

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

LOK SABHA
UNSTARRED QUESTION NO.2478
TO BE ANSWERED ON THE 2ND JANUARY, 2018

KNOWLEDGE AND INFORMATION IN AGRICULTURE SECTOR

2478. SHRI E.T. MOHAMMED BASHEER:

Will the Minister of AGRICULTURE AND FARMERS WELFARE **‡ãðŠãäÓã** एवं किसान कल्याण **½ãâ¨ããè** be pleased to state:

- (a) whether the Government has realized that the knowledge and information deficits are the major hurdles in developing agricultural sector in rural areas of the country and if so, the details thereof; and
- (b) the corrective steps taken by the Government in this regard?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE

‡ãðŠãäÓã एवं किसान कल्याण **½ãâ¨ããè** **½ãñâ** **Àã•¾ã** **½ãâ¨ããè** (SHRI PARSHOTTAM RUPALA)

(a) & (b): Dissemination and transfer of knowledge and information is an important strategy for the Government for developing the Agriculture Sector in the country. In this respect the main extension system mandated for dissemination and knowledge transfer among farmers is operated by the State Governments. However, Government has been laying special emphasis on dissemination of information and knowledge transfer to the farmers through a series of initiatives like Extension Reforms, Mass Media Support to Agricultural Extension, Kisan Call Centres, Agri-Clinics and Agri-Business Centres, Exhibitions/ Fairs etc. A brief of these initiatives is given at **Annexure**. Further, a network of 681 Krishi Vigyan Kendras (KVKs) has been established by Indian Council of Agricultural Research to facilitate farmer's access to knowledge and information generated by Agricultural Universities and ICAR Institutes of the country.

Annexure

Annexure referred in reply to Lok Sabha Unstarred Question No. 2478 to be answered on 02.01.2018 regarding Knowledge and Information in Agriculture Sector

Brief on initiatives taken for dissemination of knowledge and information to the farmers

A multi-tiered extension strategy with a blend of following extension and outreach initiatives is being followed under the Sub-Mission on Agricultural Extension (SMAE) so as to empower farmers with the latest knowledge and information in agriculture and allied sectors.

(i) Support to State Extension Programmes for Extension Reforms:- ATMA Scheme has been extended to cover 676 rural districts of 29 States & 3 UTs across the country. This Scheme has been revised to include manpower support; roping in the farmers' feed back in to planning by setting up Farmer Advisory Committees (FACs) at Block/ District & State Level and providing farmer-to-farmer learning and extension support through Farmer Friend. The Modified Scheme has dedicated Specialists & Functionary Support at State (2 at State Nodal Cell and 7 to 15 at SAMETI level based on the number of blocks in the State/UT), District (5 per district) & Block level (4 per Block). Various activities supported under the Scheme for educating and creating awareness amongst farmers include farmers trainings, exposure visits, demonstration, Kisan Mela mobilization of farmers Interest Groups (FIGs) and farm schools etc. Since inception of the scheme in 2005, **4.33 crore** farmers' have been benefited through various farmer oriented activities.

(ii) Mass Media Support to Agricultural Extension:- The primary objective of the Scheme is to use Electronic Media, Print Media & Social Media with their massive penetration as a vehicle that could be exploited for the purpose of extension.

Under this scheme existing infrastructure of Doordarshan and All India Radio is being utilized to make the farmers aware about modern technologies and researches related to agriculture and allied areas. A 30 minute programme named Krishi Darshan is being telecast 5 days a week through 18 Regional Kendras of Doordarshan. Similarly, 96 Rural FM Radio Stations of All India Radio are being utilized to broadcast 30 minutes of programme named KisanVani for farmers 6 days a week. Besides, DD – Kisan 24x7 Channel also disseminates the information and production technologies on Agriculture.

During the telecast of Krishi Darshan programme a capsule programme called Mandi Bhav and Agri-News are being produced in-house and telecast the same for the benefit of the farmers. The existing prices for different agri-products in the local Mandis linked with the network are being telecast for the local farmers for their maximum benefit.

Focused Publicity & Awareness Campaign: Apart from Krishi Darshan and Kisan Vani Programmes, the 'Focused Publicity & Awareness Campaign' is also executed to create awareness about the assistance available under various schemes of the Department of Agriculture, Cooperation & Farmers Welfare and also to create awareness on best agricultural practices available. Audio-Video Spots are being broadcast/telecast through DD, AIR and Private TV Radio Channels operating at National & Regional Level during news, entertainment programmes, serials etc for the benefit of the farmers. In addition to that print advertisements on best agricultural practices available under different schemes of DAC&FW as well as Govt's flagship programmes are being published in leading newspaper across the country to create awareness among the farmers. Social Media platforms such as facebook, twitter, youtube etc. are also being utilized for creating awareness about various flagship programmes of the Ministry.

(iii) Agri-Clinic and Agri-Business Centres:- The Scheme was launched in 2002 and provides extension services to farmers through setting up of economically viable self – employment ventures. Selected trainees are provided agri-preneurship training for a period of two months by MANAGE through identified Nodal Training Institutions in various states, which also provide handholding support for one year. NABARD monitors the credit support to Agri-Clinics through Commercial Banks. Provision of credit-linked back-ended subsidy @ 36% has been approved under the scheme. The subsidy would be 44% in respect of candidates belonging to SC, ST, women and those from North-Eastern and Hill States.

The scheme provides efficacious and cost effective mode of extension services. Since inception of the scheme in 2002, **55421** unemployed candidates with agriculture qualification have been trained and **23503** agri-ventures have been set up by the trained candidates upto November, 2017. Subsidy has been extended to **1850** established agri-ventures as on November 2017.

(iv) Kisan Call Centres:- Agriculture and allied sector related information is provided to the farmers through Kisan Call Centres (KCCs) having toll free telephone line 1800-180-1551 accessible through all mobile phones and landlines of all telecom networks including private service providers. Replies to the farmers' queries are given in 22 local languages between 6.00 am to 10.00 pm on all seven days of the week. The KCCs set up at 14 locations have been restructured in 2012 to make it more effective. Since inception of the scheme, in the year 2004 over **349.40**lakh live calls have been registered at the KCC till 30th November, 2017.

(v) Information dissemination through Agri Fairs:- Agriculture exhibition is an excellent mechanism for showcasing latest technological advancements and dissemination of information to the farming community and also for promoting business opportunities in agriculture and allied sectors. The Extension Division is participating / supporting the exhibition/ fairs / seminars / conference etc. at the different level in the country. promoting/ organizing agriculture fairs at different levels. At the national level, the Division participates in India International Trade Fair organized annually by India Trade Promotion Organization. The Division also supports five Regional Agricultural fairs – one in each Region every year. The agriculture fair at Block, District and State levels are also being supported by the Division under the Extension Reforms (ATMA) Scheme and decision in this regard is taken up by the concerned State Government.

(vi) Capacity building components under “Extension Support to Central Institutes/ DOE”:- Ministry of Agriculture has established four Extension Education Institutes on regional basis at Nilokheri (Haryana); Hyderabad (Telangana); Anand (Gujarat) and Jorhat (Assam) to cater to the training needs of middle-level field extension functionaries working under agriculture and allied departments of States/UTs of respective regions. The programmatic activities of EEIs include organization of on-campus/off-campus trainings, workshops, conferences etc. in the areas of communication technology, extension methodology, training management, Agriculture Knowledge Information System (AKIS) and Information and Communication Technology. The primary objective of establishing four Extension Education Institutes is to train professional leaders with expertise in the field of extension education and communication technology.

(vii) Model Training Courses(MTCs):- The Directorate of Extension (DOE), DAC&FW sponsors Model Training Courses (MTCs) of 8 days duration to be organized by reputed National/ Central Institutes, ICAR Institutes and State Agricultural Universities(SAUs) in specialized areas for capacity building of middle-level extension functionaries of agriculture & allied departments of States/ UTs. 53 training programmes have been organized during 2017-18 (upto November, 2017).

(viii) Skill Training of Rural Youth(STRY):- The component launched in 2015 aims at training rural youths/farm women, rural artisans (blacksmiths, carpenter etc. designing/ manufacturing farm implements) across the country. The training under this component is of 7 days duration for 15 trainees per batch focusing on specific vocational areas in agriculture & allied sectors. Both public and private/ Non-Governmental Institutions including Vocational Training organizations, Youth Organizations (like Nehru Yuva Kendra) will be actively involved in implementation of this programme. 206 training programmes @15 participants per training programme have been organized during 2016-17 (up to March, 2017).

(ix) Farmers Capacity Assessment & Certification(FCAC):- This scheme launched in 2015, it is aimed at providing recognition to traditionally skilled farmers/farm women in various sectors of agriculture & allied disciplines through certification. The exercise of certification covers the process of “Recognizing Prior Learning (RPL) Skill” by testing and certification process by a designated agency. If farmers/ farm women found competent in possessing the traditional or prior possessed skill by the certifying bodies, they are issued certificates, so that they may be recognized for getting employment in the concerned skill sector by the prospective employers in the job market.

(x) Diploma in Agricultural Extension Services for Input Dealers (DAESI):- DAESI is of one year (48 weeks) regular course launched in **2003** with an objective to impart education in agriculture and other allied areas to the Input Dealers so that they can establish linkage to their business with extension services, besides discharging regulatory responsibilities assigned to them.

This programme was earlier implemented through MANAGE @ Rs. 20,000/- per candidate in self-financing mode in Andhra Pradesh, Maharashtra, Tamil Nadu, Odisha, Jharkhand & West Bengal. Now SAMETIs are also involved in conducting training programmes and so far **7761 candidates** have been trained under **194 DAESI batches** organized till Nov, 2017. During 2017-18, DAESI programme is under implementation in 159 batches with 6360 candidates
