

## **KVK ATMA Convergence Model**

KVK is a district level scientific institution act as agricultural knowledge resource centre by testing the suitability of frontier technologies developed by NARS, demonstrating the superiority of tested technologies compared to the farmers' practices, building the capacity of state extension functionaries as well as farmers and creating the awareness among the farmers. After testing, KVK recommends technology for upscaling the same through the state departments. As the technology generated may not be directly applicable to farmers fields due to variability in the micro farming situations, socio-economic conditions as well as the technological availability in the farmers' situation. Hence, its appropriateness to a particular agro-climatic condition is advocated by the KVKs working in that region.

Agricultural technology Management Agency (ATMA) works as a platform for integrating extension programs of line departments' viz., agriculture, horticulture, animal husbandry, fisheries, and forestry by linking research and extension system through better farmer participation in decision making.

Despite untiringly efforts of NARS as well as State Department of Agriculture and allied, the dissemination, acceptance and adoption of the newly developed technology/practice is at par. This may be the gap between what is known and what is effectively put to use. Further, it is imperative to understand how new technology spread from their source to the potential receivers as well as factor affecting the adoption of such technology (Rogers & Shoemaker, 1971).

Keeping above facts in view, ZPD Zone VII, Jabalpur initiated 'KVK ATMA Convergence Model' through KVKs in Madhya Pradesh. This model is based on effective networking principle of 'Technology-Change agents-Farmer – Input' so that no gap should be there in the planning, execution and evaluation of the growth targeted activities at the farmers fields. KVK is playing leading role in the technology recommendation, input requirements and capacity development of all the stakeholders involved in the said model. The farmers targeted under this model is 70-80 percent from the marginal and small category needy practicing farmers; while interventions selected on the basis of its production and marketability potential and market availability for assuring the optimum returns to the farmers. The model envisages 'cluster approach' so that easy

sharing of the inputs, implements and experiences could be done among the farmers in addition to cross learning within and between the clusters selected under this programme.

ATMA is playing vital role of coordination and convergence of all the departments' programmes and schemes in the selected cluster so that the visible technological benefits could be assessed after completion of the interventions in the selected cluster.

#### **KVK-ATMA Convergence Model: Operational Mechanism**

- District-wise Action Plan finalization
- Finalization of growth target (10-20%) jointly
- Estimating the input requirement (seed, fertilizer, bio-fertilizer, pesticides)
- Preparation of activity chart depicting the clear cut role of KVK ATMA and all concerned agencies.
- Identification of functional SHGs for up-scaling into farmer producer organization (FPO) for its marketing.
- Initiation of Farmer Feedback mechanism by two ways messaging.
- Training of farmers and para extension workers on the cutting edge production technology.
- Monthly monitoring by APC and ZPD/DES at state level.

#### **KVK-ATMA Convergence Model**

- Model dealt with **2.5 lakh farmers**.
- Outreach – 26551 villages, **11.35 lakh farmers** and 414396.8 ha
- Area covered: 180045 ha in Kharif and 234351.8 ha during Rabi crops.
- Mobile messaging : 3696 messages, **6.22 lakh farmers** and 17470 farmer friends.
- Capacity building of **3.12 lakh farmers**, farmer friend, RAWA students were done by joint efforts in 4625 villages and 1631 training Courses.
- Due to deep ploughing (82326 ha), ridge & furrow and broad-bed furrow techniques **yield was saved** in 12 districts during heavy rains.
- Through Convergence, **143261 soil samples** of 137504 farmers were tested.
- Integration at the village level.

**Madan Mohan Upadhyay I.A.S.**  
Agriculture Production Commissioner



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Bhopal, Date: *30-12-13*

**Sub: Appreciation for initiation of innovative KVK ATMA joint efforts in Madhya Pradesh.**

**Dear Dr.Ayappan,**

With a view to disseminate various agricultural practices we had initiated an innovative methodology involving KVK-ATMA and a cluster of 5000 farmers. It converged information with inputs and technology. It was started in Kharif 2013-14.

The model was implemented in the entire state. The results of this innovative convergence model are quite encouraging. During kharif 2013, the model has covered 16413 villages as well as 625282 farmers through its convergence concept.

I appreciate Dr.Anupam Mishra and his team Dr.S.R.K.Singh and Dr.Prem Chand for making endeavours leading towards sustaining double digit growth of state agriculture.

With regards,

Yours Sincerely,

(Madan Mohan Upadhyay)

**Dr. S. Ayappan,**  
Secretary  
Department of Agricultural Research and  
Education (DARE) &  
Director General  
Indian Council of Agricultural Research  
Krishi Bhawan, New Delhi-1.

Endt. No. *4855/2013*  
Copy to:

✓ Dr.Anupam Mishra, Zonal Project Director, Zone-VII, ICAR, Campus  
JNKVV, Jabalpur-482004.

Bhopal, Date:30/12/2013

(Madan Mohan Upadhyay)



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मध्यप्रदेश शासन  
कार्यालय अपर मुख्य सचिव एवं कृषि उत्पादन आयुक्त  
मंत्रालय, वल्लभ भवन

क्रमांक

भोपाल, दिनांक:.....

प्रति,

सचिव,  
सहकारिता मंत्रालय,  
भारत सरकार, कृषि भवन,  
नई दिल्ली ।

विषय.-कृषि विज्ञान केन्द्र के माध्यम से 5 हजार किसानों को सर्वोत्तम तकनीकों की जानकारी-उत्पादकता वृद्धि ।

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इस वर्ष पहली बार राज्य सरकार कृषि विज्ञान केन्द्र को मुख्य बिन्दु मानकर प्रत्येक कृषि विज्ञान केन्द्र के क्षेत्र में 5 हजार किसानों को उनकी सर्वोत्तम फसलों की जानकारी उन्हें दी, जिसके उत्तम परिणाम सामने आये हैं:-

1.	धान	30.84 प्रतिशत की वृद्धि
2.	मक्का	15.71 प्रतिशत की वृद्धि
3.	सोयाबीन	वर्षा से जो प्रभावित नहीं हुए 17.45 प्रतिशत की वृद्धि ।
4.	सोयाबीन	जहां अतिवर्षा हुई थी, माईनस 39.9 प्रतिशत की वृद्धि ।
5.	मुंगफली	25.53 प्रतिशत की वृद्धि
6.	दलहन	28.85 प्रतिशत की वृद्धि
7.	कोदो	54.46 प्रतिशत की वृद्धि
8.	कपास	40.63 प्रतिशत की वृद्धि
9.	बेंगन(उद्यानिकी फसल)	29.95 प्रतिशत की वृद्धि
10.	हल्दी	35.79 प्रतिशत की वृद्धि
11.	प्याज	17.08 प्रतिशत की वृद्धि
12.	टमाटर	24 प्रतिशत की वृद्धि
13.	पशु दुग्ध उत्पादन	18.85 प्रतिशत की वृद्धि
14.	मछली उत्पादन	18.26 प्रतिशत की वृद्धि

2/ अभी इसी प्रयोग को रबी में भी विस्तारित किया गया है तथा 1360 ग्राम के 177892 किसानों के 230843 हेक्टे. में विस्तार कार्य किया जा रहा है ।

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## GENERAL ARTICLE

**Table 1.** Successful cases of convergence in India

Convergence cases	Major agencies /institution/ programme involved	Outcome	Place
Banana fibre extractor: a case of successful convergence <sup>28</sup>	KVK of ICAR-CTRI, State Govt, NGOs, SHG, DST, UNDP and ICAR-ZPD-III	Livelihood security of farmers through commercial extraction of banana fibre	Andhra Pradesh
Mithun identification using microchip installation <sup>28</sup>	KVK Papumpare, DAH, State Forest Department, NGO, FO, ICAR-NRC Mithun	Scientific identification of Mithun through installation of microchip, helped in ownership dispute settlement and preventing theft	Arunachal Pradesh
Hybrid maize seed production <sup>28</sup>	DMR New Delhi, ZCU Zone-III, KVKs of 8 states, NRC Mithun, AAU, Farmers Seed Producer	Food security through increase in maize productivity in north eastern states	North Eastern States
Assuring a livelihood security to tribals in East Godavari district <sup>28</sup>	KVKCTRI, ITDA, AP Forest Department, SAU and NGO	Livelihood security of farmers through sustainable tamarind production and marketing	Andhra Pradesh
KVK-ATMA convergence model <sup>29</sup>	ATMA, ZPD, Zone-VII, state and ICAR KVKs, Govt of Madhya Pradesh, JNKVV	Helped to sustain the double digit growth of agriculture in the Madhya Pradesh	Madhya Pradesh
Hosangabad model <sup>30</sup>	MANAGE, Dhanuka Group, Govt of Madhya Pradesh	Sustainable development through agricultural resource management and development	Madhya Pradesh

KVK, Krishi Vigyan Kendra; ICAR, Indian Council of Agricultural Research; CTRI, Central Tobacco Research Institute; NGO, Non-Governmental Organization; DST, Department of Science and Technology; UNDP, United Nations Development Programme; ZPD, Zonal Project Directorate; DAH, Department of Animal Husbandary; FO, Farmers Organization; DMR, Directorate of Maize Research; ZCU, Zonal Coordination Unit; AAU, Assam Agricultural University; ITDA, Integrated Tribal Development Agency; JNKVV, Jawaharlal Nehru Krishi Vishwavidyalaya; ATMA, Agricultural Technology Management Agency; MANAGE, National Institute of Agricultural Extension Management.

(Article **Source: Mukherjee and Maity (2015). Public–private partnership for convergence of extension services in Indian agriculture. *Current Science*. 109 (9):1557-1565.**)

