## 8. AGRICULTURAL DEVELOPMENT PROGRAMMES

### Intensive Agricultural District Programme (IADP-1960)

The major outacome of the above thinking was the formulation of a strategy of intensive approach to agricultural production, specially the foodgrains. A new programme named as IADP was formulated which was launched gradually from 1960. The third five year plan (1961-1966) incorporated this programme into the planned development process.

This programme was popularly known as a "package programme". This name was given because of the collective and simultaneous application of all practices of improved seeds, irrigation, fertilizer, plant protection, implements, credit, etc.

This programme was started in July 1960 in seven selected districts in various states. They were (I) West Godavari in AP, (ii) Shahabad in Bihar, (iii) Tanjore in Tamil Nadu, (iv) Raipur in MP, (v) Ludhiana in Punjab; (vi)Pali in Rajasthan; and (vii) Aligarh in UP. The selections of these districts were done on the basis of their high potentiality for increasing the yield in shorter time. These selected districts had suured water supply for irrigation, well developed cooperatives, good physical infrastructure and minimum hazards.

### Objectives

(i) to achieve rapid increase in the level of agriculture production through a concentration of financial, technical, extension and administrative resources;

(ii) to achieve a self-generating breakthrough in productivity and to raise the production potential by stimulating lthe human and physical process of change; and

(iii) to demonstrate the most effective ways of increasing production and thus, to provide lessons for extending such intensified agricultural production programes to other areas.

### Short coming

1. Educational approach to reach farmers was lacking.
2. VLW were found below standard and were not able to impress farmers.

**Intensive Agricultural Area Programme (IAAP-1964)**

During the third five year plan 30 per cent increase in food grain production was achieved through IADP. The intensive promotion of agriculture was very popular among policy-makers and administrators. As a result of this a revised version of IADP with less intensive and therefore less costly programme was formulated and launched in selected blocks of 150 districts. It was named as IAAP. The selected blocks were to have the same physical conditions as in the case of selection of districts for IADP. Under this programme 20 to 25 per cent of the cultivated area of the country was brought ujnder the intensive agricultural development.

Implementation of IAAP was accepted by Agricultural Production Board and came into operation in March 1964. This programme also followed the package approaches of use of improved methods. The uses of interrelated factors of physical, social and institutional were also followed in a strategic combination mainly to produce an impact on agricultural production. Th management of these programmes did not function as envisaged. There were many weaknesses of deficiency in inter-agency and inter-personal coordination, inadequate staff motivation, malpractices, non-formulation of local production plans on proper lines and delay in delivery of inputs to farmers. However, the production and productivity were modest. The highly adverse conditions (droughts) during 1966-68 served as a big blow. The foodgrains output was still insufficient to meet the rising domestic demands. Imports were also continued to supplement the local production.

**High Yielding Variety Programme (HYVP-1966)**

**HYVP** is launched in 1966, which helped the country in attaining self-sufficiency in food. The technological development did not remain confined to the introduction of high yielding crop varieties alone. These were combined with the application of high analysis and balanced fertilizer, irrigation, plant protection, improved implements etc, which made a 'green revolution' possible in the country. The pervasive influence of high yielding technology spread to other areas of farm production such as animal production, such as animal production, fishery, sericulture, social forestry etc.

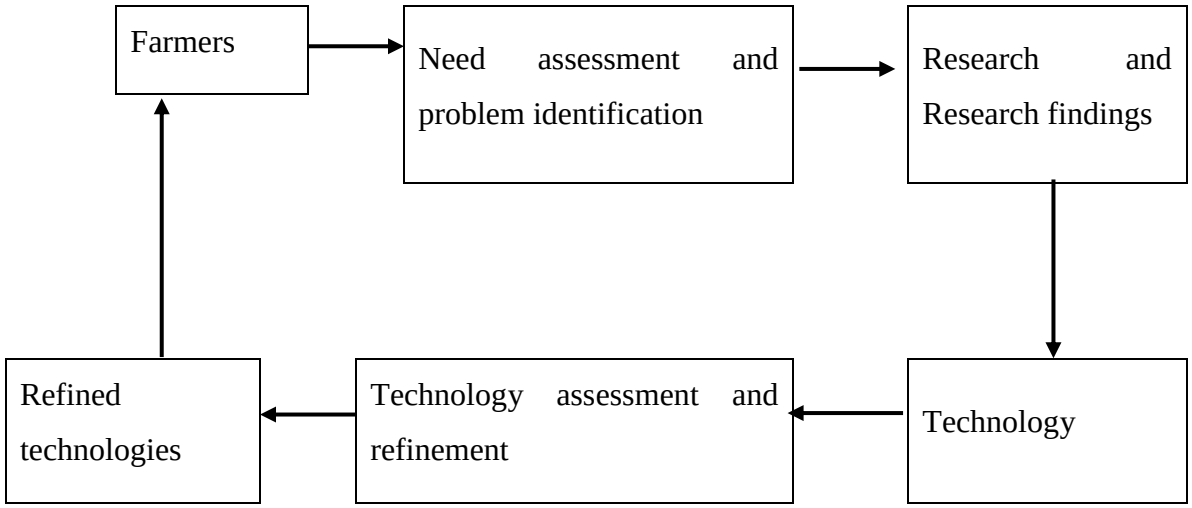
Punjab, Haryana and Western parts of UP were initially selected for the phased launching of this strategy. The cultivation of HYV since 1966-67 had resulted in a substantial increase in

foodgrains production. Wheat production was doubled. Rice production also had a substantial increase, though not as much as in the case of wheat.

The target of coverage of 2.5 crore hectares of area under HYVs of cereals and millets under fourth five year plan was exceeded. The coverage was more than four crore hectares.

**Institutional Village Linkage Programme (IVLP)**

IVLP is an innovative program developed by the ICAR to help scientists to have direct interaction with the farming community so that appropriate technologies are developed for farmers. Here research, extension and farmers establish firm links by carrying together the assessment and refinement functions in the technology development and dissemination process. This helps the research system to generate a cafeteria of technologies, which are more productive in small production system, more profitable in commercial production system and gender sensitive for removal of drudgery of farmwomen.




**Research and Extension as an Integral Part of Technology Development**

Objectives of IVLP as per ICAR guidelines are as follows

1. To introduce technological intervention with emphasis on stability and sustainability along with productivity of small production systems.
2. To introduce and integrate the appropriate technologies to sustain technological interventions and their integration to maintain productivity and profitability taking

environmental issues into consideration in a comparatively well defined production system.

3. To introduce and integrate the appropriate technologies to increase the agricultural productivity with marketable surplus in commercial on and off-farm production systems.
4. To facilitate adoption of appropriate post-harvest technologies for conservation and onfarm value addition to agricultural products, by-products and waste for grater economic divident and national priorities.
5. To facilitate adoption of appropriate technologies for removal of drudgery, increase efficiency and higher income of farm women.
6. To monitor socio-economic impact of the technological / technology modules based on environmental at meso and mega levels.

**Methodology of implementation of IVLP as per ICAR guidelines are given below:**

1. Selection of participating Institutions
    a. ICAR and ICAR Institutes
    b. SAUs & their Regional Resarch Statins / Zonal Research Stations.
    c. Krishi Vigyan Kendras

    Based on availability of multi-disciplinary team of scientists, laboratory facilities and transport etc.
2. Selection of village

    One village or a cluster of villages to cover about 1000 farm families.
    a. The selected village should not be far away from the research station
    b. Should have asses through road
    c. Should be a relatively poorly developed in agriculture
3. Agro-Eco-System analysis

    Using Participatory Rural Appraisal Methods to gather information about
    - the resource availability with the farmer's present production practices
    - the extent of impact of the previous programs in the area
4. Constitution of multi-disciplinary team of scientists

    Core team : Those scientists whose disciplines are essentially needed

    Optional team : The other disciplines depending upon the needs of the area.

5. Selection of team leader
6. Provide training to the multi-disciplinary team
7. Plan for Technology Assessment and Refinement
    - Intervention points based on problem – cause analysis
    - Basket approach considering the problems
    - Weightage to indigenous knowledge
8. Implementation of action plan
    a. On-farm research
    b. Demonstration
    c. On-farm trials
9. Monitoring and Evaluation
    a. Regular visit of team members
    b. Technical staff posted for the village
    c. IVLP card separately devised for the purpose.