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**STRENGTHING EXTENSION POLICY
INTERFACE; GENERATING
EVIDENCE ON IMPACT OF
EXTENSION AND POLICY RELEVANT
COMMUNICATION.**



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Public research and extension played a major role in bringing about the green revolution.

In the post Green revolution era , however , extension faces important challenges in the area of relevance , accountability and sustainability.

The changing economic scenario in India and the need for appropriate agricultural technology and Agro management.

It is becoming increasingly evident that public extension by itself can no longer respond to the multifarious demands of farming community.

Public funding for sustaining the vast extension infrastructure is also under considerable strain.



Evolution of Extension Reforms

in
India

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Extension reforms in India span more than 6 decades and their Selection aim to provide a historical background on the evolution of reforms growing areas over this time period.

Extension system in traditionally only conducted village-level crop demonstration.

The advent of the Green revolution , information, demand of farmers increased because of the introduction of new technology and inputs for rice production.

Extension services were largely provisioned by the public sector during the phase and were fairly standardized were disbursed through various agricultural development program.

Timeline of Rice Extension in India



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Sustainability the large rice extension system without contributing the increase in rice productivity was big challenge for the government. A new training and visit System was piloted in the state of Rajasthan in 1974.

The program involved extension workers regularly visiting selected farms to conduct training was also accompanied by technical training sessions for extension workers to keep them updated. The program was scaled up introduction in other states by 1977. The T&V system continued until the early 1990's when the world Bank funded ended ,after which the government slopped the recruitment of new staff.

During this phase extension services for crop were provided primarily by the state Department of Agriculture through its state, district, and block-level arms , as other ministries.



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Timeline of extension reforms in rice extension

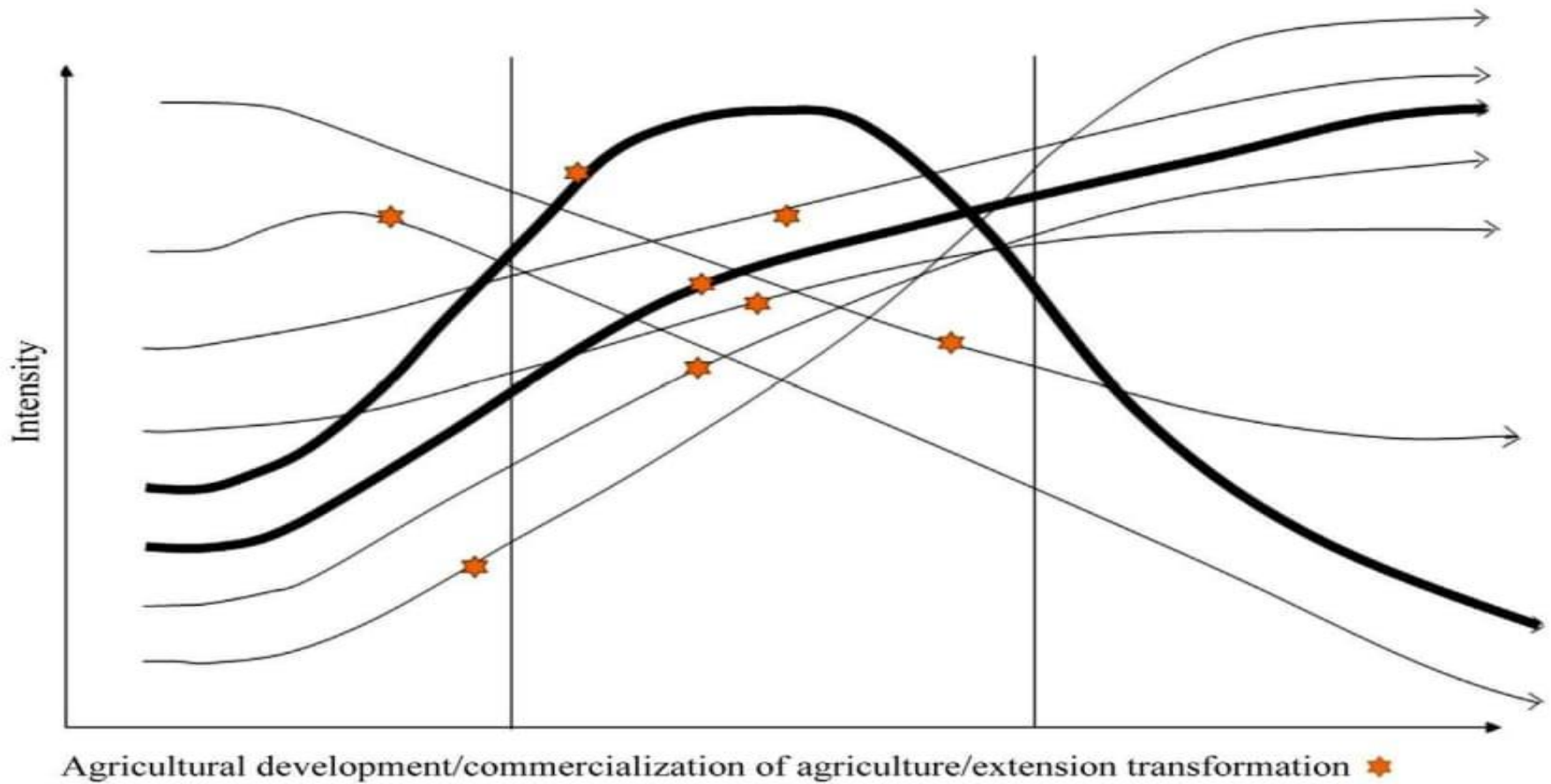
| Broad categories of extension | Traditional extension | Green Revolution extension | T&V system | Pilot ATMA + agriclincs | ATMA rollout and private extension | Pluralistic extension system |
|-------------------------------|---|---|---|---|--|--|
| Specific description | Crop demonstrations in villages, limited linkage between research and extension | Demonstrations of HYV seeds, irrigation, price support, and timely delivery of subsidized inputs; established the role of adaptive trials | Frequent training and visits of extension workers to selected farmers; technical training and updating sessions for extension workers | Customized extension services, encouraging private-sector participation | Integrate various extension services, link research with extension provision, decentralize decision-making | Provision of extension services by public, private, and NGO sector |
| Broad timeframe | 1947–65 | 1965–80 | 1980–2000 | 2000–05 | 2005–11 | 2011–present |
| Phases of reforms | Phase 1 | Phase 2 | Phase 3 | Phase 4 | Phase 5 | Phase 6 |

HYV, High-yielding variety; T&V, training and visit.



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In 2007 the ATMA program was implemented throughout the country and in 2010 revised guidelines were issued to incorporate lessons learned so far. However, the ATMA still faces several capacity and institutional constraints. Even after 5 years of scaling up, with limited evaluation, it is not able to encourage innovation by researchers in the public sector and has not been able to establish strong links between farmers and researchers. This is part of the reason for the low productivity and capacity of rice producers in India, particularly smallholder rice farmers who rely on government channels of extension provision.



Support to state Extension programmes for extension Reforms

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Extension Reforms in India pilot tested in 28 districts of 7 states during November 1998 April ,2005 Innovations in Technology Dissemination (ITD) Component of the world Bank funded National Agricultural Technology project (NATP)

This successful experiment served as basis Launch the support to state experiment programmes for Extension Reforms” by the ministry of Agriculture, Govt of India.

The scheme focuses on operationalizing agricultural reform across the country through new institutional arrangement with restructured autonomous bodies at District/Block level ,are flexible , bottom up , farmer driven and promote public private partnership.



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The earlier institutional mechanism for extension under the scheme was SAMETI at the state level Catering to Training and HRD needs of extension functionaries.

Agriculture Technology Agency (ATMA) .

Block Technology Team (BTT)

Famers Advisory Committees (FAC's)



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The Scheme was subsequently modified and strengthens as indicated here

Strengthens as indicated here

Provision of specialists and functionary support at different level namely state co ordination, faculty and supporting staff for SAMETI as state level , project Director , Deputy project Directors and supporting staff at District level and Block Technology manager and subject matter specialists at the Block level.

Innovative support through a “Farmer Friend ” to every two villages.

Revision in ATMA Cafeteria to include additional activities and to provide for enhanced unit costs for some of the activities.

Farmers Advisory Committee's (FAC) at state District and Block levels to advise and provide inputs to administrative bodies at respective level.



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Support to SAMETI for creating essential infrastructure.
Delegation of powers to state level sanctioning committee set up under to approve the state extension work plan prepared under the scheme





Limited focus of objectives on

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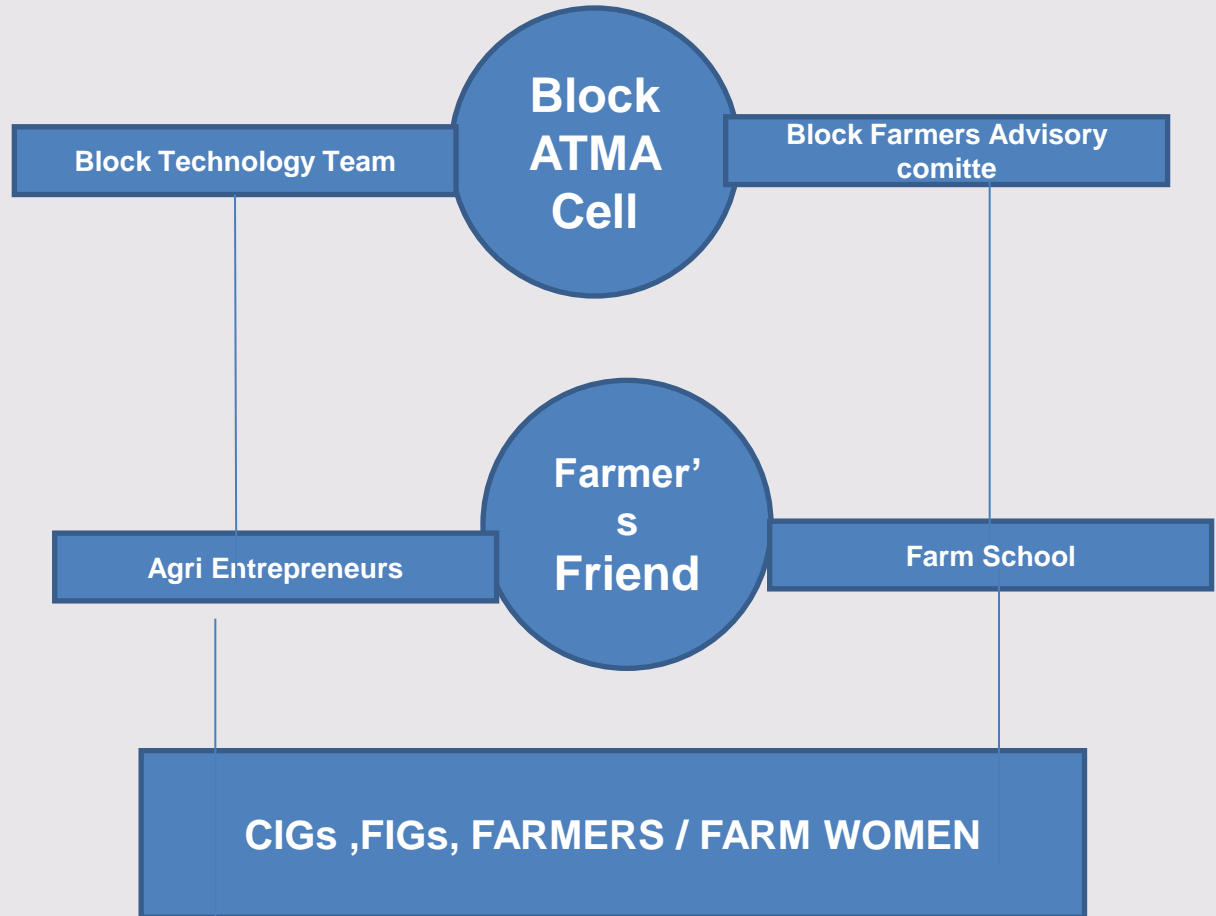
- Agriculture as Enterprise
- Working along the value chain.
- Promoting Good Agriculture practices.
- Preparing farmers to participate in Global Trade System.
- Promoting Innovations in Agriculture Extension.



Institutional Structure at block level

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CHANGING ROLE OF AGRICULTURAL EXTENSION

Community Development **Approach to Extension ;**

Public sector extension has undergone several changes since the early 1950 's .

Beginning with the community Development programme in 1952.

District programme started in 1961-1962 ,followed by the Intensive Agriculture Area programme in 1964 - 65.

High yielding varieties programme 1966-67.

Farmer's Training and Education programme 1966-67.

Small and marginal Farmers Development programme in 1969-70.



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2. Transfer of Technology Approach through T&V

Extension management system, starting in the mid 1970's T&V extension was well

Suited to the rapid dissemination of broad-based crop management practices for the high yielding wheat and rice varieties that was released since the mid 1960s.

The T&V System profoundly influenced extension practices and registered impressive gains in irrigated areas.





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3. Post Green Revolution period ;

The transfer of (T&V) extension approach to fainted farming areas where fundamentally different production system predominate and more importantly, local conditions vary widely ,resulted in serious limitations and failure. Wheat and rice varieties, failed to respond to the more location specific ,risk prone agriculture of the unirrigated tracts.





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4. Towards a Farming system Approach ;

The extension approaches of the 1950's and 1960's centred around 'Farmers ' ignorance as an explanation of non – adoption of agricultural technology .

In the decade of the 1970's and 1980's farm well constraints were considered to be explanation of non-adoption.

The basic philosophy of these extension approaches centred on “technology transfer”.

By the early 1990's and the completion of the third National Agricultural Extension project (NAEP). There was growing recognition that the T&V extension approach needed to be overhauled in meeting the technology needs of farmers during the 21st century.

Farmer participation in programme planning, and research extension linkages, marketing and value addition would have to be concurrently addressed.



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PROPOSED EXTENSION POLICY FRAMEWORK

Reforms in the system envisage an extension services more broad based and holistic in content and scope, this beyond Agricultural technology transfer. Extension agencies, services and workers will need to exercise a more proactive and participatory role. Serve as knowledge/information agents, imitating and facilitating mutually meaningful and equitable knowledge based transactions among agriculture researches, trainers and primary producers.



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Reforms in Agricultural extension already initiated and proposed to be undertaken on wider scale are discussed under the following sub heads

1. Policy Reforms.
2. Institutional Restructuring.
3. Management Reforms.
4. Strengthening Research – Extension linkages.
5. Capacity building & skill upgradation.
6. Mainstreaming of women in Agriculture.
7. Empowerment of Farmers.
8. Mainstreaming of women in Agriculture.
9. Use of Media & Information Technology.
10. Financial Sustainability.
11. Changing role of Government.



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POLICY REFORMS

Farming system Approach ;

The Farming system Approach consider the farm , the farm household and off-farm activities in a holistic way to take care not only of framing but also accepts of nutrition, food security, Sustainability, risk minimisation, income and employment which make up the multiple objectives of farm households.

Farming system considers interdependences of the components under the control of members of the household as well as those components interact physical, biological and socio economic factors not under like household control.



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Multi Agency Extension ;

The new extension regime recognizes the role of a multi-agency dispensation comprising different strengths.

Policy environment will promote private extension to operate in roles that complement, supplement, work in partnership and even substitute for public extension.

The three arms of the agricultural extension network are:

Public extension services:

State government line departments operated extension (Departments of Agriculture, Horticulture & Livestock development)



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State agriculture universities based extension (Directorates of Extension, Krishi Vigyan Kendras (KVKs) and Krishi Gyan Kendras (KGKs)
ICAR extension (Zonal Research Stations/ Krishi Vigyan Kendras,
Agriculture Technology Information Centres (ATICs)
Institute Village Linkage Programme (IVLP) etc.)



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Private extension services

Community Based Organization (Farmers' Organizations, Farmers' Cooperatives, Self Help Groups etc.)

Para Extension Workers (contact farmers, link farmers, gopals, mitra kisans, mahila mitra kisans, etc.)

Agro-Clinics & Agribusinesses Input Suppliers/ Dealers (Pesticides, Seeds, Nutrients, Farm Implements, etc.)

Corporate Sector (Commercial Crops – tobacco, tea, coffee, oilseeds (sunflower), vegetables, Seeds, Farm Implements – tractors, threshers, sprinklers, drip irrigation, etc.)

Implements – Tractors ,threshers , sprinkler s ,crop irrigation etc)



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Mass Media & Information Technology

Print Media – Vernacular Press

Radio, Television, Private Cable Channels, etc.

Electronic Connectivity through Computers, NICNET,
Internet, V-SAT, etc.

Farm Information and Advisory Centre's (FIACs)

Private Portals Public & Private Information Shops



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Promotion of demand-driven and farmer

Thrust on Marketing Extension.

The T&V system the technology dissemination regime was more supply-driven .

A key factor in improving these feedback system is it organize farmer's into functional System such as self –help Groups (SHGs) ,Farmers Interest Group(FIGs),Commodity Association (CAs), and /Or Other types of farmer organisation (Fos).

Farmers have increasingly begun to perceive Marketing rather than production as the major constraint to enhancing farm income. With major thrust of extension agencies on production techniques, marketing extension so far has not received the attention it deserves.



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Public funds for private extension services Charging for extension services

Promotion of private extension needs to be matched by
Corresponding shifts in the allocation of public resources.
Public funds would be made available to NGOs ,Farmer
Associations, Para-professionals or private foundation for
extension work.

The emergency of a market for private extension or consultancy
services will be encouraged.

Processors with contracted producers,also commerical suppliers of
seed,agro chemicals, machinery, vaccines, artificial insemination
and the like should recover the costs of providing advice to their
clients out of profit margins.



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CONCLUSION

As agricultural extension transforms itself into a more diversified farming systems approach from its present simplistic accent on yield enhancement by increasing some limited inputs, farmers will be required to adopt a wider range of inputs and practices and develop skills in their more efficient use.

The task of extension will become more challenging in the wake of post WTO era, which demands a system of market led extension with specific focus on diversification, post harvest management and export orientation. This will present a more complex role, but simultaneously requiring a flexible approach allowing specific information to be customized for different farmer-groups. A strategy of institutional innovations in extension will be evolved which optimizes the strengths of the public-private sectors to service the needs of the farming community.