

Services Provided by ATIC to the Farmers and End Users

Patil S. D.¹, S. B. Shinde² and B. D. Ramode³

1 Public Relations, Officer and Asstt. Professor (Agril. Extension), Directorate of Extension Education; MPKV, Rahuri Dist. Ahmednagar (M.S.) - 413 722

2 Professor & Head, Department of Extension Education, MPKV, Rahuri, Dist. Ahmednagar (M.S.) - 413 722

3 Senior Research Assistant, ATIC, MPKV, Rahuri, Dist. Ahmednagar (M.S.) - 413 722

Email : pro.mpkv@redifmail.com

ABSTRACT

The Agricultural Technology Information Centre (ATIC) of Mahatma Phule Krishi Vidyapeeth, Rahuri has been started from August, 2001. The different extension based activities are being performed by the ATIC for the transfer of agricultural technology to the farmers and end users. Keeping this in mind to know the services rendered by the ATIC to the farmers and end users the present study on 'Services Provided by ATIC to the Farmers and End Users' was undertaken. The data regarding services and facilities provided by ATIC to end users was available since 2001 to 2010 was used for the present study. From the study it was observed that, from inception more than six lakh farmers and visitors were personally visited the ATIC and more than one-lakh farmers contacted through the helpline, phone calls and letters. Besides the advisory services, facility of soil and water sample analysis was provided by ATIC. About two lakh and forty two thousand publications were sold during the period. More than five thousand kilo grams seeds of different type of vegetable crops were sold by the ATIC during the last ten years. Besides the vegetable seed, the different types of Bio-pesticides, Bio-fertilizers, Vermicompost and Vermiculture are available and sold through ATIC. ATIC organized trainings to farmers, scientist actively participated in agricultural exhibitions, radio talk and TV programmes.

Keywords : ATIC, End users, Services

INTRODUCTION

The establishment of Agricultural Technology Information Centre (ATIC) under NATP has provided the mechanism of dissemination of quality agricultural extension services to the farmers and end users. The idea behind starting these ATIC is to help farmers for getting information, publications, planting material advisory services at one place thus total 44 ATIC were established in the country.

The Agricultural Technology Information Centre (ATIC) has been started from August, 2001 is a single window delivery system of the University. The extension activities like field visits, replying the queries of the farmers and other stakeholders, diagnostic team visits, trainings and sale of publications are being performed by the ATIC. To fulfill the needs and expectations of the visiting farmers' ATIC scientist's interacted with the farmers regarding the improved agricultural technologies developed by the

university. Besides this ATIC provides input facilities to the farmers.

Keeping this in mind to know the services rendered by the ATIC to the farmers and end users the present study on 'Services Provided by ATIC to the Farmers and End Users' was undertaken. It was therefore, felt necessary to collect and analyze the information from the helpline registers of SMS, Visitor Registers, letters, past annual reports of ATIC etc.

METHODOLOGY

The study was conducted at the Agricultural Technology Information Centre, Mahatma Phule Krishi Vidyapeeth, Rahuri, Dist. Ahmednagar of M.S. in India.

The data regarding services and facilities provided by ATIC to end users was available since 2001 to 2010 was used for the present study. The collected data were compiled

and analyzed according to the nature of services provided to the end users in order to draw meaningful conclusions in terms of frequency and percentage.

RESULTS AND DISCUSSION

Information provided to end users through ATIC

It was observed from the Table 1 that, during the last ten years i.e. from inception more than six lakh farmers and visitors were personally visited at ATIC and visited the Crop Cafeteria and demonstration units. In the year 2005-06 the Agro Technology Week was organized by the university at Central Campus MPKV, Rahuri therefore the numbers of visitors were increased up to 2.5 lakhs in the year 2005-06.

More than one-lakh farmers contacted through the helpline and get the necessary remedial solution. From Table 1 it is also seen that during the same period some farmers (2651) are in touch with scientist of ATIC through writing the personal letters. The trend of asking queries through the letters is going to reduced due to increasing number of phones and mobiles with the farmers. During the visit, farmers visited the information museum and by watching and seeing the display boards of new varieties and technology and gathered the information. This helps the visitors to get first hand information about the different technologies developed by the MPKV. ATIC also organized training programmes to farmers (207), scientists actively participated in radio talk and TV programmes and agricultural exhibitions.

Table 1 : Year wise trend of information provided to end users through ATIC

Particulars	No. of farmers visited the ATIC	No. of telephone calls received	No. of letters received	No. of training organized	No. of radio talk broadcasted	No. of TV programmes telecasted	No. of Exhibitions attended	No. of VIP Visitors visited
2001-02	15295	915	271	04	0	11	09	63
2002-03	25551	3489	275	27	8	05	09	72
2003-04	26580	2937	134	51	16	05	02	75
2004-05	26506	2543	167	30	14	03	07	88
2005-06	265799*	2813	458	18	18	02	05	128
2006-07	30162	3693	605	16	17	04	04	43
2007-08	26669	11993	473	15	14	02	01	57
2008-09	48820	25294	119	15	18	04	04	71
2009-10	73676	31532	95	17	11	03	04	28
2010-11	66050	33200	54	14	07	04	02	76
Total	605108	118409	2651	207	123	43	47	701

Note: * In the year 2005-06 Agro Technology Week was organized by the university at Central Campus, MPKV, Rahuri.

Soil and water testing services provided to end users

Besides the advisory services and input supply, ATIC provide the soil and water testing facilities for farmers and visitors. Through the ATIC; facility of soil, water and plant sample analysis was provided during the period. From Table 2 it was observed that, total 7798 samples of soil, 4740

of water and 2193 plant sample were analyzed during the period. After the year 2005-06, the vigorous emphasis was given on soil health programme by the Dept. of Agriculture, Govt. of Maharashtra. Due to this soil test campaigning, more number of samples were tested and analyzed by District Soil Testing Laboratories and laboratories of others.

Table 2 : Soil and water testing services provided to end users through ATIC

Particulars	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	Total
Soil testing	95	2910	1859	376	1392	273	318	268	307	7798
Water testing	70	1385	1321	1015	359	80	94	124	292	4740
Plant testing	13	695	380	207	217	82	148	372	79	2193

Publications sold to farmers through ATIC

From Table 3 it was revealed that, about two lakh

and forty two thousand publications like *Krishidarshani*, *Shri Sugi*, other university publications and ICAR publications were sold during the period.

Table 3 : Year wise trend of publications sold to farmers through ATIC

Publications	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	Total
<i>Krishidarshani</i>	10200	10000	12000	11126	10000	24000	15000	16373	20976	21186	150861
<i>Shri Sugi</i>	8015	7500	7500	8387	8500	9500	8978	5512	6500	9302	79694
Others	55	278	749	1783	1596	2101	2526	1547	1893	988	13516
Total	18270	17778	20249	21296	20096	35601	26504	23432	27369	31476	242071

Seed sold to farmers through ATIC

Besides the advisory services and technology products. Various types of vegetable seed are information provided to visitors ATIC also available At ATIC for sale, which are developed and produced performed the function of sale of agricultural inputs and by university.

Table 4 : Year wise trend of seed sold to farmers through ATIC**(Kg.)**

Vegetable	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	Total
Onion & Garlic	45.00	-	150	-	128.00	1321.5	1323	483.00	13	-	3463.5
Brinjal	0.40	04.47	13.44	07.91	04.00	04.34	2.35	1.69	0.30	3.00	41.91
Tomato	-	01.50	03.50	-	04.95	05.00	0.68	5.24	0.97	0.51	22.35
Bhendi	-	55.00	-	15.00	40.00	-	100.00	-	-	-	210.00
Wal	-	-	-	15.00	16.00	92.50	-	15.00	47.00	107.00	292.50
Chilli	-	18.70	22.40	17.00	12.00	81.70	105.10	103.00	94.00	53.75	507.65
Methi	-	-	-	15.00	-	-	-	60.00	-	-	75.00
Gourd crops	-	25.70	116.80	40.30	28.00	66.80	132.70	55.60	111.70	69.35	646.95
Cucumber	-	43.50	27.00	30.00	49.70	15.60	-	-	-	-	165.80
Total	45.40	148.87	333.14	140.21	282.65	1587.44	1663.83	723.53	266.97	233.61	5425.65

From Table 4 it was revealed that, more than five thousand kilo grams seeds of different type of vegetable crops like onion, leafy vegetables, gourds, cucumber, fruit vegetables etc. were sold by the ATIC during the last ten years. The separate seed sale counter was available near the ATIC for sale of cereals, pulses and other coarse seed. Large quantities of seedling materials were also sold by Horticulture Nursery and Director of Farm Nursery nearby ATIC.

Input sold to end users through ATIC**Table 5 : Year wise trend of bio-pesticides sold / provided to end users at ATIC****(Lit.)**

Particulars	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	Total
Heliokill	38	24.45	72	13	23	11.75	37.75	10.25	12	242.20
Phule Trichoderma & Bugicide	185	400.00	125.5	260.5	139	45.00	80.00	31	20	1286
Total	223	424.45	197.5	273.5	162	56.75	117.75	41.25	32	1528.20

Table 6. Year wise trend of bio-fertilizers sold / provided to end users at ATIC

(Kg.)

Bio-fertilizers	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	Total
Azotobactor	50.50	15.50	24.50	433.75	120.00	55.75	17.00	76.75	07.75	801.50
P.S.B.	53.50	35.00	35.00	503.50	165.50	103.25	37.25	89.25	41.50	1063.75
Rhizobium	19.75	23.25	47.00	153.75	70.50	50.50	20.50	27.00	102.00	514.25
Azospyrillium	06.25	06.25	05.00	43.00	09.50	35.00	-	10.00	30.00	145.00
Acetobactor	09.50	15.00	-	62.00	-	-	-	-	-	86.50
Compost culture	32.50	24.00	15.50	224.00	15.50	-	-	-	-	311.50
Total	172.00	119.00	127.00	1420.00	381.00	244.50	74.75	203.00	181.25	2922.5

Besides the vegetable seed, the different types of Bio-pesticides, Bio-fertilizers, Vermicompost and Vermiculture are available and sold through ATIC. From the Table 5 it was revealed that, more than fifteen hundred litre of different type of Bio-pesticides like Heliokill, Phule Trichoderma and Phule Bugicide were sold by the ATIC. About three thousands kilograms of Bio-fertilizers like Azotobactor, P.S.B., Rhizobium, Azospyrillium, Acetobactor, Compost

culture etc. and more than seven thousands kilograms of Vermicompost and Vermiculture was sold and utilized by the ATIC for the garden in premises (Table 6 & 7). Beside this, separate sale counter are available at Bio-pesticides and Bio-fertilizers production unit / lab in university campus, where large quantity of Bio-pesticides and Bio-fertilizers were available and sold.

Table 7 : Vermicompost and Vermiculture sold / provided to end users

(Kg)

Particulars	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	Total
Vermicompost	500.00	1341.00	1508.00	977.00	600	743.00	650.00	542.00	630.00	7491.00
Vermiculture	1.50	11.60	17.20	5.81	4.50	5.21	5.50	7.30	6.50	46.82
Total	501.50	1352.6	1525.2	982.81	604.5	748.21	655.5	549.3	636.5	7537.82

CONCLUSION

From the study it was concluded that, during the year 2001 to 2010 more than six lakh farmers and visitors were personally visited at ATIC and visited the crop cafeteria and demonstration units to gathered the information of new agricultural technology. Farmers had contacted and get the necessary remedial solution through the helpline, phone calls and letters. ATIC organized trainings to farmers, scientist actively participated in agricultural exhibitions, radio talk and TV programmes. Besides the advisory services and input supply, ATIC provided the soil and water testing facilities. About two lakh and forty two thousand publications were sold during the period. More than five thousand kilo grams seeds of different type of vegetable crops were sold during these ten years. More than fifteen hundred litre of different type of Bio-pesticides and about three thousands kilograms of bio-fertilizers were sold by the ATIC.

REFERENCES

Anonymous. (2010) Report of ATIC Presented in National workshop on ATIC for evaluation of performance of ATIC at ICAR held on 3rd July, 2010. Conference hall, NASC, New Delhi.

R. Sathiadhas and Sheela Immanuel. 2003. Agricultural Technology Information Centre Activities and Achievements. Central Marine Fisheries Research Institute, (Indian Council of Agricultural Research), Post Box No. 1603, Cochin - 682 014, Kerala, CMFRI Special Publication No. 76. ISSN No.0972-2351.

Received : December 2013 : Accepted : October 2014