



Guidelines for conducting Awareness Programs on Natural Farming for Gram Pradhans

As you are aware that Hon'ble Prime Minister Shri Narendra Modi Ji at the National Conclave on Natural Farming in Gujarat on 16th December 2021 emphasized the importance of Natural Farming and highlighted the need for taking farming out of Chemistry lab and Connect to Nature's lab by re-learning the ancient knowledge of agriculture. This can be achieved by promoting natural farming as a Mass movement and establishing natural farming in one village in every panchayat.

In order to take forward the message of Hon'ble Prime Minister, Ministry of Agriculture and Farmers Welfare, GoI has initiated a massive awareness programme for Gram Pradhans by organizing 750 online one day awareness programmes across the country by covering 30,000 Gram Pradhans.

To undertake this awareness programme, National Institute of Agricultural Extension Management (MANAGE), Hyderabad has been designated as the Nodal Organization at National Level. In view of this, the Secretary, Ministry of Agriculture and Farmers Welfare, Government of India has written a letter to all Chief Secretaries across the country and DG, ICAR for extending necessary support. Copies are enclosed.

Following are the tentative guidelines for organizing an online awareness programs for Gram Pradhans:

I. National Level – MANAGE

- MANAGE will be national level implementing agency
- Liaison with MoA&FW for conducting awareness programs for Gram Pradhans
- Coordinating with State Resource Organisations (SROs), sending communication to SROs such as SAMETI/ State departments/SAUs/ATARI/Civil Society Organisations, etc.
- Development of material related to awareness programs such as PPT, banner, posters, etc. in English language.
- Training of Master Trainers, Provide list of Master Trainers to the state and district level organisations for conducting awareness programs, etc.
- Monitor the programs with the help of SROs
- Disbursement of funds, maintenance of database at national level, collection of UCs, settlement of accounts, getting feedback from the states, submitting progress report to Ministry, etc.

II. State Level Resource organisations (SROs)

- SAMETI/ SAUs/ ATARI/ Agriculture and allied departments/ NGO & Civil Society Organisations (CSO) having experience in natural farming will act as a State Resource Organisations (SRO) for implementing the awareness programs
- SROs will identify the nodal institutions to conduct awareness program at district level. The nodal training institutes may be SAU/ SAMETI/KVK/ATMA/FTC/NGO/CSO having experience in natural farming.
- SRO will send the Plan of Action to MANAGE with the details such as name of the district nodal training institutes, proposed date of conducting the program by each institute etc in the prescribed format and request for release of fund from MANAGE. All the programs should be completed before 31st July, 2022.
- Liaison with MANAGE and district organizations; coordinate with district collector/officer for mobilisation of Gram Pradhan and facilitate in preparation of program schedule in coordination with nodal training institutes.
- Receive advance from MANAGE and release to the district nodal training institutes as per the cost norms (cost norms enclosed). Submit a single UC in the Form-12A to MANAGE for the total amount received. UC format is enclosed.
- Facilitate the nodal training institutes for creation of link for online program and monitor the awareness program at district level.
- Ensure uploading of database of awareness programs by the Nodal training institutes as per the MIS in the MANAGE website.
- Collect UC from the nodal training institutes at the district level and maintain at State Resource Organisations for audit purpose.

District level Nodal Training Institutes/Facilitators

- SAMETIs/SAUs/ATMA/KVK/FTC/Agriculture and allied departments/NGO & Civil Society Organisations (CSO), etc. having experience in natural farming will act as a Nodal training institutes at district level for implementing the awareness programs.
- The Nodal Training Institute may give good publicity for the awareness program and mobilise Gram Pradhans.
- Each district may organize more than one program. Each batch consists of minimum 40 gram pradhans.
- The nodal training institutes will identify one facilitator to conduct awareness program for gram pradhans at district level.
- The identified facilitator will be overall in charge for conducting the program. He/she will contact District Collectors/Commissioners/Magistrate for seeking his/her support for mobilizing gram pradhans, preparation of program schedule, identification of resource persons (including Master Trainers trained by

MANAGE), identifying and inviting guest for inauguration, creating online links and communicating to all gram pradhans, resource persons and other stakeholders and coordinating the entire awareness program.

- The facilitator may translate the PPTs, Poster, Banner, etc. prepared by MANAGE in English language into local language and use it in the program. All the sessions should be only in local language.
- The facilitator has to use the awareness songs/films about the natural farming in the beginning of the program and the films and videos related to the principles of natural farming in the local language should be screened during the program.
- The facilitator/NTI may also use the expertise of National Coalition of Natural Farming (NCNF) and RRA Network working in the area of natural farming in their respective states. The list of organizations associated with NCNF is attached herewith.
- The facilitator/NTI may also use the services of champion farmers/successful farmers/practicing farmers of natural farming available in their respective states to share their experiences during the program.
- Disbursement of honorarium to the resource persons, facilitators as per the cost norms and submission of necessary bills and vouchers to the nodal training institutes.
- Upload all necessary information such as program schedule, attendance sheet along with photographs in the database of MANAGE website.
- Uploading of Frequently Asked Questions (FAQs) in the MIS.
- Submission of Utilization Certificate (UC) to SAMETI/State Resource Organization (SRO).
- The nodal training institute may ensure the participation of Public Representatives, District Collectors/Commissioners/Magistrate, district officers of agri and allied departments, ATMA, KVK heads, heads of the research and academic institutes located in the respective districts in the inaugural program.

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Director General
MANAGE

To

All SAMETIs/State Resource Organization – Request to share it with the Local Nodal Training Institutes and Facilitators