

CIRCULAR

Sub:- Annual Plan 2021-22 – 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(MS)No.102/2017/AGRI dated 10.08.2017
2. Order No. ADFW/3061/2021-TP-2 Dated 24.05.2021 of Director, Agriculture Development & Farmers Welfare Department
3. G.O(P) No.21/2021/Fin dated 11.02.2021
4. G.O (Rt)no.495/2021/AGRI Dtd 16.06.2021

Vide reference 1st cited above Government of Kerala accorded administrative sanction for the implementation of the scheme “Strengthening of Agricultural Extension” during the year 2017-18. During the financial year 2021-22 there is a Budget provision of Rs.1170.00 Lakhs for the scheme “Strengthening of Agricultural Extension” under H/A 2401-00-109-80(P).

Vide reference 2nd cited above ,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 2021-22 for a total amount of Rs.150.00 Lakhs.Vide Reference (4)cited, Administrative Sanction was accorded for an additional amount of Rs .100 lakhs for the above scheme thus enhancing the total allotment to Rs. 250 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 services 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,BLAKC, Research Stations and Development specialists.

5. Generation of location 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 Panchayat and a group of 10 farmers (Satellite 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 Panchayat 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 panchayat three lead farmers and three satellite 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 can be changed. Depending upon the crop selected/Technology adopted etc, the lead farmer selected may be changed yearly also, if needed, with the approval of Panchayath Level S election committee. Lead Farmers should be selected strictly as per the eligibility criteria which is given in Annexure 1.

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. A list of practices that can be adopted in the field for demonstration for innovation activities as provided by the Nodal/ Associating institutions shall be compiled by the Technology Manager and submitted to PD ATMA. This list shall be made available to field level officers for adoption based on AEU /Location specific needs. **Care should be taken to ensure that repetition of technologies that have been already demonstrated in the Agro Ecological Unit in the previous years, should be avoided to the maximum extent possible.**

A detailed report on the efficacy, field level adaptability, advantages, disadvantages of the Innovation technology demonstrated in the previous year shall be prepared by the Technology

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manager in consultation with FAs and submitted to the District Project Directorate. PD ATMA should monitor and ensure the above report is prepared.

2. Preparation of Monthly Technology Advisory -MTA (Rs. 8.00 lakhs)

@ Rs. 2.00 lakhs per Districts

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

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 the 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 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. **An amount of 8.00 lakhs is set apart for MTA @ Rs. 2.00 lakh per district.**

In the present Scenario of Covid 19 pandemic, MTA and Pre-MTA meetings may be conducted in online mode also, if necessary

3. Capacity building(Rs.4.00 lakhs)

Periodic training is needed for the staff involved in the programme to update themselves and for effective transfer of technology to farmers . **An amount of Rs.4.00 lakhs is set apart for the conduct of Capacity Building training @ Rs. 1 lakh per district.**

4. Management cost (Rs. 205.63 Lakhs) [Honorarium to FAs and to TMs for districts , and Data Entry Operator at HQ]

Regular field visit will be done by Field Assistants(with qualification of VHSE (Agriculture)) engaged on contract basis. One Field Assistant (FA) will cover two Krishi Bhavans. Field Assistant 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 Managers 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, selection of innovation activities as provided by the Nodal/ Associating institutions ,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. An online monitoring and reporting system may be developed at H.Q level.

The honorarium to be provided is given below ,revised as per ref (3) cited

Sl No:	Designation	Number	Honorarium Rate/Month (Rs)	For 12 Months (Rs in lakhs)
1	Field Assistants	109	20,065/-	262.4502
2	Technology Manager	4	30,995/-	14.87760
3	Data Entry Operator	1	21,175/-	2.541
	Total			279.8688

As per ref (2) and (4) cited above, the total allotment is Rs 250 lakhs only for the programme. Of this an amount of Rs 205.63 lakhs is allotted for Management cost as per the present availability of Funds.

5. Operational cost/Miscellaneous expenses (Rs. 0.45lakhs)

An amount of Rs.0.45 lakhs is set apart as Operational cost/Miscellaneous expense including cost of mobile phones, printers, conducting review meetings, MTA report preparation ,monitoring(physical /online), documentation etc.

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	8.00	Rs. 2.0 lakh per District
3	Capacity building	4.00	Rs.1.0 lakh per District
4	Management Cost [honorarium to FA's and TM's at field level and other management cost including one TM and Data Entry Operator each at HQ(approved number as per ref(1) cited]	205.63	Honorarium to FA @ Rs.20,065/month including travel cost & Honaraium to TM @ Rs. 30,995/- per month including travel cost and Rs.21,175/ month for one Data Entry Operator at HQ(Revised honourarium as per Ref 3)
5	Operational cost/Miscellaneous expense	0.45	Rs.0.05 lakh per District and Rs. 0.25 lakhs at HQ
	Total	250.00	

Guidelines for the implementation of the programme:

- The project will be implemented on the basis of Agro Ecological Unit concept. Visit schedule as well as technology advisory 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. Service of BLAKC expert committee shall also be utilised for the successful implementation of the scheme.

- 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 . their activities are not satisfactory even if not completed 3 years. Depending upon the crop selected and Technology adopted, the lead farmer selected may be changed yearly also, if needed ,with the approval of Panchayath Level selection committee
- ***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 Advisory (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 programmes should be conducted at District level /Block level.

Annexure I

Selection criteria for lead farmers /satellite farmers

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 I (Karshakadhinam) 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. All the Lead Farmers and satellite farmers selected must be registered in the AIMS portal.
13. 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 District Level 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. Agricultural 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.

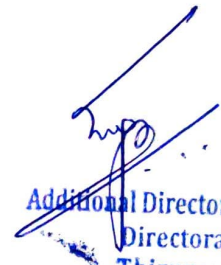
The Project Director, ATMA shall submit the monthly progress report in the email id – nodalatmakerala@gmail.com to the Additional Director of Agriculture (Extension) of the Directorate of Agriculture before the 5th of every succeeding month.

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
2021-22.

Sd/-
Director
Agriculture Development
And Farmers Welfare Department

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

TA 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, Palakkad, Kannur, Ambalavayal
Head, FSRS, Kollam
Head, RARS, Pattambi, Pilicode, Ambalavayal


Additional Director of Agriculture (Extension)
Directorate of Agriculture
Thiruvananthapuram-33

LEADS 2021 – 22, 2401-00-109-80 Plan
Allotment of Fund

SLno	Components	Kollam District		Palakkad District		Kannur District		Wayanad District		HQ		Total	
		T	T	T	T	T	T	T	T	T	T	TARGET	
		Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin	Phy	Fin
1	Innovation fund @Rs.4000/LF(Rs . In lakhs)	210	8.40000	270	10.80000	243	9.72000	75	3.00000		0.00000	798	31.92000
2	Preparation of Monthly Technology		2.00000		2.00000		2.00000		2.00000		0.00000		8.00000
3	Capacity building Rs.in lakhs		1.00000		1.00000		1.00000		1.00000		0.00000		4.00000
4	Management cost (Rs. in lakhs) Honorarium to 109 FA's , 4 TM's (for 8 months) and 1	35FA	58.66160	27FA	48.29960	34FA	57.05640	13FA	20.86760		20.74480 (Salary of DEO & Unallotted amount)	109 FA	205.630
		1TM		2TM		1TM				1DEO		4 TM, 1 DEO	
5	Operational/ Miscellaneous		0.10000		0.10000		0.10000		0.10000		0.05000		0.45000
	TOTAL ALLOTMENT		70.16160		62.19960		69.87640		26.96760		20.74480		250.00


For Director of Agriculture
 Additional Director of Agriculture (Leads)
 Directorate of Agriculture
 Thiruvananthapuram-35