

DISTRICT & BLOCK LEVEL ACTIVITIES

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

(i)	Project Director-	1	(DAO acts as PD)
(ii)	Deputy Project Directors	-	2
(iii)	Accountant cum Clerk -	1	
(iv)	Computer Programmer -	1	

The Project Director ATMA shall report to the Chairman, ATMA GB and also function as Chairman of ATMA Management Committee. The two Deputy PDs would work under the administrative control of PD, ATMA.

Manpower at Block:

One Block Technology Manager (BTM) is provided in each Block to co-ordinate the ATMA related activities of the BTT and BFAC. BTM will work under the overall supervision of the BTT Convener for all ATMA related activities at the Block level. On an average three Assistant Technology Managers (ATMs) are to be placed in each Block (2 to 4 depending on size of the Block) exclusively for delivery of extension services in agriculture and allied sectors as per priority areas for various Blocks.

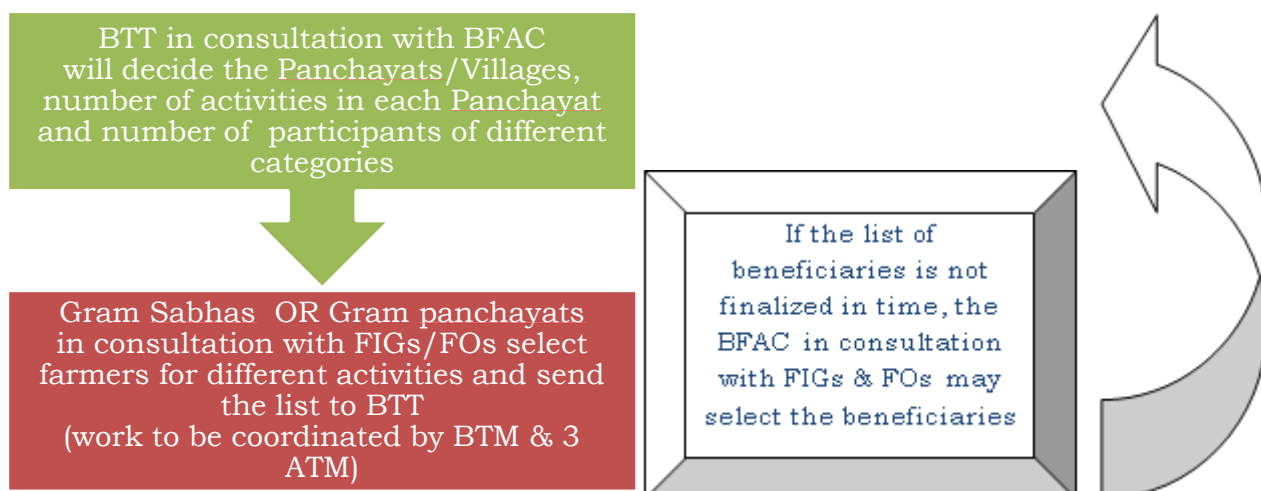
Manpower at village level:

It is necessary to identify and groom progressive farmers (including women farmers) with requisite qualification (Senior Secondary/ High School) & experience as Farmer Friend (FF) ,one per two census villages.

▪ **Selection of Beneficiaries.**

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

- i) 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.
- ii) Number of beneficiaries of different categories including SC/ ST in shortlisted Panchayats will be decided by the BTT in consultation with Block Farmer Advisory Committee so as to have a balanced coverage.
- iii) At least 50% beneficiaries must be Small and Marginal Farmers and 30% beneficiaries should be women farmers / farm women.
- iv) Individual beneficiaries of demonstration plots, inter-district & inter-state trainings within a Panchayat area and all farmer group beneficiaries should be selected by the respective Gram Sabhas or Gram Panchayats in consultation with FIGs and FOs working in the area, as the State Government may decide. However, if for some reasons, the list of beneficiaries is not finalized in the above manner within the stipulated time frame, the FAC in consultation with FIGs and FOs may select the beneficiaries for various activities under the scheme.



- **Developing / Revisiting Strategic Research & Extension Plan (SREP)**

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

Various Action Plans shall emanate from SREP as follows:

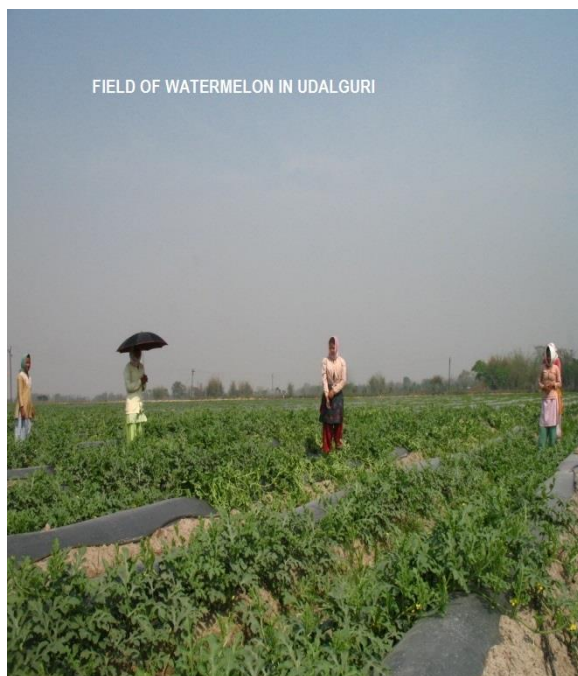
- These SREPs are Five year vision documents which shall be revisited to accommodate newly identified gaps and emerging areas of importance.
- SREPs will form the basis for formulation of Block Action Plans (BAPs) on an annual basis. Block Action Plans are then consolidated at the District level to prepare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

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

▪ **Farmer Oriented Activities:**

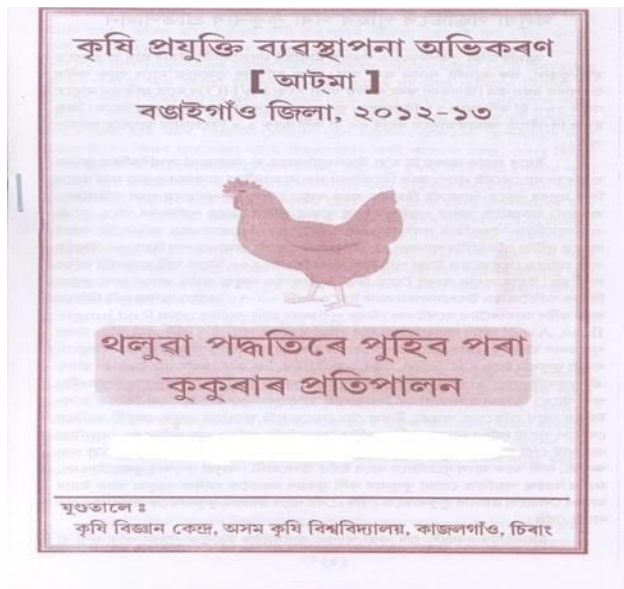
It include development of SREP, mobilization of farmer groups, women food security groups, training/ exposure visit of farmers, arranging demonstrations, all aimed at empowering farmers and improving their participation in technology dissemination process.





▪ **Farm Information Dissemination:**

Local level agricultural exhibitions, low cost publications, information dissemination through printed materials, and development of technology packages in electronic form are covered.



▪ **Innovative Technology Dissemination (ITD) Interventions:**

It include production of low cost films and public viewing of the same using Pico Projectors, Display Boards, use of Hand Held Devices for Farm Crop Management System (FCMS)

- **Mobilization of farmer groups of different types including Farmer Interest Groups, Women Groups, Farmer Organizations, Commodity Organizations, and Farmer Cooperatives**
 - a) CIGs should be promoted / mobilized for all major commodities (Size 20-25 farmers).
 - b) FIG/CIG members should meet at least once in a month to discuss activities and to decide future course of action.
 - c) BTT and BFAC shall monitor functioning of all CIGs on a regular basis.
 - d) CIGs at village level should be federated at block level and subsequently at district level into Farmer Producer Companies in keeping with the overall structure of Farmer Producer Organisations.
 - e) CIGs should maintain proper register & records (commodity/ proceedings / savings / accounts).

f) To ensure household food and nutritional security, Farm Women's Food Security Groups (FSGs) @ at least 3 per block are to be formed each year. These FSGs are to be provided support for training, publication and access to inputs @ ` 10000 per group. These FSGs should serve as "Model Food Security Hubs" through establishing kitchen garden, backyard poultry, goatery, animal husbandry & dairying, mushroom cultivation, etc.

▪ **Rewards and incentives –Farmer Groups & farmers award**

- ✓ High quality services of extension workers is incentivized by providing cash incentives and awards.
- ✓ Best farmer Award at District/State and national level



▪ **Agricultural Technology Refinement, Validation and Adoption**

- ✓ Farmer Scientist Interactions at district level 25 farmers for 2 days.
- ✓ Designate expert support from KVK/SAU at District Level
- ✓ **Joint visits by Scientists & Extension Workers**
- ✓ **Research-Extension-Farmer (R-E-F)** : Linkages based activities include organization of Farmer-Scientist Interaction at local level, joint visits by scientist and extension personnel for which substantial financial provision has been made in the cafeteria, organization of Field-days and Kisan Goshties and support for local level researchable issues which emanate from SREP.



- **Farm School:** Key features of the Farm Schools to be promoted under the ATMA programme are given below:
 - ✓ Farm Schools would be operationalized at Block/Gram Panchayat level.
 - ✓ 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.
 - ✓ “Teachers” in the Farm Schools could be progressive farmers, extension functionaries or experts belonging to Government or Non-Government Sector.
 - ✓ 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.

 - ✓ 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.
 - ✓ 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.
 - ✓ “Students” will visit Farm Schools as per specified schedule or as may be necessary. “Teachers” may also visit students as may be necessary.
 - ✓ 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.
 - ✓ 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.
 - ✓ 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.
 - ✓ BTM should act as coordinator for Farm Schools with periodic monitoring of the activities done at his level.

- ✓ 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.
- ✓ Trainings in Farm School should be flexible and non-lecture based with emphasis on hands-on-experience, observation, analysis and discussions.

