

Revival of Extension System for Enhancing Agricultural Productivity

JNL Srivastava, IAS [Retd]
former Secretary, Agriculture, India
Managing Trustee,
IFFCO Foundation

Agriculture Sector

Most Important Sector of Indian Economy;

Agriculture is a State subject;

Main source of Food & Nutritional Security;

50% of 1 bn Indians depend on it;

Contributes 23% to National GDP;

India feeds 16% of world population
with 2.4% of global land;

77% of cultivators are marginal farmers;

Land-holding declined from
2.28 ha per family to 1.41 ha;

Cultivable land remains static
at 142 million ha;

Women account for
60% of farm labour force.

Deceleration in Agricultural Production

Evident in Green Revolution Areas;

From 3.2% in '80s to 2% in '90s.

AGRICULTURE DEVELOPMENT STRATEGY IN XI FIVE-YEAR PLAN

Growth to be 4% from the present
2% by the following measures:

Improving water management;

Doubling irrigated area;

Making available quality seeds;

Better soil health management;

Diversification into high value outputs;
*[Fruits & Vegetables, Flowers, Herbs,
Spices, Medicinal Plants, Bamboos,
Bio-Diesel etc.]*

To ensure food security by:

- Improving incentives & market functions;
- Making credit easily accessible & affordable;
- Having an upgraded and efficient farm extension system;
- Strengthening cooperative system.

**Existing
Agricultural Extension Institutions**

- Krishi Vigyan Kendras-KVK;
- Agri Technology Information Centres-ATIC;
- State Agricultural Universities;
- Krishi Gyan Kendras-KGK;
- State Govt Departments;

- Agri Technology Management Agency-ATMA;
- Cooperatives & Corporates;
- Input dealers including cooperatives;
- R&D organisations in Public & Private Sectors;
- Non-Governmental Organisations etc.

**Agricultural Extension
in XI Five-Year Plan**

STUDIES & RECOMMENDATIONS MADE BY:

- Working Group on Agriculture & Agricultural Extension;
- Farmers' Commission.

DURING XI FIVE-YEAR PLAN PERIOD
ACHIEVE A GROWTH RATE OF 10%

STRATEGIC ACTION PLAN



- Strengthen Research, Extension & Client System;
- Participatory Technology Development;
- Linkages, Coordination & Collaborative Programmes;
- Using ICT & other Innovative Communication Channels;
- On-line Monitoring & Supervisory Systems;
- Public-Private Partnership.

Strengthening and Expansion of KVK System:

- Collaboration with Voluntary Organisations e.g., Self-Help Groups and Cooperatives;
- Gather and Use Data on Local Resources

Expand and Energise ATMA Programmes

Convergence with other Departments;
Integrated Extension Delivery System;
Group approach;
Cafeteria Approach;
Achieve Efficiency at State/District Level;
Promote Public-Private Partnership

Agro-based Industries to Expand Extension and technology Transfer

**Higher Participation from Public,
Private and Cooperative Sectors**

Industry Initiatives



**FERTILISER PRODUCERS
IN PUBLIC, PRIVATE AND
COOPERATIVE SECTORS
HAVE TAKEN INITIATIVES
IN PROVIDING NEW TECHNOLOGY
TO FARMERS THROUGH:**

**DEMONSTRATIONS;
FARMERS' MEETINGS;
CROP SEMINARS;
CAMPAIGNS;
DEALERS' PERSONNEL TRAINING;
LITERATURE PRODUCTION & DISTRIBUTION;
SOIL TESTING;
SPECIAL AND AREA-SPECIFIC PROJECTS;
COUNSELLING AND FARM GUIDANCE.**

Industry Participation

Expand & Strengthen Farm
Technology Transfer Initiatives;
Use Farmer as Resource Person;
Initiate higher level of
communication with farmers;
More effective Public-Private-Cooperative
Partnership;

Higher level capacity building
of farmers and field staff;
Enter Seed Production;
Greater coordination with
financing agencies and cooperatives.

Thank You

"REVIVAL OF EXTENSION SYSTEM
FOR ENHANCING AGRICULTURAL PRODUCTIVITY"

JNL SRIVASTAVA
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