INTRODUCTION

Extension service through Extension Education Units is confined to either the main center or to the Regional Centers of the Acharya N.G.Ranga Agricultural University (ANGRAU) and concentrated in few areas. The agricultural extension was focused on commodity oriented macro-level technologies, while the need is micro farming situation based location specific, problem oriented extension.

PURPOSE

- To present a concept of DAATTCs – a successful innovation in technology dissemination.
- To know the mandate and line of control of DAATTCs.
- To delineate the performance of DAATTCs.

MAJOR POINTS (or) INFORMATION TO BE SHARED

CONCEPT: The farmer – scientist interaction which takes place frequently, has brought high degree of confidence among farmers. In order to reinforce and strengthen this mode of working, the University has reorganized its extension wing by locating the scientists at the district headquarters and operate in cooperation & close collaboration with all the line departments. Accordingly, 22 District Agricultural Advisory and Transfer of Technology Centers (DAATTCs) were established during Dry Season 1998-99, located in premises of Agricultural Market Committees (AMC), with a multidisciplinary team of 4 scientists (crop production, TOT, crop protection, and Animal Husbandry/Home Science).

Mandate

- To develop Database for drawing action plans
- To assess and refine technologies for suitability to different farming situations.
- To conduct diagnostic surveys, identify field problems and provide scientific solutions.
- Capacity building of stakeholders

Line of Control: DAATTC is an independent unit. The District Level Coordination Committee (DLCC) meet twice (wet and dry) in a year, to decide seasonal joint action plans, to review the work. The State Level Coordination Committee (SLCC) headed by Vice-chancellor, ANGRAU and Commissioner/ Directors of line departments as members meet once to coordinate, plan, supervise and review the functioning of the Centers.

PERFORMANCE

- The District, Mandal and Farming situation wise Database on land utilization pattern, cropping systems, productivity, soil health, Animal health have been documented. Production constraints have been listed crop wise for planning Technology Assessment and Refinement (TAR) programs. The opportunities for alternate profitable crops, contingency cropping plans were also prepared.
- The yield gaps between the technologies generated at Research centers and the farmers field have been reduced through TAR emphasizing on low cost, eco-friendly farm technologies.
- Periodic Diagnostic Surveys and timely advises could solve the major pest and disease outbreaks in the state.
- The well planned and designed training programs could brought visible changes in capacity building of stakeholders.
- The extension reach of ANGRAU has improved tremendously by communicating the field problems identified, technological recommendations and success stories through mass media.
- The contribution of DAATTC Scientists for Annadata Velugubata (ETV) and Rythu Mitra (Teja TV) programs are notable.

CONCLUSIONS

- Farming Situation based Extension has been initiated based on Database.
- The idea of achieving “its objectives in coordination with Agril. & allied line departments” has been fulfilled as evidenced by its strong working functional linkages through Diagnostic Visits, Kisan Melas, AMC Level trainings, DLCCs and SLCCs.
- The sustained efforts could identified the suitable location specific profitable farm practices.

EDUCATIONAL IMPORTANCE

- DAATTCs have created a massive awareness building and skill upgradation among the stakeholders on various low cost production inputs for quality production.
- The Farming Situation based Extension initiated based on Database has become a role model for other State Agricultural Universities in India.
- The sustainable extension efforts resulted in significant shift towards low cost inputs and quality production for competitive and comparative advantage in the wake of WTO.
- The Database developed for entire State was documented in the form of CD and it is now in the hands of Scientists, Extension functionaries, planners and policy makers of the entire country (India) for initiating Farming Situation based Extension.