

**Agricultural Technology  
Management Agency  
(ATMA)**

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## AGRICULTURAL TECHNOLOGY MANAGEMENT AGENCY (ATMA)

Extension Reforms (ATMA) scheme is under implementation in (13) districts of Andhra Pradesh with 60:40 central and state share under National Mission on Agricultural Extension & Technology (NMAET) as Sub Mission on Agricultural Extension (SMAE). During the year 2005-06, 7(seven) districts namely Kurnool, Prakasam, Chittoor, Krishna, Srikakulam, YSR Kadapa and Anantapur were covered under ATMA scheme and during the year 2006-07, 2(Two) districts namely Guntur and SPS Nellore were covered and the left over 4(Four) districts namely Vizianagaram, Visakhapatnem, East Godavari and West Godavari were included during 2007-08 resulting in coverage of entire state under the ATMA scheme.

### Objectives of the programme:

- To develop an efficient, effective, demand driven, research integrated and financially sustainable public extension system
- To revitalize the Agricultural technology Generation Assessment refinement and Dissemination Systems
- Reforming Public Sector Extension, promoting private sector to effectively complement, supplement and wherever possible to substitute public extension.
- Augmenting Media and Information Technology Support for Extension.
- Mainstreaming Gender Concerns in Extension.
- Capacity Building/ Skill up-gradation of farmers and extension functionaries.
- Increase the Quality and Type of Technologies being disseminated by the Extension System.
- Strengthen Research-Extension-Farmer (R-E-F) Linkages

### Benefits of the programme:

- Well Integrated technology development and transfer system
- Decentralized decision-making
- Financially sustainable extension system
- Bottom-up Planning
- Increased Use of Information Technology
- Emphasis on In-Service Training
- Developing New Public-Private Partnerships
- Strengthening Key Institutions
- Broad based Extension Delivery

## Guidelines of the programme:

The scheme aims at operationalizing agricultural extension reforms across the country. Funding support is provided to the State for undertaking extension reforms within the broad purview of the Policy Framework for Agriculture Extension (PFAE), complying with its key areas/norms and shall be based on Extension Work Plans prepared by the State. Funds shall be released to the States based on their Extension Work plans developed within the broad framework of the PFAE and areas indicated under the reform oriented activities. The States have the responsibility of implementing the extension reforms at district level.

ATMA is a district level autonomous institution having membership of all key stakeholders involved in agricultural activities. It has the flexibility to receive funds directly (Government of India/States, Membership fees, beneficiary's contribution etc). It has the key responsibility of disseminating all technology activities at the district level. It has linkages with all the line departments, research organizations, non-governmental organizations and agencies associated with agricultural development in the district and farmer organizations. Research and extension units within the district, such as KVKs, ZRSs, Department of Agriculture, Horticulture, Animal Husbandry, Fisheries, Sericulture, Marketing, etc. are its constituent members.

ATMA is supported by a Governing Board (GB) and a Management Committee (MC). Block level Farm Information and Advisory Centers (FIACs) have been created which are operated by a Block Technology Team (BTT) of technical advisors and a Farmer Advisory Committee (FAC), a group exclusively of farmers. Commodity oriented Farmer Interest Groups (FIGs) are being promoted at block / village level to make the technology generation / dissemination farmer driven and farmer accountable. In order to provide necessary HRD support in innovative areas of extension delivery, a State Agricultural Management and Extension Training Institute (SAMETI) has also been established in the project states.

To overcome the systemic constraints being faced by the Extension system in the Country, Government of India has revised the on-going ATMA scheme guidelines w.e.f. 01-04-2014.

The revised ATMA guidelines contain additional/ new activities and enhanced costs in some cases. The Important / new components are as follows.

1. Specialist & Functionary support at State level, District & Block level
2. Innovative support through a Farmer Friend at Village level
3. Support to SAMETIs for creating Essential Infrastructure
4. Delegation of Powers to State Level Sanctioning Committees

The GOI has given provision to the State for placement of 758 posts at various levels in the revised guidelines. So far GOAP has given permission for placement of 579 posts and the placements of total sanctioned posts are completed at various levels.

**Strategic Research and Extension Plan (SREP):** One of the first tasks of ATMA is facilitating the preparation of Strategic Research and Extension Plan (SREP) of the district. The SREP is prepared through participatory methodologies such as Participatory Rural Appraisal (PRA) involving all the stakeholders and farmers. The SREP contains detailed analysis of all the information on existing farming systems in the district and research – extension gaps required to be filled-up. It also prioritizes the research – extension strategies



within the district. It becomes the basis for development of work plans at block/ district level. All the (13) ATMA districts have developed their respective Strategic Research and Extension Plans. As the validity of SREPs is five years, the State has already initiated the revisiting of the SREPs.

**State Extension Work Plan (SEWP):** Based on the research-extension strategies given in the SREPs, the Block / district level plans for the year 2017-18 were developed by all the 13 ATMA districts as per the revised ATMA scheme guidelines and cost norms. The consolidated State Extension Work Plan for the year 2017-18 was developed at state level with an out lay of Rs.4520.80 Lakhs. The District Action Plans developed under the scheme should be processed consistent with Article 243 ZD of the Constitution.

**Cafeteria of Activities:** The Cafeteria includes cost norms and ceilings applicable for each activity. Under the Cafeteria, activities to be undertaken at State and District level are categorized separately. The state level activities include support for upgrading state level training institutions such as SAMETI, HRD of extension functionaries, organization of state level Exhibitions and Monitoring and Evaluation of the Scheme.

The district level activities are further categorized in four groups namely, farmer oriented activities, farm information dissemination, research-extension-farmer (R-E-F) linkages and administrative expenses. Farmer oriented activities include development of SREP, mobilization of farmer groups, training/ exposure visit of farmers, field demonstrations, all aimed at empowering the farmers and improving their participation in technology dissemination process. Under the category ‘farm information dissemination’, local level agricultural exhibitions, information dissemination through printed materials and development of technology packages in electronic form are covered. The ‘R-E-F linkages’ based activities include organization of Farmer-Scientist Interaction at local level, organization of Field-days and Kisan Goshties and support for local level researchable issues emanated from the SREP. The administrative expenses under district level activities provide support for running ATMA and block level ‘Farm Information and Advisory Centers’. The sum total of all activities specified in the cafeteria is more than the funds likely to be available for State/district level activities. States will have to prioritize their proposed activities based on gaps identified in the SREP.

**Source of funds:** The resources required for the scheme shall be shared between centre and the state in the ratio of 60:40. The 40% state’s share shall consist of cash contribution of the State or the contribution of other non-governmental organizations (The actual contribution made by other than the State Government in a year may be counted for the next year’s State’s contribution.)

**Monitoring and Evaluation:** Project activities at district level shall be monitored by the ATMA Governing Board at periodic intervals. At State level, the project shall be monitored through a mechanism similar to those existing in ATMA, i.e., an Inter Departmental Working Group (IDWG) functioning under Chairmanship of Principal Secretary (Agriculture) of the state. The monitoring mechanisms shall include quarterly reports, field inspections, workshops, etc. The Cafeteria specifically provides for third party Monitoring and Evaluation to be organized as a state level activity. The DAC will also organize concurrent Monitoring and Evaluation, including impact evaluation, as needed as part of its scheme “Extension Support to Central Institutions”.

### Important additional guidelines for implementation of the Scheme:

- ★ KVK should be an active partner to operationalize the ATMA model. There should be no duplication between the activities of KVKs and extension activities to be taken up under the scheme. ICAR should ensure that research priorities of KVK are fully aligned with and sensitive to SREPs at the District level.
- ★ Macro Management programmes and Centre/State sponsored schemes for agriculture and allied sectors should be integrated with the activities of ATMA by creating desired linkages for effective convergence and delivery.
- ★ Base line surveys should be undertaken in each ATMA District against which the scheme impact should be evaluated. Baseline survey should be made an integral part of the Strategic Research and Extension Plan (SREP) process. Adequate funds would be provided to ATMAs for baseline surveys.
- ★ The States may consider associating Panchayati Raj Institutions at all levels of institutional framework under the Scheme.
- ★ The Secretary of Department of Panchayati Raj of the State Government should be included as a member of IDWG.
- ★ ATMA should propagate only economically viable and proven technologies since it aims to help resource poor families.
- ★ ATMA should be part of an integrated extension system consisting of farm schools in the field of farmers, KVKs, agri-clinics and agri-business centres.
- ★ The ultimate aim of ATMA should be to make small farmers credit worthy (without collateral).
- ★ District wise, category wise physical and financial targets are furnished in the **Annexrue I and II**.



**ANNEXURE I**  
**Extension Reforms (ATMA) Andhra Pradesh Budget proposal for the year 2017-18 under SCSP, TSP, GENERAL**  
*(Rs. In Lakhs)*

S. No.	Name of the Scheme / Component	Total Budget Allocation	Activity	Unit	Unit Cost	Physical Target			Financial Allocation			No. of Beneficiaries to be						
						Gen	SCSP	TSP	Gen	SCSP	TSP	Gen	SCSP	TSP	Gen	SCSP	TSP	Total
1	ATMA	4520.800	Trainings	Nos	0.126	1774	372	152	2298	223.807	46.965	19.134	289.905	80926	16982	6919	104826	
			Demonstrations	Nos	0.040	6624	1390	566	8580	264.969	55.602	22.653	343.224	6682	1402	571	8655	
			Exposure Visits	Nos	0.525	295	62	25	382	154.935	32.512	13.246	200.693	15440	3240	1320	20000	
			Mobilization of	Nos	0.050	811	170	69	1050	40.530	8.505	3.465	52.500	11981	2514	1024	15520	
			Kisan Melas	Nos	1.000	21	4	2	27	21.076	4.423	1.802	27.300	12414	2605	1061	16080	
			Farmer Scientist	Nos	0.200	21	4	2	27	4.215	0.885	0.360	5.460	1054	221	90	1365	
			Field days	Nos	0.150	276	58	24	357	41.341	8.675	3.534	53.550	13780	2892	1178	17850	
			Farm Schools	Nos	0.290	139	29	12	180	40.288	8.454	3.444	52.187	3407	715	291	4413	
			Farmer Friend	Nos	0.060	6701	1406	573	8680	402.058	84.370	34.373	520.800	6701	1406	573	8680	
			SNO & SAMETI				52	11	4	67	203.306	42.663	17.381	263.350				0
			Administrative						0	2093.534	439.317	178.981	2711.831					0
	<b>Total</b>					<b>16712</b>	<b>3507</b>	<b>1429</b>	<b>21648</b>	<b>3490.058</b>	<b>732.370</b>	<b>298.373</b>	<b>4520.800</b>	<b>152384</b>	<b>31977</b>	<b>13028</b>	<b>197389</b>	

**ANNEXURE II**

**District wise Budget proposed under Extension Reforms ATMA ( Physical & Financial)  
Under SCSP, TSP, GENERAL for the year 2017-18**

*( Rs. In Lakhs )*

S. No.	Name of the District	Physical Targets				Budget Proposed				
		Units	Gen	SCSP	TSP	Total	Gen	SCSP	TSP	Total
1	Srikakulam	Nos	1609	337	141	2087	310.734	65.320	26.650	402.704
2	Vizianagaram	Nos	806	167	68	1041	155.436	32.560	13.360	201.356
3	Visakhapatnam	Nos	1010	209	88	1307	193.820	41.150	16.720	251.690
4	East Godavari	Nos	1812	383	154	2349	349.062	73.910	30.070	453.042
5	West Godavari	Nos	1127	231	96	1454	230.000	47.220	19.033	297.252
6	Krishna	Nos	1477	303	120	1900	306.591	63.437	26.000	397.227
7	Guntur	Nos	1207	254	104	1565	232.748	49.240	20.040	302.028
8	Prakasam	Nos	1207	254	104	1565	232.748	49.240	20.040	302.028
9	SPSR Nellore	Nos	1207	254	104	1565	232.748	49.240	20.040	302.028
10	Kurmool	Nos	1098	241	96	1435	212.939	45.120	18.800	276.859
11	Anantapur	Nos	1098	241	96	1435	212.939	45.120	18.800	276.859
12	YSR Kadapa	Nos	1208	255	101	1564	232.638	49.350	20.040	302.028
13	Chittoor	Nos	1795	367	153	2315	384.350	78.800	31.401	492.352
	SNO& SAMETI		52	11	4	67	203.31	42.66	17.38	263.35
	<b>AP Total</b>		<b>16712</b>	<b>3507</b>	<b>1429</b>	<b>21648</b>	<b>3490.058</b>	<b>732.370</b>	<b>298.373</b>	<b>4520.800</b>