

10. LINKAGES WITH ATMA & AGRO INDUSTRIES

10.1. The Scheme should be linked with Agricultural Technology Management Agencies (ATMAs) constituted by States under the Scheme "Support to State Extension Programmes for Extension Reforms". The Extension Reforms Scheme mandates that minimum 10% of resources on extension activities are to be utilized through the non-governmental sector, which also includes Agri-preneurs. ATMAs would be encouraged to implement extension activities through Agri-preneurs. The ventures could also be utilized to provide input services like plant saplings, seeds, and micronutrients under on-going flagship schemes implemented by the Department. Special emphasis will be made to review the progress of involvement of the agri-preneurs in ATMA activities on half-yearly basis by State Nodal Officer, GoI and MANAGE. ATMAs shall also strive to achieve establishment of at least one agri-clinic every year in each Block

depending on the availability of trained candidates under the Scheme. The Monthly Progress Report being submitted through EMS under ATMA scheme shall necessarily have a provision for reporting the progress achieved on this front.

10.2. In order to provide support to the Agri-preneurs for making their business more viable, Govt. of India Institutions such as National Seeds Corporation (NSC), State Farms Corporation of India (SFCEI), Indian Farmers Fertilizers Cooperative Ltd (IFFCO), Krishak Bharati Cooperative Ltd. (KRIBHCO), Small Farmers Agri Business Consortium (SFAC), State Agro Industries Corporations etc. shall be advised to engage the Agri-preneurs as their authorized dealers on preferential basis without affecting their existing network. The linkages with these agro industries shall be reviewed on half-yearly basis.

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> .

	- providing IT applications for effective connectivity.	One-time		blocks or 2 whichever is less]	
B.16	Farm School		₹ 29,414 (Concept and item-wise Cost Ceiling/ Norm is given at Appendix I). + ₹ 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	-	₹ 14,55,000/-	54.00 /state/ year	
	(ii) Content Creation				
	a) 1st Year for two hrs. of daily programme i.e. 730 hrs/ year		₹ 17,15,500/-		
	b) 2 nd year for one & half hr. of daily prog. i.e. 540 hrs/year		₹ 12,87,800/-		

F. No. 10(14)/2009-EM
Government of India
Ministry of Agriculture
Department of Agriculture & Cooperation

Krishi Bhawan, New Delhi
Dated: March 07, 2012

To

Shri A.K. Singh
Secretary Agriculture
Government of Jharkhand
Nepal House, Doranda
Ranchi : 834 002

**Subject: Active Involvement of States in Implementation of
ACABC and DAESI Schemes**

Even in this era of all pervasive ICT, interactive mode of agricultural extension through dedicated functionaries continues to be a powerful tool to reach out to the farmer. The Government of India has been supporting deployment of dedicated extension workers at the District and Block level under the ATMA Scheme to supplement the manpower available in the States. Still, the total number of officials available exclusively for extension related work is insufficient to have a reasonable ratio of farm families to extension workers. Therefore, this Department has been trying to leverage upon unemployed youth with educational background in Agriculture and allied sectors so that they are trained and supported to act as extension workers while running their own venture. **Therefore, Central Sector Scheme of Agri-Clinic and Agri-Business Centres (ACABC) was launched in 2002 to provide value added extension services at the doorstep of the farmers by unemployed agri-professionals. Similarly, Diploma in Agricultural Extension Services for Input Dealers (DAESI) has been in operation since 2003, which aims at transforming input dealers into para-extension professionals.**

2. ACABC: ACABC Scheme has a provision for two months' free residential training on Agri-Entrepreneurship Development, one-year post training handholding support, start up loan (up to Rs. 20 lacs per individual) and back-ended composite subsidy (36% or 44%). As on date,

27918 candidates have been trained out of which 9965 have established 32 kinds of agri-ventures in different parts of the country.

Training and handholding activities are undertaken by recognised Nodal Training Institutes (NTI's) spread across the States. Details of all candidates trained, ventures established and all other relevant details are available as an interactive database at www.agriclinics.net. Contact information in respect of 57 NTIs identified so far is also enclosed for ready reference. A copy of Compendium of Instructions of the Revised ACABC Scheme is also being sent herewith. The progress in respect of your State is as follows:

Number of			
NTIs	Active NTIs	Trainees	Ventures Established
2	1	453	87

3. DAESI: DAESI has been under implementation in a self-financing mode with an input dealer pitching in with about ₹ 20000 for training sessions spread over 48 Sundays in a year (details available at <http://www.manage.gov.in/daesi/daesi.htm>). Some States have also proposed inclusion of DAESI under RKVY to meet part of the training cost of ₹ 20000. However, DAESI Scheme has so far remained confined only to very few States.

4. CURRENT MODE OF IMPLEMENTATION: Both DAESI and ACABC Schemes have so far been primarily implemented through National Institute of Agricultural Extension Management (MANAGE). Subsidy administration under ACABC takes place through NABARD and lending banks. The State Governments have been requested by the Government of India and by MANAGE from time to time to play a proactive and direct role in these two schemes of paramount importance for agricultural extension in their States.

5. DECENTRALISATION IN ACABC IMPLEMENTATION: **Involvement of States is now proposed to be enhanced further to ensure efficacious implementation at the grassroots level.** The States have to play an important role in the activities listed in **Annexure-I** to this letter directly

through their Agriculture and allied departments and also by coordinating with SAUs, ICAR System and KVKs.

While **MANAGE** has been doing its utmost to implement this Scheme effectively and extensively, some constraints are often faced in this regard due to sheer geographical spread of these NTIs and ventures established. Therefore, it has been decided that this task of selecting candidates, sanctioning courses, releasing funds to NTIs, detailed monitoring and all other State level activities can be done by **SAMETIs** in respect of the States, which agree to undertake this activity directly through **SAMETIs** (or equivalent organisations). Under the administrative and policy related control of this Department, **MANAGE** will continue to play the over-arching role of identifying NTIs, releasing funds to the **SAMETIs**, national level monitoring and overall coordination through its faculty and consultants. Even if a State chooses not to opt for implementation of ACABC through **SAMETI**, it will still need to work on action points as per Annexure-I. In order to have a proper focus on this Scheme, a Nodal Officer should be identified for your State, so that action points as listed in Annexure-I above may be focussed upon thoroughly. In case of such States (not opting to undertake direct execution of ACABC through **SAMETIs**), sanction of a new course by **MANAGE** to an NTI will be intimated to Director (Agriculture) and Nodal Officer of ACABC in the State besides SAU, KVKs (in the districts normally covered by NTI), NABARD for the purpose of monitoring.

6. EXTENSIVE COVERAGE UNDER DAESI: DAESI is another activity of MANAGE in which Input dealers are transformed into Para Extension Professionals through one year distance education mode programme where classes are conducted on all Sundays or convenient holidays of Input Dealers at the district level through identified Institutions or Facilitators. Nodal Officer in the state for ACABC and **SAMETI** can also coordinate promotion and operationalization of DAESI in the state. As written above, implementation of DAESI has taken off only in some States. **There is, therefore, an imminent need to upscale this training programme of Input Dealers** to all parts of the country in a batch size of 40 spread over 48 Sundays in a year.

- These courses can be continued to be undertaken in fully self-financing mode as heretofore or the States may also consider on merits partial funding from RKVY as already started by some States.
- Training cost (and hence dealers' contribution) can also be substantially brought down if some such trainings are held in the premises of Universities or KVKs.
- Agri-business companies also can be persuaded to fully or partially meet the cost of training.

The States have to play a critical role in identification of Institutions & Facilitators at district level, mobilisation of Input Dealers, provision of experts for classes as per need, conduct of examinations and certification (jointly by MANAGE and State Government) through the Institution or Facilitator identified for running the course. The States can also undertake this activity directly through its SAMETI and MANAGE will release funds to the SAMETI for this purpose. MANAGE will, however, continue to work through its consultants and its officers to play overall policy, coordination and monitoring related role even in respect of the States which opt to undertake this Scheme through SAMETI. **It has to be nevertheless ensured that the persons trained both under ACABC and DAESI necessarily provide manufacturer/brand-agnostic extension services.** The field machinery of your Department will need to be geared up to get deeply involved in the entire process right since the inception.

7. National Level Advertisement: MANAGE is coming out with national level advertisements inviting interested organizations to participate as NTIs for ACABC and interested professionals to participate as district coordinators under DAESI. States may encourage eligible interested organizations and individual professionals to take part in this process.

Yours faithfully,



(Sanjeev Gupta)
Joint Secretary (Extension)
and Director General, MANAGE

Action Points by States for Effective Implementation of ACABC

1. Participation in selection process of New Nodal Training Institutes and selection of candidates after proper publicity by NTIs.
2. Refresher Training.
3. Identification of eligible courses under ACABC
4. Utilizing the Agri-ventures for providing input services under on-going flagship schemes implemented by the department.
5. Establishing at least one Agri-Clinic every year in each block.
6. Coordination with Universities, ICAR institutions, KVKs, NABARD and Lead Bank.
7. Treating ACABC ventures as non-governmental entities for minimum 10% norm under ATMA.
8. Close monitoring of the Scheme through:
 - Web cam interaction with Nodal Training Institutes during the training period using the Skype Ids given in the Annexure-I to check attendance and to see training infrastructure.
 - Regular inspection of ventures established and surprise visits (para 6.2.1 Page. No.12). BTM may coordinate at Block level.
 - Quarterly report by ATMAs on progress achieved in ACABC as per format given in Annexure-XI Part -II.
 - Quarterly review of ACABC and DAESI progress at ATMA level by State Nodal Officer (SNO)
 - Promotion of ACABCs under Extension Reforms Scheme under Item C.1 of Cafeteria as a district level activity.
 - Regular monitoring of training and handholding activities undertaken by Nodal Training Institutes and release of loan & subsidy by banks & NABARD respectively.
 - Review of ACABC progress as regular agenda item in SLBC meetings (instructions have already been issued by NABARD).
 - Adequate support to Agripreneurs for delivery of value added extension services to the doorstep of the farmers through ATMA.

No.27-10/2011-AE
Government of India
Ministry of Agriculture
Department of Agriculture & Cooperation

Krishi Bhawan, New Delhi – 110001.

Dated: January 23, 2013

To,

**The APC/Principal Secretary/Secretary (Agriculture),
All States/UTs**

**Subject: Review of progress of all Extension related Schemes and
Programmes by IDWG & ATMA.**

Sir,

An Inter Departmental Working Group (IDWG) under the Chairmanship of Agriculture Production Commissioner/Principal Secretary/Secretary (Agriculture) constituted under ATMA Scheme at State level in each State is responsible for coordination and management of the scheme activities within the States.

2. **National Mission on Agricultural Extension & Technology (NMAET) has been announced in current year's budget for implementation during 12th Plan** in order to strengthen, widen and carry forward ongoing efforts in agricultural extension. All Schemes related to agricultural extension are being subsumed in the Mission along with some new initiatives during 12th Plan period.

3. Therefore, in addition to current agenda related to ATMA, it is necessary that progress of implementation of Agri-Clinic & Agri-Business Centres (ACABC), Post Graduate Diploma in Agricultural Extension Management (PGDAEM), Diploma in Agricultural Extension Services for Input Dealers (DAESI) (being run by the Government of India through MANAGE); Mass Media (including print & electronic media), IT & e-Governance and Kisan Call Centre (KCC) are also reviewed by the IDWG at the State level and Governing Board (GB) & Management Committee (MC) of ATMA at District level during its meetings.

4. You are requested to expand the scope of agenda of IDWG accordingly & also ask all the District Collectors & Project Directors, ATMA to include above mentioned schemes additionally during their deliberations. Officers concerned at the State & District levels (e.g. State Nodal Officer of KCC, KCC Supervisor; Officers of Doordarshan & All India Radio and Lead Bank Officer, Nodal Training Institute etc.) may also be called for IDWG and ATMA GB/MC Meetings.

Every attempt may also be made to ensure that the trainees under ACABC scheme actually turn into successful entrepreneurs & also provide extension services. **Back-ended subsidy should be recommended for release only to such entrepreneurs who are found to be providing extension services during planned & surprise visits of officers/scientists/public representatives as contained in the ACABC Compendium of Instructions. Active cooperation of the States is solicited particularly during the remaining two months of the current financial year because success rate (i.e. conversion percentage of trained candidates into entrepreneurs) this year is lower as of now compared to last year.** Complete database of the trained candidates & successful entrepreneurs and other relevant documents are available at www.agriclincs.net. Detailed guidelines have also been issued to all the States vide letter dated no. 10(14)/2009-EM dated 07.03.2012 regarding participation of States in ACABC, DAESI & PGDAEM.

5. **SEWP of the State from the year 2013-14 onwards may include a write-up as to how these 6 schemes (i.e. all schemes above besides ATMA) are being mainstreamed. Online monitoring format available at <http://extensionreforms.dacnet.nic.in> is being modified, so that online reporting takes place on all components of Agricultural Extension regularly.**

Yours faithfully,

Sd/-

(Sanjeev Gupta)
Joint Secretary (Extension)

Copy to:-

1. Joint Secretary (Banking). He is requested to ask all Banks to ensure timely disposal of ACABC loan applications and participation of Nodal Training Institutes (NTIs) in SLBC/DCC Meetings, as already agreed in the National Review Workshop at MANAGE and further reiterated by vide letter number NB.GSS.ICD/-/ACABC-4/2012-13 dated 23.10.2012 from NABARD. Bank-wise pendency of cases has already been conveyed demi-officially earlier.
2. DG, Doordarshan and DG, AIR with a request to direct all its officers in the States to attend meetings as above.
3. DG, MANAGE.
4. Commissioner/Director (Agriculture) of all States/UTs.
5. Directors of SAMETIs in all States
6. Mr. J.C. Menon, CGM, NABARD.
7. All NTIs of ACABC.
8. Mr. S. Srinivasan, CEO, IFFCO Kisan Sanchar Limited
9. All Nodal Officers KCC

(Sanjeev Gupta)
Joint Secretary (Extension)