

Chapter 2

Theoretical Orientation

The Agricultural Technology Management Agency (ATMA) is an autonomous organization registered under the “Societies Registration Act of 1860” responsible for technology dissemination activities at the district level. It has linkages with all departments of the government and research organizations as well as NGOs and agencies associated with agricultural development in the district. The ATMA would be a society of key stakeholders involved in agricultural activities for sustainable agricultural development in the district.

EVOLUTION OF ATMA:

Agricultural Technology, including the adoption/ promotion of critical inputs, and improved agronomic practices were being disseminated under 17 different schemes of the Department of Agriculture & Cooperation during the 11th Plan. The Modified Extension Reforms Scheme was introduced in 2010 with the objective of strengthening the extension machinery and utilizing it for synergizing the interventions under these schemes under the umbrella of Agriculture Technology Management Agency (ATMA). NMAET has been envisaged as the next step towards this objective through the amalgamation of these schemes. National Mission on Agricultural Extension and Technology (NMAET) consists of 4 Sub Missions:

- i. Sub Mission on Agricultural Extension (SMAE)
- ii. Sub-Mission on Seed and Planting Material (SMSP)
- iii. Sub Mission on Agricultural Mechanization (SMAM)
- iv. Sub Mission on Plant Protection and Plant Quarantine (SMPP)

SUB MISSION ON AGRICULTURAL EXTENSION (SMAE):

Sub-Mission on Agricultural Extension will focus on awareness creation and enhanced use of appropriate technologies in agriculture & allied sectors. Gains made in the past will be consolidated and strengthened through increased penetration of extension functionaries. Personnel trained under Agri-Clinics and Agri-Business Centres Scheme (ACABC) and Diploma in Agriculture Extension Services for Input Dealers (DAESI) will also provide extension services to the farmers. Use of interactive and innovative methods of information dissemination like pico projectors, low cost films, handheld devices, mobile based services, Kisan Call Centres (KCCs) etc. will be used and convergence brought among extension efforts under different programmes and schemes at village level through the institution of ATMA (Agriculture Technology Management Agency) and Block Technology Teams (BTTs).

SUB-MISSION ON SEED AND PLANTING MATERIAL (SMSP):

Adoption of quality seeds is the most cost effective means for increasing agricultural production and productivity. The interventions included in the Sub-Mission will cover the entire gamut of seed chain from nucleus seed to supply to farmers for sowing and also to the major stakeholders in the seed chain and also provide for support for infrastructure to create an enabling environment for development of the Sector. SMSP also envisages strengthening of Protection of Plant Varieties and Farmers' Rights Authority (PPV&FRA) in order to put in place an effective system for protection of

plant varieties, rights of farmers and plant breeders and to encourage development of new varieties of plants.

SUB MISSION ON AGRICULTURAL MECHANIZATION (SMAM)

There is a strong co-relation between farm power availability and agricultural productivity. Therefore, Sub-Mission on Agricultural Mechanization will focus on farm mechanization. The Sub-Mission will mainly cater to the needs of the small and marginal farmers through institutional arrangements such as custom hiring, mechanization of selected villages, subsidy for procurement of machines & equipments, etc.

SUB MISSION ON PLANT PROTECTION AND PLANT QUARANTINE (SMPP):

Sub-Mission on Plant Protection included in NMAET envisages increase in agricultural production by keeping the crop disease free using scientific and environment friendly techniques through promotion of Integrated Pest Management. Strengthening and Modernization of Pest Management Approach aims at this vital aspect of Plant Protection and also covers regulatory requirements of pesticides. The component on Strengthening & Modernization of Plant Quarantine facilities in India is regulatory in nature with the aim of preventing introduction and spread of exotic pests that are harmful to crops by regulating/restricting import of plant/plant products. Monitoring pesticide residues in food commodities and environmental samples is also included in this Sub-Mission. The component on National Institute of Plant Health Management (NIPHM) will promote environmentally sustainable Plant Health Management practices in diverse and changing agro-climatic conditions, pesticide management, and Bio-security through capacity building programmes.

LINKAGES BETWEEN DIFFERENT SUB-MISSIONS:

Farmers" skill trainings and field extension as contained in all 4 Sub Missions of NMAET (Viz. SMSP, SMAE, SMAM and SMPP) will be converged with similar farmer-related activities going on through ATMA. Five-tiered modes of extension carried out in broadcast or interactive electronic modes will also cut across extension activities in all the four Sub Missions. Mutually synergetic linkages will be established among various activities instead of unilaterally mandating that all such farmer-centric activities will be carried out through ATMA.

ATMA aims at...

1. Creating Farmer Advisory Committees to improve Feedback.
2. Using NGOs to organize farmers.
3. Encouraging Private Sector Involvement in Technology Transfer.
4. Validating and Refining Technology.
5. Bottom-Up Planning Procedures.
6. Increased Use of Information Technology.
7. In-Service Training.
8. Developing New Public-Private Partnerships.

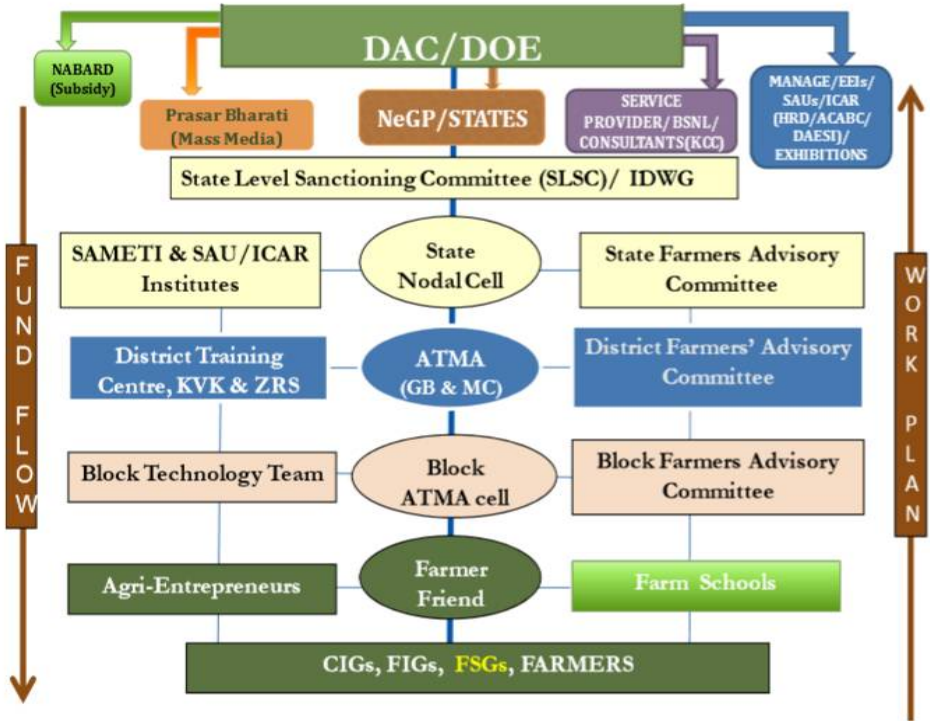


Fig. 1: ORGANIZATIONAL STRUCTURE OF ATMA-

STRATEGY:

STATE LEVEL:

The State Level Sanctioning Committee (SLSC) set up under Rashtriya Krishi Vikas Yojana (RKVY) is the apex body to approve State Extension Work Plan (SEWP) which will form a part of the State Agriculture Plan (SAP). In those cases where SLSC meeting cannot be held in time or there is any other administrative reason, SEWP can be approved by the Executive Committee of SMAE the recommendation of Inter Departmental Working Group (IDWG).

The SLSC will be supported by the Inter Departmental Working Group (IDWG) which is responsible for day-to-day coordination and management of the Scheme activities within the State.

The State Nodal Cell (SNC), consisting of State Nodal officer, State Coordinator, State Gender Coordinator and supporting staff will ensure timely receipt of District Agriculture Action Plans (DAAPs), formulation of State Extension Work Plan (SEWP) duly incorporating farmers' feedback obtained through State Farmer Advisory Committee (SFAC) and its approval by the SLSC. The SNC will then convey the approval and monitor implementation of these work plans by State Agricultural Management & Extension Training Institutes (SAMETIs) and ATMAs. The SAMETIs will draw-up and execute an Annual Training Calendar for capacity building of the Extension Functionaries in the State. While doing so, the SAMETI will check duplication and overlapping of training content, training schedule, and trainees themselves.

District Level:

ATMA is an autonomous institution set up at district level to ensure delivery of extension services to farmers. ATMA Governing Board is the apex body of ATMA which provides overall policy direction. ATMA Management Committee is the executive body looking after implementation of the scheme. District Farmers Advisory Committee is a body to provide farmers' feedback for district level planning and implementation. With dedicated staff provided for the ATMA, it will continue to be the district level nodal agency responsible for overall management of agriculture extension system within the district, including preparation of Strategic Research and Extension Plan (SREP).

BLOCK LEVEL:

The Block ATMA Cell consisting of **Block Technology Team (BTT)** (a team comprising officers of agriculture and other allied departments within the block) and **Block Farmers' Advisory Committee (BFAC)** (a group exclusively consisting of selected farmers of the block) will prepare the Block Action Plan (BAP) and provide necessary extension support within the Block in its execution.

Village Level:

The Farmer Friend (FF) will serve as a vital link between extension system and farmers at village level (one for every two villages). Agri-entrepreneurs, Diploma holders in Agricultural Extension Services for Input Dealers (DAESI), Input Dealers and extension workers in non-governmental sector will supplement the efforts of extension functionaries Commodity Interest Groups (CIGs), Farmer Interest Groups (FIGs) and Food Security Groups (FSGs) will serve as a nodal point for information & technology dissemination among its members

Farm Schools will serve as a mechanism for farmer-to-farmer extension at every Block.

The following Committees shall be set up at various levels.

- 1. State Level:** (i) Inter- Departmental Working Group (IDWG)
(ii) SAMETI Executive Committee
(iii) State Farmers Advisory Committee (SFAC)
- 2. District Level:** (i) ATMA Governing Board
(ii) ATMA Management Committee
(iii) District Farmers Advisory Committee (DFAC)
- 3. Block Level:** (i) Block Technology Team (BTT)
(ii) Block Farmers Advisory Committee (BFAC)

KEY FUNCTIONS OF THE COMMITTEES:

Key functions of IDWG:

- To consider and recommend State Extension Work Plan for its approval by State Level Sanctioning Committee headed by Chief Secretary/ Addl. Chief Secretary or Technical Committee in DAC.
- Support and monitor the functioning of State Nodal Cell including timely preparation for necessary approvals and its subsequent execution.
- Provide a mechanism for interactions with the Department of Agriculture & Cooperation and amongst various Departments within the State including Agricultural Research system.
- Promote an enabling environment with necessary policy directions for achieving necessary convergence amongst all Sub-Missions of NMAET/ all Stakeholders related to the execution of SAME activities at State, District and Block levels.
- To internalize Innovative concepts and institutional arrangements successfully demonstrated by the ATMA's for the purpose of up-scaling and replication.
- To provide guidance on HRD/ Capacity building matters through State level Committee/ Executive Committee of SAMETI.
- To provide guidance to Chairmen, ATMA Governing Board for day to day execution of ATMA activities.
- To provide guidance for convergence mechanism for all Farmer centric schemes.
- To deal with any other policy issue related to implementation of the project, which emerges from time to time.

Key functions of SAMETI:

- Provide capacity building support in Extension Management related areas to the extension functionaries from public, private and non-governmental sectors.
- Provide consultancy in the areas like project planning, appraisal, implementation, monitoring & evaluation, etc.
- Develop and promote application of management tools for improving the effectiveness of Agricultural Extension services.
- Organize need based training programmes for middle level extension functionaries.
- Develop modules on Management, Communication, Participatory Methodologies etc, as a sequel to the feedback from training programmes.
- Organize Annual Workshop involving all the agricultural related training Institutes in the State to achieve complementarity in training and capacity building for functionaries of agriculture and allied departments.
- Will coordinate with MANAGE in organizing DAESI programme.

Key functions of ATMA Governing Board:

The key functions of ATMA Governing Board would be to:

1. Review and approve Strategic Research and Extension Plan (SREP) and annual action plans that are prepared and submitted by the participating units.
2. Receive and review annual reports presented by the participating units, providing feedback and direction to them as needed, for various research and extension activities being carried out within the district.
3. Receive and allocate project funds to carry out priority research, extension and related activities within the district.

4. Foster the organization and development of Farmers' Interest Groups (FIGs) and Farmers Organizations (FOs) within the district.
5. Facilitate greater involvement of private sector and firms and organizations in providing inputs, technical support, agro-processing and marketing services to farmers.
6. Encourage agriculture lending institutions to increase the availability of capital to resource poor and marginal farmers, especially SC, ST and women farmers.
7. Encourage each line department, plus the KVK and ZRS, to establish farmer advisory committees to provide feedback and input for their respective Research - Extension Programmes.
8. Enter into contracts and agreements as appropriate to promote and support agricultural development activities within the district.
9. Identify other sources of financial support that would help in ensuring the financial sustainability of the ATMA and its participating units.
10. Converge human and financial resources available for extension under different schemes and programmes of DAC.
11. Establish revolving funds / accounts for each participating unit, and encourage each unit to make available technical services, such as artificial insemination or soil testing, on a cost recovery basis moving towards full cost recovery in a phased manner.
12. Arrange for the periodic audit of ATMA's financial accounts; and
13. Adopt and amend the rules and by-laws for the ATMA.
14. Hold meetings of ATMA GB every quarter or frequently.
15. Any other functions that support effective functioning of ATMA in the district.

Key functions of Management Committee (MC):

1. Carry out periodic Participatory Rural Appraisal (PRA) to identify the problems and constraints faced by different socio-economic groups and farmers within the district.
2. Prepare an integrated, Strategic Research and Extension Plan (SREP) for the district that would specify short and medium term adaptive research as well as technology validation and refinement and extension priorities for the district.
3. Prepare annual District Agriculture Action Plans in consultation with DFAC which would be submitted to the ATMA Governing Board for review, possible modification and approval.
4. Maintain appropriate project accounts for audit purposes.
5. Coordinate the execution of these annual action plans through participant line departments, ZRSs, KVKs, NGOs, FIGs / FOs and allied institutions, including private sector firms.
6. Establish coordinating mechanisms at the Block level, such as Farm Information & Advisory Centres (FIACs) that would integrate extension and technology transfer activities at the block and village levels.
7. Provide periodic performance reports as required by DAC to the Governing Board outlining the various targets and achievements.
8. Provide secretariat to Governing Board and initiate action on policy direction, investment decisions and other guidance received from the Governing Board.
9. ATMA Management Committee shall meet once in a month to review the progress in various blocks and submit the report to State Nodal Cell/ DAC.

Key functions of Block Technology Team (BTT):

1. Operationalize the SREP in each block and move towards single window extension system.
2. Help district core team in up gradation of SREP.
3. Prepare Block Action Plan detailing extension activities to be undertaken.
4. Coordinate the implementation of extension programmes detailed in the Block Action Plan.
5. Facilitate formation of FIGs/ Women Food Security Groups/ FOs at the block level and below.
6. Support ATMA Management Committee in discharging its function by providing inputs related to the Block.
7. Facilitate planning and implementation of Farm Schools in all major sectors in the Block.
8. The Block Technology Team (BTT) shall meet every month to review the progress and report the same to ATMA Management Committee.

Key functions of Farmers Advisory Committees:

1. Act as an agency for providing farmers' feedback and inputs for preparation / compilation of Action Plans and for prioritization of activities as follows:
 - (i) BFAC to BTT
 - (ii) DFAC to ATMA GB and MC (through nominated representatives)
 - (iii) SFAC to SAMETI for training related needs and SNC for finalisation of SEWP (through nominated representatives)
2. **FACs shall meet as per the following periodicities:**
 - (i) BFAC: Once in a month during the season and quarterly in lean season.

(ii) DFAC: Quarterly and preferably before ATMA MC.

(iii) SFAC: Quarterly

3. Help in formation and nurturing of Farmer Interest Groups at Block level.

Process Flow for Action Plans (SREP):

SREP is a comprehensive document identifying research/ extension priorities for district, keeping in mind agro-ecological conditions and existing gaps in technology generation & dissemination in all agriculture and allied sector areas/ activities including Horticulture, Animal Husbandry, Dairying & Fisheries. All extension related activities under other Sub-Missions of NMAET (viz. SMAM, SMPM and SMPP), will naturally form part of SREP. SREPs will be prepared in coordination with the line departments, NGOs, Krishi Vigyan Kendras (KVKs), Panchayati Raj Institutions (PRIs), Private Sector, farmers and other stake-holders at the district level.

Table 1: Illustrative list of farmer centric trainings & field extension under other sub-missions of NMAET to be implemented through ATMA

Sub-Mission on Seed and Planting Material	Sub Mission on Agricultural Extension	Sub Mission on Agricultural Mechanization	Sub Mission on Plant Protection and Plant Quarantine
Seed Village Programme	Farm Schools, Demo Plots, Trainings, Exposure Visits	Capacity Building by Institutions identified by the State Government	Pest Monitoring, FFSs, IPM Training to Farmers

Similar training & field extension related components in other programmes of DAC and State Governments will also be implemented through ATMA. Funds earmarked for such activities under different Sub-Missions of NMAET, Missions & Schemes / Programmes will be utilized through ATMA. Similarly, ATMA funds also will be suitably used to cover

training & field extension objectives / activities of other Sub-Missions, Missions and Schemes / Programmes. Such convergence arrived at through SREP / SEWP will avoid duplication and ensure wider coverage in terms of outreach to farmers and gamut of activities.

Various Action Plans shall emanate from SREP as follows:

1. These SREPs are Five year vision documents which shall be revisited to accommodate newly identified gaps and emerging areas of importance.
2. SREPs will form the basis for formulation of Block Action Plans (BAPs) on an annual basis. Block Action Plans are then consolidated at the District level to prepare the District Agriculture Action Plans (DAAPs).
3. District Plans are worked out in such a manner that these serve as subset of the Comprehensive District Agriculture Plans (CDAP) prepared for the District under Rashtriya Krishi Vikas Yojana (RKVY).
4. The DAAPs will be consolidated in the form of State Extension Work Plan (SEWP) which then forms a part of State Agriculture Plan (SAP).

CAFETERIA OF ACTIVITIES (ATMA CAFETERIA):

State level:

1. Infrastructure Support: Infrastructure support was provided for upgrading State level training institutions such as SAMETIs till 2013-14. The cafeteria does not provide for this support from the year 2014-15. However, enhanced training requirements will put pressure on infrastructure in the existing training institutes. Some of these institutes may need to construct additional training facilities and procure necessary equipment. If the states desire to upgrade their training infrastructure further, RKVY funding may be accessed for the same.
2. Human Resource Development (HRD): DAC has strengthened a network of training institutions in the country by supporting the National

Institute of Agricultural Extension Management (MANAGE) at Hyderabad; four Regional Extension Education Institutes (EEl)s at the Regional level and the State Agricultural Management & Extension Training Institutes (SAMETIs) at the State level which will provide necessary trainings to the ATMA functionaries and other concerned officers of the States.

3. Other Activities: The Cafeteria also supports organization of Agri-Exhibitions, Regional Fairs, Krishi Expos, rewards and incentives for exemplary extension work, farmer awards and monitoring and evaluation of the Scheme including review workshops, Induction and Refresher Training of ATMA staff, quality resource material development, documentation of success stories, etc. at State level.

District / Block Level:

1. Farmer Oriented Activities include development of SREP, mobilization of farmer groups, women food security groups, training/ exposure visit of farmers, arranging demonstrations, all aimed at empowering farmers and improving their participation in technology dissemination process.
2. Farm Information Dissemination, local level agricultural exhibitions, low cost publications, information dissemination through printed materials, and development of technology packages in electronic form are covered.
3. Research-Extension-Farmer (R-E-F) linkages based activities include organization of Farmer-Scientist Interaction at local level, joint visits by scientist and extension personnel for which substantial financial provision has been made in the cafeteria, organization of Field-days and Kisan Goshties and support for local level researchable issues which emanate from SREP.
4. Innovative Technology Dissemination (ITD) Interventions include production of low cost films and public viewing of the same using Pico

Projectors, Display Boards, use of Hand Held Devices for Farm Crop Management System (FCMS) and dissemination of information, innovative methods of extension such as kala jatha, certified crop advisor, etc. and quality resource material development.

MAIN ACTIVITIES INCLUDED IN THE CAFETERIA:

1. FARM SCHOOLS:

Farm Schools provide the vital link between the progressive / achiever farmers and others in a village. These farmers would normally be the ones who have been accepted by other farmers as achiever farmers for their success in adoption of technologies, yield difference, and income raised in agriculture and other allied sectors. In order to have a visible impact and to ensure proper monitoring, cluster approach needs to be adopted by covering various Blocks in rotation every year.

2. DEMONSTRATIONS:

It is necessary to follow a cluster approach in organization of demonstration plots within a block to have a discernible impact on the production of crops/ allied area.

3. FORMATION OF COMMODITY INTEREST GROUPS:

CIGs should be promoted / mobilized for all major commodities (Size 20-25 farmers).

FIG/CIG members should meet at least once in a month to discuss activities and to decide future course of action.

BTT and BFAC shall monitor functioning of all CIGs on a regular basis.

CIGs should maintain proper register & records (commodity/proceedings / savings / accounts).

To ensure household food and nutritional security, Farm Women's Food Security Groups (FSGs) @ at least 3 per block are to be formed each year. These FSGs are to be provided support for training, publication and access to inputs @ ` 10000 per group. These FSGs should serve as "Model Food Security Hubs" through establishing kitchen garden, backyard poultry, goatery, animal husbandry & dairying, mushroom cultivation, etc.

4. Induction Training & Refresher Courses for Extension Worker:

An Induction Course with an average duration of (6 days course + travel) needs to be organized at a cost of `1000 per day per participant as and when the BTMs & ATMs are recruited. Besides, a 3 day refresher course each year on (4 including travel) at the same cost as given above on transfer of skills in specific areas (based on crop predominance) and generalized knowledge in common crops, for extension functionaries under ATMA scheme should also be organized.

5. Joint Visits by Scientists and Extension Functionaries:

In order to ensure proper mobility for field visits of the scientists accompanied by extension workers, funds have been provided for meeting the expenditure towards hiring of vehicles or POL, The number of field visits should increase gradually from about three visits per month to one visit per week in the last two years.

6. Incentive for Exemplary Extension Work.

Common Issues related to ATMA Cafeteria 2014:

- i. Minimum 30% of resources meant for programmes and activities are required to be allocated to women farmers and women extension functionaries. Specific documentation of expenditure and performance for women may be kept.

- ii. No expenditure shall be incurred from extension work plan allocation on in-eligible items. In the event of any such expenditure, the in-eligible expenses shall be deducted from the State's allocation, next year.
- iii. Operational Expenses under State Level , District & block level Activities and Innovative Activities may also include library, internet, telephone and other contingencies.
- iv. Any sub-detailing not specified under ATMA Cafeteria such as for Demonstrations, Trainings and Exposure Visits, would be as approved under an appropriate scheme of the Central/ State Govt. Otherwise, prior approval would have to be obtained from IDWG.
- v. Unless otherwise specified under some compelling circumstances, or in case of States which are not eligible for RKVY funding, the SLSC set up in the State for considering proposals for RKVY funding will also consider and approve SEWP and carry out periodic monitoring. In exceptional cases, the existing procedure for approval of SEWP through IDWG at the State level and Executive Committee of SAME will continue to be followed. The IDWG under the chairmanship of APC/PS (Agriculture) may continue to perform monitoring of the Scheme to ensure that the Extension Reforms are executed as per these Guidelines. The IDWG shall meet at least once in every quarter.

Programmatic funds should be spent on rain-fed areas at least in proportion to the extent of rain-fed areas in the district.

Extent of coverage:

The Scheme shall be implemented in all rural districts of the country except 12 districts of Assam which are presently covered under World Bank assistance. These districts will also be covered when World Bank support ceases.

CONVERGENCE OF EXTENSION WORK:

- Convergence should be institutionalized by ensuring that State Extension Work Plan [which emanates from Strategic Research and Extension Plan (SREP)] covers field level training & extension components for all modes of Mission. SREP is an ideal platform to provide convergence from the conceptual level and prioritization point of view. IDWG will further underline such a convergent approach at the State level.
- A single ATMA Governing Board headed by the District Magistrate will provide commonality in approach & implementation and avoid duplication. ATMA Governing Board shall act as an over-arching umbrella at District level to oversee all extension related activities in other.
- Missions like National Horticulture Mission (NHM), National Food Security Mission (NFSM), Rashtriya Krishi Vikas Yojana as also the other Sub-Missions under NMAET. Such a holistic approach will avoid duplication of efforts and promote more extensive & inclusive coverage of beneficiaries. The Integrated ICT platforms (such as Farmers' Portal, State Agriculture Portals, Central Agriculture Portal) will also provide requisite impetus to implementation in the field level.
- The field level extension workers under these different programmes/schemes should work in conjunction with the dedicated manpower being provided under this Scheme under the umbrella of BTT or ATMA. The KVK Scientist will technically advise the BTT and will also be actively involved in preparation of BAPs, especially with regard to research related issues/gaps and strategies. He will also take feedback from his colleagues in the KVK in respect of their respective areas of expertise.

- In order to ensure promotion of multi-agency extension strategies, and to implement scheme activities in Service Provider or Public-Private-Partnership (PPP) mode, at least 10% of scheme allocation on recurring activities at district level is to be incurred through Non-Governmental Sector viz. NGOs, FOs, PRIs, Cooperatives, Para-Extension Workers, Agri-preneurs, Input Suppliers, Corporate Sector etc.
- In order to ensure promotion of multi-agency extension strategies, and to implement scheme activities in Service Provider or Public-Private-Partnership (PPP) mode, at least 10% of scheme allocation on recurring activities at district level is to be incurred through Non-Governmental Sector viz. NGOs, FOs, PRIs, Cooperatives, Para-Extension Workers, Agri-preneurs, Input Suppliers, Corporate Sector etc.
- Since a lot of manpower and infrastructure has been given under the Scheme for providing extension services, the State Government should fix an upper limit on extension services in Service Provider or PPP mode. This percentage limit should be clearly spelt out in the SEWP.

BUDGET ALLOCATION, RELEASE & UTILISATION:

1. ALLOCATIONS AND SCHEME COST:

- Centrestate share: The funding support for the Scheme shall be in the ratio of 90:10 (Centre: State) for all components except Farmer Friend and ITD components. For Farmer Friend, it will be 50:50 ratio between the Centre and the States. In case of Innovative Technology Dissemination (ITD) interventions 25% expenditure will need to be borne by the States. 100% GOI funding support to be provided to UTs (without legislature) for all components.
- State-wise Allocation criteria: Some States have very small districts whereas some other States have very large districts but the size of the

Block does not vary very much from State to State. Therefore, funds available under the scheme shall be initially allocated to States after giving weightage to the number of Blocks, number of farm families in the State and progress on deployment of dedicated manpower.

- Incentive to States for Better Performance: The States may prepare a large shelf of projects/activities and submit them to the Department at beginning of financial year. Better performing States will be encouraged to seek higher revised allocations against approved activities in respect of Work Plans submitted by them.

2. RELEASE OF FUNDS:

Funds will be released for implementing the Scheme before the commencement of sowing season, normally in two installments. 50% of the annual allocation would be released as First installment upon approval of SEWP. The State will be required to submit a written request for funds. Release of second installment will depend upon furnishing of the following documents:

- Audited Utilization Certificates (AUCs) & Audited Statement of Expenditure (SoE) for the previous year.
- Monthly Progress Reports for previous month
- Annual progress report for the previous year
- Up-to-date data entry of Extension Reforms Portal.
- Release of corresponding States share against funds provided by Central Government up to the previous year.

MONITORING AND EVALUATION OF ATMA:

Activities of the scheme shall be monitored and evaluated at periodic intervals through a specific mechanism generated at different levels –Block,

District, State & National Level. M&E will be conducted through BFAC and BTT (Block Level) & ATMA GB (District Level) Cumulative Monthly Progress Reports (MPRs) for each district are to be uploaded by the Project Director, ATMA in a web-based interface available at <http://extensionreforms.dacnet.nic.in>. by day 5 of the following month. After ensuring that all the districts have entered their data, the SNO will validate this data for the entire State by day 10 of the following month. No paper reports are to be submitted and all data is to be entered electronically. On-adherence to MIS schedule described above will result in no further release of funds to the State. A web-based interface has been provided for the purpose. Individual-wise data of farmers under trainings and exposure visits needs to be entered in the web based interface given above using the ICT infrastructure already available there and being further augmented under NeGP-A. Impact Assessment Studies of extension work done by Farm Schools, CIGs & FFs under ATMA shall be got conducted by expert agencies and corrective action shall be taken timely to attain objectives of revitalization of Agriculture Extension System. Extensive touring of officers of the Department of Agriculture and Cooperation/Directorate of Extension, MANAGE faculty, State / District level officials will be carried out for the on-spot monitoring of field activities being undertaken under various Sub-Missions of NMAET.

Concurrent Evaluation: It is concerned with how the program is delivered. It deals with things such as when the program activities occur, where they occur, and who delivers them. Thus, it involves the evaluation of all the activities undertaken to achieve programme objectives. The information generated through this evaluation can be used for improving implementation of the programme by focusing on mid-season/ term correction. It is also referred as “formative” or “process” evaluation.