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MANAGE

INTRODUCTION

The annual report for the year 1995-96, had indicated the innovative dimensions into which MANAGE was diversifying its professional services so as to fulfill its role as an apex, pace-setter institution. Integrating the latest concepts with the most down-to-earth practical realities, thus creating practicable modules for modernization and optimization of the effectiveness of extension systems has always been a core concern for MANAGE.

In pursuance of our concerns as mentioned above, MANAGE has tried to discern the major paradigm shifts occurring in Indian agriculture. Rapid change due to technological break through has been a prime feature of agriculture in our country. The recent few years have, however, witnessed a major alteration in the direction and acceleration in the pace of change. The major force catalyzing this has been the radical changes in the economy and policies regulating the same.

The main features of this change have been

i) the increasing influence of business environment on farmers and their decisions

ii) the entry of private sector enterprises into agriculture on a massive scale.

The major consequences of these have been the increasing trend of the on-farm processes becoming dictated by economic and market related forces; and agricultural extension service no longer remaining in the exclusive domain of government development departments. Private agri-business firms have began establishing and expanding their extension networks. Several of these firms have approached MANAGE for help in enhancing effectiveness of their extension systems. MANAGE, on its part, perceived in this process a unique opportunity to educate private agri-business firms that their long term business interests are essentially



dependent on their being able to act in ways that protect and enhance the farmers interests as well. The present report indicates two such efforts. MANAGE has provided consultancy service and later extended help through its students undergoing the Post-graduate Diploma in Agri-business Management programme to help two major companies dealing with edible oils on introduction of Farming Situation Based Extension and integration of farmers Indigenous Technical Knowledge into their extension system. It is submitted that in the days to come MANAGE, in order to fulfill its basic mandate needs to seek further opportunities for spreading its fundamental value of farmer-centeredness of extension process within the agri-business domain.

The above concerns have also been reflected in launching of the one year PG Diploma in Agricultural Extension Management as a further indication of the commitment of MANAGE to strengthen the extension system.

MANAGE will continue to explore and experiment with innovative approaches and methodologies to fulfill its mission by providing professional services of the desired level of excellence. MANAGE is planning to initiate Business Process Reengineering and obtain ISO certification as a further indication of its commitment.

CHARTER

Develop linkages between prominent state, regional, national and international institutions in Agricultural Extension Management.

Gain insight into Agricultural Extension Management systems and policies.

Forge collaborative linkages with national and international institutions for sharing faculty resource.

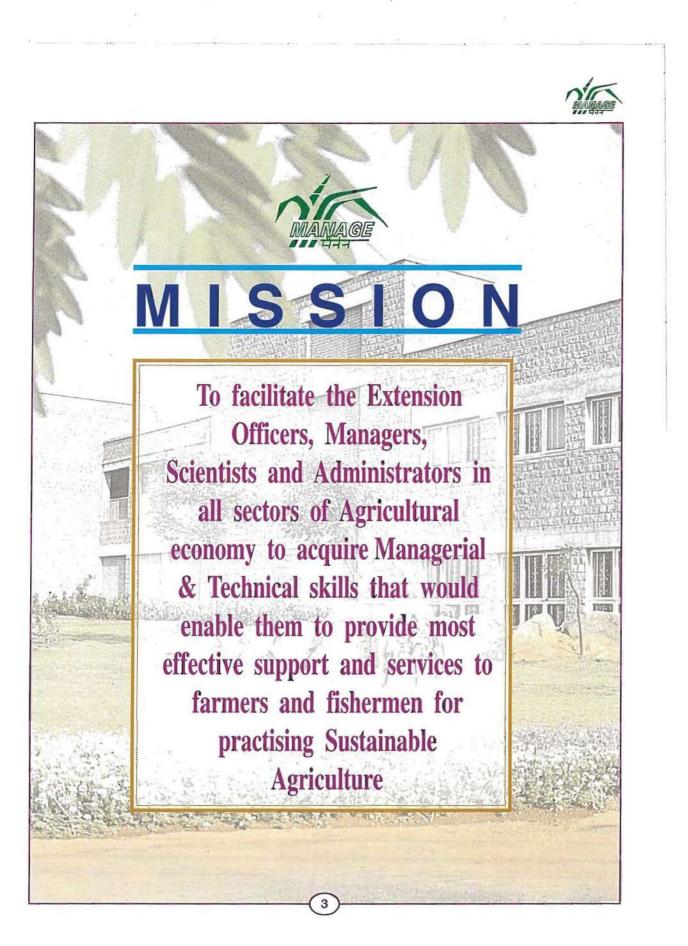
Develop and promote the applications of modern management tools for improving the effectiveness of agricultural extension organisations through better management of human and material resources.

Organise need-based training programs for senior and middle level agricultural extension functionaries.

Conduct problem-oriented studies on Agricultural Extension Management as a sequel to the feedback from training programs.

Function as an international documentation centre for collecting, storing, processing and disseminating information on all subjects related to agricultural management.







To be counted among the most pioneering, innovative, user - friendly and self - supporting Agricultural Management Institutes in the World



ACHIEVEMENTS 1996 - 97

Professional services rendered to our clientele are in the areas of Training, Consultancy and Research.

2.1.1 General Programmes 2.1.1.1 Workshops

2.1 Training

During 1996-97, 78 programmes including Management Development Programmes, Consultancy cum-training programmes, both at the national and international level and Distance Learning Programmes were organised for 1854 participants. Of these, 31 were off - campus programmes.

Details of the programmes may kindly be seen at Annexure I.

A consultative workshop was conducted by MANAGE with State Secretaries, Commissioners of Agriculture, Directors of SAU's etc., during April 1996 in order to evolve a strategy for its training programmes.

During October 1996, MANAGE conducted a workshop for Ambassadors and High Commissioners from Afro-Asian Countries at Delhi, wherein the working of MANAGE, details about areas of training and type of Training Programmes-cum-Study visits

TABLE	1:	TYPES	OF	TRAINING	PROGRAMMES	CONDUCTED
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S.No.	Nature of the Programme	No. of Programmes	No. of Trg Weeks	No. of Participants
1.	General Programmes			
	a) Workshops	3	2.5	60
	b) Management Dev. Programmes	14	28.0	178
2.	Consultancy-cum-training programmes	20	37.5	445
3.	Sponsored Programmes	29	35.5	892
4.	International Training-cum-study visit	3	16	5
5.	P.G. Diploma course in Agri.Business Management	1	33	24
5.	Distance Learning Programmes	8	8.0	250
	TOTAL	78	160.5	1854

being organised were detailed. In all, 14 participants from various developing countries attended the programme.

MANAGE also conducted a facilitators development workshop where 25 facilitators participated.

'Blue Print for Success' was a two day workshop organised at MANAGE during November 1996 with a focus on personal and professional development. The resource person was Mr. Shiv Khera, a management consultant and founder of Qualified Learning Systems Inc., based at New Jersey, U.S.A. The participants numbering 100 included trainees, students, Guest Faculty and MANAGE faculty.



2.1.1.2 Management Development Programmes

Under Management Development 14 Programmes were conducted which include 2 Banner Programmes, one on "Natural

S.N	Io.	Nature of the Programme	No. of Programmes	No. of Trg. Weeks	No. of Participants
۱.	A)	Banner Programmes:			
	1)	Natural Resource Management in Rainfed Farming Areas	1	6	16
	2)	Agricultural Policy Planning and Management	1	6	8
	B)	Other Programmes:			
	1.	MDP for Women Extension Functionaries	1	1	13
	2.	Watershed Management	1	1	27
	3.	Integrated Pest Management of Heliothis on Cotton and Bengal Gram and Red			
		Hairy Caterpillar	3	3	47
	4.	Multimedia and Information Technology	4	8	18
	5.	Programme on Team Building skills for MANAGE Staff and an Official from ARMTI, Nigeria	3	3	49
		TOTAL	14	28	178

Resources Management in Rainfed Farming Areas" and another on "Agricultural Policy Planning and Management". Others included programmes for "Women Extension Functionaries", "Participatory Watershed Management", "Integrated Pest Management" "Multimedia on Watershed Management" and "Information Technology" besides programmes on Team building skills for MANAGE staff and an official from ARMTI, Nigeria. The details are given in table 2.



S.No.	State & Nature of the Projects	No. of Programmes	No. of weeks	Venue	No. of Participants
1.	Madhya Pradesh Upgradation of Managerial skills under NWDPRA for officials of Dept. Of Agri. Government of Madhya Pradesh	8	8	Rewa/Raipur Bastar Indore, Ujjain Bilaspur, Sagar Gwalior	177
2.	 Andhra Pradesh: a) Training of Trainers on Participatory Extension Management and Participatory Technology Management for officials of the Dept. Of Agriculture Government of Andhra Pradesh under HRD Project. 	9	27	MANAGE Hyderabad	186
	b) Review Workshops	2	2	ASTI Hyderabad	58
3.	Orissa Diagnostic Workshop for Watershed Development Projects being implemented in KVK districts of Orissa sponsored by Dept. Of Agri. Government of Orissa.	1	.5		24
	TOTAL	20	37.5		445

2.1.2 Consultancy based training Programmes

Various State Government, Government, and Non-Governmental organizations have approached MANAGE to take up programmes for the development of managerial skills of the staff working in their core projects. To start with, a diagnostic workshop is organised with all those involved in the project including the input suppliers, marketing agencies to understand and appreciate the problems being faced and steps which could be taken to tackle it, and the points to be kept in view while designing the modules for project consultancy and training. Training programmes follow with 2-3 mid-term workshops to review the progress of the programmes and to correct the course if necessary to meet the growing and / or identified requirements. There is a workshop at the end to review the final output and follow-up. MANAGE has conducted 20 such programmes for 445 participants as detailed in Table 3.



2.1.3 Sponsored Programmes

For the first time MANAGE has taken up programmes sponsored by Department of Personnel and Training which include 3 programmes for IAS Officers, besides 2 programmes for senior officers of the Department. This was a follow up of a workshop conducted at the behest of the Department of Personnel and Training for reviewing and redesigning the course modules for training of senior and middle level IAS

S.N	o. Nature of	Programme	No.of Programme	No.of s weeks	Venue	No. of participants
1.	DOPT Sponse	ored Programmes				
	a) Workshop	0	1	0.5	MANAGE	11
		ne for IAS Officers	2	4	MANAGE	19
	c) Programm	ne for Senior ental Officers	1	1	MANAGE	27
2.	Programmes s International					
		ne on Rainfed Project in Eastern	4	4	Calcutta, Ranchi, Puri	93



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	b)	Programme for officials of Indo Swiss Development Corporation	1	1	Gulbarga, Karnataka	24
3.		ogrammes sponsored by siness Houses				
	a)	Marico Industries	2	16	Bhopal	75
	b)	Karnataka Seed Development Corporation	1	1	Bangalore	144
4.		ogrammes sponsored by ious State Departments A.P. Department of Tribal Welfare Programme on management development skills through PRA under IFAD project	8	16	Various tribal blocks and MANAGE, Hyderabad	166
	b)	A.P. Department of Animal Husbandry MDP for officers of the department under HRD project	1	1	MANAGE Hyderabad	18
	c)	 M.P. Department of Forest a) Programme on PRA techniques for officials of forest department 	2	2	Baitul Balaghat	48
5)	Pro	grammes sponsored by NGOs				
	a)	Centre for World Solidarity Programme on Integrated Pest Management	2	1	Ahmednagar	51
	b)	Villages in Participation: Programme on PRA for the officials of NGOs	1	0.5	MANAGE	08
	c)	Centre for Environment Concerns Fallows, Threats and Opportunities	1	0.5	MANAGE	50
6)		grammes sponsored by er Institutions				
	a)	Programme on "Team Building" for the officials of the LBSNA	1	79	Mussorie	79
×	b)	Programme on "PRA & Log Frame" for the probationary IAS officers	1	79	Mussorie	79
		TOTAL	29	35.5		892

officers Faculty from LBSNAA and various other National Level Institutes and some of the Senior Officers attended the programme and gave their feed back which was helpful in designing the course module.

The Overseas Development Adminstration of U.K, which is working on Rainfed Farming Project in Eastern India in collaboration with KRIBHCO, approached MANAGE to take up training programmes for the project staff in various parts of Eastern India. MANAGE has conducted 4 such programmes, of one week duration each, in Calcutta, Ranchi and Puri with 93 participants. One programme was organised at the instance of Indo- Swiss Development Corporation for their officials on Managerial skills Development.

A diagnostic workshop cum training programme was also conducted for Karnataka Seed Development Corporation in which there were about 144 participants including 100 farmers.

Various State Governments also sponsor specialised training in various areas and have approached MANAGE to conduct the programmes. Government of Andhra Pradesh sponsored 8 programmes for training ITDA functionaries in Managerial Skills Development, P.R.A. techniques and Farming Situation Based Extension.

MANAGE has taken up a few programmes in collaboration with NGO's. Two programmes on Integrated Pest Management were conducted in collaboration with the "Centre for World Solidarity" at Ahmednagar and Guntur and one programme on PRA for officials of 'Villages in Partnership' an NGO working at the District Level in A.P., and yet another on 'Fallows - Threats and Opportunities' at the initiative of "Centre for Environment Concerns".

Two programmes one for the faculty of LBSNAA in Mussorie on "Team Building" and another for the IAS probationers on "PRA and Log Frame" have been conducted at the initiative of the Academy. Details of the Sponsored Programmes conducted during 1996-97 are given in Table 4.

2.1.4 International Training Programmes

Three programmes have been conducted with 5 participants. One was a Programme on Monitoring and Evaluation of Rural Development projects sponsored by UNOPS and one on Agricultural Credit and Marketing for two Sudanese participants by UNOPS, and two from NIGERIA, ARMTI including the Director of ARMTI. The Banner Programmes have also been opened for the participants of SAARC countries.

2.1.5 Conduct of Distance Learning Programmes

In the Distance Learning Programme in Agriculture on various crops / Animal Husbandry, so far on most of the subject areas, the first and second phases of the programmes viz., Farmer Training and Farmer





S.No.	Subject areas (Crop/A.H)	Particulars	Location	No.of farmers under training
1.	Rice	Hybrid Rice Production	KVK, Banganapalli Kurnool, A.P.	20
		Hybrid (Rice Commercial)	Prakasham, KVK Jammikunta, A.P.	20
2.	Castor	Hybrid Seed production	Mahaboobnagar, A.P.	3
3.	Usar Land	Reclamation of Usar	KVK, Sultanpur, U.P. land in Rice & Wheat	80
4.	Groundnut	Crop Production	4 NGO's in A.P. & 1 NGO in Tamil Nadu	25
5.	Cotton	Hybrid Seed Production	KVK Aurangabad Maharashtra	30
5.	Horticulture	Organic Farming	KVK, Jalna Maharashtra	30
7.	Poultry	Backyard Poultry farming	KVK, Kurnool, A.P.	20
3.	Poultry	Broiler production	KVK, Baramati, Pune Maharashtra and Eagle Agro Farms	20
).	Veterinary first aid		KVK & TTC, NDRI Karnal	20
10.	Fisheries	Seed Production and commercial production	KVK, Karimnagar	50
	TOTAL			318
A subs	stantial number of are of farmer par	farmers participated in MANAG ticipation in the programmes.	No.of	wing table give No.of Paticipants.
	D'++ I '			
	Distance Learning Diagnostic Workshop for Karnataka State		8	250 100
		t Corporation, Bangalore		100

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to Farmer Training through Mitra Kisans have been started and are in progress on some areas. The third phase, the final one of the programme ie., Farmers Training through satellite has not yet been started. Initiative is on for the same. The farmers who have undergone the first two phases are those involved in Hybrid Rice Seed production in a programme conducted in collaboration with KVK Gaddepally in Nalgonda Dist. of A.P. During Kharif 1996, 135 new farmers were Seeing the success of the given skills. programme it is proposed to extend it to other areas / Districts. In castor crop 45 farmers have been trained in Kharif 1996 in pest management of Red Hairy Caterpillar in castor. It is proposed to extend the programme to other states like Tamil Nadu, Madhya Pradesh and Rajasthan with special emphasis on control of Red Hairy Caterpillar. In groundnut production, 24 farmers were successfully trained in pest management by using non-pesticides like trap crops, pheromone traps etc. It is proposed to replicate the programmes in states like Karnataka, Tamil Nadu and Orissa.

Table 5 gives a synoptic view of the 10 subject areas of Distance Learning Programme on Crop / Animal Husbandry where the programmes have been initiated and are in progress. The locations and number of farmers under training during 1995-96 and 1996-97 are also indicated.

2.2 Consultancy

2.2.1 Consultancy study on 'Women in Agriculture'

A Study on "Women in Agriculture with special reference to tribal areas in Himachal Pradesh" has been completed and submitted to Government. The main objective of this study was to identify the constraints



and problems women in tribal and hilly areas of Himachal Pradesh face in involving themselves in agricultural development programmes. The study also dealt with asset ownership, labour contribution and women's participation in decision making.

2.2.2 Consultancy Study for S & S Industries and Enterprises Limited

S & S Industries and Enterprises Limited, Chennai approached MANAGE to conduct a 'Techno-economic social feasibility study' in four northern districts of Tamil Nadu with the following terms of reference.

- To understand growth of various crops with respect to their area, production and productivity in the study districts
- ii) Benchmark current cropping pattern and returns from various crops.

iii)

iv)

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- Understand the knowledge level in agronomic practices of various crops and skill gap in getting desired productivity.
 - Assess the scope of sunflower industry, based on the crop physiology, cropping pattern and environment.

MANAGE conducted the survey and



Participatory Rural Appraisal in the study area between February and March, 1996. Relevant data has also been collected from secondary sources and both the primary and secondary data analyzed. The results and recommendations of the study have been presented to the organization incorporating their suggestions.

2.2.3 Consultancy Project on Agricultural Extension Management for Ecodevelopment in Protected Areas, sponsored by FAO and Coordinated by WII.

An Institutional Consultancy on 'Agricultural Extension was assigned to MANAGE by FAO under their project entitled "Strengthening Wildlife Management and Ecodevelopment Planning Capabilities". The past efforts at coercive measures to stop the over- exploitation of the forest resources and damage to the ecological balance in the Protected Areas had by and large failed to yield the desired results. The only sustainable modus operandi to achieve this goal, it was realized, would be to generate alternative economic opportunities for the people in and around Protected Areas which can yield returns equal or higher than what is available through exploitation of forest resources. In this context, MANAGE was requested to study the ground realities of current extension approaches and design an appropriate training package on participatory extension management aimed at facilitating development of team work, inter organizational collaboration and extension process skills to functionaries from all the development departments.

The draft report of the project has been submitted to the concerned.

2.2.4 Consultancy Project on Agricultural Extension Management for Enhancing Safflower Productivity and Coverage in Madhya Pradesh and Maharashtra for MARICO Industries.

MARICO, a leading agri industries company requested MANAGE to help in identifying and analyzing ground level problems related to safflower production and diagnose reasons for shortfall in production of safflower seeds and suggest remedial measures and collaborative work arrangements between the company and the State Government of MP. A three -day diagnostic workshop was conducted at Bhopal during July 27-29, 1996. The workshop focused on

- I) Understanding of farmers perspectives, risks, rewards and problems in respect of safflower cultivation and marketing.
 - Estimating the current yield gap in safflower and assessing the available fund of research based knowledge from transfer of technology.
 - iii) Assessing the adequacy of extension input supply and marketing infrastructure and possibilities of improvement.

As a follow up of the action plans drawn up in the workshop, Govt. of Madhya Pradesh organized a number of training programmes on safflower cultivation technology for extension workers in 10 districts. MARICO has also taken up corresponding initiatives in the matter of seed distribution and marketing etc.

Subsequently, MARICO requested MANAGE again to facilitate a similar diagnostic event focussing on Maharashtra. A

Diagnostic Workshop was organized by MANAGE at Pune on October 4-5, 1996. Short and medium term action plans were drawn up for three districts representing three agro- climatic regions of the state where safflower was concentrated namely Buldana, Parbhani and Solapur. It was considered necessary to gather field data in order to work out an appropriate technical package. A work book in this connection has been drawn up by MANAGE and submitted to MARICO.

2.2.5 Consultancy Project for Human Resource Development for Participatory Management of Watershed Programme

Under NATP, ICAR has identified MANAGE as a resource institute for HRD under watershed management project and have asked MANAGE to prepare a proposal for HRD for Scientists and officers dealing with watershed development.

Project proposals prepared include the following:

- 1. Preparation of relevant training material on participatory management of watershed in script, computer, satellite media and audio- visual media.
- Orientation of senior level administrators / managers associated with watershed programme at the state level on participatory approach, management tools, techniques etc.
- Training of trainers associated with state level training institutions on participatory management and distance learning approach for watershed management
- 4. Orientation of scientists of ICAR and

SAU who are associated with watershed programme on participatory research besides management tools, techniques etc.

Orientation of middle level managers / technical support persons associated with watershed programme in GO and NGO sector at the district level on participatory watershed management. This course may also include those participants who come for long term training on technological aspects at ICAR institutes like CSWCRTI.

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Training of watershed level functionaries in GO and NGO sector who are directly associated with implementation of watershed programme.

2.2.6 Consultancy project for 'IFAD' sponsored project of Tribal Development in A.P.

At the instance of the Tribal Development Dept., of the Govt. of A.P., MANAGE prepared a Project proposal on "Participatory Adaptive Research to Intensify Rainfed Agriculture in Tribal Areas of Andhra Pradesh". MANAGE has also been asked to play the role of a Nodal Agency to plan, execute and supervise various interventions.

The Adaptive Research Programme, is proposed to fine tune the existing packages available to the tribals in various areas.

The strategy recommended by MANAGE is:

- a) Collection of socio-economic and agronomic data:
- b) Consultation with communities on their problems and areas of interest

MANACE

to determine the basic framework for the field programmes;

- c) Systematically collect and evaluate local and genetically enhanced germplasm in the target agroecological areas;
- d) Development of broader field tribal programme;
- e) On-farm tribal programmes of potential varieties and new crops. The varieties should be tested with interested groups of farmers on a small scale.

Project proposals have accordingly been formulated in collaboration with Farm & Rural Science Foundation (FRSF), an NGO.

Under the Project, MANAGE will provide necessary support to the FRSF for successful implementation of the project and provide training input to the Research Scientists of FRSF team, project personnel, community leaders, NGOs and other important functionaries involved in implementing the project.

2.3 Research

2.3.1 Reorganising extension services for effective research - extension linkages in Himachal Pradesh.

At the instance of the Directorate of Extension, Ministry of Agriculture, Government of India, MANAGE took up a research study on "Reorganisation of Extension Services in Himachal Pradesh for effective research extension linkages". The study examines the existing pattern of extension services, perceptions of farmers, extension workers and scientists and suggests reorganisation of extension services.



Besides recommendations, three Alternate Models on Effective Extension Organisation and Agricultural Knowledge Information System (AKIS) have also been suggested for improving research - extension linkages in agriculture in Himachal Pradesh.

2.4 Post Graduate Programmes

2.4.1 Post Graduate Diploma in Agri-Business Management

A two year PG Diploma in Agri-Business Management was launched in May, 1996. Admissions were given to 24 students. AICTE has issued recognition to the programme.

The students have undergone an induction programme in July, 1996. Courses scheduled for first trimester included: i. Managing People; ii. Economic Potential of Indian Agriculture; ii. Micro economic Theory; iv. Introduction to Information Technology; v. Commercialization of Indian Agriculture and vi. Management of Organisational Effectiveness.

During the 2nd Semester, the courses on Agricultural Extension and Communication Management, Managerial skills and Enterpreneurship, Research methods for Agri. Business, Procurement and output marketing,

Production and Operations Management, and Basic Financial accounting were conducted, by MANAGE faculty and outside experts. The students have also been sent to agribusiness companies to have practical exposure.

About 125 agri- business companies have been addressed to pick PGDABM students for Summer Placement with their companies and the response is encouraging.

2.4.2 Post Graduate Diploma in Agricultural Extension Management

MANAGE also proposes to conduct a one year Post Graduate Diploma in Agricultural Extension Management. Necessary ground work is on, to launch the course during the next academic year.

2.5 MANAGE as a PIA for watershed Development Programme

During November 1995, MANAGE adopted 10 watersheds in 6 villages covering about 5000 hectares as a Project Implementation Agency (PIA) with the DRDA in Rangareddy District under DPAP. Till September 1996 much of the attention was given to building rapport and relationship with the community, organising them into self help groups and user groups, carrying out participatory survey, analysis of problems and understanding the indigenous innovations / initiatives / ideas etc.

During October to December 1996 the community was organised into watershed associations and watershed management committees. Action plans of 3 watersheds have been completed. The watershed associations have also been registered before submitting the action plan to the DRDA for release of development funds. Simultaneously the work regarding preparation of action plan



in another 3 watersheds is also completed and proposals for registration of the association have also been finalised.

The above Watershed Programme is providing a good opportunity to test and verify the operational manual on participatory approach prepared by MANAGE for the total programme being implemented in the country under DPAP. Besides, it is helping in developing training materials, case studies etc., for improving the quality of training programmes being conducted by MANAGE.

3. SUPPORT SYSTEMS

3.1 Application of Information Technology

MANAGE has been sensitive to the need of information support service and has installed an Information Technology system in its campus primarily to address the needs of its own faculty and staff and also to train the officers from agricultural sector in use of information technology (IT). The main aims this information system are:

a) To design and develop innovative training programmes for extension



managers and researchers on latest techniques of information and communication technology and its application to the agricultural extension system.

- b) To develop expert systems and multimedia software packages for training of extension functionaries.
- c) To provide technical support to MANAGE faculty on software packages and national and international communication for their research, consultancy and training efforts.
- d) To provide on-line updated information to all faculty and administration on administrative decisions of General Council (GC), Executive Council (EC), Training and resource persons allocation and availability.



The MANAGE infrastructure on IT includes:

A. Fifty node LAN:

A Thirty node LAN connecting all officers and staff in MANAGE administrative building with an internal CC-Mail, and full complement of needed software such as Windows, MS-Office, Excel, Powerpoint, Page Maker, Power builder, Sybase and Prakashak (Hindi Word Processor). A pentium super mini computer with 2 GB hard disk serves the network. An Apple Macintosh-IIe with Scanner and Laser Printer fully dedicated to Desk Top Publishing work is also installed outside the LAN. All users can also access e-Mail.

B. Computer Classroom

MANAGE has established a computer center with 15 LAN terminals and services.

C. Multimedia Lab



MANAGE has taken up several innovative programmes to strengthen its information processing and networking services and related them directly to extension management and training needs at State Agricultural Universities. These are:

1. Interactive Multimedia Based Training Project

Three multimedia IBM PC-AT 386 workstations with Videodisk player, level III, Audil digitization board with QUEST authoring system has been established.

Interactive Multimedia Based Training enables the learner to control the flow and

pace of the content, and have access to Audio, Text, Graphics, Animation, all integrated to present the technical content in a lively manner.

The training software on 'Watershed Management for Rainfed Areas', the first indigenously designed and developed multimedia training software in Agriculture in India was tried on a test group and later launched as a regular Computer Based Training Programme in July, 1996. During 1996-97 3 courses of 'Watershed Management for Rainfed Areas' were conducted. The new Multimedia Training Package on Rice Cultivation in Rainfed Areas (seed to seed) is now ready for training.

2. Multimedia Network for CD-ROM based applications Development and Usage

A State-of-the art Pentium Pro 200 MHz CPU with Windows NT Operating System based sever with six Pentium Pro 150 Mhz CPU with Windows 95 operating system nodes. Network is established for CD-ROM based application development and Usage.

The following Softwares are available in the network:

- a) Authorware Interactive Studio 3.5
- b) Freehand Graphics Studio 7.0
- c) MS visual C++v4.0
- d) MS Visual Basic v4.0
- e) MS Project 4.1
- f) Norton Anti Virus

3.2 MANAGE Information Resource Centre

The information needs of training, teaching, research and consultancy programmes at MANAGE are met by the

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MANAGE Information Resource Centre, through its information services and publications.

Resource Base

The centre has a fast growing collection of valuable titles. The collection includes over 6000 publications and 150 journals both Indian and Foreign. Over a 100 newsletters, newspapers, conference proceedings etc. are also received regularly. The centre's paperless collection includes 180 videos and 21 CD-ROMs. This resource base pertains to areas like agriculture, business management, information technology and other aspects having a bearing on MANAGE Training and Education Programmes.



2.7 Information Dissemination Channels

The library has been fully computerised. Access to the library database using LIBSYS is available on the Local Area Network.

Information dissemination services include literature search, bibliographies, xerox facility and alert services like the 'Fountain' which gives an update on new publications, research studies and projects in progress.





The centre brings out the following three publications.

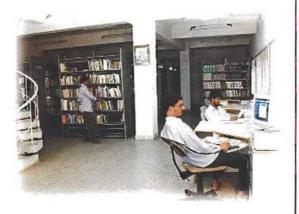
- * MANAGE Bulletin is a bi-monthly publication which covers MANAGE training programmes, research studies and consultancy projects and also gives a picture of the current agricultural scene. This is being published both in English and Hindi.
- * Extension Digest is a quarterly publication which covers thematic news on current concerns in the area of agriculture and allied aspects. Themes covered during 1996-97 pertained to
 - Sustainable Agricutlure
 - Extension Approaches

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- Managing Common Property Resources
- Integrated Pest Management
- Natural Resource Perspectives: Starting from November 1996, MANAGE has entered into a copublishing agreement with Overseas Development Institute, U.K. for bringing out the India edition of the ODI Natural Resource Perspectives

Series. The following papers were published during 1996-97.

- Formal Farmers' organisations in the agricultural technology system: Prospects for partnership, Number 14, November 1996.
- Scaling up participatory watershed development in India: Lessons from the Indo-German watershed development programme, Number 17, February 1997.
- Water resource development in the drought prone uplands Number 18, February 1997.



Our Information Centre has full connectivity with Internet which enables us to access information from a number of sources worldwide and make it available for our faculty, trainees and students.

3.3 Development of Physical Infrastructure

The Institute stands majestically in a valley surrounded by a number of small hills at Rajendranagar, Hyderabad - 30. The location provides a calm pollution free and conducive environment favourable to sustain concentrated work.

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All Buildings and supporting 4.3 structures and installations are completed.

Recreational facilities include, the Deco Turf Tennis Court, Squash Court, Billiards. A small swimming pool is also nearing completion. The badminton court also have been provided with Deco Turf surface for better comfort to the players.

The landscape of the institute has gradually taken shape giving a pleasing surrounding to the Institute and includes lawns, flower beds etc., in and around the academic building, Hostel Building, Faculty House. The Green House and Mist Chambers are completed and are being used for developing a nursery for plants.



4. ADMINISTRATION

MANAGE is an autonomous body promoted by the Govt. of India. Its overall policy directions emanate from the General Council presided by the Hon'ble Union Minister for Agriculture.

The Hon'ble Minister of State for Agriculture Incharge of Agricultural Extension, and Secretary to Govt. of India, Department of Agriculture & Cooperation are the two Vice Presidents.

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

The General Council lays down broad policy guidelines for the Institute, besides approving the budget proposals, the Annual Report, the Annual Accounts, and modification of MANAGE Rules & Regulations and Byelaws.

The list of the members of the General Council as at the end of the year under report may be seen at Annexure - II(A).

Subject to the overall control and directions by the General Council, the Executive Council monitors the actual implementation of policy decisions and gives its consent to the programmes and activities which MANAGE proposes to take up. In accordance with Rules and Bye-laws in the furtherance of its objectives, it has all the powers which may be necessary or expedient for the purpose. The Executive Council consist of 12 members, with the Secretary, Govt.of India, Ministry of Agriculture, Dept of Agriculture & Cooperation as its Chairman. The detailed composition of the Executive Council alongwith names of present incumbents is given in Annexure - II(B).



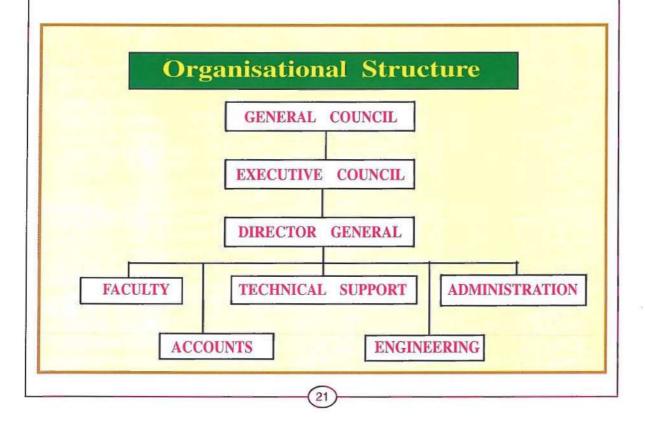
The Director General is the resident academic and administrative head of the institute. He is appointed by the Govt.of India as the Principal Executive Officer, and is responsible for the proper administration of affairs. He exercises powers under the direction and guidance of the Executive Council. Sri S.K.Arora, IAS of 1971 batch of A.P. Cadre has been the Director General in the year under report. He is assisted by Faculty, Administration, Accounts and Engineering Wing.

4.1 Faculty

Five Directors, six Dy.Directors, five Asst.Directors and three Research Associates were working at the beginning of the year in MANAGE. One Asst.Director and one Director have been repatriated to their parent organisation in July, 1996 and Feb, 1997 respectively. In addition 3 posts of Asst.Directors and 4 posts of Research Associates have also been filled on regular basis during the period. The posts of Asst.Directors and Research Associates are being treated as technical support staff. Some of the faculty and technical support staff have been taken on deputation basis from various Government / Institutions etc. Thus in all 24 faculty and technical support staff were in position at the end of the period of report. The detailed background of the faculty may be seen at Annexure - III.

4.2 Administrative Support

The Director General is supported by an Administrative Officer on General administration side with the Administrative Support Staff and a Programme Officer. As on 31-3-1997, 49 Administrative support Staff was working with MANAGE.



4.3 Accounts Support

An Accounts Officer with a Senior accountant and five other staff assist the Director General in processing, maintenance and auditing of accounts.

4.4 Engineering Support

A team of two Asst.Engineers, (Civil and Electrical) with two Junior Engineers and Office Assistants are involved in execution of construction of MANAGE Campus and maintenance.

4.5 Funds

MANAGE is included in the regular 9th Five Year Plan project of the Ministry of Agriculture, Govt of India, and funded under the plan provision. MANAGE has started charging fee for all training programmes. Proposals are also under consideration for the creation of Corpus/Endowment fund.

5. MISCELLANEOUS

5.1 Meetings

5.1.1 General Council

Two meetings of the General Council (18th Annual General Meeting and Special 19th meeting) were held on 15-3-1997. Shri Chaturanan Mishra, Hon'ble Minister for Agriculture, Govt.of India, has presided over the Meetings. These meetings were attended by the Vice President and other official and nonofficial members of the General Council of MANAGE.

5.1.2 Executive Council

Four meetings (24th, 25th, 26th, and 27th) of the Executive Council were held on 14-06-1996, 01-11-1996, 22-02-1997 and 15-3-97 respectively. These meetings were Chaired by the Secretary, Agriculture & Cooperation, Govt.of India, Ministry of Agriculture, Dept.of Agriculture and attended by the various officials and non-official members of the Executive Council of MANAGE.

5.1.3 Building Committee

A Building Committee meeting was held on 20-02-1997, under the Chairmanship of Director General, MANAGE.

5.1.4 Selection Committee

A meeting of the selection committee was held under the chairmanship of Director General, MANAGE on 14th and 15th Feb, 1997 for interviewing and selection of candidates for the posts of Dy.Directors, Asst.Directors and Administrative Officer respectively.

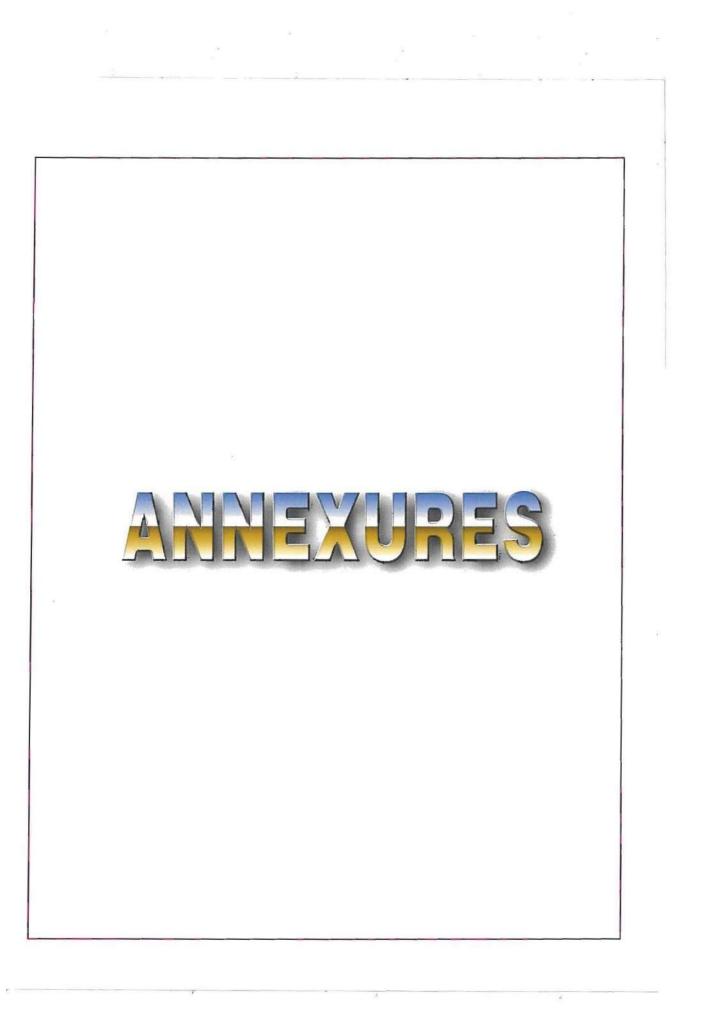
5.2 Visit of VIP's

The list of VIPs who visited the Institute during the year is given at Annexure - IV.

5.3 Financial Position

22

The Annual Accounts, which indicate the financial position of MANAGE for the year 1996-97, and as on 31-3-1997 are being put-up separately. These accounts have been audited by the Accountant General, Andhra Pradesh, Hyderabad. Audit Certificate is expected by November 1997.



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ANNEXURE - I

DETAILS OF TRAINING PROGRAMMES CONDUCTED DURING THE YEAR 1996-97 (April, 1996 to March, 1997)

SI. No.	N	ature of the Programme	Period	Venue	No.of participant
[.	GE	NERAL PROGRAMMES			
	A)	WORKSHOPS:			
	1)	Consultative workshop for Secretaries & Heads of Departments	Apr.11-12	MANAGE	21
				2°, e	
	2)	Facilitators Development Workshop	Apr.15-26	MANAGE	25
	3)	Presentation about MANAGE programmes to Ambassadors/ High Commissioners of Developing countries	October 16	I.I.C. New Delhi	14
				Total:	60
		* * *			
				(9	
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B)	MANAGEMENT DEVELOPMENT P	May 27-31	Ghatkesar	19
1)	Integrated Management of Heliothis on Cotton & Bengalgram	May 27-51	Gnatkesar	19
2)	Integrated Management of Red Hairy Catterpillar	Jun 24-28	Jaipur	16
3)	Multimedia training programme on 'Participatory Watershed Development'	Jul 1-12	MANAGE	03
4)	Watershed Management through Participatory approach	Jul 22-26	MANAGE	27
5)	Multimedia training programme on 'Participatory Watershed Development'	Sep 2-13	MANAGE	03
6)	Information Technology for Agricultural Extension Personnel	Sep 17-28	MANAGE	02
7)	M.D.P. on Natural Resource Mana- gement in Rainfed Farming Areas	Oct7-Nov29	MANAGE	16
8)	M.D.P. on Agricultural Policy Planning & Management	Oct7-Nov29	MANAGE	08
9)	M.D.P. for Women Extension Functionaries	Oct 14-18	MANAGE	13
10)	Multimedia training programme on 'Participatory Watershed Management'	Dec 9-20	MANAGE	10
11)	Programme on Team building skills for MANAGE staff and officials from ARMTI,Nigeria	Feb.10-15	MANAGE	14
12)	Programme on Team building skills for MANAGE staff	Feb.17-22	MANAGE	11
13)	Management Development Prog. on Integrated Pest Management	Mar 10-14	MANAGE	12
14)	Programme on Team buidling skills for MANAGE staff	Mar 17-22	MANAGE	24 ,
			Total:	178



II.	PROCESS CONSULTANCY-CUM-TH PROJECTS	RAINING PROGR	AMMES UNDER	STATE
1)	Upgradation of Managerial skills under NWDPRA for the officials of Department of Agriculture, Govt.of Madhya Pradesh	May 20-25	Rewa	14
2)	Training of Trainers on Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of Andhra Pradesh under HRD Project	May 20-Jun 7	MANAGE	24
3)	Upgradation of Managerial skills under NWDPRA for the officials of Department of Agriculture, Govt.of Madhya Pradesh	Jun 10-15	Raipur	23
4)	Training of Trainers on Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of Andhra Pradesh under HRD Project	Jun 10-28	MANAGE	22
5)	Upgradation of Managerial skills under NWDPRA for the officials of Department of Agriculture, Govt.of Madhya Pradesh	Jun 17-22	Bastar	26
6)	Training of Trainers on Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of Andhra Pradesh under HRD Project	Jul 8-26	MANAGE	17
	(ii	D	- 10	

 b) Spectration of Managerial Sep 215 Sep 215	7)	Upgradation of Managerial skills under NWDPRA for the officials of Department of Agriculture, Govt.of Madhya Pradesh	Jul 15-20	Indore	19
 Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of Andhra Pradesh under HRD Project 10) Upgradation of Managerial Sep 9-14 Bilaspur 23 skills under NWDPRA for the officials of Department of Agriculture, Govt.of Madhya Pradesh 11) Training of Trainers on Sep 9-27 MANAGE 16 Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of Andhra Pradesh under HRD Project 12) Upgradation of Managerial Sep 23-27 Sagar 21 skills under NWDPRA for the officials of Department of Agriculture, Govt. of Andhra Pradesh under HRD Project 13) Diagnostic workshop for Sep 19-21 Bhubaneswar 24 'Watershed Development Project being implemented in KVK Districts of Orissa' sponsored by Department of 	8)	skills under NWDPRA for the officials of Department of Agriculture, Govt.of Madhya	Aug 5-10	Ujjain	21
 skills under NWDPRA for the officials of Department of Agriculture, Govt.of Madhya Pradesh 11) Training of Trainers on Sep 9-27 MANAGE 16 Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of Andhra Pradesh under HRD Project 12) Upgradation of Managerial Sep 23-27 Sagar 21 skills under NWDPRA for the officials of Department of Agriculture, Govt.of Madhya Pradesh 13) Diagnostic workshop for Sep 19-21 Bhubaneswar 24 'Watershed Development Project being implemented in KVK Districts of Orissa' sponsored by Department of 	9)	Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of Andhra Pradesh under HRD	Aug 5-23	MANAGE	19
 Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of Andhra Pradesh under HRD Project 12) Upgradation of Managerial Sep 23-27 Sagar 21 skills under NWDPRA for the officials of Department of Agriculture, Govt.of Madhya Pradesh 13) Diagnostic workshop for Sep 19-21 Bhubaneswar 24 'Watershed Development Project being implemented in KVK Districts of Orissa' sponsored by Department of 	10)	skills under NWDPRA for the officials of Department of	Sep 9-14	Bilaspur	23
 skills under NWDPRA for the officials of Department of Agriculture, Govt.of Madhya Pradesh 13) Diagnostic workshop for Sep 19-21 Bhubaneswar 24 'Watershed Development Project being implemented in KVK Districts of Orissa' sponsored by Department of 	11)	Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of	Sep 9-27	MANAGE	16
'Watershed Development Project being implemented in KVK Districts of Orissa' sponsored by Department of	12)	skills under NWDPRA for the officials of Department of	Sep 23-27	Sagar	21
	13)	'Watershed Development Project being implemented in KVK Districts of Orissa' sponsored by Department of	Sep 19-21	Bhubaneswar	24
			1		

					MARIA
14)	Training of Trainers on Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of Andhra Pradesh under HRD Project	4 20	Oct 7-25	MANAGE	25
15)	Upgradation of Managerial skills under NWDPRA for the officials of Department of Agriculture, Govt.of Madhya Pradesh		Oct 14-19	Gwalior	30
16)	Training of Trainers on Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of Andhra Pradesh under HRD Project		Dec 9-27	MANAGE	22
17)	Follow up workshop for the trainers trained under AHRD Project,Govt.of Andhra Pradesh		Jan 3-4	ASTI	26
18)	-Do-		Jan 9-10	ASTI	32
19)	Training of Trainers on Participatory Extension Management & Participatory Technology Management for the officials of the Deptt. of Agriculture, Govt. of Andhra Pradesh under HRD Project		Jan20-Feb7	MANAGE	19
20)	-do-		Feb 10-28	MANAGE	22
	* -		25	Total:	445

III.	DOPT & OTHER SPONSORED P	ROGRAMMES		
1)	Programme on PRA for the officials of VIP organisation, Mahboobnagar	Apr 3-4	Mahboobnagar	08
2)	Workshop for designing Course modules for DOPT sponsored programmes for IAS officers	May 7-8	MANAGE	11
3)	Workshop on Team Building under KRIBHCO-ODA Eastern India Rainfed Farming Project	May 10-13	Calcutta	19
4)	Workshop on Team Building under ODA - Eastern India Rainfed Farming Project	May 14-17	Ranchi	24
5)	Management Dev.Programme on 'Participatory Extension' in Animal Husbandry Deptt. under A.P. HRD Project	May 14-18	MANAGE	18
6)	Training Programme on 'Participatory Extension Management' for the officials of ITDA, Bhadrachalam - sponsored by Directorate of Tribal Welfare, A.P Govt.	Jun 10-22	Bhadrachalam	21
7)	Programme on Team building for the officials of LBSNAA, U.P. under Phase II	Jul 1-6	Mussoorie	79
8)	Programme on PRA & Logframe for the IAS probationers Phase II officials of LBSNAA	Jul 8-13	Mussoorie	79
9)	Agricultural Policy Planning & Management for senior IAS officers of 1965-84 years of allotment sponsored by DOPT	Jul 15-19	MANAGE	09
10)	Diagnostic workshop for Marico Industries	Jul 27-29	Bhopal	35



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11)	Programme on Integrated Pest Management(IPM) for the officials of Centre for World Solidarity	Jul 31-Aug 2	Ahmednagar	27
12)	Diagnostic workshop for Karnataka State Seed Develop- ment Corporation, Mysore	Aug 4-9	Bangalore	144 (incl.100 farmers)
13)	Management of Watershed Development projects sponsored by DOPT	Aug 5-9	MANAGE	27
14)	Workshop on Team Building under ODA Eastern India Rainfed Farming Project	Sep 2-5	Puri	20
15)	Training Programme on 'Participatory Extension Management' for the officials of ITDA, Utnoor - Sponsored by Directorate of Tribal Welfare, A.P Govt.	Sep 9-20	Utnoor	27
16)	Programme on Integrated Pest Management(IPM) for the officials of Centre for World Solidarity	Sep 26-28	Guntur	24
17)	Diagnostic workshop for Marico Industries	Oct 4-5	Pune	40 (incl.18 farmers)
18)	Policy Planning & Programme Implementation for middle level IAS officers	Nov 12-29	MANAGE	10
19)	Workshop on Team Building under ODA Eastern India Rainfed Farming Project	Dec 2-5	Calcutta	30
20)	Workshop on Fallows-Threats & Opportunities in collaboration with Centre for Environmental Concerns	Dec 3-4	MANAGE	50
21)	Programme on P.R.A. Techniques for the officials of Department of Forest, Govt. of Madhya Pradesh	Dec 9-14	Baitul	24

22)	Programme on P.R.A. Techniques for the officials of Department of Forest, Govt. of Madhya Pradesh	Dec 23-28	Balghat	24
23)	Management Development Programme for field functionaries of ITDA Deptt. Of Tribal Welfare, Govt. of Andhra Pradesh	Dec23-Jan4	MANAGE	25
24)	Management Development Programme for field functionaries of ITDA Deptt. Of Tribal Welfare, Govt. of Andhra Pradesh	Dec30-Jan10	MANAGE	22
25)	-do-	Jan27-Feb7	MANAGE	22
26)	Programme for the officials of the Indo-Swiss Development Corporation	Feb 10-15	Gulbarga	24
27)	Management Development Programme for field functionaries of ITDA Deptt. Of Tribal Welfare, Govt. of Andhra Pradesh	Feb 10-21	MANAGE	18
28)	-do-	Feb24-Mar7	MANAGE	16
29)	-do-	Mar 10-21	MANAGE	15
	0.	74	Total:	892
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IV.	INTERNATIONAL TRAINING-CUM-	STUDY VISIT PR	ROGRAMMES	
1)	Training-cum-study tour on 'Monitoring & Evaluation of Rural Development Projects' for a Sudanese official - sponsored by UNOPS, New York	Apr.1-29	MANAGE	1
2)	Training-cum-study tour on Rural Credit & Marketing for a Sudanese official - spon- sored by UNOPS, New York	May 28- Jun 27	MANAGE	1
	Training of officials from ARMTI, Nigeria	Feb,1997	MANAGE	2
3)	Training-cum-study visit on 'Management Development of Women' for a Sudanese official sponsored by UNOPS, New York	Mar20-May12	MANAGE	1
			Total:	5
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Composition of the General Council	S.No.	Name & Address of the Member (Chairman, Officials & Non-officia Members)
Ex-officio Members President of MANAGE : The Minister Incharge of the Ministry / Department, Government of India dealing with MANAGE.	1	Sri Chaturanan Mishra Hon'ble Union Agriculture Minister Ministry of Agriculture Krishi Bhavan New Delhi-110 001
Two Vice-Presidents of MANAGE : The Minister of State (A&C) and Secretary, Department of A&C, Ministry of Agriculture.	2	Sri K Rajan Secretary (Agriculture) Dept of Agriculture & Co-operation Ministry of Agriculture Krishi Bhavan New Delhi - 110 001
	3	VACANT
Director General, NIRD	4	Sri R.C. Choudhary Director General National Institute of Rural Development Rajendranagar Hyderabad - 500 030
Director General, ICAR	5	Dr R S Paroda Director General Indian Council of Agricultural Researc Krishi Bhavan New Delhi - 110 011

Manage

Additional Secretary and Joint Secretary incharge of Extension and Financial Adviser in the Ministry / Department of Government of India dealing with MANAGE and the Secretary of the Ministry / Department dealing with Rural Development

Agriculture Commissioner, Government of India, Department of A&C, New Delhi Sri C T Benjamin Additional Secretary Dept of Agri & Coop. Ministry of Agriculture Krishi Bhavan New Delhi

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- 7 Sri Mohan Kanda Joint Secretary (Agri. Extn.) Dept of Agri & Coop., Ministry of Agriculture Krishi Bhavan New Delhi
- 8 Mrs Usha Sahajpal Financial Adviser Dept of Agri & Coop., Ministry of Agriculture Krishi Bhavan New Delhi
- 9 Shri Vinay Shankar Secretary (Rural Development) Ministry of Rural Areas
 & Employment Department of Rural Development Krishi Bhavan New Delhi

10 Shri B K Taimini Agri. Commissioner Dept of Agri & Coop Ministry of Agriculture Krishi Bhavan New Delhi

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Secretaries in the Ministries of Education, Department of Personnel and Training and of the Planning Commission or their nominees not below the rank of Joint Secretary to the Govt. of India.

Five Secretaries to the State Governments / Union Territories incharge of Agricultural Production (in rotation) or their nominees not below the rank of Deputy Secretary to the State Government

- Shri Das Gupta Secretary (Education)
 Department of Education Ministry of Human Resources Development Shastri Bhavan
 New Delhi - 110 001
- 12 Sri V.K. Pandit Special Secretary to Planning Commission Govt. of India Planning Commission Yojana Bhavan New Delhi-110 001
- Shri R.Padmanabhan, IAS Secretary (Agri-cum-Dev. Comm) Govt. of Pondicherry Pondicherry - 605 001
- Shri K N Tankha
 Secretary (Agriculture)
 Govt. of Nagaland
 Kohima 797 001
- Shri C.S. Rajan
 Secretary (Agriculture)
 Govt. of Rajasthan
 Jaipur 302 002
- Shri V. Ananda Rao, IAS
 Principal Secretary (Agriculture)
 Govt. of Andhra Pradesh
 Hyderabad 500 022
- Mr. K. Lal Secretary (Agriculture) Govt. of Himachal Pradesh Shimla - 171 005

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

The Director General of MANAGE who shall be appointed by the Government of India, Ministry of Agriculture

Two Vice-Chancellors of Agricultural Universities and one Vice-Chancellor of General University (by rotation) or their nominee not below the rank of Director

- Shri D. Sengupta
 Director of Agriculture
 Govt. of West Bengal
 Writers Building
 Calcutta 700 001
- Shri P.S. Chauhan
 Director of Agriculture
 Govt. of Uttar Pradesh
 Krishi Bhavan
 Madan Mohan Malaviya Nagar
 Lucknow 226 006 (UP)
- 20 Shri M. Kumar Director of Agriculture Govt. of Arunachal Pradesh Neharlagoan Itanagar - 791 110
- Shri K. Sadasivan
 Director of Agriculture
 Govt. of Kerala
 Trivandrum 695 001
- Shri S.K. Arora Director General
 National Institute of Agricultural Extension Management (MANAGE)
 Rajendranagar
 Hyderabad - 500 030 (AP)
- Dr. A.S. Khera
 Vice Chancellor
 Punjab Agriculture University
 Ludhiana 141 004
- Dr. M.P. Singh
 Vice Chancellor
 Central Agriculture University
 Iroisemba
 Imphal 795 001

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		25	Dr. V.R. Mehta Vice Chancellor Delhi University Delhi - 110 007.
п	Non-official Members Four persons from non- official Institutions in India working in Agricultural Development and allied fields - To be nominated by the President of	26	Shri Ramgopal M Dujodwala Dujodwala Resins & Terpenses Ltd. 812, Tulsiani Chambers 212, Nariman Point Bombay - 400 021
	MANAGE as members	27	Dr Manmohan Attawar Indo American Hybrid Seeds P B N 7099 42/1, 17th Cross 2nd "A" Main, KR Road Banshakari II Stage Bangalore - 560 070
		28	Shri Parvez Damania Agritech Foods Ujjawal Complex 2nd Floor Station Road Ahmednagar - 414 001
		29	Shri Naushad I Padamsee Director Eagle Agro-Farms P Ltd Eagle Estate Telegoan-410 507 Maharashtra
	Nine eminent persons who have made noteworthy contributions in the field of Agricultural development and allied subjects.	30	Shri Abbas Khan Village : Khairwahi Teh. Charama Dist. Baster PO. Lilejhar - 494 223

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31	Shri Govind Singh Lamba
	Village Ramji Pura
	PO : Khachariawas
	Teh: Danta Ramgarh
	Dist: Siar
	Rajasthan - 332 710
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- 32 Smt. Prabhavati Ojha
 K B Thankar Marg
 Giripeth
 Nagpur 440 001 Maharashtra
- Shri Umakant Mishra
 Ex-Member of Parliament
 Imarti Road
 Baraundha Village
 Mirzapur City : PO
 Uttar Pradesh
- 34 Smt. Y Savithri Devi
 Ex-MLC (AP)
 13-1-56
 Mehar Mansion
 Kakinada 533 001
- 35 Shri Subbha Somu
 22/1, Heber Main Road
 Anaikattimaidan
 Beemanagar
 Trichirapalli-620 001
- 36 Shri I S Randhawa Kothi No. 218 Sector 19-A Chandigarh

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 37 Smt. Sarparveen kaur Managing Director Honeybee Natural Products 193-B, Sanik Farm New Delhi - 110 062

Seven Members of the Union / State and Union Territory Legislatures; 2 from Lok Sabha, 1 from Rajya Sabha, 4 from State and Union Territories (To represent four Zonal Councils by rotation) 38 Shri C Ramalingam Reddy H No. 291, Road No.4, Near Tarakarama Hospital Banjara Hills Hyderabad - 500 034.

Sri S S Surjewala
 Member of Parliament (RS)
 AB-89, Shah Jahan Rd.,
 New Delhi - 110 001

- 40 Shri V.V. Raghavan,
 Member of Parliament (LS)
 14, Janpath
 New Delhi
- 41 Shri R K YadavMember of Parliament (LS)3, Ferozshah RoadNew Delhi
- 42 Shri Kailash Joshi
 Member of Legislative Assembly
 B-30, (74 Bunglow)
 Swami Dayananda Nagar
 Bhopal (MP)
- 43 VACANT
- 44 VACANT
- 45 VACANT

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	Composition of Executive Council	SI. No	Name & Address of the Member (Chairman, Officials & Non-official Members)
Ex-offi a)	cio Members Secretary (A&D) as Vice Presider of MANAGE shall be Chairman of the Executive Council	nt 1	Sri K Rajan Secretary (Agriculture) Dept of Agriculture & Co-operation Ministry of Agriculture Krishi Bhavan New Delhi - 110 001
(b)	Additional Secretary incharge of Extension in the Ministry Department, Government of India dealing with MANAGE shall be the Vice-Chairman of the Executive Council	2	Sri C T Benjamin Additional Secretary Dept of Agri & Coop. Ministry of Agriculture Krishi Bhavan New Delhi
(c)	The Director General of MANAGE	3	Shri S K Arora Director General National Institute of Agricultural Extension Management (MANAGE) Rajendranagar Hyderabad - 500 030
(d)	Joint Secretary incharge of Extension and Financial Adviser in the Ministry / Department, Government of India dealing with MANAGE	4	Sri Mohan Kanda Joint Secretary (Agri. Extn.) Dept of Agri & Coop., Ministry of Agriculture Krishi Bhavan New Delhi
		5	Mrs Usha Sahajpal Financial Adviser Dept of Agri & Coop., Ministry of Agriculture Krishi Bhavan New Delhi

Non-official Members

- (e) Five eminent persons who have 6 made note-worthy contributions in the fields of agricultural development/and allied subjects; to be nominated by the Government of India from among the members of the General Council
- Shri Naushad I Padamsee Director Eagle Agro-Farms P Ltd Eagle Estate Telegoan-410 507 Maharashtra
- Shri Abbas Khan Village : Khairwahi Teh. Charama Dist. Baster PO. Lilejhar - 494 223

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- 8 Shri Govind Singh Lamba Village Ramji Pura
 PO : Khachariawas
 Teh. Danta Ramgarh
 Dist. Siar
 Rajasthan - 332 710
- 9 Smt. Prabhavati Ojha K B Thakar Marg Giripeth Nagpur - 440 001 Maharashtra
- Shri Umakanth Mishra
 Ex-Member of Parliament
 Imarti Road
 Baraundha Village
 Mirzapur City : PO
 Uttar Pradesh
- (f) Two members to be nominated by the General council from among the non-official members of the General Council
- Sri S S Surjewala
 Member of Parliament (RS)
 AB-89, Shah Jahan Rd.,
 New Delhi-110 001

12 VACANT

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ANNEXURE-III Brief Curriculum Vitae of MANAGE Faculty SI. Designation Published Name of the Qualification Experience No. Books Faculty 1. Sri SK Arora Director M.A. (Pol. Science) - Distt. Collector Various study -General Punjab Univ. reports on imp. MA (Rural Deve-- Chairman A.P. facts for Agrl. lopment) from Mark Fed Dev. including Univ. of East - Commissioner farmers partici-Anglia, U.K. Cooperative pation in Agrl. Res. & Extn. - Executive Dir. Trg. in Agrl. Natl. Coop. Extn. in the Dev. Corpn. country. New Delhi World Bank - Commnr. & Secy. Agrl. assisted Project for Dev. - Secy. Health of Natural Resources. - Secy. PR & World Bank RD sponsored study of policy initiatives for A.P. Govt. World Bank assisted project of UPDASP of Government of U.P. Besides various articles etc.

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2.	Dr. N.K. Sanghi	Director (Renewable Natural Resources)	M.Sc. (Agri) Ph.D Besides trg. prgms in India & aborad	 Scientist in Plant Breeding in ICAR Zonal Coordinator for transfer of technology projects. 	Book 1 Reports 22 Research Papers popular articles 41
3.	Dr. T.K. Chakravarty	Director AB & HRD	M.Sc. (Agri. Extn) Ph.D (Agri.Extn)	 Director ABS in NISIET Jt. Director and Dy. Director NIRD (14 yrs) Mgmt. Trg. 24 yrs. Research 17 yrs. 	Study reports 14 papers 19
4.	Dr. KPC Rao	Director PGD	M.Sc. (Agrl.) Ph.D Farm. Mngt. & Prdn. Economics. Adv.Trg. in Yale Uni. USA Besides other trg. prg. in India and abroad	 Senior Scientist (Agri.Eco. in ICAR Officer in a Commercial Bank 	Indian) Publications-35 International Publications - 4 Popular articles 75
5.	Dr. R.K. Samanta	Director (Agrl. Extn. Commn.)	M.Sc. (Agri.Extn.) Ph.D (Agri.Extn.) Trg. Prgms in India & abroad	 Dept. of Agrl. Govt. of W.B. B.C. Agrl. University ICAR as Sr. Scientist. 	Books 10 Research papers 97 Indian Pub. 105 Foreign Pub. 2
	(Repa	atriated back to	his parent organisation o	n 28th Feb, 1997.)	

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6.	Dr. G.R. Desai	Director (Process Consultancy)	M.Sc. (Agril. Extn.) Ph.D. Attended Prgms in India & abroad including Coverdale of UK	 Dy. Director TOT, NIRD Prgm. Co- ordinator for the Agrl.Extn. Mngt. Trg. Prgms under the aegis of Coverdale 	Coordinated research studies Attended various Project works.
7.	Shri V.P. Sharma	Dy. Director (Info. Tech.)	M.Sc.(Statistics.) M.A. (Economics) Attended Trg. Prgms. in India & abroad including Coverdale orgn. U.K.	 I.S.S. (5 yrs) Systems Anlist 3 yrs Incharge of MANAGE Multimedia Project 	Papers - 2 International 8 National Developed Course material on Multimedia and Computers
8.	Dr. M.J. Wilson	Dy. Director (Agri.Extn.)	M.Sc. (Agrl.) Ph.D	 Scientist in ICAR Specialised in Trng. Prgms on extension 	Papers 28
9.	Dr. K.A. Ponnusamy	Dy. Director	M.Sc. (Agrl.Extn.) Ph.D - do- Besides Trg. & attended Prgms in India & abroad including Coverdale Orgn. U.K.	Assoc. Prof. in TNAU Dy. Director (Information) in TNAU 10 yrs.	 Papers in Indian Journals 15 Foreign Journal 1
10.	Dr. D.G. Bakwad	Dy. Director	M.Sc. (Agrl.) Ph.D. (Entomology)	Principal Agri. Officer Maharashtra Trained as Facilitator in UK	Study reports 2 Papers 3
11.	Dr. Vikram Singh	Dy. Director	MA Psychology Ph.D. " Attended Trng.progms in India & abroad Including Coverdale orgn. U.K.	Asst. Director in NIRD faculty of Behavioural Sciences. Trained in U.K. as Coverda Core Consultant.	Publica- 12 tions

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 Shri V.K. Reddy Dy. Director M.A. Sociology PG Dip. in Labour Laws & Personnel Mngt. Shri B.D. Tripathi Prgm. Officer M.Tech (Food Technology), MBA Trg. in India & abroad at Coverdale Orgn. U.K.; P.I.S.I.E. JESI, ITALY. Shri. J. Pandu Ranga Rao Asst. Director M.Sc. (Statistics) M.A. (Economics) Diploma in Computer Science Attended trng. prms in India & abroad Mrs. Lakshmi Murthy Asst. Director M.A. (Eco) (Doc) M.Li.Sc. Advanced Dip. in French 	 NIRD Faculty Trained in UK as facilitator Asst. Tech. Adviser in Dept. of Food GOI Research Officer in NIRD 18 years Five years in CDRI, Lucknow. Six years in NIRD as Asst. 	Research Papers 2 Article 1 Research Papers 5
TripathiTechnology), MBA Trg. in India & abroad at Coverdale Orgn. U.K.; PI.S.I.E. JESI, ITALY.14.Shri. J. Pandu Ranga RaoAsst. Director (Computers)M.Sc. (Statistics) M.A. (Economics) Diploma in Computer Science Attended trng. prms in India & abroad15.Mrs. Lakshmi MurthyAsst. Director (Doc)M.A. (Eco) M.Li.Sc. Advanced Dip. in French	Adviser in Dept. of Food GOI Research Officer in NIRD 18 years in CDRI, Lucknow. - Six years in	Research Papers 5 Papers
Ranga Rao(Computers)M.A. (Economics) Diploma in Computer Science Attended trng. prms in India & abroad15.Mrs. Lakshmi MurthyAsst. Director (Doc)M.A. (Eco) M.Li.Sc. Advanced Dip. in French	Officer in NIRD 18 years - Five years in CDRI, Lucknow. - Six years in	Papers 5 Papers
Murthy (Doc) M.Li.Sc. Advanced Dip. in French	in CDRI, Lucknow. - Six years in	
72 87 4 8	Librarian.	
16. Shri R.K. Asst. Director M.Sc. (Agri. Extn) Theodore Trained in UK as facilitator in Coverdale Orgn. U.K.	- Faculty in TNA	U Book I Papers 19
(Repatriated back to his parent organisation	n on 17-07-1996)	
17. Dr. T.D.S. Asst. Director M.Sc. (Agri) Kumar Ph.D.	Ten yrs. in Trg. Res. & Consult: Trained as facilitator.	

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18.	Shri S.V. Shirodkar	Asst. Director	M.Sc. (Agril.) Trained in UK as facilitator in Coverdale Orgn. U.K	Sub. Matter specialist, Govt. of Mah.
19.	Mrs. G Jaya	Asst. Director	M.Sc. (Home Science)	Eight years in Trng. Trained as facilitator
20.	Mrs. K Uma Rani	Asst. Director	M.Sc. (Home Science) M.Phil (Extn.Edn.) Trained in UK as facilitator.	Fourteen yrs in Trg. and Research
21.	Dr. M.A. Kareem	Asst. Director	M.Sc. (Agril) Ph.D.	Four years experience. Trained as Facilitator.
22.	Mr. K.V. Rao	Programmer	M.Tech (CSE) M.Sc. (Physics) P.G.D.C.A	- Research Paper 1 Assistant (Plg) In CW & PRS, Pune, Ministry of Water Resources, GOI
23.	Mrs. B. Renuka Rani	Research Associate	M.S.W P.G.Dip. Public Relations	3 yrs in Res. & Trng.
24.	Mrs. P. Laxmi Manohari	Research Associate	M.Sc. (Agri)	3 yrs in Res. & Trng.
25.	Shri A. Srinivasa Charyulu	Research Associate	M.A. (Phil.) M.Li.Sc.	6 yrs in Library Papers 2 & Documentation
26.	Shri G. Baskar	Research Associate	M.A. (P.P.M) P.G.D.C.A.	8 yrs in Computer Programming at A.P. Beverages Corpn. Ltd.
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ANNEXURE-IV

Visitors

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	1.	Mr. P.A.L. Van Soest from AGROMISA, The Netherlands on July 30, 1996
	2.	Mr. Martin Sommer from Swiss Development Corporation visited on August 28, 1996
	3.	Mr N.O. Adedipe, Project Manager, NARP, Nigeria on 4th October, 1996
	4.	Mr G.S. Suhani, Secretary, ICAR and Jt. Secretary, DARE on 28th October, 1996
	5.	A nine member chinese delegation headed by Mr. Tang Renjian, from Ministry of Agriculture, China on 4th November, 1996.
	6.	Mr. John Ogecha and Gedffrey Kituyi of Dept. Of Agriculture, Kenya on 14th November, 1996.
	7.	Mr. Olu Makinde, Director and Dr. Oladele Windapo, Faculty, ARMTI, Nigeria during February 3 - February 13, 1997.
	8.	Mr. P.C. Joshi, Chief General Manager and Mr K.K. Chattopadyay, DGM, State Bank of Hyderabad on 4th February, 1997.
	9.	Mr. Sahiwal Dasgupta, Jt. HRD and Conservator of Forest, Govt. Of Madhya Pradesh on 7th February, 1997.
	10.	Mr. A.V.S. Reddy, Director CIRDAP, Dhaka, on 10th February, 1997
	11.	Mr. K. Rajeshwara Rao, Dist. Collector, South Tripura Dist, Tripura on 21st February, 1997.

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