2 farmers each nominated by the BFAC as per consensus or majority
- (ii) Selected District level award winning farmers

III. State Farmers' Advisory Committee shall comprise not more than 30 farmers (numbers will thus need to be restricted depending on number of districts in the State):

- (i) 1 to 2 farmers each nominated by the DFAC
- (ii) Selected State level award winning farmers

Key functions of Farmers Advisory Committees:

- ◆ Act as an agency for providing farmers' feedback and inputs for preparation / compilation of Action Plans and for prioritisation 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 finalisation 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.

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) 2. Gender Coordinator (One)	<i>Rs.40000/month each</i>	<i>Rs.4,80,000/year for each</i>	<i>One State Coord. and one Gender Coordinator.</i>
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)
4. Computer Programmer (one)/ Computer Operator	<i>Rs.16000/month*</i>	<i>Rs.1,92,000/year</i>	<i>As given in Annexure II (b)</i>
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)		<i>As given in Annexure II (c)</i>
4. Computer Programmer / Computer Operator (1)	<i>Rs.16000/month</i>	<i>Rs.1,92,000/year</i>	
AT BLOCK LEVEL 1. Block Technology Manager (BTM) (1)	<i>Rs.20000 + Rs.5000 as opex/month</i>	<i>Rs.3,00,000/year</i>	
2. Assistant Technology Manager (Average 3 per block)	<i>Rs.11000+ Rs.4000 as opex/month</i>	<i>Rs.1,80,000/year</i>	

* 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, Kisan Goshties and facilitating preparation of Village Research Extension Action Plan - Liaison with SMS 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
	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.

			<ul style="list-style-type: none"> - 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, Krishi Melas/ 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. - Compilation of Block Action Plans into DAAPs.

			<ul style="list-style-type: none"> - Implementation, monitoring of DAAP, RKVY & NFSM and feed back 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 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	<ol style="list-style-type: none"> 1. Computer Programmers: Basic programming skills in developing testing / debugging of application software (including static & dynamic websites) and database management. 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. To maintain the Extension Reforms portal up to date and maintain the complete data related to the scheme
		4.Accountant cum clerk	- To maintain up to date account of the scheme using computerized software
5.	State H.Qrs. Nodal Cell	1.State Coordinator	- Liaison with the ATMAs at district level and line deptts. including SAU/ SAMETI at state level and Ministry of Agriculture at National Level. - Compilation of DAEP, DAP etc. into state plan. - Compilation of progress and timely feed back to State and Central Government - Assessment for capacity building of the line departments.
		2.Gender Coordinator	- 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

Abstract of Number of Posts, Remuneration and Eligibility

Level	Designation	No. of Posts	Suggested Mode of Recruitment	Pay Scale/ Remuneration as per VI Pay Commission	Qualification	Suggested Experience	
State	State Coordinator/ Gender Coordinator	1 each	Contractual	Consolidated Rs.40,000 p.m.	Graduate/ Post Graduate in Agriculture with adequate experience of Planning & Coordination	Minimum 5 years of field experience in the scale of Dy. Director. (15600-39100+6600) and 5 yrs. Work in gender related work	
SAMETI	Director	1	Deputation/ Secondment/ Appointment	37400-67000+ 8700	Post graduate in Agriculture/allied sector with adequate experience in Agri. Extension Management.	Minimum 3 years experience in the scale of Rs.15600- 39100+6600	
	Depu ty Direc tor **	<100 Blocks	4	Deputation/ Secondment/ Appointment	15600-39100+ 6600	Post Graduation in their respective areas.	Minimum 3 years experience in the scale of Rs.15600- 39100+5400
		100 - 400 Blocks	8				
		401 & more Blocks	12				
Acctt.-cum-Clerk	1	Deputation/ Secondment/	9300-34800 +4200	Graduate, preferably B. Com	Minimum 3 years experience in the scale of Rs.5200-20200+2400		

			Appointment			
	Computer Programmer	1	Contractual	Consolidated Rs.16,000 p.m.	B.Tech/MCA	1 year experience
District	Project Director	1	Deputation/ Secondment/ Appointment	15600-39100+ 6600	Post Graduate in Agriculture/Allied Sectors	Minimum 3 yrs experience in the scale of Rs.15600- 39100+5400
	Deputy Project Director	2	Deputation/ Secondment/ Appointment	15600-39100+ 5400	Post Graduate in Agriculture/Allied Sectors with research back- ground.	Minimum 3 years experience in the scale of Rs. 9300- 34800+4200
	Accountant-cum-Clerk	1	Deputation/ Secondment/ Appointment	9300-34800 +4200	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.25,000 p.m.*	Graduate/ Post Graduate in Agri./ Allied Sector with computer skill	Minimum 2 years field experience in Agri. Related activities.
	Assistant Technology Manager	Avg. 3 per block ***	Contractual	Consolidated Rs.15,000 p.m.*	Graduate/ PG in Agri./ Horti./ Economics/ Marketing/ Veterinary Sciences/ AHD/ Fisheries	--
Village	Farmer Friend	1 over every 2 village s	Identification/ selection	Rs.6,000 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.

** 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, service tax and service provider's profit up to a limit of 38.17 percent from ATMA scheme on the contractual emoluments.**

Note2: The posts of Deputy Director (SAMETI), Dy. Project Director (ATMA) and Accountant-cum-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 (**Basic + Grade Pay + admissible DA at time of appointment and revised from time to time during the tenure of appointment**), till the time these vacancies are filled using any other mode indicated above.

Note: Newly included/ modified 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 (All components with 90:10 cost sharing ratio between Centre and States except in case of Farmer Friends where it would be 50:50)

(Amount Rs. in Lakh)

S. No.	Indicative Activities to be Undertaken	Cost norms			Remarks
		Unit	Unit Cost Ceiling	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	Up to a maximum of 3 Workshops
	(b) Concurrent Monitoring & Evaluation.	Annually	Up to 15.00 lakh	• 8.00 Lakh for States below 100 blocks	Yearly activity shown as 3rd Party M&E has been changed to yearly concurrent evaluation.
				• 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	Per year	Up to 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 	This includes operational expenses for SFAC also.
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*	Avg. 2.0 per block	Up to 10 functionaries per Block for trainings preferably between 3 to 30 days.
	(b) Induction Training of ATMA functionaries	Per day per Participant	0.010*	Actual	Actual no. of BTMs & ATMs in position in 2014-15 and the newly recruited BTMs & ATMs in subsequent years.
	(c) Refresher Training of all ATMA functionaries	Per day per Participant	0.010*	Actual	<ul style="list-style-type: none"> • Actual number of all technical functionaries minus the BTM & ATM who are being provided with induction training. • Two trainings of 3 day duration (i.e. 4 day including travel) each.
	(d) Development of Quality Resource Material for Training & HRD Interventions	Per day per Participant	0.015*	• 15 Workshop Days per State for states with less than 100 blocks	10 Experts/ Participants are expected to participate in each Workshop to be held once in two years.

				<ul style="list-style-type: none"> • 30 Workshop Days per State for states with 101-400 blocks • 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	Avg. 0.75 per block	Up to 5 functionaries per Block per batch of an Exposure Visit. Maximum period of an exposure visit not to exceed 7 days (excluding journey time).
A.4	Organization of State level exhibitions/ Kisan Melas/ 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 State	2.00	2.00	Actuals limited to the activity ceiling
A.6	Award for best performing 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 per state	10 farmers per state @2 farmers per activity
	• District level	per year per farmer	0.25	2.50 per district	10 farmers per district @2 farmers per activity
	(b) Incentive for Exemplary Extension Work to District/Block level Extension functionaries	No. of Awards	0.25 per season for kharif, Rabi and zaid	0.15 + 0.10 for first and second prizes respectively in each season	2 Awards per 3 cropping season @ Rs.15000 for 1st position and 10000 for 2nd position (thrice a yr.)

	(c) Incentivising Scientists and ext. personnel	Lumpsum			1.00 crore lump sum for incentivising Scientists and ext. 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
	(d) Lumpsum grant for PPP model	Lumpsum			Rs. 1 crore , 3 crore and 5 crore in the year 2014-15, 15-16 and 16-17 respectively are lump sum amount funds available for the purpose. States may forward suitable proposals for PPP model to GOI, who would then allocate the funds according to merit.
A.8	For SAMETI				
	(a)Operational Expenses for SAMETI	Per year		Avg. 0.14 per Block with a minimum of 9.00 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	-	<ul style="list-style-type: none"> • Rs. 3.00 for less than 100 blocks • Rs.4.5 with 100-200 	One time Grant shall only be used when the hard-ware/equipment

				<i>blocks</i> <ul style="list-style-type: none"> • <i>Rs. 6.0 with 201-400 blocks</i> • <i>Rs. 8.00 with more than 400 blocks</i> 	<i>becomes obsolete</i>
B	DISTRICT LEVEL ACTIVITIES				
	I. Farmer oriented activities:				
B.1	Developing / Revisiting Strategic Research & Extension Plan (SREP)	<i>Per district</i>	1.5	1.5 per district	One time
B.2	Training of farmers for not more than 7, 5 and 2 days duration respectively.				
	(a) Inter-State	Per farmer per day	0.0125	0.625 per block	<i>Cost norms are inclusive of:</i> <i>i) Travel cost by bus or second class sleeper ii) Refreshments / Meals and Stay during training iii) Expenditure on training venue, training material and agricultural inputs, if any iv) Cost of honorarium and/or travel of the trainer v) Any other justifiable expenditure. Considering fixed cost on travel of farmers, training cost should go down as number of days increases or nature of refreshment / meals should improve.</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	<i>Likely expenditure or State / location specific cost norms needs to be got approved in advance. Limit of Rs. 400 for District level training only if it is residential, otherwise Rs. 250</i>
B.3	Organizing demonstrations				
	(a) Demonstration (Agri.)	Per demonstration	Upto 0.04 per demo* of 0.4 ha. As per Appendix- I	5.00 per block	<i>Frontline demonstration at Farm School on a maximum area of 2.5 acre at same rates as approved under the Guidelines of National Food Security Mission for the crops mentioned therein. For other crops rates, rates may be decided by ATMA MC subject to a maximum of Rs. 4000 acres covering items mentioned in NFSM Guidelines. The approved norms under NFSM for Rice/ Wheat/ Pulses is Rs.Rs.3000/ acre and Rs.2000/ acre for coarse cereals</i>
	(b) Demonstration (allied sector)	Per demonstration	0.04 per demo for allied sectors	2.00 per block	
B.4	Exposure visit of farmers				
	(a) Inter State	Per day/ participants	0.008	0.40per block	<i>Up to 5 farmers per Block per batch of an Exposure Visit. Maximum period of an exposure visit not to exceed 7 days (excluding journey time).</i>

	(b) Within the State	Per day/ participant	0.004	0.80 per block	Up to 5 farmers per Block per batch of an Exposure Visit. Maximum period of an exposure visit not to exceed 5 days (excluding journey time).
	(c) Within District	Per day/ participant	0.003	0.30 per block	Up to 5 farmers per Block per batch of an Exposure Visit. Maximum period of an exposure visit 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	Upto 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 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 per district	Best organized group representing different enterprises (5 groups)
B.7	Farmer Awards	Per year per farmer	0.10	0.50 per block	Best farmers representing different enterprises at Block Level
II. Farm Information dissemination					

B.8	District level exhibitions, kisan melas, fruits/ vegetable shows.	Per district		4.00 per district	
B.9	a)Information dissemination through printed leaflets etc and local advertisements.	Per district	-	4.00 per district	
	b) low cost publication	Per Publication		0.72 per block	Desirable component-10 copies of 6 publications @ 12 publication (max.) to be distributed in all the villages of the block
B.10	Development of technology packages in digital form to be shared through IT network.	Per package	0.20	2.00 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 per district	2 interactions per district
	(b)Designate expert support from KVK/SAU at District Level	Per Month/per District	0.02	0.24 per District	KVKs/SAUs have to designate expert in charge of one district. He would provide instant guidance to district functionaries/BTMs/SMSs within his respective district. The support includes that of Mobile Phone
	(c) Joint visits by Scientists & Extension Workers	per visit per district	• 0.012 in 2014-15 • 0.014 in 2015 -16 & 2016-17	0.288/ district in 2014-15 0.364/ district in 2014-15 and 2015-16	Desirable Component 24, 26&26 visits during each yr starting from 3rd year in each Districts@ Rs.1200/ visit in the third year and Rs. 1400/ visit in 4th and 5th year
B.12	Organization of Kisan Gosthis to strengthen Research – Extension – Farmer linkages (1 per block in	Per programme	0.15	0.30 per block	

	each of the 2 seasons).				
B.13	Assessment, Refinement, Validation & adoption of Frontline technologies and other short term researchable issues through KVK sand other local Research Centres.	Per District		5.00 / 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	RECURRING				
	(a) TA/ DA and Operational expenses for district level *	Per district		7.8	Operational expenses may included service
	(b) Hiring of vehicles and POL	Per district	-	1.8	This includes TA/ DA
	(c)Operational Expenses exclusively for block level (Including Hiring of vehicles and POL)	Per Blocks	-	0.3	
	(d) Operational Expenses for DFAC Meetings	Per Meeting	0.05/Meeting	0.20	4 Meetings @ Rs. 200/farmer for 25 farmers
	(e) Operational Expenses for BFAC Meetings	Per Meeting	0.025/Meeting	0.15	6 BFAC meetings @Rs.100/farmer for 25 farmers
	Non - Recurring (i) Equipment (Computer etc.)	(i)Per District		4.00	One time Grant. Shall only be used when the hardware becomes obsolete.
B.15	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. Normative allocation is based on the number of Blocks x 3 per year.
C.	Innovative Activities - State Level				

C.1	Implementation of Extn. Activities through Agri-preneurs trained under Agri-Clinic Scheme or any other Scheme	To be approved by IDWG/SLSC		No. of ATMA blocks x 0.25 lakh	The activity to be taken up should be 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 would be released to MANGE 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 expenditure	One Institution per ATMA district per year.		5.00/ district	
D.2	(i) Setting up CRS		Rs. 14,55,000/-	Rs. 65.00/state/year	
	(ii) Content Creation (a) 1st year for two hrs. of daily programme i.e 730 hrs/year.		Rs. 17,15,500/-		
	(b) 2 nd year for one and half hour of daily prog. I.e. 540hrs./year		Rs. 12,87,800		
D.3	Farmer Friend	One FF/ 2 Village	0.06/ FF per year	Actuals	50% is to be borne by State Govt.
E.	OTHER INNOVATIVE ACTIVITIES				
E.1	Innovative activities – State component			25.00/ state	To be approved by IDWG
E.2	Innovative activities – District component			0.5/ block	To be recommended by ATMA and approved by IDWG

INNOVATIVE TECHNOLOGY DISSEMINATION COMPONENT
(Mandatory Component with where States are required to meet 25% of the expenditure)

Sl. No	Indicative Activities to be undertaken	Cost Norms			Remarks
		Unit	Ceiling on Unit cost Norms	Tentative Ceiling for Activity	
1.	<i>Display Boards (These display boards shall indicate the name of the extension worker assigned to the Panchayat & his/her contact number.</i>	<i>Gram Panchayat/ village</i>	<i>0.02 per display board</i>	<i>In 15% villages every year.</i>	<i>Mandatory Component This Board will also contain broad details of main schemes (including their major components, eligibility, subsidy pattern etc.) applicable in that area.</i>
2.	<i>(ii) Pico Projector</i>	<i>Number</i>	<i>0.30</i>	<i>0.30x actual number of blocks</i>	<i>Mandatory Component- One pico projector/ block in 2014-15 and one more / block in 2015-16</i>
3.	<i>Production of low cost films to be used on Pico projector and others</i>	<i>Number of film</i>	<i>0.50</i>	<ul style="list-style-type: none"> • <i>5 films for States with < 100 blocks</i> • <i>7 films for states with 100-200 blocks</i> • <i>9 films for states with 201-400 blocks</i> • <i>10 films for States with > 400 blocks</i> 	<ul style="list-style-type: none"> • <i>Mandatory component</i> • <i>The numbers will increase gradually to 3 times in each of the State in the subsequent years.</i>
4 (a)	<i>Hand Held Devices</i>	<i>No of device</i>	<i>Rs.20000</i>	<i>10.00/district</i>	<i>Mandatory component 50 officers in each districts</i>
4 (b)	<i>GPRS charges</i>	<i>In Rs.</i>	<i>Rs.5000/device</i>	<i>2.5/ district</i>	

5.	<i>Kala Jatha & Certified Crop Advisors/ or other innovative activities</i>	<i>Kala Jatha</i>	<i>0.10/Kala Jatha</i>	<i>5.00/ district</i>	
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Note:

(i) Unit price of ICT equipment is indicative upper limit. Actual price will be determined by inviting competitive offers at national level in association with States.

(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

Sl. No	Scheme/ Component	Norms	Ideal Units	funded under NMAET	States may like to access RKVY funding	Total Amount reqd. from RKVY (` in crore)
	ATMA SCHEME					
1.	Low Cost Publication	3 publications, 10 sets @ 10Rs/ publication to 1, 2, 3 and 4 lakh villages from 2nd to 5th yr.	6 publications, 10 sets @ 10 Rs/ publication to 5.92 lakh villages	3 publications to 4 lakh villages	3 publications to 5.92 lakh villages	30
2.	Display Boards	` 2000 per Display board	All villages	15% villages each in 2nd 3rd and 4th yr.	Balance 55% villages	65.12
3.	Pico Projectors	` 30000/ pico projector	3 Pico Projectors / block	2 Pico Projectors / block	1 Pico Projectors / block	17.1
4.	Kala Jatha	` 5.0 lakh/District	` 5 lakh/ District for 300, 400, 500 & 600 Districts in 2nd, 3rd, 4th & 5th year respectively	` 5 lakh/ District for 100, 150, 200 & 300 Districts in 2nd, 3rd, 4th & 5th year respectively	Balance districts	52.5
5.	Scientists' Visit	` 1200/ visit in 2014-15 and ` 1400/ visit in subsequent yrs. (50% under the Mission and 50% from RKVY)	48, 52 & 52 visits during each yr starting from 3 rd year in 618	50% of visits	Balance 50% of visits	6.97
6.	SAMETI Infrastructure	1 crore/ SAMETI	30 SAMETIs to be funded	Nil	Infrastructure support to 30 @ 1 crore each	30

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 Panchayat Samiti (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, which would suffice as their beneficiary contribution to the activity.
BTM should act as coordinator for Farm Schools with periodic monitoring of the activities done at his level (at least 1 visit at every crucial 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.

Appendix-II to ATMA Cafeteria

	OPERATIONALIZING FARM SCHOOL AT BLOCK / GRAM PANCHAYAT LEVEL	COST NORMS/ CEILINGS
	At Farm School (Block /GP Level)	Rupees
1	Frontline demonstration at Farm School on a maximum area of 2.5 acre at same rates as approved under the Guidelines of National Food Security Mission for the crops mentioned therein. For other crops rates, rates may be decided by ATMA MC subject to a maximum of Rs. 4000 acres covering items mentioned in NFSM Guidelines.	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 21 days.	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.800/farmer/day	Avg. Rs.40000 per block	Avg. 5 farmer per block for 10 days.
	Within the State	Rs.400/farmer/day	Avg. Rs.80000 per block	Avg. 25 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

Convergence between Agricultural Research and Extension

In order to enable the farmers to draw the full benefit of the scientific and other manpower available within the State, the following decisions have been taken:-

Besides regular participation in ATMA GB & Management Committee, the Programme Coordinators of the KVKs in the District should 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. In addition, SAUs have to designate an expert who would be in-charge of one District to provide instant guidance to extension functionaries in the District with support provided under ATMA @ Rs. 24000 per year (including expenditure on mobile communication). Comprehensive District Agriculture Plan (CDAP) or District Agriculture Action Plan (DAAP) under ATMA developed on the basis of the Strategic Research and Extension Plan (SREP) should be refined in the process jointly by ATMA and KVKs from the Block level and acted upon for the purpose.

- (a) Project Director ATMA and Programme Coordinator of KVK should jointly visit at least five villages every month in the District to guide and supervise the extension related work assigned to scientists and the extension officers, including BTM & SMSs supported under ATMA. At the end of the month, a joint progress report will be submitted by the Project Director, ATMA and Programme Coordinator of KVK, to the Secretary (Agriculture)/Director (Agriculture) of the State and the SAU.
- (b) In consultation with the Secretary (Agriculture) of the State, the Vice Chancellor(s) of the University(ies) will allocate districts to specific scientists in the SAU, who would interact again with the ATMA and KVK of the assigned districts and provide technological inputs to the farmers through this mechanism.

- (c) Every month, both for (a) and (b) above, the minimum number of villages to be visited by the ATMA and KVK personnel and the minimum number of field visits by SAU scientists shall be fixed by the Vice Chancellor of the State Agriculture University in consultation with the Secretary (Agriculture)/ Agriculture Production Commissioner. Thorough review of the feedback from the field visits should be taken in the next monthly meeting for taking immediate corrective action.
- (d) Quarterly meetings should be organized by the Vice Chancellor of the University in which an interface would take place between the KVKs, District Agriculture Officers, Project Director ATMA and the scientists of the SAUs and the action taken will be reported to Secretary (Agriculture) or Agriculture Production Commissioner as the case may be. The Vice Chancellor of the University will also give a brief summary of the quarterly activities and progress to DG, ICAR.
- (e) ATMA and KVK should coordinate with each other in the conduct of Field Days, Kisan Melas, Goshties and setting up of Farm Schools, so that there is no duplication in coverage and they should ensure percolation of appropriate scientific practices down to the field level.
- (f) 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.
- (g) 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.

- (h) 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.
- (i) 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.
- (j) In case of escalated queries in Kisan Call Centres, KVKs will give requisite technical inputs to district level officials as per the requirements of Kisan Knowledge Management System.
- (k) Successful and innovative models of convergence between SAUs and Development Departments of the State in Agriculture and Allied Sectors (eg: District Agriculture Technology Transfer Centres of Andhra Pradesh) need to be developed and replicated in all the States.
- (l) 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.
- (m) Zonal Project Directors, State Agriculture Commissioners / Directors and directors (Extension) of the SAUs concerned shall together take a quarterly with KVKs and ATMAs.

- (n) Interface meetings between PD, ATMA and PC, KVK should alternately take place in these two offices. However, PC, KVK should invariably attend ATMA GB and MC meetings.

** 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.

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.

** (In order to ensure proper mobility of the scientists accompanied by extension workers, funds have been provided for meeting the expenditure towards hiring of vehicles or POL expenses for field visits of scientists along with extension functionaries during the 12th Plan period, which is included in the cafeteria.)

FORM GFR 19-A

(See Government of India's Decision (I) below Rule 150)

FORM OF UTILIZATION CERTIFICATE _____

S. No	Letter No. & Date	Amount	
1.			<p>Certified that out of Rs. _____ lakh grant-in-aid 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. _____ lakhs has 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:-

Sanction orders of GoI – during the year _____

1. UC is issued based on Audited Accounts – during the year _____
2. Annual Progress Report – during the year _____
- 3.

(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, DAC)	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, Kisan Melas, use of Print & Electronic media, Field Days, Kisan Goshties 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, Zila Parishad is a Vice Chairman.	By Farmer Friend, BTM, ATM in association with PRI.