



## Chapter-III

# Critical Evaluation of ATMA Implementation in the Study Area



Demonstration on laser leveler



Farmers' attending FAC meeting

## Chapter-III

### CRITICAL EVALUATION OF ATMA IMPLEMENTATION IN THE STUDY AREA

#### BACKGROUND

- 3.1 ATMA, the institutional mechanism devised under the project, is a registered society of key stakeholders at the district level, involved in project planning and implementation of various farm activities for sustainable agricultural development in the district. To achieve this objective, it seeks to establish linkage with all the line departments, KVKs, research organizations, non-governmental organizations and other agencies associated with agricultural development in the district with an adequate representation of the farmers' organizations. It lays strong emphasis on private sector participation in input supply and support services and community participation. The broad objective of the scheme is to bring knowledge generation much closer to market and value-chain development, as well as to the creation of social capital at the grass-roots level for technology transfer by involving the concerned governmental and non-governmental agencies in the process. It has the flexibility to receive funds directly from the Central and State Government, membership fees, beneficiary's contribution etc. ATMA has the main responsibility for dissemination of all the technology activities at the district level.
- 3.2 ATMA functions under the guidance of a Governing Board [GB] that determines program priorities and assesses program impact. ATMA also has a Management Committee [MC] at the district level, which is headed by the Project Director of ATMA. It consists of all the representatives of the line departments concerning agriculture & allied sector, research institutions at the district level, farmers' organizations and NGOs. Block Technology Team [BTT] comprises of all the technical officers at the block level, who are involved in agriculture and allied sectors. BTT assists farmers' groups in identifying, planning and implementing extension activities. A Farmers' Advisory Committee [FAC] with an exclusive representation of commodity oriented Farmers' Interest Groups [FIGs] is also constituted at the block level. It is the forum for articulating extension priorities of farmers and to recommend necessary extension activities to fulfill farmers' extension needs. FAC also reviews implementation of approved extension activities. FIGs are promoted at block/village level to make the technology generation/dissemination farmer driven and farmer accountable. In order to provide needed HRD support in innovative areas of extension delivery, a State Agricultural Management and Extension Training Institute [SAMETI] has also been established in the project states.

## **STRATEGIC RESEARCH & EXTENSION PLAN [SREP]**

- 3.3 The earlier mechanism of planning and implementation of agriculture and allied development programmes was centralized in nature. The approach was top-down which focused on individual commodities & enterprises rather than on an integrated approach. The farmers were considered as mere receivers of benefits rather than as persons responsible to influence the planning process. The new model seeks to address these issues whereby the ATMA framework in each district is mandated to develop a demand driven & situation specific Strategic Research and Extension Plan (SREP) involving all the stakeholders so as to facilitate long-term visioning and strategic planning for agricultural development in the district in a concerted manner. SREP is the basic document from which the Block Action Plan [BAP], District Action Plan [DAP] and State Extension Work Plan [SEWP] are prepared on an annual basis.
- 3.4 ATMAs in all the sampled districts both in Uttar Pradesh and Haryana had, accordingly, prepared Strategic Research Extension Plans [SREP] in the year 2005-06 to identify research and extension needs of the target group in the district, as a first step in the implementation of ATMA programme. The process of preparation of SREP began with the conduct of Orientation Workshop at the State level in December 2005 for the Deputy Directors of Agriculture and other extension functionaries, through the facilitation of MANAGE. This was followed by district level orientation/sensitization of extension officials, field functionaries and agricultural research scientists from KVKs/SAUs in all the sampled districts, so as to build their capacities and develop them as Master Trainers to undertake the task. The topics covered in the programme included identification of Agro-Ecological Situation (AES), selection of villages, conducting PRA exercise, analysis of primary & secondary data and preparation of SREPs. The plans have, accordingly, been developed by adopting participatory processes involving representatives of farmers, line departments of agriculture and allied sectors at the district level, KVKs and other research organizations. The SREP contains detailed analysis of all the information on existing farming systems in the district and research-extension gaps required to be filled in. It also prioritizes the research-extension strategies within the district. The research and extension officials' along with farmers from representative villages collectively engaged for the first time to prepare and finalise research & extension priorities. A SWOT analysis was also carried out in respect of different Farming Systems, as part of the exercise in all the districts. The SWOT analysis has helped in identification of current strengths, weaknesses within the existing farming systems and opportunities which are advantageous for optimal exploitation of the existing farming systems in terms of providing scope for new market opportunities, new technologies, services etc. besides the potential threats to the natural resource base, existing farming systems and markets etc. It is noteworthy that the SREPs have been duly considered and approved by the respective Governing Boards of ATMA in all the sampled districts. The review of

SREP methodology revealed that, SREP preparation has more or less followed the guidelines meant for the purpose. However, operationalization and implementation of research issues have not been as successful as that of extension issues in majority of the districts studied. The exercise of SREP had for the first time brought research and extension personnel together with farmers and facilitated clear understanding of location-specific needs and problems of the villagers.

### **STATE EXTENSION WORK PLAN [SEWP]**

- 3.5 The State Extension Work Plan [SEWP] is being prepared and submitted to Ministry of Agriculture, Government of India by both the States of Uttar Pradesh and Haryana on an annual basis duly adhering to the procedure prescribed in this regard. The State Governments of both the States conducted orientation training for the Deputy Directors of Agriculture [DDAs] and other extension functionaries of the districts selected for implementation of ATMA in the first phase i.e. 32 districts in UP and 6 districts in Haryana. The formats for preparation of SEWP devised by MANAGE was explained to the officials for developing proper understanding of concepts and contents. The SEWP contains a consolidated activity-wise plan incorporating all the district agriculture action plans [DAPs] in the state and state level activities to be carried out with activity-wise budgetary requirements as per the norms prescribed in the cafeteria. The districts selected for implementation of ATMA in UP during the first phase in 2005-06 were also incidentally covered under the World Bank aided project 'Uttar Pradesh Diversified Agriculture Support Project (UPDASP).' The institutional mechanism envisaged under ATMA at district and block levels were already created in the sampled districts under UPDASP and hence the task of preparing District Action Plan (DAP) became much easier with the help of existing bodies.

### **BOTTOM-UP PLANNING & PARTICIPATORY APPROACH**

- 3.6 A key element in the "bottom-up" extension strategy under the ATMA model is the formation of Farmers' Advisory Committee [FACs] in each block. The role of FAC is to advise the Block Technology Team [BTT] on extension priorities. The BTTs in each block are required to prepare the Annual Block Action Plan based on extension activities identified in SREP, group demands as identified by FAC members, ongoing schemes of other departments/agencies for dovetailing besides success stories identified for replication. Under the restructured model, BAP is discussed in the joint meetings of FIAC comprising of BTT and FAC, on an annual / seasonal basis, before being submitted to ATMA Governing Board for funding. The FAC is also required to monitor the implementation of programme in the block and give feedback to the BTT on BAP implementation. Information was, therefore, obtained from the members of FAC as well as BTT to ascertain whether FAC held separate meetings to discuss BAP amongst the farmers. Table 3.1 shows the

response received from members of FAC and BTT as regards holdings of separate meetings of FAC as well as joint meetings of FAC and BTT:

**Table 3.1: Involvement of FAC in formulation of BAP [2005-2008]**

S. No.	District	Whether FAC held separate meetings to discuss BAP and sent recommendations to Governing Board (Yes/No)			Whether joint meetings of FAC and BTT held to finalise BAP (Yes)		
		2005-06	2006-07	2007-08	2005-06	2006-07	2007-08
<b>Uttar Pradesh</b>							
1	Jalaun	NA	No	Yes	NA	Yes	Yes
2	Lucknow	NA	No	Yes	NA	Yes	Yes
3	Saharanpur	NA	No	No	NA	Yes	Yes
4	Baghpat	NA	No	No	NA	Yes	Yes
5	Bareilly	NA	No	No	NA	Yes	Yes
6	Aligarh	NA	No	No	NA	Yes	Yes
7	Maharajganj	NA	No	No	NA	Yes	Yes
8	Allahabad	NA	No	Yes	NA	Yes	Yes
9	Barabanki	NA	No	Yes	NA	Yes	Yes
<b>Haryana</b>							
11	Sirsa	NA	No	No	NA	Yes	Yes
12	Sonepat	NA	No	No	NA	Yes	Yes

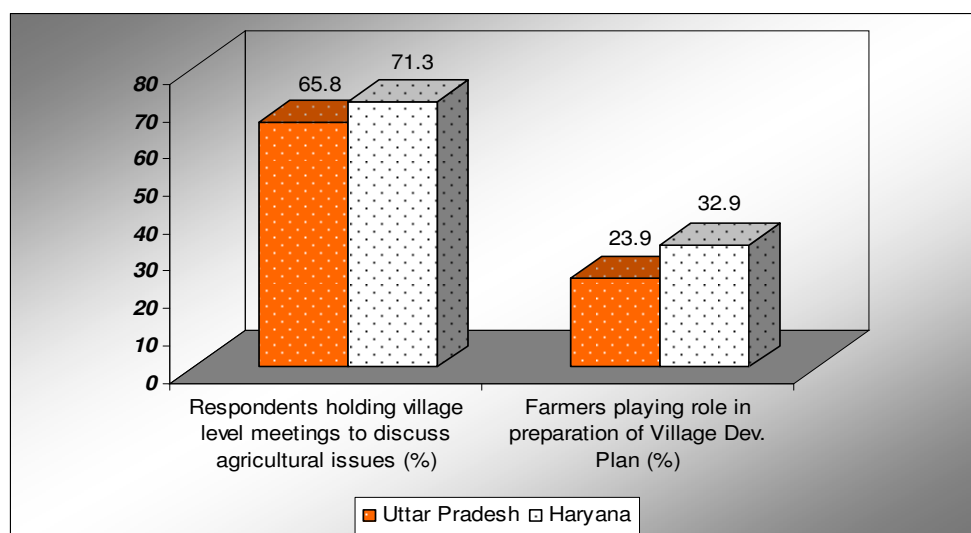
**3.7** The table above reveals that separate meetings of FAC were not held during 2005-2007 in any district of either UP or Haryana. In 2007-08, the FAC meetings in UP were held only in four districts viz., Jalaun, Lucknow, Allahabad & Barabanki. In Haryana, however, no FAC meetings were held even in 2007-08. Joint meetings of FAC and BTT were held in all sample districts of both UP and Haryana during 2006-08. It is thus apparent that the importance of BAP had been altogether overlooked by not holding meetings of FAC as envisaged. The idea of holding separate meetings of FAC, which is a representative body of the farming community, is to enable farmers to freely express their views & opinions and set their own priorities keeping in view the demand and peculiar needs of all villages in the blocks. It is only after setting the priorities in separate meetings of FAC that the joint meeting of FAC and BTT should meet to finalise the BAP. The study team also noted that the farmers' feedback on the BAP prepared by BTT was limited to that provided by FAC members as no systematic exercise is being carried out in any of the sampled blocks towards assessing the needs and problems of farmers at village level. However, the field functionaries of agriculture and line departments are in constant touch with farmers at village level and were found to be well acquainted with the problems of farmers and technology needs.

**3.8** The above results are also corroborated with the primary data obtained during field survey directly from farmer beneficiaries in villages. On the question whether

farmers were holding meetings to discuss cultivation related issues amongst themselves to share each others views and experiences, a fair majority of respondents – 65.8 per cent in Uttar Pradesh and 71.3 per cent in Haryana opined that meetings amongst farmers did take place as & when such a need was felt, as depicted in Table 3.2.

**Table 3.2 : Village level meetings on agricultural issues and role played by farmers in Village Development Plan (2005-2008)**

S. No.	District	Total Respondents	Respondents holding village level meetings to discuss agricultural issues (Yes %)	Farmers playing role in preparation of Village Dev. Plan (Yes %)
<b>Uttar Pradesh</b>				
1.	Jalaun	680	55.1	8.2
2.	Lucknow	680	63.2	15
3.	Saharanpur	680	73.2	63.1
4.	Baghpat	680	77.6	27.9
5.	Bareilly	680	92	40.1
6.	Aligarh	680	78.5	20.7
7.	Maharajganj	680	44.8	14.3
8.	Allahabad	680	77.8	1.8
9.	Barabanki	685	30.2	23.6
<b>Total :</b>		<b>6125</b>	<b>65.8</b>	<b>23.9</b>
<b>Haryana</b>				
10.	Sirsa	875	65.2	43
11.	Sonepat	875	77.2	22.8
<b>Total :</b>		<b>1750</b>	<b>71.3</b>	<b>32.9</b>



**3.9** As can be seen from the table above, the Village level meetings on agricultural issues are reported to be quite high – above 70 per cent in the 4 districts of Bareilly, Aligarh, Baghpat and Saharanpur. In others, the level of the meetings had been

lower than even the state average. To another question whether farmers played any role in the formulation of Village Development Plan during 2005-2008, only 23.9 per cent in Uttar Pradesh and 32.9 per cent in Haryana answered in affirmative. Among the districts, a good majority of respondents from Saharanpur (63.1 per cent), Bareilly (40.1 per cent) and to some extent in Baghpat (27.9 per cent) observed that the farmers were involved in the planning process at the village level. In others, the farmers seemed to be playing too little role in Village Development Plan during 2005-2008. The study reveals that by and large, the village development plans were drawn and implemented by the officials with not much participation or involvement of farmers. Thus, the concept of participatory approach in the preparation and implementation of the developmental plans at the village level is yet to take firm roots though there appears to be perceptible improvement from the pre-ATMA position. In other words, it can be said that the decentralization of planning process down to Block level is slowly & gradually picking up though, however, it is yet to percolate down to village level. In order, therefore, to make the planning process bottom-up in complete sense, there is need for a strong feedback mechanism whereby FAC members could interact with farmers' groups and farmers in order to obtain their extension priorities before finalization of BAP.

### **GROUP APPROACH TO EXTENSION**

- 3.10** Group approach is central to the restructured extension mechanism to make extension more demand-driven. ATMAs are envisaged as a very effective instrument for promoting participatory planning and group-based approaches with focus on learning and empowerment. The aim is to redirect extension activities towards diversification into high value crops and products thereby increasing farm income and rural employment. With this market driven approach to extension, it was envisaged that the ATMA body will take efforts to promote groups of farmers and organize them around specific crops or commodities. These Village level FIGs are to be ultimately federated at block/district level such as block level farmers' association, district level farm federations etc. so as to make the technology generation/dissemination farmer driven and farmer accountable. Table 3.3 shows details with regard to Farmers' Interest Group (FIGs) / Commodity Interest Groups (CIGs) mobilized in the sampled districts since inception of the scheme in the year 2005.
- 3.11 As can be seen from the table, group mobilization had been effectively taken up in Lucknow, Bareilly, Aligarh, Maharajganj & Barabanki districts only in UP and Sirsa in Haryana. Number of FIGs/CIGs provided with assistance money was also very limited both in UP and Haryana. Thus, it is observed that group approach for extension is emerging but in a very slow pace in spite of focus of all the line departments to mobilize group formation with a target oriented approach. Most of the FIGs which were formed at the village level were reported as dormant and non-functional. The FIGs who have availed seed money under the scheme largely perceive the assistance as a dole or an incentive without any liability to return the

funds. Most of the Self-Help Groups, who were expected to graduate beyond the inter-loaning and take up income-generating activities, have still not taken the shape of sustainable Farmers' Interest Groups. They have remained merely a tool of saving and inter-loaning. These Groups have to become economically viable and their capacity building needs to be promoted with effective marketing linkage. Thus, the concept of Farmers' Interest Groups [FIGs] is yet to take roots in both the States of Uttar Pradesh and Haryana, in the form in which it was envisaged. Activity-wise FIGs are discussed in Chapter V. The progress of Self-Help Groups is still worse as discussed ahead in Chapter V.

**Table 3.3 : FIGs/CIGs mobilized in the sample districts and release of Seed Money / Revolving Fund Assistance**

S. No.	District	Total No. of FIGs/CIGs mobilised	No. of FIGs/CIGs to whom RFI/Seed Money given	Total Seed Money/RFI released (Rs.)
<b>Uttar Pradesh</b>				
1	Jalaun	62	3	3000
2	Lucknow	81	0	0
3	Saharanpur	74	34	34000
4	Baghpat	64	27	27000
5	Bareilly	80	27	27000
6	Aligarh	82	31	31000
7	Maharajganj	80	28	28000
8	Allahabad	63	6	60000
9	Barabanki	98	32	32000
	<b>Sub-Total:</b>	<b>684</b>	<b>188</b>	<b>242000</b>
<b>Haryana</b>				
10	Sirsa	13	2	20000
11	Sonepat	7	0	0
	<b>Sub-Total:</b>	<b>20</b>	<b>2</b>	<b>20000</b>

### FUND FLOW MECHANISM

- 3.12 Under the ATMA model, funds are released by Government of India to State Governments through an autonomous Institution identified by them which is usually the State level Agricultural Management and Extension Training Institute (SAMETI). The resources required for the scheme are to be shared between centre and the state in the ratio of 90:10. The 10 per cent State share consists of cash contribution of the State, beneficiary contribution or the contribution of other non-governmental organizations. ATMA Governing Board has the operational flexibility in use of project funding.

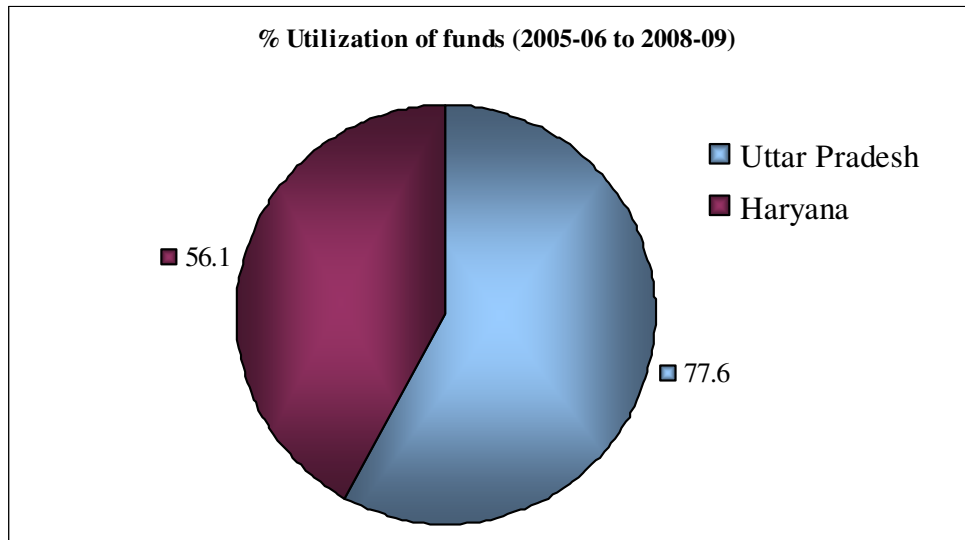


3.13 In both the States of Uttar Pradesh and Haryana, the respective State Governments have set up SAMETI as the nodal institution for implementation of the scheme. The study team observed that the processes prescribed for allocation of funds among the districts based on sanction and release thereof by Government of India was duly followed by both the States of UP and Haryana. The ATMA Governing Board in the sample districts made allocation of funds to line departments, FIAC and other agencies such as KVK, NGOs etc. as per the budgeted sanction. The Management Committee released project funds to the respective agencies as per the budgeted cost of the approved activity plan and extension programmes included in the framework of DAP, keeping in view the sanction and availability of funds. All the sampled districts were duly found to be maintaining separate accounts / sub-accounts agency-wise and activity-wise. All the FIACs in the sampled districts had opened accounts in a nationalized bank which was operated upon jointly by the Convener of BTT and the Chairman of FAC. The study team observed that the BTT Convener in all the sampled districts was maintaining proper records of all the transactions and expenditure incurred at the block level for approved extension activities. A monthly report was also being sent by the FIAC to the ATMA MC at the district level. The accounts were being audited by the Chartered Accountants appointed by SAMETI/State Nodal Office at their headquarters. Table 3.4 below details the fund released by Gol and its utilization at the State level:

**Table 3.4 : Fund utilization at the State level**

(Rs. in lakh)

Year	Funds released by Gol	State Share	Total Funds available	Funds utilized	State Share to Gol release (%)	Percentage Utilization of funds
<b>Uttar Pradesh</b>						
2005-06	547.00	60.78	607.78	4.42	11.1	0.73
2006-07	601.00	66.78	667.81	443.21	11.1	66.3
2007-08	2135.03	237.22	2372.25	2023.62	11.1	85.30
2008-09	2586.00	287.33	2873.33	2589.18	11.1	90.1
<b>Total</b>	<b>5869.03</b>	<b>652.11</b>	<b>6521.17</b>	<b>5060.43</b>	<b>11.1</b>	<b>77.6</b>
<b>Haryana</b>						
2005-06	123.00	5.11	128.11	13.90	4.2	10.9
2006-07	116.00	13.00	129.00	105.26	11.2	81.6
2007-08	185.84	20.65	206.49	206.66	11.1	100.0
2008-09	577.00	64.11	641.11	294.22	11.1	45.9
<b>Total</b>	<b>1001.84</b>	<b>102.87</b>	<b>1104.71</b>	<b>620.04</b>	<b>10.3</b>	<b>56.1</b>



3.14 It is observed from the above that the utilization of funds in Uttar Pradesh had been an abysmally poor show in 2005-06. In 2006-07, the utilization was 66 per cent which further improved in 2007-08 & 2008-09. In Haryana, although very little fund had been utilized in 2005-06 like in UP, the picture had been just opposite in the following years. It had been above 80 per cent in 2006-07 and 100 per cent in 2007-08 but slid down to 45.9 per cent in 2008-09. It was reported that the Government of Haryana had released an additional sum of Rs.100 lakh in March 2008 which was received by the State Government in April 2008 and the same has, therefore, been accounted for in the next financial year i.e. 2008-09. The level of utilization by Government of Haryana at 100 per cent during 2007-08 and the substantial slide during 2008-09 could be attributed to this. As is evident from the above table, both the Governments of Uttar Pradesh and Haryana have also fully released their corresponding share and have also been sending Utilisation Certificates to DAC, MoA, Gol periodically, which is a matter of great satisfaction.

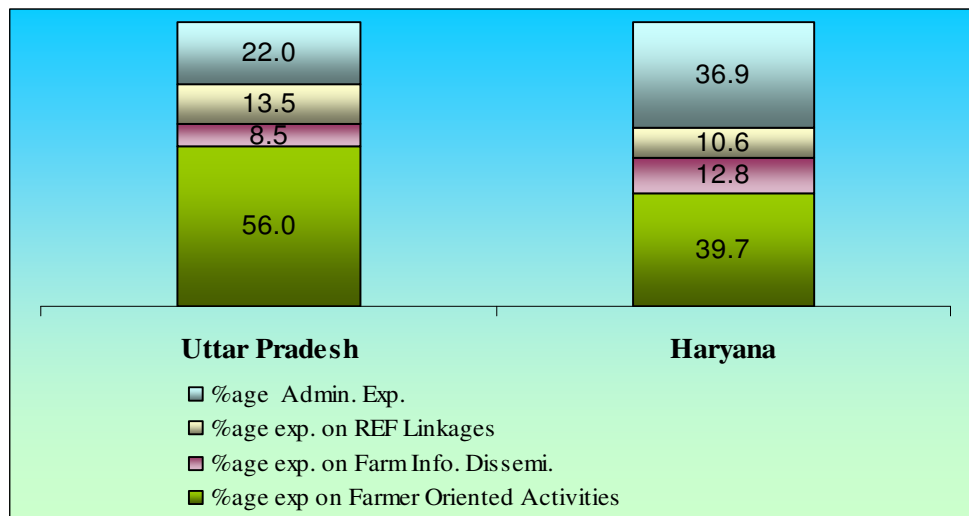
3.15 ATMA framework at the district level has the operational flexibility in use of project funding. The Management Committees in all the sampled districts were adhering to the guidelines issued by the GoI, MoA, DAC with regard to release of project funds to each of the FIAC comprising of BTT and FAC at the Block level as well as to the line departments and other agencies for executing their approved field level programme of extension activities based on the District Action Plan [DAP]. Separate accounts/sub-accounts both agency-wise and activity-wise have been invariably maintained in all the districts. The funds were placed in a bank account jointly operated by Chairman, FIAC and the Convener of BTT in the sample districts. The accounts were found to have been duly audited by Chartered Accountants appointed by SAMETI at the state level. The study team also observed that records like cashbook and meeting registers were duly maintained by the Convener of BTTs in all the sample blocks visited by the team.

## UTILISATION OF RESOURCES

- 3.16 The activities at the district level are categorized into four groups namely, Farmer Oriented Activities, Farm Information Dissemination, Research-Extension-Farmer (R-E-F) Linkages and Administrative Expenses. Farmer Oriented Activities include development of SREP, mobilization of farmer groups, training / exposure visit of farmers, field demonstrations all of which are aimed at empowering the farmers and improving their participation in technology dissemination process. Under the category "Farm Information Dissemination", local level agricultural exhibitions, information dissemination through printed materials and development of technology packages in electronic form are covered. The "R-E-F linkages" based activities include organization of Farmer-Scientist Interactions at local level, organization of Field Days / Kisan Goshties and support for local level researchable issues emanated from the SREP. The category "Administrative Expenses" under district level activities cover operative expenses, support for running ATMA like Institutions and a few block level Farm Information and Advisory Centres. As per the cafeteria of activities, funds for different categories of activities viz. Farmer Oriented Activities, Farm-Information Dissemination, REF Linkages and Administrative Expenses should not exceed 45 per cent, 20 per cent, 15 per cent and 20 per cent respectively. However, any savings in any of the latter three categories could be utilized under the first category i.e. Farmer-Oriented Activities.
- 3.17 The position with regard to allocation of funds to the States of Uttar Pradesh and Haryana by Government of India and its utilization together with the activity-wise expenditure among the sample districts during the period 2005-2008 is shown in Annexure 3.1 Table 3.5 brings out the percentage fund utilization in the sample districts along with the activity-wise expenditure percent on the total expenditure incurred in both the States:
- 3.18 As can be seen from the Annexure, in the State of Uttar Pradesh, no fund had been received and hence not utilized in 2005-06 in the districts of Jalaun, Lucknow, Aligarh, Maharajganj, Allahabad and Barabanki. Other than these, by and large the utilization of funds had been good in all the years in all districts except in 2007-08 in Jalaun. The percentage utilization of funds during the period 2005-2008 in the districts of Baghpat, Aligarh and Maharajganj showed a remarkable achievement with 100 per cent utilization of funds while Bareilly with 98.2 per cent utilization fared exceptionally well. The utilization of funds in other districts of Uttar Pradesh ranges well above 80 per cent which is quite impressive. In the State of Haryana, the funds received in 2005-06 had not been utilized in Sonapat. In the same year in Sirsa, a small amount had been utilized out of the funds received. Other than these, the level of fund utilization had been observed less than optimum in Sirsa during 2006-07 and in Sonapat during 2007-08.

**Table 3.5 : Overall Fund Utilisation and Activity-wise Expenditure among sample districts [2005-2008]**

Districts	%age Overall Fund Utilisation	%age exp. on Farmer Oriented Activities	%age exp. on Farm Info. Dissemi.	%age exp. on REF Linkages	%age Administration Expenses
<b>Uttar Pradesh</b>					
1. Jalaun	83.0	46.6	9.7	15.4	28.4
2. Lucknow	84.0	58.3	9.3	9.2	23.3
3. Saharanpur	94.5	55.1	8.8	13.6	22.5
4. Baghpat	100.0	51.5	10.3	12.0	26.1
5. Bareilly	98.2	54.3	9.0	17.2	19.5
6. Aligarh	100.0	55.4	7.8	7.8	29.1
7. Maharajganj	100.0	54.5	7.3	16.2	22.0
8. Allahabad	85.8	61.1	8.3	21.6	8.9
9. Barabanki	85.2	64.4	7.2	7.1	21.2
<b>Sub-Total</b>	<b>92.4</b>	<b>56.0</b>	<b>8.5</b>	<b>13.5</b>	<b>22.0</b>
<b>Haryana</b>					
10. Sirsa	64.3	30.0	17.5	17.6	34.9
11. Sonapat	61.8	50.6	7.5	2.7	39.2
<b>Sub-Total</b>	<b>63.1</b>	<b>39.7</b>	<b>12.8</b>	<b>10.6</b>	<b>36.9</b>



The percentage utilization of funds during the period 2005-2008 in the districts of Sirsa with 64.3 per cent and Sonapat with 61.8 per cent cannot be considered as satisfactory. Overall, in the State of Uttar Pradesh, the achievement was quite high at 92.4 per cent while Haryana with an average utilization of funds at 63.1 per cent has fared poor.

- 3.19 The information obtained from the ATMA body in each of the sample districts indicate that under the sub-head "Farmer Oriented Activities", less than stipulated utilization had been observed during 2006-07 in the districts of Jalaun, Saharanpur, Baghpat & Bareilly in State of Uttar Pradesh while in the State of Haryana, less than stipulated fund had been spent in Sirsa during 2006-07 & 2007-08 and in Sonapat during 2006-07. However, during the three year period 2005-2008, the per cent utilization of funds under 'Farmer Oriented Activities' category in all the sampled districts of Uttar Pradesh well exceeded the stipulated 45 per cent limit with Allahabad and Barabanki districts spending more than 60 per cent. In the State of Haryana, the expenditure incurred under 'Farmer Oriented Activities' category in the district of Sirsa was abysmally low at 30 per cent while Sonapat with 50.6 per cent expenditure under this category marginally exceeded the stipulated limit.
- 3.20 Under 'Farm Information Dissemination' category in the State of Uttar Pradesh, less than stipulated utilization had been observed in all the years in Saharanpur, Baghpat & Bareilly. Less than stipulated utilization had also been observed in 2006-07 and 2007-08 in Jalaun, Lucknow, Aligarh, Maharajganj, Allahabad and Barabanki. Similarly, in the State of Haryana, less than stipulated utilization had been observed in Sirsa during 2006-07 & in Sonapat during 2006-07 & 2007-08. No fund had, however, been utilized during 2005-06 in both districts. In percentage terms, during the period 2005-2008, Baghpat in Uttar Pradesh with 10.3 per cent utilisation against the stipulated 20 per cent limit under this category was the highest while the percentage utilization in other districts was in quite low in the range of 7.2 to 9.7 per cent. In Haryana, the expenditure incurred under this category by Sirsa district with 17.5 per cent utilization was quite impressive while Sonapat faired poorly with just 7.5 per cent utilization. Overall, Haryana with 12.8 per cent utilization faired better than Uttar Pradesh (8.5 per cent) under FID category though both the States fell short of the stipulated limit.
- 3.21 Under 'Agricultural Technology Refinement, Validation & Adoption through Research-Extension-Farmer Linkages' category, less than stipulated utilization had been observed in 2006-07 in Jalaun, Maharajganj & Allahabad districts of Uttar Pradesh. During 2005-06 & 2006-07 in Saharanpur, Baghpat & Bareilly and in 2006-07 & 2007-08 in Lucknow, Aligarh & Barabanki also, less than stipulated utilization had been observed. In Haryana, while no fund had been utilized during 2005-06 in both districts, the level of utilization had been less than stipulated in Sirsa during 2006-07 and in Sonapat during 2006-07 & 2007-08. In percentage terms, Allahabad (21.6 per cent), Maharajganj (16.2 per cent) and Jalaun (15.4 per cent) in Uttar Pradesh achieved more than stipulated utilization under this category whereas other districts with a range of 7-9 per cent utilization substantially fell short of the limit. In Haryana, while Sirsa with 17.6 per cent utilization exceeded the stipulated limit, the achievement of Sonapat district was abysmally low at 2.7 per cent. Overall, the State of Uttar Pradesh achieved a better utilization of 13.5 per cent under the FID category as compared to Haryana at 10.6 per cent.

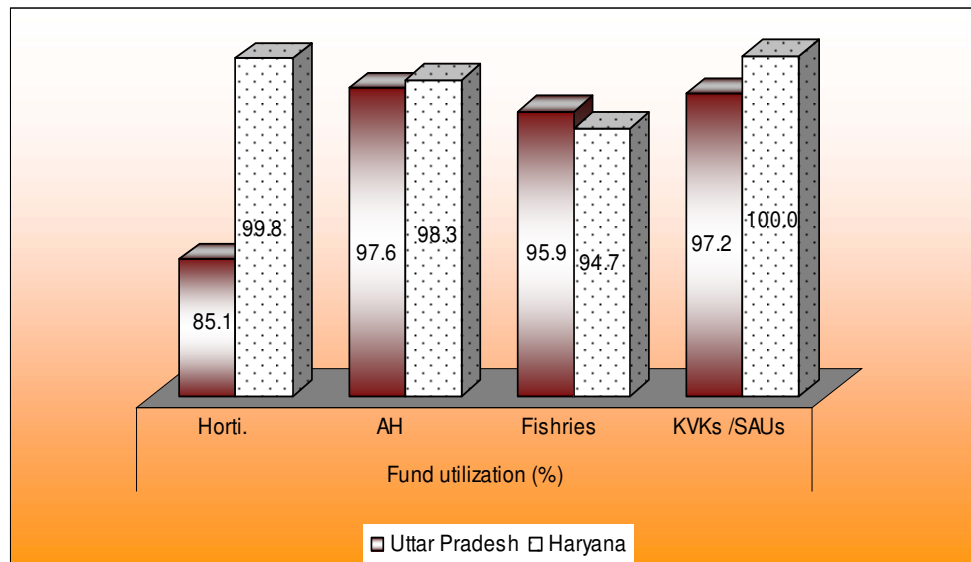
- 3.22 Under 'Administrative Expenses' category, less utilization had been observed during 2005-06 & 2007-08 in Saharanpur, Baghpat & Bareilly during 2006-07 and 2007-08 in Allahabad; during 2006-07 in Aligarh & Barabanki and during 2007-08 in Jalaun. No fund had been utilized during 2005-06 in both the districts. However, level of utilization had been substantially more than stipulated during 2006-07 & 2007-08 in both the districts of Sirsa and Sonapat in Haryana though no expenditure was incurred under this head during 2005-06 by both. In terms of percentage, during the period 2005-2008, the districts of Bareilly, Barabanki, Maharajganj, Saharanpur and Lucknow spent around the stipulated limit of 20 per cent under 'Administrative Expenses' category while Jalaun, Aligarh and Baghpat spent in the range of 26-29 per cent under this head, which is high. Allahabad with just 8.9 per cent expenditure on administration was the least, which is really appreciable. In Haryana, both Sirsa (34.9 per cent) and Sonapat (39.2 per cent) had spent much above the stipulated limit on administrative expenses. Overall, the percentage utilization under 'Administrative Expenses' category was quite high in the State of Haryana (36.9 per cent) in comparison to Uttar Pradesh (22 per cent) which spent around the stipulated limit.
- 3.23 The overall position of fund utilization and activity-wise expenditure incurred in the State of Uttar Pradesh revealed strong fund utilization during 2007-08. In respect of activity-wise spending of the fund received in the districts, the situation had not been healthy and had not shown much improvement in 2007-08. In Haryana, the overall position of fund utilization and activity-wise expenditure incurred in the state revealed ineffective fund utilization during 2005-06. Also the activity-wise spending of the fund received in the districts had been dismal and had not shown improvement till 2007-08.
- 3.24 Data with regard to fund utilization was also obtained from all the line departments in the sample districts to see the comparative pattern of fund utilization, which has been shown in Annexure 3.2, the summarized position of the same indicating the extent of fund utilization by line departments is presented in Table 3.6.

In Uttar Pradesh, no fund had been received in seven districts in 2005-06 (the year of initiation of ATMA), by any of the line departments. In the same year, Baghpat and Bareilly had received and utilized funds for 3 line departments each. The departments left out being horticulture in the former and animal husbandry in the latter. General position of funds allotted & utilized in other years had been need based among the line departments. That is why 100 per cent utilization had been observed in most districts, barring Jalaun & Lucknow. This is indicative of full utilization of the funds received by the departments in the years concerned. In Haryana, during 2005-06, the year of ATMA initiation, fund had been received for two departments in Sirsa and for one in Sonapat. In following years, while Sirsa had received funds for all departments (barring KVKs / Universities), Sonapat had left out

KVKs / Universities in 2006-07 & 2007-08. For other departments, the receipt of funds during 2006-07 & 2007-08 had been need based which is apparent from the level of utilization (100 per cent), indicating full utilization of funds received by the departments concerned.

**Table 3.6: Extent of utilization of funds by line departments (2005-2008)**

Districts	Funds received (Rs.lakh)				Funds utilized (Rs.lakh)				Fund utilization (%)			
	Horti	AH	Fish-eries	KVKs/SAUs	Horti	AH	Fish-eries	KVKs/SAUs	Horti	AH	Fish-eries	KVKs/SAUs
<b>Uttar Pradesh</b>												
Jalaun	8.21	9.63	4.84	1.84	5.51	9.32	4.39	1.84	67.1	96.8	90.7	100.0
Lucknow	5.20	2.09	4.34	0.98	2.41	2.09	3.89	0.95	46.4	100.0	89.6	97.3
Saharanpur	2.39	1.85	4.83	6.76	2.39	1.85	4.53	6.76	100.0	100.0	93.8	100.0
Baghpat	3.30	5.26	2.17	4.4	3.29	5.26	2.17	3.9	100.0	100.0	100.0	88.6
Bareilly	6.85	6.59	6.75	0	4.93	5.82	6.75	0	72.0	88.2	100.0	0.0
Aligarh	5.88	5.98	3.31	3.55	5.57	5.92	3.26	3.55	94.7	99.0	98.5	100.0
Maharajganj	4.82	6.25	2.36	0	4.81	6.25	2.35	0	100.0	100.0	99.5	0.0
Allahabad	11.3	8.93	5.61	1.56	11.3	8.93	5.31	1.56	100.0	100.0	94.7	100.0
Barabanki	3.86	1.68	4.19	0	3.86	1.68	4.19	0	100.0	99.8	100.0	0.0
<b>Sub-total</b>	<b>51.82</b>	<b>48.28</b>	<b>41.30</b>	<b>19.09</b>	<b>44.10</b>	<b>52.04</b>	<b>37.15</b>	<b>19.07</b>	<b>85.1</b>	<b>107.8</b>	<b>90.0</b>	<b>99.9</b>
<b>Haryana</b>												
Sirsa	1.46	8.33	1.91	0.3	1.45	8.33	1.75	0.3	99.3	100.0	91.8	100.0
Sonepat	3.51	3.16	1.69	0.0	3.51	2.96	1.66	0.0	100.0	93.7	98.2	0.0
<b>Sub-total</b>	<b>4.97</b>	<b>11.49</b>	<b>3.60</b>	<b>0.3</b>	<b>4.96</b>	<b>11.29</b>	<b>3.41</b>	<b>0.3</b>	<b>99.7</b>	<b>96.9</b>	<b>95.0</b>	<b>50.0</b>



In Uttar Pradesh, no fund had been received in seven districts in 2005-06 (the year of initiation of ATMA), by any of the line departments. In the same year, Baghpat and Bareilly had received and utilized funds for 3 line departments each. The departments left out being horticulture in the former and animal husbandry in the latter. General position of funds allotted & utilized in other years had been need based among the line departments. That is why 100 per cent utilization had been observed in most districts, barring Jalaun & Lucknow. This is indicative of full utilization of the funds received by the departments in the years concerned. In Haryana, during 2005-06, the year of ATMA initiation, fund had been received for two departments in Sirsa and for one in Sonapat. In following years, while Sirsa had received funds for all departments (barring KVKs / Universities), Sonapat had left out KVKs / Universities in 2006-07 & 2007-08. For other departments, the receipt of funds during 2006-07 & 2007-08 had been need based which is apparent from the level of utilization (100 per cent), indicating full utilization of funds received by the departments concerned.

### **ACTIVITY-WISE COMPARATIVE POSITION OF MALE AND FEMALE BENEFICIARIES UNDER ATMA**

- 3.25 The activity-wise beneficiaries under ATMA have been presented in Annexure 3.3, the summarized version of which is shown in Table 3.7. The table details the participation level of male and female beneficiaries in various extension activities. It shows that participation of male beneficiaries, which is relatively more than the females, was 80 to 100 per cent in Jalaun, Bareilly and Sirsa districts covering all the six activities & to some extent in Saharanpur covering five activities with lower participation in kisan melas. Good participation (60% & above ) was seen in four activities in Baghpat and three activities each in Maharajganj, Allahabad & Barabanki. Low participations were in training & kisan mela (Baghpat), exposure visit, kisan mela & field days (Maharajganj), training, demonstration & kisan mela (Allahabad) and training, exposure visit, & kisan mela (Barabanki). Coverage of Lucknow and Aligarh had been least impressive, with good participation in only one activity each – demonstration and interaction activity respectively. Sonapat district in Haryana had been worst among the 11 districts with low participation in all activities. Participation of female beneficiaries in various extension activities had been generally low except in Sonapat with above 25 per cent participation in all activities. Lucknow and Aligarh are the other districts covering four to five activities with good participation. Aligarh also has the distinction of maximum (54 per cent) participation among the activities - in exposure visits. The participation level had been lower than optimum in the others. Overall position of male beneficiaries' participation in extension activities was better in UP than Haryana. While UP had low participation in kisan melas only, it was trainings and exposure visits in Haryana. The position of female beneficiaries' participation in extension activities had been low in both states but Haryana had marginally better level of participation in training and exposure visits.



**Table 3.7 : Activity-wise Beneficiaries under ATMA during 2005-2008 (%)**

District	Beneficiaries	Training	Demonstrations	Exposure visits	Farmer-Scientist interactions	Kisan melas	Field days/ Kisan Goshtis	Total
<b>Uttar Pradesh</b>								
Jalaun	Male	88.5	87.7	87.5	90.0	81.0	80.4	84.4
	Female	11.5	12.3	12.5	10.0	19.0	19.6	15.6
Lucknow	Male	68.1	81.2	67.2	72.6	79.4	72.6	74.0
	Female	31.9	18.8	32.8	27.4	20.6	27.4	26.0
Saharanpur	Male	86.1	86.6	94.6	100.0	75.7	99.3	87.7
	Female	13.9	13.4	5.4	0.0	24.3	0.7	12.3
Baghpat	Male	64.3	86.6	84.3	100.0	78.8	100.0	82.5
	Female	35.7	13.4	15.7	-	21.2	0.0	17.5
Bareilly	Male	96.8	96.1	99.7	85.3	93.1	97.2	96.5
	Female	3.2	3.9	0.3	14.7	6.9	2.8	3.5
Aligarh	Male	72.3	74.0	45.6	83.0	69.5	69.8	69.5
	Female	27.7	26.0	54.4	17.0	30.5	30.2	30.5
Maharajan j	Male	94.9	93.5	75.4	85.6	68.3	73.2	81.9
	Female	5.1	6.5	24.6	14.4	31.7	26.8	18.1
Allahabad	Male	76.1	73.9	85.9	96.6	75.7	80.6	78.7
	Female	23.9	26.1	14.1	3.4	24.3	19.4	21.3
Barabanki	Male	74.0	94.8	77.2	80.4	73.3	89.2	80.7
	Female	26.0	5.2	22.8	19.6	26.7	10.8	19.3
<b>Sub-Total</b>	<b>Male</b>	<b>81.7</b>	<b>87.2</b>	<b>81.5</b>	<b>86.0</b>	<b>76.7</b>	<b>85.0</b>	<b>81.9</b>
	<b>Female</b>	<b>18.3</b>	<b>12.8</b>	<b>18.5</b>	<b>14.0</b>	<b>23.3</b>	<b>15.0</b>	<b>18.1</b>
<b>Haryana</b>								
Sirsa	Male	90.0	100.0	100.0	100.0	95.2	100.0	95.4
	Female	10.0	0.0	0.0	0.0	4.8	0.0	4.6
Sonepat	Male	68.7	70.7	69.3	75.0	76.1	71.1	71.5
	Female	31.3	29.3	30.7	25.0	23.9	28.9	28.5
<b>Sub-Total</b>	<b>Male</b>	<b>72.8</b>	<b>80.4</b>	<b>70.6</b>	<b>81.8</b>	<b>89.3</b>	<b>82.1</b>	<b>82.3</b>
	<b>Female</b>	<b>27.2</b>	<b>19.6</b>	<b>29.4</b>	<b>18.2</b>	<b>10.7</b>	<b>17.9</b>	<b>17.7</b>

### AN OVERVIEW OF PROGRESS IN RESPECT OF FARMER ORIENTED ACTIVITIES IN SAMPLE DISTRICTS

3.26 The progress of ATMA in terms of overall achievement under various programmes conducted vis-à-vis target during the period 2005-08 in the sample districts is discussed in this section. The data has been collected from the records of the ATMA. The programmes conducted relate to farmers as well as to extension workers for their capacity building.

#### 3.26.1 Training Programme for Farmers

Under Farmer Oriented Activities category, training programmes for farmers were conducted to sensitize them about ATMA and to apprise about the latest technologies in agriculture and allied activities. The progress of these trainings vis-a-vis target is set out in Annexure 3.4 and a summarized version of the same is presented in Table 3.8.

**Table 3.8: Trainings Conducted in sample Districts against the Targets**

Districts	Achievement (%)	Participants per program (%)	Women in Total Participants (%)
<b>Uttar Pradesh</b>			
Jalaun	65.2	56.7	11.5
Lucknow	98.8	29.2	31.9
Saharanpur	103.3	45.2	13.9
Baghpat	100.0	26.3	17.7
Bareilly	100.0	45.3	3.2
Aligarh	100.8	48.0	27.7
Maharajganj	93.7	22.5	5.1
Allahabad	92.0	36.8	23.9
Barabanki	99.2	18.4	26.0
<b>Sub-Total</b>	94.9	35.0	17.1
<b>Haryana</b>			
Sirsa	100.0	45.0	10.0
Sonepat	100.0	50.0	0.0
<b>Sub-Total</b>	100.0	49.0	27.2

In Uttar Pradesh, the achievement against the target in respect of farmers' training is about 93% in the village level programmes and 97% in the district level programmes. As compared to UP, the progress in Haryana is 100% in the village level programmes while there was no district level programme. Among the sample districts, Jalaun in UP has the poorest achievement in both the district level (56%) and the village level (70%) trainings. The districts with more than 100% achievement against the targets are Saharanpur (107%) in the village level trainings and Aligarh in district level (101%) trainings.

The average number of participants per training in UP are 35 persons with 40 in the village level and 30 in the district level programmes. Whereas in Haryana, the average participation was 49 persons per village level training and there was no district level programme. Among the districts, the average participant per training was the highest (57) in Jalaun followed by Sonepat (50), Aligarh (48), Bareilly (47) and Saharanpur (46). The minimum participant per training was in Lucknow (29), Baghpat (26) and Maharajganj (22). Participants are in general more in the village level programmes than the district level ones. It brings out that training programme near the farmers residence/ farms can have higher participation than the district level ones.

The female participation as per cent of total is 17% in UP and 27% in Haryana. The female participation at district level trainings is 15% as compared 19% in village level programmes in UP whereas it was 27% in Haryana in village level programmes and there was no district level programme. Among the districts, the women participation was more than the state average in Barabanki, Allahabad, Aligarh, Lucknow and

Sonepat whereas it was the minimum in Bareilly (3%) and Sirsa (10%) which may be due to social background of farming community in the districts concerned.

### 3.26.2 Capacity Building / Trainings for Extension Workers

Table 3.9 shows that in Uttar Pradesh, the achievement of extension workers' programmes against the target is about 92% while in Haryana it was cent per cent. Among the sample districts, the poorest achievement was in Lucknow (62%) followed in ascending order by Allahabad (80%), Jalaun (89%) and Barabanki (90%). All other districts have conducted 100% of the targeted trainings.

The average number of participants per training in UP are 14 persons whereas in Haryana it was just 2 persons. Among the districts, the average participant per training was the highest (25) in Barabanki and Jalaun followed in descending order by Aligarh (17); Allahabad & Lucknow (12 each). The participation is too low in Haryana as compared to UP which indicates a very lukewarm response to ATMA approach of extension in the State. The female participation as per cent of total is 22% in UP while it is nil in Haryana. Perhaps, female extension workers seem to be negligible in Haryana.

**Table 3.9: Target & Achievement in respect of Capacity Building Trainings for Extension Workers in the sample Districts**

Districts	Capacity building Trainings for extension workers			Extension workers trained				
	Target	Achievement	% Ach	Male	Female	Total	Average Participant/program	Female Participants as % of Total
<b>Uttar Pradesh</b>								
Jalaun	70.0	62.0	88.5	1260.	280.0	1540.0	24.8	18.2
Lucknow	50.0	31.0	62.0	319.0	52.0	371.0	12.0	14.0
Saharanpur	78.0	78.0	100.0	137.0	63.0	200.0	2.6	31.5
Baghpat	58.0	58.0	100.0	286.0	66.0	352.0	6.1	18.8
Bareilly	80.0	74.0	92.0	740.0	0.0	740.0	10.0	0.0
Aligarh	82.0	82.0	100.0	945.0	404.0	1349.0	16.5	29.9
Maharajgan	79.0	80.0	101.0	648.0	191.0	839.0	10.5	22.8
Allahabad	50.0	40.0	80.0	335.0	140.0	475.0	11.9	29.5
Barabanki	93.0	84.0	90.3	1551.	576.0	2127.0	25.3	27.1
<b>Sub-Total</b>	<b>640.</b>	<b>589.0</b>	<b>92.0</b>	<b>6221.</b>	<b>1773.</b>	<b>7994.0</b>	13.6	22.2
<b>Haryana</b>								
Sirsa	29.0	29.0	100.0	138.0	0.0	138.0	4.8	0.0
Sonepat	105.	105.0	100.0	105.0	0.0	105.0	1.0	0.0
<b>Sub-Total</b>	<b>134.</b>	<b>134.0</b>	<b>100.0</b>	<b>243.0</b>	<b>0.0</b>	<b>243.0</b>	1.8	0.0

### 3.26.3 Achievement in respect of Exposure Visits for Farmers

Table 3.10 shows that in Uttar Pradesh, the achievement of exposure visits of the farmers against the target is about 91 % while in Haryana it was more than 100 per cent. Among the programmes, the higher achievement in UP was for the outside state visits whereas it was in more for within the state visits in Haryana. Among the sample districts, the poorest achievement was in Jalaun (50 %) followed in ascending order by Barabanki (73 %) and Allahabad (81 %). All other districts have arranged exposure visits about 100 % or more of the targeted programmes.

The average number of participant per exposure visit in UP are 24 persons whereas in Haryana it was 43 persons. Among the districts, the average participant per training was more than state average in the districts of Allahabad (54 %), Sonapat (53 %) and Jalaun (32 %). Lower participation was observed in the districts of Sirsa (9 %), Maharajganj (15 %) and Lucknow (16 %). The female participation in exposure visits as per cent of total is 19 % in UP while it is 29 % in Haryana. The female participation appears to be quite high in relation to only about 10 % of total women farmers.

**Table 3.10: Target & Achievement in respect of Exposure Visits for Farmers**

State/ Districts	Exposure Visits (No)			No. of farmers benefited				
	Target	Achievement	% Ach.	Male	Female	Total	Avg participants / Program	% age of Women Participants
Jalaun	38	19	50	525	75	600	32	12.5
Lucknow	21	22	105	232	113	345	16	32.8
Saharanpur	42	49	117	910	52	962	20	5.4
Baghpat	32	32	100	279	54	333	10	16.2
Bareilly	50	50	100	1216	4	1220	24	0.3
Aligarh	45	49	109	482	574	1056	22	54.4
Maharajganj	43	43	100	495	161	656	15	24.5
Allahabad	57	46	81	2117	347	2464	54	14.1
Barabanki	55	40	73	593	175	768	19	22.8
<b>Sub-Total</b>	<b>383</b>	<b>350</b>	<b>91</b>	<b>6849</b>	<b>1555</b>	<b>8404</b>	<b>24</b>	<b>18.5</b>
Sirsa	3	4	133	34	0	34	9	0
Sonepat	12	15	125	542	240	790	53	30.4
<b>Sub Total</b>	<b>15</b>	<b>19</b>	<b>127</b>	<b>576</b>	<b>240</b>	<b>824</b>	<b>43</b>	<b>29.1</b>

### 3.26.4 Achievement in respect of Demonstration for Farmers

Table 3.11 shows that in Uttar Pradesh, the achievement in respect of demonstration for the farmers against the target is about 96% while in Haryana it was 100 per cent. Of them, the overall achievement in UP was 96% in agricultural demonstrations and 94 % in allied activities while it was 100 % under both activities in Haryana. Among

the sample districts, the poorest achievement was in Jalaun (59%) in allied activities followed in ascending order by Maharajganj (64%) and Allahabad (97 %). All other districts have arranged exposure visits to the extent of about 100% or more of the targeted programme. The average number of participant per exposure visit in both UP and Haryana was at least one person. Perhaps, the data relates to state level or outside state programmes in which each district has participated. The female participation in demonstration as per cent of total is 13% in UP while it was 20% in Haryana. Female participation is really high as compared to only about 10% of total women farmers.

**Table 3.11: Target & Achievement in respect of Demonstrations for Farmers**

State	Demonstrations conducted				No. of farmers benefited				
	Sector	Target	Achievement	% Ach.	Male	Female	Total	Avg. participants	%age of women Participants
<b>Uttar Pradesh</b>									
Jalaun	Agri.	311	346	111.3	556	78	634	1.8	12.3
	Allied	487	288	59	0	0	0	0.0	
	<b>Total</b>	<b>798</b>	<b>634</b>	<b>79.45</b>	<b>556</b>	<b>78</b>	<b>634</b>	<b>1.0</b>	<b>12.3</b>
Lucknow	Agri.	400	400	100	414	96	510	1.3	18.8
	Allied	110	110	100	0	0	0	0.0	
	<b>Total</b>	<b>510</b>	<b>510</b>	<b>100</b>	<b>414</b>	<b>96</b>	<b>510</b>	<b>1.0</b>	<b>18.8</b>
Saharanpur	Agri.	778	778	100	517	80	933	1.2	8.6
	Allied	343	343	100	0	0	0	0.0	
	<b>Total</b>	<b>1121</b>	<b>1121</b>	<b>100</b>	<b>517</b>	<b>80</b>	<b>933</b>	<b>0.8</b>	<b>8.6</b>
Baghpat	Agri.	158	158	100	518	64	582	3.7	11.0
	Allied	424	424	100	0	0	0	0.0	
	<b>Total</b>	<b>582</b>	<b>582</b>	<b>100</b>	<b>518</b>	<b>64</b>	<b>582</b>	<b>1.0</b>	<b>11.0</b>
Bareilly	Agri.	643	643	100	1121	45	1166	1.8	3.9
	Allied	523	523	100	0	0	0	0.0	
	<b>Total</b>	<b>1166</b>	<b>1166</b>	<b>100</b>	<b>1121</b>	<b>45</b>	<b>1166</b>	<b>1.0</b>	<b>3.9</b>
	Agri.	654	678	100	750	264	1014	1.5	26.0
	Allied	150	360	240	0	0	0	0.0	
	<b>Total</b>	<b>804</b>	<b>1038</b>	<b>129.1</b>	<b>750</b>	<b>264</b>	<b>1014</b>	<b>1.0</b>	<b>26.0</b>
Aligarh	Agri.	708	678	95	720	89	809	1.2	11.0
	Allied	332	308	92	0	0	0	0.0	
	<b>Total</b>	<b>1040</b>	<b>986</b>	<b>94.81</b>	<b>720</b>	<b>89</b>	<b>809</b>	<b>0.8</b>	<b>11.0</b>
Maharajganj	Agri.	962	742	77	708	250	958	1.3	26.1
	Allied	389	249	64	0	0	0	0.0	
	<b>Total</b>	<b>1351</b>	<b>991</b>	<b>73.35</b>	<b>708</b>	<b>250</b>	<b>958</b>	<b>1.0</b>	<b>26.1</b>
Allahabad	Agri.	770	770	100	1285	71	1356	1.8	5.2
	Allied	604	586	97	0	0	0	0.0	
	<b>Total</b>	<b>1374</b>	<b>1356</b>	<b>98.69</b>	<b>1285</b>	<b>71</b>	<b>1356</b>	<b>1.0</b>	<b>5.2</b>
<b>Sub Total</b>	<b>Agri.</b>	<b>5384</b>	<b>5169</b>	<b>96</b>	<b>6569</b>	<b>1037</b>	<b>7962</b>	<b>1.5</b>	<b>13.0</b>
	<b>Allied</b>	<b>3362</b>	<b>3191</b>	<b>94</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0</b>	
	<b>Total</b>	<b>8746</b>	<b>8360</b>	<b>95.59</b>	<b>6569</b>	<b>1037</b>	<b>7962</b>	<b>1.0</b>	<b>13.0</b>
<b>Haryana</b>									
Sirsa	Agri.	226	226	100	291	0	291	1.3	0.0
	Allied	65	65	0	0	0	0	0.0	
	<b>Total</b>	<b>291</b>	<b>291</b>	<b>100</b>	<b>291</b>	<b>0</b>	<b>291</b>	<b>1.0</b>	<b>0.0</b>
Sonapat	Agri.	263	263	100	412	171	583	2.2	29.3
	Allied	220	220	100	0	0	0	0.0	
	<b>Total</b>	<b>483</b>	<b>483</b>	<b>100</b>	<b>412</b>	<b>171</b>	<b>583</b>	<b>1.2</b>	<b>29.3</b>
<b>Sub-Total</b>	<b>Agri.</b>	<b>489</b>	<b>489</b>	<b>100</b>	<b>703</b>	<b>171</b>	<b>874</b>	<b>1.8</b>	<b>19.6</b>
	<b>Allied</b>	<b>285</b>	<b>285</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0</b>	
	<b>Total</b>	<b>774</b>	<b>774</b>	<b>100</b>	<b>703</b>	<b>171</b>	<b>874</b>	<b>1.1</b>	<b>19.6</b>

### 3.26.5 Achievement in respect of Field Days / Kisan Goshties

Table 3.12 shows that in Uttar Pradesh, the achievement in respect of field days / kisan goshties against the target are about 89% while in Haryana, it was 87 per cent. Among the sample districts, the poorest achievement was in Barabanki (61%) followed in ascending order by Sirsa (71%), Allahabad (82%) and Bareilly (83%). All other districts have arranged exposure visits to the extent of about 100% or more of the targeted programme.

The average number of participant per kisan goshties is 96% in UP and 52% in Haryana. The female participation in demonstration as per cent of total is 15% in UP while it is 18% in Haryana. The female participation is really high as compared to only about 10% of total women farmers.

Achievement under technology packages developed against the target is 142% in UP and 100% in Haryana. Barabanki has developed the maximum packages (20) followed by Aligarh (6) and Baghpat (5).

**Table 3.12: Target & Achievement in respect of Farm Level Information Dissemination Activities (Field Days/Kisan Goshties, Technology Packages) among Sample districts**

District	No. of Field Days / Kisan Ghoshtis organized			No. of farmers attended					No. of Technology Packages developed		
	Target	Ach.	% Ach.	M	F	Total	Avg. Participants	F %	Target	Ach.	% Ach.
<b>Uttar Pradesh</b>				<b>M</b>	<b>F</b>	<b>Total</b>	<b>Avg. Participants</b>	<b>F %</b>			
1. Jalaun	35	35	100	1935	470	2405	68.7	19.5	3	2	67
2. Lucknow	23	22	96	1569	591	2160	98.2	27.4	3	2	67
3. Saharanpur	39	39	100	4453	31	4484	115.0	0.7	3	2	67
4. Baghpat	28	28	100	3554	0	3554	126.9	0.0	5	5	100
5. Bareilly	58	48	83	3860	112	3860	80.4	2.9	3	3	100
6. Aligarh	41	41	100	4846	2091	6937	169.2	30.1	6	6	100
7. Maharajganj	48	46	96	1601	585	2186	47.5	26.8	5	3	60
8. Allahabad	56	46	82	2435	586	3021	65.7	19.4	5	20	400
9. Barabanki	51	31	61	3238	391	3629	117.1	10.8	6	5	83
<b>Sub-Total</b>	<b>379</b>	<b>336</b>	<b>89</b>	<b>27491</b>	<b>4857</b>	<b>32236</b>	<b>95.9</b>	<b>15.1</b>	<b>33</b>	<b>47</b>	<b>142</b>
<b>Haryana</b>											
10. Sirsa	7	5	71	275	0	275	55.0	0.0	3	3	100
11. Sonapat	9	9	100	320	130	450	50.0	28.9	2	2	100
<b>Sub-Total</b>	<b>16</b>	<b>14</b>	<b>87</b>	<b>595</b>	<b>130</b>	<b>725</b>	<b>51.8</b>	<b>17.9</b>	<b>2</b>	<b>2</b>	<b>100</b>
<b>G. Total</b>	<b>395</b>	<b>350</b>	<b>89</b>	<b>28086</b>	<b>4987</b>	<b>32961</b>	<b>94.2</b>	<b>15.1</b>	<b>35</b>	<b>49</b>	<b>140</b>

### 3.26.6 Achievement in respect of Kisan Melas/ Exhibitions

Table 3.13 shows that the achievement in respect of Kisan Melas/ Exhibitions against the target is about 100 % in both UP and Haryana. The achievement is cent per cent in all the sample districts. The achievement under Farmer-Scientists meets is also 100 per cent in all the districts.

**Table 3.13: Achievement in respect of Dissemination Activities of Kisan Melas/ Exhibitions/ Farmer-Scientist Meets among Sample districts [2005-08]**

District	No. of Kisan Melas/ Exhibitions organised			No. held Farmer-Scientist Meets			No. of farmers benefited				
	Target	Ach.	% Ach.	Target	Ach.	Ach.	Male	Female	Total	Farmers/ Program	Female %
<b>UTTAR PRADESH</b>											
1. Jalaun	3	3	100	3	3	100	135	15	150	25.0	10.0
2. Lucknow	2	2	100	2	2	100	146	55	201	50.2	27.4
3. Saharanpur	3	3	100	3	3	100	75	0	75	12.0	0.0
4. Baghpat	3	3	100	3	3	100	84	0	84	14.0	0.0
5. Bareilly	4	4	100	2	2	100	191	33	224	36.0	14.7
6. Aligarh	3	3	100	3	3	100	132	27	159	26.5	17.0
7. Maharajganj	2	2	100	4	4	100	149	25	174	24.9	14.4
8. Allahabad	2	2	100	2	2	100	145	5	150	37.5	3.3
9. Barabanki	3	3	100	3	3	100	70	17	87	14.5	19.5
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100</b>	<b>28</b>	<b>28</b>	<b>100</b>	<b>1085</b>	<b>177</b>	<b>1304</b>	<b>24.6</b>	<b>14.0</b>
<b>HARYANA</b>											
10. Sirsa	4	4	100	3	3	100	75	0	75	12.3	0.0
11. Sonapat	2	2	100	4	4	100	150	50	200	33.3	25.0
<b>Total</b>	<b>6</b>	<b>6</b>	<b>100</b>	<b>7</b>	<b>7</b>	<b>100</b>	<b>225</b>	<b>50</b>	<b>275</b>	<b>22.2</b>	<b>18.2</b>

The average number of participant per Farmer-Scientist Meet was 25 persons in UP and 22 persons in Haryana indicating low level of participation in such meets. The female participation in demonstration as per cent of total is 14 % in UP while it was 18 % in Haryana. The female participation is good as compared to only about 10 % of total women farmers.

### Conclusions

The above analysis of the overall progress brings out that the achievements under various programmes is about 100% in most of the districts and less than average achievement was found in districts like Jalaun, Maharajganj, Lucknow in all types of programmes. It could well reflect on the efficiency of officials managing the project instead of project itself. It was also found that the participation was higher in village level programmes (near the farmers) than the district level programmes. In some of the programmes, the data of participants has not been maintained correctly. The

participation of women farmers is higher than their share in the sample of the study which clearly indicates specific mobilization of women.

### PROGRESS IN IMPLEMENTATION BY LINE DEPARTMENTS

3.27 The physical achievement vis-à-vis target in respect of extension activities undertaken by horticulture department under ATMA in the sampled districts have been presented in Annexure 3.5, the summary which is shown in Table 3.14. As can be seen there from, in 2005-06, among the nine districts in UP and two in Haryana, activities under ATMA were undertaken by the Horticulture department only in Bareilly and Sonapat in respect of training and field days in former and training, demonstration and field days in Sonapat but Bareilly faltered in demonstrations during the other two years. Training, demonstration & exposure visits were undertaken by most districts in other years barring Saharanpur & Maharajganj (training & demonstration), Aligarh and Sonapat (training & exposure visit), Allahabad (demonstration & exposure visit). Overall performance had been good in six of the nine districts in UP and Sirsa in Haryana. Sonapat also fared well in respect of training & demonstration. The performance of Lucknow had been worst of all, faltering in training, exposure visit field days and capacity building in 2007-08. All districts in the two states had skipped field days and capacity building in most years and the performance had been sluggish in these areas.

**Table 3.14: Achievement in respect of extension activities undertaken by Horticulture Department under ATMA during 2005-2008 (%)**

S. No.	District	Training	Demonstrations	Exposure visits	Field days / Kisan Goshtis	Capacity building	Total
<b>Uttar Pradesh</b>							
1	Jalaun	100.0	100.0	100.0	85.7	100.0	99.6
2	Lucknow	33.3	100.0	66.6	28.6	7.1	75.0
3	Saharanpur	100.0	-	100.0	-	100.0	100.0
4	Baghpat	100.0	100.0	100.0	-	-	100.0
5	Bareilly	93.3	-	100.0	90.9	-	78.4
6	Aligarh	100.0	100.0	100.0	-	-	100.0
7	Maharajganj	100.0	100.0	100.0	100.0	-	100.0
8	Allahabad	100.0	100.0	100.0	100.0	100.0	100.0
9	Barabanki	100.0	100.0	100.0	100.0	-	100.0
	<b>Sub-Total</b>	<b>94.6</b>	<b>100.0</b>	<b>97.9</b>	<b>77.8</b>	<b>55.8</b>	<b>96.1</b>
<b>Haryana</b>							
10	Sirsa	100.0	100.0	100.0	100.0	-	100.0
11	Sonapat	93.2	97.2	-	100.0	-	96.0
	<b>Sub-Total</b>	<b>94.3</b>	<b>98.5</b>	<b>100.0</b>	<b>100.0</b>	<b>-</b>	<b>97.8</b>

3.28 The Physical achievement vis-à-vis target in respect of extension activities undertaken by fisheries department under ATMA in the sampled districts have been presented in Annexure 3.6, the Summary of which is shown in Table 3.15. In 2005-06, activities under ATMA were undertaken by the fisheries department only in three districts of UP viz. Saharanpur, Baghpat (no exposure visits) and Bareilly



and one district in Haryana namely, Sirsa (no demonstration). Training, demonstration and exposure visits had been undertaken by all districts during 2006-07 & 2007-08 fairly regularly except Maharajganj ignoring training and Bareilly & Lucknow missing demonstrations. Field days and capacity building in most districts were ignored with the exception of Lucknow, Bareilly, Maharajganj, Barabanki and Sonapat. Capacity building was the worst cared activity which was undertaken by Saharanpur in two years and by Allahabad in 2007-08. Overall position of the activities had been very sluggish in all the years in both the states.

**Table 3.15: Achievement in respect of extension activities undertaken by Fisheries Department under ATMA during 2005-2008 (%)**

S. No.	District	Training	Demonstrations	Exposure visits	Field days / Kisan Goshtis	Capacity building	Total
<b>Uttar Pradesh</b>							
1	Jalaun	100.0	100.0	100.0	100.0	-	100.0
2	Lucknow	93.7	90.0	100.0	100.0	-	93.9
3	Saharanpur	100.0	84.4	100.0	-	75.0	88.2
4	Baghpat	100.0	100.0	100.0	-	-	100.0
5	Bareilly	100.0	100.0	100.0	100.0	-	100.0
6	Aligarh	100.0	100.0	100.0	-	-	100.0
7	Maharajganj	-	66.6	100.0	85.7	-	76.2
8	Allahabad	100.0	100.0	100.0	100.0	100.0	97.7
9	Barabanki	100.0	100.0	100.0	100.0	-	100.0
	<b>Sub-Total</b>	<b>88.2</b>	<b>93.4</b>	<b>100.0</b>	<b>65.1</b>	<b>19.4</b>	<b>100.0</b>
<b>Haryana</b>							
10	Sirsa	70.0	100.0	66.6	100.0	-	77.3
11	Sonapat	94.1	95.2	-	100.0	-	95.1
	<b>Sub-Total</b>	<b>82.1</b>	<b>97.6</b>	<b>33.3</b>	<b>100.0</b>	<b>-</b>	<b>75.0</b>

3.29 The physical achievement vis-à-vis target in respect of extension activities undertaken by animal husbandry department under ATMA in the sampled districts have been set out in Annexure 3.7, the summary of which is presented in Table 3.16. In 2005-06 activities were undertaken by animal husbandry department in Baghpat & Sirsa only, both covering training & demonstration and exposure visits by Baghpat & field days by the latter achieving 100 per cent in all of them. In other years Jalaun and Allahabad covered all the activities with 100 per cent achievements; also, Lucknow covered all activities, except demonstration, with 100 per cent achievements. In remaining districts of UP, coverage of activities had been very sporadic though achievements against targets were consistent. In Haryana also coverage of the activities had been sporadic but achievements were 100 per cent mostly, Sirsa achieving even 200 per cent of exposure visit targets in 2006-07. Overall position of various activities undertaken by the departments in two states were similar but relatively better in UP which covered all activities and Haryana missed out capacity building activity.

3.30 All the line departments gave maximum importance on demonstration in five of the 11 districts with exceptions of horticulture and animal husbandry departments of Maharajganj, horticulture department of Allahabad, animal husbandry department of

Barabanki and fisheries department of Bareilly. Training was the second most important farmer oriented activity which was organized by all line departments of all districts except fisheries department of Maharajganj which did not conduct any training during 2005-08.

**Table 3.16: Achievement in respect of extension activities undertaken by Animal Husbandry under ATMA during 2005-2008 (%)**

S. No.	District	Training	Demonstration	Exposure visits	Field Days/ Kisan Goshtis	Capacity building	Total
<b>Uttar Pradesh</b>							
1	Jalaun	100.0	100.0	100.0	100.0	100.0	100.0
2	Lucknow	100.0	-	100.0	100.0	100.0	100.0
3	Saharanpur	-	100.0	-	-	-	100.0
4	Baghpat	100.0	100.0	100.0	-	-	100.0
5	Bareilly	68.7	25.0	28.6	-	-	45.7
6	Aligarh	100.0	100.0	100.0	-	-	100.0
7	Maharajganj	100.0	100.0	100.0	100.0	-	100.0
8	Allahabad	100.0	100.0	100.0	100.0	-	100.0
9	Barabanki	100.0	-	100.0	100.0	-	100.0
	<b>Sub-Total</b>	<b>96.4</b>	<b>98.3</b>	<b>86.8</b>	<b>100.0</b>	<b>100.0</b>	<b>97.6</b>
<b>Haryana</b>							
10	Sirsa	100.0	100.0	200.0	61.5	-	95.6
11	Sonepat	85.7	96.8	-	100.0	-	95.3
	<b>Sub-Total</b>	<b>90.0</b>	<b>98.5</b>	<b>200.0</b>	<b>77.3</b>	<b>-</b>	<b>95.4</b>

Line departments defaulting in farmer oriented activities are animal husbandry department of Lucknow & Bareilly in demonstration, of Baghpat & Aligarh in field days, horticulture department of Saharanpur in exposure visits, fisheries department of Saharanpur, Baghpat & Aligarh in field days, Maharajganj in training, Sirsa in exposure visits and all the three line departments of Sonepat district organizing no exposure visits during 2005-08. Exposure visits and field days were undertaken by the line departments of the sample districts on a low scale, field days mostly getting preference over exposure visits. The year-wise and activity-wise details of farmer oriented activities undertaken by line departments in the sampled districts are presented in Annexure 3.8. The summarized comparative position of farmer oriented activities undertaken by line departments in the sample districts is shown in Table 3.17.

**Table 3.17: Farmer Oriented Activities undertaken by line departments during 2005-2008 (No.)**

District	Department	Demonstration	Training	Exposure Visits	Field Days / Kisan Goshties
<b>Uttar Pradesh</b>					
1. Jalaun	Horticulture	211	24	9	6
	AH	178	22	4	26
	Fisheries	78	7	5	3
2. Lucknow	Horticulture	90	5	2	4
	AH	0	6	2	1
	Fisheries	9	15	4	3
3. Saharanpur	Horticulture	5	2	0	8
	AH	25	5	2	7
	Fisheries	38	13	6	0
4. Baghpat	Horticulture	45	7	2	6
	AH	50	11	5	0
	Fisheries	45	10	4	0
5. Bareilly	Horticulture	14	5	1	13
	AH	0	11	2	2
	Fisheries	8	29	10	2
6. Aligarh	Horticulture	42	8	2	6
	AH	147	26	1	0
	Fisheries	54	12	2	0
7. Maharajganj	Horticulture	15	31	2	14
	AH	20	26	2	4
	Fisheries	8	0	2	6
8. Allahabad	Horticulture	20	23	2	1
	AH	37	21	12	15
	Fisheries	92	24	5	17
9. Barabanki	Horticulture	84	8	3	14
	AH	11	17	5	3
	Fisheries	111	14	3	4
<b>Haryana</b>					
10. Sirsa	Horticulture	65	9	1	25
	AH	71	6	2	1
	Fisheries	40	16	0	2
11. Sonapat	Horticulture	70	41	0	10
	AH	60	12	0	9
	Fisheries	40	16	0	2

### SYNERGY AMONG LINE DEPARTMENT FUNCTIONARIES

**3.31** The study team observed that synergy among the line departments was absolutely lacking in almost all the sampled districts. Since line departmental heads are positioned in the district headquarters, the responsibility of the entire work under ATMA programme right from the preparation of the Block Action Plan to its ultimate execution has devolved on the Block Agriculture Officer, who is extremely overburdened. Line departments are coordinating the activities at the district level but they still seem to have a feeling that this is an additional burden imposed on them. There is lack of ownership even among officials and also among many

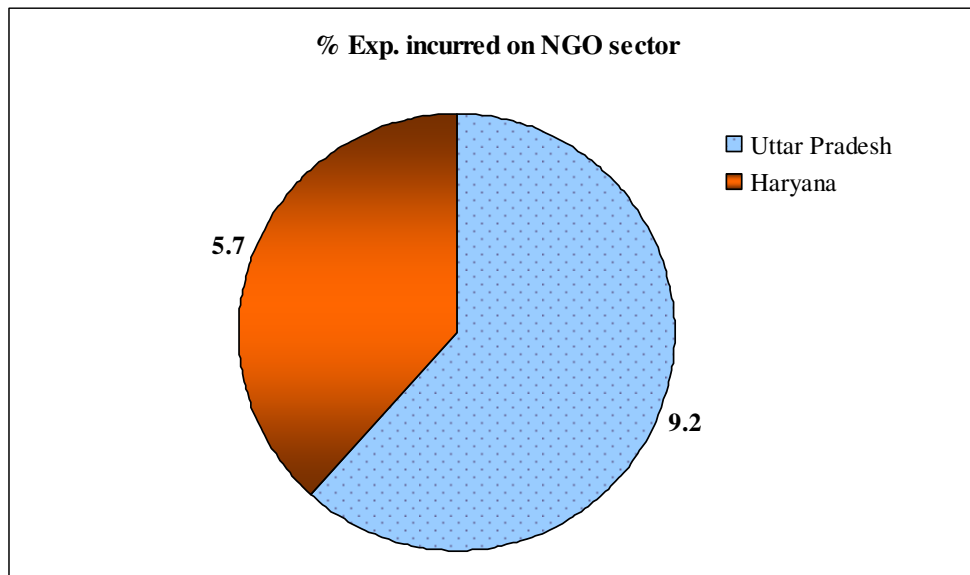
farmers. There is a great shortage of field functionaries with top-heavy agricultural administration. Field functionaries, especially at the Block level and below are quite inadequate for technology dissemination. Thus, the vertical and horizontal linkage between line department and farmers-researcher-extension linkage has still to go a long way. As already commented elsewhere in the report, there is not much involvement of farmers in preparation of action plan and top-down approach continues to a large extent in actual practice. Hence, the activities initiated in the project do not really reflect the demand-driven bottom-up planning. Decentralization process with role clarity and accountability with responsibility has not taken real shape.

### INVOLVEMENT OF VOLUNTARY SECTOR IN EXTENSION

- 3.32 The assistance of some NGOs with good track record was sought in some districts especially for SHG formation. The ATMA scheme entails a minimum 10 per cent of allocation on recurring activities at district level to be used through the participation of non-governmental sector viz. NGOs, Farmers Organization (FOs), Panchayati Raj Institutions (PRIs), Para-Extension Workers, Agripreneurs, Input Suppliers, Corporate Sector etc. Table 3.18 depicts the expenditure incurred on Farmer Oriented Activities vis-à-vis the amount released to NGO sector in the sample districts.

**Table 3.18 : Expenditure incurred on Farmer Oriented Activities vis-à-vis amount released to NGO Sector in sample districts**

S. No.	District	Expenditure incurred on Farmer Oriented Activities	Amount released to NGO sector for extension activities	Percentage Expenditure incurred on NGO sector
<b>Uttar Pradesh</b>				
1	Jalaun	27.5	1.5	5.5
2	Lucknow	27.6	1.2	4.4
3	Saharanpur	41.1	1.6	4.0
4	Baghpat	30.9	0.8	2.5
5	Bareilly	50.5	0.6	1.1
6	Aligarh	46.3	1.6	3.5
7	Maharajganj	45.1	7.7	17.1
8	Allahabad	47.2	12.7	26.9
9	Barabanki	56.7	6.7	11.8
	<b>Sub-Total:</b>	372.8	34.4	9.2
<b>Haryana</b>				
10	Sirsa	11.3	1.6	14.1
11	Sonepat	17.0	0.0	0.0
	<b>Sub-Total:</b>	28.03	1.6	5.7



- 3.33 The table shows that expenditure incurred on NGO sector in the districts of Maharajganj, Allahabad & Barabanki had been somewhat better than the others in UP. In Haryana expenditure incurred on NGO sector in Sirsa had been slightly better. Table 3.19 shows the position of NGOs, agripreneurs trained under Agri-clinics/Agri-business centres (ACABC) Scheme and input dealers in the sample districts.
- 3.34 Table 3.19 shows that the involvement of NGOs in extension activities is somewhat better in the districts of Jalaun, Barabanki, Lucknow and Allahabad. Lucknow (10) has trained maximum number of agricultural graduates through the facilitation of MANAGE under the ACABC scheme closely followed by Bareilly, Maharajganj and Allahabad. The other districts seem to be lagging far behind in the efforts to train agripreneurs. The availability of input dealers was maximum in Aligarh (1907) followed by Barabanki (1656), Maharajganj (1466), Bareilly (1456) and Allahabad (1200). The input dealers in Lucknow (178) were found to be the least. The services of NGOs in most of the districts are being utilized for motivating and mobilizing farmers for participating in project activities and organising them into Farmers' Interest Group. The study team observed that the involvement of input dealers in extension activities is virtually non-existent in any of the sample districts. It is yet to take shape as envisaged under the scheme in both the States of U.P. and Haryana. The input dealers being in closer proximity to farmers in villages can be gainfully involved in activities related to marketing and other backward & forward linkages apart from input supply with the objective of creating self-reliant mechanisms.

**Table 3.19: Availability of NGOs, trained Agripreneurs and input dealers in sample districts**

S. No.	District	NGOs involved in extension activities	Agripreneurs trained under ACABC scheme	Availability of input dealers
<b>Uttar Pradesh</b>				
1	Jalaun	5	3	341
2	Lucknow	4	10	178
3	Saharanpur	3	4	677
4	Baghpat	2	3	296
5	Bareilly	3	9	1456
6	Aligarh	2	2	1907
7	Maharajganj	3	8	1466
8	Allahabad	4	8	1200
9	Barabanki	5	3	1656
	<b>Sub-Total:</b>	<b>39</b>	<b>50</b>	<b>9177</b>
<b>Haryana</b>				
10	Sirsa	1	2	1400
11	Sonepat	0	1	371
	<b>Sub-Total:</b>	<b>1</b>	<b>3</b>	<b>1771</b>

**PUBLIC-PRIVATE PARTNERSHIP (PPP)**

3.35 Of late, the private sector extension providers are assuming increased role in rendering extension services along with the official agencies. A number of companies in recent times are providing extension and other services to farmers, namely e-Choupal and e-Sagar (ITC), TATA Kisan Kendra (Tata Chemicals), Haryali Kisan Bazaars (DCM Shriram), Kisan Sewa Kendra of IOC, Commodity Associations – soybean, cotton, maize. Many of these initiatives are moving towards multi-purpose service centres, each catering to about 40-50 villages. The restructured mechanism in the form of ATMA envisages a major thrust in promoting private sector involvement in providing need-based extension service at grass root level. While the process of public-private partnership has begun but it will take some time for taking concrete shape. A few of the PDs of ATMA, particularly in Lucknow, Allahabad, Barabanki and Jalaun were found taking good initiatives to promote Farmers' Interest Groups (FIGs) at grass root level and facilitating linkage of such groups with the private sector through contract farming. In some districts like Jalaun, Maharajganj and Aligarh, the PDs have taken lot of efforts to provide technical inputs to FIGs through the agripreneurs trained under ACABC scheme and also facilitated linkages of the farmers' groups with financial institutions for micro-credit in line with SREP strategies. At the State level, the Inter-Department Working Group in Uttar Pradesh, in its meeting held on 1<sup>st</sup> March 2007, took decision to appoint a Sub-committee for Public-Private Partnership under the Chairmanship of the Principal Secretary (Agriculture) to guide, monitor and review the progress with regard to involvement of corporates in

extension activities both at State and District levels. In pursuance to this decision, the Government of UP has entered into MoU with a few corporates viz. ITC Bayer Bio Science, Excel Crop Care etc. under PPP Mode for Extension activities. An MoU has also been executed with Jagaran Prakashan for publication of journal titled “Khet Khalihan” for propagation of farm related matters at the village level. Similarly, the Government of Haryana has also recently initiated steps to involve corporates in extension activities to supplement the efforts of the State Government. The Government of Haryana has engaged M/s Icon Communications Pvt. Ltd. with the task of bringing out a fortnightly wall magazine “Pratibaddh” under which wall posters containing important information regarding Govt. schemes/programmes for the benefit of farming community and villagers, are being prominently and conspicuously displayed in all important locations in villages for the benefit of the farming community.

### **IMPLEMENTATION OF INNOVATIVE ACTIVITIES**

3.36 The ATMA programme provides for undertaking innovative extension activities by States. Some of the innovative initiatives taken up by the States of Uttar Pradesh and Haryana are detailed below:

#### **Uttar Pradesh**

- Proposal to set up Community Radio Stations (CRS) through KVKs in 5 districts – Saharanpur, Aligarh, Jalaun, Barabanki and Baghpat forwarded to Ministry of Information and Broadcasting, Govt. of India through the Ministry of Agriculture. Approval in respect of Saharanpur has since been received and approval for others is expected soon.
- Setting up of 71 District level training institutions to cater to the training needs of block and district level functionaries in all the districts of the State
- Revitalisation of extension system through the concept of farm schools at village level
- One year Post Graduate Diploma Programme in Extension Management through MANAGE under distance learning mode for enhancing the skills and developing the capacities of public sector extension functionaries
- Active involvement of agripreneurs trained under ACABC scheme in extension activities
- Farmer-to-farmer extension through Kisan Vidyalayas at each Nyaya Panchayat
- Providing one Mitra Kishak at each Gram Sabha by mobilization of trained progressive farmers for extension work at village level
- Linking of farmers’ clubs with ATMA
- Training of NGOs, input dealers, para extension workers for implementation of extension activities

- Involvement of Corporates viz. ITC, Bayer Bio Science, Excel Crop Care and Jagaran Prakashan under PPP Mode for Extension activities
- Replication of success stories and best practices under farming systems approach
- Development of various modules on agricultural practices and farming systems through KVKs and State Agriculture Universities
- Organising kisan melas and agricultural exhibitions during kharif and rabi seasons at the state level to disseminate latest agriculture practices and technologies for farming community
- Publication of journal titled “Khet Khaliyan” for propagation of farm related matters

### **Haryana**

- Launch of Edusat Telecast Programme through UTKARSH Society for disseminating latest technology on agricultural practices through talks, live panel discussions, demonstrations and weather report. The programme is proposed to be telecast for 1 hour per month on DTH and 2 hour per month on SIT. It will also facilitate tele-conversation with officials, scientists, farmer groups and farmers’ organizations.
- Toll free SMS services for farmers whereby the problems / queries raised by them are answered / redressed through return telephone call from technical experts – a Subject Matter Specialist (SMS) dedicated exclusively for responding to farmer’s queries
- Farmer Development Workshops conducted in the districts of Ambala, Kaithal, Mewat, Bhiwani and Jind during Rabi 2009
- Information dissemination through sale outlets of input dealers.
- Promotion of kisan clubs of progressive farmers in all districts
- Communication of critical extension messages to farmers through children studying in schools
- Introduction of Farmer Awards in the State – 10 State level awards @ Rs.50000 each, District level awards for 5 farmers per district @ Rs.25000 each, Block level awards for 4 farmers per block @ Rs.10000 each
- Introduction of award for Best ATMA district @ Rs. 1 lakh
- Public-Private Partnership (PPP) – Involvement of corporates in extension activities – M/s Icon Communications Pvt. Ltd. entrusted with the task of bringing out a fortnightly wall magazine “Pratibaddh” under which wall posters containing important information regarding Govt. schemes/programmes for the benefit of farming community and villagers, are prominently and conspicuously displayed in all important locations in villages



### **REWARDS AND INCENTIVES TO FARMERS/FIGS**

- 3.37 In order to supplement the extension efforts, a provision for rewards and incentives to the best-organized farmer groups has also been provided in the cafeteria. The study team observed that the system of granting rewards / incentives to good, progressive and achiever farmers as also to good performing FIGs and ATMA district has not yet been started in both the States of Uttar Pradesh and Haryana despite provision of funds for the same. However, it is gratifying that the Inter Departmental Working Group for the State of Haryana in its recent meeting dated 10.7.2009 has approved a proposal for introducing a reward scheme for farmers and a sub-committee of departmental heads has since been constituted to initiate necessary action in the matter and to recommend awards to deserving farmers through a transparent and judicious selection process.

### **CONVERGENCE OF EXTENSION ACTIVITIES**

- 3.38 The ATMA programme mandates that the Work Plan to be submitted by the State Governments for funding under the scheme should explicitly specify the activities to be supported from the resources of other schemes as well as from the proposed scheme. One of the important objectives of the new scheme is to create an integrated or single window extension system. The SREP is a mechanism for ensuring convergence of all activities of extension, the resources for which are being provided under different schemes of Centre/State Governments. However, in actual practice, convergence of resources and schemes at the village level has not started as the ATMA concept has not been fully adopted in the sense in which it is meant. Most of the line departments and extension functionaries were not clear about the approach and ways of integrating extension through ATMA. It is, therefore, imperative to sensitise the extension functionaries of all the line departments on the advantages of synergy and the approach to be adopted for creating the desired linkages and integration of all the government schemes for agriculture & allied sectors with the activities of ATMA.

### **SUSTAINABILITY OF EXTENSION SERVICES**

- 3.39 With a view to ensure sustainability of extension services, the ATMA scheme mandates that a minimum of 10 per cent contribution should be realized from beneficiaries with respect to beneficiary oriented activities. However, in actual practice, this concept is yet to take shape in all the sampled districts of both Uttar Pradesh and Haryana. The field survey revealed that the beneficiary contribution of 10 per cent is actually being adjusted against the expenditure on activities such as training, demonstrations and exposure visits for the purpose of accounting though factually no physical contribution is made by the beneficiaries. During the field interactions with farmers' interest groups and the farmers' organisations, a large majority of them perceived that the farmers would be willing to pay if farm advisory

and other essential services are provided to them periodically on their farm field and also on call as & when required. They, however, felt that the quality of services should be of high standard and reliable. It may, thus, be seen that there is considerable scope for initiating paid extension services in agriculture if qualitative farm advisory services are provided and timeliness of services are maintained. The small and marginal farmers, however, will be in a position to avail the paid services if they are organised into groups on commodity lines and the payment in borne by the group itself.