

### 1.4.2 Norms / Standards for Functions / Service Delivery

The Agricultural Technology Information Centre (ATIC) of ICAR-CMFRI adheres to **well-defined norms and service standards** to ensure timely, transparent, and quality-driven delivery of all its services to farmers, fisherfolk, entrepreneurs, students, and the general public.

#### Service Delivery Norms:

1. **Timely Response to Farmer Queries:**
  - Immediate attention is provided for walk-in queries.
  - Phone and email queries are addressed **within 1-3 working days**.
2. **Laboratory Services:**
  - Water sample, feed composition, and soil testing results are provided **within 2-7 working days** depending on the complexity of the tests.
  - Proper sample registration and tracking mechanisms are in place to ensure accountability.
3. **Sales and Product Delivery:**
  - Products are made readily available at the ATIC Sales Counter.
  - Transactions and product delivery to the public are handled promptly during working hours.
4. **Training and Public Programmes:**
  - Training sessions, RAWF programmes, and farmer outreach events are conducted mostly as per the **pre-approved annual calendar of events**.
  - Proper documentation, attendance tracking, and feedback collection are followed as standard practices.
5. **Exhibition and Awareness Services:**
  - Participation in exhibitions, farm fairs, and melas is scheduled and delivered in accordance with institutional and public outreach plans.
6. **Feedback Mechanism:**
  - Systematic collection of farmer and beneficiary feedback with internal review every quarter for continuous service improvement.

#### Quality and Compliance Standards:

- **Compliance with ICAR Guidelines:**  
All activities and services are delivered as per the norms, procedures, and quality benchmarks prescribed by ICAR and the Government of India.
- **Transparency and Accountability:**  
Decisions, service processes, and financial transactions are handled with full transparency and are subject to regular internal and external audits.
- **Professional Courtesy and Farmer-Centric Approach:**  
ATIC staff are committed to providing courteous, timely, and accurate services in a farmer-friendly manner.