

GUIDELINES

FOR

**MODIFIED 'SUPPORT TO STATE EXTENSION
PROGRAMMES FOR EXTENSION REFORMS'
SCHEME, 2010**

**DEPARTMENT OF AGRICULTURE & COOPERATION
MINISTRY OF AGRICULTURE
GOVERNMENT OF INDIA**

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TABLE OF ABBREVIATIONS

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

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

GUIDELINES FOR MODIFIED CENTRALLY SPONSORED SCHEME 'SUPPORT TO STATE EXTENSION PROGRAMMES FOR EXTENSION REFORMS', 2010

EXECUTIVE SUMMARY:

The Centrally Sponsored Scheme “Support to State Extension Programmes for Extension Reforms” is an ongoing scheme being implemented since 2005-06. This Scheme is now operational in 591 rural districts of the country. The institutional mechanism for extension under the Scheme has hitherto been as follows:

- SAMETI is the State level institution catering to the training and HRD needs of extension functionaries.
- Agriculture Technology Management Agency (ATMA) is responsible for coordination and management of agricultural extension related work in the District.
- Block Technology Team (BTT) consisting of line department representatives in the Block.
- Farmers Advisory Committees at Block level comprising a group of farmers to advise and provide inputs to the BTT.

The Scheme did not provide for dedicated manpower support at State, District and Block levels. The work pertaining to ATMA was mostly being looked after by officers of State Departments as an additional charge. Moreover, the extension system below the Block level was not optimal. Consequently, the implementation of the Scheme in the field could not show the desired impact.

4. The Scheme has now been modified and strengthened with a strong manpower, infrastructure and activity as summarised below:

- (i) Provision of specialist and functionary support at different levels viz. State Coordinator and faculty & supporting staff for SAMETI at State level, Project Director, Deputy Project Directors and supporting staff at District level and Block Technology Manager and Subject Matter Specialists at the Block level;
- (ii) Innovative support through a 'Farmer Friend' at Village Level @ 1 Farmer Friend per two villages;
- (iii) Revision in ATMA Cafeteria (i.e. list of extension related activities to choose from) to include some additional activities and to provide for enhanced unit costs for some of the activities;
- (iv) Farmers Advisory Committees at State, District and Block levels comprising a group of farmers to advise and provide inputs to the administrative bodies at each level;
- (v) Support to SAMETIs for creating essential infrastructure; and
- (vi) Delegation of powers to State Level Sanctioning Committee (SLSCs), set up under Rashtriya Krishi Vikas Yojana, to approve the State Extension Work Plan (SEWP) prepared under the Extension Reforms Scheme.

I. BACKGROUND AND STRATEGY

1.1. BACKGROUND:

- 1.1.1.** Extension Reforms in India were pilot tested in 28 Districts of 7 States under Innovations in Technology Dissemination (ITD) component of World Bank funded National Agricultural Technology Project (NATP) during the period from November, 1998 to April, 2005. This successful experiment served as a basis to launch the Scheme “*Support to State Extension Programmes for Extension Reforms*” in its first phase since 2005-06. The Scheme was later up-scaled to 252 districts during the 10th Plan.
- 1.1.2.** The resolution made by the National Development Council (NDC) in the year 2007 highlighted the need for revamping & strengthening the extension system to provide for improving the skill levels of the farming community and harnessing the potential of ICT in villages.
- 1.1.3.** The National Policy for Farmers, 2007 (NPF) envisaged support to State Governments for strengthening the extension machinery through re-training and retooling of existing extension personnel. The NPF also stressed on promoting farmer-to-farmer learning by setting-up Farm Schools in the fields of selected farmers who could lead by example.
- 1.1.4.** On the basis of experience gained during the implementation of the Extension Reforms scheme from 2005 to 2009 and after consulting the State Governments, the Government of India has revised the ongoing Centrally Sponsored Scheme “Support to State Extension Programmes for Extension Reforms” by modifying and strengthening the earlier Scheme. **A detailed circular about the revised scheme was issued on 16.04.10 to enable the State Governments to finalise their Work Plan well in time.**

1.2. BROAD FEATURES OF THE SCHEME:

1.2.1. The pre-revised Scheme (which has been modified now with effect from April, 2010) benefited farmers through extension functionaries by imparting training and involving them in exposure visits, demonstrations, study tours, exhibitions etc. This entire gamut of extension related activities was broadly termed as ATMA Cafeteria. A new institutional arrangement in the form of ATMA at the district level was created for coordinating the extension activities. Similarly, the State Training Institutes popularly known as SAMETIs were entrusted with the task of training of extension functionaries at the State level. However, in the absence of dedicated manpower and infrastructure at SAMETI & ATMA level, the extension delivery mechanism could not function efficiently. The focus had been more on implementation of activities rather than systemic reforms viz. bottom up planning, multi-agency extension strategy, gender mainstreaming, coverage of allied sectors & convergence. The formal extension mechanism below the Block level was mainly through Farm Schools. Though Farm Schools have been an effective mode of ensuring farmer-to-farmer extension, their outreach has been limited. Moreover, due weightage to size of the States in terms of number of Blocks was not given in the pre-revised Scheme.

1.2.2. The Revised Scheme provides for dedicated specialist and functionary support to take up training and extension initiatives at State, District and Block level. Besides this, improvement in extension outreach right down to the village level is expected to be achieved through Farmer Friend. Infrastructure and manpower support to SAMETIs will give a boost to the HRD and capacity building of extension functionaries. The cost norms of selected ongoing activities have also been revised and some new need-based activities have been introduced under ATMA Cafeteria, 2010.

1.3. OBJECTIVES:

1.3.1. The Revised Scheme shall focus on the following key extension reforms as objectives of the Scheme:

- Providing innovative, restructured and autonomous institutions at the state/district/ block level.
- Encouraging multi-agency extension strategies involving Public/Private Extension Service Providers.
- Ensuring an integrated, broad-based extension delivery mechanism consistent with farming system approach.
- Adopting group approach to extension in line with the identified needs and requirements of the farmers in the form of CIGs & FIGs;
- Facilitating convergence of programmes in planning, execution and implementation.
- Addressing gender concerns by mobilizing farm women into groups and providing training to them.
- Moving towards sustainability of extension services through beneficiary contribution.

1.3.2. The above objectives shall be met through strengthened institutional arrangements, dedicated manpower and revamped strategy as described in para 1.4. below.

1.4. STRATEGY

The Revised Scheme will be implemented through the institutional mechanism as detailed below:

1.4.1. 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).

(ii) The SLSC will be supported by the Inter Departmental Working Group (IDWG). **IDWG is responsible for day-to-day coordination and management of the Scheme activities within the State.**

(iii) The State Nodal Cell (SNC) consisting of the State Nodal Officer and the State Coordinator (along with 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 and its approval by the SLSC. The SNC will then convey the approval and monitor implementation of these work plans by 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 as well as trainees.

1.4.2. 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 GB will be assisted by the District ATMA Cell comprising PD ATMA, Dy. PDs and Staff in the discharge of its functions. **ATMA Management Committee** is the executive body looking after implementation of the scheme. District Farmers Advisory Committee is a body to provide farmer's 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 1.4.7.

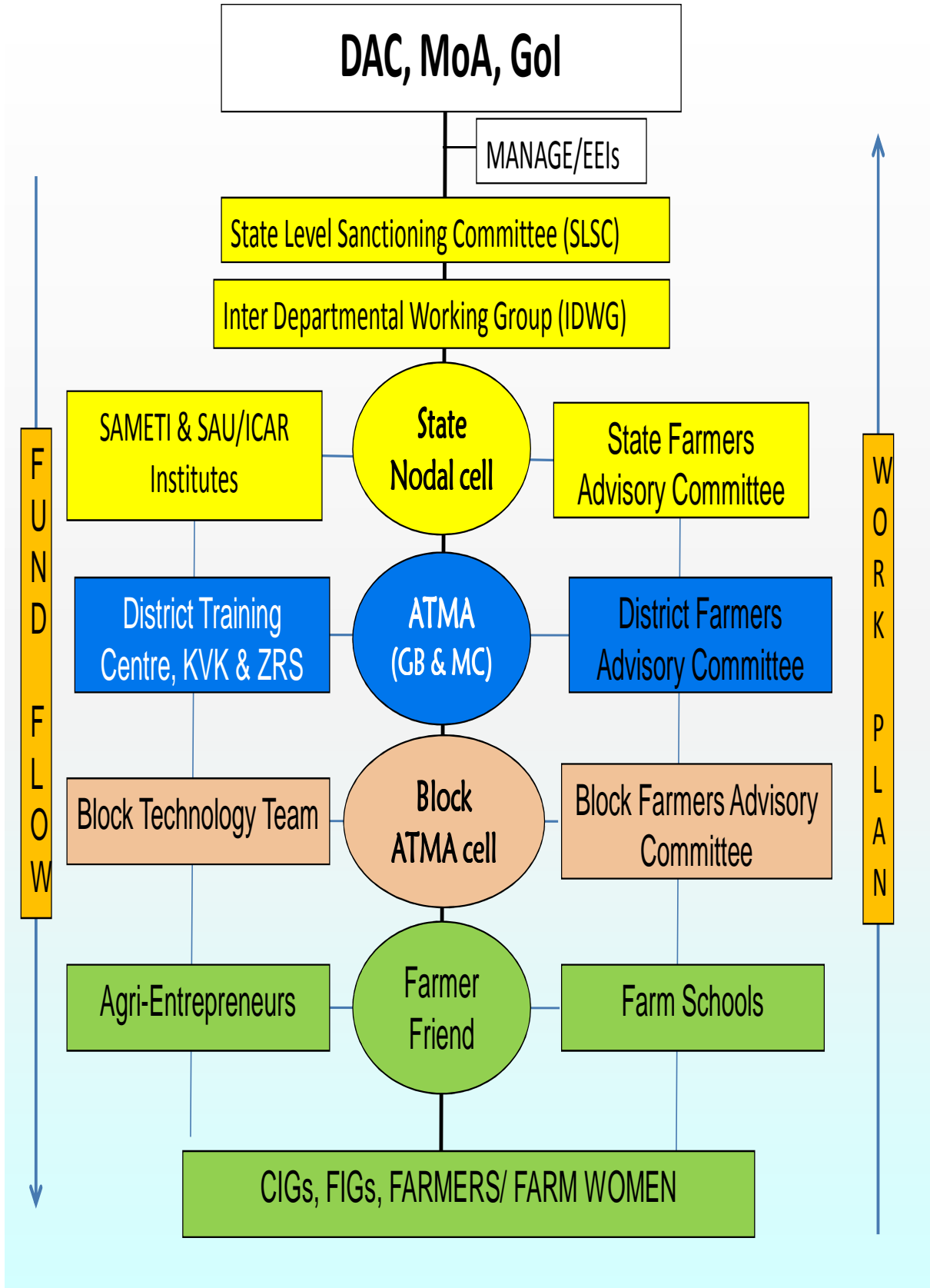
1.4.3. Block Level:

At the Block level, two bodies viz. **Block Technology Team (BTT)** (a team comprising officers of agriculture and all line departments within the block) and **Block Farmers Advisory Committee (BFAC)** (a group exclusively consisting of farmers of the block) shall continue to function jointly (with the latter providing farmers' feedback and input). BFACs shall represent Farmer Interest Groups (FIGs) / FOs existing within the block on rotation basis to advise the BTT. **The Block ATMA Cell consisting of these two bodies, Block Technology Manager and Subject Matter Specialists will provide extension support within the Block, through preparation and execution of Block Action Plans (BAPs).**

1.4.4. 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).** The FF will be available in the village to advise on agriculture and allied activities. The FF will mobilize farmers' groups and facilitate dissemination of information to such groups, individual farmers and farm women directly through one to one interaction individually or in groups and also by accessing information / services on behalf of farmers as per need through Common Service Centres (CSC) / Kisan Call Centres (KCC).
- (ii) Wherever available under their respective Schemes, **Agri-entrepreneurs** will supplement the efforts of extension functionaries by making quality inputs available to the farmers and by providing them critical technical advice.
- (iii) **Farm Schools** will serve as a mechanism for farmer-farmer extension at 3 to 5 focal points in every Block.

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



1.4.6.Participatory Bodies: The following participatory bodies shall be set up at various levels in the State.

- State Level: Inter- Departmental Working Group (IDWG)

SAMETI Executive Committee

State Farmers Advisory Committee (SFAC)

- District Level: ATMA Governing Board

ATMA Management Committee

District Farmers Advisory Committee (DFAC)

- Block Level: Block Technology Team (BTT)

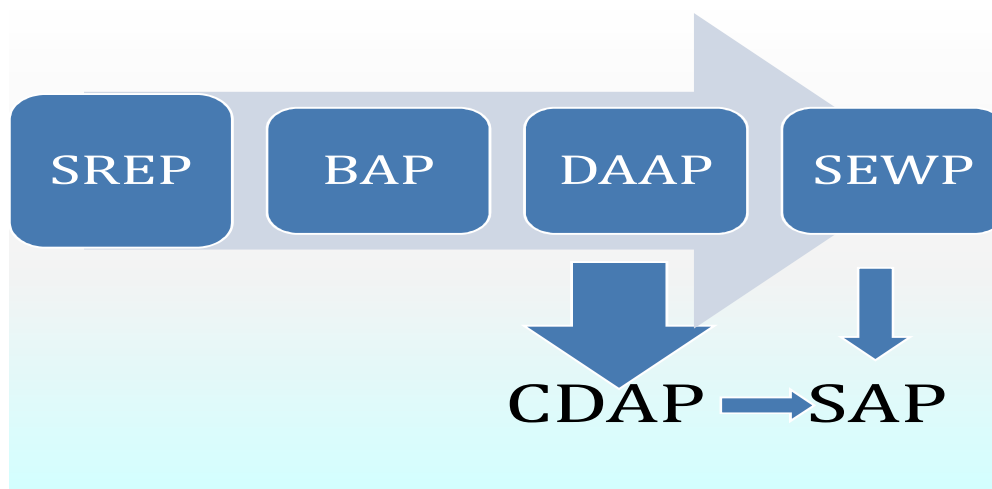
Block Farmers Advisory Committee (BFAC)

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

1.4.7. 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 and dissemination in all agriculture and allied sector areas/ activities. SREPs will be prepared for new districts in coordination with the line departments, Krishi Vigyan Kendras (KVKs), Panchayati Raj Institutions (PRIs), Private Sector, farmers and other stake-holders at the district level.

- **These SREPs shall be revisited after every five years 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).



1.4.8. Components of the Scheme:

The Revised Scheme has two sub-sets of activities:

- (i) **Specialist and Functionary Support at various levels which has to be necessarily put in place over the years as per the approved phasing and availability of funds.** However, in the case of States which are already having the same/higher numbers of dedicated extension functionaries possessing similar qualifications & experience as approved under the Scheme and detailed at **Annexure-II (a)** and **Annexure III (b)**, the required number of persons will get reduced accordingly. **Specialist and functionary support could be availed at**

State, District, Block and Village level to an overall extent of 50% during 2010-11, subject to availability of funds with the States.

Within this ceiling of 50%, the States may evolve their own priorities for filling up these posts at various levels. Increasingly higher percentage targets for manpower (out of the total numbers given in the next chapter) will be earmarked for subsequent year(s).

(ii) Cafeteria of Activities

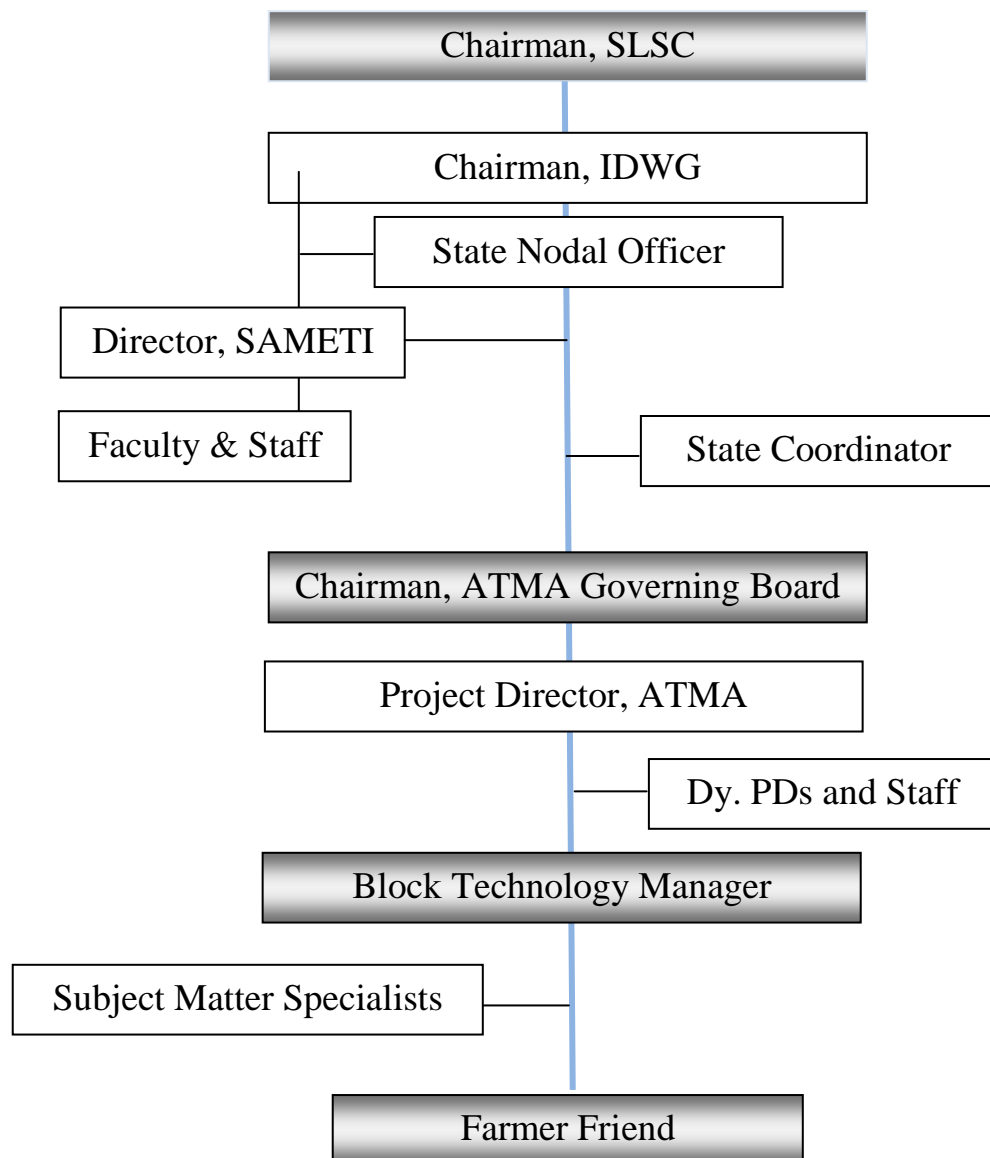
Besides the essential component of dedicated manpower, a Cafeteria of Activities has been prepared and placed at Annexure-II. The States may choose locally suitable activities from the Cafeteria. Keeping in view the availability of funds, the expenditure has to be optimized to support a limited percentage of activities out of the Cafeteria to be performed in a given year. This gives requisite flexibility to the States to prioritize their activities.

II. SPECIALIST & FUNCTIONARY SUPPORT

2.1. STRENGTHENING OF EXTENSION RELATED MANPOWER:

Strengthening of extension related man power is proposed at three levels viz. State, District and Block level. Roles and responsibilities of extension related manpower provided under this Scheme have been given in Annexure-III (a). A statement showing specialist and functionary support approved for various levels, details of staff/ posts at each level, mode of recruitment, proposed emoluments and suggested qualifications is at Annexure-III (b).

The hierarchical structure of officials under Revised ATMA Scheme is as follows:



2.1.1. State Level:

(i) State Nodal Cell: The State Nodal Cell will consist of State Nodal Officer, State Coordinator and supporting staff. The State Nodal Officer (SNO) shall be designated by the State Government, which will also provide requisite ministerial support. 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 or equivalent) in overall management of agricultural extension system within the State, one State Coordinator has been approved for each State/ Union Territory. The State Coordinator is to be engaged on contract basis under this Scheme. The functions of State Coordinator are given in **Annexure-III (a)**. The State Coordinator will function under the overall supervision of State Nodal Officer.

(ii) SAMETI: In order to ensure regular training and skill upgradation of State and District / Block level extension functionaries and for reaching out to the grass root level extension functionaries and farmers through field visits, the following manpower is provided for SAMETI in each State. **The 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, the 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-III (a)**.

The overall staff position at State level is given below.

Posts No. of Blocks	State HQ.	SAMETI				Total Staff
	State Coordinator	Director	Dy. Director	Accountant / Clerk	Computer Programmer	
< 100	1	1	4	1	1	8
100 – 400	1	1	8	1	1	12
> 400	1	1	12	1	1	16

2.1.2. 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:

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

The Project Director ATMA shall report to the Chairman, ATMA GB and the two Deputy PDs would work under the administrative control of PD, ATMA. The duties & responsibilities of PD & Deputy PD are given at **Annexure-III (a)**. The PD, ATMA shall also function as Chairman of ATMA Management Committee.

2.1.3. Block Level:

(i) **One Block Technology Manager (BTM) is being provided under this Scheme in each Block to co-ordinate the ATMA related activities of the BTT and FAC. BTM will work under the overall supervision of the BTT Convener for all ATMA related activities.** The BTM will perform the following functions:

- Assist the BTT in preparation and implementation of Block Action Plans;

- Operationalization of Farm Schools (key activity to promote farmer-to-farmer extension);
- Organization of and technical interaction with Farmers' Interest Groups & Commodity Interest Groups (organization of farmers around a particular commodity); and
- Maintain an inventory of all FIGs / FOs within the Block.

Besides this, BTM will also assist the BTT in carrying out functions listed at **Annexure- I (e)**.

(ii) **Two Subject Matter Specialists (SMSs) are to be placed in each Block exclusively for delivery of extension services in agriculture and allied sectors as per priority areas for various Blocks.**

The areas of expertise of these SMSs will be decided based on priorities for various Blocks. These SMSs shall be provided requisite connectivity and mobility to perform the following functions.

- Through the Block level officers of the Agriculture and allied departments and Block Technology Manager, these SMSs will provide necessary inputs to Common Service Centres and Kisan Call Centres.
- With the technical support from the BTM, they are also expected to provide requisite technical and knowledge support to Farm Schools, Farmer Friends, farmers' groups and farmers in general.

The BTM and SMSs at Block Level will be engaged by Project Director (PD), ATMA on contract basis through a mechanism identified by the States. While the SMSs 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 & SMSs 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.

2.2. MODE OF RECRUITMENT:

- (i) The posts of State Coordinators, BTM & SMS at Block level and Computer Programmer (at State & District Level) are to be filled on contract basis with lump-sum remuneration. **All other posts may be filled by deputation/secondment/appointment/selection from among eligible candidates in the Government Departments/Organisations or the private sector for the scheme period or such other mode as the State Government may deem appropriate.** If the State Government deems appropriate in order to have the functionaries in place quickly, regular vacancies also may be filled on contractual basis, by limiting the total remuneration to the gross emoluments at the minimum of scale, till the time these vacancies are filled using any other mode indicated above. The contractual staff may be preferably engaged through an agency identified by the State in view of the long term ramifications of hiring contractual staff directly. **Even if contractual employees are hired through a placement agency, it must be ensured that employees get at least the emoluments stipulated in these Guidelines by insisting on payment by cheque to them. The service charges for the agency could be met from the operational expenses provided at State, District and Block levels in the ATMA cafeteria.** The States may also follow any other procedure prevalent in the State for hiring contractual staff.
- (ii) If the officer entrusted with the responsibility of engaging / appointing is performing his / her duties as an additional charge, he / she should proceed with the selection / appointment process instead of waiting for a regular incumbent to join.

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

It is necessary to identify and groom progressive farmers to act as focal points at village level. A progressive farmer identified as Farmer Friend (FF) will be placed @ one FF per two census inhabited villages. The FF will help in activating the much-needed village-based, bottom-up planning process and serve as vital link, between extension system and farmers at village level. Farmer Friend will lead by example and is expected to have up-graded skills and would be available in the village to advise on agriculture and allied activities. **The Farmer Friend will be engaged by BTM on a resolution of Gram Panchayat (GP), which will, in turn, consult FIGs working in the Panchayat area.**

(i) FFs will not be paid any cash-compensation but it is proposed to provide them with a special opportunity for up-gradation of skills through trainings, study tours and visits to SAUs / other institutes. An amount of Rs.2000 per Farmer Friend per year is proposed for this purpose which will be supplemented equally, by State Governments. Hence, a total sum of Rs. 4,000 per Farmer Friend per year will be used to meet contingency expenditure which he incurs towards discharge of his duties as a Farmer Friend.

(ii) Since male farmers are involved **in varied agricultural activities which may require their frequent movements outside** the village, more women farmers may be involved as 'Farmer Friends'. Women Farmer Friends will also be helpful in reaching out to women farmers / farm women.

III. CAFETERIA OF ACTIVITIES

3.1. REVISED ATMA CAFETIARIA:

Some additional / new activities and enhanced unit costs for a few existing items, as indicated in bold and italics, have been included in the Revised Cafeteria of Activities as given at **Annexure-II**. This Revised ATMA Cafeteria has now been termed ***Cafeteria of Activities, 2010 (Annexure-II)***. The Cafeteria provides support for State, District and Block level activities. Support for innovative activities is also provided at all levels.

3.1.1. State Level:

(i) Infrastructure Support: The State level activities include support for upgrading state level training institutions such as SAMETIs as per the scale given below:

- Rs.0.75 crore per SAMETI (for SAMETIs catering to States with less than 100 Blocks)
- Rs.1.00 crore per SAMETI (for SAMETIs catering to States having 100 to 400 blocks);
- Rs.1.25 crore per SAMETI (for SAMETIs catering to States with more than 400 blocks).

This support is provided to meet capital expenses related to civil/ electrical works and other necessary infrastructure in the SAMETIs. Since sufficient funds have been provided under operational expenses/ vehicle hiring/ POL to hire a vehicle on regular/ temporary basis and to purchase POL for vehicles already available, the support does not include purchase of any new vehicles by SAMETIs.

(ii) Human Resource Development (HRD): Regular capacity building of SAMETI faculty in thematic areas can be undertaken through apex level institutions such as National Institute of Agricultural Extension Management (MANAGE) in collaboration with ICAR Institutes/ State Agricultural Universities (SAUs) including Extension Education Institutes (EETIs) being supported by Department of Agriculture and Cooperation. Capacity building

of technical staff of agriculture and other line departments at various levels in States may be organized by SAMETI in collaboration with SAUs and KVKs. In addition, one year PG Diploma in Agriculture Extension Management is provided by MANAGE for public extension functionaries of all States, through Distance Education mode, for which support is being provided under the Scheme.

(iii) Other Activities: The Cafeteria also supports organization of Agri-Exhibitions, Regional Fairs, Krishi Expos, Rewards and Incentives, Farmer Awards, and Monitoring and Evaluation of the Scheme 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

Farmer Oriented Activities include development of SREP, mobilization of farmer groups, training/ exposure visit of farmers, arranging demonstrations, all aimed at empowering farmers and improving their participation in technology dissemination process. Under the category **Farm Information Dissemination**, local level agricultural exhibitions, information dissemination through printed materials and development of technology packages in electronic form are covered. **Research-Extension-Farmer** (R-E-F) linkages based activities include organization of Farmer-Scientist Interaction at local level, organization of Field-days and Kisan Goshties and support for local level researchable issues which emanate from SREP.

3.2. CAFETERIA GUIDELINES:

3.2.1. Earmarking of Funds: Funds for District level activities will be used in such a manner that on the whole 55% resources are for Farmer Oriented Activities; 10% for Farm Information Dissemination Activities; 7% for R-E-F linkages. Administrative Expenditure including TA/DA, hiring of vehicles and POL and operational expenses at District / Block level shall not exceed 28%. However, this ceiling of 28% does not include staff salary component (viz. Specialists & Functionary Support) which will be as per actuals in keeping with the norms stipulated in **Annexure-III (b)**. Thus, the States should compute their budgetary requirements for manpower support as per mode of recruitment and likely emoluments. **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 internally in writing, ATMA Governing Board (GB) may go beyond these ceilings by up to 10% without exceeding overall allocation. 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 10 % from the prescribed norms/ ceilings or any activity not specified in the Cafeteria 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 SMSs at Block will be available on mobile phone, to provide information of immediate importance to Farmer Friend, FIGs and farmers. Alerts on weather, incidence of pest and diseases and other crop related important

matters will be sent through mobile network. Basic IT infrastructure has been provided to SAMETI and ATMA under the Scheme during Tenth Plan Period. Some blocks have also been provided equipments under AGRISNET and other schemes. These equipment will be fully utilized for extension related activities. In new SAMETIs/ ATMAs, requisite IT and other related equipment can be procured under AGRISNET / RKVY schemes. However, any existing SAMETI/ATMA which has not yet spent funds for purchase of IT equipment already provided to it under the original Scheme, the unspent balance on this account may be used for procuring equipments as per the unit costs currently approved under AGRISNET Project. **The faculty members of SAMETI, officers of ATMA, BTMs and SMSs will also be required to be mobile throughout their jurisdiction. They should also be accessible on their cellular phones.** A specific provision to ensure mobility and connectivity of the BTMs and SMSs has been kept in their emoluments.

3.3. 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 Chapter 4.1.2. 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, 2010. Cost norms for operationalising Farm Schools have been rationalised as given in **Appendix-II**. Ceilings fixed on individual items now shall be adhered to.

3.4. 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 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.
- v. CIGs should maintain proper register & records (commodity / proceedings / savings / accounts).

3.5. INVOLVEMENT OF AGRI - CLINICS & AGRI-BUSINESS CENTRES:

- i. 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).
- ii. Agri-preneurs 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.

3.6. SETTING UP OF COMMUNITY RADIO STATIONS (CRSs)

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

- iii. Registration at the time of application should be at least three years old.
- iv. 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.
- v. 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 authority.
- vi. 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.
- vii. Detailed Guidelines for Funding of Community Radio Stations are available at <http://agricoop.nic.in/radiocguidelines.pdf> .

IV. OTHER OPERATIONAL MATTERS

4.1. OTHER OPERATIONAL MATTERS:

4.1.1 Extent of coverage: The Revised 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.

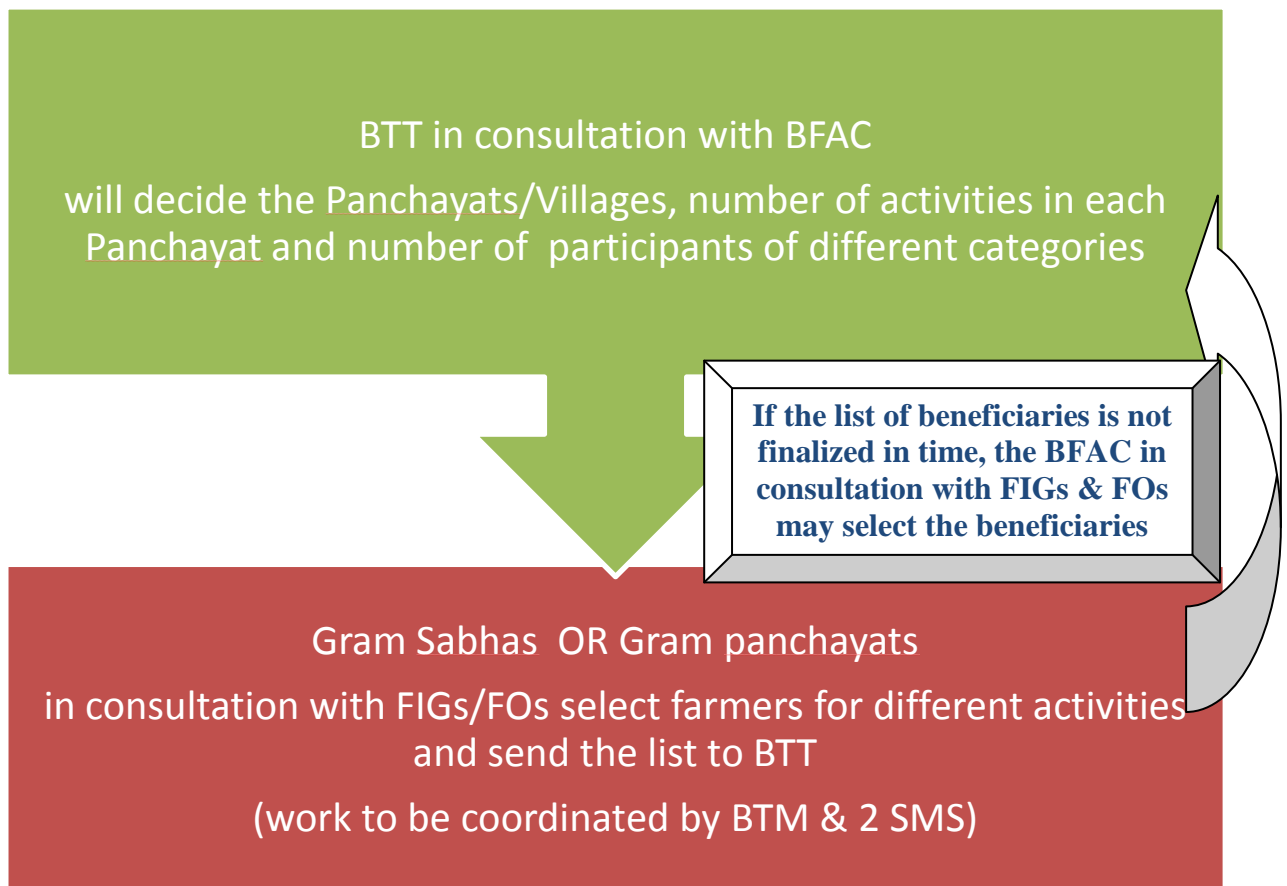
4.1.2. Selection of beneficiaries:

(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:

- **Preferably, 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.** However, in some peculiar cases, commonality of approach under area specific projects / schemes or other administratively pragmatic factors may also be given due consideration for reasons to be recorded in writing and conveyed to ATMA.
- 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 BFAC in consultation with BTT (through BTM), 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 following the

existing procedures, if any, or as the States may deem appropriate.

It should be ensured that no farmer gets double benefits of the same kind from different schemes.

4.1.3. Common Issues related to ATMA Cafeteria 2010 (Annexure II):

- i. Minimum 10% of Beneficiary Contribution should be ensured for the four activities aggregated at state level namely – Farmers’ Training (B-2); Demonstration (B-3); Exposure Visits (B-4) and Capacity Building of farmers groups (B-5) listed in the Cafeteria. **However, the beneficiary contribution in respect of SC, ST, Women beneficiaries as well as for beneficiaries belonging to North Eastern and Hilly States would be 5 percent.**
- ii. 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.
- iii. 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.
- iv. Operational Expenses in Serial No. A.8 (b) under State Level Activities, Serial No. B.14 of District and block level Activities and Serial No. D.1 of Innovative Activities include technical assistance, consultancies, special studies, workshops, library, internet, telephone and other contingencies including accommodation for BTT-FAC meetings. The cost for hiring of vehicles, POL and expenses on FAC meetings, if any, could also be booked under operational cost at block level (B.14).

- v. 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.
- vi. **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 & approve SEWP and carry out periodic monitoring.** In exceptional cases, the existing procedure for approval of SEWP through IDWG at the State level and Technical Committee of DAC 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.
- vii. Programmatic funds should be spent on rainfed areas at least in proportion to the extent of rainfed areas in the district.
- viii. The Ceilings under Farm Information Dissemination activities (B 8, 9 &10) have been enhanced to facilitate the State Governments to organise Agriculture and Farmer Development Workshops & Exhibitions. Therefore, the States may give adequate attention to such activities.
- ix. **Recognition of achievement of progressive farmers acts as an inspiration to other farmers in the area to adopt modern and other appropriate agricultural practices. Such awards also create a healthy competition among farmers to enhance productivity and performance.** ATMA Cafeteria, 2010 (A-7, B-6) has a provision for rewarding the progressive farmers. The States should make use of these provisions not only to reward farmers but also to publish success stories.

V. CONVERGENCE OF EXTENSION WORK

5.1. CONVERGENCE:

5.1.1. Detailed Guidelines for achieving complementarities in training and capacity building have already been shared with the States vide D.O.letter no. 26(4)/2008-AE dated 04.12.2008.

5.1.2. Convergence of Manpower: 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 achieving Soil Health & Fertility to achieve complimentarity and check duplication of efforts and resources.**

5.1.3. Convergence with Research System: The Revised scheme for Extension Reforms 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 and in the Policy Committee at the national 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 for his colleagues in the KVK in respect of their respective areas of expertise.** Detailed Guidelines for achieving effective Research - Extension – Farmer Linkages are given at **Annexure V**.

- 5.1.4. 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. Moreover, necessary convergence is to be ensured through integration of 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). In addition, the Scheme also provides for active involvement of Panchayati Raj Institutions (PRIs) in the selection of beneficiaries for various farmer oriented activities, including selection of Farmer Friend.

5.1.5. Convergence with & Involvement of Non-Governmental Sector:

In order to ensure promotion of multi-agency extension strategies, and to implement scheme activities in Public-Private-Partnership (PPP) mode, **a minimum 10% of scheme allocation on recurring activities at district level is to be incurred through Non-Governmental Sector viz. NGOs, FOs, PRIs, cooperatives, para-extension workers, agri-preneurs, input suppliers, corporate sector etc.** The non-governmental implementing agencies will be eligible for service charge with a ceiling of 10% of the cost of extension activities (but no staff cost) implemented through them.

The Extension Work Plan involving non-governmental agencies may be prepared at the State level and approved by SLSC/ IDWG, without having to obtain recommendation of the BTT/ FAC and approval of ATMA, GB concerned. After SEWP has been approved by the SLSC, the State level functionaries shall facilitate necessary coordination between the non-governmental partner and ATMA institutions at the district level so that approved activities are implemented expeditiously. Funds to Non-Governmental Sector partner may also be released at the State level, at the discretion of the SLSC/ IDWG. Necessary funds for the purpose may also be retained at the State level.

States should select NGOs 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 NGOs. The States may enter into an MOU with the non-governmental agency and advise District ATMAs accordingly.

5.2. NETWORKING:

State level bodies/ officers viz. State Nodal Officer/ State 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 ALLOCAION, RELEASE AND UTILISATION

6.1. ALLOCATIONS AND SCHEME COST:

6.1.1. Allocation criteria and centre–state share: Financial allocations to the States will be in proportion to the number of blocks being covered. **The funding support under the Revised Scheme shall continue to be in the ratio of 90:10 (Centre : State) for all components except Farmer Friend where it will be in 50:50 ratio between the Centre and the States.**

6.1.2. State-wise Allocation: 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 in proportion to the number of Blocks in the State.** 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 allocation over and above tentative allocation already communicated to states will depend upon relative progress in implementation and pace of expenditure under revised ATMA scheme amongst various States and overall availability of funds. Additional support will be provided on *'first come first served basis'*. However, it is clarified that 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 to implementing agencies well before the commencement of sowing season, normally in two instalments. First instalment would be released on approval of SEWP and furnishing of physical/ financial progress report and Provisional UC for the funds released in the previous year. Unspent balance would be adjusted against releases in the subsequent year. The State will be required to submit a written request for funds. Release of second instalment will depend upon furnishing of the following documents:

- (i) Provisional Utilisation Certificate for the previous year
- (ii) Audited Utilization Certificates (AUCs) & Audited Statement of Expenditure (SoE) for the year before last
- (iii) Monthly and Quarterly progress reports for previous month/quarter
- (iv) Annual progress report for the previous year
- (v) Release of corresponding State's share against funds provided by Central Government upto last year.

Formats for (i) and (ii) above are given at **Annexure VI (a) & (b)** respectively.

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. Monitoring Committee constituted under Chairmanship of Additional Secretary, DAC, and Policy Committee headed by Secretary (A&C) at National Level will review, monitor and guide implementation of programme at DAC level.

7.1.2. Monthly and quarterly reports for each district are to be uploaded by the Project Director, ATMA in a web-based interface available at <http://dacnet.nic.in/extensionreforms> 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. July 1, 2010. 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 M&E from suitable agencies of the State. Third party monitoring of the Scheme has to be got done annually and reports be sent to DAC regularly. 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 SMSs at Block Level, Farm Schools, Demonstration Plots, Trainings, Exposure Visits and Farmers 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 will be provided for this purpose shortly.**

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 AES.

VIII. ANNEXURES

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:

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:

- (i) 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.
- (ii) The IDWG will meet in every Quarter

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 Stakeholders 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 related to use of Mass Media for information dissemination through State Level Committee constituted under Mass Media Scheme.
- ◆ To deal with any other policy issue related to implementation of the project, which emerges from time to time.

**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.

ANNEXURE-I (c)**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)	Vice-Chairman
3.	Joint Director / Deputy Director (Agri.)	Member
4.	Joint Director / Deputy Director (Hort.)	Member
5.	Joint Director / Deputy Director (Animal Husbandry/Fishery/Sericulture)	Member (one of them as per local priorities)
6.	A representative from ZRS	Member
7.	Programme Coordinator, Krishi Vigyan Kendra	Member
8.	One Farmer representative	Member
9.	One Livestock Producer	Member
10.	One Horticulture Farmer	Member
11.	Representative of Women Farmers Interest Groups	Member
12.	One SC / ST farmer representative	Member
13.	A representative of NGO	Member
14.	Lead Bank Officer of the District	Member
15.	A representative of District Industrial Center	Member
16.	Representative of Agriculture Marketing Board	Member
17.	Representative of input supplying Associations	Member
18.	A representative of trained input dealers who is also providing extension services	Member
18.	One Fisheries / Sericulture representative	Member
19.	A DRDA Representative	Member
20.	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 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 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. 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)	Member
17.	Two Deputy Project Directors	One of the Dy.PDs will be Member Secretary

- Note:
- (i) States may also consider to co-opting additional members, if required.
 - (ii) All farmer representatives are to be nominated by the District Farmers Advisory Committee by consensus or by majority.

Key functions of Management Committee (MC)

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

1. Carryout periodic Participatory Rural Appraisal (PRA) to identify the problems and constraints faced by different socio-economic groups and farmers within the district.

2. Prepare an integrated, Strategic Research and Extension Plan (SREP) for the district that would specify short and medium term adaptive research as well as technology validation and refinement and extension priorities for the district.
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 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 who will also chair the BTT meetings.

Key functions of Block Technology Team (BTT)

The key functions of Block Technology Team would be to -

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

- 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 LEVELS

- 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 Development 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, small & marginal and women farmers.

- (iv) Chairman shall be elected out of the above members on rotation basis. BTM shall also act as Member Secretary to BFAC.
- II. **District Farmers' Advisory Committee** shall comprise not more than 25 farmers (number will be restricted depending on the 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 (number will be restricted depending on the 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: 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. These

administrative bodies will consider suggestions given by these Advisory Committees based on technical feasibility and financial viability (including availability of funds).

- ◆ 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.

Note: Newly included/ modified items in the Cafeteria are given in Bold and Italics.

ANNEXURE – II
ATMA CAFETERIA 2010

**CAFETERIA OF ACTIVITIES UNDER THE SCHEME ‘ SUPPORT TO STATE EXTENSION PROGRAMMES FOR EXTENSION REFORMS’
AND ASSOCIATED COST CEILINGS/ NORMS**

(Amount Rs. In Lakhs)

A. STATE LEVEL ACTIVITIES					
S. No.	Indicative activities to be taken	Cost norms			Remarks
		Unit	Ceiling on Unit Cost Norms	Proposed Ceiling for Activity	
1	2	3	4	5	6
A.1	Monitoring & evaluation				
	(a) Supporting State M & E Unit - Providing computer infrastructure including systems up-gradation & connectivity.	Per M & E unit.	2.00	2.00	One Time
	(b) Quarterly review workshops and R-E Interfaces (pre-seasonal).	Per workshop/ Interface	0.50	2.00	Max. 4 Workshops
	(c) Third party Monitoring & Evaluation.	Annually	<i>Up to 20.00</i>	<ul style="list-style-type: none"> • <i>10.00 Lakh for states below 100 blocks</i> • <i>15.00 Lakh for states with 100 to 400 blocks</i> • <i>20.00 Lakh for states with over 400 blocks</i> 	
	(d) Expenses for Inter Departmental Working Group on extension reforms and other contingencies including Operational support TA/ DA, hiring of vehicle/ POL and contingencies for SNO & State	Per year	<i>Up to 6.00</i>	<ul style="list-style-type: none"> • <i>2.00 Lakh for states below 100 blocks</i> • <i>4.00 Lakh for states with 100 - 400 blocks</i> 	This includes operational expenses for SFAC

	Coordinator.				• 6.00 Lakh for states with over 400 blocks
A.2	Training courses – National/ Inter State / within the state (SAMETI) level – fee for IGNOU courses – Both Govt. & Non-Govt. extension functionaries (including PRIs, NGOs, para extension workers, entrepreneurs, agri-clinics, agri-business centres, input suppliers, corporates, Farmer Friends, SMSs BTM, Project Director, Dy. Project Director, Director SAMETI & Faculty of SAMETI etc.)	Per participant Per day	0.015	Avg. 1.50 per block	<ul style="list-style-type: none"> • Avg. 5 functionaries per block • Maximum period not to exceed 20 days
A.3	Exposure visit of extension functionaries to progressive states (A group of minimum 5 participants).	Per participant per day	0.01	Avg. 0.50 per block	<ul style="list-style-type: none"> • Avg. 5 functionaries per block • Maximum period not to exceed 10 days excluding journey time
A.4	Organization of state level exhibitions/ kisan melas/ fruit/ vegetable shows etc.	Per year		5.00	
A.5	Krishi Expo and Regional Fairs • Participation in Krishi Expo/ Regional Fair organized by DAC.	Per State	1.50	1.50	
A.6	Rewards & incentives - Award for best performing district ATMA	Annually per district	1.00	1.00	
A.7	Farmer Awards – Best farmers representing different enterprises. • State level	per year per farmer	0.50	5.00 per state	10 farmers per state
	• District level	per year per farmer	0.25	2.50 per district	10 farmers per district.
A.8	Upgrading and restructuring of apex State level training institutions for greater autonomy/ private initiatives to respond to changing				

	requirements as a State Agricultural Management and Extension Training Institute (SAMETI).				
	(a) Operational expenses	Per year	-	Avg. 0.14 per block with a minimum of 9.00 per SAMETI	This includes travel expenses for SFAC
	(b) Documentation of success stories etc. (preparation and dissemination).	Per year	-	3.00	
	(c) Vehicle hiring and POL	Per year		3.00	
	Non – Recurring (d) Equipment	One time	-	6.00	One time grant, given to already established SAMETIs. New SAMETIs to get it under RKVY/ Agrisnet.
	(e) <i>One time grant for Infrastructure Support / building / maintenance & furnishing of training halls</i>	One time	-	<ul style="list-style-type: none"> • <i>Rs. 75 lacs for less than 100 blocks</i> • <i>of Rs. 100 lacs with 100-400 blocks</i> • <i>Rs. 125 lacs with more than 400 blocks.</i> 	

District Level Activities (For each district)

The distribution of resources for different activities to be taken up at district level from the given Cafeteria hereunder shall be as per the following broad categories:

◆ Farmer oriented activities	-	55%
◆ Farm Information dissemination	-	10%
◆ R-E-F Linkages	-	7%
◆ Administrative expenses (recurring)	-	<u>28%</u>
TOTAL :	-	100%

B. DISTRICT LEVEL ACTIVITIES					
S. No.	Indicative activities to be taken	Cost norms			Remarks
		Unit	Ceiling of Cost Norms (Max.)	Proposed ceiling for activity	
1	2	3	4	5	6
I. Farmer oriented activities					
B.1	Developing Strategic Research & Extension Plan (SREP)	Per district	2.50	2.50 per district	One time
B.2	Training of farmers (durations of not more than 7, 5 and 2 days respectively at various levels below)				
	a) Inter-State	Per farmer per day	0.01	Avg. 0.50 per block	Avg. 50 farmers days per block
	b) Within State	Per farmer per day	0.0075	Avg. 0.75 per block	Avg. 100 farmers days per block
	c) Within district level	Per farmer per day	0.004	Avg. 4.00 per block	- Avg.1000 farmers days per block
					- Cost norms are inclusive of travel cost by bus or second class sleeper.
B.3	Organizing demonstrations				
	a) Demonstration (Agri.)	Per demonstration	Up to Rs. 0.04 per demo* of 0.4 ha. as per Appendix-I	Avg. 5.00 per block	- Avg. 125 demonstrations per block
	b) Demonstration (allied sector)	Per demonstration	0.04 per demo for allied sectors	2.00 per block	- Avg. 50 demonstrations per block
	c) Farmer to farmer Technology Dissemination at demonstration plot	Per demo	0.015	1.875 per block	- Avg. 6 visit of 50 farmers at demonstration plot/site

B.4	Exposure visit of farmers – maximum duration of 10 days excluding travel time				
	• Inter State	Per farmer per day	0.006	Avg. 0.3 per block	Avg. 5 farmer per block for 10 days.
	• Within the State		0.003	Avg. 0.75 per block	Avg. 25 farmer per block for 10 days.
• Within District	0.0025		Avg. 0.25 per block	Avg. 100 farmers per block for one day.	
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	5.00 per district including 2.50 lakh for seed money	Avg. 20 groups per block
	b) Seed money /revolving fund	One-time Per group	0.10	-	Only on emerging/ high value/ high yield gap/ problematic crops/ areas preferably on cluster basis.
B.6	Rewards and incentives –	Per year per group	0.20	1.00 per district	Max. for 5 groups in a district.
	- Best organized group representing different enterprises (5 groups)				
B.7	Farmer Awards – best farmers representing different enterprises. * Block Level	Per year per farmer	0.10	0.50 per block	5 farmers per block.
II. Farm Information dissemination					
B.8	District level exhibitions, kisan melas, fruits/ vegetable shows.	Per district		4.00 per district	

B.9	Information dissemination through printed leaflets etc and local advertisements.	Per district	-	4.00 per district	Minimum 25% allocations are to be used for publicity of KCC & other Govt. Schemes.
B.10	Development of technology packages on electronic form to be shared through IT network.	Per package	0.20 (Cost of production of one CD)	2.00 per district	For production of max. 10 CDs.
III. Agricultural Technology Refinement, Validation and Adoption (Research-Extension-Farmer Linkages)					
B.11	(i) Farmer Scientist Interactions at district level 25 farmers for 2 days.	Per interaction	0.20	0.40 per district	For 2 interactions/ year
	(ii) 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/ BTM/ SMS within his respective district. The support includes that of Mobile Phone.
B.12	Organization of field days and Kisan Goshtis to strengthen Research – Extension – Farmer linkages (per block in each season).	Per programme Per Block	0.15	0.30 per block	For two seasons in a year.
B.13	Assessment, refinement, validation and adoption of frontline technologies and other short term researchable issues through KVKs and other local research centres.	Per district	As per the assessment of KVK/ Local research center/ &/or issues emanating from SREPs	5.00 per district	

	IV. Administrative / Capital expenses				
B.14	Establishment of ATMA like institutions				
	(i) Operational expenses including TA/ DA for district level	Per district Per year	-	6.50	This includes operational expenses for DFAC
	(ii) Hiring of vehicles and POL	Per district per year	-	1.50	
	(iii) Operational Expenses exclusively for block level (Including Hiring of vehicles and POL)	Per Blocks	-	0.30 per Block	This includes TA/ DA and other operational expenses for BFAC.
	(iv) Operational Expenses for BTM	Per Block	0.05/ block per month	0.60/ year per block	
	(v) Operational Expenses for SMS at Block level (including mobility in the field, mobile connectivity and other expenses).	Per Block per person per month	0.035	0.42	
	<u>Non – Recurring</u>				
	◆ Equipment	One-time	-	4.00	One time grant, given to already established ATMA's. New ATMA's to get it under RKVY/ Agrisnet.
	◆ Civil Works and Re-furbishing of ATMA office	-do-	-	2.00	Only for new ATMA's
B.15	Establishment of block level Farm Information and Advisory Centres (FIACs)	Per Block	1.30	1.3 per district [Maximum 10% of	For new ATMA districts

	– providing IT applications for effective connectivity.	One-time		blocks or 2 whichever is less]	
B.16	Farm School		Rs.29,414 (Concept and item- wise Cost Ceiling/ Norm is given at Appendix I). + Rs. 4000 per group of FS (as per the * at footnote of Appendix 1)	-	Minimum 3 F.S. per block.
C.	INNOVATIVE ACTIVITIES – STATE LEVEL				
C.1	Implementation of Extension Activities through Agri-Entrepreneurs trained under Agri-Clinic scheme or any other similar Scheme.	To be approved by IDWG.	As per norms approved in the Cafeteria.	No. of ATMA blocks X 0.25	
C.2	PG Diploma in Agricultural Extension Management through MANAGE	0.15 per beneficiary	3.75 per district	-	For 25 beneficiaries per district
D.	INNOVATIVE ACTIVITIES – DISTRICT LEVEL				
D.1	Support for district level Training Institutions – It may include both “Operational Expenses” * and Non-Recurring Expenditure.	One Institutions per ATMA district per year		5.00 per district	
D.2	(i)Setting up CRS	-	Rs. 14,55,000/-	54.00 /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 & half hr. of daily prog. i.e. 540 hrs/year		Rs. 12,87,800/-		

	c) 3 rd year for ½ hr. of daily prog. i.e. 183 hrs/year		Rs.4,30,050/-		
D.3	Farmer Friend	One FF/ 2 Village		0.04 /FF / Year	To be shared between Centre and State in the ratio of 50:50
E.	OTHER INNOVATIVE ACTIVITIES –				
E.1	Innovative activities – State component			25.00 per state	To be approved by IDWG.
E.2	Innovative activities – District component			Avg. 0.5 per block	To be recommended by ATMA & approved by IDWG

APPENDIX-I TO ATMA CAFETERIA – 2010

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 acres at same rates as approved under the Guidelines of National Food Security Mission for the crops mentioned therein. For other crops for which no rates are available under any of the existing schemes and programmes of the Government of India, rates may be decided by ATMA MC subject to a maximum of Rs. 4000 per acre 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. Savings on account of this circulation of capital assets can be used for meeting shortfall, if any, in travel expenses of experts.

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

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 (**Appendix-I- above**).
- 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.

SPECIALIST AND FUNCTIONARY SUPPORT ELIGIBLE UNDER THE SCHEME

Specialist and Functionary Support	Ceiling on Unit Cost Norms	Proposed Ceiling for Activity	Remarks
I. STATE LEVEL			
State Nodal Cell 1. State Coordinator (one)	Rs.30000/month	Rs.3,60,000/year	To support for one Coordinator per state.
II. 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-Clerk (one)	Pay Scales/ remuneration as per Annexure-III (b)		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)	Rs.12000/month	Rs.1,44,000/year	
III. DISTRICT AND BLOCK LEVEL			
A. AT DISTRICT LEVEL 1. Project Director, ATMA (one) 2. Dy. Project Director (ATMA) (two) 3. Accountant-cum-Clerk (one)	Pay Scales/ remuneration as per Annexure-III (b)		As per details given at Annexure-III(b)
4. Computer Programmer (one)	Rs.12000/month	Rs.1,44,000/year	
B. AT BLOCK LEVEL 1. Block Technology Manager (one)	Rs.15000/ month [in addition to Rs. 5000 as per item no. B.14(iv)]	Rs.1,80,000/year	
2. Subject Matter Specialists (two)	Rs.5000/month [in addition to Rs. 3500 as per item no. B.14(v)]	Rs.60000/year	

ANNEXURE-III (a)

DUTIES/ RESPONSIBILITIES OF THE SPECIALISTS AND FUNCTIONARIES

Sl. No.	Name of Agency/ Unit	Designation of Post	Duties/ Responsibilities
1.	Village	Farmer Friend (FF)	<ul style="list-style-type: none"> - Mobilization of farmers / constitution of Farmer Interest Groups. - Facilitate in Conducting field demonstrations, Kisan Goshties and 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/FAC/BTM/SMS
2.	Block	Block Technology Manager (BTM)	<ul style="list-style-type: none"> - Coordination with line departments - Organizing meetings of BTTs & FACs - Assist BTT in preparation of BAPs - Compilation of progress of implementation - Feedback to BTT and ATMA - Advise to the farmers/ FIGs in consultation with line departments and FPs. - (These are in addition to the functions described at para 2.1.3.)
3.	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 Reforms, 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.) - Ensure timely flow of funds to Blocks

		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. - 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.	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
5.	SNO	State Coordinator	<ul style="list-style-type: none"> - 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. - Ensure timely flow of funds to Districts

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	Coordinator	1	Contractual	Consolidated Rs.30,000 p.m.	Graduate/ Post Graduate in Agriculture with adequate experience of Planning & Coordination	5 years of field experience in the scale of Dy. Director.(15600-39100+6600) or equivalent	
SAMETI	Director	1	Deputation/ Secondment/ Appointment	37400-67000+ 8700	Post graduate in Agriculture/allied sector with adequate experience in Agri. Extension Management.	3 years experience in the scale of Rs.15600-39100+6600 or equivalent	
	Deputy Director **	<100 Blocks	4	Deputation/ Secondment/ Appointment	15600-39100+ 6600	Post Graduation in their respective areas.	3 years experience in the scale of Rs.15600-39100+5400 or equivalent
		100 - 400 Blocks	8				
		401 & more Blocks	12				
	Accountant-cum-Clerk	1	Deputation/ Secondment/ Appointment	9300-34800 +4200	Graduate, preferably B. Com	3 years experience in the scale of Rs.5200-20200+2400 or equivalent	
Computer Programmer	1	Contractual	Consolidated Rs.12,000 p.m.	B.Tech/MCA	1 year experience		
District	Project Director	1	Deputation/ Secondment/ Appointment	15600-39100+ 6600	Post Graduate in Agriculture/Allied Sectors	3 years experience in the scale of Rs.15600-39100+5400 or equivalent	
	Deputy Project Director	2	Deputation/ Secondment/ Appointment	15600-39100+ 5400	Post Graduate in Agriculture/Allied Sectors with research back-ground.	3 years experience in the scale of Rs. 9300-34800+4200 or equivalent	
	Accountant-cum-Clerk	1	Deputation/ Secondment/	9300-34800 +4200	Graduate, preferably 'B. Com'	3 years experience in the scale of Rs.5200-	

			Appointment			20200+2400 or equivalent
	Computer Programmer	1	Contractual	Consolidated Rs.12,000 P.M.	B.Tech/ MCA	1 year experience
Block	Block Technology Manager	1	Contractual	Consolidated Rs.20,000 p.m.*	Graduate/ Post Graduate in Agri./ Allied Sector with computer skill	2 years field experience in Agri. Related activities.
	Subject Matter Specialist	2	Contractual	Consolidated Rs.8,500 p.m.*	Graduate/ PG in Agri./ Horti./ Economics/ Marketing/ Veterinary Sciences/ AHD/ Fisheries	--
Village	Farmer Friend	1 over every 2 villages	Identification/ selection	Rs.4,000 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 agriculture/ allied sectors.

* As per Cafeteria Item Nos. B.14 (i) to (v) at Annexure II above while mobility & connectivity are to be ensured, no separate vouchers are to be insisted upon for payment of item nos. (iv) & (v) of B.14.

** 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.

Note 1: The positions of Coordinators at State & Block level (Block Technology Manager) and Supporting Staff viz. Computer Programmer both at State & District level & Subject Matter Specialist at Block level may be preferably engaged on contractual basis through an Agency identified by the State as per the due procedure.

Note2: All posts other than the 5 posts to be filled on contractual basis as per Note 1 above may be filled by deputation/secondment/appointment/selection from among eligible candidates in the Government Departments/Organisations or the private sector for the scheme period or such other mode as the State Government may deem appropriate.

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.1000/farmer/day	Avg. Rs.50000 per block	Avg. 50 farmers days per block
	b) Within State	Rs.750/farmer/day	Avg. Rs.75000 per block	Avg. 100 farmers days per block
	c) Within district	Rs.400/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.600/farmer/day	Avg. Rs.30000 per block	Avg. 5 farmer per block for 10 days.
	Within the State	Rs.300/farmer/day	Avg. Rs.75000 per block	Avg. 25 farmer per block for 10 days.
	Within District	Rs.250/farmer/day	Avg. Rs.25000 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

GUIDELINES TO INSTITUTIONALIZE EFFECTIVE RESEARCH – EXTENSION LINKAGES UNDER ATMA SCHEME**1. INTRODUCTION:**

The revitalized extension system promoted under ATMA Programme provides for a mechanism to support local research and training/ HRD Needs of extension functionaries belonging to both governmental and non-governmental sectors. One of the activities undertaken by ATMA is to prepare Strategic Research and Extension Plan (SREP), which consists of detailed information about existing farming systems in the district and research-extension training gaps required to be filled up so as to undertake only those extension activities which are needed by the farmers in the district. SREP is prepared at the district level through bottom-up participatory process with full participation of all stakeholders including farmers and their representatives at different level. Extension Officers of agriculture and allied departments as well as KVKs and other research institutions shall actively participate in preparation of SREPs.

2. Since the SREP preparation has full involvement of KVKs and other research institutions in the district/ state, the local researchable issues which emanate from SREPs are also firmed up in consultation with KVKs/ Research Institutions. It is, however, felt that the action on these researchable issues is either delayed inordinately or does not start at all resulting in weak Research-Extension-Farmer Linkage. This situation usually arises due to absence/ lack of well defined mechanism for flow of funds from ATMA to KVKs and backflow of information/ action from KVKs to ATMA.

3. In order to understand the mechanism of linkages at district level between ATMA & KVK, joint visits of DAC-ICAR teams were organized in four states namely Karnataka, Rajasthan, Haryana and Andhra Pradesh. As an outcome of these visits, the following key issues have been identified to strengthen R-E-F Linkage in the districts.

- i) KVKs would be actively involved in preparation of SREP; conduct of Demonstrations, Field Days, Kisan Melas, Goshties, etc.; and organising Farm Schools under ATMA Programme.
- ii) KVK Scientists would act as Master Trainer for the preparation of SREPs and conduct various technical training programmes within the district in identified gaps.

- iii) SREPs need to be reviewed at specific interval for modifications, if any, jointly by PD ATMA/ In-charge KVK and other stakeholders.
 - iv) The researchable issues emanating from SREPs would be addressed by KVKs and the researchable issues beyond the control of KVKs would be addressed by SAUs & ICAR.
 - v) Scientists of KVK, Agricultural Research Stations of SAUs and ICAR Institutions should participate in the preparation of Block Action Plans as well as District Agriculture Action Plans.
 - vi) Routing of funds through University Headquarters to KVKs at times delay the implementation of short term researchable proposals. A mechanism needs to be worked out to directly release funds to KVKs after the Work Plan is approved.
4. To address these issues, it is proposed to put in place the following mechanism: -
- i) The States/SAUs/NGOs may ensure involvement of KVKs under their control in specific ATMA activities viz. SREP Preparation, conduct of Demonstrations, Field days, Kisan Melas, Goshties and operationalization of Farm Schools. The contribution of KVKs in all these activities, except SREP Preparation, will be in terms of providing technical backstopping. ATMA and KVK scientists should coordinate with one another in the conduct of Field Days, Kisan Melas, Goshties and setting up of Farm Schools, so that there is no duplication in coverage and ensure percolation of appropriate scientific practices down to the field level..
 - ii) The local researchable issues may be jointly identified by ATMAs and KVKs through the process of SREP preparation. The researchable issues related to technology assessment and refinement shall be taken up through on-farm trials by the KVKs to identify the location specificity under different farming systems. Such issues may be incorporated into the Annual Action Plan of KVKs finalized in the Scientific Advisory Committee (SAC) of KVKs in the presence of officials from the Line Departments including ATMA representatives. The researchable issues which are not related to assessment and refinement of the technologies may be dealt with at the level of Regional Research stations of SAUs/ICAR institutions.
 - iii) ATMA Management Committee having Head, KVK as its member may review the progress of research related activities funded by ATMA. Besides, 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 farmers of the district.

- iv) Funds for KVK activities under ATMA programme should be worked out for all the KVKs in the State controlled by SAUs/State Govt./ NGOs and funds should be made available to KVKs directly. If for any administrative reason, the funds are to be released to KVKs through host organisations, it must be done within a fortnight of identification of researchable issues.
- v) 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 IDWG. The Inter-Departmental Working Group having Vice- Chancellor/s of SAUs as well as Director(s) of ICAR institutes in the State as its members may review the progress of research work taken up by the ZARSs on such issues.
- vi) 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 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 for his colleagues in the KVK in respect of their respective areas of expertise.
- vii) In case of escalated queries in Kisan Call Centres, KVKs will give requisite technical inputs to district level officials.
- viii) KVKs may also provide its inputs for technical evaluation/monitoring of on-going programmes (undertaken by a designated agency) and submit a brief report by e-mail on the corrective action to be taken in respect of the Flagship Programmes of DAC (RKVY, NFSM, NHM & ATMA). These reports could be coordinated and compiled by the SAUs or ICAR Centres in the States concerned and sent to DAC.

ANNEXURE-VI(a)

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.		
2.		
Total: -		

Certified that out of Rs. _____ lakh grant-in-aid sanctioned during the year _____ in favour of _____, a state designated agency of the 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.

2. Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been duly fulfilled/being fulfilled and that I have exercised the following checks to see that the money was actually utilized for the purpose for which it was sanctioned.

3. Kinds of checks exercised:-

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

(Signature with Stamp)
Director of Agriculture
Department of Agriculture

ANNEXURE-VI(b)

Audited Statement of Expenditure for the year

S. No.	Implementing Agencies	Unspent balance as on 1st April (a)	Bank Interest accrued during the year (b)	Release during the year (c)	Expenditure incurred during the year (d)	Closing Balance as on 31st March, 20..... (a+b+c)-d
1.	SNO, Head Quarter					
2.	SAMETI					
3.	ATMA,					
4.	ATMA,					
5.	ATMA,					
6.	ATMA,					
7.					
	Total:					

This statement is signed based on audited accounts for the year

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