

Directorate of Agriculture Development and Farmers' Welfare
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No:ADFW/7822/2024-ATMA

Date:08-07-2024

CIRCULAR

Sub:- Annual Plan 2024-25- Scheme for 'Strengthening of Agricultural Extension'- Sub component "**Strengthening of Project Directorate of ATMA**"-Working Instructions issued-reg.

Ref:- 1)Annual Plan 2024-25

2)G.O. (Rt) No. 539/2024/AGRI dated 15.06.2024

As per reference 1st cited above, there is a Budget provision of Rs.2503.00 Lakh for the scheme "Strengthening of Agricultural Extension" under H/A 2401-00-109-80(P) during the year 2024-25. As per reference 2nd cited above, Government have accorded Administrative Sanction for the implementation of Scheme "**Strengthening of Agricultural Extension**" for an amount of Rs.2503.00 Lakh under the H/A 2401-00-109-80(P) during 2024-25. Out of this an amount of **Rs. 361.90 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). And under the component "**Strengthening Project Directorates of ATMA**" a total amount of **Rs. 37.627 Lakh (Rupees Thirty Seven lakh Sixty Two Thousand and Seven Hundred only)** has been set apart for the sub components "**Setting up of District/Block level/Panchayath level ATMA training centres and Hiring of Office space & Contingencies and need-based support for modernization of Head Quarters**". under the H/A 2401-00-109-80(P) for meeting various expenses like setting up of ATMA Training centres, hiring of Office space, Tour TA of Extension Personnel, Repair & Maintenance of Departmental Vehicles, POL, etc.

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, fisheries, dairy, etc

The basic principle underlying this fact is that '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 modulation 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 modernized with latest means of communication and creation of an ambience that would suit the logical and ideal work atmosphere through effective utilization of workspace.

Objectives :

1. Setting up of a new/ improvement of existing front office/ help desk facility at ATMA Project Directorates at District level.
2. To develop better communication facility among different Project Directorates up to Block Level/ Panchayath Level and with the State HQ.
3. To develop a separate 'wing for extension' at district and State HQ to monitor the activities of different project directorates and institutions.
4. To set up a better platform for the exchange of ideas, free and fair transactions and improve customer satisfactions.

Programs:-

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 training, BTT, FAC meetings., etc in each district can be strengthened by

providing furniture, including computer chair and table, scanner, lap top, Xerox machine, voice recorder, net setter, LCD projectors, VC Facilities, building/furniture maintenance requirements, 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 can be utilized for strengthening of block level/Panchayath level information cum training centres and also for hiring of office space. The possibility of sharing market intelligence may 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 in a need-based mode.

2. **Contingencies and need based support for modernization of Head Quarters (Rs.8.00 Lakh)**

A total amount of **Rs. 8.00 Lakh (Rupees Eight Lakh only)** is set apart for this component, which includes an amount of **Rs 6.50 Lakh (Rupees Six Lakh Fifty Thousand only)** for meeting the travel expenses of extension personnels, expenses related to repair & maintenance of department vehicles, POL and an amount of **Rs. 1.50 Lakh (Rupees One Lakh Fifty Thousand only)** for providing need-based support like equipment, modernization, security systems, etc. at Head Quarters, for development of Extension Wing of the Directorate, modernization of existing Department Library at Head Quarters and other contingencies are detailed below.

Sl. No.	Item	Amount (Rs. In lakh)
1	Tour TA	5.00
2	Repair & Maintenance of Department Vehicles	0.50
3	POL	1.00
4	Modernization of HQ	1.50
	Total	8.00

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-based support for modernization of Head Quarters.	a. Tour TA	5.00
		b. Repair and maintenance for Department Vehicles	0.50
		c. POL	1.00
		d. Modernization of HQ	1.50
	Sub Total		8.00
	Grand Total		37.627

The expenditure in this regard including committed expenditure of 2023-24 can be met from the total provision of **Rs. 37.627 Lakh** available under the **H/A 2401-00-109-80(P)** during 2024-25 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 by the Assistant Directors of Agriculture at block level and the Project Directors (ATMA) at District level. Monthly Progress Report of the scheme should be submitted to State Nodal Cell (nodalatkerala@gmail.com) by the Project Director

(ATMA) on or before the 5th of every month. At State level, the scheme will be managed by Additional Director of Agriculture (Extension).

Signed by
Dr ABDELA ABDULLA IAS
DIRECTOR
Director of Agriculture

Date: 08-07-2024 17:02:23

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

Copy to: 1) TA to Director of Agriculture
2) CA to all Additional Directors of Agriculture
3) Planning Section
4) Deputy Director of Agriculture (IT) for uploading in the website
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