

### 33. ಆತ್ಮ (ATMA)

#### ATMA-Model of Extension Reforms Scheme

The ATMA Model of Agricultural Extension System was introduced in the state during 2005-06. It was further extended to all the 30 Districts of the State since 2007-08. Vide Government Order No: AH D.275 AMS 2004, Bangalore, dated: 12.12.2005 and subsequent orders, 30 District Level ATMA Steering Committees, 176 Taluka Level ATMA Implementation Committees have been constituted. The Steering Committees are headed by the Chief Executive Officers of Zilla Panchayats, with District Joint Director of Agriculture as member Secretary. The Taluka level ATMA Implementation Committees have Taluk Assistant Directors of Agriculture as their Chairman with the Block Technology Manager of the taluka as member secretary.

At State level IDWG (Inter Departmental Working Group) is headed by the Additional Chief Secretary and Development Commissioner has come into being with Commissioner for Agriculture as the Nodal Officer, The Agriculture Department of Government of Karnataka is the Nodal Department.

The HRD activities are looked after by SAMETI Regional Centers, South and North, located respectively at UAS, Bangalore and Dharwad

The scheme is to be implemented as per the Administrative Approval accorded by the GOI. The component-wise allocation shall strictly be adhered to. However if a new component/components is/are added by the GOI, expenditure for such component/s shall be incurred from the allocations for the other components as suggested by GOI.

Government of India has modified the Guidelines of this '**Support to State Extension Programmes for Extension Reforms**' during 2010. The scheme has been strengthened with the strong manpower, infrastructure and activities as detailed below:

- a) Provision of specialist and functionary support at different levels viz. State Coordinator and faculty and supporting staff for SAMETI at State level, Project Director, Deputy Project Directors and supporting staff at District level and Block Technology Manager & Subject Matter Specialist at the Block Level. ÷
- b) Revision in ATMA Cafeteria to include some additional activities and to provide for enhanced unit costs for some of the activities.
- c) Delegation of powers to State Level Sanctioning Committee (SLSCs) set up under Rashtriya Krishi Vikas Yojana, to approve the State Extension Work Plan (SEWP) prepared under the Extension Reforms Scheme. The State Nodal cell (SNC) will ensure timely receipt of District Agriculture Action Plans (DAAP) to formulate the State Extension Work Plan (SEWP).

Government of India (vide No.27-18/2010-AE, dated: 15-10-2010) and Government of Karnataka (Vide GO No: AHD/76/AMS/2010, Bangalore dated: 28-1-2011) have approved to recruit the following posts on contract basis under ATMA Scheme during 2010-11.

Sl. No	Name of the Post	No.of Posts
1.	State Co-ordinator (at Head office)	1
2	Deputy Director (at SAMETI)	8
3	Computer Programmer (one each at district level and one at SAMETI South)	31
4	Accountant cum Clerk (one each at district level and one at SAMETI South)	31
5	Project Director (one each at district level)	30
6	Deputy Project Director (Two at district level)	60
7	Block Technology Manager (one each at Taluk level)	176
8	Subject Matter Specialist (one each at Taluk level)	176
	<b>TOTAL</b>	<b>513</b>

### **General Instructions for Implementation of ATMA Programme.**

1. The Chief Executive Officers of the Zilla Panchayats, who are the Executive Directors of District Level ATMA Steering Committees, shall guide/facilitate the Line Departments to execute the approved activities strictly as per GOI norms (listed in the forthcoming pages.)
2. The District Joint Directors of Agriculture and Taluk Assistant Directors of Agriculture, who are the member secretary and chairman respectively of District and Taluk Level Committees, are requested to ensure proper and successful implementation of the project through effective coordination among the line departments and all the other concerned organizations/institutions.
3. Meetings of the District Level ATMA Steering Committees and Taluka Level ATMA Implementation Committees shall be regularly convened and decisions shall be taken there on, for timely implementation of the programme.
4. Field Activities shall be carried out in accordance with GOI approval and strictly as per the ceiling limits for the present ongoing activities. (as given in the forthcoming pages)
5. It has come to our notice that there has been a delay in submitting the pre-receipt for obtaining the grants from the SAMETI. After receiving grants release order from the head office, pre-receipt should be immediately sent to The Director, SAMETI (South), for early release of grants. Acknowledgements for the funds received shall be sent to the SAMETI (South) immediately and due action shall be taken to provide the funds to the implementing officers, without any further delay.
6. They shall ensure audit of their ATMA accounts for the year 2012-13 by Chartered Accountants and furnish the same to the Department, so that the same is submitted to the GOI for further release of grants. There should not be any variations in the figures in the audited UC. Opening balance of 2012-13 should tally with the closing balance of 2011-12. The Accountant-cum-clerk should be made accountable for this.

7. There shall be perfect co-ordination among all the Line Departments, duly ensuring proper allocation of funds for carrying out extension activities, as per the identified needs as documented in SREPs.
8. Timely implementation of activities is a must to ensure higher success rate.
9. Issues to be observed while Utilizing funds:
  1. A minimum of 10 per cent of the allocations shall be utilized through the NGOs, Agri Business and Agri Clinic Entrepreneurs, Input Dealers and others.
  2. Reservation shall be given for SC, ST, OBC, Minorities, Women Farmers as per the norms of the State and Central Governments.
  3. Services of Staff Recruited as per GOI Guidelines and GOK order at different levels will be utilized as per the norms of GOI
  10. Progress Reports shall be sent in prescribed formats within 5th of the succeeding month. The revised proforma is enclosed.
  11. Success Stories under different ATMA activities for the year 2012-13 should be submitted immediately, which will be compiled and submitted to Govt. of India. Each Project Director/ Deputy Project Director/ Block Technology Manager/ Subject Matter Specialists should submit 2 success stories each. The success stories should be published at the district level by the Project Director/ Deputy Project Director and copies should be sent to the head office.
  12. Process for the Monitoring and Evaluation studies of the scheme implemented during 2011-12 is going on. All the records/stock registers/other registers (Activity-wise, village-wise, taluk-wise Beneficiary-wise) pertaining to different activities under the scheme should be kept ready for the inspection by the staff of the successful tenderer. It is the duty of the Accountant-cum-clerk of the district to see that the accounts are maintained at district and taluk levels.
  13. It is the duty of the computer Programmer to see that monthly progress report is sent by 5<sup>th</sup> of every month to the head office and MPR is uploaded (EMS) and other activities in the portal as suggested by Government of India.

For any problem with the EMS, Contact Mrs. Rajeswari, DAC, New Delhi through [rajeswari@nic.in](mailto:rajeswari@nic.in), [sagni@nic.in](mailto:sagni@nic.in)

**CAFETERIA OF ACTIVITIES PROPOSED FOR XI PLAN FOR THE SCHEME 'SUPPORT TO STATE EXTENSION PROGRAMMES FOR EXTENSION REFORMS', COST NORMS AND JUSTIFICATION**

**A. State Level Activities**

**(Amount in Lakh Rupees)**

S. No.	Indicative activities to be taken	Cost norms			Remarks
		Unit	Ceiling on Unit Cost Norms	Proposed ceiling for activity	
1	2	3	4	5	6
<b>A.1</b>	Monitoring & evaluation a) Supporting State M & E Unit - Providing computer infrastructure including systems up-gradation and connectivity.  b) Quarterly review workshops and R-E Interfaces (pre-seasonal).  c) Third party Monitoring & Evaluation.  d) Expenses for Inter Departmental Working Group on extension reforms and other contingencies including Operational support TA/ DA, hiring of vehicle/POL, and contingencies for SNO and State Co-ordinator	Per M & E unit.	2.00	<b>2.00</b>	One Time
		Per workshop / Interface	0.50	2.00	Max.4 Work Shops
		Annually	20.00	<ul style="list-style-type: none"> <li>• 10.00 Lakh for states below 100 blocks.</li> <li>• 15 Lakh for states with 100 to 400 blocks</li> <li>• 20.00 Lakh for states with over 400 blocks</li> </ul>	
		Per year	Up to 6.00	<ul style="list-style-type: none"> <li>• 2.00 Lakh for states below 100 blocks.</li> <li>• 4.00 for states with in 100 to 400 blocks.</li> <li>• 6.00 for states with over 400 blocks.</li> </ul>	This includes Operational Expenses for SFAC

1	2	3	4	5	6
A.2	Training courses ó National/ Inter State / within the state (SAMETI) level ó fee for IGNOU courses ó Both Govt. & Non-Govt. extension functionaries (including PRI's NGOs, para extension workers, entrepreneurs, agri-clinics, agri-business centers, input suppliers, corporate, Farmer Friends SMS's, BTM, Project Director, Deputy Project Director, Director SAMETI and Faculty of SAMETI etc.)	Per participant Per day	0.015	Avg. 1.50 per block	Avg. 5 functionaries per block Maximum period not to exceed 20 days
A.3	Exposure visit of extension functionaries to progressive states (A group of minimum 5 participants)	Per participant per day	0.01	Avg. 0.50 per block	Avg. 5 functionaries per block Maximum period not to exceed 10 days excluding journey time
A.4	Organization of state level exhibitions/ kisan melas/ fruit/ vegetable shows etc.	Per year		5.00	
A.5	Krishi Expo and Regional Fairs • Participation in Krishi Expo/Regional Fair organized by DAC.	Per State	1.50	1.50	
A.6	Rewards & incentives Award for best performing district ATMA	Annually per district	1.00	1.00	

1	2	3	4	5	6
A.3	Exposure visit of extension functionaries to progressive states (A group of minimum 5 participants)	Per participant per day	0.01	Avg. 0.50 per block	- Avg. 5 functionaries per block - Maximum period not to exceed 10 days excluding journey time
A.4	Organization of state level exhibitions/ kissan melas/ fruit/ vegetable shows etc.	Per year		5.00	
A.5	Krishi Expo and Regional Fairs • Participation in Krishi Expo/Regional Fair organized by DAC.	Per State	1.50	1.50	
A.6	Rewards & incentives Award for best performing district ATMA	Annually per district	1.00	1.00	
A.7	Farmer Awards ó Best farmers representing different enterprises. • State level • District level	per year per farmer per year per farmer	0.50 0.25	5.00 per state 2.50 per district	10 farmers per state 10 farmers per district.
A.8	Upgrading and restructuring of apex State level training institutions for greater autonomy/ private initiatives to respond to changing requirements as a State Agricultural Management and Extension aining Institute (SAMETI)	-	-	-	

	<b>(a) Operational expenses *</b>	Per year	-	Avg. 0.14 per block with a minimum of 9.00 per SAMETI	This includes Travel Expenses for SFAC
	(b) Documentation of success stories etc. (preparation and dissemination).	Per year	-	3.00	
	(c) Vehicle hiring and POL	Per year	-	3.00	
(1)	(2)	(3)	(4)	(5)	(6)
	<u>Non ó Recurring</u> (d) Equipment (e) One time grant for infrastructure support/building / maintenance & furnishing of training halls	One time  One time		6.00  <ul style="list-style-type: none"> <li>• Rs.75 Lakh for less than 100 blocks.</li> <li>• Of Rs.100 Lakhs with 100 to 400 blocks</li> <li>• Rs.125 Lakhs with more than 400 blocks</li> </ul>	One time grant, given to already established SAMETIs New SAMETIs to get it under RKVY/Agrisnet.

## B. District Level Activities (For each district)

The distribution of resources for different activities covered under the cafeteria given hereunder shall be as per the following broad categories:

◆ Farmer oriented activities	-	55 %
◆ Farm Information dissemination	-	10 %
◆ R-E-F Linkages	-	7 %
◆ Administrative expenses (recurring)	-	28 %

**TOTAL :** - **100 %**

S. No.	Indicative activities to be taken	Cost norms			Remarks
		Unit	Cost Norms (Max.)	Proposed ceiling for activity	
(1)	(2)	(3)	(4)	(5)	(6)
I. Farmer oriented activities					
B.1	Developing Strategic Research & Extension Plan (SREP)	Per district	2.50	2.50 per district	One Time
B.2	Training of farmers duration of not more than 7, 5 and two days respectively at various levels below.	Per farmer per day	0.01	Avg. 0.50 per block	Avg. 50 farmers days per block
	a) Inter-State	Per farmer per day	0.0075	Avg. 0.75 per block	Avg. 100 farmers days per block
	b) Within State	Per farmer per day	0.004	Avg. 4.00 per block	Avg. 1000 farmers days per block
	c) Within district level				Cost norms are inclusive of travel cost by bus or second class sleeper.



(1)	(2)	(3)	(4)	(5)	(6)
B.3	Organizing demonstrations a) Demonstration (Agri.) b) Demonstration (allied sector) c) Farmer to farmer Technology Dissemination at demonstration plot	Per demonstration  Per demonstration  Per demo	Upto Rs.0.04 per demo of 0.4 hectar as per appendix 1 0.04 per demo for allied sectors 0.015	Avg. 5.00 per block  2.00 per block  1.875 per block	Avg. 125 demonstrations per block  Avg. 50 demonstration per block  Avg. 6 visit of 50 farmers at demonstration plot/ site
B.4	Exposure visit of farmers ó maximum duration of 10 days excluding travel time  <ul style="list-style-type: none"> <li>• Inter State</li> <li>• Within the State</li> <li>• Within District</li> </ul>	Per farmer per day	0.006  0.003  0.0025	Avg. 0.30 per block Avg. 0.075 per block  Avg. 0.25 per block	Avg. 5 farmer per blocks for 10 days  Avg. 25 farmer per block for 10 days  Avg. 100 farmers per block for 1 day

(1)	(2)	(3)	(4)	(5)	(6)
B.5	<p><b>Mobilization of farmer groups of different types including Farmer Interest Groups, Women Groups, Farmer Organizations, Commodity Organizations, and Farmer Cooperatives etc.</b></p> <p>a) Their capacity building, skill development and support services</p> <p>b) Seed money /revolving fund</p>	<p>Per group/ per year</p> <p>One time per group</p>	<p>0.05</p> <p>0.10</p>	<p>5 per district including 2.50 Lakh for seed money</p> <p>-</p>	<p>Avg. 20 groups per block</p> <p>Only on emerging-/ high value/ high yield gap/ problematic crops/ areas preferably on cluster basis.</p>
B.6	<p>Rewards and incentives ó</p> <p>- Best organized group representing different enterprises (5 groups)</p>	<p>Per year per group</p>	<p>0.20</p>	<p>1.00 per district</p>	<p>Maximum for 5 groups in a District</p>
B.7	<p>Farmer Awards ó best farmers representing different enterprises.</p> <ul style="list-style-type: none"> <li>• Block level</li> </ul>	<p>Per year per farmer</p>	<p>0.10</p>	<p>0.50 per block</p>	<p>5 farmers per block.</p>

<b>II. Farm Information dissemination</b>					
B.8	District level exhibitions, kissan melas, fruits/ vegetable shows.	Per district		4.00 per District	
B.9	<b>Information dissemination through printed leaflets etc and local advertisements.</b>	Per district	-	4.00 per District	Minimum 25% allocations are to be used for publicity of KCC and other Govt schemes
B.10	<b>Development of technology packages on electronic form to be shared through IT network.</b>	Per package	0.20 (Cost of production of one CD)	2.00 per district	For production of maximum 10 CDs
<b>III. Agricultural Technology Refinement, Validation and Adoption (Research-Extension-Farmer Linkages)</b>					
B.11	Farmer Scientist Interactions at district level 25 farmers for 2 days.	Per interaction	0.20	0.40 per District	For 2 interaction per year
	Designate expert support from KVK/SAU and District Level	Per month per district	0.02	0.24 per district	KVK's/SAU have to designate experts incharge of one district he would provide instance guidance to district functionaries/BTM/SMS with in respective district.

(1)	(2)	(3)	(4)	(5)	(6)
B.12	Organization of field days and kisan gosthis to strengthen research ó extension ó farmer linkages (per block in each season).	Per programme Per Block	0.15	0.30 per block	for 2 seasons in a year
B.13	Assessment, refinement, validation and adoption of frontline technologies and other short term researchable issues through KVKs and other local research centers.	Per district	As per the assessment of KVK/ Local research center &/or issues emanating from SREPs	5.00 per district	

#### IV. Administrative / Capital expenses

B.14	Establishment of ATMA like institutions <ul style="list-style-type: none"> <li>▪ Operational expenses including TA/DA for district level *</li> <li>▪ Hiring of vehicles and POL</li> <li>▪ Operational Expenses exclusively for block level (Including hiring of vehicles and POL ) *</li> <li>▪ Operational expenses for BTM</li> <li>▪ Operational expenses for SMS at block level (including mobility in the field, mobile connectivity and other expenses)</li> </ul> <u>Non ó Recurring</u> <ul style="list-style-type: none"> <li>▪ Equipment</li> <li>▪ Civil Works and Reó furbishing of ATMA office</li> </ul>	Per district				This includes operational expenses for DFAC  This includes TA/DA and other operational expenses for BFAC  one time grant, given to already established ATMA's. New ATMA's to get it under RKVY/Agris net only for few ATMA's
		Per year	-	6.50		
		Per district per year	-	1.50		
		Per Blocks	-	0.30 per Block		
		Per block	0.05 per block per month	0.60 per year per block		
		Per block per person per month	0.035	0.42		
		One time		4.00		
do		2.00				

(1)	(2)	(3)	(4)	(5)	(6)
B.15	Establishment of block level Farm Information and Advisory Centers (FIACs) ó providing IT applications for effective connectivity.	Per Block one time	1.30	[1.3 per district Maximum 10% of blocks or 2 whichever is less]	For New ATMA Districts
B.16	Farm School		Rs.29414 (concept & item wise cost ceiling / Norms is given at Appendix 1) + Rs.4000 per group of FS(as per the *at note foot of appendix 1)		Minimum 3 FS per block

**C. Innovative Activities – State Level**

C.1	Implementation of Extension Activities through Agri-Entrepreneurs trained under Agri-Clinic scheme or any other similar scheme	To be approved by IDWG.	As per norms approved in the Cafeteria.	No. of ATMA blocks X 0.25	No change
C.2	PG Diploma in Agricultural Extension Management through MANAGE	0.15 per beneficiary	3.75 per district	-	For 25 beneficiaries per district

**D. Innovative Activities – District Level;**

D.1	Support for district level Training Institutions ó It may include both òOperational Expensesö * and Non-Recurring Expenditure.	One Institution s per ATMA district per year		5.00 per district	
D.2	(i)Setting up CRS		Rs.1455000	54.00/state /per year	
	(ii)Content creation		Rs.1715500		
	a) Ist Year for two hrs.of daily programme i.e. 730 hrs/year				
	b) 2nd year for one and half hr.of daily prog. i.e. 540 hrs/year		Rs.1287800		
	c) 3rd year for 1/2 hour of daily programme i.e. 183 hr/year		Rs.430050		
D.3	Farmer Friend	One FF/2 Villages		0.04/FF/Y ear	To be shared between center and state in the ratio of 50:50

**E. Other Innovative Activities –**

E.1	Innovative activities ó State component			25.00 per state	To be approved by IDWG.
E.2	Innovative activities ó District component			Average 0.5 per block	To be recommended by ATMA & approved by IDWG



**Note:**

1. Programmatic funds should be spent on rainfed areas atleast in proportion to the extent of rain fed areas in district
2. Minimum 10% of Beneficiary Contribution should be calculated on sum of the four activities aggregated at state level namely-Farmers Training (B-2); Demonstration (B-3); Exposure Visits (B-4); and Capacity Building of farmers groups (B-5) listed in the Cafeteria. However, the beneficiary contribution in respect of SC, ST, Women beneficiaries as well as for beneficiaries belonging to North eastern and hilly states has been reduced from 10 to 5 percent
3. Minimum 30% of resources meant for programmes and activities are allocated for women farmers and extension functionaries
4. Minimum 10% of the allocation on recurring activities at district level is used through non-governmental sector viz. NGOs, FOs, PRIs, cooperatives, para-extension workers, agripreneurs, input suppliers, corporate sector etc.
5. No expenditure shall be incurred from out of Government of India's resources on infrastructure, civil works, vehicle purchase or subsidy unless specifically provided for in the scheme
6. No expenditure shall be incurred from extension work plan allocation on in-eligible items. In the event of any such expenditure, the in-eligible expenses shall be deducted from the State's next year's allocation
7. Under District Level Activities resources for different activities are prescribed with ceilings viz. Farmer oriented activities (55%), Farm information Dissemination (10%), R-E-F Linkages (7%) and Administrative Expenses (28%). Funds from last three activities could be diverted to the first category of Farmer Oriented Activities
8. Operational Expenses in Serial No. A.8 (b) under State Level Activities, Serial No. B-14 of District and Block level Activities and Serial No. D-1 of Innovative Activities include technical assistance, consultancies, special studies, workshops, library, internet, telephone and other contingencies including accommodation for FIAC meetings. The operational cost under B.14 for block level also includes cost for hiring of vehicles and POL
9. The cost norms for operationalization of Farm Schools are appended, if the Farm Schools are run by Non Government Sector, they would be eligible for service charges as per approved norms



10. State neither should engage any regular staff nor meet the salary of the regular staff working under ATMAs/SAMETIs from the operational cost provided in the Cafeteria. Any contractual staff, if engaged, should be strictly through a placement agency.
11. For Demonstration, Training and Exposure Visits, the details of items of expenditure related costs would be as approved under an appropriate scheme of the central/state government. Otherwise prior approval would have to be obtained from IDWG
12. Maximum emphasis should be given to activities of group formation (CIG) and farm school
13. The Extension Work Plan involving the Non-governmental sector implementing agencies may be prepared at the State Level at the discretion of the Chairman, IDWG, without having to obtain recommendation of the Taluk level ATMA implementation Committee (TLAIC) and approval of ATMA, (District Level ATMA Steering Committee (DLASC) concerned. After SEWP has been approved by the DAC, State functionaries shall facilitate necessary coordination between the non-governmental partner and ATMA institutions at district level so that approved activities are implemented expeditiously. Funds to non-governmental sector partner may also be released at the state level, at the discretion of the Chairman, IDWG necessary funds for the purpose may also be retained at the State level.

### **Concept of Farm School**

Key features of the farm schools to be promoted under the ATMA programme are given below:

- a. Farm Schools would be operationalized at Block/Gram Panchayat level
- b. These would be set up in the field of outstanding or achiever farmers. the list of such farmers having potential for organizing farm schools in the Block for different sectors will be identified jointly by TLAIC and sent to DLASC through the Panchayat Samiti (block level elected body of Panchayati Raj Institutions). "Farm Schools" and "Farm School Trainers" for each season will finally be approved by the ATMA DLASC.
- c. "Teachers" in the Farm Schools could be progressive farmers, extension functionaries or experts belonging to Government or Non-Government Sector.
- d. One of the main activities of Farm Schools would be to operationalize Front Line Demonstrations in one or more crops and/or allied sector activities. These demonstrations would focus on Integrated Crop Management including field preparation, seed treatment, IPM, INM. etc.
- e. Farm Schools would provide season long technical backstopping/training to target farmers by having an interactive session once at least during each of the 6 critical stages in a cropping season.
- f. While selecting the trainee farmers, about 50% representation should be given to small and marginal farmers. Preference may be given to members of CIGs/FIGs
- g. "Students" will visit Farm School as per specified schedule or as may be necessary. "Teachers" may also visit students as may be necessary.
- h. Knowledge and skills of "teacher" would be upgraded on a continuous basis through training at district/state/national level institutions and /or exposure visits, etc
- i. In addition to technical support through Farm Schools, Knowledge and skill of Student may also be upgraded through training at district/state level and exposure visits, etc. Students

would have the responsibility of providing extension support to other farmers in the respective village or neighbouring villages.

1. Maximum Service Charge of achiever farmer may be 10% of the total cost incurred on item NO.1-5 of Farm School (Appendix-I)
2. Achiever Farmer, while conducting the Farm School, can take the technical support from KVK scientists and extension personnel to explain the scientific rationale behind a particular practice
3. Either Training or Exposure Visit of about 5 to 6 days of the Progressive/Achiever Farmer is supported under the Farm School as per norms approved in the Cafeteria.
4. Trainees would bear their own travel expenses, which would suffice as their beneficiary contribution to the activity.
5. BTM should act as coordinator for Farm schools with periodic monitoring of the activities done at his level (at least 1 visit at every crucial crop stages) to oversee and monitor the functioning and maintain record of visits He may arrange an Interface between the achiever farmers (taking up Farm School) and the BTT and KVK scientists at least on quarterly basis to exchange ideas at district level
6. Performance of all farm schools in each block should be reviewed at TLAIC meetings on a half-yearly basis and by ATMA DLASCs on an annual basis
7. For the reasons to be recorded in writing, highly successful Farm Schools may be continued for another season or two, with provision of only recurring expenses during subsequent years/seasons. When continued in subsequent seasons, the participants should be selected from villages/panchayats not covered in the earlier Farm Schools.
8. States may consider suitably awarding the best Farm School in the district/state.
9. Trainings in the farm school should be flexible and non-lecture based with emphasis on hands-on-experience, observation, analysis and discussions.

### **Appendix-I**

#### **OPERATIONALIZING FARM SCHOOL AT BLOCK/GRAM PANCHAYAT LEVEL COST NORMS/CEILINGS**

<b>Sl no.</b>	<b>At Farm School (Block/GP Level</b>	<b>Rupees</b>
<b>1</b>	<b>2</b>	<b>3</b>
1.	Frontline demonstration at Farm School on a maximum area of 2.5acre at the same rates as approved under the guidelines of National Food Security Mission for the crops mentioned there in. For other crops for which no rates are available under any of the existing scheme and programmes of the Govt of India, rates may be decided by ATMA MC Subject to a maximum of rs.4000/- per acre covering items mentioned in NFSM Guidelines	7500#

2.	Grant towards logistics support to Farm School	1,000*
3.	Contingency	2,000
4.	IPM kit to 25 Farm School trainees @ Rs.200/- per kit	5,000
5.	<b>Details of interactions/training at Farm School</b>	
	a. Honorarium for maximum two external trainers for maximum 6 visits @ maximum of Rs.250 per visit per trainer	3,000
	b. Travel expenses for maximum two external trainers for maximum 6 visits @ maximum of Rs.150 per trainer per visit	1800
	c. Food expenses for 28 Participants @ Rs.30/- per participant per day for 6 events.	5,040
	d. Printed literature @ Rs.50/- per participant for 28 participants and trainers.	1400
	Total	26740
6.	Maximum service charge to achiever farmer/ implementing agencies running the Farm School, as per decision of GB, ATMA	2674
7.	Either Training or Exposure Visit of Achiever Farmer for about a week	**
	Grand Total	29414

# Average tentative figure

Lump-sum amount of upto Rs.4000(once for a set of Farm Schools) will be provided to the BTM so that Capital assets are reused on a rotational basis as far as possible. Savings on account of this circulation of capital assets can be used for meeting shortfall, if any, in travel expenses of experts.

\*\* Expenditure may be met from B2/B4 of cafeteria of activities.

### **DUTIES AND RESPONSIBILITIES OF DIFFERENT ATMA STAFF**

Sl. No	Name of Agency/Unit	Designation of Post	Duties/Responsibilities
1.	Block	1. Block Technology Manager (BTM)	<ul style="list-style-type: none"> <li>-Coordination with line departments</li> <li>-Organizing meetings of BTTs &amp; FACs</li> <li>-Assist BTT in preparation of BAPs</li> <li>-Compilation of progress of implementation &amp; submission to the district office by 3rd of every month; conducting regularly Taluk level ATMA Implementation Committee meetings</li> <li>-Feedback to BTT and ATMA</li> <li>-Advise to the farmers\FIGs in consultation with line departments and Farmer Friends and maintain an inventory of all FIGs/FOs within the Block</li> <li>-Operationalization of Farm Schools (key activity</li> </ul>

			to promote farmer-to-farmer extension); -Shall attend to any other work entrusted by the competent authority from time to time
		2. Subject Matter Specialist	- To provide necessary inputs to Common Service Centers and Kisan Call Centers through Block level Officers of the Agriculture and Allied Departments and BTM,. -Delivery of extension services in Agricultural and Allied Sectors as per priority areas for various blocks - To provide requisite technical and knowledge support to Farm Schools, Farmer Friends, farmers groups and farmers in general with the technical support from the BTM. -Shall attend to any other work entrusted by the competent authority from time to time
2.	ATMA (District)	1. Project Director	-Liaison with SNO and SAMETI at State level and coordination between line departments including KVK, PRI, Private Sector and Planning Units at district level. -Finalization of District Annual Action Plans -Review of the progress of implementation of Extension Reforms, RKVY and NFSM. -Convening meetings of District level ATMA Steering Committee regularly - Compilation of progress & online submission to the Head Office and Government of India by 5th of every month; -Serve as Member Secretary of District Level Committee. -Ensure timely flow of funds to Blocks. -Shall attend to any other work entrusted by the competent authority from time to time
		2. Deputy Project Director-I	-Overall responsible for research related issues and activities. -Review & prioritization of local research needs based on SREP. -Coordination and follow-up with KVK and other R&D institution for assessment, refinement, validation and adoption of new technologies. -Organizing district level R-E-F interface, Krishi Melas/Exhibition etc. -Capacity building of extension functionaries of all

			<p>line departments in collaboration with KVKs and other institutions.</p> <p>-Shall attend to any other work entrusted by the competent authority from time to time</p>
		3. Deputy Project Director-II	<p>-Serve as Member Secretary of ATMA MC</p> <p>-Coordination with Line Departments including Pvt. Sector.</p> <p>-Compilation of Block Action Plans into DAAPs.</p> <p>-Implementation, monitoring of DAEP, RKVY &amp; NFSM and feed back to PD, ATMA.</p> <p>-Capacity building of farmers and FIGs in collaboration with KVKs and other Institutions</p> <p>-Shall attend to any other work entrusted by the competent authority from time to time</p>
4.	SAMETI (UAS, Bangalore /Dharwad)	Deputy Director/Faculty	<p>-Organizing training courses of their respective areas.</p> <p>-Networking with the resource persons.</p> <p>-Evaluation of training courses.</p> <p>-Training need assessment.</p> <p>-Preparation of Annual Training Calendar.</p> <p>-Regular field visits to different parts of the districts to interact with farmers and grass root level functionaries</p> <p>-Shall attend to any other work entrusted by the competent authority from time to time</p>
5.	SNO (Commissionerate of Agriculture)	State Coordinator	<p>-Liaison with the ATMAs at district level and line deptts, including SAU/SAMETI at state level and Ministry of Agriculture at National Level.</p> <p>-Compilation of DAEP, DAP etc. into state plan.</p> <p>-Compilation of Progress and timely feed back to State and Central Government.</p> <p>-Assessment for capacity building of the line departments.</p> <p>-Ensure timely flow of funds to Districts.</p> <p>-Shall attend to any other work entrusted by the competent authority from time to time</p>
6.	SAMETI/District	Accountant cum Clerk	<p>-Shall attend and maintain all files and records of the correspondence/financial transactions</p> <p>-Shall attend any other work entrusted by the competent authority from time to time</p>

7.	SAMETI/District	Computer Programmer	-Feeding and analyzing of data -Should have knowledge of Visual Programming and C, C++ Programming. -Shall attend to typing work entrusted from time to time in Kannada & English -Shall maintain the Computer system given to his or her charge in clean and good conditions. -Shall attend to any other work entrusted by the competent authority from time to time
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**FORMAT FOR SUBMISSION OF MONTHLY / ANNUAL PROGRESS REPORT ON THE IMPLEMENTATION OF EXTENSION REFORMS SCHEME**

1. Name of State
2. Number of ATMA Districts
3. Meetings of IDWG

**(I)-SLSC**

S.No.	Date of Meeting	Important Decisions taken
3.1		(To be enabled for State level only)

**(II) – IDWG**

S.No.	Date of Meeting	Important Decisions taken
3.2		(To be enabled for District level only)

**(III) ATMA GB**

S.No.	Date of Meeting	Important Decisions taken
3.3		(To be enabled for State level only)

4. Programmes/ Activities  
(Amount in Lakh Rupees)

No	Activities	Physical		Financial	
		T	A	AA	E
(1)	(2)	(3)	(4)	(5)	(6)
A.	<b>STATE LEVEL :</b>				
A.1	Monitoring & Evaluation Supporting State M&E Unit				
	-Providing computer infrastructure				
	-Six monthly review workshops and RE Interfaces				
	-Third party Monitoring & Evaluation		Status		

	-Expenses for IDWG		-	-		
	-State Co-ordinator					
<b>A.2</b>	<b>Training</b>					
	No.of Training Programmes#					
	No. of participants – <b>Male</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	No. of participants . <b>Female</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	<b>Grand</b>					
	<b>Total:</b>					
	No. of man days*					
<b>A.3</b>	<b>Exposure visits</b>					
	No. of Exposure Visits					
	No. of participants . <b>Male</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	No. of participants . <b>Female</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	<b>Grand</b>					
	<b>Total:</b>					
	No. of man days*					

<b>A.4</b>	<b>State Level Exhibitions/Kissan Melas/etc</b>				
	No.of events				
	<b>No.of visitors-Male</b>	Gen			
		SC			
		ST			
		OBC			
		Min**			
		<b>Total:</b>			
		<b>No. of visitors-Female</b>	Gen		
	SC				
	ST				
	OBC				
	Min**				
	<b>Total:</b>				
	<b>Total:</b>	<b>Grand</b>			
<b>A.5</b>	<b>Krishi Expo/Regional Fairs Organized/supported by DAC</b>				
	No.of Events				
	<b>No.of Participants-Male</b>	Gen			
		SC			
		ST			
		OBC			
		Min**			
		<b>Total:</b>			
		<b>No. of Participants-Female</b>	Gen		
	SC				
	ST				
	OBC				
	Min**				
	<b>Total:</b>				
	<b>Total:</b>	<b>Grand</b>			
<b>A.6</b>	<b>Award for best performing district ATMA</b>				
<b>A.7</b>	<b>Farmer Awards (numbers)</b>				
	<ul style="list-style-type: none"> <li>• State level</li> </ul>				
	<ul style="list-style-type: none"> <li>• District level</li> </ul>				



<b>A.8</b>	<b>Upgrading and restructuring of SAMETI</b>					
	<i>Recurring</i> Specialist & Functionary Support -Director -Faculty -Accountant cum Clerk -Computer Programmer					
	Courses Organized					
	No. of Participants:	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	<b>i) Operational expenses:</b>					
	ii) Number of Success Stories documented					
	iii) Vehicle hiring & POL					
	<b><u>Non – Recurring</u></b>					
	iv) Equipment					
	v) One time grant for infrastructure support/building maintenance/ furnishing of training halls					
	<b>Total (A.1 to A.8)\$</b>					
<b>B.</b>	<b><i>DISTRICT LEVEL :</i></b>					
	<b>I. Farmer oriented activities</b>					
<b>B.1</b>	<b>Developing SREPs (Numbers)</b>					
<b>B.2</b>	<b>Training of farmers</b>					
	<b>a)Inter State</b>					
	No. of Trainings					
	No. of Participants- <b>Male</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	No.of Participants - <b>Female</b>	Gen				
		SC				
ST						
OBC						

		Min**				
		<b>Total:</b>				
<b>Total:</b>	<b>Grand</b>					
No. of man days*						
<b>b) Within State</b>						
No. of Trainings						
No. of Participants - <b>Male</b>		Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
No. of Participants - <b>Female</b>		Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
<b>Total:</b>	<b>Grand</b>					
No. of man days*						
<b>c) Within District Level</b>						
No. of Trainings						
No. of participants- <b>Male</b>						
		Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
No. of Participants <b>Female</b>		Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
<b>Total:</b>	<b>Grand</b>					

	No. of man days*				
<b>B.3</b>	<b>Organizing demonstrations</b>				
	i) No. of Demonstrations				
	a)Agriculture				
	b) Allied Sectors				
	Total No. of participants				
	No. of CIGs				
	No. of individual farmers				
	No. of farmers - <b>Male</b>	Gen			
		SC			
		ST			
		OBC			
		Min**			
		<b>Total:</b>			
	No.of farmers- <b>Female</b>	Gen			
		SC			
		ST			
		OBC			
		Min**			
		<b>Total:</b>			
	<b>Total:</b>	<b>Grand</b>			

	ii)Farmer to Farmer Technology dissemination at Demonstration plot:					
	Total No. of events/visits					
	No. of Participants - <b>Male</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	No. of Participants - <b>Female</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
<b>Total:</b>						
	<b>Grand Total:</b>					
<b>B.4</b>	<b>Exposure Visits (EV):</b>					
	<b>a) Inter state</b>					
	No. of EV					
	No. of Participants - <b>Male</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	No. of Participants- <b>Female</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
		<b>Grand Total:</b>				
		<b>Total:</b>				
	No. of man days*					
	<b>(b) Within State</b>					
	No. of EV					

	<b>No. of Participants - Male</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	<b>No. of Participants - Female</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	<b>Grand Total:</b>					
	No. of man days*					
	c) Within district					
	No. of EV					
	<b>No. of participants-Male</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	<b>No. of Participants-Female</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	<b>Grand Total:</b>					
	No. of man days*					
<b>B.5</b>	Mobilization of farmer groups					
	a) Capacity building, skill development and support services					
	<b>No. of Groups formed</b>					
	No. of members benefited					
	b) Seed Money/revolving fund					

	No. of Groups provided seed money				
	No. of Members benefited				
<b>B.6</b>	<b>Rewards and incentives –</b> - Best organized group representing different enterprises				
<b>B.7</b>	<b>Farmer Awards (Numbers)</b> Block level				
<b>II. Farm Information dissemination</b>					<b>Min**</b>
<b>B.8</b>	<b>District level exhibitions, kisan melas, fruits/ vegetable shows.</b>				
	No. of events				
	Total No. of visitors - <b>Male</b>	Gen			
		SC			
		ST			
		OBC			
		Min**			
		<b>Total:</b>			
	Total No. of visitors - <b>Female</b>	Gen			
		SC			
		ST			
		OBC			
		Min**			
		<b>Total:</b>			
	<b>Grand Total:</b>				
<b>B.9</b>	Leaflets/Advertisements made and distributed				
<b>B.10</b>	Technology packages developed				
<b>III. Agricultural Technology Refinement, Validation and Adoption</b>					
<b>B.11</b>	<b>i) Farmer Scientist Interactions at district level</b>				
	No. of interactions				
	No. of farmers participated- <b>Male</b>	Gen			
		SC			
		ST			

		OBC				
		Min**				
		<b>Total</b>				
		:				
	No. of farmers participated- <b>Female</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total</b>				
		:				
	<b>Grand Total:</b>					
	ii) Designated expert support from KVK/SAU at district level					
<b>B.12</b>	<b>Organization of field days and kisan goshies</b>					
	No. of FD/ KG					
	No. of farmers participated- <b>Male</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	No. of farmers participated- <b>Female</b>	Gen				
		SC				
		ST				
		OBC				
		Min**				
		<b>Total:</b>				
	<b>Grand Total:</b>					
<b>B.13</b>	Assessment, refinement, validation and adoption of frontline technologies and other short term researchable issues through KVKs and other local research centres.					
	<b>No. of KVK involved</b>					
	Issues/ trials allocated					
<b>B.14</b>	<b>Establishment of ATMA like institutions</b>					
	<b>Recurring</b>					

	a. Specialist & Functionary Support *Project Director *Deputy Project Director *Accountant cum clerk *Computer Programmer				
	b. TA/DA				
	c. Operational expenses at District level				
	d. Operational expenses at Block level.				
	e. Hiring of vehicles & POL				
	f. Support at Block level- BTM				
	g. Operational expenses for BTM				
	h. Specialist Support at Block level (SMS)				
	i. Operational Expenses for SMS				
	<b><u>Non – Recurring</u></b>				
	◆ Equipment				
	◆ Civil Works and Re. furbishing of ATMA office				
B.15	Establishment of <b>block level</b> FIACs (Numbers)				
B.16	Farm Schools i) Agriculture ii) AHD & F iii) Horticulture iv) Sericulture v) Poultry vi) Fodder Production vii) Any other				
	<b>Total:</b>				
<b>C.</b>	<b><i>INNOVATIVE ACTIVITIES – STATE LEVEL</i></b>				
<b>C.1</b>	<b>Implementation of Extension Activities through Agri-Entrepreneurs trained under Agri-Clinic scheme.</b>				



<b>C.2</b>	No. of Agri- Entrepreneurs involved	Gen					
		SC					
		ST					
		OBC					
		Min**					
		<b>Total:</b>					
	<b>P.G. Diploma in AEM Number of functionaries enrolled</b>						
		Gen					
		SC					
		ST					
		OBC					
		Min**					
	<b>Total:</b>						
<b>Grand Total:</b>							
<b>D.</b>	<b>INNOVATIVE ACTIVITIES – DISTRICT LEVEL</b>						
<b>D.1</b>	Support for district level Training Institutions . It may include both %Operational Expenses+and Non-Recurring Expenditure						
<b>D.2</b>	<b>Setting up CRS</b> - No. of CRS supported for infrastructure						
	- Content Creation a) 1 <sup>st</sup> year for two hrs. of daily programme b) 2 <sup>nd</sup> year for 1 ½ hrs. of daily programme c) 3 <sup>rd</sup> year for ½ hr. of daily programme						
<b>D.3</b>	<b>Farmer Friend</b>						
<b>E.</b>	<b>OTHER INNOVATIVE ACTIVITIES</b>						
<b>E.1</b>	Innovative activities - State component						
<b>E.2</b>	Innovative activities . District component						
	<b>TOTAL (B.1 to E.2)</b>						
	<b>GRAND TOTAL (A.1 to E.2)</b>						

## FINANCIAL SUMMARY

<b>F.</b>	FINANCIAL SUMMARY	
<b>S.No</b>	<b>Activities</b>	
<i>(1)</i>	<i>(2)</i>	<i>(3)</i>
F1	Unspent opening balance as on _____	
	Central Share	
	State Share	
F.2	Funds received from DAC	
F.3	Release of States Matching Share	
F.4	Total Expenditure	
	Central Share	
	State Share	
F.5	Unspent closing balance as on.õ ...õ	
	Central Share	
	State Share	

T = Target, A = Achievement, AA = Allocation approved under SEWP, E = Expenditure incurred, Min=Minorities covers Muslims, Christians, Sikhs, Buddhists and Parsis.

# Institutionwise details may please be furnished in item 3 under Annexure-1

\$ Applicable for only State level, Hence, these fields have to be disabled for District level data entry

\* The man-days for training and exposure visits may be worked out by multiplying no. of extension personnel/ farmers with active number of days of training/ exposure visit. For example a training/ exposure visit organized for 25 extension functionaries/ farmers for 10 days and out of 10 days only 7 days are actually spent on active training / exposure visit, it will provide 175 man-days (25 X 7 = 175).

\*\* Demonstration support to CIG/individual farmer should be treated as one demonstration.

## ANNEXURE-1 of APR

1. Staff Component  
 a) State Level (this table to be filled up only by State Coordinator/State Nodal Officer)

Designation	No.of Posts Sanctioned	No.of Posts filled	Mode of recruitment	Scale & av. Monthly emoluments in case of regular employment	Consolidated amount in case of contractual staff
State coordinator					
SAMETI					
Director					
Faculty					
Accountant cum clerk					
Comp. Prog					

- b) District and Block level

Level	Designation	No.sanctioned for the year	No.filled during the month	No.filled	Mode of recruitment	Scale & av. Monthly emoluments in case of regular employment	Consolidated amount in case of contractual staff
District	Project Director (PD)						
	Dy. PD						
	Accountant cum clerk						
	Comp. prog						
Block	BTM						
	SMS						

- 2) Public-Private Partnership in Extension:

Doc/Guidelines/RSK guidelines.doc

List of Private Partners involved	Activities undertaken in PPP mode (choose from activity list)	Amount released to private Partner (Rs.)	% utilization of funds under PPP mode at district level (against min. 10% norm)

3) Training of Extension Personnel

Level of training/Training institutes involved	No. of Training Programmes	No. of Participants
National		
Manage		
ICAR Institutes		
Others (pl. specify)		
Regional		
EEI		
State		
SAMETI		
SAUs		
Others (pl. specify)		
District		
Dist. Trg. Centers		
KVK		
Others (pl. specify)		
Total		

4) Status of Research . Extension Farmer Linkages (District Level)

Status of Research-Extension-Farmer Convergence Activities at the District level					
Monthly interface between PD, ATMA & Prog. Coord, KVK		Expert designated by KVK	Monthly Joint visits of PD ATMA & PC KVK		Any other activity in conjunction with KVK/SAU
Date	Venue	Name	Villages	Date of Visit	

5) Status of Research-Extension-Farmer Linkages (State Level)

Status of Research-Extension-Farmer Convergence Activities at the District level						
Quartely Meeting			Expert designated by SAU	Monthly Joint visits by SAU Scientists		Long-term Researchable issues communicated by SAU to ZARS
Date	Venue	Actions (post meeting)	Name	Villages	Date of Visit	Date by which addressed

6) Innovative Activity taken up at State Level

Nature of Activity	Progress Achieved	Expenditure incurred

7) Innovative Activity taken up at District Level

Nature of Activity	Progress Achieved	Expenditure incurred

**Applicable for only State level. Hence, these fields have to be disabled for District level data entry**

1. Extn. Functionaries Training
2. Farmers Training
3. Expo. Visit of Extn. Functionaries
4. Expo. Visit of Farmers
5. Demonstrations
6. Kisan Mela, Fairs, Exhibitions
7. Farm Schools
8. Group Formation
9. Any other (pl. specify)

