

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:1454  
ANSWERED ON:09.08.2011  
AGRICULTURAL EXTENSION SERVICES  
Chaudhary Shri Jayant

**Will the Minister of AGRICULTURE be pleased to state:**

- (a) the details of agricultural extension services being implemented in the country;
- (b) whether there is any proposal to run the said scheme under Public-Private Partnership mode;
- (c) if so, the details thereof alongwith the reasons therefor; and
- (d) the likely impact of the said proposal on agricultural production and productivity?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE, FOOD PROCESSING INDUSTRIES AND PARLIAMENTARY AFFAIRS (SHRI HARISH RAWAT)

(a): There are a number of initiatives/schemes undertaken by Department of Agriculture and Cooperation which are aimed at providing extension services to farmers. The following agricultural extension services are being implemented in the country:

603: Agriculture Technology Management Agencies (ATMA) at district level in 28 states & 3 UTs; and a network of KVKs at district level provide extension services to farmers through Training, Demonstrations, Exposure Visits, Kisan Mela, Mobilization of Farmers Groups and Farm Schools

Various agricultural technologies are being disseminated through a network of Doordarshan National Channel, 18 Regional Kendras, and 180 Narrowcasting Centres apart from 96 FM Radio stations .

A network of 25 Kisan Call Centres spread across the country provide extension services /information on new agricultural technologies to the farming community through toll-free, country-wide common number 1800-180-1551 in their local languages. So far, 66.80 lakh calls have been received in the Kisan Call Centres since inception of the scheme in January 2004.

Ministry of Agriculture also promotes involvement of agri-entrepreneurs to supplement the efforts of public extension system by way of setting up of agriculture ventures in agriculture and allied areas. Scheme specific extension services to farmers are also provided through schemes like National Horticulture Mission, National Food Security Mission, Seed village programme, etc.

(b): Yes, Madam. Public Private Partnership is encouraged under some of the schemes.

(c): The scheme 'Support to State Extension Programmes for Extension Reforms' provides for implementation of different extension activities in Public-Private- Partnership (PPP) mode with at least 10% of scheme allocation on recurring activities at district level to be incurred through Non-Governmental Sector viz. NGOs, FOs, PRIs, cooperatives, para-extension workers, agri-preneurs, input suppliers, corporate sectors etc. The non-governmental implementing agencies are also eligible for service charges with a ceiling of 10% of the cost of extension activities implemented through them.

The Department participates exhibitions/ fairs being organized by industry Associations and private sector agencies for providing extension services to farmers.

(d): The combined efforts of Public extension & non-governmental extension agencies is likely to enhance adoption of technologies leading to increased agricultural production.