

Recruitment of Kisan Mitra and field supervisors

Guidelines

With increased focus on paddy diversification, it is critical to expand extension services in the state. Most farmers in Punjab have been growing paddy for decades and require minimal support in paddy cultivation. However, these farmers shall require extensive handholding and support in transitioning to other crops. The most competitive alternatives to paddy are cotton and basmati, for which it is important that extension support is available throughout the cropping cycle.

As directed by the Group of Ministers meeting dated 14 February, 2023, the following guidelines are issued for the recruitment of Kisan Mitras & Supervisors by the Department of Agriculture.

Kisan Mitra

- It is directed that 1 Kisan Mitra be on boarded for each village in the core Cotton districts and 1 Kisan Mitra for every 2 villages in the core Basmati districts

Crop	District	Blocks	Villages	No. of Kisan Mitra
Cotton	Bathinda	9	268	268
	Mansa	5	242	242
	Fazilka ¹ (Cotton blocks)	3	212	212
	Muktsar	4	233	233
	Sub-Total	32	955	955
Basmati	Gurdaspur	11	1124	562
	Tarn Taran	8	489	245
	Ferozepur	6	689	345
	Fazilka (Basmati blocks)	2	184	92
	Amritsar	9	750	375
	Sub-Total	36	3236	1619

Note:

1. For Fazilka, out of five total blocks – three have been considered for cotton and two for basmati (based on acreage)
 2. Block officer check at its own if a village don't grow Basmati or area under basmati is below 100 acre or cotton area below 50-acre, Farmer friend will not be selected for those village. Normal extension staff already working in those villages will cover the extension needs of these villages' farmers.
- Key duties for the Kisan Mitra shall be as follows:
 - a. Visit to fields of different farmers on regular intervals
 - b. Encourage as many farmers as possible to grow diversified crops instead of paddy
 - c. Conduct regular training programs and camps at block/village level + themselves undergo training at PAU as required
 - d. Educate farmers with relevant information to help make informed decisions on planting diversified crops
 - e. Disseminate information on government's latest policies, schemes, incentives

- f. Support collection of data for government schemes, insurance, surveys, etc.
 - g. Handhold farmers through correct decision making with respect to use of agricultural inputs, pesticides, fertilizers etc.
 - h. Create awareness about new technologies that increase productivity, such as hybrid seed varieties, mechanization, etc.
 - i. Monitor acreage, yields, and farming practices in designated blocks/villages
 - j. Support better prices realization action through informed access to markets, prevailing rates
 - k. Spread awareness to reduce stubble burning in relevant areas
 - l. Kisan Mitras will not be used for any administrative work and are solely responsible for supporting on-ground paddy diversification efforts
- The qualification criteria for Kisan Mitras shall be as follows:
 - Minimum 10th pass; ideally 12th pass
 - Minimum 45 years of age but not older than 60 years
 - Experience of growing diversified crop (cotton or paddy as relevant)
 - Good communication skills in local language
 - Kisan mitra should have atleast 2 acres of his own cultivable land either on Cotton or Basmati
 - An honorarium will be given to Kisan Mitras with outcome incentive as detailed below:
 - Base honorarium per month: Rs 5000
 - In addition, per month performance-based incentive
 - For the first 2 months: Based on increase in acreage of the relevant crop (Cotton/Basmati) relative to Kharif 2022 season
 - For the remaining months: Based on increase in average yield of relevant crop (Cotton/Basmati) relative to Kharif 2022 season
 - Base acreage for Kharif 2022 season will be the acreage documented in that specific village
 - Base yield for Kharif 2022 season will be the average yield (of last 5 years) observed in that whole district

% Increase in Acreage	Per-Month Incentive for first 2 months
0-5%	1500
>5-10%	3000
>10%	5000

% Increase in Avg Yield	Per-Month Incentive at end of season
0-5%	1500
>5-10%	3000
>10%	5000

- The process of selection and deployment of Kisan Mitras will be as follows:

<u>Day Count</u>	<u>Activity</u>
Day 0	Publication of Advertisement
Day 1 – 10	Application Window
Day 11 – 12	Scrutinization & Finalization of Selected Candidates
Day 13	Declaration of list of selected candidates (both main + 1 waiting list) Note: Lottery if tie among the candidates at 1 st position
Day 14 – 15	Physical Verification by 3-member committee
Day 16	Dissemination of invitation for joining as Kisan Mitra
Day 17 – 19	Training at PAU
Day 20	Deployment at field

- Following the advertisement, a maximum of 7-10 days may be given for collecting applications from eligible farmers
- All applications may be submitted to the relevant BAO office as per the attached Performa (Annexure: A) committee will be formed at the block level comprising of Block Agriculture officer (BAO), nominee of Block development and Panchayat officer (BDPO) and nominee of the SDM. The committee will be chaired by the BAO
- The committee will scrutinize the applications in two days and select the highest scoring application as per the criteria below
- Scrutiny/verification of documents may only be done for selected/highest scoring candidates and not for all candidates. Any candidate that has misrepresented any information on the application will be immediately disqualified
- The last date for communication of final list to Dept. of Agriculture shall be within 5 days of receipt of applications
- The committee will issue an appointment letter after confirmation from the Dept. of Agriculture
- All Kisan Mitras must undergo mandatory training at PAU before being deployed. The dates of training will be communicated after selection
- The selection criteria shall be as follows (tie-breakers may be resolved via lottery system –

Criteria (Max Points)	Conditions	Points
Age (10)	>45-50 years	10
	>50 - 55 years	5
	>55 – 60 years	2.5
Highest Attained Educational Qualifications	10 th Pass	2.5
	12 th Pass	5
	Graduation and above	10
Total		40

- **Monitoring & Governance:**
 - All Kisan Mitras shall be required to maintain group channels, such as WhatsApp, for daily update with relevant supervisors including ADO and Block Supervisors
 - Dept of Agriculture shall tag every Kisan Mitra to existing extension staff of the district for mentoring purposes
 - Block agricultural officer shall convene a physical meeting at the KVK or Block Agriculture Office every week to discuss workplan and progress and report the same to CAO and Dept. of Agriculture
- **Other Terms and Conditions:**
 - Cotton Kisan Mitras must be deployed by 20th of March till 20th of Nov, 2023
 - Basmati Kisan Mitras must be deployed from 20th of May till 20th of Nov, 2023
 - Kisan Mitras will be deployed for few months only and in accordance with the requirements.
 - Kisan Mitras will not be deployed in their own village, but at least two to three villages away.
 - The term of the Kisan Mitras may not be extended in any shape or form for the current season under any circumstance. An undertaking of the same may be taken before deployment
 - The Dept. of Agriculture shall hold the discretion to withdraw/cancel services of Kisan Mitras in specific villages/geographies if adequate increase in acreage (relative to previous year) is not observed in the first few months or on grounds of poor performance

Kisan Mitra Block Supervisor

- Recruitment of Supervisors would be carried out through PESCO through outsourcing.
- It is directed that 3 Kisan Mitra Block Supervisors be onboarded for each block in the core Cotton and Basmati districts.

Crop	District	Blocks	Villages	No. of Block Supervisors
Cotton	Bathinda	9	268	27
	Mansa	5	242	15
	Fazilka ² (Cotton blocks)	3	212	9
	Muktsar	4	233	12
	Sub-Total	32	955	63
Basmati	Gurdaspur	11	1124	33
	Tarn Taran	8	489	24
	Ferozepur	6	689	18
	Fazilka (Basmati blocks)	2	184	6
	Amritsar	9	750	27
	Sub-Total	36	3236	108

- Eligibility Criteria:
 - Minimum age 21 years, Maximum age 40 years.
 - Minimum educational qualification should be B.Sc. Agriculture
- Key duties for the Kisan Mitra Block Supervisors shall be as follows:
 - Supervise the Kisan Mitras and keep a regular record of their work
 - Support the Kisan Mitras through regular discussions, advice, and trainings
 - Encourage as many farmers as possible to grow diversified crops instead of paddy
 - Conduct regular training programs and camps at block/village level + themselves undergo training at PAU as required
 - Educate farmers with relevant information to help make informed decisions on planting diversified crops
 - Disseminate information on government's latest policies, schemes, incentives
 - Support collection of data for government schemes, insurance, surveys, etc.
 - Handhold farmers through correct decision making with respect to use of agricultural inputs, pesticides, fertilisers etc.
 - Create awareness about new technologies that increase productivity, such as hybrid seed varieties, mechanization, etc.
 - Monitor acreage, yields, and farming practices in designated blocks/villages
 - Support better prices realization action through informed access to markets, prevailing rates
 - Spread awareness to reduce stubble burning in relevant areas
 - Kisan Mitras will not be used for any administrative work and are solely responsible for supporting on-ground paddy diversification efforts

- **Monitoring & Governance**
 - All Kisan Mitra Block Supervisors shall be required to liaise closely with the ADOs and effectively manage the Kisan Mitras
 - They shall be tagged to specific Kisan Mitras by the ADO or CAO
 - They shall also report to PAU on a monthly basis
 - CAO shall convene a physical meeting every fortnight to discuss workplan and progress and report the same to PAU and Dept. of Agriculture

- An honorarium will be given to Kisan Mitra Block Supervisors with outcome incentive as detailed below
 - Base honorarium per month: Rs 15000
 - In addition, per month performance-based incentive
 - For the first 2 months: Based on increase in acreage of the relevant crop (Cotton/Basmati) relative to Kharif 2022 season
 - For the remaining months: Based on increase in average yield of relevant crop (Cotton/Basmati) relative to Kharif 2022 season
 - Base acreage for Kharif 2022 season will be the acreage documented in that specific block
 - Base yield for Kharif 2022 season will be the average yield (of last 5 years) observed in that whole district

% Increase in Acreage	Per-Month Incentive for first 2 months	% Increase in Avg Yield	Per-Month Incentive at end of season
0-10%	5000	0-5%	5000
>10-20%	10000	>5-10%	10000
>20%	15000	>10%	15000

- **Other Terms and Conditions**
 - Cotton Kisan Mitra Block Supervisors must be deployed by 20th of March, 2023 till 20th of November, 2023
 - Basmati Kisan Block Supervisors Mitras must be deployed from 20th of May, 2023 till 20th of Nov, 2023
 - The term may not be extended in any shape or form for the current season under any circumstance. An undertaking of the same may be taken before deployment
 - PAU and the Dept. of Agriculture shall hold the discretion to withdraw/cancel services of Kisan Mitras in specific villages/geographies if adequate increase in acreage (relative to previous year) is not observed in the first few months or on grounds of poor performance
