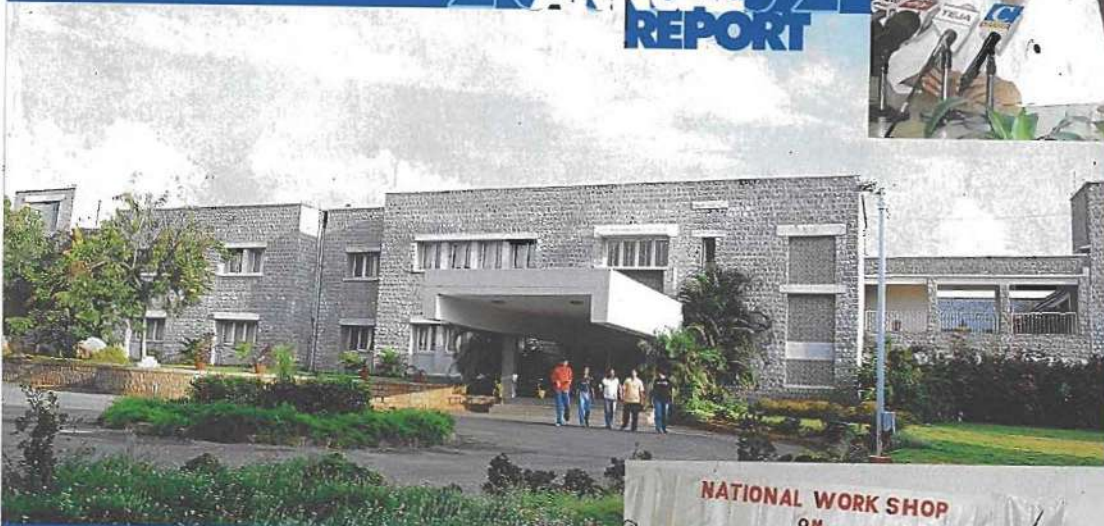


# 2001-02 ANNUAL REPORT



National Institute of Agricultural Extension Management



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## INTRODUCTION

The National Institute of Agricultural Extension Management (MANAGE), is an apex level autonomous body established in 1987 under the Ministry of Agriculture, Government of India. MANAGE is the Indian response to challenges of agricultural extension in a rapidly growing and diverse agricultural sector. The policies of liberalization and globalization of the economy catalyzed the transformation of agriculture into an increasingly commercialized market driven activity. The level of agricultural technology was also becoming more sophisticated and complex. This 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.

It has a mandate to assist the State Governments, the Government of India and other public sector and voluntary organizations in effective management of their agricultural extension systems.

In accordance with this mandate, MANAGE offers its services in 5 streams viz. Management Training; Consultancy; Management Education; Research; and Information & Documentation Services.

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Shri Vadde Shobhanadreswara Rao, Agriculture Minister, Andhra Pradesh, addressing the participants



Shri Bandaru Dattatreya, Minister of State for Urban Development and Poverty Alleviation interacting with MANAGE faculty



Shri A.K. Goel, I.A.S., Director General, MANAGE addressing workshop participants



## HIGHLIGHTS

### **Continuing Role to Revitalize the Public Extension System**

Public Extension System has played a significant role in bringing about the green revolution. However, with the changing economic scenario the outlook is for a whole new policy mix nurturing a plurality of institutions. The need is to involve the private sector and the corporate sector, to cater to the requirement of farmers in a synergetic way. The multi-agency extension service will need to address these issues though strengthening the capacity of the public agency, supporting the private sector in market-led extension and marketing, and extensive use of media in information and technology dissemination. These issues were addressed through a series of programmes and projects.

### **From Job Consumers to Job Producers: Agriclincs and Agribusiness Centres**

The Agriclincs and Agribusiness centres scheme launched by the Ministry of Agriculture is aimed at facilitating agriculture graduates, to establish agriclincs and agribusiness centres and offer their services to farmers across the country. Under this scheme, a series of training programmes, coordinated by MANAGE was launched across the country.

### **Facilitating Private-Public Partnership in Agricultural Extension Management**

MANAGE facilitated a programme on private-public partnership in Agricultural Extension Management implemented by the Government of Madhya Pradesh. MANAGE facilitation aims to strengthen the partnership, expand the programme to other districts of MP and carry the message to other states.

### **Market Led Extension**

Keeping in view the need for the extension system to be oriented with knowledge and skills relating to the market, MANAGE is working on the concept of market led extension. A workshop was conducted to identify possible areas of intervention of extension in agricultural marketing, identify effective extension methodologies provide the much needed support to the farming community in marketing of their produce, explore possible research-extension-farmer-marketing linkages and develop action plans for extension support for marketing.

### **Improving Awareness on WTO**

A series of programmes was organized in different states to improve awareness on WTO-challenges and opportunities. MANAGE

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has also been publishing a series of newsletters on WTO and Agriculture.

### **Focus on Cyber Extension**

As cyber extension gained momentum, a number of initiatives were taken up across the country to take the benefits of Information and communication technology to Indian farmers. Internet connectivity has been established in 24 districts in 7 states under NATP. MANAGE has also connected over 75 blocks in 6 pilot districts under the project. In Andhra Pradesh ten villages have been connected, where women through mutually aided cooperative thrift and credit societies organised by DWCRA group are the benefactors.

### **Amidst Farmer Leaders**

Farmers' orientation to current concerns in agriculture received attention. Orientation programmes for representatives of Farmers' organizations, Farmers' Interest Groups and Self-Help Groups were organized.

### **Participatory Process Monitoring and Evaluation**

MANAGE developed a participatory process monitoring and Impact assessment system for the Andhra Pradesh Rural Livelihoods Programme.

### **MANAGE Rated 4<sup>th</sup> Best Sectoral Business School in the Country**

MANAGE was rated the 4<sup>th</sup> best sectoral business school in the country in a survey conducted by Outlook, MDRA to rank the top 50 business schools in India. The survey evaluated the institutes on four broad parameters viz. placements, academic environment, Industry interface and infrastructure.

### **Agribusiness - Strategic Link Between MANAGE and NIAM**

MANAGE facilitated the launch of the Post Graduate Programme in Agri Business Management at the National Institute of Agricultural Marketing (NIAM), Jaipur – as a sub-centre of MANAGE, Hyderabad.

### **Conservation drive**

Through a number of initiatives MANAGE has made attempts towards soil and water conservation, and managing solid and liquid waste. Soil water harvesting structures have been installed. Vermicomposting is helping convert solid waste into compost and enriching the soil. Green energy stations (sewage treatment plants) are helping convert drain water into nutrient rich water that irrigates the lawns.



## **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 to Farmers and Fishermen for practicing Sustainable Agriculture.*



## **Mandate**

- *Develop linkages between prominent state, regional, national and international institutions concerned with agricultural extension management and also agricultural development*
- *Gaining insight into agricultural extension management systems and policies*
- *Forging collaborative linkages with national and international institutions for sharing faculty resources*
- *Developing and promoting application of modern management tools for improving the effectiveness of agricultural extension organizations*
- *Organizing need based training for senior and middle level agricultural extension functionaries*
- *Conducting problem oriented studies on agricultural extension management*
- *Functioning as an international documentation centre for collecting, storing, processing and disseminating information on subjects related to agricultural management.*

## **Core Values**

1. *User friendliness*
2. *Client-centred process consultancy*
3. *Farmer-focussed approach in all our professional services*
4. *Interactive and experiential learning methodology*
5. *Faculty development and networking with facilitators*
6. *Determination to achieve financial self-reliance*

## **Vision**

**To be counted among the most  
Pioneering, Innovative, User Friendly and  
Self-supporting Agricultural Management  
Institutes in the World.**

## ACHIEVEMENTS 2001-2002

### 1. TRAINING

During 2001-02 MANAGE organized 204 programmes covering 6050 participants representing government, non-government, private sector, farmers and overseas delegates. During the year under review the institute mainly concentrated on four themes:

1. Public Extension Management
2. Natural Resource Management
3. Agri-business Management, and
4. Cyber Extension

#### 1.1 Seminars / Workshops

MANAGE organized 11 workshops / seminars on various aspects, both on campus

as well as off-campus, covering 674 participants over 5.5 training weeks. Focus areas were World Trade Agreement, Participatory Watershed Management, Participatory Extension Management, Agriclincs and Agribusiness centres and some workshops under the National Agricultural Technology Project.

#### 1.2 General Programmes

MANAGE has focussed its efforts on designing and organizing Banner Programmes, Management Development Programmes, Programmes tailored to the clients' requests and Collaborative Programmes for various clientele groups varying from officials of state department of agriculture and line departments like



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Sericulture, Horticulture, Fisheries, non-governmental organizations, farmers, Forestry, etc., State Agricultural Universities farmer representatives and other (academic and non-academic staff) to developmental departments.

### TRAINING PROGRAMMES DURING APRIL 2001 – MARCH 2002

Sl. No.	Nature of the Programme	No. of Programmes	No. of Participants	No. of Training weeks
<b>1</b>	<b>Public Extension Management</b>			
	General Programmes	36	1429	35.5
	Consultancy Project (NATP)	45	1309	27.5
	Action Research Project (PAR)	33	719	20.5
	<b>T O T A L :</b>	<b>114</b>	<b>3457</b>	<b>83.5</b>
<b>2</b>	<b>Natural Resource Management</b>			
	General Programmes	18	402	15.5
	Consultancy Project	14	426	8
	Action Research Project	11	320	10
	<b>T O T A L :</b>	<b>43</b>	<b>1148</b>	<b>33.5</b>
<b>3</b>	<b>Agri-Business Management</b>			
	General Programmes	2	60	1.0
	Programme on Agripreneurship	1	52	0.5
	PGPABM	-	-	-
	World Trade Organization	2	207	1
	Research Studies	-	-	-
	<b>T O T A L :</b>	<b>5</b>	<b>319</b>	<b>2.5</b>
<b>4</b>	<b>Cyber Extension</b>			
	General Programmes	8	220	13
	Consultancy Project (NATP-IT)	20	320	18
	Action Research Project (PAR-IT)	2	53	2.0
	<b>T O T A L :</b>	<b>30</b>	<b>593</b>	<b>33</b>
<b>5</b>	<b>An Orientation Programme on "New dimensions of Agriculture for Farm women"</b>	<b>9</b>	<b>533</b>	<b>4.5</b>
	<b>T O T A L :</b>	<b>204</b>	<b>6050</b>	<b>156.5</b>



During 2001-02, the institute organized 66 programmes under the above-mentioned categories. These programmes were mainly focussed on Participatory Methodology in Agricultural Extension, Watershed Management, Institutional Capacity Building, Information Technology and Project Management and were organized in different states based on the state's needs on gap analysis.

During this period, MANAGE organized courses on World Trade Agreement (WTA) in different states of the country in order to sensitise people about the pros and cons of these agreements particularly on agriculture. This course was mainly aimed at middle and senior level officials of the respective state governments.

Another innovative and timely intervention by the institute was in the field of Private Public Partnership Programmes wherein

various activities like training, pilot testing projects were launched. The Government of Madhya Pradesh, with the facilitation of MANAGE, has got into an agreement with private agri-business companies to work together in areas of mutual interest and was quite successful.

#### **Programme under Agriclincs and Agribusiness centres scheme**

Under the Agriclincs and Agribusiness Centres scheme of the Ministry of Agriculture, a series of training programmes was launched in selected training institutes throughout the country by MANAGE, to prepare professionals in entrepreneurship and agribusiness ventures.

#### **1.3 International Programmes**

The institute has undertaken different kinds of activities ranging from organizing training to orientation and field visits. The



delegates visit the institute to learn about the extension systems prevailing in the country and about capacity building of extension functionaries in agriculture and allied areas by the institute. They were keen to understand more about the success of participatory methodology in extension management, watershed management and agriculture marketing scenario.

#### **1.4 Consultancy Programmes**

The Institute has organized 100 consultancy activities including training programmes, field visits, exposure visits and brain storming sessions. Major consultancy projects are the National Agricultural Technology Project (NATP) sponsored by the World Bank, Participatory Adaptive Research (PAR) sponsored by the International Fund for Agriculture Development (IFAD), Andhra Pradesh Rural Livelihoods

Project (APRLP) sponsored by the Department of International Development (DFID), Assam Rural Infrastructure and Agriculture Support Project (ARIASP) consultancy by the Government of Assam and Karnataka Watershed Development Society (KAWAD) consultancy by the Government of Karnataka. The details about the projects and the activities are covered subsequently.

#### **1.5 Programme for Farm-Women**

As a part of its mandate, MANAGE has undertaken an orientation programme on new dimensions of agriculture and allied sectors for farm women.

A one-day orientation programme includes discussion on agricultural practices, problems of pests and diseases, advanced technology in agriculture. The main focus was on application of information technology and



analysis of agriculture marketing problems. Thirty programmes were conducted under this head covering more than a thousand participants.

## 2. CONSULTANCY AND RESEARCH

### 2.1 National Agricultural Technology Project (NATP)

The National Agricultural Technology Project (NATP) is being implemented with the assistance of World Bank through the Indian Council for Agricultural Research (ICAR) and the Department of Agriculture and Cooperation (DAC), Ministry of Agriculture, Government of India. The ICAR component focusses on agricultural research aspects and the DAC component focusses on Innovations in Technology Dissemination (ITD) system. MANAGE is facilitating Innovations in Technology Dissemination under the project.

The ITD component is being implemented in 28 districts of 7 States namely Andhra Pradesh, Bihar, Himachal Pradesh, Jharkhand, Maharashtra, Orissa and Punjab over a period of 5 years. Originally the project was started with 6 States and 24 districts, consequently, on bifurcation of Bihar in two states namely Bihar and Jharkhand, three more pilot districts were added to Jharkhand and one more in Bihar State, thus making it 28 districts in 7 States.

The basic objective of the ITD component is to reorient extension systems to be **demand-driven, farmer centred, well integrated with research with a farming system focus leading to self-sustainability.** In line with this requirement, the strategic thrust is on developing farmer centred decision-making mechanisms for agricultural extension planning, at the block and district level.





MANAGE has the major responsibility of providing the concept and guidance, facilitate in the development of Strategic Research and Extension Plans (SREPs), Organization and Management (O & M) Plans and Investment Plans, operational guidelines, developing State Agriculture Management and Extension Training Institutes (SAMETIs) in 7 States, assessing the training needs and developing training modules, training project functionaries through SAMETIs, providing IT connectivity, installation and training support and process documentation.

### **2.1.1 Thrust during 2001-2002**

The main thrust of MANAGE during the year was to operationalize the Agricultural Technology Management Agency (ATMA) concept upto the village level, by promoting Farmers' Interest Groups (FIGs), Commodity Interest Groups (CIGs) and Farmers' Organizations (FOs); Institutionalisation of ATMA interventions in the first phase districts while working out the options for sustainability, networking of Farm Information and Advisory Centres (FIACs) with all the stakeholders including research and marketing, operationalizing SAMETIs, capacity building of SAMETI faculty in all

States, and establishing IT connectivity upto the block level.

### **Project interventions**

#### **a. MANAGE interventions in 'ATMA' districts**

Project interventions in ATMA districts were scheduled in five phases. In the first phase ATMAs, activities have been initiated from the initial phase of the project and efforts were made to consolidate the results and focus attention on emerging issues at the field level. The effort towards capacity development of Project Directors and Deputy Project Directors in these districts through on the job coaching has resulted in inculcating strategic thinking, flexible mind set and openness to new ideas, resulting in building their sensitivity to problem diagnosis and quality interventions. These efforts have resulted in building up the capacity of not only Project Directors and Deputy Project Directors but also Governing Board members, FACs and FIGs apart from all other stakeholders in the project districts.

MANAGE interventions through identification of a core group, training the group for SREP preparation, facilitation in setting up ATMA offices, constitution of

Governing Boards and operational mechanisms for development of SREPs, Block Action Plans, Investment Plans apart from capacity building of officials and non-officials at various levels, in the third and fourth phase districts, have put the districts on the route map of ATMA development.

In the fourth phase districts, efforts were made to facilitate the establishment and operationalization of the ATMA pattern of management in the districts. Further, efforts have been made to complete the SREPs, Block Action Plans apart from capacity building of all the officials and others relating to the project. In the fifth phase districts that have been recently added, specifically in Jharkhand and Bihar, efforts are on to facilitate the process of SREP development and establishment of ATMA infrastructure. MANAGE has also conducted several training programmes for capacity building of FIGs, FOs, FACs and GB members of ATMAs on the methodology of developing a farmer

oriented extension system. Similarly, infrastructure for development of linkages through computer networking upto the block level is being provided in the project for which MANAGE is providing the consultancy both for establishment, connectivity and networking and capacity building of functionaries.

#### b. MANAGE interventions in SAMETIs

The NATP project provided an opportunity for development of a State level institution to take care of capacity building and training needs of all ATMA like institutions and farmer's organizations. MANAGE is taking the lead in collaboration with Govt. of India for the establishment and operationalization of this concept of SAMETIs in all the 7 States. MANAGE initiatives over the last three years have resulted in establishment of the institutions as autonomous bodies in 6 States. In Jharkhand, efforts are on to identify the right location and organizational set up for operationalising this concept.



Apart from this, MANAGE has assisted the States in identification and selection of faculty for the SAMETIs wherever necessary. MANAGE has also initiated capacity building of the SAMETI faculty through a programme for master trainers, organized in collaboration with Michigan State University at Bhubaneswar, Orissa. In addition, various programmes for Directors and senior faculty of SAMETI on aspects of project management, training management and communication and information technology have been organized by MANAGE.

**c. MANAGE interventions at the State level**

As a technical arm for providing guidance and support for project managers at the State level, State level Workshops, review meetings, Inter-departmental Working Group meetings, consultancy and guidance visits and facilitation for effective implementation of the project have been organized by MANAGE consultants. These have resulted in highlighting the operationality of the model at the State level, identification and solution of various emerging issues etc.

**d. MANAGE interventions at the National level**

MANAGE has played an important role at the national level for conceptualizing and implementing the project. Workshops have been conducted for preparation and finalization of investment and action plans, sensitizing all the PIAs to the concept of sustainability in extension, a forum provided

for interaction and understanding of Research Extension Linkage issues and strategic research issues through a series of interventions at national and State level, video films and CDs produced for the benefit of all the functionaries, publications and newsletters, conducted review workshops in States and at the national level, assisting in TDU and TDMC for finalizing project activities, liaison with ICAR, Govt of India and World Bank.

**2.2 Natural Resource Management**

During this year major emphasis was given to training on the restructured Watershed Development Programme for Rainfed Areas (NWDPPRA) and participatory management of watershed programme; consultancy on participatory monitoring of 'processes' under the watershed plus programme in Andhra Pradesh; strategy for development of drylands in Andhra Pradesh and capacity building of Field Management Committees in Assam; Organization of workshops on topical themes and action research regarding post project sustainability.

Highlights of the experience emerging from above activities are given below:

**2.2.1 Identification and analysis of issues related to post project sustainability under watershed programme**

Field studies have shown that post project sustainability of community oriented structures/measures (namely water harvesting structures; biomass in



common land, etc.) is low even in those watersheds where choice of community oriented structures was made by people themselves; contributory approach was facilitated in a genuine manner, concerned users were involved in construction of these structures/measures; and sufficient watershed development fund (WDF) was available for carrying out repairs etc. The reasons are (i) lack of proper organization of user groups, (ii) lack of formal allocation of ownership/usufruct over the structures/measures to concerned groups, and (iii) lack of operational modality for utilization of WDF. The present approach of carrying out repairs of community oriented structures through Watershed Association by using WDF collected under the project does not seem to be viable. There is a need to try out an alternate approach in which responsibility for repair of the above structures/measures is given to concerned user groups; formal allocation of ownership/

usufruct over these structures/measures is made in favour of user groups; proper organization of user groups is carried out before sanction of structures/measures; and payment of cess amount is made by users (on regular basis) towards repair of structures, protection of biomass etc.

The present institutional set-up consisting of SHG, UG, WA and WC has been functioning as long as project funds were available under the programme. The SHG and UG organized on the basis of similarity in livelihoods or ownership of natural resources are found to be unsustainable due to high variability in socio-economic status of their members. Likewise WC is also found to be unsustainable due to lack of substantial agenda for action after implementation of watershed project. The functioning of WA has been poor even during the project period due to its large size, location of its members in different habitations etc. Field

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studies in successful watersheds have however shown that sustainability of community based institutional set up has been high when groups were formed through credit and thrift activity. Sustainability of livelihood groups or user groups is likely to be high if its members are taken out of organized SHGs (credit and thrift groups) rather than forming such groups out of an unorganized community.

Likewise, it is crucial to recognize that investment on capacity building of the above groups is more important than provision of a revolving fund to motivate the members to get organized.

There is a need to modify the present approach regarding utilization of WDF as well as of revolving fund. Field experience in other programmes has shown that such amounts could remain sustainable if these are given as a matching revolving loan to (or through) mature credit and thrift groups

(popularly known as SHG). The purpose of giving the revolving loan may include not only repair of community oriented structures but also income generation / production enhancement activities.

Under the project, high priority has been given to development of common property resource (namely recharging of groundwater, development of perennial biomass in common land etc.). Very little attention has however been paid to evolving social regulation mechanisms against over-exploitation of these resources, with the result that new resources developed under the project are likely to get degraded within a few years during the post project period. It is therefore essential to work out the above regulations in the initial stage itself before making an investment on development of these resources so that significance of this aspect is properly understood by community members.



### **2.2.2 Identification of parameters and criteria for measuring sustainability during early stage of watershed programme**

There are seven major components whose qualitative aspects have a direct bearing on sustainability under the watershed programme, viz., Organization of community into a sustainable institutional set-up; Preparation of action plan through demand driven approach; Implementation of work by people themselves (without involvement of contractors); Equity for resource poor families; Empowerment of women; Eco-friendly interventions; Social regulatory mechanism against over-exploitation of common property resource.

The conventional system of monitoring the programme (which largely takes into account physical and financial progress) is not adequate to assess qualitative aspects of these components. It is essential to monitor 'processes' regarding implementation of the above components so that qualitative aspects could be understood properly. A simplified methodology (which includes a set of parameters and measuring criteria) has been evolved for monitoring of processes in each of the above components and is presently under field-testing.

### **2.2.3 Operational modality for development of livelihoods under watershed plus programme**

Under the ongoing watershed programme, almost the entire period is used for development of natural resources.

Production enhancement or income generation activities do not receive adequate attention even in projects where budget allocation has been made for this purpose.

With the progress of SHG movement, the livelihood component has assumed a new dimension in terms of its size and approach. While some improvement in livelihoods has taken place due to access to 'credit' through SHG, there is indication that credit alone is not sufficient to take forward the livelihoods to their logical potential. In this connection, operational modalities have been evolved for sustainable development of livelihood for Andhra Pradesh Rural Livelihoods Project (APRLP) which offers a number of additional opportunities for intensification and diversification of existing livelihoods of SHG members.

The proposed approach of livelihood development is based upon two principles: viz. participation into their plans rather than their participation into our plans (for choice of new livelihood or making interventions in existing livelihoods), and focus shift from area-based development of natural resources to livelihood-based development of natural resources. Operational modalities for utilization of funds have been worked out in such a way that the required amount is given to mature SHGs as a matching revolving loan. Likewise, the modality of community organization is modified in such a way that



livelihood groups are formed by drawing members out of organized SHGs rather than forming them out of unorganized community.

#### **2.2.4 Capacity building of senior and middle level officers on participatory management of watershed programme**

New guidelines were developed by MOA for restructuring the ongoing watershed programme popularly known as NWDPR (National Watershed Development Project in Rainfed Areas).

Capacity building of different stakeholders has been considered to be a crucial requirement to facilitate participatory approach under the above programme. During this year, 12 courses were organized on management and social aspects for building the capacity of senior officers and trainers under NWDPR from different states. Besides four other courses were organized for participants associated with

watershed programme funded by bilateral projects. The present requirement of capacity building on social and management aspects is very large. It is proposed to lay more emphasis on developing trainers so that training courses could be organized in a decentralized manner through regional / state level training institutions.

#### **2.2.5 Capacity building of Field Management Committees (FMCs) in Assam**

There are about 25,000 FMCs in Assam organized by the state department of agriculture. During the last decade, these organizations have played an important role in implementation of various schemes of the department including the World Bank funded project known as Assam Rural Infrastructure and Agriculture Services Project (ARIASP). It is observed that a majority of FMCs function only as long as financial support under the project/scheme continues. Overall capacity of these organization is low. Field studies have

shown that there are seven major issues, which need to be addressed in order to build their capacity and make them functional in a self-reliant manner viz., Sustainability beyond project period, Collective marketing of farm produce, Diversification in agriculture, Mechanization in agriculture, Efficient management of land and water resource, Development of Bari land, Improved management of dairy in new areas.

Keeping these in view, ARIASP has given an assignment to MANAGE for development of state level and district level trainers in Assam so that they could be involved in capacity building of FMC in respective areas. The above assignment was divided into a preparatory phase (which includes diagnostic studies and generation of training material); and (ii) an implementation phase (which includes training of 30 state level trainers and 210 district level trainers).

#### **2.2.6 Customization of GIS based software for participatory management of watershed programme**

PROGRESS (an NGO in Hyderabad) has developed a GIS based software for participatory management of watershed programme. This software is to be used at PIA / WC level for facilitation of planning and implementation of watershed programme. Much of the processes adopted in the above software are based upon standard scientific recommendations/procedures. Keeping in view the shift in paradigm towards participatory approach, a proposal was made by Karnataka Watershed Development Agency (KAWAD)

to customize the above software to facilitate a demand driven approach in planning, preparation of design and estimate of not only exogenous but also indigenous technologies; consolidation of progress as per modified formats etc. Keeping this in view the software has been modified for meeting the specific needs of KAWAD.

#### **2.2.7 Development of strategies for improving production systems in rainfed areas of Andhra Pradesh**

Society for Elimination of Rural Poverty (SERP) has given an assignment to MANAGE for evolving strategies to improve rainfed production system in 60 mandals of Andhra Pradesh. Existing situations in the identified mandals have been analyzed regarding social resource development, natural resource development besides identifying gaps and constraints in the agricultural production system. Subsequently 96 success stories were identified on various aspects, which are likely to have relevance for the above areas. Innovative farmers as well as field officers of concerned organizations (who are associated with the success stories) have agreed to become resource persons for replication of the experiences in new areas.

#### **2.3 Participatory Adaptive Research Project**

Under the Participatory Adaptive Research Project (PAR) - an IFAD assisted project of Andhra Pradesh Tribal Welfare Department, activities were carried out under three broad





heads i.e., crop component research; farm and family system approach and social resource management in the selected four agro-ecological situations in each of the three centres viz., Bhadrachalam (Khammam dist.) Rampachodavaram (East Godavari dist.) and Utnoor (Adilabad dist.). The focus of adaptive research during Kharif 2001-2002, was mainly on standardizing the technologies tried and tested during the previous years. A total number of 852 trials were conducted in the three centres during 2001-2002, in different farming situations. Varieties like MTU- 1001, 1006, 9993, JGL-384, WGI-13745 Pushkala, in paddy, ICRISAT varieties like Asha and Maruti in redgram, NRCS varieties like CSV-15 and PSH-1 in Jowar and popular varieties of Bajra, Niger and Cotton of ANGRAU were tried. In all the adaptive trials, the total technological package was considered for conducting situation specific research. The results of adaptive trials during 2001-2002 have been

very encouraging. The farmers experienced an increase in yield ranging from 97 to 150 per cent in cotton, 42 to 124 per cent in redgram, 51 per cent in paddy and so on. In Rabi, the farmers had a similar experience in bengalgram, wheat, niger, redgram and jowar.

Besides adaptive research on crop trials, farm and family system research was conducted to intensify and diversify the cropping pattern and enterprises so as to increase the income of the tribals. New crops were introduced, e.g., turmeric was introduced at Rampachodavaram, a second crop with maize and vegetables was introduced in the villages wherever lift irrigation is available, and commercial vegetable cultivation was promoted at Bhadrachalam and at Utnoor replacing field crops.

Under farming systems approach, Horticulture, Poultry, Animal health care, Homestead gardening, etc., were

encouraged on a 50% cost sharing basis. Block plantation of mango was taken up on a large scale at Bhadrachalam and in Podu and marginal lands at Rampachodavaram. Inter cropping with fodder jowar, green gram, were promoted in the existing cashew gardens at Bhadrachalam to enable the farmers to meet the fodder requirements of livestock besides enriching the soil. Maintenance of the old gardens by taking up activities like gap filling, pruning of dry branches, removal of dead leaves, spraying with endosulphan to prevent fruit borers were also taken up. Animal health camps were organized at Bhadrachalam, Utnoor and Rampachodavaram. To promote nutritional diet among the tribals, **homestead gardening** with nutritional plants and vegetable cultivation was promoted with each individual selected family. This has resulted in increasing the regular use of

green leafy vegetables and other fruits and vegetables in their diet besides providing some women extra income by selling the excess produce within the village.

Under **social resource management**, 8 selected women were formed into a small **thrift and saving group** and training was conducted to educate on group dynamics and thrift and saving concepts. The women were given hands on experience through exposure to successful groups, on book keeping, code of conduct of members, record maintenance and on internal loaning. Besides, the women were encouraged to take up a number of income generating activities. The women's group also took up off-season vegetable cultivation as an income generating activity, among others. Television sets were provided to 100% of the selected families in the project at Utnoor and Bhadrachalam and to 60% families at Rampachodavaram centre.



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### CAPACITY BUILDING PROGRAMMES FOR THE STAKEHOLDERS OF PAR PROJECT (2001-2002)

Center	No. of training programmes	No. of days	No. of participants
Uttoor	7	19	173
Bhadhachalam	14	55	430
Rampachodavaram	7	22	195
<b>Total</b>	<b>28</b>	<b>96</b>	<b>798</b>

Around 28 training programmes were conducted for the PAR stakeholders comprising ITDA staff, Liaison Workers, Adaptive Research Officer, Adopted farmers and other farmers in Uttoor, Bhadrachalam and Rampachodavaram.



#### A. Capacity building programmes for ITDA staff

No. of training programmes	Duration	No. of participants	Participants	Topics
5	30	96	ADCs, CDCs of ITDA	- PRA, team building - Participatory watershed management - Self help groups concept

Five courses were conducted for a period of 6 days per course covering 96 participants including Agricultural Development Coordinators (ADCs) and Community Development Coordinators (CDCs) of ITDAs on participatory watershed and self help group concepts blending with modules of PRA and team building.

## B. Capacity building programme for tribal women

No. of training programmes	Duration	No. of participants	Participants	Topics
7	14	7	120	Group dynamics

A total of 7 programmes for capacity building were conducted for 120 tribal women in seven adopted villages of Bhadrachalam ITDA where the PAR project has been implemented.

### 2.4 Private-public partnership in Agricultural Extension Management

The contribution of public extension in attaining self-reliance in food production is very well recognized. But in this changing time, public extension alone is not sufficient to address multi faceted problems faced by farmers. The need of the hour is to involve all the stakeholders in agriculture in the development process. MANAGE has been closely working on the concept of Public-private partnership in Agricultural Extension Management with policy makers and practitioners. An awareness has been created about the potential of private extension through publications, seminars, workshops and training programmes.

During this period MANAGE facilitated a programme on "Private-Public Partnership in Agricultural Extension Management" in Madhya Pradesh. This programme was launched by the Honourable Chief Minister of Madhya Pradesh at Pawarkhed, Hoshangabad district of Madhya Pradesh in November 2001, in the presence of 3000 farmers opening a new chapter in the history of agricultural extension in India. A Memorandum of Understanding (MOU) was

signed between the Director of Agriculture, Madhya Pradesh and chairman, Dhanuka Group to work together in areas like soil testing, training, farmers' tour programmes, demonstrations, transfer of technology through cyber dhabas, agriculture fortnights, establishment of markets and providing credit facilities to farmers. More areas are being identified for further collaboration. Thus, Madhya Pradesh became the first state in the country to have a private extension policy and pioneered by implementing the same. MANAGE facilitation aimed at strengthening the partnership, expand the programme to other districts of Madhya Pradesh and carry the message to other states of the country. MANAGE believes that this partnership would save public cost and enhance competency in providing quality and accountable extension service.

The objectives of the project were to assess private extension potential of Madhya Pradesh; formulate a private extension policy for the state; identify/design private extension models / approaches for the use of private extension service providers; finalize the memorandum of understanding (MOU) and to establish the linkage between

## Annual Report 2001-02

private and public extension; undertake capacity building programmes for Private Extension Service Providers (PESP's) and monitor and evaluate Private Extension activities.

MANAGE has also prepared the guidelines for implementation of Private-Public Partnership at State and district level and the same has been approved by the Government of Madhya Pradesh.

### 2.5 Agri-clinics and Agri-business centres scheme

The Agriclincs and Agri-Business Centres scheme was launched by the Ministry of Agriculture, Government of India, in association with NABARD.

The scheme is open to agriculture graduates / graduates in subjects allied to agriculture like horticulture, sericulture, forestry, veterinary science, animal husbandry,

dairy, poultry farming, pisciculture and other allied activities. Under the scheme agricultural graduates can set up their own Agri-Clinic or Agri-Business Centre and offer professional extension services to innumerable farmers. Over 11,900 graduates from agriculture and allied sectors pass out from agricultural universities every year. However, only 2000 are able to find employment both in the Government and Private sectors. Thus a reservoir of around 9,900 graduates every year is available for supporting Agricultural production process if viable business opportunities are offered to them.

The objectives of the programme are: to supplement the efforts of government extension system; make available supplementary sources of input supply and services to needy farmers; to provide gainful employment to agriculture graduates in new emerging areas in agricultural sector.



**Agriclinics** are centres which provide expert services and advice to farmers on cropping practices, technology dissemination, crop protection from pests and diseases, market trends and prices of various crops in the markets and also clinical services for animal health etc., which would enhance productivity of crops / animals.

**Agribusiness Centres** provide input supply, farm equipment on hire and other services.

The project can be taken up by agriculture graduates either individually or on joint / group basis. The outer ceiling for the cost of project by individual would be Rs.10 lakh and for the project by a group would be Rs.50 lakh. The group may normally be of 5, of which one could be a management graduate with qualification or experience in business development and management. The period of loan would vary between 5-

10 years depending on the activity. The repayment period may include a grace period (to be decided by the financing bank as per the individual scheme) of a maximum of two years. The Government is providing start-up training to these graduates. Those completing the training can apply for special start-up loans for venture.

### **Training Support**

As an integral part of the programme, specialized training is being imparted to agriculture graduates interested in setting up such a centre. Training programmes are being launched in recognized training institutes throughout the country to prepare the professionals in entrepreneurship and Agri – Business Ventures. The training is free for selected candidates for a period of two months in selected training institutes. The programme will continue over the next five years. Training is funded by SFAC and



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MANAGE is the nodal agency for imparting training.

In response to the advertisement in the newspapers, MANAGE received 10,600 applications covering all states of the country.

The first part of the training covers Agri-Business Management; Small Business Management; General Marketing Management; Agri-Marketing Management; Project management; Financial Management and Information Technology. The second part focuses on individual enterprises selected by the graduates.

### Hand holding facility

The scheme also ensures hand holding facility for a period of 10 months for agriculture graduates who undergo the training programme. A task force constituted at each training institute consisting of the nodal

officer, state and central government representatives, representatives of MANAGE, SFAC, NABARD, leading banks, media/IT, successful agripreneurs and all representatives of graduates who pass out of the training programme take up the responsibility of hand holding facility.

### 3. MANAGEMENT EDUCATION

Our two-year Post Graduate Programme in Agri-Business Management (PGPABM), launched in 1996, has proved to be a satisfactory pilot experiment in creating a model of management education focussed on the specific context of agri-business. A survey conducted by Outlook, MDRA to rate top 50 business schools in India rated MANAGE as the 4<sup>th</sup> best sectoral business school in the country. A number of universities and other institutions in the country have subsequently realized its value and are in various stages of starting similar programmes.





### 3.1 Admission of the sixth batch PGPABM-2001-2003

A Computer Based Objective Test (CBOT) was conducted successfully on April 29,

2001 in 16 NIIT centers and 56 candidates were selected, 30 for MANAGE, Hyderabad and 26 for NIAM, Jaipur. The highlights of the result are given here:

#### University-wise Number of selected candidates

S.No.	Name of the University	MANAGE	NIAM	Total
1.	G.B.Pant Univ. of Agriculture & Tech.	6	4	10
2.	TNAU, Coimbatore	2	2	4
3.	UAS, Bangalore	5	0	5
4.	CCS HAU, Hissar	2	0	2
5.	ANGRAU, Hyderabad	4	7	11
6.	BHU, Varanasi	1	3	4
7.	PAU, Ludhiana	2	0	2
8.	OUAT, Bhubaneswar	3	1	4
9.	Annamalai University, TN	1	0	1
10.	HPKV, Palampur	1	0	1
11.	IGAU, Raipur	1	0	1
12.	BSKVV, Dapoli	1	0	1
13.	MPKV, Rahuri	1	2	3
14.	JNKVV, Jabalpur	0	1	1
15.	Shere-Kashmiri Uni. Of Agril. Science & Tech.	0	1	1
16.	Kerala Uni., Trivandrum	0	1	1
17.	GAU, Anand	0	1	1
18.	MAU, Parbhani	0	1	1
19.	PDKV, Akola	0	1	1
20.	BAU, Ranchi	0	1	1
<b>Total :</b>		<b>30</b>	<b>26</b>	<b>56</b>
Number of boys		26	21	47
Number of girls		04	05	09
PG-Degree holders		13	08	21
Work Exp. Holders		07	08	15
SC candidates		03	02	05
No. of Universities represented among the selected candidates		13	13	20





### **3.2 Summer Placement**

Summer placement with agri-business companies for taking up summer projects on an assigned topic by the company is done by the first year students for about 8-10 weeks during May and June. This project carries 10 credits and the guidance and evaluation of these assignments is offered by the project guide from the company. The students of PGPABM 2000-02 and PGPABM 2001-03 are placed with different agri-business companies for their projects.

### **3.3 Agri-Business Consultancy Programme for ITC**

An In-company programme on 'Designing for Value' was conducted for ITC during June 2001. The main objective of this course was to help participants to look beyond the Tobacco Industry and

explore issues on forecasting, procurement, supply chain management, brand building and knowledge management. The programme was very well received by the participants.

### **3.4 Industrial Visit**

The industrial visit was taken up by the final year students of PGPABM-2000-2002 during October 8-18, 2001. Ten teams, comprising 3 students in each team visited about 180 agri-business companies covering major locations like Mumbai, Delhi, Chennai, Bangalore, Pune, Trivandrum, Kolkata and some smaller locations in and around these big cities. The purpose of the industrial visit was to apprise the agri-business companies about PGPABM, the unique features of this programme, exploring possibilities of employment and summer placement with the companies, exchange

of feedback about the course and the students, knowing about the expectations of the companies and rapport building. The students highlighted the key features of the course, interacted with the senior executives of companies and briefed them about placement procedure and profile of the students. A copy of the placement brochure and a film on the programme was left behind with the company. This was later on followed up by the Principal Coordinator to know about the requirements and feedback from the companies. The industrial visit was conducted successfully.



100% placement of 5<sup>th</sup> batch students which was completed in just two days i.e., on January 19 and 20, 2002.

The effectiveness of the industrial visit has contributed significantly, resulting in

The details of placement are given below.

S.No.	Name of the Company	No. of students placed
1.	ITC-IBD	2
2.	BASF	1
3.	Dabur	1
4.	Wockhardt	2
5.	DSCL	1
6.	MSSL	3
7.	Rallis	6
8.	EID-Parry	1
9.	JK Seeds	1
10.	Sudarshan Chemicals	2
11.	Mahyco	3
12.	Zuari Seeds	1
13.	Zuari Industries	1
14.	Emergent Genetics	2
15.	Aries Agrovet	1
16.	Foretell (Commodityindia.com)	1

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### 3.5 Admissions 2002-2003

The admission process for the 7<sup>th</sup> batch of PGPABM began in February 2002. The advertisement was released and the prospectus-2002 has been prepared and printed.

As PGPABM is a financially self-supporting programme, the fee increase is gradual, annually, rather than a steep hike after several years. During 2002, the raise in fee is proposed to be about 10%. The fee hike pattern may be seen in the table below:

Batch	Course fee
1996	Rs. 1.65 lakhs
1997	Rs. 1.70 lakhs
1998	Rs. 1.79 lakhs
1999	Rs. 2.05 lakhs
2000	Rs. 2.60 lakhs
2001	Rs. 2.90 lakhs
2002	Rs. 3.20 lakhs

### 3.6 Consultancy

A consultancy project from BASF India Ltd. has been taken up by the PG Section and includes training programmes at MANAGE, on-site discussion and consultation with the project staff and submission of final report.

### 3.7 Agribusiness - Strategic link between MANAGE and NIAM

The Post Graduate Programme in Agri Business Management also commenced at the National Institute of Agricultural

Marketing (NIAM), Jaipur – a sub-centre of MANAGE, Hyderabad. The programme sponsored by MANAGE and administered by NIAM aims to prepare students for today's constantly changing and highly competitive international agriculture industry.

### Film

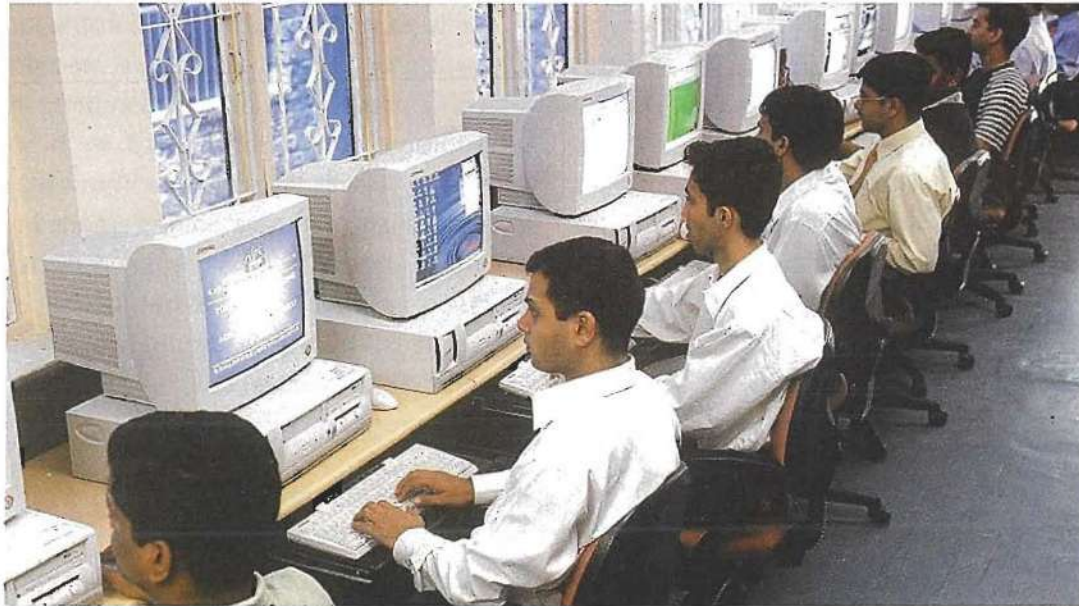
A 15 minutes film on PGPABM has been produced which highlights all important features of this course. The film can be obtained from the PGPABM Section.

## 4. INFORMATION TECHNOLOGY CENTRE

MANAGE recognizes the role of Information Technology in improving the efficiency and efficacy of agricultural extension services in India. Information Technology systems have been installed primarily to address the needs of faculty, staff and PGPABM students and also to train the officers from agricultural sector in Information Technology (IT).

The main aims of the information system are:

- To design and develop innovative training programmes for extension managers and researchers on latest techniques in Information and Communication Systems (ICS).
- 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.
- e. To provide consultancy for developing new and innovative IT based technology implementation for different national institutions, extension functionaries and groups in India and abroad.

#### 4.1 MANAGE LAN Network

A 234 node Structured cabling Local Area Network (LAN) has been established

in MANAGE to cater to the needs of all officers, staff and PGPABM students with an internal as well as external Messaging System and INTERNET facility under 128KBPS Leased line connections.

#### 4.2 Messaging System

A mailing and messaging system has been provided for every faculty, staff and students to enable them to get mails individually and group wise from within and outside MANAGE. This provides the on-line linkage for every individual member, irrespective of location, through Internet communication and provides a Web based linkage with various individuals as well as institutions.

#### 4.3 INTERNET

MANAGE through 128 KBPS leased line connections from BSNL is connected

to uninterrupted INTERNET connectivity for all 234 Network Nodes. This facility provides 24 Hrs. communication linkage to the institute with the external world at any time. This aids in knowledge flow and also provides linkages with different national and international institutes and individuals with MANAGE.

#### **4.4 Video-Conferencing and Tele-Conferencing**

MANAGE is one of the pioneer institutes to establish and maintain a Video-Conferencing facility in MANAGE. It possesses an ISDN and VSAT based Video Conferencing facility by which one can communicate with any individual and institute anywhere on the globe. The conferencing can be one-to-one and multi-site too. This not only improves the linkages but also helps in knowledge sharing between individuals and institutions.

MANAGE has a 36 party Tele-conferencing facility using ISDN lines through BSNL communication channels. This communication media facilitates single as well as multi-party conferencing with parties and individuals within India as well as outside at any time wherever they are placed. This gives the flexibility for extension functionaries to interact and collaborate with scientists and experts.

#### **4.5 International Standard Computer Labs**

MANAGE has Flexible design Flexi-pan computer labs of 60 units and 15 units capacity to cater to the needs of the PGPABM

students as well as trainees who come for different programmes. These are modern labs on par with International standards in technology and design used in high technology IT institutes worldwide. The design is modular and can be modified whenever the need arises. The maintenance of the lab is very easy and flexible as per standards. One more PC based classroom Lab caters to the need of the trainees coming for different training programmes in MANAGE.

#### **4.6 Interactive Multimedia Based Training Project**

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.

Interactive Multimedia based training enables the learner to control the flow and pace of the content, and have access to audio, text, graphics, and animation, all integrated to present the technical content in a lively manner.

In 1991, the Government of India sanctioned a pilot project for MANAGE to develop an Interactive Computer based Video Technology (ICVT) hardware and software capability to develop multimedia based training programmes. The training software on "Watershed Management for Rain fed Areas" is the first indigenously

designed and developed multimedia-training tool in the field of agriculture in India. This was tried on a test group and later launched as a regular training programme. The new Multimedia training Package on Rice Cultivation in Rain fed Areas (seed to seed) is also ready for training. The software on "Watershed Management for Rainfed Areas" has been put on a CD-ROM, for wider dissemination and utilization.

#### **4.7 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 Software 3.5/win; Freehand Graphics Studio 7.0; Visual C++ 4.0; MS

Visual Studio v5.0; Project 4.1; SPSS v10.0; SAS; R5 Domino Lotus Notes; McAfee Antivirus and Multilingual e-mail software I-Leap v2.0.

#### **5. INFORMATION RESOURCE CENTRE**

The MANAGE Information Resource Centre has been providing information support to teaching, training, research and consultancy activities at MANAGE as well as to policy makers, consultants and students from all over the country. Activities at this centre revolve around access, analysis and dissemination of information on subjects related to agricultural management. The centre renders a wide range of facilities using the latest information technology for access to and use of information in the conduct of professional work.



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During the year under review emphasis has been on adding on to the digital information resource base on the web. The MANAGE Information Resource Centre (MIRC) has also completed a project to provide ICT Consultancy to NIAM on a turnkey basis.

### 5.1 Information Resources

Information Resources include 9000 Books. The library also subscribed to a large number of carefully selected periodicals, both Indian and foreign.

Besides, the centre has a collection of over 250 CDs and 370 videos on various aspects of agriculture and management. Electronic resources include databases like AGRIS from FAO, AGRICOLA of the US National Agriculture Library, TROPAG & RURAL from Royal Tropical institute, Netherlands,

CABSAC, the Compact International Agricultural Research Library, EXIM, PROWESS, IBID and India Trades. Several interactive CD-ROMs have also been procured, some from the Harvard Business school, on management education which include packages on communication, negotiation, team building etc.

### 5.2 Library Automation

The activities in the library have been automated, through LIBSYS. A catalog of Library books is available on OPAC (online public access catalog) over the institute LAN. LIBSYS also gives access to information on journals, articles, videos and CD-ROMs received in the Library. The articles database, currently has references to over 2600 articles on agriculture, management and allied aspects.



### 5.3 Services

Information services include literature search services, bibliographic services based on in-house and CD-ROM databases and the Internet; Documentation: disseminating information through products and services like MANAGE Bulletin, Current Awareness Services; Selective Dissemination of Information (SDI); and Inter-Library Loan Service.

### 5.4 Digital Library

As part of the Digital library initiative many of the MANAGE publications have been made available full text on the web. These include the MANAGE Bulletin, WTO and Agriculture newsletter, Natural Resource Perspective series, and two publications on Private extension. Other publications are currently being digitized and would soon be accessible on the MANAGE website at [www.manage.gov.in](http://www.manage.gov.in).



### 5.5 Networking with Agricultural Information Centres

Attempts are on to network with agricultural research, extension and

training institutions to facilitate sharing of information, ideas and experiences.

Linkages have been established with the Acharya NG Ranga Agricultural University, NIAM, Jaipur, Extension Education Institutes at Nilokheri, Anand, Jorhat and Rajendranagar; the Directorate of Oilseeds Research, State Agricultural Management and Extension Training Institutes, Agricultural Technology Management Agencies and NGOs. The website provides access to their technological databases (Package of practices); Statistical databases; Project information; Personnel database and Publications.

MANAGE is a member of AGLINET – the Agricultural Libraries Network of the FAO which has 166 member institutions around the world. MANAGE is also a member of DELNET-Developing Library Network which has 276 institutions in India as members. This facilitates access to the resources of these member libraries including books, journals, articles, videos and CD-ROMs.

### 5.6 ICT Consultancy for NIAM

The MIRC was involved in a project for strengthening IT systems at the National Institute of Agricultural Marketing (NIAM) Jaipur. The objective was to establish the latest Information and Communication Technologies at NIAM that would support research, training, education and consultancy activities.

The total work was taken up in two phases. In all, MANAGE has established a computer



laboratory, a Local Area Network with a provision for 109 terminals, hardware and software for library automation, accounts etc. A dedicated Internet leased line has been established to ensure connectivity with the rest of the world. Videoconferencing facility based on ISDN has also been created to facilitate conferencing with other organizations.

### **5.7 Livelihood Options Website**

MANAGE is facilitating the Overseas Development Institute (ODI), UK in disseminating information on the Livelihood Options Study coordinated by ODI. Drawing on evidence from India, Nepal and Bangladesh, the study aims to identify how policies can be changed to support positive exits via diversification and how to reduce negative impacts. A website on the study has been hosted at [www.livelihoodoptions.info](http://www.livelihoodoptions.info). The site gives access to some background information on the project, research questions, methodology, concept papers and working papers. A discussion platform has also been established on the site to enable members to share their views and ideas on themes related to the study.

### **5.8 Training Programmes**

A training programme on "Networking through Information Systems" for NGOs, and an orientation on "Information services in the Digital era" were organized for librarians of agricultural research and training institutions.

### **5.9 Publications**

As a part of Information Dissemination activity, the following publications were brought out:

#### **MANAGE Extension Research Review**

MANAGE Extension Research Review is a journal devoted to dissemination of knowledge in the field of Agricultural Extension Management. Two issues of the journal were published during the period.

#### **WTO and Agriculture**

This monthly bulletin is being published by MANAGE in association with the Academy of Business Studies, New Delhi. Ten issues of the series were published and disseminated with a focus on Rice, Wheat, Oilseeds, Doha Ministerial conference, Milk and Milk Products, Minor Millets, Doha Declaration, Marine Products, Cotton and Pulses.

#### **MANAGE Bulletin**

This bi-monthly newsletter gives a glimpse of the agricultural scene in India and other countries and current developments and also covers MANAGE training programmes and results of research and consultancy projects. During 2001-02 six issues were published, focussing on issues like Public-Private Partnership in Agricultural Extension Management, Cyber Extension, Market led extension, Participatory process monitoring and evaluation.

#### **NATP Newsletter**

A series of newsletters have been published under the National Agricultural

Technology Project focussing on current status of the project and activities in each of the NATP states.

### **Strategic Research and Extension Plans**

Strategic Research and Extension Plans have been prepared and published for 20 districts under NATP.

### **MANAGE-ODI Natural Resource Perspective series**

MANAGE has a co-publishing arrangement with Overseas Development Institute (ODI), U.K. for bringing out the Indian edition of the Natural Resource Perspectives series. Each of these issues presents information on current development issues. These papers are being distributed among policy makers, research and extension organisations in the country.

### **Books**

#### **Private Extension: Indian Experiences**

*P. Chandra Shekara, ed.*

Documents Indian experiences in private extension and also provides directions to beginners in private extension specially agripreneurs who wish to go back to villages and try out these innovations. Gives an overall view of private extension experiences in India, through agribusiness companies, Farmers' organizations and farmers' cooperatives, mass media, non-governmental organizations, linkages, experiences and lessons.

#### **Private Extension in India: Myths, Realities, Apprehensions and Approaches**

*P. Chandra Shekara, ed.*

Covers 16 papers presented during the first National seminar on Private Extension held at MANAGE in July 2000. Answers questions like: What is private extension? Who are the players? What are their approaches? What are the advantages and disadvantages of private extension? What kind of encouragement is needed to make Private Extension effective?

#### **Agricultural Marketing: interventions and innovations**

*K.H. Vedini*

Presents a collection of 41 papers contributed during an International convention on Agricultural Marketing held at MANAGE. Focus was on Institutional framework, pricing management, policies for agricultural marketing in the context of globalization, planning and management of Agricultural Marketing.

#### **Economic Evaluation of Participatory Adaptive Research Project**

*J.P.Singh and M.A.Kareem*

The present investigation was undertaken to study the impact of the PAR Project on the tribal farmers for which it is meant. The study would be helpful to researchers and decision makers in understanding the complex interaction of ecological, economic and demographic attributes arising out of PAR programmes.

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### Disbursement Procedure for World Bank Funded Projects : A Guide to Project Implementing Agencies 2001

by T. Raghavendran

The book sets forth in detail the various processes involved in the disbursement of Loan funds from World Bank, beginning from the stage of expenditure incurred for the project activities to the stage of reimbursement to the project from the loans funds sanctioned by I.D.A (International Development Association) and IBRD (International Bank for Reconstruction and Development).

#### CDs/Videos

**Cyber Chaupal.** Focus on seminars and symposia held in New Delhi during the Agri-Expo (CD)

**Krishi Gnana Yatra.** Captures experiences of groups of women leaders with training in MANAGE. (CD and Video)

**Krishi Expo.** Coverage of the Agri Expo at New Delhi (CD)

**Private – Public partnership in Agricultural Extension Management in Madhya Pradesh** (video)

**Cyber Extension.** Focus on the concept of Cyber extension, and activities in NATP districts. (CD)

**Kisan ki ATMA** (CD)

## 6. ENGINEERING SECTION

### New Academic Block

Two Executive Halls, air-conditioned, with seating capacity over sixty have been developed for conducting national level seminars, workshops etc. Besides, a zero room and coffee room adjoining the main halls creates a setting for discussion for the participants.



A Convention Hall equipped with cane furniture and other material made by Gujarati artisans has been created.

To conserve energy and have a better cooling effect, traditional cooling methods like laying terracotta tiles on a bed of lime have been used. An amphitheatre with a seating capacity for more than 500 has been constructed within the inner saucer of the Academic Block.

**New Hostel Block:** This has been completely furnished and made functional.

#### Other Works

Introduction of irrigation system with sprinklers in all the lawns has resulted in reduction in maintenance expenditure on horticultural installations.

Hot water system exclusively with LPG has been successfully installed in the New

Hostel and the Solar water Heating water system with electrical back up existing in the old hostel, has also been successfully converted into LPG backup.

#### Conservation Drive

Continuing the practice of conservation, the institute has been able to maintain the underground water table throughout the year with the help of rainwater harvesting structures. Treatment of sewage water of about forty to fifty thousand litres a day and utilizing for lawns, has also made conservation of ground water possible resulting in lush green lawns. Organic solid waste is being converted into manure through vermicompost and used for healthy growth of plants and lawns. All this has resulted in a pollution free ambience. Conservation of electricity and drinking water is also being practiced.



## 7. ADMINISTRATION

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 the Secretary (Agri. & Coop), Ministry of Agriculture, Government of India. In the absence of the President, one of the two Vice Presidents, is nominated by the President, to preside over the General Council Meeting.

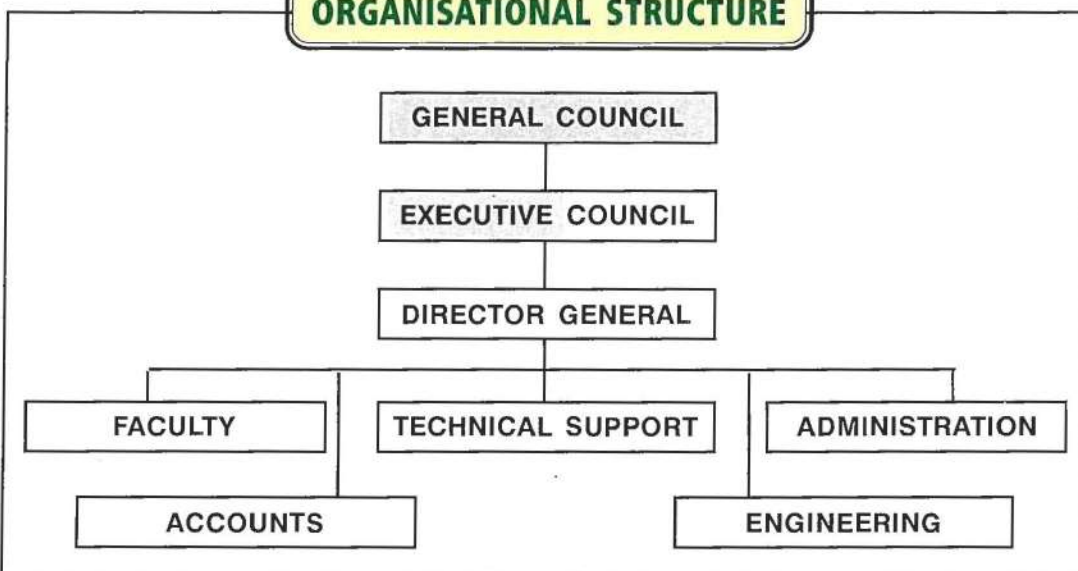
The General Council is expected to meet at least twice every year.

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 organizational 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 MPs and MLAs and members nominated from Institutes in India working in agricultural development and allied fields, besides eminent persons who have made noteworthy contributions in the field of agricultural development and

### ORGANISATIONAL STRUCTURE





allied subjects. The Members, representing four zones of the country, are nominated by the Ministry of Agriculture, Government of India on a rotation basis, for a period of three years. The composition of the Members of the General Council may be seen at Annexure - I.

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 Bye Laws.

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.

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. The Director General is assisted by Faculty, Administration, Accounts and Engineering Wings. The details of posts sanctioned and filled up as on 31.3.2002 may be seen in Annexure - III.

### **7.1 Faculty**

Four Directors, 6 Deputy Directors, 6 Asst. Directors and seven Research

Associates were working during the period under report. The profile of the faculty and officers may be seen at Annexure - IV.

### **7.2 Administrative Support**

The Director General is supported by an Administrative Officer on general administrative matters and a Programme Officer for conducting various training programmes. As on 31.3.2002, 47 administrative and technical support staff were working at MANAGE.

### **7.3 Accounts Support**

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

### **7.4 Engineering Support**

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

### **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, to achieve this objective.

## **Annual Report 2001-02**

### **8. MISCELLANEOUS**

#### **8.1 Meetings**

##### **8.1.1 General Council**

The General Council Meetings could not be conducted as the term of the members of the General Council expired on 30.6.2002 and new members have not been nominated during the year 2001-2002.

##### **8.1.2. Executive Council**

Two meetings (39<sup>th</sup> & 40<sup>th</sup>) of the Executive Council were held on 19.9.2001 and 22.3.2002 respectively.

##### **8.2 Financial Position**

The Annual Accounts for the year 2001-2002 have been audited by the Accountant General, A.P., Hyderabad.

# ANNEXURES





## Annexure-I

### Composition of General Council of MANAGE

Rule No.	Composition of General Council	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-official Members)
<b>Ex-Officio Members:</b>			
	President of MANAGE: The Minister Incharge of the Ministry/ Department, Government of India dealing with MANAGE.	1	Shri Ajit Singh Hon'ble Union Agriculture Minister Ministry of Agriculture, Govt. of India 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	Shri Hukumdeo Narayan Yadav Hon'ble Union Minister of State for Agriculture, Ministry of Agriculture Krishi Bhawan, NEW DELHI - 110 001
		3	Shri J.N.L. Srivastava, IAS Secretary (Agriculture & Coop.) Department of Agriculture & Coop. Ministry of Agriculture, Govt. of India Krishi Bhawan, NEW DELHI - 110 001
<b>Non-Official Members:</b>			
	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	4	VACANT
		5	VACANT
		6	VACANT
		7	VACANT
	Nine eminent persons who have made noteworthy contributions in the field of agricultural development and allied subjects	8	VACANT
		9	VACANT
		10	VACANT
		11	VACANT
		12	VACANT
		13	VACANT
		14	VACANT
		15	VACANT
		16	VACANT

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Rule No.	Composition of General Council	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-official Members)
	Director General, NIRD	17	Shri A.V.S. Reddy, IAS Director General National Institute of Rural Development Rajendranagar Hyderabad - 500 030
	Director General, ICAR	18	Dr. Punjab Singh Director General Indian Council of Agricultural Research Krishi Bhawan New Delhi - 110 011
	Additional Secretary and Joint Secretary incharge of Extension and Financial Adviser in the Ministry / Department of Govt. of India dealing with MANAGE and the Secretary of the Ministry / Department dealing with Rural Development	19	Mrs. Binoo Sen, IAS Special Secretary Dept. of Agri. & Coop. Ministry of Agriculture Krishi Bhawan NEW DELHI
		20	Dr. (Mrs.) Rita Sharma, IAS Joint Secretary (Agri. Extn.) Dept. of Agri. & Coop. Ministry of Agriculture Krishi Bhawan NEW DELHI
		21	Shri T.K. DAS, IA & AS Financial Adviser Dept. of Agri. & Coop. Ministry of Agriculture Krishi Bhawan NEW DELHI
		22	Shri Arun Bhatnagar, IAS Secretary (Rural Development) Ministry of Rural Areas & Employment Dept. of Rural Development Nirman Bhawan Room No.247, A Wing NEW DELHI - 110 011

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Rule No.	Composition of General Council	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-official Members)
	Agriculture Commissioner, Govt. of India, Department of A&C, New Delhi	23	Shri C.R. Hazra Agri. Commissioner Department of Agri. & Coop. Ministry of Agriculture Krishi Bhawan, NEW DELHI
	Secretary 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	24	Secretary (Education) Department of Education Ministry of Human Resources Development Shastri Bhawan NEW DELHI - 110 001
		25	Secretary Dept. of Personal & Training Govt. of India New Delhi
		26	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.	27	VACANT
		28	VACANT
		29	VACANT
		30	VACANT
		31	VACANT
	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)	32	VACANT
		33	VACANT
		34	VACANT
		35	VACANT
		36	VACANT
		37	VACANT
		38	VACANT

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## **Annual Report 2001-02**

Rule No.	Composition of General Council	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-official Members)
	Four Directors of Agriculture of States / Union 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	39	VACANT
		40	VACANT
		41	VACANT
		42	VACANT
	The Director General of MANAGE who shall be appointed by the Government of India, Ministry of Agriculture	43	Shri A.K. Goel Director General National Institute of Agril. Extn. Management (MANAGE) Rajendranagar, Hyderabad - 500 030
	Two Vice-Chancellors of Agril. Universities and one Vice-Chancellor of General University (by rotation) or their nominee not below the rank of Director	44	VACANT
		45	VACANT
		46	VACANT



Annexure-II

**Composition of Executive Council of MANAGE**

Rule No.	Composition of Executive Council	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-official Members)
<b>Ex-Officio Members:</b>			
a)	Secretary (A&D) as Vice President of MANAGE shall be chairman of the Executive Council	1	Shri J.N.L. Srivastava, IAS Secretary (Agriculture) Dept. of Agriculture & Coop., Ministry of Agriculture, Govt. of India Krishi Bhawan NEW DELHI - 110 001
b)	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. Binoo Sen, IAS Special Secretary Dept. of Agriculture & Coop., Ministry of Agriculture, Govt. of India Krishi Bhawan NEW DELHI - 110 001
c)	The Director General of MANAGE	3	Shri A.K. Goel Director General National Institute of Agril. Extn. Management (MANAGE) Rajendranagar Hyderabad - 500 030
d)	Joint Secretary incharge of Extension and Financial Adviser in the Ministry / Department, Government of India dealing with MANAGE	4	Dr (Mrs.) Rita Sharma Joint Secretary (Agri. Extn.) Dept. of Agriculture & Coop., Ministry of Agriculture, Govt. of India Krishi Bhawan NEW DELHI - 110 001
		5	Shri T.K. Das, IA & AS Financial Adviser Dept. of Agriculture & Coop., Ministry of Agriculture, Govt. of India Krishi Bhawan NEW DELHI - 110 001

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Rule No.	Composition of Executive Council	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-official Members)
<b>e)</b>	<b>Non-Official Members:</b>		
	Five eminent persons who have made note-worthy contributions in the field of agriculture development/ and allied subjects; to be nominated by the Government of India from among the members of the General Council	6	VACANT
		7	VACANT
		8	VACANT
		9	VACANT
		10	VACANT
<b>f)</b>	Two members to be nominated by the General Council from among the non-official members of the General Council	11	VACANT
		12	VACANT

**Annexure-III****Details of the Posts Sanctioned and Filled up as on 31.3.2002**

Sl.No.	Name of the Post	Sanctioned	Filled	Vacant
1.	Director General	1	1	0
2.	Directors	6	4	2
3.	Dy. Directors	7	6	1
4.	Admn. Officer	1	0	1
5.	Programme Officer	1	1	0
6.	Asst. Directors	7	6	1
7.	Asst. Director (Admn.)	1	1	0
8.	F.A & Accounts Officer	1	0	1
9.	Public Relations & Visitors Officer	1	0	1
10.	Campus Security Officer cum Vehicle Incharge	1	0	1
11.	Hostel Manager	1	1	0
12.	Hindi Officer	1	0	1
13.	Medical Officer	1	1	0
14.	Asst. Engineer (Civil)	1	0	1
15.	Research Associates	9	8	1
16.	Office Superintendent	2	1	1
17.	Sr. Accountant	1	1	0
18.	Hindi Translator	1	1	0
19.	PS to DG	1	1	0
20.	Receptionist-cum-Caretaker	1	0	1
21.	Campus Maintenance Officer – cum-Horticulturist	1	0	1
22.	Stores Officer	1	0	1
23.	Mess Manager	1	0	1
24.	Housekeeper	1	1	0
25.	Library Asst.	1	0	1
26.	Doc. Asst.	1	1	0
27.	Sr. Steno	4	4	0
28.	Jr.Engineer (C)	1	1	0
29.	Jr. Engineer (E)	1	0	1

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Sl.No.	Name of the Post	Sanctioned	Filled	Vacant
30.	EDP Asst.	3	2	1
31.	Telephone Operator	1	1	0
32.	Jr. Accountant	3	2	1
33.	Cashier	1	1	0
34.	Instrumentation Technician	1	1	0
35.	Stores Asst.(Hostel)	1	1	0
36.	Stores Asst.	1	1	0
37.	Jr. Steno	5	4	1
38.	UDC	2	2	0
39.	Asst. Cashier	1	0	1
40.	A.V.Asst.	1	1	0
41.	LDC / Typist	4	4	0
42.	Hindi Typist	1	1	0
43.	Press Asst.	2	2	0
44.	Binder	1	1	0
45.	Driver	6	5	1
46.	Electrician-cum-G.O.	1	1	0
47.	Plumber	1	1	0
48.	Compounder-cum-Nurse	1	0	1
49.	Cooks	4	1	3
50.	Gardener	2	0	2
51.	Sweeper	7	0	7
52.	Watchmen	8	0	8
53.	Medical Orderly	1	0	1
54.	Attenders	1	0	1
55.	Peons	7	6	1
56.	Service-cum-HK Staff	6	6	0
57.	Mess Asst.	3	0	3
58.	Electricians	2	0	2
<b>TOTAL</b>		<b>136</b>	<b>84</b>	<b>52</b>



**Annexure-IV****Profile of MANAGE Faculty and Officers****FACULTY**

Sl. No.	Name of the Faculty	Designation	Qualification	Experience
1.	Shri A.K. Goel IAS	Director General	B.Tech (Electronics & Electrical Communications) IIT Kharagpur M.Tech. (Computer Sciences), IIT, Kanpur	<ul style="list-style-type: none"><li>- Collector</li><li>- Commissioner of Rural Development</li><li>- Commissioner Higher Education</li><li>- Commissioner Social Welfare and Rehabilitation</li><li>- Secretary B.C. Welfare</li><li>- Director General MANAGE</li></ul>
2.	Dr N.K. Sanghi	Director	M.Sc. (Agril.) Ph.D	<ul style="list-style-type: none"><li>- Scientist in Plant Breeding in ICAR</li><li>- Zonal Coordinator for transfer of tech. Projects</li></ul>
3.	Dr G.R. Desai	Director & PCTL (NATP)	M.Sc. (Agril.Extn.) Ph.D	<ul style="list-style-type: none"><li>- Overall 22 yrs of experience</li><li>- Dy. Director, ETOT, NIRD</li><li>- Programme Coordinator for the Agri.Extn. Mgmt. Trg. Prgms. under the aegis of Coverdale</li></ul>
4.	Dr M.N. Reddy	Director & Consultant (NATP)	M.Sc. (Agril.) Ph.D (Agril. Extn.)	<ul style="list-style-type: none"><li>- 2 1/2 years as Agril. Extn. Officer, Dept. of Agril., Govt. of A.P.</li><li>- 7 years as Farm Radio Officer AI &amp; CC, APAU</li></ul>

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Sl. No.	Name of the Faculty	Designation	Qualification	Experience
				<ul style="list-style-type: none"> <li>- 6 months as Asst. Director (Extn.) Directorate of Extension, APAU</li> <li>- 6 months as Extension Specialist Regional Agricultural Research Stn., Nandyal, A.P.</li> <li>- 9 years as Associate Professor (Communication) EEI, Hyd.</li> <li>- 1 year as Consultant &amp; Project Manager for Tribal Development Project, MANAGE</li> <li>- 1 year as Associate Professor (Communication) EEI</li> <li>- 3 years as Consultant, NATP</li> <li>- Director &amp; Consultant (NATP) in MANAGE</li> </ul>
5.	Dr J.P. Singh	Director	M.Sc. (Agril.) Ph.D (Agril. Econ.)	<ul style="list-style-type: none"> <li>- Associate Professor (Agril. Eco) in Dept. of Agril. Eco.</li> <li>- 29 years Univ. Head of the Dept. (Agril. Eco.) in Dept. of Agril. Eco.</li> <li>- 3 years Director (Agril. Eco.) in MANAGE from Sept. 1999</li> </ul>

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Sl. No.	Name of the Faculty	Designation	Qualification	Experience
6.	Dr V.P. Sharma	Consultant (Computers & Communiation) NATP	M.Sc. (Statistics) M.A. (Economics) MBA Ph.D	Total 23 years 12 years at MANAGE. Major areas- Networking Agriculture Management Systems and Developing Multimedia Interactive content on MANAGE Network.
7.	Dr. M.J. Wilson	Dy. Director (Agri. Extn.)	M.Sc. (Agri. Extn.)	Scientist in ICAR Specialised in Trg. Prgms. on Extension
8.	Dr Vikram Singh	Dy. Director (Orgn. Behaviour)	M.A. (Psychology) M.Phil (Psychology) Ph.D (Psychology)	10 years as Asst. Director in NIRD Centre for Behavioural and Organisational Development
9.	Shri V.K. Reddy	Dy. Director	M.A. Sociology PG Dip. in Lab. Laws & Personnel Mgmt.	Asst. Director in NIRD Faculty of HRD
10.	Dr B.D. Tripathi	Consultant (ATS) NATP	M.Tech. (Chemical Tech.) M.B.A., Ph.D.	8 years Asst. Tech. Adviser in Dept. of Food, GOI.  9 years Planning & Coordinati of trng. programs & Training in-service personnel
11.	Dr P. Chandra Sekhara	Dy. Director (Agri. Extn.)	Ph.D (Agril. Extn.)	10 years as Jr. Liaison Officer in Coffee Board 2 year as Dy. Director (Agri.Extn.) in MANAGE

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## Annual Report 2001-02

Sl. No.	Name of the Faculty	Designation	Qualification	Experience
12.	Dr. K. Uma Rani	State Consultant (NATP)	M.Sc. (Home Science) M.Phil (Ext. Edu.) Ph.D. (Extn. Edu.)	18 years in training and research
13.	Dr. K.H. Vedini	Programme Officer	M.Sc. (Agril. Econ.) Ph.D PDF (Netherlands)	4 years experience as Consultant for Development Projects 3 years as Academician
14.	Shri J. Pandu Ranga Rao	Asst. Director (Computers)	M.Sc. (Statistics) M.A. (Eco.) Diploma in Computer Science	19 years as Research Officer in NIRD
15.	Mrs. Lakshmi Murthy	Asst. Director (Doc.)	M.A. (Eco.) M.Li.Sc. Advanced Diploma in French	19 years in Documentation and Information Management
16.	Dr T.D.S. Kumar	Asst. Director and Coordinator (PGDABM)	M.Sc. (Ag. Eco.) Ph.D (Ag. Eco.)	11 years in Training Research & Consultancy Trained as facilitator
17.	Dr M.A. Kareem	Asst. Director	M.Sc. (Agri. Extn.) Ph.D	8 years experience in training and research
18.	Mrs. G. Jaya	Asst. Director	M.Sc. (Home Sci.) Adv. Dip. in Management Dip. in HRD	12 years in trng. Trained as facilitator
19.	Shri K.V. Rao	Programmer	M.Tech. (CSE) M.Sc. (Physics) PGDCA	Research Asst. (Phy.) in CW & FRS, Pune, Ministry of Water Resources, GOI.
20.	Shri A. Srinivasa Charyulu	Research Associate (Doc.)	M.A. (Phil.) M.Li.Sc.	7 years in documentation and information management

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Sl. No.	Name of the Faculty	Designation	Qualification	Experience
21.	Dr. B. Renuka Rani	Research Associate (Res. Studies)	M.S.W. Ph.D PGDPR	3 years teaching (MLTC Instructor) 4 years in Watershed Activities
22.	Smt. P. Lakshmi Manohari	Research Associate	M.Sc. (Agril.)	6 years experience in Extn.
23.	Shri G. Bhaskar	Research Associate	M.A. (Personal Management) PGDCR, Dip. in RDBMS & OPPs	9 years experience in Software Development
24.	Dr. K. Sai Maheshwari	Research Associate	M.Sc. PG Dip. in Sericulture Ph.D (Sericulture)	1 years as Lecturer 1 RA in ANTWA Project 3 years in Manchal Watershed 4 years as RA
25.	Shri B. Venkat Rao	Research Associate	M.B.A. (Mktg.)	4 years as R.A
26.	Dr. P. Kanaka Durga	Research Associate	Ph.D. (Agri. Eco.)	2 years as Lecturer 3 years as R.A.
27.	Shri A. Krishna Murthy	Documentation Asst.	M.A. (Pub. Admn.) M.LI.Sc. PG Dip in Library Automation & Networking	4 years in NIRD and 5 years in MANAGE.

### ADMINISTRATION

Sl. No.	Name of the Officer	Designation	Qualification	Experience
1.	Shri B. Mahidhar	Hostel Manager	B.Com., Dip. in Hostel Management Catering Tech. & Applied Nutrition	Asst. Manager (Accommodation & Catering) A.P. Travel and Tourism Development Corpn., Asst. Hostel Manager, NIRD
2.	Shri A. Sreenivasa Rao	Asst. Director (Admn.)	B.Com.	33 years in ANGRAU in different posts

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## Annual Report 2001-02

Sl. No.	Name of the Officer	Designation	Qualification	Experience
3.	Shri K.V. Mohan Babu	FA & AO	M.Com. PG Dip. in IRPM	23 years in NPCC Ltd. (Min. of Water Resources)
4.	Dr. S. Amarander	Medical Officer	M.B.B.S M.D. (Paediatrics)	1 year in ESI Hospital 1 year in Krishna Children's Hospital
5.	Smt. N. Usha Rani	PS to DG	B.Com. (Statistics) Dip. in Personal Secretary Dip. in Commercial Practice	21 years in NIRD & MANAGE
6.	Shri S. Sambaiah	Consulting Engineer	Dip. in Civil Engineering Dip. in Development Banking	37 years in Roads & Buildings Department and APIDC, Govt. of A.P.
7.	Shri K.S. Rao	Maintenance Engineer	Dip. in Electrical Engineering	34 years in CPWD
8.	Shri A.V.N.N. Gupta	Office Superintendent	B.Com.	21 years in NIRD & MANAGE
9.	Shri Ch. Naga Mallikarjuna Rao	Senior Accountant	M.Com. ICWA (Inter)	11 years in MANAGE
10.	Shri S. Venkateswara Rao	Office Superintendent (NATP)	M.A. PGDCA PGDIT	12 years exp. as Section Asst. in Dr. MCR HRD Institute of A.P.
11.	Smt. K. Srivally	Hindi Translator	M.A. (Hindi) M.Phil (Hindi) P.G Diploma in Translation	4 years as Jr. Lecturer and 4 years as Hindi Translator in MANAGE

2001-03 Batch





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