



ABSTRACT

Agriculture – Announcement made by the Hon'ble Deputy Chief Minister during the Budget Speech 2020-2021 for the implementation of Uzhavar Aluvalar Thodarbu Thittam in the Departments of Agriculture and Horticulture & Plantation Crops - Orders – Issued.

AGRICULTURE (AP 2) DEPARTMENT

திருவள்ளூர் ஆண்டு 2021, சார்வரி, கார்த்திகை 2 ஆம் நாள்

G.O.(Ms) No.264

Dated: 17.11.2020

Read:

1. From the Director of Agriculture, Chennai-5, letter No.ATMA2/ 22134/ 2020, dated 26.5.2020 & 1.9.2020.
2. From the Director of Horticulture and Plantation Crops, Chennai-5, letter No.MISC / 8462 /2020, dated 19.06.2020.

ORDER:

During the Budget Speech 2020-21, the Hon'ble Deputy Chief Minister, among others, has made the following announcement in the Floor of Assembly for strengthening the Farmer – Extension Officer contact:-

"Farmers have been requesting the strengthening of the extension activities of the Agriculture Department, particularly in the Delta districts. **The Government will launch the 'Uzhavar-Aluvalar Thodarbu Thittam' to ensure closer interface of department officials with farmers** with technical advice on farming operations, through people deployment of available staff. In addition to in-person field level interaction, information and communication technology will also be leveraged".

2. The Agricultural Extension wing plays a key role in dissemination of crop technologies and implementation of all Farmer oriented schemes. The prime responsibility of the Extension Machinery is the dissemination of appropriate technologies to the farmers and also collecting the update of condition of crops from the farmers in the field. At present, Agriculture Department is undertaking various extension activities viz.,

organization of meetings with the farmers through Assistant Agricultural Officers (AAOs) / Assistant Horticultural Officers (AHOs), Agricultural Officers (AOs) / Deputy Agricultural Officers (Deputy AOs), Horticultural Officers (HOs)/Deputy Horticultural Officer (Deputy HOs) and other officers during the village visits, conducting technology demonstrations in the farmers' fields, farmers' training programmes, exposure visits, meetings, conduct of farm schools and interactions with farmers for implementing various schemes, besides the transfer of modern technology to the farmers. In this system, the extension functionaries meet individual farmers and farmer groups etc., with a fixed schedule of visits. It is felt that the Extension Activities of officials be further streamlined in order to strengthen the contact with farmers, make the dates of visits by Extension Officials further transparent to the farmers and have a predictable and fixed schedule of Extension Activities, which will benefit the farmers.

3. Since this Scheme is to be implemented both by Agriculture & Horticulture wings of the Department simultaneously with common principle, a comprehensive & consolidated proposal is prepared.

4. After careful examination, the Government accept the above proposal and issue orders for implementation of Uzhavar Aluvalar Thodarbu Thittam both in Agriculture & Horticulture wings of the Department as per the plan annexed to this order.

5. The Director of Agriculture & Director of Horticulture and Plantation Crops are directed to monitor the implementation of Uzhavar Aluvalar Thodarbu Thittam at various levels by engaging officials exclusively for this purpose. They are also directed to take necessary action to implement the scheme with immediate effect.

6. This order issues with the concurrence of the Finance Department vide its U.O.No.3981/FS/P/2020, dated.31.10.2020.

(BY ORDER OF THE GOVERNOR)

GAGANDEEP SINGH BEDI,
AGRICULTURAL PRODUCTION COMMISSIONER AND
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Director of Agriculture, Chennai-5.

The Director of Horticulture and Plantation Crops, Chennai-5.

The Commissioner of Agricultural Marketing and Agri Business,
Chennai-35.

The Director of Seed Certification and Organic Certification, Coimbatore-3.

The Chief Engineer (Agricultural Engineering), Chennai-32.

The Registrar, Tami Nadu Agricultural University, Coimbatore-13.

The Commissioner of Sugar, Chennai-32.

The Executive Director, Tamil Nadu Watershed Development Agency,
Chennai-32.

Copy to:-

The Special Personal Assistant to Hon'ble Minister
for Higher Education and Agriculture, Chennai 9.

The Special Personal Assistant to the Hon'ble Deputy Chief Minister,
Chennai-9.

The Senior Private Secretary to Agriculture Production Commissioner and
Secretary to Government, Chennai 9.

The Finance (Agri) Department, Chennai-9.

The Assistant Programmer, Agriculture Department, Chennai-9.

The Agriculture (OP3) Department, Chennai 9.

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//FORWARDED / BY ORDER//


17/11/2020
SECTION OFFICER

b
17/11/2020

Annexure

**(G.O.(Ms).No.264 , Agriculture (AP2) Department,
dated. 17/11/2020)**

**STRENGTHENING UZHAVAR-ALUVALAR
THODARBU THITTAM**

I. INTRODUCTION:

The Agricultural Extension wing plays a key role in dissemination of crop technologies and implementation of all Farmer oriented schemes. The prime responsibility of the extension machinery is the dissemination of appropriate technologies to farmers and also collecting the update of condition of crops from the farmers in the field.

II. HOW TO IMPLEMENT THE UZHAVAR-ALUVALAR THODARBU THITTAM:

Under the new extension network system '***Uzhavar-Aluvalar Thodarbu Thittam***', it is decided to increase the number of visits of the Block team consisting of Assistant Agricultural Officer (AAO) / Assistant Horticultural Officer (AHO), Agricultural Officer (AO) / Deputy Agricultural Officer (Deputy AO), Horticultural Officer (HO) / Deputy Horticultural Officer (Deputy HO) and Assistant Director of Agriculture (ADA) / Assistant Director of Horticulture (ADH) to village panchayats. **In each village panchayat, atleast 10 lead farmers would be identified (atleast 2 belonging to SC/ST community)** and trained on various aspects on agriculture, modern technologies and implementation of various schemes at regular intervals. Those lead farmers would, in turn, act as a bridge between Agriculture / Horticulture Department and other farmers in the village panchayat. Visit to village panchayat and communication to those lead farmers would be monitored at various levels by effectively utilizing the digital solution.

III. FORMATION OF BLOCK EXTENSION TEAM (BET):

The **Block Extension Team of Agriculture** should be formed with Assistant Director of Agriculture (ADA) as Head, Research Scientist of TNAU, AO, and Deputy AO as Members of the Team. Similarly, the **Block Extension Team of Horticulture** will consist of Assistant Director of Horticulture (ADH) as head, Research Scientist of TNAU, HO / Deputy HO as Members. This Team will have the following functions:-

a) Assignment of Village Panchayat Visit:

Block Extension Team for Agriculture will revisit the Village Panchayats assigned to each AAO and AO / Deputy AO and get it approved by Joint Director of Agriculture (JDA). Similarly, Block Extension Team for Horticulture will revisit the Village Panchayat assigned to each AHO and HO / Deputy HO and get it approved from the Joint Director of Horticulture (JDH) / Deputy Director of Horticulture (DDH) concerned.

b) Fixing Village Panchayat Visit schedule:

Fixing Village Panchayat Visit Schedule to all AAOs, Dy AO, AO and ADA every month, for Agricultural wing and corresponding Officers for Horticultural wing. **It should be ensured that each Village Panchayat is visited extensively by an AAO / AHO, atleast once in a fortnight and AO / Deputy AO and HO / Deputy HO should visit once in a month as far as possible. The local prevailing priorities / crop conditions in the Village Panchayat be considered while fixing the schedule.** The above mentioned schedule be fixed on or before 1st of April and 1st of October every year, for a period of six months and the Schedule may be fixed date wise and the above dates are to be uploaded in Uzhavan App for the information of the farmers.

c) Preparation of messages for the month:

Preparing the messages relevant to cultivation stage of all agricultural / horticultural crops during that month. This should be done in consultation with JDA or JDH/DDH concerned.

d) Planning of:

- i. Various Extension Methodologies during the month.
- ii. Identifying the farmers for laying of demonstrations for every crop in the village concerned after getting inputs from the AAO/AO or AHO/HO concerned.
- iii. Fixing Farmers' Training Schedule Village Panchayat-wise.
- iv. Arranging the Exposure Visit Schedule for Farmers.
- v. Finalizing the dates & name of beneficiaries of farm schools planned for that month.

e) Educating the Extension Functionaries:

Educating the AAOs / AHOs, AOs /Deputy AOs and HOs/Deputy HOs on technologies to be promoted and scheme benefits to be popularized during the month. Every Friday, half-a-day training and half a day review.

IV. IDENTIFICATION OF LEAD FARMERS:

Lead farmers are those farmers who have already adopted new technologies willingly or have inclination to know these technologies. A Lead Farmer must have good communication skills, leadership qualities and should maintain cordial relationship with other farmers / department officials. In each Village Panchayat, 10 lead farmers be identified and trained on various aspects of Agriculture and 10 for Horticulture. The lead farmers selected for propagation of Agriculture & Horticulture schemes should be **exclusive** in order to convey the Departmental technologies to a large number of farmers. If more number of contact / lead farmers are interested to join under this scheme, they can be identified on rotation basis once every six

months. The member farmers of Farmers Interest Group (FIGs) formed under Collective Farming Project, TNIAMP and any other schemes who have good communication skills and leadership qualities may be included as lead farmers. Farmers' Friend positioned under ATMA scheme should be given preference while doing identification of lead farmers, if he is active as such and fits into the criterion appraised above. At least two lead farmers of SC/ST communities out of 10 are to be selected. This number of SC / ST lead farmers can be increased based on the percentage of SC / ST farmers' population in the Village Panchayat concerned.

V. ALLOTMENT OF VILLAGE PANCHAYATS TO EXTENSION OFFICIALS:-

Based on the number of Village Panchayats, cropped area in the Village Panchayats and number of AAOs / AHOs available in the Block, Village Panchayats should be divided equally among all AAOs / AHOs to ensure continuous visit by AAOs / AHOs within the specified period. In case of some village panchayats not having agricultural crops and villages near to urban areas where minimal crops are grown, the village panchayats need not be exclusively considered for regular visit by AAOs / AHOs and can be tagged to the adjacent Village Panchayats. This task should be carried out carefully by Block Extension Team (BET) and list of Village Panchayats allocated to each AAO / AHO, AO/Deputy AO and HO/Deputy HO should be communicated to all concerned by the Assistant Directors concerned by issuing proceedings once in every six months. As reiterated, the list of Village panchayats attached to each AAO / AHO will be computerized for monitoring of extension activities and information to the farmers through **Uzhavan App / Departmental website**.

VI. SCHEDULE OF VISIT OF AAOs / AHOs, AOs / DEPUTY AOs AND HOs / DEPUTY HOs TO ALLOTTED VILLAGES:

- i. All officers have to do Extension Service **atleast for 4 days in a week**. Apart from village visit, they need to visit block Assistant Director's office for their designated office works.
- ii. Hence, the Extension Officers should have **Village visit for four days**. The Four days **should generally be Monday, Tuesday, Wednesday and Thursday**.
- iii. The Friday of the week be stipulated for a) Review Meetings & b) Training for new technologies on half day basis, each week.
- iv. The AOs / Deputy AOs and HOs / Deputy HOs should also attend urgent office work, whenever required even on the village - visit days in the evening hours (after 3 p.m.) without compromising with the farmers' contact programs.

VII. VISIT TO VILLAGE PANCHAYATS ON PREDETERMINED DATES:

- i. **Publicity on Village Panchayat Visits:** The details of visit of Village Panchayats by AAOs / AHOs, AOs/Deputy AOs and HOs / Deputy HOs with predetermined days must be publicized in all villages and informed to all farmers especially through the lead farmers.
- ii. **Contact Points:** For every Village Panchayats, a contact point should be fixed. **It should be the PACCS campus or an appropriate Government / Public building / place.** If suitable meeting place is not available, premises of lead farmers on rotation basis be identified as contact points during each visit. The AAO/AHO concerned should reiterate the contact point for meeting the farmers through Whatsapp or other relevant Social Media also in the beginning of the week for the benefit of the farmers. The Village Panchayats wise list of contact points should be digitized and made available at Block, District and State level offices. On the predetermined date, the AAO / AHO and also AO / Deputy AO, HO / Deputy HO should make a visit to those villages and meet all lead farmers at the contact point. All the other willing farmers should also be asked to assemble at the designated place.
- iii. **Extension Activity Timings:** The Extension Officers should be preferably available at designated Village Panchayat earlier in the day. A timing of 9.00 AM to 5.00 PM is to be preferably adhered to by the Officers. During the visit, AAOs / AHOs should perform the following functions:
 - a) **Field Visits:** Have a field visit to have knowledge on crops stage, technologies adopted and to be adopted, conduct of surveillance of pests & diseases etc., in all Agricultural / Horticultural crops in the villages assigned on that particular day.
 - b) **Meeting Lead Farmers and other Farmers:** Meet all the lead farmers and other farmers in the village. If any farmers inform any issues relating to crops, pests and diseases, fertilizers application and other related problems, those farmers should be visited on the day.
 - c) **Training of Farmers:** Train those farmers on technologies to be adopted in the next 15 days, inform the benefits of various components under various schemes implemented by Departments of Agriculture, Horticulture, Agricultural Engineering, Agricultural Marketing and allied sectors.
 - d) **Weather Forecast:** Give details of weather forecast for the fortnight.
 - e) **Visit of nearby Villages:** Timings – If more than one village is assigned on a day, the timings be split between forenoon &

afternoon. All the villages assigned on the day to AAO / AHO and AO / Deputy AO & HO / Deputy HO concerned should be visited by the Extension Officers concerned.

f) Noting of Observations: All observations should be recorded by AAO / AHO in his diary and countersigned by AO /Deputy AO or HO / Deputy HO, when they are also along with them.

g) Visiting the leftover Villages: In case the AAO / AHO / AO / Deputy AO and HO / Deputy HO misses a day's schedule due to it being a holiday / other contingencies, the Saturday of the week will be used to cover the backlog.

h) Field Interaction with Farmers: The AOs / Deputy AOs and HOs / Deputy HOs should also go to the Village along with AAO/AHO concerned as per schedule prepared by BET (& incorporated in Uzhavan App). They should spend the full day with AAO / AHO in interacting with lead farmers, training farmers across demonstration plots, farm schools etc. This way, the AOs / Deputy AOs & HOs / Deputy HOs will also have field interaction in Villages, besides supervising the extension work of AAOs / AHOs concerned.

VIIA. STRENGTHENING OF FARMERS CONTACT THROUGH SOCIAL MEDIA:

The AAOs / AHOs should form Social Media groups using Whatsapp / other platforms to convey important technological messages to the farmers. AOs/ Deputy AOs and HOs/Deputy HOs should also be a part of the groups. Such Groups can be also formed at Block level by Assistant Directors concerned by amalgamating the lead farmers of the Block along with officials concerned.

VIII. MONITORING OF FIELD VISITS OF AAOs / AHOS AND AOS / HOS:

The visit of AAOs / AHOs, AOs/ Deputy AOs and HOs/Deputy HOs to villages and contact established by them with farmers in the villages should be regularly monitored to improve the efficiency of extension machinery. Monitoring of field visit should be ensured by all officers from Assistant Director at Block level, Deputy Directors and Joint Director at district level and Zonal officers and officials from Directorate at State level. The delivery of extension service be monitored in two ways as mentioned below.

a) Random check of field visit - Assistant Directors / Deputy Directors/ Joint Directors:

i. Tour Diary of Extension Officers: The tour diary of AAOs / AHOs and AOs / Deputy AOs / HOs / Deputy HOs with separate page Entries for each Village Panchayat should be overseen by the Assistant Director concerned. The recording of all parameters, observations made by the Extension Officers, incidence of pests & diseases, number of farmers interacted with and advice given

should be monitored by the supervisory officers and countersigned during the field visits.


- ii. **Assistant Director: Visit atleast 3 days a week:** Assistant Director should **visit atleast two village panchayats in a day.** The Assistant Director should go to the field **for atleast 3 days in a week and this should be reflected through their counter signature in the diary of concerned AAOs / AOs or AHOs / HO of the villages they visit.** The Advance Tour Programme of Assistant Directors should be sent to the JDA / JDH / DDH concerned before 30th of previous month. The Assistant Directors should also randomly go to the village panchayats by surprise to check the activity of Extension Officers based on their pre-informed schedule.
- iii. **Joint Director/Deputy Director : Atleast 3 days field visit:** The JD(Agriculture) / JD(Horticulture) / DDs concerned should randomly visit the Village Panchayats and ensure the availability of the Extension Officers concerned, besides personally interacting with the farmers for dissemination of Schemes and technologies. **All JDs / DDs should also go to the field atleast 3 days in a week.**

b) Digital Monitoring of Uzhavar – Aluvalar Thodarbu Thittam:

- i. Apart from regular field visits and monitoring, an **exclusive Mobile software application will be developed** for the use by **AAOs / AHOs, AOs/HOs and other Monitoring Officers.**
- ii. In the App, facilities should be provided to upload the details of visit from the village concerned.
- iii. A dashboard should be created at Block, District and State level to show the visit / failure of field visit by AAOs / AHOs, AOs/HOs, number of farmers interacted with, issues raised by the farmers, inspection of monitoring officers on a particular day etc.,
- iv. In case of failure of any visit by AAOs / AHOs and AOs/HOs, concerned District JD / DD and the Zonal officer at Directorates should enquire into the reasons for absence. If a particular official is observed as a continuous defaulter, appropriate action should be taken against him / her.

Gagandeep Singh Bedi,
Agricultural Production Commissioner and
Principal Secretary to Government

/True Copy/


17/11/2020
Section Officer

17/11/2020