

ATMA FUNDING FOR COMMUNITY RADIO STATIONS(CRS)



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Challenges of Extension System

- Limited Reach
- Lack of participatory and inclusive planning
- Uneven growth of non-governmental extension system
- Wide gap between emerging needs & available skill at field level
- Limited synergy amongst various stake holders



Thrust Areas

- Expand Reach to Farmer Level
- Increase Mobility & improve connectivity
- Full Use of Modern Technology – Local KKMS
- Close Linkages – Upward, Downward & Horizontal
- Capacity Building & Skill Upgradation
- e-Monitoring & Evaluation



What is ATMA Prog.?

- Extension Reforms / ATMA Programme introduced during 2005-06 as a major intervention to address constraints of T&V and post T&V System
- Focus to have an extension system farmer driven and farmer accountable by way of institutional reforms
- An institutional mechanism in the form of Agricultural Technology Management Agency (ATMA) set up at district level in **218** Districts in 2005-06; in **44** Districts in 2006-07 & in **303** Districts in 2007-08



What is ATMA?

ATMA an Innovative autonomous institution set up at the district level, with requisite flexibility to:

- promote bottom up planning and participatory approaches;
- provide farmer driven and farmer accountable extension system in PPP mode; and
- Coordinate and manage AES within the district



Key Reforms Promoted Through ATMA

- **Strengthening of institutional Arrangements** – ATMA at District , SAMETIs at State Level
- **Bottom up planning** – Providing support for preparation of SREP and Action Plans at Village, Block, District & State level
- **Convergence of line departments** - in a gap filling mode
- **Encouraging Multi Agency Extension Strategies** – involving Private Ext. service providers
- **Broad-based extension delivery** – in line with Farming System Approach
- **Better linkage of all stakeholders** including R-E-F linkages/support
- **Group Approach** to Extension
- **Addressing gender concerns**
- **Sustainability of extension services** - through beneficiary contribution



Improvements made in ATMA Cafeteria

- **Farm Schools** to formalize the concept of farmer-to-farmer learning, guidance and extension; the guiding principle is **seeing and harvesting is believing**.
- **Training and capacity building** of public extension functionaries e.g. launching of PG diploma on AEM by MANAGE
- **Focus on PPP** - Private sector companies, FOs, Agripreneurs, PRIs, NGOs and cooperatives to complement and supplement the efforts of NAES.
- **Community Radio Stations (CRS)** to be promoted under the Programme
- Focus on use of **Mass Media and IT**



Community Radio Stations - Trends

- Effectiveness of CRS in the delivery of local content through different institutions, led MOA to support this new initiative
- To start with, KVKs operating in SAUs were considered for funding under ATMA
- To broad base the initiative & include more players to operationalise CRS, guidelines were revised
- New Guidelines enable providing funds to Govt. & Quasi Govt. Organisations



Eligibility Criteria

Organisations eligible for CRS funding under ATMA to be:

- SAUs, KVKs, NGOs & agencies / organisations registered under SRA1860 or any other such act & recognized by central/state govt.
- primarily engaged in Agri. Hort., Dairy, Piggery, poultry, fishery etc.
- having a proven record of at least 3 years service to the local community



Eligibility Criteria...contd.

- Having the technical competence to produce and broadcast agricultural programmes which are preferably location specific; are in local language/dialect to address the local needs and address location specific issues
- Having basic infrastructure & facilities in the form of a room(400 sq. ft)/ electricity/ manpower to run and operate the CRS



Procedure for Funding CRS

- Invitations of Applications by SDA
- At District Level - Suitable Proposal/s to be selected/ recommended by AMC
- At State Level - Then by State Nodal Officer/ Commissioner of Agriculture
- Recommended proposals to be forwarded to DAC for consideration of competent authority
- ATMA GB at District level & IDWG at state level to be appraised of the matter in subsequent meeting



Procedure for Funding CRS...contd.

- DAC after clearance of the proposal to refer them to Min. of I&B for issuance of License
- After issuance of license, the proposal referred to concerned state government for seeking necessary funding support
- Funding for CRS under ATMA to be reflected in SEWP which would be approved by IDWG at the state level and TC at DAC level



Funding Support for CRS - Summary

- SDA to invite applications
- ↓
- AMC at distt and SNO/Commissioner (Ag.) to approve – ATMA GB & IDWG to be subsequently appraised
- ↓
- Recommended proposals to be sent to DAC for clearance and onward transmission to I&B Min. for license
- ↓
- Licensed proposal to be sent to state for inclusion in the SEWP



Funding Support for CRS - Summary

- SEWP to be approved by IDWG at State & By TC at DAC
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- DAC to release funds to state/ state designated agencies which in turn release funds to ATMA
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- ATMA to release of funds to KVKs/ Agencies running KVKs

Funding Support for CRS - Norms

- One CRS / District
- Annual Cost Ceiling is Rs. 54 Lakhs
- Norms for Funding include -
 - Setting up CRS - Rs.14,55,000/-
 - Content Creation
 - a) 1st Year for two hrs. of daily programme i.e. 730 hrs/ year - Rs.17,15,500/-
 - b) 2nd Year for one & half hr. of daily prog. i.e. 540 hrs/year - Rs. 12,87,800/-
 - c) 3rd year for 1/2 hr. of daily prog. i.e. 183 hrs/year - Rs. 4,30,050/-



Funding and Sustenance

- For the purpose of sustenance, the agency seeking funding support under ATMA to give an undertaking that
 - **It would continue to broadcast agriculture programmes for two years after discontinuation of funding support from DAC;&**
 - **It would continue to broadcast agriculture programmes for a further period of two years after renewal of license**

THANK YOU

