

## REVITALIZING AGRICULTURAL EXTENSION Support to State Extension Programmes for Extension Reforms

“Support to State Extension Programmes for Extension Reforms”, a centrally sponsored scheme approved by the Govt. of India, is a major initiative towards revitalizing agricultural extension to make the extension system decentralized and demand driven. The scheme proposes to cover 252 districts across all the States/UTs in the country.

This new scheme has been conceptualized on the basis of the Policy Framework for Agricultural Extension (PFAE) and experiences with Innovations in Technology Dissemination (ITD) component of the National Agricultural Technology Project (NATP) implemented in seven states viz., Andhra Pradesh, Bihar, Himachal Pradesh, Jharkhand, Maharashtra, Orissa and Punjab. The scheme is aimed at operationalizing agricultural extension reforms across the country.

### Key reforms being promoted under the Scheme:

- New Institutional Arrangements : Providing innovative restructured autonomous bodies at the district/ block level, which are flexible, promote bottom up and participatory approaches, are farmer driven and facilitate public-private partnership.
- Convergence of line departments’ programmes and operating on gap filling mode by formulating Strategic Research and Extension Plan (SREP) and Annual Work Plans.
- Encouraging Multi Agency Extension Strategies involving inter-alia public/ private extension service providers.
- Moving towards integrated, broad-based extension delivery in line with farming systems approach.
- Adopting Group Approach to Extension (Operating through Farmer Interest Groups (FIGs) & Self Help Groups (SHGs).
- Addressing gender concerns
- Moving towards sustainability of extension service

### Role of MANAGE

MANAGE is facilitating the implementation of the scheme across the country. Its role is to:

- Organize orientation for nodal officers from different states.
- Work closely with the states in preparation of SREP
- Deploy facilitators to handhold SREP preparation at the state level
- Take on responsibility of hand-holding SREP preparation of all districts.
- Capacity building and handholding for implementation of reforms.



One of the first tasks of district level institutions is to facilitate the preparation of a Strategic Research and Extension Plan (SREP) of the district, through participatory methodologies involving all the stakeholders and farmers. Block/ district level plans shall be developed based on the research-extension strategies given in the SREPs. The State Extension Work Plan developed at state level shall contain a consolidated activity-wise plan incorporating all the District Agriculture Action Plans (DAAPs) in the state and state level activities.

## Orientation Programmes

Two orientation workshops for nodal officers were organized at Hyderabad and Kolkatta by MANAGE in May 2005 to orient on the new scheme. A working group meeting for revision of SREP was also organized at MANAGE in May 2005.

A course on Innovative Approaches for Operationalisation of Extension Reforms was organized at SAMETI, Mashobra, Shimla during May 16-20, 2005 to upgrade the level of understanding and performance of the extension agency to be sensitive to challenges and provide the needed skills to the farming community to face upcoming challenges. The objectives of the programme were to provide an understanding on the concept and process of extension management, the changing economic scenario and its implications for agricultural extension, provide an orientation on the agricultural policy and the extension policy framework adopted by Govt. of India, develop skills among extension personnel for addressing emerging issues, and help develop action plans for operationalizing extension

reforms. Participants included officials from agriculture and allied departments, scientists from ICAR, State Agricultural Universities, KVKs, ZRS, NGOs ATMAs, and Farmers Organizations.

A workshop was organized for facilitators in June 2005 at MANAGE to orient on the scheme, steps involved in developing and operationalizing SREP, finalize training modules to be used at various levels while implementing the reforms and Action Plan.

State level Orientation Workshops on Extension Reforms were organized in Punjab, West Bengal, Sikkim, Himachal Pradesh, Madhya Pradesh, Karnataka, Kerala, Chattisgarh, Goa, Assam and Maharashtra during June 2005. Dr. (Mrs.) C.T. Misra Additional Secretary (Agri.) Ministry of Agriculture, Govt. of India in her valedictory address at the workshop in Himachal Pradesh, highlighted the need to integrate efforts of various organizations to help the farming community. She expressed that the experiences of the ATMA model could be effectively integrated into the Reforms Process in Himachal Pradesh.

## MANAGE CONSULTANCY FOR AGRICULTURAL DEVELOPMENT IN ASSAM

MANAGE is providing advisory services and consultancy for operationalizing a decentralized model to deliver farm advisory services, under the Assam Agricultural Competitiveness Project (AACP), being implemented by the Govt. of Assam with the assistance of the World Bank. The development objective of the Project is to increase productivity and market access of targeted farmers and community groups.

### Some of the features of the project are given here:

- A decentralized model for delivery of farm advisory services through district-level Agricultural Technology Management Agencies (ATMAs) is being promoted.
- Promotion of market driven intensification and diversification of the broad agricultural sector in Assam.
- ATMAs will be established in each of the 11 pilot districts of Assam to provide an effective mechanism for co-ordination and management of activities of different agencies involved in providing agricultural support services, technology adaptation/validation and dissemination at the district level, and to strengthen researcher-extensionist-farmer-market linkages.
- The Project will make a series of strategic investments to introduce policy and institutional adjustments at state, district and block levels; and operational

changes in the extension processes along with coordination with the private sector.

- The Project will support decentralization of technical and management decision making authority to the district level, increase technical and diagnostic capacity of public sector district/block level units, improve linkages and develop new partnerships.
- The ATMA will bring together researchers, extension workers, farmers and other stakeholders to conduct diagnostic surveys and prepare a District Agricultural Development Strategy (DADS).

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.

## FARMERS' SUICIDES IN ANDHRA PRADESH - A Study

MANAGE has taken up a study on 'Farmers' Suicides in Andhra Pradesh - causes, remedies and implications for agricultural extension'. The overall objective of the study was to analyze and understand the exact causes of suicidal deaths of the farmers in the state of Andhra Pradesh. The study covered three districts viz., Prakasam, Anantapur and Medak representing Coastal, Rayalaseema and Telangana regions respectively. In all 110 farmers (suicide victims) from three regions were selected for the study.

The major findings of the study are outlined below.

A majority (96%) of the sample were male folk, and cut across different communities.

All 110 victim households had agriculture as their main occupation. About 78 percent of the sample victims were small and marginal farmers. Seventy-six percent of the victims possessed rain fed land. Farmers' suicides cannot be attributed to any specific social/caste phenomena.

The average investment on farm assets at the overall level per victim household worked out to Rs 2.34 lakhs.

The average investment on bore well at the overall level was Rs.36,580.

In Medak district the investment on bore wells was Rs 70,195 which was almost equivalent to the investment on land itself. The average number of bore wells dug per farm and the number of farms with bore wells was distinctly higher in Medak district than that of

other sample districts. Average investment on livestock was only Rs 6109.

The area under all major crops declined by 4 percent. The average yield of major crops decreased drastically: Cereals :70.81%; Pulses: 53.43%; Commercial crops:77.47% ;Horticulture crops: 49.75%. Average household income declined to the tune of 93% between 2000-01 and 2003-04 among victim households.

There was a dis-saving to the extent of Rs 21,671 per victim household which was met by borrowings.

Majority of the victim households borrowed from non-institutional sources. Interest rate charged by the lending agency was 9-12% (Institutional) and 24-36%(Non-Institutional). The average quantum of credit borrowed by the victim farmers was Rs 1.25 lakh for the sample as a whole, 24 percent of which was obtained from institutional sources, and 76 percent from private money lenders during 2000-01. However, at the overall level the proportionate share of institutional and non-institutional agencies worked out to 18 and 82 respectively. The average amount of debt accumulated over the period of four years is about Rs 2.04 lakhs and hence, there is debt-trap.

The report highlights policy interventions requiring immediate attention at the state and national level. Policy implications having a bearing on agricultural extension are also outlined in the report.

### DAESI EXTENDS TO MORE DISTRICTS

Diploma in Agricultural Extension Services for Input Dealers (DAESI), is a one-year programme designed by MANAGE to impart formal agricultural education to agri-input dealers so that they can couple their business with extension services besides discharging regulatory responsibilities enjoined on them. The mission is to transform input Dealers into para-professionals and enable them to serve the farmers better, thereby strengthening the Agricultural Extension System.

DAESI is spreading to other districts in Andhra Pradesh. In Ranga Reddy district where the programme was first launched, the programme is being run for input dealers of ten districts which include Adilabad, Karimnagar, Guntur, Medak, Mahboobnagar, Prakasam, Warangal, West Godavari and Krishna. It is expected to cover other districts in Andhra Pradesh within two years. Over 380 dealers are going through the programme within Andhra Pradesh, of which 46 dealers have successfully completed the programme.

### PADMASREE FOR Dr. MAHADEVAPPA MADAPPA

MANAGE is happy to inform its readers that Dr. Mahadevappa Madappa, Member of the General Council of MANAGE, has been conferred the prestigious Padmasree Award, by the Honorable President of India on March 23, 2005.

#### Guest Lecture

Dr. Mahadevappa Madappa, former Vice Chancellor, University of Agricultural Sciences, Dharwad and Member of the General Council of MANAGE, made a presentation on 'Parthenium: global status, ill effects and management' at MANAGE on June 8, 2005.

Faculty from agricultural institutions in Hyderabad and MANAGE attended the lecture. A CD on Parthenium was also released by Dr. Madappa.

## POST GRADUATE PROGRAMME IN AGRI WAREHOUSING AND SUPPLY CHAIN MANAGEMENT (AWASCM)

MANAGE launched a one-year Post Graduate Programme in Agri Warehousing and Cool Chain Management (AWACCM) during 2004-05. After successful completion of the 2004-05 batch and placement of the students in various agribusiness and service sectors, the course content has been further strengthened based on the feedback from the industry particularly in logistics and supply chain management.

In order to suitably reflect the programme, it was renamed as Post Graduate Programme in Agri Warehousing and Supply Chain Management (PGP-AWASCM) from 2005-06. The programme is dynamic

and innovative to suit the growing needs of the agribusiness.

PGP-AWASCM 2005-06 was inaugurated by Shri KV Satyanarayana, Director General, MANAGE on June 8, 2005.

Twenty-eight students drawn from 12 states across the country are admitted into the programme. Shri K.V. Satyanarayana, in his inaugural address described the challenges and opportunities ahead of them and wished them all success. Dr. J.P. Singh, Principal Coordinator, AWASCM mentioned about the relevance of the course in the present day context.

### MANAGE FOUNDATION DAY



Dr. S. Raghuvardhan Reddy, Vice Chancellor, ANGRAU addressing the gathering

The nineteenth Foundation day of MANAGE was celebrated on June 11, 2005.

Dr. M.N. Reddy, Director, (Agricultural Extension and Communication) presented an overview of the institute. Shri. KV Satyanarayana, Director General, MANAGE addressing the gathering, highlighted the achievements of MANAGE over the past eighteen years and challenges before the institution. Dr. S Raghuvardhan Reddy, Vice Chancellor, Acharya N.G.Ranga Agricultural University (ANGRAU) and Chief Guest on the occasion commended the role of MANAGE in various activities it has been undertaking and assured all possible support from his institution in the coming years.

### TRAINING ON AGRICULTURE MEDIA SKILLS



Under 'Mass Media Support to Agricultural Extension' scheme initiated by Ministry of Agriculture, Govt. of India, MANAGE has the responsibility of capacity building of personnel involved in electronic media to create and deliver relevant programs on agriculture. The first programme on Agriculture Media Skills was organized at MANAGE during May 16 to 25, 2005 for producers of Doordarshan. The program was designed covering inputs on agriculture and film production and included an exposure to agricultural concepts, script writing, storyboard preparation, film production on selected topics and review. The participants produced 12 agricultural films, which were telecast on Doordarshan. Another such programme was organized in June 2005.

MANAGE BULLETIN is printed & published by Shri. K.V. Satyanarayana, IAS, Director General, National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad - 500 030, India.  
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