ABSTRACT

Agriculture–Farmers Welfare – Krishonnati Yojana - Implementation of Support to State Extension Programmes for Extension Reforms Scheme (SSEPERS–ATMA) State Extension Work Plan (SEWP) during the year 2026-2027 – Administrative sanction for Rs.7408.52 lakh and 1st Installment release of Rs.3704.26668 Lakh – Sanctioned – Orders – Issued.

AGRICULTURE-FARMERS WELFARE (AP1) DEPARTMENT

திருவள்ளுவர் ஆண்டு 2057, பராபவ, வைகாசி மாதம் 20-ஆம் நாள்

G.O.(2D).No.108 **Dated:03.06.2026**

Read:

1. Secretary, Government of India, Ministry of Agriculture and Farmers Welfare, Department of Agriculture and Farmers welfare D.O.No:3-4/ 2025-PC, dated:14.01.2026.
2. Agricultural Production Commissioner and Secretary to Government, Agriculture-Farmers welfare Department, Chennai–09, D.O. Letter No.003/ Agricultural Production Commissioner and Secretary/ 2026, dated:20.01.2026.
3. Agriculture-Farmers Welfare (AP1) Department, Secretariat Chennai–9, Letter No.71/ AP1(2)/ 2026-12, dated:02.03.2026.
4. Government of India, Ministry of Agriculture & Farmer Welfare, Department of Agriculture and Farmer welfare (KY Unit) F.No.03/ 18/ 2026, KY (E-186562), dated:06.05.2026.
5. Government of India, Ministry of Agriculture & Farmer Welfare, Department of Agriculture and Farmer welfare F.No.18 (TN17), dated:23.04.2026. (Digitally signed on 07.05.2026)
6. From the Director of Agriculture Letter No.AIW1/ ATMA/ 6994/ 2026, dated:12.05.2026.

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ORDER:

In the letter 1st read above, the Government of India had communicated the tentative allocation of fund for all Pradhan Mantri Rashtriya Krishi Vikas Yojana (PM-RKVY) components and the State has earmarked Rs.7500 lakh (Central share-Rs.4500 + State share-Rs.3000 lakh) to the Agriculture Extension (Agricultural Technology Management Agency) Scheme for the year 2026-2027.

2. Based on the tentative allocation the detailed State Extension Work Plan (SEWP) 2026-2027 of Support to State Extension Programmes

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for Extension Reforms Scheme (SSEPERS–ATMA) was placed before the 25th State Level Sanctioning Committee (SLSC) meeting for Pradhan Mantri Rashtriya Krishi Vikas Yojana (PM-RKVY) held on 20.02.2026 under the Chairmanship of the Chief Secretary to Government and the work plan has been approved for an amount of Rs.9375.00 lakh (Central Share – Rs.5625.00 lakh and State share – Rs.3750.00 lakh) and the same has been forwarded to Government of India for approval and release of funds.

3. In the letter 4th read above, State Extension Work Plan (SEWP) for the year 2026-2027 has been approved by the Government of India to the tune of Rs.9265.65 lakh and Director of Agriculture has informed that the total State Extension Work Plan (SEWP) of 2026-2027 works out to Rs.7408.52 lakh which is 100% of approved Annual Action Plan. The Government of India vide reference 5th cited have issued, 1st mother sanction of Rs.2222.56 lakh (Rs.1753.59668 lakh, Rs.444.51520 lakh and Rs.24.44812 lakh under the General, SCP and TSP components respectively) for implementation of Agricultural Technology Management Agency (ATMA) during the year 2026-2027. For the above said Government of India share, the requirement of State Matching Share is calculated as below:-

Government of India 1st mother sanction release of 2026-2027	**Rs.2222.56000 lakh**
State share required for the proposed Extension Activities 2026-2027 on 60:40 sharing basis (Rs.2222.56000 Lakh x 40/60)	**Rs.1481.70668 Lakh**
Total	**Rs.3704.26668 Lakh**

4. In the letter 6th read above, the Director of Agriculture / State Nodal Officer (Extn. Reforms) has requested the Government to accord administrative sanction for Rs.7408.52 lakh (Central Share:Rs.4445.11200 lakh, State Share: Rs.2963.40800 lakh) and to release an amount of Rs.3704.26668 Lakh (Government of India share-Rs.2222.56 lakh and state share – Rs.1481.70668 lakh) as 1st mother sanction for implementing the Extension activities under Sub-Mission on Agricultural Extension towards implementation of the Support to State Extension Programme for Extension Reforms Scheme (SSEPERS-ATMA) during the year 2026-2027.

5. The Government after careful examination of the proposal of the Director of Agriculture, hereby accord administrative sanction for Rs.7408.52 lakh (Central Share: Rs.4445.11200 lakh, State Share: Rs.2963.40800 lakh) and Financial sanction for an amount of Rs.3704.26668 lakh (Rupees Thirty Seven Crore Four Lakh Twenty Six Thousand Six Hundred and Sixty Eight Only) (Government of India share-Rs.2222.56 lakh and state share – Rs.1481.70668 lakh) as 1st instalment for implementing the Extension activities as annexed (Annexure-I) under Sub-Mission on Agricultural Extension towards implementation of the

Support to State Extension Programme for Extension Reforms Scheme (SSEPERS-ATMA) during the year 2026-2027.

6. The expenditure sanctioned in para.5 above shall be debited to the following Heads of Account of 2026-2027 as detailed below:-

Central share Heads of Account Amount	(Rs. in Lakh)
2401-00-Crop Husbandry – 109 – Extension and Farmers Training –Schemes Shared between State and Centre – UC – National Mission on Agriculture Extension and Technology – 309 – Grants in aid – 03 Grants for specific schemes. (DPC – 2401 – 00 – 109 – UC – 30903)	2922.66114
2401-00-Crop Husbandry 793 – Special Central Assistance for Scheduled Castes component Plan-Schemes shared between State and Centre – UH State Extension Programme for Extension Reforms. 309 Grants – in – Aid 03 Grants for Specific Schemes. (DPC 2401-00-793-UH-30903)	740.85867
2401-00- Crop Husbandry 794 – Special Central Assistance for Tribal Area Sub-Plan Schemes shared between State and Centre-UA. State Extension Programme for Extension Reforms. 309 Grants-in-Aid 03 Grants for specific schemes. (DPC 2401-00-794-UA-30903)	40.74687
Total	3704.26668

Both Central and State share	**Amount (Rs. in Lakhs)**	
General category	GOI Share	1753.59668
	State share	1169.06446
	Total	**2922.66114**
SC Category	GOI Share	444.51520
	State share	296.34347
	Total	**740.85867**
ST Category	GOI Share	24.44812
	State share	16.29875
	Total	**40.74687**
	GOI share	**2222.56000**
	State share	**1481.70668**
Grand Total		**3704.26668**

7. The Director of Agriculture is authorized to draw the fund sanctioned at para.5 above and disburse the funds towards the implementation of Support to State Extension Programmes for Extension

Reforms Scheme (SSEPERS-ATMA) during the financial year 2026-2027 through the fund flow mechanism SNA – SPARSH model. The details of SNA account is given below:-

i)	Central Scheme code	4138 – Krishonnati yojana
ii)	State Scheme code	TN17 SUB MISSION ON AGRICULTURE EXTENSION – 9144(TN)
iii)	Name of the Single Nodal Agency (SNA)	Agriculture Department
iv)	RBI Account No	01512701334
v)	RBI Account Name	00502TN17TNSSEPERSATMA

8. The Director of Agriculture is directed to implement this scheme through the SNA-SPARSH mode as mandated by the financial procedure outlined by the Government of India.

9. As the expenditure is to be incurred through various drawals, as and when expenditure is incurred by various DDOs mapped under the scheme, the Director of Agriculture is directed to ensure that the overall expenditure based on this Government order does not exceed the sanctioned amount in the Government order by all the DDOs mapped under the scheme.

10. The Director of Agriculture is directed to strictly adhere to the SNA-SPARSH guidelines issued in Government letter No.573, Finance (PFMS)/ 2024, dated 06.01.2025 and 17.02.2025.

11. The Government accord permission to the Director of Agriculture to draw the funds in advance for implementing the components viz., Trainings, Exposure Visits, District Level exhibition/ Fruits, Vegetables shows, Farmer Scientist Interactions at district level, Organization of Kisan Goshtis, Extension through Interaction, Organization of State Level Exhibition/ Kisan mela, Kalajatha, Operational expenses for DFAC & BFAC meetings, Farm School, Capacity Building, Skill development and Support services and Post Graduate Diploma under Support to State Extension Programme for Extension Reforms Scheme [SSEPERS – ATMA] under Sub-Mission on Agricultural Extension [SMAE] during the year 2026-2027.

12. The Government also accord permission to the Director of Agriculture for inter allocation funds for the components from within the other approved State Extension Work Plan (SEWP) components based on the ground genuinity for implementation of the scheme subject to the condition that necessary ratification should be obtained from the IDWG of Agricultural Technology Management Agency in the ensuing meeting.

13. The Director of Agriculture / State Nodal Officer (Extn. Reforms) is directed to follow the Operational Guidelines of Sub Mission on Agricultural Extension (SMAE) and executive guidelines as annexed with this order (Annexure-II) while implementing the above schemes.

14. The Director of Agriculture / State Nodal Officer (Extn. Reforms) is directed to send the progress reports on ERMS to Government of India.

15. The Director of Agriculture / State Nodal Officer (Extn. Reforms) is directed to scrupulously follow the conditions stipulated in the release letter of Government of India.

16. This order issues with the concurrence of Finance Department vide its U.O.No.efile No.479/ AP1/ 2026, dated 02.06.2026.

(BY ORDER OF THE GOVERNOR)

P.SANKAR
AGRICULTURAL PRODUCTION COMMISSIONER
AND SECRETARY TO GOVERNMENT

To
The Director of Agriculture/ State Nodal Officer (Extn. Reforms), Chennai-5.
The Chairperson & Managing Director, Tamil Nadu Watershed Development Agency, Chennai-32.
The Chief Engineer (Agricultural Engineering), Chennai-35.
All the District Collectors (Except Chennai).
The Secretary to Government of India, Ministry of Agriculture & Farmers Welfare, Department of Agriculture & Farmers Welfare, Krishi Bhavan, New Delhi–110 001
The Pay and Accounts Officer, Chennai–8/ Chennai–35/ Chennai-1.
The Treasury Officer/ Sub-Treasury Officer concerned.
The Accountant General (A&E), Chennai-18.
The Accountant General (Audit), Chennai-18.
The Principal Accountant General ((G&SSA)/ (E&RSA)/ (AAD)), Chennai-18.
The Resident Audit Officer, Office of the Principal Accountant General (General and Social Sector Audit), Chennai-9.

Copy to:
The Special Personal Assistant to the Hon'ble Minister for Agriculture-Farmers Welfare Department, Chennai-9.
The Private Secretary to Agricultural Production Commissioner and Secretary to Government, Agriculture-Farmers Welfare Department, Chennai-9.
The Finance (Agriculture-Farmers Welfare) Department, Chennai-9.
The Connected efile No.479/ AP.1/ 2026.
Stock File / Spare Copies.

//Forwarded by order//

03/06/2026

(S.AMBIKA)
UNDER SECRETARY TO GOVERNMENT

3/6/26

[P.T.O]

ANNEXURE-I

Sub-Mission on Agricultural Extension (SMAE)

Support to State Extension Programmes for Extension Reforms Scheme (SSEPERS)

State Extension Work Plan (SEWP) for the year 2026-2027

State Nodal Cell

Name of the state : TAMIL NADU

Number of ATMA districts : 37

Total number of blocks : 386

Sl. No.	Activities	Cost Norms	1st Installment		
			Cost per Unit/ activity (Rs.in lakh)	No. of Unit	Amount (Rs.in lakh)
A	**State Level activities**				
A-1	**Monitoring & Evaluation**				
	a) Quarterly Review Workshop and R-E- Interfaces (Pre-seasonal)				1.500
	b) Concurrent Monitoring & Evaluation				5.000
	c) Expenses for IDWG on Extension Reforms and other contingencies including operational support, TA/DA, Hiring of Vehicle/POL and contingencies for officers of State Nodal cell and State Co - ordinator and Gender Co ordinator				6.29768
A-2a	1. Inter State Training of Extension Functionaries	(10 officers x 5 days x Rs.2000/ day = Rs.1,00,000/- per unit)	1.00	10	10.000
	2. Within State Training of Extension Functionaries	(30 officers x 3 days x Rs.1500/ day = Rs.1,35,000/- per unit)	1.35	140	189.000
b	Induction Training of ATMA functionaries	(40 ATMA Functionaries x 3 days x Rs.1500/ day = Rs.180000/- per unit)	1.80	2	3.600
c	Refresher training to ATMA functionaries	(40 ATMA Functionaries x 3 days x Rs.1500/ day = Rs.180000/- per unit)	1.80	7	12.600
A-3	Exposure Visit of Extension functionaries to progressive states (A group of minimum 5 participants)	(10 officers x 5 days x Rs.1500/ day = Rs.75000/- per unit	0.75	10	7.500

A-4	Organisation of State level exhibition / Kisan melas/ Fruit /Vegetable shows etc.,			1	4.000
A-8	a) Operational Expenses for SAMETI				1.000
	b) Documentation of success stories				1.500
	c) Vehicle hiring and POL				0.500
	Non - Recurring d) Equipment				2.950
A-9	Extension through interaction	25 farmers X 4 interaction X Rs.100 per farmer	0.10	37	3.700
	TOTAL (A)			**207**	**249.14768**
B	**District Level Activities**				
I.	**Farmer Oriented Activities**				
B1	**Developing Strategic Research & Extension Plan (SREP)**	**Rs 2.50 lakh / district**	**2.50**	**4**	**10.000**
B2	a) Interstate Training of Farmers	(20 farmers x 7 days x Rs.1500/ day = Rs.2,10,000/- per unit)	2.10	18	37.800
	b) Within the State Training of Farmers	(30 farmers x 3 days x Rs.1250/ day = Rs.1,12,500/- per unit)	1.125	97	109.125
	c) Within the District Training of Farmers	(40 farmers x 1 days x Rs.500/ day = Rs.20,000/-per unit)	0.20	2811	562.200
	Total Training			**2930**	**709.125**
B.3	**Organizing Demonstrations**				
	a) Demonstration	Rs.6000 per unit	0.06	6000	360.000
	Total Demonstration			**6000**	**360.000**
B.4	**Exposure visit of farmers**				
	a) Inter State Exposure Visit of Farmers (5 days)	20 Farmers X 5 Days X Rs.1500 = Rs.1,50,000/ Unit	1.50	37	55.500
	b) Within the State Exposure visit of Farmers	40 Farmers X 2 Days X Rs.1000 = Rs.80,000/ Unit	0.80	193	154.400
	c) within the district Exposure visit	50 Farmers X 1 Day X Rs.500 = Rs.25,000/ Unit	0.25	193	48.250
	Total Exposure visit			**423**	**258.150**

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B5	**Mobilization of farmer groups of different types including FIGs, Women Groups, Farmer Organizations, Commodity Organizations and Farmer Cooperatives etc.**				
	(a) Capacity building, skill development and support services	(20 farmers x 1 day x Rs.500/ day = Rs.10,000/-per unit)	0.10	193	19.300
	Total			**193**	**19.300**
	TOTAL B I			**9550**	**1356.575**
II.	**Farm Information Dissemination**				
B.7	District level Exhibitions, Kisan Melas, Fruits/ Vegetable shows.		1.00	37	37.000
B.8	a) Information dissemination through Mass Media, printed leaflets etc. and local advertisements.		1.00	37	37.000
	b)low cost publication		0.50	37	18.500
	c)Kalajatha		1.00	37	37.000
	Total- B II			**148**	**129.500**
III.	**Agricultural Technology Refinement, Validation and Adoption**				
B.10	a) Farmer Scientist Interactions at district level 25 farmers @2days	Rs.30,000 per interaction	0.30	111	33.300
B.11	Organization of Kisan Goshtis to strengthen R-E-F linkages		0.25	193	48.250
	Total- B III				**81.550**
IV.	**Administrative / Capital Expenses at District and Block level**				
B.13	**Recurring**				
	a) TA / DA and Operational expenses for district level		1.00	37	37.000
	b) Hiring of Vehicles and POL		1.00	37	37.000
	c) Operational Expenses exclusively for block level (including Hiring of vehicles and POL)		0.25	386	96.500
	d) Operational expenses for DFAC meetings	Rs.400/- per Farmer for 25 Farmers	0.10	37	3.700
	e) Operational expenses for BFAC meetings	Rs.200/- per farmers for 25 farmers	0.05	386	19.300
	Total- B IV			**883**	**193.500**
B.14	**Farm Schools B (V)**		0.3240	386	125.064
	TOTAL (B)			**10967**	**1886.189**
C	**Innovative Activities - State Level**				
C.1	P.G. Diploma in Agricultural Extension Management through MANAGE		0.08	80	6.400
C3	**Innovative activites -District level**		0.50	386	193.000
	TOTAL (C)			**466**	**199.400**

D	**Manpower Support**				
D9	Accountant cum Clerk (37 Districts +SAMETI+Head Quaters - Chennai)		0.24750/ 0.22500	39	55.890
D10	Computer Programmer (37 Districts +SAMETI+Head Quaters -Chennai)		0.17600/ 0.1600	39	39.840
D11	Block Technology Manager (BTM)		0.25	386	579.000
D12	Assistant Technology Manager (ATM)		0.15	772	694.800
	Total (D)			**1236**	**1369.530**
GRAND TOTAL				**12876**	**3704.26668**

P.SANKAR
AGRICULTURAL PRODUCTION COMMISSIONER
AND SECRETARY TO GOVERNMENT

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SECTION OFFICER

3/6/26

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Annexure-II

Guidelines for the Implementation of Support to State Extension Programmes For Extension Reforms–Agricultural Technology Management Agency (SSEPERS - ATMA) as per Government of India guidelines 2025.

B. District level Activities

I. Farmer oriented Activities

B.1 Developing/ Revisiting Strategic Research & Extension Plan (SREP) - Rs.2.5 Lakh per district

- Strategic Research & Extension Plan (SREP) has to be revisited once in five years to prepare Strategic Research Extension Plan at district level.
- The Strategic Research & Extension Plan (SREP) has to be prepared through participatory methodologies such as Participatory Rural Appraisal (PRA) involving all the stakeholders and farmers.
- Agricultural Technology Management Agency is responsible for proper planning and execution of Strategic Research & Extension Plan (SREP).
- As Strategic Research & Extension Plan (SREP) becomes the basis for development of yearly work plans at block/ district level, Strategic Research & Extension Plan (SREP) should contain detailed analysis of all the information on existing farming systems and farming situation in the district so as to bridge the extension gaps.
- The fund shall be utilised for the purpose of Orientation training for District team, Constitution and training of Agro Ecological Situation (AES) Teams, Collection of data using Participatory approach analysis of data, developing strategies and finalisation of Strategic Research & Extension Plan (SREP).
- Priority should be given on new areas like market-led-extension, mitigate crop loses, Skill Development, agri-start-ups and income generating livelihood options

B.2 Training of Farmers

a. Interstate Training:-

- **Seven days** training Unit cost: Rs.2,10,000/- per Training (20 Farmers x 7 days x Rs.1500/- per day/ Farmer)

b. Within the State Training:-

- Three days Programme unit cost: Rs.1,12,500/- per Training (30 Farmers x 3 Days x Rs.1250/- per day/ Farmer)

c. Within the district Training:-

- One day Programme unit cost: Rs.20,000/- per Training (40 Farmers x 1 day x Rs.500/- per day/ Farmer)

Selection of beneficiaries:

a. Farmers shall be selected specific to the subject for which the training being organized.
b. Representation of participation from all the blocks/ villages is mandatory.
c. Literate farmers of age between 18-60 years shall be selected.
d. Enough publicity shall be given to farmers about the training and farmers shall be encouraged to register through Uzhavar App, Agricultural Technology Management Agency MIS etc.,
e. Farmers trained in previous years on the same topic shall be strictly avoided.
f. Selection of farmers shall be done from the villages by AAO/ AAO(AB)/ AHO/ Dy.AO/ AO and approved by block ADA.
g. Selection of beneficiaries should be done based on the farmer registration made online. Farmer ID generated in Farmer Registry should be documented.
h. Allocation of 20% SC/ ST, 80% other category and 30% women farmers shall be made while selecting the trainees.
i. PD Agricultural Technology Management Agency and Dy PD, Agricultural Technology Management Agency should attend 25% of trainings conducted within the district and AO Agricultural Technology Management Agency should attend 40% of trainings conducted within the district.
j. At least 70% of the beneficiaries under trainings should be small and marginal farmers.
k. Block Technology Team (BTT) convenor/ ADA, AO/ Dy AO should attend all the trainings conducted within the district and as per the order of State Nodal Officer (SNO) & Block Technology Team (BTT) convenor/ ADA may attend within state and Inter-State trainings.

Do's

a. The basic details of selected farmers have to be collected and approved by Block Technology Team (BTT) Convener/ Assistant Director of Agriculture (with the district training); whereas the interstate and within the state trainings have to be approved by Project Director Agricultural Technology Management Agency/ Joint Director of Agriculture.
b. The fund allotted to BTT convener/ ADA may be released to extension officials (AO/ Dy.AO) for conduct of activities.
c. Interstate and Within the State training institutions shall be adopted as per the institutions identified and approved by the State Nodal Officer. Any change in place of training shall be got approved by the State Nodal Officer.

d. After the completion of training, the expenditure shall be adjusted within a week with a proper proceeding order.

e. The training manual has to be prepared by the BTM in consultation with block AO and AO (FTC).

f. Necessary documentation shall be done immediately after the completion of training in MIS state software and Krishi Mapper portal of Government of India.

g. Interactive session shall be arranged with farmers after the training, as a feedback mechanism.

h. Training Programme may be designed with journey time also whenever necessary.

i. The trainers shall be from ICAR/ SAUs/ KVK, Retired Agriculture & Allied Department Officials, officials who have undergone similair training at MANAGE, SAMETI, NGOs and Progressive Farmers having expertise may also be utilised for within state training.

j. For interstate training, experts from the place of visit shall be involved.

k. All trainings should be conducted before the cropping season.

l. In case of allied Department activities allied Department officials should attend all the trainings.

m. As far as possible, all eligible farmers in a village should be trained within a period of five years.

Don'ts

a. Already trained farmers shall not be permitted to attend training even if the venue or training is different.

b. Farmers who have been selected in previous year shall not be selected in subsequent years.

c. Illiterate farmers may not be identified for training.

d. Honorarium should not be given for departmental staff. It should be given only for the experts invited from outside.

e. The Block Technology Team (BTT) convenor/ ADA is not allowed to draw fund by himself for any component.

Bill settlements:

a. The Block Technology Team (BTT) convenor/ ADA has to issue proceeding in the name of field officials (AO/ DyAO) for organising the training and utilisation of fund.

b. Vouchers for the expenditure as per the allowed limit shall be duly collected, filed and certified by the concerned field official and counter signed by the concerned ADA, which have to be kept ready for Audit.

c. Cost norms for organizing training at various levels as detailed below shall be scrupulously followed:

The savings made in one component in above cost norms may be adjusted in other components without exceeding the total allowed unit cost per training.

Beneficiary Application proforma for Training/ Exposure Visit:

Application format given below should be duly filled by farmers, verified by the competent authority, and maintained for compliance and necessary action while organizing Training and Exposure Visits

Beneficiary Application Proforma
(Training/ Exposure Visit)

1.Basic Details

- Aadhaar Number/ AgriStack Farmer ID:
- Name of Beneficiary:
- Father's / Husband's Name: Gender:
- Age:
- Category (SC/ST/OBC/General):
- Mobile Number:

2. Address Details

- Village:
- Gram Panchayat:
- Block:
- District:
- State:

3.Farming Details

- Farming Status (Farm land owner farmer/Tenant Farmer):
- Type of Farmer (Small/Marginal/Medium/Large):
- Land Holding (in acres/hectares):
- Land Details:
- Main Crop:
- Allied Activities:

4. Programme Details for which applicant is applying

- Name /Topic/Subject of Training/Exposure Visit:
- Venue/Place of Visit:
- Duration(From-To):
- Organized By (Name, designation of co-ordinator):

5.Declaration of Applicant/Beneficiary:

I hereby certify that the above information furnished by me is true and correct to the best of my knowledge and belief.

Signature/ Thumb Impression of Beneficiary/Applicant:

Date:

Verified by (ATMA/ Department Official):

Name & Designation: Signature:

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B.3 Demonstration:

Unit cost: Rs.6000/per demonstration

- Demonstration shall be organized in areas which have not been covered under any other Schemes/ Missions/ Sub-Missions of the Ministry of Agriculture & Farmer's Welfare. **'Notified varieties for climate resilient agriculture and bio-fortified varieties'** of different crops should be promoted through these extension activities.
- Enough publicity shall be given to farmers for Demonstration and Farm Schools so that benefits can reach to the large number of farmers.
- **A provision of Rs.6,000/- per acre** is made under the scheme for one demonstration (Photographs of the event should be uploaded on Krishi Mapper). This provision shall be used for soil testing, seeds of improved varieties of crops, fertilizer, IPM, display board etc. Selected farmer may also organize a controlled plot demonstration of 1 acre at his own cost, so that a comparison can be arrived at. Soil Testing/ Soil Health Card is mandatory for conducting Demonstration.
- Demonstration shall be organized in a plot of 1 acre land, at a place which is easily approachable/ accessible by other farmers. There should be a prominent display board at the selected plot indicating the details of demonstration activity.
- Beneficiaries should be selected in a transparent manner such that all panchayats in a block are covered on a roaster basis. Repetition of farmers is not permissible.
- For wider dissemination and increased outreach, the BTT convenor/ ADA is responsible to popularize the demonstration activity among the farmers. Districts may adopt various modes of publicity for disseminating the information about demonstration.

Selection of beneficiaries:

a. Progressive farmers, Award winning farmers etc., shall be identified for the Demonstration.
b. The farmers who have attended trainings shall be involved in demonstrations.
c. All the above categories of beneficiaries must be selected by the BTM/ ATM, shall be approved by BTT/ BFAC.
d. PD ATMA and Dy PD, ATMA should check 25% of demonstrations.
e. BTT Convenor/ ADA should verify 50% of demonstrations and AO/ DyAO should monitor all demonstrations.
f. At least 70% of the beneficiaries under demonstration should be small and marginal farmers.
g. Crop demonstrations to be covered under DCS.

Do's

a. **Back ended subsidy alone** is allowed under this cafeteria.
b. It is necessary to follow a cluster approach in organizing the plots within a block to have discernible impact on the production of crops/ allied area.
c. The cost norms for each intervention shall be followed as per the NFSM norms approved for Rice/ Pulses/ Maize/ Nutricereals/ and Oilseeds.
d. The field shall be easily approachable.
e. All the villages in a block shall be covered with village centric demonstrations.
f. Proper documentation from land preparation till harvesting is compulsory with the beneficiary; both photo and video mode.
g. ATMA staff shall motivate other farmers to adopt the technology.
h. The follow up Data documentation is mandatory and the ATMA Staffs should keep the record for that.
i. Demonstration register shall be maintained with the yield comparison with control field.
j. The concerned ADA/ AO/ DyAO should inspect the demonstration fields periodically and should enter the remarks in the register maintained by the BTM/ ATM.
k. Registers shall be maintained with parameters such as the name of demonstration, Name of beneficiary, Aadhaar No., Area under cultivation, Date of sowing/ planting Demonstration, Field inspection done (dates), Yield obtained with demo plot and control plot, fund claim/ release details etc.
l. Display board shall be placed in each demonstration plot/field.
m. DD (GOI)/ DD (FTC)/ JDA should monitor the demonstration plots during their visit to the block. Other department officials should monitor the demonstrations approved in SEWP.
n. Proper entries in Agriculture Reporting System (ARS) portal, Extension Reforms Monitoring System (ERMS) portal as well as in MIS portal should be ensured by the BTM/ ATM and hard copy should be shown to the ADA on 10th & 25th of every month.
o. DDA (GOI)/ FTC and AO (GOI)/ FTC should verify the portal entries and report to PD, ATMA/ JDA by 15th and 30th of every month.

Don'ts

a. No repetition of beneficiaries should be permitted.
b. More than one demonstration should not be combined. (only one demonstration / beneficiary and for one acre alone is eligible)
c. No cash disbursement shall be made to the beneficiaries.

Bill settlement

a. All demonstrations shall be organised with back ended subsidy only.
b. The amount shall be directly settled to the beneficiary only on DBT mode.
c. The BTT convenor/ ADA has to issue proceeding in the name of individual to draw the amount.
d. Vouchers for the expenditure as per the split-up shall be duly collected, filed and certified by the concerned field officials and counter signed by the concerned ADA which has to be kept ready for Audit.

B.4 Exposure Visit of Farmers:

(a) Interstate Exposure Visit:-

- **Five days visit:**Rs.1,50,000/- per Visit (20 Farmers x 5 days x Rs.1500/- per day/ per Farmer)

(b) Within the State Exposure Visit:-

- **Two days visit:**Rs.80,000/- per Visit (40 Farmers x 2 days x Rs.1000/- per day/ per Farmer)

(c) Within the District Exposure Visit:-

- **One day:**Rs.25,000/- per Visit (50 Farmers x 1 day x Rs.500/- per day/ per Farmer)

Selection of beneficiaries, Do's and Don'ts:

- As prescribed for Training of farmers (B2).
- The exposure Visit may include journey time also.
- Location specific cost norms needs to be approved in advance by the Agricultural Technology Management Agency Governing Board.

Bill settlements:

- **Procedure as that of Training (B2).**
- Training expenditure adjustment proceeding copy must include the Actual travel cost by bus or II class sleeper and Boarding & lodging cost.
- Cost norms for organizing exposure visit at various levels as detailed below shall be followed:

The savings made in one component in above cost norms may be adjusted in other components without exceeding the total allowed unit cost per Exposure visit.

B.5. Mobilization of farmer groups of different types including Farmer Interest Groups, Women Groups, Farmer Organizations, Commodity Organizations, and Farmer Cooperatives etc.

B.5.a Capacity Building Training: (Rs.10,000/ group)

- A group should contain 20 farmers.

- Capacity building of these groups may be entrusted to any training institution/ NGO for which the expenditures may be incurred.
- Any consultant charges for capacity building of these groups may be incurred from this fund.
- BTT and BFAC shall monitor the groups on regular basis at least once in a month to discuss about the future course of action.
- Training on register maintenance must be provided to the group members.
- The Nodal training officers shall be TNAU/ KVK experts, officers trained at MANAGE, EEI, SAMETI, NGOs, any private KVK and research foundation.

b. Seed Money/ revolving fund: (Rs.25,000/-per group)

Do's:-

- Only viable groups are eligible for availing seed money.
- Viability of the groups shall be assessed by member's attendance, bank transaction and present balance, lending practice, business plan, etc.
- The group must develop a business activity related to agri sectors for availing this seed money.
- Seed money should be effectively utilized for such activities done by that group in such a way that return of at least 10%-15% to the sanctioned amount is generated in the year end.
- Fund should be directly released to the concerned group account.

Don'ts

- Fresh groups shall not be provided with seed money.
- Without any business activity, seed money should not be released.
- Seed money shall not be used for internal lending.
- No cash transaction is permitted.

II. Farm Information dissemination:

B.7. District level Exhibitions, Kisan melas, fruits/ vegetable shows (@ Rs.6 lakh/ district)

- This fund may be utilised to organise District level Government exhibitions as instructed by the District Collector.
- To promote special scheme/ **new varieties/ new technologies/ bio products/ natural farming/ organic farming** initiated by Central and State Governments, Kisan melas may be organised.
- Seasonal shows may also be conducted.

- The PD, ATMA shall fix the place for conducting the Exhibitions, Kisanmelas, fruits/ vegetable shows.
- The AO/ Dy.AO should pre analyse topic for conducting District level exhibitions, Kisan Melas, fruits/ vegetable shows and get the approval of BTT convenor/ ADA. BTM/ ATM should select suitable place for conducting the events.
- All the preliminary arrangements for farmers training, District level exhibitions, Kisan Melas, fruits/ vegetable shows, etc., are to be done by BTM/ ATM with the approval of BTT convenor/ ADA.
- The procedure adopted for other bill settlement to be adopted by PD, ATMA/ JDA.
- The PD, Agricultural Technology Management Agency has to issue a proceeding in the name of concerned field officials of the block where it is organised so as to draw the amount.
- Vouchers for the expenditure as per the split-up shall be duly collected, filed and certified by the concerned officer and counter signed by ADA/ DDA (GOI)/ JDA which has to be kept ready for Audit.

B.8 a.Information Dissemination through printed leaflets etc and local advertisements: (per district Rs.6.00 lakh)

- Printed leaflets, folders with latest technologies, schemes, subsidy details, special camps, Melas, seasonal printing, Local advertisements through cable TV, radio, Wall painting, Display boards, field boards may be printed for distribution to all farmers as per the approval of State Nodal Officer (SNO).
- For a common technical message, the State Nodal Officer (SNO) may also take up preparation of materials.

Supply order/ Bill Settlement:

- Quotation shall be obtained from the concerned agencies if the value exceeds Rs.5,000/- but less than Rs.10,000/-. For any amount exceeding Rs.10,000/- Tamil Nadu Tender Transparency Act 1998 and Rules 2000 may be scrupulously followed.
- The quotation with lowest value shall be allowed for the purpose.
- Bill amount may be settled by the PD, Agricultural Technology Management Agency/ State Nodal Officer (SNO) as the case may be.

b. Low cost Publication (Rs.1.2 lakh /- per District)

- Any crop specific or general technology shall be printed and distributed in all the villages of a block.
- Any publication suggested by the State Nodal Officer (SNO), Government, Government of India should be done under this cafeteria.

- Any common publications for Extension Reforms done by the office of State Nodal Officer (SNO) may also be settled under this.

Supply order/ Bill Settlement:

- Quotation shall be obtained from the concerned agencies if the value exceeds Rs.5,000/- but less than Rs.10,000/-. For any amount exceeding Rs.10,000/- Tamil Nadu Tender Transparency Act 1998 and Rules 2000 may be scrupulously followed.
- The quotation with lowest value shall be allowed for the purpose.
- Bill amount may be settled by the PD, Agricultural Technology Management Agency/ State Nodal Officer (SNO).

(c) Kala Jatha (Rs.20,000/-per programme)

- The reputed Street play artists in road show and drama shall be selected through District Collector.
- The event shall be for important issues of both Government of India and State Government.
- The programme shall be in a common place where more number of farmers gathering is ensured.
- The rehearsal of Kalajatha troop before ATMA wing has to be conducted before performing the programme.
- A routine Exhibition has to be organised during this programme.
- The VIPs from that area may be invited for this programme.
- Documentation in video format to be done and may be published in You tube.
- Sequence of procedures to be followed for the settlement vouchers work has to be done by BTM and ATMs as other activities.
- The BTT convenor/ ADA has to issue a proceeding to settle the cost to the agency by following the rule in force.
- Vouchers for the expenditure as per the split-up shall be duly collected, filed and certified by the concerned officer and counter signed by ADA which may be kept ready for Audit.

III. Agricultural Technology Refinement, Validation and Adoption

B.10.(a).Farmer-Scientist Interactions at district level 25 Farmers for 2 days. (Rs.30,000/-per interaction and Rs.90,000/-per district)

Do's

- Three interactions per district have to be conducted in Kharif, Rabi and Summer.
- Two days programme with participation of 25 farmers has to be organised.
- The members of Block, District Level Farmers Advisory Committee shall be prioritised for the participation in this interaction.

- Pre seasonal meetings for Kharif, Rabi and summer have to be organised with the experts from TNAU/ KVK/ Research Stations at district level for sorting out the technical problems at field level.
- Season wise crops, varieties, stock, pest and diseases outbreak, training to be imparted, fertiliser and other nutrient management, marketing feasibilities, etc., are to be discussed.
- Fund utilisation shall be a maximum of Rs.300/ person/ day.
- The participating officials shall be both from Agriculture and allied sectors.
- Maximum 15 officials of both Agriculture and allied sectors may participate in this interaction.
- Experts invited from the local KVK/ TNAU, Research Stations, are eligible to avail the honorarium.
- The three interactions (for Kharif, Rabi and Zaid seasons) should be arranged by DDA Government of India schemes/ FTC/ AO without fail.
- BTM/ ATM/ AAO/ AAO(AB)/ AHO are responsible for the participation of farmers for these interactions.
- Proper documentation is mandatory.
- Minutes of the discussion should be recorded and to be communicated to each BTM/ ATM for further follow up.

Don'ts

- Honorarium to the concerned district officials should not be given.
- TA/ DA from this fund should not be claimed by the department officials.

Bill settlement

- Working lunch and Refreshments charges for 25 farmers and actual number of officials participated should not exceed Rs.22,000/- for two days.
- Stationeries, Hall rent (if any) and documentation expenses - not exceeding Rs.8000/-
- The PD, ATMA has to issue a proceeding in the name of concerned officials (AO ATMA/ ADA of the block where it is organised) to draw the amount.
- Vouchers for the expenditure as per the split-up shall be duly collected, filed and certified by concerned officials and counter signed by the ADA which may be kept ready for Audit.

B.11. Organization of Kisan Gosthies to strengthen research – extension - farmer linkages (@ Rs.25,000/100 Nos. of farmers per programme and Rs.50,000/- per block as ceiling)

a. Field days

- The farmers from all the villages of the block have to be selected.
- The field for Farm School shall be identified.

- For each season and per block, one programme has to be organised.
- An Interaction between the Farm School Farmers and other Farmers shall be organised.
- An Exhibition has to be organised for the benefit of other farmers.
- In the exhibition the learnt skills of the Farm School farmers (Charts drawn during the AESA exercise) have to be displayed in addition to other exhibit materials.
- A feedback from each and every farmer has to be obtained.
- All the above field works to be arranged by BTM/ATM with the coordination of Field Functionaries (AO/ Dy AO/ AAO/ AAO(AB)/ AHO).

Kisan Gosthis.

- Field day may be combined with Kisan Gosthis.
- Any rally may be organised with a specific topic like national events like farmers Day, soil day and schemes PMFBY, MI, etc.,

Bill Settlement:

Cost norms for incurring expenditure

S. No	Particulars	Break up of expt. per farmer Amount (in Rs.)	Break up of expt. per Unit Amount (in Rs.)
1	Working lunch and refreshment	Rs.150/-	Rs. 15,000/-
2	Campaign and documentation Expenses	Rs.50/-	Rs. 5,000/-
3	Technical Literature	Rs. 30/-	Rs. 3,000/-
4	Other expenses	Rs.20/-	Rs.2000/-
	Total	Rs. 250/-	Rs. 25,000/-

a. The BTT convenor/ ADA have to issue a proceeding in the name of concerned field officials (AO/ DyAO) to draw the amount.
b. Vouchers for the expenditure as per the split-up shall be duly certified by the concerned officials (AO/ DyAO) as in the proceedings) which may be kept ready for Audit.

B.12 Assessment, Refinement, Validation and adoption of Front Line Technology through KVK (Rs.7 lakh/ district)

- Any researchable topic by ICAR/ KVK may be provided with funding assistance.
- Any specific issues focused by the agri sectors during the time of preparation of SREP/ SEWP.

- Fund request proposal with the Detailed Project Report is to be submitted to State Nodal Officer(ER) which shall be routed through the PD/ ATMA.
- This proposal would be placed before IDWG of ATMA for approval.
- On approval of IDWG only, the fund would be released to the concerned district PD, ATMA by SNO.
- On verification of the implementation of project, the district PD, ATMA should release the actual expenditure (as per the components approved in the DPR by IDWG)

IV. Administrative/ Capital expenses at District and Block level
B.13 Recurring

a) TA/ DA and operational expenses for district level (Rs.10 lakh per district)

- TA/ DA may be claimed by PD ATMA, Dy PD ATMA and AO ATMA for attending ATMA related activities.
- Actual Travel cost and other eligible cost for the ATMA staff viz. Computer programmer, Accountant for attending ATMA related works.
- Library, internet &phone expenditures for the district at O/o of PD, ATMA shall also be included in this cafeteria.
- Operational expenses include all kinds of contingencies related to ATMA activities.

Bill Settlement:

- Actual bills of expenditures may be settled to the agency concerned or concerned officials of the purpose mentioned above.
- Like other bill settlements the procedure to be adopted by PD, ATMA/ JDA. The PD, ATMA has to issue a proceeding for settlement.

b) Hiring of vehicles and POL (Rs.2 lakh per district)

- Hiring of vehicles by PD (ATMA), Dy PD (ATMA), AO for the ATMA activities may be claimed.
- POL charges by the PD (ATMA), Dy PD (ATMA), AO for the ATMA activities may be claimed.
- Vehicles charges for any Government of India/ State officials field visit may be claimed.

Bill Settlement:

- Actual bills of expenditures may be settled to the agency concerned or concerned officials of the purpose mentioned above.

- Like other bill settlements the procedure to be adopted by PD, ATMA/ JDA. The PD, ATMA has to issue a proceeding for settlement.

c) Operational expenses for block including Hiring of vehicles and POL (Rs.1.00 lakh per block)

- Operational Expenses for implementing ATMA like contingencies, POL, vehicle hiring, internet connectivity etc.,
- TA/ DA to ATMA functionaries for attending ATMA activities like attending workshop, training, exposure visits etc.,

Bill Settlement:

- Actual bills of expenditures of ATMA functionaries for the purpose mentioned above.
- The BTT convenor/ ADA have to issue a proceeding in the name of concerned officials for settlement.
- Bills submitted by the ATMA functionaries may be verified and approved by BTT convenor/ ADA maintained for audit.

d) Operational expenses for District Farmer Advisory Committee (DFAC) meetings (Rs.10,000 per meeting)

- Four meetings shall be conducted in a financial year.
- BFAC shall be formed as per Government of India guidelines with due representation of SC/ST and women farmers.
- PD ATMA shall be the Chairman of DFAC.
- DFAC meeting shall be convened before ATMA MC meeting.
- An agenda may be prepared for discussion in the DFAC meetings.
- The BTM/ ATM should ensure the participation of DFAC members in meetings regularly

Expenditure allowed:

- Food and refreshments charges @ Rs.200/- per person.
- TA charges of farmers @ Rs.200/-

e) Operational expenses for Block Farmer Advisory Committee (BFAC) meetings (Rs.5000 per meeting)

- Six meetings should be conducted.
- BFAC may be formed as per Government of India guidelines with due representation of SC/ST and women farmers.
- Farmer representative shall be selected from all farming sectors like Agriculture, Horticulture, Animal Husbandry, sericulture, forestry etc.,
- BTM shall act as a Member Secretary.
- BFAC shall be convened once in a month during the season time and quarterly in lean season.
- An agenda may be prepared and discussed during the meeting.

[P.T.O]

Expenditure allowed:

- Food and refreshments charges @ Rs.100/- per person.
- TA charges of farmers @ Rs.100/-

Non recurring- Equipment (Rs.5 lakh per district)

- This is a onetime grant for the purchase of Computer and accessories if it is completely obsolete.
- This cafeteria is to be approved by District Collector and State Nodal officer.
- The purchase shall be done following tender procedures or through GEM.
- The stock entry shall be properly maintained and to be utilised for ATMA related works.

B.14 Farm Schools: (MODEL-I: @ Progressive Farmer Field- Rs.32,400 /- per Farm school, MODEL-II: @ Awardee Farmer Field- Rs.20,200 /- per Farm School).

Selection of beneficiaries:

- Farm Schools would be operationalized at Block/ Gram Panchayat level.
- These would be set up in the field of outstanding or achiever farmers. The list of such farmers having potential for organizing farm schools in the Block for different sectors will be identified jointly by Farmer Advisory Committee (FAC) and Block Technology Team (BTT) and sent to ATMA GB through the Panchayat Samiti (block level elected body of Panchayati Raj Institutions).
- "Farm Schools" and "Farm School Trainers" for each season will finally be approved by the ATMA Governing Board (ATMA GB). "Teachers" in the Farm Schools could be progressive farmers, extension (functionaries or experts belonging to Government or Non-Government Sector).
- One of the main activities of Farm Schools would be to operationalize Front Line Demonstrations in one or more crops activities. These demonstrations would focus on Integrated Crop Management including field preparation, seed treatment, IPM, INM, etc.
- Farm Schools would provide season long technical backstopping/training to target farmers by having an interactive session once at least during each of the 4 critical stages in a cropping season.
- While selecting the trainee farmers, about 50% representation should be given to small and marginal farmers. Preference may be given to members of Commodity Interest Groups (CIGs)/ Farmer Interest Groups (FIGs).

- "Students" will visit Farm Schools as per specified schedule or as may be necessary. "Teachers" may also visit students as may be necessary.
- Knowledge and skills of "teachers" would be upgraded on a continuous basis through training at district/ state/ national level institutions and/or exposure visits, etc.
- In addition to technical support through Farm Schools, knowledge and skill of "students" may also be upgraded through training at District/State level and exposure visits, etc.
- "Students" would have the responsibility of providing extension support to other farmers in the respective village or neighbouring villages.
- Maximum Service Charge to achiever farmer may be 10% of the total cost incurred on item No. 1-5 of Farm School cost norm given below.
- Achiever Farmer, while conducting the Farm School, can take the technical support from KVK scientists and extension personnel to explain the scientific rationale behind a particular practice.
- Either Training or Exposure Visit of about 5 to 6 days of the Progressive/Achiever Farmer is supported under the Farm School as per norms approved in the Cafeteria.
- Trainees would bear their own travel expenses. BTM should act as coordinator for Farm Schools with periodic monitoring of the activities done at his level (at least 1 visit at every critical crop stages) to oversee and monitor the functioning & maintain record of visits. He may arrange an Interface between the achiever farmers (taking up Farm School) and the BTT & KVK scientists at least on quarterly basis to exchange ideas at district level.
- Performance of all farm schools in each block should be reviewed at BTT-FAC meetings on a half-yearly basis and by ATMA GBs on an annual basis.
- For the reasons to be recorded in writing, highly successful Farm Schools may be continued for another season or two, with provision of only recurring expenses during subsequent years / seasons. When continued in subsequent seasons, the participants should be selected from villages / panchayats not covered in the earlier Farm Schools.
- Trainings in Farm School should be flexible and non-lecture based with emphasis on hands-on-experience, observation, analysis and discussions.
- Farm School concept (nature, periodicity & training) needs to be revisited and improved by taking various innovative steps such as involving non-academic experts also from farming and business community and also including Indigenous Technical Knowledge.
- Training aids like Pico Projectors can be used.

[P.T.O]

- The BTT convenor, ADA/ AO/ Dy AO should visit the farm school and review all the classes.
- PD ATMA and Dy PD, ATMA should verify atleast 25% of classes of each Farm schools and AO ATMA should attend 40% of classes of each Farm schools

Cost Norms:

S.No	Details	MODEL-I: @ Progressive Farmer Field-Amount (In Rs.)	MODEL-II: @ Awardee Farmer Field Amount (In Rs.)
1	FLD-2.5 acre (as per NFSM guidelines for NFSM concerned crops and for other crops as per ATMA MC suggested but for Rs.5000 as per NFSM guidelines- tentatively)	5000.00	-
2	Logistics support (as a lumpsum amount)	1500.00	1500
3	Contingency	1500.00	1500
4	IPM kit to 25 farm School trainees @Rs.200/kit	5000.00	5000
5	Details of interactions/training at Farm School	4 stages	4 stages
a	Honorarium for max 2 external trainers for 4 weeks @ Rs.500 per trainer per visit	4000.00	-
b	Travel expenses for 2 external trainers for 4 weeks @ Rs.300 per trainer per visit	2400.00	-
c	Food expenses @ Rs.60 for 28 participants for 4 weeks	7200.00	7200
d	Printed literature, charts and stationeries @ Rs.100/ head	2800.00	-
	Total	**24,400**	**15,200**
6	Maximum service charges as desired by ATMA GB	3000	5,000
	Grand total	**32,400**	**20,200**
Note: Stage wise photographs of every visit should be uploaded on Krishi Mapper mobile app.			

- Maximum service charge to achiever farmer may be 10% of the total **cost on item 1 to 5**.
- Trainees should bear their own travel expenses which will be the beneficiary contribution to the activity.
- The BTT convenor / ADA have to issue a proceeding in the name of concerned field officials (AO/DyAO) to draw the amount.
- Vouchers for the expenditure as per the split-up shall be duly collected, filed and certified by concerned field officials (AO/DyAO) and counter signed by the ADA and kept ready for Audit.

D. Man power Support:

Recruitment of ATMA Contractual Staff:

- Recruitment of any contractual staff under ATMA should be done through a **Government approved outsourcing agency** at district level through proper selection procedures.
- The remuneration to the contractual staff must be paid through that outsourcing agency only.
- The placement of the contractual staff shall be fixed at any block as per the requirement at district.
- The internal changes of ATMA staff shall be done based on need within the district **over a period of 3 years if need arises.**
- Renewal of outsourcing agency and contractual staff is to be mandatorily done every year.
- If any malpractices are found or work is unsatisfactory with ATMA Staff, they shall be surrendered to the agency with the approval of Chairman ATMA/ District Collector.

Eligibility criteria for ATMA contractual staff:

- Compulsory educational qualification based on the post they opted is required (as per the ATMA guidelines of Government of India).
- Age limit for selection is not exceeding 45 years at the time of interview.

Performance approval for BTM/ ATM

- The daily entry of visit by BTM/ ATM must be ensured in the BTM/ ATM monitoring app.
- Performance appraisal must be done by the BTT convenor/ ADA every month.
- Monthly diary of BTM/ ATM must be submitted before 5th of every month along with review of officer concerned ADA.

Performance approval for Computer operator and Accountant

- The account details must be updated regularly and daily account register must be submitted to PD ATMA/ JDA through AO ATMA / Dy PD ATMA every month.
- The register for the entries of ERMS, MIS and any GOI/ Department portal must be properly maintained and performance appraisal must be done through AO ATMA/ Dy PD ATMA and to be approved by PD ATMA every month.
- Performance appraisal regarding Computer operator and Accountant is mandatory for every month by the PD ATMA/ JDA.

Common Registers to be maintained at Block and District level

By Accountant

- Cash book cum Cash Ledger
- Expenditure registers with all vouchers

By Computer programmer

- ARS/ ERMS / ATMA MIS portal entry approval register.
- Mail Sent & Received Register.
- All Apps & Portal Updates Register.
- Documentation Register (Block & District Level).

By BTM

- Diary, cash book, expenditure registers and bills for all activities.
- Demonstration Register.
- Activity achievement register.
- Meeting/Business plan/ activity Register of FIG/ CIG/ FSG.
- Minutes register (BFAC).
- Performance appraisal register.
- Mobile App & ATMA MIS Portal Register.
- Mandatory entry about village visit in BTM/ ATM app every day.
- Newspaper Publication Registers.
- Official/ Farmers Training Register.

➢ During Friday meeting all the above registers must be shown to BTT convenor/ ADA/ AO by the BTM.

ATM

- Diary
- Demonstration Register
- Activity achievement register
- Meeting/Business plan/ activity Register of FIG/ CIG/ FSG
- Performance appraisal register
- Mandatory entry about village visit in BTM/ ATM app every day

➢ During Friday meeting, all the above registers must be shown to BTT convenor/ ADA/ AO by the ATM.

Duties and Responsibilities of SMAE Functionaries

1. Block Technology Manager (BTM)

- All the preliminary arrangements for implementation of ATMA cafeteria must be engaged through BTM.
- Assist the BTT in the preparation of Block Action Plan (BAP) before SEWP meeting every year.
- Coordination with line departments for organisation of meetings, trainings, exposure visits, all activities etc.,

- Organizing meeting of BTT and Feedback to BTT.
- Organizing meeting of BFACs, and follow up.
- Compilation of progress of implementation of Formation of FIGs, CIGs and Food Security Groups in consultation with line departments.
- Assisting Groups and ATMs for developing DPR for the Seed Money.
- Organizing Demonstrations, Training & Exposure Visit of Farmers, arrangement of exhibition, Kisan melas, Scientific Interactions, Joint visit by Scientists, kisan gosthies and Kalajatha etc.,
- Providing inputs for the preparation of Training Manual.
- Organising special campaigns/ rally under ATMA as and when necessary with the concurrence of Dy AO/ AO and BTT Convenor/ ADA.
- Operationalisation of Farm School with all schedules, experts' arrangements and Field days.
- Maintenance of block level registers and bills.
- Preparation and compilation of technical materials for the farm information dissemination activities.
- Proper entries in ARS portal, ERMS portal and MIS software must be ensured by the BTM and hard copy should be shown to the BTT Convenor/ ADA on 10th & 25th of every month.
- The entry of every day village visit in BTM/ ATM monitoring app is mandatory for performance appraisal.
- Proper maintenance of all registers.
- Monitoring the duties of ATM.
- Suggestions for researchable issues.
- Assist BTT convenor/ ADA in documenting success stories
- Any other works assigned by the Superior Officers.

2. Assistant Technology Manager (ATM)

- All the preliminary arrangements for implementation of ATMA cafeteria must be engaged through ATM.
- Assist the BTM in the preparation of Block Action Plan (BAP) before SEWP meeting every year.
- Coordination with line departments for organisation of meetings, trainings, exposure visits, and all activities.
- Organizing meeting of BTT and Feedback to BTT.
- Organizing meeting of BFACs.
- Assisting the AOs/Dy AOs for the formation of FIGs, CIGs and Food Security Groups in consultation with line departments.
- To provide requisite and knowledge support to Farm school, Farmer Friend, Farmer Interest Group/ Commodity interest Group / Food Security Group / Farmers Producers Organizations and farmers in general.

- Assisting Groups for developing DPR for developing a business plan/ activity.
- Mobilisation of farmers for organizing Demonstrations, Training & Exposure Visit, arrangement of exhibition, Kisan melas, Scientific Interactions, Joint visit by Scientists, etc.,
- Providing inputs for the preparation of Training Manual.
- Organising special campaigns/ rally under ATMA as and when necessary with the concurrence of BTM/ Dy. AO/ AAO/ AAO(AB)/ AHO/ AO and BTT Convenor/ ADA.
- Arranging for conducting Farm School with all schedules, experts' arrangements and Field days.
- Maintenance of block level registers.
- Preparation and compilation of technical materials for the farm information dissemination activities.
- Proper entries in ARS portal, ERMS portal and hard copy should be shown to the BTM on 5th & 20th of every month.
- The entry of daily visit to village in BTM/ ATM monitoring app is mandatory for performance appraisal.
- Proper maintenance of registers.
- Maintenance of Newspaper Publication & Photo Documentation for all activities.
- Maintenance of Technical Materials.
- In consolidation with Block level officers of Agriculture and Allied departments and BTMs, ATMs will provide necessary inputs to common service centres and Kisan Call Centres.
- Distribution of farm information leaflets & pamphlets to the farmers.
- Assist BTM in all cafeteria of activities under SAME.
- Assist BTM in documenting success stories.
- Any other works assigned by the Superior Officers.

3. Accountant cum clerk

- To maintain up to date account of the scheme using computerized soft ware.
- Maintaining Bank Account details at block and district level.
- Maintaining registers of block level and district level expenditure under Extension Reforms Scheme.
- Audit of the accounts.
- Operation and Maintenance of pass book and Cash book.
- Submission of Weekly report to the concerned officials.
- Any other works assigned by superior officials.
- Maintenance of Letter Correspondences.

4. Computer operator

- Quick and accurate data entry operations full command over office automation packages such as MS office/ Open office.
- Should be able to handle basic hardware issues (including Operating System Anti-virus, PDF etc,) relating to PCs, Printers and switches.
- To maintain the Extension Reforms portal up to date, maintain the complete data related to the Scheme.
- Periodical entry of all ATMA cafeteria for all blocks before 10th and 25th of every month.
- Ensuring the entries of all block level activities on 10th and 25th every month before.
- Assisting in documentation and preparing presentation for schemes as and when necessary.
- Maintenance of mail sent & received details.
- ARS/ ERMS, ATMA MIS portal entry approval registers to be maintained with duly signed by AO and DDA looking after ATMA scheme.

I. State Level activities:

A2. Training Courses

a. Interstate Training of Extension functionaries:-

- **Five days** training Unit cost: Rs.1,00,000/- per Training (10 officers x 5 days x Rs.2000/- per day/ officer)

b. Within the State Training of Extension functionaries:-

- **Three days** training unit cost: Rs.1,35,000/- per Training (30 officers x 3 Days x Rs.1500/- per day / officer)

c. Refresher training to ATMA Functionaries:

- **Three days** training unit cost: Rs.1,80,000/- per Training (40 ATMA functionaries x 3 Days x Rs.1500/- per day / functionaries)

A3. Exposure visits of extension functionaries to progressive states:

- **Five days** unit cost:Rs.75,000/- per Exposure visit (10 officers x 5 Days x Rs.1500 /- per day / officials)

A.9 Extension through Interaction:

In order to provide greater opportunities of interaction between farmers and experts on regular basis, a mechanism through constitution of expert committees is proposed as State and National levels with involvement of domain experts of Agriculture, Horticulture, Animal Husbandry, Dairying, Fisheries, Veterinary, Sericulture and Agricultural

Marketing, weather & meteorology etc. including those from banking and insurance sector.

The mechanism for Video Conferencing would be as under:-

a) Interaction of 20-25 farmers per district with State Level Expert Committee (SLEC) at NIC District Centres.
b) Such Video Conference may be organized on quarterly basis.
c) Farmers' queries to be sourced from ATM/BTM at Blocks to PD/ATMA at District to State Nodal Cells / SAMETI.
d) SNCs / SAMETI to scrutinize the farmers' queries and prepare reply through experts.
e) Live interaction of experts with farmers on designated day through Video Conference.
f) Webcasting of VC for larger dissemination.

Suggestive composition of State Level Expert Committee (SLSC) would be as under:-

S.No	Designation	Status
1.	Agriculture Production Commissioner/ Principal Secretary (Agri.)/ Secretary (Agri)	Chairman
2.	Director of Agriculture	Vice-Chairman
3.	Director of Horticulture	Member
4.	Director of Animal Husbandry	Member
5.	Director of State Marketing Board	Member
6.	Director of Sericulture/Fisheries/Veterinary etc.	Member
7.	Directors (ICAR Institutes located in the State)	Member
8.	Director (Extension) / Director (Research), SAUs	Member
9.	Head/Director, ICAR Institute	Member
10.	Zonal Project Director, ICAR	Member
11.	Director, Directorates of GOI located in the State	Member
12.	Regional Director of IMD	Member
13.	Director (SAMETI)/ Addl. Director Agri (Extn.)	Member Secretary

General Instructions:

- At block level one Model village is to be developed by the BTM involving all the possible ATMA cafeteria with allied sectors viz, Training, Exposure visit, FSG, FIG/ CIG, Farm schools, scientific interactions, kalajatha etc and all Agriculture department subsidized schemes to be maintained by BTM.

- At firka level one Model village is to be developed by the ATM involving all the possible ATMA cafeteria viz, Training, Exposure visit, FSG, FIG/ CIG, Farm schools, scientific interactions, kalajatha etc and all Agriculture department subsidized schemes to be maintained by ATM.
- All the preliminary arrangements for implementation of Agricultural Technology Management Agency cafeteria must be done through BTM/ ATM/ AAO/ AAO(AB)/ AHO viz farmer gathering, training and exposure visits, DFAC, BFAC meetings, Farm School etc.
- All the documentation to be properly handed over by the BTM/ATM with necessary details and annexure to BTT convenor/ ADA.
- Zonal officers from Head quarters should also randomly visit the beneficiaries and demonstration plots and ensure proper implementation of the scheme.
- Deputy Director of Agriculture (DDA) (GOI)/ FTC and Agricultural Officer (AO) (GOI)/ FTC/ ATMA should verify the portal entries and report to PD, ATMA/ Joint Director of Agriculture (JDA) by 15th and 30th of every month.
- PD ATMA and Dy.PD, ATMA should verify at least 25% of each cafeteria and AO ATMA should monitor 40% of all ATMA cafeteria.
- The BTT convenor/ Assistant Director of Agriculture (ADA) must verify atleast 50% of target in all ATMA cafeteria and AO/ Dy.AO must monitor 100% target in all ATMA cafeteria (for interstate and within state training and exposure visits as per the orders of PD ATMA/ BTT Convenor/ ADA).
- Geo-Tagging of scheme activities using Krishimapper mobile application is mandatory

Bill Settlement Procedures to be followed:

- Cover Page – cafeteria of activity, No. of Farmers and total financial allocation.
- Financial allocation for the activity and split-up.
- Training modules and schedule of action.
- The approved farmers list by Project Director ATMA/ Joint Director of Agriculture has to be obtained.
- The BTT convenor/ ADA has to issue a proceeding to draw the amount (proceeding copy has to be annexed).
- The amount shall be routed through ECS only as DBT mode.
- The BTT convenor/ ADA has to issue a separate proceeding in the name of individual permanent field officials to draw the amount.
- Advance drawn by the PD, ATMA or BTT convenor / ADA must be adjusted within a week through adjustment (Settlement) proceedings.

[P.T.O]

- Temporary receipt from the permanent field officials alone to be received who received the amount for the expenditure.
- Vouchers for the expenditure as per the split-up shall be duly collected, filed and certified by ATM/ BTM and counter signed by the concerned permanent field officials (AO/ Dy.AO/ AAO/ AAO(AB)/ AHO) and kept ready for Audit.
- Photo & documentation for all the cafeteria is mandatory.
- Training expenditure adjustment proceeding copy.

P.SANKAR
AGRICULTURAL PRODUCTION COMMISSIONER
AND SECRETARY TO GOVERNMENT

//TRUE COPY//

SECTION OFFICER

3/6/26