

CIRCULAR

Sub: Annual Plan 2018-19 scheme on "Strengthening of Agricultural Extension"-
Administrative sanction accorded for implementation of **LEADS (Lead
Farmer Centered Extension Advisory and Delivery Services)**, Kollam,
Palakkad, Kannur, Wayanad districts - working instructions-issued.

Ref: 1.GO (MS) 198/10/AD dated Trivandrum 06.08.2010
2.GO (Rt) No. 2260/11/AD dt. Thiruvananthapuram 6/12/2011
3.G.O. (Rt)No. 1601/2012/AD dtd, Thiruvananthapuram 8/8/2012
4. Green book released by finance dept.Govt.of Kerala in Feb 2016
5. GO.(Ms.) 102/ 2017 Thiruvananthapuram dt. 10/8/2017
6. TP(2) 7462/2018 Dt. 6/6/2018 Directorate of Agriculture

As per the reference cited (1),(2),(3) above administrative sanction was accorded for the implementation of the Agricultural Extension programme; LEADS in the four districts of the Kollam, Palakkad, Kannur and Wayanad for the year 2010-11, 2011-12 & 2012-13. Vide ref cited 4th above continuous administrative sanction has been accorded for the implementation of the scheme LEADS during 2014-15 , 2015-16 and 2016-17.

As per the reference 5 cited administrative sanction has been accorded for the scheme "Strengthening of Agricultural Extension" in 2017-18. As per the Annual Plan 2018-19 the scheme is proposed to be implemented during the current financial year with a budget allocation of Rs. 4400 lakhs under the Head of Account 2401- 00-109-80 plan and as per reference 2nd cited continuous administrative sanction is issued for the scheme component **LEADS** for an amount Rs. 400 lakhs for the year 2018-19.

"LEADS" envisages the revitalization of the present agricultural extension system with the utilization of services of lead farmers for technology dissemination in the state. The concept is based on scientific delineation of the districts into Agro Ecological Zones (AEZ) and Agro Ecological Units (AEU). The main objectives are:

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 Advice 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 Frontline 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.

SALIENT FEATURES

1. Regular field visit oriented extension system is proposed. Lead farmers & satellite farmers are to be changed if they are continuing for 3 years. **If the activity of Lead farmer & Satellite farmers are not satisfactory even if they have not completed 3 years they can be changed.** An innovation fund of Rs.4,000 per Lead Farmer will be provided. This amount can be used to meet expenses of any new technology adopted by the Lead Farmer. Activities of Lead farmers shall be documented. 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. Selection of new Lead farmers and formation of satellite farmer group should be completed by 30-6-18
2. The Project is to be implemented in 266 Panchayats of the four districts of four districts of the Kollam, Palakkad, Kannur and Wayanad and 798 Lead Farmers and 798 Satellite Farmer Groups has to be formed at the rate of three groups per Panchayat and each group comprising of 10 selected farmers for effective technology dissemination.
3. Mobile based communications and audio conferencing system will be utilised for technology transfer.
4. Monthly Technology Advice (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 preparation shall be completed by 25th of the month for dissemination during next month. MTA messages should reach the farmer without any delay. The funds set apart for MTA can be used for Pre MTA meetings also. Honararium to experts may

also be given @Rs.1000/- as per conditions of the scheme on Human Resource Development (HRD) Initiatives and capacity building training support to field functionaries.

5. 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. There should not be any change in the field visit schedule finalized for a month. The field visit for a month shall be finalised by the 25th of the preceding month and communicated to officers of the blocks, districts and Directorate of Agriculture. The Field Assistants will be attached to the Assistant Director of Agriculture. In order to co-ordinate the visit schedule, preparation of monthly technology advice and other project activities, two Technology Managers with Masters Degree in Agriculture /Bsc (Ag) 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.
6. 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.
7. 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.
8. 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 advice, 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.
9. The Lead Farmers, groups of satellite farmers, department officials of the Krishi Bhavans, block level Assistant Directors, Deputy Directors and other associating officials, 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 SMS based advisory service will also be implemented in association with Kissan project.
10. The technology refinement part of the project will be implemented by the institutions under the 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.

11. If LEAD farmers and satellite farmers are charged mobile phones distributed to former farmers are to be received back and given to newly selected farmers.
12. 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 advice will be done at the nodal institution where the team led by PAO 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.
13. The Project will be coordinated at the Directorate of Agriculture by the Additional Director of Agriculture (Extension). A close monitoring through mobile net work as well as random check of field visit of 10 percent of the lead Farmers and Satellite Groups will be done by officers of the Extension Division of the Directorate of Agriculture led by the Additional Director of Agriculture (Extension). The officers from the Directorate shall participate in the monthly meetings at the nodal institutions of the four districts on a regular basis.
14. At the Directorate, a Committee chaired by the Director of Agriculture and at the District level, Committee chaired by the PAO will monitor the project. A Panchayat level Monitoring Committee chaired by the Standing committee Chairman of the Panchayat (Development Committee) will monitor the project. The Agricultural Officer of the Krishi Bhavans should be the convenor. A dedicated website/portal will also be launched for the project.
15. Assistant Director of Agriculture shall compulsorily inspect the diary of field Assistants and give a report to Project Director, ATMA monitoring.
16. A mid term assessment of the project will be made.

Administrative Setup

The project districts, will be divided into two Agro Ecological Zones (AEZ) headed by the Project Director (ATMA). On an average, Agro Ecological Zone (AEZ) office may cover 6 to 7 blocks in each district. The Vocational Higher Secondary trained people designated as Field Assistant (FA) will be in charge of visit of Lead Farmers and Satellite Farmers of 2 Panchayats. The services of two Technology Managers personnel will be utilized in each district for organizing the visit schedule and capacity building programmes, for covering all the Panchayats and they will be designated as Technology Managers (TM). 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. **One TM and one Data entry operator will be recruited for HQ.**

The following are the components and financial outlay of components under the project are proposed to be implemented during the 2018-19

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 lakhs per district
3	Technology dissemination support	31.92	@ Rs.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 lakhs per district and Rs.8.00 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 8 TM's and other management cost including one TM and data entry operator each at HQ	190.8	Honorarium to FA @ Rs.10000/month including travel cost & Honaraium to TM @ Rs.25000 per month including travel cost and Rs.19000/month for one DTP operator at HQ.
8	Operational support at districts and cost of mobile phone, printer and for monitoring, supervision, reviews etc.	25.00	Rs.3.0 lakhs 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.	42.22	
	Total	400.00	

Implementation

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

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

Schedule of activities proposed for effective implementation of the programme

- Quarterly meet of LEAD 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). Copy of the visit schedule should be submitted to Director of Agriculture in advance. 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.

Management and Monitoring

- At Panchayat level, a committee under the chairmanship of standing committee chairman (Development) of each Panchayat will be constituted with Agriculture Officer as the convener.
- At District level, the Project Director (ATMA) will co-ordinate and monitor the scheme. A committee under the chairmanship of PAO will be constituted in the district. Separate review meeting will be conducted by Principal Agricultural Officer and Project Director, ATMA at District and Block Level.
- A committee chaired by the Director of Agriculture and the Additional Director of Agriculture (Extension) as the convener will review the scheme. Additional

- Director (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 name cover of Additional Director of Agriculture (Extn) of the Directorate of Agriculture before the 5th of every succeeding month in the prescribed proforma.

A amount of **Rs.400.00 lakhs** is set apart for this component.

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 during 2018-19

Component wise physical and financial targets are given in Annexure II

sd/
Director of Agriculture

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 State Agricultural Engineer
CA to All JDAs at HQ /SFO
Planning Section for allotment of funds as per Annexure I
PIO, FIB, Trivandrum for giving wide publicity
Director, IIITMK
DDA, IT Cell, for publishing in the website
TV/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, KVK, Ambalawayal Head, RARS, Pilicode
Head, RARS, Ambala

6.2.2018
HASEENA BEEVI A
Assistant Director of Agriculture
Directorate of Agricultural Development
& Farmers Welfare
Vikas Bhavan, Thiruvananthapuram-33

Selection of Lead farmers / Satellite farmers

Three lead farmers are to be selected from each Panchayat 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 Lead Farmer. Income optimizing or yield maximizing farmers could be identified. One farmer in each group could be designated as technology leader. The lead farmers could be the best achievers of the Panchayat in terms of yield or income from unit area and should be 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 VFPCCK, vegetables scheme of the department of Agriculture, Paddy or coconut schemes may also be considered. In each panchayat three lead farmers and three satellite groups and two ATMA groups may be formed. Maximum number of groups should not exceed five in each panchayat. Lead farmers/ satellite groups if not attending meeting/not co-operating/not found useful for technology dissemination may be changed. Lead Farmers should be selected strictly as per the eligibility criteria.

Selection criteria for lead farmers /satellite farmers

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

- 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.
- Should have good communication skill, socially acceptable and innovative.
- Devote time to spare for interacting with satellite farmers.
- Minimum 50% of the income should be from agriculture alone.
- Should have the tendency of keeping records of yield, income etc.
- 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.
- He should adopt latest agricultural technology in his field and maintain his field as a technology demonstration plot.
- Lead farmer should be preferably a member of the existing group like Padasekhara Samithi /Coconut clusters/VFPCCK group etc and interested in group management.
- Farmers interested in group activity and sharing of experience and achievements with others may be brought to the Satellite Farmer Group.
- The Satellite Farmers should be willing to adopt the new technologies.
- The Satellite Farmer Group after one year may be registered as Commodity Interest Group (CIG) in Krishi Bhavan under ATMA /similar schemes.

- 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.

- The Principal Agricultural Officer of the concerned district – Chairman
- Project Director of ATMA of each district.
- Representatives of Kerala Agricultural university
- Deputy Director (i/c) of Extension
- Assistant Directors of the concerned block – Convenor
- Agricultural Officers of the Krishi Bhavans

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

LEADS 2018-19 Physical and Financial Targets 2401-00-109-80 plan

Annexure II

Sl.no	Components	Kollam		Palakkad		Kannur		Wayanad		HQ		HQ AMET		Total	
		Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin
1	Innovation fund @Rs.4000/LF(Rs. In lakhs)		8.4		10.8		9.72		3					31.92	
2	Preparation of Monthly Technology Advice (MTA)	12	4	12	4	12	4	12	4					16	
3	Technology dissemination support Rs. in lakhs @ Rs.4000/SFG group for 798 groups	210	8.4	270	10.8	243	9.72	75	3					798	31.92
4	Mobile connection charges for 9 months (CUG)Rs.150 per month / mobile set for 12 months	529	9.522	673	12.11	600	10.8	206	3.708					2008	36.14
5	Capacity building Rs.in lakhs		3		3		3		3				8	20	
6	Awareness programmeRs.in lakhs		1.25		1.25		1.25		1.25					5	
7	Management cost Rs. in lakhs 134 FA's and to 8 TM's and other management cost including one TM and data entry operator each at HQ	35FA 2DTM	48	45FA 2DTM	60	41FA 2DTM	55.2	13FA 2DTM	21.6	IDTM 1Deo	5.28			190.8	
8	Operational support including cost of mobile phone, printer and form monitoring, supervision, reviews etc.at HQ		3		3		3		3		13			25	
9	Extension material to FA's & TM's and diaries to LF's & SFG's.											1		1	
10	Strengthening of infra structural facilities of training hall At Directorate of Agriculture										42.22			42.22	
	TOTAL		85.572		104.96		96.69		42.558		60.5			400	

Sd/

Director of Agriculture