

Sub Mission on Agricultural Extension (Agriculture Technology Management Agency- ATMA)

Extension Reforms (ATMA) scheme is under implementation with central share 60% and state share 40% in (13) erstwhile districts of Andhra Pradesh **under Krishonnati Yojana umbrella scheme** to disseminate the latest technologies to farming community and also to address the gaps in adoption of technologies through Bottom up planning.

Objectives of the programme:

- To develop an efficient, effective, demand driven, research integrated and financially sustainable public extension system
- To revitalize the Agricultural Technology Generation Assessment refinement and Dissemination Systems
- Reforming Public Sector Extension. Promoting private sector to effectively complement, supplement and wherever possible to substitute public extension.
- Mainstreaming Gender Concerns in Extension.
- Capacity Building/ Skill up-gradation of farmers and extension functionaries.
- Increase the Quality and Type of Technologies being disseminated by the Extension System.
- Strengthen Research-Extension-Farmer (R-E-F) Linkages

Benefits of the programme:

- Well Integrated technology development and transfer system Decentralized decision-making.
- Financially sustainable extension system.
- Bottom-up Planning.
- Increased Use of Information Technology.
- Emphasis on In-Service Training.
- Developing New Public-Private Partnerships.
- Strengthening Key Institutions.
- Broad based Extension Delivery

Institutional Set up of ATMA:

- The Special Chief Secretary to Govt., Agriculture & Cooperation Department, as the Chairman, Inter Departmental Working Group and Commissioner of Agriculture, Andhra Pradesh as State Nodal Officer are monitoring the implementation of Scheme at State level.
- At District level, under the Chairmanship of the District Collector; the Governing Board of ATMA is looking after the implementation of the project activities.

- One separate Project Director in the Cadre of Joint Director and one Deputy Project Director in the cadre of Deputy Director deputed from Agriculture and other allied sectors are monitoring the implementation of the ATMA project activities at District level.
- In each block (1) Block Technology Manager and (2) Asst. Technology Managers are supporting the implementation of the scheme.
- **At present 63 Block Technology Managers and 50 Assistant Technology Managers are working in the districts.**

Operationalization of ATMA:

- ATMA also aims at Capacity Building/ Skill up-gradation of farmers and extension functionaries and strengthening of Research-Extension-Farmer (R-E-F) Linkages
- ATMA is a district level autonomous institution having membership of all key stakeholders involved in agricultural activities.
- It has the linkages with all the line departments, research organizations, non-governmental organizations and agencies associated with agricultural development in the district and farmer organizations. Research and extension units within the district, such as KVKs, ZRSs, Department of Agriculture, Horticulture, Animal Husbandry, Fisheries, Sericulture, Marketing, etc. are its constituent members.
- ATMA facilitates the preparation of Strategic Research and Extension Plan (SREP) of the district which contains detailed analysis of all the information on existing farming systems in the district and research – extension gaps required to be filled-up.
- Based on the research-extension strategies given in the SREPs, the Block / district level plans are developed and in turn consolidated to State Extension Work Plan.
- The district level activities are categorized in four groups namely,
 1. **Farmer oriented activities:** Include development of SREP, mobilization of farmer groups, training/ exposure visit of farmers, field demonstrations, all aimed at empowering the farmers and improving their participation in technology dissemination process
 2. **Farm information dissemination:** Includes farm information dissemination, local level agricultural exhibitions, information dissemination through printed materials and development of technology packages in electronic form are covered
 3. **Research-extension-farmer (R-E-F) linkages:** Includes R-E-F linkages based activities include organization of Farmer-Scientist Interaction at local level, organization of Field-days and Kisan Goshties and support for local level researchable issues emanated from the SREP.
 4. **Administrative expenses.** Provide support for running ATMA and block level Farm Information and Advisory Centers.

DRC Activities

District Resource Centres (DRCs) are the district level training centres established on 30-05-2020 by converging FTCs and ATMAs in the districts for effective utilization of resources and manpower working towards common objective of farmer empowerment through trainings.

Activities of DRCs:

1. Responsible for achieving the objective of farmer knowledge centres in RSK by building the capacities of the farmers through classroom and field training activities and demonstrations of best practices and new technologies.
2. Coordinates with Agriculture & allied depts. and prepare RSK wise training scheduled material.
3. Acts as bridge between scientists and farmers.
4. Plan and conduct trainings of Agri & allied sector for different stakeholders at RSK level.
5. Prepare training content and transfer to VAAs as per seasonal calendar.
6. Conduct timely Diagnostic Field Visits along with scientists of ARS/DAATTC/KVKs in different crops cultivated in the district.
7. Recommends appropriate measures after diagnostic visit and disseminate the information to the farmers through interactive sessions at RSK level and also through print and electronic media.
8. DRC staff will monitor the conduct of Polambadi once in every week.
9. Adopt Cluster Demos and provide technical support and suggest the critical inputs for crop growth (under NFSM) through regular monitoring along with scientists.

Progress of DRC Activities as on 31-05-2025.

A. Diagnostic Visits along with Scientists:

- a. No. of visits conducted: 11,164
- b. No. Of Farmers covered: 2,28,232

B. Trainings:

- 1) Virtual trainings conducted : 3924.
- 2) No. of VAA/VHH/Farmers participated in virtual trainings: 2,92,424.
- 3) Physical Trainings Conducted: 19,306.
- 4) No. of VAA/VHH/Farmers participated in Physical trainings: 10,80,473.