

*Strengthening of
Extension*

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Polam Pilusthondhi

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
- Latest Agri Extension methods
- Use of Information Technology in Agriculture



Outcome

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

Participatory 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 at District level
2. Project Director, ATMA
3. Department of Horticulture
4. Department of Sericulture (in the concerned areas)
5. Department of Animal Husbandry
6. AP State Dairy Development Cooperative Federation
7. Department of Fisheries
8. Commissionerate of Sugars in the concerned areas

9. Acharya N G Ranga Agricultural University
10. YSR Horticulture University
11. Sri Venkateswara Veterinary University
12. ITDA Officials (concerned areas)
13. APDMP Officials (concerned areas)

Focussed Areas

During the Polam Pilusthondhi programme, the main emphasis has to be given on the following issues:

- Distribution of Soil Health Cards and Soil test based fertilizer application .
- Correction of Micronutrient deficiency
- Encouraging the Organic farming / Zero budget 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.
- Formation of Saagu Nestham Groups and Financing them through PACS by issue of Saagu Nestham Kisan Credit Cards.
- Monitoring Pest and Disease incidence and Remedial measures through Drones.
- Drought proofing and mitigating the distress of farmers in drought prone districts through Andhra Pradesh Drought Mitigation Project

Action Plan

- The Polam Pilusthondhi programme has 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 concerned people representatives at Mandal level.
- Each day two villages have to be covered.
- In case if any Public holiday/ Meeting falls on Tuesday/Wednesday, the MAO should organize the Polam Pilusthondhi programme on the immediate next day of the week
- Visit schedules are to be intimated in advance to the concerned peoples' representatives and participating departments.
- The peoples' representatives viz., Hon'ble Ministers, MPs, MLAs, ZPTC, MPP, MPTC, Gram sarpanch, AMC chairman, PACS Chairmans etc and Bankers are to be invited to participate in the programme.
- Wide publicity has to be given in local print and electronic media.
- Budget for logistic arrangements will be provided to the Mandal Agricultural officer.

The Schedule of the Polam Pilusthondhi programme is as follows

Time	Schedule
Village 1	
8:30 AM to 10:00AM	Field visit (Covering the SVP plots, Demo plots, Minikit Trials, Progressive farmers fields etc)
10:00AM to 12:00 Noon	Farmer-scientist interaction programme based on the observations of the field visit
Village 2	
2.00PM to 4.00PM	Farmer-Scientist Interaction programme
4.00PM to 5.30PM	Field visit (Covering the SVP plots, Demo plots, Minikit Trials, Progressive farmers fields etc)

During 2018-19, the programme has to be conducted for eight months i.e @ 4 months each in Kharif and Rabi. An amount of **Rs. 923.515 lakhs** has been allocated towards mobility (@ Rs. 1,000/- per day per mandal), Printing of literature (Rs.5.00 lakhs/district & Rs.6000/- per mandal), and logistic arrangements (@ Rs.900/- per day per mandal)

Tranings to farmers, Farm Women and RMGs

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 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. The Trainings must be organized covering 30% trainings to the Farm women, 10% trainings to RMGs and remaining to other 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 different districts @ Rs.6,000/- per training. The Deputy Director of Agriculture (Farmers Training Centers) has to 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 2018-19, 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.
- Improve the productivity of small farms
- To enhance the gender based technology transfer in agriculture
- Awareness is 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 Pitusthondhi @ 4 months each in Kharif and Rabi seasons for the year 2018-19

S. No.	District	No of mandals	Mobility @ Rs. 1000/mandal/day for 8 months (130/134 HPV)		Preparation of banner @Rs.1500/- each per mandal for Kharif & Rabi 500/503 OE		Contingency @ Rs 900 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 Kharif and Rs.2,00,000 for Rabi per district (260 ASPE) Printing of mandal specific literature @ Rs.6000/-(Rs.3000 for Kharif and Rs.3000 for Rabi per district (260 ASPE)				Total allocation			
			GENERAL	TOTAL	GENERAL	GENERAL	GENERAL	SCP	TSP	TOTAL	GENERAL	SCP	TSP	TOTAL	GENERAL	SCP	TSP	TOTAL
1	Srikakulam	38	2432000	57000	1710200	133000	345600	2188800	559200	73000	95800	728000	4758400	206000	441400	5405800		
2	Vizianagaram	34	2176000	51000	1334600	149000	474800	1958400	494300	81000	128700	704000	4055900	230000	603500	4889400		
3	Visakhapatnam	41	2624000	61500	1655400	79000	627200	2361600	516300	57200	172500	746000	4857200	136200	799700	5793100		
4	East Godavari	62	3968000	93000	2909800	258000	403400	3571200	615600	141600	114800	872000	7586400	399600	518200	8504200		
5	West Godavari	48	3072000	72000	2207200	292000	265600	2764800	549300	159200	79500	788000	5900500	451200	345100	6696800		
6	Krishna	50	3200000	75000	2350000	273000	257000	2880000	573600	148900	77500	800000	6198600	421900	334500	6955000		
7	Guntur	57	3648000	85500	2649800	277000	356400	3283200	586300	151200	104500	842000	6969600	428200	460900	7858700		
8	Prakasam	56	3584000	84000	2566400	328000	331200	3225600	559200	179000	97800	836000	6793600	507000	429000	7729600		
9	S.P.S.R. Nellore	46	2944000	69000	1845400	317000	487200	2649600	465800	173500	136700	776000	5324200	490500	623900	6438600		
10	Kurumool	53	3392000	79500	2529200	258000	265600	3052800	599700	140600	77700	818000	6600400	398600	343300	7342300		
11	Anantapuram	63	4032000	94500	3150200	202000	276600	3628800	685500	110300	82200	878000	7962200	312300	358800	8633300		
12	Y.S.R. Kadapa	51	3264000	76500	2409400	228000	300200	2937600	594800	124700	86500	806000	6344700	352700	386700	7084100		
13	Chittoor	66	4224000	99000	3209400	242000	350200	3801600	661400	132800	101800	896000	8193800	374800	452000	9020600		
	TOTAL	665	42560000	997500	30527000	3036000	4741000	38304000	7461000	1673000	1356000	10490000	81545500	4709000	6097000	92351500		

Budget allocation towards trainings to farmers, farm Women and RMGs for the year 2018-19 under State Development Plan - Extension

S.No.	District	ALLOCATION				
		GENERAL	SCP	TSP	TOTAL	
					Fin. (in Rs)	No.of trainings
1	Srikakulam	492000	60000	48000	600000	100
2	Vizianagaram	462000	66000	72000	600000	100
3	Visakhapatnam	444000	48000	108000	600000	100
4	East Godavari	444000	114000	42000	600000	100
5	West Godavari	444000	132000	24000	600000	100
6	Krishna	450000	126000	24000	600000	100
7	Guntur	438000	126000	36000	600000	100
8	Prakasam	420000	150000	30000	600000	100
9	S.P.S.R. Nellore	384000	144000	72000	600000	100
10	Kurnool	468000	114000	18000	600000	100
11	Ananthapuramu	492000	90000	18000	600000	100
12	Y.S.R. Kadapa	480000	96000	24000	600000	100
13	Chittoor	480000	90000	30000	600000	100
	TOTAL	5898000	1356000	546000	7800000	1300

MULTI PURPOSE EXTENSION OFFICERS (MPEO's)

The Agriculture Department has placed 4354 Multi Purpose 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 head quarters 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 gramasabhas /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.

MPEOs are to be involved in the Field level extension activities and targets like e-Crop booking, organization of schemes like CRKs, polambadi and regular demos etc. are to be assigned.

The performance of MPEOs has to be assessed on monthly basis based on the Key Performance Indicators. The MPEOs must be given grading 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 had obtained grade C & D must be 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 to be paid a consolidated honorarium of Rs.12,000/- per month. The MPEOs placed in the grade A & B as per the KPIs are to be paid an incentive amount of Rs.3,000/- & Rs. 1,000/- respectively. The allocated budget for payment of honorarium including incentives of 4,354 MPEOs during the year 2018-19 is **Rs.6247.20 lakhs**

For the regular monitoring and capacity building of the MPEOs, a three day evaluation and capacity building programme is taken up on monthly basis for 12 months, 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. A certificate has to be issued on completion of the training.

The allocated budget towards the trainings of the MPEOs on monthly basis for 12 months is **Rs.731.472 lakhs**.

The district JDAs are instructed to utilize an amount of **Rs.1400/- per MPEO for 3 days** for training purpose towards logistics as detailed below

Statement showing the budget allocation towards the salaries for MPEOs along with incentives under State Development Plan Extension Scheme for the year 2018-19

S.No.	District	Sanctioned posts				Allocated Amount Rs. in lakhs			
		Gen	SCP	TSP	Total	General	SCP	TSP	Total
1	Srikakulam	160	35	15	210	216.72	56.80	27.00	300.52
2	Vizianagaram	145	32	13	190	196.40	54.00	23.40	273.80
3	Visakhapatnam	149	32	14	195	201.60	54.00	25.20	280.80
4	East Godavari	218	47	20	285	294.80	78.00	36.00	408.80
5	West Godavari	222	48	20	290	300.40	78.00	36.00	414.40
6	Krishna	241	52	22	315	326.00	86.40	39.60	452.00
7	Guntur	298	65	27	390	402.88	107.80	48.60	559.28
8	Prakasam	317	69	29	415	428.80	114.60	52.20	595.60
9	S.P.S.R. Nellore	187	41	17	245	253.20	68.00	30.60	351.80
10	Kurnool	481	105	44	630	650.40	174.00	79.20	903.60
11	Anantapuramu	535	116	49	700	723.60	192.40	88.20	1004.20
12	Y.S.R. Kadapa	187	41	17	245	253.20	68.00	30.60	351.80
13	Chittoor	186	41	17	244	252.00	68.00	30.60	350.60
	TOTAL	3326	724	304	4354	4500.00	1200.00	547.20	6247.20

Budget allocation towards the organisation of trainings to MPEOS for 3 days per month for 12 months during 2018-19

S.No	District	Sanctioned posts				Towards food arrangements and stationery material @ Rs.500/-per candidate for 3 days per month for 12 months	Training material, logistics arrangements and miscellaneous for 12 months @ Rs. 900/ per candidate per month for 12 months	Total amount for trainings of MPEOs in lakhs
		Gen	SCP	TSP	Total			
1	Srikakulam	160	35	15	210	12.60	22.68	35.28
2	Vizianagaram	145	32	13	190	11.40	20.52	31.92
3	Visakhapatnam	149	32	14	195	11.70	21.06	32.76
4	East Godavari	218	47	20	285	17.10	30.78	47.88
5	West Godavari	222	48	20	290	17.40	31.32	48.72
6	Krishna	241	52	22	315	18.90	34.02	52.92
7	Guntur	298	65	27	390	23.40	42.12	65.52
8	Prakasam	317	69	29	415	24.90	44.82	69.72
9	S.P.S.R. Nellore	187	41	17	245	14.70	26.46	41.16
10	Kurnool	481	105	44	630	37.80	68.04	105.84
11	Anantapuramu	535	116	49	700	42.00	75.60	117.6
12	Y.S.R. Kadapa	187	41	17	245	14.70	26.46	41.16
13	Chittoor	186	41	17	244	14.64	26.35	40.992
	Total	3326	724	304	4354	261.24	470.23	731.47

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