

1.3.1 Process of Decision Making & Key Decision-Making Points

The Agricultural Technology Information Centre (ATIC) of ICAR-CMFRI functions as a well-coordinated single-window delivery system for disseminating the institute's technology products and services to the public, while also serving as a vital feedback mechanism from farmers and stakeholders to the research divisions.

Decision-making within ATIC follows a structured and participatory approach aimed at ensuring transparency, efficiency, and alignment with the institutional objectives of ICAR-CMFRI.

Key decision-making processes include:

- **Governing Authority:** The Director, ICAR-CMFRI, serves as the apex authority overseeing all strategic decisions related to ATIC.
- **ATIC Management Committee:** This committee plays a central role in managing the planning, implementation, and monitoring of all activities under ATIC. It is composed of representatives from various divisions and chaired by a senior officer appointed by the Director. The ATIC Manager is the Member Secretary who coordinates the execution of committee decisions.
- **Role of Chairman and ATIC Manager:** The Chairman of the ATIC Management Committee provides overall guidance and policy direction, while the ATIC Manager handles day-to-day operational decisions, logistics, and implementation of approved activities.
- **Regular Review Mechanism:** Decisions are made based on periodic reviews of ongoing activities, stakeholder feedback, and emerging needs of the farming and fisheries communities. These reviews help in prioritising activities such as exhibitions, training programmes, public interactions, and farmer service facilitation.
- **Feedback-Driven Planning:** Continuous feedback received from farmers, fisherfolk, SHGs, Educational institutions and other visitors—through direct interactions, phone calls, emails, and during outreach events—is consolidated and reviewed to guide future interventions and technology dissemination strategies.
- **Sales and Public Relations Management:** Decisions regarding the product portfolio at the ATIC Sales Counter, collaborative displays with other government departments, FPOs & SHGs, and public outreach programmes are taken by the ATIC Management Committee in coordination with CMFRI divisions.
- **Project-Based Planning:** For externally funded projects like the DST-supported STI Hub which operates in ATIC, the key decisions regarding infrastructure, training modules, and beneficiary engagement are taken in consultation with the project PI and associates, with final approval from the Director, CMFRI.

Through this inclusive and multi-tiered decision-making framework, ATIC ensures that its operations remain farmer-focused, research-backed, and institutionally accountable.