



जीविका

गरीबी निवारण हेतु बिहार सरकार की पहल

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Office order

Farmer Training and Information Center (FTIC)

A pilot of an ICT enabled infrastructure in the form of Farmer training and information centre (FTIC) at block level in two districts to boost flexibility and outreach of technology and good agricultural practices among community cadres and farmers is planned. Each FTIC will have a full feature integrated multimedia computer with interactive projection and internet connectivity along with necessary training-learning aid.

By the approval of competent authority, two FTICs are to be established one each in Patna (NRLP) and Muzaffarpur (MKSP) district. Budget for each FTIC is Rs.4,17,500/- only. Expenses to be booked under budget head 1.1.4.1 Information, Education and Communication-training material for MKSP district and 1.1.4.6 Technical Assistance-TA for pilot for NRLP district. It is required to identify a block and arrange for infrastructure for the establishment of the same at the earliest.

Enclosure:

Annexure 1 - FTIC concept note & budget

By the order of CEO

Manoj Kumar

(Manoj Kumar)

State Project Manager

Livelihoods (Farm)

Farmer Training and Information Centre

Concept Note

BRLPS established with the objective to enhance social and economic empowerment of the rural poor in Bihar has come a long way since its inception seven years back. With the start in 18 blocks and successfully scaling up to all 534 blocks in 38 districts of Bihar, it has become a frontrunner in Bihar's quest for pro-poor development. Jeevika is working with more than 20 lakh rural households and will be reaching out to about 36 lakh households by the end of this year. The journey ahead for BRLPS promises to be exciting as well as challenging in terms of reaching out to the set goals and objectives. In Bihar more than 76% of the population depends on agriculture and allied activities for their livelihoods. It is very critical to enhance the ability of smallholders to access knowledge, networks, and institutions necessary to improve their productivity, food security and employment opportunities. Jeevika has successfully worked towards dissemination and adoption of technologies for farm based interventions leading to enhancement of productivity with the reduction of productions costs. At the same time, Jeevika has done a lot of ground work to increase farmer's access to reliable, timely, and relevant information sources coupled with effective training and demonstration systems at local level.

The Way forward: ICT in Agriculture

Integration of information and communication technologies (ICT) in agricultural extension has the potential to provide the needed impetus to agricultural sector and can complement the traditional extension system for "Knowledge Resource" delivery to the farmers. ICT represents a transformational opportunity for rural population both as producers and consumers. However, multiple factors like climate change, price fluctuations and investment requirement warrant long term commitment in mobilizing appropriate resources and expertise.

For the past several years, various governments, NGOs and development practitioners have experimented with ICT initiatives exclusively for agricultural information and knowledge delivery. The experience so far suggests that the use of ICT based intervention in agriculture is fraught with some major limitations, cited below:

- High investment leading to instability on scaling up
- Lack of relevant, localized content and non-integration of traditional extension methods with ICTs
- Non-Integration of pluralistic extension actors and stagnancy in terms of innovation and refinement.

Strategy

There is a 'comprehensive body of knowledge' on agriculture & technologies present with dedicated research and extension institutions like CGIAR, ICAR, State Agriculture Universities, KVK, ATMA, Departments of Agriculture and Allied, etc. to mention a few. The efforts by government schemes, research institutions and NGOs find it difficult to provide effective last mile knowledge dissemination and implementation in want of a dedicated single window delivery platform. In order to achieve desired outcomes, a platform is required which delivers relevant real time information and is supplemented by creation of localized content and capacity building of farmers on the same. It will work as local knowledge repository system at a cluster level managed and stored in digitalized form.

'Farmer Training and Information Centre' (FTIC) is envisaged as one such platform which provides farmers an opportunity for training, information and learning at cluster level interactive Farmer Training and Information Centre

digital platform. The center will work towards the last mile knowledge delivery and seamless integration of agricultural technologies & information sources with the needs of farmers in a particular agro climatic condition. The centre proposes to provide an ICT enabled infrastructure which aims at strengthening extension and capacity building of SHG members with locally relevant and improved information on agriculture technology and market.

Farmer Training and Information Centre (FTIC):

Basic functions and Management

1) Ensuring connectivity: The centre will be facilitated by a full-feature integrated multi-media computer with internet connectivity, a touch screen interactive smart board, a data projector, TV tuner, audio system and DVD player in a single, easy-to-use portable product, with an ultra-large display enabling large audiences to share the projected content.

K-Yan has been pooled-in to provide the necessary technology support.

2) Relevant and localised content generation and dissemination: The content and information already available at the various portals, websites and applications will be collected, assessed and digitised in locally relevant form. Pertinent information will be delivered to members through SMS and Integrated Voice Record Systems (IVRS) on their mobile phones in local language. The existing knowledge bank which is in the form of videos, leaflets and flip-charts for package of practices of cereals, pulses and vegetable crops can be utilised for the initial rollout. Further, the centre in coordination with a partner agency will integrate and collect information from other portals like CGIAR, ICAR, IARI, SAUs, KVKs, ATMA and other line departments.

A content developer/provider partner will be pooled-in for the development of application and content. *The process of identification of partners is ongoing and organisations like TCS, Crop-in technology and IFFCO- Kisan Sanchar Limited have submitted their proposals for the same.*

3) Advisory, Training and Capacity building: Training and capacity building of the cadres like VRP, Master VRP, SEW and PG/VO members is required in order to facilitate appropriate use of the content and information shared. A training Calendar will be developed by Livelihood Specialist (LHS) for their block for organising round the year training of PG/VO farmers and cadres in batches (preferred batch size-30 farmers). The FTIC will provide necessary technical assistance in conducting seasonal trainings planned as per the calendar and need based customized training.

4) Creation and storage of databases: The centre will act as a knowledge and information repository and collect and store data pertaining to resources, yield and feedback on technologies. Further it will help in understanding the local trends and patterns which assist in better addressing the local livelihood needs of the members and innovate accordingly.

The centre will be managed by CLF: The centre will be established at cluster level and will be managed by CLF. The CLF/nodal VO will select a best performing Skilled Extension Worker (SEW) for handling day to day operations of the centre. The SEW will be provided necessary orientation and training for the same. Resource Person will hire as per the needs.

Further integration of each FTIC is envisioned to be connected to other training and knowledge centres and also to central headquarter, Patna through Edusat satellite link-up in collaboration with the Indian Space Research Organization (ISRO). The long term objective is to eventually set up

information centres in each of the model producer groups and linking them to the virtual networks and need based satellite link supported by ISRO which will create a state-wide rural information and knowledge repository. Such a network will help in real time information exchange on resources and production patterns in a state like Bihar which comprises on diverse agro-climatic conditions.

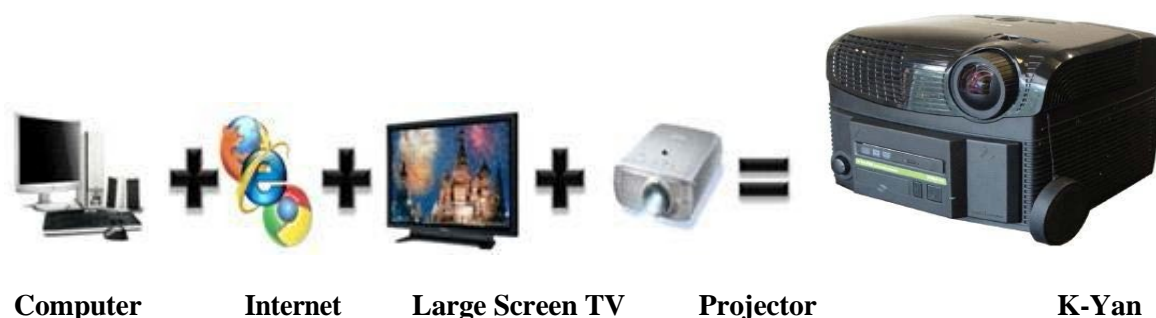
Role of Training and Learning Center (TLC) vis-à-vis FTIC

Training and Learning Centers at district level have been engaged in identification and training of community members into resource persons and utilising their services for program implementation. Given the diverse and dynamic nature of livelihoods interventions at farmers' end calls for constant followup and updation of contextual knowledge of farmers and community professionals in the area of FTIC operation. The synergy between FTIC and TLC would ensure effective community extension system which is responsive to local needs.

Choice of technology partner: Why K-YAN?

Many of the current technology requires use of several different, complex and expensive electronic devices and systems for the information dissemination – multimedia computers, television sets, large format display devices, audio players, VCD/DVD players and game stations. However, each of these products addresses only a few of the desired requirements. Also, these parts are either expensive, or have limitations in their mobility and robustness.

An integrated utility of a fully-functional computer, high luminosity projection system, large screen television, DVD player, In-built audio system and an Internet Browser, all integrated into a Single Compact Unit would be needed.



Rollout plan

The pilot will be rolled out in **3 phases**;

Phase 1: FTIC will be piloted in 2 districts namely Muzaffarpur & Patna one in each district.

Phase 2: Scaled up one in each block covered under MKSP as follows;

| MKSP BLOCKS | | |
|-------------|-------------|---------------------------|
| Sl. No. | District | Block (15 Blocks) |
| 1 | Madhubani | Pandaul |
| 2 | Muzaffarpur | Kurhani, Saraiya |
| 3 | Nalanda | Rahui, Nagarnausa |
| 4 | Gaya | Tankuppa, Wazirganj, Amas |

| | | |
|---|-----------|---------------------|
| 5 | Khagaria | Chautham, Alauli |
| 6 | Purnea | Bhawanipur, Rupauli |
| 7 | Saharsa | Sonbarsa |
| 8 | Supaul | Pratapganj |
| 9 | Madhepura | Kumarkhand |

Phase 3: Futuristic Plan

It is envisaged that FTIC will leverage on existing knowledge base across various research and training institutions. Satellite link-ups will be established in collaboration with the Indian Space Research Organization (ISRO) in the first phase pilot districts so as to directly link these with interactive classes via video conferencing.

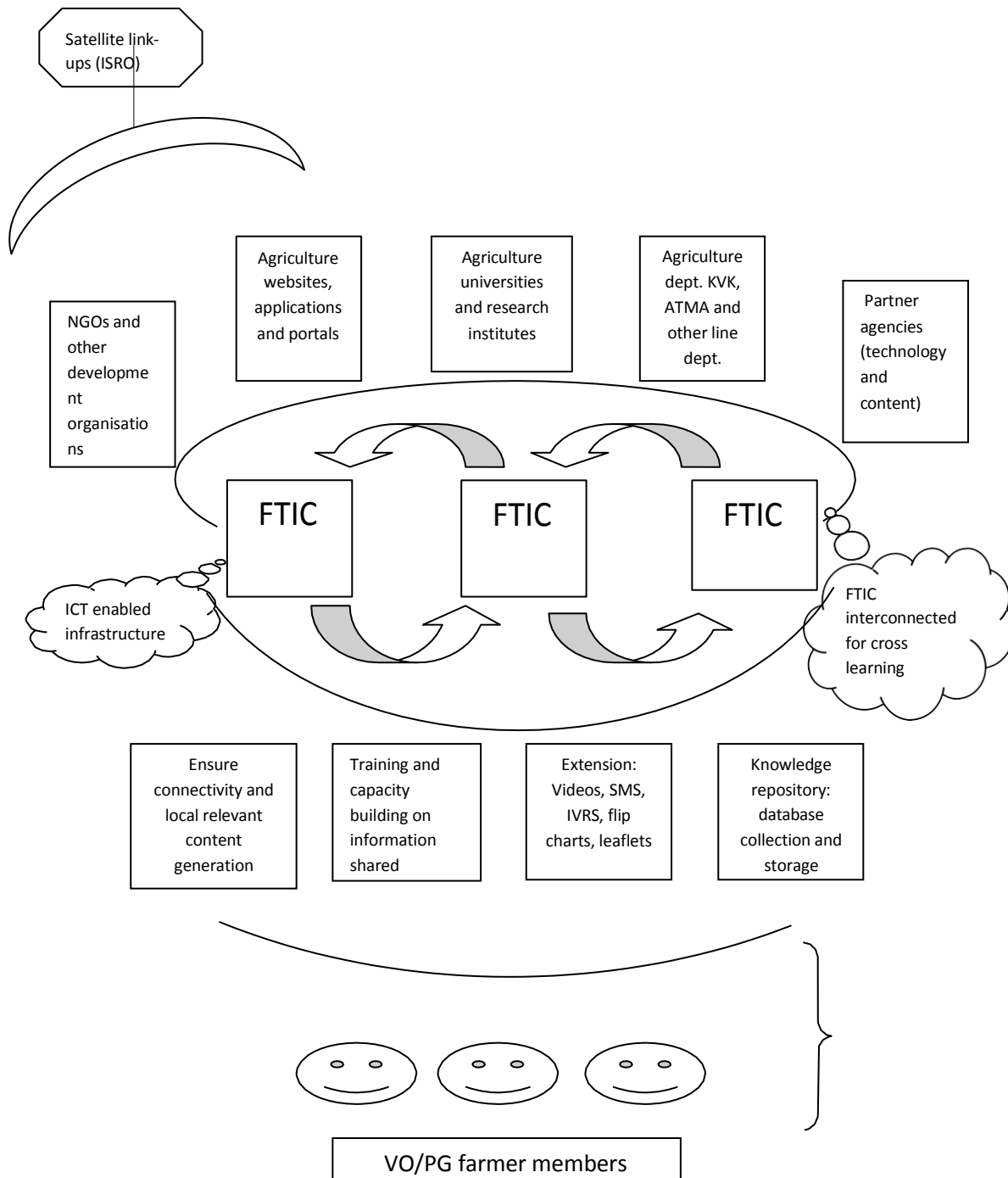
Financial Requirement per Farmers training and Information centre (FTIC):

| Head | Per unit cost (Rs.) | units | Total cost (Rs.) |
|---|----------------------------|--------------|-------------------------|
| <i>Establishment Cost (One time)</i> | | | |
| a. K-Yan Integrated technology solution (including monitor) | 120000 | 1 | 120000 |
| b. Solar Power Back up with inverter | 75000 | 1 | 75000 |
| c. software | 15000 | | 15000 |
| d. Smart phone | 7500 | 1 | 7500 |
| e. data card | 2000 | 1 | 2000 |
| f. Chairs | 1500 | 35 | 52500 |
| g. Tables | 2500 | 2 | 5000 |
| h. White board | 5000 | 1 | 5000 |
| i. ICT material | | | 25000 |
| j. Notice Board | 3000 | 1 | 3000 |
| k. Digital camera | 15000 | 1 | 15000 |
| l. Almira | 15000 | 1 | 15000 |
| m. Miscellaneous | | | 10000 |
| n. Public Announcement System (mic and speaker integrated) | 5000 | 1 | 5000 |
| Sub Total | | | 355000 |
| <i>Recurring Cost (Annual)</i> | | | |
| a. A room on rent | | | 36000 |
| b. Internet | | | 1500 |
| c. Insurance | | | 5000 |
| d. Stationary and others | | | 10000 |
| e. Operation and Administrative Cost | | | 10000 |
| Sub Total | | | 62500 |
| Total | | | 417500 |

Funding:

The initial establishment cost and recurring cost for the first year of operation of the centre will be borne by the project. From second year onwards, CLF can charge an annual resource fee of Rs.1000 from Participating PG/VO. The infrastructure can also be utilised by other agencies for training and capacity building programmes and accordingly CLF can charge Rs. 2000/day as institution fee. These amounts can be utilised against recurring expenditure.

Also, there are provisions for funding for extension and training activities under Rashtriya krishi Vikash Yozna, ATMA, Horticulture mission etc which will be explored for convergence.



Roles and responsibilities for FTIC operation

| Objective | Activities | Sub Activities | Responsible Person |
|---|--|---|---------------------------|
| Strengthening Community owned agricultural extension system | Creation of infrastructure | 1. Identification of Cluster | AC, LHS |
| | | 2. Identification of rented office | AC, LHS |
| | | 3. Purchase and establishment of equipment | |
| | | 3.1 Integrated interactive technology system (K-Yan) | SPM, Technology Partner |
| | | 3.2 Furniture and stationaries | BPM, DPM |
| | | 4. Identification of SEW | AC, LHS |
| | Capacity building | 1. Frontline agriculture extension | LHS |
| | | 2. Preparation of training calendar | M-LH, TM |
| | | 3. Training and skill development of | |
| | | 3.1 Staff | M-LH, TM |
| | | 3.2 cadre | M-LH, LHS |
| | | 3.2 farmer members | AC, LHS |
| | | 4. Organising Exposures and Exhibitions | LHS, BPM |
| Knowledge Management in agriculture | Collection, Storage and Dissemination of locally relevant and demanded information | 1. Collection and dissemination of locally relevant digitised materials to FTIC | M-LH, M-COM |
| | | 2. Development of information products in print mode | M-LH, M-COM |
| | | 3. Convergence with various line departments, research institutes and SAUs at State level | SPM-LH (Farm) |
| | | 3. Convergence with various line departments, research institutes and SAUs at District level | DPM, M-LH |
| | | 4. Regular updation of information products in print and electronic mode and dissemination through FICC | M-LH |