

Extension Reforms (ATMA) under Sub-Mission on Agriculture Extension(SMAE), NMAET- Telangana

Extension Reforms (ATMA) scheme is in implementation in all the districts of Telangana with 60:40 central and state share.

OBJECTIVES OF THE PROGRAMME:

- To develop an efficient, effective, demand driven, research integrated and financially sustainable public extension system
- To revitalize the Agricultural technology Generation Assessment refinement and Dissemination Systems
- Reforming Public Sector Extension. Promoting private sector to effectively complement, supplement and wherever possible to substitute public extension.
- Augmenting Media and Information Technology Support for Extension.
- Mainstreaming Gender Concerns in Extension.
- Capacity Building/ Skill up-gradation of farmers and extension functionaries.
- Increase the Quality and Type of Technologies being disseminated by the Extension System.
- Strengthen Research-Extension-Farmer (R-E-F) Linkages

BENEFITS OF THE PROGRAMME:

- Well Integrated technology development and transfer system
- Decentralized decision-making
- Financially sustainable extension system
- Bottom-up Planning
- Increased Use of Information Technology
- Emphasis on In-Service Training
- Developing New Public-Private Partnerships
- Strengthening Key Institutions
- Broad based Extension Delivery

GUIDELINES OF THE PROGRAMME:

The scheme aims at operationalizing agricultural extension reforms across the country. Funding support is provided to the State for undertaking extension reforms within the broad purview of the Policy Framework for Agriculture Extension (PFAE), complying with its key areas/norms and shall be based on Extension Work Plans prepared by the State. Funds shall be released to the States based on their Extension Work plans developed within the broad framework of the PFAE and areas indicated under the reform oriented activities. The States have the responsibility of implementing the extension reforms at district level.

ATMA is a district level autonomous institution having membership of all key stakeholders involved in agricultural activities. It has the key responsibility of disseminating all technology activities at the district level. It has linkages with all the line departments, research organizations, non-governmental organizations and agencies associated with agricultural development in the district and farmer organizations. Research and extension units within the district, such as KVKs, ZRSs, Department of Agriculture, Horticulture, Animal Husbandry, Fisheries, Sericulture, Marketing, etc. are its constituent members.

ATMA is supported by a Governing Board (GB) and a Management Committee (MC). Block level Farm Information and Advisory Centers (FIACs) have been created which are operated by a Block Technology Team (BTT) of technical advisors and a Farmer Advisory Committee (FAC), a group exclusively of farmers. Commodity oriented Farmer Interest Groups (FIGs) are being promoted at block / village level to make the technology generation / dissemination farmer driven and farmer accountable. In order to provide needed HRD support in innovative areas of extension delivery, a State Agricultural Management and Extension Training Institute (SAMETI) has also been established in the project states.

Preparation of State Extension Work Plan (SEWP) :

All the ATMA districts have developed their District Action Plans comprising of Strategic plan, HRD plan and Budgetary requirements for the year 2017-18 as per the guidelines of the Sub Mission on Agricultural Extension.

Budgetary proposals has been made keeping in view of the change of cost norms, inclusion of additional activities and enhanced salaries for deputed functionary support working under ATMA at various levels for the year 2017-18 .

The GOI has given provision for placement of 353 posts at various levels in the revised guidelines of 2010. Further, the GoI has informed that the Government of Telangana may prepare its SEWP 2017-18 for all the rural districts including newly created districts duly incorporating additional posts of Specialist and Functionaries and activities as per eligibility of the state. Therefore, the manpower status has been worked out for all the 30 rural districts for placement of 453 posts with a budget requirement of 1858.20 lakhs as there is every need for placement of Specialist & Functionary Support at State Level and District Level in every cadre due to reorganization of the districts in the state.

Therefore the State Extension Work Plan for the year 2017-18 has been developed over and above the allocation with an out lay of Rs.3258.114 lakhs in view of the reorganization of the districts in the state.

The gist of the State Extension Work Plans (SEWP) developed under ATMA for year 2017-18 is as follows:

- Each district has developed their own department wise, activity wise strategic plan as well as Farmer's Training plan.
- The Strategic plan has been developed based on the district specific gaps identified in each crop and commodity, farmers problems identified, need based technologies required by the farmers for increasing the income levels.
- The Farmers plan has been developed based on the training needs of the farmers.
- Due to reorganization of the districts in the state there is every need for placement of Specialist & Functionary Support at State Level and District Level in every cadre i.e PDs, DPDs, ATM, BTMs, Accountant cum clerk and computer programmers for effective and successful implementation of the ATMA scheme. The requirement for manpower is detailed as below:

Amount Rs. In lakhs

| S. No. | Name of the Functionary | No. of post approved | Amount required for deployed manpower(12) | No. of additional posts to be filled | Amt required for remaining manpower | Total post required | Total funds required for manpower(GoI + State) |
|----------|--------------------------------------|----------------------|-------------------------------------------|--------------------------------------|-------------------------------------|---------------------|------------------------------------------------|
| 1 | State Level: | | | | | | |
| A | State Coordinator | 1 | 4.80 | 0 | 0.00 | 1 | 4.80 |
| | STATE TOTAL | | 4.80 | | 0.00 | | 4.80 |
| 2 | SAMETI Level | | | | | | |
| A | Director, ATMA at SAMETI | 0 | 0.00 | 1 | 18.00 | 1 | 18.00 |
| B | Deputy Directors | 2 | 30.00 | 3 | 45.00 | 5 | 75.00 |
| C | Accountant cum clerk | 1 | 9.00 | 0 | 0.00 | 1 | 9.00 |
| D | Computer Programmer | 1 | 1.80 | 0 | 0.00 | 1 | 1.80 |
| | SAMETI TOTAL | | 40.80 | | 63.00 | | 103.80 |
| 3 | District Level | | | | | | |
| A | Project Directors | 9 | 145.80 | 21 | 277.20 | 30 | 423.00 |
| B | Deputy Project Directors | 18 | 237.60 | 12 | 144.00 | 30 | 381.60 |
| C | Accountant -cum- Clerks | 9 | 64.80 | 21 | 113.40 | 30 | 178.20 |
| D | Computer Programmers | 9 | 16.20 | 21 | 37.80 | 30 | 54.00 |
| 4 | Block Level: | | | | 0.00 | | |
| A | Block Tech. Managers | 101 | 303.00 | 7 | 21.00 | 108 | 324.00 |
| B | Assistant Technology Managers | 202 | 363.60 | 14 | 25.20 | 216 | 388.80 |
| | District TOTAL | | 1131.00 | | 618.60 | | 1749.60 |
| | GRAND TOTAL | 353 | 1176.60 | 100 | 681.60 | 453 | 1858.20 |

Cafeteria of Activities: The Cafeteria includes cost norms and ceilings applicable for each activity. Under the Cafeteria, activities to be undertaken at State and District level are categorized separately. The state level activities include support for upgrading state level training institutions such as SAMETI, HRD of extension functionaries, organization of state level Exhibitions and Monitoring and Evaluation of the Scheme.

The district level activities are further categorized in four groups namely, farmer oriented activities, farm information dissemination, research-extension-farmer (R-E-F) linkages and administrative expenses. **Farmer oriented activities** include development of SREP, mobilization of farmer groups, training/ exposure visit of farmers, field demonstrations, all aimed at empowering the 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. The **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 emanated from the SREP. The **administrative expenses** under district level activities provide support for running ATMA and block level Farm Information and Advisory Centers. The sum total of all activities specified in the cafeteria is more than the funds likely to be available for State/district level activities. States will have to prioritize their proposed activities based on gaps identified in the SREP.

The Abstract of Budget Proposals in SEWP 2017-18 are as follows

- **The Sector wise Proposals in the plan are as follows (Rs. In Lakhs)**

| S.No. | Sector | Budget Proposed |
|-------|-----------------------------|-----------------|
| 1. | Agriculture | 663.458 |
| 2. | Animal Husbandry | 165.865 |
| 3. | Horticulture | 165.865 |
| 4. | Sericulture | 55.288 |
| 5. | Fisheries | 55.288 |
| 6. | Admn. Expenses | 100.80 |
| 7. | Salary Component of working | 1858.20 |
| 8. | State level activities | 193.350 |
| | Total | 3258.114 |

- **Activity wise proposals in the plan are as follows**

(Rs. In Lakhs)

| Activity | State Level , District level | |
|--------------------------------------|------------------------------|-----------------|
| | Phy | Fin |
| Trainings | 4471 | 425.966 |
| Demos | 4664 | 186.560 |
| Expo Visits | 1710 | 146.400 |
| Mobilization of farmers | 2322 | 132.200 |
| Farm Inf. Dissemination & Technology | 93 | 84.600 |
| Agriculture Technology Refinement | 925 | 42.798 |
| Innovative and other Activities | 242 | 87.24 |
| State level activities (SNO, SAMETI) | | 193.350 |
| Admn. Expenses | | 100.80 |
| Salary Component | | 1858.20 |
| Total | 14427 | 3258.114 |

Monitoring and Evaluation : Project activities at **district** level shall be monitored by the ATMA Governing Board at periodic intervals. At **State** level, the project shall be monitored through a mechanism similar to those existing in ATMA, i.e., an Inter Departmental Working Group (IDWG) functioning under Chairmanship of Principal Secretary (Agriculture) of the state. The monitoring mechanisms shall include quarterly reports, field inspections, workshops, etc. The Cafeteria specifically provides for third party Monitoring and Evaluation to be organized as a state level activity. The DAC will also organize concurrent Monitoring and Evaluation, including impact evaluation, as needed as part of its scheme “Extension Support to Central Institutions”.

