



Annual Report 2013-2014



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

MANAGE

ANNUAL REPORT

2013-2014



National Institute of Agricultural Extension Management

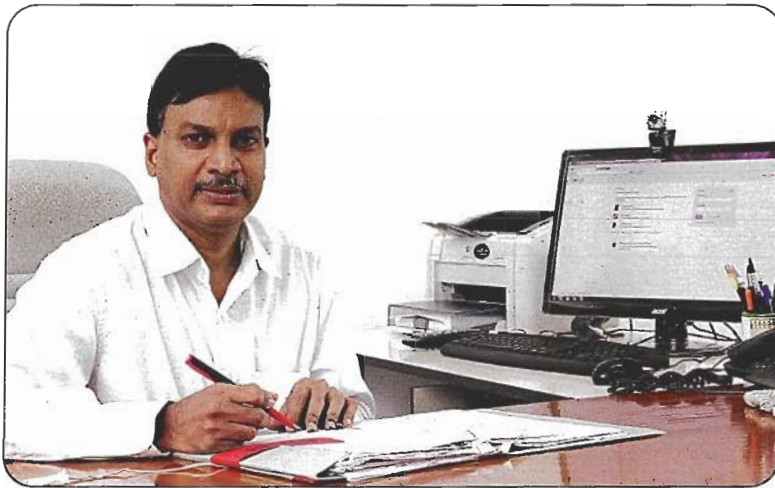
(An Organization of Ministry of Agriculture, Govt. of India)

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Message from the Director General

This year has been the beginning of new endeavors at MANAGE and I am happy to highlight these in our Annual Report for 2013-14.

Training has always been an integral part of the Institute's mandate. High points in training this year have been the focus on soft skills, ICT input in training, and bringing e-learning into PGDAEM. Considering the importance of soft-skills, a module covering leadership, communication, motivation, inter-personal skills, organizational skills etc., has been introduced in training programs being organized at our campus. During off-campus programs, our faculty visited ATMA bodies at district and block levels to re-sensitize themselves to the field-level dynamics, and to monitor implementation of MANAGE-implemented Government of India Schemes.

MANAGE organized four international programs this year increasing international presence on our campus and our Agri-Business management students have done us proud by securing placements in international companies.

MANAGE also hosted Convocation for conferring Diplomas on successful candidates of PGDM (ABM) and PGD-AWASCM programs. A Merit Recognition Scheme has been introduced for the PGDM (ABM) students to promote merit and reward high performers. Our Executive Council has also approved Scholarship for 'Meritorious-cum-Needy Students' of PGDM (ABM).

In a move towards a Quality Management System, MANAGE has prepared a roadmap for ISO 9001:2008 Certification and has started implementation of the procedures with effect from 1st January 2014. Our Institute also achieved the targets envisaged as a part of the Results Framework Document (RFD).

We were also associated with Krishi Vasant 2014, the biggest national level agriculture fair-cum-exhibition, where we were involved in developing micro SD cards with agricultural films and bringing out Farmer-friendly literature in regional languages in collaboration with institutes at the state level, for distributing to farmers.

We are in the process of renovating our campus to improve the utility and ambience, make the learning spaces more comfortable, and create an aesthetically pleasant work environment.

We are in the process of evolving as an International Centre of Excellence and this wouldn't have been possible without the unstinted support from the Ministry of Agriculture, our General Council, Executive Council, Academic Committee and our sister institutions at national and state level. We will continue to work to achieve the targets mandated by our Ministry and will also endeavour to fulfill the needs of all our stakeholders by delivering our best for all the times to come.

B. Srinivas, I.A.S.
Director General

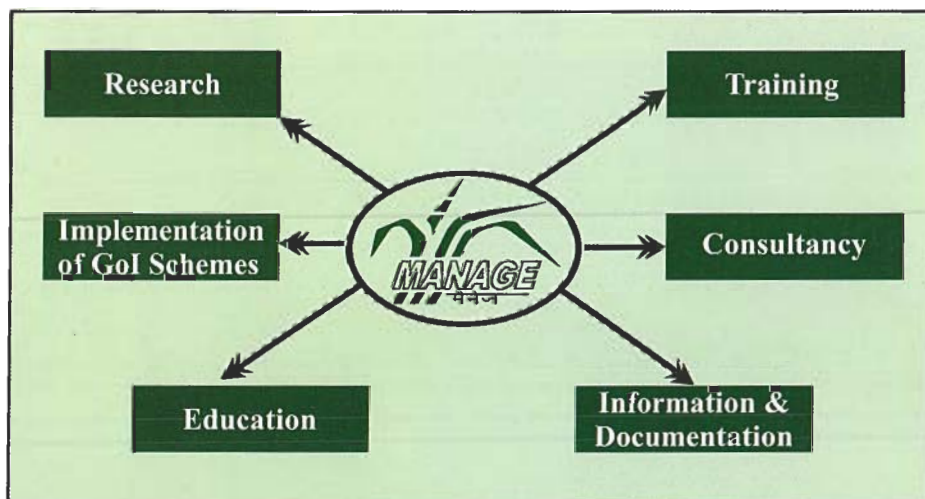
1. MANAGE - an Overview



1.1 The National Institute of Agricultural Extension Management (MANAGE), an autonomous organization under the Department of Agriculture and Cooperation (DAC), Ministry of Agriculture (MoA), Government of India (GoI), was established in response to the challenges of agricultural extension in a rapidly growing and diverse agriculture sector. Increasing focus on commercialization and market orientation in agriculture as well as the growing complexity of agricultural technologies demanded major initiatives towards reorienting and modernizing the agricultural extension system in the country. Further, effective ways of managing the extension system were needed to transform the existing framework through professional guidance and training of critical manpower.

1.2 In order to meet the above-mentioned challenges and needs of agricultural extension, MANAGE was established as a Registered Society on 11th June 1987 under the Andhra Pradesh (Telangana areas) Public Societies Registration Act, 1350 Fasli (Act of 1350 F).

1.3 The mandate of MANAGE is to assist Government of India and 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 focuses on Training, Education, Research, Consultancy etc., apart from implementing select Central Sector Schemes.



1.4 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.

1.5 Vision

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

1.6 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 extension management.

1.7 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

1.8 Capacity Building of extension functionaries is an important focus area. MANAGE imparts need-based training on key theme areas to extension functionaries working in Departments of Agriculture, Animal Husbandry & Veterinary Science, Fisheries etc. in various States/UTs as well as in the private sector. Training Programs, Workshops and Seminars are organized to prepare the extension functionaries to cope with new challenges and for effective implementation of various flagship programs of the Government. MANAGE organizes an Annual Training Planning Workshop to assess the changing needs of extension functionaries in the country with the participation of representatives of Extension Education Institutes (EETs), State Agricultural Management and Extension Training Institutes (SAMETIs) and State Departments of Agriculture & allied sectors. This exercise facilitates assessment of changing needs of extension functionaries, sharing of new ideas among the training institutes and firming up the Training Calendars of MANAGE, EETs and SAMETIs. MANAGE Programs are also customized in response to the requests from the GoI/States/UTs and the private sector.

1.9 Research at MANAGE focuses on topics of contemporary relevance in the discipline of agricultural extension management. 'Action research' is also undertaken to pilot-test 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.

1.10 Education Programs of MANAGE include a Post-Graduate Diploma in Agricultural Extension Management (PGDAEM) for serving extension functionaries; a Post-Graduate Diploma in Agribusiness Management [PGDM (ABM)] and a Diploma in Agricultural Extension Services for Input Dealers (DAESI). The PGDAEM program, launched in 2007, is a continuing education program for in-service extension personnel, offered on a distance education mode. The PGDM (ABM) program was launched in 1996 and has been well received by the industry, the academia and the

student community. The DAESI program was initiated in 2003 for imparting practical inputs on relevant technical aspects of agricultural sector to practicing input dealers on 'Contact class-cum-distance education mode'.

1.11 MANAGE is also involved in implementing Government of India Schemes such as "Agri-Clinics and Agribusiness Centres (AC&ABC)" and "Kisan Call Centres (KCC)". While the AC&ABC Scheme aims to supplement the efforts of public extension through agricultural professionals and create gainful self-employment opportunities for them, the Kisan Call Centre attempts to leverage the national telecom infrastructure to deliver extension services to the farming community in local languages.

1.12 MANAGE programs and activities 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 develops system designs and models of professional activities for other state-level institutions to adopt.

1.13 Centers at MANAGE

The core activities of MANAGE are carried out through eight theme-based Centers and a School of Agribusiness Management which were established during 2012-13. These Centers broadly provide the road map for MANAGE for the next few years and are based on the initiatives proposed in the 12th five-year plan.

These Centers are:

1. Center for Agricultural Extension Policy, Reforms and Processes

This Center focuses on Agricultural Extension Management including aspects such as Distance Education for agricultural extension managers, developing online training and testing modules, facilitating agricultural extension solutions, evolving technology innovations and reforms in extension.

2. Center for Agri-Institution Capacity Building

This Center focuses on aspects such as capacity building of institutions, extension functionaries and other stakeholders; developing methodology, systems and practices of capacity testing of various stakeholders; project planning and implementation; accreditation of training institutions and trainers; developing practices for achieving institutional excellence; developing and operationalising methodologies for impact assessment of extension efforts etc.

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

This Center focuses on developing models and practices for market-led extension, linking farmers to markets, orienting to supply chain process both at micro and macro levels. It also focuses on extension project planning & management, promoting convergence in extension projects and effective delivery of extension services with reference to marketing activities.

4. Center for Allied Extension and Water/ Input Use Efficiency

This Center focuses on developing concepts, systems and best practices for allied extension management; providing extension support for horticulture, fisheries, animal husbandry, dairy, agro-forestry, poultry and sericulture based integrated farming systems; water extension including development of management systems and approaches for command areas of large and medium surface irrigation projects; action research on various extension management practices followed in water and input management systems.

5. Center for Knowledge Management, ICT and Mass Media

This Center focuses on developing concepts and operationalising a Knowledge Management Strategy for agriculture and allied sectors, developing a repository of relevant documents, preparing a database of extension recommendations, building capacity on Information and Communication Technologies (ICTs) and supporting software development for implementation of National Mission on Agricultural

Extension and Technology (NMAET). Additionally, the Center supports agri-tele Services, e-extension, mass media and e-literacy at farmer level.

6. Center for Agripreneurship, Youth and Public-Private Partnership (PPP)

This Center focuses on promoting Agripreneurship leading to generation of employment opportunities for youth and agripreneurs, at the same time providing trained manpower for agri-business and contributing to increased incomes to farmers. Additionally, the Center focuses on transforming agriculture to agribusiness and farmer to agripreneur; retaining youth in agriculture, promoting public-private partnership etc.

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

This Center focuses on women's empowerment by way of mainstreaming women in agricultural extension management, improving their awareness on food and nutrition security of farm families, developing and operationalizing the concept of nutritional planning and budgeting, developing the concepts of moving from greening to edible greening and landscaping to edible landscaping, and developing appropriate training modules.

8. Center for Agrarian Studies, Disadvantaged Areas, NRM Extension and Social Mobilization

This Center focuses on Agrarian studies including evolving specific extension strategies and practices for meeting the social and locational challenges of disadvantaged areas, promoting regional equity and natural resources management extension. Additionally, the Center focuses on social mobilization and social equity in NMAET and special programmes meant for various social groups apart from developing and operationalising "Farmers' Charter".

9. School of Agri-Business Management

The School focuses on upgrading the PGDM (ABM) program to international standards and introducing the concept of 'Challenge-ready Students'.



1.14 Convocation 2013

MANAGE hosted its second Convocation on 26th October 2013 for conferring Diplomas on successful candidates of its PGDM (ABM) and PG Diploma in Agri Warehousing and Supply Chain Management (PGD-AWASCM) programs. While 358 students were conferred PGDM (ABM), 79 students were conferred PGD-AWASCM. Shri Ashish Bahuguna, IAS, Secretary (Agriculture & Cooperation), the Chief Guest on the occasion, conferred the Diplomas and awarded Gold medals to students for meritorious performance.

1.15 MANAGE @ Krishi Vasant 2014

Krishi Vasant 2014, the biggest national-level agriculture fair-cum-exhibition, was organized

during February, 2014, at Central Institute of Cotton Research (CICR), Nagpur, jointly by the Ministry of Agriculture, GoI, and Government of Maharashtra with Confederation of Indian Industry (CII) as a strategic partner.

MANAGE was involved in developing micro SD cards with agricultural films and bringing out Farmer-friendly literature in regional languages in collaboration with institutes at the state level, for distributing to farmers.

MANAGE also facilitated participation of twenty four innovative agripreneurs from various states. Three innovative agripreneurs were awarded for their achievements.

2. Training Programs

2.1 MANAGE has the mandate of capacity building of senior personnel of agriculture and allied departments. Accordingly, MANAGE conducts training programs, workshops and seminars on key theme areas of current importance, with an objective to prepare the extension functionaries working in agriculture and allied departments of States/UTs as well as in the private sector, and scientists of SAUs & ICAR, to cope with new challenges and for effective implementation of various flagship programs of the government.

2.2 The Annual Academic Calendar is drawn up based on the inputs finalized in the Annual Training Planning Workshop. The contents of the training programs were based on the themes of the eight MANAGE Centers.

2.4 The off-campus programs were of 4+2 model wherein the first 4 days were devoted to deliver core theme-specific inputs to participants, while the remaining 2 days were utilized by MANAGE faculty for field visits to ATMA for review of Extension Reforms and other GoI schemes.

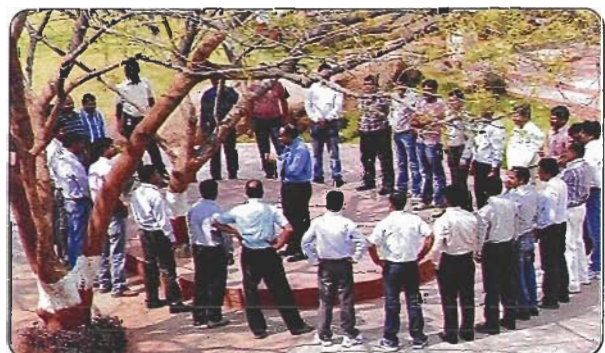
2.5 MANAGE training programs focus on interactivity, participatory approach and experiential learning to mould the extension functionaries into effective team members and leaders. Apart from lectures, case studies and success stories, management games are also used to make the programs vibrant, participative and practical. Operational aspects of the themes are also focused on to ensure effective application of learning by the participants. Field visits are also organized to give first-hand exposure to best practices.



Workshop in progress

Methodology

2.3 During the year under review, all the on-campus training programs were conducted on a 3+2 model. The first three days were devoted to core theme-specific inputs, and the last two days were earmarked for soft skills, customized to the needs of agriculture and allied extension functionaries. Additionally, video-conferencing sessions on extension inputs by eminent persons were also organized apart from inputs on ICTs.



Training through Management Games

Training Programs Organized

2.6 During the year under review, MANAGE organized 207 programs covering 5575 executives from agriculture and allied departments, State Agricultural Universities (SAUs) and voluntary

sector. The Center-wise break-up of the training programs organized is given in the following table.

Training Programs 2013-14

S.No.	Name of the Centre	Programs Organized	No. of Participants
1	Center for Agricultural Extension Policy, Reforms and Processes	42	1306
2	Center For Agri-Institution Capacity Building	28	788
3	Center for Agricultural Markets, Supply Chain Management and Extension Projects	18	498
4	Center for Allied Extension and Water / Input Use Efficiency	8	132
5	Center for Knowledge Management, ICT and Mass Media	51	1300
6	Center for Agripreneurship, Youth and PPP	23	536
7	Center for Women and Household Food and Nutritional Security, Urban Agriculture & Edible Greening	18	498
8	Center for Agrarian Studies, Disadvantaged Areas, NRM Extension and Social Mobilization	19	517
Total:		207	5575

The above-mentioned programs also included Consultancy training programs conducted for Forward Markets Commission (FMC) and National Seeds Corporation (NSC).

2.7 International Programs

MANAGE organized four international programs during the year as detailed below:

New Dimensions in Agricultural Extension Management

This two-month international program was an outcome of the partnership between India and U.S., supported by the U.S. Government's Global

Hunger and Food Security Initiative 'Feed the Future'. The partnership aims to improve the agricultural productivity and support market institutions in Kenya, Liberia and Malawi. MANAGE was given the responsibility of training 90 African agricultural professionals over a three-year period, under the triangular engagement between US, Africa and India.

This was the second program at MANAGE, conducted during October - December 2013. Thirty delegates, 10 each from Kenya, Liberia and Malawi, participated in the program. On the occasion, Mr. Michael Mullins, the U.S. Consul General, Hyderabad, expressed that under the strategic partnership, the triangular engagement would leverage India's experience, expertise, and resources, as well as share innovations and technologies to address food insecurity, malnutrition and poverty in the three African nations.

At the launch ceremony, Mr. Mullins was joined by Dr. Perks Ligoya, High Commissioner of the Republic of Malawi to India, Shri Sanjeev Gupta, Joint Secretary, Ministry of Agriculture, GoI (through videoconferencing), Ms. Kathryn Stevens, Acting Mission Director, USAID and Shri B. Srinivas, IAS, Director General of MANAGE.



Mr. Michael Mullins, US Consul General lighting the lamp. To his right is Dr. Perks Ligoya, High Commissioner of the Republic of Malawi to India; to his left are Ms. Kathryn Stevens, Acting Mission Director, USAID; and Shri. B. Srinivas, IAS Director General, MANAGE



Executives at the program



Executives interacting with Dr. M.S. Swaminathan

Public-Private Partnership (PPP) Policy and Strategies for Agriculture Sector

MANAGE, in collaboration with UNDP, organized this ten-day International Training Program for 31 Civil Servants of Afghanistan during August - September 2013.

The objective of the program was to sensitize participants to PPP initiatives in the agriculture sector in India, in order to prepare them to adopt suitable innovative strategies and policies that promote partnerships between public and private organizations as well as ensure partnership of smallholder farmers in agricultural development in Afghanistan.

The participants were oriented to PPP policies and strategies in the areas of agricultural research, extension and marketing through sharing of initiatives by government, private sector, NGOs, cooperatives and farmers' organizations. Special emphasis was given on the importance of PPP in extension reforms; opportunities for PPP with Agri-Clinics and Agri-Business Centers, Farmer Producer Companies and Farmers' Organizations; Agri-Business Incubators; partnership initiatives under corporate social responsibility; Information and Communication Technology (ICT) initiatives etc. Field visits were organized to give them an insight into various innovative partnership initiatives.



Director General MANAGE, addressing the executives

The participants prepared and presented back-at-work plans individually, with specific action to be undertaken by them for promoting PPP for agricultural development in Afghanistan.

Study-cum-Exposure visit of Malawian Delegation

MANAGE organized a Study-cum-Exposure visit of a high level delegation of Malawian officials, headed by Dr. Wilfred Lipita, Controller of Agricultural Extension and Technical Services, during February - March 2014.

Program for Afghan Women Civil Servants in Agriculture

A UNDP sponsored international training program on "Women in Agriculture" was organized for the civil servants of the Ministry of Agriculture, Afghanistan, during September - October, 2013, at MANAGE. Twenty participants, representing agriculture, livestock and irrigation departments, attended the program.

The overall objective of the program was to enhance the capacity of women extension functionaries and trainers on the role of women in rural livelihoods, mobilization of women farmers and small scale agricultural practices/industries. This is expected to strengthen the capacity of the extension system to enhance women's participation in agricultural practices to increase rural income and empower rural women.

The program focused on social inclusion in agriculture; mobilization of women's groups;

entrepreneurship development among women through focus on value addition and food processing; gender analysis tools and strategies for mainstreaming gender. Field visits were organized to Mulkanoor Women's Dairy Cooperative, Deccan Development Society, Mutually Aided Cooperative for Thrift and Credit (MACTC), Consortium of Voluntary Associations (COVA) etc.

During these visits, the delegates interacted with women farmers, women SHG members and women in the dairy sector.

2.8 Training Programs organized by various Centers

Center for Agricultural Extension Policy, Reforms and Processes

A total of 42 programs of various durations, including two International Programs, one International workshop, a National workshop and 10 Refresher Training Programs for Input dealers trained under DAESI program, were organized by this Center, covering 1306 participants. The details of the programs may be seen in the table.



Revisiting SREP



Training in Progress

Sl. No.	Title of the Training Program	Number of Programs	Number of Executives
1	Farm Business Management	2	60
2	Farm Journalism Skills for Extension Functionaries	2	60
3	Farmer to Farmer Extension	2	52
4	Innovative Extension Approaches	2	63
5	Master Trainers' Training Program on Revisiting of SREP	11	396
6	Orientation Program on Extension Reforms	1	33
7	Planning and Management of Sustainable Agricultural Livelihoods	4	112
8	Refresher Training for the Input dealers trained under DAESI program	10	293
9	U.S.-India- Africa Triangular International Training Program on "New Dimensions in Agricultural Extension Management" for Extension Practitioners of Liberia, Kenya and Malawi	1	30
10	National Consultation on DAESI Program for up-scaling	1	47
11	International Training Program on Public Private Partnership Policy and Strategies for Agriculture Sector for Afghanistan Officials	1	30
12	Malawian Delegation Study Tour to India	1	8
13	Follow-up Participants' Survey under 1st U.S.-India-Africa Triangular International Training program on "New Dimensions in Agricultural Extension Management" for Extension Functionaries of Liberia, Kenya and Malawi	1	30
14	Orientation Training for District heads of line departments on Extension Reforms for Chattisgarh state	3	92
Total		42	1306



Center for Agri-Institution Capacity Building

During this year, 28 training programs were organized under the Center covering 788 executives. The themes of the programs and the number of executives who attended are presented below:

Sl. No.	Title of the Training Program	Number of Programs	Number of Executives
1	Effective Communication	3	92
2	Executive Development Program for the officials of National Seeds Corporation	1	24
3	Management Games for Trainers	1	18
4	Managerial Skills for Convergence in Agricultural Extension	3	94
5	Managerial Skills for Extension Personnel	1	20
6	Professional skills for Trainers of Extension Institutes of Agriculture and allied departments	4	106
7	Leadership for Innovation in Agriculture	2	61
8	Research Methods and Documentation for Extension Personnel	1	46
9	Self Management – through Personal Profiling	4	110
10	Training of Master Trainers on Planning and Management of Integrated Watershed Management Projects (IWMP)	3	70
11	Work Ethics for Development Professionals	1	16
12	WTO and its Implications on Indian Agriculture	3	75
13	Annual Training Planning Workshop of MANAGE, EEIs and SAMETIs	1	56
Total		28	788

Center for Agricultural Markets, Supply Chain Management and Extension Projects

During the period, 17 Training programs and a National Workshop were organized by this Center covering 498 executives. The details are as follows:

Sl. No.	Title of the Training Program	Number of Programs	Number of Executives
1	Agricultural Marketing – the New Paradigms	5	128
2	Linking Farmers to Markets	5	162
3	Market-led Extension	1	16
4	Project Planning and Management	3	105
5	Supply Chain Management in Agriculture	3	67
6	National Workshop on Linking Farmers to Market	1	20
Total		18	498

Center for Allied Extension and Water / Input Use Efficiency

This Center organized seven training programs and a National Workshop on the following themes, covering 132 executives.

Sl. No.	Title of the Training Program	Number of Programs	Number of Executives
1	Agricultural Extension for KVK Scientists	2	38
2	Community Approach / Cluster Approach in Fisheries Development and Management	1	13
3	Extension Management Approaches for Promotion of Sericulture Industry	2	42
4	New Dimensions in Extension for Extension Functionaries in Dairy Sector	1	14
5	Value Addition and Secondary Agriculture with special reference to Fish and Fishery Products	1	13
6	Consultative Workshop on Extension Strategies to Strengthen Animal Husbandry, Fisheries, Horticulture Sectors	1	12
Total		8	132

Center for Knowledge Management, ICT and Mass Media



Shri Ashish Bahuguna, IAS, Secretary, (Agriculture & Cooperation), addressing the participants through Videoconference

A total of 38 training programs, two National workshops and 11 Training-cum-Review Workshops for “Kisan Call Centre experts – Level-I & Level-II” were organized during the year, focusing on mass media, print media and Kisan Call Centres, covering 1300 executives. The details are as follows:

Sl. No.	Title of the Training Program	Number of Programs	Number of Executives
1	Advanced Training Program on Agriculture Knowledge Management	10	265
2	Application of Remote Sensing and GIS in Agricultural Development	4	92
3	Applications of ICTs in Modified Extension Reforms Scheme	10	314
4	Development of programs for Community Radio	1	24
5	ICTs for Agricultural Information Management and Networking	1	12
6	Improving e-Governance in Agriculture	4	155
7	Process Documentation of Development Projects	1	16
8	Project Planning and Management using MS Project	3	87
9	Training-cum-Review Workshop for “Kisan Call Centre experts –Level-I & Level-II”	11	131
10	Web 2.0 and Social Media in Agriculture	1	8
11	Writeshop for Success Stories	1	33
12	Writing for Print Media	2	47
13	National Workshop on ICT Initiatives in Agriculture	1	94
14	National Workshop on “Mobile based e-Extension Services in Agriculture”	1	22
Total		51	1300

Center for Agripreneurship, Youth and Public-Private Partnership

Three training programs and 20 refresher training programs for established Agripreneurs on Business

Expansion Capabilities under Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme, were organized covering 536 participants. Details may be seen below:

Sl. No.	Title of the Training Program	Number of Programs	Number of Executives
1	Public-Private Partnership in Extension Reforms	2	77
2	Refresher Training Programs for established Agripreneurs on Business Expansion Capabilities under AC & ABC Scheme	20	438
3	Training-cum-workshop on Agri-Entrepreneurship Development for Northern Regions & Western States	1	21
Total		23	536

Center for Women and Household Food and Nutritional Security, Urban Agriculture & Edible Greening

A total of 18 training programs, including an international program on Women in Agriculture for officials of Afghanistan, were organized under the Center covering a total of 498 executives. Details may be seen below.

Sl. No.	Title of the Training Program	Number of Programs	Number of Executives
1	Climate Change and Agriculture	4	111
2	Food Safety and Household Nutritional Security of Women in Agriculture	2	78
3	Gender Sensitization for Extension Functionaries under Extension Reforms	3	87
4	Leadership Skills for Women Executives	2	50
5	Management Development Program for Women in Development Sectors	1	32
6	Participatory Extension Management for Extension Functionaries	2	53
7	Training Planning and Training Module Development	1	24
8	Training Program on Urban Agriculture	2	42
9	International program on Women in Agriculture for officials of Afghanistan	1	21
Total		18	498



Center for Agrarian Studies, Disadvantaged Areas, NRM Extension and Social Mobilization

Nineteen programs were organized under the Center covering 517 executives.

Sl. No.	Title of the Training Program	Number of Programs	Number of Executives
1	Development and sustainability of Farmer Producer Organizations	3	100
2	Monitoring and Evaluation of Participatory Development Projects	2	44
3	Network for Revitalization of Rainfed Agriculture in India	5	151
4	Formation and Management of Producers' Groups (PGs) and Federations	3	66
5	Planning and Management of Integrated Watershed Management Projects (IWMP)	1	23
6	Sustainability of Watershed Projects	2	66
7	Futures Trading in Agricultural Commodities	3	67
Total		19	517



Current Director General with former Director General, Dr NK Sanghi may be seen along with the participants of the program on Revitalization of Rainfed Agriculture

3. Research

3.1 Research at MANAGE focuses on themes of contemporary relevance. Evaluation of various Government programs/projects is also undertaken to assess their impact. Action research is taken up to pilot-test ideas, concepts and technologies in field situations. Apart from this, consultancy is also provided to agriculture and allied departments/agencies for developing strategies and programs in response to their request.

3.2 During 2013-14, the following studies were taken up:

- Incorporating Marketing Component in SREP
- Social Benefits of Agri-Clinics and Agri-Business Centers Scheme
- Evolving Institutional Mechanism for strengthening Public-Private Partnership under ATMA through Agripreneurs
- Impact of the Interventions made for Gender Mainstreaming under Extension Reforms Scheme
- Rolling out IT-enabled Agricultural Services through Common Service Centers
- Index Development for Quality Assessment of Training Institutions in Agriculture
- Evolving strategies for Revitalization of Rain-fed Agriculture (RRA) in collaboration with RRA network.

Incorporating Marketing Component in SREP

3.3 Market-driven production rather than production - propelled marketing is the order of the day. At present, the agriculture and allied departments dealing with production enhancement are totally dissociated from the marketing setup. This calls for convergence amongst agriculture and allied departments in marketing of agricultural produce. Efforts were made to realize this objective through the Agricultural Technology Management Agency (ATMA) platform at district level. However, the marketing component did not get due importance in the Strategic Research and Extension Plan (SREP), a perspective plan from ATMA. Against this backdrop, a need was felt to

incorporate the marketing component in the SREPs by bringing the production and marketing agencies on a single platform. This necessitated the current action research to expand the focus of the SREP by incorporating the marketing perspective. The study covers Warangal district of Andhra Pradesh and is expected to be completed in 2015.

3.4 The objectives of the research study are:

- To understand the broad marketing scenario of the district in terms of marketing channels, storage, grading, packaging, transportation, system of wholesaling, retailing, financing, contract farming, group marketing etc.
- To develop standardized formats to assess the gaps in marketing practices, systems and infrastructure
- To come up with strategies to bridge the identified gaps for ensuring Good Marketing Practices (GMPs) in the district
- To develop a methodology for preparing an annual action plan on marketing as a component of SREP for the district
- To evolve a strategy and mechanism for better convergence between marketing and agriculture and allied departments for overcoming the existing compartmentalization.

3.5 After the initial review of literature, schedules have been prepared to collect information from different stakeholders of the agricultural marketing system such as farmers, APMCs, contract farming companies, groups – SHGs, CIGs, FIGs etc., officials, processors, retail chain players etc. These schedules were pre-tested and modified based on the feedback from the field. After detailed interaction with the district level officials of marketing, agriculture and horticulture departments in Warangal district, secondary data have been collected in respect of - APMCs functioning in the district, production pockets, marketing channels for various commodities, infrastructure facilities, budgets, market arrivals, MSP related issues, cold storages, warehouse facilities etc.

3.6 A one-day workshop was held with officials of the departments concerned and a common

understanding about the action research evolved. The data collection is under progress. After the data collection, the SREP for the marketing component will be drawn up by the line departments.

Social Benefits of Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme

3.7 The impacts of agricultural extension programs are usually measured in terms of increase in yield and income of the farmers, and enhancement of knowledge, skills and change in attitude of both extension workers and farmers. However, resultant social benefits, which really impact the living standards of the farmer's family, are not part of the impact studies though such social benefits are very important. The AC&ABC scheme is not an exception. Several studies conducted on impact of the scheme have been restricted to quantifiable parameters only.

3.8 However, informal feedback from the field indicates social benefits such as reduction in rural-urban migration, attracting qualified professionals to rural areas, gender empowerment, health and education awareness and perceiving agriculture as a respectable profession. It has been ten years since the scheme was launched, and it is high time now to examine the benefits accrued at the entrepreneur level and at the farmer level. In the light of this background, this study has been initiated to measure the tangible and intangible benefits accrued to the agripreneurs and farmers and to document the case studies on social benefits.

3.9 This study is being carried out in five states viz., Uttar Pradesh, Bihar, Karnataka, Maharashtra and Assam representing various regions of the country, based on the number of agriventures established under the scheme during the period April 2002 to December, 2009. The same criteria are used for the selection of districts in each state. The districts are – Varanasi, Patna, Bangalore, Pune and Kamrup.

3.10 It is observed from the secondary data that about 7000 agriventures were established in 32 different activities. A sample of 160 agripreneurs will be selected among the five states, based on the proportionate share in total number of agriventures established, at the rate of five agripreneurs for each of the 32 activities. A total of 480 farmers at the rate of three farmers receiving the services from each

agripreneur will be selected randomly from these five states for the study.

Evolving Institutional Mechanism for strengthening Public-Private Partnership under ATMA through Agripreneurs

3.11 As of now, over 32,000 agriculture professionals have been trained, under AC&ABC Scheme, of which around 12,000 have established agriventures. A mid-term evaluation by GoI and other research studies indicated that an agripreneur with 32 months of business experience covered an average of 30 villages, 19 farmers in each village, provided a variety of extension services to them resulting in enhancement of yield by 17.4%, income by 28.8% besides creating jobs for another 6 people in the same rural setup.

3.12 Extension Reforms have identified activities under Agri-Clinics and Agri-Business Centres under Cafeteria for promotion, by providing service charges for the extension activities carried out by agripreneurs. Revised guidelines of the AC&ABC scheme have incorporated several provisions for integration of extension activities of agripreneurs with those of ATMA. However, feedback from the agripreneurs has indicated that linkages between agripreneurs and ATMA are still very weak and the same has been endorsed by ATMA officials.

3.13 In view of the above, a need was felt to understand the existing linkages between ATMA and agripreneurs, identify the weak and potential areas of the linkages, evolve PPP models through wider consultation with stakeholders, document the process and develop a policy brief for up-scaling. Hence, this study for promoting PPP between ATMA and agripreneurs has been taken up.

3.14 This action research will be carried out in Varanasi District, which has 8 blocks and 69 established agriventures in different activities under agriculture and allied sectors.

Impact of the Interventions made for Gender Mainstreaming under Extension Reforms Scheme

3.15 One of the important objectives of the Centrally Sponsored Scheme "Support to State Extension Programs for Extension Reforms" being implemented by Ministry of Agriculture, GoI, is to

address gender concerns by mobilizing farm women into groups and providing them technologies. The scheme has made a provision of 30% of resources for capacity building of women farmers and women extension functionaries. The scheme also made a provision for involvement of women farmers in all decision making bodies of ATMA such as Governing Board (GB), ATMA Management Committee (AMC) and in the Block Farmers Advisory Committee (BFAC), so that the women farmers' interests are articulated and addressed. This study was taken up to assess the impact of the above-mentioned interventions on women farmers.

3.16 The specific objectives are to identify the activities implemented under ATMA using the 30% fund allocated, understand the processes adopted for identifying the needs of women farmers/women groups, examine the role played by women farmer representatives in decision making bodies such as BFAC and GB of ATMA, and to suggest appropriate measures to improve the effectiveness of the Extension Reforms Scheme further.

3.17 Six states namely Andhra Pradesh, Madhya Pradesh, Jharkhand, Uttarakhand, Assam and Maharashtra have been selected for data collection from the women farmer beneficiaries, women farmer representatives and officials concerned. A total number of 500 women farmer beneficiaries, 36 women farmer representatives and 36 officials will be interviewed to assess the impact of the ATMA interventions on women farmers.

Rolling out IT-enabled Agricultural Services through Common Service Centers

3.18 Common Service Centers (CSCs) act as gateways to deliver citizen services to rural population in their villages. The Ministry of Information Technology has so far established about one lakh CSCs in the country. Each CSC provides both free and paid citizen services to the people of six villages. In addition, the CSC guidelines envisage a wide variety of content and services in the area of agriculture and allied sectors. However, the services in agriculture and allied sectors are minimal except for providing details of land records to farmers.

3.19 The farmers need timely information on day-to-day farming issues such as availability of inputs, marketing opportunities, advisory support, and subsidies under various government schemes in agriculture and allied sectors. Hence, this study was undertaken to identify the various IT-enabled agricultural services that could be offered through the CSC gateway to farmers and to develop an integrated mechanism for delivery of these services through a network of key service providers.

3.20 The study is confined to three districts namely Nalgonda, Visakhapatnam and Pune where CSCs are established. A sample size of 240 farmers will be selected for the study. CSC-farmer interactions would be observed closely so as to understand their information needs and their willingness to pay for availing the services.

3.21 Detailed discussions were held with officials of NIC, CSC functionaries and farmer groups, and visits were undertaken to CSCs. Currently the questionnaire is being prepared for collection of data from farmers. The study is expected to be completed by September 2014.

Index Development for Quality Assessment of Training Institutions in Agriculture

3.22 Capacity building of stakeholders involved in the value chain of agriculture and allied areas, in public, private and NGO sectors, is adequately emphasized in XII Plan Approach Paper on extension. In this context, a need is felt for quality assessment and improvement of trainers and training institutions engaged in agricultural development. In view of this, a study was taken up to evolve, test and establish quality parameters for trainers, training institutions and training process so that the manpower available for agricultural development could be made more competent.

3.23 The objectives of this study are to identify the quality parameters and develop a quality index for trainers, training institutions and training process, and propose a 'Quality Assurance Programme' with a view to assess, grade and certify the trainers, training process and training institutions engaged in agricultural development.

3.24 The study would cover respondents from public and private sector institutions recognized

and established by government, quasi-government and independent agencies. The outcome expected is a self-administered index, which would help users to define, assess, grade and certify the trainer, training institution and training process. The questionnaires have been prepared and are being vetted by experts.

Evolving Strategies for Revitalization of Rainfed Agriculture (RRA) in collaboration with RRA Network

3.25 MANAGE has taken up a study for evolving strategies for revitalization of rainfed agriculture in collaboration with RRA Network. The objectives of the study include, analysing the institutional mechanisms for development of NRM integrated

production systems in rainfed areas; developing and identifying appropriate approaches for convergence-based development approach by involving ATMA, development departments and farmers organizations; and evolving operational strategies for integrating developmental initiatives into Block level planning.

3.26 As part of this study, combined training programs were organized for the officials of State departments and NGOs in identified states, and resource material based on field experiences is being developed. Additionally, the district administration of Malkangiri district of Odisha and Mahboobnagar district of Andhra Pradesh are involved in this project.

4. Schemes

Agri-Clinics and Agri-Business Centres Scheme (AC&ABC)

4.1 Inadequate quality manpower in extension has been a bottleneck in effective delivery of extension services. At the same time, a large number of agriculture professionals have not been finding gainful employment. Therefore, the Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme was launched by the Ministry of Agriculture, Government of India during 2002 to address these issues.

4.2 The objectives of the AC&ABC Scheme are as follows:

- 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, agriculture diploma holders, intermediate pass-outs in agriculture, and biological science graduates with PG in agri-related courses.

4.3 MANAGE is entrusted with the responsibility of coordinating training and handholding of the selected agricultural professionals under the scheme. MANAGE has been arranging a 2-month, free residential training in agri-entrepreneurship development for eligible agricultural professionals in their respective states through a network of 102 Nodal Training Institutes (NTIs). The training is followed by one-year handholding support from the NTIs for establishing agriventures. The trained agripreneurs are also assisted through start-up loans and credit-linked back-ended composite subsidy through banks and NABARD.

Salient features of the Scheme

4.4 Graduates in agriculture and allied disciplines from State Agricultural Universities (SAUs) and Central Agricultural Universities / Universities recognized by ICAR/UGC; Diploma Holders in agriculture and allied subjects from SAUs; Biological Science Graduates with post graduation in agriculture and allied subjects; and candidates at intermediate-level agriculture related courses with at least 55% marks are eligible to avail the benefits under the scheme.



Shri Jagdish Dhanani, Agripreneur, Ahmedabad has produced more than 235 Agriculture documentaries, short films, corporate films and films on high tech agriculture practices in Hindi, Gujarati and English. His films are educative and very popular among the farming community.



Shri S.V. Raju, Agripreneur, Chitradurga, Karnataka, explaining the functioning of Coconut Frond Chopper. He is designing, manufacturing and marketing farmer-friendly farm machinery and popularizing farm mechanization through custom hiring

4.5 The candidates are selected through a screening process at the NTI level involving stakeholders such as State Agriculture Department, NABARD, NTI, MANAGE, KVK, Bank and Agri-Business Company.

4.6 During the training, candidates are imparted basic knowledge on agricultural extension & agri-entrepreneurship, exposed to agriventures, guided to choose a project based on market survey and provided an opportunity for hands-on work experience, thus enabling them to prepare a Detailed Project Report (DPR) for submission to the banks. After completion of the training, one-year handholding support is provided through NTIs to ensure successful establishment of agriventures.

4.7 The project cost ceiling under the AC & ABC scheme for the purpose of subsidy is ₹ 20.00 lakhs for individual projects and ₹ 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 candidates/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.

Progress of AC & ABC during 2013-14

4.8 During the year, 4451 candidates were trained through 102 NTIs and 2320 agriventures were established under 29 categories of activities, thus achieving a success rate of 52.12%. The details may be seen in the table.



Shri R. Suresh Kumar, Agripreneur from Vijayawada, has developed Aerobic Fermentation Technology for manufacturing manure from poultry litter

Progress of AC&ABC Scheme during 2013-14

Sl.No	State	No. of Candidates Trained	No. of Agriventures established	No. of NTIs
1	Andhra Pradesh	207	78	5
2	Arunachal Pradesh	17	0	1
3	Assam	28	10	3
4	Bihar	141	89	6
5	Chattisgarh	47	23	4
6	Goa	1	0	0
7	Gujarat	104	46	4
8	Haryana	33	27	2
9	Himachal Pradesh	0	0	2
10	Jammu and Kashmir	29	12	3
11	Jharkhand	18	6	2
12	Karnataka	154	80	5
13	Kerala	16	1	3
14	Madhya Pradesh	141	89	3
15	Maharashtra	1157	617	13
16	Manipur	0	6	1
17	Meghalaya	0	0	1
18	Nagaland	0	0	0
19	Orissa	0	0	4
20	Pondicherry	8	6	1
21	Punjab	35	23	1
22	Rajasthan	36	21	6
23	Sikkim	0	0	1
24	Tamil Nadu	961	482	10
25	Uttar Pradesh	1161	598	13
26	Uttaranchal	43	21	3
27	West Bengal	114	85	5
Total		4451	2320	102

Activity-wise categorization of Agriventures established during 2013-14

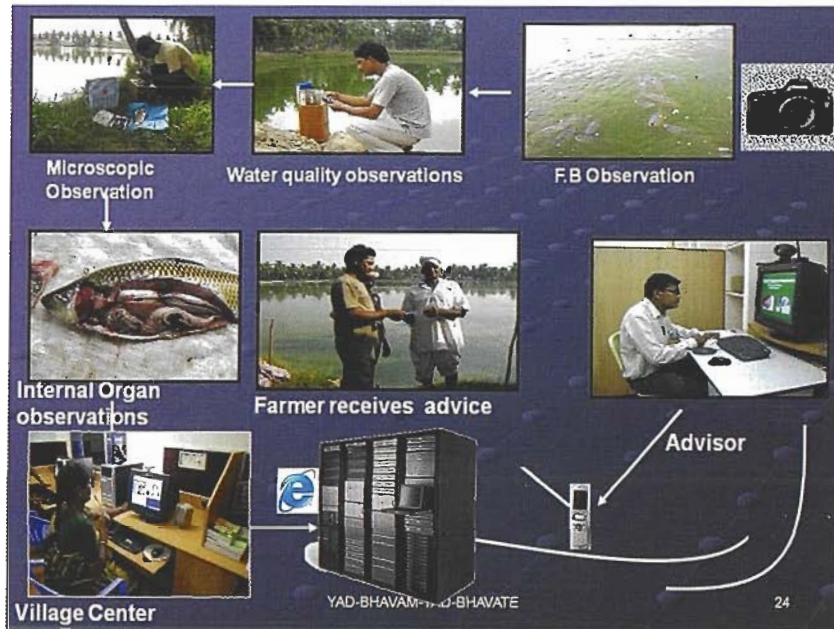
Sl. No.	Agriventure	Number
1.	Agriclinics	382
2.	Agri - Clinics and Agribusiness Centres	615
3.	Agro - Eco Tourism	1
4.	Bio - fertilizer Production and Marketing	4
5.	Contract Farming	8
6.	Cultivation of Medicinal Plants	3
7.	Direct Marketing / Retail Marketing	4
8.	Farm Machinery Unit	122
9.	Fisheries Development	34
10.	Floriculture	2
11.	Horticulture Clinic	12
12.	Landscaping + Nursery	10
13.	Nursery	64
14.	Organic Production/ Food Chain	1
15.	Pesticides Production and Marketing	4
16.	Value addition	48
17.	Fishery Clinic	2
18.	Seed Processing and Marketing	22
19.	Soil Testing Laboratory	2
20.	Tissue Culture Unit	1
21.	Vegetable Production and Marketing	40
22.	Vermicomposting / Organic manure	24
23.	Veterinary Clinics	46
24.	Crop Production	9
25.	Dairy / Poultry/Piggery/ Goat etc	834
26.	Agriculture Journalism	1
27.	Sericulture	4
28.	Mushroom Cultivation	10
29.	Apiary	11
Total		2320

Progress during 2002-2014

4.9 Since inception till 31st March 2014, a total of 37,120 candidates were trained and 15,313 agriventures were established, thus achieving a success rate of 41.25%. The details are as follows:

Progress of Agri-Clinics and Agri-Business Centres Scheme during 2002 -2014

Sl. No	State	No. of Candidates Trained	No. of Agriventures established
1	Andhra Pradesh	1613	611
2	Arunachal Pradesh	31	2
3	Assam	487	176
4	Bihar	2957	999
5	Chandigarh	2	1
6	Chattisgarh	328	165
7	Delhi	13	2
8	Goa	4	1
9	Gujarat	1170	424
10	Haryana	490	171
11	Himachal Pradesh	416	108
12	Jammu and Kashmir	1206	163
13	Jharkhand	559	133
14	Karnataka	2728	1115
15	Kerala	190	45
16	Madhya Pradesh	1033	389
17	Maharashtra	7886	3600
18	Manipur	382	119
19	Meghalaya	9	3
20	Mizoram	34	0
21	Nagaland	149	13
22	Orissa	507	105
23	Pondicherry	97	65
24	Punjab	461	161
25	Rajasthan	2408	875
26	Sikkim	0	0
27	Tamil Nadu	3925	1998
28	Tripura	1	0
29	Uttar Pradesh	7201	3638
30	Uttaranchal	324	88
31	West Bengal	509	143
	Total	37120	15313



Aquapreneur Shri Akbar Ali's model to promote Sustainable Fish farms in Andhra Pradesh, Karnataka and Odisha

Progress of the Scheme in Jammu and Kashmir

4.10 During the year, 29 candidates were trained, and 12 candidates have established agriventures through three NTIs in Jammu and Kashmir. Since inception, 1206 candidates were trained and 163 candidates have established agriventures.

Progress of the Scheme in North-Eastern States

4.11 In the North-Eastern states, seven training centres are imparting training to agricultural professionals under the scheme. During the year, 45 candidates were trained and 16 candidates have established agriventures. Since launching of the Scheme, 1093 candidates were trained and 313 have established agriventures.

Agripreneur - an e-Bulletin

4.12 The Centre for Agri-Entrepreneurship Development (CAD), MANAGE, has been bringing out a monthly e-bulletin 'Agripreneur', in English & Hindi, in order to reach out to the increasing number of stakeholders. This e-bulletin is a cost and time effective medium to reach the growing number of stakeholders and is reaching over 11,000 people every month. The Bulletin disseminates news on emerging developments, innovations, success stories, experiences and



learning in the field of Agri-Entrepreneurship to stakeholders across the globe.

Toll-free Helpline for Agripreneurs

4.13 In order to enhance the quality of services provided to all stakeholders of the AC&ABC scheme, MANAGE launched a toll-free helpline 1800-425-1556 in October 2013.

The helpline assists the callers on information relating to:

1. NTIs offering AC&ABC training in their state
2. Eligibility criteria to undergo training under the Scheme
3. Loans and subsidy
4. Refresher Training Programs.

The Call Centre also receives feedback/suggestions on training and handholding, and updates the status of agriventures and the contact details of agripreneurs.

Refresher Training Programs

4.14 During 2013-14, MANAGE organized 20 Refresher Training Programs covering 438 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 agripreneurs.



Annual Workshop for NTIs

4.15 During the year, MANAGE organized a workshop at Bhopal for Nodal Officers and Training Coordinators of NTIs. The workshop focused on sensitization on revised guidelines, measures to enhance the quality of training,



handholding and DPR preparation besides reviewing performance of NTIs. Fourteen new NTIs / Regional centers of NTIs were added during the year to expand AC & ABC activities.

Sensitization Programs organized by NABARD for promotion of AC&ABC Scheme

4.16 NABARD has been conducting several zonal, state and district level workshops for sensitizing the stakeholders towards achieving the objectives of the Scheme. Four zonal level 2-day workshops were organized with the participation of bankers, officers of NABARD, representatives of NTIs and some agripreneurs at Chandigarh, Guwahati, Bangalore and Bhopal. These workshops included a one-day field visit to agriventures.



Initiatives to update the status of pending loan proposals

4.17 MANAGE requested all the NTIs to revisit the pending projects in the field and report the current status so as to update the list of pending projects displayed in www.agriclinics.net. Additionally, senior faculty of MANAGE visited the Head Quarters of banks, that are having large number of pending loan proposals. Further, they also visited regional offices of NABARD, for discussions to expedite the release of subsidy. The whole exercise resulted in revisiting of 7934 pending project proposals and updating their status.

Revision of Training Content and Project Monitoring

4.18 This year, MANAGE has also revised the training content and initiated the process of monitoring the quality of project reports prepared by Nodal Training Institutes.

Participation in India International Trade Fair (IITF)

4.19 Agripreneurs, facilitated by MANAGE and the Ministry of Agriculture, participated in the IITF held in November 2013, at New Delhi, for creating awareness among various stakeholders about the potential of Agri-Entrepreneurship and its role in agricultural development.



Shri. Ashish Bahuguna, IAS, Secretary, MoA, GOI, visiting AC&ABC stall at IITF-2013, Pragathi Maidan, New Delhi

Participation of Innovative Agripreneurs in Krishi Vasant 2014

4.20 Krishi Vasant 2014, the biggest ever farm exposition, was conducted at Central Institute for Cotton Research, Nagpur, in February 2014. Twenty four innovative Agripreneurs from twelve States also participated in the event. The themes highlighted by innovative Agripreneurs were - Mobile. Agriculture School; promoting farmpreneurs in vermicomposting; head lamp for farmer's safety; integrated farming; medicinal crop cultivation, processing and marketing; scientific soil health management; preparation of ornaments from silk cocoon shell; preservation of Pengma fish; ICTs in fishery advisory; ratooning in Shatavari crop; precision bamboo cultivation; scientific goat breeding; low cost animal health management; solar based light trap in IPM; domestication of Japanese quail; pendal technique in tomato cultivation; contract farming and export management of gherkin; agri-media etc.



Innovative Agripreneurs with Shri B. Srinivas, IAS, Director General, MANAGE at Krishi Vasant-2014 at Nagpur, Maharashtra



Shri K. Ranga Reddy, Agripreneur from Hyderabad promotes Hydroponic Technology for Tomato cultivation



Successful Bamboo cultivation on Saline Soil by Shri Arun I. Wandre, Agripreneur from Kolhapur

**Outstanding Agripreneurs honoured during the year 2013-14
for their contribution to Agricultural Extension**



*Ms. M. Saritha Reddy, Agripreneur, awarded the "Best Prize"
at the Indian School of Business, Hyderabad*



*Shri S. Innasimuthu, Agripreneur, honoured by Sriman Devar Trust, Madurai, Tamil Nadu,
for his contribution to Environmental Awareness*



Agripreneurs of Uttar Pradesh, awarded by CARD in May, 2013 at Lucknow

Kisan Call Centre

4.21 The Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India launched Kisan Call Centers (KCC) in 2004 with an objective to respond to the issues raised by the farmers across the country, in respective local languages. Queries related to agriculture and allied sectors are being addressed by Subject Matter Specialists from the State Agricultural Universities and the State Departments concerned. As on today, there are 25 such Call Centers operational across the country in different states.

Operational Mechanism

4.22 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** (from landline) or **1800-180-1551** (from mobile). Once the farmer's call lands at the designated Call Center for the State, it is attended to by the Level-I functionaries, who record the basic information of the farmer and respond to the farmer's query.

4.23 If the queries cannot be answered at Level-I, those 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.

4.24 If the queries cannot be answered even at Level-II, these are escalated to a Central Institute (functioning in that state) designated as Level-III by DAC, MoA, GoI, for responding to such queries within 72 hours of their receipt.



MANAGE Role and Interventions

4.25 MANAGE has been identified as one of the Level-III institutions by Ministry of Agriculture and given the responsibility of coordinating the functioning of KCC in Andhra Pradesh. MANAGE also organizes need-based training programs for Level-I and Level-II functionaries.

Farmer Calls Received

4.26 The details of calls received by the KCC, Andhra Pradesh during the year are as follows:

S.No.	2013- 14 **	
	Month	Calls
1	April-13	13502
2	May-13	13829
3	June-13	12783
4	July-13	15619
5	August-13	19650
6	September-13	20888
7	October-13	22787
8	November-13	28699
9	December-13	23207
10	January-14	21818
11	February-14	24202
12	March-14	14054
	Total	231038
	Monthly	19253
	Daily	642

** Source: <http://dackkms.gov.in/>

Training Programs

4.27 Ten 'One-day Training-cum-review workshops' were organized during the year for Level-I and Level-II KCC functionaries of Andhra Pradesh. MANAGE also facilitated video interactions between district-level agriculture officers and KCC functionaries on four occasions to discuss field level problems and solutions.

5. Management Education Programs

Post-Graduate Diploma in Agricultural Extension Management (PGDAEM)

5.1 The public agricultural extension system plays a pivotal role in providing extension support to a large number of farmers. The demand on the system for dissemination of up-to-date technology to farmers calls for improved techno-managerial and extension competencies of the public extension personnel in agriculture and allied sectors in India. Similarly, there are a large number of private extension players like agribusiness companies, farmers' organizations, agripreneurs, input dealers, NGOs and cooperatives, who complement, supplement and also work in partnership with the public extension system at the grassroots level. These functionaries also need to be empowered for improving their effectiveness in the system.

5.2 Realising this need, MANAGE launched a one-year Post-Graduate Diploma in Agricultural Extension Management (PGDAEM) on a distance-learning mode during 2007. The program is sponsored by DAC, MoA, GoI, as a part of "Support to State Extension Programs for Extension Reforms Scheme".

5.3 Objectives of the Program

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

Course Structure and Content

5.4 The duration of the program is of one year, spread over two semesters, each of five courses, with a total load of 32 credits, and also includes assignments and a project. The course fee is ₹ 15,000/- for both public and private extension functionaries. The fee for public functionaries is met from the funds of Extension Reforms Scheme.

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)

5.5 The program is conducted on a distance-learning mode supported by printed study material in Hindi and English, video lectures and contact classes. These classes are organised at SAMETIs in various states for five days in each semester, before the commencement of the examinations. The video lectures of the course material have been placed on MANAGE website as a part of the revised pedagogy. These lectures enable the candidates to directly listen to the subject experts thus bringing the program as close as possible to a classroom mode.

Progress

5.6 Since inception, 7063 candidates have successfully completed the program. During the year under review, out of the 2696 candidates enrolled for the 6th batch, 1968 candidates appeared for the exams and 1295 candidates successfully completed the program.



Contact Classes

5.7 During December 2013, a Special Supplementary examination was conducted for the backlog candidates of 2007-08 to 2010-11. A total of 352 candidates availed this opportunity and 282 candidates were successful.

5.8 Further, 2097 candidates from 29 states enrolled into the program in January 2014 as the 7th batch of PGDAEM.

Diploma in Agricultural Extension Services for Input Dealers (DAESI)

5.9 MANAGE launched a one-year “Diploma in Agricultural Extension Services for Input Dealers (DAESI)” in 2003, in order to impart relevant agricultural knowledge, sufficient enough to transform the input dealers into para-extension professionals, to enable them to address the field level problems of farmers.

5.10 Program Objectives

- To orient the input dealers on location-specific crop production technologies.
- To build capacity of input dealers in efficient handling of inputs.
- To impart knowledge about laws pertaining to regulation of agricultural inputs.
- To make input dealers an effective source of farm information at the village level (one-stop shop) for the farmers.

Methodology

5.11 The DAESI program is organized on contact class-cum-distance education mode with field visits at district level. Classes are conducted every week on Sundays or on market holidays for 48 weeks, which include 40 classroom sessions and 8 field visits to various local agricultural institutions

and farmers' fields so as to acquaint them with the field problems. The program focuses on technical aspects of agriculture, extension management, personality development and legal aspects. In practical sessions and field visits, input dealers are trained in identification of causal organisms (insects, diseases and nutritional disorders) based on symptoms. Study material is provided in the local language and multi-media instructional devices are used by the experts in the class rooms.

Evaluation

5.12 The performance of the input dealers is evaluated based on bi-monthly quizzes, half-yearly and annual examinations and a final practical examination comprising of skill demonstration, identification of specimens of pests, diseases and nutritional disorders followed by a viva-voce. In order to qualify for the diploma, the candidate should have a minimum of 80% attendance and secure at least 40% marks.

Course Fee

5.13 The course is organized on a self-financing basis with a course fee of ₹ 20,000/- per enrolled input dealer. However, the State Governments of Odisha and Jharkhand have been meeting 75% of

the course fee (₹ 15000) from RKVY funds thus reducing the course fee remittance from each input dealer to only ₹ 5000/-.

Progress during 2013 -14

5.14 During the year, 391 input dealers completed the DAESI program. Further, 21 batches, comprising 806 input dealers, are undergoing the program in Andhra Pradesh, Odisha, Tamil Nadu, Jharkhand and West Bengal.

DAESI Evaluation

5.15 A third party evaluation of DAESI program has given some encouraging findings. Some of the key findings of the study are:

- 73% of the Input dealers surveyed reported increase in their confidence level in giving proper advice to farmers.
- Customer base for 81% of DAESI-trained input dealers surveyed has increased in post-DAESI years resulting in enhanced business income by 10% to 22%.
- Increased compliance with regulatory issues during agri-inputs sale by 95% of the trained dealers surveyed.

- 90% of the Agriculture department officials surveyed expressed that the DAESI-trained dealers were actively participating in providing extension services to farmers.
- 60% of the farmers surveyed expressed satisfaction with the advice given by the DAESI-trained input dealers.

5.16 Up-scaling and Strengthening DAESI

- MANAGE organized a National Consul-tation on up-scaling DAESI in August 2013, involving Agribusiness Companies, Nodal Training institutes, NGOs and officials of SAMETIs and State Agriculture departments.
- MANAGE requested the agri-business companies to make DAESI program mandatory for their input dealers, contribute towards their course fee to reduce financial burden on them and also involve actively in up-scaling the program.
- Refresher Training programs of 2-day duration were organized for 292 input dealers who had completed the DAESI program three years ago.



Input Dealers on a field visit

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

Genesis

5.17 Economic reforms had brought structural changes in the economy resulting in major shift in the Indian agricultural scenario. Subsistence agriculture had yielded to commercial agriculture opening up opportunities for value addition, packaging and export of agricultural products with strikingly high levels of technology. Further, globalization had also provided unprecedented opportunities in the agri-business sector as well as posed great challenges. These and other concomitant forces of change demanded managerial skills in the agribusiness sector.

5.18 The agribusiness sector has vast potential both at national and international level. One of the critical inputs to achieve this potential is competent techno-managerial manpower. In response to this need, MANAGE launched a two-year 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

5.19 The program aims to prepare business leaders and techno-managers for careers in sectors related to agriculture, food, agri-inputs, 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

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

Program Design

5.21 The program is designed as per the needs of the various segments of the agribusiness sector, and is divided into VII trimesters covering 116 credits. Forty-two subjects, broadly distributed into basic, functional, sectoral and general courses, are covered in the academic curriculum. Courses with focus on Agribusiness Management include Agri-inputs 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 an assignment offered by Agribusiness companies. This helps the students to refine their knowledge and sharpen their managerial skills through hands-on experience in field situations. The summer project is evaluated by the supervisor or an executive from the company. These projects carry 10 credits and are evaluated for 100 marks. All the students of the 2013-15 batch are placed for Summer Internship.

5.23 The companies, which offered internship to the students are: “Adani Wilmar, APPL, Agricultural Skill Council of India, BASF, Bayer Bioscience, Bharat Insecticide, Development Credit Bank (DCB), Dhaanya Seeds, Dow Agro Science, Dupont, ICRISAT, HDFC - Ergo, ITC Ltd. ABD, Mahyco, Makhteshim Agan, Mondelez International, National Innovation Foundation - India, NCDEX, National Collateral Management Services Ltd., National Skill Foundation of India, Omnivore Venture Capital, Origo Commodities India Private Ltd., PwC, SAB Miller, SKS Ramicides and Vrutti (CMS)”.

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



Industrial Visit

5.25 An industrial visit is undertaken by the students in the fifth trimester. The objective of the visit is to approach new companies and appraise them about the unique features and strengths of PGDM (ABM). It also provides an opportunity to explore possibilities for final placement and summer internship with these companies. Students of PGDM (ABM) 2012-14 batch visited over 200 companies and made presentations to the senior executives.

SPICE Newsletter

5.26 This quarterly newsletter is brought out by the students of PGDM (ABM). The 'SPICE' features the latest campus news including industry-interface program, guest lectures, events, articles by students and faculty feedback. Four issues were published during the year.

Final Placement

5.27 Twenty-nine companies visited the campus and recruited all the graduates, thus achieving 100% placement. The placements were offered with a CTC in the range of ₹ 3.58 - 26.00 lakhs per annum with average CTC being ₹ 7.46 lakhs per annum.

5.28 The companies which recruited the students are: "AfriVenture (Africa), Ajeet Seeds, Bayer Crop Science, BRLP, Century Ply India Ltd., Dhaanya Seeds, Dow Agro Science, FMC India,

Frontier Growth Advisers, Go4Fresh, HDFC Bank, HDFC Ergo, ICICI Bank, ING Vysya Bank, INI Farms, Intellicap, KRIBHCO, Maalaxmi, Magma, Mahyco, MTR Foods, NCDEX, SAB Miller, Sahaj, SKS Ramicides, Triton Group (Africa), UPL Ltd., USAgriseeds and YES Bank".

Program Management

5.29 The program is guided by Committees such as Advisory Committee, Academic Committee, Examination Committee, Appeals Committee and Grievance Redressal Committee.

Ranking of PGDM (ABM)

5.30 MANAGE continued to be ranked as one of the best B-Schools in the country. Recent rankings released by OUTLOOK-2013 re-emphasized the MANAGE brand. The ranks given by the magazine are as follows;

- 18th Rank Overall
- 2nd Best Sectoral B-School
- 10th Best Govt. B-School
- 3rd Best B-School in South

Interaction with Business Leaders

5.31 Industry interface is an important activity of this program wherein eminent persons from the Industry and Academia are invited to interact with the students. Some of the executives who interacted with students during the year are:

Sl.No.	Name of the Company	Name of the Business Leader
1.	AB Vista	Dr. Dinesh Bhosle, Regional Director
2.	Advanta Seeds	Mr. Nanjappa, Marketing Head
3.	Amalgamated Plantations Pvt. Ltd.	Mr. Avinash Karn, Project Manager
4.	Bayer Bio Science Pvt. Ltd.	Mr. Sanjeev Patyal, Product Manager, Rice Mr. Vivek Kaila, Manager Business Support
5.	Bharat Insecticides	Mr. Chandni Trivedi & Mr. Sabyasachi
6.	BRLPS	Ms. Jaya, Head (HR)
7.	Dow Agrosience	Mr. Sunil Singh (NSL), Ms. S Laxmi, HR Partner
8.	E.I.DuPont India - Crop Protection Division	Ms. Shikha Verma, Six Sigma Black Belt and Ms. Poonam Choudhury, Talent Acquisition
9.	Ernst & Young	Mr. G. Tejaswi Rama, Head HR
10.	FICCI	Mr. Ravi Kiran

Sl.No.	Name of the Company	Name of the Business Leader
11.	HDFC Bank	Mr. Sanket Kudav & Mr. Michael Andrade
12.	ICICI Bank	Ms. Himani Madhan
13.	InI Farms Private Limited	Mr. Ranu Yadvendu
14.	ITC Ltd. -ABD	Mr. Siva Kumar S, CEO
15.	ITC Ltd. -ABD	Ms. Shivani, HR, Mr. Nirmal Reddy, GM Commodities
16.	Kotak Mahindra Bank Limited	Mr. Suresh Nagarapu
17.	Mahindra & Mahindra	Mr. Pradeep Cheema, Business Head Crop Care division; Mr. Ramadass Velmurugan, Business Head, Seeds division; Mr. Rahul Matta, HR
18.	Mahyco	Mr. Krushnanand Shirpurkar, Lead HR, Mr. Ajay Vaidya, Chief HR Officer
19.	Makhteshim Agan	Mr. Rama Chandra, Business Analyst
20.	Metahelix Life Sciences Limited	Mr. Ravi Krishna, CEO
21.	Mondelez International	Mr. V. Sridhar, Sr.Manager, Strategic Sourcing Ms. Kashmo Durgesh, HR
22.	MTR Foods	Mr. K. E. Roy
23.	Navbharat Seeds	Dr. D.B. Desai, MD
24.	Netafim India Irrigation Pvt. Ltd.	Mr. Krishna Shah
25.	NSFI	Mr. N. Sai Krishna, Head -Research
26.	Origo Commodities India Pvt. Ltd.	Mr. Sunoor Kaul, Director, Mr. Kapil Reddy, General Manager - Structured Commodity Finance
27.	PwC India Pvt. Ltd.	Mr. Ajay Kakra, Associate Director, Agri and Natural Resources, GRID, Mr. Sunjay VC, Senior Manager, Ms. Rimjhim Varma, HR
28.	SAB Miller	Mr. Mefy Thomas, HR, Mr. Kiran Reddy, VP, Supply Chain
29.	Sahaj e Village	Mr. Abhishek Chatterji, HR
30.	Triton Group	Ms. Niveditha, HR
31.	YES Bank	Mr. Manian & Ms. Isha Chandra

Moments of Pride

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

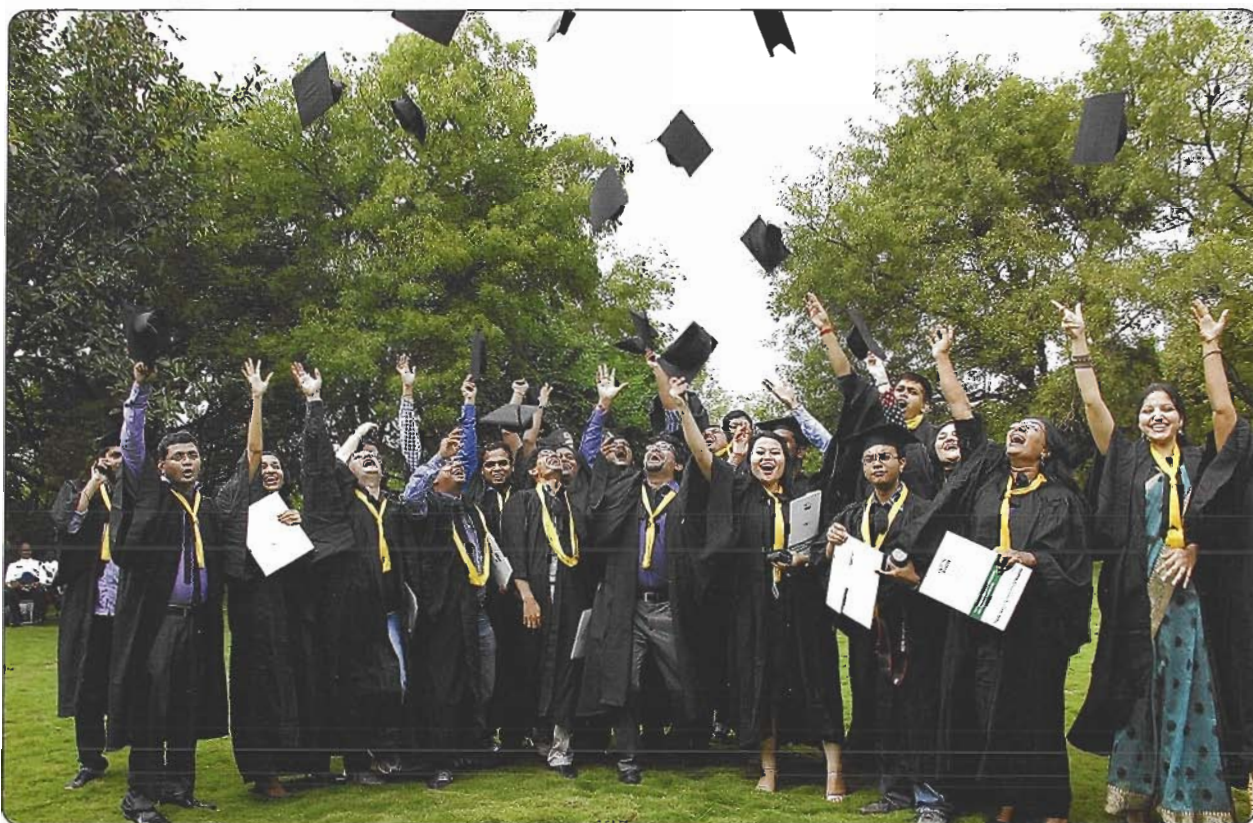
- First prize in “Vipanan” – Marketing Plan at IIPM, Bengaluru in November, 2013.
- Best Speaker Award in “Conquest” – International Parliamentary Debate at MDI Gurgaon in November, 2013.
- 2nd Prize in Spark – an Idea Hunt, a live case study based B-Plan competition at IIT Bombay in March 2014.

- Second prize in “Prabandhaz-2013” – Marketing Plan at TNAU, Coimbatore in December, 2013.



Convocation – 2013

5.33 The Convocation for seven batches of PGDM (ABM) (2005-07 to 2011-13) and three batches of PGD-AWASCM (2006-07 to 2008-09) was held on 26th October, 2013 at MANAGE. Shri Ashish Bahuguna, IAS, Secretary (A&C), Government of India graced the ceremony as Chief Guest. The convocation was followed by MANAGE Alumni Meet.



Scholarship Scheme for Meritorious-cum-Needy students of PGDM (ABM)

5.34 Based on the directions of the Special General Council in April 2013, the 65th Meeting of the MANAGE Executive Council has recommended instituting a Scholarship for 'Meritorious-cum-Needy Students' of PGDM (ABM). The objective of the Scheme is to provide financial assistance to meritorious students, who are economically backward, to enable them to pursue Post Graduate Diploma in Management (Agri Business Management) at MANAGE. The number of Scholarships each year will be restricted to either 10 or 50% of the number of eligible students of each batch, whichever is lower. The amount of scholarship per student per year is fixed as Rs. One lakh. The Scheme will come into force with effect from the academic year 2014-15.

Merit Recognition Scheme (MRS)

5.35 In order to promote merit and reward high performers, a Merit Recognition Scheme (MRS) was introduced by MANAGE for the PGDM (ABM) students from 2012-14 batch onwards. Merit Certificates and Cash Awards were distributed to toppers of select courses, trimesters, and the Academic Year and to those who registered maximum attendance during the year.

Lit 'O MELANGE – 2014 (Literary Event)

5.36 The Literary Event 'Lit 'O' Melange' was conducted in March, 2014 at MANAGE. Various events including (i) **SCRIVEN** – An Essay Writing Competition, (ii) **WRANGLE** – The Debate competition, (iii) **PROMPT IMPROMPTU** - An Extempore Event and (iv) **NEURON TWISTER** – The Quiz Competition, were conducted as part of this event.



6. Information, Documentation and Publications

6.1 The Centre for Knowledge Management, ICT and Mass Media, apart from undertaking training and research activities, provides information and documentation services, Information Technology support and facilities in order to support training, teaching, research and consultancy programs.

Information Resources

6.2 Resources include books, journals, reports, video cassettes, CDs/DVDs in agriculture and allied areas. 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, information technology and other related areas.

Electronic Databases

6.3 During the year, MANAGE subscribed to electronic databases 'Prowess' and 'India Stats'. Prowess is a database of Indian companies, while India Stats is an online database giving access to statistical information on India. The Library also subscribed to an e-journal database 'ABI-Inform' from Proquest.

Library Automation

6.4 The database of books, journals, articles, videos and CD-ROMs is managed through eGranthalaya - 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. The library periodically alerts faculty to the new resources added to the collection by sending details of articles published in current journals and new books.

Publications

6.5 During the year under review, MANAGE published two issues of the half-yearly 'Journal of Agricultural Extension Management'. This Journal disseminates 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.

6.6 The bi-monthly MANAGE Bulletin focuses on various activities of MANAGE such as training,





education, research, consultancy, scheme implementation, administrative matters etc. The Bulletin is accessible online.

Information Technology Support

6.7 In the institute, there are 150 latest computer systems connected to one leased line of 20 mbps with 24 hours Internet connectivity. Video-conferencing facility is available to facilitate communication with the Ministry and various other sister institutions.

MANAGE on the Web

6.8 The website at www.manage.gov.in provides the latest information on MANAGE training and education programs, projects and publications, both in Hindi and English. The Academic Calendar is available on MANAGE website.

6.9 Information about GoI sponsored schemes implemented by MANAGE, and updates on MANAGE Research and Consultancy projects are also available on the website.

7. Promotion of Official Language

7.1 In pursuance of Sub Rule (4) of the Rule 10 of the Official Language Rules, 1976, the Central Government, vide its Gazette notification No. 3-3/2011-Official Language Policy dated 5th August 2013, has notified MANAGE as an organization wherein 80% staff have acquired the working knowledge of Hindi.

7.2 During the year under review, the quarterly meetings of the Official Language Implementation Committee were conducted regularly and reports sent to the Department of Official Language, Ministry of Agriculture, and the Regional Implementation Office, Department of Official Language, South Block, Bangalore.

7.3 Correspondence from MANAGE with the States under "Regions A and B" of Official Language Rules was made in Hindi and English (bilingual). In compliance with Section 3 (3) of Official Languages Act, efforts are on to prepare the documents in bi-lingual form. The 'Annual Report'

and the 'Annual Accounts' for the year 2012-13 and the Agenda and Minutes of the General Council were prepared in bilingual format.

7.4 MANAGE has translated over 80% of its training material into Hindi and made it available to trainees. Over 3000 pages of the PGDAEM course material and over 2000 pages of study material provided to executive trainees of USAID sponsored international training programs have also been translated into Hindi for distribution to the officers in Hindi speaking States. MANAGE website is in bi-lingual form and was updated regularly.

7.5 Further, MANAGE assisted the Department of Agriculture & Cooperation, Ministry of Agriculture, in printing Farmer- Friendly literature in Hindi for distribution to farmers during Krishi Vasant 2014 in Nagpur.

7.6 Hindi Week was organized during September 2013. Various competitions were organized and prizes distributed to the winners.



8. Administration and Accounts

8.1 The general supervision of MANAGE is vested with the General Council presided over by Hon'ble Union Agriculture Minister, Government of India. The Hon'ble Minister of State for Agriculture and the Secretary (A&C) are the Vice Presidents of the General Council. The Council exercises overall control on MANAGE and issues policy directions for its efficient management. The composition of the General Council is given at *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 its bye-laws and rules. The Executive Council is chaired by the Secretary (A&C). The composition of the Executive Council is at *Annexure-II*.

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

Accounts and Engineering wings. The profile of the Academic Staff and Officers is given at *Annexure-III*.

Funds

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

Meetings

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

General Council

- A Special General Council Meeting was held on 21st April 2013.



*Shri Sharad Pawar, Hon'ble Union Minister for Agriculture, presiding over the General Council Meeting
Shri Ashish Bahuguna, IAS, Secretary (Agriculture & Cooperation) and
Shri B. Srinivas, IAS, Director General, MANAGE are to his right.*

Executive Council

- The 65th Meeting of the Executive Council was held on 26th October 2013.



*Shri Ashish Bahuguna, Secretary (A & C) (2nd from left) presiding over the EC Meeting.
To his left are Shri Sanjeev Gupta, Joint Secretary and Shri S.K. Goel, Additional Chief Secretary, Maharashtra.
Shri B. Srinivas, Director General, MANAGE is to his right*

9. Results Framework Document (RFD)

9.1 All RFD targets for the year 2013-14 were achieved. The key objectives / activities indicated in MANAGE RFD included – Training and Capacity Building; Research & Consultancy; Educational programs – PGDAEM, DAESI and PGDM (ABM); Implementation of GoI sponsored schemes – AC&ABC and KCC; Documentation and ISO Certification.

ISO 9001:2008 Certification for MANAGE

9.2 MANAGE has prepared a roadmap for ISO 9001:2008 Certification under which all institutional services have been categorized into 12 Service Units. The process documents containing the details of the services, the quality and the time lines to deliver various services were prepared. Further, as required by ISO, internal auditors were identified and trained. Implementation of the procedures started with effect from 1st January 2014.

ANNEXURES

Annexure - I

Composition of General Council of MANAGE as on 31/03/2014

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
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 -110 001
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
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

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
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) Agri. & Cooperation Department Government of Andhra Pradesh 'D' Block, 1st Floor, Secretariat Hyderabad – 500032
		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, IAS Principal Secretary (Agriculture) Government of Jharkhand Nepal House, Post Doranda Ranchi –834001 Jharkhand
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.	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
		20	Shri. Deo Mitra Singh Director of Agriculture Government of Uttar Pradesh Department of Agriculture Krishi Bhavan, Lucknow Uttar Pradesh
xiii	The Director General of MANAGE appointed by the Government of India, Ministry of Agriculture. (Ex-Officio Member & Member Secretary)	21	Dr. M. Rajendran Director of Agriculture Government of Tamil Nadu Chepauk, Chennai –600005 Tamil Nadu
		22	Shri. B. Srinivas, IAS Director General National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad -500 030

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
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 31/03/2014

Rule No.	Composition of Executive Council	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-official Members)
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 in-charge of Extension in the Ministry/ Department, Govt. of India dealing with MANAGE shall be the Vice-Chairman of the Executive Council	2	Shri. Dalip Singh, IAS Additional Secretary (Extension) Dept. of Agriculture & Cooperation Ministry of Agriculture, Government of India Krishi Bhavan, New Delhi - 110 001
c)	The Director General of MANAGE	3	Shri. B. Srinivas, IAS Director General National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad - 500 030
d)	Joint Secretary in-charge of Extension and Financial Adviser in the Ministry / Department, Government of India dealing with MANAGE	4	Shri. Sanjeev Gupta, IAS Joint Secretary (Agricultural Extension) Dept. of Agriculture & Cooperation Ministry of Agriculture Government of India Krishi Bhawan New Delhi -110 001
		5	Shri Raghav Chandra, IAS Additional Secretary & Financial Adviser, Dept. of Agriculture & Cooperation Ministry of Agriculture Government of India Krishi Bhawan New Delhi -110 001

Rule No.	Composition of Executive Council	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-official Members)
e)	Non-official Members Two eminent persons who have made note-worthy contributions in the fields of agricultural development / allied subjects; to be nominated by the Government of India from among the members of the General Council	6	Shri. Narendra Murkumbi Managing Director Renuka Sugars Limited 7th Floor, Devchand House, Shiv Sagar Estate, Dr. Annie Besant Road Worli, Mumbai-400018, Maharashtra
		7.	Shri. Sudhir Kumar Goel, IAS Additional Chief Secretary (Agri.) Government of Maharashtra Mantralaya Annexe, Room No.510 Mumbai-400032, Maharashtra
f)	One member to be nominated by the General Council from among the non-official members of the General Council	8.	Vacant

Profile of MANAGE Academic Staff and Officers

Director General

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

MANAGE Faculty

Dr. V.P. Sharma
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