

SELECTION OF BENEFICIARIES:

Transparent and objective selection of beneficiaries is of paramount importance not only to generate confidence of the farmers in the Scheme but also to ensure that benefits of extension services get disseminated to all sections of the Society.

Therefore, selection of beneficiaries should be done in the following manner:

- All Panchayats in a Block should be covered on a rotation basis under various components. The Panchayats to be covered in a year should be decided by the BTT(Block Technology Team) in consultation with the BFAC(Block Farmer Advisory Committee).

ACTIVITY MAPPING FOR PANCHAYATI RAJ INSTITUTIONS

The State Governments may have in place a sound mechanism for involvement of PRIs in the formulation, prioritization of activities & identification of beneficiaries at grass root level and ensure involvement of Panchayati Raj Institutions. An illustrative Activity Mapping for involvement of PRI is given below:

Activity Category	Union Govt. (MOA, DAC)	State Government	District Level	Panchayati Raj System
				Distt./ Intermediate/ Village Panchayat
Framing Sectoral Action Plan	Policy Formulation. Comments of Ministry of PRI suitably incorporated in the policy.	Implement policies formulated by GOI.	Aggregating Sectoral Action Plan into District Action Plan.	PRI institution from village level is involved in preparing the Sectoral Extension Work Plan along with other Stakeholders and farmers. Preparation of Block Action Plan in consultation with BTT and BFAC. Selection of Cafeteria activities.
Identification of Beneficiaries	-	Monitoring of beneficiary identification	Identify beneficiaries with active involvement of PRIs for training, demonstration and other farmer oriented activities.	Identify beneficiaries with active involvement of Farmer Friends for all beneficiary oriented activities under the Scheme.
Conduct of Farm Information Dissemination Activities	-	-	Organization of Exhibitions, Kisan Melas, use of Print & Electronic media, Field Days, Kisan Goshties etc.	Actively involved in selection of area of specialization, venue, actual organization.
Monitoring & Evaluation	Review of Performance, follow up & feedback.	Review by IDWG in which PRI rep. is a member.	ATMA GB in which CEO, Zila Parishad is a Vice Chairman.	By Farmer Friend, BTM, ATM in association with PRI.