

Krishi Bhawan, New Delhi
Dated: March 07, 2012

To

**Shri N.C. Muniappa
Pr. Secretary (Agriculture)
Government of Karnataka
Karnataka Govt. Secretariat
Dr. B.R. Ambadkar Veedhi
Bangalore : 560 001**

**Subject: Active Involvement of States in Implementation of
ACABC and DAESI Schemes**

Even in this era of all pervasive ICT, interactive mode of agricultural extension through dedicated functionaries continues to be a powerful tool to reach out to the farmer. The Government of India has been supporting deployment of dedicated extension workers at the District and Block level under the ATMA Scheme to supplement the manpower available in the States. Still, the total number of officials available exclusively for extension related work is insufficient to have a reasonable ratio of farm families to extension workers. Therefore, this Department has been trying to leverage upon unemployed youth with educational background in Agriculture and allied sectors so that they are trained and supported to act as extension workers while running their own venture. **Therefore, Central Sector Scheme of Agri-Clinic and Agri-Business Centres (ACABC) was launched in 2002 to provide value added extension services at the doorstep of the farmers by unemployed agri-professionals. Similarly, Diploma in Agricultural Extension Services for Input Dealers (DAESI) has been in operation since 2003, which aims at transforming input dealers into para-extension professionals.**

2. ACABC: ACABC Scheme has a provision for two months' free residential training on Agri-Entrepreneurship Development, one-year post training handholding support, start up loan (up to Rs. 20 lacs per individual) and back-ended composite subsidy (36% or 44%). As on date,

27918 candidates have been trained out of which 9965 have established 32 kinds of agri-ventures in different parts of the country.

Training and handholding activities are undertaken by recognised Nodal Training Institutes (NTI's) spread across the States. Details of all candidates trained, ventures established and all other relevant details are available as an interactive database at www.agriclinics.net. Contact information in respect of 57 NTIs identified so far is also enclosed for ready reference. A copy of Compendium of Instructions of the Revised ACABC Scheme is also being sent herewith. The progress in respect of your UT is as follows:

Number of			
NTIs	Active NTIs	Trainees	Ventures Established
2	1	453	87

3. DAESI: DAESI has been under implementation in a self-financing mode with an input dealer pitching in with about ₹ 20000 for training sessions spread over 48 Sundays in a year (details available at <http://www.manage.gov.in/daesi/daesi.htm>). Some States have also proposed inclusion of DAESI under RKVY to meet part of the training cost of ₹ 20000. However, DAESI Scheme has so far remained confined only to very few States.

4. CURRENT MODE OF IMPLEMENTATION: Both DAESI and ACABC Schemes have so far been primarily implemented through National Institute of Agricultural Extension Management (MANAGE). Subsidy administration under ACABC takes place through NABARD and lending banks. The State Governments have been requested by the Government of India and by MANAGE from time to time to play a proactive and direct role in these two schemes of paramount importance for agricultural extension in their States.

5. DECENTRALISATION IN ACABC IMPLEMENTATION: **Involvement of States is now proposed to be enhanced further to ensure efficacious implementation at the grassroots level.** The States have to play an important role in the activities listed in **Annexure-I** to this letter directly

through their Agriculture and allied departments and also by coordinating with SAUs, ICAR System and KVKs.

While MANAGE has been doing its utmost to implement this Scheme effectively and extensively, some constraints are often faced in this regard due to sheer geographical spread of these NTIs and ventures established. Therefore, it has been decided that this task of selecting candidates, sanctioning courses, releasing funds to NTIs, detailed monitoring and all other State level activities can be done by SAMETIs in respect of the States, which agree to undertake this activity directly through SAMETIs (or equivalent organisations). Under the administrative and policy related control of this Department, MANAGE will continue to play the over-arching role of identifying NTIs, releasing funds to the SAMETIs, national level monitoring and overall coordination through its faculty and consultants. Even if a State chooses not to opt for implementation of ACABC through SAMETI, it will still need to work on action points as per Annexure-I. In order to have a proper focus on this Scheme, a Nodal Officer should be identified for your State, so that action points as listed in Annexure-I above may be focussed upon thoroughly. In case of such States (not opting to undertake direct execution of ACABC through SAMETIs), sanction of a new course by MANAGE to an NTI will be intimated to Director (Agriculture) and Nodal Officer of ACABC in the State besides SAU, KVKs (in the districts normally covered by NTI), NABARD for the purpose of monitoring.

6. EXTENSIVE COVERAGE UNDER DAESI: DAESI is another activity of MANAGE in which Input dealers are transformed into Para Extension Professionals through one year distance education mode programme where classes are conducted on all Sundays or convenient holidays of Input Dealers at the district level through identified Institutions or Facilitators. Nodal Officer in the state for ACABC and SAMETI can also coordinate promotion and operationalization of DAESI in the state. As written above, implementation of DAESI has taken off only in some States. **There is, therefore, an imminent need to upscale this training programme of Input Dealers** to all parts of the country in a batch size of 40 spread over 48 Sundays in a year.

- These courses can be continued to be undertaken in fully self-financing mode as heretofore or the States may also consider on merits partial funding from RKVY as already started by some States.
- Training cost (and hence dealers' contribution) can also be substantially brought down if some such trainings are held in the premises of Universities or KVKs.
- Agri-business companies also can be persuaded to fully or partially meet the cost of training.

The States have to play a critical role in identification of Institutions & Facilitators at district level, mobilisation of Input Dealers, provision of experts for classes as per need, conduct of examinations and certification (jointly by MANAGE and State Government) through the Institution or Facilitator identified for running the course. The States can also undertake this activity directly through its SAMETI and MANAGE will release funds to the SAMETI for this purpose. MANAGE will, however, continue to work through its consultants and its officers to play overall policy, coordination and monitoring related role even in respect of the States which opt to undertake this Scheme through SAMETI. **It has to be nevertheless ensured that the persons trained both under ACABC and DAESI necessarily provide manufacturer/brand-agnostic extension services.** The field machinery of your Department will need to be geared up to get deeply involved in the entire process right since the inception.

7. National Level Advertisement: MANAGE is coming out with national level advertisements inviting interested organizations to participate as NTIs for ACABC and interested professionals to participate as district coordinators under DAESI. States may encourage eligible interested organizations and individual professionals to take part in this process.

Yours faithfully,



(Sanjeev Gupta)
Joint Secretary (Extension)
and Director General, MANAGE

Action Points by States for Effective Implementation of ACABC

1. Participation in selection process of New Nodal Training Institutes and selection of candidates after proper publicity by NTIs.
2. Refresher Training.
3. Identification of eligible courses under ACABC
4. Utilizing the Agri-ventures for providing input services under on-going flagship schemes implemented by the department.
5. Establishing at least one Agri-Clinic every year in each block.
6. Coordination with Universities, ICAR institutions, KVKs, NABARD and Lead Bank.
7. Treating ACABC ventures as non-governmental entities for minimum 10% norm under ATMA.
8. Close monitoring of the Scheme through:
 - Web cam interaction with Nodal Training Institutes during the training period using the Skype Ids given in the Annexure-I to check attendance and to see training infrastructure.
 - Regular inspection of ventures established and surprise visits (para 6.2.1 Page. No.12). BTM may coordinate at Block level.
 - Quarterly report by ATMAs on progress achieved in ACABC as per format given in Annexure-XI Part -II.
 - Quarterly review of ACABC and DAESI progress at ATMA level by State Nodal Officer (SNO)
 - Promotion of ACABCs under Extension Reforms Scheme under Item C.1 of Cafeteria as a district level activity.
 - Regular monitoring of training and handholding activities undertaken by Nodal Training Institutes and release of loan & subsidy by banks & NABARD respectively.
 - Review of ACABC progress as regular agenda item in SLBC meetings (instructions have already been issued by NABARD).
 - Adequate support to Agripreneurs for delivery of value added extension services to the doorstep of the farmers through ATMA.