

8 No (I)

RTI MATTER  
SPEED POST

F.No.29-01/2022-Estt./RTI/95-99

Government of India  
Ministry of Agriculture & Farmers Welfare  
Department of Agriculture & Farmers Welfare  
Directorate of Extension

Krishi Vistar Bhavan  
IASRI Campus, Pusa  
New Delhi -110 012  
Dated the 17 January, 2023

To,

Shri Kshitij Joshi  
Addhoot Foundation,  
Road No. 06, Mohan Colony,  
Banswara- 327 001

Email: addhootfoundation@gmail.com

Subject: - Supply of information under the RTI Act, 2005 - Application from Ms. Kshitij Joshi seeking information under RTI Act, 2005. (Reg. No. DOEXT/R/T/22/00104 dated 12.12.2022).

Sir,

I am to refer to your RTI application dated 12.12.2022 seeking information on the subject cited above under the RTI Act, 2005. So far as the Directorate of Extension is concerned, the requisite information is given as under:

Information sought	Reply
<ol style="list-style-type: none"><li>1. What work can an NGO do in the Scheme?</li><li>2. What will be the format of application and what will be the process of application</li><li>3. Provide complete details of the scheme</li><li>4. Scheme budget and activities.</li></ol>	<ol style="list-style-type: none"><li>1) Skill Training of Rural Youth (STRY):- STRY was launched in 2015 with the aim to impart short term skill training to rural youths and farmers in agriculture and allied areas. The training under STRY is of 7 days duration (for 15 trainees per batch) and training activities are coordinated through State level training institutes (SAMETIs) by involving SAUs, KVKs, NGOs, Vocational Training organization, youth Organizations etc.</li><li>2) ATMA Scheme is concerned, a Centrally Sponsored Scheme "Support to State Extension Programs for Extension Reforms" popularly known as ATMA Scheme is under implementation since 2005. Presently, Scheme is being implemented in 704 districts of 28 states &amp; 5 UTs in the country [Including all the 29 districts Karnataka]. The scheme promotes decentralized farmer-friendly extension system in the country. Under the scheme Grants-in-Aid is released to the State Governments with an objective to support State Government's efforts to make available the latest agricultural technologies and good agricultural practices in different thematic areas of agriculture and allied sector to farmers through different extension activities viz; Farmers Training Demonstrations, Exposure Visits, Kisan Mela, Mobilization of Farmers Groups and organizing Farm Schools etc.</li><li>3) 3) Agricultural Fairs/Exhibitions are an effective tool to disseminate relevant information and promote appropriate technologies and improved agronomic practices among the farmers and other stakeholders in agriculture and allied sectors. Directorate of Extension, Department of Agriculture &amp; Farmers Welfare, Ministry of Agriculture &amp; Farmers Welfare, Govt. of India participates in 2-3 International exhibitions/fairs organized in a year either abroad or within the country and 6-8 National exhibitions/fairs of 4-6 days duration in a year, to disseminate relevant information and promote appropriate technologies and improved agronomic practices among the farmers and other stakeholders in agriculture and allied sectors. Financial assistance is provided for organization of</li></ol>

Regional Agriculture Fairs (RAFs) to State Agriculture Universities (SAUs) and Indian Council of Agricultural Research (ICAR) institutes. Five (5) Regional Agriculture Fairs @ one in each region, namely, North, South, East, West and North East organized through State Agriculture Universities/ICAR Institutes during a year are supported with a maximum funding of Rs. 15 lakh each. The Ministry of Agriculture and Farmers Welfare also provides financial assistance to other institutions for organization of 05 Seminars/conferences related to Agriculture & allied sector at International/National/State level events.

**4) Mass media Support to Agriculture Extension Scheme:**

The primary objective of the mass media Support to Agriculture Extension Scheme (MMSAE) since its inception in 2004-2005 is to create awareness/publicity of schemes /missions/ government new initiatives/advisories /modern technologies related to agriculture and allied sector for the welfare of farming community through Electronic & Print Media & later Social Media added to harness the potential & growth in spread of mobiles & internet usage even in the rural areas.

The scheme is being implemented through Doordarshan, DD Kisan and All India Radio to telecast & broadcast the sponsored agriculture and allied sector programmes. Under the scheme, a Krishi Darshan programme of 30 minutes (05 days a week) (5.30 – 6.00 PM) being telecast through 18 Regional Kendras of Doordarshan, 03 programmes namely Krishi Darshan (30 minutes) (5.00 – 6.00 PM), Hello Kisan (60 minutes) (6.00 – 7.00 PM) and Choupal Churha (30 minutes) (9.00 – 9.30 AM) (05 days a week) on DD Kisan & 30 minutes of programmes namely Kisan Vani (06 days a week) (6.30 – 7.00 PM) through 96 Rural FM Radio Stations of All India Radio are being utilized to broadcast. Since, September 2018 a new agriculture programme “Kisan Ki Baat” was being broadcast on FM gold Channel, Delhi, (3.10 – 3.40 PM), on the lines of Kisan Vani programme.

In addition to above, the ‘Focused Publicity & Awareness Campaign’ through Audio-Video Spots are also being broadcast/telecast through DD, AIR and Private TV-Radio Channels operating at National & Regional Level for the benefits of the farming community. Besides, publicity & awareness is also carried out through Outdoor Publicity as well as through print advertisements in leading newspapers across the country. In view of growth in spread of mobiles and internet usage even in the rural areas, social media platforms viz Facebook ([www.facebook.com/agrigoi](http://www.facebook.com/agrigoi)), Twitter ([www.twitter.com/agrigoi](http://www.twitter.com/agrigoi)), instagram (instagram / agrigoi) and youtube ([www.youtube.com/agrigoi](http://www.youtube.com/agrigoi)) etc are also utilized for the publicity.

2. It is to mention that the First Appeal, if any, against the reply of CPIO may be made to the First Appellate Authority within 30 days of receipt of this reply. The particulars of the First Appellate Authority are as follows:-

Dr. Shailesh Kumar Mishra, Director (Extn),  
Directorate of Extension,  
Department of Agriculture & Farmers Welfare,  
Ministry of Agriculture & Farmers Welfare,  
Room No. 203, Krishi Vistar Bhavan,  
IASRI Campus, Pusa, New Delhi-110 012  
Ph-011-25843404 and e-mail Id = [shaileshk.mishra29@gov.in](mailto:shaileshk.mishra29@gov.in)

Yours faithfully,

*DeePa*  
13/1/2023  
(Deepa Pande)

Dy. Director (Admn) & CPIO  
Ph.011-25846467

[e-mail-deepa.pande65@gov.in](mailto:e-mail-deepa.pande65@gov.in)

*DeePa*

**Copy to:**

1. Under Secretary (Extension) & CPIO, Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Krishi Bhavan, ND for information.
2. Section Officer (RTI), Deptt. of Agriculture & Farmers Welfare, Krishi Bhavan, New Delhi.
3. Dr. Jagdish Prasad Yadav, Joint Director/ IT Incharge, Krishi Vistar Bhavan, New Delhi with request to upload RTI reply on DOE website [www.krishivistar.gov.in](http://www.krishivistar.gov.in). Soft copy is being sent on e-mail.
4. Hindi Section for Hindi Version.

*DeePa*  
13/1/2023

Dy. Director (Admn) & CPIO

*Isend*  
*A*  
20/1/2023