

O.I.H.

GOVERNMENT OF INDIA  
MINISTRY OF AGRICULTURE AND FARMERS WELFARE  
DEPARTMENT OF AGRICULTURE, COOPERATION & FARMERS WELFARE

**LOK SABHA**  
**STARRED QUESTION NO. 195**  
TO BE ANSWERED ON THE 29<sup>TH</sup> NOVEMBER, 2016

**EXTENSION REFORMS PROGRAMME**

\*195. SHRI NAGAR RODMAL:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण  
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be pleased to state:

- (a) whether the Government has formulated a scheme to support the extension reforms programmes under the Agriculture Technology Management Agency (ATMA) scheme to appoint and train Krishak Mitras (Farmers Friends) and monitor their activities;
- (b) if so, the details thereof, State/Union Territory-wise; and
- (c) the steps taken by the Government to assist the farmers for extension reforms programme in agriculture?

**ANSWER**

MINISTER OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण ½â"ãè (SHRI RADHA MOHAN SINGH)

(a) to (c): A statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA  
STARRED QUESTION NO. 195 DUE FOR REPLY ON 29<sup>TH</sup> NOVEMBER, 2016.**

(a): Yes, Madam.

(b): Government of India has formulated a scheme to support state extension programme for extension reforms, popularly known as ATMA scheme. 'Farmers Friend' (FF) is one of the components of the scheme.

'Farmer Friend' (FF) component was included in the scheme during the year 2010-11 in order to act as focal points at village level. The scheme provides for identification of one progressive farmer per every two census villages. The FF serves as a vital link between Extension Worker and Farmers at village level.

As per ATMA Guidelines, FF is provided with special opportunities for up gradation of their skills through Trainings, Study Tours and visits to State Agricultural University / other institutes, by utilizing support available under the Scheme. The duties of FF are at **Annexure I**. To meet the contingency expenditure which the FF incurs towards discharge of his duties, a contingency amount of Rs. 6000 per annum has been provided for under the Scheme to be shared between Centre and State Government on 50:50 basis.

17 States and one UT have identified 1,65,685 FF till now. The State/ UT-wise details of Farmer Friend is given at **Annexure-II**.

(c): The Ministry of Agriculture has been implementing various Centrally Sponsored and Central Sector Schemes to assist farmers. The Centrally Sponsored Scheme "Support to State Extension Programmes for Extension Reforms" (ATMA) programme has been strengthened and rejuvenated during 2010-11 and again during 2014-15 to provide support at State, District and Block levels, enhanced connectivity and mobility at

various levels and strengthening the mechanism for information dissemination at village level through the institution of one farmer friend for every two villages. Another component of this Mass Media Scheme aims to reach out to farmers (including small and marginal farmers) through electronic and print media. The Kisan Call Centres (KCC) have also been upgraded in terms of technology, enhancement of seats and effective monitoring. KCCs also are accessed by farmers. ICT tools are being extensively used to reach out to the farmers. In order to give further fillip to ICT in agricultural extension, pico projectors and hand held devices also have been provided to the extension functionaries. Mobile apps, Short Messaging Services, Farmers portal Apps have also been launched in for the benefit of farmers.

## **Annexure-I**

### **Duties and responsibilities of Farmer Friend**

1. Mobilization of farmers / constitution of Farmer Interest Groups.
2. Conducting field demonstrations, Kisan Gosthies and facilitating preparation of Village Research Extension Action Plan
3. Liaison with ATM at Block level for exchange of information related to agri. and allied activities at field level
4. Attending meetings of Gram Sabha, maintaining a daily diary of activities
5. Ensuring dissemination of information through multi media
6. Any other work assigned by BTT

## Annexure-II

**State-wise details of Farmer Friend**

<b>Sl. No.</b>	<b>States</b>	<b>No. of FF identified</b>
1	Arunachal Pradesh	940
2	Assam	337
3	A&N Islands	250
4	Chhatisgarh	9004
5	Gujarat	8506
6	Jammu & Kashmir	440
7	Jharkhand	14558
8	Maharashtra	13279
9	Madhya Pradesh	24459
10	Meghalaya	658
11	Mizoram	357
12	Nagaland	650
13	Orissa	12468
14	Punjab	6185
15	Rajasthan	16360
16	Sikkim	83
17	Tamilnadu	8180
18	Uttar Pradesh	48971
	<b>GRAND TOTAL:</b>	<b>165685</b>

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