

MAIN ACTIVITIES INCLUDED IN INNOVATIVE TECHNOLOGY DISSEMINATION (ITD) COMPONENT:

1. Display Boards:

Once the desired number of extension personnel are in place, it is necessary to ensure their outreach to the farmers on a periodical basis. For this purpose, Display boards are to be put up in all inhabited villages (5.92 lakh) in the country. From ATMA funds, at least 45% of the villages need to be covered. These display boards shall indicate the name of the extension worker assigned to the Panchayat and his/her contact number. **These Board will also contain broad details of main schemes (including their major components, eligibility, subsidy pattern etc.) applicable in that area.** Besides Panchayat headquarters, the Display Boards can be alternatively put up in prominent places in various villages such as Fair Price Shops, Milk Cooperative Societies, PACs etc. All the display boards shall be in position by the penultimate year of the Plan period to ensure that the farmers know about contact details and visit roster of the extension workers to the designated villages for extension support to farmers. Visits of extension workers will also be monitored through Global Positioning System (GPS) as they would be carrying hand-held device during their village visit.

2. Pico/ Ultra-Light Portable Projector + Low Cost Films:



Pico projectors (or alternatively ultra-light portable projectors) have been found to be very appropriate in rural areas and these are easier to operate without any laptop. 2 Pico Projectors per block are to be provided to field functionaries for disseminating best agricultural practices during the 12th Plan. These will be used by ATMA functionaries including BTMs & ATMs during their visits to villages.

The low cost films would focus on specific themes and preferably directed by farmers themselves so as to have greater acceptability among the audience. **Video need not be of broadcast quality but will have to be in High Definition Video formats such as .mp4 which can be easily played on laptops or projectors. These films will also be made available on the internet for display through e-Panchayats and Common Service Centres and also for direct use.** This task of showing agriculture related films and success stories will be performed by the ATMs. Existing films in the DAC, ICAR, SAUs, States and non-Government entities should also be used after dubbing in regional language.

3. Use Of Hand Held Devices:

Use of hand-held devices for on the spot data entry and subsequent updation through voice recognition has been pilot tested with the collaboration of IIT, Chennai. Farm level planning and farmer empowerment using these technologies have been carried out in few districts in Tamil Nadu. All the districts are to be covered during the XII Five Year Plan. Estimated cost of a hand-held device is approximately ` 20000 with three years' warranty per set at the time of formulation of NMAET. Additionally, General Packet Radio Service (GPRS) charges of aprox. ` 5000 per annum per set (for about 2 GB monthly 3G data connection) is required. Back-end data processing, contingency charges on recurring

expenses and capital & recurring cost of an authentication device (biometric or magnetic reader –to link it to National Population Register or to Unique ID) are also required @ 25% of the hardware/software cost. In most places back-end data processing cost can be met from NeGP-A and AGRISNET resources. The basic idea behind these electronically generated farm wise details is to ensure whether full yield potential of a crop has been achieved by the farmer (and what he needs to do to minimise the gap) and whether the farmers need to shift to some other crop. **Gaps between the yield obtained and potential yield in that area and cost benefit ratio of better inputs (including irrigation) will also be conveyed while recording the data. Geographic Information System (GIS) based analysis of data shall be carried out for better macro level planning and also for micro level detailing for a village or even a field.** Focus will be given on rain-fed areas where farmers get hit by vagaries of weather frequently. These devices will also be used to provide instantaneous online and offline information to farmers from the Farmers' Portal and other similar services.

4. Kala Jathas, Certified Crop Advisors and Other Innovative Methods:

Path-breaking and interesting methods such as '*Kala Jathas*' (*road shows*), Wall Posters, Extension Buses, Certified Crop Advisors etc. have been tried successfully in some States to deliver the message effectively and informally in an interactive manner. In addition to the sum of ` 25 lakh per State provided in the ATMA Cafeteria for this purpose, an additional sum of ` 5 lakh per district is provided for the purpose. The districts covered should increase gradually from 100 to 300 by the end of the 12th plan period.

