

Agricultural Extension Programme

Features
Ministry of Agricultural

*Ghanshyam Goel
**Samrat Bandopadhyay

Major extension programmes are implemented under the “Sub – Mission on Agricultural Extension” (SMAE) of the National Mission on Agricultural Extension & Technology (NMAET).

Major Agricultural Extension Programmes being implemented in the country

Department of Agriculture & Cooperation

National Mission on Agricultural Extension and Technology (NMAET) – Sub-Mission on Agriculture Extension (SMAE)

1) **Support to State Extension Programmes for Extension Reforms:**

- ✓ Under implementation in 652 districts of 29 states & 3 UTs of the country.
- ✓ Promotes decentralized farmer-driven and farmer-accountable extension system through an institutional arrangement for technology dissemination in the form of an Agricultural Technology Management Agency (ATMA) at district level.

2) **Mass Media Support to Agriculture Extension:**

- ✓ Agriculture related programmes are broadcast through 180 Narrow Casting Centres, 18 Regional Centres & 1 National Centre of Doordarshan Kendras and 96 FM Station Radio for 30 minutes five/six days a week.

3) **Agri-Clinic and Agri-Business Centres:**

- ✓ Two months' training is imparted to eligible selected candidates through Nodal Training Institutes identified across the country.

4) **Kisan Call Centres (KCCs):**

- ✓ Provides agriculture related information through toll free telephone lines.
- ✓ A countrywide common eleven digit number 1800-180-1551 has been allotted for Kisan Call Centre. The number is accessible through all mobile phones and landlines of all telecom networks including private service providers. Replies to the farmer's queries are given in 22 local languages.
- ✓ Calls are attended from 6.00 AM to 10.00 PM on all seven days of the week.

5) **Exhibitions and Fairs:**

- ✓ Regional Agricultural Fairs are organized by the State Agricultural Universities/ICAR Institutes with the support of DAC to disseminate information on development of agriculture.

6) **Information and Communication Technology (ICT) Interventions:**

- ✓ DAC has developed 80 portals, applications and websites covering both the headquarters and its field offices/directorates.

- ✓ The important portals include SEEDNET, DACNET, AGMARKNET, RKVY, ATMA, NHM, INTRADAC, NFSM and APY.
- ✓ A Farmers' Portal has been developed to provide advisories to farmers under different subject matter areas upto block level after integrating large number of websites across the country. A SMS portal has also been under operation since July, 2013 providing SMS based advisories to farmers as per their priority.

Indian Council of Agricultural Research

- 7) Krishi Vigyan Kendras:
- ✓ The Indian Council of Agricultural Research (ICAR) has created a network of 642 Krishi Vigyan Kendras (KVKs) in the country to facilitate farmer's access to agricultural technology generated by National Agricultural Research System. As part of this facilitation process, the KVKs access, refine and demonstrate various technologies to find out the suitability and to demonstrate the production potential in farmer's field.
 - ✓ Besides this, extension related components of other sub-missions under NMAET also are converged at the level of ATMA.
 - ✓ The **Directorate of Extension in State Agriculture Universities** also undertake Farmer Advisory Services, including publishing useful material for farmers and conducting training of extension personnel. Institutes of Indian Council of Agricultural Research (ICAR) also have their Extension Outreach Programmes. In order to assess, refine and demonstrate agricultural technologies/products generated by the National Agricultural Research System (NARS), the Krishi Vigyan Kendras conduct on-farm trials and frontline demonstrations for various crops as also provide training to farmers and extension personnel.

As has been informed in a written reply in Lok Sabha on 28th April 2015 by Minister of State for Agriculture, Shri Mohanbhai Kundaria, in order to augment manpower for agricultural extension, the Government is implementing 'Support to State Extension Programmes for Extension Reforms (Agricultural Technology Management Agency)' as a part of National Mission on Agricultural Extension and Technology (NMAET).

Kisan Call Centres (KCCs) have been established in the country to provide extension support on telephone to farmers in all States and Union Territories using a toll free number.

*Sh. Ghanshyam Goel is ADG (M&C), PIB and Sh. Samrat Bandopadhyay is Assistant Director (M&C), PIB New Delhi.

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