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कृषि मंत्रालय / Ministry of Agriculture
कृषि एवं सहकारिता विभाग / Department of Agriculture & Cooperation
विस्तार सुधार ईकाई / **Extension Reforms Unit**

कृषि भवन / Krishi Bhawan
नई दिल्ली / New Delhi - 110 001

दिनांक/ Dated, the March 3, 2014

To

All APCs/ Pr. Secretary/ Secretary
(Agri.) of all States/ UTs.

**Subject: Implementation of Sub-Mission on Agricultural Extension and
National e-Governance Plan – Agriculture**

Sir / Madam,

As already conveyed during meetings held with the State Governments during the Zonal Input Conferences and otherwise, the Government of India has approved National Mission on Agricultural Extension & Technology (NMAET) which comprises four Sub-Missions:

- (i) Sub-Mission on Agricultural Extension (SMAE)
- (ii) Sub-Mission on Seeds and Planting Material (SMSP)
- (iii) Sub-Mission on Agricultural Mechanisation (SMAM)
- (iv) Sub-Mission on Plant Protection(SMPP)

After its roll out in 7 States in Phase-1, National e-Governance Plan-Agriculture also is now being expanded to the entire country. All IT related initiatives and other schemes in agricultural extension such as ACABC; Kisan Call Centres; HRD Interventions through MANAGE, Extension Education Institutes /Model Training Courses; Farm Information (including Fairs & Exhibitions) etc. will form part of SMAE.

This communication is being issued to summarise important features of Sub-Mission on Agricultural Extension so that the State Governments can start taking suitable preparatory steps by the time detailed Guidelines are issued.

1. SPECIALIST AND FUNCTIONARY SUPPORT:

Following are some of the important changes compared to ATMA Guidelines, 2010:

- At the State / UT level, a Gender Coordinator is proposed to be deployed.
- Remunerations of contract based persons have been revised upwards as per details given in Annexure-I.
- There is a provision for 10% increase in basic remuneration for such of these contract based employees who complete one year of service satisfactorily.
- Farmer Friends will be paid a sum of Rs. 6000 per annum instead of Rs. 4000 per annum.
- SMSs at the Block level will be re-designated as Assistant Technology Managers (ATMs).
- On an average, there will be three ATMs in every Block with small ones having two and the bigger ones four.

2. CAFETERIA OF ACTIVITIES:

Some additional / new activities and revised unit costs for a few existing items in the 11th Plan, as indicated in bold and italics, have been included in the Cafeteria of Activities as given at Annexure-II. Entire gamut of extension related activities consists of two parts viz.:

- (i) Optional items from ATMA Cafeteria from where the States can choose activities as per its priorities. The Cafeteria also contains mandatory components which include manpower, training of extension personnel, organization of Farmers' Advisory Committees, Farmer Friends, joint visits with scientists, low cost publications etc.
- (ii) Innovative Technology Dissemination Interventions: New essential activities such as Display Boards, Pico Projectors, Low Cost Films, Hand-held Devices and other innovative extension approaches (e.g.

Kala Jatha) are covered in this part. Broad features of these interventions have been given in Annexure-III.

3. INCREASED SCOPE OF SREP:

Strategic Research & Extension Plan (SREP) will continue to be 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) and other schemes / programmes will thus naturally form part of SREP for various districts and the State Extension Work Plan for the State (for every year).

ILLUSTRATIVE LIST OF FARMER CENTRIC TRAININGS & FIELD EXTENSION UNDER OTHER SUB-MISSIONS OF NMAET TO BE IMPLEMENTED THROUGH ATMA			
SMSP	SMAE	SMAM	SMPP
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

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 outreach to farmers and gamut of activities.

4. ALLOCATION CRITERIA AND CENTRE-STATE SHARE:

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 weight to the number of Blocks, number of farm families in the State and progress on deployment of dedicated manpower. Actual release of resources to States shall, however, be on the basis of approved work plans, pace of utilization of funds and physical progress.

5. **EXTENT OF COVERAGE:** The modified 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 after withdrawal of the external support.

6. **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. Such allocations over and above tentative allocation already communicated to States will depend upon relative progress in implementation and pace of expenditure under Modified ATMA Scheme amongst various States and over all availability of funds. Additional support will be provided on 'first-come-first served basis'. However, it is clarified that the expenditure during the year will be restricted by States to funds actually placed at their disposal by the DAC and States should not incur expenditure in excess of funds already available with the States.

7. **IMPLEMENTATION OF NeGP-A IN ALL STATES AND UTs:**

NeGP-A will be rolled out in all States and UTs. Sufficient number of Data Centres will be set up for the country as a whole and most applications will be developed centrally. However, States can take forward local software development initiatives with 25% amount (out of the entire money earmarked for software development). Computers and peripherals will be provided to

the field locations after considering existing availability of hardware at field locations from various resources of the State Government and AGRISNET. Unspent balances under AGRISNET (without any definite plan of action) will be considered as part of Government of India resources available for NeGP-A. Norms for hardware availability in field locations have been summarised in Annexure-IV. Norms for manpower deployment and infrastructure set-up (including site-preparation) have been depicted in Annexures V and VI respectively.

8. COST SHARING PATTERN:

- All components in ATMA Cafeteria (including manpower) will have 90:10 cost sharing ratio between Centre and States except in case of Farmer Friends where it would be 50:50.
- In case of IDT Interventions, the States will need to bear 25% of the expenditure.
- NeGP-A has State share in two items but, on the whole, total State share works out to 90:10 approximately.
- For the SMAE as a whole, State share is a little less than 11%.

9. GUIDELINES:

While detailed Guidelines for implementation of the Revised Scheme are being issued separately, the States are requested to quickly prepare/revisit their Work Plans for 2014-15 based on the gist given above. However, in case of any conflict between the contents of this letter and the finally issued Guidelines, the latter shall prevail.

Yours faithfully,



(Sanjeev Gupta)

Joint Secretary (Extension and IT)

Level	Designation	No. of Posts	Suggested Mode of Recruitment	Pay Scale as per VI Pay Commission / Remuneration	
State	State Coordinator + Gender Coordinator	1 +1	Contractual	Consolidated Rs.40,000 p.m.	
SAMETI	Director	1	Deputation/ Secondment/ Appointment	37400-67000+ 8700	
	Deputy Director	<100 Blocks	4	Deputation/ Secondment/ Appointment	15600-39100+ 6600
		100 - 400 Blocks	8		
		401 & more Blocks	12		
	Acctt.-cum-Clerk	1	Deputation/ Secondment/ Appointment	9300-34800 +4200	
Computer Programmer	1	Contractual	Consolidated Rs.16,000 p.m.		
District	Project Director	1	Deputation/ Secondment/ Appointment	15600-39100+ 6600	
	Deputy Project Director	2	Deputation/ Secondment/ Appointment	15600-39100+ 5400	
	Accountant-cum-Clerk	1	Deputation/ Secondment/ Appointment	9300-34800 +4200	
	Computer Programmer	1	Contractual	Consolidated Rs.16,000 P.M.	
Block	Block Technology Manager	1	Contractual	Consolidated Rs.25,000 p.m. (20K + 5K)* *These figures of 5000 and 4000 respectively are lump sum mobility and connectivity expenditure to be given to each of these BTMs and ATMs respectively.	
	Assistant Technology Manager	Average 3 per block	Contractual	Consolidated Rs.15,000 p.m. (11K + 4K)*	

Note: Newly included/ modified items in the Cafeteria are given in Bold and Italics. Cafeteria is still subject to change and the final one will appear in the Guidelines only.

Annexure-I (a)

ATMA CAFETERIA

LIST OF ACTIVITIES ELIGIBLE UNDER THE SCHEME ' SUPPORT TO STATE EXTENSION PROGRAMMES FOR EXTENSION REFORMS' AND ASSOCIATED COST CEILINGS/ NORMS (All components with 90:10 cost sharing ratio between Centre and States except in case of Farmer Friends where it would be 50:50)

S. No.	Indicative Activities to be Undertaken	Cost norms			(Amount Rs. in Lakhs)
		Unit	Unit Cost Ceiling	Tentative Ceiling on Activity	Remarks
A.	State Level Activities				
A.1	Monitoring & evaluation				
	(a) Quarterly review workshops and R-E Interfaces (pre-seasonal).	Per workshop / Interface	0.75	2.25	Up to a maximum of 3 Workshops
	(b) Concurrent Monitoring & Evaluation.	Annually	Up to 15.00 lakh	• 8.00 Lakh for States below 100 blocks	Yearly activity shown as 3rd Party M&E has been changed to yearly concurrent evaluation.
				• 10.00 Lakh for States with 100 to 200 blocks	
				• 12.00 Lakh for 201 to 400 blocks	
				• 15.00 Lakh for States with over 400 blocks.	

	(c) Expenses for Inter Departmental Working Group on extension reforms and other contingencies including Operational support TA/ DA, hiring of vehicle/POL, and contingencies for SNO	Per year	Up to 10.00	<ul style="list-style-type: none"> • 5.00 Lakh for States below 100 blocks • 7.00 Lakh for States with 100 to 200 blocks • 8.50 Lakh for States with 201 to 400 blocks • 10.00 Lakh for States with over 400 blocks 	This includes operational expenses for SFAC also.
A.2	(a) Training courses - National/ Inter State / within the State (SAMETI) level - Both Govt. & Non-Govt. extension functionaries (including NGOs, Para Extension Workers, Input Suppliers, Farmer Friends, ATM, BTM, Project Director, Dy. Project Director, Director & Faculty of SAMETI etc.)	Per day per Participant	0.015*	Avg. 2.0 per block	Up to 10 functionaries per Block for trainings preferably between 3 to 30 days.
	(b) Induction Training of ATMA functionaries	Per day per Participant	0.010*	actuals	Actual no. of BTMs & SMSs in position in 2014-15 and the newly recruited BTMs & SMSs in subsequent years.
	(c) Refresher Training of all ATMA functionaries	Per day per Participant	0.010*	actuals	<ul style="list-style-type: none"> • Actual number of all technical functionaries minus the BTM & SMSs who are being provided with induction training. • Two trainings of 3 day duration (i.e. 4 day including travel) each.
	(d) Development of Quality Resource Material for Training & HRD Interventions	Per day per Participant	0.015*	<ul style="list-style-type: none"> • 15 Workshop Days per State for states with less than 100 blocks • 30 Workshop Days per State for states with 101- 	10 Experts/ Participants are expected to participate in each Workshop to be held once in two years

				400 blocks	
				• 45 Workshop Days per State for states with more than 400 blocks	
A.3	Exposure Visit of extension functionaries and PRI members to progressive states. (A group of minimum 5 participants).	Per participant per day	0.01	Avg. 0.75 per block	Up to 5 functionaries per Block per batch of an Exposure Visit. Maximum period of an exposure visit not to exceed 7 days (excluding journey time).
A.4	Organization of State level exhibitions/ KisanMelas/ Fruit/ Vegetable shows etc.	Per Year	6.00	6.00	One Exhibition / year
A.5	Participation in Krishi Expo & Regional Fair organized /supported by DAC.	Per State	2.00	2.00	Actuals limited to the activity ceiling
A.6	Award for best performing ATMA	Per Year	1.50	1.50	Trophies and certificates can be given for overall performance and for selected activities.
A.7	(a) Farmer Awards – Best farmers representing different areas of agriculture				
	• State level	per year per farmer	0.50	5.00 per state	10 farmers per state @2 farmers per activity
	• District level	per year per farmer	0.25	2.50 per district	10 farmers per district @2 farmers per activity
	(b) Incentive for Exemplary Extension Work to District/ Block level Extension functionaries	No. of Awards	0.25 per season for kharif, Rabi and zaid	0.15 + 0.10 for first and second prizes respectively in each season	2 Awards per 3 cropping season @ Rs.15000 for 1st position and 10000 for 2nd position (thrice a yr.)
	(c) Incentivising Scientists and ext. personnel	Lumpsum	100.00	100.00	1.00 crore lump sum for incentivising Scientists and ext. personnel and 1,2,3,
	(d) Lumpsum grant for PPP model	Lumpsum	500.00	500.00	5 crore for PPP model

A.8	(a) Documentation of success stories etc. (preparation and dissemination).	Per year	Actual	5.00	
	(b) Vehicle hiring and POL	Per year	-	4.00	
	<u>Non - Recurring</u> (c) Equipment	One time	-	<ul style="list-style-type: none"> • Rs. 3.00 for less than 100 blocks • Rs.4.5 with 100-200 blocks • Rs. 6.0 with 201-400 blocks •Rs. 8.00 with more than 400 blocks 	One time Grant shall only be used when the hardware/equipment becomes obsolete
B	DISTRICT LEVEL ACTIVITIES				
	I. Farmer oriented activities:				
B.1	Developing / Revisiting Strategic Research & Extension Plan (SREP)	Per district	1.5	1.5 per district	One time
B.2	Training of farmers for not more than 7, 5 and 2 days duration respectively.				
	(a) Inter-State	Per farmer per day	0.0125	0.50 per block	Cost norms are inclusive of: i) Travel cost by bus or second class sleeper ii) Refreshments / Meals and Stay during training iii) Expenditure on training venue, training material and agricultural inputs, if any iv) Cost of honorarium and/or travel of the trainer v) Any other justifiable expenditure. Considering fixed cost on travel of farmers, training cost should go down as number of days increases or nature of refreshment / meals should improve.
	(b) Within State	Per farmer per day	0.01	0.75 per block	

	(c) Within District level	Per farmer per day	0.004 / 0.0025	4.00 per block	Likely expenditure or State / location specific cost norms needs to be got approved in advance. Limit of Rs. 400 for District level training only if it is residential, otherwise Rs. 250
B.3	Organizing demonstrations				
	(a) Demonstration (Agri.)	Per demonstration	Upto 0.04 per demo* of 0.4 ha. As per Appendix- I	5.00 per block	Frontline demonstration at Farm School on a maximum area of 2.5 acre at same rates as approved under the Guidelines of National Food Security Mission for the crops mentioned therein. For other crops rates, rates may be decided by ATMA MC subject to a maximum of Rs. 4000 acres covering items mentioned in NFSM Guidelines. The approved norms under NFSM for Rice/ Wheat/ Pulses is Rs. Rs.3000/ acre and Rs.2000/ acre for coarse cereals
	(b) Demonstration (allied sector)	Per demonstration	0.04 per demo for allied sectors	2.00 per block	
B.4	Exposure visit of farmers –				
	(a) Inter State	Per participants per day	0.008	0.04per block	Up to 5 farmers per Block per batch of an Exposure Visit. Maximum period of an exposure visit not to exceed 7 days (excluding journey time).
	(b) Within the State	Per participants per day	0.004	0.80 per block	Up to 5 farmers per Block per batch of an Exposure Visit. Maximum period of an exposure visit not to exceed 5 days (excluding journey time).

	(c) Within District	Per participants per day	0.003	0.30 per block	Up to 5 farmers per Block per batch of an Exposure Visit. Maximum period of an exposure visit not to exceed 3 days (excluding journey time).
B.5	Mobilization of farmer groups of different types including Farmer Interest Groups, Women Groups, Farmer Organizations, Commodity Organizations, and Farmer Cooperatives etc.				
	(a) Their capacity building, skill development and support services	Per group/ per year	0.05	1.00 per block	Upto 20 groups per block
	(b) Seed money /revolving fund	Per group	0.10	1.00 per block	Only to viable groups on competitive basis
	(c) Food Security Groups	Per group	0.10	0.20 per block	2 FSGs/Block is mandatory. These will be all women farmers' groups and Seed Money will be given for Household food security garden.
B.6	Rewards and incentives -Farmer Groups	Per year per group	0.20	1.00 per district	Best organized group representing different enterprises (5 groups)
B.7	Farmer Awards	Per year per farmer	0.10	0.50 per block	Best farmers representing different enterprises at Block Level
II. Farm Information dissemination					
B.8	District level exhibitions, kisanmelas, fruits/ vegetable shows.	Per district		4.00 per district	
B.9	a) Information dissemination through printed leaflets etc and local advertisements.	Per district	-	4.00 per district	

	b) low cost publication	Per Publication		0.72 per block	Desirable component-10 copies of 6 publications @` 12 publication (max.) to be distributed in all the villages of the block
B.10	(a) Development of technology packages in digital form to be shared through IT network.	Per package	0.20	2.00 per district	For production of max. 10 packages
III. Agricultural Technology Refinement, Validation and Adoption:					
B.11	(a) Farmer Scientist Interactions at district level 25 farmers for 2 days.	Per interaction	0.2	0.40 per district	2 interactions per district
	(b) Designate expert support from KVK/SAU at District Level	Per Month/per District	0.02	0.24 per District	KVKs/SAUs have to designate expert in charge of one district. He would provide instant guidance to district functionaries/BTMs/SMSs within his respective district. The support includes that of Mobile Phone
	(c) Joint visits by Scientists & Extension Workers	per visit per district	<ul style="list-style-type: none"> • 0.012 in 2014-15 • 0.014 in 2015 -16 & 2016-17 	0.288/ district in 2014-15 0.312/ district in 2014-15 and 2015-16	Necessary Component 24, 26 & 26 visits during each yr starting from 3rd year in each Districts@ Rs.1200/ visit in the third year and Rs. 1400/ visit in 4 th and 5 th year
B.12	Organization of KisanGosthis to strengthen research - extension - farmer linkages (1 per block in each of the 2 seasons).	Per programme	0.15	0.30 per block	
B.13	Assessment, Refinement, Validation and adoption of Frontline technologies and other short term researchable issues through KVK sand other local Research Centres.	Per District		5.00 / district	As per assessment of KVK/ local Research Centres/ and/ or issues emerging from SREP

IV. Administrative / Capital expenses at District and Block level					
B.14	<u>RECURRING</u>				
	(a) TA/ DA and Operational expenses for district level *	Per district		7.8	Operational expenses may include service providers' charges and other statutory payments (these will be as per actuals)
	(b) Hiring of vehicles and POL	Per district	-	1.8	This includes TA/ DA
	(c)Operational Expenses exclusively for block level (Including Hiring of vehicles and POL)	Per Blocks	-	0.3	
	(f) Operational Expenses for DFAC Meetings	Per Meeting	0.20/Meeting	0.8	4 Meetings @ Rs. 200/farmer for 25 farmers
	(g) Operational Expenses for BFAC Meetings	Per Meeting	0.15/Meeting	0.9	6 BFAC meetings @Rs.100/farmer for 25 farmers
	<u>Non - Recurring</u>	(i)Per District		4.00	One time Grant. Shall only be used when the hardware becomes obsolete.
	(i) Equipment (Computer etc.)				
B.15	Farm School		Rs.29,414/Farm School (AS given at Enclosure I).+ Rs.4000/group of Farm Schools		Farm Schools will be preferably organised in a cluster approach so as to have a demonstrable impact. Normative allocation is based on the number of Blocks x 3 per year.
C.	Innovative Activities - State Level				
C.1	Implementation of Extension Activities through Agri-preneurs trained under Agri-Clinic Scheme or any other Scheme	To be approved by IDWG/SL SC	As per norms approved in the Cafeteria	No. of ATMA blocks x 0.25 lakh	

D.	Innovative Activities - District Level				
D.1	Support for district level Training Institutions - It may include both "operational Expenses" and Non-Recurring expenditure	One Institution per ATMA district per year.			
D.2	(i)Setting up CRS		Rs. 14,55,000/-	Rs.65.00/state/year	
	(ii)Content Creation (a)Ist year for two hrs. of daily programme i.e 730 hrs/year.		Rs. 17,15,500/-		
	a. 2 nd year for one and halgf hour of daily prog. I.e. 540hrs./year		Rs. 12,87,800		
D.3	Farmer Friend	One FF/ 2 Village	0.06/ FF per year	Actuals	50% is to be borne by State Govt.
E.	OTHER INNOVATIVE ACTIVITIES				
E.1	Innovative activities - State component		25.00		
E.2	Innovative activities - District component		5.00		

MAIN ACTIVITIES INCLUDED IN INNOVATIVE TECHNOLOGY DISSEMINATION (ITD) COMPONENT

- **Display Boards:**

Once the desired number of extension personnel are in place, it is necessary to ensure their outreach to the farmers on a periodical basis. It has been proposed to put up Display boards in about 45% of the total inhabited villages (5.92 lakh) in the country. These display boards shall indicate the name of the extension worker assigned to the Panchayat and his/her contact number. This Board will also contain broad details of main schemes (including their major components, eligibility, subsidy pattern etc.) applicable in that area. Besides Panchayat headquarters, the Display Boards can be alternatively put up in prominent places in various villages (such as Fair Price Shops, Milk Cooperative Societies, PACs etc.). All the display boards shall be in position by the fourth year to ensure that the farmers know about contact details and visit roster of the extension workers to the designated villages for extension support to farmers. Visits of extension workers will also be monitored through GPS as they would be carrying hand-held device during their village visit.

- **Pico/ Ultra-Light Portable Projector + Low Cost Films:**

Pico projectors (or alternatively ultra-light portable projectors) have been found to be very appropriate in rural areas and these are easier to operate without any laptop. It is proposed to provide 2 Pico Projectors per block (total of 11400 projectors) to field functionaries for disseminating best agricultural practices during the 12th Plan. These will be used by ATMA BTMs & ATMs during their visits to villages.

The films would focus on specific themes and preferably directed by farmers themselves so as to have greater acceptability among the

audience. Video need not be of broadcast quality but will have to be in High Definition Video formats such as .mp4 which can be easily played on laptops or projectors. These films will also be made available on the internet for display through e-Panchayats and Common Service Centres and also for direct use. This task of showing agriculture related films and success stories will be performed by the ATMs. Existing films in the DAC, ICAR, SAUs, States and non-Government entities will also be used after dubbing in regional language.

- **Use Of Hand Held Devices:**

Use of hand-held devices for on the spot data entry and subsequent updation through voice recognition has been pilot tested with the collaboration of IIT, Chennai. Farm level planning and farmer empowerment using these technologies are being attempted on a pilot basis in two districts in Tamil Nadu. About 450 districts (i.e. 70% of all districts under ATMA) are proposed to be covered by the end of 12th Plan period. At least 20000 extension workers (average of about 45 units per district) in 400 districts are to be covered during the XII Five Year Plan. Estimated cost of a hand-held device is approximately ` 20000 with three years' warranty per set at the time of formulation of NMAET. Additionally, GPRS charges of approx. ` 5000 per annum per set (for about 2 GB monthly 3G data connection) is required. Backend data processing, contingency charges on recurring expenses and capital & recurring cost of an authentication device (biometric or magnetic reader -to link it to National Population Register or to Unique ID) are also required @ 25% of the hardware/software cost. In most places backend data processing cost can be met from NeGP-A and AGRISNET resources and number of devices can be increased to that extent. Considering paucity of funds, it is proposed to downscale this component to 50 % of the proposed numbers from ATMA funds. However, States may like to take up additional numbers as required from other resources like from State's own funding or from RKVY funding, etc. The basic idea behind these electronically generated farm wise details is to ensure whether full yield potential of a crop has been achieved by the farmer (and what he needs

to do to minimise the gap) and whether the farmers need to shift to some other crop. Gaps between the yield obtained and potential yield in that area and cost benefit ratio of better inputs (including irrigation) will also be conveyed while recording the data. GIS based analysis of data shall be carried out for better macro level planning and also for micro level detailing for a village or even a field. Focus will be given on rain-fed areas where farmers get hit by vagaries of weather frequently. These devices will also be used to provide instantaneous online and offline information to farmers from the Farmers' Portal and other similar services.

- **Kala Jathas, Certified Crop Advisors and Other Innovative Methods:**

Path-breaking and interesting methods such as Kala Jathas, Wall Posters, Extension Buses, Certified Crop Advisors etc. have been tried successfully in some States to deliver the message effectively and informally in an interactive manner. In addition to the sum of ` 25 lakh per State provided in the ATMA Cafeteria for this purpose, a sum of ` 5 lakh per district is proposed. All the districts in the country will be covered in a phased manner.

NORMS FOR PROVIDING COMPUTER HARDWARE AT STATE LEVEL

Item	Units			
	State Agriculture Department	State Agriculture University	District	Block
PCs & System Software				
Desktop	20	20	5	2
Printer-cum-Scanner	5	5	1	1
Open Office	20	20	5	2
Networking				
Switch	1	1	1	1
Passive components & Labour	Cables, jacks etc	Cables, jacks etc	Cables, jacks etc	Cables, jacks etc
Router	0	0	0	0
Modem	0	0	1	1
UPS (650VA)	20	20	5	2
Touch Screen Kiosk	0	0	1	0.5

Notes:

1. Two State Agricultural Universities per State have been considered for overall costing purposes but releases will be as per actuals.
2. 5 Computers at District level are to be distributed among Agriculture, Horticulture and Fisheries (wherever applicable) Depts.
3. Computers at Block level are to be distributed among Agriculture, Horticulture and Fisheries (wherever applicable) Depts.
4. Network Switch at the State Agriculture Department and district level will be of 24 ports while that at the block level will be of 8 ports.
5. At the block level, a 650 VA UPS with 400 VAH back-up has been taken into account to provide back-up for upto 2 hours
6. At the block level, one Touch Screen Kiosk per two Blocks has been considered
7. Locations having higher number of UPSs should preferably go in for online UPS.

NORMS FOR MANPOWER DEPLOYMENT

ITEM	UNITS			
	State Agri Dept	State Agri University	District	Block
DATA ENTRY OPERATOR	4	2	1	0.5(ie 1 per two block)
STATE PMU CONSULTANTS	3	0	0	0

Notes:

1. Data Entry Operators have been provisioned for a period of 3 years
2. Data Entry Operators will not just provide support in data entry but will also provide handholding to the officials of Agriculture Department at the State, District and Block level.
3. The remuneration for the operators at all levels (state department, state HQ, district and block) has been estimated with an average of Rs. 1,44,000 per annum
4. State will need to share the cost for data Entry operators (0%, 30% & 50% State share during first 3 years)
5. State Project Management Unit (PMU) Consultants could be hired for a maximum period of 30 months (including phase 1 deployment). These Consultants could be from the following domains:
 - a. IT Consulting with expertise in Software Development Life-cycle
 - b. Hardware and Networking;
 - c. Training, Change Management and Awareness & CommunicationA limit of Rs 5 lacs per month has been kept for entire PMU per State. State may hire one – Consultant and two junior consultants to the PMU.

Norms for Infrastructure Set-up

(All Values inRs.)

ITEM	UNITS			
	State Agri Dept	State Agri University	District	Block
STATE DATA CENTRE (CIVIL & ELECTRICAL)	150000	NA	NA	NA
STATE DATA CENTRE (ACCESS CONTROL)	200000	NA	NA	NA
SITE PREPARATION COST	100000	100000	75000	67000
SITE PREPARATION FOR TRAINING CENTRE	NA	NA	800000(for 5 district)	NA

Notes:

1. Site Preparation Cost at the District and Block level may be apportioned by the State Govt. among Agriculture, Horticulture and Fisheries Office as per the need on the ground.
2. The state is to contribute 45 % of the funds required for Site preparation except sites for the Training Centres which will be funded fully by the GOI.
3. Site preparation cost will include the furniture if any required for computers to be deployed at the each level and Electrical work (including cabling, electrical switches, electrical sockets, internet connectivity etc. etc.) to cater for the computers /touchscreen kiosks/printers earmarked for the unit.
4. One Training Centre for an average of 5 districts is proposed under the scheme.