

1.4.1 Nature of Functions / Services Offered

The Agricultural Technology Information Centre (ATIC) of ICAR-CMFRI is committed to providing **efficient, transparent, and farmer-centric services** as per the mandates of the Indian Council of Agricultural Research (ICAR) and Government of India guidelines. ATIC functions as a **Single Window Delivery System** for the dissemination of technologies, products, and services developed by ICAR-CMFRI to the public, ensuring timely support and quality service to farmers, fisherfolk, entrepreneurs, students, and other stakeholders.

Key Functions and Services Offered:

- **Technology** **Dissemination:**
Delivery of fishery-based technologies and products of the institute to farmers and entrepreneurs.
- **Farmer Support Services:**
 - Clarification of queries from farmers and fisherfolk through direct visits, phone calls, and emails.
 - Technical guidance on sustainable fisheries practices of capture and culture fisheries.
- **Laboratory Services:**
 - Water sample analysis
 - Feed composition analysis
 - Soil sample testing
 - Species identification etc. are channelled to respective divisions through ATIC for timely processing and reporting.
- **Public Interface and Outreach:**
 - Organisation of exhibitions, farm fairs, awareness programmes, farmers' meets, and Kudumbashree/SHG group visits.
 - Conduct of farmer-practical training programmes and RAWE (Rural Agricultural Work Experience) support for B.Sc. Agriculture students.
- **Sales and Marketing:**
 - Sale of CMFRI's technology products, fish-based fertilizers, value-added products, and fisheries-related publications through the ATIC/Sales Counter.
 - Display and familiarization of products from SHGs, Agricultural Universities, and other government organizations like the Spices Board, ICAR institutes, reputed private organisations etc.
- **Feedback** **Collection:**
ATIC serves as a critical feedback link between farmers and researchers, facilitating continuous improvement of CMFRI's technologies and services.
- **Exhibition and Media** **Services:**
Coordination of the CMFRI Exhibition Unit and Video Production Unit for public education and institutional promotion.
- **Entrepreneurial Support through STI Hub: (External funded project)**
 - Operation of facilities such as the Farmer Entrepreneurial Technology Park, Entrepreneurial Consultancy Cell, Entrepreneurial Technology Cell, Digital Training Hall, and Interactive Kiosks under the DST-funded STI Hub project.

Norms Followed:

All services and functions of ATIC are discharged in accordance with:

- ICAR guidelines and standard operating procedures.
- Financial and administrative rules prescribed by ICAR and the Government of India.

- Institutional quality standards, with a commitment to timely, transparent, and need-based service delivery.