



MANAGEMENT DEVELOPMENT PROGRAMME
ON
AGRICULTURAL EXTENSION FOR CORPORATE EXECUTIVES
November 18-20, 2018

PROGRAMME DIRECTORS

DR. JABIR ALI, DIRECTOR

CENTRE FOR KNOWLEDGE MANAGEMENT,
ICT AND MASS MEDIA

DR. SARAVANAN RAJ, DIRECTOR

CENTRE FOR AGRICULTURAL EXTENSION INNOVATIONS,
REFORMS, AND AGRIPRENEURSHIP

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT
(AN ORGANIZATION OF MINISTRY OF AGRICULTURE & FARMERS WELFARE, GOVT. OF INDIA)
RAJENDRANAGAR, HYDERABAD - 500 030, TELANGANA, INDIA
WEBSITE: WWW.MANAGE.GOV.IN

MANAGEMENT DEVELOPMENT PROGRAMME ON AGRICULTURAL EXTENSION FOR CORPORATE EXECUTIVES

INTRODUCTION

Agricultural Extension is getting transformed with emergence of new agricultural technologies, innovation and idea to the farmers for incorporating them into their farming practices. This is requiring an overhaul in the process of information and advisory service delivery to the farmers by involving technological interventions of private sector stakeholders. Moreover, food and agribusiness companies have been focusing on backward linkages for integrating their network with the farming communities to enhance their business performance. They have increasingly becoming interested for interacting with farmers for a better collaboration and inclusive supply chain integration. As agricultural extension and advisory services to farmers is crucial for promoting agricultural production and market linkage, it is imperative to build the capacity of the private sector executives for handholding of the agricultural advisory service delivery along with public extension system.

OBJECTIVES OF THE PROGRAMME

This programme aims at building the capacity of food and agribusiness corporate executives to effectively develop and manage the communication strategy with the farming communities for enhancing their business on one hand and efficiently delivering extension and farm advisory services for promoting profitable agriculture to the farmers on the other. Specific objectives of the programme are as follows:

- Sensitize the junior and middle level executives of food and agribusiness companies on nature, scope and importance of agricultural extension and advisory services.
- Discuss the effective communication strategy for farming communities in building the business relationship with them.
- Evaluate the possibility of utilizing information and communication technologies in strengthening the agricultural extension services through private sector.

PROGRAMME CONTENT/ MODULE

The program will be divided in 3 modules. Module 1 will focus on scope and nature of agricultural extension and advisory services. Module 2 would highlight the process of building sustainable relationship with the farming communities. Finally, module 3 will focus on using information and communication technologies in strengthening agricultural extension in public-private partnership mode.

PEDAGOGY

A suitable combination of classroom lectures, interactive discussions, class exercises, case studies, and experience sharing to be used for effective delivery of the program.



WHO SHOULD ATTEND

The target participants of this programme ranges from junior to middle level executives of food and agribusiness companies, who are responsible for procurement of agricultural produce, input dealership management and coordination of farm level interventions.

DURATION

November 18-20, 2018

PROGRAMME FEE

Rs. 6000 per participant (This fee includes tuition fees, training kit, boarding & lodging)

VENUE

National Institute of Agricultural Extension Management (MANAGE), Hyderabad

CERTIFICATE

Certificate of Participation will be provided to the participants after completion of the programme.

PROGRAMME DIRECTORS

Dr. Jabir Ali is a Director at Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension in the Institute. He holds Post Graduate and PhD in Agricultural Economics and Business Management and also completed Certificate Courses on Case Writing and Participant-Centered Learning from Harvard Business School, United States of America. He has more than 15 years of academic experience in organizations of repute such as Institute of Cooperative & Corporate Management, Research and Training (ICCMRT), Lucknow, Centre for Food & Agribusiness Management, Indian Institute of Management, Lucknow; G.B. Pant Social Science Institute, Allahabad and National Centre for Agricultural Economics and Policy Research, New Delhi. His areas of interest in teaching and research include ICT in Agriculture, Agribusiness Business Environment and Policy Analysis, International Trade Logistics and Agribusiness Supply Chain, Agricultural Commodity Futures and Options, Social Marketing and Social Entrepreneurship.

He has published more than 40 research papers in refereed national and international journals and undertaken more than 45 research and consultancy projects for various public and private sector organization. He has also organized more than 30 Management Development Programmes for senior and middle level executives in the area of food and agribusiness. He has earlier contributed in academic administration as Principal, ICCMRT Lucknow, Chairman, Management Development Programme Centre (Executive Education), IIM Lucknow and Chairman, Centre for Food and Agribusiness Management, IIM Lucknow.

E-mail: jabir.ali@manage.gov.in



Dr. Saravanan Raj is a Director (Agricultural Extension) at the National Institute of Agricultural Extension Management (MANAGE), Hyderabad, India. Leading the MANAGE Centre for Agricultural Extension Innovations, Reforms, and Agripreneurship and Centre for Agricultural Extension Policy, Public-Private Partnership in Extension and International Centre of Excellence in Agricultural Extension. Heading the MANAGE AC&ABC Knowledge Incubation Centre to promote rural startups. Director (PMU), Programme Management Unit (PMU), Feed the Future India Triangular Training (FTF ITT) program) for the capacity development of 11 African countries and six Asian countries. Programme Director for MANAGE Internships to the M.Sc/ Ph.D students of Extension education, rural development, sociology, social work and mass media and journalism. Programme Director for the MANAGE Young Agricultural Extensionist Programme (MYAEP/ manage30), a community of practice (CoP) for developing future ready young extensionists in rural India. Co-ordinator for the MANAGE-University alliance for advancing agricultural extension and advisory services with the focus on policy relevant research and market demand based curriculum. Has specialization in the area of ICTs for agricultural extension, social media, extension reforms, privatization, institutional pluralism and innovations, and related policy issues.

His publications include four books on "Agricultural Extension: Worldwide Innovations" (2008) and "ICTs for Agricultural Extension: Global Experiments, Innovations and Experiences" (2010), ICT for Agriculture and Rural Development (2011), Mobile Phone for Agricultural Extension: Worldwide mAgri Innovations and Promise for Future (2014) and 45 articles in the referred scientific international and national journals, books and proceedings.

E-mail: saravanan.raj@manage.gov.in

ABOUT THE INSTITUTE

MANAGE was established in 1987, as the National Centre for Management of Agricultural Extension at Hyderabad, by the Ministry of Agriculture & Farmers Welfare, Government of India as an autonomous Institute, from which its acronym 'MANAGE' is derived. In recognition of its importance and expansion of activities all over the country, its status was elevated to that of a National Institute in 1992 and re-christened to its present name i.e., National Institute of Agricultural Extension Management. MANAGE is the Indian response to challenges of agricultural extension in a rapidly growing and diverse agriculture sector. The policies of liberalization and globalization of the economy and the level of agricultural technology becoming more sophisticated and complex, called for major initiatives towards reorientation and modernization of the agricultural extension system. Effective ways of managing the extension system needed to be evolved and extension organizations enabled to transform the existing set up through professional guidance and training of critical manpower. MANAGE is the response to this imperative need. The Institute focus is on Training, Education, Research, Consultancy and information & documentation, apart from implementing some Central Sector Schemes.

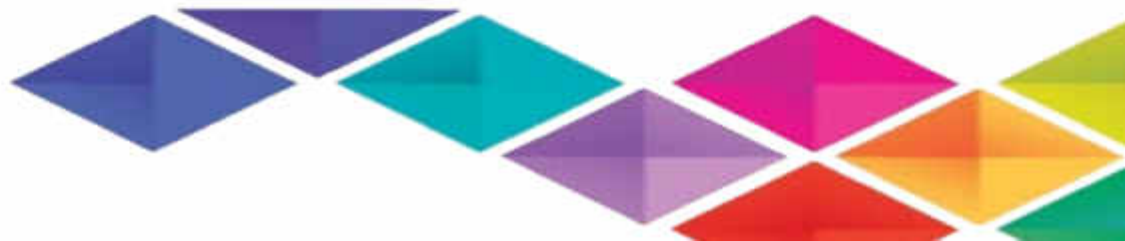
SUBMISSION OF NOMINATIONS

Please send your nomination form along with Programme fee to the Programme Directors by November 10, 2018.

Dr. Jabir Ali / Dr. Saravanan Raj

National Institute of Agricultural Extension Management (MANAGE)

(An Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad - 500 030, Telangana, INDIA.





NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT

Rajendranagar, Hyderabad – 500 030 Telangana, India, www.manage.gov.in

MANAGEMENT DEVELOPMENT PROGRAMME ON AGRICULTURAL EXTENSION FOR CORPORATE EXECUTIVES

T.P.No / Academic Year: ___/ 2018-19

NOMINATION FORM

(Please fill-up completely)

1. Name (CAPITAL LETTERS) : _____

2. Designation : _____

3. Age (Yrs) : _____

4. Gender (Male or Female) : _____

5. Total Service (Yrs) : _____

6. Sector (✓) : Agriculture Horticulture Sericulture AH & Vet.
 Services Fisheries ICAR SAUs Marketing
 NGOs SAMETIs / EEIs Others, specify

7. Organization Name : _____

8. Organization Address : _____

District : _____

State : _____

9. Telephone Off. : _____ Fax: _____

Email : _____ Mobile: _____

10. Mode of payment (✓) of course fee : A) ONLINE – A/c No. 52032275803, IFSC: SBIN0020074
State Bank of India, ANGRAU Campus, Rajendranagar,
Hyderabad
(B) Demand Draft in favour of 'MANAGE' payable
at Hyderabad

Date:

Signature

Note: Please send your completed nomination form along with fee of Rs. 6000 per participant to the Programme Director by October 26, 2018