

ACTIVITY SCHEDULE FOR THE IDENTIFIED RESEARCH AND EXTENSION STRATEGIES

Based upon the analysis of issues, problem and opportunities, relevant and feasible strategies have been worked out for carrying out extension activities in the district. The strategies have been categorized under major groups as indicated below:

Strategies-

- A. Improvement in productivity and income of farmers in the existing enterprises and farming system.
- B. Sustainability in productivity / income
- C. Natural resource management
- D. Financial sustainability
- E. Marketing system

SI. No.	Strategy	Proposed activity	Thrust Area	Rele	evance AES	to the
	Horticultural Production			I	Ш	Ш
1.	Expansion of area under off season vegetable by crop substitution	 Identification and analysis of success stories where innovative farmers have already started cultivating off season vegetables. Exposure visit to above successful examples by other farmers. Facilitate supply of seeds & other inputs for off season vegetables. Training of farmer groups for cultivation of off season vegetables and seed production (Institutional) Post harvest processing and value addition to off season vegetables. 	Diversification	√	√	V
2.	Dry land horticulture as alternate land use and crop diversification	 Organising awareness campaigns for dry land horticulture. Exposure visit to sites where dry land horticulture has successfully been taken. Training of farmers on dry land horticulture. Facilitate supply of grafts for dry land horticulture plantation (mango, guava, lime). Decentralized production of saplings & grafts by involving NGOs & private sector. Linkage with marketing. 	Diversification	1	7	V
3.	Cultivation of organic spices like ginger turmeric & tuber crops	 Awareness campaign for motivating farmers to go for organic spice & tuber cultivation. Training by farmer groups for organic spice cultivation (Institution) Facilitate supply of high yielding types of ginger & turmeric. Conducting demonstration on organic spice cultivation. Arranging field days at successful demonstration sites. Agro-processing & value addition of organic spices. 	Diversification	√	7	√
4.	Introduction of commercial floriculture open & protected with drip & sprinkler irrigation system.	Identification & analysis of success stories where innovative farmers have started commercial floriculture. Exposure visit to above successful site by other farmers. Organising training programme on cultivation of rose, chrysanthemum tube rose & gladiola and marigold (Institutional). Facilitate supply of key inputs for floriculture. Linkage with marketing of cut flowers.	Diversification	1	1	√
5.	Introduction of paddy & Dhingiri mushroom in around town area	Identification of villages and farmer groups, where substrate is available. Organising demonstration on mushroom production. Facilitate supply of critical inputs like spawn. Linkage with marketing of produced mushroom.	Diversification	V	7	√
6.	Commercial cultivation of honey bee	Identification of areas with nectar bearing trees and field crops like niger, seamum and sunflower. Identification of farmer interest groups and organising training for them (village level). Facilitate supply of high yielding bees (Italian bee) box, smoker etc. for apiary. Demonstration on extraction of honey and preservation. Linkage with marketing.	Diversification	√	7	1

SI. No.	Strategy	Proposed activity Thrust Area		Relev	/ance t	o the
	Horticulture			I	П	Ш
7.	Intensive vegetable cultivation on irrigated areas (Protected & Oepn)	 Identification of areas where vegetables have been successfully cultivated intensively. Exposure visit to successful sites for motivation of farmers. Organising training for the farmers on vegetable cultivation using innovative farmers as resource personnel (Institutional). Facilitate supply of critical inputs for vegetable production. Organise FIGs for vegetable seed production and marketing. 	Diversification	-	1	V
8.	Over coming technological gaps in major vegetable crops like brinjal, tomato, bean, potato, (Cabbage and cauliflower), onion and sweet potato and spices (Ginger & turmeric).	 Educations of farmer through mass media on technological gaps. Organising need based training on technological. Demonstration on seed treatment planting techniques, INM & IPM etc. Linkage of farmers or groups with credit, supply of inputs & marketing. Organizing special training on hybrid vegetable production technology. 	Intensification	7	7	7
9.	Decentralised production of vegetable seed & planting materials for fruit crops.	 Identification and analysis of success stories where seed & planting materials are produced & sold by the farmers. Exposure visit of willing farmers to the successful farms. Identification of sites & selection of willing farmers for seed & planting materials production. Training of seed producing farmers about seed production technology. Organising field days for farmers & dealers who are willing to purchase seeds. Linkage with supply of foundation seeds on cost basis, credit & marketing. Development of on-going schemes on seed & planting material production. 	Intensification	7	7	7
10.	Post harvest technology, value addition & agro processing for fruits vegetable and spices	 Carry out diagnostic study about issues relating to market. Assess marketed surplus each commodity with different types of farmers family. Identify alternate market opportunities for each commodity. Assess specification regarding consumer's preference for each commodity at alternate market. Assess new technological options regarding post harves handling at farm level. Organising training & demonstration for the farmers groups about post harvest handling, value addition and agro processing (preservation techniques) to meet, specific consumer's preference. Linkage with input supply & marketing. 	t s	V	7	√
11.	Overcoming technological gaps in fruit crops like mango, papaya, guava, jack fruit, aonla with drip & sprinkler irrigation	 Awareness campaigns on fruit plantation & on technological gaps. Exposure visit to successful plantation sites. Organising need based training on serious technological gaps. Demonstration on raising of saplings, grafting, prunning and aftercare of fruit plants. Linkage of farmers or groups with credit, input supply & marketing. 	1	٧	7	V

SI. No.	Strategy	Proposed activity	Thrust Area	Relevance to		the
	Agriculture		Ť	1	II	Ш
1.	Substitution of upland rice crop to millets and pulses.	 Conducting field demonstration on crop diversification. Organizing field days near successful demonstration sites. Facilitate supply of critical inputs like seed of pulses for sole/inter cropping. 	Diversificati on	√ √	1	-
2.	Improvement of rainfed farming adopting dry land technology	- Awareness campaign for adoption of dry land technology Identification and analysis of success stories on dry land technology and indigenous water harvesting measures Exposure visit of farmers to success sites where dry land farming techniques have been adopted Training to farmers on dry land technology such as weather analysis and crop planning, in-sit moisture conservation, soil and water conservation, run-off harvesting & recycling, alternate land use & standard crop husbandry practices (field level) - Organizing demonstration on standard crop husbandry practices Facilitate supply of seedlings/saplings for agro-forestry & dry land horticulture Organizing field days for conviction of farmers at the site of successful demonstrations.	Diversificati on	V	√ /	V
3.	Cultivation of aromatic rice for export	 Identification and characterization of indigenous aromatic rice varieties. Conducting demonstration of Basmati & non Basmati type of rice varieties with local aromatic types and study their economics. Facilitate linkage with marketing by organising farmers interest groups. 	Diversificati on	-	-	1
4.	Adoption of Scientific Crop rotation	 Organising farmer's training on scientific crop planning & crop rotation using resource farmer (Institutional) Conducting demonstration on ideal crop rotation and study the economics. Exposure visit of other farmers to successful demonstration sites to have interaction with the demonstrating farms. 	Diversificati on, Intensificati on	V	V	1
5.	Overcoming technological gap in major agril. crops rice, maize, pulses, mustard etc.	Education of farmers through mass media on technological gaps. Organising training programmes on technological gaps. Organising demonstrate on seed testing, seed treatment, fertilizer application & pest management. Organising farmers field days on the site of successful demonstration. Linkage of farmers with credit, inputs & marketing. Demonstration on agro processing & value addition techniques. Demonstration on use of bio-fertilizers & micro nutrients.	Intensificati on	V	√	V
6	Decentralised production of seeds of preferred varieties under the concept of seed villages scheme.	Identification and analysis of success stories where seed is produced and sold by farmers. Exposure visit of farmers to successful sites. Identification of sites (villages) and farmers who are willing to produce and market seed at their own level. Training of seed production farmers about seed production & certification skills. Procurement of foundation seeds of preferred variety (to be decided by matrix ranking) from reliable sources on cost payment. Organisation of field days at maturity of crops for farmers & local dealers who are willing in purchasing seeds. Facilitate linkage with credit, input supply & certification including processing.	Intensificati on	V	√	V

SI.	Strategy	Proposed activity	Thrust	Relevano	ce to th	ne AES
No.	Agriculture	.μ 9	Area	I	П	Ш
7	Value addition and agro processing in maize, pulses & oilseeds	 Identification of farmer interest or commodity interest groups. Organizing demonstration & training on agro processing and value addition. Facilitate linkage with supply of machinery credit & marketing. 	Intensifica tion	√	√	√ -
8	Farm mechanization for timely & effective agricultural operations.	 Organising awareness campaigns on farm mechnisation. Organising training and demonstration on farm mechnisation. Identification of agro service centres for dealing with farm machinery. Linkage with on-going schemes for subsidised sale of agriculture implements & farm machinery. Group formation for finance on farm machinery. 	Intensifica tion	√	√	7
1.	Breed up gradation in diary animals.	 Restricting A.I. service to only those villages where crossbred animals are being currently raised. A.I. services in buffaloes to be intensified at door steps through local para vets. Training of para vet for providing A.I. at door step (Institutional). Supply of inputs on cost basis. Training to FIGs on breed up-gradation and presentation of animals (village level). 	Intensifica tion	√	V	7
2.	Expansion of goat rearing units and breed upgradation	 Supply of improved bucks and rains for natural breeding. Training to farmers for care and maintenance of goats including plantation of fodder tress (Institutional). Vaccination, de-worming & treatment against ectoparasites for goat & sheep. 	Intensifica tion	√	√	√
3.	Encouraging backyard poultry	 Popularization of Red Divyan local breeds of poultry birds for backyard poultry. Organization of training for disease management & feeding of poultry birds. Facilitate vaccination do-worming & treatment against ecto parasites in poultry birds. 	Intensifica tion	√	√	√
4.	Improved feeding, housing & health care for dairy animal (cow & buffaloes)	 Awareness campaign on breed upgradation, care & maintenance of dairy animals & schematic provisions. Identification of milk unions & FIGs for improvement of dairy. Organising training for the farmer's groups to abridge the technological gaps. Exposure visit to successful villages. Arrangement of required inputs on cost basis. Facilitate linkage with credit, input & marketing. 	Intensifica tion	√	√	√
5.	Vaccination, de-worming and treatment against ecto parasites for poultry, pig & goat	 Identification of paravets & NGOs willing to take up the work. Organisation of training for paravets, NGOs & farmers on vaccination, de-worming & treatment techniques. Supply of critical inputs on cost basis. Organisation of mobile treatment camps at village level. 	Intensifica tion	V	√	V
6.	Fodder cultivation for improved nutrition of dairy animals.	 Identification of success stories where fodder cultivation has been taken successfully. Exposure visit of identified farmers or farmer groups to successful sites. Identification of sites and species (grasses) for green fodder cultivation. Organisation of trainings on improved fodder cultivation techniques. Facilitate supply of critical inputs. 	Intensifica tion	√	1	V

SI. No.	Strategy	Proposed activity	Thrust Area	Rel	evance t AES	o the
	Animal Husb.			I	Ш	Ш
7.	Processing and preservation of milk products	 Assessment of marketed surplus of milk. Identification/formation of groups for milk processing. Organising training for processing & preservation of milk & milk products. Linkage with input, credit & marketing. 	Intensification	√	V	√
Impr	ovement in sustai	nability in production / income				
1.	Amendment of upland acid soils	 Testing of soils to access the pH Identify the upland area where the pH is 5 or less for amendment. Organise the farmers to obtain soil amendments like basic slag @ 3 t/ha or at 25% lime requirement allowing transportation subsidy. Train the farmers to amend the acid soils by using local materials dolomite & lime. 	Intensification	√	√	V
2.	Conservation of bio- diversity (Agril.)	 Identify the valuable indigenous crop varieties & forest species by involving farmers. Multiply these varieties and species among farmer cooperations. Characterise these varieties & species using farmers participatory research. Promote in situ conservation on small farms through encouragement and diversification. Combine the re-introduced and indigenous varieties & species with improved & ecologically sound soil, water and nutrient management to further improve the productivity of these local varieties/species. 	Intensification	1	V	V
3.	Integrated Plant Nutrient supply system	 Organize awareness campaigns for IPNS. Prepare a detailed action plan to manage the IPNS at farm level. Organize trainings for farmers on production and use of bio-fertilizers compost, vermin compost and use of balanced fertilizer based on soil tests. Identify the feasible waste lands for production of green manure seeds & bio fertilizers like Azolla & BGA by SHGs/Mahila Mandal etc. Supply bio-fertilizer at subsidy & organize crop demonstrations. Conduct field days at the site of successful demonstrations. Follow up support for use of non-traditional nutrients sources like bio fertilizer, vermin compost etc. Organize plantation of leaf manure crops like Glyricidia on waste lands or on common lands. Refinement of technological package on INM for different AES recycling organic wastes & crop residues etc. 	Intensification	V	V	V
4.	Integrated Pest Management	 Organize awareness campaigns on IPM technology. Identification of key crop pests and diagnosis of pest problem in an endemic village in each AES. Analysis of technological options emerging through different sources of innovation including bio-pesticides. Organising demonstration / action research on crop pest management. Concurrent evaluation of technological options by participating farmers. Organising Farmer Field School (FFS) programme to make the farmer IPM experts. Facilitate supply of bio pesticides, pheromone trips etc. on payment of cost. 	Intensification	V	V	V

SI.	Strategy	Proposed activity	Thrust Area	Rele	vance to	the AES
No.	Improvement in Income/ Production			I	П	111
5.	Integrated Watershed management	 Organising training for watershed committees, watershed association on technological gaps and watershed plus activities. Demonstration on improved cropping system in watershed areas. Participatory solution of root cause of problems in watershed areas. Organising training for the user groups on equity in distribution of benefits, conflict management & CPR mngt. Assess the magnitude of soil erosion problems in specific area and prepare a detailed action plan to manage the erosion problem by involving the farmers. Identify technological action including ITK and assess farmers preference to the above options Assess willingness of farmers to pay at least 25-50% of cost required of mechanical measures. Organise training for the user groups regarding implementation of various soil conservation measures & maintenance or records. Release the fund for implementation of mechanical or biological measured in installment. 	Intensification	√	V	√
Comn	nunity Organisation					
1.	Organisation of farmer groups for new commodities to be produced through diversification of farming system.	Identify the new commodities and assess the scope for formation of groups. Sub-contract to NGOs for organisation of farmer groups. Organising training for capacity building to the groups.	Diversification	V	7	√
2.	Organisation of commodity oriented groups for better access to inputs, marketing & technological support.	Identify the success stories where CIGs have been successful. Exposure visit of feasible farmer groups to successful areas where CIGs have been formed. Organise groups with the help of NGOs. Organise training for skill upgradation & group empowerment.	Intensification	√	1	V
3.	Organisation of woman SHGs for NRM.	Identify the successful SHGs. Arrange exposure visit to successful villages. Organise SHG formation through regular interaction by involving local NGOs. Motivate the group member for capacity to share, collectiveness to work on group & capacity to make decision. Organise trainings for the SHGs on management of records and capacity building. Facilitate linkage with other institutions for development of economic base of members, supply of credit & inputs etc. Conduct regular meetings of the SHGs and decide further course of action.	NRM	V	٧	√
4.	Organisation of Water User Association (Pani Panchayat) for distribution of canal water & maintenance of system.	Organise the farmers to form WUA through the NGOs. Exposure visit of WUA members to successful canal areas under AIP. Training of WUAs on water management, maintenance of canals, rational distribution of water, crop planning & collection of water rates. Demonstration in canal areas on water management & multiple cropping. System improvement & farmer turn over in canal areas.	NRM	√	√	V

SI.	Strategy	Proposed activity	Thrust Area	a Relevance		the AES
No.	Community Organisation			I	Ш	Ш
5.	Organisation of user groups for afforestation & JFM.	 Identification & analysis of success stories on JFM. Exposure visit of farmers to successful sites. Identification of common lands or waste lands for afforestation. Formation of user groups by involving NGOs. Training for the group members on raising seedlings, planning techniques, after care & protection of plantation and management of CPRs. Linkage with forest department, revenue department & Panchayat for afforestation & joint forest management. Linkage with input supply such as seeds, saplings, polythene bags etc. for raising healthy seedings/saplings. 	NRM	√	V	V
Susta	nability of the Projec	c <u>t</u>				
1.	Cost sharing by farmers on sustainable issues like soil & water conservation & NRM.	 Awareness campaign for the farmers for NRM & farmers participation. Motivating the farmers to pay 25-50% for the community work and 50% contribution for individual works. Pursuing the user group to contribute for community work & building a revolving fund. 	Sustainability	V	√	1
2.	Building up revolving fund on service charges & supply of critical inputs.	Organising awareness campaign over the farmers about the necessity of revolving funds. Motivating the CIGs or FIGs for payment of cost for AI, Soil testing, consultancy, grafts & bio fertilizers etc. Utilising the revolving fund for further multiplication by supply more inputs.	Sustainability	V	7	V
3.	Opening agro- clinics and providing consultancy on payment	Organising awareness campaigns for the farmers about the concept of agro clinic at block level & panchayat level. Collection of service for charges additional field & advisory service.	Sustainability	1	√	1
4.	Publication of newsletter and periodicals by ATMA and circulation at nominal prices	Identify success status of various enterprises, important commodities of different AES, need of the farmer etc. Publish monthly newsletter and periodicals on technical and managerial aspects. Circulate among the farmers and extension functionaries on payment of cost for creating the revolving fund of ATMA.	Sustainability	√	7	V
5.	Creation of farmer's forum with membership fee at ATMA level for participatory, monitoring and evaluation of ATMA activities	- Awareness campaign at panchayat level about the farmers forum at ATMA Collect annual or life membership from farmers who are interested to be members of the farmers forum Training of members on participatory monitoring and evaluation Constitute a monitoring evaluation unit at ATMA and a committee involving NGOs/farmers representative for monitoring and evaluation of ATMA activities on participatory basis.	Sustainability	√	7	٧
6.	Developing linkage between district level farmers federation and sectorial groups at block level with ATMA through affiliation.	 Formation of block level sectorial association and district level federation with the help of NGOs. Affiliate the bodies with ATMA under specific terms and conditions. Organize training for farmers federation for their empowerment. Distribute technical literature prepared by ATMA to the FA/FF at a very nominal price to build up their capacity or knowledge base. 	Sustainability	V	√	V

SI. No.	Strategy	Proposed activity	Thrust Area	Rel	evance AES	to the
	Fish Production System			I	П	Ш
1.	Introduction of composite pisciculture in water bodies	 - Awareness campaign for pond preparation and composite pisciculture. - Organising farmers trg. for composite pisciculture. - Demonstration of critical practices. - Facilitate supply of critical inputs like fingerlings and prawn juveniles. 	Intensification	V	7	1
2.	Introduction of polyculture in village tanks	Exposure visit to successful sites and CIFA, Bhubaneshwar. Trg. of motivated persons on technology aspects by using successful farmers as trainees (Institutional). Linkage of above farmers with credit & input organizations. Demonstration of critical practices on poly culture.	Intensification	√	√	V
3.	Pond preparation & adoption of technology for high fish production	- Exposure visit of willing fish farmers to CIFA or successful pond sites Trg. on improved production technology Facilitate linkage with supply of critical inputs, credit & marketing.	Intensification	√	~	V
4.	Decentralised production of fingerlings	- Identification of pond, water bodies where fish production on composite techniques or poly culture techniques is feasible. - Identification of farmers for fish seed production. - Exposure visit to CIFA & local units of fingerlings production. - Organisation of trgs. for fingerling production. - Facilitate linkage with input supply, credit for setting hatchery unit & marketing.	Intensification	V	~	V
1.	Alternate land use with agro forestry, silvipasture and farm forestry	 Awareness campaigns for alternate land use on arable and non arable lands. Organising user groups in watershed area for alternate land use. Trg. on raising seedling & planting techniques for social forestry, agro forestry & JFM. Facilitate supply of seed materials for raising sapling (Subabul, Siris, Babul, Acacia, Shisam, Aonla, Imli, Rosewood, Mahua & teak) 	NRM	1	7	V
2.	Planting mulberry & sericulture	Identification of success stories on sericulture. Exposure visit of new groups to the successful villages. Trg. to the FIGs on sericulture. Facilitate linkage with inputs supply & marketing of produce.	NRM	√	√	V
3.	Cultivation of medical plants	 Identifying sites & farmers for medicinal plant cultivation. Exposure visit to research station & successful plantation sites. Trg. to need farmers on cultivation techniques & processing. Facilitate linkage with inputs supply & marketing. 	NRM	√	V	V

Proposed Research Strategies

In most cases, farmers have either not adopted or partially adopted the technologies recommended by research station/centers because the technologies are not consistent with their farming situations. It is a fact that farmers vary on socioeconomic parameters such as farm size, resources, labour, skill, literacy level, managerial ability, land tenure system and risk bearing capacity. The technologies, therefore, have to be evaluated and refined by taking into account the realistic environment of the farmer with their active participation through On Farm Adaptive Research. For effective results, this needs to be done in district recommendation domains, characterized by relatively homogenous farming system associated with similar soil and agro-climatic conditions. Moreover, some problems of local significance, being faced by the farmers in particular AES are also required to be dealt by conducting adaptive basic research as the information on the same is not available.

With these facts as the background and with the available meagre resources at the disposal of the farmers in the district, commodity wise and AES wise research strategy is proposed in this capter

Schedule of activities for research strategies

Crop	Strategy	egy Proposed activity		Relevance to the AES		
			1	Ш	Ш	
Paddy	Screening of superior local varieties of paddy from different paddy growing pockets of the district and testing performance.	On station researchOn farm trails Seed + Fertilizer as per recommendation.	√	1	-	
	Testing and verification of HYV of short duration of paddy recommended in the state and adjoining area	On station research.On farm trails Seed + Fertilizer as per recommendation.	$\sqrt{}$	$\sqrt{}$	√	
	Testing and demonstration of HYV/ Hybrid paddy recommended in the state and adjoining areas	- On farm trails SEED + Fertilizer as per recommendation	1	1	√	
	Development and verification of fine variety of paddy	On station researchOn farm trails.	√	1	1	
Maize	To develop/ verification of Hybrid/composite variety	On farm trails Seed + Fertilizer as per recommendationFarmers practice.	√	1	~	
Wheat	Testing verification of HYV variety of wheat recommended in the state and adjoining area.	- On farm trails Seed + Fertilizer as per recommendation	1	1	√	
Pulses	Verification and testing of technology available for growing pulse crops like Arhar, Urd both in pure and intercropping situation.	- On farm trails pure crops Seed + Fertilizer as per recommendation	√	1	√	

	Identification, verification and testing of local germplasm available in the area	- On farm trials	1	V	V
	Verification and testing of IPM for the control of wilt and pod borer	- On farm trials.	1	1	V
Oilseed crops	Verification and testing of technology available for growing oilseed crop like Niger, Mustard, Rai, Tori, sunflower, Safflower etc.	- On farm trials.	√	√	√
	Introduction of Soybean cultivation	- On farm trails Seed + Fertilizer as per recommendation	1	V	1
Vegetable	Screening and verification of different variety of Tomato particularly in rainy season.	- On farm trials Only seeds	1	1	1
	Standarization & verification of improved technology of IPM package for tomato, brinjal, chilli	- On farm trials	1	1	√
	Standardization & verification of improved technology of INM package for potato	- On farm trials.	1	1	√
	Standardization & verification of improved technique for growing off season vegetable throughout the year	- On farm trials	1	1	1
Fruit	Introduction of new regular bearing variety of Mango	- On farm trial	1	1	1
	Introduction of HYV of minor fruit crops like Kathal, Ber, Sharifa, Karonda, Jamun, Aonla etc.	- On farm trial Planting material	1	1	1

Miscellaneous Resource Issue

SI. No.	Strategy Proposed activity			levanc he AE	• ••
			ı	Ш	Ш
1.	Amendment of acid soil using locally available material	- On farm trials	1	√	√
2.	Verification and introduction of compost making from locally available biomass	Digging pit + Rock phosphate	1	√	√
3.	Verification and testing of vermiculture techniques for making organic manure from farm waste	- On farm trials	~	√	√
4.	Introduction of improved breed of Pig (TXD) and goat.	- On farm trials piglets	V	√	√
5.	Introduction of Hybrid poultry chicken.	- On farm trials Red Diviyayan			
6.	Validation of ITKs for control of crop pest and animal disease	- On station trials. - On farm trial.	1	√	√
7.	Minimum tillage requirement for upland crops in the context of soil erosion	- On farm trials.	1	√	√
8.	Selection of ideal fodder crops for animal production	- On station trials.	√	√	√
9.	Mixed planting using different proportion of timber wood, fuel, food and fodder species.	- On farm trials.	1	√	√
10.	Introduction of medicinal plants like Ashwagandha, Lemon Grass, Neem Wild, Marigold etc.	- On farm trials Planting material.	1	1	√