

1.4.3 Process by Which These Services Can Be Accessed

The Agricultural Technology Information Centre (ATIC) of ICAR-CMFRI provides a **user-friendly, accessible, and transparent service system** for farmers, fisherfolk, entrepreneurs, students, and the general public. Services can be accessed through the following modes:

1. Direct Visit to ATIC

- Farmers, stakeholders, and visitors can directly approach the ATIC Help Desk at ICAR-CMFRI during working hours (Monday to Friday, 9:00 AM to 5:30 PM).
- Visitors can seek expert guidance, register for training programmes, submit samples for laboratory analysis, purchase products, or access technology information.
- The ATIC Sales Counter, located at the second entrance of CMFRI, is open to the public for purchasing available products from Monday to Saturday, 9.00 AM to 7.00 PM).

2. Telephonic Enquiries

- Farmers and beneficiaries can call ATIC to clarify technical queries, seek advisory services, or request information regarding ongoing training programmes, laboratory services, and product availability.
- Dedicated contact numbers are available for prompt assistance.

3. Email Communication

- Queries, service requests, training registrations, and feedback can be sent via email.
- ATIC responds to email communications within a reasonable timeframe, typically within 1-3 working days.

4. Participation in Public Events

- Stakeholders can participate in exhibitions, farm fairs, farmers' meets, RAWE programmes, and training sessions organised regularly by ATIC.
- Notifications regarding such events are displayed on the CMFRI website, and through direct communication channels.

5. Laboratory Service Requests

- Farmers/ stakeholders / students can submit water, soil, and feed samples directly at ATIC, where the samples are registered and forwarded to the concerned divisions for analysis.
- Reports and expert advice are provided within stipulated timelines.

6. Product Purchase

- Technology products, fish-based fertilizers, value-added fishery products, and publications can be purchased directly from the ATIC Sales Counter.
- Products from SHGs, Agricultural Universities, and other government departments are also made available for public access and familiarization.

7. Project-Based Access (STI Hub Services)

- Entrepreneurs and farmers interested in availing of the facilities under the DST-funded STI Hub (such as Entrepreneurial Consultancy Cell, Digital Training Hall, and Technology Park) can approach PI of the project/ATIC Manager for enrolment and scheduling.
- Special projects and training modules are made available on a priority basis to target groups, including SC beneficiaries and SHG members.

8. Feedback Mechanism

- Farmers and visitors are encouraged to provide feedback during visits, training programmes, or via phone/email.
- Feedback is reviewed periodically to improve the quality and relevance of ATIC services.