



MANAGE

Annual Report 2012 - 2013

National Institute of Agricultural Extension Management
(An Organization of Ministry of Agriculture, Govt. of India)

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ANNUAL REPORT

2012 - 2013



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

(An Organization of Ministry of Agriculture, Govt. of India)
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Message from the Director General



I am happy to present the Annual Report of MANAGE for the year 2012-13. This 25th year of MANAGE has been an eventful year - an year of introspection, new aspirations and the beginning of new endeavors.

From a humble beginning in a two-room accommodation in Extension and Transfer of Technology building of NIRD to a sprawling 42- acre campus with state-of-the-art facilities and picturesque landscaping, MANAGE has come a long way.

These 25 years of MANAGE have been formative years, building, shaping and strengthening the very character of MANAGE. Starting with a handful of Faculty members and a few staff, MANAGE today has become a brand by itself - a concept nursery of ideas and innovations in the area of agricultural extension systems and management. The contribution of all the former Director Generals in conceiving and pilot-testing many innovations has been of high order and great relevance. From a stage when MANAGE was conceived, it has now grown into a full fledged National Institute, a pioneer in the arena of agricultural extension management with high visibility and national acclaim.

This report gives a glimpse of the achievements of the Institute during 2012 - 13,

by way of its programs and projects. We look upon the year gone by with pride. We have had the privilege of hosting three international programs apart from our regular training programs at the national level. We have also forged linkages with reputed organizations for collaborative work in research and consultancy. I am also happy that we could achieve our targets envisaged as a part of the Results Framework Document (RFD).

This is also the year in which a Cadre Review Committee headed by the founder Director General of MANAGE, Shri Suresh Kumar IAS (Retd.) had envisioned the Road Map for MANAGE along with other important recommendations such as establishing eight theme-based Centres in MANAGE, along with a School of Agribusiness.

Our achievements have been made possible because of the unstinted support rendered by the Ministry of Agriculture, Govt. of India, our General Council, Executive Council, Academic Committee, sister institutions, various State Departments of Agriculture and allied sectors, State Agricultural Universities etc. We hope to receive such support and encouragement in the future too. MANAGE would make all efforts to evolve as an International Centre for Excellence on Extension Management and align its activities to the Mission as envisioned in the 12th plan.

MANAGE at 25 - an Overview



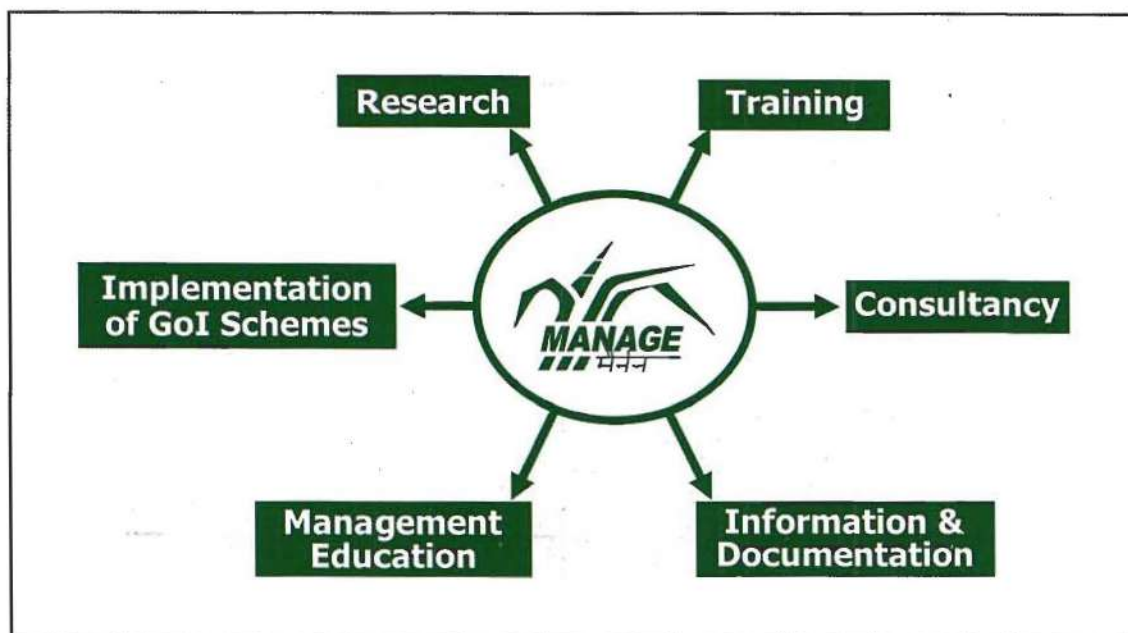
1.1 The National Institute of Agricultural Extension Management (MANAGE) is an autonomous organization under the Department of Agriculture and Cooperation (DAC), Ministry of Agriculture (MoA), Government of India. The Institute was established in 1987 in response to the challenges of agricultural extension in a rapidly growing and diverse agriculture sector. The transformation of Indian agriculture into an increasingly commercialized and market-driven activity, and the increasing complexity of agricultural technology called for major initiatives towards reorientation and modernization of the agricultural extension system. Effective ways of managing the extension system needed to be evolved to transform the existing framework through professional guidance and training of critical manpower.

1.2 To provide adequate flexibility in operation, MANAGE was registered as a Society on 11th June 1987 under the Andhra Pradesh (Telangana areas) Public Societies Registration Act, 1350 Fasli (Act of 1350F).

1.3 The mandate of MANAGE is to assist the Government of India and the State

Governments/UTs to help improve delivery mechanisms in agriculture and allied sectors through need-based changes in policies and programs, and also by way of improving the Knowledge, Skills and Attitude of extension personnel. MANAGE offers its services in Training, Research, Consultancy, Management Education etc., apart from implementing select Central Sector Schemes.

1.4 Training of Extension functionaries, working in departments of Agriculture, Animal Husbandry & Veterinary Science, Fisheries etc. in various States/UTs as well as in the private sector, is an integral part of the mandate of MANAGE. As a part of Capacity Building, MANAGE conducts Training Programs, Workshops and Seminars on key theme areas of current importance, with an objective to prepare the extension functionaries to cope with new challenges and for effective implementation of various Flagship programs of the Government. Prior to firming up its Annual Training Calendar, MANAGE organizes an Annual Training Planning Workshop to assess the changing needs of the stakeholders such as EEIs, SAMETIs, State Departments of Agriculture and allied sectors



in Extension related activities. MANAGE also organizes customized programs in response to the requests from the GoI / States / UTs and the private sector.

1.5 The research activities of the Institute focus on topics of contemporary relevance. MANAGE undertakes 'Action Research' to pilot-test the ideas/ concepts/ technologies in field situations on a limited scale and in a limited area. MANAGE also undertakes Evaluation Studies on the request of GoI/ States/ other organizations, on consultancy basis, for evaluation of various programs / projects to assess their impact.

1.6 As a part of Management Education, MANAGE has been offering, since 1996, a Post-Graduate Diploma in Agri-Business Management [PGDM (ABM)], which has been well received, both by the industry and the student community. Further, MANAGE has been offering a Post-Graduate Diploma in Agricultural Extension Management (PGDAEM), which is a continuing education program, offered on a distance education mode, for in-service extension personnel. In addition, the Institute is also offering a Diploma in Agricultural Extension Services for Input Dealers (DAESI) for imparting formal agricultural education to practicing input dealers, through

'Contact class-cum-distance education mode'.

1.7 MANAGE is also involved in implementing Government of India Schemes such as "Agri-Clinics and Agribusiness Centres Scheme (AC&ABC)" and "Kisan Call Centres (KCC)". While the AC&ABC Scheme aims to supplement efforts of public extension as well as to create gainful self-employment opportunities for Agricultural Graduates thereby attempting to arrest rural-urban migration, the Kisan Call Centre attempts to leverage the national telecom infrastructure to deliver extension services to the farming community.

1.8 The activities of MANAGE cover stakeholders in agricultural development viz., public and private sector organizations, voluntary organizations, farmers' groups and organizations, private extension service providers, agribusiness companies and cooperatives apart from various national and international funding agencies. As an apex institution, MANAGE functions as a pacesetter, developing system designs and models of professional activities for other state-level institutions to adopt. The sharing of its experiences with other institutions, enabling them to adapt and adopt these innovations, is one of its core objectives.

Silver Jubilee Celebrations of MANAGE

1.9 MANAGE celebrated its 25th Foundation Day on 11th June 2012. The occasion was graced by former Director Generals of MANAGE viz., Shri. Suresh Kumar, IAS (Retd.), Dr. N. K. Sanghi, Shri. A. K. Goel, IAS (Retd.), Shri. Jiji Thomson, IAS and Shri. Sanjeev Gupta, IAS. Smt. Anuradha Arora, w/o of late Shri S.K. Arora, IAS, former Director General, also graced the occasion.

1.10 The Director General, MANAGE, Shri B. Srinivas, IAS, presented a report on "MANAGE over the last 25 years", highlighting the various programs, projects and innovations conceptualized at MANAGE. Shri Suresh Kumar, the founder DG, recollected the idea behind the

creation of MANAGE and traced developments from the initial years. He visualized a broader role for MANAGE in the light of the launching of National Mission for Agricultural Extension and Technology. Shri Sanjeev Gupta, the Joint Secretary (Extension and IT), outlined a road map, touching upon the various ways in which MANAGE could play a crucial role in the extension scenario in the country. Shri. A.K. Goel shared his dream about MANAGE and new concepts that could be introduced by the institute. Shri Jiji Thomson recalled his association with MANAGE. Smt. Arora nostalgically shared her thoughts.



Shri. Sanjeev Gupta, IAS, Joint Secretary (Extension) addressing the gathering. On the dias (l to r) are Shri B. Srinivas, IAS, Director General, MANAGE, Shri. Jiji Thomson IAS, Shri. Suresh Kumar, IAS (Retd) and founder Director General, MANAGE, Shri. A.K. Goel, IAS (Retd), Dr. N.K. Sanghi and Smt. Anuradha Arora



Shri Suresh Kumar, the founder DG of MANAGE planting a sapling on the occasion

1.11 Centres at MANAGE

Eight theme-based Centres and a School of Agribusiness Management were established during the year.

These Centres are:

1. Centre for Agricultural Extension Policy, Reforms and Processes

Focus of this Centre is on Agricultural Extension Management - Distance Education for agricultural extension managers; Developing online training and testing modules; facilitating Agricultural Extension solutions, Technology innovations and extension reforms.

2 Centre for Agri-Institution Capacity Building

Focus of this Centre is on capacity building of extension functionaries, institutions and other stakeholders; project planning and implementation; accreditation of training institutions and trainers; developing methodology, systems and practices of capacity testing of various stakeholders; developing practices of achieving institutional excellence; developing and operationalising methodologies for Impact Assessment of extension efforts etc.

3. Centre for Agricultural Markets, Supply Chain Management and Extension Projects

Focus of this Centre is on Extension Project Planning & Management- promoting convergence in Extension Projects; developing models and practices for market-led extension, linking farmers to markets; orienting to Supply Chain Process, both at micro and macro levels, and effective delivery of Extension services.

4. Centre for Allied Extension and Water/ Input use Efficiency

Focus of this Centre is on developing systems, concepts and practices for extension management and providing extension support for horticulture, fisheries, animal husbandry, dairy, agro-forestry, poultry, and Sericulture based integrated extension

farming systems; Water Extension - developing extension management systems and approaches for command areas of large and medium surface irrigation projects, Action Research in the practices of extension management in various water and input management systems.

5. Centre for Knowledge Management, ICT and Mass Media

This Centre's focus is on developing the concept and operationalising a Knowledge Management Strategy; acting as a repository of documents relevant to Agricultural Extension; preparing a database of extension recommendations; capacity building on Information and Communication technology and software development support for implementation of NMAET; supporting Agri-Tele Services, E-Extension, Mass Media and improving of E-Literacy at farmer level.

6. Centre for Agripreneurship, Youth and PPP

Focus of this Centre is on promoting employment/ self employment opportunities in farm sector; promoting agripreneurship for generating employment and income; developing manpower for agri-business; transforming agriculture to agribusiness and farmer to agripreneur; retaining youth in agriculture, public-private partnership etc.

7. Centre for Women and Household Food and Nutritional Security, Urban Agriculture and Edible Greening

Focus of this Centre is on mainstreaming women in agricultural extension management- improving awareness on food and nutrition security of farm families, developing training modules, women's empowerment; developing and operationalizing the concept of nutritional budgeting and planning; developing the concept of moving from greening to edible greening and landscaping to edible landscaping.

8. Centre for Agrarian Studies, Dis-advantaged Areas, NRM Extension and Social Mobilization

Focus of this Centre is on 'developing and operationalising farmers' charter' and 'Agrarian studies'; Disadvantaged areas extension – working out specific extension strategies and practices for meeting various social and locational challenges; promoting regional equity; natural resources management extension; promoting social equity in

NMAET and special programmes for various social groups and social mobilization.

9. School of Agribusiness Management

Focus of the School is on upgrading standards of PGDM (ABM) program to international level, making it a global brand and introducing the concept of Challenge Ready Students.

1.12 Mission

The Mission of MANAGE is to facilitate the acquisition of managerial and technical skills by extension officers, managers, scientists and administrators, in all sectors of agricultural economy with a view to enable them to provide the most effective support and services to farmers and fishermen for practicing sustainable agriculture.

1.13 Vision

To be counted among the most pioneering, innovative, user-friendly and self-supporting agricultural management institutes in the world.

1.14 Mandate

- Developing 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 Center for collecting, storing, processing and disseminating information on subjects related to agricultural management.

1.15 Core Values

- User-friendliness
- Client-centered process consultancy
- Farmer-focused approach in all professional services
- Interactive and experiential learning methodology
- Faculty development and networking with facilitators
- Determination to achieve financial self-reliance.



(l to r) Shri S.K. Goel, Principal Secretary, Agriculture, Govt. of Maharashtra, Shri Sanjeev Gupta, Joint Secretary, Ministry of Agriculture, GoI, Dr. S.B. Agnihotri, Additional Secretary, GoI and Shri B. Srinivas, Director General, MANAGE at the Executive Council Meeting of MANAGE

Dignitaries in the Round Table Hall on the eve of Foundation Day



Some of the former Director Generals revisiting DGs chamber

Training Programs 2012-13

2.1 The Institute organizes need-based Training Programs, Workshops and Seminars on key theme areas for senior and middle level extension functionaries of Agriculture and allied departments of States/UTs as well as for the private sector and voluntary organizations. In addition to providing conceptual understanding on a given theme, necessary operational skills are inculcated for effective performance by the extension functionaries.

2.2 The programs are designed to prepare the extension functionaries to cope with new developments and to effectively implement various Schemes/Flagship Programs of the Government. MANAGE also meets the specific requirements of various organizations in the sector.

2.3 The Annual Training Planning Workshop was organized on 12-13 February 2013 and finalized the major thematic areas of the proposed training programs for 2013-14. The Workshop identified priority areas and explored the scope for collaboration with other institutions such as EEIs and SAMETIs.

2.4 The Annual Training Calendar for the Academic year 2013-14, covering training programs, research proposals, workshops and seminars, was approved by the Academic Committee held on 28th March 2013.

Theme areas

2.5 The Theme areas of training programs during 2012-13 included :

- Agricultural Extension Management
- Agri-Business Management
- Human Resource Management
- Natural Resource Management
- Mass Media and Communication
- Information and Communication Technology (ICT) in Agricultural Extension

Methodology

2.6 MANAGE training programs are highly interactive, participative, experiential and focus on self-learning for effective functioning as team members and team leaders. Training methods including lectures, case studies, success stories and management games are also used to make the discussions practical oriented. Operational and practical aspects of the themes are also focused on to ensure effective application of learning by the participants in the field situations. Field visits are also organized to give first hand exposure to best practices. Audio visual aids are used for effective conduct of the programs.



Annual Training Planning Workshop in Progress



Academic Committee Meeting in progress

Training Programs conducted during 2012-13

2.7 A total of 236 training programs, including workshops, were organized covering

5581 participants. The details, including the theme-wise break-up of these programs for the period April 2012 - March 2013, are indicated in the following table:

Progress of the Training Programs from 1 April 2012 to 31 March 2013

Sl. No.	Themes	Planned as per Academic Calendar April 2012 March 2013		Achievement				Total	No. of participants
		Trg	Ws	Trg	Ws	Trg	Ws		
1	Agricultural Extension Management (AEM)								
1.1	AEM & Reforms	81	-	70				70	1708
2	Agri-Business Management (ABM)								
2.1	Theme Programs	39	-	39				39	886
3	Human Resource Management (HRM)								
3.1	Theme Programs	37	-	37				37	950
4	Natural Resource Management (NRM)								
4.1	Theme Programs	17	-	17				17	397
5	Mass Media and Communication (MMC)								
5.1	Theme Programs	10	12	10	13			23	471
6	Information and Communication Technology in Agricultural Extension (ICT)								
6.1	Theme Programs	36	-	36				36	907
7	Sponsored Programs								
7.1	Forward Market (GOI), J.K. Trust, NSCL etc.	8	-	8		3	3	14	262
	TOTAL	229	12	217	13	3	3	236	5581

Trg - Training ; Ws - Workshop



Group approach to Training



Participants on a Field Visit



2.8 Major emphasis of the planned programs was on Agri Entrepreneurship Development, Farm Mechanization Extension, Training of Trainers, Project Management, Participatory Watershed Management, Climate Change and its Impact on Agriculture, Main streaming of Gender, Writing for Print Media, WTO and its Implications on Indian Agriculture, Managerial Skills for Extension Personnel, Agricultural Knowledge Management, Application of Remote Sensing and Geographical Information Systems in Agriculture Development etc.

International Programs

2.9 Three international training programs were organized during the period, as detailed below:

US-India-Africa Triangular International Training Program

2.10 During the visit of US President Mr. Obama to India in 2010, the US and India entered into a new agriculture partnership - the "Evergreen Revolution" - to address global food security. This includes triangular cooperation between US, Africa and India adapting Technological advances and Innovative solutions to address the food security challenges in Africa. This initiative was sponsored by USAID and initial focus was on three African countries - Liberia, Kenya and

Malawi - with potential to expand throughout the African continent. MANAGE is to provide 2-month-training on "New Dimensions in Agricultural Extension Management" for 90 executives, 30 from each nation, over a three-year period. The first of the three Programs was organized during January – March, 2013. Thirty executives, 10 each from Liberia, Kenya and Malawi, participated in the Program.

2.11 The objectives of the program were:

- To orient the executives to the concept, need and content of extension,
- To give an exposure to organizational arrangements and modalities of operation of existing extension systems,
- To orient to new and emerging approaches to extension management,
- To empower them to develop alternative extension systems in their countries and
- To enable them develop back-at-work action plan.

2.12 Mr. Jonathan Shrier, Acting Special Representative for Global Food Security, U.S.A., visited MANAGE and addressed the USAID executive trainees. He expressed that the initiative was expected to pave way for future partnerships and would also serve as a model for strategic engagement on global food and nutrition security.



(l to r) (seated) Shri. B. Srinivas, Director General, MANAGE; Ms Katherine Dhanani, Consul General US Consulate; Shri. Sanjeev Gupta, Joint Secretary (IT & Extension), Ministry of Agriculture; Mr. Jonathan Shrier, Acting Special representative for Global Food Security and Dr. Srikar Reddy, Ministry of External Affairs. Dr. Agnes Munde Oywaya, Executive Trainee from Kenya sharing her views

2.13 Shri. Sanjeev Gupta, IAS, Joint Secretary (Extension & IT), Dr Srikar Reddy, IFS, Ms. Katherine Dhanani, Consul General, US Consulate, Hyderabad and senior officials from USAID/Food Security Office, New Delhi and from US Consulate, Hyderabad also interacted with the executives.

2.14 The Program was organized in 15 Modules covering major themes of Agricultural Extension Management. Field visits were organized to Kerala, Maharashtra, Gujarat, Delhi and Punjab to study various extension models and to interact with different stakeholders. At the end of the Program, the executives prepared "Back-at-work plans" by applying the concepts learned during the Program for operationalizing the Plans in their respective countries. The long term impact is expected to be the empowerment of African farmers for ensuring global food security.

Program for Extension Functionaries from six African nations

2.15 A two-week Program on "New Dimensions in Agricultural Extension Management" was organized for 18 Extension Functionaries from Chad, Benin, Nigeria, Malawi, Uganda and Burkina Faso in September 2012. This was sponsored under the Cotton Technology Assistance Program (CTAP) being implemented under the 2nd Africa-India Forum Summit. The objectives and the program module were the same as for the USAID Program.

2.16 Field visits and institutional visits, including a visit to the Central Cotton Research Institute (CCRI), Nagpur, were organized. The reading material was provided in French. At the end, the extension functionaries prepared and presented Back-at-work plans using the learning from the Program.



Participants of the Program

Program for Extension officials from Afghanistan

2.17 A five-day Program on "Agricultural Extension Systems" was organized for 19 officials of Afghanistan during 26-30 November, 2012. Focus of the program was on areas of - Innovations in extension systems, methods and advisory services for farmers; use of ICT for extension outreach; and on successful extension models and methodologies in India. Field visits were also organized for orienting the officials to Farmers' Market and Farmers' Organizations.



Extension officials from Afghanistan

Theme Areas of Training

Agricultural Extension Management

2.18 The emerging opportunities due to liberalization and export orientation have led to greater challenges in technology dissemination in agriculture and allied sectors. Improvement in productivity of diversified farming systems, sustainable natural resource management, farm mechanization, agro-processing, production systems linkage with marketing and use of ICT for

information and knowledge management are the need of the hour. Apart from providing extension services to farmers, public extension functionaries also catalyze and facilitate other channels of extension to play a more meaningful role so as to carry forward extension reforms in different states. Accordingly, 70 programs, under 18 different aspects, were organized under the theme of Agricultural Extension Management wherein 1708 executives attended the programs. The details of the programs are as follows:

Sl. No.	Title of the Training Program	Duration	Number of Courses	Number of Trainees
1	Back to Basics : Banner Program on Agricultural Technologies for Senior Officials	5 days	2	31
2	Public Private Partnership for Agricultural Development for Senior Executives	3 days	4	76
3	Induction cum Refresher Program on Operationalisation of DAESI	12 days	1	19
4	Collaborative Workshop on DPR Preparation in Horticulture	3 days	1	16
5	Program on Market Led Extension (Collaborative Program with NIAM, Jaipur)	5 days	6	145
6	Review Workshop on PGDAEM	1 day	1	15
7	Main streaming Gender Concerns in Agriculture and Allied Sectors	5 days	3	72
8	Training Program on Gender Sensitization for the newly recruited BTMs & SMSs under Extension Reforms	3 days	4	127
9	Participatory Extension Management for Extension Functionaries	4 days	2	53
10	Farm Mechanization Extension	5 days	1	20
11	Farm Business Management	5 days	4	93
12	Program on Process Documentation	4 days	3	42
13	Training cum Workshop on Urban Agriculture	3 days	2	65
14	Sensitization Program on Operationalisation of DAESI	1 day	2	32
15	Training Program on Formation and Management of Commodity Interest Groups(CIGs) and Federations	4 days	7	152
16	Course on Planning and Management of Sustainable Rural Livelihoods	3 days	5	126
17	Training cum Workshops on Operationalisation of Extension Reforms	3 days	20	557
18	Master Trainers Training Program on Revisiting of SREP	5 days	2	67
Total			70	1708



Facets of MANAGE Training Programs



Agri-Business Management

2.19 Agri-Business Management has emerged as a significant area in the agricultural sector largely due to the liberalisation of international trade. Recognizing the need for capacity building in this area, training programs and workshops were

organized to develop the capacity of public sector functionaries on this theme. During the year 2012-13, thirty-nine training programs and workshops were organized, covering 886 executives. Details may be seen in the following table:

Sl. No.	Title of the Training Program	Duration	Number of Courses	Number of Trainees
1	Workshop on Agripreneurship Development	3 days	5	80
2	Sensitization Program on Operationalisation of AC & ABC	3 days	3	94
3	WTO and its Implications on Indian Agriculture	4 days	4	120
4	Participatory Monitoring Management	5 days	3	61
5	Supply Chain Management in Agriculture Marketing	5 days	4	77
6	Refresher Training Programs on Sector Specific Business Expansion Capabilities for Established Agripreneurs	3 days	17	413
7	Refresher Training Programs (Women Agripreneurs) on Sector Specific Business Expansion Capabilities for Established Agripreneurs	3 days	3	41
Total			39	886

Human Resource Management

2.20 The importance of Human Resource Management (HRM) in extension is well recognized. Effective HRM helps in attaining maximum individual development, desirable working relationship between employees and achievement of overall organizational efficiency and effectiveness. In public systems, the focus of HRM has to be on issues related to performance management, organizational development,

employee motivation, interpersonal communication, change management, human resource development and training. HRM can contribute to enhancement of the overall efficiency of functionaries involved in implementation, monitoring, evaluation, research and extension activities. During the period, 37 programs were organized under the theme covering 950 executives. The details are as follows:

Sl. No.	Title of the Training Program	Duration	Number of Courses	Number of Trainees
1	Annual Training Planning Workshop of MANAGE, SAMETIs and EEIs	2 days	1	39
2	Leadership for Innovation in Agriculture	4 days	3	73
3	MDP for Improving the Effectiveness of Public Systems in Agriculture	5 days	1	30
4	Self Management through Personal Profiling	4 days	1	49
5	Managerial Skills for Extension Personnel	5 days	7	185
6	Human Resource Management for Extension Personnel	4 days	3	100
7	Professional Skills for Trainers	4 days	2	57
8	Project Management in Agriculture and Allied Sectors	4 days	1	27
9	Management Development Program for Women in Development Sector	5 days	1	36
10	Training of Trainers on Gender Sensitization	4 days	1	20
11	Training Methods for Trainers of State and Regional Institutes for Extension	4 days	4	86
12	Effective Communication	4 days	3	49
13	MDP for ATMA PDs / DPDs	4 days	2	40
14	Project Planning and Management in Agriculture	5 days	5	117
15	Training cum Workshop on Good Management Practices for enhancing the Organizational Efficiency of the Extension System	3 days	1	20
16	Human Resources Development for Extension Functionaries of Watershed Projects	4 days	1	22
Total			37	950

Natural Resource Management

2.21 Sustainable development necessitates judicious use of land and water. Participatory watershed management is a promising approach to effective Natural Resource Management (NRM), and facilitates participation of stakeholders through its linkages with production and livelihood systems resulting in sustainable development.

Emphasis is also needed on Climate change mitigation and adaptation, in order to overcome the adverse impact of Climate change on agriculture. In view of the importance of these areas, MANAGE organized seventeen training programs, on 7 different aspects on the above theme, covering 397 executives.

Sl. No.	Title of the Training Program	Duration	Number of Courses	Number of Trainees
1	Training on Preparation of Detailed Project Report (DPR) under Integrated Watershed Management Program (IWMP)	4 days	2	45
2	Training on Integrated Watershed Management Program (IWMP)	4 days	2	46
3	Training of Trainers on Integrated Watershed Management (IWMP)	4 days	1	26
4	Climate Change and Agriculture	5 days	5	107
5	Training Program on Sustainability of Watershed Projects	4 days	3	70
6	Capacity Development for Managers of Watershed Projects	4 days	1	42
7	Training on Planning and Management of Integrated Watershed Management Projects (IWMP)	3 days	3	61
Total			17	397



Mass Media and Communication

2.22 Communication is a crucial means to disseminate agricultural technologies. This is being implemented through a network of communication channels, including radio, television, print and mobile telephony. Radio, television and print are playing an important role in transfer of agricultural knowledge to the farmers and fishermen. The Ministry of Agriculture, Government of India has been implementing the scheme of Kisan Call Centers with a view to leverage the extensive telecom infrastructure in the

country to deliver extension services to the farming community. These Call Centers meet the information requirements of the farming community in their local language, on a continuous basis. In order to orient and build the capacity of agricultural extension functionaries in effective use of these media for developing focused content, 23 training programs were organized, focusing on mass media, print media and Kisan Call Centres covering 471 officers during 2012-13.

Sl. No.	Title of the Training Program	Duration	Number of Courses	Number of Trainees
1	Training cum Review Meeting of A.P. Kisan Call Center	1 day	12	186
2	National Workshop on Kisan Call Centre	2 days	1	56
3	Writing for Print Media	3 days	2	32
4	Development and Management of Agricultural Programs for Radio	5 days	2	62
5	Write shop for Success Stories	3 days	1	16
6	Workshop on Community Radio	3 days	1	22
7	Farm Journalism Skills for Extension Functionaries	5 days	4	97
Total			23	471



Information and Communication Technology (ICT) in Agricultural Extension

2.23 ICT is an important tool to support the delivery of Extension Services and has been found to be helpful in disseminating the knowledge available in research organizations to field level functionaries. ICTs are being used extensively in all aspects of agricultural extension, research and

education. In view of the focus on ICTs for improving the delivery of agricultural information, 36 programs under 10 different titles were organized covering 907 executives. Details may be seen below:

Sl. No.	Title of the Training Program	Duration	Number of Courses	Number of Trainees
1	Training Program on Project Planning and Management using MS-Project	5 days	2	49
2	Advanced Course in Agricultural Knowledge Management	5 days	2	44
3	Training Program on Application of Remote Sensing and Geographical Information Systems in Agricultural Development	5 days	2	46
4	Training cum Workshop on Application of ICTs in Modified Extension Reforms Scheme	3 days	19	543
5	Workshop on Mobile based e-Extension Services	1 day	4	109
6	Training cum Workshop on ICTs for NTIs under AC & ABC	2 days	2	42
7	ICTs for Agricultural Information Management and Networking	2 days	2	18
8	Knowledge Management in Agriculture	4 days	1	23
9	ICT Enabled Agricultural Marketing Research and Information Network	3 days	1	18
10	Web 2.0 for Knowledge Management	4 days	1	15
Total			36	907

Sponsored Programs

2.24 Fourteen programs were sponsored under various projects and programs and covered 262 executives.

Sl. No.	Title of the Training Program	Duration	Number of Courses	Number of Trainees
1	Training on CBIP for Consultants of J.K. Trust at SIAET, Bhopal	2 days	2	17
2	International Training Program on New Dimensions in Agricultural Extension Management for African Countries (C-TAP)	15 days	1	18
3	International Program on New Dimensions in Agricultural Extension Management for USAID - African Countries	60 days	1	30
4	International Training Program on New Dimensions in Agricultural Extension Management for Afghanistan Officials	5 days	1	18
5	Training-cum-Workshop on "Commodity Futures Markets in Agriculture"	3 days	5	94
6	Workshop on Master Trainers Training on Basic Agriculture-Desai Fruits and Vegetables	1 day	1	19
7	Management Development Program for National Seeds Corporation Limited	5 days	1	17
8	Workshop on Implementation of DAESI Program on PPP Mode in collaboration with Agri Business Companies	1 day	1	9
9	Consultation on Road Map for Reforms in Agricultural Extension	1 day	1	40
Total			14	262



International Training Programs at MANAGE

3

Research and Consultancy

3.1 The research activities at MANAGE focus on themes of contemporary relevance. MANAGE also undertakes evaluation of various Government programs/projects to assess their impact. Action research is taken up to pilot-test ideas, concepts and technologies in field situations. Consultancy is also provided to agriculture and allied departments/agencies for developing strategies and programs based on their request.

3.2 During the year under review, the following studies were taken up:

1. Impact of the National Project on Management of Soil Health & Fertility
2. Evaluation Study of National Project on Organic Farming (NPOF)
3. Video-Based Extension Service Delivery to Farmers by Subject Matter Specialists at KCC
4. Evaluation and Impact Assessment of the Diploma in Agricultural Extension Services for Input dealers (DAESI) Program.
5. Impact Study of Cattle Breed Improvement Program implemented by JK Trust
6. Development of Course Curriculum for Agriculture and Capacity Building of Master Trainers for Desai Fruits and Vegetables and GIZ

These studies are detailed below:

1. Impact of the National Project on Management of Soil Health & Fertility (NPMSH&F)

3.3 A study on the impact of NPMSH & F was entrusted to MANAGE by the Department of Agriculture & Cooperation (DAC), Ministry of Agriculture (MoA), Govt. of India (GoI), with a view to assess the impact of the Project at the field level. The terms of reference were to:

- i. Assess the facilities developed for soil testing
- ii. Assess the extent of adoption of the

recommendations of soil testing

- iii. Study the impact of capacity building programs
- iv. Study the awareness and perception of farmers on soil test based fertilizer recommendations
- v. Assess the increase in soil sample analysing capacity of the Soil Testing Laboratories (STLs)
- vi. Assess the outcome of improved soil health and balanced use of fertilizers
- vii. Assess the analysis potential of Fertilizer Quality Control Laboratories (FQCLs)
- viii. Suggest measures for strengthening various components of the project during 12th plan.

3.4 The study was conducted in six states viz., Andhra Pradesh, Madhya Pradesh, Odisha, Punjab, Rajasthan and Tripura covering 613 farmers, 63 extension officers and 50 lab analysts.

The study has been completed.

3.5 Brief Findings

1. Before the project came into being, 247 STLs existed in the study states of which 46 (19 per cent) were sanctioned for strengthening, and all of them were reported to be functional (except in Punjab).
2. During the project period, 27 new Mobile Soil Testing Laboratories (MSTLs) were sanctioned in the study states and all were reported to be functional (except in Punjab).
3. The project has helped in enhancing the reach of soil-testing services in the sample states, especially for analysing macro and micro-nutrients.
4. MSTLs, in view of their larger access/ reach to the farming community, are found to be more useful in terms of faster analysis and delivery of the soil health reports at the farmers' doorstep.
5. Awareness levels of farmers on Integrated

Nutrient Management (INM) have improved owing to exposure to training programs conducted on the beneficial effects of organic manure on improvement of soil physical condition and nutrient supply.

6. In case of organic manure, only AP and Tripura were funded and the adoption level was 98 per cent in AP and 89 per cent in Tripura.
7. The farmers have adopted the soil test based fertilizer recommendations for rice crop in A.P, while it was not adopted in other states (Punjab, Odisha and Tripura).

2. Evaluation Study of National Project on Organic Farming (NPOF)

3.6 The DAC, MoA launched a Central sector Scheme "National Project on Organic Farming (NPOF)" during the 10th Plan on a pilot basis to promote eco-friendly agriculture, and continued the project during the 11th Plan too. In order to strengthen the project implementation, the Ministry decided to get the project evaluated and entrusted the same to MANAGE, Hyderabad under the following Terms of reference.

Terms of Reference

- i. To evaluate the role of National Centre of Organic Farming (NCOF) and Regional Centres of Organic Farming (RCOFs) in production, promotion, market development and regulation of organic agriculture in the country and achievement of physical targets like training programs, field demonstrations, setting up of model organic farms etc.
- ii. To assess the effectiveness of service providers as 'technology messengers' with reference to package of practices and input supplies vis-à-vis demand; and achieving the physical targets (awareness, motivation and registration of farmers, ICS implementations, etc.) and development of the market for finished organic produce for a cluster.
- iii. To study the status of organic certification in selected clusters.

- iv. To assess the status of organic production units vis-à-vis annual production, capacity utilization, selling price etc.
- v. To evaluate the impact of training programs, field demonstrations and model organic farms in the promotion of organic farming
- vi. To elicit the increase in productivity and returns to farmers practicing organic farming over conventional farming practices
- vii. To identify the constraints encountered by organic farming with reference to: Availability of suitable crop / area specific technology, nutrient and pest management and processing of organic produce; Proven new technologies and their adoption; and Consumer awareness on organic produce
- viii. To suggest ways and means of further strengthening of various components of the Scheme.

Methodology

3.7 The study was conducted by collecting primary and secondary data from all the stakeholders viz., NCOF and RCOFs, service providers, production units, organic clusters and farmers by using pre-tested structured schedules, questionnaires and Focused Group Discussions from the selected sample. Discussions were also held with a cross section of scientists working in the field of Organic Farming around the study centres to elicit their opinion and perceptions. The collected data was tabulated, analyzed and interpreted.

The draft report has been submitted to DAC.

3.8 Brief Findings

- 1) **Role of NCOF and RCOFs:** These Centres were fully involved in the areas of establishment of Bio-fertilizer Production Units, Vermiculture Hatcheries; Training of Extension Staff, Training of Farmers, Trainers' Training; Workshops on Awareness of Organic Farming, Workshops on Participatory Guarantee System (PGS).

However, their involvement in the areas of testing of samples, other regulatory measures and demonstrations needs to be improved further. More efforts are required in the areas of market development and need-based research by the NCOF & RCOFs.

- 2) **Effectiveness of service providers:** Overall performance of service providers was rated very good by the respondent farmers.
- 3) **Production Units:** Both Bio-production and Organic-production units are found viable and making profits at present. Full capacity utilization is not seen in both types of units due to lack of demand and also high cost of production. Market linkages are narrow.
- 4) **Status of Organic Clusters:** PGS model, which is still in nascent stage, requires large-scale promotional activity.
- 5) **Productivity and Returns to organic farmers:** Productivity of all the six organically grown crops is less or equal with inorganically grown crops. Labour shortage, high cost of certification, inadequate handholding support and lack of market are major impediments for full conversion to organic products by the farmers.
- 6) **Other Observations:** More thrust has been given for creating infrastructure than core promotional activities. There was inadequate manpower at the centers during the entire project period.

3. Video-based Extension Service Delivery to Farmers by Subject Matter Specialists at KCC

3.9 A research project on "Video-based Extension Service Delivery to Farmers by Subject Matter Specialists at KCC" has been initiated by the Information Technology Division of MANAGE. The main objective of the research project is "to provide video-based interaction on agro-advisory service between farmers in the field and Scientists at Kisan Call Center, using 3G communication technology of mobile or tab.

3.10 The project is a software-based solution to provide live video-conferencing facility between the farmers from selected pilot villages of Nalgonda district and the scientists sitting at

KCC/DEE at Rajendranagar, Hyderabad. MANAGE and National Informatics Centre (NIC), Hyderabad are working in partnership on this project on a pilot basis. NIC is providing the software solution and will develop a comprehensive mobile-based low cost solution for farmers using state of the art technologies to facilitate live video-conferencing between experts and farmers from the field, on various problems of the crop. The project is primarily based on high-speed 3G network connectivity to enable clear live video-conferencing between experts and farmers. Wherever 3G connectivity is not available, 2G-based alternative solution will be used to interact with the farmers with a little time gap on video delivery.

The project is under progress and is expected to be completed by July 2013.

4. Evaluation and Impact Assessment of Diploma in Agricultural Extension Services for Input dealers (DAESI) Program

3.11 MANAGE launched DAESI program, with an objective to impart formal agricultural education to the practicing input dealers on a self-financing basis. A total of 48 classes are to be conducted on Market holidays at the district level.

3.12 The purpose of the program is to transform the input dealers into para-extension professionals to enable them to serve the farmers better, thereby strengthening the agricultural extension system. The program was initiated and pilot tested in Andhra Pradesh during the year 2003, on a contact classes-cum-distance education mode with field visits. A total of 70 programs have been conducted so far and diplomas awarded to 2551 input dealers. As the program was launched nine years ago, it was felt necessary to have "Third party Evaluation and Impact Assessment" of the program. The study is expected to help strengthen the program further and to upscale across the country.

Methodology

3.13 DAESI certified input dealers with minimum of three years experience were identified from Andhra Pradesh, Maharashtra and Tamil Nadu, where the program has been implemented, for this purpose. A minimum 10% of the DAESI input dealers with a total sample size of 182 DAESI input dealers and 728 farmers (@ 4 farmers per

input dealer) were covered as respondents. A total of 30 input dealers who have not undergone DAESI programme were randomly selected and their perceptions about DAESI and reasons for not joining the programme were documented. Besides this, Consultation with other stakeholders such as Agribusiness companies, ATMA officials and DAESI Facilitators was carried out. "Before" and "After" Research method was adopted for evaluating the impact.

Brief findings

- DAESI program has been found highly useful for the category of "retail agri-input dealers" as they are in direct contact with the farmers
- Fifty-two per cent of the respondent agri-input dealers expressed that the DAESI program was 'very relevant' and 48% expressed it as 'relevant' to their profession
- The increase in the confidence level of agri-input dealers in providing agricultural extension services to farmers, after completion of DAESI as compared to pre DAESI years, was rated as "high" by 73%, "very high" by 4% and "moderate" by 23%
- Ninety per cent of the respondents from among officials of the Agriculture Department expressed that DAESI trained agri-input dealers are actively participating in providing extension services to the farmers
- It was observed that DAESI program has contributed to enhance the customer base of retail agri-input dealers. Eighty one percent of the respondent input dealers expressed that their customer base has increased in post DAESI years in addition to enhancement of their business income.
- Ninety five per cent of the respondent input dealers reported increased efficiency in following regulatory aspects during sale of inputs. Similarly, 94% of them were able to manage stocks as per storage norms after undergoing DAESI program.
- Forty five per cent of respondent input dealers reported reduction in legal problems post-DAESI because of the acquired technical knowledge on regulatory issues. Similarly their confidence level has increased in dealing with issues related with statutory compliance.
- Seventy per cent of the respondent input dealers, who did not attend DAESI, believed that undergoing DAESI would improve their knowledge and skills.
- Sixty per cent of the respondent farmers expressed satisfaction with the advice given by the DAESI trained input dealers.
- The current publicity for DAESI was found to be inadequate
- Average number of villages and farmers covered per retail agri-input dealer is 38 and 1071 respectively. Thus, a batch of 40 DAESI input dealers can support about 43000 farmers by way of providing agricultural extension services.

Recommendations/Suggestions

- Effective measures to be taken to enhance publicity for DAESI program and to sensitize farmers to approach DAESI qualified dealers for advice
- DAESI program may be made an eligibility criterion to run agri-input business
- Involve DAESI trained input dealers in extension advisory services being delivered by State Departments of Agriculture
- Partial funding support from Government would reduce the course fee burden and help enhance the enrolment of input dealers into DAESI Program.
- Involvement of SAMETIs and State Departments of Agriculture will help in upscaling DAESI in various States across the country.

5. Impact Study of Cattle Breed Improvement Program implemented by JK Trust-Gramin Vikas Yojana

3.14 JK Trust – Gramin Vikas Yojana, an NGO working in the field of Animal Husbandry, is implementing Cattle Breed Improvement Program (CBIP) in 10 States of the country. The main intent of this program is to reduce malnutrition, create employment in the rural areas and alleviate poverty. CBIP is implemented through Integrated

Livestock Development Centres (ILDC), which are manned by trained Paravet boys / girls, who have passed XII class, identified from the local area and called Gopals. Each ILDC caters to a population of about 1000 cattle covering 7-8 villages within a radius of 7-8 kms.

3.15 JK Trust is implementing this program in over 3900 ILDCs across 10 states in the country. The program is going on for the past 10 years in some districts and for over 5 years in some others. MANAGE conducted an impact study of the program in Andhra Pradesh, Bihar, Chhattisgarh and Madhya Pradesh, on a request from JK Trust. The objectives of the study are:

- i. To assess the improvement in the milk yield, the breed and number of cattle, nutritional status of the beneficiary and improvement of his/her economic status
- ii. To study the quality of program implementation
- iii. To understand the extent and quality of employment generation in the local area
- iv. To apprise about the strength of the program and also to suggest areas for improvement

3.16 Primary data was collected from beneficiaries and Gopals using separate questionnaires with open and closed ended questions in the fields / areas as mentioned above. The relevant secondary data was also collected (wherever required) from the available records and other sources.

Brief Findings

- i) It is observed that farmers are aware of CBIP services provided by JK Trust in the study area. The major source of awareness creation is Gopal. He/ she is popular among the villagers and conducts Artificial Insemination, First Aid, Vaccination and other allied services for the farmers. Special emphasis is also given to maintain the reproductive status of cows and buffaloes belonging to small and marginal farmers and weaker sections of the society by conducting fertility camps and periodic deworming of milch animals and their calves. It was also evident from the study that Gopal is providing services at the doorstep of the farmers.

- ii) The study found that there is significant improvement in disease management.
- iii) Mineral mixtures and fodder seed are provided to the farmers at subsidized rate but there is a need to pay more attention to nutrition.
- iv) Knowledge up-gradation of farmers regarding livestock management was another dimension that was evaluated by the study. It was found that farmers have become more aware regarding various aspects of livestock management after the implementation of the project but there are a few limitations in adapting better practices.
- v) The economic analysis indicates that the Family income of Livestock farmers has increased between 6 to 37% in the Project areas. The value of Livestock wealth has also increased between 15 to 35%. This will go a long way to sustain the family income over a longer period.

3.17 In-depth observations suggest that a good start of the change process has been initiated with CBIP. Farmers are convinced and ready to adopt CBIP services for their economic progress. The availability of doorstep services is seen as the key initiative carried out by J.K. Trust. Convergence of CBIP program with other related government schemes will bring about synergy and increase the outreach of the program.

6. Development of Course Curriculum for Agriculture and Capacity Building of Master Trainers for Desai Fruits and Vegetables and German Society for International Cooperation (GIZ)

3.18 The Agricultural Extension System delivers advisory services to farmers through Training, Demonstration, Exposure visit etc. Majority of these extension efforts are focusing on location and crop-specific technologies and mostly on solutions to problems. However, there is a need for equipping the farmers with holistic Basic knowledge of Agriculture in order to create a better knowledge platform at the farmer level and to enable them absorb modern technologies for taking appropriate farm management decisions.

3.19 In view of this, MANAGE took up a Project titled "Development of Course Curriculum for

Agriculture and Capacity Building of Master Trainers” for Desai Fruits and Vegetables and GIZ on consultancy basis. The objective of the project was to develop the course curriculum on Basic Agriculture to educate farmers of Gujarat and Maharashtra states to enhance their technical competency and to develop Master Trainers.

3.20 In order to identify the thrust areas and develop the course curriculum, MANAGE conducted a series of brainstorming workshops and consultative meetings with various stakeholders such as Researchers, Academicians, Extension Functionaries, Agripreneurs, Trainers and Farmers. The areas identified were prioritized and farmer-friendly content was developed on six modules viz., General conditions for cultivation of crops,

Soil & Plant Nutrition, Pest Management, Farm Management, Occupational Health & Safety and Access to Services, in simple language and by using pictures with practical examples. The content developed was brought out in the form of a “Farmer's Handbook on Basic Agriculture”.

3.21 The content developed was administered during ToT workshop for Master trainers. The English version of the content was also translated into Gujarati and Marathi.

3.22 The content is highly useful for farmers and other stakeholders such as Input dealers, Agripreneurs, Kisan Call Center agents and extension functionaries who are working at grass roots level and involved in farm advisory services.

Schemes

Agriclinics and Agribusiness Centres Scheme (AC&ABC)

4.1 The AC&ABC scheme was launched by the Ministry of Agriculture, Government of India, during 2002 with the following objectives:

- i) To supplement the efforts of public extension by necessarily providing extension and other services to the farmers on payment basis or free of cost as per the business model of the Agripreneur, local needs and affordability of the target group of farmers;
- ii) To support Agricultural development; and
- iii) To create gainful self-employment opportunities to unemployed Agriculture and allied Graduates, Agricultural Diploma holders, Intermediate pass outs in Agriculture and Biological Science Graduates with PG in Agri-related courses.

Salient Features of the Scheme

4.2 MANAGE, as the nodal implementing agency of the Scheme, has been imparting a 2-month free residential training to the selected agriculture professionals through a countrywide network of 88 Nodal Training Institutions (NTIs). The training in Agri-Entrepreneurship Development ends with preparation of a market-survey based Detailed Project Report (DPR) by

each candidate for the purpose of submitting it to financial institutions for obtaining Start-up loans and Credit-linked Subsidy through NABARD. The training is followed by one-year handholding support, from the NTI for establishing Agri-ventures. Refresher Training Programs (RTPs) are also organized for the established Agripreneurs of three years experience.

Selection Process

4.3 The candidates are selected through a screening process at the NTI level by a Committee consisting of representatives of State Agriculture Department, NABARD, NTI, MANAGE, KVK, Bank and Agri-Business Companies.

Project Finance and Subsidy

4.4 The project cost ceiling under the scheme for the purpose of subsidy is Rs.20.00 lakhs for individual projects and Rs.100.00 lakhs for group projects (5 members). The subsidy for general candidates is 36% of the Total Financial Outlay (TFO) and 44 % for women, SC & ST beneficiaries and candidates from North Eastern and Hill States. The loans are provided through scheduled banks, and credit-linked back-ended composite subsidy is routed through NABARD.



Mr. Datta Annasaheb Sonawane, Agripreneur from Maharashtra explaining about the potential of Floriculture units

Progress :

4.5 During this financial year, MANAGE trained 4439 candidates of which 2251 have established Agriventures, thus achieving a success

rate of 50.70%. The state-wise break-up of these details is as follows:

Progress of AC&ABC Scheme during 2012-13

Sl. No.	State	No. of Candidates Trained	No. of Agriventures established	No. of NTIs
1	Andhra Pradesh	215	81	4
2	Arunachal Pradesh	3	1	1
3	Assam	72	25	2
4	Bihar	150	36	5
5	Chandigarh	0	0	0
6	Chattisgarh	23	23	3
7	Delhi	3	0	0
8	Goa	0	0	0
9	Gujarat	178	84	4
10	Haryana	48	31	2
11	Himachal Pradesh	64	1	2
12	Jammu and Kashmir	80	7	3
13	Jharkand	88	40	2
14	Karnataka	226	107	4
15	Kerala	1	15	3
16	Madhya Pradesh	137	85	1
17	Maharashtra	1102	594	10
18	Manipur	28	8	1
19	Meghalaya	4	1	1
20	Mizoram	0	0	0
21	Nagaland	2	0	1
22	Orissa	1	2	4
23	Pondicherry	14	14	1
24	Punjab	66	23	1
25	Rajasthan	74	30	4
26	Sikkim	0	0	1
27	Tamil Nadu	724	442	10
28	Tripura	0	0	0
29	Uttar Pradesh	1025	579	10
30	Uttaranchal	49	17	3
31	West Bengal	62	5	5
Total		4439	2251	88

4.6 Since inception, 32,683 candidates have been trained of which 12,993 have established Agriventures, thus achieving a success rate of

39.75%. The state-wise break up of these details is as follows:

Sl. No.	State	No. of Candidates Trained	No. of Agriventures established
1	Andhra Pradesh	1407	533
2	Arunachal Pradesh	14	2
3	Assam	459	166
4	Bihar	2816	910
5	Chandigarh	2	1
6	Chattisgarh	281	141
7	Delhi	13	2
8	Goa	3	1
9	Gujarat	1066	378
10	Haryana	457	144
11	Himachal Pradesh	416	108
12	Jammu and Kashmir	1191	150
13	Jharkand	541	127
14	Karnataka	2574	1035
15	Kerala	174	44
16	Madhya Pradesh	892	302
17	Maharashtra	6728	2982
18	Manipur	382	113
19	Meghalaya	9	3
20	Mizoram	34	0
21	Nagaland	149	13
22	Orissa	507	105
23	Pondicherry	89	59
24	Punjab	426	138
25	Rajasthan	2372	854
26	Sikkim	0	0
27	Tamil Nadu	2964	1517
28	Tripura	1	0
29	Uttar Pradesh	6040	3040
30	Uttaranchal	281	67
31	West Bengal	395	58
Total		32683	12993

**Activity-wise Categorization of Agri-Clinics and Agri-Business Centres
established during 2012-13**

Sl. No.	Agri-venture	Number
1.	Agri-Clinics	516
2.	Agri-Clinics and Agribusiness Centres	734
3.	Agro-Eco Tourism	1
4.	Animal Feed Units	3
5.	Bio-fertilizer Production and Marketing	9
6.	Contract Farming	1
7.	Cultivation of Medicinal Plants	3
8.	Direct Marketing / Retail Marketing	8
9.	Farm Machinery Units	75
10.	Fisheries Development	27
11.	Floriculture	8
12.	Horticulture Clinic	7
13.	Landscaping + Nursery	10
14.	Nurseries	57
15.	Organic Production/ Food Chain	10
16.	Pesticides' Production and Marketing	1
17.	Value addition	17
18.	Fishery Clinics	2
19.	Seed Processing and Marketing	29
20.	Soil Testing Laboratories	8
21.	Tissue Culture Units	4
22.	Vegetable Production and Marketing	21
23.	Vermi-composting / Organic manure	20
24.	Veterinary Clinics	116
25.	Crop Production	2
26.	Dairy / Poultry/ Piggery/ Goatery units etc	502
27.	Rural Godowns	27
28.	Production & Marketing of Bio-Control Agents	1
29.	Agriculture Journalism	0
30.	Sericulture	5
31.	Mushroom Cultivation	13
32.	Apiary	14
Total		2251



Mr. Thimmanna Hegde, Agripreneur honoured with Dr. Dwarakinath award from University of Agricultural Sciences, Bengaluru, Karnataka in 2012, for his extension work

Method demonstration of paddy nursery by Mr. S. Mahalingam, an Agripreneur from Tamil Nadu



Mobile Coconut Clinic being run by Mr. Maruthamalai Murugan, an Agripreneur from Madurai



Mr. Dinesh Rajwar of Jharkhand providing extension advisory to farmers

Progress of the Scheme in Jammu and Kashmir

4.7 During this year, 80 candidates were trained of which 7 have established Agri-ventures. Since inception, 1191 candidates were trained and 150 Agri-ventures have been established.

Progress of the Scheme in North-East

4.8 In the North Eastern States, four training centres are imparting training to Agriculture professionals under the scheme. During this year, 109 candidates were trained of which 35 candidates have established Agri-ventures. Since launching of the Scheme, a total of 1048 candidates were trained of which 297 have established Agri-ventures.

“Agripreneur” an e-Bulletin

4.9 MANAGE has been bringing out a monthly e-bulletin titled “Agripreneur” in order to reach out to the increasing number of stakeholders. This bulletin is reaching over 9400 stakeholders. “Agripreneur” disseminates news on emerging developments, innovations, success stories, experiences and learnings in the field of Agri-Entrepreneurship to stakeholders across the globe.

Refresher Training Programs (RTPs)

4.10 During the year under review, MANAGE organized 20 RTPs and trained 454 established Agripreneurs all over the country. The training

focused mainly on sensitization on the revised AC&ABC guidelines, business networking among Agripreneurs and preparation of bankable projects for new / diversified / enhanced business activities of established Agripreneurs.



Refresher Training Program conducted at University of Agricultural Sciences, Bengaluru during 4th - 6th July 2012

Refresher Training Programs for “Established Women Agripreneurs on Business Expansion Capabilities under AC&ABC Scheme”



4.11 Three RTPs for established women Agripreneurs were conducted at Tamil Nadu and Maharashtra. The participants were oriented on revised guidelines of AC&ABC scheme and were also provided back-up support by expert bankers to prepare their up-scaled / new business plans. The program provided a platform for participants to share their experiences resulting in business networking among women Agripreneurs.

Workshops for Nodal Training Institutions

4.12 MANAGE organized five workshops during the year for NTIs at Kerala, Punjab, Maharashtra and Hyderabad, wherein Nodal Officers and Training Coordinators of NTIs participated. The workshops focused on sensitization on revised guidelines, measures to enhance the quality of training, hand holding and DPR preparation besides performance review of Training Institutions.



Workshop on "Agri Entrepreneurship Development" for Nodal Training Institutes at MANAGE on 15th March 2013

4.13 Sixteen new NTIs / Regional Centers were identified during the year in Andhra Pradesh, Arunachal Pradesh, Gujarat, Karnataka, Kerala, Odisha, Rajasthan, Sikkim, Tamil Nadu, Uttarakhand and West Bengal to expand AC & ABC activities.

National Review Workshop on AC & ABC Scheme

4.14 A National Review Workshop, chaired by the Joint Secretary, Shri Sanjeev Gupta IAS, was held at MANAGE on 7th August, 2012 with an objective to introspect on a decade of performance of the scheme. During the workshop, strategies for overall improvement in implementation of the scheme, with special focus on bank loans and subsidy, were discussed. There were fifty participants, including senior officials from the Ministry of Agriculture (MoA), GoI, NABARD, Banks, State Agriculture Departments, ATMAAs, NTIs, SAMETIs and Agripreneurs.



Review Workshop in progress

Sensitization Program for Directors of Institutes of Cooperative Management (ICMs) of National Council for Cooperative Training (NCCT)



4.15 A Sensitization Program was organized at MANAGE on 21st August 2012 for all the Directors of ICMs under NCCT with an objective to increase the number of NTIs under AC&ABC Scheme. The initiative led to the recognition of 4 new NTIs from Tamil Nadu, Kerala and Uttarakhand.

Collaborative Workshop on Preparation of Detailed Project Report (DPR) in Nagaland



4.16 A Workshop was conducted during May 2012 in collaboration with the Central Institute of Horticulture (CIH), Nagaland, for 16 of its officials, on preparation of DPR in Horticulture.

Participation in the India International Trade Fair (IITF) 2012



4.17 Agripreneurs, facilitated by Ministry of Agriculture and MANAGE, participated in the IITF held during November 2012, at Pragathi Maidan, New Delhi, for creating awareness among

various stakeholders about the potential of Agri-Entrepreneurship in agricultural development.

Initiative for Sensitizing on pending Bank Loans

4.18 Senior MANAGE faculty visited various Bank Head Quarters and impressed upon them about the importance of AC&ABC Scheme in agricultural development and in supplementing the public extension efforts. Further, they stressed upon the need for expeditious clearance of pending loan applications submitted by Agripreneurs and for quick release of credit-linked subsidy. The initiative resulted in updation of the status of 3000 long pending proposals and in achieving the targeted success rate for the year under review.

Kisan Call Centre

4.19 The Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India launched Kisan Call Centers (KCC) on 21st January 2004 across the country to leverage the nation-wide telecom infrastructure to deliver extension services to the farming community. The purpose of these call centers is to respond to the issues raised by farmers on agriculture and allied sectors, instantly, in the local language. Queries are being addressed through these centers by Subject Matter Specialists from State Agricultural Universities (SAUs) and the concerned State Departments. There are 25 such Centers in different States across the country.

Operational Mechanism

4.20 The KCC operates at three levels viz., Level-I, Level-II and Level-III. In order to access this service, the farmer is required to dial a toll free number **1551 or 1800-180-1551** for seeking advice. Once the farmer's call lands at the designated call center for the State, it is attended to by functionaries at Level-I, who record the basic information and respond to the farmer's query.

4.21 If the queries cannot be answered at Level-I, the queries relating to Crop Technology are escalated to designated Subject Matter Specialists of SAUs/ICAR, while those related to Programs/Schemes are escalated to Technical officials of State Departments of Agriculture, Animal husbandry, Horticulture, Fisheries, Marketing etc. functioning at Level-II.

4.22 If the queries cannot be answered even at Level-II, these are escalated to Level-III where a designated Institute of DAC, MoA, GoI, in the respective State, responds to the farmer's question by post or telephone within 72 hours of its receipt.

MANAGE Role and Interventions

4.23 MANAGE has been identified as one of the Level-III institutions by the DAC and has the responsibility of coordinating the functioning of KCC in Andhra Pradesh. MANAGE also organizes training programs for Level-I and Level-II functionaries in Andhra Pradesh.

Details of Farmer Calls

4.24 The details of calls received during 2012-13 are as follows:

S.No.	2012-13 **	
	Month	Calls
1	April 2012	2841
2	May 2012	2800
3	June 2012	3505
4	July 2012	4754
5	August 2012	6731
6	September 2012	8625
7	October 2012	5579
8	November 2012	12836
9	December 2012	13040
10	January 2013	14630
11	February 2013	8598
12	March 2013	6137
	Total	90076
	Monthly Average	7506
	Daily Average	250

** Source: <http://dackkms.gov.in/KKMS/homepage.do>

Training

4.25 A total of 13 one-day Training-cum-Review workshops were organized at MANAGE during 2012-13 for officials of Level-I and Level-II.

National Workshop on Kisan Call Centres

4.26 A national-level workshop was organized during August 30-31, 2012 at MANAGE with the following objectives :

- Sharing experiences of KCCs across the country,
- Strengthening linkages among experts at levels-II & III,
- Strengthening and supporting the scientists/officers at level-II for their critical role in providing authentic information,
- Facilitating exchange of information among KCCs,
- Brainstorming on enabling access to other need-based information for farmers,
- Reviewing and improving access of Kisan Knowledge Management System (KKMS) at various levels.

4.27 The Agents at levels-I, II and III, Scientists and Officers associated with KCC across the nation were complimented for achieving 80 lakh calls over the last 8 years. The need for proactively calling the farmers was emphasized. Further, the level-II and level-III agencies were advised to ensure more 'Inclusiveness', with special focus on difficult and inaccessible areas/districts.

4.28 Emphasis was placed on logging of all the calls in the KKMS, improving the awareness of KCC agents about other sources of information and training KCC Agents in accessing state-specific information to answer farmers' queries comprehensively. SAUs and State Departments were also asked to submit the latest advisories/information to respective KCCs to ensure that the functionaries at Level-I are better informed.

Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

5.1 The shift of focus from subsistence to commercial agriculture has increased the farmer's need for advanced technologies. The demand on the public extension system for dissemination of up-to-date technology calls for up-gradation of technical, managerial and extension skills of extension functionaries. The extension personnel at district and block levels in agriculture and allied sectors need to be transformed into a vibrant knowledge force to bring about the desired change in the agriculture sector.

5.2 In order to professionalize the public extension service for effective delivery of extension services, MANAGE launched the PGDAEM for agriculture extension functionaries. This program, sponsored by DAC, MoA, GoI, as a part of "Support to State Extension Programs for Extension Reforms Scheme", was launched in 2007 by MANAGE for public extension functionaries, as a distance learning program.

5.3 Objectives of the Program

- To enhance the techno-managerial competence of extension functionaries
- To acquaint the extension functionaries with the latest developments in the field of agriculture and allied sectors
- To equip the extension functionaries on latest tools and techniques for participatory decision making
- To help the extension functionaries develop an insight into various extension models to enrich the Agri - value chain

5.4 The program was earlier offered only for extension functionaries of agriculture and allied departments working in State, Centre and UTs with a course fee of Rs.15000/- per officer. The fee is met from the funds made available as part of the

Extension Reforms Scheme. However, in response to requests received from private extension functionaries, admission to PGDAEM has been opened to extension functionaries working with the agribusiness companies, NGOs, cooperatives, farmers' organizations, agri-entrepreneurs, input dealers etc., from the year 2008-09 on payment of Rs.25,000/- towards course fee till 2011-12. The 64th Meeting of the Executive Council has reduced the fee for this category to Rs.15,000/- on par with the Government-sponsored candidates.

5.5 The duration of the program is of one year, spread over two semesters, each of 5 courses, with a 32-credit load. In each semester, contact classes are held at SAMETI or at an identified institute within the State. The program is conducted on a distance-learning mode supported by printed study material, contact classes and assignments. One Assignment in each course is given to the candidates to enable an in-depth analysis and understanding of the subject and to help relate the theoretical inputs to the field and job situations.

5.6 All the study material along with topics for assignments is available online. The candidate is required to complete a Project Report in the second semester apart from appearing for the term-end examinations of respective semesters. The 64th Executive Council, decided to introduce pre-recorded video sessions as a part of the revised pedagogy of PGDAEM from 2012-13 batch.



Contact classes in progress

Course modules

Semester I

Course 101	: Introduction to Agricultural Extension Management	(4 Credits)
Course 102	: Communication and Diffusion of Agricultural Innovations	(3 Credits)
Course 103	: Principles and Practices of Extension Management	(3 Credits)
Course 104	: Participatory Approaches in Agricultural Extension	(2 Credits)
Course 105	: Research Methods in Agricultural Extension	(2 Credits)

Semester II

Course 201	: Market led Extension	(4 Credits)
Course 202	: Agri-Business and Entrepreneurship Development	(3 Credits)
Course 203	: Project Management in Agricultural Extension	(2 Credits)
Course 204	: Information and Communication Technologies for Agricultural Development	(3 Credits)
Elective Course 205 A	: Sustainable Agricultural Development	(3 Credits)
Elective Course 205 B	: Sustainable Livestock Development	(3 Credits)
Elective Course 205 C	: Sustainable Fisheries Development	(3 Credits)
Course 206	: Project work	(3 Credits)

5.7 During the period under report, 1522 candidates were enrolled in the 5th batch of PGDAEM 2011-12 from 23 States/UTs. While 1515 candidates were from the Public Sector, 7 were from the private sector. The admission for 2012-13 (6th batch) of PGDAEM has been completed and the list of enrolled candidates was uploaded on the MANAGE website.

Review Workshop on PGDAEM

5.8 A three-day review workshop was organized at MANAGE during September 2012 to discuss aspects relating to revision of curriculum and study material of the program (Hindi and English), the admission process and the status of enrolled candidates since 2007-08. The experiences of collaborating organizations in implementing the program were also discussed.



Participants deliberating during the Review Workshop

Diploma in Agricultural Extension Services for Input Dealers (DAESI)

5.9 The new extension regime recognized the extension service potential of input dealers, who are prime sources of farm information to the farming community besides the supply of inputs and credit. While the country has a large number of Agri-Input Dealers, these dealers do not have formal agricultural education and knowledge of laws relating to handling of Agricultural inputs.

5.10 In view of the above, MANAGE launched a one-year “Diploma in Agricultural Extension Services for Input Dealers (DAESI)” in 2003. The program is designed to impart practical inputs on technical aspects of agriculture and allied areas, extension management, personality development and legal aspects to the practicing input dealers and transform them into para-extension professionals so as to equip them to offer better agriculture advice to the farmers while pursuing their core business activity.

5.11 Program Objectives

- Orienting on location-specific crop production technologies and specific package of practices

related to field problems.

- Capacity building of Input Dealers in efficient handling of inputs.
- Imparting knowledge about laws governing regulation of agricultural inputs.
- Making input dealers an effective source of farm information at the village level (one stop shop) for the farmers / farm women.

Methodology

5.12 The DAESI program is organized on a contact classes-cum-distance education mode with field visits at district level. Classes are conducted every week on Sundays or on market holidays for 48 weeks, and comprise of 40 classroom interactions with technical experts and 8 Field visits to various Agricultural & allied research stations and farmers' fields so as to acquaint them with the field problems. In practical sessions and field visits, input dealers are trained in identification of causal organisms (Insect, disease and nutritional disorder) based on symptoms.



Director General MANAGE, interacting with Input Dealers

Evaluation

5.13 The performance of the input dealers is evaluated based on bi-monthly quiz, half-yearly and annual exams and a final practical exam. In order to qualify for the diploma, the candidate should have minimum 80 % attendance and secure 40 % marks.

Course Fee

5.14 The course is organized on a self-financing basis with a course fee of Rs.20,000/- from the enrolled input dealers. However, IMAGE, Orissa and SAMETI, Jharkhand have mobilized Rs 15000/- from RKVY funds thus reducing the course fee remittance from enrolled input dealers to only Rs 5000/-.

Progress during 2012-13

5.15 A total of 229 input dealers completed DAESI program during 2012-2013. At present 515 input dealers are undergoing the program in 12 batches in Andhra Pradesh, Orissa, Tamil Nadu and Jharkhand.

5.16 Upscaling and Strengthening DAESI

- Three Sensitization Workshops on

Operationalisation of DAESI were organized at MANAGE involving officials of the Agriculture Department and SAMETIs, NGOs, Agribusiness Companies and other Nodal Training Institutions willing to organize the program.

- The Director General, MANAGE has requested the Commissioners / Secretaries of the State Departments of Agriculture and all the Vice-Chancellors of Agricultural Universities for their cooperation to upscale DAESI program.
- Cost norms of the Facilitator-run DAESI program have been revised
- A Third Party Evaluation of DAESI program has been conducted and the program will be strengthened based on the findings of the report.
- As per the decision of the Executive Council, Refresher Training programs for DAESI dealers, who were trained three years ago, have been proposed during the year 2013-14.

Post-Graduate Diploma in Management (Agri Business Management) [PGDM (ABM)]

Genesis

5.17 The policies of globalization have opened up unprecedented opportunities as well as posed great challenges. There has also been a shift in agriculture from subsistence to commercial orientation. As a result, a number of opportunities for agribusiness have emerged. In order to drive this change, competent techno-managerial manpower was found highly necessary. In response to this need, MANAGE launched a two-year full time, residential Post Graduate Diploma in Management (Agri Business Management) in 1996 on a self-financing basis. The program is recognized by the All India Council for Technical Education (AICTE).

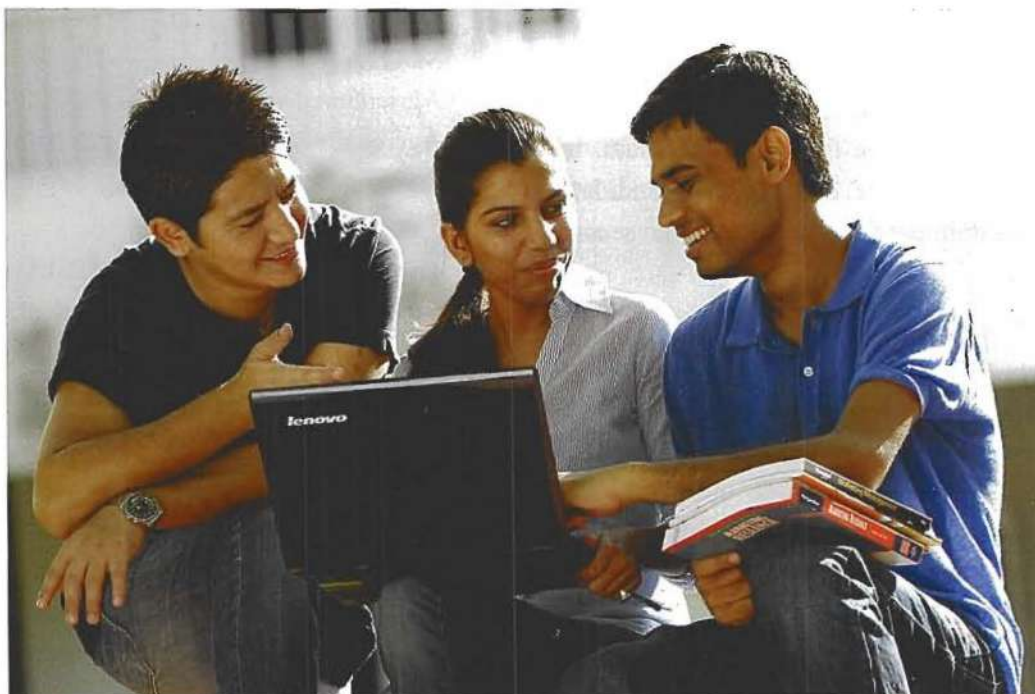
Objectives

5.18 The program aims to prepare business

leaders and techno-managers for careers in sectors related to Agriculture, Food, Agri input, Agri-banking, Retail, Supply Chain Management etc.

The objectives of the program are:

- To develop adequate conceptual base in different subject areas of Agribusiness, so as to prepare young minds as competent professionals;
- To equip students with adequate knowledge, suitable skills and right attitude for managerial decision-making in the Agribusiness sector;
- To encourage entrepreneurial spirit and mould the youngsters into effective catalysts of change in agriculture.



Admission Process

5.19 MANAGE has adopted CAT Score as the basis for selection of candidates to the program. During this year, the admissions were also opened up for graduates belonging to disciplines other than agriculture and allied areas. The 2012-14 batch has students from 16 states and 28 universities in the country. Sixty five per cent of the students are from Agriculture, while the others are from Horticulture, Veterinary Science, Bio-technology, Food Technology, Home Science, Pharmacy, Forestry, Civil Engineering and ECE.

5.20 MANAGE has adopted objective criteria for short-listing and selection of candidates which include CAT Score, Group Discussion, Paper Writing, Extempore/Micro Presentation, Personal Interview, Work Experience and Academic Record.

Program Design

5.21 The program is designed as per the needs of the agribusiness sector and is divided into VII trimesters covering 114 credits. Thirty nine subjects, broadly distributed into basic, functional, sectoral and general courses, are covered in the curriculum. The focus of the Courses in the program is on - Agri-input Marketing, Agri-export Management and International Trade, Procurement Management, Supply-Chain Management, Rural Advertising and Communication, Commodity

Futures and Trading, Participatory Extension Management, Quantitative Aids for Agribusiness, Food Retailing, Micro-Finance, Rural Credit, Agri-Finance and Banking etc.

Summer Internship

5.22 In order to provide practical field experience to the students, the fourth trimester is devoted to summer internship during which the students take up assignments offered by Agribusiness companies. This is intended to help the students refine their knowledge and sharpen their managerial skills through hands-on experience in real life field situations. The summer project, carrying 10 credits, is evaluated by the supervisor or an executive from the company offering the internship.

5.23 The companies, which offered internship to the students, are: "Advanta India Ltd., Axis Bank Ltd., BASF India Ltd., Bayer BioScience, Britannia, Cadbury India Ltd., Du Pont, GAVL, Geo Biotechnology, Indofil, Jai Kisan, JK Agri Genetics, JK Seeds, Mahyco, MARS International, Monsanto, MTR Foods, NCDEX, NFCL, NSEL, PWC, Rasi Seeds and Tata Rallis".

5.24 Besides the internship, the students also participate in other short-term projects and assignments.



Industrial Visit

5.25 The students undertake an industrial visit in the fifth trimester with an objective to approach new companies and appraise them about the unique features and strengths of the PGDM (ABM). It also provides an opportunity to explore possibilities for their final placement and summer internship for forthcoming batches, with these companies. Students of 2011-13 batch visited over 200 companies across the country and made presentations to the senior executives.

Final Placement

5.26 During the year under review, thirty companies visited the campus and recruited all 58 students achieving 100% Placement. The placements were offered with an average CTC of Rs.7.01 lakhs per annum with the highest remuneration being Rs. 18 lakhs per annum.

5.27 The companies, which recruited the students, are: "Advanta, Bayer Crop Science, Bharat Insecticide, BRLPS, Cadbury India Ltd., Connect Agri, Dhanuka, Dupont, FINO, I CONCEPT, IFFCO Kisan Sanchar Ltd., ITC ABD, ITC FOODS, KEMIN, Mahindra & Mahindra, MAGMA, MTR, NABCONS, NCDEX, NETAFIM, NSEL, PWC, RASI Seeds, Sathguru, Sresta, Sriram Bioseed, Staragri, Super Agri, UPL and YES Bank.

Program Management

5.28 The program is guided by the Academic Committee, Advisory Committee, Examination Committee, Appeals Committee and Grievance Redressal Committee.

Ranking of PGDM (ABM)

5.29 The ranking of the Program by various magazines may be seen here:

Rankings

- 24th rank among top Management Schools - Outlook Magazine, October 2012
- 3rd best sectoral college - Outlook Magazine, October 2012
- 15th rank (Tier-1) among top B-Schools - Careers 360, December 2012
- 3rd best B-School in South - Careers 360, December 2012.

Interaction with Business Leaders

5.30 Eminent persons from the Industry and Academia are invited to interact with the students as part of Industry interface. Executives from various companies interacted with the students during the reported year..

Participation in Events

5.31 Apart from academics, students participated in various competitions organized by other institutions and won prizes. Details are given hereunder:

- First prize in 'Green initiative ideas for sustainable agriculture'-KRONOS at IIMA
- First prize in AAVISHKAR at IIMA
- First prize in HEALTHAHOLICS at WE School, Mumbai
- First prize in INCEPTION 2013 at Jesus and Mary College, Delhi University
- First prize in PRABHANDAZ'12 (Marketing Game) at TNAU, Coimbatore
- First prize in Annual Management Fest-Business Plan Event at NIT, Warangal
- First prize in Annual Management Fest-Marketing Event at NIT, Warangal
- First prize in Annual Management Fest- Case Study Event at NIT, Warangal
- First prize in NCDEX Simulation Game at MANAGE
- First prize in SAMIKSHA- Paper Presentation at MANAGE
- Second prize in Green Business contest-2012 at Amity University, Noida
- Second prize in PRABHANDAZ'12 (Business Plan Competition) at TNAU
- Second prize in NCDEX Simulation Game at MANAGE
- Second prize in SUSHODH - Case study competition at MANAGE
- Third prize in R - Idea at G H Raison School of Business Management, Nagpur.

Review and Revision of Course Curriculum

5.32 MANAGE and CCSNIAM, Jaipur have jointly undertaken the Review and Revision of the curricula of the respective Agribusiness programs. Subject matter experts, teaching faculty and other Professors from reputed management institutions were involved in this exercise.

5.33 In the process, some of the existing courses were replaced by new courses keeping the contemporariness of the content and industry requirement in view. Sequencing and placement of courses trimester-wise were also rationalized keeping the learning principles in view.

5.34 The revised curriculum will come into effect from the academic year 2013 for the batch 2013-15.

Merit Recognition Scheme (MRS)

5.35 A Merit Recognition Scheme (MRS) was introduced during the year 2012 to promote merit, create competitiveness among the students and reward high performers. The details of the Scheme are as under:

1. The topper of each Trimester will be given a cash award of Rs.10,000/-. All the credit courses of the trimester will be taken into account while declaring the topper.

The toppers of the following courses will also be given a cash award of Rs.7,500/-.



First Year

- a. Cost and Control Systems
- b. Marketing Strategies and Techniques
- c. Operational Research
- d. Procurement Management
- e. Project Planning and Management
- f. Managerial Economics-II

Second Year

- g. Supply Chain Management
 - h. Commodity Trading Futures and Options
 - i. Agricultural Finance and Banking
 - j. Agricultural Export Management and International Trade
2. The Topper of the first year (Trimesters I, II and III) and the Topper of the second year (Trimesters V, VI and VII) will be given a cash award of Rs.15,000/- each.
 3. A minimum of 70% marks is to be achieved to qualify for any of the cash awards mentioned above.

4. The most punctual student from each of the batches will be given a cash award of Rs.10,000/-. A minimum of 90% attendance is necessary to qualify for the award in this category.
5. If there is more than one topper in any of the categories, the cash award will be shared among them in equal proportion.
6. Summer Internship will not be counted for any cash award.

B-Fest "Krishi Chanakya"

5.36 "*Krishi Chanakya*", the B-Fest, was conducted in November 2012 on MANAGE campus. Various events including: i) *Akanksha* - a Business Plan and Marketing Plan, ii) *Su-Shodh* - a Case Study competition, iii) *Jagruti* - an online quiz competition and iv) *Stock Sarathi* - an online simulation game were conducted. Eminent guests from the industry as well as students from various B-Schools participated in the events.



6.1 The library has a valuable collection of books, and subscribes to both national and international journals in the areas of training, research and education. Besides, the library also provides access to electronic databases.

Information Resources

6.2 Books, journals, reports, video cassettes, CDs/DVDs in agriculture and allied areas and databases make up the collection. The focus areas include agricultural extension, agricultural economics, management, marketing, research methodology, human resource development, project management, natural resource management, participatory approaches, gender studies, agribusiness, entrepreneurship, trade, information technology etc.

6.3 During the period under review, 440 books were added to the collection. The Library subscribed to 77 journals, both national and international, in various subject areas.

Electronic Databases

6.4 The electronic databases subscribed during the period include: India Trades, Prowess, and India Stats (an online database). India Trades presents foreign trade statistics and other trade related data; Prowess is a database of Indian companies; India Stats is an online database giving access to statistics on India. The Library also subscribed to an e-journal database, ABI-Inform.

Library Automation

6.5 The database of books, journals, articles, videos and CD-ROMs is managed through eGranthalaya - a library management software. Library Services include access to information, assistance in the use of databases and other information resources; reference services and literature search services. Development of a database of books and articles scanned from current literature is an on-going activity of this centre. The library periodically alerts faculty to the new resources added to the collection by way of articles published in current journals and new books.

Publications

6.6 MANAGE published two issues of the half-yearly Journal of Agricultural Extension Management, for dissemination of information relating to extension systems and practices, research on extension, efficient organization of technology transfer and other socio-economic issues concerning agriculture and allied areas for the benefit of policy makers, scientists and extension functionaries.

6.7 MANAGE Bulletin is a bi-monthly newsletter which focuses on various activities of MANAGE such as training, education, research, consultancy, scheme implementation, administrative matters etc. and the Bulletin is accessible online.



Library

Information Technology Support

6.8 There are 150 systems connected to one leased line of 20 mbps with 24 hours Internet connectivity, in the Institute. Video-conferencing facility is available to facilitate communication with the Ministry, SAMETIs, NTIs under AC&ABC Scheme and various other institutions.

MANAGE on the Web

6.9 The website at www.manage.gov.in provides the latest information on MANAGE training and education programs, projects and publications. The Training Calendar is available online with the details of annual training programs.

6.10 Information about the GoI sponsored schemes implemented by MANAGE along with updates on Research and Consultancy projects taken up by MANAGE are available online.



Promotion of Official Language

7.1 The meetings of the Official Language Implementation Committee were conducted regularly and reports sent to the Department of Official Language, Ministry of Agriculture and the Department of Official Language, South Block, Bangalore.

7.2 All correspondence with the States coming under "Region A" of Official Language Rules was in Hindi. All letter heads, Office Stamps and Application Forms were made available in Hindi. The Annual Report and the Annual Accounts for the year 2011-12 were prepared in bilingual format. The Hindi content on MANAGE website was updated regularly.

7.3 Information pertaining to the PGDAEM program was prepared in bilingual form and uploaded on the MANAGE web site. It was further decided to translate the revised reading material of PGDAEM into Hindi.

7.4 Hindi Week was organized during 10-14 September 2012 and Hindi Day was celebrated on 14th September 2012. Various competitions were organized and prizes were distributed to the winners on Hindi Day.

7.5 The Committee of Parliament - Official Language reviewed the progress of MANAGE in usage of Hindi in November 2012.



8

Administration and Accounts

8.1 The general supervision of MANAGE vests with the General Council presided over by the Hon'ble Union Minister for Agriculture, Government of India. There are two Vice Presidents of the General Council namely, the Hon'ble Minister of State for Agriculture, and the Secretary (Agriculture & Cooperation), Ministry of Agriculture, Government of India. The General Council exercises overall control and issues directions for the efficient management and administration of the affairs of MANAGE. The composition of the General Council of MANAGE is given in **Annexure - I**.

8.2 Subject to the overall control and directions of the General Council, the Executive Council oversees implementation of policy matters and activities of MANAGE in accordance with the Rules and Bye Laws of MANAGE. The Executive Council is chaired by Secretary (Agriculture & Cooperation), Ministry of Agriculture, Government of India. The composition of the Executive Council may be seen at **Annexure - II**.

8.3 The Director General of MANAGE is appointed by Government of India and is responsible for the day-to-day functioning of the Institute. The Director General is assisted by

Faculty, Administration, Accounts and Engineering Wings.

Faculty

8.4 There are six Directors, five Deputy Directors, four Assistant Directors, four Research Associates, one Computer Programmer and one Documentation Assistant. The profile of the faculty and officers is given at **Annexure - III**.

Funds

8.5 The DAC, MoA, GoI releases grants-in-aid to MANAGE every year. 60% of the establishment and administrative expenses is met from the grants released by DAC, and the balance 40% of expenditure is met by MANAGE out of its own funds. However, full expenditure of MANAGE training programs and infrastructure is met from the GoI funds.

Meetings

8.6 The following meetings were held during the period under report:

Executive Council

The 64th Meeting of the Executive Council was held on October 13, 2012 at MANAGE, Hyderabad.



Faculty Meeting in the Round Table Conference Hall

9.1 MANAGE Results Framework Document (RFD) : As directed by Performance Management Division, Cabinet Secretariat, Govt. of India, MANAGE had submitted its RFD for the year 2012-13 on 31st March, 2013.

9.2 The key objectives / activities indicated in MANAGE RFD included -Training and Capacity Building; Research & Consultancy; Educational programmes - PG Programme in Agri-Business

Management (PGDM (ABM)), PG Diploma in Agricultural Extension Management (PGDAEM), Diploma in Agricultural Extension Services for Input Dealers (DAESI); Implementation of Government of India schemes - Agri-Clinics and Agri-Business Centres (AC&ABC); Kisan Call Centre (KCC); Documentation and ISO Certification. MANAGE has achieved all of the targets indicated in RFD in full.



ANNEXURES

Annexure-I

Composition of General Council of MANAGE as on 31/03/2013

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
i	President of MANAGE: The Minister In charge of the Ministry / Department, Government of India dealing with MANAGE.	1	Shri. Sharad Pawar Hon'ble Union Minister for Agriculture Ministry of Agriculture Krishi Bhawan New Delhi – 110 001
ii	Two Vice-Presidents of MANAGE: a) The Minister of State for Agriculture, MOA, GOI and	2	Shri. Tariq Anwar Hon'ble Minister of State for Agriculture, Ministry of Agriculture Government of India Krishi Bhawan New Delhi – 110 001
	b) Secretary, Department of Agriculture & Cooperation, Ministry of Agriculture, GOI	3	Shri. Ashish Bahuguna, IAS Secretary (Agriculture & Cooperation) Dept. of Agriculture & Cooperation Ministry of Agriculture Govt. of India, Krishi Bhawan New Delhi - 110 001
iii	One person from non-official Institution in India working in Agricultural Development and Allied fields – to be nominated by the President of MANAGE as member	4	Dr. N.G. Hegde Trustee & Principal Adviser BAIF Development Research Foundation, BAIF Bhawan Dr. Manibhai Desai Nagar Warje, Pune – 411058 Maharashtra
iv	Three eminent persons who have made noteworthy contributions in the field of agricultural development and allied subjects.	5	Shri. Vijay Mahajan Chairman, BASIX D-9, 1 st Floor, Greater Kailash Enclave-1, New Delhi
		6	Shri. Narendra Murkumbi Managing Director Renuka Sugars Limited 7 th Floor, Devchand House, Shiv Sagar Estate, Dr. Annie Besant Road, Worli, Mumbai- 400018, Maharashtra
		7	Mrs. Bharti Chawan 'SIDDHI' Plot No. 531/27, Pradhikaran, Nigdi, Pune – 411 044, Maharashtra

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
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Ex-Officio Members

- | | | | |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| v | Director General, NIRD | 8 | Dr. M. V. Rao, IAS
Director General
National Institute of Rural Development
and National Fisheries Development
Board
Rajendranagar,
Hyderabad - 500 030 |
| vi | Director General, NIAM | 9 | Dr. R.P. Meena, IAS
Director General
National Institute of Agricultural
Marketing (NIAM)
Kota Road, Bambala,
Near Sanganer
Jaipur – 303 906 |
| vii | Director General, ICAR | 10 | Dr. S. Ayyappan
Secretary (DARE) & Director General
Indian Council of Agricultural Research
Krishi Bhawan
New Delhi - 110 011 |
| viii | a) Additional Secretary
b) Joint Secretary in charge of Extension
c) Financial Adviser in the
Ministry / Department of Govt. of India
dealing with MANAGE | 11 | Shri. Siraj Hussain, IAS
Special Secretary
Dept. of Agriculture and Cooperation
Ministry of Agriculture
Government of India
Krishi Bhawan
New Delhi – 110 001 |
| | | 12 | Shri. Sanjeev Gupta, IAS
Joint Secretary (Agricultural Extension)
Dept. of Agriculture & Cooperation,
Ministry of Agriculture
Krishi Bhawan,
New Delhi – 110 001 |
| | | 13 | Shri. Raghav Chandra, IAS
AS & Financial Adviser
Dept. of Agriculture and Cooperation
Ministry of Agriculture
Government of India
Krishi Bhawan
New Delhi – 110 001 |

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
ix	Agriculture Commissioner, Govt. of India, Department of Agriculture and Cooperation, New Delhi	14	Shri. J.S. Sandhu, IAS Agriculture Commissioner Department of Agriculture & Cooperation Ministry of Agriculture Krishi Bhawan, New Delhi
x	Secretary in the Department of Planning Commission, Govt. of India or nominees not below the rank of Joint Secretary to the Govt. of India	15	Ms. Sindhushree Khullar Secretary Planning Commission, Govt. of India Yojana Bhavan, New Delhi - 110 001
xi	Four Secretaries to the State Governments / Union Territories In charge of Agricultural Production (in rotation) or their nominees not below the rank of Deputy Secretary to the State Govt.	16	Shri. Anil Chandra Punetha, IAS Principal Secretary (Agriculture) Department of Agri. & Cooperation Government of Andhra Pradesh 'D' Block, 1 st Floor, Secretariat Hyderabad – 500032, A.P
		17	Shri. S.K. Goel, IAS Additional Chief Secretary (Agriculture) Government of Maharashtra Mantralaya Annexe, Room No.510 Mumbai – 400032 Maharashtra
		18	Shri. Arun Kumar Singh, I.A.S., Principal Secretary (Agriculture) Government of Jharkhand Nepal House, Post Doranda Ranchi – 834001 Jharkhand
		19	Shri. R.K. Swain, IAS APC & Principal Secretary Farmers Welfare & Agriculture Development Department Government of Madhya Pradesh Vallabh Bhawan, Mantralaya, Room No. 302, Bhopal – 562001 Madhya Pradesh

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
xii	Two 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 Agriculture or an officer of equivalent rank.	20	Shri. Deo Mitra Singh, Director of Agriculture Government of Uttar Pradesh Department of Agriculture Krishi Bhavan, Lucknow Uttar Pradesh
		21	Dr. M. Rajendran Director of Agriculture Government of Tamilnadu Chepauk, Chennai – 600005 Tamil Nadu
xiii	The Director General of MANAGE appointed by the Government of India, Ministry of Agriculture. (Ex-Officio Member & Member - Secretary)	22	Shri. B. Srinivas, IAS Director General National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad -500 030 (AP)
xiv	Two Vice-Chancellors of Agricultural Universities (by rotation) or their nominees not below the rank of Director (Ex-officio Members)	23	Dr. R.R. Hanchinal Vice Chancellor University of Agricultural Sciences Dharwad – 580 005 Karnataka
		24	Dr. A.M. Shekh, Vice Chancellor University of Agricultural Sciences Anand - 388110 Gujarat

Annexure-II

Composition of the Executive Council of MANAGE as on 31/03/2013

Rule No.	Composition of Executive Council	Sl. No.	Name & Address of the Member
5.I (i) Ex-Officio Members			
a)	Secretary (Agriculture & Cooperation) as Vice President of MANAGE shall be Chairman of the Executive Council	1	Shri. Ashish Bahuguna, IAS Secretary (Agri. & Cooperation) Dept. of Agriculture and Cooperation Ministry of Agriculture Government of India Krishi Bhawan, New Delhi - 110 001
b)	Additional Secretary incharge of Extension in the Ministry/ Department, GoI dealing with MANAGE shall be the Vice-Chairman of the Executive Council	2	Shri. Siraj Hussain, IAS Special Secretary Dept of Agriculture & Cooperation Ministry of Agriculture Krishi Bhavan, New Delhi - 110 001
	Additional Secretary and Financial Adviser in the Ministry/ Department, Government of India dealing with MANAGE	3	Dr. Satish B. Agnihotri, IAS Additional Secretary & Financial Adviser Dept of Agri & Cooperation Ministry of Agriculture Krishi Bhavan, New Delhi-110 001
c)	The Director General of MANAGE	4	Shri. B. Srinivas, IAS Director General National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad - 500 030
d)	Joint Secretary incharge of Extension in the Ministry/Department, Government of India dealing with MANAGE	5	Shri. Sanjeev Gupta, IAS Joint Secretary (Agricultural Extension) Dept. of Agriculture & Cooperation Govt. of India Ministry of Agriculture Krishi Bhawan New Delhi - 110 001

Rule No.	Composition of Executive Council	Sl. No.	Name & Address of the Member
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5.I (i) Non-official Members

- | | | | |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| e) | Five eminent persons who have made note-worthy contributions in the fields of agricultural development/allied subjects to be nominated by Government of India from among the members of the General Council | 6 | Shri. Narendra Murkumbi
Managing Director
Renuka Sugars Limited
7 th Floor, Devchand House,
Shiv Sagar Estate,
Dr. Annie Besant Road
Worli, Mumbai- 400018, Maharashtra |
| | | 7 | Vacant |
| | | 8 | Vacant |
| | | 9 | Vacant |
| | | 10 | Vacant |
| f) | Two members to be nominated by the General Council from among the non-official members of the General Council | 11 | Shri. S.K. Goel, IAS
Additional Chief Secretary (Agri.)
Government of Maharashtra
Mantralaya Annexe, Room No.510
Mumbai – 400032
Maharashtra |
| | | 12 | Vacant |

Annexure – III

Profile of MANAGE Faculty and Officers

Director General

Shri B. Srinivas, IAS
 Director General
 He belongs to 1991 batch of Kerala Cadre

MANAGE Faculty and Officers

Dr. V.P. Sharma
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Dr. S. Senthil Vinayagam
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Shri. G. Bhaskar

Assistant Director (IT)

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Shri. K.Venkateshwar Rao

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*On deputation***Shri. A. Krishna Murthy**

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Shri. T. Nagaraju

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Administration**Shri. B.N. Patro,**

Deputy Director (Administration)

M.A. (Social Work)

*Currently on leave***Shri. Ch. N.M. Rao**

Assistant Accounts Officer

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