

2005-06

Assam Agricultural Competitiveness Project (AACP)

Based on the request received from Assam Rural Infrastructure and Agricultural Services Project (ARIASP) Society set up by the Govt. of Assam for implementation of externally aided projects, MANAGE took up a consultancy project for providing advisory services and consultancy for operationalizing a decentralized extension model to deliver farm advisory services, under the Assam Agricultural Competitiveness Project (AACP). . The overall objective of the Project is to increase the agricultural productivity and market access of targeted farmers and community groups by streamlining the operationalization of delivery systems through an integrated institutional mechanism of ATMA at district level, developing strategic interventions based on strategic planning methodology provided by MANAGE.

The project envisages use of a decentralized model for delivery of farm advisory services through district-level Agricultural Technology Management Agencies (ATMAs) in 11 districts of Assam for promotion of market driven intensification and diversification of the broad based agriculture, strengthen Research-Extension-Farmer linkages, develop a District Agricultural Development Strategy (DADS), introduce strategic investments for improving technical and diagnostic capacity of farmers and delivery systems, develop linkages and partnership with various stakeholders etc.

MANAGE is the Consultant Organization for operationalizing the concepts, providing technical backstopping for facilitating the implementation of ATMA model, by developing a clear framework for implementation of policy and institutional interventions, formulation of O&M structure, DADS methodology, research - extension - farmer - market linkages, operationalization of Block Resource Centres (BRCs), Farmers Advisory Committees (FACs), Farmers Interest Groups (FIGs), monitoring and evaluation system and documentation of experiences. MANAGE will also facilitate orientation to the officials on the concept and operationalization of the project, in addition to capacity building.

Various activities were undertaken by MANAGE starting from organizing orientation of state level officers of all line departments and scientists of SAUs to the ATMA Model, orientation of district level officials to the concept and operationalization of ATMA, development of guidelines for operationalization of ATMA model, developing a cadre of master trainers, through capacity building, drawn from line departments and scientists of SAUs, capacity building of district core teams in all the 11 districts on the concept and operationalization of the ATMA, facilitation in initiation of ATMAs, capacity building of district officials to develop district agricultural development strategies, preparation of DADS by ATMAs and capacity building of officials of line departments outside the state. The project activities were initiated in five more districts.