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INTRODUCTION

The agricultural technology since the last decade, has not been communicated to the grass-root level inspite of the presence of various extension schemes and agencies. Extension agencies had been addressing the needs of farmers, but in an isolated manner with less coordination among themselves. Lack of sound feedback mechanism has been resulted into to the inefficient delivery. One mechanism of all extension agencies is that they basically follow top-down approach as a result of which planning is lacking at the bottom level envisaging false realities. This approach resulted in limited success in rain fed areas due to large heterogeneity and complexity in farming conditions. Ultimate success lies in the context where farmers are the central point in the whole system and profit should reach farmers without the intervention of middle man. It is therefore; felt to develop a mechanism to increase the farmer's participation in programme planning and implementation by involving different stakeholders at the grass root level.

A number of new enterprises have been adopted by a few innovative farmers in their overall farming system. There is need to analyze such existing success stories in the district for mass replication in similar situation. Farmers have to adopt the working pattern of groups because group approach not only helps in evolution of market but also helps to create good adoption opportunity at grass root level.

It is becoming increasingly evident that extension by itself can no longer respond to the multifarious demand of different farming systems. There is need for reappraisal of the capacity of existing agricultural extension systems to address future needs of the farming community effectively. Public funding for sustaining the vast infrastructure is also under much strain.

The aim towards integrated extension delivery, adopting bottom up planning procedure, establishing of linkage among Research-Extension-Farmer-NGO-Market, making the technology dissemination farmer-driven and farmer accountable, ensuring women participation in agriculture and create information resource connectivity to all blocks with district level ATMA through the Farm Information and Advisory Centre.

The district has state Government Organization & like Department of Agriculture, Horticulture, Soil Conservation, Animal Husbandry, Fishery, Plant Protection, District Rural Development Agency and forest). The district also has a Krishi Vigyan Kendra located at Peterbar Block of the district. However; these institutions are directly or indirectly involved in running

parallel extension systems. Hence, it is imperative that these forces are organized and coordinated through ATMA, Bokaro under the new institutional arrangement.

ATMA Governing Board (AGB) and ATMA Management Committee (AMC) have been constituted with representation from different departments, progressive farmers, horticultural farmers, women, banks, input dealers, NGOs, Marketing Associations and fisherman at the district level. Similarly, at Block level, Farmers Advisory Committees (FAC) have been constituted. At Village level, commodity wise Farmer Interest Group (FIGs) and Farmers Organization (FOs) are being organized to introduce a new form of extension delivery system which is decentralized, demand-driven, farmer accountable, location specific, participatory, well integrated with Research-Farmer-Market linkage and technically and financially sustainable in its orientation.

It is planned to involve persons responsible for extension delivery either directly or indirectly in capacity building towards new technologies so as to meet not only the challenges emerging from globalization but also to explore newer ways of developing the agricultural sector. This is proposed to be done through Demonstration, Training, Kisan Ghoshtis, Field Days, Exposure Visit, training in Information Technology to all the stakeholders through SAMETI(as per SEWP),

This document has emerged through participatory rural appraisal from all the 3 agro-ecological situations of the district by selected and trained research and extension officers of the district and old ATMA districts. The bottom-up approach associate not only farmers but also market about demand and supply of input, credit institutions like NABARD, Bank which were earlier left out when top-down approach was followed. Success of bottom-up planning would however depend not only on the interest of bureaucracy in general and Chairman (ATMA) in particular but also on the general agreement of all the stakeholders involved in development of farming community.