

DEPARTMENT OF AGRICULTURE & CANE DEVELOPMENT

**DIRECTORATE OF AGRICULTURE
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**OPERATIONAL GUIDELINES AND TERMS OF REFERENCE (ToR) FOR
IMPLEMENTATION OF PROJECTS ON INCREASING AREA AND PRODUCTIVITY
OF CROPS BY POPULARISATION OF
(A) HYBRID SUNFLOWER
(B) HYBRID /MUSTARD
DURING KHARIF AND RABI 2011-12**

Introduction and Concept.

Whereas it is proposed to take up the following Projects under the RKVY for implementation in the State during Kharif/ Rabi 2011-12 in selected districts in Public Private Partnership (PPP) mode in areas to be decided by the Government of Jharkhand/ Director of Agriculture, Jharkhand.

1. Project on Area and Productivity Increase of Oilseeds by Popularisation of Notified Hybrid Sunflower.
2. Project on Area and Productivity Increase of Oilseeds by Popularisation of Notified Hybrid Mustard

And whereas, the Director of Agriculture, Jharkhand i.e. the Implementing Agency, have authorised the Director, SAMETI, the State Nodal Agency to implement the Projects on their behalf through the Agriculture Technology Management Agencies (ATMAs)/ Departmental Officers operating in the State, who will represent the farmers interests, in cooperation with the Private Partners.

The Detailed Project Report and with additional Operational Guidelines not included in this ToR will be issued to all concerned after approval of the Projects by the SLSC/ issue of go-ahead letter by the Government in Agriculture and Cane Development Department.

OPERATIONAL GUIDELINES/ TERMS OF REFERENCE (ToR)

1. APPLICATION FOR EXPRESSION OF INTEREST

The Director, SAMETI invites Expression of Interest (EOI) from reputed Seed Companies to participate in the projects separately for each Project/ Season. The Seed Companies are required to submit Expression of Interest (EOI) **separately for each Project i.e. each Crop and each Season.**

The intending Seed Companies should submit the Letter of Expression **separately** for

(A) Technical Part, and

(B) Financial Part, in the following format.

separately for each project and Technical and Financial Part, season wise along with the following documents in a sealed cover addressed to the undersigned, **super-scribing (a) Name of the Project (b) Season (c) Technical/ Financial Part on the sealed envelope. They should also enclose copies of documents wherever specified along with the EOI.**

A. TECHNICAL PART

(To be submitted in Separate Sealed Cover super scribing the name of the Project)

- i. NAME OF THE PROJECT
- ii. SEASON (KHARIF/RABI) 2011-12.
- iii. PARTICULARS OF THE PROPOSAL:

ORGANIZATIONAL ASPECTS OF THE COMPANY

1. Name of the Seed Company
2. Address of the Registered Office with, important telephone nos.
3. Address of Administrative Office, with telephone, fax, email addresses
4. Name of the Authorised Signatory of the Company who will sign MOU.
5. Copy of Valid R & D Recognition Certificate of the Company
6. Turn over of the Company for the last three years

- (Enclose copy of Balance Sheets)
7. Name of the Regional Representative(s), if any, in Jharkhand with Designation, Address, telephone, fax, email address.
 8. Seed Licence No. With date obtained from the Director of Agriculture, Jharkhand by the Company(enclose copy of the licence)
 9. If the Seed Company have not yet opened a Marketing Office its own in Jharkhand, does it propose to open one, if yes, when if no, how do they propose to operate in Jharkhand.
 10. If the Company has not already obtained a Seed Licence, have they applied for the same to the Director of Agriculture, Jharkhand. If so enclose copies thereof.
 11. If the Seed Company do not have a Licence to deal with Seeds in Jharkhand, how does it propose to operate in Jharkhand.
 12. If the Seed Company is operating through C &F Agent. Distributor- Indicate:
 - (a) the name and address of the authorised C &F Agent/ Distributors
 - (b) Enclose a copy of the agreement executed with the C & F Agent/ Distributor, if any
 - (c) Enclose a Copy of Valid Seed Licence of the C & F Agent/Distributor showing territory for which licence obtained.
 13. Quantity of different Seeds offered in the Project Marketed in Jharkhand in the past three years.(Enclose a Statement showing the Name of Seed, Varieties, and Quantity in Quintals)
 14. Name of the Hybrid Seed Offered under the present Project
 - (a) Crop
 - (b) variety
 - (c) Whether released or Notified.
 15. What is the total quantum of production of the Seed/variety offered by the Company in the last three year.
 16. Date of Release/ Notification with documentary evidence (copy of Notification in case of Notified Seeds).
 17. If a released variety, whether the same has been grown in the State of Jharkhand by farmers earlier, if so the detailed average yield statistics, if any.

18. Have the variety/ varieties offered been tested in All India Coordinated Trials, and if so Reports thereof showing performance of the variety/varieties season-wise. if any.
19. Duration (in Kharif and Rabi Separately)
20. Ideal time of sowing in Kharif/ Rabi
21. Ideal Mean and Maximum Temperature parameters during critical stages (i.e. flowering/ Milky stage **in case of rice only**)
22. Package of Practices recommended by the Breeder/ Producer.
(Enclose copies)
23. Package of Practices recommended by the Company
(Enclose copies).
24. Yield Potential
 - (a) Yield Potential specified by Breeder/ Producer
 - (b) Actual Yield Potential obtained in trials, if any conducted in Jharkhand
 - (c) If the seeds have not been tried in Jharkhand, yield potential in the nearest neighbouring State.
25. If the variety(ies) have been supplied to any other State, enclose copy of the supply order, quantity supplied, and rate at which it was supplied.
26. Quantities of each variety (ies) that can be supplied (Kharif /Rabi) under the Project.

Signature of the authorised Signatory

B. FINANCIAL PART

(To be submitted in separate Sealed Cover super scribing the name of the Project)

- i. NAME OF THE PROJECT
- ii. SEASON (KHARIF/RABI) 2011-12.
- iii. PARTICULARS OF THE PROPOSAL:
 1. Name of the Crop/ Variety
 2. Maximum Retail Price (MRP)
 3. Price at which the seed was supplied to other States, if any.
 4. Price Offered under the Scheme.

5. Time required for supply of seeds from the date of final order
6. Districts in which the Company opt to Operate under the Project.

Signature of the authorised Signatory

All documents attached to the letter of expression should be authenticated by the Authorised Signatories of the Company.

2. IMPLEMENTATION OF THE PROJECTS

(a) SIGNING OF MOU

1. The Director, SAMETI is authorised to sign the MOU on behalf of the Government in Agriculture and Cane Development Department, Jharkhand and the Project Director, ATMA is authorised to sign the MOU as the co- implementing Agency on behalf of the Farmers.
2. The Director, SAMETI and the Project Director, ATMA of the concerned districts will sign MOU with the selected seed companies on a predetermined date after the Projects are sanctioned/ go ahead letters are received from the Government.
3. The district-wise area allocated to each Seed Company for supply of seeds, Variety / varieties, and quantum of supply will be communicated to the Director of SAMETI by the Director of Agriculture , Jharkhand after sanction of the Project/ Go ahead letter is issued with the approval of the Government, which shall form an integral part of the MOU, in addition to this Operational Guidelines and ToR.
4. The Selected Seed companies should authorise an Official of the Company by name (with his designation and address) to sign on behalf of the Company with SAMETI and ATMA concerned.

SELECTION COMMITTEE FOR SELECTION OF SEEDS COMPANIES PARTICIPATING IN THE PROJECT

5. A Committee under the Chairmanship of the Director of Agriculture, Jharkhand would be notified to examine the letter of expressions submitted by the Seed Companies for participating in the project shall decide the Seed Companies, Crop Varieties with duration and negotiate prices.

The Committee shall meet to finalise the proposals immediately after the last date of receipt of Letter of Expressions.

The Committee will open the Technical part of the Bids first and short list the varieties and companies to be selected and then proceed to examine the financial part to determine the prices at which the seeds will be supplied, and if necessary, negotiate with the Seed Companies concerned.

6. The Committee will decide the crop, variety, season-wise supply, duration, and prices at which it will be supplied in accordance with the detailed Project Report to be sanctioned by the SLSC or go ahead letter issued by the Government in Agriculture and Cane Development Department.

7. The Committee will examine the Technical Information Provided by the Breeder/ Seed Company and determine the suitability of the varieties offered by the Company with reference to
 - (a) the sowing period/season in Rabi in Jharkhand.
 - (b) the day and night temperature during the critical time of sowing, crop growth, flowering and maturity (in case of Rice)
 - (c) the availability of irrigation (i) Irrigation Schedule in major commands (ii) medium commands
 - (d) duration during Rabi season and such other parameters as the committee may consider important in deciding the varieties.

8. The Director of Agriculture, Jharkhand/the Director, SAMETI, shall communicate to the Seed Companies the District-wise area, Crop, Variety, and Prices negotiated and any other matter as may be relevant to the Project and it shall form part of the MOU.

The decision taken by the Director of Agriculture, Jharkhand/ Government of Jharkhand shall be final and binding on all parties and shall **not be subject to external scrutiny by any other authority.**

ROLE OF ATMAS AND THE DEPARTMENTAL FIELD LEVEL OFFICERS

9. **After the Projects are sanctioned by the SLSC or go ahead letters are issued and authorised by the Director of Agriculture, Jharkhand the Director, SAMETI shall communicate the district-wise allocations of area, crop, variety, etc. to**

the Seed Companies concerned with copies to the ATMA concerned. This communication will form an integral part of the MOU.

10. The MOU will be signed by the ATMA representing the interest of the Farmers, Seed Company concerned and the Director, SAMETI on receipt of the sanction/go ahead letter.
11. The Director Agriculture will place indent for Seeds with the Seed Company concerned as per allocations decided within 10 days of signing of MOU.
12. The Projects will be implemented by the ATMAs through the Agriculture Department Officers in the field.

It shall be the primary responsibility of the Departmental Officers to provide Extension Services to the Farmers.

13. The Private Partner i.e. the Seed Company shall, besides supplying seeds through their own dealer network, as may be approved by the Government/ Director of Agriculture, **will render support to the Extension Agencies to the extent hereinafter explained in detail.**
14. The Project Director ATMA and the DPDs shall be Nodal Officers for monitoring of the implementation of the Project at the District Level.
15. The Project Director ATMA/ Deputy Director of Agriculture of the District shall entrust the responsibility of Extension Work to the **District Agricultural Officers/Sub Division Agricultural Officers/ Block Agriculture Officers/Village Level Worker and involve them in all the implementation process including selection of beneficiaries , training, field days, harvest and recording of yields from random samples** and coordination with the field staff of the Companies concerned.
16. The Project Director ATMA / DPDs should also assign responsibilities to the Block Technology Manager/ Subject Matter Specialist once they are in position.
17. **The Project Director ATMA / DPDs should also direct the FIAC/ BTT Convenors to engage the “Krishak Mitra” in selecting the beneficiaries, organising training programmes, and field days and such other activities and coordinate the work with the field staff of the Seed Companies concerned.**
18. The Project Director, ATMA may render support to the Seed Companies in organising Exposure visit, wherever necessary from the relevant head of Extension Reforms Scheme as per financial norms fixed under the Scheme to supplement the

Exposure visits that may be organised by the Seed Companies on receipt of proposals from the Seed Company concerned.

19. The Project Director, ATMA will ensure supply of Inputs including seeds as per the package of practices well before sowing and make arrangements to maintain beneficiary list and other relevant details as per the Project Report.
20. The Project Director, ATMA shall make arrangements to provide inputs like fertilisers, pesticides etc. from Registered Dealers within the concerned Blocks /GPS preferably through the Sub Division Agricultural Officers and supply to the Farmers well before the sowing of the crops keeping detailed beneficiary list and acknowledgement of the farmers.
21. The Project Director, ATMA through the District Agricultural Officers/ BTT Convenor/ Sub Division Agricultural Officer/BTM/SMS/ Krushak Mitra organise one training programme for every 100 hectares covered under the project and the Seed Company shall render support to the training programme @ Rs.5000/- per training. The Krushak Mitra engaged @ one per GP could be given specific responsibilities in organising the programme in collaboration with the Seed Company concerned.
22. The Project Director, ATMA should organise one Orientation Training Programme per district per crop and the Seed Company shall render support to the programme @ Rs.5000/- per district.
23. The Project Director, ATMA either by himself or through the DPD should monitor the supply of seeds by the Seed Companies at the Block headquarters and ensure that **the seeds and all other inputs as per the Project Report/ allocation are supplied/ distributed to the beneficiary farmers in appropriate sowing time.**
24. The Project Director, ATMA shall ensure proper supply of Seeds and other Inputs.
25. The Block Technology Manager/Subject Matter Specialist will ensure the distribution of numbered coupon amongst the willing farmers after identification by krishak mitra for obtaining hybrid seeds and will maintain coupon distribution register in a prescribed format. The coupon so distributed must be duly signed by the issuing authority. The PD, ATMA / DY. PD, ATMA/ DAO or their representatives will closely monitor the coupon distribution and a report in this regard should be sent to the Director Agriculture / Director SAMETI through Joint Direction Agriculture on daily basis.
26. The PD, ATMA/DAO shall record certificate to the effect that :

- a) The report from different block regarding sale of the seed obtained.
- b) That the samples have been drawn and tested in the designated Seed Testing Lab and meet the minimum standards.
- c) Wherever the Seed Test Reports have not met the minimum standards, the Farmers have been compensated with replacement of seeds/ cost of the seeds, as the case may be.
- d) That the Orientation Training Programme and Farmers Training Programmes have been organised by the ATMAs/ Departmental Officers and the Seed Company concerned have provided support as per the ToR.

ROLE OF PRIVATE PARTNER (SEED COMPANIES)

- 27. The packet / bag containing hybrid seed of required quantity under the subsidized seed distribution programme of Jharkhand must reflect the slogan “**subsidized hybrid seed for Jharkhand Govt**” in printed form over bag.
- 28. The seed company must submit a certificate duly signed by the competent authority of the company that the seed company applying for supply of hybrid seed is not black listed by any state govt. / central govt. / any other competent authority.
- 29. The seed company must submit a certificate that the seed supplied under the programme produced through its own seed production programme and there is no any quantity of seed taken from any other company for such supply & distribution.
- 30. The seed company must submit the details of seed production programme for the variety taken for subsidized seed production.
- 31. The seed company should submit the details of cost break up so that price reflected for subsidized seed distribution has justification.
- 32. The Seed Companies participating in the project shall provide extension support to ATMAs/ Departmental Officers for implementation of the project.
- 33. The Seed Company will be assigned with the Districts to which Seeds will be supplied by them after the Project is sanctioned/ go ahead letter is received from the Director of Agriculture, Jharkhand/ Government of Jharkhand.
- 34. The Seed Companies shall supply the Seeds through their own dealer network at the Block Headquarters to the BTT Convenor/ FIAC/Sub Division Agricultural Officer.

35. The hybrid seed distribution progress report will be jointly prepared by the sales incharge and BTT convenor/FIAC/BTM/SMS with the counter signature of the BAO concerned. Where ever BAO is not posted the same may be attested by an officer nominated by the DAO/PD ATMA.
36. On completion of supply and distribution of seed, the seed company shall raise a consolidated report and submit to the DAO/PD ATMA with a copy to JDA/DA.
37. The original stock transfer challan should be submitted to DAO/PD ATMA.
38. The Seed Company shall provide support to the Departmental Officers to organise One (1) Farmers Training Programme for every 100 hectares covered under the Project at a cost not exceeding Rs.5,000/- per Training.
39. The Seed Company shall organise exposure visit of farmers inside/ outside the State @ 1 farmer for every 100 ha on their own.
40. The Private Partner i.e. the Seed Company may take assistance from the ATMA for exposure visit of farmers, if needed on submission of definite proposals and the Project Director, ATMA may supplement the efforts of the Seed Companies for the purpose from the Extension Reforms Scheme as per guidelines/ cost norms.
41. Organising the Exposure visit inside the State / outside the State may be taken up at the convenience of the farmers and **it shall not be a pre-condition for release of payments on account of supply of seeds.**

The Seed Companies in consultation with ATMA may arrange the exposure visits at a suitable time mutually agreed to taking into account the convenience of the farmers and prospects of standing crop or other activities relevant to the crops covered under these projects in the areas/ States where the exposure visit is proposed.

42. The exposure visit so organised may also be on precision farming, post-harvest technology, such as grading, marketing, value addition aspects too, as may be mutually agreed to by the ATMA and the Seed Company concerned if support is sought from the ATMA.

Otherwise the Seed Company may organise exposure visits on its own by keeping the general guidelines as above in view. The exposure visit should, however, have relevance to the crop(s) promoted under the project.

43. The ATMA/ Seed Company shall include at least one Official / Officer in each group of Exposure visit so organised. The Assistance if any availed / granted from ATMA may be disbursed through such nominated Official/ Officer and he should account for the expenditure so supplemented by ATMA to the Project Director, ATMA.
44. The Seed Company will organise one orientation Training programme for district level Officers including Sub Division Agriculture Officer/ SMS/Block Agriculture Officer/ Village Level Worker in a **district at a cost not exceeding Rs.5000/- per district.**
45. The Seed Company shall engage at least one Field level staff for providing support to the Extension activities to the Departmental field staff and monitoring the conduct of demonstrations / cultivation in the farmers field on behalf of the Seed Company for every 500 ha of area covered in contiguous patches/ or clusters.

If the area is not contiguous, the Seed Companies may engage more field staff at their discretion, but not less than at least two field staff for every 500 ha.

SEED SUPPLY, DRAWING OF SAMPLES AND REPLACEMENT OF SUBSTANDARD SEEDS BY THE SEED COMPANY.

46. **The Seed Company shall intimate the Project Director ATMA the lot number-wise supply made to the Blocks immediately within two days of supply.**
47. The Project Director, ATMA /DDA should ensure Collection of **only one sample from each lot through the Seed Inspector or the JQCI as may be convenient and send it to the Seed Testing Laboratory for testing.**
48. The seed samples should be collected before the distribution of seeds to the farmers and same should be sent to the seed testing lab through special messenger within 3 days.
49. The Seed Testing Laboratory, Ranchi. will take record of seed samples received from the block/district and after testing make available to seed testing report to the concerned district with a copy to Director Agriculture.
50. The Germination test should be obtained from the Seed Testing Laboratory within 25 days of supply of seeds or 20 days of delivery of Samples, whichever is earlier. The ATMA **should send special messengers to obtain the test results.**

LOCAL TESTING/ LABORATORY TESTING OF SAMPLES AND COMPENSATION TO FARMER

51. The Sub Division Agricultural Officer shall draw one sample from **each of the Lot numbers once the supply is received at the Block level and put the same to local testing following standard local testing procedures and intimate the Seed Company through its representative if the germination fails or below standard within seven days of supply.**

The Seed Company shall be obliged to replace the seeds to the farmers immediately if the local test report shows failure of germination or low germination than the minimum seed certification standard.

52. In the event of any lot not qualifying the test by the Seed Testing Laboratories the Seed Company shall be obliged to compensate the farmers concerned with fresh supply of seeds **in case there is still time to re-sow the seeds in the opinion of the Project Director, ATMA or otherwise to the extent of the cost of seeds so found not according to standard.**

PERIODIC REPORTS

53. The District Agricultural Officers/ DDAs/ Project Director ATMA **shall send a report on the progress of the Project to Director, SAMETI, on every Saturday either by email or over telephone for submission of a Consolidated Report to the DA & FP/ Government. The DPD shall be personally responsible for such reporting.**

54. The Seed Companies concerned shall submit a report to the Director, SAMETI/ Director of Agriculture at least once in a fortnight showing the progress of the different stages of the Project implementation without fail.

RAISING OF STOCK TRANSFER CHALLANS AND INVOICES/BILLS BY SEED COMPANIES

55. The respective seed companies allotted with the responsibility of supply of seeds and will commence supply/distribution of seeds by the date specified by the Department at the block level of the concerned district and complete the supply by the last date of supply as may be specified.

56. The seed companies will raise transfer/delivery Challen indicating quantity supplied to the block in duplicate one copy of which will be retained at the block level and other copy to be sent to DAO/PD ATMA.

57. The seed company will submit one consolidated invoice /bill in the name of project director ATMA concerned indicating the transfer, delivery challan number with quantity and cost, enclose copies of the transfer / delivery challan with stock entry certificate along with original coupon issued by the block officials immediately on completion of supply of seeds.
58. The DAO/PD ATMA will annexed the germination test certificate/report with the consolidated report received with the joint signature of seed sale incharge, block level functionaries and countersigned by the BAO or deputed representative from the district level.
59. The DAO/PD ATMA will submit the consolidated summary report to the Director Agriculture through JDA monitoring block wise seed companies wise, variety wise distribution report along with seed test report.
60. The DAO/PD ATMA should also certify on that all other inputs as per the approved package of practices have been supplied to the farmers and their receipt obtained and submit a report to JDA/DA in separate prescribed format.
61. The BAO/FIAC/BTM/SMS will maintain distribution register indicating the name and address of the farmers to whom the seeds are made available.
62. If any lot of seeds do not qualify the Germination Test conducted by the State Seed Testing Laboratory the seed company concerned shall replace the seeds with equal quantity of good quantity seeds at their own cost within prescribed sowing time and a record of such replacement should be maintained by the FIAC/BAO/BTM/SMS.
- 63. Selection of farmers /demonstration sites must be completed by well before the normal sowing season prior to distribution of seeds. Respective PD ATMAs should ensure this prior to distribution of seeds. The BAO/ BTM/ SMS/ VLW / FIAC select the beneficiaries. The services of the “Krishak Mitra” should also be utilised for selection of farmers and extension activities during the implementation of the project. The farmer must be selected in such way that he should be willing to incur the additional expenditure on inputs as per the suggested package and that may be required over and above the scheme share.**

64. A copy of the list of farmers so selected should be provided to the Seed Companies for enabling them to support the extension activities specified herein above.

SUPPLY OF OTHER INPUTS

65. The total cost of inputs provided in case of demonstration excluding cost of seeds as approved in the project which includes the cost of inputs will be paid by Director, Agriculture, Jharkhand.

66. The supply of fertilisers and other inputs before sowing to the selected farmer must be ensured and a certificate of supply has to be furnished by the Project Director/ DPD to the Director SAMETI/ Director of Agriculture, besides maintaining detailed beneficiary list and stock book.

SOWING OF SEEDS

67. Sowing of seeds should be attended by at least one agriculture extension personnel including SMS/Sub Division Agriculture Officer/ Village Level Worker in each village. The personnel of the seed company engaged for extension work may be present at the time of sowing if they choose and as far as possible. The PD ATMA should ensure this.

68. One farmer can take up demonstration/ cultivation for maximum of 1 acre. The farmer taking lesser area should be supplied inputs proportionately.

69. The Project Director, ATMA should nominate a nodal officer for each block to look after the various activities of the project. He should be fully accountable for the implementation of the project. The list of the nodal officers must be submitted to the state nodal agency i.e. SAMETI.

A copy of the list of Nodal Officers at Block level should also be supplied to the Seed Company concerned.

70. The nodal officer must visit at least 25% of the area under his block and report status of implementation of the project to the Director SAMETI fortnightly basis through PD ATMA.

MOBILITY OF THE DISTRICT AND BLOCK NODAL OFFICERS AND BLOCK LEVEL STAFF.

71. The mobility of the District Nodal Officer i.e. DPD (Hqrs) and Block Nodal Officer will be met from the miscellaneous contingencies provided for in the project. If the funds provided is inadequate in any particular case, the same may be met from funds provided for to the FIAC under Extension Reforms Scheme. The Mobility of the Village and Block Level staff may also be met from the contingencies and if funds are insufficient from the funds provided for FIAC or from ATMA under operational expenses.
72. The Sub Division Agriculture Officer of the block (who happens to be the BTT convener or Agril. member of the BTT) must visit all the villages during the season and submit the visit note to the state nodal agency through PD ATMA. The funds available under Extension Reforms Scheme for Operational expenses should be utilised for their mobility, if required by hiring vehicles.
73. The DAO should visit the 10% of the area under his jurisdiction. He may engage the SMS/other officers for the said purpose.
74. The DDA should visit the 5% of the area under his jurisdiction. He may engage the SMS/other officers for the said purpose.
75. Suitable instructions to the DDAs, DAOs, will be issued by the Directorate of Agriculture in this regard.
76. In any village minimum 10 ha. of demonstration will be taken up either in contiguous or in continuous patch.

PAYMENT SCHEDULE TO SEED COMPANIES

77. The subsidized cost of the seeds will be paid by the Director Agriculture to the respective seed companies on the basis of consolidated report about distribution of seeds to the farmers received from DAO/ PD ATMA through JDA concerned.
78. In case the Bills/ Invoices with the required documents and certificates are not received within 20 days from the date of supply, the first instalment of 60% cost will be released to the Seed Companies provided copies of acknowledgement from the respective BTT Convenor/BAO/BTM/SMS is produced by the Seed Company irrespective of receipt of Stock entry certificate and quality certificate and other certificates from the ATMA concerned. **In such an event, the DPD and the PD ATMA shall be responsible for non submission of the same in time.**

79. The seed companies empanelled for supply and distribution of hybrid seeds must take the extension activities, the training of farmers and orientation of officers as per the project requirement.

DOCUMENTATION OF THE DIFFERENT STAGES OF THE CROP

80. The ATMAs should document the various stages of the crop with photographs in each cluster/contiguous patch. The training programmes, orientation training programmes, and exposure visit should also be documented with photographs.

81. The ATMAs should also record and document gray patch areas in different crops and varieties, which have not performed well as per the specifications furnished by the Seed Companies concerned and submitted to the Director, SAMETI/ Director, Agriculture. The reasons for such failures if any should be analysed with the help of the KVKs and Departmental Officers and a separate report should be submitted.

82. The Seed Companies on their part should also document the various stages of crop from selection of beneficiaries to harvesting and marketing with still photographs and a copy thereof may be submitted to the Director, SAMETI and the Director of Agriculture, Jharkhand for record. Video graphs of the same should also be organised so that success stories can be documented.

83. It will be ideal if potential clusters are selected from the beginning and photographs are taken of the same clusters indicating the various activities right from selection of beneficiaries to the marketing of the produce after harvest.

COMPILATION OF SUCCESS STORIES:

84. The ATMAs should aim at bringing out success stories of the Projects in individual farmers fields, group of farmers, various clusters/ Blocks and send copies thereof with photographs to the Director, SAMETI/ Director of Agriculture from the first stage of selection of farmer to marketing.

85. The ATMAs should also try to document specific success stories in video format, so that the department can compile a success story at the state level in video format.

86. The Seed Companies may be called upon to supplement in the publication of success stories, depending upon the performance of the crops and varieties by the Government of Jharkhand/ Director of Agriculture/ Director, SAMETI.

CROP CUTTING AND RECORDING OF YIELD

87. At least one crop cutting must be taken up from each of the clusters following random sampling method and the yield obtained must be recorded in the presence of the representative of the Seed Company and Departmental officers.
88. At least 10% of the crop cutting must be attended by the DAO/ DDAs and their observations recorded.
89. The KVK Scientists may be invited to attend at least five crop cuttings from random villages and the crop cutting results must be recorded.
90. A copy of the Crop cutting so recorded should be submitted to the Director, SAMETI/ Director of Agriculture and a copy thereof authenticated by the DPD/ PD ATMA should be supplied to the Seed Company.

MARKETING SUPPORT

91. Immediately after signing of the MOU with the Seed Companies, and finalisation of the areas to be covered, the ATMAs should liaise with local and State Level Marketing Organisations/ Traders and NGOs who may render support for organising marketing of the produce internally and externally and make definite arrangements.
92. The Seed Companies on their part will liaise with State Level and National Level Organisations, and facilitate the marketing of the produce through such Trade and Organisational channel.

PROCESSING SUPPORT

93. The ATMAs/ DDAs/ DAOs should identify the processing units like Rice Mills, Oil Mills, and bring about a tie-up in marketing and processing of Rice and Oilseeds.
94. In case of Maize, Maize shellers are an essential ingredient for proper processing and marketing of the produce. The ATMAs/ DDAs/ DAOs should identify such areas, take up the matter, and Departmental programmes to provide shellers on subsidy to identified Groups or individuals so that the processing of the Maize produced is done quickly and marketed properly.

This exercise should start from the date the area in each village and Blocks are finalised.

95. In case of Arhar, Dal processing units and in case of mustard, oil processing unit would ensure processing of the produce and its better marketing at remunerative

prices. The ATMAS/ DDAs/ DAOs should identify the areas where Dal processing units can be established well ahead on finalisation of the area.

96. ATMAS may also explore the possibilities of providing assistance to Farmers Groups for such activities, through training and Seed money.

97. The Seed Companies on their part may advise potential manufacturers and suppliers of such machinery and provide support.

MONITORING & EVALUATION

STATE LEVEL MONITORING COMMITTEE

98. At state level a monitoring committee under the Chairmanship of Director Agriculture with Director, SAMETI, Director (Extension Education), BAU, JDA, DDA concerned will monitor the Project. The Committee may co-opt Members from SAMETI, Directorate as may be required for effective field monitoring. The state level monitoring team should visit all the districts covered under the project during the implementation of the project and report compliance to the Director of Agriculture, Jharkhand and Secretary Agriculture and Cane Development Department, Government of Jharkhand.

99. The ATMAS should photograph /video graph such of the success stories as well as grey areas during the visit of the monitoring Team of Officers.

DISTRICT LEVEL MONITORING COMMITTEE

100. At the district level a Monitoring committee under the chairmanship of PD ATMA with DPD (Hqrs)/ DPD Technical or a Scientist of the KVK as the Members will monitor the implementation of the programme.

The Project Director, ATMA may co-opt other Officers like DAOs, KVK Scientist, and PPO of the district and BAO of the block for smooth monitoring of the programme. They should ensure documentation of the programmes with photographs and video clippings.

**Director , Sameti
Jharkhand, Ranchi**

**Director , Agriculture
Jharkhand, Ranchi**