

Feed The Future India Triangular Training (FTF ITT) Program

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1. International Training Program on "Agribusiness and Management" scheduled during 18th June – 2nd July, 2019 at National Institute of Agricultural Extension Management (MANAGE) Hyderabad, India

I. The Inaugural Ceremony

35th FTF ITT Program on "Agribusiness and Management" was inaugurated on 18th June, 2019 at National Institute of Agricultural Extension Management (MANAGE) Hyderabad, India. A total



35th FTF ITT Training Program on "Agribusiness and Management" inaugurated by Dr. V. Praveen Rao, Hon'ble Vice Chancellor, PJTSAU, Hyderabad and Smt. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad

of 26 participants (14 female and 12 male executives), from seven Asian and African countries namely Cambodia, Malawi, Mongolia, Nepal, Sri Lanka, Tanzania, and Uganda joined to participate in this program.

The program was inaugurated by Dr. V. Praveen Rao, Honorable Vice Chancellor, Professor Jayashankar Telangana State Agricultural University (PJTSAU), Rajendranagar,

Hyderabad and Smt. V. Usha Rani, IAS, Director General, MANAGE. The event began with the

lightening of ceremonial lamp. Dr. K.C. Gummagolmath, Director (Monitoring & Evaluation), Dr. Mahantesh Shirur, Dy. Director, and the FTF ITT participants, faculty from MANAGE and the members of Program Management Unit (PMU) were present during the event. The participants



**Smt. V. Usha Rani, IAS, Director General,
MANAGE, Hyderabad addressing the participants**

after being welcomed introduced themselves to the dignitaries and the audience.

Smt. V. Usha Rani welcomed all the executives to the program and in her welcome address mentioned “This is very special day for MANAGE as we are conducting training program on Agribusiness and management for the first time”. She also emphasized how the

FTF-ITT program is successfully expanding its reach with each of its training program. She highlighted how India after Independence struggled as a country due to famines, underproduction and malnutrition. But later on with the growth in agricultural sector and the advent of green revolution it gradually emerged as a self-sufficient nation in terms of food production. In fact, today we stand as a proud nation and leading exporter of various agricultural commodities. “Feeding 1300 million people is very difficult and challenging. Our scientists and extension personals have made it possible with their continuous efforts” she added.

Dr. V. Praveen Rao welcomed all the executives to the program. In his inaugural address he mentioned “Agribusiness is a combine term for production, processing and marketing and reducing the cost of production is the aim of efficient agriculture”. He emphasized that agriculture across the world is facing lot of changes like rapid urbanization, climate change, food habits and challenges to produce the food.



**Dr. V. Praveen Rao, Hon'ble Vice Chancellor,
PJTSAU, Hyderabad addressing the participants**

In order to address these challenges, he urged on the need of mapping and optimization of various inputs and resources. He pointed out the importance of innovative methods like usage of sewage water for irrigation and drones for checking the soil moisture, disease and pest infestation etc. He added that like any other thing in this world, without changes even the agriculture will also perish. In concluding remarks he mentioned, “If we change along with the change we will remain in the business, but if we change before the change we will become a leader”

II. Brief Summary of the Program

The training program is designed with the following objectives:

- ❖ To understand the principles of business management applied to agriculture and allied sector
- ❖ To introduce the agribusiness and management scenario in India v/s African countries
- ❖ To understand legal environment for business in India for agriculture and allied sector
- ❖ To orient the participants to different forms of business organizations in agriculture such as cooperatives, group marketing, contract farming, retail chain linkage and producer companies
- ❖ To understand different dimensions such as good agricultural practices, storage, grading and standardization, export prospects etc. which will enhance the business in agriculture

Expected learning outcomes from the course

- ❖ Enhanced knowledge and understanding of business perspective, concepts, process and different models of agribusiness in the Indian perspective which can be emulated in their respective countries
- ❖ Improved practical knowledge of participants on innovative and emerging trends agribusiness management

The training program was participatory in nature, which included lectures, group discussions,



Executives visit to Sahyadri Farmers Producer Company Limited, Nashik, Maharashtra

case studies and field visits. During the program, executives visited Mulkanoor Cooperative Rural Bank And Marketing Society Ltd, exposure visit to Reliance City processing center, Medchal and seed processing unit, and also visited Sahyadri Farmers Producer Co Ltd, Nashik, Maharashtra

III. Valedictory Ceremony

The 35th FTF ITT Program was culminated on 2nd July, 2019 in the presence of Honorable Chief Guest, Dr. W.R. Reddy, IAS, Director General, National Institute of Rural Development & Panchayati Raj (NIRD&PR), Hyderabad and Mrs. V. Usha Rani, IAS, Director General, National Institute of Agricultural Extension Management (MANAGE). Along with them, the dignitaries; Dr. K.C. Gummagolmath, Director (Monitoring & Evaluation), Dr. Mahantesh Shirur, Dy. Director, MANAGE graced the dais. The faculty and staff of MANAGE were also present during the event.



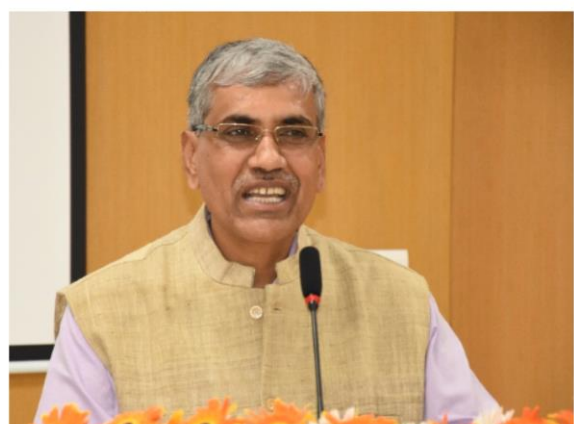
Group Photo of 35th FTF ITT Program during the Valedictory Function



**Smt. V. Usha Rani, IAS, Director General,
MANAGE, Hyderabad**

Mrs. V. Usha Rani welcomed the honorable Chief Guest, the participants and the staff and faculty of MANAGE for the valedictory ceremony. Further, the participants shared their experiences from the training.

Dr. W.R. Reddy in his presidential address pointed out the major challenge in the field of Agriculture faced by the Asian and African nations. He mentioned that most of the countries are suffering from inadequate returns for the farmers. He added, “It’s only in the field of Agriculture where farmers buy their inputs in the retail and sell their final commodity in the Wholesale market”. He further mentioned that we have to be ready to face the challenges like climate change and resource depletion. He urged the participants to use their skills and knowledge to address the food security and to use learning from the training program back in their home country to address the farmers’ problems. His speech was followed by the felicitation of the participants and the distribution of certificates.



**Dr. W.R. Reddy, IAS, Director General,
National Institute of Rural Development & Panchayat Raj
(NIRD&PR), Hyderabad**



35th FTF ITT training participants receiving certificate from the Dignitaries

2. Director General MANAGE visit to Kenya

Smt. V. Usha Rani, IAS, Director General, MANAGE visited partner country Kenya on 30th May, 2019 to meet FTF ITT , Point of Contact (PoC) in Kenya, officials of Ministry of Agriculture, Govt. of Kenya and FTF ITT executives.



Smt. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad with FTF ITT trained executives in Kenya

As on date MANAGE trained 108 Kenyan executives under FTF ITT program. Some of the FTF ITT executives from Kenya participated in the meeting chaired by Smt. V. Usha Rani, IAS, Director General, MANAGE and explained their journey after the completion of training program and updated the progress of back at work plans.

Mr. Wafula Mukhone Mathias, Principal Agriculture Officer from Kenya was trained under Feed The Future India Triangular Training (FTF ITT) on “Management of Technology and Extension for Soil Testing based Advisory Services to Farmers” at ICAR-Indian Institute of Soil Science (IISS), Bhopal, Madhya Pradesh, India. During the training program, he was exposed to various soil

management technologies such as soil sampling for assessment of soil chemical parameters and nutrient levels (P, K, Ca, Mg, N, etc.) which provide information on soil physical and biological properties, examination of nutrient deficiencies in crops and soil.

He carried out many training programs on creating awareness about the same to farmers and extension officials in Kenya. Along with that he collected soil samples from different regions to record the soil parameters for the studies in research labs and introduced many cost-effective soil testing and evaluation technologies from India such as Infiltrometer Ring, Penetrometer, Wire Quadrant, Leaf Colour Charts, GIS Soil Mapping Methods, Soil Health Cards and Fertilizer recommendations Charts.

Dr. Mary Abuga explained about her work, how she trained local Maasai women on improved poultry production to increase their household income. She is a Chief Veterinary Officer, trained under 25th FTF ITT training program on “Modern Poultry Management” held during 01 – 15th May, 2018 organized at ICAR - Directorate of Poultry Research (DPR), Hyderabad, Telangana, India.

A private Practitioner, Mr. Nganga Benson Mburu after attending the FTF ITT training on “Modern Dairy Technology, Management and Cooperatives” scheduled during 5th – 19th February, 2019 at ICAR-National Institute of Dairy Research (NDRI), Karnal, Haryana, India is now providing extension services to farmers on animal health. He conducted awareness meeting on “artificial insemination” and he conducted vaccination campaign. As a result of his efforts farmers witnessed improvement in local milk production (from 1 liter to 2 liters) and increase in their livelihoods.

Mr. Peter Kibue Ng’ang’a a Chief Veterinary Officer conducted livestock extension services trainings for about fifty people which has improved peoples livelihoods. They organized a forum in Uganda for international exposure. They collect responses from farmers to know the impact their trainings are having on farmers.

Smt. V. Usha Rani while addressing the FTF ITT executives, Point of Contact (PoC) and officials of Ministry of Agriculture, Govt. of Kenya mentioned that, our aim is to ensure the food security. Through the FTF-ITT training program, we are trying to help the goal achievement by empowering the trainees with improved technologies. She urged the FTF ITT executives to contribute their bit through implementing their back at work plans.



3. 35th FIT ITT Executives visit to Mulkanoor Cooperative Rural Bank and Society

As a part of this training program the trainees visited the Mulkanoor Cooperative Rural Bank and Society at Mulkanoor in Karimnagar district of Telangana. The programme Directors Dr. K.C. Gummagolmath and Dr. Mahantesh Shirur said that, the participants were excited to see the organization and working pattern of cooperative society in India and identify the suitable strategies that can help the farmers back in their countries. The Mulkanoor Cooperative Rural Bank and Society at Mulkanoor was started by Late Sri A.K. Vishwanatha Reddy in the year 1956 under the Hyderabad Cooperative Society Act 1952. The society has fulfilled its vision of stopping the migration of farmers to urban areas and to uplift the socio economic status of farmers and to ensure farmers' control over agriculture production and marketing.

Since India is having a history of several successful cooperative movements, field exposure to the Mulkanoor cooperative society has helped the trainees to understand the working of cooperative societies in India. Participants discussed with the management regarding the reasons for the success of their cooperative society. Since many countries in Asia and Africa face similar challenges as that of India, the cooperative model of farming, dairy and processing operations can bring positive change in their countries too.

When the participants learnt that, the society is offering the crop loan as well as personal loan (childrens' education, religious ceremonies) to overcome the farmers from both farming and personal distress, they appreciated the efforts of the society. The initiative of the society such as purchasing the members' farm produce at the rate of highest among the MSP (Minimum Support Price) or the market price at that moment was seen as a great welfare measure by the society. When the international participants reached the bank of the society, they found the farmers standing in queue for receiving the crop loans ahead of the monsoon season. The bank manager informed that besides, the credit facility to the farmers, the society is offering other services like, soil testing, trainings on improved agriculture and dairy practices to the farmers. The society is running its own dairy unit which is the result of collective effort of local women self-help groups. It is having its own rice



mill and cotton ginning mill. At present the society is having 7629 members with share capital of Rs.13.96 crores and thrift deposits of Rs.24.61 crores. The turnover of the society is 270.18 crores for the year 2015-16. The audit classification of the society is "A" Class.

The trainees were impressed with the way the cooperatives have created the successful agribusiness models in India to withstand the tough competition from the private multinational and commercial national companies. The participants left the Mulkanoor village with an ambition of seeding the idea of cooperative spirit among the farmers in their respective countries.

4. Sneak peek into the upcoming issue of our bulletin

1. Brief report on 36th FTF ITT program on “Agribusiness – Startup to Scale-up”
2. Many other stories from Back at Work Plan

FTF ITT Training Program Overview

Total Number of Training Programs Completed: **35**

Number of executives trained till now: **913**

Male: Female: **554:359**

Number of Countries covered: **20**

Name of the countries:

Asia: Afghanistan, Bangladesh, Cambodia, Lao PDR, Mongolia, Myanmar, Nepal, Sri Lanka and Vietnam

Africa: Botswana, Democratic Republic of Congo, Ghana, Kenya, Liberia, Malawi, Mozambique, Rwanda, Sudan, Tanzania and Uganda

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