

No.27-10/2011-AE
Government of India
Ministry of Agriculture
Department of Agriculture & Cooperation

Krishi Bhawan, New Delhi – 110001.
Dated: January 23, 2013

To,

**The APC/Principal Secretary/Secretary (Agriculture),
All States/UTs**

**Subject: Review of progress of all Extension related Schemes and
Programmes by IDWG & ATMA.**

Sir,

An Inter Departmental Working Group (IDWG) under the Chairmanship of Agriculture Production Commissioner/Principal Secretary/Secretary (Agriculture) constituted under ATMA Scheme at State level in each State is responsible for coordination and management of the scheme activities within the States.

2. **National Mission on Agricultural Extension & Technology (NMAET) has been announced in current year's budget for implementation during 12th Plan** in order to strengthen, widen and carry forward ongoing efforts in agricultural extension. All Schemes related to agricultural extension are being subsumed in the Mission along with some new initiatives during 12th Plan period.

3. Therefore, in addition to current agenda related to ATMA, **it is necessary that progress of implementation of Agri-Clinic & Agri-Business Centres (ACABC), Post Graduate Diploma in Agricultural Extension Management (PGDAEM), Diploma in Agricultural Extension Services for Input Dealers (DAESI) (being run by the Government of India through MANAGE); Mass Media (including print & electronic media), IT & e-Governance and Kisan Call Centre (KCC) are also reviewed by the IDWG at the State level and Governing Board (GB) & Management Committee (MC) of ATMA at District level during its meetings.**

4. **You are requested to expand the scope of agenda of IDWG accordingly & also ask all the District Collectors & Project Directors, ATMA to include above mentioned schemes additionally during their deliberations.** Officers concerned at the State & District levels (e.g. State Nodal Officer of KCC, KCC Supervisor; Officers of Doordarshan & All India Radio and Lead Bank Officer, Nodal Training Institute etc.) may also be called for IDWG and ATMA GB/MC Meetings.

Every attempt may also be made to ensure that the trainees under ACABC scheme actually turn into successful entrepreneurs & also provide extension services. **Back-ended subsidy should be recommended for release only to such entrepreneurs who are found to be providing extension services during planned & surprise visits of officers/scientists/public representatives as contained in the ACABC Compendium of Instructions. Active cooperation of the States is solicited particularly during the remaining two months of the current financial year because success rate (i.e. conversion percentage of trained candidates into entrepreneurs) this year is lower as of now compared to last year.** Complete database of the trained candidates & successful entrepreneurs and other relevant documents are available at www.agriclincs.net. Detailed guidelines have also been issued to all the States vide letter dated no. 10(14)/2009-EM dated 07.03.2012 regarding participation of States in ACABC, DAESI & PGDAEM.

5. **SEWP of the State from the year 2013-14 onwards may include a write-up as to how these 6 schemes (i.e. all schemes above besides ATMA) are being mainstreamed. Online monitoring format available at <http://extensionreforms.dacnet.nic.in> is being modified, so that online reporting takes place on all components of Agricultural Extension regularly.**

Yours faithfully,

Sd/-

(Sanjeev Gupta)
Joint Secretary (Extension)

Copy to:-

1. Joint Secretary (Banking). He is requested to ask all Banks to ensure timely disposal of ACABC loan applications and participation of Nodal Training Institutes (NTIs) in SLBC/DCC Meetings, as already agreed in the National Review Workshop at MANAGE and further reiterated by vide letter number NB.GSS.ICD/-/ACABC-4/2012-13 dated 23.10.2012 from NABARD. Bank-wise pendency of cases has already been conveyed demi-officially earlier.
2. DG, Doordarshan and DG, AIR with a request to direct all its officers in the States to attend meetings as above.
3. DG, MANAGE.
4. Commissioner/Director (Agriculture) of all States/UTs.
5. Directors of SAMETIs in all States
6. Mr. J.C. Menon, CGM, NABARD.
7. All NTIs of ACABC.
8. Mr. S. Srinivasan, CEO, IFFCO Kisan Sanchar Limited
9. All Nodal Officers KCC

(Sanjeev Gupta)
Joint Secretary (Extension)