

Feed The Future India Triangular Training (FTF ITT) Program

In this Issue

1. A brief report on the International Training Program on "Agripreneurship Development among Rural Women" during 6-20 November, 2018 at Kudumbashree Mission, Thiruvananthapuram, Kerala, India.
2. Visit of Tanzania Delegation to MANAGE, Hyderabad
3. Stories from Back at Work Plans
 - I. Awareness Campaign of an Extension Officer from Malawi Regarding the Spice and Herb Cultivation
 - II. Participatory Radio Campaign on the Importance of Soil Health For Sustained Crop Productivity
4. Messages from the Participants
5. Program Management Unit (PMU), MANAGE wishes Dr. Ravi Nandi for his new journey in ICRISAT, Hyderabad
6. Program Management Unit (PMU), MANAGE welcomes Dr. Goldi Tewari, Program Manager
7. Message from the Director General, MANAGE
8. In the coming issue

1. International Training Program on "Agripreneurship Development among Rural Women" during 6-20th November, 2018 at Kudumbashree Mission, Thiruvananthapuram, Kerala, India

The training program focusing on understanding the Kudumbashree Community Model of Local Economic Development was launched on 6th of November, 2018 at Thiruvananthapuram, Kerala, India. The program aimed at creating detailed understanding of women led/focused community institutions among the participants. Thorough interactions with many of such agencies was facilitated to know how sustainable livelihoods can be created using this approach.

The program was inaugurated by Sri S. Harikishore (IAS), Executive Director, Kudumabshree.

Dr. Mahantesh Shirur, Deputy Director, Agricultural Extension, MANAGE, Shri Sanjeev

Sukumaran, Chief Operating Officer, Kudumbashree and Dr. Ravi Nandi, Programme Manager, MANAGE were present in the inauguration of the program.



FTF ITT Training Program on 'Agripreneurship Development among Rural Women', Inaugurated by Shri S. Harikishore IAS, Executive Director, Kudumbashree



Shri S. Harikishore during his inaugural address explained the Kudumbashree model. He emphasized that poverty eradication programs can lead to success only when they are driven by women empowerment initiatives. He elicited upon the two way approach of Kudumbashree; creation of women Self Help Groups on one hand and providing vocational trainings to these women on the other hand. He urged the participants to carry back the learnings from the training program to their respective countries and try to replicate the model in their own regions.

Dr. Mahantesh Shirur welcomed the delegates to the programme by introducing to them an ancient Indian concept of “Vasudhaiva Kutumbakam” which translates to “one world-one family”. He appreciated the creative and dedicated efforts of the organizers. He urged all the participants, delegates and organizers to continue the good work in the benefit of the farming communities in particular and the humanity in general.

A total of 26 participants (20 female and 6 male executives) from 8 countries namely, Cambodia, Kenya, Liberia, Malawi, Mongolia, Myanmar, Nepal and Uganda attended the training. The program was designed to acquaint the participants with the knowledge regarding the concept of women led initiatives and institutions and their impact on poverty reduction, and sustainable livelihood creation. Training was facilitated using the cross learnings technique through successful models like Kudumbashree. Some of the key focus areas of the training program were: poverty reduction through women collectives; approaches for livelihood based collectivization; supply chain and marketing activities; value chain activities; Self Help Groups (SHGs) and group saving.

During the training program, executives also visited Karrakulum Gram Panchayat office, Pallikal Community Development Society and Pallikal Gram Panchayat.

Program was culminated on 19th of November 2018 in the presence of Dr. T M Thomas Isaac, Hon'ble Finance Minister, Government of Kerala; Dr. Mahantesh Shirur, Deputy Director, Agricultural Extension, MANAGE; and Mr. Vamsidhar Reddy T.S., Development Assistance Specialist (Agriculture), Food Security Office, USAID, India.



Cultural Event was organized at Kudumbashree at the end of the training program. Executives portraying their countries' cultures

Dr. T. M. Thomas Isaac in his key note address spoke about the origin and progress of



Dr. T.M. Thomas Isaac, Hon'ble Minister, Govt. of Kerala

Kudumbashree model of women entrepreneurship in Kerala. He attributed the social structure and high literacy in Kerala as to key factors behind the success of kudumbashree in Kerala. He briefed the participants regarding various land-reforms measures and socio-economic movements in the Kerala also as complimentary factors to the success of Kudumbashree. He called upon the

trainees to understand all these factors while implementing and adapting the Kudumbashree Model in their respective countries.

All the participants presented their Back At Work Plan (BAWP) based on their learning and experience at Kudumbashree during this training program.

2. Visit of Tanzania Delegation to MANAGE

A five members Tanzania delegation viz., Ms. Maryam Abdalla Sadalla, Principal Secretary, Ministry of Agriculture, Natural Resources, Livestock and Fisheries, Zanzibar; Mr. Mohamed Ramia Abdiwawa, Ambassador and Foreign Relations, Finance & Economic Adviser to the President of Zanzibar; H.E. Mr. Baraka H Luvanda, High Commissioner of Tanzania to India; Mr. Alfian Othman Maalim, Director General, Tractors & Farm Equipment Agency; and Dr. Suleiman Mohamed, Agricultural Research Institute, Zanzibar visited MANAGE on 8th November, 2018.



Tanzania Delegation Meeting with Director General, MANAGE and MANAGE Faculty

Smt. V. Usha Rani (IAS), Director General, MANAGE explained various activities and initiatives of MANAGE in the field of Agriculture and Farmers Welfare. She expressed hope that the collaborative efforts of Government of Tanzania and India will bring many positive changes in the agriculture sector of the both countries.

Ms. Maryam Abdalla Sadalla briefed the faculty regarding various initiatives undertaken by Tanzania in the field of Agricultural Extension and proposed to work together for betterment of farmers.

His Excellency Mr. Baraka H Luvanda expressed his gratitude and nominated point of contact from Tanzania for Feed the Future India Triangular Training program (FTF ITT) and he hoped for many purposeful achievements and collaborations ahead.

3. Stories from Back at Work Plans

I. Awareness Campaign of an Extension Officer from Malawi Regarding the Spice and Herb Cultivation

Ms. Prisca T. Kachigunda from Malawi participated in the training program on 'Value addition in spices' from 15th to 29th May, 2018. After going back to her country, she decided to create awareness among the farming, administrative community regarding the spice and herb cultivation and its advantages.

Some of the activities she carried out based on her back home plan were:

- Sensitized officers at her office, Department of Agriculture Extension Services; medical personnel at Lilongwe Bottom District hospital, Farmers in Lilongwe East at Nyanja Extension Planning Area (EPA); and spice vendors at 24 different marketplaces in Malawi.
- Wrote an article for Farmers magazine (Quarterly) well known as *Za Achikumbi*, and is written in one of the local language in the country known as Chichewa.
- Conducted radio interviews with three Extension workers who attended the training in India on value addition in spices, Extension workers and farmers at Champhira Extension Planning Area in Mzimba District in the Northern Region of Malawi. These interviews were included in the agriculture radio programmes which were aired on National Broadcasting Station (Malawi Broadcasting Cooperation- MBC).
- Identified a demonstration plot for spice production (especially ginger).
- Sourced spice seed for the demonstration plot from the nearby market.
- Discussed with specialists from the Department of Crops Development on how we can promote spice production can be promoted in Malawi during one of the horticultural message development meetings.

Some of her observations from the above-mentioned activities were:

- Many people in Malawi including farmers are not much aware of types of varieties grown, how to grow them, processing and utilization and the health benefits of spices.
- Most of the spices sold in Malawi are imported from neighboring countries and only few districts in Malawi (Mzimba, Ntcheu, Nkhatabay and Dedza) grow spices.
- Spices are sold at unaffordable prices for smallholder farmers in Malawi and also for the general public due to huge demand and low supply.

She found that the major challenges that farmers of Malawi face regarding the cultivation of spices are as follows:

- i. Lack of planting materials as most spices are imported.
- ii. High prices of spice seed.
- iii. No resources to conduct more radio interviews.
- iv. Inadequate resources to sensitive more people on the benefits of spices.
- v. Low adoption of some stakeholders involved in horticulture production.

Ms. Prisca found the training very beneficial for her being an extension worker and to all Malawian farmers. She recommends that there is a need sensitization on spice production and value addition through meetings and radio programme. Therefore, is also planning to start some other spice and herb related projects in some other parts of the country. She optimistic that many farmers will start growing spices as one organization in collective effort.

II. Participatory Radio Campaign on Importance of Soil Health for Sustained Crop Productivity

Between 30th January to 13th February, 2018, training on the topic 'Management of Technology and Extension for Soil Testing based Advisory Services to Farmers' was conducted. After this training, one of the participant Mr. Tuchitechi Hawonga (an Agricultural Communications Officer) from Malawi started a Participatory Radio Campaign on the importance of maintaining good soil health for sustainable crop productivity.

In Malawi, crop and livestock yield far from potential due to a number of natural and anthropogenic activities. Soils suffer from poor health due to physical and chemical degradation which has also affected biological soil health. Uptake of soil and water conservation technologies

remains low due to the lack of information, knowledge and skills. In an effort to address this issue, Mr. Tuchitechi started his back at work project in two districts of Malawi. The program was implemented in Karonga (area: 3,355 km²; population: 194,572) and Chitipa districts (area: 4,288 km²; population: 126,799 in the northern part of the country and targeted a total number of 156,336 farming families from both districts. The program was aimed to teach farmers on soil health and sustainability related issues. He used the Participatory Radio Program as a tool to bring farmers and soil health experts to a common platform. His campaign was implemented in four different stages viz. introduction, discussion, decision making and implementation.



A one hour live radio program was aired every Monday on *Tuntufye radio*, a local radio station of Malawi. In the radio program, he invited the experts and guests speakers who talked about the current soil health status of the country and the targeted districts. They also provided information regarding the amount of soil lost in the two districts each year. Various case studies on the causes and consequences of poor soil health and subsequent reduction in crop productivity were discussed. Information was also provided to the farmers regarding various strategies for maintaining good soil health and related agricultural practices.

As a result of this campaign, many farmers adopted the recommended soil conservation related agriculture practices in Malawi. Many farmers constructed physical soil conservation structures such as contour ridges, established grass hedgerows in their cultivated fields and adopted the practices like crop rotation, use of organic manure etc. The beneficiary farmers of this campaign also shared their experiences regarding the advantages, challenges and major learnings after adopting these soil conservation practices.

Some of the observations of Mr. Tuchitechi during his this back at work project are as follows:

- There was an active participation of soil health experts, government officers and scientists (Baka Research station as well as Karonga Agricultural Development Division Officers) of the concerned district.
- Significant numbers of farmer listeners showed their enthusiasm and need towards similar radio programs on various other agriculture related topics
- Farmers showed a high rate of adoption of recommended practices during the Participatory Radio Campaign

4. Messages from the Participants



“I participated in the FTF ITT training program on “Value addition in spices” which was held during 15th to 29th May, 2018 at ICAR-Indian Institute of Spices Research (IISR), Calicut, Kerala, India. The training was very beneficial to me. Being an extension worker I could learn many tools and techniques through which awareness regarding the advantages and cultivation practices of various spices can be created among the farming community. This knowledge will help me to

promote farmers of my country towards this useful and profitable agricultural practice.”

- Ms. Prisca T. Kachigunda (Malawi)

“I participated in the FTF ITT training program on ‘Plant Biosecurity and Food Safety’ (3rd to 17th



March, 2018) at National Institute of Plant Health Management (NIPHM), Rajendranagar, Hyderabad, Telangana, India. I liked all the presentations especially regarding the fruit identification and lure preparation. The presentations were conducted in a manner that everybody could understand. Inspection and sampling procedures were also very helpful to understand export and import of agricultural products”

**- Mr. Tshianz-A-Kangasa Michel
Democratic Republic of Congo**

5. Program Management Unit (PMU), MANAGE wishes Dr. Ravi Nandi for his new journey in ICRISAT, Hyderabad



Dr. Ravi Nandi served as Program Manager at Program Management Unit (PMU), MANAGE from July 2016 to November 2018. From the beginning of the FTF ITT program Dr. Ravi Nandi was associated with it and PMU wishes to thank him to his notable contribution. He is joining as scientist at International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), Hyderabad, India. MANAGE wishes Dr. Ravi very best for his journey ahead.

6. Program Management Unit (PMU), MANAGE Welcomes Dr. Goldi Tewari, Program Manager



Program Management Unit (PMU), MANAGE would like to welcome Dr. Goldi Tewari to the team. She has done her Ph.D. in Communication Science from University of Ghent Belgium through a European Commission's funded research project. She is a graduate in Agriculture and postgraduate in Agricultural Extension. In the past she worked in a Farmer Producer Company in India. She published her research in many peer reviewed international journals and presented in many conferences in India and abroad. Her interest and expertise lays on training and capacity building; Farmer Producer Companies; and risk and crisis communication. She has joined MANAGE, Hyderabad on 22nd November, 2018 as Program Manager, PMU, MANAGE. PMU, MANAGE wishes Dr. Goldi all the best in her journey at MANAGE.

7. Message from the Director General, MANAGE



The FTF-ITT training program provides for strengthening the knowledge and skills of the agricultural professionals of twenty Asian and African countries. To make this program a great success all of us will have to join hands and make constant efforts to make this world a sustainable and happy place to live.

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

8. In the coming issue

1. The 31st FTF ITT Program at National Institute of Plant Health Management (NIPHM), Hyderabad, Telangana, India.
2. Many more interesting stories from Back at Work Plan reports of the FTF ITT Alumni.
3. Details of Post Graduate Diploma in Agricultural Extension Management (PGDAEM-MOOCs) using Massive Open Online Courses (MOOCs) announced by National Institute of Agricultural Extension Management (MANAGE), Hyderabad, India.

FTF ITT Training Program Overview

Total Number of Training Programs Completed: **30**

Number of executives trained till now: **773**

Male: Female: **454:319**

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

Editor-in-Chief:

Smt. V. Usha Rani, IAS
Director General
MANAGE

Editor:

Dr. Mahantesh Shirur
Dy. Director (Agricultural Extension)
MANAGE

Associate Editors:

Dr. Goldi Tewari, Program Manager, PMU, MANAGE
Ms. Shakera Parveen, Program Executive,
PMU, MANAGE

Dissemination Support:

Mr. B. Chinna Rao
Junior Program Executive, PMU, MANAGE

**For any queries relating to the program,
please Contact following address:**

Program Management Unit (PMU), National Institute
of Agricultural Extension Management
(MANAGE), Rajendra Nagar, Hyderabad - 500030,
Telangana, India

Phone number: Office: +91(40) 24016702-06,
Ext.: 662

Email: pmu.manage@manage.gov.in

Website: www.manage.gov.in

www.facebook.com/ftfittmanage.ind

https://twitter.com/FTFITT_MANAGE

