

TV (3) 24283/19/ATMA

Directorate of Agriculture Development
and Farmers Welfare Department
Vikas Bhavan, Thiruvananthapuram
Date: 17/07/2019

CIRCULAR

Sub:- Annual Plan 2019-20 – scheme on “Strengthening of Agricultural Extension”–
Administrative sanction accorded for implementation of **LEADS (Lead Farmer Centered
Extension, Advisory and Delivery Services)** - Working Instructions issued -reg.

Ref:- 1. Order No: TP(2) 12933/2019 dtd 19/06/2019 of Director of Agriculture

The scheme for Strengthening of Agricultural Extension is proposed to be implemented during 2019-20 with a budget allocation of Rs. 4545.00 lakhs. Out of this an amount of Rs. 71.63719 lakhs is allotted for the encashment of Queue bills of 2018-19. Hence the amount available for according A.S for 2019 is Rs. 4473.36281 lakhs.

Continuous Administrative Sanction was accorded for the implementation of the component **LEADS (Lead Farmer Centered Extension Advisory and Delivery Services)** under the scheme “Strengthening of Agricultural Extension” under the Head of Account 2401-00-109-80 plan during 2019-20 for a total amount of Rs. 400.00 lakhs. The scheme envisages the revitalization and regular field visit oriented agricultural extension system utilizing the services of the Lead Farmers for Technology Dissemination. The scheme will be implemented in four districts namely Kollam, Palakkad, Wayanad and Kannur.

The concept is based on scientific delineation of the districts into Agro Ecological Zones (AEZ) and Agro Ecological Units (AEU).

Objectives :

1. To utilize the service of LEAD Farmers for transfer of technology.
2. To solve the field level problems through regular field visit by technical officers.
3. To introduce a regular and systematic field visit oriented extension system in the state, integrating ATMA.
4. To intervene and advise farmers through the preparation of Monthly Technology Advisory with the support of KVK, Research Stations and Development specialists.
5. Generation of locations specific technologies through Participatory Technology Development (PTD).

6. Technology refinement through Front line Demonstrations (FLD's) and On Farm Trials (OFT's).
7. Facilitating expert level consultation through audio conferencing.
8. Constitution of multidisciplinary team in research institution for field visit on demand.
9. To enhance technical knowledge of field level technical officers.
10. To develop a farm net work of extension teams, Lead farmers and farmer groups at district level.

Details of Components are given as follows:

1. Innovation fund (Rs. 31.92 lakhs)

@ Rs. 4,000/ per Lead Farmer for 798 Lead Farmers in 266 Panchayats.

Three lead farmers are to be selected from each Panchyat and a group of 10 farmers around lead farmers have to be selected for the implementation of the project. Award winners if any in the panchayat, could be identified as the lead farmer. One farmer in each group could be designated as technology leader. The lead farmers could be the best achievers of the Panchyat in terms of yield or income from unit area and should be the success models. Farmers having effective communication skills and willing to spare time for group visit and technology transfer should be selected as lead farmers. The nodal institutions of the district will prepare a document on lead farmer. Good farmers will be covered under Kissan Visual media also. The existing groups if any near the lead farmer could also be considered instead of constituting new groups. The groups of VFPC, Vegetable, Paddy or Coconut scheme of the department of Agriculture may also be considered. In each panchyat three lead farmers and three satellite groups and two ATMA groups may be formed. Maximum number of groups should not exceed five in each panchyat. Lead farmers/ satellite groups if not attending meeting/not co-operating/not found useful for technology dissemination can be changed. Lead Farmers should be selected strictly as per the eligibility criteria which is given separately.

An Innovation Fund of Rs. 4,000/-per Lead Farmer will be provided, which can be used to meet expenses of any new technology adopted by the Lead Farmer.

2. Preparation of MTA (Rs. 16.00 lakhs)

@ Rs. 4.00 lakhs per Districts

Monthly Technology Advisory (MTA) will be prepared at the nodal institution with the support of the associating institution identified for the project, officials of the department of

Agriculture and allied departments. The MTA Advisory preparation shall be completed immediately after the MTA meeting conducted where in the suggestions for the succeeding month are also discussed. It is proposed to conduct the MTA meeting on the 3rd week of each month so that MTA should reach farmers and officials by the end of that month itself. MTA messages should reach the farmer without any delay. The funds set apart for MTA can be used for Pre MTA meetings also. Honorarium to experts may also be given @ Rs.1000/-.

The Kerala Agricultural University will associate closely with the project and KVK Kollam, RARS Pattambi, KVK Kannur and KVK Ambalavayal will be the nodal institution for the project for preparing monthly technology advisory, need based field visit through a Multi Disciplinary Team, expert consultation and technology refinement. The FSRS Kollam, KVK Palakkad, RARS (Northern Region) Pilicode, Kasaragode and RARS Wayanad will be the associating institutions.

The technology refinement part of the project will be implemented by the institutions under KAU. The FSRS Kollam, RARS Pattambi, RARS Pilicode and RARS Wayanad of KAU will implement the Participatory Technology Development (PTD) and KVK Kollam, KVK Palakkad, KVK Kannur and KVK Wayanad will implement the On Farm Trial (OFT) and Front Line Demonstration (FLD). OFT & FLD will be done as far as possible in the field of Lead Farmer and Satellite Farmer.

3. Technology dissemination support (Rs. 31.92 lakhs)

@ Rs. 4,000/- per Satellite Farmer Group for 798 groups

An amount of Rs.4000/- per satellite Farmer Group will be provided as technology dissemination support in order to meet the operational cost of communication and to meet expenses related to extension discussions/meetings etc. This amount can also be used to adopt innovative technology by the group. 798 Satellite Farmer Groups has to be formed at the rate of three groups per Panchayat and each group comprising of 10 selected farmers. The Satellite Farmer Group after one year may be registered as Commodity Interest Group (CIG) in Krishi Bhavan under ATMA / similar schemes.

4. Mobile connection charges (Rs. 36.14 lakhs) - 2008 connections

@ Rs. 150/ per month / mobile set for 12 months

Mobile based communications and audio conferencing system will be utilised for technology transfer. The Lead Farmers, groups of Satellite Farmers, Field Assistants, Technology Managers, nodal institutions and associating institutions has been provided with BSNL mobile phones with prepaid connections under the CUG net work for audio consultations. The Agricultural Assistants in charge of Leads in Krishi Bhavan will also be given mobile phones and prepaid connections. Since all the officers are allotted sim by IT, no sim need be given to Agricultural

Officers, Assistant Directors of Agriculture, Deputy Directors of Agriculture etc. The SMS based advisory service will also be implemented in association with mKissan project. If LEAD farmers and satellite farmers are changed mobile phones distributed should be handed over to newly selected farmers.

5. Capacity bulding (Rs. 20.00 lakhs)

An amount of Rs. 3.00 lakhs will be given to Districts for Capacity Building of farmers and Rs. 8.00 lakh will be given to SAMETI, for capacity building of Extension functionaries.

6. Awareness Programme (Rs. 5.00 lakhs)

@ Rs. 1.25 lakhs per district

Awareness Programmes may be conducted at District, Block and Panchayt Level as per requirement.

7. Management cost (Rs. 190.08 lakhs) [Honorarium to 134 FAs and to 8 TMs for districts , 1 TM at HQ and 1 Data Entry Operator at HQ]

The Regular field visit will be done by Field Assistants engaged on contract basis with qualification of VHSE (Agriculture). One field Assistant will cover two Krishi Bhavans. Field Assistant (FA) will be in charge of visit of Lead Farmers and Satellite Farmers of 2 Panchayats. The field visit for a month shall be finalised by the 25th of the preceding month at Project Directorate of district and communicated to officers of the blocks and districts. The Field Assistants will be attached to the Assistant Director of Agriculture. In order to co-ordinate the visit schedule, preparation of monthly technology advisory and other project activities, two Technology Mangers with Masters Degree in Agriculture / Bsc (Agri) are engaged for each district and will be attached to the Project Director, ATMA. ICT support and mobility support to the Technology Managers are provided. The Agricultural Officer and Agricultural Assistant will conduct at least one visit per month to the field of Lead Farmer.

The services of two Technology Managers (TM) will be utilized in each district for organizing the visit schedule and capacity building programmes, covering all the Panchayaths. The FA and TM will be recruited by the Principal Agricultural Officer.

The Technology Managers and Assistant Directors of Agriculture will ensure that the visit schedule is strictly followed.

The honorarium to be provided is given below:

SI No:	Designation	Number	Honorarium Rate/Month	For 12 Months
1	Field Assistants	134	10,000/-	160.80
2	Technology Manager	9	25,000/-	27.00
3	Data Entry Operator	1	19,000/-	2.28
	Total			190.08

8. Operational cost for Monitoring, Supervision, Reviews etc. (Rs. 25.00 lakhs)

@ Rs. 3.00 lakhs per district and Rs. 13.00 lakh at HQ

This include the cost of mobile phones, printers, etc and cost of monitoring, supervision etc and miscellaneous charges.

9. Extension materials, Diaries for FAs & TMs (Rs. 1.00 lakh)

@ Rs. 1.00 lakh to SAMETI

The amount set apart for this component will be given to SAMETI for Field Diary and Hand book.

10. Strengthening of infrastructure facilities of training hall at Directorate of Agriculture (Rs. 42.94 lakhs)

The amount can be utilized for enhancing the infrastructure facilities of Training Hall at Directorate of Agriculture.

The project is being implemented in 266 Panchayats of Kollam, Palakkad, Kannur, Wayanad districts. The details regarding the number of panchayats covered and the number of Lead Farmers and Satellite Farmer Groups to be benefited under the programme are given below.

DISTRICT	PANCHAYATS	LEAD FARMER	SATELLITE FARMER GROUPS
Kollam	70	210	210
Palakkad	90	270	270
Kannur	81	243	243
Wayanad	25	75	75
TOTAL	266	798	798

Financial Outlay :

Sl.No	Component	Cost (Rs. in lakhs)	Remarks
1	Innovation fund	31.92	@Rs. 4,000/ per Lead Farmer for 798 Lead Farmers in 266 Panchayats.
2	Preparation of MTA	16.00	Rs. 4.0 lakh per district
3	Technology dissemination support	31.92	@ 4000/SFG group for 798 groups
4	Mobile connection charges	36.14	Rs. 150 per month / mobile set for 12 months (2008)
5	Capacity building	20.00	Rs.3.0 lakh per district and Rs.8.0 lakhs to SAMETI
6	Awareness Programme	5.00	Rs.1.25 lakhs /district, district level, block level, panchayat level programmes as required may be conducted
7	Management Cost [honorarium to 134 FA's and to 9 TM's and other management cost including one TM and Data Entry Operator each at HQ]	190.08	Honorarium to FA @ 10000/month including travel cost & Honaraium to TM @ Rs. 25000 per month including travel cost and Rs. 19,000/ month for one Data Entry Operator at HQ
8	Operational cost including cost of mobile phone, printer and for monitoring, supervision, reviews etc.	25.00	Rs.3.0 lakh per district and Rs.13.0 lakhs at HQ
9	Extension materials, Diaries for FA's & TM's.	1.00	Diaries & Extension kits to LFS & SCGs, FA's & TM's To SAMETI
10	Strengthening of infrastructure facilities of training hall at Directorate of Agriculture.	42.94	
	Total	400.00	

Guidelines for the implementation of the programme:

- The project districts are divided into two Agro Ecological Zones (AEZ) and each Agro Ecological Zone will be divided into two Agro Ecological Units (AEU). Visit schedule as well as technology advice for each month will be prepared on Agro Ecological Unit-wise.
- The crops suggested for implementation are paddy, coconut, vegetables and banana. A seasonal action plan for the important crops may be prepared by Project Director, ATMA and implemented.
- The Project Director (ATMA) will be the nodal officer of the project in the district and the Assistant Directors and Agricultural Officers will be closely involved in the project. The preparation of monthly technical advisory will be done at the nodal institution where the team led by Project Director, ATMA will have close interaction. The Assistant Soil Chemist and District Manager of VFPC shall also participate in the monthly meeting at the nodal institutions. The project will be integrated with the ATMA framework to utilize the resources of ATMA. The possible linkage with the Extension plan prepared under the ATMA scheme will be worked out.
- Assistant Director of Agriculture shall compulsorily inspect the diary of Field Assistants and give a report to Project Director, ATMA.
- Lead farmers and Satellite farmers may be changed if they are continuing for 3 years or if their activities are not satisfactory even if not completed 3 years.
- Quarterly meet of Satellite Farmers should be organized at Block level in association with the nodal institution identified in each district. The quarterly meet should be convened by the Assistant Director of Agriculture at block level. Panchayat level and District level workshop should be conducted.
- The Monthly Technology Advice (MTA) should be prepared at the nodal institution before the 25th of every month. Messages should reach the farmer through print and electronic media without any delay.
- There should not be any change in the field visit schedule finalized for a month and the schedule should be finalized by the 25th of the preceding month and communicated to officers of the Blocks, Districts and Directorate of Agriculture. The Technology Manager will coordinate the preparation of MTA and visit schedule for each Agro Ecological Unit (AEU). Every visit should be recorded in the diary of Lead Farmer and Satellite Farmer Group. The scheme should be implemented in convergence with ATMA. Lead farmer and Satellite farmer should be given preference under ATMA.
- Capacity building and awareness programmes should be conducted at District level and Panchayat level.

Selection criteria for lead farmers /satellite farmers

Annexure I

The criteria for selection of lead farmers /satellite groups are given below.

1. Farmers with diversified cropping pattern and allied activities having minimum 50 cent land under cultivation should be considered. He should be an occupant of the same Panchayat.
2. Should have good communication skill, socially acceptable and innovative.
3. Devote time to spare for interacting with satellite farmers.
4. Minimum 50% of the income should be from agriculture alone.
5. Should have the tendency of keeping records of yield, income etc.
6. Award winning farmers, best achievers in terms of maximum crop productivity or income from unit are, those honoured during Chingam 1 (Karshaka dhinam) celebrations etc can be identified as Lead Farmers.
7. He should adopt latest agricultural technology in his field and maintain his field as a technology demonstration plot.
8. Lead farmer should be preferably a member of the existing group like Padasekhara Samithi /Coconut clusters/VFPCK group etc and interested in group management.
9. Farmers interested in group activity and sharing of experience and achievements with others may be brought to the Satellite Farmer Group.
10. The Satellite Farmers should be willing to adopt the new technologies.
11. The Satellite Farmer Group after one year may be registered as Commodity Interest Group (CIG) in Krishi Bhavan under ATMA /similar schemes.
12. The Agricultural Officers of the Krishi Bhavan should select the Lead Farmers of the Panchayat and get the approval of the committee consisting of the Standing Committee chairman (Development), Assistant director of Agriculture of the Block and the concerned Agricultural Officer.

A committee should be constituted for the selection of LEAD farmers /satellite farmers in all districts. The committee should consist of the following persons.

1. Project Director of ATMA of each district - Convenor
2. The Principal Agricultural Officer of the concerned district - Member
3. Representatives of Kerala Agricultural University - Member
4. Deputy Project Director of Agriculture (DD), ATMA - Member
5. Deputy Project Director of Agriculture (AD), ATMA - Member
6. Deputy Director of Agriculture (Extension & Training) - Member
7. Assistant Director of the concerned block - Member
8. Agricultural Officer of concerned Krishi Bhavan - Member

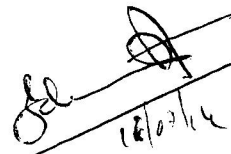
The above committee should scrutinize and finalize the list of LEAD farmers/ satellite farmers, after conducting field visit.

MANAGEMENT AND MONITORING:

1. At Block level, Assistant Director of Agriculture will monitor the scheme. Agriculture Officers and Agricultural Assistants in charge of Leads at Krishi Bhavan will report details to Assistant Director of Agriculture.
2. At District level, Deputy Project Director (DD) will be in charge of monitoring the scheme under the supervision of Project Director, ATMA.
3. The Additional Director of Agriculture (Extension) will monitor the scheme at state level. Additional Director of Agriculture (Extension) has been designated as the nodal officer of Agriculture Extension in the state.

The Project Director, ATMA shall submit the monthly progress report in the email id – nodalatmakerala@gmail.com to the Additional Director of Agriculture (Extension) of the Directorate of Agriculture before the 5th of every succeeding month.

The expenditure of this scheme shall be met from the budget provision of the scheme “Strengthening of Agricultural Extension” under the Head of Account 2401-00-109-80 Plan during 2019-20.


Sd/-

**Director of Agriculture
Additional Director of Agriculture
Directorate of Agriculture
Thiruvananthapuram**

To: Project Director, ATMA, Kollam , Kannur, Palakkad & Wayanad
To: The Principal Agricultural Officers of Kollam, Palakkad and Kannur Districts

Copy to:

PA to Director of Agriculture
Director SAMETI
CA to all Additional DAs
CA to All JDAs at HQ /SFO
Planning Section / SW Section
Director, IITMK
DDA, IT Cell, for publishing in the website
TV(3)/Fin Section / Stock file /Spare
Director of Research, KAU
Director of Extension, KAU
Head, KVK, Kollam
Head, FSRS, Kollam
Head, KVK, Palakkad
Head, RARS, Pattambi
Head, KVK, Kannur
Head, RARS, Pilicode
Head, KVK, Ambalavayal
Head, RARS, Ambalavayal

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18/7/19