Extension Strategy and Extension Action Plan for ICFRE

2018-2023

Indian Council of Forestry Research and Education
(An Autonomous Council of Ministry of Environment,
Forest and Climate Change, Government of India)
Dehradun - 248 006
(Uttarakhand)

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सत्यमेव जयते

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(An ISO 9001:2008 Certified Organisation)

Foreword

Indian Council of Forestry Research and Education (ICFRE) since its inception has emphasised on the extension of research outputs through various means. Directorate of Extension at ICFRE Headquarters has envisaged a clear vision to enrich the extension to fulfil the requirements of National Forest Policy. Directorate of Extension came up with a forestry research extension programme of ICFRE in 2000. The programme was extensive, innovative and complete in every sense, having analysis of extension methodology prevalent at the time of the formulation of the programme and also had the vision for the years to come with flexibility of **revision of the programme after 5 years.** The programme was discussed in the light of experiences gained during its implementation at institute level through a series of extension workshops. The outcomes of these workshwops were deliberated upon in the national workshop held at ICFRE on 15 and 16 January 2009. **The outcomes of the deliberations were placed for suggestions before the stakeholders especially the State Forest Departments. The extension strategy after incorporating suggestions was formulated and is in vogue.**

Since the existing extension strategy was formed over seven years back, revisiting the existing strategy was the need of hour to accelerate the extension efforts for better delivery of research outputs. Therefore, the Council has come up with a new extension strategy.

The **experiences** while implementing the earlier strategies are now addressed in the present document. The **conventional methods** of extension and centralized extension schemes such as VVKs, DVs, Networking of VVKs with KVKs, TGM etc have been taken care of in the light of present day requirements. The extension strategy document has also introduced **the new extension initiatives** like establishment of Technology Demonstration Centres and introduction of concept of Vigyan Rath (Extension Van). The Direct to Consumer Scheme **is now modified** with a view to provide ready to use solutions to the stakeholders. **Frequency of TGMs** has been doubled and the use of **extension webpage** and **social media has been upscaled.** The main emphasis is on the identification of the technologies for dissemination in a particular year. **Thus, the extension strategy is now technology based in place of institute base. All the institutes are expected to disseminate technologies developed by other ICFRE institutes too to the extent possible.** Another important aspect of the document is **initiation of regular impact assessment and creation of a database for this.**

The extension strategy is only a guideline, since extension work is highly dependent on approach and temperament of extension personnel. I hope that the present document will help extension people to work in harmony with end-users and with all the ICFRE technologies and make the impact of extension efforts visible.

(Dr. Suresh Gairola)

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Preface

The Directorate of Extension at ICFRE is mandated to formulate and update the extension strategy for the Council. In the past the Directorate had come up with documents like "Forestry Research Extension Programme" for ICFRE in 2000 and "Extension Strategies in Forestry Research" for ICFRE in 2011. These efforts were based on the deliberations on the experiences of the years in the field of forestry extension. The later effort was inclusive of ideas received from SFDs and eminent personalities working in the field of environment conservation. ICFRE also had come up with extension schemes like Direct to Consumer, Tree Grower Mela from time to time to address the challenges in the field of forestry extension.

Seven years have been passed since last extension strategy was formulated. In response to the initiative by the present DG, ICFRE, the process of updation of the strategy has been taken up to come out with a new extension strategy and action plan. All the institutes were requested to provide their inputs on strategies, technologies and action plan. A discussion on these aspects was conducted with the people involved in extension at ICFRE institutes through video conferencing. Components of extension programme, requirement of stakeholders and field experiences in the implementation of extension schemes were deliberated upon. On the basis of earlier strategies, output of discussions in video conferencing and inputs from ICFRE institutes, the present extension strategy for ICFRE has been synthesized.

This new strategy is technology specific having provisions for involvement of all ICFRE institutes, identification of suitable technology, periodic planning, updation and development of online access through ICFRE website, delivery of tangible deliverables and formats for monitoring and evaluation of the efforts.

This document is now going to serve as a comprehensive but concise handbook on forestry extension in ICFRE as all the guidelines, norms, formats pertaining to ICFRE extension programmes/schemes have been annexed for ready reference and use.

I am confident that we will be able to enhance our extension endeavours with more impetus and will come up with a visible impact of our efforts with the help of this document.

(Vipin Chaudhary)

Extension Strategy and Extension Action Plan for ICFRE 2018-2023

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1 INTRODUCTION

1

Introduction

Forestry Research Extension Programme for ICFRE was formulated in 2000 covering all the aspects of forestry extension in detail. The expectations of the programme on almost all the spheres including development of Extension Services in ICFRE and extension budget, could not be met. The programme was reviewed and revised in 2010 through an extension workshop at ICFRE in 2009 where outcomes of a series of extension workshops held at ICFRE institutes over a period of time were discussed in detail and a new extension strategy was developed.

The Extension Strategies in Forestry Research for ICFRE 2010 has 12 strategy statements having clearly indicated activities expected to be conducted with actionable points in a concise manner.

Now, based on the past experiences a new strategy having essence of earlier strategies along with new initiatives is formulated incorporating the inputs from the ICFRE institutes which has the following new features.

Technologies specific: ICFRE has a good number of technologies to its kitty, however, these technologies differ vastly on different aspects, mainly in context with the target groups and commercial application. Therefore, there is a need to devise specific extension methodology for the dissemination of these technologies.

Identification of technology: Since the present strategy is technology specific, the focus is on identifying the appropriate technology for dissemination.

Periodic planning: It has been emphasized that a calendar of activities must be planned in the format provided in the month of February for the implementation in the coming financial year.

Periodic impact assessment: A system of feedback from the stakeholders to access the impact of the activity and make a database of the same is suggested. It is also proposed to prepare a database of stakeholders and make it available online for access to the Headquarters and other ICFRE institutes.

Nodal Officers: It is proposed to appoint a nodal officer, usually the Head of Extension Divisions/ Senior Scientist at Extension Divisions of the institute for supervising the extension activities.

Updation and development of online access through ICFRE website: Presently Interactive Portal: Interface with stakeholders is available which is very good in concept and needs proper updation and enrichment. This portal must be made available in Hindi and other vernaculars.

New innovative methods: Social media is a very effective tool now-a-days. Therefore, it has been given proper attention.

Innovations in the existing extension schemes: Based on the experiences in implementation of the existing extension schemes, improvements/modifications are suggested and modified schemes such as modified Direct to Consumer Scheme has been suggested wherever necessary.

Pan-Indian involvement: It is suggested to borrow and converge technologies of other similar organizations wherever appropriate. Recently, the Council has entered into new MoUs with organizations like Indian Council of Agricultural Research (ICAR), New Delhi; The Energy and Resources Institute (TERI), New Delhi; Technology, Information, Forecasting and Assessment Council (TIFAC), New Delhi etc. The process may be further extended at regional level by the institutes involving regional/local bodies.

Involvement of ICFRE institutes: It has been suggested to apply extension of a particular technology across the ICFRE institutes, wherever possible and not only at the institute which has invented/developed the technology.

Tangible deliverables: Proper emphasis has been given on providing readymade solutions to the end-users in the form of products wherever applicable.

Planning and monitoring: All ICFRE institutes have to submit an extension action plan in the month of February for the forthcoming budget year in the prescribed format. Institutes will submit a progress report on the prescribed format twice in a year i.e. September and March. All these planning and monitoring activities will be furnished through FEMS only.

Revision: There is a provision for revision of the strategies every third year. The same will be done through video conferencing.

Using the guidelines, norms and formats already in existence but reiterated.

The present document provides all necessary formats for monitoring and evaluation of the various programmes. The guidelines and norms are also annexed for ready reference.

Thus, this document is a handbook designed to provide direction to the extension activities from planning to execution level.

2 REVIEW OF EXISTING EXTENSION STRATEGIES

2

Review of Existing Extension Strategies

Extension initiatives in other organizations

The areas of challenges are now, how to make farmers, foresters, children, women and college dropouts of small resources into an entrepreneur managing livelihood generating business and making the entire life redefined. The present day recession in forest and forestry along with global trends has put the policy makers up with a challenge for generating more and more livelihoods from small and smaller land holdings in a short and a shorter version of time. The contribution of ICFRE through this strategy will bring a change in the pressure of generating jobs for people. In emerging trends, the person who starts the business is often an entrepreneur. Applying management skills allows the adolescent learner to do well and the culture begins to change.

Even though it is true that due to natural and man-made reasons forest is no more a paying venture for many villagers and farmers, but if one undertakes culture in a form of business based on proven scientific knowledge, technology package, together with proper pre-planning, forests will turn on to be the most profitable venture.

Council of Scientific Research (CSIR) also has a Unit for Science Dissemination(USD) with a 'Team USD' that is fully responsible for furthering favorable public image of CSIR as a whole. All image-building activities are executed by this unit with a proper mandate as follows:

a. Identifying the message
b. Knowing the audience
c. Selecting channels of reaching them
d. Developing promotional material to attract and retain their attention

Likewise ICFRE can also have small hub centres in the Institutes with personnels posted exclusively with the aim and focus for image building and promote public image of ICFRE

CSIR also participates in the various national/international exhibitions and other relayed events with two main objectives: Creating awareness about CSIR and its achievements, and supporting its business development efforts. This also should be encouraged in ICFRE that scientists/officers should have maximum participation at the national and international level and the same may be rewarded or set as criteria in the annual work plan.

On the lines of CSIR, ICFRE can and should take active participation in the exhibitions like Vigyan Rail exhibition etc. that can include large number of displays, including models and audio-visual presentation fabricated and displayed aesthetically for effective dissemination to the visitors at railway stations across the nation.

Similarly, Directorate of communication in Govind Ballabh Pant University of Agriculture and Technology, Pantnagar is responsible for all the extension activities of this pioneer university. The major emphasis of the existing information service of the Centre is to disseminate information through radio, television and publications. The advances made in the

field of information and communication technologies call for our attention toward their application to reach the unreached. A vast machinery field functionaries is engaged in development work today. This includes workers directly involved in agricultural information and communication work. On the otherhand ICFRE though has extension Divisions in each Institute but it needs to be strengthened with field functionaries exclusively for extension activities. Therefore recruitment of field functionaries with experience in extension can be done or training can be imparted once appointed.

Realizing the importance of radio in rural communication GB Pant University of Agriculture and Technology, Pantnagar a programme on 'Farm School on Air' has been launched since 2001 to provide systematic radio lessons to interested farmers on different important topics of current interest in agriculture and allied subjects. So far Farm School on AIR has broadcasted on themes likely Rice production, Sugarcane, Organic Farming, Litchi Production, Importance of Agriculture Implements, Floriculture, Integrated Insect & Pest Management and Fisheries Production etc. similarly ICFRE has many technologies to its credit that need to be aired as above. A programme on these lines can also be initiated as a regular feature of each institute.

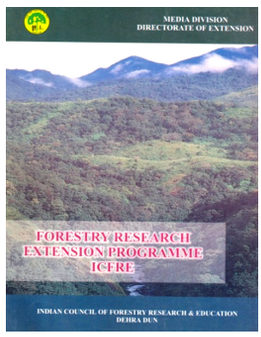
Some of the perfect programmes of Tamil Nadu Agricultural University viz. TNAU AGRI TECH Portal, Instant Agro Advisory System, Multi Video Conferencing also speak loud and clear into the success of the extension wing of TNAU. ICFRE website can also include the advisory system and multi video conferencing for the forest and forestry related queries in India.

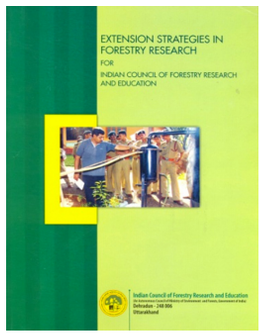
The ICAR also has implemented various extension programmes like National Demonstration (ND), KVK, Lab to Land, Operational Research Project (ORP), Special programmes on tribal and hilly areas, Institution Village Linkage Programme (IVLP), Agricultural Information Technology Centre (ATIC) etc. to accelerate technology transfer. SAUs are implementing extension programmes in their areas. In addition, the Call Centre, Help Lines, Agri-clinic, Agri-business and National Watershed Development Programme for Rainfed areas etc. by Govt. of India have also been initiated. Under National Agriculture Technology Project (NATP), efforts are made to integrate the activities of public and private agencies in some selected districts under Agriculture Technology and Management Agency (ATMA) through Directorate of Extension, Department of Agriculture and Cooperation, Govt. of India.

Likewise some of the extension strategies like establishment of a separate unit/ division for transfer of technology and also encourage village based market, develop cadre of extension services comprising both extension personnel and Subject Matter Experts (SMEs), encouraging and strengthening farmer's organization and self help groups, specially the women's SHGs by training the desired knowledge and skills required for successful functioning in the field of forestry, communication strategies be translated into practice at the field level for creating impact visibility and comprehensive field extension programmes, develop close linkages with farmers- agro-industries-consumer network and produce export quality in order to capture the world market in WTO era, develop Call Centre (CC) for regular updating of database for effective delivery mechanism of the technology are effective extension strategies that have been addressed in some or the other way in the present strategy.

ICFRE Extension Strategies

The extension strategies in vogue were devised in 2010 and were sent to all ICFRE institutes for compliance. However, the desired results on the extension fronts have not been achieved which suggest that either the strategy itself is lacking the teeth or its implementation is defective. Therefore, it is required to analyse the strategy and find out the constraints for paving the way for improvements in the strategy and extension activities. A brief analysis is presented below:





1. Outreach of research activities to various stakeholders to develop a system of proper resource allocation

Activities	Work expected	Shortcomings
Prioritization of existing technologies as per demand of stakeholders by the Institutes	Constitution of a team at the institute level to prioritize technologies	The team was not constituted
Surveys and meetings to be conducted to assess the feedback of stakeholders as technologies and training provided	Response assessment teams (RATs) are required to be formed	RATs were not constituted
Trainings and demonstration of developed technologies	A training calendar and a database on trainings and their impact was required	No database was created as suggested
Wide circulation and publicity of new technologies	Maintenance and after care of technologies transferred	To be taken up in a fresh manner
Budgetary provisions for the proposed activities by the institute as well as Council and allocation thereof	Preparation of estimates as per annual plan for Forestry extension by the institute and the Hqts and allocation of funds accordingly	Paucity of funds

2. New Technologies to match new needs of stakeholders

Activities	Work expected	Shortcomings
Assessment of emerging and new needs of stakeholders through survey and meetings	Assessment of emerging needs of stakeholders was required on regular basis	Except a few stakeholders meeting the assessment of needs of stakeholders was not taken up on regular basis

3. Need to develop single window extension system for the forestry related issues

Activities	Work expected	Shortcomings
Preparation of complete database of technologies by Extension Division of each Institute	To develop a single window system the institutes were advised to prepare complete database of technologies developed at institute level and then to publish it on the IFRIS for sharing with other institutes	Action awaited
Documentation and dissemination of useful findings of research projects to benefit stakeholders	A single window system under Head of Extension Division was suggested for	No single window system was established

4. All research activities should have inbuilt extension programme

Activities	Work expected	Shortcomings
Needs of stakeholders to be assessed during pre-project liaison meeting at Institute level	Wider awareness about the outcome of the project was required	Only trainings were conducted at the conclusion of some of the projects

5. Establishment of successful demonstration models for dissemination of information and technologies in all agro-ecological zones

Activities	Work expected	Shortcomings
Model nurseries/simple technologies, other displays and charts etc. to be showcased at VVKs and DVs	Appropriate funding was required	Due to paucity of funds the desired activities could not be taken up to the level of expectations.

6. Enhancement of capacity building of persons involved in extension activities on a regular basis and to ensure their utilization in the field

Activities	Work expected	Shortcomings
Impart refresher courses and trainings to extension workers from time to time	Regular trainings for extension personnel are a requirement	No such trainings.

7. Development of marketing linkages

Activities	Work expected	Shortcomings
To collect information on demand and supply of products, their markets and to explore the possibilities of linkages	Work only taken up in few projects especially designed for.	The marketing linkages could not be developed.

8. Documentation of indigenous knowledge systems

Activities	Work expected	Shortcomings
Survey and documentation by research teams of institutes	RATs are supposed to conduct this work.	No RAT therefore, fragmented work.
Sharing of information already documented	Publication of indigenous knowledge.	Work in piece meal.

9. Development of proper networking system for sharing information & knowledge

Activities	Work expected	Shortcomings
To develop an interactive webpage in the existing site of the Council	Each institute to have an extension page hyper linked to Council's site.	An extension webpage was developed within the ICFRE website only.

10. Strengthening of Extension wing in ICFRE & its institutes

Activities	Work expected	Shortcomings
Posting of sufficient manpower	filling up/creation of post	awaited
Providing vehicles and extension equipments for extension workers	Devoted extension vehicles and extension equipments are needed	awaited

11. To have Extension & publicity as a curriculum at UG/PG level in universities imparting forestry education

Activities	Work expected	Shortcomings
To ensure the incorporation of forestry extension in the curricula of the universities receiving grants-in-aid from the Council	Information not available	-

12. Development and establishment of monitoring and evaluation system

Activities	Work expected	Shortcomings
Periodic review on extension activities at institute level	A regular monitoring at institute and HQ level	Initially done.

Constraints

It is evident from the above analysis that the implementation of the strategies could not be done as expected and the extension efforts were made only through the conventional methods largely through the trainings etc. Further, while interacting with the institutes for formulation of new extension strategies the following constraints were highlighted during discussions:

1. Inadequate number of extension workers and logistic support hampered the extension efforts.
2. Paucity of funds not only limited the possibilities of extension at our level but also affected the collaborations negatively.
3. Networking of VVKs with KVKs could not flourish. Since, guidelines of VVKs does not have any provision for any regular staff at VVKs (the responsibility lies with the SFD and partially could be met by VVK funds) therefore, networking of VVKs with KVKs in fact became networking of institutes with KVKs.

4. Lack of proper feedback recording and absence of a database on the impact of extension activities resulted in non/partial-appraisal of feedbacks from ground level to the top levels of administration.
5. Lack of development of forestry extension experts resulted in handling the extension activities by inexperienced personnel.
6. There was no specialised extension training therefore, there was no scope for trained extension personnel.
7. Lack of prioritisation of technologies resulted in lopsided extension of technologies.
8. There was no provision for developing a prototype/ product after the completion of a research project.

In the present extension strategy efforts have been made to address the constraints to the extent feasible.

3 EXTENSION STRATEGY

3

Extension Strategy

This is a technology linked extension strategy. The institutes are expected to identify the technologies available for dissemination at institute level as well as at other ICFRE institutes. A tentative list of 23 technologies suggested by the ICFRE institutes is incorporated in the chapter. This list is indicative only and institutes are at liberty to change/add technologies. Every institute is expected to provide the dissemination material/methodology in ready to use format to other ICFRE institutes. The originator institute has the responsibility to send such material to other institutes for further dissemination after consulting the extension head of the institutes.

It has been also envisaged to promote technologies of other organizations such as SFDs, CSIR, WII, TERI, ICAR etc. wherever found useful to the stakeholders in addition to our technologies.

Appropriate mode of dissemination of a particular technology may be selected from the approach section of the chapter.

Formats for presenting annual extension action plan and formats for sending periodic reports have been included in chapter 5- Monitoring and evaluation of extension activities.

3.1 Extension approach

A. Present extension approaches

1. Centralized Extension Schemes

1.1 Van Vigyan Kendras (VVKs)
1.2 Networking of VVKs with KVKs
1.3 Demo Villages (DVs)
1.4 Tree Grower Melas (TGMs)
1.5 Direct to Consumer (DTC)

2. Conventional extension activities

2.1 Awareness campaigns
2.2 Extension trainings
2.3 Workshops
2.4 Field visits
2.5 Radio and TV talks
2.6 Publications

B. New Extension proposals : In the light of past experiences on implementation of extension strategies and the uprising of new platforms, the following new extension initiatives are proposed:

1. Updation of existing extension schemes

1.1 Establishment of new VVKs
1.2 Shifting of the DV every third year
1.3 Increase in frequency of TGM

2. Introduction of new extension schemes

2.1 Modified Direct to Consumer Scheme
2.2 Vigyan Rath (Extension Van)
2.3 Technology Demonstration Centres (TDCs)
2.4 Social media campaigns
2.5 Preparation of documentaries
2.6 Updation of extension page at ICFRE website

2.7 "Prakruti" an environmental awareness programme for youth

2.8 Green Skill Development Programme (GSDP) under ENVIS Center at ICFRE

* All the regular existing activities (A (1&2)) will continue except DTC which will be reintroduced in a new form.

A. Present extension approaches :

The extension activities are being conducted at all the ICFRE institutes through various means including centralized extension schemes and traditional methods. A concise account of these activities are as follows:

1. Centralized Extension Schemes

ICFRE has formulated 05 centralized extension schemes for extension of research outputs and expanding the outreach of the Council. These schemes were implemented through the institutes and the outcomes of these schemes is discussed below:

1.1 Van Vigyan Kendras (VVKs):

The scheme was initiated during 2007-08 with active collaboration of State Forest Departments (SFDs) with the objective of dissemination of various technologies developed by the Council and its institutes and State Forest Departments (SFDs) to the user groups including farmers, women and forest based industries. Since this scheme was a collaborative scheme with SFDs the role and responsibilities of ICFRE and SFDs were deciphered and communicated vide ICFRE letter No. 2007-ADG (M&P)/ ICFRE/61/VVK/57 dt. 31-1-2008 (**Annexure- I**). Based on the experiences and escalation in the prices the norms for VVK were revised during 2014-15 and the same were circulated vide ICFRE letter No. 61/2013/ADG (M&Extn.)/ICFRE/VVK/629 dt. 12-8-2014 (**Annexure- II**)

Accordingly, till March 2016 ICFRE institutes have taken leading role in establishment of 29 Van Vigyan Kendras (VVKs) in different states of the country.

Under this scheme, the Council published and distributed 4,91,950 copies of 441 publications on various topics. Trained 17,559 persons through 328 trainings of 799 days. Also established 26 nurseries and distributed 1,40,829 seedlings of different species.

Experiences :

- Budget was the main constraint in realizing the goals envisioned in the scheme.
- Depleting human resource was another barrier in implementing VVKs.

- In some places, SFDs were reluctant to play the partner in the scheme mainly due to meagre allotments.

Improvements :

- Proper budget allocation.
- Posting regular personnel at each VVK for maintenance, up keeping and to facilitate networking.
- To expand the outreach of VVKs, it is suggested that provision may be included for dovetailing of nursery activities of the institutes with VVKs.

1.2 Networking of VVKs with KVKs:

Considering the limitations of VVKs to cater the needs of the country to supply the information pertaining to forestry practices and creating environmental awareness, networking of Van Vigyan Kendras (VVKs) with Krishi Vigyan Kendras (KVKs) of Indian Council of Agricultural Research (ICAR), New Delhi was initiated in consultation with Directorate of Extension of ICAR in 2013. Recently, the Council has entered in an MoU with ICAR and institutes are expected to enhance the activities in accordance with the MoU. Guidelines of networking with KVKs is attached as **Annexure- III.**

Experiences :

- Budget was the main constraint in conducting sufficient number of activities using KVK platform.
- Since VVKs has no staff at all, the networking of VVKs became networking of institutes with KVKs which is not desired.

Improvements :

- Separate budget allocation.
- Posting regular personnel at each VVK to facilitate networking with KVKs.
- Optimal utilization of MoU with ICAR.
- A forest cell may be created at KVKs.

1.3 Demo Villages (DVs):

ICFRE has initiated establishment of **Demo Village** in 2007-08 with the objective of "dissemination of various technologies developed by the Council and its institutes to the user groups including farmers". The activities and technologies shown are mainly, high tech-nurseries. Technologies de monstrated are vermicomposting, bio-fertilizer, agroforestry models, mushroom cultivation etc. Norms for DVs were revisited in 2014-15 and kept unchanged (**Annexure- II**). Accordingly, till March 2016 ICFRE institutes have established 09 Demo Villages (DVs). Under this scheme,

the Council trained 2232 persons through 73 trainings. Also demonstrated green technologies to the end-users.

Experiences:

- The funding as stated above were too low to create any visible impact.
- Fixed location, therefore, limited coverage.

Improvements :

- Proper budget allocation.
- Adopt another village every third year to maximize the outreach.
- Establishment of on-farm demonstration plots on farmers field.
- Provision of master trainers:
  - Apart from other activities, suitable persons will be chosen to train as master trainers.
  - These master trainers will be responsible for conducting various activities of DV after the shifting of the DV.
  - Institutes will be in contact with these master trainers for getting updates on DV activities.
  - Institutes will invite these master trainers for refresher courses and for further updating of knowledge through participation in various extension activities.

1.4 Interaction with stakeholders :

1.4.1 Tree Grower Melas (TGMs):

IFGTB, Coimbatore has taken an initiative by organizing Tree Growers Melas since 2009, to sensitise a large number of stakeholders of our activities and achievements at one go, These Melas have attracted a large score of stakeholders, farmers, industries and experts. Keeping in mind the success of TGM at IFGTB, Coimbatore, ICFRE has decided to replicate this event at all of our institutes in 2014. The guidelines in this regard is annexed as **Annexure- IV.**

Experiences:

- Paucity of funds. There is no separate funds for the Melas.

Improvements:

- Proper budget allocation.
- Regional Tree Farmer Award may be instituted.
- Institute-industry interface may be initiated.

1.4.2. Institute Industry Interaction (III): A forum must be developed at institute

level to organize III. Frequency of such interactions may not be less than twice a year.

1.4.3. Formation of a help desk: A help desk for facilitating farmer's interaction with scientist on issues in tree farming and technological inputs need to be institutionalized at institute level. This help desk must have a toll free phone working 24X365. Websites/web pages must have information and link to the help desk. This help desk must have facilities to communicate in Hindi and vernaculars.

1.5 Direct to Consumer (DTC) :

Direct to Consumer scheme was launched in July, 2011 as a novel extension strategy to bring the technological advancements made through research breakthroughs in ICFRE at the doorstep of end-user without

loss of time. This scheme is introduced to increase the outreach of research findings and linking the livelihood of people with forestry. Besides State Forest Departments; farmers, industries and rural communities are expected to benefit from the Scheme. In the first phase, **16 projects** have been selected and implemented under the scheme for the year 2012-13.

Experiences :

- Only 13 projects could be taken up out of 16 projects sanctioned. Projects sanctioned in later years could not be grounded due to paucity of funds.
- Since the extension component is essential part of research projects, the scheme in its present form is not desirable. The extension of the outcomes can be made through the inbuilt extension component of the research project. The scheme therefore, needed to be reintroduced to provide desired impact.
- The impact and feedback on 13 DTC is not recorded.

Improvements :

- The scheme is reintroduced with provisions for development of prototypes / products which are "market ready".
- Some of the completed projects which have commercial applicability are to be continued till they reach the stage where "product" is in finishing stage.

2. Conventional extension activities

Awareness campaigns, extension trainings, workshops, field visits, radio and TV talks and publications are traditional extension activities being practiced since long. These are supposed to be continued as earlier. However, regarding publications it is suggested that:

2.1 The institutes are supposed to identify the suitable material for publication after due consideration.

2.2 The publication should also be categorized suitably at institute level.

2.3 The number of copies for printed publications may be kept as low as possible.

2.4 Priority should be given to make e-publications only.

2.5 A suitable ICFRE number must be obtained from NFLIC, Dehradun and the same should be indicated on the publication. Rules in this regard may be adhered strictly.

2.6 Publications made by any institute of ICFRE may be used at other institutes, therefore, the originating institute has to provide soft copy of the publication to the institute(s) willing to utilize the same.

Regarding radio and TV talks, it is suggested to obtain a copy of the recorded material in suitable format and the same may be uploaded at a suitable place on youtube channel of ICFRE with a link on extension page of ICFRE and on social media pages of ICFRE.

B. New extension proposals:

In addition to the existing extension practices described above, the following tools under new extension strategy have been visualized to maximize the outreach:

1. Updation of existing extension schemes

Some of the existing extension schemes need to be revised/updated in the light of experiences gained during the implementation of these schemes. A brief account of these are as follows:

1.1 Establishment of new VVKs: Presently, ICFRE has 29 VVKs in different states. These are far less to make any visible impact. Therefore, it is proposed to establish 06 new VVKs/year. The focus will be on the states where there is no VVK in the first year. Later on, the states facing acute environmental degradation will be the priority states for establishing new VVKs.

To establish new VVKs a need analysis is required by a dedicated Committee, constituted at institute level, for selection of location of the VVK.

1.2 Shifting of the DV every third year : It is proposed that the ICFRE institutes will make DV self-reliant by involving panchayats, NGOs and SHGs in 2 years. Thereafter in the third year, the institute will shift the activities of the DV to a new location.

1.3 Increase in frequency of TGM : It was observed that an annual event is not enough to provide desired results. Farmers and other stakeholders are required to be updated frequently therefore, it is proposed to increase the frequency of holding TGM from once in a year to twice a year. It is also proposed to identify the lean period for framers and other stakeholders to organize these melas.

2. Introduction of new extension schemes

2.1 Modified Direct to Consumer Scheme: Direct to Consumer scheme was launched in July, 2011 for instant extension of recent research outputs to the end-users. It was observed that mere demonstration/ training of technologies or distribution of a few samples is not effective enough to encourage large scale application of the same. The scheme is now modified to provide ready to use solutions/products to cater the need of end-users.

Activities:

a. Identification of technology/protocol/ product/prototype to be developed for dissemination to the end-users- concerned Division at institute level.
b. Development of product/protocol- concerned Division at institute level.
c. Dissemination/distribution/sale – Extension Division at institute level.
d. The details of the result of dissemination – Extension Division and IT Division on the IFRIS of the concerned institute.

Monitorable indicators:

a. All the above will be time bound as per the action plan submitted by the institute and monitored accordingly by ICFRE.
b. The activity of submission of action plan in February.
c. Approval at ICFRE level in March.
d. Initiation from April.
e. Details including number of beneficiaries and impact of the product on the livelihood of the beneficiary is to be incorporated in the prescribed format.
f. Constraints, if any, monitored at ICFRE.

2.1.1. Creation of Incubation Centre: It is suggested that Forest Incubation Centres may be created on pilot basis at institutes for enabling DTC scheme on demand driven approach.

2.2 Extension Van : Though, thousands of people visit ICFRE institutes every year and participate in our programmes. However, a large number of people still need to be addressed. The people below poverty line living in remote areas are to be educated. ICFRE technologies can provide them an opportunity to raise/enhance livelihood. This can be achieved through Extension Van. The Extension Van will reach to the doors of these marginalized people and sensitize them towards green livelihood options leading to sustainable and inclusive growth.

Activities:

a. Procurement of Extension Van- all institutes.
b. Action plan for number of visits – Extension Division of the institute.
c. Action plan must include number of beneficiaries, number of literature/ samples to be distributed.

Monitorable indicators:

a. All the above will be time bound as per the action plan submitted by the institute and monitored accordingly by ICFRE.
b. Monitoring through IFRIS.
c. Impact, if any.
d. Constraints, if any, monitored at ICFRE.

2.3 Technology Demonstration Centres (TDCs) : The technologies and research achievements of ICFRE needs to be demonstrated effectively for the benefit of stakeholders. For this purpose, it is proposed to establish Technology Demonstration Centres (TDC) at each institute.

Activities:

a. Establishment of TDCs- at institute level.
b. Updation and maintenance of TDCs.

Monitorable indicators:

a. Number of people benefitted (six monthly).

2.3.1. Forest Business Incubators (FBIs): FBIs may be established, at an appropriate time, under the TDCs for commercialization of forest products. This would be run on more or less on similar lines to Agri Business Incubator models.

2.4 Social media campaigns

Activities:

a. Initiation of ICFRE FB group with separate page for each institute and centre- development of group and page by IT Division, ICFRE
b. Development of ICFRE you tube channel – ICFRE
c. Development of ICFRE twitter group- ICFRE
d. Updation of information at institute level.

Monitorable indicators:

a. Number of updates/discussions per week- institutes and IT Division, ICFRE
b. Monitored by Extension Division, ICFRE.

2.5 Preparation of documentaries: Documentaries on technologies which are going to be uploaded on Youtube must be of teaser type and a nodal officer for uploading such videos must be appointed.

Activities

a. Identification of technologies for documentaries
b. Preparation of document of 15-20 minutes duration for the documentary.

c. The content must be informed to the ICFRE prior to preparation of documentary to avoid duplication- IFRIS, ICFRE.
d. Approval of competent authority.
e. Commissioning the task to the identified resource person.

Monitorable indicators:

a. Documentation for the documentary- specific institute.
b. Preparation of documentary- specific institute.
c. Constraints, if any - ICFRE.

2.6 Updation of extension page at ICFRE website

Activities:

a. ADG (M&Extn.) will send extension calendar to IT Division, ICFRE.
b. Calendar of activities must be displayed by IT Division, ICFRE by 31 March.
c. Institute will be responsible to provide input on the activities performed to the IT Division, ICFRE for updation on ICFRE website with a link on extension page - within a one week.
d. Creation of activity online album - updation of pictorial details of every scheme i.e. VVK, DV, TGM etc. must be uploaded scheme wise and site wise on the extension page.
e. Interactive page must be updated regularly and FAQ on the page need to be reviewed and updated making it more extensive.
f. The interactive page must have updated domain expert lists keeping in view the recent status of experts available at ICFRE institutes.
g. A dedicated extension page is to be introduced in the website of ICFRE. Also an extension page has to be introduced in the websites of institutes having link with the extension page of the website of ICFRE for effective presentation of extension activities/information. The information of such activities must be in vernacular along with English and Hindi.
h. A draft concept note for developing extension page is annexed in the strategy (Annexure- V).

Monitorable indicators:

As above- ICFRE (ADG (M&Extn.)); Institutes (Nodal Officers).

* All the regular existing activities (A (1&2)) will continue except DTC which will be reintroduced in a new form.

2.7 "Prakriti" an environmental awareness programme for youth:

According to an estimate, presently India has 356 million youths in the age group of 10-24 years. This is the population which is going to shape the future of this great country of ours. They can be an intense resource in increasing the forest cover and improving the environment, if convinced in right earnest at this age only. Therefore, it is the need of hour to establish a scientific interaction with them and inculcate the environment friendly practices in the adaptive minds.

ICFRE and its institutes are aware of the fact and are ensuring active participation of students in a number of activities related to environment and forest. Therefore ICFRE has come out with "Prakriti" an awareness programme on forests for youth and children that will contribute to raise awareness on biodiversity, reaching out to children, youth and families, and encourage active participation and adoption of environment friendly practices in daily life.

Objectives:

- To develop scientific temperament towards environmental issues

- To create awareness towards recycling of ecosystem and energy
- To build up an attitude towards eco-friendly practices in daily life

Target group:

Students of class VI – XII

Programme:

1. There will be packages for student of different class group as follows:
   a. Class VI- VIII- What is plant? How to plant a seedling? What are the benefits? Creating awareness about different occasions such as Earth Day, World Environment Day etc. and Good Deeds.
   b. Class IX- X- Pollution. National level Institutions working in the field of Environment and Forest. Environment friendly products- biological pesticides, biofertilizers etc. and Good Deeds.
   c. Class XI- XII- International and national commitments on emission, awareness about international forums and their activities, recycling of products and Good Deeds.
2. There will be a stall for the students in the TGMs and students of the area will be brought to the mela.

Activities proposed:

1. Plan for excursions (As excursion is an educational experience where the children will get to enjoy themselves while learning life skills) involving short lectures, identifying flora and fauna, teaching environment protection (no to polythene etc.)and about useful plants and insects that are good for the environment and soil.
2. Planting trees, constructing wildlife shelters, holding campfire sessions, and watching wildlife are a few activities that can make learning fun and interactive
3. On site/field- Practical knowledge on using degradable waste by way of composting in homes/schools etc.
4. Arranging mela/exhibitions exclusively for youth and children participation
5. Visit to the laboratories, museum especially youth probing career prospects
6. Popular interaction series on -Awareness programmes on management of forest resources, forest fires, wood etc.(Involving Local foresters, wildlife conservation officers, naturalists, botanists, and other knowledgeable people)
7. Awareness camps for wildlife, nature and also Ganga pollution
8. Screening of documentaries on environment and forests
9. A souvenir such as a green school bag of jute/cloth having ICFRE logo may be provided to the students.
10. It is proposed to organize separate inter school competitions for each class group at the end of the year on the basis of learning in that year with some suitable rewards.

By this ICFRE can stimulate youth and children to be more aware of forests, to learn more about them, and to understand how forests function and their importance for our way to success in saving environment for generations to come.

Draft MoUs with Kendriya Vidyalaya Sangathan (KVS), Navodya Vidyalaya Samiti (NVS) has been annexed. MoU with state education departments may be signed on the line of MoUs signed with KVS etc. (Annexure- VI & VII)

Monitorable indicators:

1. No. of students participated in the events.
2. No. of excursions/awareness camps/ hands-on trainings etc. organized.

2.8 Green Skill Development Programme (GSDP) under ENVIS Center at ICFRE

For the development of various course modules on Green Skill Development, ICFRE through ENVIS Resource Partner at Forest Research Institute, Dehradun was asked to coordinate and propose training programmes at different ICFRE Institutes and Centres. The GSDP training programmes are tailored to suit the specific needs with more emphasis on practical skills. The purpose was to have various GSDP course modules targeting school and collage dropouts across the country through expertise available at ICFRE institutions. Reservations for SC/ST/Women participants will also be considered while choosing the trainees for the courses.

Ministry of Environment, Forest and Climate Change has already launched GSDP and released training modules on June 4, June 2017. The first GSDP course was developed for skilling Biodiversity Conservationist (Basic Course: 3 months) and Parataxonomists (Advanced Course: 3 months) and is running on pilot basis in ten select districts (covering nine bio-geographic regions). With the help of ENVIS Hubs and Resource Partners various other programmes are under finalization for funding. The ICFRE has submitted some 18 proposals on GSDP. The finalisations of the proposals as per guidelines complying with National Skills Qualification Framework (NSQF) gazette notification of the M/o Skill Development and Entrepreneurship is under progress at by ENVIS secretariat at MoEF&CC

Presently they are grouped under themes Organic Interventions in Forestry and Plantation, Bamboo grower, processing and livelihood generation, Nursery Management and Post harvest methods of NTFPS (other than bamboo) for enhanced livelihood. The proposals are being developed in coordination with ICFRE Institutes and Centres. ENVIS Resource Partner at Institute of Forest Genetics and Tree Breeding, Coimbatore is also actively participating in the GSDP programme.

Note: The programme will be coordinated & monitored by ENVIS, FRI as per the guidelines of MoEF&CC.

2.9 Extending outreach: Involvement of NGOs/ voluntary organizations may be introduced. Identification of such NGOs on the basis of their capabilities to extend our findings/technologies to a wider range of beneficiaries and have a tie up for development of their capabilities for our extension needs.

2.10 Brand ambassador: A brand ambassador may highlight the achievements of ICFRE and boost our outreach; therefore, appointing a suitable person as brand ambassador may help in achieving our targets. This aspect may be introduced at a later stage.

4 IDENTIFICATION OF TECHNOLOGIES

4

Identification of Technologies

The Council has developed a number of technologies over the time. However, most of the technologies remained unexploited due to the various reasons including lack of prioritization of technologies for extension. The need for prioritization of technologies was emphasized upon by both the extension strategies. It is, therefore, prioritization of technologies worked upon and a list of viable ICFRE technologies suitable for dissemination has been prepared with the consultation of ICFRE institutes. The same is reproduced below:

List of technologies identified for dissemination

Sl. No	Name of Technology	Developed by	Stakeholders	Extension by
1	Popularization of genomic DNA isolation kit developed by IFGTB	IFGTB, Coimbatore	Farmers, Forest based industries, artisans	All institutes of ICFRE
2	Commercialization of Clones – Casuarina & Eucalyptus & Farmers' outreach	IFGTB, Coimbatore	Farmers, Forest based industries, artisans	FRI, Dehradun; IWST, Bengaluru; TFRI, Jabalpur
3	seed and nursery techniques of *juniperus polycarpos* (himalayan pencil cedar) for production of quality planting stock	HFRI, Shimla	Front Line Staff of State Forest Departments	HFRI, Shimla
4	Wood Polymer composites (2017-18)	IWST, Bengaluru	Wood industries, Plastic industries, automobile industry, packaging industry small scale industries involved in household, stationery product, Academia, students, industries, Visitors	FRI, Dehradun
5	Thermal Modification of Wood (2017-18)	IWST, Bengaluru	Wood industries, furniture industry, packaging industry Small scale, Academia, students, industries, Visitors	FRI, Dehradun
6	Chemical Modification of Wood and in-vitro propagation of selected Bamboo species (2018-19)	IWST, Bengaluru	Wood industries, furniture industry, packaging industry Small scale, Academia, students, industries, Visitors	FRI, Dehradun

Sl. No	Name of Technology	Developed by	Stakeholders	Extension by
7	Low cost aqueous and alcoholic *Moringa oleifera* Lam. leaf extract for productivity enhancement of vegetable crops under organic cultivation	IFP, Ranchi	Farmers	FRI, Dehradun, IFGTB, Coimbatore, IWST, Bengaluru, TFRI, Jabalpur
8	Cleft grafting in Kusum (*Schleichera oleosa*) – an important lac host	IFP, Ranchi	Lac farmers, SHGs, tribal families, SFDs	TFRI, Jabalpur
9	Plantation models raised to counter water logged areas	AFRI, Jodhpur	SFDs, scientists/breeders, research institutions, private companies	AFRI, Jodhpur
10	Rehabilitation of salt land through planting	AFRI, Jodhpur	SFDs, scientists/breeders, research institutions, private companies	AFRI, Jodhpur
11	Use of Bio-fertilizers & Bio-pesticides	AFRI, Jodhpur	Farmers, SFDs, SHGs, NGOs	All ICFRE institutes
12	Value addition of lesser known fruits (*Leptadenia reticulate, Cordia gharaf, Grewia tenax, Mormordica dioca etc.*) of arid & Semi arid zones	AFRI, Jodhpur	Farmers, SHGs, NGOs	AFRI, Jodhpur
13	Bamboo handicraft/ ornaments	RFRI, Jorhat	Artisans, youth	All institutes of ICFRE
14	Bamboo preservation	RFRI, Jorhat	Artisans, youth	All institutes of ICFRE
15	Bamboo Nursery and Plantation Management	RFRI, Jorhat	Farmers, JFMC members, SHGs	All institutes of ICFRE
16	Vermicomposting technologies	RFRI, Jorhat	Artisans, youth, Farmers, JFMC members, SHGs	All institutes of ICFRE
17	Agar	RFRI, Jorhat	Farmers, JFMC members, SHGs etc.	RFRI, Jorhat
18	Biological control of insect pests of teak in plantations	TFRI, Jabalpur	Farmers, SFDs, SHGs, NGOs	FRI, Dehradun; IFGTB, Coimbatore, IWST, Bengaluru; IFP, Ranchi; IFB, Hyderabad
19	Integrated Pest Management (IPM) of white grubs in forest nurseries	TFRI, Jabalpur	Farmers, SFDs, SHGs, NGOs	FRI, Dehradun; HFRI, Shimla; IFGTB, Coimbatore, IWST, Bengaluru; IFP, Ranchi; IFB, Hyderabad
20	Production and distribution of biofertilizers of microbial origin	TFRI, Jabalpur	Farmers, SFDs, SHGs, NGOs	FRI, Dehradun; HFRI, Shimla; IFGTB, Coimbatore, IWST, Bengaluru; IFP, Ranchi; IFB, Hyderabad

Sl. No	Name of Technology	Developed by	Stakeholders	Extension by
21	Enhancing service life of wood and bamboos through Eco-friendly wood preservative ZiBOC	FRI, Dehradun	Industry and consumers using wood, bamboo product developing groups, bamboo users	All ICFRE institutes
22	Cultivation of medicinal mushroom	FRI, Dehradun	Farmers, SFDs, entrepreneurs, SHGs and NGOs	All ICFRE institutes
23	Natural dyes for textile applications	FRI, Dehradun	Khadi and village industries boards, women self help groups, tree growers (farmers), wood based industries (paper and plywood), handicrafts manufacturers, NGOs	FRI, Dehradun

The above list is indicative only. Institutes are expected to add or replace any of the technologies which appear to be inappropriate for larger number of end-users.

Technologies identified for dissemination

Additions

Sl. No	Name of Technology	Developed by	Stakeholders	Extension by
1	Macro-proliferation technique for Kutki & Mushakbala Multiplication	HFRI, Shimla	Various stakeholders such as farmers, NGO's and field functionaries of State Forest Departments	HFRI, Shimla
2	Nursery Technology of Indigenous Cold Desert Species	HFRI, Shimla	The major beneficiaries of the technologies are SFDs of Himachal Pradesh and Jammu & Kashmir	HFRI, Shimla
3	Mass trapping of Polygraphs longifolia in Chir-pine plantation with Tree -Trap	HFRI, Shimla	The major beneficiaries of the technologies are SFDs of Himachal Pradesh and Jammu & Kashmir	HFRI, Shimla

Identification of technologies: Following format can be utilized for identification of technologies for dissemination at institute level:

Sl. No.	Queries	Replies
1	Name of technology/product/high yielding varieties etc.	
	Whether patented	Yes/no
2	Year of invention/discovery	

Sl. No.	Queries	Replies
3	Background information (extension work done so far)	
4	Mode of dissemination	
5	Target groups	
6	Target jurisdiction	
7	Expected outcome	
8	Role of other ICFRE institutes	
9	Impact of technology on livelihood	
10	Impact of technology on environment amelioration	
11	Likely revenue generation	
12	Price of the product/ technology, if any	
13	Future plans	

Specific year-wise action plan for dissemination of technologies: It is also proposed to prepare year-wise extension action plan for dissemination of technologies using following format:

Name of technology:

Target groups:

Programme of dissemination (for technologies/products to be disseminated separately):

Sl. No	Name of activities	Year					
		2018-19		2019-20		2020-21	
		Physical targets	Financial targets	Physical targets	Financial targets	Physical targets	Financial targets

5 EXTENSION ACTION PLAN

5

Extension Action Plan

A. Time Frame

Sl. No.	Extension Schemes	Activity	Monitorable indicators	Time frame
1.	**Van Vigyan Kendras (VVKs)**	As per norms (Annexure-I & II)	No. of trainings, seedlings distributed, literature distributed, exhibits	Action plan in February
				Approval of action plan in March
				Uploading of training calendar on webpage in March
			Activity reports	Within a week after conducting the activity
				Immediate updation
2.	**Networking of VVKs with KVKs**	As per MoU & guidelines (Annexure- III)	No. of trainings, seedlings distributed, literature distributed	As above
3.	**Demo Villages (DVs)**	As per norms (Annexure- II)	No. of trainings, seedlings distributed, demonstrations	As above
4.	**Tree Grower Melas (TGMs)**	As per norms (Annexure- IV)	No. of participants	To be fixed in lean period and to be indicated in action plan
			No. of visitors	
5.	**Conventional extension activities**	Awareness campaigns, Extension trainings, Workshops, Field visits, Radio and TV talks and Publications	No. of events, no. of participants	As per the PI
6.	**Establishment of new VVKs**	As per norms	No. of new VVKs established	As per institute
			As per Sl.No. (1) above	
7.	**Establishment of a new DV every third year**	As per norms	No. of new DVs established	As per EAP
			As per Sl.No. (3) above	
8.	**Increase in frequency of TGM**	02 per year per institute	No. of participants and no. of visitors	To be finalized by the institute in lean period

Sl. No.	Extension Schemes	Activity	Monitorable indicators	Time frame
9.	**Modified Direct to Consumer Scheme**	Development of prototypes/ products	No. of products/prototypes distributed/sold	do
10.	Vigyan Rath (Extension Van)	Procurement of VR		06 months within the allocation of budget
		Visits, trainings and distribution of extension material	No. of visits, trainings, no. of extension material distributed	04 visits per month to be indicated in the EAP
			Impact factor	
11.	**Technology Demonstration Centres (TDCs)**	Establishment TDC and its maintenance	Establishment	Within 12 months of allocation of budget
			No. of visitors	
			No. of screening of documentaries	
		Updation of TDC	No. of exhibits	
12.	**Social media campaigns**	Initiation of ICFRE FB group with separate page for each institute and centre		03 months (IT Cell of the institutes will ensure to have their respective page included in all the social media initiatives)
		Development of ICFRE you tube channel		
		Development of ICFRE twitter group		
		Updation of information at institute level	Number of updates/ discussions per week	
13.	**Preparation of documentaries on technologies**	Identification of technologies for documentaries	-	February
		Preparation of document of 15-20 minutes duration for the documentary		
		Approval of competent authority		March
		Commissioning the task to the identified resource person		April
14.	**Updation of extension page at ICFRE website**	-	-	-

Note: Head Extension – Head of the Extension Division at institute/Officer in-charge Extension at institutes where there is no Extension Division.

Extension Action Plan
B. Human Resource

Human resource plays an important role in extension processes. A suitable person can realize the goals with desired impact. Therefore, it is very important to deploy appropriate personnel at Headquarters and at institutes and centres.

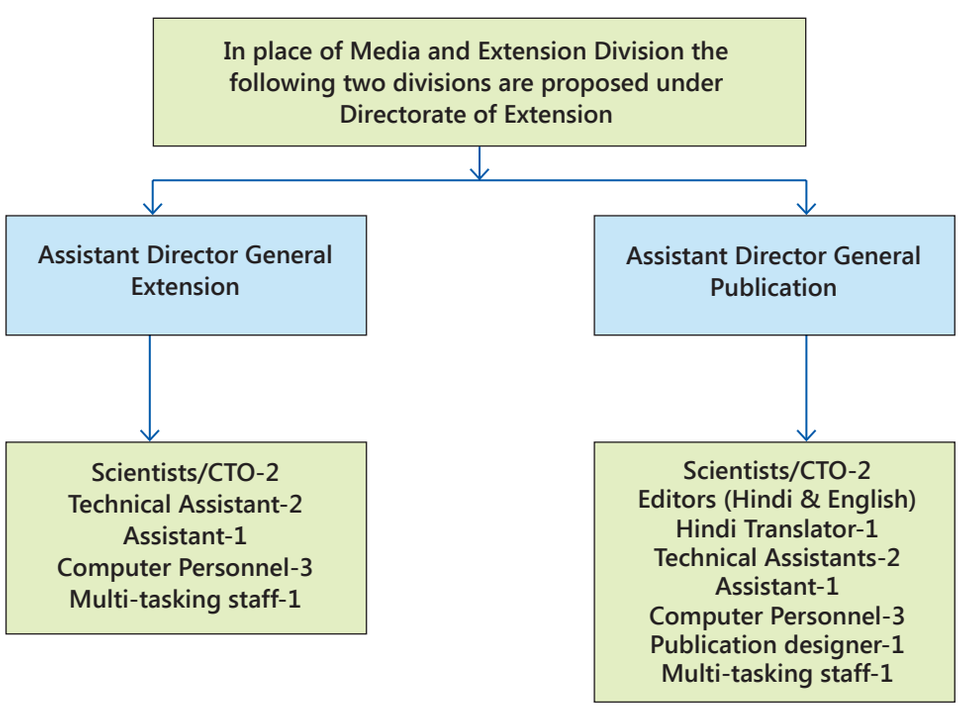
Presently, at Headquarters DDG (Extension) coordinates the extension activities of the Council with the help of ADG (Media and Extension). Media and Extension has one ACTO to handle the tasks of the Division.

At institute level in some institutes there are Extension Divisions which in others the task of extension being performed by the officers/scientists/heads of different Divisions.

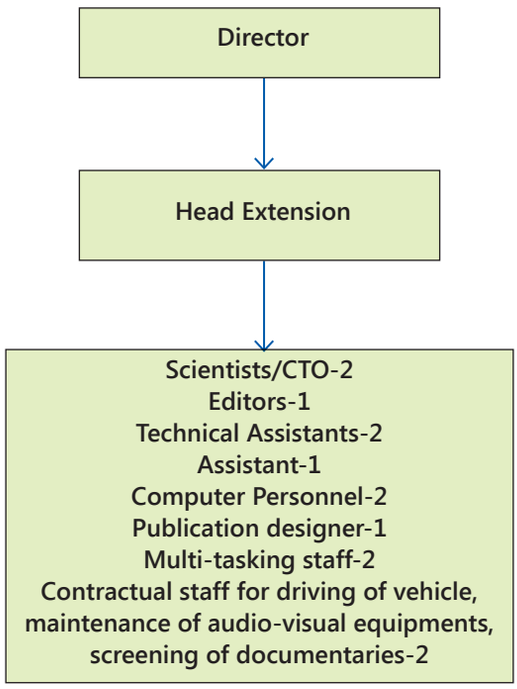
Structure

There is a need of restructuring to obtain desired impact of our achievements and create a positive image of the Council. For this, the following is suggested:

ICFRE Headquarters



ICFRE institutes



Functioning

All the above personnel will form a group. An email group will be created at ICFRE level to facilitate communication in one go.

All these persons will undergo training for updation of extension methodologies in ICAR and other organizations in phased manner. The regular personnel will also take an induction course having details of extension material available at various institutes.

The technologies identified will be made available through FEMS to the group.

Head Extension will be responsible for devising appropriate extension programme for identified technologies. He/she will also be responsible for submission of action plan, evaluation reports and updation of database.

Extension Action Plan
C. Finance

Finance is one of the essential requirements of extension endeavour. In the past due to paucity of funds, extension activities could not sustain. Therefore, it is imperative to make sufficient financial provisions for extension activities. Financial requirement for conducting different activities based on the norms of the different schemes is as follows:

Summary of the budgetary requirement for extension

Schemes	Budget (in Rs. lakhs)					
	1st yr	2nd yr	3rd yr	4th yr	5th yr	Total
1. **Strengthening the existing extension activities**						
1.1 VVKs	290	404	464	524	584	**2266**
1.2 DVs	90	90	90	90	90	**450**
1.3 Farmers' Mela	135	135	135	135	135	**675**
1.4 Extn. normal	45	45	45	45	45	**225**
Sub total	**560**	**674**	**734**	**794**	**854**	**3616**
2. **New Extension Initiative**						
2.1 TDC	270	18	18	18	18	**342**
2.2 EV	270	90	135	135	135	**765**
2.3 MDTC	216	116	216	116	116	**780**
2.4 Documentaries	10	10	10	10	10	**50**
2.5 Prakriti	45	45	45	45	45	**225**
2.6 GSDP	**Budget separate**					
Sub total	**811**	**279**	**424**	**324**	**324**	**2162**
Grand Total	**1371**	**953**	**1158**	**1118**	**1178**	**5778**

Scheme wise details of the budgetary requirement is as follows:

1.1 VanVigyan Kendras (VVKs)

Component	Budget (in Rs. lakhs)					
	1st yr	2nd yr	3rd yr	4th yr	5th yr	Total
Maintenance of existing VVKs @ Rs. 10.00 lakh per VVK for 29 VVKs	290	290	290	290	290	**1450**
Establishment of 24 new VVKs (from 2nd yr. upto 5th yr.) @ Rs. 19.00 lakh per VVK	0	114	114	114	114	**456**
Maintenance of new VVKs @ Rs. 10.00 lakh	0	0	60	120	180	**360**
Total	**290**	**404**	**464**	**524**	**584**	**2266**

1.2 Demo Villages (DVs)

Component	Budget (in Rs lakhs)					
	1st yr	2nd yr	3rd yr	4th yr	5th yr	Total
DVs@ Rs. 10.00 lakh per DV for 9 villages in 9 districts	90	90	90	90	90	**450**

2.1 Technology Demonstration Centres (TDCs)

Component	Budget (in Rs lakhs)					
	1st yr	2nd yr	3rd yr	4th yr	5th yr	Total
Establishment of 9 TDCs 1 each at all ICFRE institutes @ Rs. 30.00 lakh each	270	0	0	0	0	270
Maintenance of 9 TDCs @ Rs. 2.00 lakh each	0	18	18	18	18	72
Total	**270**	**18**	**18**	**18**	**18**	**342**

2.2 Extension Vans (EVs)

Component	Budget (in Rs lakhs)					
	1st yr	2nd yr	3rd yr	4th yr	5th yr	Total
9 Extension Vans @ Rs. 20.00 lakh each	180	0	0	0	0	180
Maintenance and running expenditure of 9 Extension Van- Vigyan Rath @ Rs. 10.00 lakh/I year/EV then @ Rs. 10.00 lakh/II yr and @Rs.15.00 lakh/yr/Van after three yrs.	90	90	135	135	135	585
Total	270	90	135	135	135	765

2.3 Modified Director Consumer Scheme (MDTC)

Component	Budget (in Rs lakhs)					
	1st yr	2nd yr	3rd yr	4th yr	5th yr	Total
Developing prototypes @ Rs. 50.00 lakh for 2 institute	100	0	100	0	0	200
Raising 5 lakh seedlings of HYV @ Rs. 20.00 lakh for 5 institutes (IFGTB, FRI, TFRI, AFRI & RFRI)	100	100	100	100	100	500
Samples of bio-fertilizers @ Rs. 2.00 lakh for 4 institutes (IFGTB, TFRI, FRI & AFRI)	8	8	8	8	8	40
Samples of bio-pesticides @ Rs. 2.00 lakh for 4 institutes (IFGTB, TFRI, FRI & AFRI)	8	8	8	8	8	40
Total	216	116	216	116	116	780

2.4 Documentaries, Prakriti & Extension normal

Schemes	Budget (in Rs. lakhs)					
	1styr	2ndyr	3rdyr	4thyr	5thyr	Total
2.4 Documentaries @ Rs. 5.00 lakh for 2 institutes/year	10	10	10	10	10	**50**
2.5 Prakriti @ Rs. 5.00 lakh per institute	45	45	45	45	45	**225**
Extension normal @ Rs. 5.00 lakh per institute	45	45	45	45	45	**225**
Total	**100**	**100**	**100**	**100**	**100**	**500**

6 MONITORING AND EVALUATION OF EXTENSION ACTIVITIES

6

Monitoring and Evaluation of Extension Activities

The extension activities performed at different ICFRE institutes and centres need to be monitored and evaluated on regular basis to ensure the implementation in right direction with proper attention following the action plan submitted by the concerned institute.

Formats for submission of annual action plan extension and formats for reporting the activities under different approaches has been devised and are enclosed.

- Every institute will submit an Action Plan of all its extension activities in the prescribed format and submit to the Directorate of Extension at ICFRE in the month of February.
- The competent authority will review the extension activities of all the institutes every month through video conferencing and the quarterly report has to be submitted by each institute in the prescribed format.
- Annual status report of VVK, DV etc. will be submitted as practiced.

Format for Annual Action Plan – Extension

Name of the Institute :

Year :

Funds Expected :

Rs. in lakh

Budget Proposed	Out of total budget proposed				
	Van Vigyan Kendras	Demo village	Direct to consumer	Tree Growers Mela	Others (Please Specify)

A. Centralized Extension Schemes :

1. Modified Direct to Consumer Scheme

SI. No.	Name of technology/ productt	Name of Activities/ Targets	Duration		Venue	No of Expected Participants	Estimated Expenditure	Remarks
			From	To				

2. VVKs :

SI. No.	Name of Activities	Venue	Duration		Estimated Expenditure	Remarks (if any)
			From	To		

3. Networking of VVKs with KVKs

Sl. No.	Name of Activities	Venue	Name of KVKs	Duration		Estimated expenditure	Remarks (if any)
				From	To		

4. Demo Village

Sl. No.	Name of Activities	Duration		Estimated Expenditure	Remarks (if any)
		From	To		

5. Publication (s)

Sl. No.	Title	Type (Book, Brochure etc.)	Language	No of Copies	Purpose	Head/ Scheme *	Estimated Expenditure	Remarks (if any)

6. Tree Growers Mela & Other Activities including establishment of Technology Demonstration Centre, Extension Van etc.

Sl. No.	Name of Scheme	Name of Activity	Venue	Duration		Estimated Expenditure	Remarks (if any)
				From	To		

Signature :

(Name) :

Designation:

Format for Annual Action Plan – Extension

Name of the Institute :

Year :

Extension Activities :

B. Conventional Practices :

1. Training(s)

Sl. No.	Name of Training	Coordinator	Duration			Venue	No. of Participants	Target group	Expected outcome	Estimated expenditure	Remarks (Specify if sponsored/ co sponsored)
			From	To	No. of days						
1.											
2.											
n.											

2. Workshop(s)

Sl. No.	Topic	Organizer	Duration			Venue	No. of Participants	Target group	Expected outcome	Estimated expenditure	Remarks (Specify if sponsored/ co sponsored)
			From	To	No. of days						
1.											
2.											
n.											

3. Publication (s) other than VVKs

SI. No.	Title	Language	No of copies	Head/ Scheme	Estimated expenditures
1.					
2.					
n.					

Signature :

(Name) :

Designation:

Quarterly Progress Report:

Achievement with respect to Annual Action Plan Extension

Name of the Institute :

Year :

Funds Allotted :

Rs. in Lakh

	Out of total allotment				
Total Allotment	Van Vigyan Kendras	Demo Village	Modified Direct of Consumer	Tree Growers Mela	Others (Please Specify)

Extension Activities:

1. Modified Direct to Consumer

Sl. No.	Name of Product/ technology	Targets	Progress for the period..... to.....(April-June)/July-September/October-December/January- March							Remarks
			Physical Progress				Financial Progress			
			Cumulative Achievement (Up to the period under report)		Current Achievement (During the period under report)		Allotment (Rs. in Lakh)	Expenditure (Rs. in Lakh)		
			Details of Activity	Quantified Output*	Details of Activity	Quantified Output*		Up to period of reporting	During period of reporting	Total

* Quantified Output – No. of trainings, No. of days, No. of participants, No. of prototypes/products sold/distributed etc.

2. VVKs: (publication are to be indicated under publications)

Sl. No.	Targets	Progress for the period..... to.....(April-June)/July-September/October-December/January- March						Remarks
		Physical Progress				Financial Progress		
		Cumulative Achievement (Up to the period under report)		Current Achievement (During the period under report)		Allotment (Rs. in Lakh)	Expenditure (Rs. in Lakh)	
		Details of Activity	Quantified Output*	Details of Activity	Quantified Output*		Up to period of reporting / During period of reporting / Total	

* Quantified Output – No. of trainings, No. of days, No. of participants, No. of seedlings raised and distributed etc.

3. Networking of VVKs with KVKs

Sl. No.	Targets	Progress for the period..... to.....(April-June)/July-September/October-December/January- March						Remarks
		Physical Progress				Financial Progress		
		Cumulative Achievement (Up to the period under report)		Current Achievement (During the period under report)		Allotment (Rs. in Lakh)	Expenditure (Rs. in Lakh)	
		Details of Activity	Quantified Output*	Details of Activity	Quantified Output*		Up to period of reporting / During period of reporting / Total	

* Quantified Output – No. of training, No. of days & No. of participants etc.

4. Demo Village

Sl. No.	Targets	Progress for the period..... to.....(April-June)/July-September/October-December/January- March						Remarks
		Physical Progress				Financial Progress		
		Cumulative Achievement (Up to the period under report)		Current Achievement (During the period under report)		Allotment (Rs. in Lakh)	Expenditure (Rs. in Lakh)	
		Details of Activity	Quantified Output*	Details of Activity	Quantified Output*		Up to period of reporting / During period of reporting / Total	

* Quantified Output – No. of trainings, No. of days, No. of participants, No. of seedlings raised and distributed, No. of demonstrations with no. of participants etc.

5. Publication (s)

Sl. No.	Targets	Progress for the period..... to.....(April-June)/July-September/October-December/January- March						Remarks
		Physical Progress				Financial Progress		
		Cumulative Achievement (Up to the period under report)		Current Achievement (During the period under report)		Allotment (Rs. in Lakh)	Expenditure (Rs. in Lakh)	
		Details of Activity	Quantified Output*	Details of Activity	Quantified Output*		Up to period of reporting / During period of reporting / Total	

* Quantified Output – No. of Title & No. of Copies etc.

6. Tree Growers Mela & Other Activities (s)

Sl. No.	Targets	Progress for the period..... to.....(April-June)/July-September/October-December/January- March							Remarks
		Physical Progress				Financial Progress			
		Cumulative Achievement (Up to the period under report)		Current Achievement (During the period under report)		Allotment (Rs. in Lakh)	Expenditure (Rs. in Lakh)		
		Details of Activity	Quantified Output*	Details of Activity	Quantified Output*		Up to period of reporting	During period of reporting	Total

* Quantified Output – No. of training, No. of workshops with No. of participants, No. of visitors, No. of stalls, No. of Participatory organizations etc.

Format-I (to be filled once for the new user)

Beneficiary Profile

Name of institute :

Name of field extension worker :

Name of nodal officer :

Date :

Personal details:

Details of Beneficiary										
Name	Sex	Source of Income	Annual Income	Family Status			Postal	Phone Number	Email	Fax Number
				No. of earning members	No. of dependents					
					Adults	Children				

Extension Details:

Technology/Extension being adopted/ interested	Source of information	Level of Previous knowledge about the technology	Need for technology	Expectations from	
				Technology	ICFRE

Experience Details:

Educational Qualification	Occupation with Experience	Trainings received, if any of similar nature			Inputs offered by the beneficiary			
		Trainer	Place	Duration	Labour	Capital	Land	Monetary

Activity Profile (to be updated regularly):

Name of Event	Date and Duration	Place	Type of benefit extended	Feedback of benefactor	Institute's Remark

Impact Evaluation Report

Name of institute :

Name of field extension worker :

Name of nodal officer :

Date :

Period: April-June/July-September/October-December/January- March (strike out which is not applicable)

Name of beneficiary	Technology/ extension being adopted	Name of scheme	Inputs prior to the period under report		Inputs during the period under report		Impact of technology prior to the period under report		Impact of technology during the period under report		Feedback from beneficiary	Action on the feedback	Remark of Institute
		MDTC /VVK/ DV/others	Activities	Expenditure incurred	Activities	Expenditure incurred	Monetary	Social	Monetary	Social			

I do hereby certify that the abovementioned information is correct and verifiable as per office records.

Signature of Nodal Officer

Summary of the physical targets achieved through the year – under "Van Vigyan Kendras" (VVKs)

Name of the institute :

Sl. No.	Name of the Activity	Components	VVK1	VVK2	Total
1a	Providing literature for Van Vigyan Kendras, printing of brochures, newsletter etc.	1. No. of titles 2. No. of copies			
1b	Training/Capacity buildings	1. No. of trainings 2. No. of days 3. No. of participants			
1c	Model Nurseries (i) Establishment	1. Name of place where established 2. Area of the nursery 3. Other information			
	(ii)Maintenance	1. No. of plants raised 2. No. of plants distributed			
1d	Other Extension Activities, Equipments for Extension etc.	1. Name of equipment 2. Name of activities			
1e	Contingencies/overheads	Please specify the activity			

Please ensure that :

1. The information incorporating all the VVKs under the institute must be filled in above format **in a single A4 sheet**.
2. Title of the publications with number of copies printed along with mode and status of distribution must be provided on separate sheet as (enclose a sample specimen) Annexure.
3. Title of the trainings with duration and brief note about topic must be provided on separate sheet as an Annexure.
4. Please arrange to send suitable photographs of **high resolution (i.e. of minimum 300 dpi in 7"X 5" size) in TIF or JPEG format** (for 1a, 1b and 1c above).

Format for the year Data Sheet for Individual VVKs

Name of the institute :

Unique Number of the VVK :

Year :

Sl. No.	Name of the Activity	Achievements
1a	Providing literature for Van Vigyan Kendras, printing of brochures, newsletter etc.	
1b	Training/Capacity buildings	
1c	Model Nurseries (i) Establishment	
1c	(ii) Maintenance	
1d	Other Extension Activities, Equipments for Extension etc.	
1e	Contingencies/overheads	

Note: The information must be filled in above format **in a single A4 sheet in MS Word document using TNR 12** for each VVK separately.

Format for the year Data Sheet for Individual DVs

Name of the institute:

Unique Number of the DV:

Year :

Sl. No.	Name of the Activity	Achievements
a	Demonstration & Extension of technologies e.g Agroforestry Models etc.	
b	Establishment of Model/ Hi-tech Nursery	
c	Demonstration/ Training in Technologies	
d	Transfer of Simple Technologies developed etc.	

Note: The information must be filled in above format **in a single A4 sheet in MS Word document using TNR 12** for each DV separately for a single budget year.

Financial targets achieved during the year – under "Demo Villages" (DVs)

Name of the institute :

Sl. No.	Name of the Activity	Rs. in lakh	
		Allotment	Expenditure
a	Demonstration & Extension of technologies e.g Agroforestry Models etc.		
b	Establishment of Model/ Hi-tech Nursery		
c	Demonstration/ Training in Technologies		
d	Transfer of Simple Technologies developed etc.		
	Total		

Financial targets achieved during the year – under "Van Vigyan Kendras" (VVKs)

Name of the institute :

Rs. in lakh

Sl. No.	Name of the Activity	VVK 1		VVK 2		Total	
		Allotment	Expenditure	Allotment	Expenditure	Allotment	Expenditure
1a	Providing literature for Van Vigyan Kendras, printing of brochures, newsletter etc.						
1b	Training/Capacity buildings						
1c	Model Nurseries (i) Establishment						
	(ii)Maintenance						
1d	Other Extension Activities, Equipments for Extension etc.						
1e	Contingencies/ overheads						
	Total						

7 ANNEXURE

7

Annexure

Annexure -I

No.2007-ADG(M&P)/ICFRE/61/VVK/57
Office of the ADG (Media & Publication)
Directorate of Extension
Indian Council of Forestry Research and Education
P. O. New Forest, Dehradun – 248 006

Dated: 31st January 2008

To

The PCCF
All states

Sub: Establishment of Van Vigyan Kendra (VVK)

Sir,

The initiative of Indian Council of Forestry Research and Education (ICFRE) to establish Van Vigyan Kendras in each State/UT under XI Five Year Plan has the objective of dissemination of various technologies developed by the Council and its Institutes and State Forest Departments (SFDs) to the user groups including farmers and forest based industries.

Since this extension strategy was conceptualized in collaboration with SFDs, it was observed in the meeting of Board of Governors (BOG) of ICFRE held on 3rd October 2007 that the sharing of investment and responsibilities between ICFRE and SFDs needed to be clarified citing specific details.

Apropos the instructions of the BOG, the sharing of investments and responsibilities by ICFRE and SFDs would be as under:

1. **ICFRE will equip the VVKs with**

- **Literature** in the form of brochures, pamphlets, newsletters etc. A budget of Rs. 3.0 lakh per year to each State has been proposed.
- **Training/Capacity Building** – Two one-week trainings each for a group of about 20 persons including farmers for each State. The purpose will be to train the stakeholders with land use based agroforestry techniques. This component has been provided with a budgetary proposal of Rs. 0.50 lakh per training.
- **Establishment of Model Nursery** – One in each State as per requirement. Rs.7.50 lakh has been proposed for the purpose.
- **Maintenance of Nursery** – Rs.0.50 lakh per year from 2nd year to 5th year has been earmarked.
- **Other extension activities including equipments** – Rs.3.30 lakh per State is slated for these activities.

ICFRE has already worked out the format for compilation and dissemination of the literature and the same has been distributed to all ICFRE institutes.

2. ICFRE expects the following from the SFDs

- Appointment of Nodal Officers and close coordination with concerned ICFRE institute
- Providing and sharing of relevant literature
- Infrastructure including building and fixtures
- Land for model nursery and trials
- Electricity and water supply
- Personnel – Part of the expenses on personnel can be met from the financial assistance from ICFRE as mentioned in 1 above, provided the staff concerned is outsourced for specific items of work listed in Para 1.

Budget allotments have already been made to those ICFRE institutes who have submitted the proposals for establishment of Van Vigyan Kendras of different States.

Yours faithfully,

31/01/08

(Dr. Rabindra Kumar)
DDG (Extension)

Annexure -II

कुणाल सत्यार्थी, भा.व.से.
सहायक महानिदेशक
मीडिया एवं विस्तार प्रभाग
विस्तार निदेशालय
Kunal Satyarthi, IFS
Assistant Director General
Media & Extension Division
Directorate of Extension

दूरभाष: 0135-2224814 (का)(O)
Phones: 0135-2755221 (का)(O)
फैक्स नं./**Fax.No.**0135-2750693
ई.मेल/**E-mail.** adg_mp@icfre.org

भारतीय वानिकी अनुसंधान एवं शिक्षा परिषद्
(पर्यावरण, वन एवं जलवायु परिवर्तन मंत्रालय, भारत सरकार की एक स्वायत्त परिषद्)
पो.ओ.न्यू फॉरेस्ट देहरादून – 248 006 (उत्तराखण्ड)
INDIAN COUNCIL OF FORESTRY RESEARCH & EDUCATION
(An Autonomous body under the Ministry of Environment, Forests and Climate Change, Government of India)
P.O. New Forest, Dehradun – 248 006 (Uttarakhand)

No. 61/2013/ADG (M&Extn.)/ICFRE/VVK/629 **Dated:** 12 August 2014

To

The Director
All ICFRE institutes

Sub: Revised outlay for VVKs & DVs

Sir,

I am to inform you that the DG, ICFRE is pleased to revise the outlay for VVKs & DVs with immediate effect subject to availability of budget as follows:

(Rs. in Lakh per VVK)

Sl.	Activity	Ist year	Subsequent Years
1.	**Van Vigyan Kendra (VVK)**		
1a	Providing literature for VVK, printing of brochures, newsletter etc. @ Rs.3.00 lakh per VVK per year.	3.00	3.00
1b	Training/Capacity buildings @ Rs. 2.00 lakh per VVK per year at a cost of Rs. 1000.00 per trainee per day.	2.00	2.00
1c (i)	Model Nurseries: One for each VVK @ Rs.10.00 lakh per nursery (first year)	10.00	-
1c (ii)	Maintenance @ Rs.1.00 lakh per nursery per year (second year onwards)	-	1.00
1d	Other Extension Activities, Equipments for Extension etc. @ Rs.3.00 lakh per VVK per year	3.00	3.00
1e	Contingencies/overheads @ Rs. 1.00 lakh per VVK per year.	1.00	1.00
	Total	**19.00**	**10.00**
2.	**Demo Village (DV)**		
2	Demonstration & Extension of technologies e.g Agroforestry Models Establishment of Model/ Hi-tech Nursery, Demonstration/ Training in Technologies, Transfer of Simple Technologies developed etc. @ Rs. 10.00 lakh per year in one DV in each ICFRE institute.	10.0	10.0
	Total	**10.00**	**10.00**

This is in suppression of all previous outlays/norms in this regard. The norms pertaining to role and responsibilities of ICFRE and SFDs and the MoU thereof will however remain the same.

Thanking you,

Yours faithfully,

7/12/8/14

(Kunal Satyarthi)

Copy to :

1. All DDGs/Director (IC)/ADG (FS&IT), ICFRE, Dehradun for kind information.
2. ADG (Admin), ICFRE, Dehradun for information and necessary action please.

Annexure -III

Drafts Guidelines for Networking of VVKs with KVKs

The institute through its VVK will equip the KVKs in the State with

1. Literature in the form of brochures, booklets, pamphlets and newsletters etc. on various themes, topics, tree species etc. for display and sensitization.
2. Model plantations/Demonstration plots of Tree Species in different KVKs for farmers sensitization.
3. Establishment of Seed Orchards of important tree species in selected KVKs.
4. Establishment of Nursery in KVKs for training, demonstration and production and distribution of Quality planting materials.
5. The technology inventory developed by the institute for transfer and application of technologies.
6. The products developed viz. seed orchard seeds, seedlings, clones, biofertilizers, biomannures, insecticides, pesticides etc. to enhance direct to consumer efforts.
7. Participate in the Scientific Workers Conference of KVK.
8. Establish Nursery in VVK for producing seedlings.
9. Nominate one expert at the scientist level Kisan Call Centre of TNAU as an level II expert to answer the queries of farmers.
10. Sensitization programme for all the Programme Coordinators of KVKs on the technologies, products, services.
11. Contribute in the plantation and agroforestry component under the Integrated Farming System (IFS) advocated by KVK.

The institute through the VVK and KVKs will jointly organize

1. Training programme to farmers and other stakeholders on Nursery management, Plantation Management, Seed Collection, Seed handling and Seed processing of tree species, establishment and management of seed orchards, clonal forestry, pest and disease management.
2. Exposure visits to learn the best practices.
3. On farm Trails (OFTs) to decide the applicability of the technology, its suitability to different district, assessment and refinement of technology.
4. Plantation and agroforestry related works under the Integrated Farming System (IFS).
5. Take up various successful agroforestry models.
6. Organize joint programmes at district level.
7. Participate in the Annual Agri and Horticulture Fair/ Tree Melas.
8. Raising in the seedlings and distribution to farmers.
9. Organize Entrepreneur Programme to attract the youth towards agriculture/Forestry.

KVKs in turn

1. Provide land for raising agroforestry models, demonstration plots and seed orchards.
2. Include forestry programmes in the KVK annual action Plan.
3. Disseminate the technologies and products developed by ICFRE through newsletter, brochures, A&V programmes of KVK.
4. Maintain the seed orchards and nursery.
5. They will share ICAR technologies, findings to enhance Agroforestry/Plantations and integrated farming models.

13/2/13

Annexure -IV

डॉ एस. एस. गर्ग्याल, भा.व.से
महानिदेशक, भा.वा.अ.शि.प.
तथा कुलाधिपति, वन अनुसन्धान संस्थान–सम–विश्वविद्यालय

Dr. S.S. Garbyal,IFS
Director General, ICFRE
and Chancellor, FRI University

पर्यावरण एवं वन मंत्रालय, भारत सरकार
भारतीय वानिकी अनुसंधान एवं शिक्षा परिषद्
(आइएसओ 9001:2000 प्रमाणित संस्था)
पो.ओ. न्यू फॉरेस्ट, देहरादून–248006

Ministry of Environment and Forests, Government of India
Indian Council of Forestry Research and Education
(An ISO: 9001:2000 Certified Organization)
P.O. New Forest, Dehra Dun- 248006 (Uttarakhand)

सं. 127/2013/स.म.नि (मी. व वि.)/भा.वा.अ.शि.प./118 **दिनांक:** 03 फरवरी 2014
No. 127/2013/ADG (M&Extn.)/ICFRE/ **Dated:** February 2014

सेवा में/ To
निदेशक /The Directors
समस्त भा.वा.अ.शि.प. के संस्थान/All ICFRE Institutes

विषय: वृक्ष उत्पादक मेला का आयोजन ... बाबत
Sub: Organizing Tree Growers Mela (TGM) ...reg.

भा.वा.अ.शि.प. द्वारा प्रौद्योगिकियों तथा अनुसन्धान के लाभों को हितधारकों जिसमें अन्त उपभोक्ता जैसे किसान इत्यादि सम्मिलित हैं तक हस्तांतरित करने के प्रयास के अंतर्गत विभिन्न कार्यक्रम जिनका उद्देश्य प्रौद्योगिकियों को अन्त उपभोक्ताओं को हस्तांतरित करना है, प्रारम्भ किये गये हैं। इसी संदर्भ में व्यवसायिक वृक्ष उत्पादन में संलग्न विभिन्न हितधारकों को एक साथ लाने तथा उन्हें वृक्ष उत्पादन के लिए आवश्यक तकनीकी ज्ञान और विशेषज्ञता के आदान–प्रदान के लिए एक मंच उपलब्ध करवाने के उद्देश्य से व.आ.वृ.प्र.स., कोयम्बटूर द्वारा प्रत्येक वर्ष एक अद्वितीय कार्यक्रम 'वृक्ष उत्पादक मेला" आयोजित किया जाता है। यह प्रयास वृक्ष उत्पादकों के लिए लाभदायक होने के साथ साथ अत्यन्त लोकप्रिय तथा सफल पाया गया। अतः सभी संस्थानों से सुझाव लेकर वृक्ष उत्पादक मेला आयोजित करने के लिए सामान्य दिशानिर्देश विस्तार निदेशालय द्वारा तैयार किए गए है जिन्हे अन्य संस्थानों द्वारा भी अंगीकृत करने तथा दोहराने हेतु प्रचालित किया जा रहा है।

संस्थानों को निर्देश दिया जाता है कि वृक्ष उत्पादक मेला का आयोजन निधि की उपलब्धता के अधीन वार्षिक रूप से संलग्न दिशानिर्देशों के अनुसार किया जाए।

In its endeavour to extend the technology and benefits of research to stakeholders including end- users such as farmers etc. various programmes aimed at transfer of technologies to end – users are undertaken by ICFRE. In this context, a unique programme 'Tree Growers Mela' is being organized by IFGTB, Coimbatore annually to bring various stakeholders involved in commercial tree growing together and to provide a platform for dissemination and sharing of technical knowhow and expertise needed for growing trees. This initiative was found to be very popular and successful apart from being hugely beneficial to tree growers. Accordingly, by taking inputs from all Institutes a general guideline for organizing Tree Growers Mela has been prepared by the Directorate of Extension which is being circulated for replication and adoption by other institutes as well.

Institutes are directed hereby to hold TGMs annually as per the enclosed guidelines subject to availability of funds.

अनुलग्नक/Encl.: यथोक्त/ As above

(डॉ. एस.एस. गर्ग्याल)/(Dr. S.S. Garbyal)

प्रतिलिपि/Copy to : उ.म.नि. (प्रशा.), भा.वा.अ.शि.प., देहरादून को सूचना एवं आवश्यक कार्रवाई हेतु!
The DDG (Admin.), ICFRE, Dehradun for information and necessary action.

INDIAN COUNCIL OF FORESTRY RESEARCH AND EDUCATION, DEHRADUN

Guidelines for organizing Tree Growers Mela (TGM)

Indian Council of Forestry Research and Education (ICFRE), Dehradun along with its nine regional research institutes in different bio-geographical regions of the country located at Dehradun, Shimla, Ranchi, Jorhat, Jabalpur, Jodhpur, Bangalore, Coimbatore and Hyderabad and four research centres situated at Allahabad, Chhindwara, Aizwal and Agartala are striving for the holistic development of forestry research through need based planning, promoting, conducting and coordinating research, education and extension covering all aspects of forestry.

As a result of years of research work, the Council has a rich tally of innovative technologies/processes to its credit. Some of these technologies are being transferred to the stakeholders through various fora. The Council is regularly organizing and participating in various workshops, seminars, trainings and occasional events. Besides, it has also launched a number of schemes to disseminate the research outputs to the end users. Establishment of Van Vigyan Kendras, Demo Villages, Direct to Consumer scheme etc. are such efforts. However, it has been observed that some event might be conducted on regular basis to attract and sensitise a large number of people to our activities and achievements.

IFGTB, Coimbatore has taken an initiative in this regard with organizing Tree Growers Melas since 2009. It has become a regular feature in the curriculum of extension activities of IFGTB. These Melas have attracted a large number of stakeholders, farmers, industries and experts. Keeping in mind the success of TGM at IFGTB, Coimbatore, ICFRE has decided to replicate this event at all of our institutes.

With the view to help organizing TGM at each ICFRE institute, guidelines regarding various aspects of TGM have been prepared as follows:

1. ORGANIZATION

1.1 **Date, duration and venue:** Every institute depending upon the local convenience has to decide a proper date, duration and venue for conducting TGM yearly.

1.2 **Constitution of various committees:** An Executive Committee under the chairmanship of Director of the institute needs to be constituted. Further Committees and sub-committees may be constituted as per the requirement by the Executive Committee.

1.3 **Chief Guest:** An eminent personality capable of attracting large number of participants may be requested to preside over the function as Chief Guest.

1.4 **Participants:** Committee has to decide the number and category of the participants. The participants may be Farmers, Farmers Associations, Academic and scientific institutions, Forest Department, Social Forestry, Extension and Research wings of the Forest Department, District Forest Officers and Conservator of Forests, Forest Development Corporations, Wood Based industries, NABARD sponsored farmers club, All District Agriculture, Horticulture and Animal Husbandry offices, All KVKs in the State, Directorate of Extension in the University of Agricultural Sciences, State Biodiversity Authority, Leading NGOs working in environment, rural development, water and soil conservation, producer companies, micro irrigation etc. and FDAs.

1.5 **Invitees:** Indira Priyadharshni Vriksha Mitra Awardees, Banks/financial institutions.

1.6 **Publicity:** Publicity is very important aspect for successful organization of any event. For wider publicity of the event following tools may be considered :

1.6.1 **Advertisement:** Advertisement may be published in local newspapers, magazines, pamphlets, banners etc.

1.6.2 Announcements through all India Radio, FM, Community and Farm radios. Electronic media especially the DD and other local television channels may be tapped.

1.6.3 Various events may be organized as precursor of TGM such as awareness campaigns for school and college children on the importance of tree farming, exposure visits of farmers to various research and farm fields etc.

1.7 Safety and Security : As the gathering of large number of people is expected during the TGM, it is mandatory to ensure proper and updated working safety and security measures. For achieving a safe event it is expected to keep liaison with Local Administration, Police, Fire Fighters, Medical Authorities and Sanitary service providers for adequate arrangements.

2. ACTIVITIES UNDER TGM

There are a number of activities which can be placed under the purview of TGM. It is to be decided at institute level considering local requirements and expectations. However, two possible components are as follows:

2.1 Workshop : A workshop may be organized during the TGM. To organizing the workshop the following may be kept in mind:

2.1.1 After deciding a suitable theme for the workshop a committee may be constituted to execute the workshop. The committee may decide the sessions, resource persons, experts, panelists, chair, co-chair etc. for conducting different sessions.

2.1.2 As far as possible the resource persons may be selected from local institutions such as State Forest Department, Forest Development Corporations, Agriculture, Horticulture, Power, Animal Husbandry Departments, Pollution Control Boards, Water Resources and irrigation, bioenergy, Biofertilizers, Medicinal plants Board, Non Governmental Organizations working in Agroforestry, Waste Management, Land and water Conservation etc. besides academic and scientific institutions.

2.2 Exhibition : An exhibition may be organized during the TGM. This may be the centre of attraction to a large number of participants. To organizing the exhibition the following steps may be considered :

2.2.1 A Committee may be constituted to plan and execute the exhibition. The Committee may decide the participants, place, topics, facilities, participation fee, designing etc. of the exhibition.

2.2.2 The Wood based industries, departments dealing with land and water resources, line departments, academic and scientific institutions, financial institutions, industries, NGO, self help groups, rural artisans, farmers dealing with planting stock, seeds etc. may be contacted for putting up stalls in the exhibition.

2.2.3 Appropriate participation of women should be assured.

2.2.4 An award may be instituted for best tree grower of the year.

2.2.5 Films on successful stories be also shown.

2.2.6 **Tree information Centre:** A Tree Information Centre should be set up in the Mela. It may be equipped with information on selling prices of tree species grown in agro and farm forestry and harvesting age which would encourage farmers to take up tree cultivation. The Centre may also provide information on working groups of different species, name and contact number and the area specialization of the scientists identified by institute for disseminating different information to the farmers. Information on conservation of rain water and improvement in the ground water table using ponds in agricultural fields and planting the suitable species in bunds etc. may also be provided.

2.2.7 **Special focus on extension:** Extension schemes such as Van Vigyan Kendras, Demo Village and Direct to Consumer scheme should be highlighted during the Mela.

2.2.8 The technologies/processes developed at different ICFRE institutes may be showcased in TGM at every institute.

2.2.9 Herbaceous and medicinal plants may be included as an ancillary activity, if required so.

2.2.10 **Fees and charges:** No charges should be levied for Government stalls, token charges for covering sundry expenses like electricity etc. may be taken from private/industry.

2.2.11 Prize for best stall may be given.

3. OTHER MEASURES TO MAKE TGM MORE MEANINGFUL

Experiences from the earlier TGMs including recommendations are given below for providing background information for more target oriented planning.

1. Establishment of seed orchards for production of quality seeds to ensure continuous supply to farmers. For this purpose provide information on superior trees of species of interest.
2. Working groups of different species to be constituted comprising scientists from the institute. These groups would provide detailed information on the species for adoption in the State/locality.
3. The concept of community seed orchards to be popularized among tree farmers.
4. Action to be taken for certification of quality tree seeds and nurseries producing Quality Planting Material (QPM).
5. Provide solutions for region specific problems and take up research on species suited to that region.
6. Model Demonstration plots of important species should be established on farmer's land for greater adoption for farming community.
7. Attention should be given to create awareness among marginal farmers about tree cultivation.
8. Species suitable for each district should be identified instead of doing it agroclimatic zone wise since there is lot of variation within agroclimatic zones.
9. Form species network involving scientists, farmers and forest department for selected species of economic value suitable to the area.
10. Linkages between industries, farmers and research institutes has to be established and strengthened.
11. Publication of material about cultivation and management of various tree crops suitable to the area should be published in vernacular.
12. Tree planting activities should be organized during rainy season.
13. Short rotation crops should be introduced and encouraged
14. Awareness on CDM and carbon credits species for farmers.

4. BUDGET: A suitable budget not less than Rs. 10 lakh per institute per year should be allotted and released in the beginning of the financial year.

5. EVALUATION OF TGM

Evaluation of any extension activity or programme is an important component to quantify the effectiveness of the programme and feelings of the stakeholders as it provides valuable feedback.

5.1 Physical: The effectiveness of the TGM can be evaluated through

- Feedbacks of stakeholders/participants
- Number of participants
- Number and variety of activities
- Media coverage and
- Level of dignitaries present

5.2 Fiscal: Prior Budget allotment to each activity should be done at institute level and a report on expenditure incurred must be added in the final report of the TGM of a particular year.

6. DOCUMENTATION: A final report including evaluation of the TGM should be recorded at institute level with a copy to the Hqs. This report, on the basis of the experience of the TGM, must contain the future programme and suggestions for further improvement in the guidelines for organizing TGM.

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