

CIRCULAR

Sub:- Annual Plan 2018-19- Scheme for Strengthening of Agricultural Extension —
Strengthening of Project Directorate of ATMA including hiring of office space-
Sanction accorded - Working Instructions issued— reg:

Ref: 1. G.O. (Ms) No. 102/2017/AGRI dated 10/08/2017 of Agriculture (Planning- A)
Department

2. Order No.TP (2) 7462/18 dtd 28.04.2018 of Director, Agriculture
Development & Farmers Welfare Department

ATMA is one among the efficient approaches in delivering advanced technologies in the field of agriculture as far as the new initiatives in extension are concerned. It is rather an approach than the existing set up which is formulated and advocated by Government of India with a view to achieving the targeted 4% growth in the agricultural sector so as to move our nation in to the 'Developed Nation's club'. The ATMA programmes are aimed at changing the traditional pattern of implementation of different agricultural plan components and approaching the system in a more professional way. In other words it may be one prime initiative which is framed for changing the face of the Agricultural Extension system. ATMA encompasses the single window system of service delivery irrespective of the farmers enterprises namely, agriculture, animal husbandry, fisheries etc.

As described, ATMA was initiated for changing the face of the extension system by remodeling the system of execution and formulation. The basic principle underlying this fact is 'farmer first' approach. In order to improve customer friendliness, openness and transparency; content and appearance of the system must be improved substantially. Improvement in content could be brought about by the new approach, following the principles of ATMA. Hence appearance has to be improved so as to facilitate better customer (farmer) friendly transactions..

The ideas behind this modulation enable better communication and transactions for the effective functioning of the system. So the 'modular offices' would be equipped with modern means of communication and effective utilization of work space, creation of an ambience that would suit the logical and ideal work atmosphere. Under these circumstances this scheme is being set up for modernizing the project directorate of ATMA at State Level/ District Level/ Block Level.

Government have accorded administrative sanction for the scheme Strengthening of Agricultural Extension for a total amount of Rs. 4400 lakhs under the Head of Account 2401-00-109-80 Plan during the year 2018-19. Under the scheme an amount of **Rs. 200 lakhs** is set apart for **Strengthening of Project Directorate of ATMA including hiring of office space**. Vide ref 2nd cited above continuous sanction has been accorded for the implementation of the aforesaid scheme.

Objectives:-

- To have a better appearance of the ATMA project directorates to suit the content and spirit
- To develop better communication facility among different Project Directorates up to Block Level and with the State HQ.
- To develop a separate 'wing for extension' at district and State HQ to monitor the activities of different project directorates and institutions.
- To have a better platform for the exchange of ideas, free and fare transactions and for the better customer satisfaction.

Programme:-

1. Setting up of District / Block level ATMA training centres(175 Lakhs)

ATMA training centres should be strengthened for conducting farmers training, BTT, FAC meetings etc. The District Level ATMA Directorate and Block Level ATMA training centres in each district need to be provided with furniture, including computer chair and table, scanner lap top, xerox machine, voice recorder, net setter, LCD projectors etc based on actual needs. Block wise need based proposal should be approved by district level. District wise need based proposal should be approved by State Nodal Cell. Project Director ATMA will ascertain the actual requirements for each block and district. The amount may be utilized for hiring office space also. The amount may can be utilized for strengthening of block level information cum training centre. The possibility of sharing market intelligence may also be explored. An amount of **Rs. 175 lakhs** (Rupees One hundred and Seventy Five lakhs) is earmarked for this component.

2. Contingencies and need based support like equipments, modernization etc at Head Quarters and development of extension wing of the Directorate of Agriculture (25 Lakhs)

An amount of Rs.8.00 lakhs is set apart for meeting the travel expenses of extension personnel's and expenses related to repair & maintenance of department vehicles and POL, as detailed below.

Sl. No.	Item	Amount(Rs. In lakhs)
1	Tour TA	6.50
2	Repair & Maintenance of Vehicles	0.50
3	POL	1
	Total	8.00

In addition, an amount of **Rs. 17.00** lakhs is set apart for providing need based support like equipments, modernization etc at Head Quarters, for development of Extension Wing of the Directorate, modernisation of existing Department Library at Headquarters and other contingencies.

Financial outlay

During the financial year 2018-19 the amount of **Rs. 200 lakhs** is set apart for the implementation of this scheme from the Head of Account 2401-00-109-80 plan under Strengthening of Agricultural Extension as follows

Sl. No.	Item	Amount (Rs. In lakhs)
a)	Setting up of District / Block Level ATMA Training Centre's	175
b)	Expenses for meeting the travel expenses of extension personnels and expenses related to repair & maintenance of department vehicles and POL (HQ)	8
c)	Contingencies and need based support like equipments, modernization etc at Head Quarters and Development of extension wing of the Directorate of Agriculture	17
	Total	200.00

An amount of Rs.182 Lakhs is set apart for allocation to Districts and an amount of **Rs.17** Lakhs is set apart for Development of Extension wing of HQ.

Abstract of the Programme

Sl No	Item	Amount in Lakhs
a.	Setting up of District / Block Level ATMA Training Centres	175
b.	Contingencies and need based support like equipments, modernization etc at Head Quarters and Development of extension wing of the Directorate of Agriculture	25
	Total	200

During the current financial year 2018-19 there is a provision of Rs. 4400 lakhs for Strengthening of Agricultural Extension Scheme under the head of Account 2401-00-109-80. The amount of **Rs. 200 lakhs** required for the implementation of this scheme can be met from this budget provision under **Strengthening of Project Directorate of ATMA including hiring of office space** under the H/A 2401-00-109-80 (P).

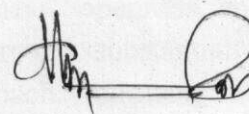
Monitoring and Evaluation:-

The scheme will be monitored at block level by the Assistant Directors of Agriculture and Project Directors ATMA at District level under the supervision of Principal Agricultural Officer. A well modeled office for ATMA Project Directorates could be made for the easy administration and communication. Monthly Progress Report of the programme should be submitted to State Nodal Cell (nodalatmakerala@gmail.com) on or before the 5th of every month.

Sd/-

Director

Directorate of Agriculture Development
and Farmers Welfare



To

All Additional Directors of Agriculture
All Principal Agricultural Officers
All Project Directors (ATMA)
Planning Sn
CA to Director of Agriculture
DDA (IT) for uploading in the website
Stock File

MINI T

Assistant Director of Agriculture (ATMA)
Directorate of AD & FWD
Vikas Bhavan Tvpm - 33