

15. Implementation of broad based extension system

Tamil Nadu is the pioneer state which has implemented this system from 1993. An agreement has been signed with World Bank for executing a seven year contract. The GOI and State Government have organised regional level workshops to discuss and finalise training programme. The state level institute at Kudumianmalai will help the officers to understand this system much more effectively. Ultimately the VEW will be trained fully in all aspects of broad based extension system.

Training Programme: A comprehensive training programme is envisaged. All land based departments will identify five numbers of state level and district level trainers who are SMS. They are responsible for conducting classes fully or partly. The district level trainers will attend the monthly zonal workshop. They will help to solve the field problems faced by the extension agents. Trainers from sister department will be made to participate in this programme.

Role of Agricultural Department and Line Department

Broad based extension involves the coordination of line departments with the agricultural department. Agricultural department will serve as nodal department. For eg. In NWDPRAs areas messages delivered will cover agricultural department, agricultural engineering department and forest department for land treatment, vegetative bunding crop and trees. In hilly areas messages will be delivered by horticultural department. In areas where silk industries are predominant sericulture department will take a leading role. Agricultural department will be the nodal department to initiate activities.

It can be concluded that the broad based extension system will help the farmer to obtain composite messages suitable to agriculture as well as allied activities. The agricultural extension system will work in close coordination with sister and line departments. The farmer is expected to derive maximum benefit from this system.

Agricultural technology management agency (ATMA)

Agricultural Technology Management Agency (ATMA) is one of the innovations technology dissemination components of National Agricultural Technology Project (NATP)

functions as a registered society at District level and serves as a focal point for integrating research and extension activities and helps in decentralizing the management of agricultural technology transfer. The members of ATMA include the representatives of Department of Agriculture, Animal Husbandry, Horticulture, and Fisheries. Each research-extension unit would retain its institutional identity and the management committee of ATMA would plan extension activities. At present ATMA is in operation in twenty-four district spread over six states viz., Andhra Pradesh, Bihar, Orissa, Maharashtra, Punjab and Himachal Pradesh.

Objectives

The objectives of ATMA are:

1. To strengthen research – extension – farmer linkages
2. To provide an effective mechanism for co-ordination and management of activities of different agencies involved in technology adaption / validation and dissemination at the district level and below.
3. To increase the quality and type of technologies being disseminated.
4. To move towards shared ownership of the agricultural technology system by key shareholders.
5. To develop new partnerships with the private institutions including NGOs.

Constitution

Under ATMA, there is a provision for Governing Board which functions as a policy making body and provides guidance as well as reviews progress and functioning of ATMA. A separate Management Committee constituted under ATMA would be responsible for planning and reviewing of the day to day activities. The composition and key functions of Governing Board and Management Committee as per ICAR (1998), NATP document are given below.

ATMA Governing Board

Composition

- | | | |
|----|--|---------------|
| 1. | District magistrate / Collector | Chairman |
| 2. | Chief Executive Officer (CEO) | Vice-Chairman |
| 3. | Joint Director / Deputy Director (Agri.) | Member |
| 4. | A member from ZRS / KVk | " |

5.	One farmer representative	"
6.	One livestock producer	"
7.	One horticulture farmer	"
8.	Representative of women farmer interest group	"
9.	One SC/ST farmer representative	"
10.	A Representative of NGO	"
11.	Lead Bank Officer of the District	"
12.	A representative of NGO	"
13.	Representative of Input Supply Association	"
14.	Representative if Input Supply Association	"
15.	Project Director of ATMA	"
16.	One Fisheries / Sericulture representative	Member-Secretary-Cum Treasurer member

Key functions:

The Key function of ATMA Governing Board would include the following functions and tasks.

1. Review and approve strategic and annual work plans that are prepared and submitted by the participating units.
2. Receive and review annual reports carried out by the participating units, providing feedback and direction to the participating units, a needed, about the 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 farmer's interest groups and farmers organization within the district.
5. Facilitate the greater involvement of private sector and firms and organizations in providing inputs, technical support, agro-forestry and marketing services to farmers.
6. Encourage agriculture lending institutions to increase the availability of capital to resource poor and marginal farmers, especially children and women farmers.

7. Encourage each line department, plus the KVK and ZRS to establish farmer advisory committee to provide feedback and input into their respective research and extension programme.
8. Enter into contract and agreements as appropriate to promote and support agricultural development activity within district.
9. Identify other sources of financial support that would help ensure the financial sustainability of ATMA and its participating units.
10. Establishing revolving funds / accounts for each participating unit, and encourage each unit to make available technical services, such as artificial insemination or soil testing, on a cost recovery basis moving towards full cost recovery in a phased manner.
11. Arrange for the periodic audit of ATMA's financial accounts and
12. Adopt and amend the rules and by-laws for the ATMA

Management committee

Composition

- | | | |
|-----|---|----------|
| 1. | Project Director ATMA | Chairman |
| 2. | District head of Dept. of Agriculture | Member |
| 3. | District head of Dept. of Horticulture | " |
| 4. | District head of Dept. of Animal Husbandry | " |
| 5. | District head of Dept. of Fisheries | " |
| 6. | District head of Dept. of Sericulture | " |
| 7. | District head of Dept. of appropriate line department that may be important within the district | " |
| 8. | Head, KVK/ZRS | " |
| 9. | One representative of NGO, in charge of Farmer's organization | " |
| 10. | Two representatives of farmer' organizations (One year rotation basis) | " |

Key functions

The key functions and tasks to be carried out by the ATMA management committee would include the following:

1. Carry out periodic Participatory Rural Appraisal to identify the problems and constraints faced by different socio-economic groups and farmers within the district.
2. Prepare an integrated, strategic technology plan 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, these priorities should reflect the important farmer's constraints, identified during the PRA.
3. Prepare annual work plans that would be submitted to ATMA Governing Board for review position, modification and approval.
4. Maintain appropriate project accounts for submission to technology dissemination unit for audit purposes.
5. Coordinate the execution of this annual work plan through participant line departments, ZRS, KVKs, NGOs, FIGs /FOs and allied institutions, including private sector firms.
6. Establish coordinating mechanism at the block level, such as Farmer Advisory Centre, that would integrate extension and technology transfer activities at the block and village levels.
7. Provide annual performance reports to the Governing Board outlining the various research, extension and related activities that were actually carried out, including target achieved.
8. Provide secretariat to governing board and initiate action or policy direction, investment decision and other guidance received from the board.

Salient Features of ATMS

1. Creating Farmer Advisory Committee to improve feed back.
2. Using NGOs to organize farmers.
3. Encouraging private sector involvement in technology transfer.
4. Validation and refining technologies through research units in the district.
5. Bottom up planning procedure.
6. Increased use of Information Technology (ARIS, WWW)
7. In-service training to increase staff competence.
8. Developing new Public-Private partnerships.

9. Formation and strengthening of farmer's interest group.

Process of Working of ATMA

1. Diagnostic survey by researchers and extension worker along with other government staff from the agriculture and other line departments, NGOs and representatives of corporate sector processors, input suppliers, bank and farmer representatives using PRA techniques.
2. Identification of problems currently affecting the technology dissemination system and limiting its performance of sustainability.
3. Determination of the main opportunities and constraints (markets, input supplies, financial and social factors, the natural resource base etc.) that should be considered for development planning.
4. Formulation of Strategic Adaptive Research and Extension Plan for the District, setting out technical objectives as well as innovations to be introduced into the organizations and funding of technology dissemination.
5. Preparation of specific action plus implementation responsibilities of the public sector and other stockholders for the specific year.
6. Arranging technical programs covering the need for adaptive research, farmer participatory trials, demonstration, field days and the development of extension recommendation for the coming season.