

# **EXISTING AGRICULTURE EXTENSION SERVICES IN STATES & SUGGESTED STRATAGEIS**

**PRESENTATION MADE TO**

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PLANNING COMMISSION , GOI**

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**BY**

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# EXISTING EXTENSION IN STATES & SUGGESTED STRATAGEIS

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Sr. No.	Existing Extension	Problems / Limitations
1	Block level agriculture officers and their working	<p>1-Each block has 20,000-25,000 farmers &amp; 40000 hectare and 3-4 crops.</p> <p><b>2- NO COORDINATION</b>-Agriculture extension is divided into horticulture, sericulture.</p> <p><b>3- MULTIPAL GOVERNMENT PROGRMS</b> each block has to implement different program of GOI, state and others.</p> <p><b>4- OVER LOAD OF WORK TO EXTENSION OFFICERS</b> various programs, subsidies of inputs, equipment the details of beneficiaries are to be regularly prepaid and implemented by the block agriculture officer. Extension officer has to participate in 3-5 conference every month. During season he will be spending time on distribution of seed, fertilizer etc. AOs is looking qualities issues , checking the fertilizers stocks</p> <p><b>5- UNDER STAFF</b> In most states 30%-40% agriculture officers posts are vacant. Assistants to extension officers are 2-3 in each block, instead of 4-5 their capacity to provided extension is limited due to changing crop pattern and lack of training</p> <p>6-The Farmers are not familiar state level toll free services and also National services.</p> <p>7-The performing of soil testing labs are below average.</p>
2	Agriculture Universities / Institutions	1- The universities and research stations conduct training farmers for selected farmers. Limited extension.
3	KVKs	<p>1- KVKs activist are limited to selected farmers as per govt. program cover few village around their locations</p> <p>2- The private KVKs have personal interest and the govt. KVKs are bureaucratic</p>
4	District Agriculture Technology Centre (DATC)	2-3scientist in the information centre who provide info through phone. They also organized 2-3 meeting in a month

# SUGGESTION FOR INTEGRATING PROGRAMS

- 1- To integrate all various agriculture schemes under ATMA.
- 2- ATMA has envisaged appointment of 20,000 full time extension officers.
- 3- The block level technical team & farmers advisory to be networked at District, State & National level.
- 4- Agriculture planning through Panchayat Raj will be beneficial.

## **CHALLENGE-CAN GOVERNMENT PROVIDE EXTENSION TO 600 MILLION FARMERS ?**

### **A- Need for redefining extension by developing farmers as knowledge worker.**

1	Services	Extension services should enlarged to cover the following
2		<ol style="list-style-type: none"> <li>1- Fine tuning productivity to increased production &amp; quality.</li> <li>2- Provide Soil Health card to each farmer</li> <li>3- Sensitizing on optimum utilization of inputs-water</li> <li>4- Utilizing modern technologies-mechanization.</li> </ol>
3	Sensitizing on quality parameters of paddy, wheat & cotton	Training Programs Food Corporation of India (1000 agriculture experts) Cotton Corporation of India, Spices Boards
4	Understanding	of changing market trends-consumer preference.
5	Awareness on	utilizing Govt. schemes/ programs.
6	Awareness on	market commission.
7	Utilizing	of crop insurance schemes
8	Utilizing	Weather forecasting, suggestion to CACP

# Example of Extension Services by Private sector in Andhra Pradesh by

M/s Hyderabad Chemicals

Contact Persons:- Mr. Sukumar, Managing Director, Mobile: 09848044976

Dr. Mallaiah, Marketing Director, Mobile: 09848035816

1	Name of the service provided by the company	1- DEVELOPMENT / PROMOTIONAL PROGRAM
2	Soil Testing Details/ Heath Report Card/NPK-Organic Carbon-BH-Salinity-Services Provided *Micronutrient can not be provided as equipment is costly Rs. 30 Lakhs	1- Date of Establishment 2004-05 2- <b>Random Soil testing for 9000 farmers in selected mandals</b> during 2010-11 *Potentiality for marketing their produce is the basis *In each village / mandal 30 best farmers are trained selected by the company 3- The company has 42500 farmers with them with details of cropping. 4- Keeps in touch through free toll telephone, SMS Service 5- Suggestions only on the best practices to increased yields 6- It has 25 agriculture officers and 150 village extension officers
3	Salient of the village services	1- Regular business & training activity can not afford to mislead farmers. 2- The Village Extension Officer (VEO) is a local resident and traceable. 3- The VEO is familiar with local agro climatic social economic conditions. 4- VEO can give feed back to Government *Produce pulses, oilseeds etc.
4	Limitations of the services	1- The company has limited budget & limits numbers of farmers 2- The VEO is seasonal / full time. Can be interested with more work 3- He is trained only in crop management issues. 4- He can not provide solutions to problems of marketing, water insurance etc.

5	Staff & Budget of the Company providing service to 9000 farmers every year	<ul style="list-style-type: none"> <li>1- 25 agriculture officers Rs.20000 x 12=60,00,000</li> <li>2- Field Supervisor (Village Extension officers) 150X10000X12=1,80,00,000</li> <li>3- Lab Staff, chemicals and Establishment 5,00,000 x12=60,00,000</li> </ul> <p>Total=3 Crores    Company profit 40 Crores    Total Turnover 400 Average expenditure per farmer Rs.3 crores x 9,000=3,000</p>
6	<b>Additional services that can be provided by the company</b>	<ul style="list-style-type: none"> <li>1- VEO can act as nodal person and advise on critical issues/guide</li> <li>2- Emergency services to the farmers through government and private sectors.</li> <li>3- Assisting the farmers in paper work including legal, drafting memorandums, complaints applications etc.</li> </ul> <p>*30-40% farmers are illiterate    *Farmers will save time in going around offices</p>
7	What are the benefits to the private sectors	<ul style="list-style-type: none"> <li>1- Increased credibility to the company – <b>part of corporate social responsibility</b></li> <li>2- VEO will have additions financial benefits</li> <li>3- The VEO can be employed part time and on contract basis</li> </ul>
8	What can GOI do to enlarge the activities to cover all the farmers	<ul style="list-style-type: none"> <li>1- To provide income tax exemption on extension service by private sector including IFFCO, KRIBHCO, Sugar Factories, NDDDB, Milk Unions and other</li> <li>2- To direct Government Institutions, FCI, CCI, NABAARD and others to provide extension and trainings to farmers through private/corporate sector</li> </ul>
9	What is the role of state governments	<ul style="list-style-type: none"> <li>1- To coordinate extension activity with private companies at district level.</li> <li>2- To involve in training areas where in the govt. has limitations Example- MCX</li> </ul>

## 2<sup>nd</sup> Example of Extension Services by Private Sector

MANA (HAMARA) GROMOR-by corromandal working in Andhra Pradesh

Contact Person: Mr. Ravi Prasad, President, 9949172828

Sr. No.	Name of The Services provided by the company	Mana Gromor - Marketing and Extension Services
1	Soil Testing Health Report Card	1- As per 1 <sup>st</sup> Example. 2- Total farmers customers 60 lakhs purchasing fertilizer & pesticides etc. 3- The company provides assured and quality goods at MRP.
2	Salient future of the services	<b>1- 430 SHOP SERVICES CENTERS IN ANDHRA PRADESH.</b> <b>2- EACH SHOP HAS 500 SQ FEET OF SPACE, LIBRARY, PROJECTOR, COMPUTER AND TAX SCREEN FACILITY WITH FARMERS TRAINING FACILITY.</b> 3- 1 expert in shop to advise on farmers visiting customers. 4- Monthly training programs to selected farmers groups <b>5- FACILITATES TO ASSIT DEPARTMENT IN TRAINING..</b> 6- 40,000 progressive farmers with name, address, crops, mobile no. etc. 7- It works in 600 (150 blocks) agriculturally potential mandals in AP 8- Toll free and Mobile Number 09848252828.
3	Limitations of services	As mentioned in Hyderabad Chemicals

4	<b><u>STAFF AND BUDGET</u></b> 500 Technical & 500 non technical 30 Labs	<b>TOTAL EXPENDITURE ON EXTENSION 60 CRORES</b>
5	Additional services that can be provided	As per 1 <sup>st</sup> example Hyderabad Chemicals
6	What are the benefits to the private sectors	As per 1 <sup>st</sup> example Hyderabad Chemicals
7	Other companies doing similar service in AP	Ralleys-Bayar-Syngenta-IndoFil –Dhanuka -UPL-MAKTHIAM  Total No. of Field Staff 15000 compared to total no. of village in AP 28,000
8	What can GOI do to enlarge the extension activity by the company	1- Provide Tax Incentive for expenditure on extension by private sector 2- To call input companies and discuss for adopting districts/crops for extension 3- To direct Govt. Institutions FCI, CCI, insurance, banks to involve in extension.
9	What is the role of State Government	1- To request companies to adopt District/Block/extension. 2- To involve private sector in action activity in district block level

## Details of Agriculture Experts available in private sector for extension (APPRO)

Total Agriculture Experts & Field Workers

Total No. of Districts 560- Blocks-5600

Sr. No	Name of the Institutions	Available Man Power and Facility
1	Fertilizer Industries in India * 560 district average blocks in districts 10 1 agriculture office in each block approximately 6000 * Village officers averaged per 3 block 18000 Total 24000 * Each block one agriculture officers	1- Agriculture officers 9000-10000  2- Non agriculture graduates working as village extension officers 10000
2	Seeds Companies,	1- In Andhra Pradesh 2000 Agriculture and Non agriculture providing extension only agronomy entomology

3	Pesticides Companies	300 companies  25 agriculture officers in each company x 320 = 8000  Field supervisors 50 in each company x 320 = 16000
4	Sugar Factories	1- 500 sugar factories in India  2- Each sugar factory has 8-10 agriculture officers. They provide extension to only on  Total Agriculture Officer 5000
5	Drip irrigation companies	
6	Tractor companies	
7	Retired agriculture officers/scientists	
8	Agriculture officers working in government department/Universities/ Research stations part time officers	1- To incentivize their services directly or by companies or by banks and others
9	Agriculture officers working in Food Corporation of India, Cotton Corporation of India, Banks	

