

**ANNUAL REPORT**  
**1998-99**

## CONTENTS

<i>Section</i>	<i>Particulars</i>	<i>Page</i>
INTRODUCTION		
	Mission Statement .....	2
	Vision Statement .....	3
	Mandate .....	4
ACHIEVEMENTS 1998-99		
1.	Training .....	5
1.1	General Training Programmes .....	6
1.2	Process Consultancy-cum-training Programmes .....	6
1.3	Sponsored Training Programmes .....	7
1.4	International Training Programmes .....	8
2.	Consultancy and Research Projects	
2.1	National Agricultural Technology Project .....	9
2.2	Participative Adaptive Research for Tribal Areas in Andhra Pradesh ...	11
2.3	Manchal Watershed Programme .....	12
3.	Management Education	
	Post Graduate Programme in Agri-Business Management .....	13
4.	Information Technology Centre .....	15
5.	Documentation and Library Services .....	16
6.	Development of Physical Infrastructure .....	18
7.	Administration .....	18
8.	Miscellaneous .....	20

## ANNEXURES

### Annexure I

Details of Training Programmes .....	i
--------------------------------------	---

### Annexure II A

Composition of General Council .....	viii
--------------------------------------	------

### Annexure II B

Composition of Executive Council .....	xiv
--	-----

### Annexure III

Profile of MANAGE Faculty and Staff .....	xvi
---	-----



## INTRODUCTION

The National Institute of Agricultural Extension Management (MANAGE) was established in 1987 as an autonomous body under the Ministry of Agriculture, Government of India with a mandate to assist State Governments, Public Sector Organizations and Government of India in effective management of their agricultural extension systems.

During the year under review, Shri. A.K. Goel took over charge as Director General, MANAGE on January 27, 1999. Shri. Goel joined IAS in 1974 in Andhra Pradesh cadre. He has served as Commissioner, Rural Development and his previous assignment was as Secretary, Backward Classes Welfare Department.

As in previous years, MANAGE has sought to strengthen its activities in diverse areas of its concern. Integrating the latest concepts with practical realities, and creating practicable modules for modernization and optimization of the effectiveness of extension systems has always been a core concern for MANAGE. This is also reflected in the activities carried out during this year.

In accordance with its Mandate, MANAGE has been making concerted efforts to have linkages with international institutions, and with national level institutions and organizations concerned with training and agricultural development. MANAGE envisages to build up its own strength through strong linkages with institutions of academic excellence around the world.

MANAGE has been providing consultancy services to various state departments of agriculture, autonomous organisations in public,

NGOs and private sector regarding management of agricultural extension activities. Currently MANAGE has been entrusted with the responsibility for implementing the technology dissemination component of the National Agricultural Technology Project (NATP) initiated by the Ministry of Agriculture, Govt. of India for developing and implementing a research/extension system which is farmer driven.

Another project is looking at ways to develop appropriate technologies for the complex and diversified farming systems for the agriculture, horticulture and cash crops cultivated in the tribal areas in Andhra Pradesh.

The first batch of the two-year post Graduate Programme in Agri-Business Management students passed out in mid 1998. The Programme attracted the attention of major agribusiness companies and succeeded in securing 100% placement in the very first year.

Efforts are being made to integrate various management tools, techniques and concepts related to agricultural management, to develop need-based consultancy and training programmes for clientele organizations. MANAGE is also developing an information base on agricultural extension management and disseminating information relating to agricultural management through some of its publications.

The following pages present details of the activities and achievements during the period under review.

## OUR MISSION

**Facilitating the acquisition of Managerial and Technical skills by Extension Officers, Managers, Scientists and Administrators in all sectors of Agricultural economy to enable them to provide most effective support and services for farmers and fishermen for practicing Sustainable Agriculture.**



## OUR VISION

**To be counted among the most pioneering, Innovative, User Friendly and Self-Supporting Agricultural Management Institutes in the world.**



## OUR MANDATE

- ★ Develop linkages between prominent state, regional, national and international institutions in agricultural extension management
- ★ Gain insight into agricultural extension management systems and policies
- ★ Forge collaborative linkages with national and international institutions for sharing faculty resource
- ★ Develop and promote applications of modern management tools for improving effectiveness of agricultural extension organizations through better management of human and material resources.
- ★ Organizing need-based training programmes for senior and middle level agricultural extension functionaries.
- ★ Conduct problem-oriented studies on agricultural extension management as a sequel to the feedback from training programmes.
- ★ Function as an international documentation centre for collecting, storing, processing and disseminating information on all subjects related to agricultural management.

## ACHIEVEMENTS 1998-99

Professional services rendered to our clientele are in areas like Training, Consultancy, Research, Management Education, Information and Documentation.

The progress made during this period for different facets of our activities is detailed here.

### 1. TRAINING

During 1998-99 MANAGE conducted 71 programmes with 1677 participants who included Government personnel, NGOs and farmers. The Training Programmes conducted by MANAGE during the period are detailed here:

#### TRAINING PROGRAMMES CONDUCTED DURING 1998-1999

Sl.No.	Nature of the programme	No.of Programmes	No.of Trg weeks	No.of participants
1.	General Programmes: a) Management Development Programmes	10	15.0	75
2.	Process Consultancy-cum- Training programmes			
	a) National Agricultural Technology Project (NATP)	19	28.5	467
	b) U.P. Diversified Agricultural Support Project (UPDASP)	12	21.0	354
	c) International Fund for Agriculture Development (IFAD)	07	7.0	223
	d) Others	01	2.0	--
3.	Sponsored programmes	17	17.0	465
4.	International Training-cum-study visit programmes	01	2.0	12
5.	a) Post-Graduate Diploma in Agri-Extension Management	01	3.0	10
	b) Post-Graduate Diploma in Agri-Business Management			
	1996-98 batch	01	4.0	23
	1997-99 batch	01	46.0	24
	1998-2000 batch	01	33.0	24
<b>TOTAL</b>		<b>71</b>	<b>178.5</b>	<b>1677</b>

## 12th Annual Report

### 1.1. General Programmes

#### 1.1.1. Management Development Programmes

As an apex national institute for management of agricultural extension, MANAGE has focussed its efforts in developing and conducting Management Development Programmes for officials of state departments of Agriculture, and other development departments. During 1998-99, MANAGE conducted 10 Management Development Programmes imparting training to 75 participants over 15 weeks of training. Nine of these programmes were on Management of Information Technology with one on Participatory Watershed Planning. The information technology programmes aimed at helping organizations in introducing and effectively using the latest information technology, and included programmes on 'Internet for Agriculture Information and Communication', use of 'Multimedia on Participatory Watershed Management', Information Technology for Agricultural Extension Personnel and "Use of Multimedia for Rice Cultivation". The programme on 'Participatory Watershed Planning' aimed at sensitising participants to the participatory approach and orienting them to operational aspects of participatory watershed management.

#### 1.2. Consultancy-cum-Training Programmes

MANAGE conducted 39 consultancy-cum-training programmes for 1044 participants covering 58.5 training weeks.

##### 1.2.1 National Agricultural Technology Project.

Under the Project three national workshops on Technology Dissemination component under NATP were organised during April 23-24, November 12-13, 1998, and February 12-13, 1999. Participants included representatives from six participating states, viz. Andhra Pradesh, Himachal Pradesh, Punjab, Bihar, Orissa and Maharashtra, the World Bank, the ICAR Technology dissemination Unit, Ministry of Agriculture & MANAGE. The officials from Ministry of Agriculture included Mrs. Sati Nair, Additional Secretary, Mrs. Rita Sharma, Joint Secretary & Commissioner (Extn.), Shri V.V. Sadamate, Joint Commissioner (Extn.).



MANAGE conducted training programmes, on 'Participatory Extension Management', for extension officers from Simla (Himachal Pradesh), Gurdaspur (Punjab), and Dumka (Bihar) districts, and on preparation of SREP under NATP/UPDASP. Another activity taken up under NATP was four field practicals for preparation of Strategic Research & Extension Plan (SREP) each of three weeks duration at Khurda district, Orissa, Simla district, Gurudaspur district (Punjab), Dumka district (Bihar) covering 94 participants.

Workshops have been organized for developing 'Training Material and Training Manual for preparation of Strategic Research & Extension Plan (SREP) and Annual work plan under NATP/UPDASP, 'Finalisation of Investment plans for pilot districts under NATP', and on 'Preparation of Investment Plans for 'State Agricultural Management & Extension Training Institutes' (SAMETI).

For finalisation of Strategic Research Extension Plan (SREP), two working group meetings were organised at MANAGE during December, 1998. After completion of the district SREP a four-days workshop on "Preparation of Block level action plan of NATP districts was organised during February, 1999 for twenty-three participants from NATP districts, MANAGE Faculty members and officials of the Directorate of Extension, Government of India.

A workshop on 'Participatory Extension Management' was organised at MANAGE from 21-23 November, 1998 in collaboration with the Michigan State University Extension, U.S.A. and the World Bank. Dr. Arlen Leholm, Michigan Extension Director, Dr. Raymond D.Vlasin from





East Lansing, Dr. Murari Suvedi, Associate Professor, represented Michigan State University. The World Bank was represented by Dr. Ashok K. Seth, Principal Agriculturist. The workshop was attended by the officials from U.P. Diversified Agriculture Support Project (UPDASP), National Agricultural Technology Project (NATP), U.P. Bhoomi Sudhar Nigam Limited (UPBSN), Directorate of Extension-Government of India, Agricultural Staff Training Institute, Hyderabad and faculty members of MANAGE.

**1.2.2. U.P.D.A.S.P.** U.P. Diversified Agriculture Support Project is a major consultancy project offered by Uttar Pradesh Government to MANAGE. Under this project, MANAGE has organised two training programmes on 'Participatory Extension Management' for 58 participants of Jhansi, Nainital, Lucknow and Basti districts. One training programme was conducted on 'Training of Trainers belonging to 3 State Agricultural Universities of Uttar Pradesh on SREP preparation, followed by eight field practicals of two weeks duration conducted at Lucknow, Basti, Jhansi and Nainital. One programme on 'SREP preparation under UPDASP' was conducted at MANAGE from September 7-19, 1998 for 25 participants. More details may be seen in the table under Consultancy-cum-Training programmes at Annexure 1.

**1.2.3 IFAD:** MANAGE has been assigned a research study on 'Participatory Adaptive Research Project' sponsored by International Fund for Agricultural Development (IFAD), through Department of Tribal Welfare, Government of Andhra Pradesh for Tribal areas of the state. Major activities like training programmes and field exercises under this project have been taken up as 'Participatory Research Management programme'. Three separate orientation-cum-training programmes on 'Participatory Adaptive Research' were conducted for the NGOs of Integrated Tribal Development Agency (ITDA), Bhadrachalam, Rampachodavaram and Adilabad projects.

The training programme was followed by three field exercises for preparation of SREP at Bhadrachalam, Rampachodavaram and Utnoor.

An orientation-training programme on watershed management for project staff was organised at Paderu, Visakhapatnam District during November 16-21, 1999. Participants included 119 departmental officials and farmers implementing IFAD project.

**1.2.4 Others:** MANAGE has been offered consultancy for upgradation of State Government's Institute of Agriculture Management of Rajasthan Government to 'State level Institute for Agricultural Management', at Jaipur and Agriculture Training Centre at Tonk, for training of middle and grass root extension workers, as a management institute, on the lines of MANAGE. Organisation of mini-workshops, SWOT exercise involving state Government officials and other stakeholders were undertaken from July 27-August 8, 1998 by a team of MANAGE consultants. The team visited ATC, Tonk, Rajasthan Agriculture University, Udaipur, Krishi Vigyan Kendras at Udaipur and Vanasthali also for a study as part of fieldwork. A draft report of the project has been submitted to Department of Agriculture, Government of Rajasthan for their observations and suggestions.

### **1.3. Sponsored Training programmes**

MANAGE conducted 17 programmes covering 465 participants over 17 training weeks. A training programme on 'Management Development' for middle level extension functionaries sponsored under AHRD project of the Department of Agriculture, Government of Haryana was conducted at Haryana Institute of Rural Development (HIRD), Nilokheri from April 20-25, 1998, attended by 23 officials.

On the request from Rubber Board, Kottayam a one week training programme on 'Participatory Training Methods and Techniques for trainers of Rubber Board' was conducted for 10 participants during July 20-25, 1998, at MANAGE, Hyderabad.

A one week training programme on 'New guidelines in Participatory Watershed Management' was conducted for 24 forest officers, sponsored by the Forest Department, Government of

## 12th Annual Report

Rajasthan from July 20-25, 1998 at MANAGE, Hyderabad.

Two orientation courses on 'Information Technology' were organised for 107 participants in two batches, on a special request from the A.P.Seed Certification Agency, Hyderabad, with a basic aim of exposing their staff members to all facets of information technology available with MANAGE.

The Department of Agriculture, Government of Andhra Pradesh has sponsored two programmes under AHRD project. Three weeks training programme on 'Participatory Technology Management' was conducted from September 7-25, 1998, and attended by 22 officers. A three day workshop on 'Preparation of Training Manual for organising follow up training programmes' was organised during December 21-23, 1998, which was attended by 17 participants.

To improve the managerial skills, and orientation about PRA techniques to middle level officers of State Department of Agriculture, Tamilnadu, a training programme was organised at Kudumiamalai (T.N.), during September 8-11, 1998.

The Forest Department, Government of Andhra Pradesh, sponsored two training programmes on 'Monitoring and Evaluation of Joint Forest Management' during September 14-18 and on 'Extension Methodology & Communication Skills for Effective Application of Joint Forest Management' during October 26-30. Two training programmes sponsored by the Department of Personnel & Training, Government of India on 'Participatory planning of Watershed Management' and 'Project Management Skills' were conducted during September 21-26, and November 9-14, 1998 for 23 and 16 participants sponsored by organisations under Central and State Governments, Agricultural Universities and ICAR Institutes.

Orientation workshop-cum-training course sponsored by Ministry of Rural Areas and Employment, Government of India on 'Participatory Management of Watershed' for the Project Directors of DRDA, Additional Collectors and CEOs

of Zilla Parishad was organised at Jaipur during September 23-25, 1998. The programme was attended by 44 participants.

The Department of Agriculture, Government of Orissa sponsored a week long programme on watershed management from November 28-December 4, 1998 at Bhubaneswar. The programme was divided into two parts as an orientation training-cum-workshop for 23 senior officials of the state viz. District Collectors, Director of Horticulture, Director Welfare and Joint Directors of other departments. The other part of programme was attended by 58 officials of DRDA.

The Department of Agriculture, Government of India sponsored two training programmes of each one-week duration on 'Internet and office communication' for departmental officials. These programmes were attended by 18 departmental officials.

The Ministry of Environment and Forest, Government of India sponsored one training programme on 'Participatory Watershed Management' for 12 IFS officers. This programme was organised at MANAGE during February 1-5, 1999.

### 1.4. International Training-cum-Study visit programmes

An international training-cum-study visit programme on 'Animal Husbandry' sponsored by the Ministry of Agriculture, Animal Husbandry and Fisheries, Uganda was organised from July 20-30, 1998 for 12 officials. The objectives were to provide an opportunity to the participants (1) to study the research and extension systems in operation and research-extension-farmer linkage mechanism; (2) to review the privatisation of veterinary extension services in India; (3) Exposure to technical know-how on disease diagnosis, vaccine production and artificial insemination in birds.

In all MANAGE conducted 71 training programmes covering 178.5 weeks of training involving 1677 participants from April 1998 - March 1999.

These included sixty in-service training



programmes conducted over 86 weeks of training imparting training to 1,365 government officials sponsored by various line departments of different state governments like Department of Agriculture, Animal Husbandry, Fisheries, Forest Department, DRDAs, and central government departments like Railways, DOPT etc. Fifty six (56) Scientists from Agricultural Universities, ICAR Institutions like DOR, CRIDA, NAARM etc., attended training programmes organised by MANAGE.

Further details about training programmes conducted during the year may be seen at Annexure I.

## 2. CONSULTANCY AND RESEARCH PROJECTS

### 2.1 National Agricultural Technology Project

The National Agricultural Technology Project which has been designed for reorientation and revitalization of India's large and complex technology development and dissemination system to meet the challenges of the next century in a phased manner, with World Bank funding, was made effective from June, 30, 1998 with the following objectives:

1. To improve the efficiency of ICAR Organization and Management (O & M) system.
2. To enhance the performance and effectiveness of research scientists and programs in responding to the location specific needs of the farmers and
3. To pilot test innovations to improve the management in technology dissemination activities with greater accountability to and participation by the farming community.

Thus the overall objective of the project is to revitalize the agricultural technology generation, assessment, refinement and dissemination system. The components are:

Component-1: Development of ICAR organization and management system

Component-2: Support for agro-eco region developments

Component-3: Innovations in Technology Dissemination

The first two components are being handled by ICAR and the third component (ITD) is being planned and implemented by Department of Agriculture and Cooperation and ICAR Extension Division.

The ITD component of NATP has 5 sub-components to be supported under this project which include:

- a) Pilot testing of institutional coordination mechanism and operational adjustments that improve efficiency and effectiveness.
- b) Broadening the role of ZRS in selected districts to include the functions of KVKs.
- c) Strengthening of participatory National Institutions.
- d) Agricultural Technology Transfer and Information centre and
- e) Technology dissemination coordination unit.

In this context, MANAGE has been identified as a lead agency for facilitating Innovations in Technology Dissemination (ITD) under the National Agricultural Technology Project (NATP) initiated by the Ministry of Agriculture, Govt. of India. Under this project, MANAGE would play the role of technical arm of the Ministry of Agriculture, Government of India. As an implementing Agency, MANAGE is responsible for providing a framework for an integrated extension delivery system at the district level.

**Project Goals:** The overarching goal of this project component is to develop and test a technology transfer system (mode) that is built on three interrelated goals or concepts. The primary goal is to develop an efficient and effective public extension system that is demand-driven, well integrated with research, and financially sustainable. A second goal is to utilize the expertise of non-governmental organizations (NGOs) to help all types of farmers, but especially resource poor and other disadvantaged groups of farmers, to get organized into groups and, thereby, increase their access to technology and to

## 12th Annual Report

strengthen their voice in providing feedback to research and extension. A third goal would be to sharpen the focus of the public ATS, with an emphasis on location-specific, system-based, and sustainable ((knowledge-based) technologies, and, thereby, encourage private sector firms, such as seed and other input supply companies, to expand their role in transferring materials technologies to farmers.



**Project Objectives:** The objectives of this project are:

- a) To carry out comprehensive set of institutional and operational reforms (interventions) in 24 plot project districts, increase the quality and type of technologies being disseminated by the extension system, with an emphasis on location specific recommendations for economically important commodities and production systems, diversification and intensification of different farming systems that would increase farm productivity and household income, especially for resource poor and disadvantaged farmers, and sustainability enhancing technologies, such as IPM and NRM that would help reduce production costs while maintaining the natural resource base.
  - b) Enable the research and extension (R-E) system to become more demand driven and responsible to solving farmers problems;
  - c) Strengthen research-extension farmer (R-E-F) linkages, especially feedback;
  - d) Increase the financial sustainability of the public extension system;
  - e) Move toward shared ownership of the agricultural technology system (ATS) by key stakeholders, including; the producers themselves, especially resource poor, women, other disadvantaged groups of farmers, central and state government agencies (ICAR, DAC, SAUs, and relevant line or development departments), and NGOs and private sector organizations.
  - f) Generate replicable experiences that can be documented, analyzed, and then used in expanding this approach (to other districts in future projects).
- Project Interventions:** To achieve these objectives, the institutional adjustments and operational changes outlines below would be pilot tested in 24 districts across six participating states (Andhra Pradesh, Bihar, Himachal Pradesh, Maharashtra, Orissa, and Punjab).
- a) Establishment of an agricultural technology management Agency (ATMA) in each project district, with (R-E) units KVK, ZRSs and key line development departments as its members.
  - b) Upgrading and restructuring the extension staff to create a professional cadre of block level farm advisors.
  - c) Creating Farmer Information and Advisory Committees (FIACs) at block and district level to improve feedback mechanism or providing the demand driven R-E system.
  - d) Using NGOs to organize farmers into self-help groups, farmer interest groups, credit societies and cooperatives.
  - e) Encouraging Private Sector Involvement in Technology Transfer through encouraging input supply such as hybrid seeds, fertilizers, agro-chemicals, animal feed, machinery etc., by the private sector to farmers.
  - f) Validating and Refining location specific and system-based technologies for each agro-ecological zone (AEZ) within the district by SAU/KVK, with ZRSs support.
  - g) Following Bottom-up Planning in devel



oping a Strategic Research and Extension Plan (SREP) for the district.

h) Promoting use of Information Technology through NICNET, to access ICAR and SAU researchers, plus NATP Component Management Unit (CMU), ARIS databases and World Wide Web for effective dissemination of technical information to extension field staff and farmers.

i) Organizing In-Service Training to improve staff competence and to bring behavior change among staff in bottom-up planning and skills in areas such as FSR, IPM and NRM.

j) Developing New Public-Private Partnerships for overall efficiency of ATS within a district.

A list of programmes conducted by MANAGE under NATP is at Annexure – I

## 2.2 Participatory Adaptive Research for Tribal Areas in Andhra Pradesh

A collaborative project between MANAGE and Farm and Rural Science Foundation (FRSF) is looking at ways to develop appropriate technologies for the complex and diversified farming systems for the agriculture, horticulture and cash crops cultivated in the tribal areas in Andhra Pradesh. This project has been commissioned by the Directorate of Tribal Welfare, Govt. Of A.P. under Adaptive research component of AP Tribal Development project.

The project area covers three distinctly located tribal areas viz. Bhadrachalam, Rampachodavaram and Utnoor in three different districts of Andhra Pradesh.

### Project Aims:

- \* Development of Appropriate technologies for the agriculture, horticulture and cash crops cultivated in the complex and diversified farming systems in the tribal areas.
- \* Introduction of fodder species such as Herbaceous Legumes for improved live-stock production.

- \* Development of appropriate varieties of major crops grown in the area suitable for dry land conditions and for irrigated conditions, using local germplasm and also through evaluation of varieties bred in plains in the target environment with farmer.

- \* Identification of fruit species suitable to different altitudes, soil types etc.

- \* Development of relevant extension and training materials for use at farmer's level as well as for extension staff.

- \* Exploration of low cost water-harvesting techniques suitable to tribal areas.

- \* Identification of suitable species for afforestation of hilly areas in order to avoid monoculture.

### MANAGE Role

MANAGE will offer overall guidance and monitor the implementation of the project and provide major training inputs to the Research Scientists of FRSF teams, project personnel, community leaders, NGOs and other important functionaries involved in implementing the project. The major focus of the training input is on developing confidence and capacity building among project staff in the areas of participatory rural appraisal methods, farming situation based research and extension, farming systems approach, innovation in farming systems (success stories) and principles and practices of participatory adaptive research and their application at the field level.

MANAGE and the Farm and Rural Science Foundation will follow participatory adaptive research to identify, refine and generate suitable agricultural technologies and their transfer to the farmers. The FRSF in collaboration with respective ITDA's project staff will undertake the participatory adaptive research and fine tuning of the recommendations with intensified extension activities in tribal areas. The results of the research activities will be got validated by the Acharya N G Ranga Agricultural University.

## 12th Annual Report

### 2.3 Manchal Watershed

MANAGE is one of the Project Implementation Agencies (PIA) with DPAP in Ranga Reddy district of Andhra Pradesh to facilitate participatory approach in a cluster of 9 watersheds covering an area of about 5000 ha in Manchal Mandal. Field activities were initiated in the year 1996.

#### Objectives

- 1 Testing of the existing operational manual for watershed programme in order to make it user friendly.
- 2 Identifying community led success stories and understanding reasons behind slow diffusion of these innovations under watershed programme.
- 3 Conducting case studies on why the top down approach does not lead to sustainable results.
- 4 Building capacity of MANAGE faculty/WDT on participatory management of watershed programme.
- 5 Identifying equity opportunities for poor and women under watershed programme.
- 6 Identifying specific points for value addition in the existing guidelines of watershed programme.
- 7 Developing the identified watershed area as a byproduct of the above efforts.



The first round of planning was carried out far three watersheds by WDT with the help of locally available social workers. It had taken

about 12-14 months because a lot of time was required to build rapport with the community and simplify the participatory process for planning. After completion of planning work the watershed association was formed, which nominated 10-12 members to form a watershed committee to implement project activities. Importance had been given to nominate women members into the watershed committee. The Watershed association is headed by a President and the Committee is headed by a Chairman who is assisted by one Secretary and two volunteers for carrying out day to day activities. The action plans of the three watersheds were submitted to DPAP by WS association and the funds were released directly to concerned watershed committees.

In the second round, the planning of 3 watersheds was done by social workers and was completed within 6 months. In the third round, planning of remaining 3 watersheds was done by the same social workers who completed it within only 3 months. Some of these experienced social workers have now been selected as WDT by other PIAs in the district.

For preparation of Action plan major emphasis had been given to build upon indigenous technical knowledge for management of soil and water resources. This has helped in achieving active involvement of farmers in watershed development programme. Presently the development works in first batch of 6 watersheds is going to be complete by the end of March, 2000.

At present the major emphasis is being given on integration of Self-Help Groups (SHG) into the ongoing watershed programme. Out of the existing SHG organized under DWCRA scheme, mature groups are being identified to provide them with matching revolving fund for improving the productivity of their agricultural crops under rainfed condition. In future this fund is proposed to be revolved among other SHG as and when they mature.

### 3 MANAGEMENT EDUCATION

#### Post-Graduate Programme in Agri-Business Management

In view of the surge of demand from the fast growing agri-business sector for trained human resource that combines technical knowledge with focused competency in management of agri-business, MANAGE launched the two year Post Graduate Programme in Agri-Business Management in July, 1996. We admit only graduates in agriculture and allied subjects strictly on merit. The curriculum is designed to help students to learn to function as competent techno-managers in agri-business rather than mere general managers.



#### 3.1. Placements of PGPABM-1996 batch

Campus placement was organized for the students of PGPABM-1996 batch students. A special placement brochure was printed and mailed to nearly 300 selected agri-business concerns, covering different sectors such as seeds, oilseeds, agro-chemicals, bio-fertilizers and bio-pesticides, etc. Pre-placement talks were given by company representatives followed by group discussions, personal interviews etc., as per the procedure followed by each company. Final placement offers were made to 21 out of the 23 students who passed. The remaining two also subsequently found appropriate placements. The following table provides the distribution of the placement in different companies.

S. No.	Company (Sector)	No. of Students
1	Marico Industries (Oilseeds)	2
2	ITC - Zeneca (Seeds)	2
3	Zeneca -ICI (Agro-Chemicals)	2
4	EID - Parry (Agro-Chemicals)	4
5	Searle India (Agro-Chemicals)	3
6	Sriram Bio Seeds Genetics (Seeds)	1
7	Rallis India (Agro-Chemicals)	2
8	Camsons (Seeds)	1
9	Ocean Agro India (Bio-pesticides and Bio-fertilizers)	4
10	Kerala Horticulture Board	1
11	Nagarjuna Fertilizers and Chemicals (Fertilizers)	1
<b>TOTAL</b>		<b>23/23</b>

#### 3.2. Summer Placement of PGPABM-1997 batch

Along with the efforts for securing desirable final placement opportunities for the first batch students, intensive efforts were made to ensure that the 1997 batch students were placed for their summer assignments with reputed companies on challenging assignment. The outcome of the efforts was quite satisfying. The following table provides the details.

S. No.	Name of the Company (Sector)	No. of Students
1	De-Nocil (Agro-chemicals)	1
2	Monsanto (Agro-chemicals)	4
3	Marico Industries (Oilseeds)	3
4	EID-Parry (Agro-chemicals)	2
5	Nagarjuna Fertilizers and Chemicals Ltd. (Agro-chemicals)	2
6	Hoechst AgrEvo (Agro-chemicals)	3
7	ITC -Zeneca (Seeds)	2
8	Novartis (Agro-Chemicals)	2
9	Sun Seeds (Seeds)	2
10	Pepsi Foods (Food Processing)	2
<b>TOTAL</b>		<b>24/24</b>

#### 3.3 Extension of recognition by AICTE

The AICTE had earlier been granting recognition to the programme on annual basis as per their procedure, for the first two years. Subsequently MANAGE was asked to present its

## 12th Annual Report

case for extension of recognition to the programme before the review committee on 27<sup>th</sup> of June at Chennai. Dr T.K. Chakravarty, Principal Coordinator (PGPABM) and Dr T.D.S. Kumar, Batch Coordinator represented MANAGE.

The review committee was highly satisfied with the achievements in respect of the programme and asked if the AICTE could help MANAGE in any manner to run the programme even better. This was a very gratifying gesture from the AICTE. In this context, it is proposed to seek AICTE grants for strengthening the programme.

### 3.4. Placements of PGPABM 1997 batch

The profile of companies as well as the average package of compensation this year has been substantially better than that of last year. As many as 15 companies have recruited MANAGE students; several of them have been recruited directly into Executive cadre whereas the rest have been taken as Management Trainees. The details of the number of students taken by different companies is given below:

S.No.	Name of the Company	No. of students placed
1.	Britannia (Food Processing)	1
2.	Advanta (Seeds)	2
3.	Cyanamid (Agro-Chemicals)	3
4.	Dabur (Food Processing)	1
5.	Bayer (Agro-Chemicals)	2
6.	EID Parry (Agro-Chemicals)	2
7.	SPIC-PHI (Seeds)	2
8.	J.K.Seeds (Seeds)	1
9.	BASF (Agro-Chemicals)	1
10.	UPL (Agro-Chemicals)	2
11.	Wockhardt (Agro-Chemicals)	1
12.	Frito-Lay (Food Processing)	1
13.	Monsanto (Agro-Chemicals)	2
14.	Nagarjuna Fertilizers and Chemicals (Fertilizers)	2
15.	Zuari Seeds (Seeds)	1
	<b>TOTAL</b>	<b>24/24</b>

### 3.5. Admission process for PGPABM-1998-2000

**Further improvement in the Selection Procedure:** Efforts were made to bring about greater

improvements in the procedure of selecting candidates for admission into the programme. Two important changes were made this year in this respect.

**Introduction of written tests:** Based on the preliminary selection as per the results of the B.Sc Agri. Examination, candidates were asked to appear for written objective tests in quantitative aptitude, logical reasoning, language competency and agricultural technology. This helped to further sharpen the selection procedure for identifying potential talents. This year two senior managers from reputed companies representing different sectors were invited to be on the selection committee each day for interviewing the candidates. This helped to ensure that the opinion of the potential employers was given greater weightage. This also helped in making the companies become more aware of the quality of candidates being admitted into the programme.

### 3.6. Summer Placements – PGPABM 1998-2000

The students of this batch have also secured interesting and challenging summer placement assignments from reputed agri-business companies. While in the previous two years the summer projects have been mostly in the area of Marketing of agri-inputs, this year companies like Novartis, Agricultural Finance Corporation and Mahyco have given challenging assignments in areas of Finance, Project Appraisal and HRD. The list of companies who have taken our students for summer project this year is given below.

S.No.	Name of the Company (Sector)	No. of placements
1.	Monsanto (Agro-Chemicals)	4
2.	Bayer (Agro-Chemicals)	1
3.	EID-Parry (Agro-Chemicals)	3
4.	SPIC-PHI (Seeds)	3
5.	Dabur (Food Processing)	2
6.	Mahyco (Seeds)	2
7.	Wockhardt (Agro-Chemicals)	2
8.	Novartis (Agro-Chemicals)	3
9.	JK Seeds (Seeds)	1
10.	Clause International (Seeds)	1
11.	AFC (Agri-business Consultancy)	1
12.	New Holland Tractors (Agril.Engineering)	1
	<b>TOTAL</b>	<b>24/24</b>





### 3.7. Admission Process for PGPABM-1999-2001

Commensurate with the growing interest of the agri-business sector in this programme, attempts are constantly being made to ensure that the best of the candidates from across the country are selected. To this end, the admissions procedure has been made more stringent for the fourth batch for whom selection process is to begin in May 1999. The minimum eligibility for application has been raised from 60% marks at B.Sc(Ag) level to 70% (65% for SC/ST candidates). The selection procedure has also been revised with a view to ensure that candidates with the required capability and potential for excellence are selected. A combination of objective written tests, test of Written and Verbal Communication Ability and Assessment of interactional skills and personal qualities by a panel of experts, besides weightages for Post-Graduate qualifications, work experience and extraordinary extra curricular achievements, are to be used to evaluate the candidates. The system is made almost entirely objective to eliminate any possible chance of bias.

### 3.8. Restructuring of the PGPABM Curriculum

The growing interest of the agri-business companies in the PGPABM and the widening awareness of the student community has put additional responsibility of significant qualitative upgradation of the programme curriculum.

In pursuance of this commitment to excellence, intensive review of all the courses is being taken up in phases. The courses relating to the marketing segment were reviewed first. As a

result of the review, 3 new courses have been added, besides redesigning the existing 5 courses. Likewise, the Finance and Accounts segment has also been reviewed and the courses restructured. Review process for the rest of the courses are also being taken up.

## 4. INFORMATION TECHNOLOGY CENTRE

MANAGE recognizes the role of information technology in improving the efficiency and efficacy of the agricultural extension service in India. Information technology systems have been installed primarily to address the needs of its own faculty and staff and also to train the officers from agricultural sector in Information Technology (IT). The main aims of the information system are:

- a) To design and develop innovative training programmes for extension managers and researchers on latest techniques of information and communication
- b) To develop models of expert systems and multimedia software packages for training of extension functionaries.
- c) To provide information technology support to MANAGE faculty on software packages and national and international communication for their research consultancy and training efforts.
- d) To provide on-line updated information to all faculty and administration on mailing list, administrative decisions of General Council (GC), Executive Council (EC), Training Calendar and resource persons allocation and availability.



## 12th Annual Report

### 100 node LAN

A 100 node LAN connects all officers and staff in the administrative building with an internal CC-Mail, and full complement of needed software such as Windows, Ms-office, Excel, Power-point, Page Maker, Oracle and Leap Office (Hindi Word Processor). 2 Pentium workstations with 10 GB hard disk serve as the server with the network. All users can access the Internet, using 64 kbps. leased DOT line.

### Multimedia Lab

Our Institute uses interactive multimedia as a stand-alone training tool to train extension officers. Several innovative programmes have been taken up to strengthen its information processing and networking services and relate them directly to extension management and training needs at State Agricultural Universities. These are **Interactive Multimedia Based Training Project:**

Interactive Multimedia Based Training enables the learner to control the flow and pace of the content, and have access to Audio, Text, Graphics, Animation, all integrated to present the technical content in a lively manner.

In 1991, Government of India sanctioned a pilot project for MANAGE to develop ICVT hardware and software capability to develop multimedia software based training programmes. The project had an outlay of Rs.1.56 crores and was funded by the World Bank.

The training software on 'Watershed Management for Rainfed Areas' is the first indigenously designed and developed multimedia training software in Agriculture in India. This was tried on a test group and later launched as a regular training programme. During 1998-99, 3 courses of 'Watershed Management for Rainfed Areas' were conducted. The new Multimedia Training Package on Rice Cultivation in Rainfed Areas (seed to seed) is also ready for training. The package in 'Watershed Management for Rainfed Areas' has been put on CD-ROM, for wider dissemination.

### Multimedia Network for CD-ROM based applications Development and Usage:

A Window-NT based Network has been established for CD-ROM based application development and Usage. The software available on the network includes Authorware Interactive Studio 3.5 / win; Freehand Graphics Studio 7.0; Ms visual C++v4.0; MS Visual Basic v4.0; MS Project 4.1; Norton Anti Virus; SPSS; SAS; Multilingual software; and Lotus notes.

## 5. DOCUMENTATION AND LIBRARY SERVICES

MANAGE Library makes available a wide range of facilities for access to information, using the latest information technology, to meet the requirements of the Institute's training, teaching, research and consultancy programmes. Activities in this centre revolve around access, analyses, synthesis and dissemination of information on subjects related to agricultural management.

### Information Base

Information resources include a collection of 10000 books on various aspects of agriculture and management. The library is subscribing to 200 journals both Indian and foreign. Besides books and journals, the library has also been subscribing to a number of databases and multimedia management packages on CD-ROMs. Databases on CDs include AGRIS, AGRICOLA, TROPAG & RURAL, CABSAC, EXIM. The Library has a collection of over 40 CD-ROMs and over 200 videos, relating to agriculture and allied aspects and management.



### Library Automation

The Library operations have been automated using LIBSYS with access to the library database available on LAN making it possible for faculty to search the on-line Public Access Catalogue of the Library's Computerized cataloguing system. The catalogue offers access to books, reports, journals, videos, CD-ROMs available and journal articles along with abstracts for most.

Access to agricultural information worldwide has improved with Internet connectivity from the library, which has opened up opportunities for faculty and students to access information on the World Wide Web.

### Documentation Services

Documentation of extension literature is a core activity of this centre. The primary objective is to develop a consolidated/summary information system on management of extension, through information collection, processing and analysis and to develop suitable information products and services to meet the information requirements of scientists, extension functionaries and MANAGE Faculty for their research, consultancy and training efforts. Information dissemination channels include MANAGE Bulletin, Extension Digest, Fountain, which have been designed based on a survey of user requirements.

The bi-monthly MANAGE Bulletin gives a picture of the extension scene and current developments in agriculture and also disseminates information on MANAGE training programmes and projects. During the period 6 issues of the MANAGE Bulletin have been published both in English and Hindi.

The Extension Digest is a quarterly publication on extension systems and practices, research results, and issues of current concern in agriculture and allied areas. Each issue focuses on one single theme and brings together the latest update from various sources. Four issues of the Extension Digest have been published on themes such as 'Gender Perspective in Agriculture', 'Technology Management in Agriculture', 'Indigenous Knowledge' and 'Trends in Agricultural Extension.'



Since 1996, MANAGE has entered into a co-publishing arrangement with ODI, UK, for publishing the India edition of the ODI Natural Resource Perspectives series. During the period under review three issues of the series have been published on 'Commercial Financing of Seasonal Input Use by Smallholders in Liberalised Agricultural Marketing systems' (NRP.30, April 1998), 'Enhancing Rural Livelihoods through Participatory Watershed Development in Asia (NRP.34, August 1998), and 'Assessing the need to manage Conflict in Community based Natural Resource Projects' (NRP.35, August, 1998).

### Training

The Library has also been organising training programmes to orient participants to the opportunities provided by Internet to access agricultural information and for more effective communication. Two training programmes on "Internet for Agricultural Information Communication" were organized by the Library during April and June 1998. These programmes provided an opportunity for the participants to understand about internet technologies, locate and use agricultural information resources on the internet, create and publish web pages and also covered current trends such as video conferencing, push technology, web TV, Internet commerce, Internet telephony and Virtual Information Centres.

The Library also offers literature search services and bibliographic services. Attempts are on to map information resources on the Web to make it easier for faculty to access information of relevance and interest to them. Plans are now on to digitize the Library collection and make it accessible on the Web.

## 12th Annual Report

### 6. DEVELOPMENT OF PHYSICAL INFRASTRUCTURE

The campus has been adjudged as one of the best maintained campus in Hyderabad. All buildings viz., academic, hostel, residential quarters, supporting services and recreational facilities are maintained and kept in good condition for optimum use. The electrical and water supply systems provide uninterrupted supply. Construction of auditorium and also remodelling of academic block, extension of hostel building are under way.

#### Institutional Greening through Watersheds

Watershed Management being one of the areas of interest in MANAGE, the watershed concept is being applied on the campus itself. The idea, initiated by the Director General, is to conserve each and every drop of water wherever it fell on the campus premises. An area of 42 acres of land with 750mm rainfall amounts to 12.6 hectare meter volume of water or 1.26 lakh cubic meter of water being received perennially. By conserving every drop the campus could be converted into a lush green garden with trees, creepers, flowers and water bodies with microfauna over a period of 5 years.

All the water-harvesting structures have been put on map and located on land as well. A contour trench around mini hillocks, a series of

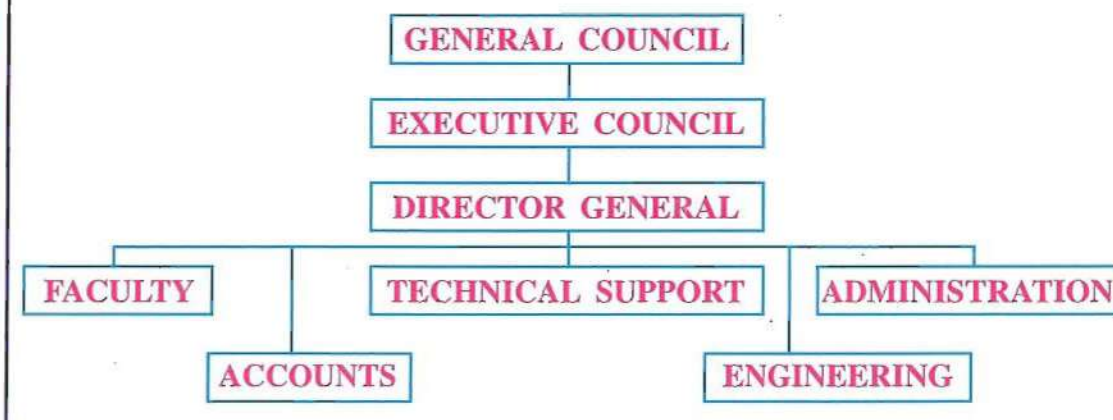


sunken ponds along rills interspersed with mini-percolation tanks around ridge, a series of stone dams along gully to harvest soil, water trapping structures along the road ribbon and redirecting it to avenue trees through graded trenches were identified as some of the things to be done before arrival of rains. While the civil engineering wing is executing the works, the watershed faculty is covering the entire developmental process.

### 7. ADMINISTRATION

MANAGE is an autonomous organisation under the Ministry of Agriculture, Government of India. The general supervision of MANAGE vests with the President, General Council, presided over by the Hon'ble Union Minister for Agriculture, Government of India. There are two Vice Presidents in the General Council; namely the Hon'ble Minister of State for Agriculture and

### Organisational Structure





the Secretary (Agri. & Coop.), Ministry of Agriculture, Government of India. In the absence of the President, one of the two Vice Presidents, to be nominated by the President, shall preside over the General Council Meeting. The General Council is expected to meet at least twice every year.

The General Council exercises overall control and issues directions for the efficient management and administration of the affairs of MANAGE, besides nomination of members to the Executive Council; approval of annual budget and annual report and amendment of the Rules and Regulations of MANAGE, with prior approval of Government of India. The detailed organisational structure is as follows:

The General Council consists of 46 members drawn from different walks of life viz., Hon'ble Union Ministers, Secretaries from Agriculture Department, Planning Commission, Rural Development, Department of Personnel and Training, Agriculture Commissioners / Directors of State Agriculture Departments, Vice Chancellors from three Universities and other non-official members including MLAs and MPs and members nominated from Institutes in India working in agriculture development and allied fields, besides eminent persons who have made noteworthy contributions in the field of agricultural development and allied subjects. The Members are nominated by the Ministry of Agriculture, Government of India on rotation basis, representing four zones of the country for a period of three years. The list of the Members of the General Council as at the end of the year under report may be seen at Annexure – II (A).

Subject to the overall control and directions by the General Council, the Executive Council is responsible for the actual implementation of policy matters, in accordance with the Rules and ByeLaws.

The Executive Council consists of 12 members with the Secretary (Agri. & Coop), Ministry of Agriculture, Government of India as its Chairman. The composition of the Executive Council may be seen at Annexure –II (b).

The day-to-day administrative functions are looked after by the Director General, who is the head of the Institute. He is appointed by the Government of India as the Principal Executive Officer and is responsible for smooth and proper functioning of administrative affairs. He exercises powers under the direction and guidance of the Executive Council. Dr N.K. Sanghi, Director (Natural Resource Management) was the Director General in-charge of the Institute from April 1997 to January 26, 1999 and Shri A.K. Goel took over charge on 27.1.1999 as Director General. The Director General is assisted by Faculty, Administration, Accounts and Engineering Wings.

#### **7.1. Faculty**

Three Directors, five Deputy Directors, Seven Assistant Directors and seven Research Associates were working during the period under report. Some of the faculty and technical support staff have been taken on deputation basis from various Government Departments / Institutes etc. In all 23 faculty and technical support staff and 8 supporting officers were in position at the end of the period under report. The detailed background of the faculty and supporting officers may be seen at Annexure – III.

#### **7.2. Administrative Support**

The Director General is supported by an Administrative Officer on general administration matters and a Programme Officer for conduct of various Training Programmes. As on 31.3.1999, 49 administrative support staff were working with MANAGE.

#### **7.3 Accounts Support**

An Accounts Officer with six other staff assist the Director General in processing, maintenance and auditing of accounts.

#### **7.4. Engineering Support**

The team of Engineering Staff includes one Consulting Engineer, Asst. Engineer (Civil), Maintenance Engineer (Elect.), one Junior Engineer (Civil) and one Accountant for construction and maintenance of buildings of MANAGE.

## 12th Annual Report

### 7.5. Funds

MANAGE is included in the regular 9<sup>th</sup> Five Year Plan Project of the Ministry of Agriculture, Government of India and provisions are made for funding under the Plan. MANAGE is committed to attain self-sufficiency and to achieve this objective; proposals are also under consideration for the creation of a Corpus / Endowment Fund.

## 8. MISCELLANEOUS

### 8.1. Meetings

#### 8.1.1. General Council

Meetings (20<sup>th</sup>, 21<sup>st</sup>, 22<sup>nd</sup>, and 23<sup>rd</sup>) of the General council were held on 25.3.1998 and 13.3.1999 respectively.

#### 8.1.2. Executive Council

Three meetings (31<sup>st</sup>, 32<sup>nd</sup>, 33<sup>rd</sup>) of the Executive Council were held on 30.7.1998, 4.12.1998 and 13.3.1999 respectively.

### 8.2. Financial Position

The Annual Accounts, which indicate the financial position of MANAGE for the year 1997-98 are put up separately. These accounts have been audited by the Comptroller and Auditor General of India.

# ANNEXURES

**Annexure I****PROGRAMMES CONDUCTED BY MANAGE  
APRIL , 1998–MARCH, 1999****GENERAL PROGRAMMES  
MANAGEMENT DEVELOPMENT PROGRAMMES**

Sl. No.	Name of the programme	Dates	Venue	No.of participants	No.of Trng. weeks
1.	Programme on Internet for Agricultural Information & Communication	Apr 15-18	MANAGE	19	1.0
2.	Multimedia training on participatory watershed management	Jun 29-Jul 10	MANAGE	11	2.0
3.	Programme on Internet for Agricultural Information & Communication	Jul 1-4	MANAGE	7	1.0
4.	Information Technology for Agricultural Extension Personnel	Jul 27-Aug 7	MANAGE	1	2.0
5.	Programme on Participatory Watershed Planning	Aug 17-22	MANAGE	9	1.0 1.0
6.	Multimedia training on Participatory Watershed Management	Aug 31-Sept.11	MANAGE	9	2.0 2.0
7.	Multimedia training on Watershed Management	Nov. 2-13	MANAGE	11	2.0 2.0
8.	Multimedia training on rice cultivation	Nov.23-Dec.4	MANAGE	01	2.0
9.	Information Technology for Agricultural Extension Personnel	Jan. 11-16	MANAGE	05	1.0
10.	Multimedia training on rice cultivation	Feb. 8-12	MANAGE	02	1.0
<b>TOTAL</b>				<b>75</b>	<b>15.0</b>



## 12th Annual Report

### CONSULTANCY-CUM-TRAINING PROGRAMMES

#### N A T P

Sl. No.	Name of the programme	Dates	Venue	No. of participants	No. of Trng. weeks
1.	NATP - Field practical by extension officers on participatory extension management at Khurda (Orissa)	May 4-23	Bhubaneswar/ Khurda	25	3.0
2.	NATP - Training of extension officers on 'Participatory Extension Management' in Himachal Pradesh	May 4-16	Simla	22	2.0
3.	NATP - field practical by extension officers on participatory extension management, Simla, HP	May 25- Jun 12	Simla	22	3.0
4.	NATP - Training of extension officers on 'Participatory Extension Management' Punjab (Gurdaspur District)	Jun 8-19	Solan	23	2.0
5.	NATP - Training of trainers	Jun 15-26	MANAGE	23	2.0
6.	Training on preparation of SREP under NATP / UPDASP	July 14-18	MANAGE	30	1.0
7.	NATP - Field practicals by extension officers on 'Participatory Extension Management' at Gurudaspur	Aug 3-21	Gurudaspur	23	3.0
8.	NATP - Training of extension officers on Participatory Extension Management Bihar	Aug 17-28	MANAGE	24	2.0
9.	NATP - Field practicals by Extension officers on Participatory Extension Management at Dumka (Bihar)	Sep 9-25	Dumka/(Bihar)	24	3.0



## WORKSHOPS

Sl. No.	Name of the programme	Dates	Venue	No. of participants	No. of Trng. weeks
10.	Review Workshop on technology dissemination component of NATP	Apr 23-24	MANAGE	44	0.5
11.	Workshop for developing training material and training manual for preparation of SREP and annual work plan under NATP / UPDASP	July 12-13	MANAGE	30	0.5
12.	Workshop on finalisation of investment plans for pilot districts under NATP	Sept.9-12	MANAGE	12	1.0
13.	Workshop on Preparation of Investment plans for Samethi's of 6 pilot districts	Oct. 12-17	MANAGE	13	1.0
14.	National Workshop on M&E in Technology Dissemination (ITD) Component under NATP	Nov. 12-13	MANAGE	27	0.5
15.	Workshop on participatory extension management in collaboration with Michigan State University Extension	Nov. 21-23	MANAGE	25	0.5
16.	Working group meeting for finalisation of SREP under NATP for Kurnool & Ahmednagar districts	Dec. 7-12	MANAGE	14	1.0
17.	Working group meeting for finalisation of SREP under NATP for Khurda, Shimla, Gurudaspur and Dumka Districts	Dec. 14-18	MANAGE	30	1.0
18.	Workshop on preparation of block level action plan under NATP	Feb.8-11	MANAGE	23	1.0
19.	3 <sup>rd</sup> National Workshop on Innovations in technology dissemination component (ITD) under NATP	Feb. 12-13	MANAGE	33	0.5
<b>TOTAL</b>				<b>467</b>	<b>28.5</b>

Study visit to MSU, USA  
 Dr. V.P. Sharma  
 Dr. M.N. Reddy  
 Mrs. G.Jaya  
 Dr.M.A. Kareem

## 12th Annual Report

### U P D A S P

Sl. No.	Name of the programme	Dates	Venue	No.of participants	No.of Trng. weeks
1.	UPDASP - Training programme on Participatory Extension Management				
	1) Jhansi + Nainital districts	Apr 20-May 2	Lucknow	58	2.0
	2) Lucknow + Basti districts	Apr 20-May 2	Lucknow	58	2.0
2.	Training programme for Training of Trainers belonging to 3 State Agricultural Universities for SREP	May 18-23	Lucknow	17	1.0
3.	UPDASP - field practicals by extension officers on 'Participatory Extension Management (Part I)				
	1) Lucknow	May 18-30	Lucknow	23	2.0
	2) Basti	May 18-30	Basti	35	2.0
	3) Jhansi	May 18-30	Jhansi	30	2.0
	4) Nainital	May 18-30	Nainital	39	2.0
4.	UPDASP - Field practicals by extension officers on 'Participatory Extension Management' (Part - II)	Jun 8-22	Nainital	39	2.0
	1) Nainital	Jun 22-Jul 4	Lucknow	23	2.0
	2) Lucknow	Jun 22-Jul 4	Basti	35	2.0
	3) Basti	Jun 22-Jul 4	Jhansi	30	2.0
	4) Jhansi				
5.	Preparation of Srep under UPDASP	Sept. 7-19	MANAGE	25	2.0
	<b>TOTAL</b>			<b>354</b>	<b>21.0</b>

**I F A D**

Sl. No.	Name of the programme	Dates	Venue	No. of participants	No. of Trng. weeks
1.	Orientation cum training programme on 'Participatory Adaptive Research for NGOs of ITDA, Khammam District, Bhadrachalam	May 4-9	MANAGE	9	1.0
2.	Field exercises on participatory adaptive research for NGOs of ITDA, Bhadrachalam	May 25-30	Bhadra-chalam	9	1.0
3.	Orientation cum training programme on participatory adaptive research for NGOs of ITDA, East Godavari Dist., Rampachodavaram	Jun 8-13	MANAGE	16	1.0
4.	Field practicals of orientation cum training programme on participatory adaptive research for NGOs of ITDA,	Jul 6-11	Rampachodavaram	16	1.0
5.	Orientation cum training programme on participatory adaptive research for NGOs of ITDA, Adilabad District.	Jul 27-Aug 1	MANAGE	27	1.0
6.	Field exercises for the training programme on participatory adaptive research for NGOs of ITDA, Adilabad District, Utnoor	Aug 10-14	Utnoor	27	1.0
7.	Orientation training programme on watershed management	Nov. 16-21	Paderu	119(*)	1.0
<b>TOTAL</b>				<b>223</b>	<b>7.0</b>

(\*) includes 71 tribal farmers

## 12th Annual Report

### OTHERS

Sl. No.	Name of the programme	Dates	Venue	No.of participants	No.of Trng. weeks
1.	Consultancy for the upgradation of SIAM, Jaipur & Training Centre, Tonk - Field Studies	Jul 27-Aug 8	Jaipur	—	2.0

### SPONSORED PROGRAMMES

Sl. No.	Name of the programme	Dates	Venue	No.of participants	No.of Trng. weeks
1.	Management Development programme under AHRD project of Department of Agriculture, Govt.of Haryana	Apr. 20-25	Nilokheri	25	1.0
2.	Course on Participatory Training methods and techniques for trainers of Rubber Board	Jul 20-25	MANAGE	10	1.0
3.	New guidelines in participatory watershed management for Rajasthan participants	Jul 20-25	MANAGE	24	1.0
4.	Orientation course on Information Technology for AP Seed Certification Agency	Aug 6-7	MANAGE	60	0.5
5.	Orientation course on Information Technology for AP Seed Certification Agency	Aug 13-14	MANAGE	47	0.5
6.	TOT on Participatory Technology Management under AHRD project of A.P.Govt.	Sept. 7-25	MANAGE	22	3.0
7.	Managerial training programme for the officials of the Tamilnadu Government	Sept. 8-11	Kudumian-malai	21	1.0
8.	Monitoring & Evaluation of Joint Forest Management for Forest Officers of A.P.Govt.	Sept. 14-18	MANAGE	18	1.0



9.	Participatory Planning of Watershed Management - sponsored by DOPT, GOI	Sept. 21-26	MANAGE	23	1.0
10.	Orientation course for Project Directors of DRDA & Addl. Collectors and CEOs of ZP of Rajasthan	Sept. 23-25	Jaipur	44	0.5
11.	Extension Methodology and Communication Skills for Effective Application in Forest Management	Oct.26-30	MANAGE	17	1.0
12.	Project Management Skills – Sponsored by the DOPT	Nov. 9-14	MANAGE	16	1.0
13.	Training of Project Directors of DRDAs on Watershed Management	Nov.28-Dec.4	Bhubane-swar	81	1.0
14.	Workshop on preparation of training manual for organising follow-up training programmes under APHRD Project	Dec.21-23	MANAGE	17	0.5
15.	Internet & office communication for the officials of the Ministry of Agriculture	Jan.27-Feb.1	MANAGE	5	1.0
16.	Participatory management of watershed programme for IFS officers	Feb. 1-5	MANAGE	12	1.0
17.	Internet & office communication for the officials of the Ministry of Agriculture	Feb.8-12	MANAGE	13	1.0
<b>TOTAL</b>				<b>465</b>	<b>17.0</b>

#### INTERNATIONAL TRAINING CUM STUDY VISIT PROGRAMMES

Sl. No.	Name of the programme	Dates	Venue	No.of participants	No.of Trng. weeks
1.	International training-cum-study visit programme for Ugandan officials	July 20-30	MANAGE	12	2.0
<b>TOTAL</b>				<b>12</b>	<b>2.0</b>

## Composition of General Council of MANAGE as on 31.3.1999

Category	Composition of General Council	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-Official Members)
<b>I</b>	<b>Ex-Officio Members</b>		
	President of MANAGE: The Minister Incharge of the Ministry / Department, Government of India dealing with MANAGE.	1.	Hon'ble Union Agriculture Minister Ministry of Agriculture Krishi Bhawan NEW DELHI - 110 001
	Two Vice-Presidents of MANAGE: The Minister of State (A&C) and Secretary, Department of A&C Ministry of Agriculture.	2.	Dr Sompal Hon'ble Union Minister of State for Agriculture Ministry of Agriculture Krishi Bhawan NEW DELHI - 110 001
	Director General, NIRD	3.	Shri Kamal Pande Secretary (Agriculture) Dept. Of Agriculture & Coop., Ministry of Agriculture Krishi Bhawan NEW DELHI - 110 001
	Director General, ICAR	4.	Shri R.C. Choudhary, IAS Director General National Institute of Rural Devept Rajendranagar HYDERABAD - 500 030
	Additional Secretary and Joint Secretary incharge of Extension and Financial Adviser in the Ministry / Department of Govt. of India dealing with the MANAGE and the Secretary of the Ministry / Department dealing with Rural Development	5.	Dr R.S. Paroda Director General Indian Council of Agricultural Research Krishi Bhawan NEW DELHI - 110 011
		6.	Mrs Sathi Nair, IAS Additional Secretary Dept. Of Agri. & Coop., Ministry of Agriculture Krishi Bhawan NEW DELHI



7. Mrs Rita Sharma, IAS  
Joint Secretary (Agri. Extn.)  
Dept. Of Agri. & Coop.,  
Ministry of Agriculture, Krishi Bhawan  
NEW DELHI
8. Shri T.K.Das, IA & AS  
Financial Adviser  
Dept. Of Agri. & Coop.,  
Ministry of Agriculture, Krishi Bhawan  
NEW DELHI
9. Dr P.L. Sanjeeva Reddy  
Secretary (Rural Development)  
Ministry of Rural Areas & Employment  
Dept. Of Rural Development  
Nirman Bhawan, Room No. 247, A Wing  
NEW DELHI - 110 011
- Agriculture Commissioner, Govt.  
Of India, Department of A&C,  
New Delhi
10. Shri C.R. Hazra  
Agri. Commissioner  
Department of Agri. & Coop.  
Ministry of Agriculture  
Krishi Bhawan, NEW DELHI
- Secretaries in the Ministries of  
Education, Department of  
Personnel and Training and of the  
Planning Commission or their nominees  
not below the rank of Joint Secretary  
to the Govt. Of India.
11. Shri Das Gupta, IAS  
Secretary (Education)  
Department of Education  
Ministry of Human Resources  
Development  
Shastri Bhawan  
NEW DELHI - 110 001
12. Shri V.K. Pandit, IAS  
Special Secretary to Planning  
Commission, Govt. Of India  
Planning Commission  
Yojana Bhavan, New Delhi - 110 001
- Five Secretaries to the State  
Governments / Union Territories  
incharge of Agril. Production (in rotation)  
or their nominees not below the rank  
of Deputy Secretary to the State Govt.
13. Shri Kaushik Mukherjee  
Secretary -II (Agri. & Horti.)  
Govt. of Karnataka  
Vidhana Soudha  
Bangalore - 560 001  
Karnataka



## 12th Annual Report

Four Directors of Agriculture of States / Unions Territories (to represent their regions of the country by rotation); or their nominees not below the rank of Additional Director of Agri. or an officer of equivalent rank

14. Shri C. Lalchhumma, IAS  
Secretary (Agri.)  
Govt. of Mizoram  
Aizwal, Mizoram(North East)
15. Mr U.R.S. Cowlagi, IAS  
Secretary (Agri.)  
Agri. and Cooperation  
Govt. Of Gujarat,  
5/11 Sardar Bhawan  
Sachivalaya  
Gandhinagar, Gujarat
16. Shri V.K. Patnaik, IAS  
Secretary Agri. & Coop.,  
Govt. of Orissa, Secretariat  
Bhubaneshwar - 751 001  
Orissa
17. Shri D.P. Gupta  
Project Coordinator  
Agri. Production Dept.,  
J & K Govt.  
Civil Secretariat  
Jammu & Kashmir
18. Shri S.K. Goyal, IAS  
Director of Agriculture  
Directorate of Agriculture  
Govt. of Maharashtra  
Central Building  
Pune - 411 001, Maharashtra
19. Shri Krishna Mohan, IAS  
Director of Agriculture  
Directorate of Agriculture  
Govt of Haryana  
SCO 45-47, Sector 17  
Haryana - 160 017
20. Shri P.N. Saikia  
Director of Agriculture  
Dept. of Agriculture  
Government of Assam  
Khanapara  
Guwahati - 781 002  
Assam



- The Director General of MANAGE who shall be appointed by the Government of India, Ministry of Agriculture.
- Two Vice-Chancellors of Agril. Universities and one Vice-Chancellor of General University (by rotation) or their nominee not below the rank of Director
- II Non Official Members:**  
Four persons from non-official Institutions in India working in Agricultural Development and allied fields - To be nominated by the President of MANAGE as members
21. Dr K. Arulmozhi, IAS  
Director of Agriculture  
Directorate of Agriculture  
Govt. of Tamil Nadu  
Chepauk, Chennai - 600 005, Tamil Nadu
  22. Shri A.K. Goel  
Director General  
National Institute of Agril. Extn.  
Management (MANAGE)  
Rajendranagar, Hyderabad -500 030 (AP)
  23. Dr Panjab Singh  
Vice Chancellor  
Jawaharlal Nehru Krishi Vishwa  
Vidyalaya,  
Jabalpur - 482 004 (MP)
  24. Dr S. Bisaliah  
Vice Chancellor  
University of Agril. Sciences  
G.K.V.K. Campus  
Bangalore - 560 065 (Karnataka)
  25. Dr (Mrs) Snehlata S Deshmukh  
Vice Chancellor  
University of Mumbai  
Mantralaya, Mumbai - 400 032
  26. Dr Subir Chowdhary  
50-U, Garcha Road  
Calcutta - 700 019  
West Bengal
  27. Dr Vijay S. Vyas  
Former Director, IIM (Ahmd)  
Institute of Development Studies  
S-B, Jhalana Institutional Area  
Jaipur - 302 004
  28. Swami Shashankananda  
Secretary  
Ramakrishna Mission Ashram  
Divyayan Krishi Gyan Kendra  
Swami Vishuddhananda Road, Morabade,  
Ranchi - 834 008, Bihar

## 12th Annual Report

Nine eminent persons who have made noteworthy contributions in the field of agricultural development and allied subjects

29. Dr M.R. Rao  
Director  
Indian Institute of Management  
Bannerghat Road  
Bangalore - 560 076
30. Dr S.K. Rau  
"Sarvani"  
West Park Road  
Gandhi Nagar  
Kakinada - 533 004
31. Shri T.L. Sankar  
Principal, Administrative Staff  
College of India  
Bellavista, Raj Bhavan Road  
Khairatabad, Hyderabad - 500 082
32. Dr R. Dwarakinath  
143, V Main, IV Block  
Jayanagar,  
Bangalore - 560 011
33. Dr P.V. Shenoj  
Director  
Institute for Social & Economic Change  
Nagarbhavi  
Bangalore - 560 072 (Karnataka)
34. Prof. C.H. Hanumantha Rao  
240/A, Road No. 18  
Jubilee Hills  
Hyderabad
35. Dr K. N. Sardana  
Principal, Delhi Public School  
Mathura Road  
New Delhi
36. Dr S.R. Barooah  
IC, Sagar Apartments,  
6 Tilak Marg,  
New Delhi - 110 001



Seven Members of the Union /  
State and Union Territory Legislatures:  
2 from Lok Sabha, 1 from Rajya  
Sabha, 4 from State and Union  
Territories (To represent four Zonal  
Councils by rotation)

37. Prof. Udai Pareek  
Prof. Emeritus  
Indian Institute of Health  
Management Research (IIHMR)  
1, Prabhu Dayal Marg  
Sangner Airport  
Jaipur - 302 011
38. Dr Atul Kumar Anjan  
A-265  
Pandara Road Flats  
New Delhi - 110 003
39. Shri Gaya Singh  
Member of Parliament (RS)  
14-A, Ferojshah Road  
New Delhi - 110 001
40. Shri Hardev Arshi  
M.L.A (Punjab)  
Gali No. 8, Partap Nagar  
Bathinda (Punjab)
41. Shri A. Thangamani  
M.L.A. (Tamil Nadu)  
C/o. Secretary  
Legislative Assembly  
Govt. of Tamil Nadu  
Chennai (Tamil Nadu)
42. Shri Rajinder Rajan  
MLA (Bihar)  
Chanakya Nagar  
Bisanpur, P.O. Mirzapur  
Bandawar - 851 129  
Begusarai (Bihar)
43. Shri Rohidas Patil  
M.L.A  
6, Purna Complex,  
Sir Pochkhanwala Road,  
Worli, Mumbai - 400 025

**Composition of the Executive Council of MANAGE as on 31.3.1999**

Category	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-Official Members)
<b>Ex-Officio Members</b>		
Secretary (A & D) as Vice President of MANAGE shall be chairman of the Executive Council	1.	Shri Kamal Pande Secretary (Agriculture) Dept. Of Agriculture & Coop., Ministry of Agriculture Krishi Bhawan NEW DELHI - 110 001
Additional Secretary incharge of Extension in the Ministry Department, Government of India dealing with MANAGE shall be the Vice-Chairman of the Executive Council	2.	Mrs Sathi Nair, IAS Addl. Secretary (Extn.) Dept. Of Agriculture & Coop., Ministry of Agriculture Krishi Bhawan NEW DELHI - 110 001
The Director General of MANAGE	3.	Shri A.K. Goel Director General National Institute of Agricultural Extension Management (MANAGE) Rajendranagar Hyderabad - 500 030
Joint Secretary incharge of Extension and Financial Adviser in the Ministry / Department, Government of India dealing with MANAGE	4.	Mrs Rita Sharma, IAS Joint Secretary (Agri. Extn) Dept. Of Agriculture & Coop., Ministry of Agriculture Krishi Bhawan NEW DELHI - 110 001
	5.	Shri T.K. Das, IA & AS Financial Adviser Dept. Of Agriculture & Coop., Ministry of Agriculture Krishi Bhawan NEW DELHI - 110 001



### **Non-official Members**

Five eminent persons who have made note-worthy contributions in the fields of agricultural development / and allied subjects; to be nominated by the Government of India from among the members of the General Council

6. Dr S.K. Rau, IAS (Retd.)  
"Sarvani"  
West Park Road  
Gandhi Nagar  
Kakinada - 533 004
7. Shri Atul Kumar Anjan  
A-265  
Pandara Road  
New Delhi - 110 003
8. Prof. Udai Pareek  
Prof. Emeritus  
Indian Institute of Health  
Management Research  
1, Prabhu Dayal Marg  
Sanganer Air Port  
Jaipur - 302 011
9. Shri T.L. Sankar, IAS (Retd.)  
Principal  
Administrative Staff College of  
India, Bella Vista  
Raj Bhavan Road, Khairathabad  
Hyderabad - 500 082

Two members to be nominated by the General Council from among the non-official members of the General Council

10. Shri Rajinder Rajan  
MLA  
Chanakya Nagar  
Bisanpur  
P.O. Mirzapur  
Bandawar - 851 129  
Begusarai (Bihar)

## Brief Curriculum Vitae of MANAGE Faculty

Sl.	Name of the Faculty	Designation	Qualification	Experience	Publications
1.	Dr. N.K.Sanghi	Director General I/c	M.Sc. (Agril.) Ph.D. Besides Trg.Prgms. in India & abroad	-Scientist in Plant Breeding in ICAR -Zonal Coordinator for transfer of tech. Projects	Books 1 Reports 22 Research Papers/Articles 41
2.	Dr. T.K. Chakravarty	Director (Agri- business & HRD) & Principal Coordinator (PGPABM)	M.Sc. (Agril.Extn.) Ph.D. (Agril.Extn.)	-Director ABS in NISIET (14 yrs) -Jt. Director and Dy. Director, NIRD (9 yrs) -Mgmt.Trng. 26 yrs. -Management Education 2 1/2 yrs.	Study reports 16 Papers 19
3.	Dr. G.R. Desai	Director (Organisation Development & Process Consultancy) Project Coordinator & Team Leader, NATP	M.Sc. (Agril.Extn.) Ph.D. Attended prgms in India & Abroad including Coverdale of UK	Overall 22 yrs. of experience -Past experience Dy. Director, ETOT, NIRD -Prgm. Coordinator for the Agri. Extn. Mnnt. Trg. Prgms. under the aegis of Coverdale	Book 1 Research papers/articles 30 Study reports 8 Trg. Manuals 1
4.	Dr. V.P. Sharma	Dy. Director (Info. Tech.) Computers & Communication specialist NATP	M.Sc. (Statistics) M.A. (Economics) MBA Ph.D Attended Trg. Prgms in India & abroad including Coverdale Orgn. U.K., U.S.A., Canada	-ISS (5 yrs) -Systems Analyst 3 yrs - Incharge of MANAGE multi- media Project & Computer Center for 10 yrs.	Papers International 2 National 12 Developed Course material on Multimedia & computers



5.	Dr. M.J. Wilson	Dy. Director (Agri. Extn.)	M.Sc. (Agri.Extn.) Ph.D. (Agri.Extn.)	-Scientist in ICAR (20 yrs) - Specialised in Trng. Prgms. on Extn. Mgmt.	Papers 28
6.	Dr. D.G.Bakwad	Dy. Director	M.Sc. (Ag.) Ph.D. (Entomology) Besides attended trng. prgms. in India & Abroad including Coverdale Orgn. U.K.	-Principal Agriculture Officer, Maharashtra	Study reports 2 papers 3
7.	Dr. Vikram Singh	Dy. Director (Organisational Behaviour)	M.A. Psychology M.Phil - do - Ph.D - do - Attended trng. prgms in India & abroad including Coverdale Orgn. U.K.	-Asst. Director in NIRD Centre for behavioural and organisational development	Publications 12 Research reports 6
8.	Shri V.K. Reddy	Dy. Director & Coordinator (PGDABM)	M.A. Sociology PG Dip. in Lab. Laws & Personnel Mgmt. Attended trg. prgs. in India & Abroad including IDS, Sussex and Coverdale Orgn. U.K.	-Asst. Director in NIRD Faculty of HRD	Research reports 11
9.	Shri B.D. Tripathi	Programme Officer	M.Tech (Chemical Tech.) M.B.A.; Trg. in India & Abroad at Coverdale Orgn. U.K.; P.I.S.I.E. JESI, Italy. Proficiency Certificate in Italian Language	8 yrs Asst. Tech. Adviser in Dept. of Food, GOI 9 yrs Planning & Coordination of trng. prgms. & Training in-service personnel	Research papers 2 Article 1
10.	Shri J.Pandu Ranga Rao	Asst. Director (Computers)	M.Sc. (Statistics) M.A. (Economics) Diploma in Computer Science Attended trng prgms in India & abroad	-Research Officer in NIRD 18 years	Research papers 5



## 12th Annual Report

11.	Mrs. Laxmi Murthy	Asst. Director (Doc.)	M.A. (Economics) M.L.I.Sc. Advanced Diploma in French	-Sixteen years in documentation and information management	Papers 3
12.	Dr. T.D.S. Kumar	Asst. Director & Coordinator (PGDABM)	M.Sc. (Ag.Econ) Ph.D. (Ag. Econ)	-Ten yrs in Trng. Research & Consultancy -Trained as facilitator	Article 4 Research papers 16
13.	Shri S.V.Shiradkar	Asst. Director	M.Sc.(Ag) Trained as facilitator in Coverdale Orgn. U.K.	-Sub. Matter specialist, Govt. of Maharashtra	
14.	Mrs. G. Jaya	Asst. Director	M.Sc. (Home Sci.)	-Eight years in trng. -Trained as facilitator	
15.	Mrs. K. Uma Rani	Asst. Director	M.Sc. (Home Sci.) M.Phil (Ext. Edu) Trained as facilitator in Coverdale Orgn. U.K.	-Fifteen years in Trng. and Research	
16.	Dr. M.A. Kareem	Asst. Director (Admn.)	M.Sc. (Agri. Extn.) Ph.D.	-7 years Experience in Trg. & Research	
17.	Shri K.V. Rao	Programmer	M.Tech. (CSE) M.Sc. (Physics) PGDCA	-Research Asst. (Phy) in CW & PRS, Pune, Ministry of Water Reseources, GOI	Paper 1
18.	Mr. A. Srinivasa-charyulu	Res. Associate (Documentation)	M.A. (Phil) M.L.I.Sc.	-6 years experience in documentation and information Mgmt.	Articles 2
19.	Mr. G. Bhaskar	Res. Associate	M.A. (Pers. Mgmt.) PGDCP Dip. RDBMS & OPPS.	-8 years experience in software development	
20.	Mrs. Laxmi Manohari	Res. Associate	M.Sc. (Agril)	-5 years experience in extension	Paper 1
21.	Mrs. Renuka Rani	Res.Associate (Research Studies)	M.S.W. PGDPR	-3 yrs in Trg. -3 yrs in Extension work	Paper 1
22.	Mrs. K. Maheshwari	Res. Associate	M.Sc. Phd.	- 4 years	
23.	Mr. B. Venkat Rao	Res. Associate	MBA	- 1 years	



### Administration

Sl.	Name of the Officer	Designation	Qualification	Experience	Publications
1.	Prof. A. Thaha	Admn. Officer	B.E. DTCP (URP) Hons.,	Worked as a Faculty at NIRD, IOA, Hyderabad and KILA Tirchur. Retired as Chief Town Planner to Govt. of Kerala	Books 4 Research Papers 30
2.	Sri M.R.K.S. Murthy	Financial Adviser & Accounts Officer	B.Com ICWA Passed P&T Accountants service examination Part-II which is equivalent to SAS Examination of Audit Dept.	24 years in Telecommunications as Sr. Accounts Officer	
3.	Dr. V. Rajasekhar	Medical Officer & PRO	MBBS Senior Residency in Internal Medicine DPH	6 years of Clinical Experience including 1 year in ONGC, Bombay as Medical Officer	
4.	Sri John Zachariah	Asst. Engineer (Civil)	Pre-University Certificate of Kerala University DCE from Kerala Board of Technical Education; Soil Mechanics/IIT/ Bombay	34 years experience. Air Port & Aviation Works - 3 years; Factory / Township constructions, Bank Note Press, Security Paper Mills, M.P.-5 years; ICM Highways, Nepal - 3 years; NPA Campus/CIRE/CPPTI- 16 years; Planning & Designing in SSW/ CPWD/SZI, Chennai-2 years	
5.	Sri K. Sita Rama Rao	Maintenance Engineer (Electrical)	Pre-University Course of Osmania University Diploma in Electrical Engineering from A.P. State Board of Technical Edu-	More than 33 years in CPWD (Electrical & Mechanical Wing) out of which 20 years as an Asst. Engineer Electrical. Associated	

## 12th Annual Report

			cation Training courses undergone in CPWD Training Institute	in Execution of various electrical services in Central Government installations	
6.	Mrs. V. Srivally	Hindi Translator	M.Phil. (Hindi) B.Ed. PG Diploma in Translation	4 years as Junior Lecturer 1 year as Hindi Translator	Research Articles 2
7.	Mr. Mahidhar Bellapu	Hostel Manager	B.Com Diploma in Hotel Management, Catering Technology and Applied Nutrition	Asst. Manager (Accommodation & catering) A.P. Travel and Tourism Development Corporation Asst. Hostel Manager NIRD	
8.	Mrs. N. Usha Rani	PS to DG	B.Com Shorthand & Typewriting Higher Grade Diploma in Personal Secretary	Six years in NIRD as Jt. Steno Nine years in MANAGE as Sr. Steno PS to DG for the past 1 year	



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

**Rajendranagar, Hyderabad - 500 030. A.P., India.**

**Phones: General: 040-4016702-706**

**Direct: 040-4015253, Fax: 91-040-4015388**

**E-mail: [dgmanage@hd1.vsnl.net.in](mailto:dgmanage@hd1.vsnl.net.in)**