

TV (3) 12061/2020/ATMA

Directorate of Agriculture Development
and Farmers Welfare Department
Vikas Bhavan, Thiruvananthapuram
Date: 16/07/2020

CIRCULAR

Sub:- Annual Plan 2020-21 – 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. G.O (Rt) No. 604/2020/AGRI dtd 30/06/2020
2. Minutes of Departmental Working Group Meeting held on 23/06/2020

The scheme for Strengthening of Agricultural Extension is proposed to be implemented during 2020-21 with a budget allocation of Rs. 1555.00 lakhs. During 2020-21, the amount set apart for Support to LEADS was Rs.200.00 lakh from which Rs.50.7963 lakh has been allotted for encashment of Queue bills and WAMs clearance bills of 2019-20 and hence only Rs.149.2032 lakh was available for implementation.

The various components under the scheme ‘Strengthening of Agricultural Extension’ including ATMA, ATMA Plus, LEADS etc. have been brought under the umbrella scheme of Kerala Agricultural Innovation Extension Project (KAIEP) for which there is a separate budget provision of Rs.300.00 lakh. An amount of Rs.32.00 lakh is proposed to be allocated from this provision for LEADS programme, thus making the total amount available for implementation of LEADS programme during 2020-21 is Rs.181.2032 lakh.

The 2nd Working Group Meeting held on 23/06/2020 considered the proposal “Scheme on Strengthening Agricultural Extension” and approved an amount Rs. **692.82923 lakh (Rupees Six Crores Ninety Two Lakh Eighty Two Thousand Nine Hundered and Twenty Three only)** excluding the component of Mobile by meeting the expenditure from current years Budget Provision under **H/Ac: 2401-00-109-80 (P)**.

The component of the proposal are shown below:

Sl No.	Particulars	Amount (Rs. In lakhs)
1.	Support to LEADS	181.20320
2.	Award for Best Performers	261.62603
3.	Connectivity to various offices of the Department of Agriculture	100.00000
4.	VAIGA 2020-21	150.00000
	Total	692.82923

Vide reference 1st cited Administrative Sanction was accorded for the proposal scheme on Strengthening Agricultural Extension for an amount of Rs. 692.82923 lakh (Rupees Six Crores Ninety Two Lakh Eighty Two Thousand Nine Hundred and Twenty Three only) which include “**Support to LEADS**” with provision for **Rs. 181.20320 lakhs** from current year budget provision under H/Ac: 2401-00-109-80 (P).

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.

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 develop a farm net work of extension teams, Lead farmers and farmer groups at district level.

Present status of the scheme:

At present, the programme is implemented in the 4 districts of Kollam, Palakkad, kannur and wayanad in 266 panchayats using the service of 109 Field Assistants, 4 Technology Managers and 1 data Entry Operator who are engaged on contract basis. Due to shortage of funds, directions have been given to districts to avoid further recruitment.

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 VFPCCK, 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.

Lead farmer will disseminate the adapted technology to existing satellite group of farmers. Lead farmer should maintain his field as technology demonstration unit and well maintained units can be linked with 'Krishipadasala' training programme of the Department.

2. Management Cost (Rs.145.08 lakh)

For payment of honorarium to 109 Field Assistants, 4 Technology Managers and 1 Data Entry Operator working at present on contract basis, an amount of Rs.145.08 lakh is provided, as given below:

Sl No:	Designation	Number	Honorarium Rate/Month	For 12 Months
1	Field Assistants	109	10,000/-	130.80000
2	Technology Manager	4	25,000/-	12.00000
3	Data Entry Operator (HQ)	1	19,000/-	2.28000
	Total			145.08000

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. 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, other project activities, Technology Managers with Masters Degree in Agriculture /Bsc(Ag) are engaged for each district and will be attached to the Project Director, ATMA. The Agricultural Officer and Agricultural Assistant will conduct at least one visit per month to the field of Lead Farmer.

Periodical training is needed for the staff involved in the programme to update themselves and for effective transfer of technology to farmers.

3. Operational cost/Documentation expenses (Rs. 4.2032 lakh)

An amount of Rs.4.2032 lakh is set apart as operational expenses including monitoring detailed documentation of innovative technologies adopted by Satellite Farmer and Lead farmer including the cost involved, results obtained etc as printed document. MTA should be conducted quarterly and Advisories should be printed and distributed.

Abstract:

Sl.No.	Sub component	Amount proposed (Rs. In lakh)
1	Innovation fund	31.92000
2	Management Cost	145.08000
3	Operational cost/ Documentation expenses	4.20320
	Total	181.20320

- The Project is being implemented in 266 Panchayats of the four districts of Kollam, Palakkad, Kannur and Wayanad and 798 Lead Farmers and 798 Satellite Farmer Groups has been formed at the rate of three groups per Panchayat. Each group comprise of 10 selected farmers for effective technology dissemination.

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

Financial Outlay :

Sl.No	Component	Cost (Rs. in lakhs)	Remarks
1.	Innovation fund	31.92000	@Rs. 4,000/ per Lead Farmer for 798 Lead Farmers in 266 Panchayats.
2.	Management Cost [honorarium to 109 FA's and to 4 TM's and one Data Entry Operator at HQ]	145.08000	Honorarium to FA @ 10000/month including travel cost & Honorarium to TM @ Rs. 25000 per month including travel cost and Rs. 19,000/ month for one Data Entry Operator at HQ
3.	Operational cost/Miscellaneous expenses	4.20320	Rs.1.0508 lakh per district.
	Total	181.20320	

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 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.
- 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. 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

The criteria for section 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.

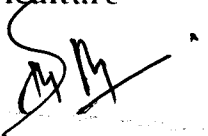
The Project Director, ATMA shall submit the monthly progress report in the email id – nodalatmakerala@gmail.com to the Additional Director of Agriculture (Extension) of the Directorate of Agriculture before the 5th of every succeeding month.

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 2020-21.

The District wise Financial allocation is attached.

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 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

Joint Director of Agriculture (AR & V)
Directorate of Agriculture,
Vikas Bhavan, Thiruvananthapuram

**LEADS 2020 – 21, 2401-00-109-80 Plan
Allotment of Fund**

Sl.no	Components	Kollam District		Palakkad District		Kannur District		Wayanad District		HQ		Total	
		T	Fin	T	Fin	T	Fin	T	Fin	T	Fin	TARGET	Fin
1	Innovation fund @Rs.4000/LF(Rs. In lakhs)	210	8.4	270	10.8	243	9.72	75	3			798	31.92000
2	Management cost (Rs. in lakhs) Honorarium to 109 FAs, 4 TMs and 1 Data Entry Operator at HQ	35FA	45	27FA	38.4	34FA	43.8	13FA	15.6	2.28	109 FA	145.08000	
		ITM		2TM		ITM		IDE0					4 TM, 1 DE0
3	Operational support including cost of mobile phone, printer and for monitoring, supervision, reviews etc. At HQ	1.0508		1.0508		1.0508		1.0508				4.20320	
		54.4508		50.2508		54.5708		19.6508		2.2800		181.20320	
TOTAL ALLOTMENT		54.4508		50.2508		54.5708		19.6508		2.2800		181.20320	

Sd/-
Additional Director of Agriculture (Extension)(i/c
For Director of Agriculture



**Joint Director of Agriculture (AR & P
Directorate of Agriculture,
P.O. Bhavani, Thiruvananthapuram**