

Training Calendar

2009-10



**National Institute of Agricultural Extension Management
(MANAGE) Hyderabad**

(An Organisation of Ministry of Agriculture, Govt. of India)
Rajendranagar, Hyderabad 500 030, Andhra Pradesh



Contents

Sl.No	Particulars	Page No.
1	About the Institute	
2	Introduction to Training Programmes	
3	Theme wise -Training Programmes	
4	Agricultural Extension Management	
5	Agricultural Business Management	
6	Natural Resources Management	
7	Mass Media and Communication	
8	Information and Communication Technology (ICT) in Agricultural Extension	
9	Extension Reforms	
10	Consultancy Programmes	
11	MANAGE Faculty	



1. About the Institute

The National Institute of Agricultural Extension Management,(MANAGE) is an apex organization set up in 1987 by the Ministry of Agriculture, Govt. of India. It was initiated as a national response to address the various challenges in delivery of services to the farmers. To provide adequate flexibility of operation, the Institute was promoted as an Autonomous Society under the Societies Registration Act 1860. The mandate of MANAGE is to assist the Govt. of India and the State Governments to help improve their delivery systems through changes in policies, programmes, upgradation of skills of personnel, and bringing in changes in mechanisms and systems of delivery.

The Institute undertakes various activities such as Training, Research, Consultancy, Management Education and Documentation. As a part of the training activity, we conduct a series of training programmes, workshops, seminars and study visits for various categories of people on key theme areas as appropriate in the present context. We also undertake specialized tailor made programmes, depending on the need of the organization based on the request on payment basis.

The research activities of the Institute are specific to current themes that are policy and programme oriented. Research is also based on the request of organizations for undertaking evaluation of various programmes and their impact. Research is also undertaken to design and develop programmes and strategies for specific organizations based on their need.

The Institute specializes in providing process consultancy and general consultancy to various organizations as per the requirements. The Institute has provided consultancy for World Bank aided projects, DFID supported projects, the Govt. of India and State Government assisted projects apart from the private sector organizations.

The Institute has initiated a Post-Graduate Programme on Agribusiness Management (PGPABM). In addition MANAGE has launched, on a distance education mode, a Post Graduate Diploma in Agricultural Extension Management (PGDAEM) for extension personnel and a Diploma in Agricultural Extension Services for Input dealers (DAESI) These programmes have been well received.

The activities of MANAGE cover all the stakeholders in agricultural development including public and private sector organizations, voluntary organizations, farmers' organizations and groups, private extension consultants, agribusiness organizations and corporations apart from various national and international funding agencies.



The institute is located on a seventeen-hectare campus in the serene rural surroundings of Rajendranagar, 20 km away from Hyderabad city. The campus provides an ambience of functional efficiency with modern and comfortable infrastructure and services. The greenery of sprawling lawns, colorful seasonal flowerbeds and growing density of trees planted all over the campus highlight the institute's proximity with nature.

The academic block has well equipped training infrastructure. All classrooms and syndicate discussion rooms are air-conditioned / well ventilated supplemented with modern audio-visual aids. The Institute has a digitized library, with a fast growing collection of information resources including journals, books, CDs and video-cassettes on various agricultural management and other relevant subjects.

The Institute's computer system includes a full-fledged computer classroom as well as PC workstations at faculty and different functional areas interconnected on LAN. Apart from high speed internet and local area network, institute is equipped with video-conferencing system with an excellent connectivity upto district level.

In order to provide comfortable stay, the Institute's guesthouse has modern facilities for two hundred participants. The rooms are tastefully furnished with all amenities. Arrays of indoor and outdoor recreation facilities are available to participants.

As a part of our conservation strategy, recycling of organic waste through vermi-composting and sewage treatment plant have been set up, which in turn contribute to enrich the eco-capital. It also creates a pollution free environment. A large water treatment plant supplies hygienic water in abundance and a stand-by power generator system ensures continued power supply throughout the campus.

We are sure that you are interested in our Institute after going through the brief introduction. For any further enquiries, you may reach us at the following address:

Director (HRD)

National Institute of Agricultural Extension Management (MANAGE)

Rajendranagar, HYDERABAD 500 030, A.P., India

Ph: 040-24016702-706; 040-24015208 Fax:040-24015388

Email: dgmanage@manage.gov.in, vkreddy@manage.gov.in

Website: www.manage.gov.in

2. Introduction to Training Programmes

The National Institute of Agricultural Extension Management (MANAGE) has the mandate of taking up capacity building programmes for senior personnel of agriculture and allied departments. Training programmes have been designed in the theme areas having relevance to the needs of the extension functionaries. In addition, programmes outside the training calendar are also designed as per the needs of the client States as consultancy programmes.

The theme areas include Agricultural Extension Management, Agri-Business Management, Natural Resource Management, Mass Media support for Agricultural Extension and Information Technology Support for Agricultural Extension. In addition, a series of programmes have also been planned on extension reforms focusing on Operationalization of ATMA and SREP. Besides these, the Calendar also includes training programmes taken up on consultancy basis under National Agricultural Innovation Project (NAIP) under which MANAGE has been taking up training programmes as a consortia partner with ICAR.

The Training Calendar for 2009-10 has been planned keeping in view the priorities based on the training needs of the extension personnel particularly in the context of reforms in agricultural extension. These programmes are aimed at facilitating the farmer / market driven approaches and strategies. These include themes such as Market-Led Extension, Farm Business Management, Promotion of Commodity Interest Group and Federations, Public Private Partnership, Agri Clinics, Entrepreneurship Development in Agriculture etc. In the context of the preparation of Comprehensive District Agricultural Plans (CDAP) of the districts, the Calendar includes six training programmes on preparation of CDAPs. Besides these, two training programmes have been planned for Master Trainers on Preparation of CDAPs.

Keeping in view the need to develop managerial skills of the personnel, management development programs focusing on project management and behavioural skills have been planned. In addition a series of programmes on mainstreaming gender were included besides providing for a one day module on the theme in other programmes. In the context of new common guidelines for watershed management, orientation programmes on the same are also part of the calendar of the year. As in the previous years, programmes on information technology and management with special reference to agricultural extension have been proposed. Besides it is also proposed to share Indian experiences in extension management with developing countries for which one programme for SAARC countries is included.



Theme-wise Training Programmes

1. कृषि विस्तार प्रबंध

Agricultural Extension Management

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
1	कृषि में लिंग संबंधी विषयों को मुख्य धारा में लाना Mainstreaming Gender Concerns in Agriculture	जून / June 8-12, 2009	मैनेज MANAGE	डॉ. के. उमाराणी Dr.K.Uma Rani
2	कमॉडिटी इन्टरेस्ट ग्रुप व फेडरेशनों का प्रोत्साहन Promotion of Commodity Interest Groups and Federations	जुलाई / July 6-10, 2009	मैनेज MANAGE	डॉ. एम. एन. रेड्डी Dr.M.N.Reddy, डॉ बी. रेणुका राणि Dr.B.Renuka Rani
3	कृषि में लिंग संबंधी विषयों को मुख्य धारा में लाना Mainstreaming Gender Concerns in Agriculture	जुलाई / July 6-10, 2009	समेती, पश्चिम बंगाल SAMETI, West Bengal	डॉ. के. उमाराणी Dr.K.Uma Rani
4	विस्तार कर्मचारियों के लिए प्रबंधकीय कौशल Managerial Skills for Extension Personnel	जुलाई / July 6-11, 2009	गुजरात Gujarat	डॉ. जी. जया Dr.G.Jaya
5	फर्म यांत्रिकीकरण विस्तार Farm Mechanization Extension	जुलाई / July 6-10, 2009	छत्तीसगढ़ Chattisgarh	डॉ. एम.ए. करीम Dr.M.A.Kareem
6	कृषि में सार्वजनिक व्यवस्थाओं की प्रभावशालिता को बढ़ाने के लिए प्रबंध विकास कार्यक्रम Management Development Programme for Improving Effectiveness of Public Systems in Agriculture	जुलाई / July 13-17, 2009	मैनेज MANAGE	डॉ. विक्रम सिंग Dr.Vikram Singh
7	विकास परियोजनाओं के प्रबंधन के लिए उपकरण व तकनीक	जुलाई / July 13-17, 2009	भुवनेश्वर Bhubaneswar	डॉ. बी.डी. त्रिपाठी Dr.B.D.Tripathi



क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
	Tools and Techniques for Managing Development Projects			
8	राज्य व क्षेत्रीय विसतार संस्थानों के प्रशिक्षकों के लिए प्रशिक्षण विधियाँ Training Methods for Trainers of State and Regional Institutes for Extension.	जुलाई / July 20-25, 2009	मैनेज MANAGE	डॉ.वी.के.रेड्डी Dr.V.K.Reddy
9	विकास कर्मचारियों के लिए प्रक्रिया प्रबंध Process Documentation for Development Personnel	जुलाई / July 20-25, 2009	मैनेज MANAGE	डॉ.जी. आर. देसाई Dr.G.R.Desai डॉ.पि.एल.मनोहरि Dr. P.L.Manohari
10	मार्केट लेड एक्सटेंशन Market-Led Extension	जुलाई / July 20-25, 2009	मैनेज MANAGE	डॉ.एम.एन. रेड्डी Dr.M.N.Reddy डॉ. एन. बालसुब्रमणि Dr.N.Balasubramani
11	व्यापक जिला कृषियोजना की तैयारी व परिचालन Preparation and Operationalisation of Comprehensive District Agricultural Plan (C-DAP)	जुलाई / July 20-24, 2009	लखनऊ Lucknow	डॉ. एम.एन.रेड्डी Dr. M.N.Reddy डॉ. पी. चन्द्रशेखरा Dr.P. Chandra Shekara डॉ. एम.ए. करीम Dr.M.A.Kareem
12	विकास परियोजनाओं के प्रबंधन के लिए उपकरण व तकनीक Tools and Techniques for Managing Development Projects	जुलाई / July 27-31, 2009	बैंगलूर Bangalore	डॉ. बी.डी. त्रिपाठी Dr.B.D.Tripathi

Training Calendar 2009-10

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
13	कृषि मे लिंग संबंधी विषयों को मुख्य धारा में लाना Mainstreaming Gender Concerns in Agriculture	अगस्त/August 3-7, 2009	मैनेज MANAGE	डॉ.के. उमाराणी Dr.K.Uma Rani
14	कमॉडिटी इन्टरेस्ट ग्रुप व फेडरेशनों का प्रोत्साहन Promotion of Commodity Interest Groups and Federations	अगस्त/August 17-21, 2009	गोवा Goa	डॉ. एम.एन रेड्डी Dr.M.N.Reddy डॉ.बी.रेणुका राणि Dr.B.Renuka Rani
15	व्यापक जिला कृषि योजना की तैयारी व परिचालन Preparation and Operationalisation of Comprehensive District Agricultural Plan (C-DAP)	अगस्त/August 17-21, 2009	भुवनेश्वर Bhubaneswar	डॉ. एम एन रेड्डी Dr.M.N.Reddy डॉ. पी. चन्द्रशेखरा Dr.P.Chandra Shekara डॉ. एम.ए.करीम Dr.M.A.Kareem
16	फार्म यांत्रिकरण विस्तार Farm Mechanization Extension	अगस्त/August 17-21, 2009	कर्नाटका Karnataka	डॉ. एम.ए.करीम Dr.M.A.Kareem
17	व्यापक जिला कृषि योजना की तैयारी व परिचालन पर मास्टर ट्रेनरों का प्रशिक्षण Training of Master Trainers on Preparation and Operationalisation of Comprehensive District Agricultural Plan (C-DAP)	अगस्त/August 25-1 सितंबर / Sep, 2009	नागपुर Nagpur	डॉ. एम.एन.रेड्डी Dr.M.N.Reddy डॉ. पी. चन्द्रशेखरा Dr.P.Chandra Shekara डॉ. एम.ए.करीम Dr.M.A.Kareem
18	सतत कृषि का विकास Promotion of Sustainable Agriculture	सितंबर/ Sep 1-5, 2009	बमेती, बीहार BAMETI, Bihar	डॉ. एन.बालसुब्रमणि Dr.N.Balasubramani

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
19	विकास परियोजनाओं के प्रबंधन के लिए उपकरण व तकनीक Tools and Techniques for Managing Development Projects	सितंबर / September 7-12, 2009	मैनेज MANAGE	डॉ.एन. बालसुब्रमणि Dr.B.D.Tripathi
20	फार्म बिजिनेस प्रबंध Farm Business Management	सितंबर / September 14-19, 2009	मैनेज MANAGE	डॉ.जी.आर.देसाई Dr.G.R.Desai डॉ.पी.एल.मनोहरी Dr. P.L.Manohari
21	कृषि में लिंग संबंधी विषयों को मुख्य धारा में लाना Mainstreaming Gender Concerns in Agriculture	सितंबर / September 14-18, 2009	शियाम, जयपुर SIAM Jaipur	डॉ.के. उमाराणी Dr.K.Uma Rani
22	विस्तर कर्मचारियों के लिए प्रबंध कौशल Managerial Skills for Extension Personnel	सितंबर / September 14-18, 2009	उत्तराखण्ड Uttarakhand	डॉ. जी. जया Dr.G.Jaya
23	व्यापक जिला कृषि की तैयारी व परिचालन Preparation and Operationalisation of Comprehensive District Agricultural Plan (C-DAP)	सितंबर / September 22-26, 2009	कोयमबतूर Coimbatore	डॉ.एम.एन.रेड्डी Dr.M.N.Reddy डॉ.पी. चन्द्रशेखरा Dr.P.Chandra Shekara डॉ.एम.ए. करीम Dr.M.A.Kareem
24	बागवानी विकास के लिए विस्तार प्रबंध Extension Management for Horticulture Development	अक्टूबर /October 5-9, 2009	उत्तरी पूर्व North East	डॉ. एम.एन.रेड्डी Dr.M.N.Reddy डॉ. बी. रेणुका राणि Dr.N.Balasubramani

Training Calendar 2009-10

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
25	कमॉडिटी इन्टरेस्ट ग्रुप व फेडरेशनों का प्रोत्साहन Promotion of Commodity Interest Groups and Federations	अक्तूबर / October 5 – 9, 2009	हिमाचल प्रदेश Himachal Pradesh	डॉ. एम.एन.रेड्डी Dr.M.N.Reddy डॉ. बी. रेणुका राणि Dr.B.Renuka Rani
26	सतत कृषि के लिए फार्मिंग सिस्टम्स अप्रोच Farming Systems Approach for Sustainable Agriculture	अक्तूबर / October 5 – 9, 2009	महाराष्ट्र Maharashtra	डॉ. एम.ए.करीम Dr.M.A.Kareem
27	कृषि में सार्वजनिक व्यवस्थाओं की प्रभावशालिता को बढ़ाने के लिए प्रबंध विकास कार्यक्रम Management Development Programme for Improving Effectiveness of Public Systems in Agriculture	अक्तूबर / October 5 – 9, 2009	मैनेज MANAGE	डॉ.विक्रम सिंग Dr.Vikram Singh
28	व्यापक जिला कृषि योजना की तैयारी व परिचालन पर मास्टर ट्रेनरों का प्रशिक्षण Training of Master Trainers on Preparation and Operationalisation of Comprehensive District Agricultural Plan(C-DAP)	अक्तूबर / October 5-12, 2009	मैनेज MANAGE	डॉ.एम.एन.रेड्डी Dr.M.N.Reddy डॉ.पी. चन्द्रशेखरा Dr.P.Chandra Shekara डॉ.एम.ए.करीम Dr.M.A.Kareem
29	विकासात्मक कर्मचारियों के लिए प्रक्रिया प्रलेखन Process Documentation for Development Personnel	अक्तूबर / October 26-31, 2009	मैनेज MANAGE	डॉ.जी.आर. देसाई Dr.G.R.Desai डॉ. पी.एल.मनोहरी Dr. P.L.Manohari

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
30	वरिष्ठ अधिकारियों के लिए कृषि विकास के लिए सरकारी निजी भागीदारी Public Private Partnership for Agricultural Development for Senior Executives	अक्तूबर / October 26 –31, 2009	मैनेज MANAGE	डॉ.पी. चन्द्रशेखरा Dr.P.Chandra Shekara
31	विकास परियोजनाओं के प्रबंधन के लिए उपकरण व तकनीक Tools and Techniques for Managing Development Projects	अक्तूबर / October 26 – 30, 2009	गुजरात Gujarat	डॉ.बी.डी. त्रिपाठी Dr.B.D.Tripathi
32	विस्तार के राज्य व क्षेत्रीय संस्थाओं के प्रशिक्षकों के लिए प्रशिक्षण विधियाँ Training Methods for Trainers of State and Regional Institutes for Extension	अक्तूबर / October 26-30, 2009	समेती, पश्चिम बंगाल SAMETI, West Bengal	डॉ.वी.के रेड्डी Dr.V.K.Reddy
33	मार्केट लेड एक्सटेंशन Market-Led Extension	नवम्बर / November 2-6, 2009	उत्तरी पूर्व North East	डॉ. एन. बालसुब्रमणि Dr.N.Balasubramani डॉ. एम.एन.रेड्डी Dr. M.N. Reddy
34	विस्तार कर्मचारियों के लिए प्रबंधकीय कौशल Managerial Skills for Extension Personnel	नवम्बर / November 9 -14, 2009	मैनेज MANAGE	डॉ.जी. जया Dr.G.Jaya
35	कमॉडिटी इन्टरेस्ट ग्रुप व फेडरेशनों का प्रोत्साहन Promotion of Commodity Interest Groups and Federations	नवम्बर / November 9 – 13, 2009	उत्तरी पूर्व North East	डॉ.एम.एन.रेड्डी Dr.M.N.Reddy डॉ.बी रेणुका राणि Dr.B.Renuka Rani

Training Calendar 2009-10

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
36	वरिष्ठ अधिकारियों के लिए कृषि विकास के लिए सरकारी-निजी भागीदारीता Public Private Partnership for Agricultural Development for Senior Executives	नवम्बर / November 9 – 13, 2009	भोपाल Bhopal	डॉ. विक्रम सिंग Dr.Vikram Singh
37	विस्तार कर्मचारियों के लिए मानव संसाधन विकास प्रबंध Managing Human Resource Development for Extension Personnel	नवम्बर / November 16 – 21, 2009	मैनेज MANAGE	डॉ. वी.के. रेड्डी Dr.V.K.Reddy
38	व्यापक जिला कृषि योजना की तैयारी व परिचालन Preparation and Operationalisation of Comprehensive District Agricultural Plan (C-DAP)	नवम्बर / November 16 – 20, 2009	जयपुर Jaipur	डॉ. एम.एन.रेड्डी Dr.M.N.Reddy डॉ. पी.चन्द्रशेखरा Dr.P.Chandra Shekara डॉ. एम.ए.करीम Dr.M.A.Kareem
39	फार्म यांत्रिकीकरण विस्तार Farm Mechanization Extension	नवम्बर / November 16-20, 2009	केरला Kerala	डॉ. एम.ए.करीम Dr.M.A.Kareem
40	विकास परियोजनाओं के प्रबंधन के लिए उपकरण व तकनीक Tools and Techniques for Managing Development Projects	नवम्बर / November 23 – 27, 2009	हरियाणा Haryana	डॉ. बी. डी. त्रिपाठी Dr.B.D.Tripathi
41	कृषि में लिंग संबंधी विषयों को मुख्य धारा में लाना Mainstreaming Gender Concerns in Agriculture	नवम्बर / November 23 – 27, 2009	मैनेज MANAGE	डॉ.के. उमाराणी Dr.K.Uma Rani

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
42	बागवानी विस्तार के लिए विस्तार प्रबंध Extension Management for Horticulture Development	नवम्बर / November 23- 28, 2009	मैनेज MANAGE	डॉ. एम.एन.रेड्डी Dr.M.N.Reddy डॉ. एन.बालसुब्रमणि Dr.N.Balasubramani
43	मत्स्यिकी विस्तार के लिए विस्तार प्रबंध Extension Management for Fisheries Development	दिसंबर / December 7 - 12, 2009	मैनेज MANAGE	डॉ.जी.आर.देसाई Dr.M.N.Reddy डॉ.एन.बालसुब्रमणि Dr.N.Balasubramani
44	प्रबंध विकास परियोजनाओं के लिए तकनीक वह उपकरण Tools and Techniques for Managing Development Projects	दिसंबर / December 7 - 11, 2009	उत्तर प्रदेश Uttar Pradesh	डॉ.बी.डी. त्रिपाठी Dr.B.D.Tripathi
45	सार्क देशों के लिए कृषि विस्तार प्रबंध के नये आयाम पर अंतर्राष्ट्रीय कार्यक्रम International Programme on New Dimensions in Agricultural Extension Management for SAARC Countries	दिसंबर / December 7 - 19, 2009	मैनेज MANAGE	डॉ.जी.आर.देसाई Dr.G.R.Desai डॉ.पी.एल.मनोहरी Dr. P.L.Manohari
46	सतत कृषि का प्रोत्साहन Promotion of Sustainable Agriculture	दिसंबर / December 14 - 19, 2009	मैनेज MANAGE	डॉ.एन.बालसुब्रमणि Dr.N.Balasubramani
47	विस्तार कर्मचारियों के लिए प्रबंधकीय कौशल Managerial Skills for Extension Personnel	दिसंबर / December 14 - 19, 2009	मैनेज MANAGE	डॉ.जी.जया Dr.G.Jaya

Training Calendar 2009-10

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
48	वरिष्ठ अधिकारियों के लिए कृषि विकास के लिए सरकारी निजी भागीदारिता Public Private Partnership for Agricultural Development for Senior Executives	दिसंबर / December 14-18 , 2009	कोलकता Kolkata	डॉ.विक्रम सिंग Dr.Vikram Singh
49	वरिष्ठ अधिकारियों के लिए कृषि विकास के लिए सरकारी निजी भागीदारिता Public Private Partnership for Agricultural Development for Senior Executives	जनवरी / January 4 – 9, 2010	मैनेज MANAGE	डॉ.पी. चन्द्रशेखरा Dr.P.Chandra Shekara
50	बागवानी विकास के लिए विस्तार प्रबंध Extension Management for Horticulture development	जनवरी / January 4 – 9, 2010	मैनेज MANAGE	डॉ.एम.एन.रेड्डी Dr.M.N.Reddy डॉ.एन.बालसुब्रमणि Dr.N.Balasubramani
51	कृषि में लिंग संबंधी विषयों को मुख्य धारा में लाना Mainstreaming Gender Concerns in Agriculture	जनवरी / January 18-22, 2010	मैनेज MANAGE	डॉ.के. उमाराणी Dr.K.Uma Rani
52	फार्म व्यापार प्रबंध Farm Business Management	जनवरी / January 18-23, 2010	मैनेज MANAGE	डॉ. जी. आर. देसाई Dr.G.R.Desai डॉ. पी.एल.मनोहरी Dr. P.L.Manohari
53	व्यापक जिला कृषि योजना की तैयारी व परिचालन पर मास्टर ट्रेनरों का प्रशिक्षण Preparation and Operationalisation of Comprehensive District Agricultural Plan (C-DAP)	जनवरी / January 19 – 23, 2010	गवहाथी Guwahati	डॉ. एम.एन रेड्डी Dr.M.N.Reddy डॉ. पी. चन्द्रशेखरा Dr.P.Chandra Shekara डॉ. एम.ए.करीम Dr.M.A.Kareem



क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
54	पशुपालन विभाग के लिए विस्तार प्रबंध Extension Management for Livestock Development	फरवरी / February 15- 20, 2010	मैनेज MANAGE	डॉ. एन. बालसुब्रमणि Dr.N.Balasubramani
55	वरिष्ठ अधिकारियों के लिए कृषि विकास के लिए सरकारी निजी भागीदारी Public Private Partnership for Agricultural Development for Senior Executives	फरवरी / February 15- 19, 2010	कर्नाटका Karnataka	डॉ.विक्रम सिंग Dr.Vikram Singh
56	व्यापक जिला कृषि योजना की तैयारी व परिचालन पर मास्टर ट्रेनरों का प्रशिक्षण Preparation and Operationali- sation of Comprehensive District Agricultural Plan (C-DAP)	फरवरी / February 22-26, 2010	शिम्ला Shimla	डॉ. एम एन रेड्डी Dr.M.N.Reddy डॉ. पी.चन्द्रशेखरा Dr.P.Chandra Shekara डॉ. एम.ए. करीम Dr.M.A.Kareem
57	मार्केट लेड एक्सटेंशन Market-Led Extension	फरवरी / February 22-26 , 2010	कोयमबतूर Coimbatore	डॉ. एन. बालसुब्रमणि Dr.N.Balasubramani डॉ.एम.एन.रेड्डी Dr.M.N.Reddy

2. कृषि व्यापार प्रबंध Agricultural Business Management

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
1	एग्रि क्लिनिक्स व एग्रि बिजिनेस केंद्र योजना पर पुनरावलोकन कार्यशाला Review Workshop on Agri Clinics and Agri Business Centres Scheme	जुलाई / July 6-10, 2009	मैनेज MANAGE	डॉ.पी. चन्द्रशेखरा Dr.P.Chandra Shekara
2	कृषि उद्योग प्रबंध Agri Entrepreneurship Development	अगस्त / August 3- 8, 2009	मैनेज MANAGE	डॉ.पी. चन्द्रशेखरा Dr.P.Chandra Shekara
3	एग्रि क्लिनिक्स व एग्रि बिजिनेस केंद्र योजना पर पुनरावलोकन कार्यशाला Review Workshop on Agri Clinics and Agri Business Centres Scheme	सितंबर / September 7-11, 2009	मैनेज MANAGE	डॉ.पी. चन्द्रशेखरा Dr.P.Chandra Shekara
4	कृषि उद्योग प्रबंध Agri Entrepreneurship Development	दिसंबर / December 7-12, 2009	मैनेज MANAGE	डॉ.पी. चन्द्रशेखरा Dr.P.Chandra Shekara

3. प्राकृतिक संसाधन प्रबंध Natural Resource Management

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
1	भागीदारी जलागम प्रबंध पर प्रशिक्षण प्रबंध Training of Trainers on Participatory Watershed Management	जुलाई / July 6-11, 2009	मैनेज MANAGE	डॉ.वी.के. रेड्डी Dr.V.K.Reddy डॉ.के. साई महेश्वरी Dr.K.Sai Maheshwari



क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
2	भागीदारी जलागम प्रबंध के अधीन नवीन सामान्य निर्देश Participatory Watershed Management under New Common Guidelines	जुलाई / July 20-24, 2009	भोपाल Bhopal	डॉ.बी.रेणुका राणी Dr.B.Renuka Rani
3	भागीदारी जलागम प्रबंध के अधीन नवीन सामान्य निर्देश Participatory Watershed Management under New Common Guidelines	अगस्त / August 31 - सितंबर / September-05, 2009	मैनेज MANAGE	डॉ. बी.रेणुका राणी Dr.B.Renuka Rani
4	भागीदारी जलागम प्रबंध के अधीन नवीन सामान्य निर्देश Participatory Watershed Management under New Common Guidelines	सितंबर / September 7-11, 2009	जोरहाट Jorhat	डॉ.वी.के.रेड्डी Dr.V.K.Reddy डॉ.के. साई महेश्वरी Dr.K.Sai Maheshwari
5	भागीदारी जलागम प्रबंध पर प्रशिक्षक प्रशिक्षण प्रबंध Training of Trainers on Participatory Watershed Management	नवम्बर / November 30 5 दिसंबर / December, 2009	मैनेज MANAGE	डॉ. बी. रेणुका राणी Dr.B.Renuka Rani

4. जन संचार माध्यम और संपर्क Mass Media and Communication

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
1	रेडियो, दूरदर्शन व प्रिंट मीडिया के लिए कृषि कार्यक्रमों का विकास व प्रबंध Development and Management of Agricultural Programs for AIR, Doordarshan and Print Media	अगस्त / August 3-8, 2009	मैनेज MANAGE 2009	डॉ. एम. एन. रेड्डी Dr.M.N.Reddy डॉ. जी.जया Dr.G.Jaya

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
2	रेडियो, दूरदर्शन व प्रिंट मीडिया के लिए कृषि कार्यक्रमों का विकास व प्रबंध Development and Management of Agricultural Programs for AIR, Doordarshan and Print Media	नवंबर / November 23-28,2009	मैनेज MANAGE	डॉ. एम. एन. रेड्डी Dr.M.N.Reddy डॉ. जी.जया Dr.G.Jaya

5. कृषि विस्तार में सूचना व संपर्क तकनीक

5. Information and Communication Technology (ICT) in Agricultural Extension

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
1	कृषि सूचना के प्रभावी प्रसार के लिए सार्वजनिक सेवा केंद्रों की उपयोगिता को मुख्य धारा में लाने पर कार्यशाला Workshop on Mainstreaming Use of Common Services Centers for Effective Delivery of Agricultural Information	जून / June 17-19, 2009	उत्तर प्रदेश Uttar Pradesh	डॉ.वी.पी.शर्मा Dr.V.P.Sharma
2	कृषि विकास में रिमोट सेन्सिंग व जियोग्राफिकल सूचना व्यवस्था का उपयोग Application of Remote Sensing and Geographical Information Systems in Agricultural Development	जून / June 22-26, 2009	गाँधीनगर, गुजरात Gandhinagar, Gujarat	डॉ.श्री जी भास्कर Shri.G.Bhaskar
3	कृषि विकास में रिमोट सेन्सिंग व जियोग्राफिकल सूचना व्यवस्था का उपयोग Application of Remote Sensing and Geographical Information Systems in Agricultural Development	जुलाई / July 13-18, 2009	मैनेज MANAGE	डॉ. वी. पी.शर्मा Dr.V.P.Sharma

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
4	कृषि सूचना के प्रभावी प्रसार के लिए सार्वजनिक सेवा केंद्रों की उपयोगिता को मुख्य धारा में लाने पर कार्यशाला Workshop on Mainstreaming Use of Common Services Centers for Effective Delivery of Agricultural Information	जुलाई / July 28-30, 2009	केरला Kerala	श्री जी भास्कर Shri.G.Bhaskar
5	आई सी टी द्वारा कृषि विपणन अनुसंधान व सूचना नेटवर्क ICT Enabled Agricultural Marketing Research and Information Network.	अगस्त /August 17-21 , 2009	वनामति, नगपुर VANAMATI, Nagpur	डॉ. लक्ष्मी मूर्ती Dr.Lakshmi Murthy
6	कृषि में ज्ञान की कमी की पूर्ति आई सी टी की भूमिका व अवसर Bridging Knowledge Deficit in Agriculture: Role of ICTs- Options and Opportunities	सितंबर / September 7-11, 2009	टी एन ए यू, कोयमबतूर TNAU, Coimbatore	श्री जी भास्कर Shri.G.Bhaskar
7	कृषि सूचना प्रबंध तथा नेटवर्किंग में आई सी टी ICTs in Agricultural Information Management and Networking	सितंबर / September 14-19, 2009	मैनेज MANAGE	डॉ लक्ष्मी मूर्ती Dr.Lakshmi Murthy
8	आई सी टी द्वारा कृषि विपणन अनुसंधान व सूचना नेटवर्क ICT Enabled Agricultural Marketing Research and Information Network.	नवंबर / November 16-20, 2009	ई ई आई, आनन्द EEI, Anand	डा लक्ष्मी मूर्ती Dr.Lakshmi Murthy
9	कृषि में ज्ञान की कमी की पूर्ति : आई सी टी की भूमिका व अवसर Bridging the Knowledge Deficit in Agriculture: Role of ICTs- Options and Opportunities	जनवरी / Janurary 27-31, 2010	इमेज, भूवनेश्वर IMAGE, Bhubaneswar	डॉ. वी.पी.शर्मा Dr.V.P.Sharma

6. विस्तार सुधार Extension Reforms

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
1	आत्मा व एस आर ई पी का परिचालन Operation of ATMA and SREP	राज्य सरकारों से परामर्श करने के बाद निर्णय करना है To be decided in consultation with the state governments	समेतियाँ SAMETIs	डॉ.एम.एन रेड्डी Dr.M.N.Reddy डॉ.पी. चन्द्रशेखरा Dr. P. Chandra Shekara डॉ.एम.ए.करीम Dr.M.A. Kareem

7. परामर्शी सेवा कार्यक्रम Consultancy Programmes

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
1	आई सी ए आर वैज्ञानिकों के लिए नेतृत्व विकास Leadership Development for Scientists of ICAR	जून / June 8-12, 2009	मैनेज MANAGE	डॉ.विक्रम सिंग Dr.Vikram Singh
2	एन ए अई पी के अधीन आई सी ए आर व राज्य कृषि विश्वाविद्यालय के वैज्ञानिक के लिए अनुसंधान व ग्रामीण रोजगार की सततता का विपणन तथा कृषि व्यपार अभिमुख के लिए आई सी टी आधारित डी एस एस में कौशलों का विकास Enhancing Skills in ICT based DSS for Market and Agribusiness Orientation of Research and	अगस्त/August 17-26, 2009	मैनेज MANAGE	डॉ.वी.पी.शर्मा Dr.V.P.Sharma डॉ.श्री. जी भास्कर Shri.G.Bhaskar

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
3	Sustaining Rural Livelihoods for ICAR and SAU Scientists under NAIP एन ए आई पी के अधीन कन्सोर्शिया आधारित अनुसंधान के लिए तकनीकी व प्रशासनिक समर्थन Administrative and Technical Support for Consortia Based Research in Agriculture Under NAIP	अक्तूबर /October 5-14, 2009	मैनेज MANAGE	डॉ.वी.के.रेड्डी Dr.V.K.Reddy
4	एन ए आई पी परियोजनाओं में पी एम ई में आई सी टी की उपयोगिता Use of ICT in PME in NAIP projects	अक्तूबर /October 26-30 , 2009	मैनेज MANAGE	डॉ. वी. पी शर्मा Dr. V.P.Sharma डॉ लक्ष्मी मूर्ती Dr.Lakshmi Murthy
5	एन ए आई पी के अधीन आई सी ए आर व राज्य कृषि विश्वविद्यालय के वैज्ञानिक के लिए अनुसंधान व ग्रामीण रोजगार की सततता का विपणन तथा कृषि व्यपार अभिमुख के लिए आई सी टी आधारित डी एस एस में कौशलों का विकास Enhancing Skills in ICT based DSS for Market and Agribusiness Orientation of Research and Sustaining Rural Livelihoods for ICAR and SAU Scientists under NAIP	नवंबर / November 9-18, 2009	मैनेज MANAGE	डॉ. वी.पी.शर्मा Dr.V.P.Sharma डॉ. श्री.जी.भास्कर Shri.G.Bhaskar
6	तकनीकी विभागों निदेशालयों के विस्तार कर्मचारियों के लिए एम डी पी	प्रयोजकों के साथ परामर्श के मैनेज वाद निर्णय लिया जाएगा	मैनेज	डॉ. विक्रम सिंग

Training Calendar 2009-10

क्र सं. SI.No	कार्यक्रम Programme	दिनांक Dates	स्थान Venue	संचालक Coordinator(s)
	MDP for Extension Functionaries of Technical Departments/Directorates	To be decided in consultation with Sponsor	MANAGE	Dr.Vikram Singh
7	तकनीकी विभागों निदेशालयों के विस्तार कर्मचारियों के लिए एम डी पी MDP for Extension Functionaries of Technical Departments / Directorates	प्रायोजकों के साथ परामशी के बाद निर्णय लिया जाएगा To be decided in consultation with Sponsor	मैनेज MANAGE	डॉ. विक्रम सिंग Dr.Vikram Singh



1. Agricultural Extension Management

1.1-6 Preparation and Operationalisation of Comprehensive District Agricultural Plan (C-DAP)

Sl. No.	Dates	Venue
1	20-24 July 2009	Lucknow
2	17-21 August 2009	Bhubaneswar
3	22-26 September 2009	Coimbatore
4	16-20 November 2009	Jaipur
5	19-23 January 2010	Guwahati
6	22-26 February 2010	Shimla

Course Co-ordinators: Dr. M.N. Reddy, Dr. P. Chandra Shekara & Dr. M.A. Kareem

Rastriya Krishi Vikas Yojana aims at increasing public investment in Agricultural Development and achieving four percent annual growth in the agriculture sector during the 11th Plan period by ensuring the holistic development of agriculture and allied sectors. The main objectives of the scheme are to maximize returns to the farmers in agriculture and allied sectors through bringing about quantifiable changes in the production and productivity of various components of agriculture and allied sectors by addressing them in a holistic manner.

Under the scheme, district level Comprehensive District Agricultural Plans (C-DAP) are prepared through participatory approaches by including the resources available from all the existing schemes. The plans are not mere aggregation of the existing schemes but vision for the agriculture and allied sectors within the over all development perspective of the district. The whole exercise requires sensitization of extension functionaries.

Objectives

- To sensitize on the need and scope of Comprehensive District Agricultural Plan (C-DAP).
- To understand the process of preparation of Comprehensive District Agricultural Plan (C-DAP).
- To impart skills on project preparation in agriculture.
- To familiarize the participants with operationalisation of C-DAP
- To mainstream gender in Agriculture.
- To prepare back at work plan for preparation and operationalisation of C-DAP

Content

- Need and scope of Comprehensive District Agricultural Plan (C-DAP).
- Identification of gaps in the ongoing programmes.
- Vision formulation.
- Identification of priority areas for project mode implementation.
- Project preparation skills.
- Stages of C-DAP preparation.
- Operationaliation of C-DAP.
- Gender Mainstreaming in Agriculture.
- Back at work plan preparation.

Participants

Senior and Middle Level Officers from Agriculture and line departments & ATMA functionaries, Agri-Business Companies, NGOs & Agripreneurs.



1.7-8 Training of Master Trainers on Preparation and Operationalisation of Comprehensive District Agricultural Plan (C-DAP)

Sl. No.	Dates	Venue
1	25 August – 1 September, 2009	Nagpur
2	5 - 12 October, 2009	MANAGE

Course Co-ordinators: Dr. M.N. Reddy, Dr. P. Chandra Shekara & Dr. M.A. Kareem

Rastriya Krishi Vikas Yojana aims at increasing public investment in Agriculture Development and achieving 4 percent annual growth in the agriculture sector during the 11th plan period by ensuring the holistic development of agriculture and allied sectors. The main objectives of the scheme are to maximize returns to the farmers in agriculture and allied sectors through bringing about quantifiable changes in the production and productivity of various components of agriculture and allied sectors by addressing them in a holistic manner.

Under the scheme, district level Comprehensive District Agricultural Plans (C-DAP) are prepared through participatory approaches by including the resources available from all the existing schemes. The plans are not mere aggregation of the existing schemes but vision for the agriculture and allied sectors with in the over all development perspective of the district. The whole exercise requires sensitization of trainers involved in capacity building on C-DAP.

Objectives

- To sensitize the trainers on need and scope of Comprehensive District Agricultural Plan (C-DAP).
- To impart the skills required for preparation of C-DAP.
- To impart skills on project preparation in agriculture.
- To familiarize the participants with Operationalisation of C-DAP.
- To mainstream Gender in Agriculture.

- To familiarize the trainers with the training methodology and materials for capacity building on C-DAP.
- To prepare back at work plan for follow up training on C-DAP.

Content

- Need and scope of Comprehensive District Agricultural Plan (C-DAP).
- Identification of gaps in the ongoing programmes.
- Vision formulation.
- Identification of priority areas for project mode implementation.
- Project preparation skills.
- Stages of Plan preparation.
- Operationalization of Plan
- Gender Mainstreaming in Agriculture.
- Training Methodology of Modules
- Back at work plan preparation for follow up training.

Participants

Experienced trainers identified by MANAGE.

1.9-10 Farm Business Management

Sl.No	Dates	Venue
1.	Sept 14 – 19, 2009	MANAGE
2.	January 18 – 23, 2010	MANAGE

Course Coordinators : Dr.G.R.Desai & Dr.P.L.Manohari

The changing economic scenario and the emerging market opportunities due to liberalization and export orientation have placed greater challenges on the technology



dissemination systems in the agriculture and allied sectors. It is expected that future growth in agriculture is likely to be generated through improvements in productivity of diversified farming systems with regional specialization, sustainable management of natural resources, linkage of production system with marketing, agro-processing and other value added activities at the farm level. In view of this, the nature and scope of the agricultural extension programmes are being modified to suit the requirements. Considering the present scenario, the present effort is being made to develop the conceptual understanding and skills of the field extension personnel in agriculture and allied sectors on the concept of Farm Business Management.

Objectives

- To orient the participants to the concept of Farm Business Management
- To provide an understanding of steps involved in operationalizing Farm Business Management
- To develop skills in operationalizing the concept of Farm Business Management

Content

- Concept of Farm Business Management
- Understanding the farmer and his situation
- Farm Business Analysis
- Exploration on farm business opportunities
- Understanding market demands and requirements
- Developing a Farm Business Management Strategy
- Resource allocation and farm budgeting
- Implementation of plan
- Skills by Farm Business Management personnel
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

The participants in the programme would include extension personnel of line departments, KVKs, private extension consultants, trainers of the training institutions, farm management personnel and other technical farm advisors in various sectors such as Agriculture, Horticulture, Sericulture, Animal Husbandry, Fisheries etc.

1.11-12 Process Documentation for Development Personnel

Si.No	Dates	Venue
1.	July 20 – 25, 2009	MANAGE
2.	October 26 – 31, 2009	MANAGE
Course Coordinators : Dr.G.R.Desai & Dr.P.L.Manohari		

The development process in agriculture and allied sectors has been initiated since the last five decades intensively in the Indian context. Various projects and development schemes have been the channel for routing the initiatives in all the states. The experiences generated over the years indicate a varied response of success in some spots and failures at others. However, a concerted effort to document the whole process of development systematically has been lacking, thereby, limiting the lessons to be integrated into the next phase of development. As such, the present programme focuses on building the skills of personnel of Development Projects in Process Documentation.

Objectives

- To orient the participants to the concept of Process Documentation
- To provide an understanding of the methodologies and steps involved in Process Documentation
- To develop skills in operationalizing the concept of Process Documentation



Content

- Concept of process in project or scheme implementation
- Need for Process Documentation
- Methodologies for Process Documentation
- Steps involved in Process Documentation
- Experiences of Process Documentation in development projects
- Skills involved in Process Documentation
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

The participants in the programme would include officials / personnel and consultants of all line departments and KVKs involved in planning and management of agricultural development projects

1.13 International programme on New Dimensions in Agricultural Extension Management for SAARC Countries

Si.No.	Dates	Venue
1.	December 7 – 19, 2009	MANAGE
Course Coordinators : Dr.G.R.Desai & Dr.P.L.Manohari		

The changing economic scenario and the emerging market opportunities due to liberalization and export orientation have posed greater challenges to the farming communities and in turn the extension systems. This is so not only in crops but all allied sectors. Farmers across the developing countries find it difficult to continue with the traditional mode of farming. It is expected that the future growth in agriculture has to be generated through improvements in productivity of diversified farming systems with regional specialization, linking production to marketing, farm level agro processing and value addition, building farmers organizations etc. To meet the upcoming demands, a need is felt to re-orient the extension systems and their operational modalities, so as to orient them to become decentralized, demand driven, farm business oriented,

involving multiple actors both in public and private sectors apart from building the capacity of the farming communities. The present programme is built on the experiences gained in operationalizing the decentralized system through the ATMA model in the Indian context.

Objectives

- To develop a common understanding of the concept and need of extension in the present context of development
- To develop an understanding of the organizational arrangements and modalities of operation of the existing extension systems in SAARC / African countries.
- To orient the participants to the new and emerging approaches to extension management
- To facilitate the participants in developing alternative extension systems in their countries
- To develop an action plan for operationalization of the concepts and the systems in SAARC countries

Content

- Organization and management of extension services in developing countries:** Experience sharing by the participants on organizational pattern and other details along with strengths and weaknesses.
- Extension management:** Emerging concept of extension management, extension planning and implementation process, types of extension services, need and focus of extension in the context of globalization.
- Decentralized extension delivery system:** Indian experiences on operationalization of ATMA model of extension, organizational arrangements, integrated delivery of services, focus on process issues and participatory planning and implementation of programmes
- Strategic planning for agricultural development:** Focus on developing comprehensive strategic plans for agricultural development in the district covering aspects related to research, extension, input arrangements, marketing, capacity building etc.

- e. **Public-private partnership:** Promotion of public private partnership models and methodologies to support the developmental initiatives of the major extension system at district level. Focus on setting up institutional mechanisms to involve private sector personnel like NGOs, private organizations, agri clinics, and farm consultants to support extension services.
- f. **Promotion of farmers groups and organizations:** To facilitate farmers access to new technologies, markets and get the benefit of scale of operation, promotion of farmers interest groups, commodity interest groups, women interest groups and farmers organizations or federations as a strategy needs to be promoted.
- g. **Focus on farm business management:** Farm business management is emerging as a major approach to be followed by the extension personnel for improving the profitability of small, marginal and other categories of farmers.
- h. **Market led extension:** Due to the changing pattern of demands emerging from the various markets, it is necessary to dovetail the focus of extension for meeting the emerging market needs and guiding farmers to operate a demand driven production system
- i. **Farming systems approach:** Since most of the farmers in the developing countries practice integrated farming involving field crops, horticultural crops, animal husbandry, sericulture and fisheries depending on the potential available, a need to focus on farming systems approach for technology transfer is to be addressed.
- j. **Participatory planning and management:** Extension basically addresses the needs of the farmers groups. As such, the planning and management of the development programmes should ensure the participation of local stakeholders like farmers, extension personnel and other service providers. This supports strengthening of linkages of service providers at the operational level.
- k. **Managerial issues in extension:** Capacity of the extension personnel has to be built up to address various managerial issues such as team work, conflict resolution, role clarity, inter-personal skills, aim setting, strategy development, action planning, communication, etc.,

- l. Farmer to farmer extension:** The concept aims at involving progressive farmers as change agents to disseminate the technologies. Various approaches such as Farmer Field Schools, Farm Schools, Farm Leaders etc. found to be cost and time effective in extension delivery mechanism.
- m. Gender Mainstreaming in Extension:** Participation of women in agriculture is a natural process in developing countries. However, focus on gender specific development initiatives need to be consciously introduced for mainstreaming gender in extension.
- n. Promotion of Agri-Enterprises:** Agri Enterprises ensures inputs, infrastructure facilities and other services required for the farmers. Agri Enterprises use the local resources and creates self-employment opportunities for the rural youth and farmwomen. Such enterprises need to be promoted through extension activities.
- o. Information and communication technology:** Integration of ICT tools and techniques such as telephones, internet, info kiosks, touch screen technology, Kisan call centre, teleconferencing, video conferencing
- p. Field study visits to study ATMA:** ATMA are emerging as field laboratories for operationalizing various strategic interventions in extension management. A study of the ATMA system in operation would help understand its field application and provide firsthand experience of operationalizing the decentralized systems.
- q. Action planning for back at work situation:** Considering the orientation and experiences provided, the participants are expected to develop an action plan for work operationalizing the relevant concepts in their own country in the back at situation. This would help to transfer the learning's for application in different countries.

Methodology

The methodology followed in the programme will be highly participatory. Each delegate has to contribute ideas and also in undertaking activities. There would be a greater focus on group work. The delegates will work in small groups to undertake various tasks allotted to them. The delegates will learn from their own experiences in the



groups, from the experiences in the field, trainers apart from the past experiences. As such, experiential learning methodology is effectively incorporated in the programme. Apart from this, lectures, group discussions, case studies and field visits are a part of the training activity. Each delegate will have the opportunity to present the present system of extension and their experiences in their own countries.

Participants

The participants in the programme would include senior personnel managing the extension systems in government, private or NGO sector from the SAARC / African countries. They should have the ability to understand English language. They may represent various sectoral organizations like Agriculture, Horticulture, Animal Husbandry, Dairy, Sericulture, Fisheries and Marketing

1.14-16 Market-Led Extension

Si.No.	Dates	Venue
1	July 20 – 25, 2009	MANAGE
2	November 2 - 6, 2009	North East
3	February 22 – 26, 2010	Coimbatore

Course Coordinators: Dr.N.Balasubramani & Dr.M.N.Reddy

Improving productivity, competitiveness, and diversifying production are essential to raise the incomes of the farmer. There is also growing recognition that well-functioning markets are critical to support the commercialization and diversification of farming. But the extension system is focusing only production oriented technologies. The farmers have not been oriented towards market oriented production. For most commodities, however, the marketing system (including collection, handling, storage, transport, processing, wholesaling, retailing and export of agricultural commodities and associated infrastructure and support services) is fragmented and uncoordinated, involving layers of intermediaries and markets with inadequate infrastructure and facilities, and supply chains involving high wastage and losses. There are a number of major constraints like inefficient functioning of markets, inadequate market infrastructure and basic facilities within existing markets, limited access by farmers to the market and production-related information, advice and technologies, weak technical capacity of entrepreneurs etc.

Hence, it is essential to transform the existing production-oriented approach of the extension service towards an approach that puts markets and market-demand at the center of knowledge transfer activities conducted by the extension service.

Objectives

- To sensitize the participants towards the process of market – oriented production
- To expose the participants to successful experiences of market- led extension
- To identify appropriate extension approaches to support farming communities for profitable marketing of their produce

Content

- Market- led extension – challenges & opportunities
- Assessing market demand of agricultural produce
- Effectiveness of existing marketing channels and marketing network for agricultural products
- Quality driven agri-business and brand promotion of agricultural products
- Supply chain management in processed food industry / retail marketing
- Commodity interest groups in market-led extension - case studies
- Risk mitigation mechanisms -
 - Crop insurance
 - Warehouse receipts
 - Future marketing
 - Contract farming
- APEDA in promotion of agricultural marketing
- Information technology in dissemination of marketing information
- PPP linkages in agricultural marketing
- WTA & its implication on agriculture



- Market-led extension strategies
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Useful for Middle and Senior level Extension functionaries of Agriculture and Allied departments and Agricultural Marketing officials.

1.17-20 Promotion of Commodity Interest Groups and Federations

Sl.No	Dates	Venue
	July 6 – 11, 2009	MANAGE
	August 17 – 21, 2009	Goa
	October 5– 9, 2009	Himachal Pradesh
	November 9 – 13, 2009	North East

Course Coordinators: Dr. M.N. Reddy & Dr. B. Renuka Rani

As the world has moved into the 21st century, agriculture in developing countries is more than ever, in the quest for a fundamental transformation. Both quantitatively and qualitatively, farmers need to produce more, be market-and technology-oriented and at the same time conserve the natural resources base for future generations. Agricultural extension needs to focus on this challenge. Working with farmer groups seems to offer a partial solution for this.

Experiences under NATP show that the group approaches have been followed by all ATMAs (Agriculture Technology Management Agency) as a strategy for technology dissemination. Similar types of interventions are being implemented keeping groups in focus under extension reforms. These groups could bring in the benefits of risk minimisation, resource pooling, timely input access, negotiating with service providers, market forces etc. Adopting this approach has helped in exploring new areas and enterprises, which would otherwise not be possible on the part of an individual farmer. Apart from the benefit to the farmers, the delivery system has also found this approach effective in building their capacity and to work out a mechanism to address the farmer's needs locally, ultimately facilitating effective development of agriculture.

It is in this context, that there is an urgent need for capacity building of different stakeholders on formation and management of these commodity interest groups and federations under extension reforms. The personnel need to be exposed to various methodologies of group approach as well as management processes and strategies. Besides, they need to have an insight into the involvement of these groups in agriculture and allied sector development, in addition to monitoring progress and managerial skills for sustainable development of farmer's organizations.

Objectives

The overall objective of the programme is to build the capacity of the participants on processes involved in formation and management of CIGs and their federations.

The specific objectives are:

- To get the participants exposed to the steps in forming and managing CIGs and their federations.
- To expose them to various components relating to input and output management and develop mechanism for preparation of action plan through CIGs.
- To gain experience in process monitoring and sustainability of CIGs and federations.

Content

Formation and management of CIGs

- Orientation on Extension Reforms
- Evolution of FOs and Concept of Commodity Interest Groups,
- Steps in formation and management of groups.
- Factors that nurture and hinder CIGs
- Group dynamics, management and processes
- Case Studies



Formation and Management of Federations

- Importance of Federations
- Formation of Federation of CIGs at various levels
- Management of Federations
- Role and responsibilities of CIGs and federations
- Case studies on Federations

Role of CIGs and Federations in Agriculture and Allied Sector Development

- Role of CIGs in Input management.
- FIGs/ CIGs as an agency for extension delivery
- Post harvest management through CIGs
- CIGs for ensuring Market access
- Micro credit through CIGs
- ICT applications through CIGs
- Preparation of annual action plan for agriculture development through CIGs and federations

Sustainability of Groups and Federations

- Process monitoring of groups and federations
- Capacity building
- Sustainability of CIGs and federations

Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Senior and middle level extension functionaries from the state and central government departments.

1.21-23 Farm Mechanization Extension

Sl.No	Dates	Venue
1	July 6-10, 2009	Chattisgarh
2	August 17-21, 2009	Karnataka
3	November 16-20, 2009	Kerala
Course Co-ordinator : Dr.M.A.Kareem		

Farm Mechanization is one of the revolutionary applications of modern technology. Given the truly elemental human need for food, agriculture has been an essential human activity almost from the beginning, and it has often driven the development of technology and machines. Over the last 250 years, advances in farm equipment have dramatically changed the way people are employed and produce their food worldwide. Agricultural engineering inputs have played appreciable role through appropriate mechanization like inputs for production and post production, judicious application of water and appropriate post harvest technologies. Major achievements have been in developing technologies for soil conservation, on farm water management, various improved agricultural equipments technologies for pre and post harvest.

Objectives

- To understand the extension methodologies for transfer of technologies of improved implements and machinery to the farmer
- To have an insight into the latest developments and advances in farm mechanization technologies
- To understand the operation and maintenance of the equipment and machinery
- To orient the participants to the prospects of custom hiring

Content

- Status, need and Importance of farm mechanization in India;
- Govt. Schemes for promotion of farm mechanization;



- Extension Methods to be used for promotion of farm mechanization, Success Stories, Research Studies, Experience sharing with the Trainees;
- Land preparation and tillage machineries usage and advantages land shaping and land development, summer ploughing machines, primary and secondary tillage implements, Conservation tillage machineries, usage and advantages of sowing and transplanting machineries;
- Solar panel driven implements
- Machines used for Intercultural operations, Plant Protection, Fertilization, Irrigation, Harvesting & post harvest;
- Scope and importance of Custom hiring of farm equipments.
- Gender Friendly farm machinery.

Participants

Senior and middle level extension functionaries from Department of Agriculture and agriculture engineering functionaries.

1.24-29 Public-Private Partnership for Agricultural Development for Senior Executives

Sl.No	Dates	Venue	Course Co-ordinator
1	Oct 26 – 31,2009	MANAGE	Dr.P.Chandra Shekara
2	Nov 9 – 13, 2009	Bhopal	Dr.Vikram Singh
3	Dec 14 – 18, 2009	Kolkata	Dr.Vikram Singh
4	Jan 4 – 9, 2010	MANAGE	Dr.P.Chandra Shekara
5	Feb 15 -19, 2010	Bangalore	Dr.Vikram Singh

Public-Private Partnership in agricultural development is gaining momentum as it subscribes the merits of both the public and private systems. To support this policy initiative several significant steps like amendment in the APMC Act and marketing

reforms, legal status to contract farming, establishment of ATMA as an instrument of institutional reforms are being taken. Several other issues like tax exemption on capital investment, setting up of state and district level partnership committees, and public system support for joint implementation of programmes are also being discussed in different forums. If this is the future trajectory of Indian Agriculture then the control regime has to necessarily give way to a facilitation regime to create useful connections with other stakeholders for the benefit of the farmers.

Objectives

- To orient on the concept of Public Private Partnership to bring about change in the mindset;
- To understand and share the existing Public-Private Partnership (PPP) models in Agricultural Development and the process which make these models successful;
- To consolidate and evolve suitable Public-Private Partnership (PPP) models for specific application in State Projects.

Content

- Concept and existing Models
- Processes involved in PPP
- Nature of partners and areas of partnerships
- Challenges, Social, Economic, Legal and Policy related
- Success Stories of Public Private Partnership in contract farming, extension, information kiosks and inputs
- Consolidating State specific PPP Projects
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns

Participants

Senior functionaries of Agriculture and Extension Department, Marketing Department, Farmers Organizations, Cooperatives, Agri-Business Companies, NGOs, Public and Private



Financial Institutions, other Agriculture Extension Service Providers, Mass Media Professionals of Private Channels.

1.29-34 Mainstreaming Gender Concerns in Agriculture

S. No.	Dates	Venue
1	June 8 – 12, 2009	MANAGE
2	July 6 – 10, 2009	SAMETI, West Bengal
3	August 3 – 7, 2009	MANAGE
4	September 14 – 18, 2009	SIAM, Jaipur
5	November 23 – 27, 2009	MANAGE
6	January 18 – 22, 2010	MANAGE
Course Coordinator : Dr. K. Uma Rani		

Gender is recognized as the social characteristic that cuts across caste, class, occupation, age and ethnicity. It is gender that differentiates the roles, responsibilities, resources, constraints and opportunities of women and men in agriculture. The National Agriculture Policy (NAP) accords high priority to recognition and mainstreaming of women's role in agriculture. Appropriate measures have been initiated to empower women and build their capacities and improve their access to inputs such as land, credit and agricultural technologies. As men and women may not automatically benefit from development activities but may remain excluded, there is a pressing need to gender sensitize the extension machinery in the country.

Objectives

- To build self-awareness and sensitivity on gender and related concepts;
- To enhance the capacity of the functionaries to understand and analyze gender issues in the agriculture and allied sectors;
- To equip the functionaries with practical tools and strategies for addressing gender issues in their respective sectors.

Content

- Introduction to Gender and related concepts
- Gender and Development : a historical overview
- Gender analysis – issues, tools and techniques
- Gender equity in agriculture with special reference to NRM
- Mainstreaming Gender concerns: case discussion
- Gender budgeting – concept and application
- Introduction to innovative programmes and interventions (government and NGOs) to address gender-related problems and concerns in different sectors.
- Strategies for mainstreaming gender concerns at various levels in different sectors

Participants

Senior and Middle Level extension functionaries from the State Departments of agriculture and allied sectors, Scientists of the SAUs and ICAR Institutes, NGOs etc.

1.35 Farming Systems Approach For Sustainable Agriculture

Sl.No	Dates	Venue
1	5 - 9 October 2009	Maharashtra
Course Co-ordinator: Dr.M.A.Kareem		

Farming system is an integrated set of activities that farmers perform on their farms under their resources and circumstances to maximize productivity and net farm income on a sustainable basis. The farming system conceptually is a set of components that are interrelated which interact among themselves. At the center of the interaction is the farmer exercising control and choice regarding the types of results of interaction. The income from cropping alone for small and marginal farm is insufficient to sustain the farmers' family. A judicious mix of any one or more of enterprises with agronomic crops should complement the farm income and help in recycling the farm residues/wastes. The selection of enterprises must be based on the cardinal principles of minimizing the competition and maximizing the complementarity between the enterprises. Of late, the researchers on multi disciplinary approach have realized and



started developing the various farming systems models in accordance with the agro-eco systems zones. The training program has been designed to understand and promote the concept and methodology to analyze existing farming system in terms of SWOT and evolve an alternate or mutually agreed upon farming systems.

Objectives

- To orient the participants on the changing agricultural scenario
- To review the existing understanding of the concept and methodology of Farming Systems Approach
- To orient the participants on the systematic analysis of existing farming systems and procedures to derive at mutually agreed upon Farming systems
- To understand the economic analysis involved in the systems approach
- To formulate an action plan for integrated Farming Systems Approach

Content

- Agriculture Scenario in the country
- Concept of sustainable agriculture and the factors affecting sustainability
- Concept of Farming Systems Approach
- Different models of Integrated Farming Systems – viz., Livestock based farming systems, poultry based farming systems, sericulture based farming systems etc.
- Case Studies
- Methodology of undertaking Farming Systems Approach
- Economic analysis of Farming Systems Analysis
- Field Visit for hands on experience of using the Farming Systems Approach as a tool
- Development of an action plan

Participants

Extension functionaries from the departments of Agriculture and all the other line departments, Projector Directors of ATMA and other District Level Officers and Scientists from Krishi Vigyan Kendras and Agricultural Research stations.

1.36-37 Promotion of Sustainable Agriculture

Sl.No	Dates	Venue
1	Sept 1 - 5, 2009	BAMETI, Bihar
2	Dec 14 – 19, 2009	MANAGE
Course Coordinator: Dr. N. Balasubramani		

Technology intensive agriculture is placing great strain on the natural resource base; soil and environmental degradation, entry of pesticides, toxicants and synthetic compounds in the food chain; pollution of water bodies and ground water resources with pesticide and fertilizer residues. Besides, bio safety issues due to introduction of GMO's, etc are hazardous to health of people and animals. On the other hand the key challenge confronting the agriculture sector is to produce more food for a growing population, and yet do so in a sustainable manner.

However education in sustainable agriculture needs to promote low external input agriculture to tackle resource degradation and maintain stability in production. A change in attitude and knowledge about how to grow a 'good crop' is inherent in the process of adaptation. The focus here is on the process of socio-cultural adaptation that farmers are asked to go through today. This is a real challenge for extension.

Extension focus must be less on bringing about specific behavioural change and more on raising consciousness. The role of extension is shifting from an advisory activity based on technical expertise, to the role of a facilitator of a learning process for both farmers and extensionists. Realizing the importance of sustainable practices and intricacies involved in the promotion, a training programme is designed on promotion of Sustainable Agriculture.

Objectives

- To sensitize on economic, environmental and social dimensions of commercial agriculture
- Orientation on best management practices of sustainable agriculture
- To make the participants understand and evolve effective extension mechanism for promoting sustainable agriculture



Content

- Orientation on Sustainable agriculture
- Better management practices of soil resources
- Conjunctive use of water resources
- Alternate pest and weed management
- Climate change and environmental concerns for sustainable agriculture
- Organic farming for ecological sustainability
- Geographical Information System and Precision farming for sustainability
- Farming System Approach for sustainable agriculture
- Indigenous Technical Knowledge (ITK)
- International food trade and quality standards
- Gender module – gender issues in agriculture gender analysis, gender budgeting and mainstreaming gender concerns
- Experiences in technology transfer on Sustainable agriculture

Participants

Middle and Senior level Extension functionaries of Agriculture and Allied departments

1.37 Extension Management for Livestock Development

Sl.No	Dates	Venue
1	February 15 – 20, 2010	MANAGE
Course Coordinator: Dr. N. Balasubramani		

Livestock sector is recognized as a growth engine in adding value to livelihoods at the micro level and building economy at the macro level. Crop and livestock production have been well documented for synergies in agriculture production systems. Small, marginal and agricultural labours hold 80% of the livestock to subsist their livelihoods. Though animal husbandry continues to be a very important activity in sustaining rural

economy there is some knowledge deficit among livestock owners, which needs to be bridged to improve the livestock status of the rural poor.

The National Development Council has fixed the target growth rate of 4 % in agriculture during XI plan. To realize the target and bring dynamism in agriculture, animal husbandry has to play a major role. Public extension system of Animal Husbandry department is expected to bring desirable changes in the farmer's behavior, knowledge, skill and attitude through education and training to improve their production, access to services from relevant institutions, facilitate farmer operated organisations and link farmers with an appropriate market for their produce. Realizing the importance of capacity building, the training programme has been planned for the extension functionaries of Animal Husbandry.

Objectives

- To orient the participants on extension approaches and methods for livestock development
- To develop managerial skills of participants for effective performance
- To develop effective extension strategies for livestock extension

Content

- Problems and potentials in livestock sector
- Innovative extension approaches for nutrition management
- Strategies for promotion of small ruminants
- Backyard poultry for livelihood promotion
- Processing, value addition and marketing of livestock products
- Public private partnership in livestock development
- Demand driven decentralized extension system for livestock development
- Participatory approaches
- Training management



- Promotion of Commodity Interest Groups
- ICT in livestock extension
- Gender issues in livestock development
- Extension approaches for livestock development

Participants

Middle and senior level Extension functionaries of Animal Husbandry department

1.39 Extension Management for Fisheries Development

Sl.No	Dates	Venue
1	December 7 – 12, 2009	MANAGE
Course Coordinators: Dr.M.N.Reddy & Dr. N. Balasubramani		

Fisheries sector occupies a very important place in the socio economic development of the country. It is a source of livelihood and contributes significantly through foreign exchange. There is a huge gap between present production and harvestable potential in fisheries, which can contribute considerably to improve the livelihoods and create employment in rural areas. In order to harness the potential, public extension system is expected to bring about desirable changes in the farmer's behavior, knowledge, skill and attitude through education and training to improve their farm production, access to services from relevant institutions, facilitate farmer operated organisations and link farmers with an appropriate market for their produce. But, studies indicate that, there are some weaknesses within the public extension system like inadequate extension orientation, lack of opportunity for updating the knowledge and skill of extension functionaries, lack of an organized extension service, lack of coordination among the extension service providers etc. The State Fisheries Department which is a nodal agency and plays a pivotal role in technology transfer, needs to strengthen its extension functionaries through capacity building on a regular learning and perform mode.

Objectives

- To sensitize the participants on emerging areas in fisheries sector
- To develop managerial skills of participants for effective performance
- To orient the participants on new dimensions in extension management

Content

- Recent Advances in Fisheries
- Team building
- Leadership
- Motivation techniques
- Decentralised systems of managing extension under ATMA model
- Farming System and Situation Based Extension
- Participatory approaches in extension management
- Research – Extension – Farmer- Market linkages
- Social mobilization and community building (Aqua clubs/Farmer groups)
- Communication and Presentation skills
- ICT in fisheries Sector (e-aquasagu /Kisan Call Center etc)
- Quality driven marketing in fisheries
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Assistant Directors and Deputy Directors of State Fisheries Departments

1.40-42 Extension Management for Horticulture development

Sl.No	Dates	Venue
1	October 5 – 9, 2009	North East
2	November 23 – 28, 2009	MANAGE
3	January 4 – 9, 2010	MANAGE
Course Coordinators: Dr. M.N. Reddy and Dr. N. Balasubramani		



Horticulture has emerged as an important sector for diversification of agriculture. Presently, it has established its credibility in improving income through increased productivity, generating employment and in enhanced exports besides providing household nutritional security. The focused attention on investment in horticulture during the last decade has been rewarding in terms of increased production and productivity of horticultural crops with manifold export potential. There is a lot of scope for further growth but the horticulture sector has to face a number of challenges in the liberalized era. Farming methods remain largely unchanged despite the advent of time saving and yield-raising technologies. Farmers cannot afford these new technologies as their farms are growing smaller and smaller. Another major lacuna in horticulture sector is that only two percent of Indian fruits and vegetables are processed, compared with 80 percent in the United States.

In view of the potential of the sector, global and domestic private investors are entering the horticulture sector in a big way for retailing, processing and exporting Indian farm goods or exploring ways to do so. Hence extension focus is to link India's small farmers to global supply chains in horticulture. Keeping this in view, training programmes have been planned to build the capacities of the extension functionaries of the horticulture department on different dimensions of horticulture extension management

Objectives

- To orient the participants on emerging areas in horticulture sector
- To sensitize the participants on extension management
- To develop managerial skills of participants for effective performance and
- To evolve effective extension strategies for Horticultural extension

Content

- Horticulture sector- Potentials and opportunities
- Precision farming
- Rejuvenation of senile plantation
- Protected cultivation

- Reforms in extension system
- Participatory Extension Management
- Commodity Interest Groups and their federations
- Cluster approaches
- Information and Communication Technology (ICT) application in extension
- Processing and value addition
- WTO and its impact on horticulture sector
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns

Participants

Middle and Senior level Extension functionaries of Horticulture department

1.43-46 Managerial Skills for Extension Personnel

Sl.No	Date	Venue
1	July 6 –10, 2009	Anand, Gujarat
2	September 14 – 18, 2009	Uttarakhand
3	November 9 – 14, 2009	MANAGE
4	December 14 – 19, 2009	MANAGE
Course Coordinator: Dr.G.Jaya		

In the constantly changing economic scenario, the Indian agricultural extension functionaries need to have a wide array of managerial skills to successfully complete the assigned jobs. In addition to technical skills, competence in managerial aspects will be useful in improving the performance of extension functionaries resulting in efficiency and effectiveness of various developmental programmes and projects. Important managerial skills include teamwork, working systematically, observation, communication, delegation, motivation and leadership. Focusing on these aspects, four programmes have been planned during the calendar year.



Objectives

- To orient the participants on the principles and practices of team work
- To help them develop an understanding on the behavioral aspects in organizational context
- To upgrade the participants' understanding on their potential for effective Performance

Content

- Team building
- Observation and Feedback
- Personality profiling
- Personal Leadership styles
- Delegation and empowerment
- Motivational strategies
- Organizational communication
- Negotiation and mediation
- Stress Management
- Personal Counseling
- Project management
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns

Participants

Senior and middle level officials working in agriculture, horticulture, veterinary, fisheries and other allied departments, Scientists from research institutes and State Agricultural Universities from different states

1.47-48 Management Development Programme for Improving Effectiveness of Public Systems in Agriculture

Sl.No.	Dates	Venue
1	July 13 –17, 2009	MANAGE
2	October 5 - 9, 2009	MANAGE
Course Coordinator : Dr. Vikram Singh		

It is indeed necessary to make the public system responsive and accountable to the farming community and other stakeholders involved in agricultural development. To bring breakthrough in agriculture it is certainly necessary to apply the frontier technologies; however this would be possible only by clubbing with superior managerial skills and hence all the agriculture development functionaries need to be sensitized about the best management practices to achieve optimum performance

Objectives

- To appraise the participants about the organizational processes and practices, enhancing their competence through client focused approach
- To understand the issue of knowledge acquisition and management and its application for developmental projects

Content

- Management by Objectives
- Process Reengineering – Innovations and their application
- Organizational Processes including Change Management, Exercise of Leadership and Communication and delegation patterns
- Enhancing collaborations and partnerships to succeed in developmental projects
- Knowledge acquisition and its management
- Projectized approach for performance

Participants

Functionaries from various agriculture and allied Departments; NGOs and Representatives of Development Organizations

1.49-54 Tools and Techniques for Managing Development Projects

Si.No.	Dates	Venue
1	July 13-17, 2009	Orissa
2	July 27 – 31, 2009	Bangalore
3	Sep 7 – 12, 2009	MANAGE
4	October 26 - 30, 2009	Gujarat
5	November 23-27, 2009	Harayana
6	December 7-11, 2009	Uttar Pradesh

Course Co-ordinator: Dr.B.D.Tripathi



Project approach is widely used for timely and efficient implementation of programmes in public and private sector. The success of project execution largely depends on knowledge and skills of project functionaries. In the context of Extension Reforms and other projects sponsored by the Development Departments of the State and Central Governments, a large trained manpower is required to manage the project activities.

In order to drive the economic development of the country various types of projects and programmes in industrial, agricultural and service sector are formulated. Projects face often time delay and cost overruns, thus disturbing the financial outlay as well as development process. Since the project approach focuses on the specific objectives and well defined end results, it helps the managers to implement the projects without much difficulty. A project in the field of agriculture is quite different from the one in other sectors. For successful and effective implementation, the knowledge and skills about tools and techniques of project management play a very vital role. Hence training programmes on the above a theme have been planned for providing management skills to functionaries handling various projects in the development departments of the state governments.

Objectives

- To orient participants on concept and process of Project Management,
- To develop skills in application of Project Management Tools,
- To improve the effectiveness and efficiency of Project functionaries in managing project activities

Content

- Introduction to Project Management
- A Systematic Approach
- Project Aims
- (Why/Why Network, State 'A'-State 'B')
- Project formulation and appraisal (Work breakdown structure, Bottom up Budgeting)
- Project monitoring & Evaluation (PERT/CPM)
- Project documentation
- Gender sensitization

- Performance Indicators (Output-Outcome relationship)
- Peoples participation in projects

Participants

The course is designed for the officials of state Departments, Officials of Public sector corporations/ Institutions involved in carrying out projects related to Agricultural Marketing, Research and Extension, Project Directors / Dy. Project Directors of ATMA at district level / other officers involved in implementation of the Projects and NGOs

1.55-56 Training Methods for Trainers of State and Regional Institutes for Extension.

Sl.No	Dates	Venue
1	July 20 – 25, 2009	MANAGE
2	Oct 26 – 30, 2009	SAMETI, West Bengal
Course Co-ordinator: Dr.V.K.Reddy		

With the growing importance of training for extension management, the need for training of trainers has become imperative. Training is a dynamic process and its effectiveness depends, among other things, on the trainers. While knowledge of the subject in which one is specialized is no doubt of basic importance, equally important is competence in training methodology. In other words, a trainer should have better understanding of different aspects of training as also necessary skills in various methods and techniques in general and participatory and experiential ones in particular.

Objectives

- To enable the participants to gain an understanding of the principles of learning and role of a trainer
- To get acquainted with various training methods and techniques
- To familiarize with the methodology in planning and organizing training programmes
- To practise application and use of training methods in training for extension management

Content

- Training process and principles



- Identification of training needs
- Designing a training programme
- Session planning
- Presentation skills
- Discussion Methods
- Case Method
- Role Play
- Exposure Visits
- Evaluation of training
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns

Participants

Trainers of State and Regional Institutes for Agricultural Extension and allied departments.

1.57 Managing Human Resource Development for Extension Personnel

Sl.No	Dates	Venue
1	Nov 16 - 21, 2009	MANAGE
Course Co-ordinator: Dr.V.K.Reddy		

The importance of human resource development in extension management has been well recognized. As part of efforts in this direction, training programmes are organized for functionaries at different levels. These include training at pre-service / induction level as also in the course of service of the personnel. Besides, programmes are organized for needs emerging out of changes in developmental strategies and programs from time to time. In order to have better impact of these programmes, a proactive and systematic approach has to be adopted in HRD and in planning and organizing various training programmes. This involves development of HRD strategy, keeping in view the developmental policies and programmes of the department / organization. This has to be followed by preparation of annual training plan reflecting the performance needs and expectations. Besides, there is need for development of appropriate training designs

and materials. These apart, the application and utilization of learning's from training have to be ensured for organizational and programme effectiveness. The programme is aimed at familiarizing Training Coordinators and Faculty of Training Institutions of Agriculture and allied Depts. with these aspects.

Objectives

- To orient the participants on the concept, approach and strategies for human resource development
- To get them acquainted with methodology in developing HRD strategy and annual training plans
- To familiarize the participants with techniques for evaluation of training programmes
- To help them understand different facets of institutional management for HRD

Content

- Human Resource Development : Concept and approaches
- Identification of training needs
- Development of HRD strategy
- Preparation of annual HRD / training plan
- Designing a training programme
- Institutional Management for training
- Evaluation of Training.
- Follow up Support
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns

Participants

Coordinators of Training Programmes at State Level in Agriculture and allied departments, Coordinators of Training Programmes in ICAR Institutions, Faculty Members of State Training Institutions and Regional Institutes for Extension and KVKs



2. Agricultural Business Management

2.1-2 Agri Entrepreneurship Development

Sl.No	Dates	Venue
1	3 - 8 August 2009	MANAGE
2	7 - 12 December 2009	MANAGE
Course Coordinator Dr. P. Chandra Shekara		

Production oriented extension approaches have failed to create enthusiasm among extension workers on one hand and farmers on the other hand. Profit oriented extension programmes which aim at minimizing expenditure and maximizing income at farmers level are in great demand. It is important to create awareness about central / state schemes besides private initiatives supporting Agripreneurship Development. This overall effort is expected to shift system focus from Agriculture to Agri-Business.

Objectives

- To orient the extension functionaries on the importance of entrepreneurship development in agriculture.
- To understand the potential, strength and weaknesses of entrepreneurship development in agriculture.
- To learn from experiences of various Private and Public Agencies engaged in the field of Entrepreneurship Development in Agriculture.
- To workout various models of entrepreneurship development in agriculture to use in agricultural extension.

Content

- The concept of Entrepreneurship Development and its application in the field of Agriculture.
- Potential, Strength, Weakness of Entrepreneurship Development in Agriculture.
- Learning from the experiences of Private and Public Agencies namely Agribusiness Companies, Agripreneurs, Bankers, Training Institutes and implementing agencies.

- Gender Module - Gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns

Participants

Middle and Senior level Agriculture, line department officials, ATMA functionaries

2.3-4 Review Workshop on Agri Clinics and Agri Business Centres Scheme

Sl.No	Dates	Venue
1	6 -10 July 2009	MANAGE
2	7 -11 September 2009	MANAGE
Course Co-ordinator Dr. P. Chandra Shekara		

The Central Sector scheme of Agri-Clinics and Agri-Business Centres is being implemented since 2002 through 49 recognized training institutions across the country. Training institutions are providing training and handholding support to unemployed agriculture graduates. Updating the training institutions about recent developments, learning from each others experiences and working out future strategies for effective implementation of the scheme are the need of the hour.

Objectives

- To review the progress of training and handholding activities.
- To orient Nodal Officers on emerging areas in Entrepreneurship Development in Agriculture.
- To refine the process of market survey, project preparation and handholding based on experience.
- To share success stories.
- To work out possible interventions of centre, state governments and banks.
- To explore the role of agri business companies.

Participants

Nodal Officers / Training Coordinators of Agri Clinics and Agri Business Centres Scheme



3. Natural Resources Management

3.1-2 Training of Trainers on Participatory Watershed Management

Sl.No	Dates	Venue	Course coordinator(s)
1	July 6 – 11, 2009	MANAGE	Dr.V.K.Reddy, Dr.K.Sai Maheshwari
2	Nov 30 – Dec 5, 2009	MANAGE	Dr.B.Renuka Rani

With the growing importance of participatory approach in natural resource management there is a need for capacity building of personnel at various levels. While the functionaries have been by and large sensitized to the approach, what is more required is to follow it up with necessary competencies in practical / operational aspects. As social resource management / community organization is one of the important components of participatory approach, it is imperative to develop skills of the functionaries in this area as well. In the context of new common guidelines introduced in 2008, the functionaries need to get oriented to key features and operational aspects of the same.

Given the magnitude of personnel to be trained at various levels, training of trainers of State Institutions and other organizations involved in capacity building for watershed development assumes significance. The needs of trainers are not only for the training methodology but also for the subject matter / content. In other words, the trainers need to have good grounding in different facets of participatory management of watersheds so that they will be able to transfer the same competencies to the project functionaries. The course is part of the efforts in this direction.

Objectives

- to familiarize the state and regional level Trainers with operational and managerial aspects of participatory watershed development
- to have good grounding in the various processes relating to forming and sustaining community based organizations for watershed management.
- to get acquainted with the methodology for organizing follow-up training programmes with special reference to social and managerial aspects.

Content

Part I: Participatory Watershed Management

- Common Guidelines 2008: approach, key features and operational mechanisms
- Participatory Watershed Management: An overview.
- Community organization: Formation and Development of SHGs, UGs and WC / WAs.
- Preparation of Action Plan for Watershed Development.
- Implementation aspects
- Process monitoring
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns

Part II: Training Methodology

- Training designs for capacity building of field functionaries
- Methods and Session Plans for training in watershed management
- Action Plan for follow-up training

Participants

Trainers of State and Regional Level Agricultural Training Institutions, Trainers of NGOs and other organizations at state and regional level involved in training for watershed management and Personnel coordinating training / capacity building for NAWDPRA watersheds at state and regional levels.

3.3-5 Participatory Watershed Management under New Common Guidelines

Sl.No	Date	Venue	Course Coordinators
1	July 20 - 24, 2009	Bhopal	Dr.B.Renuka Rani
2	Aug 31 – Sep 5, 2009	MANAGE	Dr.B. Renuka Rani
3	September 7 –11, 2009	Jorhat	Dr.V.K.Reddy Dr.K.Sai Maheshwari

With the growing importance of participatory approach in Watershed Management, there is a need for capacity building of personnel at various levels. While the functionaries



have been by and large sensitized to the approach, what is more required is to follow it up with necessary competencies on practical / operational aspects to facilitate the grounding of the projects and their management. As social resource management / community organization is one of the important components of participatory approach, it is imperative to develop skills of the functionaries in this area as well. Besides, in the context of new common guidelines introduced in 2008 the functionaries need to get oriented to the key features and operational aspects of the same. These apart, the experience in managing watershed projects have highlighted the importance of post project sustainability. The course is aimed at getting the participants acquainted with these facets of watershed management.

Objectives

- To familiarize the participants with the features of new common guidelines.
- To get the participants exposed to the processes in forming and sustaining community based organizations;
- To help them understand the steps and procedures in the preparation of watershed plan;
- To gain experience in the operational aspects and processes in managing watershed projects

Content

- Common guidelines for watershed management: approach and key features
- Administrative and financial aspects under common guidelines
- Roles and responsibilities of personnel at various levels
- Watershed concept and soil and water conservation measures
- Forming and Managing SHGs, UGs and WC/WAs
- Participatory Planning of Watersheds
- Process Monitoring
- Development of Agriculture in Watersheds

- Capacity Building of SHGs, UGs and Watershed Associations
- Post project sustainability
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns

Participants

Project Directors / Senior Officers of Watershed Projects of NWDPPRA and State Level Officers concerned with management of Watershed Development Programmes

4. Mass Media and Communication

4.1-2 Development and Management of Agricultural Programs for AIR Doordarshan and Print Media :

Sl.No	Dates	Venue
1	August 3- 8, 2009	MANAGE
2	November 23 - 28, 2009	MANAGE
Course Coordinators : Dr.M.N.Reddy and Dr.G.Jaya		

Communication is an important extension strategy in dissemination of agricultural technologies. Mass media are pertinently useful in making large number of farmers aware of new ideas and practices and alerting them to natural calamities like floods, drought, pest and disease outbreak, etc. They serve as a valuable tool to stimulate farmers' interest in new ideas and generate awareness on which additional information would be sought from extension system, progressive farmers, etc.

Agriculture Extension functionaries play an important role by involving themselves as experts/ information providers besides helping the producers in managing the production of relevant programs. They require communication and presentation skills both for electronic media viz., Television and Radio and Print media to make the programs farmers friendly and interesting. In order to orient and build the capacity of extension functionaries, the following training programs are proposed for the year 2009-10.



Objectives

- To orient Extension Officials on the potential use of mass media for strengthening the agricultural extension services in the country;
- To develop understanding on the importance of communication skills in agriculture extension management;
- To develop knowledge and skills in content creation, treatment and delivery of agriculture programs in Radio and Television;
- To equip the participants with presentation skills for Radio and Television.

Content

- Mass Media and its importance in agricultural extension
- Importance of communication and its application for agriculture extension management
- Use of Print Media and Publicity
- Writing skills for Radio and Television programmes
- Writing skills for Television programmes
- Operationalisation of Community Radio Stations
- Mainstreaming Gender Concerns.
- Presentation skills for Radio and Television programs
- Production of programs for Radio and Television
- Gender module - gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns

Participants

Senior and middle level officials working in agriculture, horticulture, veterinary, fisheries and other allied departments of different states.

5. Information and Communication Technology (ICT) in Agricultural Extension

Information Technology is gaining importance as a tool to support the delivery of Extension services. Application of Information Technology has been found to be helpful in linking the knowledge base in research organizations with field level personnel. Augmenting media and information technology support for extension is also one of the major components of Policy Framework for Agricultural Extension. As per the policy guidelines 25% of the funds allocated to State Extension Work Plan are expected to be used for augmenting Information Technology and media for information dissemination. This provides ample opportunities to the States to cover the IT and communication technology tools to be included in the State Extension Work Plan. The basic philosophy of making these initiatives self-sustaining over a period of time (say, 5 years) is necessary, while planning any "Action Plan" under this category. This is essential for long-term sustainability of concepts and services at various levels.

In view of the focus on ICTs for improving the delivery of agricultural information, the following programmes are proposed for 2009-10..

5.1-2 Workshop on Mainstreaming use of Common Services Centers for Effective Delivery of Agricultural Information

S.No.	Dates	Venue	Coordinator
1.	June 17 – 19, 2009	Uttar Pradesh	Dr.V.P.Sharma
2.	July 28 - 30, 2009	Kerala	Shri. G. Bhaskar

The Information and Communication Technology (ICT) revolution has begun to make its impact on the rural landscape of India. A large number of small, medium and large pilot projects have been grounded by public sector, private sector and under public-private partnership. Many rural information centers have also been put up by private and NGO sector. All these kiosks are serving the rural communities on a very small menu of services wherein agricultural content is very little. Time has come now to mainstream the use of these "Common Services Centers" for effective delivery of agricultural information to the farmers.



Objectives

- To consolidate and share the lessons learnt from national experiences of “Information Kiosks/ shops”, in terms of “Business Model and Services offered”;
- To share best practices at the grassroots and to facilitate knowledge sharing among the practitioners and the experts from the field.
- To analyze the specific needs of content and needs of functional literacy for kiosk managers, to empower them to disseminate knowledge on various social and agricultural issues.
- To work out strategies to bridge the knowledge gap and bring benefits of ICTs in the respective rural communities to enhance their incomes
- To suggest possible areas of intervention at various levels to improve the quality, credibility and timely availability of agricultural information to the farmers.

Content

- Sharing of Case-studies by Faculty and other invited experts on the experiences of Village Knowledge Centres across the country;
- Sharing of Case-studies/ Experiences of the NATP states in establishing ICT connectivity, infrastructure and capacity building at ATMA and FIACs levels for information dissemination at grass-root level;
- Organizing field visit to a successful ICT-enabled “Common Service Centers” case in the vicinity, so as to explain the need and utility of ICT connectivity for dissemination agricultural information at village level;
- Orientation on content issues and content design and development and linking with information providers at state, district level;
- Sharing the lessons learnt from other national experiences of “Information Kiosks/ shops”, in terms of “Business Model and Services Offered”;
- Creating gender sensitivity to a board range of gender issues at personal, institutional and community levels;

- Equipping the functionaries with Participatory Management and ICT Tools for understanding the Gender concerns and fine tune the programmes to address those concerns;
- Role of Public Private Partnership to promote ICT enabled Information Systems for farmers – Case studies will be discussed.

Participants

The participants will be drawn from representatives of Private Rural Information Service Providers, Common Services Center's operators, and FO leaders.

5.3-4 Application of Remote Sensing and Geographical Information Systems in Agricultural Development

S.No.	Dates	Venue	Coordinator
1.	June 22 - 26, 2009	Gandhinagar, Gujarat	Shri.G.Bhaskar
2.	July 13 - 18, 2009	MANAGE, Hyderabad	Dr.V.P.Sharma

ICTs are being used extensively in all aspects of Agricultural Education, Research and Extension. The advance tools like Geographical Information Systems (GIS) and Global Positioning Systems (GPS) are also being very effectively used to delineate Watersheds and to identify water sources and in monitoring soil health etc. GIS technology can also be applied to precisely assess the crop health, crop growth and also crop losses (in case of heavy rains, droughts etc.), to assist implementation of Agriculture Insurance. Appropriate use of GIS tools can also provide advance estimates of various crops and their production potential to the planners and policy makers. The course is being analyzed to promote awareness of GIS technologies and to facilitate their most appropriate application.

Objectives

- To sensitize the extension officers, scientists about the use of Remote Sensing and GIS application in agricultural development.
- To upgrade their current skills in satellite remote sensing and GIS applications in agriculture to make best use of remote sensing and GIS applications in various aspects.



Content

- Introduction to various aspects of Satellite, Remote Sensing and GIS
- Digital image processing and digital analysis of satellite data,
- Fundamentals of GIS, Geo-positioning Systems and spatial data analysis.
- Usage of Remote Sensing and GIS in Agricultural development such as crop planning, crop growth, productivity monitoring, simulation and monitoring of drought, water availability, soil erosion etc.
- Introduction to applications of remote sensing and GIS in weather forecasting, agro-advisory service, soil health and degradation assessment.
- Exposure to GIS software: Gram++ - demonstration and hands on practice.

Participants

Senior and middle level Officers from the field from Agriculture departments / Middle level functionaries of Agriculture and line departments, ATMA Project officials, KVK scientists, Agricultural Training Institutes in the State.

5.5-6 Bridging the Knowledge Deficit in Agriculture: Role of ICTs -Options and Opportunities

S.No.	Dates	Venue	Coordinator
1.	Sep 07 - 11, 2009	TNAU, Tamilnadu	Shri.G.Bhaskar
2.	Jan 27 – 31, 2010	IMAGE, Bhubaneswar	Dr.V.P.Sharma

The use of Information Technology is one of the important pillars of agricultural extension envisaged in the Policy Framework. As per the policy guidelines 25% of the funds allocated to State Extension Work Plan are expected to be used for augmenting Information Technology and media for information dissemination. This provided ample opportunities to the States to Cover the IT and communication technology tools to be included in the State Extension Work Plan. The basic philosophy of making these initiatives self-sustaining over a period of time (say, 5 years) is necessary, while planning any "Action Plan" under this category. This is essential for long-term sustainability of concepts and services at various levels.

Objectives

- To sensitize the State and District Level Extension Officers about the increasing role of ICT in improving extension services delivery at District, Block and village level;
- To upgrade the skills and knowledge of Agriculture Officers/ other middle level functionaries of Agriculture and line departments to make best use of ICT connectivity established at ATMA/ District level;
- To empower Agriculture Officers/officials associated with such functions to develop and maintain their web-sites using state-of-the-art tools;
- To update the knowledge of officials in accessing Agricultural Information from World Wide Web.
- To share the lessons learnt from other national experiences of "Information Kiosks/ shops", in terms of "Business Model and Services Offered"
- To create gender sensitivity to a board range of gender issues at personal, institutional and community levels;
- To equip the functionaries with Participatory Management and ICT Tools for understanding the Gender concerns and finetune the programmes to address those concerns;
- To network competent ICT human resources with state level training institutions and to provide expert technical input to these institutions as and when required; and
- To make plans to provide technical, capacity building and information support backstopping to the Farmers Information and Advisory Centres (FIACs) and ATMAs/ District level Offices and SAMETIs and state level offices of agricultural and other line departments.

Content

- Sharing of Case-studies by Faculty and other invited experts and sharing the technological options and their impact in different geographies;
- Sharing of Case-studies/ Experiences of the NATP states in establishing ICT connectivity: infrastructure and capacity building at ATMA and FIACs levels



-
- Organizing field visit to a successful ICT case in the vicinity, so as to explain the need and utility of ICT connectivity for success of extension reforms;
 - Orientation on content issues, content design and development using software tools and techniques.
 - Lecture-cum-Lab sessions on Search Engines and Agricultural databases.
 - Use of Remote Sensing, GIS and Expert Systems in Agriculture
 - Marketing Information Systems to support Agricultural Marketing Extension Systems.
 - Web-enabled applications - eSagu initiatives in Andhra Pradesh.
 - Use of Kisan Call Centers and Mass Media support to Agricultural Extension.
 - Sharing the lessons learnt from other national experiences of "Information Kiosks/ shops", in terms of "Business Model and Services Offered";
 - Creating gender sensitivity to a board range of gender issues at personal, institutional and community levels;
 - Equipping the functionaries with Participatory Management and ICT Tools for understanding the Gender concerns and fine tune the programmes to address those concerns;
 - Role of Public Private Partnership to promote ICT enabled Information Systems for farmers – Case studies will be discussed.
 - Attitude and Change Management towards ICT implementation to promote, and support ICT relation Projects.

Participants

Faculty members of Agricultural Extension Training Institutions in the state, key ICT decision makers at state level and selected officers from the field (from Agriculture and other line departments)/ Middle level functionaries of Agriculture and line departments, ATMA Project Directors, KVKs, Agricultural Training Institutes in the State.

5.7 ICTs in Agricultural Information Management and Networking

S.No.	Dates	Venue
1.	Sept 14-18, 2009	MANAGE
Course Coordinator: Dr. Lakshmi Murthy		

Information and communication technologies and electronic networking in particular can strengthen organizations by improving their knowledge base and ability to share information and experiences with partners in the field. Electronic networking can be used to build awareness, to manage and disseminate information, communicate with personnel and strengthen partnerships. The value of electronic networking lies not only in the growing volume of information being exchanged each day but in the fact that it brings people together to build partnerships, and facilitate a joint programme of action on common themes.

Information communication plays a critical role in the agriculture sector. The awareness on Information technology especially the Internet is increasing day by day leaving virtually no area untouched. New tools, approaches and standards are emerging. The change in the mode of communication of information with the advent of these new technologies is making the role of future information professionals more challenging, and calling for new skills for information management.

Objectives

- To provide an orientation about networking through information systems, and its utility in public services and voluntary sector.
- To sensitize to ICT tools and impart skills in better management of information.

Content

- Overview and trends in internet technologies
- Electronic publishing
- Resource sharing in a networked environment;
- Network based information resources
- Promoting online resources and services



Participants

This programme is designed especially for Documentation Specialists, Information Managers and other personnel associated with such functions in agricultural institutions.

5.8-9 ICT Enabled Agricultural Marketing Research and Information Network

S.No.	Dates	Venue
1.	August 17-21, 2009	VANAMATI, Nagpur
2.	Nov16-20, 2009	AAU, Anand
Coordinator : Dr. Lakshmi Murthy		

Agricultural Marketing Extension has emerged as a critical need of the farming community. There has been increasing focus on agricultural marketing, and the crucial need for market information in agriculture to enable farmers realize maximum value for their produce. There are a number of initiatives to improve access to marketing information at the national and state levels. Considering these initiatives, it is necessary to make best use of ICT connectivity and access marketing information.

Objectives

- To sensitize the State and District Level Extension Officers/ Marketing Officers and farmers about the critical need for Internet Based Agricultural Marketing Information;
- To upgrade the Skills and Knowledge to make best use of ICT connectivity established under various projects/ schemes.
- To update the knowledge of Agriculture Officers/officials to access Agricultural Marketing Information on the Internet including AGMARKNET;
- To promote Information Value Addition by generating reports, documenting and hosting trend analysis data and developing commodity profiles for District, state, national and International markets, using Internet resources.

Content

- Market Led Extension – Challenges and opportunities
- ICT for Agricultural Marketing

- Overview of Internet Technologies
- Accessing Marketing information, Over the web
- Market Intelligence
- Agricultural Marketing Information Network
- Importance of Commodity Exchanges and Futures Trading in Agricultural Marketing

Participants

Officers from the State Agricultural Marketing Boards, Departments of Agriculture/ ATMA, KVKs, NGOs, representatives of Farmers' Organizations, etc.

6. Extension Reforms

6.1-25 Operationalisation of ATMA and SREP

Sl.No	Dates	Venue
1-25	To be decided in consultation with State Departments	SAMETIs
Course Coordinators: Dr.M.N.Reddy, Dr. P.Chandra Shekara, Dr.M.A.Kareem		

The Ministry of Agriculture, Govt. of India during X plan took an initiative towards revitalizing agricultural extension in the States to make the extension system decentralized and demand driven through a centrally sponsored scheme " Support to State Extension Programs for Extension Reforms'. The scheme mainly focused on operationalising agricultural reforms across the country in all the developmental districts through new institutional arrangement with restructured autonomous bodies at district/ block level, which are flexible, bottom up, farmer driven and promote public private partnership. MANAGE was identified as the apex institute for facilitating the implementation of this scheme, based on the experience gained under the ITD component of NATP.



MANAGE facilitated the implementation of Extension Reforms by initiating various capacity building programs for the state officials of agriculture and other line departments including State Agriculture Universities in developing Strategic Research and Extension Plans (SREPs) for all the developmental districts State Extension Work Plans (SEWPs) and Operationalisation of SREP sand ATMA. There is further need for training programs for enhancing the skills of district level extension functionaries in operationalisation of ATMAs and SREPs. Hence a series of three day workshops on these aspects have been planed during the calendar year.

Objectives

- To orient the participants on Extension Reforms and clarify the roles and responsibilities of different stake holders and key actors in implementation
- To develop the capacity of the participants in developing and operationalising BAP and DAP
- To appraise the participants how the Public– Private Partnership, Farmers Interest Groups (FIGs) and Farmers Organizations (FOs), can be promoted in the district through involvement of NGO's and Agri-preneurs
- To orient the participants on handling the Research - Extension – Farmer and Market (REFM) Linkages.

Content

- What is ATMA, why ATMA
- Roles and responsibilities of all the stake holders,
- Key functions of Governing Board, AMC, FIAC, FAC and their operational modalities
- Formation and role of Commodity Interest Groups (CIG's) and Farmer Interest Groups (FIG's) in the success of ATMAs
- Preparation of Block Action Plan/ District Action Plan and State Extension Work Plan based on the strategies, thrust areas and activities developed in SREPs
- Public Private Partnership, Research Extension Farmers and Market linkages,

- Mainstreaming Gender Concerns in Agriculture,
- Pro- active involvement of NGO's
- Sharing of success stories of ATMA

Participants

Extension functionaries from the Departments of Agriculture and all the other line departments, Project Directors of ATMA and other District Level Officers and Scientists from Krishi Vigyan Kendras and Agricultural Research stations.

7. Consultancy Programmes

National Agricultural Innovation Project (NAIP)

The ICAR has proposed the National Agricultural Innovation Project (NAIP) with the explicit objective to give agriculture research systems an innovation perspective by transforming it to a pluralistic National Agricultural Innovation System (NAIS), Institutional learning and Capacity Building (L&CB) are central to achieving this transition. One of the components of the project is to build critical capacity of ICAR as the catalytic agent for management of change in the national research system. It is a four year project implemented during 2008-2011 in consortia mode. The L&CB component has Consortia consisting of NAARM, MANAGE, NIRD and IIML as partners. The activities include a variety of capacity building initiatives by partner institutions. MANAGE is to organize management development programmes for the senior and middle level managers, professional and supporting personnel. The focus of these programmes is on institutional change, leadership, managerial and behavioral skills, information technology based decision support systems, ICTs etc. In all, five programmes have been planned for the calendar year.

7.1 Programme on Leadership Development for Scientists of National Agricultural Research System

S.No.	Dates	Venue
1.	June 8-12, 2009	MANAGE
Coordinator Dr. Vikram Singh		



Most of the effective leaders are able to motivate people to help produce exceptional performance and desired outcome. In the contemporary organizations, vibrancy and synergy is produced by leaders not because of the position they hold and the control they can exercise but because of the impact they are able to create on people. Such impact may be created by i) evolving performing teams ii) inspiring people to give their best iii) effectively employing organizational processes like communication, delegation, feedback, use of authority, negotiation and conflict management iv) integrating professional and personal goals v) expanding ability to deliver vi) creating culture of trust, respect and relationship and vii) creating winning ideas. In view of this, a two pronged model encompassing the 'organizational systems and processes' and 'personal leadership abilities' of the individuals is the most comprehensive approach to turn people as effective leaders.

Objectives

- To expose to the issues and patterns of leadership relevant for building modern and futuristic organization;
- To help develop vision and motivational skills among the participants so that people turn to them to seek direction.

Content

- Concept of Leadership
- Leadership Patterns and Leadership Profiling
- Position – Function – Process Leadership for Growth
- Organizational Structure, Culture and Processes vis-à-vis Leadership Development
- Back-At-Work Plans for Leadership

Participants

Scientists of National Agricultural Research System and other Senior Administrators and Managers in the ICAR and State Agricultural University System

7.2 Technical and Administrative Support for Consortia Based Research in Agriculture

Sl.No	Dates	Venu
1	October 5 –14 , 2009	MANAGE
Course Coordinator : Dr.V.K.Reddy		

The quality of research depends, among other things, on the technical, administrative and financial support available to the scientists of the national agricultural systems. It is therefore necessary to sensitize the personnel of these systems to their changing role in the pluralistic approach envisaged under NAIP. In particular there is need for enhancing their understanding and skills in managerial and behaviour aspects. In other words, they are required to be exposed to various facets, processes and functions of management. Further institutional learning being the main objective of the L&CB component of the project, the personnel need to have good grounding in principles and practices of team work and other aspects relating to organizational behaviour and development.

Objectives

- To familiarize the technical and administrative staff of ICAR Institutions and SAUs on features of Consortia Based Research and their roles and expectations under the project;
- To get them exposed to the principles and practices of group dynamics and team work;
- To help them understand the processes in organizational behaviour and management;
- To get acquainted with research management with special reference to IPRs, RTI Act and PPP.

Content

- **Consortia Based Research in Agriculture**
- Key features of NAIP and Consortia Based Research



-
- Role of Technical and Administrative staff
 - Financial Procedures
 - Purchase and procurement procedures
 - Logical Framework
 - Basics of IPRs
 - Public Private Partnership
 - **Principles & Practices of Teamwork**
 - Managerial Concepts and Skills
 - Systematic Approach
 - Supportive Development & Listening
 - Identification and Use of Skills
 - Observation and Feedback
 - **Organizational Behaviour and Management**
 - Personality
 - Self Motivation Techniques
 - Communication Skills
 - Leadership Patterns
 - Organization Communication
 - **Computer Skills**
 - Basic Concepts of PC & Trouble Shooting Management
 - Advanced Features of Word Processing & Presentation
 - Application of MS Excel Theory & Practicals

Participants

Technical and Administrative Personnel of ICAR and SAUs

7.3-4 Enhancing Skills in ICT based DSS for Market and Agri-Business Orientation of Research, and Sustaining Rural Livelihoods for ICAR and SAU Scientists under NAIP

S.No.	Dates	Venue
1.	August 17-26, 2009	MANAGE
2.	November 09-18, 2009	MANAGE
Course Coordinators: Dr. V.P.Sharma and Shri G. Bhaskar		

With the onset of new advances in information technology, especially in computing and communications, the support resources created by multimedia are gaining ground, especially in teaching / training and research organizations. Multimedia tools have become very effective in producing various learning modules that help enhance teaching-learning effectiveness. Multimedia-based web environments facilitate effective technology development and transfer. There is, therefore, a need to expose the scientists and teachers of ICAR and SAUs, who are involved in information development and its effective communication, to computer-based multimedia presentation tools and techniques. Considering these needs 4 programmes were conducted during 2008-09, and 3 programmes are scheduled to be conducted during the current academic year 2009-10 to enhance the Skills of Agricultural Research Scientists in ICT based DSS for Market and Agri-Business Orientation of Research, and Sustaining Rural Livelihoods.

Objectives

- To sensitize the Junior and Middle level Agricultural Research Scientists (ARS) and faculty members of State Agricultural Universities on the latest ICT tools and technologies, which can enhance their efficiency, analytical and presentation skills.
- To update the knowledge of scientists in accessing Agricultural Information from World Wide Web.
- To share the lessons learnt from national experiences of "Information Kiosks/shops", in terms of "Business Model and Services Offered";



- To expose the Agricultural Scientists and faculty members to the latest analytical tools like SPSS and MS-Excel and enhance their skills in making most appropriate use of these tools.
- To orient the Agricultural Scientists and faculty members on the latest Database Technologies and enhance their skills in making use of these tools and technologies.
- To expose the Agricultural Scientists and faculty members on the application of GIS and Remote Sensing technologies in crop-planning, monitoring and management.
- To expose the Agricultural Scientists and faculty members on the IT based Project Management tools and techniques.

Content

- Introduction to various Office Management tools – MS-Office, SPSS.
- Introduction to SPSS and MS-Excel and in-depth discussion on various facilities and functions to enhance their skills in making most appropriate use of these tools.
- Introduction to MS-Project Software, and exercise on the same
- Introduction to applications of remote sensing and GIS in weather forecasting, agro-advisory service, soil health and degradation assessment.
- Introduction to Expert Systems.

Participants

Junior and Middle level Agricultural Research Scientists (ARS) in ICAR, faculty members of State Agricultural Universities and Faculty members of EEIs, SAMETIs.

7.5 Use of ICT in PME of NAIP Projects for ICAR and SAU Scientists under NAIP

S.No.	Dates	Venue
1.	Oct 26– 30, 2009	MANAGE
Course Coordinators: Dr. V.P. Sharma and Dr. Lakshmi Murthy		

Objectives

- To sensitize the Junior and Middle level Agricultural Research Scientists (ARS) and faculty members of State Agricultural Universities on the latest ICT tools and technologies, which can enhance their efficiency, analytical and presentation skills.
- To expose the Agricultural Scientists and faculty members to the latest analytical tools like SPSS and MS-Excel and enhance their skills in making most appropriate use of these tools in PME under NAIP.
- To expose the Agricultural Scientists and faculty members to the latest ICT based Project Management tools like MS-Project and enhance their skills in making most appropriate use of these tools in PME under NAIP.
- To expose the Agricultural Scientists and faculty members on the IT based Project Management tools and techniques.

Content

- Introduction to various Office Management tools – MS-Office, SPSS.
- Introduction to SPSS and MS-Excel and in-depth discussion on various facilities and functions to enhance their skills in making most appropriate use of these tools.
- Introduction to MS-Project Software, and exercise on the same

Participants

Junior and Middle level Agricultural Research Scientists (ARS) in ICAR, faculty members of State Agricultural Universities and Faculty members of EEIs, SAMETIs.

7.6-7 Management Development Programme for Extension Functionaries of Technical Departments/Directorates

S.No.	Dates	Venue
1.	To be decided in consultation with Sponsor	MANAGE
2.		MANAGE
Course Coordinator: Dr.Vikram Singh		



In addition to technical, managerial skills would help them to perform their jobs effectively and efficiently. For performance, the task competence and the process efficiency result into the achievement of key result areas in the organization. It is in this context that the human issues are to be planned and executed for implementation of development of projects in the area of agriculture.

Objectives

- To expose the participants on managerial aspects and interpersonal issues relevant to their roles and responsibility.
- To apprise the participants with tools and techniques related to management of agriculture developmental projects.

Content

- Introduction to management concepts
- Strategies of motivation management
- Coordination and cooperation
- Negotiation and conflict management
- Performance appraisal and interpersonal relations
- Project management
- Logical Framework Approach
- Information and communication technology

Participants

Extension Functionaries of Technical Departments

MANAGE FACULTY

Sl.No	Name & Designation
1	Shri K. V. Satyanarayana , IAS, Director General
2	Dr. G.R. Desai , Director (ODPC)
3	Dr. M.N. Reddy , Director (Agri. Extn. & Comm.)
4	Dr. V.P. Sharma , Director (ITDP)
5	Dr. Vikram Singh , Director
6	Dr. V.K. Reddy , Director (HRD)
7	Dr. B.D. Tripathi , Director
8	Dr. P. Chandra Shekara , Director (Agri. Extn.)
9	Dr. K. Uma Rani , Deputy Director (Extn.)
10	Dr. K.H. Vedini , Deputy Director (M & E)
11	Dr. M.A. Kareem , Deputy Director
12	Dr. G. Jaya , Deputy Director(HRD)
13	Dr. T.D.S. Kumar , Assistant Director (Agri. Econ.)
14	Dr. Lakshmi Murthy , Assistant Director (Doc.)
15	Dr. B. Renuka Rani , Assistant Director (HRD)
16	Dr. N. Balasubramani , Assistant Director (Agri. Extn.& Comm.)
17	Shri G. Bhaskar , Assistant Director (IT)
18	Shri K. Venkateshwar Rao , Computer Programmer
19	Dr. A. S. Charyulu , Research Associate
20	Dr. P. Lakshmi Manohari , Research Associate
21	Shri A. Krishna Murthy , Documentation Assistant
22	Dr. K. Sai Maheshwari , Research Associate
23	Shri B. Venkat Rao , Research Associate
24	Dr. P. Kanaka Durga , Research Associate
ADMINISTRATION	
1	Shri B.N. Patro , Deputy Director (Admn.)
2	Shri Ch. Naga Mallikarjuna Rao , Assistant Accounts Officer