

## **Sub Mission on Agricultural Extension (Agriculture Technology Management Agency- ATMA)**

Extension Reforms (ATMA) scheme is under implementation with central share 60% and state share 40% in (13) districts of Andhra Pradesh to disseminate the latest technologies to farming community and also to address the gaps in adoption of technologies through Bottom up planning.

### **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.
- 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

### **Institutional Set up of ATMA:**

- The Special Chief Secretary to Govt., Agriculture & Cooperation Department, as the Chairman, Inter Departmental Working Group and Commissioner of Agriculture, Andhra Pradesh as State Nodal Officer are monitoring the implementation of Scheme at State level.
- At District level, under the Chairmanship of the District Collector; the Governing Board of ATMA is looking after the implementation of the project activities.

- One separate Project Director in the Cadre of Joint Director and one Deputy Project Director in the cadre of Deputy Director deputed from Agriculture and other allied sectors are monitoring the implementation of the ATMA project activities at District level.
- In each block (1) Block Technology Manager and (2) Asst. Technology Managers are supporting the implementation of the scheme.
- **At present 66 Block Technology Managers and 52 Assistant Technology Managers are working in the districts.**

#### **Operationalization of ATMA:**

- ATMA also aims at Capacity Building/ Skill up-gradation of farmers and extension functionaries and strengthening of Research-Extension-Farmer (R-E-F) Linkages
- ATMA is a district level autonomous institution having membership of all key stakeholders involved in agricultural activities.
- It has the 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 facilitates the preparation of Strategic Research and Extension Plan (SREP) of the district which contains detailed analysis of all the information on existing farming systems in the district and research – extension gaps required to be filled-up.
- Based on the research-extension strategies given in the SREPs, the Block / district level plans are developed and inturn consolidated to State Extension Work Plan.
- The district level activities are categorized in four groups namely,
  1. **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
  2. **Farm information dissemination:** Includes farm information dissemination, local level agricultural exhibitions, information dissemination through printed materials and development of technology packages in electronic form are covered
  3. **Research-extension-farmer (R-E-F) linkages:** Includes 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.
  4. **Administrative expenses.** Provide support for running ATMA and block level Farm Information and Advisory Centers.

#### **Adoption of Lessons learnt through ATMA and Scaling up:**

- Field day will be conducted for each demo where in neighboring farmers will be invited to participate and there by motivated to adopt the same technology in their fields. (Seeing is believing)
- Farmers will be taken to exposure visit to places where technology is adopted and where there is success to motivate them to adopt the successful technology in their fields.

- Achiever farmers will be invited to share their experiences during trainings.
- Achiever farmers will be given an opportunity to disseminate their knowledge through farm schools.
- During kisan Gosthis achiever farmers will share their experiences and motivate the fellow farmers.
- During Kisan mela & exhibitions also achiever farmers will explain their experiences regarding adoption of technologies.
- Printing of success stories of the farmers and disseminating them among the farming community

#### **Procedure followed in selection of beneficiaries for different**

##### **ATMA activities:**

- During grama sabhas beneficiaries will be identified.
- During awareness camps beneficiaries will be identified.
- During training programmes farmers willing to take up ATMA activities will be identified.
- Mandal Agricultural Officers (MAOs) will identify the progressive farmers
- Block Technology Managers / Asst. technology Managers will also identify the farmers.
- Willing FAC members will also be identified.
- Under PPP mode NGOs will identify the beneficiaries.

##### ***Major focused areas***

- Promotion of Millets.
- Importance of micronutrient management in field crops.
- Post harvest technologies in different crops.
- Organic Farming methods in different crops.
- Integrated Farming System.
- Crop diversification with high yielding varieties of Maize, Jowar, Bajra and Ragi as alternate to Paddy crop in tail end areas.
- Create awareness on new paddy varieties.
- Poly cropping system.
- Growing pre Kharif Millets in upland areas.
- Inter cropping of Groundnut in Redgram.
- Line sowing in Groundnut with Gypsum application.
- Five layer model of cropping system.
- Promotion of Coconut ,Cashew Nut , Oil palm and vegetable production.
- Promotion of Azolla production, fodder production and Silage making.
- Promotion of value addition to Fish and Prawns.
- Promotion of Bivoltine Silk worm and Chawki rearing.

***Innovative Activities:***

- Promotion of Integrated Farming System by growing of Horticultural crops and vegetables on farm pond bunds and Pisciculture in farm pond to assure regular monthly income for farmers.
- Encouragement of Backyard Poultry for additional income and balanced nutrition for the family through distribution of Kadaknath, Asil and rajasri chicks.
- Encourage to establish seed processing units.
- Distribution of honey bee boxes and Extractors to promote apiculture for additional income to farmers.
- Promotion of cultivation of super Napier grass for production of fodder for cattle all round the year.
- Encouragement of Terrace gardening for vegetable production for house hold consumption.
- Distribution of incubators to promote backyard poultry.
- Distribution of mobile shadenets for raising vegetables nursery.
- Cultivation of perennial Redgram variety Columbo.
- Promotion of minor millets like Korra and Variga before rabi Bengal gram.
- Inter cropping in Cotton and Orchard crops.
- Promotion of mixed cropping/36x36 model.
- Fodder grass production through Hydroponics cultivation.
- Value addition to agricultural produce.
- Varietal trails of newly introduced high yielding ,disease and pest resistant varieties in different crops.
- Soil test based fertilizer application.
- Management of pink boll worm in Cotton.
- Training on Drudgery Reduction to farm women.
- Cultivation of Tapioca on Sugarcane bunds.
- Promotion of Farmers Producers Oragnisations.