

Acharya Narendra Deva University of Agriculture & Technology

Kumarganj- 224 229, Ayodhya (U.P.)



EXTENSION POLICY



Preamble

The Narendra Deva University of Agriculture and Technology adopted integrated system of teaching, research and extension, which emphasizes a balanced approach to the discovery of the new knowledge and skills, imparting that knowledge to the youth of the country and its application by the farmers who form the backbone of India's economy. The University is committed to all round development in the country in general and Eastern Uttar Pradesh in particular through its concerted efforts and innovative education, research and extension programmes. The Directorate of Extension (DOE) is the nodal agency of University for promoting agricultural development in the state through quick transfer of technology by providing training, consultancy and farm information to line departments' professional extension personnel and farmers. It also involves the assessment, refinement and adoption of technology through on-farm testing and front-line demonstrations.

Purpose

This policy document is intended to lay down the norms for undertaking extension work and its facilitation in accordance with the University's rules and procedures to fulfill the vision “Self-reliant, healthy rural populous with rich agricultural knowledge and good marketing intelligence”.

Scope of Extension Services

The Directorate of Extension is actively involved in transfer of technologies emerging out of research laboratories to the farmers' field and getting feedback for further refinement. Extension activities are now being carried out by the Directorate of Extension through 25 Krishi Vigyan Kendras (KVKs) and 4 KGKs located in different districts of Eastern Uttar Pradesh. The directorate provides guidelines, monitors and evaluates the extension programs of Krishi Vigyan Kendras (KVKs) functioning under University. The directorate also extends its support to the state departments through disseminating farm information by publishing literature on different agricultural disciplines, related subjects and preparation of package & practices for recommendation of farmers. Thus, the four principal, functional areas of the Directorate of Extension are assessment and refinement of new technologies, training, consultancy and communication. The directorate has a team of multi-disciplinary scientists who work in participatory mode in close coordination with the Department of Agriculture, Animal Husbandry, Horticulture, Forestry, Cooperatives, Panchayat Samities and other agencies engaged in the betterment of rural people.

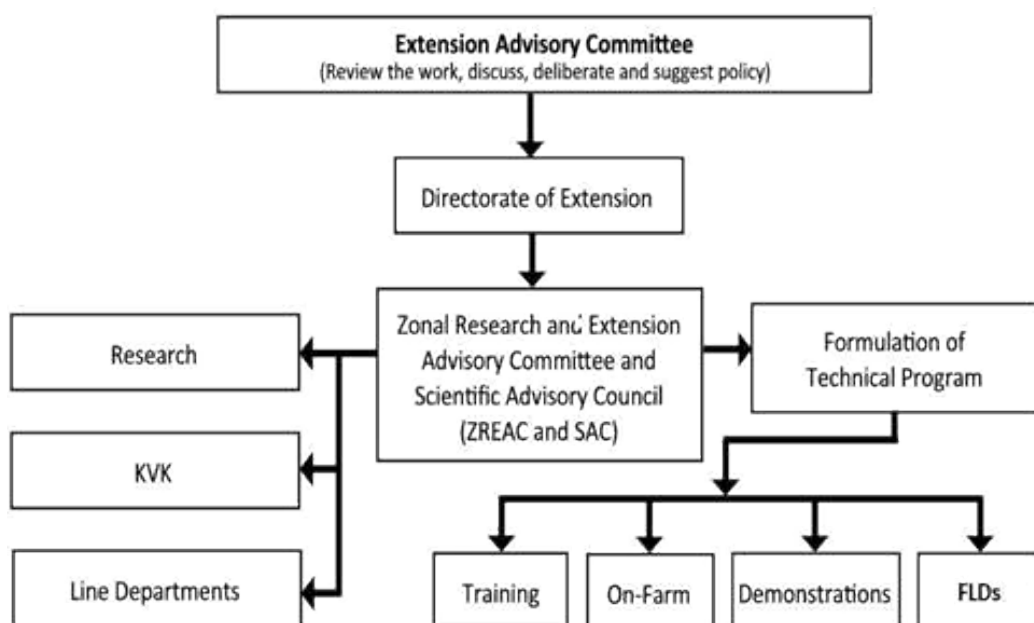
Exclusions

Chapter XI of the University Act (Uttar Pradesh Krishi Evam Prodyogik Vishwavidyalaya Adhiniyam, 1958) section 19(1) and section 28(c) clearly mentions the function of Directorate of Extension. As per the provisions of the act

1. The Directorate of Extension, ANDUAT, Ayodhya shall plan and executes all extension programmes and activities in cooperation with the Deans of other colleges.

2. There shall be an Extension Specialist in such departments as may be recommended by the Academic Council and approved by the Board.
3. The Extension Specialist shall hold academic rank and be a member of the staff of one of the departments but in the carrying of field activities, shall be under the supervision of the Director of Extension.
4. In accordance with procedure prescribed in these Statutes, the Director Extension may propose the appointment of such other supervisory and technical staff members as required.
5. There shall be an Extension Advisory Committee composed of the Vice Chancellor as chairman, the Director of Extension services as Secretary, and the deans of colleges, and Director of Experiment Station as members. The Committee shall advise the vice Chancellor (a) regarding coordination of the University extension programme with state and National Programme. (b) ways and means of increasing the effectiveness of the University's Extension Programme with the following mandate.
 - To formulate and import in service training to different categories of officers and functionaries from line departments of state and non- government organizations.
 - To conduct short and long term vocational trainings for farmers farm women, youth and school dropouts.
 - To Assess and refine the latest agriculture technology through frontline demonstrations for their wider adoption.

Organizational Structure of the Directorate of Extension

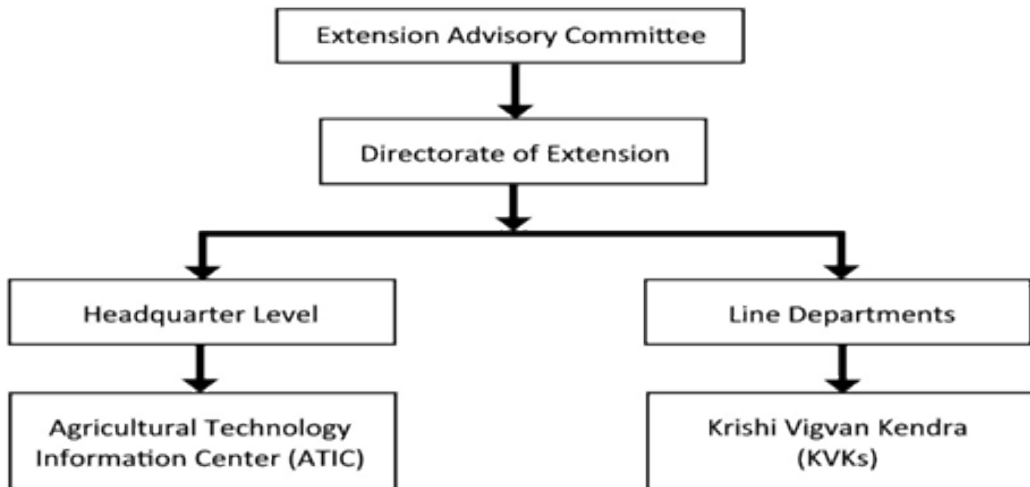


- To provide farm information services through various extension activities, including literature, for the quick dissemination of technology.
- Through the DoEE, the University extension service maintains live and intimate links with the research departments' on one hand and with the field-level functionaries of different state departments, development agencies and farmers on the other hand.
- The Directorate of Extension (DoE) conducts its extension activities through its headquarters, KVKs, etc. The directorate disseminates the latest technological innovations through farm advisory, training, information and communication services by involving scientists from different departments of the university and research institutions. It aims to serve as a link between research, extension and farmers and provide critical feedback for university research as well as to the main extension system. A well-defined mechanism is followed involving the Directorate of Research, the line departments and extension education units while formulating technical programs for different units of the DOE with the help of Extension Advisory Committee to Review the work, Discuss, Deliberate and suggest the policy
- The Zonal Research and Extension Advisory Committee consisted of Director of Research, Directorate of Extension, Deans of the faculty representative of development departments, Centre's of extension, Crop research station and Subject Matter Specialists, co-operative sector, industries and progressive farmers. Meetings are conducted regularly twice in the year (kharif and *rabi* season). The committee discusses in depth the adoption and its feed backs on research recommendations and existing transfer of technology programs. The approved recommendations are then passed to the concerned.
- As per mandate, a Scientific Advisory Committee is constituted at each KVK for assessing, reviewing and guiding their programs and progress. The members of this committee comprise a cross-section of scientific and farming communities—representatives of both government and non-government organizations who are directly or indirectly involved in the process of agricultural training, production and development. SAC meeting is to be chaired by the Hon'ble Vice-Chancellor along with members of SAC i.e. Director, ATARI or his representative, Director Extension or his representative, Representative of ICAR Institute/ICAR Regional Research Station if located in the district or nearby, One expert in the field of crop sciences, One expert in the field of horticultural sciences , One expert in the field of animal/fisheries sciences, Project Director ATMA, Representative of NABARD, District officer of the line departments from Agriculture, horticultural, animal and fisheries , One progressive farmer, One progressive woman farmer, One agri-entrepreneur, One chairperson of women self help group in relation to agriculture in the district and Senior Scientist / Head, KVK as Member Secretary will be participate to provide necessary technical and management guidance to KVK in developing effective

technical programme, annual action plan and review of activities.

- The ATIC is a constituent unit of the directorate which serves as a single-window delivery system to help farmers and other stake holders by providing solutions to location-specific problems and making all technological information, along with technology inputs, available.

Approaches and Methods used by the Directorate of Extension



1) ELECTRONIC MEDIA-INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

ICT has a major role to play in all facets of Indian agriculture. The extensive use of ICT and its infrastructure would therefore be a critical component of the strategy to revitalize the national extension system. The directorate usually arranges radio talk—discussion by university experts on All India Radio. The scientists from headquarters, KVK and KGK also deliver radio and TV talks regularly for the benefit of the farming community. Integrated use of both the conventional as well as upcoming electronic media like Intra and Internet, information kiosks, cable TV, mobile telephones, use of various social media platforms, mobile based apps, Kisan Gyan Rath, vernacular press and other print media is the way forward—by pooling and effective use of ICTs. The radio and Door darshan (public television broadcaster of India) cover special activities carried out by the university such as kisan mela, agricultural officer workshops, training, field days, kisan goshti, etc.

2) MASSMEDIA

Among various extension methods, the use of media is useful in creating awareness and stimulating interest, along with large coverage of the audience. New and improved agricultural technologies, developed in Agricultural Research Institutes,

universities, the private sector and often by the farmers themselves, have to be disseminated among the masses in order to increase productivity and overcome hunger and poverty. In this context, farmers need adequate exposure to information on technologies that may be available. The usual mechanism of technology dissemination is from research to extension; and extension, in turn, passes on the messages to the end-users (research-extension-farmers). The process is constrained in several ways:

- (i) the role of the media is not high on the agenda, and mass media are not usually considered in technology transfer programs,
- (ii) the dissemination process is constrained where the research-extension linkage is weak,
- (iii) the technology transfer process, being primarily dependent on the physical presence of the extension worker, is limited in scale and is often slow.

The involvement of mass media in technology transfer can seemingly help overcome these constraints. Print media such as newspapers, magazines, leaflets, booklets, posters and handbills are widely used in technology transfer by the Directorate. Agricultural technology supplements are published along with daily or weekly newspapers by the Directorate of Extension. Agricultural periodicals/magazines or technical bulletins like “Poorvanchal Kheti” etc. are often used for disseminating agricultural technology information among farmers by most of these institutions.

3) ORGANIZING FARMERS' FAIRS AND FIELD DAYS

The directorate is engaged in refining and disseminating agricultural knowledge to farming communities through a network of KVKs in various agro-climatic zones. The directorate organizes farmers' fairs and field days for the active participation of farmers and farm women. These activities give farmers and the public the opportunity to witness the latest, proven technologies. Exhibitions on the latest technologies are organized for face-to-face interactions between farmers and scientists. The sale of the latest varieties of plants and vegetable saplings creates a large amount of publicity. On-the-spot technical solutions are demonstrated at visits of experimental sites.

4) CAPACITY BUILDING OF EXTENSION STAFF AND FARMERS

Human resource development is an important mandatory activity of the Directorate of extension. The Directorate is organizing various national-level, state-level and in-house personnel trainings, model training courses, faculty development courses, winter and summer schools, etc. The directorate is also organizing vocational trainings for economic empowerment and livelihood security for farm families. Short-term trainings for farmers, farm women and rural youth on new production technologies are organized regularly at the directorate.

5) TRAINING COURSES: The Directorate organizes national-level training programs, workshops and seminars for promoting the professional competency of the officials and extension personnel working in different line departments of government. Major training areas include oilseeds and pulses, cropping system approach, seed production technology, post-harvest technology, integrated pest management, micro-irrigation systems, etc.

6) DEMONSTRATIONS

Subject Matter Specialists are entrusted with the job to conduct Front Line Demonstrations (FLDs) and Cluster Front Line Demonstrations (CFLDs) at the farmer's field with a view to convince the farmers regarding the soundness and practicability of the technologies developed by the university.

7) ON-THE-SPOT GUIDANCE

Specialists are instrumental in guiding the farmers on the spot in respect of complex field problems.

8) SURVEILLANCE AND MONITORING

Subject Matter specialists gather information on cropping patterns, input use and production related problems through regular survey on major field crops during both Kharif and Rabi seasons. Surveillance of insect-pests and diseases helps to implement integrated pests/disease management models and mitigate the emergence of pest/disease outbreaks through the judicious use of inputs.

9) CAMPAIGNS

Various campaigns like soil testing, food grain storage, repair of farm machinery, proper utilization of inputs etc. for improving the agriculture production in their respective districts are organized by KVK staff.

10) FEEDBACK

SMSs employed with the Krishi Vigyan Kendras are the ears and eyes of the university, in assessing and analyzing the farmers' problems and providing feedback regarding complex/new emerging problems for investigation to the concerned scientists.

KRISHI VIGYAN KENDRAS

Presently 25 KVKs are working under the Jurisdiction of ANDUAT, Ayodhya. Each KVK has been provided with a Project Coordinator and Six Subject Matter Specialists (SMS). These SMS are from the various disciplines of Animal Science, Home Science, Agronomy, Soil Science, Entomology, Horticulture, Agriculture Engineering etc. depending on specific requirement of the district.

Each KVK has a farm area utilized for raising foundation/certified seed and provide live field demonstrations for the trainees. At present KVKs impart practical oriented

trainings on diversified areas of agriculture , hybrid seed production, cultivation of aromatic and medicinal plants, dairy, poultry, bee-keeping, vermin compost, fishery, piggery, mushroom growing, integrated farming system etc.

KRISHI GYAN KENDRAS

Presently 04 KGKs are operating under the jurisdiction of our university. They deliver advisory services to the farmers and collaborate with the line departments and provide all the necessary technical inputs to them.

AGRICULTURE TECHNOLOGY INFORMATION CENTER (ATIC)

The Agriculture Technology Information Center was established for the quick delivery of technology to the farmers under “Single Window Delivery System”. To deliver technology, the services of entomologists, plant pathologists, soil scientists and agronomists have been provided in the center. The activities undertaken at ATIC are:

- Plant Clinic Services
- Dissemination of Technological Products
- Farm Literature
- Website
- Helpline Facility

LINKAGES WITH STATE DEPARTMENT/OTHER ORGANIZATIONS

The Directorate of Extension has strong linkages with State Department of Agriculture/ Horticulture/ Animal Husbandry, semi-government organizations (KRIBHCO, IFFCO etc) input supplying firms, banks and many other government and non-government organizations (NGOs)/ progressive farmers. Technical help is rendered to semi/government organizations / NGOs during the crop seminars/field days/ training camps.

Processing of the Extension Services

- Keeping in view the resource constraints, faced by the KVKs, five villages, one each named as 'Adrash Krishi Gaon' in a five blocks (One village in each block) have been selected in each district to carry out the all extension activities keeping in view to saturate whole villages in holistic approach. To make the system more effective and viable, mobile numbers of selected farmers have been introduced for Front Line Demonstration (FLD) and On Farm Trials (OFT) at the time of approval and sanctions of the proposals, so that any concerned officer can verify the material distributed to the selected farmers on their mobile phone. Similarly, Vocational Trainings schedule has been uploaded on university website on public domain.
- All programme should be plan in the group tour. All the Subject matter specialists (SMS)/Programme Assistants (PA) have been ordered to visit the selected village

once in a week i.e. Thursday and Friday of the month by office vehicle to take observations of their FLD/OFT/Trainings activities etc.

- Farm Productivity of KVKs is one of the major indicators in the assessment of KVK. Therefore, Farm Management Committee (FMC) on each KVK has been constituted to advise and monitor farm activities to improve the productivity/revolving fund of the KVK farms. Farm Management Committee includes, Programme Coordinator as chairman, all Subject matter Specialists as member and Farm Manager as member secretary. They are involved in all activities from sowing to harvest.

Approval of Extension Activity

All extension proposals have to be submitted to the Vice Chancellor, through proper channel for prior approval, who will have the right to make the decision to accept or decline the proposal.

Conflict of Interest

- a. Engagement in extension work must not create any perceived or actual conflict of interest.
- b. Conflict of interest, if any, must be immediately reported to the vice chancellor.
- c. A conflict of interest shall be considered as a case where an employee engage in extension at the expense of the interests of University as defined by the Vice Chancellor.

Code of Conduct

- a. The conduct of employee during the extension work must conform to the prestige and reputation of the University. The University will be entitled to take disciplinary action against its employee for any misconduct during the extension work.
- b. Original copies of all documents related to all documents related to all extension services undertaken by its employee must be in possession of the University for allowing appropriate processing for financial accounting and audit purposes.
- c. The clients receiving extension services would not be entitled to use the University name, logo etc. in any form without prior permission of the Vice Chancellor.

Dispute Redresses and Resolution

All cases of lack of clarity on any issue, or any ambiguity, or subjectivity in interpretation, must be reported to the Vice Chancellor, whose decision will be final and binding. The Vice Chancellor may, at any point of time, call for amendment or revision of this policy document as deemed appropriate. Any violation of the above policy shall be dealt with as per University rules.

