



# Chapter-I

## Introduction



Interaction of study team with farmers



Meeting of Women Interest Group members

## Chapter- I

### INTRODUCTION

#### AGRICULTURE SECTOR IN INDIA

- 1.1 Agriculture is the backbone of Indian economy and agricultural development is central to all strategies for planned development. The agricultural growth has powerful leverage effects on the rest of the economy and all the three basic objectives of economic development of the country, viz. output growth, price stability and poverty alleviation are best served by the growth of the agricultural sector. Agriculture sector represents the main form of income for a majority of families in rural India and increasing income of the rural population is an important objective of the policy of agriculture. It makes the single largest contribution of about 19 per cent of the Gross Domestic Product, provides livelihood to around 2/3<sup>rd</sup> of the population and contributes about 15 per cent of India's total export earnings. Even though the share of agriculture is constantly declining in the GDP, its growth still makes a direct impact on employment generation and broader micro economic development of the country besides being vital for food security. It has, therefore, been a key sector in country's planned economic development and in its role to make India self sufficient in food grains production, since independence. A sound and rapid agricultural growth will, therefore, continue to occupy a key position in the overall socio-economic development of India.
- 1.2. The remarkable success made in agriculture production is one of the biggest success stories of independent India. The country which was importing a large quantity of food grains during the first two decades after its independence, made strides to increase its food grains production from just 50.8 million MT in 1950-51 to an all time record of 227 MT in 2007-08. During this period, rice production has gone up over four times and wheat production more than eleven times. Oilseeds, cotton and sugarcane have also registered appreciable gains in production and productivity. The traditional way of subsistence level farming practices is set to become a business proposition.
- 1.3 The period from 1967 to 1978 witnessed revolutionary changes in agriculture that substantially pushed up productivity levels of crops. It was the turning point in the India's food grain economy and the path to self sufficiency in the form of a Green Revolution which triggered unprecedented high growth. The three major inputs used in farming practices that have made it possible were - [i] using seeds of HYV [ii] fertilizers, and [iii] increased irrigation facilities. This has established India as one of the world's biggest agricultural producers. An annual growth of 3.5 per cent in food grains in eighties, culminated into a hallmark of the green revolution that enabled

India to become self sufficient in food grains and a marginal exporter too. In this process Extension and Advisory services have also played a great role. Despite all the achievements, the task is, however, yet incomplete. In recent years, the slowdown in agricultural growth has become a serious cause for concern.

### **ROLE OF EXTENSION SERVICES IN AGRICULTURE DEVELOPMENT**

- 1.4 In the years to come, the increase in agricultural production will mainly come from the growth in productivity which will be possible by adopting improved technologies. Agricultural extension will have a key role in ensuring widespread adoption of modern technologies.
- 1.5 Agricultural Advisory and Extension Services refer to all those market and non-market organizations and agents that support and facilitate people engaged in agricultural production to solve problems and to provide required information, skills and technologies to improve returns to the households. These services aim at filling the technology and management gaps in knowledge and skills that farmers possess and the best-practice knowledge that exists at any point of time. Extension thus, has a dual function in opening blocked channels between scientists and farmers - it facilitates both the adoption of technology and the adaptation of technology to local conditions. Agricultural Extension services have, of late, gained more importance in the developmental agenda of the nation in the face of new challenges with which the agriculture sector is currently confronted.
- 1.6 The Eleventh Five Year Plan of India envisages 4.1 percent growth in Agriculture to achieve 10 percent economic growth rate. The Plan Approach Paper emphasizes much on the need to revitalize the extension system focusing on increasing yields with known technologies and Agricultural advisory services or Agricultural extension, help in building a solid foundation of a highly productive and diversified agricultural sector by providing farmers information, training and support for adopting improved production technologies. The Plan also recognizes critical role of states in implementation of the extension programmes and that of centre in providing financial assistance and policy guidance.

### **HISTORICAL PERSPECTIVE OF EXTENSION SERVICES**

- 1.7 The introduction of the Training-and-Visit [T&V] extension system in 1974-75 on a pilot basis with the objective of establishing a close link between agricultural research and agricultural extension was an important landmark in the history of extension in India. The main strengths of the Training and Visit [T&V] System were the close Research and Extension linkage. The basic postulation of T&V model was that there was enough technology available awaiting diffusion to and adoption by farmers.

- 1.8 Under the T&V system, the Village Extension Worker [VEW] was the most important link at the field level who would pay visits to the farmer's fields regularly according to a well-planned schedule to advise and train them on recommendations of relevant agricultural technology as also to encourage them to adopt the same. The VEW, in turn, was being continuously trained by the Subject Matter Specialist [SMS] to build up his technical skills. Though the project came to end in early 1990s, the T&V system was continued in some of the states with certain modifications mainly due to fund constraints. Nevertheless, the extension functionaries have played a major role in the development of agriculture sector.
- 1.9 The focus of the T&V agricultural extension system was restricted. The system could achieve success mainly in irrigated areas and for the selected crops like rice and wheat and there was hardly any impact on the crops grown under the rainfed conditions. It did not give any emphasis on the allied sector activities. A major portion of funds provided under the scheme was being spent on meeting the salary component of the staff. A majority of the VEW were educated up to secondary school level and hence not able to transfer the technology as envisaged on account of their own limited know-how absorption capacity. Further, lack of - [i] involvement and coordination among line departments' functionaries, [ii] involvement of farmers in the programme planning, [iii] gender concern, and above all [iv] the inadequate operating resources and financial sustainability were a few other constraints observed in the system.
- 1.10 The T&V model was thus found to be deficient in many aspects in promoting agricultural development by not providing effective and efficient delivery of extension and research services in a timely and sustainable manner. It was a hierarchical, classical top-down, one-way communication system and a "one-size-fits-all" research and extension approach that centered on the institutional, agro-climatic, and socio-economic conditions of irrigated areas but bypassed those of rainfed areas. There was thus a need for reorientation of the philosophy of extension from technology transfer mode to technology application.

### **EXTENSION REFORMS INITIATIVES**

- 1.11 The constraints observed in the T&V and post T&V programme called for a major policy intervention to make the extension system farmer driven and farmer accountable through process and institutional reforms mechanism. India, therefore, undertook major reform initiatives to create a demand-driven, broad-based and holistic agricultural extension system. As a result, the Government of India, Ministry of Agriculture, Department of Agriculture & Cooperation has drawn up a new programme, in consultation with the States, to revive extension work. The institutional mechanism in the form of Agricultural Technology Management Agency (ATMA) at district level was pilot tested under Innovations in Technology Dissemination (ITD) component of National Agricultural Technology Project (NATP) in seven states of the

country, namely, Andhra Pradesh, Bihar, Himachal Pradesh, Punjab, Orissa, Jharkhand & Maharashtra covering 28 districts from 1998 to 2004. With the successful experimentation of the project, the Govt. of India decided to launch the ATMA programme as a full fledged scheme during 2005-06. The scheme has been conceived on the premise that applying the concept of best practice or best fit solution, different agricultural extension approaches can work well for different sets of farm conditions. The reform initiatives reflect the view that improvements in agricultural productivity require demand-driven, farmer-accountable, need-specific, purpose-specific, and target-specific extension services.

- 1.12 The project seeks to put high emphasis on participatory planning and implementation as important mechanisms for improving agricultural productivity through a more effective and efficient agricultural research and extension system on demand side and greater role of private and third sector [NGOs, farmers' organizations and rural women's groups] in agriculture extension & research and strengthening the capacity of agricultural researchers and extension workers, on the supply side. The scheme is a reflection of the idea that the state should play a facilitating role rather than engaging itself in delivering frontline services.
- 1.13 ATMA, the institutional mechanism devised under the project, is a registered society of key stakeholders, at the district level, involved in project planning and implementation of various farm activities for sustainable agricultural development in the district. It has linkage with all the line departments, research organizations, non-governmental organizations and other agencies associated with agricultural development in the district in order to move towards integrated extension delivery. It lays strong emphasis on private sector participation in input supply and support services and community participation.
- 1.14 The broad objective of the scheme is to bring knowledge generation much closer to market and value-chain development, as well as to the creation of social capital at the grass-roots level for technology transfer by involving the concerned governmental and non-governmental agencies. The extension delivery is oriented towards group approach catering to the location specific requirement of the farmers. Mainstreaming of the gender concerns has been given adequate emphasis under the project.

#### **BOTTOM UP PLANNING APPROACH - THE CRUX**

- 1.15 ATMA is mandated to develop a demand driven, situation specific, multi-actors oriented Strategic Research and Extension Plans [SREPs] through participatory methodologies to accelerate agricultural development in the project district. The SREP is the basic document which not only decides the development activities that need to be carried out, but also, in which manner and by whom it has to be done. It aims to address specific problems of the farming community especially resource poor and other disadvantaged groups. The State Extension Work Plan [SEWP] developed at the

state level on the basis of the DLEPs contains a consolidated activity-wise plan incorporating all the district agriculture action plans in the state and state level activities to be carried out with activity-wise budgetary requirements as per the norms prescribed by the cafeteria. It will also indicate all other extension activities that may be undertaken from out of resources provided under any other scheme of the centre/state government. The SREP and SEWP are to be the mechanisms for ensuring convergence of all activities for extension.

- 1.16 The project process involved adopts bottom up planning approach to make the technology dissemination farmer driven and farmer accountable. One of the basic tasks of ATMA is to facilitate the preparation of SREP of the district. The SREP is prepared through participatory methodologies such as participatory rural appraisal [PRA] involving all the stake holders and farmers. It contains detailed analysis of all the information on existing farming system in the district and research extension gaps required to be filled up. It also prioritizes the research-extension strategies within the district. It becomes the basis for development of work plans at block/district level.

### **ATMA GOVERNING STRUCTURE**

- 1.17 The Project seeks to establish ATMA Governing Boards [GBs] to determine programmes, priorities and assessment of programme impact & ATMA Management Committees [AMCs] at the district level, Farm Information & Advisory Centres [FIACs], Farmers' Advisory Committees [FACs]), Block Technology Teams [BTTs] at Block level and Commodity Oriented Farmers' Interest Groups [FIGs] and Self Help Groups [SHGs] at the village level.

### **TRAINING**

- 1.18 Training is an important component of the scheme to upgrade technical competence of extension functionaries in various areas to meet emerging challenges of the agriculture sector. The National Institute of Agricultural Extension Management [MANAGE] at Hyderabad caters to the training needs of senior extension managers. The State Agricultural Management Training and Extension Training Institutes [SAMETIs] which function as state-level apex training institutes and provide capacity building in areas like project planning and implementation, have also been established.
- 1.19 State agricultural universities are further involved in providing training to middle and grass root level extension functionaries and Farmers' Extension Education Institutes have also been set up on a regional basis to meet the training needs of middle-level extension functionaries. Visits of extension functionaries and farmers from one State to another are also organized to enable them to interact with farmers, extension functionaries and scientists from that area.

## **USE OF INFORMATION AND COMMUNICATION TECHNOLOGY [ICT]**

- 1.20 ATMA lays due stress on harnessing mass media and ICT to provide right information to farmers at the right time as an effective means for improving governance and agriculture service provision. An e-Choupal is a village Internet kiosk run by a local farmer, which helps villagers to access free of charge, 20 pieces of information on farm practices, weather and prices of inputs, services and outputs.

## **SALIENT FEATURES OF ATMA SCHEME**

- 1.21 The scheme “Support to State Extension Programmes for Extension Reforms” is the main scheme to operationalize agricultural extension reforms across the country. Under the scheme, funding support is provided to the State/UT for undertaking extension reforms within the broad purview of the Policy Framework for Agricultural Extension [PFAE], on the basis of extension work plans prepared by them. The following key reforms in line with the PFAE are to be promoted under the scheme:-

- New institutional arrangement: providing innovative restructured autonomous bodies at the district /block level which are flexible, promote bottom up and participatory approaches, are farmer driven and facilitate public-private partnership.
- Convergence of line departments’ programmes and operating on gap filling mode by formulating strategic research and extension plan [SREP] and annual work plans.
- Encouraging multi agency extension strategy involving inter-alia public/private extension service providers.
- Moving towards integrated, broad based extension delivery in line with farming systems approach.
- Adopting group approach to extension services operating through farmer interest group [FIGs] & self help group [SHGs].
- Addressing gender concerns [mobilizing farm women into groups, capacity building etc.].
- Moving towards sustainability of extension services [e.g. through beneficiary contribution].

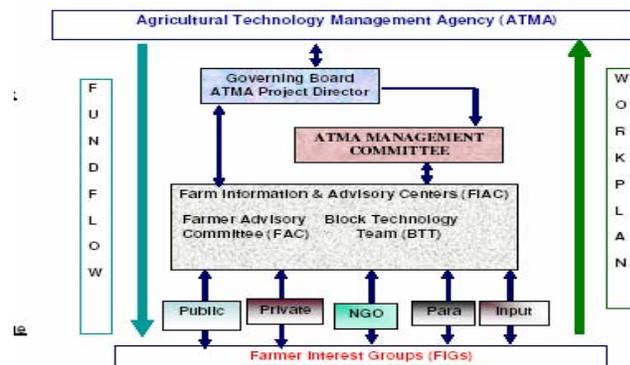
## **PROJECT IMPLEMENTATION**

- 1.22 Under the scheme, funding is released to the states based on their extension work plans developed within the broad frame work of the PFAE and areas indicated under the cafeteria of reform oriented activities. The states have to propose the new arrangements, which they intend to put in place in the first work plan or even earlier,

to be submitted by them to the DAO for approval. This agency will have the responsibilities for implementing the extension reforms at the district level. Agricultural Technology Management Agency [ATMA] is a district level autonomous institution with participation of all the key stakeholders involved in agricultural activities for sustainable agricultural development. It has the flexibility to receive funds directly from Government of India/states, membership fees, beneficiary's contribution etc. ATMA has the main responsibility for all the technology dissemination activities at the district level. It has linkages with all the line departments, research organizations, non governmental organizations and agencies associated with agricultural development in the district with a substantial representation of the farmers' organizations. Research and extension units within the districts such as KVKs, ZRSs, Department of Agriculture, Horticulture, Animal Husbandry, Fisheries, Sericulture, Marketing etc. are constituent members.

1.23 ATMA functions under the guidance of a Governing Board [GB] that determines program priorities and assesses program impact. ATMA also has a Management Committee at the district level, which is headed by the Project Director of ATMA. It consists of all the representatives of the line departments concerning agriculture & allied sector, research system at the district level, farmers' organizations and NGOs. Block Technology Team [BTT] comprising of all the technical officers at the block level, who are involved in agriculture and allied sectors, is constituted at the Block level. BTT assists farmers' groups in identifying, planning and implementing extension activities. A Farmers' Advisory Committee [FAC] with an exclusive representation of commodity oriented Farmers' Interest Groups [FIGs] is also constituted at the block level. It is the forum for articulating extension priorities of farmers and recommend necessary extension activities to fulfill farmers' extension needs. FAC also reviews implementation of approved extension activities. FIGs are promoted at block/village level to make the technology generation/dissemination farmer driven and farmer accountable. In order to provide needed HRD support in innovative areas of extension delivery, a state agricultural management and extension training institute [SAMETI] has also been established in the project states. The organization structure of the ATMA model is shown in the figure below:

**Organizational Structure of ATMA**



## **STRATEGIC RESEARCH AND EXTENSION PLAN [SREP]**

- 1.24 One of the first tasks of institution like ATMA is to facilitate the preparation of strategic research and extension plan [SREP] of the district. Local research and extension priorities are set through SREPs, which are developed using participatory methodologies. One of the major focuses of the scheme is to provide extension support to a group of farmers rather than to individual farmers. The SREP contains detailed analysis of all the information on existing farming system in the district and research extension gaps required to be filled up. It also prioritizes the research-extension strategies within the district. It becomes the basis for development of work plans at blocks/ district level.

## **STATE EXTENSION WORK PLAN [SEWP]**

- 1.25 Based on the research extension strategies given in the SREPs, block/district level plans are developed by each ATMA agency in the district. The state extension work plan developed at state level contains a consolidated activity-wise plan incorporating all the district agriculture action plans [DAAPs] in the state and state level activities to be carried out with activity- wise budgetary requirements as per the norms prescribed in the cafeteria. It also indicates all other extension activities that may be under-taken from out of resources provided under any other scheme of the centre/state government.
- 1.26 The cafeteria includes cost norms and ceilings applicable for each activity. Under the cafeteria, activities to be undertaken at state and district level are categorized separately. The state level activities include support for upgrading state level training institution such as SAMETI, HRD of extension functionaries, organization of the state level Agri-exhibitions and monitoring and evaluation of the scheme. The district level activities are further categorized into four groups namely, farmer oriented activities, farm information dissemination, research-extension-farmer [REF] linkage and administrative expenses. Farmer oriented activities include development of SREP, mobilization of farmer groups, training/exposure visit of farmers and field demonstrations, all aimed at empowering the farmers and improving their participation in technology dissemination process. Under the category of farm information dissemination, local agricultural exhibitions, information dissemination through printed materials and development of technology packages in electronic form are covered. The REF linkages based activities include organization of farmer-scientist interaction, organization of field days and Kisan Goshties and support for local level researchable issues emanating from the SREP. The administrative expenses under district level activities provide support for running ATMA and the block level farm information and advisory centres.
- 1.27 It has been specified in the cafeteria that funds for farm information dissemination' category should not exceed 20% of total resources available for district level activities

under the scheme. The percentage for REF linkage and administrative expenses categories are 15% and 20% respectively. Any savings in any of these three categories could be utilized for farmer oriented activities. The cost norms and ceiling may be exceeded by a maximum of 10% of the specified amount in exceptional circumstances by a local decision. Any other deviation from the prescribed norms/ceilings or any new activity not specified in the cafeteria could be taken up by states only with prior approval of the DAC. The sum total of all activities specified in the cafeteria is more than the funds likely to be available for state/district level activities. States will have to prioritize the proposed activities based on the gaps identified in the SREP.

## POLICY PARAMETERS

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

- **Multi-agency extension strategies:** In order to ensure promotion of multi-agency extension strategies, A minimum 10% of allocation on recurring activities at district level is to be used through non governmental sector viz. NGOs, Farmers' organization [FOs), PRIS, para-extension workers, agripreneurs, input suppliers, corporate sector etc.
- **Farming system approach:** The activities specified in the cafeteria are broad enough to ensure extension delivery consistent with farming system approach and extension needs emerging through SREPs.
- **Farmer centric extension services:** The cafeteria provides for group based extension as it has necessary allocation for activities related to organizing and supporting farmer groups. In order to supplement these efforts, a provision for rewards and incentives to the best organized farmers' group, has also been made.
- **Convergence:** The SREP is also a mechanism for ensuring convergence of all activities for extension. At present, resources for extension activities are being provided under different schemes of center/state governments. However, under the scheme it is being mandated that the work plan to be submitted by the state government for funding under the scheme, shall explicitly specify the activities to be supported from the resources of other schemes as well as from the proposed scheme.
- **Mainstreaming gender concern:** The gender concerns are being mainstreamed by specifying in the cafeteria that minimum 30% of resources on programmes and activities are utilized for women farmers. Similarly, 30% of resources meant for extension workers are proposed to be spent for women functionaries.
- **Sustainability of extension services:** With a view to ensure sustainability of extension services, it is being mandated that minimum 10% contribution should be realized from beneficiaries with respect to beneficiary oriented activities.

## PROJECT FUNDING & MANAGEMENT

- 1.29 The resources required for the scheme are shared between centre and the state in the ratio of 90:10. The 10% states share consist of cash contribution of the states, beneficiary contribution or the contribution of other non governmental organizations.
- 1.30 The project activities at district level are monitored by the ATMA governing board at periodic intervals. At the state level, the project is monitored through an inter-departmental working group functioning under the chairmanship of Principal Secretary [Agriculture] of the state. The monitoring mechanism includes quarterly reports, field inspection workshops, etc.
- 1.31 The composition and functions of the Governing Board and various committees constituted under ATMA is shown in the Boxes below:

<b><u>BOX-I</u></b>	
<b><u>ATMA Governing Board [GB]</u></b>	
ATMA would be supported by Governing Board [GB] and Management Committee [MC]. The Governing Board is a policy making body and provides guidance as well as reviews the progress and functioning of ATMA.	
<b><u>Composition</u></b>	
1. District Magistrate /Collector	Chairman
2. Chief Executive Officer [CEO]	Vice-Chairman
3. Joint Director/Deputy Director [Agri.]	Member
4. A representative of ZRS/KVK	Member
5. One farmer representative	Member
6. One live stock producer	Member
7. One horticulture farmer	Member
8. Representative of women farmers' interest group	Member
9. One SC/ST farmer representative	Member
10.A representative of NGO	Member
11.Lead Bank Officer of the district	Member
12.A representative of District Industries Centre	Member
13.A representative of Agricultural Marketing Board	Member
14.A representative of Input Supplying Associations	Member
15.One Fisheries/Sericulture representative	Member
16.Project Director, ATMA	Member
Non official members of GB are appointed for a period of 2 years on recommendations of the Chairman GB. Thirty percent of the farmer representatives on the GB are reserved for women farmers to ensure that their interests are fully represented.	

**Key Functions of ATMA Governing Board**

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

**BOX-II****ATMA MANAGEMENT COMMITTEE [MC]**

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

**Composition:**

- |     |  |          |
|-----|--|----------|
| 1.  | Project Director, ATMA                                       | 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   |
| 7.  | District Head of other appropriate line departments          | Member   |
| 8.  | Head, Krishi Vigyan Kendra                                   | Member   |
| 9.  | Head, Zonal Research Station                                 | Member   |
| 10. | One representative of NGO in-charge of Farmers' Organization | Member   |

11. Two representatives of Farmer's Organizations [one year Member rotation basis]

**Key functions of Management Committee [MC]**

1. To carryout periodic Participatory Rural Appraisal [PRA] to identify the problems and constraints faced by different socio-economic groups and farmers within the district.
2. Prepare an integrated, Strategic Research and Extension Plan [SREP] for the district that would specify short and medium term adaptive research as well as technology validation and refinement and extension priorities for the district.
3. Prepare annual action plans that would be submitted to the ATMA Governing Board for review, possible modification and approval.
4. Maintain appropriate project accounts for submission to Technology Dissemination Unit [TDU] for audit purposes.
5. Coordinate the execution of these annual action plans through participant line departments, ZRSs, KVKs, NGOs, FIGs / FOs and allied institutions, including private sector firms.
6. Establish coordinating mechanisms at the Block level, such as Farm Information & Advisory Centres [FIACs] that would integrate extension and technology transfer activities at the block and village levels.
7. Provide annual performance reports to the Governing Board outlining the various research extension and related targets that were actually carried out.
8. Provide secretariat to Governing Board and initiate action on policy direction, investment decisions and other guidance received from the Governing Board.

**BOX-III**

**FARM INFORMATION & ADVISORY CENTRE [FIAC] AT BLOCK LEVEL**

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

**BLOCK TECHNOLOGY TEAM [BTT]**

It is an Inter Departmental Team of Agriculture and Line Departments operating at block level.

**Composition**

Block level officers of Agriculture, Horticulture, Animal Husbandry, Fisheries, Plant Protection, Veterinary Science, Soil Conservation, Extension, Sericulture, Corporative, Marketing etc. Departments. The senior most official functions as the Convener of the Block Technology Team [ BTT].

**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 upgradation of SREP.
- Prepare Block Action Plan detailing extension activities to be undertaken.
- Coordinate the implementation of extension programmes detailed in the Block Action Plan.
- Facilitate formation of FIGs/ FOs at the block level and below.

### **FARMER ADVISORY COMMITTEE [FAC]**

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

#### **Composition**

1.	Farmer	Agriculture
2.	Farm Women	Agriculture [SC]
3.	Farmer	Horticulture
4.	Farm Women	Horticulture
5.	Farmer	Live Stock Producer
6.	Farm Women	Live Stock Producer [SC]
7.	Farm Women	Mahila Mandal
8.	Farmer	Yuvak Mandal
9.	Farmer	Input Dealer
10.	Farmer	Farmer Group
11.	Farmer	BDC Member

Chairman is elected out of the above members on rotation basis. BTT Convener also acts as Member Secretary to FAC.

#### **Key functions of FACs**

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

### **BOX-IV**

#### **STATE LEVEL INTER DEPARTMENTAL WORKING GROUP [IDWG]**

In order to ensure effective coordination among the departments like agriculture, animal husbandry, fisheries, horticulture, soil conservation etc., a state level inter departmental working group is constituted under the chairmanship of the Agriculture Production Commissioner/ Secretary (Agriculture) with the following composition:

<b>Composition</b>		
1.	Agriculture Production Commissioner/ Secretary Agriculture	Chairman
2.	Secretary [Finance]	Member
3.	Secretary [Fisheries]	Member
4.	Secretary [Horticulture]	Member
5.	Secretary [Rural Development]	Member
6.	Secretary [Animal Husbandry]	Member
7.	Secretary [Soil Conservation]	Member
8.	Secretary [Women Development]	Member
9.	Secretaries of related departments [wherever necessary]	Member
10.	Vice Chancellor [s] of SAU[s]	Member
11.	Secretary [Agri.]/ Deputy Secretary [Agri.] Secretary	Member
<b>Key functions of IDWG</b>		
◆	To provide a mechanism for interactions with the Technology Dissemination Management Committee [TDMC] of the DAC [GoI], to guide the human resource development activity and to monitor the district level technology dissemination programme.	
◆	To oversee and support agricultural extension research activities being undertaken by ATMA and to make policy interventions on inter departmental matters including issues related to women in agriculture and co-ordination thereof.	

### **An Overview of Progress of ATMA Scheme in India**

1.32 The Centrally Sponsored Scheme “Support to State Extension Programmes for Extension Reforms” more commonly known as the “ATMA Programme” was launched on 7<sup>th</sup> May 2005 covering 267 districts of the country in 27 States/UTs in the first phase. The scheme is presently under implementation in 586 districts of 29 States and 2 UTs of the country. The DAC, MoA, GoI have taken a number of steps in collaboration with National Institute of Agricultural Extension Management (MANAGE) to facilitate the State Governments in implementation of this innovative scheme. The current status of institutional arrangements and operationalization of the scheme in the States is given hereunder:

- Inter-Departmental Working Groups (IDWGs) have been constituted in all the 29 implementing States and 2 UTs.
- All the States have set up State Level HRD Institutions namely, SAMETIs.
- ATMA Governing Boards (GB) and Management Committees (MC) have been notified in all the 586 ATMA districts.

- Block Technology Teams (BTT) in 3774 blocks and Farmer Advisory Committees (FAC) in 3550 blocks of the country have been operationalised.
- SREPs of 583 districts in the country have since been prepared.
- State Extension Work Plans (SEWPs) in respect of 511 ATMA districts in 27 States and 2 UTs were approved for during 2008-09 and a sum.
- A sum of Rs.193.01 crore has since been released to the States and MANAGE for implementation of the scheme.
- The annual budget outlay for the scheme during the XI<sup>th</sup> five year plan is given hereunder :-

2007-08	:	Rs. 230 Crore
2008-09	:	Rs. 298 Crore
2009-10	:	Rs. 298 Crore
2010-11	:	Rs. 676.99 Crore
2011-12	:	Rs. 789.50 Crore

1.33 Major achievements under the scheme since inception of the scheme in 2005-06 upto March 2009 are detailed below:

- (i) Farmer Oriented Activities viz. Exposure Visits, Trainings, Demonstrations, Field Days, Kisan Goshties, Kisan Melas etc. – Over 76 lakh farmers including 19.50 lakh farm women (26%) have been benefited.
- (ii) Commodity based Farmer Interest Groups (CIGs/FIGs) – 36682 CIGs/FIGs have since been mobilized at village level.
- (iii) Farm Schools – 6919 farm schools have since been set up in the field of outstanding farmers.

### **NEED FOR THE PRESENT STUDY**

1.34 The Extension Reforms Programme introduced during 2005-06 by the DAC, MoA, GoI is a major intervention in addressing the constraints as observed in T & V and post T & V system by making the extension system farmer driven and farmer accountable by way of new institutional arrangements for technology dissemination in the form of ATMA. The Government of India has devised in-built mechanism for monitoring and evaluation of the ATMA programme on a periodic basis. The activities at district level are monitored by the ATMA Governing Board at periodic intervals while at the State level; the scheme is monitored through an Inter Departmental Working Group (IDWG) functioning under the Chairmanship of Agriculture Production Commissioner (APC) or the Principal Secretary (Agriculture) of the State. The monitoring mechanism includes quarterly reports, field inspections, workshops, etc. In addition to departmental monitoring, the scheme also envisages third party

monitoring and evaluation to be organized as a state level activity. This apart, there is also a provision for centralized evaluation and impact assessment of the programme.

- 1.35 The performance of agricultural development programmes always has a mixed response in attaining the desired objectives and even well conceived agricultural projects in the past have suffered from implementation problems. An effective monitoring and evaluation mechanism is an essential component for the success of any project, particularly, where multiple agencies are involved in implementation with a very diverse target group. The periodic evaluation of the programme by an independent and unbiased third party will enable an objective assessment of the achievements of the programme interventions in terms of project targets & goals so as to facilitate the Government of India to undertake mid-course corrections in the scheme, if required, to make the programme more effective. The aim is to assess the degree of attainment of project objectives to bring about needed interventions in terms of introducing required strategic changes in project implementation. Usually, it is experienced that the internal monitoring remains a routine type of supervision with inherent bias of top down administrative machinery. Thus, effective monitoring and evaluation system helps in indicating the path of progress of the project through the project implementation process and puts the project on right track by facilitating timely corrective measures.
- 1.36 The present study aims at assessing the project impact on the target beneficiaries and in reforming the extension system in respect of various processes envisaged under the scheme and to make suitable recommendations for improving impact of the new system. The evaluation of extension impact involves measuring the relationship between extension and farmers' knowledge, adoption of better practices, utilization of inputs and ultimately farm productivity and profitability and the related improvement in farmers' welfare.