



Republic of the Philippines
DEPARTMENT OF AGRICULTURE
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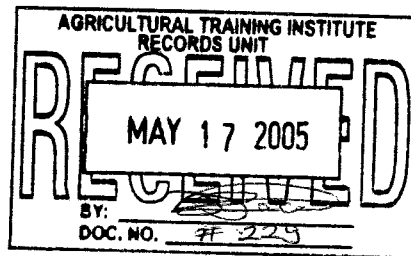
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ADMINISTRATIVE ORDER

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SUBJECT: SHIFT IN THE ROLE OF THE AGRICULTURAL TRAINING INSTITUTE (ATI) AS AN INDIRECT PROVIDER OF EXTENSION SERVICES

Pursuant to the provisions of RA 7160 or the Local Government Code, Republic Act 8435 or Agriculture and Fisheries Modernization Act of 1997 and the reiterated Administrative Order No. 42 dated 16 March 2004, designating the ATI as the overall manager of agriculture and fisheries training and extension in the country, it is imperative to institute reforms to rationalize agriculture and fisheries extension.

To adequately conform to a transformation towards a more private sector dominated and market-oriented economy, a thorough revamp of the structure, systems and strategies of the dominantly national government-led extension services is therefore needed. This is supportive of the Department of Agriculture's Twin Goals of developing two million hectares of new agribusiness lands to generate two million jobs, and to reduce the production cost of priority wage goods to make food plentiful at competitive prices. Consistently, the ATI is strengthened by shifting its role to that of an indirect provider of extension services.

In consonance with this, the ATI's role in strategic planning, implementation, monitoring and evaluation as well as coordination for the funding of extension services is refocused. Such extension services, as defined in the AFMA, includes training services, farm and business advisory, demonstration services as well as information and communication support for extension workers in Local Government Units (LGUs), the DA and its attached agencies, as well as other public and private institutions/entities. The LGUs shall assume the main responsibility of providing direct extension services to farmers, fisherfolk and other stakeholders. The private extension service providers shall be tapped to provide complementary extension services, especially in community organizing, use of participatory approaches, popularization of training materials, regenerative agricultural technologies, agribusiness and management skills.

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Implementing Mechanisms

I. Refocused Services

Executive Order No. 366, dated 4 October 2004, directs the rationalization and services delivery improvement of all agencies in the Executive Department. As such, the ATI pursued a refocusing of its services by streamlining its operations based on functions. This has necessitated the consolidation of central office and field operations and the right-sizing of its manpower.

A. Streamlined Functions

The Institute shall therefore focus on its role as indirect provider of extension and training services to LGU extension workers including those from DA attached agencies and other public/private entities, to complement the LGUs' responsibility of delivering direct agriculture and fisheries extension services to farmers, fisherfolk and the like.

The enhanced roles are:

1. Resource Management and Development
 - a. Resource Generation and Networking
 - b. Plans and Program Development
 - c. Monitoring and Evaluation
2. Technology and Capability Management
 - a. Accreditation of Extension Service Providers
 - b. Technology Assessment and Commercialization
 - c. Capability Building for Agricultural Extension Workers (AEWs)
 - d. Database Management for Extension
3. Knowledge Management
 - a. Packaging and Dissemination of Matured Agricultural Technologies through Multimedia
 - b. Development of ICT-based Information Services (E-Extension)
4. Administrative and Financial Management
 - a. Human Capital Development
 - b. Logistical Support

B. Consolidation of Central Office and Field Operations

Consistent with the above roles and functions, the various support units and sections to carry out the said functions are hereby reclassified:

1. Central Office

The ATI Central Office (ATI-CO) shall concentrate on providing Administrative and Finance Services, Technical Services as well as Planning and Special Concerns Services. The ATI-CO services shall complement the ATI field centers, namely the Regional Training Centers (ATI-RTCs) and the ATI-ITCPH or International Training Center for Pig Husbandry in carrying out their extension services for AEWs.

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2. Field Operations

ATI Training Centers located in the same region shall be consolidated to achieve regional unity, harmony and synergy in its operations and shall promote cost-efficiency in the maintenance of its facilities, maximize the use of its manpower and instructional resources.

C. Right-sizing of Manpower

Reclassification of positions shall be done to positively respond to the streamlined functions of the ATI without increasing the Personnel Services' budgetary allocation. New positions that are deemed relevant to this purpose shall be proposed for creation, particularly those that are ICT-related and those that are in accord with the new functions. This shall be done by phasing out excess and redundant positions, which are under the status of "Co-Terminus with the Incumbent (CTI)".

The ATI shall finalize its Rationalization Plan in accordance with Administrative Order 103, S. 2004 and Executive Order No. 366, dated 04 October 2004.

II. Market-Oriented Technology Development and Dissemination

To be more responsive to market conditions and stakeholders' needs, the ATI's shift in its role shall focus on improving the capability of LGUs in development planning, programming, and budgeting. The nature of extension interventions to be supported by the ATI shall concentrate on the following:

- a. Human capital development
- b. Linking producers and buyers to facilitate market contracts
- c. Market-oriented production systems and information
- d. Value adding activities and other entrepreneurial endeavors for job generation
- e. IPM technologies to mitigate pesticide residues
- f. Federation of farmers through partner LGUs
- g. Gender responsiveness to encourage men and women to attend extension interventions
- h. Impact evaluation of participation to extension interventions and adoption of agriculture and fisheries technologies
- i. Convergence initiatives within the DA family and with other government and non-government institutions

III. Harnessing the Private Sector for Extension Services

To harness the resources and expertise of the private sector, the ATI shall accredit private extension service providers. They shall be commissioned and provided funding by the DA through the ATI to undertake complementary extension services for farmers, fisherfolk and other stakeholders under mutually terms and conditions.

The ATI shall prepare a Communication Plan to disseminate this information to all its stakeholders in the agriculture and fisheries sector relative to the shift in its role in the delivery of agriculture and fisheries extension services.

This Order shall take effect immediately and shall amend all other issuances inconsistent thereto.



ARTHUR C. YAP
Secretary