

CIRCULAR

Sub:- Annual Plan 2021-22- Scheme for Strengthening of Agricultural Extension -

“Strengthening of Project Directorate of ATMA including Hiring of office space”- Continuous Administrative sanction accorded - Working Instructions issued- reg:

Ref: 1. G.O(MS)No.102/2017/AGRI dated 10.08.2017

2. Order no. TP (2) 7462/2018 dt. 28/4/2018 of Director of Agriculture

3. Order no. TP (2) 12933/2019 dt. 19.06.2019 of Director of Agriculture

4. Order no. ADFW/484/2020-TP (2) dt. 15.06.2020 of Director of Agriculture

5. Annual Plan 2021-22

6. Order No. ADFW/3061/2021-TP-2 Dated 24.05.2021 of Director, Agriculture.

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. Continuous Administrative Sanction has been accorded for the scheme for the years 2018-19, 2019-20 and 2020-21 vide reference (2) , (3) & (4) cited above .

During the financial year 2021-22 as per reference (5), there is a Budget provision of Rs.1170.00 Lakh for the scheme “Strengthening of Agricultural Extension” under H/A 2401-00-109-80(P).Vide reference (6) cited above Continuous Administrative sanction was received for the component **“Strengthening of Project Directorate of ATMA including Hiring of office space”** for a total amount of **Rs. 20.00 Lakh** under the H/A 2401-00-109-80(P) during 2021-22.

ATMA encompasses a single window system of service delivery inclusive of farmers enterprises viz., agriculture, animal husbandry, fisheries etc. 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. The basic principle underlying this fact is the ‘farmer first’ approach which would be the back bone of any programme launched. In order to improve customer friendliness, offering openness and transparency, the content and appearance of the system must be improved substantially. Office appearance has to be improved so as to create an ambience for customer (farmer) friendly interactions. Modernization of

Project Directorate of ATMA at State level/ District level/ block level can be taken up with modern means of communication, effective utilization of work space, creation of an ambience that would suit the logical and ideal work atmosphere. The following activities can be taken up.

Objectives:-

- To have a better appearance of the ATMA Project Directorates.
- To develop better communication facility among different Project Directorates upto Block Level/ Panchayath 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.

Programme:-

1. Setting up of District / Block level/ Panchayath level ATMA training centres (Rs.12.00 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 can be utilized for strengthening of block/Panchayath level information cum training centre. The possibility of sharing market intelligence may also be explored. An amount of **Rs. 12.00 lakhs** (Rupees Twelve lakhs only) is earmarked for this component. The amount can be utilized for setting up of V.C facilities in Project Directorate offices which are located far off from PAO offices.

2. Contingencies and need based support like equipments, modernization etc at Head Quarters and development of extension wing of the Directorate of Agriculture (Rs.8.00 Lakhs)

This include an amount of **Rs.6.5** lakhs 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	5.00
2	Repair & Maintenance of Vehicles	0.50
3	POL	1
	Total	6.5

In addition, an amount of **Rs. 1.50** lakhs is set apart for providing need based support like equipments, modernization etc at Head Quarters, for development of Extension Wing of the Directorate, modernization of existing Department Library at Headquarters and other contingencies.

Financial outlay

During the financial year 2021-22 an amount of **Rs.20.00 lakhs** is set apart for the implementation of this scheme from the Head of Account 2401-00-109-80(P) under "Strengthening of Agricultural Extension" as follows

Sl. No.	Item	Amount (Rs. In lakhs)
a)	Setting up of District / Block Level/ Panchayath level ATMA Training Centres	12.00
b)	Expenses for meeting the travel expenses of extension personals and expenses related to repair & maintenance of department vehicles and POL (HQ)	6.50
c)	Contingencies and need based support like equipments, modernization etc at Head Quarters and Development of extension wing of the Directorate of Agriculture	1.50
	Total	20.00

An amount of **Rs. 12.00 Lakhs** is set apart for allocation to Districts and an amount of **Rs.8.00** Lakhs is set apart for Development of Extension wing of HQ and expenses for meeting Tour TA, R&M of vehicle and POL.

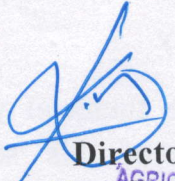
The allotment to Districts can be given on receiving the proposals from Districts through Principal Agricultural officers based on requirement submitted by Project Director ,ATMA .

During the current financial year 2021-22, Administrative sanction was received for an amount of **Rs. 1170.00** lakhs for “Strengthening of Agricultural Extension” under the Head of Account 2401-00-109-80(P). The amount of **Rs.20.00 lakhs** required for the implementation of this component can be met from this budget provision.

Monitoring and Evaluation:-

The scheme will be monitored at block level by the Assistant Directors of Agriculture. A well modeled office for ATMA Project Directorate 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) by Project Director,ATMA on or before the 5th of every month and at District level by Deputy Project Director I.




Director DIRECTOR
Agriculture Development
And Farmers Welfare Department
AGRICULTURE DEVELOPMENT
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THIRUVANANTHAPURAM, KERALA

To

All Additional Directors of Agriculture
All Principal Agricultural Officers
All Project Directors (ATMA)
Planning Section/SW Section
CA to Director of Agriculture
DDA (IT) for uploading in the website
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