

FRONTLINE & FIELD EXTENSION: AREAS FOR COLLABORATIVE ACTIONS

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FLOW OF THE PPT

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- **CHINTAN SHIBIR 7-8TH JULY, 2023**

IMPRESSIVE PERFORMANCE

- The **agriculture and allied sectors** in India experienced impressive growth in the past two years
- **Registering 18.8 per cent contribution in GVA** (2021-22) and a growth of 3.6 percent (2020-21) and 3.9 per cent (2021-22).
- The **sectoral production performance** is (foodgrains: 316.05mt, horticulture production: 331.05 mt, largest producer of milk 210 mt, meat 8.80 mt, eggs: 122.11 billion eggs per annum and fish production:14.5 mt.)
- **Extension Services (P&P)** Have **Played Crucial Role** In Tech Delivery

EXTEN: CRUCIAL INPUT & CHALLENGING TASK

- Huge Task
- Technological advances on one side &
- SM Farmers, Progressive farmers, Farm youths & women on other
- Varied Social Dimensions
- Varied Geographical dimensions
- Varied resource conditions
- Public ESPs and Private ESPs
- Therefore Ag. Extension is a tough articulation and architecture
- Salutes to those leading it, working for it & absorbing hits on it.

AGRIL EXTENSION: GREAT JOURNEY

CDP-1952

NES-1953

IADP-1961

IAAP-1964

GR-1967 supported by ND-1965, FTC-1966, SMFDA-1971

KVKs-1974(732)

T&V-1974

NAEP-1984-95

NATP-1998(ATMAs in All the Districts)

& Presently NMAET

EXTENSION MODELS IN OPERATION

Models Evolved Over a Period of Time

1. Research Institutions Outlets (RIOs)
2. Development Deptts Outlets(DIOs)
3. Commodity Board Outlets (CBOs),Spices, Coconut, NDDDB, NFDB, Tea, Coffee,etc.
4. Private Sector Interventions: Entrepreneurs, PPPs, Startups, CSR provisions, Input Cos,etc
5. Financial Institution Interventions like NABARD,RRBs,DCBs,etc
6. Farmers & Farmer Organizations
7. NGOs: Local, Regional, National & International
8. MEDIA(Print, Electronic)
9. Social Media
10. EAPs & Donor Driven Reforms Models

AREAS FOR COLLABORATIVE ACTIONS

I. AUGMENTING AGRICULTURAL EXTENSION DELIVERY

1. Empowered Farmer Groups:

- **Farmer Aggregates,**
- Production Techniques, Market Integration &
- Representation to SMFs & Weaker Sections

2. Promote **Farmers Field Schools (FFSs)** to **Farmer Business Schools**

- Introduce intensive Business Planning,

3. Elevating **Krishi Vigyan Kendras (KVKs)** Interventions to the next level

- Tech Hub for Field Extension : **OFTT Linked to MINI KITS**
- Mini ATICs & Agri-Clinics
- Tech Demo Options as per demand of Field Extn (as per micro agro eco situation)
- **SMSs**(One in a given Subject Matter) : **Transformative Role**

AUGMENTING ED- CONTD.

4.Improving Efficiency of Field Extn Services TO RESPOND TO LOCAL EXTN NEEDS

- Innovative measures like **flexible funding options**,
- **Pooling of extension resources** and **need based allocation**,
- Creation of **Chain of Extension Service Providers** at Village/Cluster level
- Greater focus on **FPO** and **FPC** formation at Cluster level,
- Creation of **M&E cell in each SAMETI/ATARI** for a periodic feedback & follow up.

5. Functional Convergence :

- Extension efforts through **block/cluster extension plans(P&P ESPs could join)**,
- Functional **convergence and coordination** retaining identities
- **Block / Cluster level Plans** with delineated responsibilities,
- **Operational guidelines.**

II. ENHANCING FARMERS' SCHEMATIC AWARENESS

6. **Awareness Camps** On The Schematic Provisions, At The Block Levels

- Involving FPOs, NGOs, Gram panchayats, etc Availing provisions under various schemes like:
 - Central & Centrally Sponsored Schemes
 - State Sector Schemes
 - District & PRI Schemes
 - CSR Provisions
 - NGO Support: Local, Regional, National and International
 - Print Publications & make them available at BTT, KVK & GP Level
- One-District-One-Product and
- Agricultural Infrastructure Fund
- Organic/Natural Farming, Krishi Sampada, AHD & Fisheries

SCHEMATIC AWARENESS CONTINUES.....

7. **Advanced Tech Applications**

- **Advanced technologies** like drones, robotics, remote sensing, sensors, machine learning, data analytics, block chain, IoTs, AI, etc. **Extensive use**
- **AES Providers & FPOs must be oriented/trained on High Tech Applications** by SAUs , ICAR institutes, MANAGE, EEs, SAMETIs& KVKs

8. **Intensive Use of Social Media, Internet Platforms, etc.**

- WhatsApp, Facebook, Twitter, Insta, Emails, Blogs, Vlogs, App-based services, etc.
- Farm-portal “*Kisan Saarthi*”, Promoting **FKGs/FWKGs** & **e-Choupal** like initiatives supply chain efficiency.
- **Networking** farmers & offering context-specific info **eco-region wise**.

SCHEMATIC AWARENESS.....CONTD

9. KCCs & KVKs/ATMAs Linking Common Service Centres

- Promoting country wide KCC **1800-180-1551**
- The linkage between **common service centres (CSCs)** and KVKs

10. DDKisan, Radio Broadcasts, You Tube, KCC & Print Media

- DD *Kisan*, radio broadcasts and **Community Radio Stations (CRS)**
- **You Tube Channels** like IARI and other institutions need to **be promoted**
- **Vernacular Coverage, NNAJ MANAGE, replicate at State L th. SAUs/ SAMETIs.**
- External review **Content, treatments, delivery, Impact & FB**

11. Field Days, Fairs, Campaigns

- Field Days, Fairs and Campaigns**require serious joint actions**

III. EXTENSION OUTREACH & EFFICIENCY

12. Outreach, Interplay & Performance improved

- (i) widening the sectoral and area coverage,
- (ii) promoting partnerships and resource sharing,
- (iii) enhancing integrated delivery,
- (iv) improving penetration to the small producers,
- (v) promoting chains of extension agents across the production systems &
- (vi) building human resource capacities for efficient delivery

EXTENSION OUTREACH & EFFICIENCY...Contd

13. Extension In Allied Sectors:

- (i) Providing **additional SMS** to KVKs/ATMAs,
- (ii) Promoting **growers' associations**, commodity groups, entrepreneurs,
- (iii) Promoting dairy/fish cooperatives,
- (iv) **Farmer Entrepreneurs/ Commercial Farms** as extn. agents,
- (v) Providing **value added agro-met advisories**, to the farmers,
- (vi) Promoting **Climate-Smart Agriculture CSA, Plough back NICRA Outcomes**
- (vii) Oriented to NRM, efficient **conservation agri** to reduce GHGs emission, Organic Agri& Natural Farming

14. Market- Led Extension Strategies

- **Aggregated Marketing**
- **Better price discovery.**
- Investments are urgently needed in **augmenting market infrastructure**

EXTENSION OUTREACH & EFFICIENCY...Contd

15. Extension For **Disadvantaged Areas/Groups**:

- (i) **Combination** of extension service providers (ESPs),
- (ii) **involving** NGOs/Para-techs,
- (iii) **intensive** use of ICTs, and
- (iv) **participation** of local communities and institutions.

16. Need To Sensitize Extension Services On **Gender & Nutrition Issues**:

- **Nutri-gardens** and alternate nutri-foods, gender sensitive home scale nutritional extension services,
- **Public awareness** & stakeholder participn th. pilot studies in vulnerable areas.
- **Nutri-smart villages** need to be established at least one at the cluster level.

EXTENSION OUTREACH ...Contd.

17. Greater Emphasis-Motivate Attract **Youth In Agri (MAYA):**

- High-tech farming, Secondary & Speciality agri for
- Dignified & rewarding livelihoods;
- Institutional support by SAUs, KVKs, agri-clinics, financial institutions,
- **Global Youth Advancement Initiative (GYAI) model of MSU**

18. Promote **Agri Inputs Dealers As Extn Agents** ,

- To support establishment of Agri-clinics and Agri-business Centres (**ACABCs**),
- Training of agri-extn functionaries, **agri-entrepreneurs, agri-start-ups, e-platforms**, etc.

EXTENSION OUTREACH ...Contd.

19. Agribusiness **MBAs, IT Grads** & Farm Youths/ Farm Women As **Paid Extn Agents**:

- Providing advisory services on **'payment'** basis
- Access **CSR funds** to promote more efficient extn

20. **Outsource Extn Services** To Some Extent:

- Mahagrapes, Mahamangoes, etc.
- **Learning from successful private sector models** innovated by BAIF, ITC, Jain Irrigation, IFFCO, etc. could be integrated

IV. RESEARCH - EXTENSION LINKAGES

21. The R&E Linkages In Agriculture & Allied Sectors:

- Strengthening at the National, Regional, State, District and even block level.
- NRM, IPM, INM, CA, CSA, crop diversification, etc. needs to be focused.
- **Extension Prioritization** : Scan District Plans under Schemes.

22. Strong R&E Partnerships & Coordn Mechanisms For Scaling New Technologies

- SACs of KVKs & GB/Mgmt Committees of ATMAs be activated

23. MANAGE, SAMETIs, ATARIs & SAUs hv a **strong extn research window**

- MANAGE may promote “**Field Extension Labs/ Centres of Excellence**” in the critical areas in the selected SAUs/private extension
- **Extn research outcomes be ploughed back** for reforming operations and policies

V. CAPACITY BUILDING: LOOK FOR INNOVATIVE APPROACHES

24. **Training & CB Huge Task** : The Trained Resource For Efficient Extension

- DEs of SAUs, MANAGE, SAMETIs, ATARIs, KVKs, FTCs, NGOs, etc. could play greater role.
- ATMA field functionaries & Farmer Friends be skilled by specialists in KVKs/SAUs/ ICAR Instts
- KVK SMSs as mentor the block technology teams (BTT) of ATMA.

25. The **SAUs - Leadership Role** In Coordinating Extn Training Activities

- SAUs must now **diversify their educational activities** to vocational training programs
- **SAUs Outreach roles be reviewed** in the changing agril extn scenario (Incubation- Start-ups- Entpships - Partnerships - Internet Platforms – eNAM etc.) & presence of ATARIs & SAMETIs
- **DKMA, DOE & EEIs** could take lead in providing policy guidelines for print media role
- **Scope for IIMs, IITs & Pvt Sectors.** In collaboration with the SAMETIs/ATARIs/Private Sector

VI. REFORMS & POLICY INTERVENTIONS

26. SAUs urgently revisit curricula - Agri output placement may be targeted as:

- Farm entrepreneurs 30%,
- Public services **20%**,
- Private services **20%**,
- Higher studies **20%** and
- Opportunities abroad **10%**

- **ATARIs, SAMETIs, KVKs, ATMAs** etc could provide needed feedback

27. PPPs be targeted to Improve the competence & capacities of extn agents

- **Appreciating comparative advantages** is crucial in agricultural extension
- Through enabling **policy environment**

REFORMS & POLICY INTERVENTIONS...Contd

28. Need To Collate **Feedback** From The Farmers & Field Functionaries

- Collated by the ATMs of ATMA and SMSs of KVKs,
- Analysed by the Heads KVKs and ATMAs and
- Prioritized by ATARIs & SAMETIs

FOR

- Management actions
- Research actions and
- Policy interventions

IT WOULD LEAD TO **DEMAND DRIVEN** EXTENSION SERVICES

REFORMS & POLICY INTERVENTIONS...Contd

29. **Funding for Extn** be enhanced substantially

- **Doubling allocation** for agril extn activities by MoA&FW(ATMAs) and ICAR(KVKs),
- Ensuring **higher allocation for extension activities under the CSR** by corporate sector related to agriculture and allied fields,
- Establishing **Agriculture Extension Innovation Fund** to promote farmer-led innovations
- **Extn Division, ICAR/MANAGE** may initiate urgent action for Next Gen Transformative Agricultural Extension Project (**NG-TAEP**) **to be funded by the World Bank**

VII. SOUTH-SOUTH & GLOBAL AG. EXTN. COLLABORATION

30. India, Sri Lanka, Bangladesh, Nepal intensively interacted (8-9 April, 2022, TAAS New Delhi & 2-5th Feb, 23, BAEN PRDIS Dhaka) & Resolved

- Urgent need for the establishment of a Regional South Asia Forum for Agricultural Extension (SAFAE), for sharing knowledge, extension innovations, strategies, experiences, successful models, etc.
- Institutional support could be ensured through ICAR Extension Division, MANAGE, TAAS, etc.
- **Funding sought from Global** organizations/ funding agencies such as World Bank, IFAD, ADB, USAID, SAARC Secretariat, etc.
- Institution like MSU/Cornel with strong extension system and outreach in the region could be involved to facilitate such an initiative.

MOA CHINTAN SHIBIR 7 & 8th July, 2023

I.DIGITAL Extension

i.Agri/Digi Pedia, ii. Digi Mitras, iii. Localized Adv., iv.Validn, v.AI based FB

II.PRIVATE SECTOR Participation(Start-ups, Partnerships, Entrerps)

vi. Mkt led, vii. Data Driven, viii.Farmer Level Data Collec, ix.VCM, x.SOPs

III.CONVERGENCE & CO ORDINATION

xi. Digi enabled, xii. Mandatory, xiii. Strengthen ATMAs

IV.CSA & GENDER Equity as Cross- Cutting enablers

xiv. VMRisk edn. xv. T&cb xvi.Localized Contents & adapn at Commu level

xvii. G Data, xviii. G Contents, xix. G. Digttools

THANKS

- **ATARI-Pune**
- Heads of KVKs
- Seniors Professionals &
- Other Stakeholders