

Strengthening of Extension

EMPTY PAGE

POLAM PILUSTHONDI

The main objective is to strengthen the extension reach to farmers doorstep for increasing productivity in agriculture and allied sectors and to increase income of the farmers.

Strategies:

- ❖ Providing effective extension services
- ❖ Promoting farmer led extension
- ❖ Improved use of Technologies
- ❖ Updating the status of crops
- ❖ Continuous interaction with farmers
- ❖ Promoting scientific approach
- ❖ Use of Information Technology in Agriculture



Outcome:

- ❖ Increase in farm productivity
- ❖ Increase in production and farmers' income
- ❖ Water Use Efficiency including methods such as Micro-Irrigation
- ❖ Post Harvest Improvements and Value Additions
- ❖ Drought Proofing in Dry land Agriculture
- ❖ Improving soil health

Participating Departments:

1. Department of Agriculture : Joint Director of Agriculture will be the Convenor for the agricultural extension campaign under the chairmanship of the District Collector
2. Department of Horticulture
3. Department of Sericulture (in the concerned areas)
4. Department of Animal Husbandry
5. AP State Dairy Development Cooperative Federation
6. Department of Fisheries
7. Commissionerate of Sugar (in the concerned areas)
8. Acharya N G Ranga Agricultural University

9. Horticultural University
10. Sri Venkateswara Veterinary University

FOCUSSED AREAS:

During the Polam Pilusthondi Programme, the main emphasis will be given on the following issues:

- ❖ Distribution of Soil Health Cards and Soil Test based fertilizer application .
- ❖ Correction of Micro nutrient deficiency
- ❖ Encouraging the Organic farming / Natural Farming/ Zero based natural farming
- ❖ Soil & Water conservation measures (Dead furrows, Recharging of Bore wells, Recharge of Ground Water, Farm ponds, rainguns etc)
- ❖ Issue of Certificate of Cultivation to Tenant Farmers for obtaining Institutional Credit and other benefits.
- ❖ Pest and Disease Attack and Remedial measures to be taken up.
- ❖ Drought Mitigation

Action Plan :

- ❖ The Polam Pilusthondi programme is proposed to be conducted for two days in a week by the Agricultural Department i.e, on Tuesday and Wednesday along with the officials of the allied departments and scientists of the Agricultural, Horticultural and Veterinary universities with the consent of the people representatives.
- ❖ Each day two villages will be covered.
- ❖ Visit schedule to be intimated in advance to the concerned peoples' representatives.
- ❖ The peoples' representatives viz., Hon'ble Ministers, MPs, MLAs, ZPTC, MPP, MPTC, Gram sarpanch,

AMC chairman and Bankers will be invited to participate in the programme.

- ❖ Wide publicity will be given in local print and electronic media.
- ❖ The schedule will be finalized in advance and all concerned villages, officials and non-officials will be intimated about the same.
- ❖ Budget for logistic arrangements will be provided to Mandal Agricultural officer.

The Schedule of the Polam Pilusthondi programme is as follows:

Time	Schedule
Village 1	
8:30 AM to 10:00AM	Field visit
10:00AM to 12:00 Noon	Gramasabha followed by Farmer-scientist interaction programme
Village 2	
2.00PM to 4.00PM	Gramasabha followed by Farmer-Scientist Interaction programme
4.00PM to 5.30PM	Field Visit

During 2017-18, it is proposed to conduct the programme for eight months i.e @ 4 months each in Kharif and Rabi. An amount of **Rs. 898.03 lakhs** has been allocated towards Mobility (@ Rs. 1,000/- per day per mandal), Printing of literature (Rs.5.00 lakhs/district & Rs.5000/- per Mandal, and Logistic Arrangements (@ Rs.850/- per day per mandal)

TRAININGS TO FARMERS, FARM WOMEN AND RMGS:

In view of the rapid changes occurring in agriculture sector, it is necessary for upgrading the skills and knowledge of the farming community. The basic objective of the Trainings is to transfer latest agricultural technologies to the farmers for capacity building in agriculture activities, promoting women’s participation in the over all Agricultural Development and thereby increasing their levels of income.

Objectives:

- To impart necessary knowledge, skills and new practices to the farmers in an easily understandable manner to suit their literacy levels.
- To disseminate the latest crop production technologies.
- To create a favourable attitude in farmers towards modern cultivation and maximizing their potential by rising awareness levels, pro-change attitude.
- To build their confidence for better decision making capability

Approach and Action Plan:

It is proposed to impart training programmes to the farmers/Farm Women/RMGs on the latest production technologies on various crops with the main emphasis on the focus crop.

District specific topics for trainings shall be selected as per the location specific/Crop specific situations. The trainings must cover all the aspects based on the Critical interventions identified in the villages as per the Action Plans prepared.

The Trainings must be organized covering 30% trainings to the Farm women, 10% trainings to RMGs and remaining to the farmers out of the total budget allocated.

Budget Allocated for these trainings is **Rs. 78.00 lakhs** and it is proposed to conduct 1,300 trainings in the districts @ Rs.6,000/- per training.

The Deputy Director of Agriculture (Farmers Training Centers) will organize and monitor to conduct the training programmes duly co-ordinating with the MAOs on the topics to be trained. The Training must emphasize on the practical knowledge rather than the lectures.

Financial Allocation :

During the year 2017-18,, it is proposed to conduct 1300 trainings with a financial allocation of **Rs. 78.00 Lakhs** covering 65,000 farmers.

The mode of expenditure for each of the training programme for a batch of 50 farmers per training is as detailed below:

Sl. No.	Description	Amount(In Rupees)
1	No. of Farmers/Farm Women/RMGs	50
2	Duration of training	1day
	Mode of expenditure	
1	Refreshments to participating farmers for 1day @ Rs. 60/- per day for 50 farmers	3000/
2	Printing of literature and distribution to farmers @ Rs. 20/- per farmer	1000/-
3	Transport of farmers and Resource persons to the venue of training (identified demonstration plot)	1000/-
4	Skill demonstrations	500/-
5	Miscellaneous expenditure	500/-
	TOTAL	6000/-

Expected Outcome:

- ❖ Farmer's knowledge on latest farming technologies will be improved.
- ❖ Productivity and production will be enhanced.
- ❖ Improved the productivity of small farms
- ❖ Awareness was created on entrepreneurial opportunities in agricultural and allied sectors and the trainings on value addition related to agri-products provided opportunity to the farm women in getting alternate income especially in off-season and also to set up suitable small scale enterprise for generating extra income.

Statement showing the Budget Requirement for Polam Pilusthondhi for 4 months in Khariff and 4 months in Rabi seasons each for the year 2017-18

S. No.	District	No of mandals	Mobility @ Rs. 1000/mandal/day for 8 days in a month for 8 months (130/134 HPV)		Preparation of Banner @Rs.1500/- each per mandal for Khariff & Rabi 500/503 OE		Contingency @ Rs 850 per mandal per day for 8 days in a month for 8 months (500/503 OE)		Printing of Literature to be distributed to the farmers @ Rs 5,00,000/- (Rs.3,00,000 for Khariff and Rs.2,00,000 for Rabi per district (260 ASPE) Printing of Mandal Specific Literature @ Rs.5000/-(Rs.3000 for Khariff and Rs.2000 for Rabi per district (260 ASPE)						TOTAL ALLOCATION			
			GENERAL	TSP	GENERAL	TSP	GENERAL	TSP	GENERAL	TSP	GENERAL	SCP	TOTAL	GENERAL	SCP	TSP	TOTAL	
1	Srikakulam	38	2432000	2432000	57000	57000	1710200	133000	224000	2067200	59200	73000	57800	690000	4758400	206000	281800	5246200
2	Vizianagaram	34	2176000	366000	51000	149000	1334600	149000	366000	1849600	494300	81000	94700	670000	4055900	230000	460700	4746600
3	Visakhapatnam	43	2752000	526000	64500	109000	1704200	109000	526000	2339200	520300	59200	135500	715000	5041000	168200	661500	5870700
4	East Godavari	62	3968000	205000	93000	258000	2909800	258000	205000	3372800	615600	141600	52800	810000	7586400	399600	257800	8243800
5	West Godavari	48	3072000	122000	72000	292000	2197200	292000	122000	2611200	549300	159200	31500	740000	5890500	451200	153500	6495200
6	Krishna	50	3200000	107000	75000	273000	2340000	273000	107000	2720000	573600	148900	27500	750000	6188600	421900	134500	6745000
7	Guntur	57	3648000	184000	85500	277000	2639800	277000	184000	3100800	586300	151200	47500	785000	6959600	428200	231500	7619300
8	Prakasam	56	3584000	162000	84000	328000	2556400	328000	162000	3046400	559200	179000	41800	780000	6783600	507000	203800	7494400
9	Nellore	46	2944000	352000	69000	317000	1833400	317000	352000	2502400	465800	173500	90700	730000	5312200	490500	442700	6245400
10	Kurnool	53	3392000	96000	79500	258000	2529200	258000	96000	2883200	599700	140600	24700	765000	6600400	398600	120700	7119700
11	Anantapuramu	63	4032000	75000	94500	202000	3150200	202000	75000	3427200	685500	110300	19200	815000	7962200	312300	94200	8368700
12	Kadapa	51	3264000	137000	76500	228000	2409400	228000	137000	2774400	594800	124700	35500	755000	6344700	352700	172500	6869900
13	Chittoor	66	4224000	139000	99000	242000	3209400	242000	139000	3590400	661400	132800	35800	830000	8193800	374800	174800	8743400
	TOTAL	667	42688000	2695000	1000500	3066000	30523800	3066000	2695000	36284800	7465000	1675000	695000	9835000	81677300	4741000	3390000	89808300

BUDGET REQUIREMENT FOR TRAININGS TO FARMERS, FARM WOMEN & RMGS FOR THE YEAR 2017-18 UNDER NORMAL STATE PLAN EXTENSION SCHEME.

S. No.	District	ALLOCATION				TOTAL	
		GENERAL	SCP	TSP	Fin. (in Rs)	No of trainings	
1	Srikakulam	492000	60000	48000	600000	100	
2	Vizianagaram	462000	66000	72000	600000	100	
3	Viskhapatnam	444000	48000	108000	600000	100	
4	East Godavari	444000	114000	42000	600000	100	
5	West Godavari	450000	126000	24000	600000	100	
6	Krishna	456000	120000	24000	600000	100	
7	Guntur	444000	120000	36000	600000	100	
8	Prakasam	426000	144000	30000	600000	100	
9	Nellore	390000	138000	72000	600000	100	
10	Kurnool	468000	114000	18000	600000	100	
11	Ananthapur	492000	90000	18000	600000	100	
12	Kadapa	480000	96000	24000	600000	100	
13	Chittoor	480000	90000	30000	600000	100	
	TOTAL	5928000	1326000	546000	7800000	1300	

PLACEMENT OF MULTIPURPOSE EXTENSION OFFICERS (MPEO's)

The Agriculture Department, as per the instructions of the Government, has placed 4354 Multipurpose Extension Officers across the State with an objective to facilitate the effective extension reach to the farming community, to address the immediate needs of the farmers during the season and to sensitize the farmers on measures to be taken up to enhance the productivity levels.

Duties and responsibilities of Multi-Purpose Extension Officers:

- ★ MPEO should reside in the cluster headquarters as decided by the District Administration.
- ★ Should sensitize the farmers on different issues related to crops.
- ★ MPEO should assist extension functionaries in communicating needy information to farming community with regard to different departmental schemes and latest/ improved technologies.
- ★ Maintain the record of 1000 Ha in his area with regard to farmer information, cropping pattern, availability of resources etc.,
- ★ Assisting the MAO and other supervisory Officers in field visits.
- ★ MPEO should assist MAO in implementation of different departmental schemes like SVP, NFSM, Polambadi, NMOOP, ATMA etc.,
- ★ Should assist MAO in identification of beneficiaries in implementation of different schemes.
- ★ MPEO has to mobilize farmers for organizing training programmes being conducted by the FTC/KVK/MAO.
- ★ Should mobilize the farmers during the conduct of Grama Sabhas /Rythu Sadassus /Kisan Melas.
- ★ Should actively participate in conduct of surveys with regards to natural calamities, pest outbreaks etc.,
- ★ MPEO has to maintain all the relevant literature as needed by the farming community from time to time and also update the information on village black boards.
- ★ MPEOs have to actively involve in identification of non loanee / tenant farmers and educate them to avail crop insurance and crop loan facilities provided by the Govt.
- ★ Should assist MAO in collection of soil samples and distribution of soil health cards.
- ★ Maintain the information with regard to availability of different types of seeds, farm equipment and other inputs available within the jurisdiction to educate the farmers for use of available resources.
- ★ MPEOs should also update their knowledge with regard to different schemes of the Line departments for providing necessary information to the farming community.



- ★ Should also attend other duties as assigned by the Supervisory Officers /Govt.Officials.
- ★ Identification of distressed farmers, providing Counseling and report to the higher authorities on the condition of the distressed farmer regularly.

The MPEOs are involved in the Field level extension activities and targets like e-Crop booking, organization of schemes like CRKs, Polambadi and regular Demos etc. are already assigned.

The Performance of MPEOs is being assessed on Monthly basis based on the Key Performance Indicators and MPEOs are graded based on the marks obtained viz. “A” grade (more than 80 marks) “B” grade (60-80 marks), “C” grade (50-60 marks) & “D” grade (less than 50 marks). Further, the MPEOs who have obtained Grade C & D are provided with an opportunity time of 4 months and 3 months respectively to improve the performance and in case of non improvement the concerned MPEO will be terminated from service.

The MPEOs are working on contract basis under the control of ATMA and are being paid with an consolidated honorarium of Rs.12,000/- per month from January,2017 onwards. For the enhancement of MPEOs efficiency, an amount of Rs. 3,000/- & Rs. 1,000/- is being paid as incentive for MPEOs obtaining Grade A & B grades respectively from January 2017 onwards.

For regular monitoring and capacity building of the MPEOs, a three day evaluation and capacity building programme is taken up on monthly basis, wherein the performance is being reviewed on first day and capacity building training is taken up in the next two days focusing mainly on leadership roles, communication skills, soft skills and team building.

The allocated budget for 4354 MPEOs during the year 2017-18 is Rs.4298.64 lakhs and Rs.731.47 lakhs towards honorarium of the MPEOs and monthly capacity building programmes respectively.

The District wise, category wise physical and financial targets for the year 2017-18 are furnished in the **Annexure**.



Statement showing budget requirement for MPEOs for the year 2017-18

(Amount in Rs. lakhs)

S. No.	District	Sanctioned posts				MPEOs honorarium under 300 OCS				MPEOs Trainings under 200 OAE	Total BEs 2017-18
		Gen	SCP	TSP	Total	Gen	SCP	TSP	Total		
1	Srikakulam	160	35	15	210	151.71	41.25	14.40	207.35	35.28	242.63
2	Vizianagaram	145	32	13	190	137.48	37.71	12.48	187.67	31.92	219.59
3	Visakhapatnam	149	32	14	195	141.28	37.71	13.44	192.43	32.76	225.19
4	East Godavari	218	47	20	285	206.70	55.39	19.20	281.29	47.88	329.17
5	West Godavari	222	48	20	290	210.49	56.57	19.20	286.26	48.72	334.98
6	Krishna	241	52	22	315	228.51	61.28	21.12	310.91	52.92	363.83
7	Guntur	298	65	27	390	282.55	76.60	25.92	385.07	65.52	450.59
8	Prakasam	317	69	29	415	300.57	81.31	27.84	409.72	69.72	479.44
9	Nellore	187	41	17	245	177.31	48.32	16.32	241.94	41.16	283.10
10	Kurnool	481	105	44	630	456.07	123.74	42.24	622.05	105.84	727.89
11	Anantapur	535	116	49	700	507.27	136.70	47.04	691.01	117.60	808.61
12	Kadapa	187	41	17	245	177.31	48.32	16.32	241.94	41.16	283.10
13	Chittoor	186	41	17	244	176.36	48.32	16.32	241.00	40.99	281.99
14	AP SAMETI	-	-	-	-	-	-	-	-	39.808	39.81
15	SCTC,	-	-	-	-	-	-	-	-	10.72	10.72
	TOTAL	3326	724	304	4354	3153.60	853.20	291.84	4298.64	782.00	5080.64