

## Directorate of Agriculture Development and Farmers' Welfare

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No:ADFW/5801/2023-ATMA

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### CIRCULAR

Sub:- Annual Plan 2023- 24 – Scheme for 'Strengthening of Agricultural Extension' - Subcomponents- "Setting up of District/ Block level/Panchayath level ATMA training Centres and Hiring of Office space & Contingencies and need based support viz. equipments, modernization etc. at Head Quarters and development of Extension wing of the Directorate of Agriculture- Working Instructions issued – reg

Ref:- 1) Annual Plan2023-24  
2) G.O. (Rt) No.383/2023/AGRI dated 25.04.2023

As per reference 1<sup>st</sup> cited above, there is a Budget provision of Rs. 3028.00 lakh for the scheme "Strengthening of Agricultural Extension" under H/A 2401-00-109-80(P) during the year 2023-24. Vide reference 2<sup>nd</sup> cited above, Government have accorded Administrative Sanction for the implementation of Scheme "Strengthening of Agricultural Extension" for an amount of Rs.1065.56 lakh under the H/A 2401-00-109-80(P) during 2023-24. An amount of Rs.320 lakh has been set apart for the component 'Strengthening Project Directorates of ATMA including, HR Support, ATMA Activities and Operational Support' under the H/A 2401-00-109-80(P).

The sub components 'Setting up of District/ Block level/ Panchayath level ATMA training Centres and Hiring of Office space & Contingencies and need based support viz. equipments, modernization etc . at Head Quarters and development of Extension wing of the Directorate of Agriculture' are envisaged for meeting various expenses like setting up ATMA Training centres, hiring of Office space, Tour TA of Extension Personal, Repair & maintenance of Department Vehicle, POL, etc. A total amount of Rs. 37.627 lakh has been set apart under the H/A 2401-00-109-80(P) for the two subcomponents.

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 growth in the agricultural sector. 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. ATMA encompasses the single window system of service delivery irrespective of the farmers enterprises namely, agriculture, animal husbandry,



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fisheries, dairy, etc.

The basic underlying principle of ATMA is the 'farmer first' approach. In order to improve customer friendliness, offering openness and transparency, 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 transactions. The idea behind this is that better communication and transactions allow for the effective functioning of the system.

Taking into account the above requirements, Project Directorates of ATMA at State level/ District level/ block level can be modernised with latest means of communication and creation of an ambience that would suit the logical and ideal work atmosphere through effective utilisation of workspace.

### Objectives:

- i. Setting up of a new/ improvement of existing front office / help desk . facility at ATMA Project Directorates at district level
- ii. To develop better communication facility among different Project Directorates upto block level and with the state HQ.
- iii. To develop a separate 'wing for extension' at district and state HQ to monitor the activities of different Project Directorates and institutions.
- iv. To set up a better platform for the exchange of ideas, free and fair transactions and improve customer satisfaction.

### Programmes:

#### 1. Setting up of District /Block level /Panchayath level ATMA training centres and hiring of office space (Rs. 29.627 Lakh)

The District Level ATMA Directorates and Block Level ATMA training centres for conducting farmers trainings, BTT, FAC meetings etc., in each district should be strengthened by providing furniture, including computer chair and table, scanner, laptop, Xerox machine, voice recorder, net setter, LCD projectors, VC Facilities, 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 and to meet other operational expenses also. The amount can be utilized for strengthening of block / Panchayath level information cum training centres. The possibility of sharing market intelligence shall also be explored An amount of **Rs.29.627 lakh** (Rupees Twenty Nine Lakh Sixty Two Thousand and Seven Hundred Only) is earmarked for this component and implemented



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in a need based mode.

**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 Lakh)**

A total amount of **Rs.8.00 lakh** (Rupees Eight Lakh only) is earmarked for this component , which includes an amount of Rs.6.5 lakh for meeting the travel expenses of extension personnel , expenses related to repair & maintenance of department vehicles , POL and an amount of Rs.1.50 lakh for providing need based support like equipments , modernization, security systems, etc at Head Quarters, for development of Extension Wing of the Directorate, modernization of existing Department Library at Headquarters and other contingencies as detailed below.

Sl.No.	Item	Amount (Rs.in lakh)
1	TourTA	5.00
2	Repair & Maintenance of Department Vehicles	0.50
3	POL	1.00
4	Modernization of HQ	1.50
	<b>Total</b>	<b>8.00</b>

**Financial outlay:**

Sl.No.	Item	Sub Component	Amount (Rs. in Lakh)
1	Setting up of District /Block Level / Panchayath Level ATMA Training Centres and hiring of office space		29.627
2	Contingencies and need	a. Tour TA	5
		b. Repair and maint	



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based support like equipments, modernization etc at Head Quarters and development of extension wing of the Directorate of Agriculture	b. Repair and maintenance of Departmental Vehicles	0.5
	c. POL	1
	d. Modernization of HQ	1.5
<b>Sub Total</b>		<b>8</b>
<b>Grand Total</b>		<b>37.627</b>

The expenditure in this regard can be met from the total provision of Rs.37.627 Lakh available under the H/A 2401-00-109-80 (P) during 2023-24 under the scheme on 'Strengthening of Agricultural Extension'.

The allotment to districts will be issued based on the proposals submitted by Project Director, ATMA through the concerned Principal Agricultural Officers on first come first serve basis.

#### Monitoring and Evaluation:-

The scheme will be monitored at block level by the Assistant Directors of Agriculture and by the Project Directors (ATMA) at district level. Monthly progress report of the scheme should be submitted to State Nodal Cell (nodalatmakerala@gmail.com) by Project Director (ATMA) on or before the 5<sup>th</sup> of every month. At State level, the scheme will be monitored and managed by Additional Director of Agriculture (Extension).

**ANJU K S IAS  
DIRECTOR**

To 1) All Principal Agricultural Officers  
2) All Project Directors (ATMA)

Copy to:

*ANJU K S IAS*  
17/5/2023  
Additional Director of Agriculture (Extension)  
Directorate of Agriculture  
Kanthapuram-33



- 1) TA to Director of Agriculture
- 2) CA to all Additional Directors of Agriculture
- 3) All Project Directors (ATMA)
- 4) Planning Section
- 5) Deputy Director of Agriculture (IT) for uploading in the website
- 6) SW Section
- 7) Stock File