



Guidelines
for
EXTENSION SUPPORT TO CENTRAL INSTITUTES/DOE
Central Sector Component
of
Sub-Mission on Agricultural Extension (SMAE)

TABLE OF CONTENTS

Sl. No.	Item Description	Page No.
1.0	Introduction	6
2.0	National Level Institutions	7
2.1	Directorate of Extension (DOE)	7
2.2	National Institute of Agri. Extn. Management (MANAGE)	8
2.2.1	Aims & Objectives	8
2.2.2	Mission	9
2.2.3	Activities	9
2.2.4	Target Group	9
2.2.5	Strengthening MANAGE as International Centre of Excellence	10
2.2.6	Pattern of Assistance	11
3.0	Regional Level Institutions	11
3.1	Extension Education Institutes	11
3.1.1	Aims & Objectives	11
3.1.2	Mission/Role	12
3.1.3	Area of Operation	13
3.1.4	Management	13
3.1.5	Pattern of Assistance	14
3.1.6	Budget	14
4.0	State Level Institutions	15
4.1	State Agricultural Management & Extension Training Institutes (SAMETIs)	15
5.0	Mechanism to Establish Linkages between MANAGE, EEIs and SAMETIs	15
6.0	Organization of Model Training Courses (MTCs)	16
7.0	Awareness Generation through organization/participation in Exhibitions/Fairs	17
7.1	List of fairs & exhibitions participates by DOE	17
7.2	International Events	17
7.3	Preparation & Participation	18
7.4	National/State/ad-hoc events	18
7.5	Preparation & Participation	19
7.6	Regional Agriculture Fairs (RAFs)	19
7.6.1	Selection of organizing agencies	20
7.6.2	Duration, Venue and Theme	20
7.6.3	Mobilization of Funds	20
7.6.4	Activities/Fair Profile	20
7.6.5	Publicity and Media Coverage	21

7.6.6	Participation	21
7.6.7	Supportive Role of DOE	21
8.0	Permit Use of the Name of MOA, GOI in brochure and other publicity material	22
9.0	Support for International, National and State Level Seminars/Workshops/Conferences	22
10.0		23
10.1		24
10.2		25
10.3		27
11.0	Skill Training of Rural Youth	23
11.1	Selection of Trainees	24
11.2	Pattern of Assistance & Fund Flow	24
11.3	Implementation	25
11.4	Organisation of Skill Training	25
	ANNEXURES	
I.	Approved Cost Norms of Training Programmes of MANAGE (Off-Campus and On-Campus)	27
II.	Cost Norms for Organization of On-Campus Training Course by Extension Education Institutes	31
III.	Cost Norms for the Organization of Off-Campus Training Course by Extension Education Institutes	34
IV.	Cost Norms for the Organization of Model Training Course	36
V.	Format for Statement of Expenditure/ Settlement of 'On Account Advance' of MTC	38
VI.	Application Format (For Farmer's Capacity Assessment & Certification and Skill training of Rural Youth)	40
VII.	Cost norms of Certification under FCAC	42

TABLE OF ABBREVIATIONS

Abbreviation	Expansion
AAO	Assistant Agriculture Officer
A&C	Agriculture & Cooperation
ACABC	Agri-Clinics & Agri-Business Centers
AIR	All India Radio
AKIS	Agriculture Knowledge Information System
AO	Agriculture Officer
ASSOCHAM	Associated Chamber of Commerce & Industry
ATM	Agriculture Technology Manager
ATMA	Agricultural Technology Management Agency
BAP	Block Action Plan
BTM	Block Technology Manager
CD	Compact Disc
C-DAP	Comprehensive District Agriculture Plan
CIGs	Commodity Interest Groups
CII	Confederation of Indian Industry
DAAP	District Agriculture Action Plan
DAC	Department of Agriculture & Cooperation
DAESI	Diploma in Agricultural Extension Services for Input Dealers
DD	Doordarshan
DOE	Directorate of Extension
EI	Extension Education Institutes
EM	Extension Management
ET	Extension Training
FI	Farm Information
FICCI	Federation of Indian Chamber of Commerce & Industry
FM	Frequency Module
FTC	Farmer Training Centre
GFR	General Financial Rules
GOI	Government of India
HRD	Human Resource Development
ICAR	Indian Council of Agricultural Research

IFD	Internal Finance Division
IITF	India International Trade Fair
IT	Information Technology
ITPO	India Trade Promotion Organization
LCD	Liquid Crystal Display
MANAGE	National Institute of Agricultural Extension Management
MC	Management Committee
MES	Modular Employable Skill
MOA	Ministry of Agriculture
MTC	Model Training Course
NEH	North Eastern & Hilly States
NGRCA	National Gender Resource Centre in Agriculture
NIRD	National Institute of Rural Development
NSDM	National Skill Development Mission
NYK	Nehru Yuva Kendra
OAA	On Account Advance
OHP	Over-Head Projector
PD	Project Director
PGDAEM	Post Graduate Diploma in Agricultural Extension Management
POL	Petrol Oil & Lubricants
RAF	Regional Agriculture Fair
RPL	Recognition of Prior Learning
SAMETI	State Agricultural Management & Extension Training Institute
SAP	State Action Plan
SAU	State Agricultural University
SEWP	State Extension Work Plan
SMAE	Sub-Mission on Agricultural Extension
SNO	State Nodal Officer
SREP	Strategic Research & Extension Plan
TA	Travelling Allowance
TERI	The Energy Research Institute
TNA	Training Need Assessment
TV	Television
UT	Union Territory
VLW	Village Level Worker

EXTENSION SUPPORT TO CENTRAL INSTITUTES/DOE

1. INTRODUCTION:

The Scheme provides support to various institutions at National and Regional level for (i) execution, review & monitoring of varied extension initiatives and to build capacities and capabilities of senior and middle level extension functionaries across the country; and (ii) to improve outreach of these initiatives to farmers through organization of/participation in various Exhibitions/ Fairs.

Directorate of Extension (DOE) and National Institute of Agricultural Extension Management (MANAGE) operate at National level whereas **Extension Education Institutes (EEIs)** – one in each of the four Regions of the country – are the regional hubs to provide training and HRD support to the extension functionaries. **State Agricultural Management and Extension Training Institutes (SAMETIs)** operate at the State Level. Besides this, in order to improve the professional competence of Subject Matter Specialists and Master Trainers working under State Agriculture Departments and State Agriculture Universities, support is also provided to organize training courses in different subject matter areas of Agriculture, Horticulture, Animal Husbandry and other allied fields. The mandate of different National/Regional/ State Level Institutions supported under the Scheme is as follows:

2. NATIONAL LEVEL INSTITUTIONS

DIRECTORATE OF EXTENSION(DOE)

DOE is the nodal agency in the DAC, MOA to strengthen agricultural extension services and net-working of training infrastructure in the country. Besides providing requisite technical support to the Extension Division, it facilitates and encourages the State Governments in organizing, maintaining and operating professional extension services.

Besides Administration, the four principal functional areas of the DOE at present are **Extension Management (EM), Extension Training (ET), Farm Information (FI) & Outreach Wing and National Gender Resource Centre in Agriculture (NGRCA)**. The EM Unit is responsible for strengthening of agricultural extension services in the country including all Monitoring & Evaluation (M&E) activities. Besides, the unit also coordinates matters related to Research-Extension linkages, particularly, with ICAR. The ET Unit is responsible for all HRD, training and capacity building activities of senior and middle level extension functionaries in the country. The FI and Outreach wing is to ensure mass scale dissemination of knowledge and information to farmers through electronic and print media, fairs/ exhibitions/ melas and other innovative methods. NGRCA serves as a focal point for convergence of all gender related issues within DAC, MOA and is to review, monitor and assess the gender contents and impact of various on-going programmes of DAC, MOA and make recommendations on appropriate improvements in their strategy and design.

The activities of **Sub Mission on Agricultural Extension (SMAE)** will be regularly monitored and reviewed by DOE with the help of designated Consultants/ Associate Consultants/ Data Entry Operators etc. Besides M&E activities, the designated team of consultants would also facilitate

interfaces with different stakeholders, Action Research Studies related to Agricultural Extension, Documentation of Success Stories/ Best Extension Practices and Felicitation of farmers etc. The entire M&E segment as detailed above will be supported under the component 'Support to Central Institutes/DOE'.

NATIONAL INSTITUTE FOR AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)

MANAGE was established in 1985 as a Centre under National Institute of Rural Development (NIRD) and it was registered as a separate society in June 1987.

AIMS AND OBJECTIVES

- Developing linkages between prominent State, Regional, National and International institutions concerned with agricultural extension management and also agricultural development.
- Gaining insight into agricultural extension management systems and policies.
- Forging collaborative linkages with national and international institutions for sharing faculty resources.
- Developing and promoting application of modern management tools for improving the effectiveness of agricultural extension organizations.
- Organizing need based training for senior and middle level agricultural extension functionaries.
- Conducting problem oriented studies on agricultural extension management.

- Functioning as an international documentation center for collecting, storing, processing and disseminating information on subjects related to agricultural management.

MISSION

- The mission of MANAGE is facilitating the acquisition of managerial and technical skills by extension officers, managers, scientists and administrators in all sectors of agricultural economy to enable them to provide most effective support and services to farmers for practicing sustainable agriculture.
- MANAGE offers its services in training, consultancy, management education, research, information and documentation.

ACTIVITIES

- MANAGE undertakes various activities such as Training, Research, Management Education and Documentation. As a part of the training activity, it conducts a series of training programs, workshops, seminars and study visits for various categories of personnel on key theme areas as appropriate in the present context. Approved cost norms for On-Campus & Off-Campus Training Programs of MANAGE are given at **Annexure-I**. It also undertakes specialized tailor made programs, depending on the need of the organization, based on request on payment basis.

TARGET GROUP

MANAGE conducts training programs for Senior & Middle level extension personnel, who are engaged in the State Department of Agriculture & Allied Sectors. The activities of the Institute duly cover stakeholders both from

Public and Private Sectors, NGOs, Agri-business Companies and Cooperatives in the field of agriculture.

STRENGTHENING MANAGE AS INTERNATIONAL CENTRE OF EXCELLENCE

MANAGE will be strengthened and upgraded into an International Centre of Excellence as approved to maintain effective networking linkages with International organizations of repute for developing and promoting new concepts and approaches in agricultural extension. To facilitate MANAGE to emerge as an International Centre of Excellence, a specific provision has been kept for following key areas, besides annual provision for its ongoing activities under the component “Extension Support to Central Institutes/DOE”:

- ✓ International Certification benchmarking for higher standards in quality.
- ✓ Capacity building of faculty members in chosen areas of expertise in reputed national and international institutes.
- ✓ Identification of partner institutions in other countries for faculty exchange and collaborative academic activities.
- ✓ Organizing international programs in upcoming thrust areas like climate change, e-governance and mass media support in agriculture.
- ✓ Facilitators Development Program – Develop 100 Facilitators/ Master Trainers.
- ✓ Manpower in 7 theme areas.
- ✓ Support for International Convention Centre.
- ✓ Research and Documentation.
- ✓ Travel and Miscellaneous Contingency.

PATTERN OF ASSISTANCE

- (i) **RECURRING EXPENDITURE:** GOI’s grant to the MANAGE would be 60% for recurring activities and remaining expenditure would be borne by

MANAGE from its internal resources. This percentage figure of 60% will be gradually brought down.

- (ii) **NON-RECURRING EXPENDITURE:** GOI's grant to the MANAGE for non-recurring activities would be 100%.

3. REGIONAL LEVEL INSTITUTIONS

EXTENSION EDUCATION INSTITUTES

The MOA, GOI, had established four EEIs in four different Regions of the country namely EEI, Nilokheri (Haryana), EEI, Hyderabad (Andhra Pradesh), EEI, Anand (Gujarat) and EEI, Jorhat (Assam) to address the needs of agricultural extension development.

AIMS AND OBJECTIVES

- (i) Developing linkages between SAUs, Regional and State level institutes associated with agricultural extension management and development.
- (ii) Organization of on-campus and off-campus training for middle level field extension functionaries based on Training Need Assessment (TNA).
- (iii) Conducting research studies on thrust areas of agricultural extension management and development.

MISSION/ROLE

- (i) To cater to the training needs of middle level extension functionaries of district/block/taluk level (Assistant Director) working under agriculture and allied departments of States/UTs.
- (ii) Capacity building of field extension functionaries in the areas of communication technology, extension methodology, training management, Agriculture Knowledge Information System (AKIS) and Information Technology.
- (iii) Conducting regional workshops, seminars and conferences on thrust areas of agricultural extension management and development and also undertaking consultancies, research, documentation and dissemination.
- (iv) Induction/Refresher programmes for newly recruited/ promoted block/taluk level (Assistant Director) extension functionaries of agriculture and line departments of allotted States/UTs.
- (v) Monitoring and Evaluation of ongoing extension programmes.
- (vi) Assisting MANAGE in Implementation of programmes such as Agri-Clinics & Agri-Business Centers, Diploma in Agricultural Extension Services for Input Dealers, Post Graduate Diploma in Agricultural Extension Management etc.

AREA OF OPERATION

EEI	No. of States	States Covered
Nilokheri	10	Haryana, Punjab, Himachal Pradesh, Jammu & Kashmir, Uttar Pradesh, Bihar, Delhi, Chandigarh, Uttarakhand and Jharkhand.
Hyderabad	9	Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Kerala, Odisha, Andaman & Nicobar, Puducherry and Lakshadweep.
Anand	8	Gujarat, Maharashtra, Madhya Pradesh, Rajasthan, Goa, Dadra & Nagar Haveli, Daman & Diu and Chhattisgarh.
Jorhat	9	Assam, Arunachal Pradesh, Nagaland, Meghalaya, Manipur, Tripura, Sikkim, Mizoram and West Bengal.

MANAGEMENT

- (i) The Management Committee (MC) constituted in each EEI is headed by the Vice Chancellor of concerned State Agri. Universities (SAU) and the Director of EEI is nominated as Member Secretary. The Director (Admn), Directorate of Extension, GOI, is a nominated member in the Management Committee.
- (ii) Memorandum of Understanding is signed between the Vice Chancellor of concerned SAU and Director (Admn), DOE, Ministry of Agriculture, GOI.

- (iii) The MC meeting is held twice every year to review the physical and financial progress of EEIs as per Annual Action Plan and also give specific recommendation for improving the effectiveness of training programme and functioning of EEI.

PATTERN OF ASSISTANCE

GOI provides 100% financial support for recurring and non-recurring activities. Cost-norms for conducting On-campus and Off-campus programmes of EEIs are given at **Annexure II** and **Annexure III** of this chapter.

BUDGET

- (i) The Annual Action Plan for implementation of on-campus/off-campus training programme is prepared in consultation with the States falling under its jurisdiction.
- (ii) The Budget Estimates and Annual Action Plan are approved by DAC, GOI for implementation of programmatic activities.
- (iii) As the EEIs function under the administrative control of concerned SAU, the audit and accounts of the EEIs is done in accordance with the concerned University norms.

Technical Guidelines for Organization of all Training Programmes by MANAGE/EEIs/ SAMETIs and for organization of Model Training Courses have been hosted at www.agricoop.nic.in and www.vistar.nic.in.

4. STATE LEVEL INSTITUTIONS

SAMETIs are the capacity building organizations in the field of Agricultural Extension at State level and are autonomous registered societies. SAMETIs are mandated to build the capacity of extension functionaries of agriculture and line departments in the respective States in agricultural extension.

SAMETIs supported under the initiative 'Support to States for Extension Reforms' (ATMA) are to perform the following role:

1. Capacity building of extension functionaries of agriculture and line departments of respective States (Agriculture Officer, Assistant Agriculture Officer and Village Level Workers) who operate below block/taluk level.
2. Induction/Refresher programmes for newly recruited/ promoted extension functionaries of agriculture and line departments of respective States (Agriculture Officer, Assistant Agriculture Officer and Village Level Workers) who operate below block/taluk level.
3. Sensitization of target group on ongoing extension programmes.
4. Monitoring and Evaluation of ongoing extension programmes.
5. Organizing Seminar, Workshops, undertaking Consultancies, Research, Documentation and Dissemination.

5. Mechanism to establish Linkages between MANAGE, EEIs and SAMETIs

1. EEIs will be represented on the Academic Committee of MANAGE.
2. MANAGE will be a part of policy making bodies of EEIs and SAMETIs (later on selective basis to be decided from year to year by DAC).

3. Similarly, EEIs will be a part of policy-making bodies of SAMETIs in their jurisdiction.
4. SAMETIs will be similarly made part of policy-making bodies of regional level training institutions by rotation.
5. MANAGE will assist EEIs and SAMETIs; EEIs will assist SAMETIs and SAMETIs will assist all the training institutes within the State to finalize their training programmes.
6. The Workshop for Annual Training Calendar, which needs to take into consideration the HRD issues reflected in Comprehensive District Action Plans (C-DAPs), Strategic Research and Extension Plans (SREPs), State Extension Work Plans (SEWPs) and State Agriculture Plans (SAPs), will inter alia have participation of all stake-holders listed above.

6. ORGANIZATION OF MODEL TRAINING COURSES (MTCs)

Short term training courses of eight days duration in the specialized areas for capacity building of extension functionaries of the state agriculture & allied departments in thrust areas are being organized by DOE through reputed National/ Central Institutes, ICAR Institutes and State Agricultural Universities .

Pattern of Expenditure and cost norms for organization for Model Training Courses (w.e.f. 1st April, 2014) are given at **Annexure IV**.

The prescribed format for submission of accounts may be seen at **Annexure-V**.

DOE is responsible for proper monitoring and administration of MTCs. The same would be ensured through review meetings/ workshops / interfaces and periodic monitoring of training courses.

7. AWARENESS GENERATION THROUGH PARTICIPATION IN EXHIBITIONS/FAIRS

The DOE participates and supports exhibitions, fairs, and related events as listed below:

- International Fairs & Exhibitions.
- National, Regional and State level Fairs and Exhibitions.
- National and International Seminars on agriculture and allied activities.

INTERNATIONAL EVENTS

DOE participates in 2-3 international exhibitions/fairs organized in a year and held either abroad or within the country. These Exhibitions/ Fairs are organized by ITPO, Industry Associations, host countries which are nominated by Indian Missions, IC Division of the Department. These Exhibitions are generally held with an objective of highlighting the achievements of Indian Agriculture and to showcase its strengths/ potentials and to create markets for Agro-products at the international level.

PREPARATION AND PARTICIPATION

Two to three officers well conversant with the theme /area/ subjects of Exhibition from DOE/DAC will be deputed to set up and manage the exhibition pavilion/stall in international level events.

Preparation in terms of deciding theme of the event; design and development of publicity and display material of standard quality is to be started well in advance i. e. 2-3 months before the event.

Participation of all related Government Organizations/ Boards / Exporters is to be ensured.

Documentation of the event is essential with detailed report on the participation to be submitted immediately on return and follow up action initiated with regard to Trade Enquiries received in the event. Meeting at appropriate levels are to be convened, if required, to ascertain the actions taken in the matter by the concerned agencies.

Space can also be hired as per requirement in the event with the approval of competent authority.

NATIONAL/STATE/AD-HOC EVENTS

The DOE participates in the following exhibitions /fairs during a year:

- IITF at Pragati Maidan, New Delhi from 14-27 November through Agriculture Pavilion.
- CII organize Agro-Tech at Chandigarh every alternate year subject to availability of funds/human-resource.
- Ad-hoc exhibitions /fairs in agricultural and allied sector organized by Government Departments, Industry, Trade and

Research Associations and Private Sector related organizations (supported by respective State Governments) in the country.

- On an average 6–8 such exhibitions/fairs of 4 -6 days duration are organized in a year.

PREPARATION AND PARTICIPATION

At least one officer dealing with the activity of exhibitions/fairs along with supporting staff may be deputed to set up and manage the exhibition pavilion/stall in national, state and regional level events.

DOE may not participate in any ad-hoc exhibition/fair in the state where a Regional Agriculture Fair has been organized or is being organized during the year. Further, the selection of the event is to be done in such a manner so that these may not clash with other events.

The participation is to be properly documented and report on the event should be prepared immediately after the event is over.

Space will be hired as per requirement for the event with the approval of competent authority.

REGIONAL AGRICULTURE FAIRS (RAFs)

RAFs started in 2004-05 in the Country to promote exchange of ideas among various States/UTs of a particular Region in order to pave the way for better transfer of technology applicable to the Region. Such fairs speed up the Public-Private-Partnership and help in up-gradation of knowledge and skills of farmers. Keeping in view the successful organization of RAFs since 2005, the activity is continued in the existing pattern.

These RAFs @ one in each Region namely North, South, East, West and North East are organised through SAUs/ICAR Institutes/Industry Associations during a year.

SELECTION OF ORGANIZING AGENCIES

Proposals along with an Action Plan indicating the details of date, venue, theme etc. along with financial involvement are to be invited from SAUs and ICAR Institutes for organizing the fairs in the respective regions recommended by the concerned State Government /SAUs/ICAR Institutes.

DURATION, VENUE AND THEME

Each RAF shall be of 3-5 days, organized at a place easily accessible for the greater participation of different organizations/agencies and farmers. The theme would be identified by the organizing SAU/ICAR Institute in consultation with DAC.

MOBILIZATION OF FUNDS

A maximum of Rs. 15 lakh can be provided for each fair as Grant-in-Aid to the organizing agency of the RAFs from 2014-15. The organizing agencies would also mobilize funds from their own sources and/or by marketing of stalls. However, the organizing agencies would provide free space to government agencies such as SAUs/ICAR Institutes and Organizations under DAC, GOI for their participations.

ACTIVITIES / FAIR PROFILE

These events will be made more farmers centric on the lines of **Krishi Vasant** by ensuring direct participation of farmers from the Region. Farmer-Scientist Interactions in regional languages demonstrating appropriate technologies directly and by way of organizing crop /

livestock demonstrations, Web-casting and live interactions from various district headquarters will also be attempted.

Suitable entertainment programs with some technical message may also form a part of the fair. Cash prizes, Certificates, Awards may be given to the farmers for their achievements.

PUBLICITY & MEDIA COVERAGE

Pre-event publicity through press releases, AIR, DD, Kisan Call Centres, Kisan Vani programme through FM Radio Stations is to be essentially arranged for the fairs with suitable coverage of the event in the local newspapers, TV and Radio.

PARTICIPATION

- Participation of various State Agriculture Departments/ SAUs/ ICAR Institutes/Input suppliers along with participation of the farmers of the Region to be ensured.
- Participation of local media to cover the event and special features of the fair and its wide publicity may also be ensured.

SUPPORTIVE ROLE OF DOE

- DOE/DAC would write to the Central Government Agricultural Organizations, SAUs and ICAR Institutes to support the fairs by providing services of experts and also for participating in it.
- DAC would write recommendatory letters to State Governments of the Region for their participation and sponsoring farmers to the fair under the prevailing schemes.

- DAC would request Organizations under it to sponsor the farmers visit to the fairs under existing schemes. .
- Request Doordarshan & AIR for adequate coverage of RAFs.

8. PERMIT USE OF THE NAME “MINISTRY OF AGRICULTURE, GOI” ON BROCHURES AND OTHER PUBLICITY MATERIAL

The DAC may permit use of the name “**Ministry of Agriculture, GOI**” in the agriculture related events after examination of the proposal keeping in view the following:

- The event is related to agriculture/allied sector.
- It is recommended/supported by the concerned State Government.
- Permission to use the logo/ name of the Ministry does not automatically qualify for financial support.

9. SUPPORT FOR INTERNATIONAL, NATIONAL AND STATE LEVEL SEMINARS/ WORKSHOPS/CONFERENCES

DAC has been supporting seminars/workshops/conferences in the past on a case to case basis. SAUs, ICAR Institutes, Industry Associations, Agribusiness Firms and Farmers’ Associations have been requesting for financial assistance for organizing seminars/workshops/ conferences on various agriculture related subject of topical interest and for the benefit of farmers. Financial support would, however, be provided only for the following:

- (i) International and National events organized by the State Department/ SAUs/ ICAR Institutes/Federation Houses like CII, FICCI, ASSOCHAM and Institutes of repute like TERI.
- (ii) International and National events organized by the Farmers Associations, Farmers Producer Companies, Agripreneurs and Agri-business firms which are supported by State Departments/SAUs/ICAR Institutes.

Maximum funding support up to Rs.5 lakhs for the International events; up to Rs. 3 lakh for the National event and Rs. 1.5 lakh for State level event can be provided by DAC with the approval of Secretary (A&C). A maximum of 5 events can be supported in a year depending on the budget availability @ one event in each of the 5 Regions of the country on the pattern of RAFs.

These guidelines will not apply to such exhibition/ fairs/ workshops/ seminars which are organized by the DAC directly or in collaboration with other Ministries, Departments, Industry and Research Associations, Academic Institutions etc.

10. SKILL TRAINING OF RURAL YOUTH

The component aimed at imparting skill based training to rural youth in agriculture and allied areas to promote employment in rural areas & facilitate creation of skilled manpower to perform farm and non-farm operations.

Selection of Trainees

- (i) Rural youth (including Farmers & Farm Women) of the age group of 18 years and above with minimum qualification upto 5th standard pass shall be preferably considered for skill training.
- (ii) ATMA to give adequate publicity to create awareness among youth about the scheme.
- (iii) Eligible candidates will submit their application to BTT/ATMA in prescribed format **(Annexure-VI)**.
- (iv) Youth already trained should be filtered to prevent recycling of training.
- (v) SAMETI/ATMA/BTT will scrutinize applications received based on eligibility criteria and above and forward the same training institution under intimation to the selected candidates.

Pattern of Assistance & Fund Flow

Ⓐ The funds under this component will be released by DOE to SAMETIs. The SAMETIs will release the funds to the designated Training Institutes in their respective States. (and ensure submission of settlement of accounts of all training programmes to DAC through ATMA on regular basis.) The State Nodal Officer /PD (ATMA) would however in consultation with SAMETIs, identify training institutions within a State/ District where trainees can be trained in need based areas.

Ⓑ In each identified district, 4 training programmes shall be organized per year. Each programme would be of **6+1 days duration** (including 1 day travel plan) with 15 participants. There will be a provision of expenditure @ Rs.400/-per participant per day as per the ATMA Cafeteria norms. Thus total cost for a 7 days training for 15 participants would be Rs.42,000/-.

(iii) The cost norms for each training (Rs.400/- per head/per day are given at **Annexure VII**. Expenditure on Training Module development can however be met out of the budget provision under ATMA **viz. Innovative Activities-District Level (D.1) or Other Innovative Activities – Innovative Activities – District Component (E.2) of ATMA Cafeteria**. There is a provision for Quality Resource Material Development also.

Implementation

(i) MANAGE will provide technical support to SAMETIs and facilitate in development of skill based module. SAMETIs will identify the districts and potential training institutes in consultation with SNO for implementation of the programme.

(ii) The training activities will be implemented through SAMETIs at State level & coordinated through ATMA at District level. The training to rural youths shall be imparted through KVKs, NYKs, FTCs and/or any other identified training institutions at State / District level. Director SAMETI will provide copies of Annual Training calendar to the concerned agencies viz. ATMA, KVKs, FTC, NYK and any other training institutions in identified districts under intimation to MANAGE/DAC/DOE.

(iii) Institution identified for training shall design the course curricula in need based area of Agriculture & allied sector as per parameters developed by National Occupational Standards (NOS) and the Sector Skill Council (SSC).

Organization of Skill Training

(i) Every working day should be divided into 4 sessions of 90 minutes each (total 6 hours/day) covering at least 36 hours of 6 days duration & exceeding the minimum target of 32 hours duration as per NSDA prescribed guidelines. Each day's programme should be divided into modules of similar nature and relevant to each other to maintain

continuity of the subject matter in terms of theory and practical sessions (in the ratio of 30:70).

- (ii) Training institutions will ensure wage/self employment to trained youth in liaison with district level Agro industries within 3 months of completion of training and would maintain a placement record thereof.

ANNEXURE - I**REVISED COST NORMS OF TRAINING PROGRAMMES OF MANAGE
(ON-CAMPUS & OFF-CAMPUS)**

Number of Participants : 25

Number of Days : One Week

S. No.	ITEM	Cost Norms (Rs.)	
		On Campus	Off Campus
1.	Boarding for 25 participants for six days (Additional one day for arrival & departure)	45,000/- (@ Rs.300/-per day per person)	45,000/- (@ Rs.300/- per day per person)
2.	Lodging for 25 participants per day per person for six days (Additional one day for arrival & departure)	Own Accommodation	1,05,000/- (@ Rs.700/- per day per person) 15% more for NE & Hilly States
3.	Resource person's Honorarium for guest faculty (Facilitator/ Subject Expert)	35,000/- @ maximum of Rs.2,500/-per session (One & half hours) Three slabs prescribed for various categories of resource persons. #	35,000/- @ maximum of Rs. 2,500/ per session. Three slabs prescribed for various Categories of resource persons. #

4.	Resource person's TA: Local Travel (For resource persons for the entire program duration: 5 days)	14,000/-	14,000/-
5.	Resource person's TA: Outstation Travel (Subject to the condition that all experts including persons of eminence may also be paid TA for outstation travel by economy class only, in accordance with economy instructions)	60,000/- (@ maximum of Rs.20000/- per expert)	60,000/- (@ maximum of Rs.20000/- per expert)
6.	Stationery Items: Bags, Pens, Scribing Pads, Chart Paper, OHP Sheets, Whiteboard Markers, Pencils and any accessories required for the class room exercise etc.) — Rs.1,000/- per participant	40,000/-	40,000/-
7.	Field Visits (Hiring of the bus two to three times and related cost) (@Rs.400/- per participant)	15,000/-	15,000/-
8.	Miscellaneous expenditure (Payment towards banner, certificate writing, Photographs etc.)	8,000/-	8,000/-

9.	Rent for Training Hall & LCD Projector	N.A.	25,000/- (@ Rs.5,000/- per day)
10.	Honorarium for local coordinator and team	N.A.	Maximum Rs.5,000/ @ Rs.1,000/- per day
Total		2,17,000/-	3,52,500/- (Rs.3,67,500/-, if the budget is for NE & Hilly States)

- # (i) Assistant & Associate Professor and Junior Private Consultants:- Approximately 30% of the guest faculty falls under this category. Honorarium @ Rs.1,500/-
- (ii) Professor, Directors and Senior Private Consultants:- Approximately 65% of the guest faculty falls under this category. Honorarium @ Rs.2,500/-.
- (iii) Persons of eminence (Vice Chancellors, CEOs, COOs and DGs etc.):- Less than 5% falls under this category. Honorarium @ Rs.5,000/-.

- Note:**
1. Expenditure on Items No.3,4,5, 8,9 & 10 may be limited to provision given above.
 2. Inter-changeability of sub-head cost is permitted only in specific circumstances/ needs of the program.
 3. The expenditure on Item No.1,2,6,& 7 will be on pro-rata basis.

11. One Time expenditure for developing Soft Skills Modules

S. No.	Name of the Soft Skills Module	No. of man hours needed to be developed	Cost per man hour (Rs.)	Total Amount (Rs.)
1.	Leadership, Motivation and Communication	50	2,000	1,00,000
2.	Personal Management	50	2,000	1,00,000
3.	Interpersonal Management	50	2,000	1,00,000
4.	Organizational Management	50	2,000	1,00,000
			TOTAL	4,00,000

Annexure-II**Revised Cost Norms for the organization of On-Campus Training Course by Extension Education Institutes (w.e.f. 1.4.2014)****Number of Participants: 20****Number of Days: 5**

S. No.	Particulars	Cost Norms (Rs.)
1.	Honorarium to Resource Person per session	30,250/- (Rs. 800/- & Rs. 1,200/- per session of one & half hr. for Level - I Guest Speakers from within and outside the State respectively. Similarly, Rs. 1,250/- and Rs. 2,000/- for Level – II Guest Speakers from within and outside the State respectively)
2.	POL including hiring of vehicle for field trips (in case of non-availability of institute vehicle), miscellaneous contingencies, cost of detailed report etc.	10,000/- per course (Rs. 500/- per participant for 20 participants)
3.	Stationery and Supply of supportive print electronic literature, books etc	15,000/- (Rs. 750/- per participant/ course @ Rs. 250/- per participant for Stationary & Rs. 500/- per participant for Supply of supportive literature, books, CDs, Micro SD Card etc.)
4.	Boarding	600/- per participant per day
5.	Travelling expenditure only to the officers of agriculture & line departments of State / UTs	T.A. will be reimbursed on actual basis and as per the entitlement of the officials by concerned department subject to the submission of money receipt/necessary certificate.

6.	Resource persons TA: Local Travel / Inter & Intra State	5,000/- (Local conveyance charges @ Rs. 500/- per speaker per day for on an average to 2 Guest Speakers per day for 5 days, i.e. Rs. 1,000 x 5 days = Rs. 5,000/-)
7.	Resource person's TA : Outstation Travel	10,000/- (Rs. 10,000/- @ Rs. 5,000/- per expert for two experts)
8.	Miscellaneous expenditure (banner, certificate writing, photographs etc.)	5,000/- per course

Note:

- Expenditure on item 1, 2, 6, 7 & 8 may be limited to provision given above.
- Expenditure on item No. 3, 4 & 5 will be on actual basis and will vary with the number of participants. The amount indicated against these items (3, 4 & 5) is token in nature and indicated for the purpose of calculation.
- Travel expenses will be reimbursed on actual basis and as per the entitlement of the officials. The participants/ trainees will be required to produce money receipt/voucher/ original ticket/necessary certificate in support of their claim.
- Unit costs of all items are upper ceilings and releases will be subject to actual. Economy in expenditure should be exercised and GFRs should be adhered to.

- Cost Norms for Honorarium to various categories of Resource Persons / Guest Speakers in EEI courses will be as specified in the following table)

Category	Level of Expert	Amount (Rs.)
Level - I	Assistant/ Associate Professor, Scientist (Junior and Senior Scale), Private Consultant (Junior level)	800/- & 1200/- from within and Outside the State respectively
Level - II	Professor/ Directors, Private Consultants (Senior level), Principal Scientist and above	1,250/- & 2000/- from within and outside the State respectively
<u>Distribution of Experts in a Training Programme:</u>		
Level - I	60% Approx (40% within State & 20% outside State)	
Level - II	40% Approx (20% within State & 20% outside State)	

Annexure-III**Revised Pattern of Expenditure for the organization of Off-Campus Training Course by Extension Education Institutes (w.e.f. 1.4.2014)****No. of Participants : 20****No. of Days : 5**

S. No.	Particulars	Cost Norms (Rs.)
1.	Honorarium to Resource Person per session	30,250/- (Rs. 800/- & Rs.1,200/- per session of one & half hr. for Level - I Guest Speakers from within and outside the State respectively. Similarly, Rs. 1,250/- and Rs. 2,000/- for Level – II Guest Speakers from within and outside the State respectively.)
2.	Stationary, Training Material and Literature	15,000/- (Rs. 750/-per participant @ Rs. 250/- per participant for Stationary & Rs. 500/- per participant for Supply of supportive literature, books, CDs, Micro SD Card.)
3.	Boarding & Lodging	750/- per participant per day
4.	POL including hiring of vehicle for field trips, misc. contingencies, cost of detailed report etc.	10,000/- per course (Rs. 500/- per participant for 20 participants)
5.	Resource person's TA: Local Travel / Inter & Intra State	5,000/- (Local conveyance charges @ Rs. 500/- per speaker per day for on an average to 2 Guest Speakers per day for 5 days, i.e. Rs. 1000 x 5 days = Rs. 5000/-)
6.	Resource person's TA : Outstation Travel	10,000/- (Rs.10000/- @ Rs.5000/- per expert for two experts)
7.	Miscellaneous expenditure (payments for banner, certificate writing, photographs etc.)	5,000/- per course

Note:

1. Expenditure on above items shall be subject to an overall ceiling of Rs.60,000/- per course excluding item no. 3.
 2. Expenditure on item 1, 4, 5, 6 & 7 may be limited to provision given above.
 3. Expenditure on item No. 2 & 3 will be on actual basis and will vary with the number of participants. The amount indicated against these items (2 & 3) is token in nature and indicated for the purpose of calculation.
 4. Travel expenses will be reimbursed on actual basis and as per the entitlement of the officials. The participants/ trainees will be required to produce money receipt/voucher/ original ticket/ necessary certificate in support of their claim.
 5. Unit costs of all items are upper ceilings and releases will be subject to actual. Economy in expenditure should be exercised and GFRs should be adhered to.
- o Cost Norms for Honorarium to various categories of Resource Persons / Guest Speakers in EEI courses will be as specified in the following table:

Category	Level of Expert	Amount(Rs.)
Level - I	Assistant/ Associate Professor, Scientist (Junior and Senior Scale), Private Consultant (Junior level)	800/- & 1200/- from within and Outside the State respectively
Level - II	Professor/ Directors, Private Consultants (Senior level), Principal Scientist and above	1,250/- & 2000/- from within and outside the State respectively
Distribution of Experts in a Training Programme:		
Level - I	60 % Approx (40% within State & 20% outside State)	
Level - II	40 % Approx (20% within State & 20% outside State)	

Annexure - IV**Revised Cost Norms for Model Training Course (MTC) (w.e.f. 1.4.2014)****No. of Participants : 20****No. of Days : 8**

S. No.	Item-wise Particulars	Cost Norms (Rs.)
1.	Honorarium/ Remuneration to Course Director	2,000/-
2.	Honorarium to Resource Persons (5 sessions/ day; and minimum 35 sessions in seven days)	34,300/- (Rs. 800/- & Rs. 1,250/- per session of one & half hr. for Level-I & L-II Guest Speakers respectively)
3.	POL including hiring of vehicle for field trips in case of non-availability of institute vehicle	10,000/- (Rs. 500/- per participant with a total of Rs. 10, 000/- for 20 participants)
4.	Stationery and Supply of supportive print & electronic literature, books, misc. contingencies, cost of detailed report etc.	15,000/- (Rs. 750/-per participant @ Rs. 250/- per participant for Stationary & Rs. 500/- per participant for Supply of supportive literature, books, CDs, Micro SD Card)
5.	Boarding & lodging	1,20,000/- (Rs. 750/- per participant per day)
6.	Travelling expenditure to only the officers of agriculture & line departments of States/UTs	1,00,000/- T.A. will be reimbursed on actual basis
7.	Resource person's TA: Only for Local Travel	7,000/- (Local conveyance charges – Rs. 1,000/- @ Rs. 500/-per speaker per day for on an average to 2 Guest Speakers per day for 7 days, i.e. Rs. 1,000 x 7 days =Rs. 7,000/-). However, this amount will be paid as per actual approved rates of Transport Deptt. of the State.

8.	Resource person's TA : Outstation Travel	20,000/- (Rs. 20,000/- @ Rs. 5,000/- per expert upto four experts)
9.	Miscellaneous expenditure (payments for banner, certificate writing, photographs etc.)	5,000/- per course
	TOTAL	3,13,300/-

NOTE:-

1. Expenditure on item 1, 2, 3, 7, 8 & 9 may be limited to provision given above.
2. Expenditure on item No. 4, 5 & 6 will be on actual basis and will vary with the number of participants. The amount indicated against these items (4, 5 & 6) is token in nature and indicated for the purpose of calculation.
3. Travel expenses will be reimbursed on actual basis and as per the entitlement of the officials. The participants/ trainees will be required to produce money receipt/voucher/ original ticket/necessary certificate in support of their claim.
4. Unit costs of all items are upper ceilings and releases will be subject to actual. Economy in expenditure should be exercised and GFRs should be adhered to.
5. Cost Norms for Honorarium to various categories of Resource Persons / Guest Speakers in Model Training courses will be as specified in the following table:

Category	Level of Expert (within Institute/ State)	Amount (Rs.)
Level -I (60% approx.)	Assistant / Associate Professor, Scientist (Junior and Senior Scale), Private Consultant (Junior level)	800/-
Level - II (40% approx.)	Professor / Directors, Private Consultants (Senior level), Principal Scientist and above	1,250/-

Annexure-V

**Format for Statement of Expenditure/ Settlement of 'On Account
Advance' for 8 days Model Training Course (MTCs)**

S. No.	Particulars	Sanctioned Amount	Actual Expenditure
1	Honorarium /Remuneration to Course Director (Limited to Rs. 2,000/-)		
2	Honorarium to Resource Persons (Limited to Rs. 34,300/-)		
3	POL including hiring of vehicle in case of non-availability of institute vehicle, miscellaneous contingencies, cost of detailed report, field trips etc (Limited to Rs. 10,000/-)		
4.	Stationery and supply of supportive print and electronic literature, books, CDs, Micro SD Card, etc (Limited Rs. 750/- per participant)		
5.	Boarding & lodging (Rs. 750/- per participant/per day)		
6.	Travelling expenditure to only the officers of agriculture and line departments of States/UTs (On actual basis and as per the entitlement of the officials)		

7.	Resource persons TA: Only for Local Travel (Rs. 7000/- per course)		
8.	Resource person's TA: Outstation Travel (Rs. 20,000/- per course)		
9.	Miscellaneous expenditure (payments for banner, certificate writing, photographs etc.) (Rs. 5000/- per course)		
	TOTAL		

1. Certified that the above expenditure of Rs. _____ has been incurred in connection with the organization of MTC on _____ from _____ to _____.
2. Certified that this amount has been actually utilized on the organization of the above mentioned training course and is in accordance with the norms and the guidelines issued by the Directorate of Extension, Ministry of Agriculture, Government of India, New Delhi.
3. Certified that all the vouchers in respect of the above expenditure are available for audit check.
4. Certified that necessary certificate pertaining to travelling expenses has been obtained from the participants.
5. Certified that necessary economy measures have been taken while incurring expenditure and GFR provisions duly adhered to.

Signature of
Competent Financial Authority of
the Institute/ University (with seal)

GENERAL **APPLICATION FORM**

(Both –for Farmer’s Capacity Assessment & Certification and Skill Training of Rural Youth)

PART A

Personal Details (to be filled by the applicant)

1. Name: _____

2. Date of Birth: _____

3. Age: _____ (Photo ID like ration card/passport/election card/UID/ Driving License etc)

4. Gender Male: Female:

5. Qualification: _____

6. Nationality: _____

7. Postal Address with Pincode: _____

8. Caste (SC/ST/OBC/GEN/Others) _____

9. Residential Address: _____

9. Contact details: _____

Mobile: _____ Email: _____

10. Occupation _____

11. Registration Number (for registered Candidates):

12. Skilling Area for Assessment & Certification of Farmers*:

** Applicable for Farmer’s Capacity Assessment & Certification (FCAC).*

PART B (TRAINING)

Please enter particulars of certificates, diplomas, etc. which you have received for formal courses, in –service training etc. (please attach certified copies)

Name of Certificate/Diploma	Awardee Institution	Duration From (Date) to (Date)

PART C (EXPERIENCE)

Please enter particulars of your experience in the field of competence.

Job title/Occupation	Institution	Years

Annexure-VII

Cost Norms for Training for Rural Youth (one Training/ Distt.) (in Rupees)

Duration of one Trg.	Minimum No. of Trainee/ Trg.	Cost/Day/ Trainee (in rupees)	Total cost on 1 Trg @ 15 Trainees / Trg.	Total cost on 4 trainings/ district /year
6+1 (including 1 day travel plan)	15	400*	15 X 400 X 7 = 42,000	42000 X 4 = 1,68,000

* Limit of Rs.400/-per day/per trainee is for District level training only if it is residential, otherwise Rs.250/-per day/per trainee is applicable.

Note: An amount of Rs. 400/- per day / trainee shall be incurred as per ATMA cafeteria & will be inclusive of;

1. Travel cost by bus or second class sleeper.
2. Refreshments / meals and stay during training.
3. Expenditure on training venue, training material and agricultural inputs etc.
4. Cost of honorarium and/or travel of the resource person.
6. Any other justifiable expenditure considering fixed cost on travel of youth, training cost should go down as number of day's increases or nature of refreshment.
7. Any participant refusing to avail boarding & lodging facilities may not be given cash payment in lieu thereof.
8. Likely expenditure or State/ location specific cost norms needs to be got approved in advance.
9. Limit of Rs. 400/- per day/per trainee is for District level training only if it is residential, otherwise Rs. 250/- per day/per trainee is applicable.