

1. GENESIS of NMAET AND CONVERGENCE of SUB_MISSIONS

1.1 Agricultural Technology, including the adoption/ promotion of critical inputs, and improved agronomic practices were being disseminated under 17 different schemes of the Department of Agriculture & Cooperation during the 11th Plan. The Modified Extension Reforms Scheme was introduced in 2010 with the objective of strengthening the extension machinery and utilizing it for synergizing the interventions under these schemes under the umbrella of Agriculture Technology Management Agency (ATMA). NMAET has been envisaged as the next step towards this objective through the amalgamation of these schemes. National Mission on Agricultural Extension and Technology (NMAET) consists of 4 Sub Missions:

(i) Sub Mission on Agricultural Extension (SMAE)

(ii) Sub-Mission on Seed and Planting Material (SMSP)

(iii) Sub Mission on Agricultural Mechanization (SMAM)

(iv) Sub Mission on Plant Protection and Plant Quarantine (SMPP)

1.2 While four separate Sub-Missions are included in NMAET for administrative convenience, on the ground these are inextricably linked to each other. **The common threads running across all 4 Sub-Missions are Extension & Technology.** Seeds, pesticides and machinery are three important agricultural inputs whose technological and

economic significance needs to be disseminated to all the farmers through efficacious extension machinery. However, besides the core component of ensuring easy availability of these key inputs (i.e. Seeds, Pesticides and Machinery) at reasonable prices, there will be a **subject specific capacity building** element built in the latter three Sub-Missions as well. Agricultural extension and technology have to go hand in hand and that is the genesis of the National Mission on Agricultural Extension and Technology.

2. The aim of the Mission is to restructure & strengthen agricultural extension to enable delivery of appropriate technology and improved agronomic practices to the farmers. This is envisaged to be achieved by a judicious mix of extensive physical outreach & interactive methods of information dissemination, use of ICT, popularisation of modern and appropriate technologies, **capacity building and institution strengthening to promote mechanisation, availability of quality seeds, plant protection etc.** and encourage the aggregation of farmers into Interest Groups (FIGs) to form Farmer Producer Organizations (FPOs).

2.1 **SMAE:** Sub-Mission on Agricultural Extension will focus on awareness creation and enhanced use of appropriate technologies in agriculture & allied sectors. Gains made in the past will be consolidated and strengthened through increased

penetration of extension functionaries. Personnel trained under Agri-Clinics and Agri-Business Centres Scheme (ACABC) and Diploma in Agriculture Extension Services for Input Dealers (DAESI) will also provide extension services to the farmers. Use of interactive and innovative methods of information dissemination like pico projectors, low cost films, handheld devices, mobile based services, Kisan Call Centres (KCCs) etc. will be used and convergence brought among extension efforts under different programmes and schemes at village level through the institution of ATMA (Agriculture Technology Management Agency) and Block Technology Teams (BTTs).

2.2 **SMSP:** Adoption of quality seeds is the most cost effective means for increasing agricultural production and productivity. The interventions included in the Sub-Mission will cover the entire gamut of seed chain from nucleus seed to supply to farmers for sowing and also to the major stakeholders in the seed chain and also provide for support for infrastructure to create an enabling environment for development of the Sector. SMSP also envisages strengthening of Protection of Plant Varieties and Farmers' Rights Authority (PPV&FRA) in order to put in place an effective system for protection of plant varieties, rights of farmers and plant breeders and to encourage development of new varieties of plants.

2.3 **SMAM:** There is a strong co-relation between farm power availability and agricultural productivity. Therefore, Sub-Mission on Agricultural Mechanization will focus on farm mechanization. The Sub-Mission will mainly cater to the needs of the small and marginal farmers through institutional arrangements such as custom hiring, mechanization of selected villages, subsidy for procurement of machines & equipments, etc.

2.4 **SMPP:** Sub-Mission on Plant Protection included in NMAET envisages increase in agricultural production by keeping the crop disease free using scientific and environment friendly techniques through promotion of Integrated Pest Management. Strengthening and Modernization of Pest Management Approach aims at this vital aspect of Plant Protection and also covers regulatory requirements of pesticides. The component on Strengthening & Modernization of Plant Quarantine facilities in India is regulatory in nature with the aim of preventing introduction and spread of exotic pests that are harmful to crops by regulating/restricting import of plant/plant products. Monitoring pesticide residues in food commodities and environmental samples is also included in this Sub-Mission. The component on National Institute of Plant Health Management (NIPHM) will promote environmentally sustainable

Plant Health Management practices in diverse and changing agro-climatic conditions, pesticide management, and Bio-security through capacity building programmes. Farmers' skill trainings and field extension as contained in all 4 Sub Missions of NMAET (Viz. SMSP, SMAE, SMAM and SMPP) will be converged with similar farmer-related activities going on through ATMA. Five-tiered modes of extension carried out in broadcast or interactive electronic modes will also cut across extension activities in all the four Sub Missions. Mutually synergetic linkages will be established among various activities instead of unilaterally mandating that all such farmer-centric activities will be carried out through ATMA.

3. LINKAGES BETWEEN DIFFERENT SUB-MISSIONS:

- 3.1 Farmers' skill trainings and field extension as contained in all 4 Sub Missions of NMAET (Viz. SMSP, SMAE, SMAM and SMPP) will be converged with similar farmer-related activities going on through ATMA. Five-tiered modes of extension carried out in broadcast or interactive electronic modes will also cut across extension activities in all the four Sub Missions. Mutually synergetic linkages will be established among various activities instead of unilaterally mandating that all such farmer-centric activities will be carried out through ATMA.

3.2 **Process Flow for Action Plans encompassing capacity building programmes included in all the four Sub-Missions:** Strategic Research and Extension Plan (SREP) is a comprehensive document prepared at the district level identifying research/ extension priorities for district, keeping in mind agro-ecological conditions and existing gaps in technology generation and dissemination in all agriculture and allied sector areas/ activities including in the **area of Seeds, Mechanization, Plant Protection. The gaps in all farmer centric trainings and field extension in respect of other Sub-Missions of NMAET would also be included in the SREP.** SREPs will be prepared in coordination with the line departments, Krishi Vigyan Kendras (KVKs), Panchayati Raj Institutions (PRIs), Private Sector, farmers and other stake-holders at the district level.

ILLUSTRATIVE LIST OF FARMER CENTRIC TRAININGS AND FIELD EXTENSION			
SMSP	SMAE	SMAM	SMPP
Seed Village Programme	Farm Schools, Demo Plots, Trainings, Exposure Visits	Capacity Building by Institutions identified by the State Government	Pest Monitoring (including Pest Scouts), FFSs, IPM Training to Farmers

Similar training & field extension related components in other programmes of DAC and State Governments will also be implemented through ATMA.

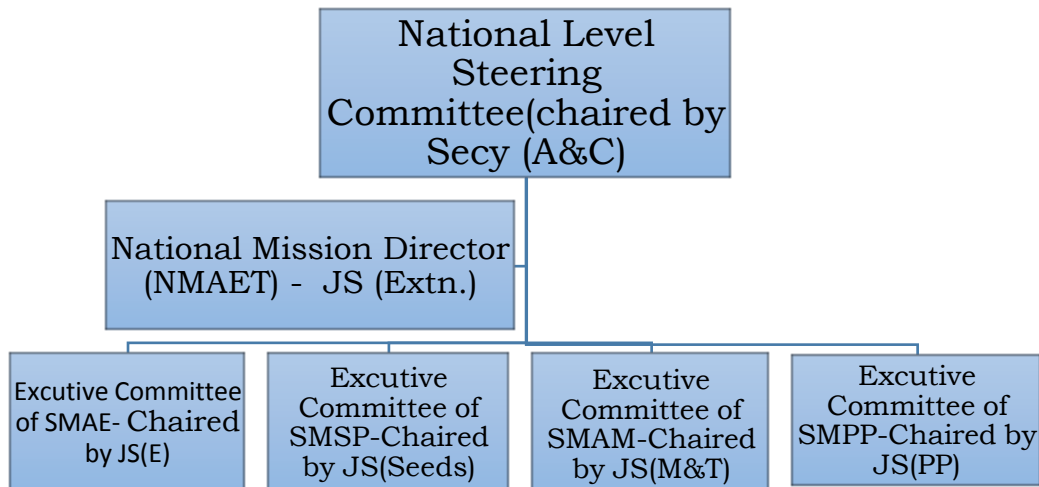
Funds earmarked for such activities under different Sub-Missions of NMAET, Missions & Schemes / Programmes will be utilized through ATMA. Similarly, ATMA funds also will be suitably used to cover training & field extension objectives / activities of other Sub-Missions, Missions and Schemes / Programmes. Manpower under ATMA will be effectively utilized for extension related activities under various Sub-Missions. Some other field activities (e.g. Pest Scouts) can also be performed by extension under workers under ATMA. State Extension Work Plan (SEWP) will contain proposals on farmer centric activities cutting across all Sub-Missions. **Such**

convergence arrived at through SREP / SEWP will avoid duplication and ensure wider coverage in terms outreach to farmers and gamut of activities. Such convergence at the grassroots level will also provide correct focus on nature of activities to be covered under different extension activities. **Five Tiered Modes of Awareness Campaign (TV, Newspapers, Booklets, KCC, Internet, SMS) will also be used for disseminating information or providing services under all schemes and programmes pertaining to agriculture and allied sectors (including various Sub-Missions of NMAET).**

Technical, legal, administrative & regulatory functions and other components (not related to farmer centric extension) will continue to be discharged independently under the respective Sub-Missions.

Detailed guidelines of each of the four Sub-Missions are included in subsequent chapters.

4. STRUCTURE OF THE MISSION:



The respective Sub-Missions may also higher level monitoring and supervisory bodies.

4.1 A National Level Steering Committee of the Mission chaired by Secretary (Agriculture).

4.1.1 For the effective implementation of the National Mission on Agricultural Extension & Technology (NMAET), a Steering Committee would be constituted and notified. The members of the Committee would be -

Secretary (A&C), DAC	- Chairperson
Addl. Secretary (Extn.), DAC	- Vice Chairperson
Additional Secretary (Seeds), DAC	- Member
Additional Secretary (M&T), DAC	- Member
Additional Secretary (PP), DAC	- Member
AS&FA, DAC	- Member
Advisor, Planning Commission	- Member
Joint Secretary (Extn.), DAC	- Member
Joint Secretary (Seeds), DAC	- Member
Joint Secretary (M&T), DAC	- Member
Joint Secretary (PP), DAC	- Member
DDG (Extn.), ICAR	- Member
DDG (Crops), ICAR	- Member
DDG (M&T), ICAR	- Member
DDG (PP), ICAR	- Member
Director (Extension)	- Member Secretary

4.1.2 Terms of Reference:

- The Committee will be policy making body giving overall directions and guidance to the Mission.
- The Committee will act as an Empowered Committee and will decide inter-component changes among Sub-Missions.
- Review the performance of NMAET at least once a year.
- Chairperson will have the power to co-opt, invite other official members.

- 4.2 The Joint Secretary (Extension) would be the **Mission Director for NMAET** to ensure that it is implemented effectively and expeditiously and convergence among all Sub-Missions is achieved. The Mission Director, NMAET will coordinate with all the Sub-Mission Heads (respective Joint Secretaries) to look after all inter Sub-Mission issues including compilation of reports, convergence at farmer level through SREP & SEWP etc., replies to integrated issues / matters / questions on NMAET.
- 4.3 **Overall in-charge of each of the Sub-Mission** will be the Joint Secretary concerned of the respective Sub-Mission. However, convergence of farmer centric extension related activities will be overseen by the Extension Division through the instrumentality of SEWP. Mission Director, NMAET also will help in bringing about synergies among various Sub Missions.
- 4.4 **Executive Committee** on different Sub-Missions will be headed by the respective Joint Secretaries to oversee the activities of the Sub-Mission and to approve the State Work Plans.
- 4.5 **An expanded IDWG headed by the APC or Principal secretary (Agriculture) at State level (after including all Sub-Missions related officers) and ATMA Governing Board** at District level will monitor and will be accountable for the effective implementation of the Mission. There will be an Implementation Committee under the chairmanship of the Commissioner

/ Director (Agriculture) and consist of officials and non-officials pertaining to various Sub Missions.

4.6 **Guidelines of** each of the Sub-Mission will also enumerate the Coordination Committees and other Committees for effective implementation of the programmes at State Level.