

C I R C U L A R

Sub: Annual Plan 2016-17 scheme on "Strengthening of Agricultural Extension"- Administrative sanction accorded for implementation of **LEADS (Lead Farmer Centered Extension Advisory and Delivery Services), Kollam, Palakkad, Kannur, Wayanad, Malappuram, Thrissur, Alappuzha and Kottayam districts** - working instructions-issued.

- Ref: 1. GO (MS) 198/10/AD dated Trivandrum 06.08.2010
2. GO (Rt) No. 2260/11/AD dt. Thiruvananthapuram 6/12/2011
3. G.O. (Rt)No. 1601/2012/AD dtd, Thiruvananthapuram 8/8/2012
4. Green book released by finance dept. Govt. of Kerala in Feb 2016

As per the reference cited (1),(2),(3) above administrative sanction was accorded for the implementation of the Agricultural Extension programme, LEADS in the four districts of the Kollam, Palakkad, Kannur and Wayanad for the year 2010-11, 2011-12 & 2012-13. Vide ref cited 4th & 5th above continuous administrative sanction has been accorded for the implementation of the scheme LEADS during 2014-15 & 2015-16. Vide reference number 4 continuous sanction has been accorded for the scheme "Strengthening of Agricultural Extension for an amount of Rs. 4000 lakhs for the year 2016-17 and one of component of this scheme is LEADS. "LEADS" envisages the revitalization of the present agricultural extension system with the utilization of services of lead farmers for technology dissemination in the state. The concept is based on scientific delineation of the districts into Agro Ecological Zones (AEZ) and Agro Ecological Units (AEU). The main objectives are:

1. To utilize the service of LEAD Farmers for transfer of technology.
2. To solve the field level problems through regular field visit by technical officers.
3. To introduce a regular and systematic field visit oriented extension system in the state, integrating ATMA.
4. To intervene and advise farmers through the preparation of Monthly technology Advice with the support of KVK, Research Stations and Development specialists.
5. Generation of locations specific Technologies through Participatory Technology Development (PTD).
6. Technology refinement through Frontline Demonstrations (FLD's) and On Farm Trials (OFT's).
7. Facilitating expert level consultation through audio conferencing.
8. Constitution of multidisciplinary team in research institution for field visit on demand.
9. To enhance technical knowledge of field level technical officers.

To develop a farm net work of extension teams, Lead Farmers and farmer groups at district level.

SALIENT FEATURES

1. Regular field visit oriented extension system is proposed. Lead farmers & satellite farmers are to be changed if they are continuing for 3 years. If the activity of Lead farmer & Satellite farmers are not satisfactory even if they have not completed 3 years they can be changed. An innovation fund of Rs.4,000 per Lead Farmer will be provided. This amount can be used to meet expenses of any new technology adopted by the Lead Farmer. Activities of Lead farmers shall be documented. An amount of Rs.4000/- per satellite Farmer Group will be provided as technology dissemination support in order to meet the operational cost of communication and to meet expenses related to extension discussions/meetings etc. This amount can also be used to adopt innovative technology by the group. Selection of new Lead farmers and formation of satellite farmer group should be completed by 31.06.2016.
2. The Project is to be implemented in 266 Panchayats of the four districts of four districts of the Kollam, Palakkad, Kannur and Wayanad and 798 Lead Farmers and 798 Satellite Farmer Groups has to be formed at the rate of three groups per Panchayat and each group comprising of 10 selected farmers for effective technology dissemination.
3. Mobile based communications and audio conferencing system will be utilised for technology transfer.
4. Monthly Technology Advice (MTA) will be prepared at the nodal institution with the support of the associating institution identified for the project, officials of the department of Agriculture and allied departments. The MTA preparation shall be completed by 25th of the month for dissemination during next month. MTA messages should reach the farmer without any delay. The funds set apart for MTA can be used for Pre MTA meetings also. Honararium to experts may also be given @Rs.1000/- as per conditions of the scheme on Human Resource Development (HRD) Initiatives and capacity building training support to field functionaries.
5. The Regular field visit will be done by Field Assistants engaged on contract basis with qualification of VHSE (Agriculture). One field Assistant will cover two Krishi Bhavans. There should not be any change in the field visit schedule finalized for a month. The field visit for a month shall be finalised by the 25th of the preceding month and communicated to officers of the blocks, districts and Directorate of Agriculture. The Field Assistants

will be attached to the Assistant Director of Agriculture. In order to coordinate the visit schedule, preparation of monthly technology advice and other project activities, two Technology Managers with Masters Degree in Agriculture /Bsc (Ag) are engaged for each district and will be attached to the Project Director, ATMA. ICT support and mobility support to the Technology Managers are provided. The Agricultural Officer and Agricultural Assistant will conduct at least one visit per month to the field of Lead Farmer.

6. The project districts are divided into two Agro Ecological Zones (AEZ) and each Agro Ecological Zone will be divided into two Agro Ecological Units (AEU). Visit schedule as well as technology advice for each month will be prepared on Agro Ecological Unit-wise.
7. The crops suggested for implementation are paddy, coconut, vegetables and banana. A seasonal action plan for the important crops may be prepared by Project Director, ATMA and implemented.
8. The Kerala Agricultural University will associate closely with the project and KVK Kollam, RARS Pattambi, KVK Kannur and KVK Ambalavayal will be the nodal institution for the project for preparing monthly technology advice, need based field visit through a Multi Disciplinary Team, expert consultation and technology refinement. The FSRS Kollam, KVK Palakkad, RARS (Northern Region) Pilicode, Kasaragode and RARS Wayanad will be the associating institutions.
9. The Lead Farmers, groups of satellite farmers, department officials of the Krishi Bhavans, block level Assistant Directors, Deputy Directors and other associating officials, Field Assistants, Technology Managers, nodal institutions and associating institutions has been provided with BSNL mobile phones with prepaid connections under the CUG net work for audio consultations. The SMS based advisory service will also be implemented in association with Kissan project.
10. The technology refinement part of the project will be implemented by the institutions under the KAU. The FSRS Kollam, RARS Pattambi, RARS Pilicode and RARS Wayanad of KAU will implement the Participatory Technology Development (PTD) and KVK Kollam, KVK Palakkad, KVK Kannur and KVK Wayanad will implement the On Farm Trial (OFT) and Front Line Demonstration (FLD). OFT & FLD will be done as far as possible in the field of Lead Farmer and Satellite Farmer.
11. If LEAD farmers and satellite farmers are charged mobile phones distributed to former farmers are to be received back and given to newly selected farmers.
12. The Project Director (ATMA) will be the nodal officer of the project in the district and the Assistant Directors and Agricultural Officers will be closely involved in

- e project. The preparation of monthly technical advice will be done at the nodal institution where the team led by PAO will have close interaction. The Assistant Soil Chemist and District Manager of VFPCCK shall also participate in the monthly meeting at the nodal institutions. The project will be integrated with the ATMA framework to utilize the resources of ATMA. The possible linkage with the Extension plan prepared under the ATMA scheme will be worked out.
13. The Project will be coordinated at the Directorate of Agriculture by the Additional Director of Agriculture (Extension). A close monitoring through mobile net work as well as random check of field visit of 10 percent of the lead Farmers and Satellite Groups will be done by officers of the Extension Division of the Directorate of Agriculture led by the Additional Director of Agriculture (Extension). The officers from the Directorate shall participate in the monthly meetings at the nodal institutions of the four districts on a regular basis.
 14. At the Directorate, a Committee chaired by the Director of Agriculture and at the District level, Committee chaired by the PAO will monitor the project. A Panchayat level Monitoring Committee chaired by the Standing committee Chairman of the Panchayat (Development Committee) will monitor the project. The Agricultural Officer of the Krishi Bhavans should be the convenor. A dedicated website/portal will also be launched for the project.
 15. Assistant Director of Agriculture shall compulsorily inspect the diary of field Assistants and give a report to Project Director, ATMA monitoring.
 16. A mid term assessment of the project will be made.

ADMINISTRATIVE SET UP

The project districts, will be divided into two Agro Ecological Zones (AEZ) headed by the Project Director (ATMA). On an average, Agro Ecological Zone (AEZ) office may cover 6 to 7 blocks in each district. The Vocational Higher Secondary trained people designated as Field Assistant (FA) will be in charge of visit of Lead Farmers and Satellite Farmers of 2 Panchayats. The services of two Technology Managers personnel will be utilized in each district for organizing the visit schedule and capacity building programmes, for covering all the Panchayats and they will be designated as Technology Managers (TM). The FA and TM will be recruited by the Principal Agricultural Officer.

Detailed visit schedule will be communicated separately.

The Technology Managers and Assistant Directors of Agriculture will ensure that the visit schedule is strictly followed.

The following components under the project is to be implemented during the current year.

Component	Cost (Rs. in lakhs)	Remarks
Innovation fund	31.92	@Rs. 4,000/ per Lead Farmer for 798 Lead Farmers in 266 Panchayats.
Preparation of MTA	16.00	Rs.4.0 lakh per district
3 Technology dissemination support	31.92	@ 4000/SFG group for 798 groups
4 Mobile connection charges	36.14	Rs. 150 per month / mobile set for 12 months (2008)
5 Capacity building	20.00	Rs.3.0 lakh per district and Rs.8.0 lakh to SAMETI
6 Awareness Programme	5.00	Rs.1.25 lakhs /district/district level, block level, panchayat level programmes as required may be conducted
7 Management cost (honorarium to FA's to TM's)	180.00	Honorarium to FA @ 10000/month including travel cost & Honorarium to TM @ Rs. 20000 per month including travel cost/- and Rs. 2000/month for travel for Msc (Agri) and Rs. 20,000/- for Bsc (Agri)
8 Operational cost for monitoring, supervision, reviews etc	15	Rs.3.0 lakh per district and Rs.3.0 lakh at HQ
9 Consultancies for external reviews for SAMETI	2.5	To SAMETI
10 Extension materials Diaries for FA's & TM's.	1.00	Diaries & Extension kits to LFS & SCGs. FA's & TM's To SAMETI
	Total	364.48 lakhs

IMPLEMENTATION

The project is being implemented in 266 Panchayats of Kollam, Palakkad, Kannur, Wayanad districts. The details regarding the number of panchayats covered and the number of Lead Farmers and Satellite Farmer Groups to be benefitted under the programme are given below.

DISTRICT	PANCHAYATS	LEAD FARMER	SATELLITE FARMER GROUPS
Kollam	70	210	210
Palakkad	90	270	270
Kannur	81	243	243
Wayanad	25	75	75
TOTAL	266	798	798

In order to ensure the effective implementation of the programme the following activities should be implemented.

- Lead farmers and Satellite farmers may be changed if they are continuing for 3 years or if their activities are not satisfactory even if not completed 3 years.
2. Quarterly meet of Satellite Farmers should be organized at Block level in association with the nodal institution identified in each district. The quarterly meet should be convened by the Assistant Director of Agriculture at block level. Panchayat level and District level workshop should be conducted.
 3. The Monthly Technology Advice (MTA) should be prepared at the nodal institution before the 25th of every month. Messages should reach the farmer through print and electronic media without any delay.
 4. There should not be any change in the field visit schedule finalized for a **month** and the schedule should be finalized by the **25th of the preceding month** and communicated to officers of the Blocks, Districts and Directorate of Agriculture. The Technology Manager will coordinate the preparation of MTA and visit schedule for each Agro Ecological Unit (AEU). Copy of the visit schedule should be submitted to Director of Agriculture in advance. Every visit should be recorded in the diary of Lead Farmer and Satellite Farmer Group. The scheme should be implemented in convergence with ATMA. Lead farmer and Satellite farmer should be given preference under ATMA.
 5. Capacity building and awareness programmes should be conducted at District level and Panchayat level.

MANAGEMENT AND MONITORING

1. At Panchayat level, a committee under the chairmanship of standing committee chairman (Development) of each Panchayat will be constituted with Agriculture Officer as the convener.
2. At District level, the Project Director (ATMA) will co-ordinate and monitor the scheme. A committee under the chairmanship of PAO will be constituted in the district. Separate review meeting will be conducted by Principal Agricultural Officer and Project Director, ATMA at District and Block Level.
3. A committee chaired by the Director of Agriculture and the Additional Director of Agriculture (Extension) as the convener will review the scheme. Additional Director (Extension) has been designated as the nodal officer of Agriculture Extension in the state.
4. Chief (Agriculture)-State Planning Board will be closely associated in the monitoring process
5. An online monitoring system will also be developed as part of the project.

The Project Director, ATMA shall submit the monthly progress report in the name cover of Additional Director of Agriculture (Extn) of the Directorate of Agriculture before the 5th of every succeeding month in the proforma given as Annexure III & IV


The expenditure of this scheme shall be met from the budget provision of the scheme "Strengthening of Agricultural Extension" under the Head of Account 2401-00-109-80 during 2016-17.

Component wise physical and financial targets are given in Annexure II

Sd/-
Director of Agriculture

To: Project Director, ATMA, Kollam, Kannur, Palakkad & Wayanad
To: The Principal Agricultural Officers of Kollam, Palakkad and Kannur Districts
Copy to:

PA to Director of Agriculture
Director SAMETI
CA to all Additional DAs
CA to State Agricultural Engineer
CA to All JDAs at HQ /SFO
Planning Section for allotment of funds as per Annexure I
PIO, FIB, Trivandrum for giving wide publicity
Director, IITMK
DDA, IT Cell, for publishing in the website
TV/Fin Section / Stock file /Spare
Director of Research, KAU
Director of Extension, KAU
Head, KVK Kollam
Head, FSRS, Kollam
Head, KVK, Palakkad
Head, RARS, Pattambi
Head, KVK, Kannur
Head, RARS, Pilicode
Head, KVK, Ambalawayal
Head, RARS, Ambalawayal


22/04/16
A. M. SUNIL KUMAR
Additional Director of Agriculture (Extn.)
Directorate of Agriculture
Thiruvananthapuram

Selection of Lead farmers / Satellite farmers

Three lead farmers are to be selected from each Panchyat and a group of 10 farmers around lead farmers have to be selected for the implementation of the project. Award winners if any in the panchayat, such farmers could be identified as the lead farmer. Income optimizing or yield maximizing farmers could be identified. One farmer in each group could be designated as technology leader. The lead farmers could be the best achievers of the Panchyat in terms of yield or income from unit area and should be the models. Farmers having effective communication skills and willing to spare time for group visit and technology transfer should be selected as lead farmers. The nodal institutions of the district will prepare a document on lead farmer. Good farmers will be covered under Kissan Visual media also. The existing groups if any near the lead farmer could also be considered instead of constituting new groups. The groups of VFPCK, vegetables scheme of the department of Agriculture, Paddy or coconut schemes may also be considered. In each panchyat three lead farmers and three satellite groups and two ATMA groups may be formed. Maximum number of groups should not exceed five in each panchyat. Lead farmers/ satellite groups if not attending meeting/not co-operating/not found useful for technology dissemination may be changed. Lead Farmers should be selected strictly as per the eligibility criteria.

Selection criteria for lead farmers /satellite farmers

The criteria for selection of lead farmers /satellite groups are given below.

1. Farmers with diversified cropping pattern and allied activities having minimum 50 cent land under cultivation should be considered. He should be an occupant of the same Panchayat.
2. Should have good communication skill, socially acceptable and innovative.
3. Devote time to spare for interacting with satellite farmers.
4. Minimum 50% of the income should be from agriculture alone.
5. Should have the tendency of keeping records of yield, income etc.
6. Award winning farmers, best achievers in terms of maximum crop productivity or income from unit are, those honoured during Chingam 1 (Karthika dhinam) celebrations etc can be identified as Lead Farmers.
7. He should adopt latest agricultural technology in his field and maintain his field as a technology demonstration plot.
8. Lead farmer should be preferably a member of the existing group like Padasekhara Samithi /Coconut clusters/VFPCCK group etc and interested in group management.
9. Farmers interested in group activity and sharing of experience and achievements with others may be brought to the Satellite Farmer Group.
10. The Satellite Farmers should be willing to adopt the new technologies.
11. The Satellite Farmer Group after one year may be registered as Commodity Interest Group (CIG) in Krishi Bhavan under ATMA /similar schemes.
12. The Agricultural Officers of the Krishi Bhavan should select the Lead Farmers of the Panchayat and get the approval of the committee consisting of the Standing Committee chairman (Development), Assistant director of Agriculture of the Block and the concerned Agricultural Officer.

A committee should be constituted for the selection of LEAD farmers /satellite farmers in all districts. The committee should consist of the following persons.

1. The Principal Agricultural Officer of the concerned district - Chairman
2. Project Director of ATMA of each district.
3. Representatives of Kerala Agricultural university
4. Deputy Director (i/c) of Extension
5. Assistant Directors of the concerned block - Convenor
6. Agricultural Officers of the Krishi Bhavans

The above committee should scrutinize and finalize the list of LEAD farmers/satellite farmers, after conducting field visit.

Financial Outlay of scheme LEADS for the year 2010-17

Components	PAO, KLM	PAO, PLKD	PAO, KNR	PAO, WND	HQ	SAM ETI	Total						
	1. of Blocks	11	13	11	3			40					
2. of Panchyats	70	90	81	25			266						
3. of Lead Farmers	210	270	243	75			798						
4. of Satellite Farmer group	210	270	243	75			798						
5. Innovation Rs.4000/LF (s. in lakhs)	8.4	10.8	9.72	3.0			31.92						
Technology support													
6. Preparation Monthly Technology (Twice TTA)	12	12	12	12			48						
7. Technology dissemination support 3. in lakhs	8.4	10.8	9.72	3.0			31.92						
8. Mobile connection charges for 9 months	529	673	600	206			2008						
9. Fin	9.52	12.11	10.8	3.708			36.144						

city building	3	3	3	3	3	8.0	20.00			
in lakhs										
wareness programme	1.25	1.25	1.25	1.25	3.0		5.00			
in lakhs										
management cost	69	87	79.8	29.4	1.92		180.00			
in lakhs										
operational cost	3.0	3.0	3.0	3.0	3.0		15.00			
monitoring supervision,										
views										
consultancies for external						2.5	2.5			
views including travel										
cost through SAMETI										
extension material to FA's						1	1.00			
TM's and diaries to LF's										
SFG's.										
amount payable to						25	25.00			
AMETI										
purchase of mobile phones										
FT and FLT for KAU										
or IIITMk web portal										
Total	84.852	103.764	95.49	38.958	4.92	36.5	364.484			

Progress report of LEADS as on ~~2016~~

2016

1. Innovation fund @ Rs.4000/LEAD farmer

District	Target		Achievement		Type of innovative activity undertaken (Area group may be specified)	Remarks*
	Phy	Fin	Phy	Fin		

Remarks* - Reason for shortfall in physical and financial achievement, whether innovative activity adopted by farmers and their response etc

2. Preparation of MTA

District	Target		Achievement		No. of copies of MTA messages printed and its distribution	Previous messages adopted with extend of adoption	Remarks*
	Phy	Fin	Phy	Fin			

Remarks* - reason for shortfall in physical and financial achievement, surrender if any and amount, Response of farmers to MTAs. Copy of MTA messages to be attached.

3. Technology dissemination support @Rs. 4000/ satellite Farmer Group

District	Target		Achievement		Activity undertaken (with area and impact) specify crops - coconut, paddy, vegetables, banana	Remarks*
	Phy	Fin	Phy	Fin		

Remarks* - 1) Reason for shortfall in physical and financial achievement
 2) Whether there is surrender or not and if so amount

7. Management Cost

District	Target		Achievement		Remarks*
	Phy	Fin	Phy	Fin	

Remarks * - 1) Reason for shortfall in achievement
 2) Whether there is surrender or not and if so amount

8. Operational Cost

District	Target		Achievement		Item of expenditure	Remarks*
	Phy	Fin	Phy	Fin		

Remarks* - Reason for shortfall in achievement -

9. Technology Transfer

- a) Field problems identified with area and number of farmers
- b) Recommendation given by MTA
- c) No.of farmers benefited
- d) Impact of messages adopted

10. Major event /outstanding achievement