

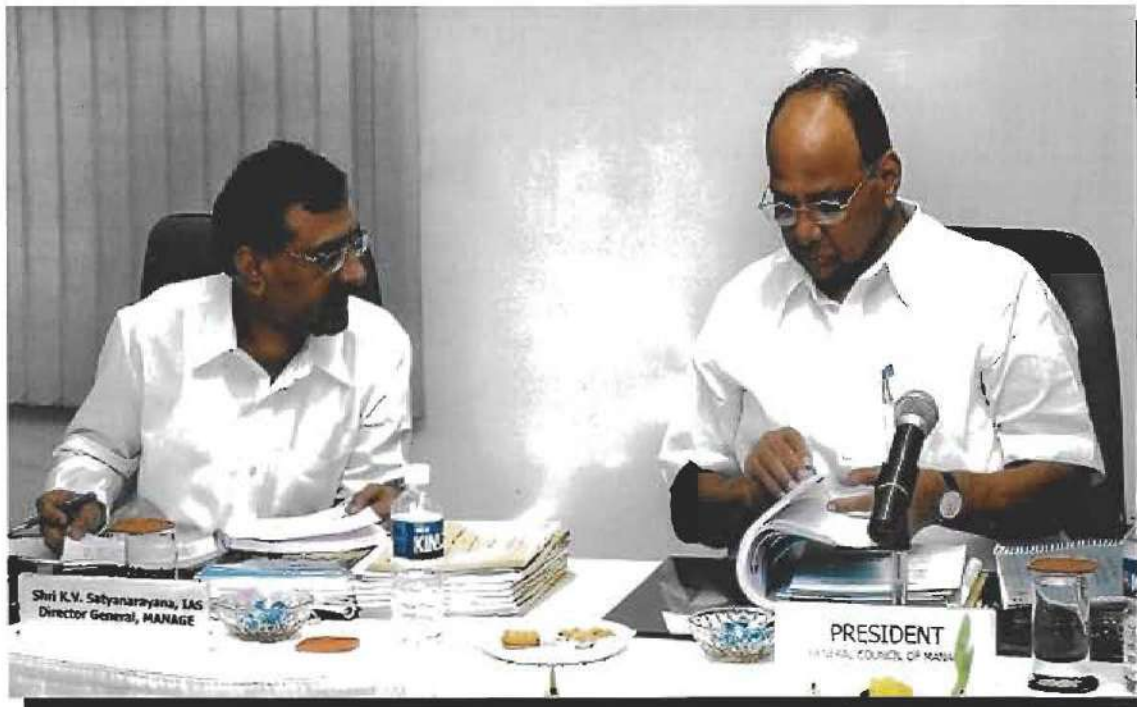
ANNUAL REPORT 2005 - 2006



National Institute of Agricultural Extension Management
HYDERABAD



**Shri Sharad Pawar, Hon'ble Union Minister for Agriculture and
Smt. Radha Singh, IAS, Secretary (Agriculture),
Department of Agriculture & Cooperation, Ministry of Agriculture, Govt. of India
at MANAGE**



**Shri Sharad Pawar, Hon'ble Union Minister for Agriculture presiding over the
General Council Meeting**

MANAGE

**ANNUAL REPORT
2005 - 2006**



National Institute of Agricultural Extension Management

(An organization of the Ministry of Agriculture, Govt of India)

Rajendranagar, Hyderabad – 500 030 (A.P.)

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ABOUT MANAGE

AN OVERVIEW OF THE INSTITUTE

The National Institute of Agricultural Extension Management (MANAGE) is an apex level autonomous body established in 1987 under the Ministry of Agriculture, Government of India. MANAGE is the country's response to challenges of agricultural extension in a rapidly growing and diverse agriculture sector. The policies of liberalization and globalization of the economy catalyzed the transformation of agriculture into an increasingly commercialized market driven activity. The level of agricultural technology was also becoming more sophisticated and complex. This called for major initiatives towards reorientation and modernization of the agricultural extension system. Effective ways of managing the extension system needed to be evolved and extension organizations enabled to transform the existing set up through professional guidance and training of critical manpower. MANAGE is fulfilling this imperative need.

MANAGE has the mandate to develop linkages between institutions concerned with agricultural extension management and agricultural development; develop management tools to improve effectiveness of agricultural extension organizations; organize need based training; conduct problem oriented studies and document agricultural extension information. In accordance with its mandate MANAGE offers its services in Training, Consultancy, Management Education, Research, Information and Documentation Services.



MISSION

Facilitating the Acquisition of Managerial and Technical skills by Extension Officers, Managers, Scientists and Administrators in all sectors of agricultural economy to enable them to provide most effective support and services to Farmers and Fishermen for practicing Sustainable Agriculture.

VISION

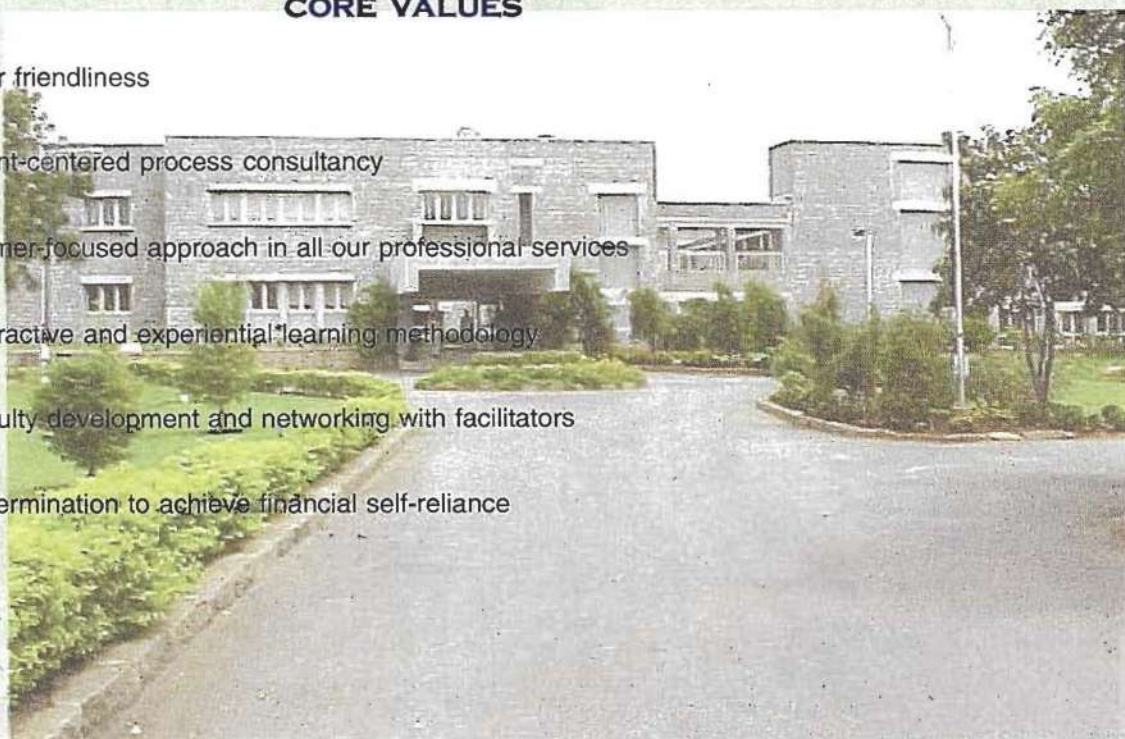
To be counted among the most Pioneering, Innovative, User-Friendly and Self-Supporting Agricultural Management Institutes in the World.

MANDATE

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

CORE VALUES

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



ACADEMIC PROGRAMMES 2005 – 2006

Training is an integral part of MANAGE mandate. The training programmes are designed keeping in view the developments in order to prepare the Extension functionaries of State Agriculture and allied departments to cope with the changing scenario.

The emphasis has been on need based and focused training through customized and tailor made programmes. The institute adopts new training methods and techniques in response to changing requirements. The findings of the research projects are utilized in training programmes as training input. The objectives of training are to inculcate skills, awareness and knowledge to development functionaries for effective planning and implementation of programmes; build the capacity of middle and senior level officers and facilitate attitudinal changes among development personnel through classroom lectures, exercises, field exposure, success stories, case studies etc.

Participants include middle and senior level officers from

Central and State Agriculture and allied Departments, senior scientists from State Agricultural Universities and Krishi Vigyan Kendras, representatives from Voluntary Organizations involved in Agricultural Extension activities etc.

During April 2005 – March 2006, MANAGE organized 144 programmes covering 4730 participants. The main themes were:

- Agricultural Extension Management
- Agri Business Management
- Natural Resource Management
- Agricultural Extension and Communication
- Information Technology to Support Agricultural Extension

Training programmes, workshops, seminars, orientation programmes etc., were organized on the above themes during the period.



Sri K.V. Satyanarayana, IAS, Director General, MANAGE addressing the participants

ACADEMIC PROGRAMMES APRIL 2005 TO MARCH 2006

Sl.No.	Nature of the Programme	Target April 05-06		Target Achieved				Total	No. of Participants
				No. of Programs Organised		Additional Programs Organised			
		Trg	Ws	Trg	Ws	Trg	Ws		
1	Agriculture Extension Management								
	Programmes under support to State Extension Program for Extension Reforms	20	2	20	2	40	33	95	3763
2	Agriculture Business Management								
	Theme Programmes	4	1	4	1	2	1	8	203
3	Natural Resource Management								
	Theme Programmes	7	-	7	-	-	1	8	191
4	Agricultural Extension and Communication								
	Theme Programmes	20	-	20	-	2	-	22	284
5	Information Technology to Support Agricultural Extension								
	Theme Programmes	9	-	9	-	2	-	11	289
TOTAL		60	3	60	3	46	35	144	4730

Agricultural Extension Management

In the context of meeting the need for increasing agricultural production in a sustainable manner, agricultural extension has a crucial role to play. The changing economic scenario and the emerging agro-management practices, with emphasis on food and nutritional security, poverty alleviation, diversifying market demands, export promotion, apart from market liberalization and environmental concerns, are posing new challenges for the technology dissemination systems in the agricultural sector. It is expected that future growth in agriculture is likely to be generated through improvements in productivity of diversified farming systems, sustainable management of natural resources, linkage of production system with marketing, agro-processing and other value added activities.

In order to respond to multifarious demands of the farming system, there is a need to readdress capacity building of the existing agricultural extension system effectively. The focus of training under Agricultural Extension Management theme was on capacity building of extension functionaries and development of master trainers under

"Support to State Extension Programmes for Extension Reforms" Scheme, which is a major initiative towards revitalizing agricultural extension to make the system decentralized and demand driven.

Under the scheme, MANAGE organized ninety-five programmes including training programmes, workshops, orientation programmes etc. Twenty-two programmes were planned under this theme during 2005-06. However, ninety-five programmes were organized of which sixty training programmes and thirty-five workshops were conducted all over the country.

One international programme was organised in collaboration with National Productivity Council (NPC), New Delhi on Improving Agricultural Productivity in Rainfed Areas.

Agri Business Management

Over the years, agriculture has been transformed from subsistence to commercial farming. Increasing domestic demand for agricultural products caused by growing population, changing domestic consumption pattern, natural resource availability, skilled manpower availability,

opportunities and challenges in the domestic and international markets brought about by liberalization of the economy, international trade agreement etc., have thrown open new opportunities and challenges. In the emerging scenario, agribusiness has a significant role to play in accelerating the pace of agricultural development in the country.

Six training programmes and two workshops were organized under this theme of Agri Business Management covering 203 participants. In addition, tailor made capacity building programmes were organized for corporate clients. General programmes on entrepreneurship development and scheme-based programme on Agri Clinics and Agri Business Centers were also organized.

Natural Resource Management

Natural Resource Management (NRM) is one of the focus areas in the context of sustainable agricultural development with Watershed Management emerging as an important component. Based on the experiences over the years, participatory approach in watershed projects has been getting institutionalized due to large-scale adoption of the new guidelines.



With the implementation of restructured National Watershed Development Programmes for Rural Areas (NWDPRAs), capacity building of personnel on the revised guidelines has assumed significance. In particular, the need was for orientation on social and managerial aspects of watershed projects. The focus of training was mainly on orienting state level officials, field functionaries involved in watershed projects, in the social and managerial

aspects of management of watersheds. Besides training the functionaries, MANAGE has organized Training of Trainers programmes for development of Master Trainers, adequately equipped in methodology and subject of management of watersheds. A training programme for trainers' training was organized for officers from North Eastern States at Extension Education Institute, Jorhat.

The aspects covered in these programmes include:

- **Managerial and Social Aspects** which include Participatory Watershed Management; Community Organization; Formation and Management of Self Help Groups, User Groups and Watershed Committees/Watershed Associations; preparation of Action Plan for Community Organization; preparation of Action Plan for NRM and Agricultural Development; Technological options with special reference to ITKs; Implementation aspects and Process monitoring.
- **Training Aspects** covering Training design for capacity building of field functionaries in participatory management; Methods and session plans for training and Action Plan for follow up.

In all, seven programmes were organized during the year on different themes related to watershed management covering 176 participants. In addition, as part of the Project on Climate Change, a workshop was organized during the year. A total number of 191 participants attended the above programmes.

Agricultural Extension and Communication

Mass Media has an important role in Transfer of Technology (TOT) in the field of agriculture and allied sectors. In the recent past, though private channels have come up in a big way and are telecasting the programmes in regional languages by developing location specific programmes for the benefit of the farming community, Doordarshan and All India Radio still enjoy wider reach particularly in rural areas. Mass Media Support to Agriculture Extension scheme, an initiative by Ministry of Agriculture, Govt. of India is already under implementation. The primary objective of the scheme is to use television and radio with their massive penetration



Participants on a Field Visit

as a vehicle that could be exploited for the purpose of extension. In this context MANAGE was assigned the responsibility of Capacity Building of the Production Executives of Doordarshan and All India Radio (AIR) under Mass Media Support to Agriculture Extension Scheme.

Based on the requirements MANAGE has conducted training programmes on Agriculture Media Skills for the producers of LPT/ Regional Kendra functionaries covering 12 functionaries in each programme, for 55 producers representing 36 LPT stations and 18 Regional Kendras where the programmes are being telecast under the scheme.

The training programmes were designed to cover different aspects of agriculture including crop practices, INM, IPM, etc to enable identification of themes for film production relevant to the needs of the farmers, and film production skills based on the requirements. The training schedule included exposure to general agriculture concepts, script writing, storyboard preparation and film production.

Training programmes on similar agriculture content and Agriculture Media Skills were conducted for the programme producers of FM Kisan Vani stations of All India Radio. The main objective was to orient the programme producers on the potential use of mass media for strengthening agricultural extension services.

The programmes were expected to create awareness and knowledge among the participants on the emerging

issues in the field of agriculture and allied areas. The capacity building programme helped the participants to update their knowledge and skills in content creation, treatment and delivery of farmer related programmes.

Under this theme, 22 programmes were organized for programme producers of LPT stations and FM Kisan Vani stations covering 284 participants.

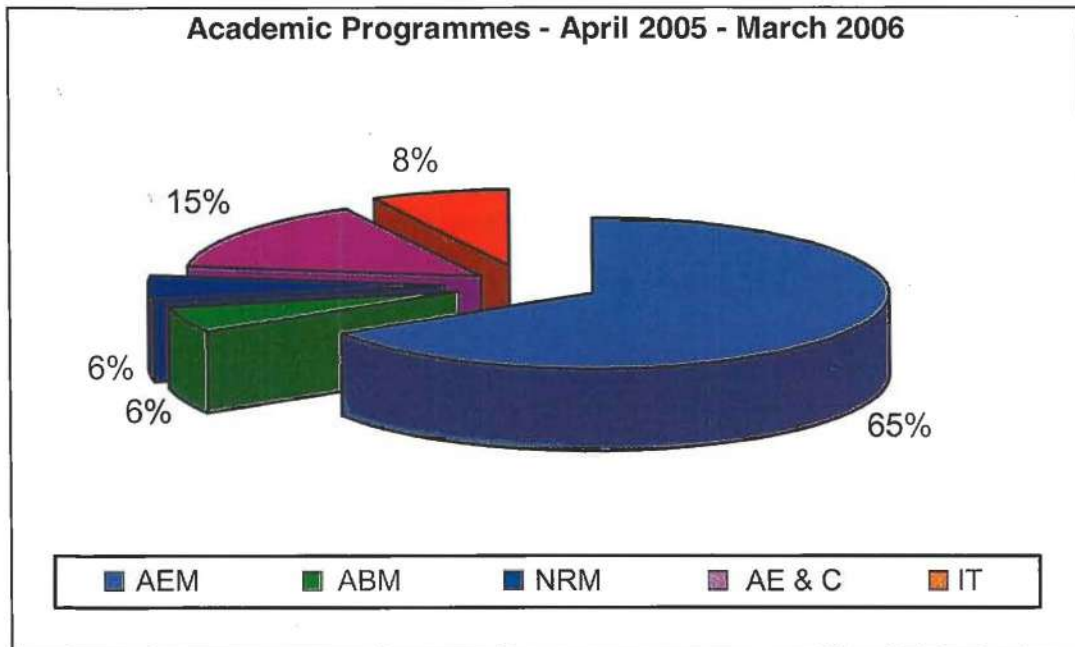
Information Technology to Support Agricultural Extension

Information Technology is an important tool to support the speedy delivery of extension services. Application of Information Technology has been found helpful in linking the knowledge base in research organizations with field personnel and farmers. Information Technology and Mass Media are important pillars of Agricultural Extension as envisaged in the Policy Framework.

Information services are changing rapidly as a result of Information and Communication Technologies (ICTs) and the advent of networking via the Internet. The challenge is to manage information with the help of new technologies. Cyber extension has been a theme area in various Capacity Building Programmes in MANAGE. Training programmes were organised, aimed at upgrading knowledge and skills of officials to make best use of ICTs to improve communication and transfer of technologies and information in a more cost effective manner. Eleven programmes were organized in different parts of the country covering 289 participants of various development departments.

In conclusion during 2005-06 the institute planned to organize 60 training programmes and 3 workshops under different themes as mentioned above. However, in addition to the planned programmes, 46 additional capacity building programmes and 35 orientation

workshops totaling 144 programmes were organised during the period covering 4730 delegates. The information on training under different themes is depicted in the graph below.



- AEM - Agricultural Extension Management
- ABM - Agri Business Management
- NRM - Natural Resource Management
- AE & C - Agricultural Extension and Communication
- IT - Information Technology to support Agricultural Extension

AGRI-CLINICS AND AGRI-BUSINESS CENTRES SCHEME

The Agriclincs and Agri-Business Centres Scheme was launched by the Ministry of Agriculture, Government of India, in association with NABARD, SFAC and MANAGE on April 9, 2002. The Scheme aims at providing extension services to farmers by establishing Agri-Clinics and Agri-Business Centres managed by professionally qualified agriculture graduates.

Public extension alone has been found inadequate resulting in wide extension gaps. At the same time there is availability of untapped resource of agriculture graduates. This scheme was launched with the aim of filling the extension gap on one side and creating self employment opportunities for unemployed agriculture graduates on the other.

Agriclincs are envisaged to provide expert services and advice to farmers on cropping practices, technology

dissemination, crop protection from pests and diseases, market trends and prices of various crops in the markets and also clinical services for animal health etc. which would enhance productivity of crops / animals. Agribusiness Centres are envisaged to provide input supply, farm equipment on hire and other services.

Objectives

The specific objectives of the scheme are:

- ❑ To supplement the efforts of the public extension system
- ❑ To make available supplementary source of input supply and services to needy farmers and
- ❑ To provide gainful employment to Agricultural graduates in new emerging areas in the Agriculture sector.

SALIENT FEATURES OF AGRI-CLINICS AND AGRI-BUSINESS CENTRES SCHEME

Eligibility: Any graduate from Agriculture and allied subjects from a recognized University is eligible to avail benefits under the scheme. A Management Graduate can also avail the benefits in a Group Project. There is no age bar.

Project Cost: Beneficiary under the Scheme could avail loan upto Rs.10 lakhs for individual projects and Rs.50.00 lakhs for a group project consisting of five members where four are agriculture and allied graduates and one is from management discipline.

Margin Money: 10-15% of the total investment needs to be invested by the graduates as margin money. NABARD is providing margin money support to candidates where the prospective borrower is unable to meet the margin money requirement.

Rate of Interest: Rate of interest for the loan varies from 10-12% as determined by Nationalized banks /

Regional Rural Banks / Cooperative Banks.

Security: Security to the loan has to be provided by the loanee through hypothecation of asset, mortgage of bonds or third party guarantee. However, no collateral security is required upto a loan of Rs.5.00 lakhs.

Repayment period: Repayment period under the scheme varies from 5-10 years depending upon the project. First two years grace period is provided to certain projects, which enables the agriprenuer to overcome the initial bottlenecks while establishing the enterprise.

Project Activities: Twenty Agri-ventures have been identified under the scheme. However, any Agri-venture which provides extension services to the farmers is considered under the scheme.

Training Methodology

Under the scheme, training for a period of two months, free of cost is provided to selected candidates through 64 training organizations spread across the country. Training basically aims at building confidence needed for an entrepreneur, work out a profitable project and establish a network with business partners for sustainability.

The training of two months is in three consecutive phases of one of theoretical training which involves imparting business skills, exposure to possible ventures and success stories. This is followed by market survey for selection of a suitable project by individual agripreneurs. In the last leg, the project report of the selected venture



Agriclinic and Agribusiness Centre

is prepared by the candidate under the guidance of experts.

The training methodology includes lectures, group discussion, interaction with successful entrepreneurs, field visits, case studies, film shows, hands on experience, market survey and project preparation.

Based on the experience, feedback from the trained graduates / Agripreneurs, training institutes, Bankers and Planning Commission, the training module has been thoroughly revised with the help of experts. The focus of the revised training module is on Entrepreneurial Development (Values and Motivation), Entrepreneurial Management, Enterprise Planning and Resourcing, Entrepreneurial Planning (Agripreneur Specific), Hands-On Experience, Preparation and Submission of Detailed Project Report. The revised training module is under pilot testing.

Handholding

After the training handholding support for one year is provided to all the trained Agripreneurs through respective training institutes. This is an in-built institutional mechanism to facilitate establishment of enterprises by clearing the bottlenecks in the field. Important activities undertaken under handholding include maintaining regular contact with the candidates, revision of bankable projects, interaction with bankers, Agri-Business companies, state governments, organizing regular interface meetings etc.

Activities during 2005-06

Interface meetings were organized at National, State and Institutional level aimed at bringing all the stakeholders together to assist in successful establishment of agri-ventures. A State Level Interface meeting was held at Imphal, Manipur in which 24 Agripreneurs presented their projects to Bankers on October 23, 2005. A one day state level interface of stakeholders under Agri-Clinics and Agri-Business Centres Scheme was conducted at Srinagar, Jammu & Kashmir on July 30, 2005. Hon'ble Agricultural Minister of Jammu & Kashmir; Additional Secretary, MOA, GOI; Director General, MANAGE; Managing Director, SFAC participated in the programme. About 200 graduates participated in the interface besides bankers and department officials. Agripreneurs summit 2005 was held at Sangli in which 231 trained graduates participated along with representatives of 11 Banks and 15 Agri-Business Companies. Besides, many institute level interface meetings have been conducted by training organisations.

Orientation on the scheme was given to officers as part of various training programmes conducted at MANAGE and in other states especially under Extension Reforms scheme.

A Nodal Officers workshop on training and methodology was organized by MANAGE during January 21 – 25, 2006. Nine selected Nodal Officers, experts from EDII, Ahmedabad; ISAP, New Delhi, Dhan Foundation, Madurai, Tamilnadu and YES Bank, New Delhi



A Nursery being run by an Agripreneur

participated in the workshop, shared their experiences and expertise and contributed to the outcome. Modified training content and methodology was thoroughly discussed. A workshop for Nodal Officers was organized during March 20 – 24, 2006 at MANAGE for review of progress made under the scheme wherein 22 Nodal Officers and 3 Resource persons participated. The training module was revisited and accepted by Nodal Officers.

A training programme on Human Resource Development for Agripreneurs was organized by MPKV, Pune in which 30 representatives of Agripreneurs Association of India and State Chapters participated. A training programme was organized by MANAGE for Bankers during 19-23 September, 2005 in which 15 officers representing 10 Banks participated.

A Videoconferencing (VC) network connects 22 nodal institutions to provide information and a resource sharing mechanism among the participating training institutions. This multiple site connectivity has helped interaction with and among participating institutions for sharing faculty

resource and experiences.

MANAGE has hosted a website at www.agriclinics.net to disseminate information on the Agri-Clinics and Agri-Business Centres Scheme. The website provides information on the scheme, training institutes, trained and successful agripreneurs. A Forum on the web facilitates sharing of ideas, among the agripreneurs. The list currently has about 500 members. This is a virtual platform to enable agripreneurs, to communicate and share their experiences, innovations, interesting developments, problems, progress and other issues with other agripreneurs, scientists and professionals.

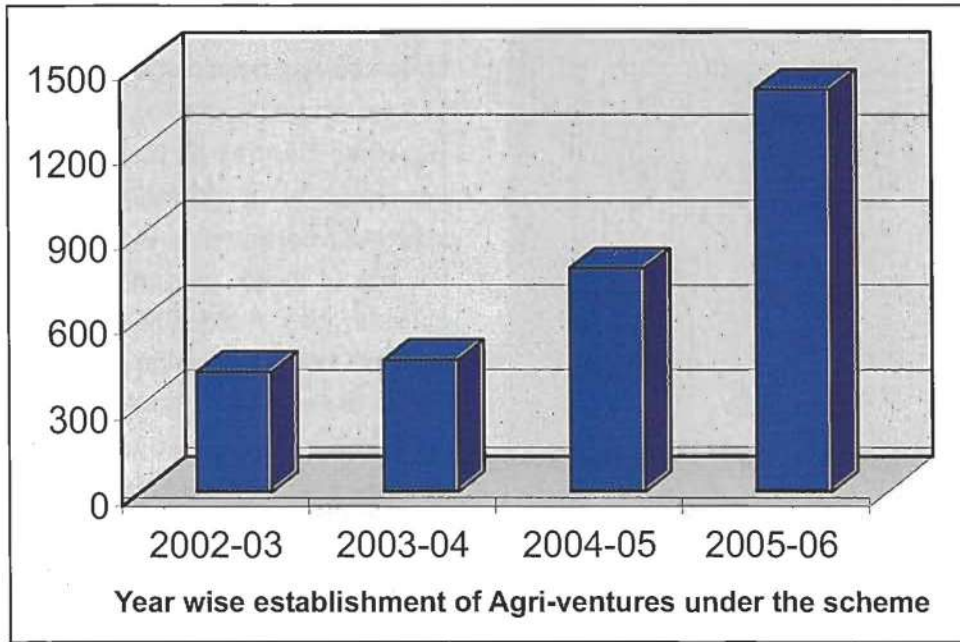
Agripreneurs trained under the scheme have formed a professional body called "Agripreneurs Association of India". Active state chapters have come up in a number of states. The Maharashtra Agripreneurs Association (MAAI) organized a mega Agri exhibition at Baramathi where more than one lakh farmers participated. Similarly the Andhra Pradesh Agripreneurs Association (APPAAI) organized Agro Vision Expo-2005 at Kadapa where over 7000 farmers participated.

Andhra Pradesh Agro Industries Development Corporation has given preference for Agripreneurs trained under Agri-Clinics and Agri-Business Centres Scheme while establishing Rajiv Rythu Kendras. National Seeds Corporation is involving Agripreneurs in production, processing and marketing of seeds. This initiative in Varanasi, Uttar Pradesh has been found to be effective.

Progress of the scheme during 2005-06

During 2005-06, 3015 applications were received, 2902 candidates have been trained and 1415 candidates have set up agri ventures across the country.

Sl. No.	Year	No. of candidates trained	No. of Agri-ventures established	Percentage
1	2002-03	3058	416	13.60
2	2003-04	1110	457	41.44
3	2004-05	2977	783	26.30
4	2005-06	2902	1415	48.75
Total		10047	3071	30.56



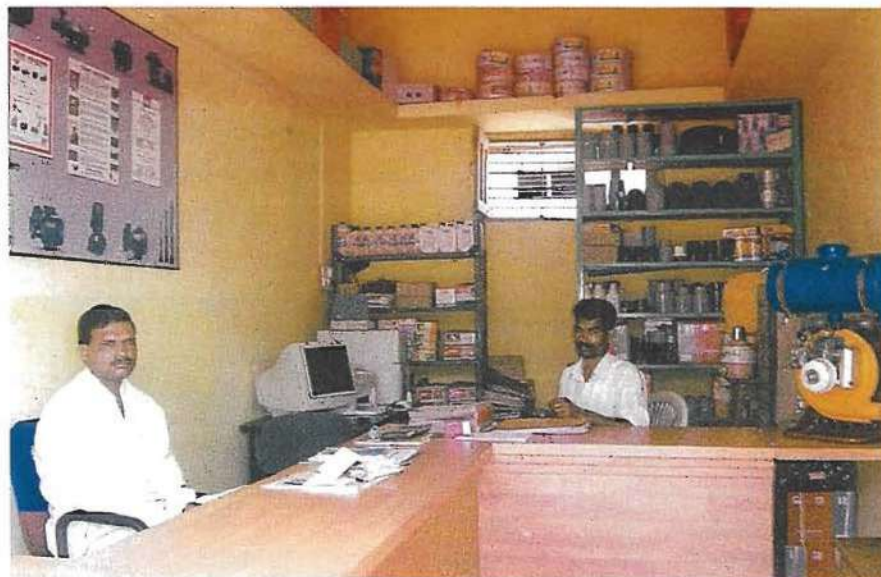
Till March 2006, 10047 candidates have completed the training and 3071 trained candidates have established Agri-Clinics and Agri-Business Centres under 36 categories of Agripreneurial activities in different parts of the country.

As per the NABARD report for 2005-2006, 1877 candidates have availed credit for establishment of Agriventures amounting to Rs.6055.44 lakhs.

Impact study

A study titled "Impact of Agri-Clinics and Agri-Business Centres on yield and income of farmers" was conducted

in Uttar Pradesh and Maharashtra to assess the impact of Agri-Clinics and Agri-Business Centres on yield and income of farmers. The study reveals that an Agripreneur with 32 months of Agri-Business experience is on an average earning Rs.7950/- pm; providing extension services to an average of 3013 farmers covering 38 villages and has generated employment for 4 other people. The extension services provided by the Agripreneurs resulted in increased crop yields in the sample studied.



An Agripreneur at his Agri-Business Centre

NATIONAL AGRICULTURAL TECHNOLOGY PROJECT (NATP)

The Innovations in Technology Dissemination (ITD) component of NATP was implemented with the support of World Bank in seven States, namely, Andhra Pradesh, Bihar, Himachal Pradesh, Jharkhand, Maharashtra, Orissa and Punjab. The project focused on bottom-up planning process for technology assessment, refinement and dissemination in order to make the whole extension system farmer-driven and farmer accountable. This has helped in strengthening research and extension capabilities, restructure public extension services and test new institutional arrangements for technology transfer involving all the stakeholders of Government and Non-Government agencies at the district level.

All the Project reports such as Project Completion Report (PCR), Economic Rate of Return (ERR), Public Private Partnership (PPP), Farmers Organizations (FOs), and Success Stories of all the 28 ATMAs were completed and submitted. IIM, Lucknow took up the Impact Assessment

and submitted the Impact Assessment Report and Successful Case Studies under the Project.

It has been stated in the World Bank Implementation Completion Report (ICR) that MANAGE played an instrumental role in launching the ATMA model in 28 districts. 437 programmes were organised by MANAGE with 8897 Research - Extension personnel under the project.

The project has achieved its objective of providing successful experiences. These experiences are now replicated through a scheme of Extension Reforms which is being implemented in 252 districts of the country. The contribution of the project considering the expansion into the 252 districts is significant.

The National Agricultural Technology Project (NATP) has come to an end on 30 June, 2005. All the activities have been completed.



EXTENSION REFORMS



Shri K.V. Satyanarayana, I.A.S., Director General, MANAGE addressing the Working Group

The Ministry of Agriculture, Govt. of India, during the Tenth Plan took an initiative towards revitalizing agricultural extension in the states to make the extension system decentralized and demand driven through a centrally sponsored scheme " Support to State Extension Programmes for Extension Reforms". The scheme mainly focused on operationalising agricultural reforms across the country in selected 252 districts. MANAGE was identified as the apex institute for facilitating the implementation of this scheme, based on the experience gained under the ITD component of NATP.

The scheme has been conceptualized on the basis of the Policy Framework for Agricultural Extension and experiences with Innovations in Technology Dissemination (ITD) component of the National Agricultural Technology Project (NATP) implemented in seven states. Key reforms being promoted under the scheme:

- ❑ New Institutional Arrangements: Providing innovative restructured autonomous bodies at the district/ block level, which are flexible, promote bottom up and participatory approaches, are farmer driven and facilitate public-private partnership.

- ❑ Convergence of line departments' programmes and operating on gap filling mode by formulating Strategic Research and Extension Plan (SREP) and Annual Work Plans.
- ❑ Encouraging Multi Agency Extension Strategies involving inter-alia public/ private extension service providers.
- ❑ Moving towards integrated, demand driven and broad-based extension delivery in line with farming systems approach.
- ❑ Adopting Group Approach to Extension.
- ❑ Addressing gender concerns.
- ❑ Moving towards sustainability of extension services

Role of MANAGE

MANAGE is facilitating the implementation of the scheme in the selected districts. The role of MANAGE is to:

- ◆ Organize orientation on Extension Reforms for nodal officers from different states.
- ◆ Work closely with the states in preparation of SREP
- ◆ Handhold SREP preparation at the state level

- ◆ Build capacity for implementation of reforms
- ◆ Develop National Facilitators and State Level Master Trainers
- ◆ Build capacity of State Agricultural Management and Extension Training Institute (SAMETI) Faculty

Activities

Identification and preparation of a Directory of HRD Institutions / Resource Persons

MANAGE has prepared a list of State-wise HRD Institutions and Resource Persons who could serve as national facilitators in implementation of the scheme. In this process MANAGE has identified 26 state level institutions and 119 resource persons, who were later, trained as facilitators. The institutions include State Agricultural Universities, State Department of Agriculture and other line departments, State Extension Management Training Institutes etc.

Revision of SREP Guidelines

The Strategic Research Extension Plan (SREP) guidelines, which were earlier used in the NATP pilot states were revisited and revised. For the purpose a working group meeting was organized at MANAGE during May 13-15, 2005 involving scientists, extension specialists and marketing experts. The SREP Guidelines were revised in the light of the changed scenario and published. The guidelines were circulated among the State Nodal Officers and SAMETIs.

Exposure Visits

In order to provide first hand exposure on Agricultural Technology Management Agency (ATMA) concept to the policy makers, exposure visits for the Secretaries of Agriculture from different states were organized to successful ATMA districts of Maharashtra, Himachal Pradesh and Punjab. Exposure visits were also arranged on request for the officers of Department of Agriculture and other line departments of Assam, Nagaland and Manipur.

Orientation of State Nodal Officers

MANAGE organized two Orientation Workshops for State

Nodal Officers, at MANAGE during May 10-12, 2005 and at Kolkata during May 24-25, 2005. Besides orientation a detailed action plan for implementation of the scheme was chalked out during the workshops.

Development of National Facilitators

To develop national level facilitators, MANAGE organized three training programs during June and July 2005. A total of 119 participants representing State Departments,



Orientation Workshop for Nodal Officers on Extension Reforms

State Agricultural Universities (SAUs), ICAR organizations, KVKs and Private Extension Service Providers participated in the training programs. A capsule course was designed focusing on the extension reforms scheme and the concepts used in developing the SREPs such as participatory approaches, farming systems approach, farming situation based extension, research-extension -farmer linkage, public-private partnership, market-led extension and promotion of commodity interest groups etc. These facilitators were later Resource Persons for undertaking State Level Masters Trainers Training programmes for providing training and handholding at district level Core Team Training programs for preparation of Strategic Research and Extension Plan (SREP).

State level Orientation Workshops on Extension Reforms

In order to orient the heads of the departments and state level officers of agriculture and allied departments including NGOs, two-day state level orientation workshops on "Extension Reforms" were organized in 29 States/ Union Territories. A total number of 1783 senior



officers participated in these workshops. The objective was to orient the stakeholders on key reforms promoted under extension. The participants were oriented on salient features of the scheme, institutional mechanisms, NATP experiences, SREP guidelines, public – private partnership, farmers' organizations and their federations along with centrally sponsored schemes supporting extension reforms. At the end of each workshop, a concrete Action Plan was prepared for implementation of Extension Reforms Scheme in the respective States/ Union Territories.

State Level Master Trainers Training Programmes

In order to develop Master Trainers at the state level, 34 Master Trainers Training programs were conducted in 28 States and Union Territories. Participants were trained in various modules of SREP preparation besides providing orientation on SREP formats. These master trainers in turn take up district wise Core Team Training programs. A total of 1186 Master Trainers were developed through these programmes.

District Core Team Training Programmes

On a request from the State Nodal Officers and the newly formed SAMETI Directors, MANAGE was involved in organising district core team training programs. The

programmes were organised in Andhra Pradesh, Arunachal Pradesh, Assam, Chattisgarh, Goa, Gujarat, Haryana, Karnataka, Kerala, Madhya Pradesh, Manipur, Mizoram, Rajasthan, Tamil Nadu, Tripura, Uttar Pradesh, Uttaranchal, Pondicherry and Andaman & Nicobar.

Orientation Workshop for SAMETI Directors and Faculty

A three-day workshop was organized for the Directors and Faculty of SAMETIs at MANAGE during March 7-9, 2006 wherein the participants were oriented to the roles, responsibilities and functions of SAMETI. A total of 17 participants attended the workshop. A detailed action plan has been prepared for undertaking capacity building programmes in the respective states.

State Extension Work Plans (SEWPs)

MANAGE facilitated the states in preparation of State Extension Work Plans (SEWPs) for 2005-06 as per new guidelines of the Ministry of Agriculture, Govt. of India.

Website

Information on the Extension Reforms Scheme is hosted on MANAGE Website at <http://www.manage.gov.in/ExRef/default.htm>

KISAN CALL CENTRE (KCC)

The Department of Agriculture & Cooperation (DAC), Ministry of Agriculture, Govt. of India launched Kisan Call Centers on January 21, 2004 across the country to leverage the extensive telecom infrastructure in the country to deliver agricultural extension services to the farming community. The purpose of these call centers is to mainly respond to issues raised by farmers, instantly, in the local language, on a continuous basis.

Working of Kisan Call Centers

The KCC operates at three levels – viz., Level I, Level II and Level III. To access this service, the farmer has to dial a four-digit toll free number **1551**. Once the farmer's call lands at the designated call center for the state, it is picked up first by level I functionaries, who take down the basic information and respond to the farmer's query. If the call cannot be answered by level I, then it is escalated to Level II where Subject Matter Specialists, in the areas

of crop technology (agricultural university scientists / ICAR Scientists), state government programmes (technical officials of departments of agriculture, animal husbandry, horticulture, fisheries, marketing etc) respond to the farmer. If the call cannot be answered even at Level II, it is escalated to Level III where a Government of India Institute (of Department of Agriculture and Cooperation, Ministry of Agriculture), which looks after the working of KCC in the concerned state, responds to the query. The response is sent promptly by post or telephone within 72 hours of receipt of the question, by Level III.

MANAGE role in the Project

MANAGE has been identified as one of the Level III institutions by Ministry of Agriculture. MANAGE is given the responsibility of coordinating the functioning of Kisan Call Center in the state of Andhra Pradesh.

The call details of the last 2 years are given hereunder:

Calls received during April 2004 – March 2005

Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
479	286	417	552	517	446	508	887	1253	771	604	495	7215

Calls received during April 2005 – March 2006

Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
425	550	674	1541	1474	2191	2647	2688	1669	1996	1771	1318	18944

As can be noted from the above tables, during 2005-06, the total calls received by KCC are 18944, which indicates an increase of over 160% over the calls received during the year 2004-05.

The distribution of the calls has also become more even over the months from July 2005 onwards, with all the districts registering good increase. The advertisement issued by Government of India for promoting **1551** has also had a very positive impact as the calls have substantially increased from July 2005 onwards. MANAGE has been conducting the training programmes and review meetings with Level-I, Level-II and Level-III officials regularly. Till now twelve (12) training programmes have been conducted by MANAGE for Kisan Call Center of Andhra Pradesh.

The State Level Steering Committee had its Second Meeting on Kisan Call Centers on October 24, 2005, chaired by Principal Secretary (Agriculture), Government of Andhra Pradesh.



MASS MEDIA SUPPORT TO AGRICULTURAL EXTENSION



Participants of Mass Media Training on a Field visit for hands on experience

Ministry of Agriculture, Govt. of India has initiated a scheme on "Mass Media Support to Agriculture Extension" to harness the power of radio and television with their massive penetration as a vehicle that could be exploited for the purpose of extension.

Under the scheme MANAGE was given the responsibility of building capacity of the producers of programmes to create, treat and deliver relevant programmes on agriculture for the farming community. MANAGE has developed suitable training modules to upgrade the knowledge and expertise of programme producers of Doordarshan and All India Radio in the emerging areas of Agriculture, Animal Husbandry, Horticulture and Fisheries. Besides suitable modules were also developed for imparting necessary media skills for creation of content, treatment and delivery of agricultural programmes for the extension functionaries and scientists of SAUs / KVKs.

To begin with, MANAGE was involved in developing the capacity of the producers of 55 narrow casting / regional kendras / national channel of Doordarshan and 96 FM broadcasting stations of AIR with the following objectives.

- ◆ To orient the programme producers on the potential use of mass media for strengthening the Agricultural

Extension Services in the Country.

- ◆ To create awareness and knowledge among the participants about the emerging issues in the field of agriculture and allied sectors.
- ◆ To develop knowledge and skills in content creation, treatment and delivery of farmer related programmes.
- ◆ To develop Back-At-Work Plans.

Training Design

Programme producers were oriented to Agriculture themes covering INM, IPM, crop technologies, post harvest technologies and emerging issues in agriculture to enable them to identify the themes relevant to the farmers needs and produce effective agricultural programmes. Experts from MANAGE and Universities were drawn for conducting the training programmes. Besides the training programmes on agriculture themes, the training modules also dealt with script writing, storyboard preparation and formats for telecast. During the course of training, participants were divided into small groups to develop the story, write the script and produce programmes. Films produced by the participants were screened later to a panel of experts and farmers for critical appraisal.

After a gap of two months, a review workshop was organized at MANAGE for the trained programme producers. The participants were asked to attend the workshop with their films produced on Agriculture. During the workshop, the films produced by participants were reviewed to evaluate the feasibility of adoption of knowledge; use of skills to produce films relevant to farmers' needs and suggest strategies to produce the programmes more effectively. At the end of the workshop participants were asked to prepare Back-At-Work-Plans.

During the year, 4 training programmes were organized for 48 programme producers of Doordarshan and 2 review workshops were organized in which 42 programme producers participated.

MANAGE organized four training programmes of 10 day duration for the programme producers of FM stations of All India Radio, to orient them on the agriculture themes as organized for programme producers of Doordarshan. However, in the case of programme producers of AIR, the media skills relevant to radio broadcasting of agricultural programmes besides script writing and story development were included in the training programme.

Two review workshops were also organized for 35 programme producers of FM stations of AIR for reviewing the programmes produced in all the aspects like formats

of presentation, topicality, coverage of content, ability to hold the audience, adoptability, sound, music etc. During the workshops a panel of experts reviewed the programmes produced by individual producers. At the end of the workshop participants were asked to prepare Back-At-Work-Plans.

Technical Feedback on Agricultural Programs

The technical feedback on agricultural programs being telecast by Doordarshan and a private channel was evaluated in Andhra Pradesh, under a study to bring out the improvements required in the Doordarshan programmes.

The study commenced from February 8, 2006 and data collection was completed on March 21, 2006.

Orientation Program on Agriculture for Journalism Students

As decided by the Executive Council in its 50th meeting held on March 29, 2005 MANAGE designed a 10 day module on agriculture for journalism students, on self financing basis, in order to orient prospective journalists on agricultural issues.

The first programme was organized for 13 students of Amrita School of Journalism, Coimbatore, Tamil Nadu during 17-26 October, 2005 at MANAGE.



MANAGEMENT EDUCATION

The agribusiness sector in India has vast potential to grow in the years to come both in the domestic as well as international arena. One of the critical inputs for the growth of this sector is the availability of trained and capable techno-managerial manpower. In response to this need MANAGE launched two programmes viz., a two-year Post Graduate Programme in Agribusiness Management (PGPABM) and a one-year Post Graduate programme in Agri-Warehousing and Supply Chain Management (AWASCM).

POST-GRADUATE PROGRAMME IN AGRIBUSINESS MANAGEMENT (PGPABM)

Genesis

Indian agriculture is in the process of change. The changes in economic policy and implementation of WTO guidelines have led to a shift in agriculture towards commercial orientation from subsistence agriculture. Vast opportunities for agribusiness have emerged, after economic reforms, in areas like technology generation, extension, marketing, value addition and exports, placing a large demand for managerial skills in the Agri business sector.

The application of various principles and practices of management has been found to be a weak link in the agriculture sector. Fresh Agricultural graduates find it difficult to function effectively as managers in Agri-business firms. In view of this emerging need for Techno-Managers, MANAGE took a pioneering initiative to launch

Council for Technical Education (AICTE) as well as accredited by National Board of Accreditation (NBA) of AICTE for three years.

Objectives

The objectives of the programme are to:

1. Develop adequate conceptual base in different subject areas of relevance, acquire sufficient operating skills in using modern management tools and techniques in different functional areas
2. Develop application skills of management techniques appropriate in the unique context of Agri-Business
3. Develop a gestalt perspective of the Agri-Business sector, its dynamics, complexities, challenges and opportunities in the emerging global context.

Eligibility Criteria

The minimum qualification for admission into the programme is a 4 years Bachelor's Degree in Agriculture and Allied sciences from any agricultural University or institution as recognized by the ICAR/UGC.

Programme Design

The programme is tailor made to needs of industry. The course is divided into VII trimesters with 116 credit load. The academic curriculum covers 39 subjects broadly distributed into basic, functional, sectoral and general courses. Some of the courses with a focus on Agri-business management include Agri-inputs Marketing, Agri-export Management & International Trade, Procurement Management, Supply Chain Management, Rural Advertising and Communication, Commodity Futures and Trading, Participatory Extension Management, Quantitative Aids for Agri-Business, Food



a two year full time and residential Post Graduate Programme in Agri-Business Management during 1996. The programme was initiated as an innovative and focused educational programme to prepare techno managers, business leaders and entrepreneurs in the Agri-business sector. The focus is on preparing students for careers in management in Agribusiness and related areas. The programme is recognized by the All India

Retailing, Micro Finance, Rural Credit and Agri-Finance & Banking etc.

The fourth Trimester is devoted to summer internship during which the students undergo an assignment given by Agri-business companies, which helps the students to refine the knowledge and sharpen managerial skills through hands on experience in the field. The summer project is evaluated by a supervisor or an executive from the company as well as the faculty of MANAGE. As part of the course curriculum, students participate in field projects during the study as well as in projects assigned to the institute. During the V trimester an industrial visit is also organized to develop Student - Industry interaction.

The programme has an Advisory Council comprising of members from both industry and academia, which review and advise on the content and methodology. Besides the Advisory Council, at the institutional level the programme is guided by three committees viz. Academic Committee, Examination Committee, Appeal Committee.

Admission Process

Admission to the Post Graduate Programme in Agri-Business Management is through a rigorous multi-stage selection procedure. All the applicants fulfilling the eligibility criteria for admission are invited for a Computer Based Objective Test (CBOT) developed in-house. The test was conducted at 12 centres across the country.

National Institute of Agricultural Marketing (NIAM), Jaipur and Indian institute of Plantation Management (IIPM), Bangalore also participated in the admission test for drawing students for P.G. programme at their institutes.

The knowledge of the students is tested through **Knowledge of Agricultural Technology (KAT)** covering agriculture and allied disciplines and **Management Aptitude Test (MAT)** covering Quantitative aptitude, Statistics, Reasoning and Proficiency in English.

The admission process for PGPABM - 2006-08 batch commenced with CBOT held on January 22, 2006. A total of 932 candidates applied for the admission. Based on the rank obtained in CBOT, short-listed candidates in the ratio of 1:4 were called at MANAGE during February / March, 2006 for the second phase of selection which included Group Discussion, Personal Interview and assessment of communication ability. Finally, 60 candidates were offered admission, 35 at MANAGE and 25 at NIAM.

Placements

MANAGE has achieved a distinction of 100% placement since inception through campus selections. The students have been placed in companies engaged in procurement, seeds, pesticides, fertilizers, finance, insurance, banking, commodity trading etc. A total 64 placements were offered to the students by 26 companies.

Sl.No.	Name of the company	No. of students
1.	ITC – Foods Division	02
2.	ITC – ILTD	01
3.	Dabur India Limited	01
4.	Cavin Care Limited *	01
5.	Coromandel Fertilizers & Chemicals Limited	03
6.	HDFC	06
7.	Reliance Industries Limited *	04
8.	ICICI Bank	03
9.	Canara Bank *	05
10.	Kotak Mahindra Bank	02
11.	JK Seeds Limited	01
12.	Karvy Commodities Broking *	01
	Total	30

* New Companies

Summer placement 2005-07 batch

The Summer projects were undertaken by the students (2005-07 batch) with the following Agri-business companies

Sl.No	Name of the Company	No. of students
1.	ITC-IBD	01
2.	ITC Foods Division	03
3.	ITC – ILTD	02
4.	Dabur India Ltd.	01
5.	PI Industries	02
6.	Field Fresh Foods	03
7.	Coromandel Fertilizers	02
8.	JK Seeds	02
9.	Kotak Mahindra Bank	03
10.	Yes bank	01
11.	Godfrey Philips Ltd.	02
12.	Chambal Agro Tech	03
13.	TATA Chemicals Ltd.	03
14.	Karvy Commodities Broking	01
15.	Agro Tech	01
16.	Godrej Agrovet	01
17.	DSCL	02
18.	Excel Crop Care	02
Total		35

Participation in Management Events

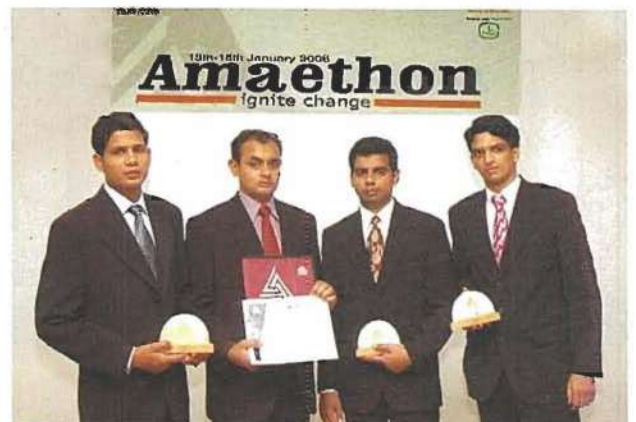
To enrich social life, various cultural and sports activities are organized for the students. The students are encouraged to participate in various academic competitions organized by Management Institutions and Corporate houses. During 2005-06, the students participated in various competitions organized by the top Management Institutions and Business Schools. Two teams of PGPABM 2004-06 and 2005-07 Batch of MANAGE won in the following prestigious competitions.:

AMAETHON – 2006, IIM, Ahmedabad (January 14, 2006)

The competition comprised two events titled “SAKAAR” – A Business Plan contest and “SHODH” - A Research Paper presentation competition. Students won prizes for a paper on “Small Drops make an Ocean – Innovations in Micro Saving Market” and the business plan contest.

ANKUR – 2006, IIT, Kharagpur (March 3 – 5, 2006)

A National level competition “ANKUR” organized by IIT, Kharagpur comprised a Business Plan Contest, “INNOVA” - paper presentation contest and Agri Quiz competition. A team of MANAGE students (batch 2005-07) won the first prizes in the above events and were awarded the overall championship cup.



POST GRADUATE PROGRAMME IN AGRI WAREHOUSING AND SUPPLY CHAIN MANAGEMENT (PGPAWASCM)

India's agribusiness sector has vast potential to grow in the years to come. There are immense opportunities for the growth of this sector both in the domestic as well as international arena. One of the critical inputs for the growth of this sector is the availability of trained and capable techno-managerial manpower. In response to this need, MANAGE launched a one year Post Graduate Programme in Agri Warehousing and Cool Chain Management (AWACCM) during 2004-05. After successful completion of the 2004-05 batch and placement of the students in various agribusiness and service sectors, the course content has been further revised based on the feedback from the industry particularly in logistics and supply chain management. In order to suitably reflect the programme, it was renamed as Post Graduate Programme in Agri Warehousing and Supply Chain Management (PGP-AWASCM) from 2005-06. The programme is dynamic and innovative to suit the growing needs of agribusiness.

Objectives

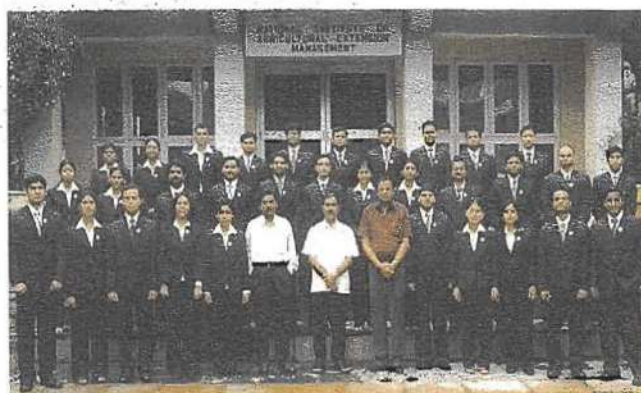
The overall objective of the programme is to improve the knowledge and skills in Warehousing and Supply Chain Management. The dynamic, innovative programme includes the latest trends and developments in the field of Agri-Business Management. The specific objectives are:

- To develop a general outlook of the Agri-business sector, its dynamics, challenges and opportunities in the changing global perspective.
- To equip the students in warehousing and cool chain management.
- To develop analytical and technical / marketing skills of Agri-graduates to manage the Agri-business organization.
- To develop sound knowledge on Logistics and Supply Chain Management.
- To develop decision making capability of Agri-graduates.
- To make students understand interrelationship among Agri-business functions with effectiveness and efficiency.

- To develop extension methodology and effective communication skills.

Content and Coverage

The programme is a specialized programme offering expert pool of Techno-Managers in niche areas of Warehousing and Supply Chain Management.



Effective Supply Chain Management is inter-related and dependent on other functions of the business and calls for a total integration. Keeping this in view, the programme coverage includes General Management, Marketing Management, Procurement Management, Supply Chain Management, Export Import Management, Post Harvest Technologies, Futures Trading, Project Management besides Banking and International Trade etc.

The programme of one year is divided into four Trimesters. During the third trimester, students go on an industrial visit for project work with different Agri-Business companies during which they have hands on experience utilizing the concepts learnt in the earlier Trimesters. Constant interaction with the industry to update the content makes this course very useful to the Agri-business industry.

Eligibility Criteria

The minimum qualification for admission into the programme is a 4 years Bachelor's Degree in Agriculture and Allied sciences. The minimum eligibility for application is a second division or equivalent OGPA as per the concerned university rules.



Selection Procedure

The multi-stage selection procedure was adopted during 2005-06 under which a written test was followed by Group discussion and Personal Interview for the candidates who qualified in the written test. Based on the results, 28 students were admitted into the programme during 2005-06.

To further improve the quality of the intake, the students for the 2006-07 batch were drawn from the Computer Based Objective Test conducted by MANAGE for admission to PGPABM across the country at twelve centers. For 2006-07 batch, 32 students were admitted drawn from thirteen states based on the CBOT, Group discussion and personal interview.

Industry Internship

As a part of the course curriculum each student is required to take up an individual project during III term for a period of 8 weeks in various agribusiness companies. These projects consist of important assignments given by different agribusiness companies. The AWASCM students have achieved distinction in-terms of excellence in winter projects carried out. During 2005-06 the

following companies visited MANAGE for assigning winter projects to the students.

Sl.No	Name of the Company
1.	Multi Commodity Exchange of India Limited
2.	National Collateral Management Services Limited
3.	United Riceland Limited
4.	Vibha Seeds
5.	Agro-Tech
6.	BASIX
7.	Zuari Industries Limited
8.	Godavari Fertilizers And Chemicals Limited
9.	Nuzeveedu Seeds,
10.	Devi Dayal (sales) Limited,
11.	BASF
12.	NABARD
13.	JK Agri- Genetics Limited
14.	Yes Bank
15.	Paradeep Phosphates Limited.

Placement 2005-06

The programme being dynamic and innovative to suit the growing needs of the agri-business sector has brought in many agri-business companies to the campus for final placement. There was 100% placement of students during 2005-06.

The companies where students were placed are:

Sl.No	Name of the Company	No. of students
1	Agriculture Finance Corporation Ltd.	02
2	Canara Bank	03
3	Field Fresh foods	02
4	I C I C I Bank	06
5	Kotak Mahindra Bank	02
6	Multi Commodity Exchange India Limited (MCX)	02
7	National Collateral Management Services Ltd. (NCMSL)	02
8	Reliance Industries	02
9	UPL	02
10	Vibha Seeds	03
11	Zuari Industries	02
Total		28

DIPLOMA IN AGRICULTURAL EXTENSION SERVICES FOR INPUT DEALERS (DAESI)



Smt. Radha Singh, I.A.S., Secretary (Agriculture), Department of Agriculture & Cooperation, Ministry of Agriculture, Govt. of India awarding certificates to DAESI participants

There is a large network of about 2.82 lakh Agri-Input Dealers in the country, who are an important source of information to the farming community. A majority of farmers visit the dealers for inputs on credit basis and often depend on dealers' advice. Nearly 90% of the Agri-Input Dealers operating in our country do not have any formal Agricultural Education. They seldom realize the implication of "Laws" related to handling of Agricultural Inputs. They are basically businessmen with knowledge of market forces. As many of these dealers do not have the required technical background it is often difficult for them to understand and explain technical aspects to the farmers. If they are transformed as para-professionals by providing required knowledge, they can make Market Led Extension a reality and thereby bring a paradigm shift in Indian Agriculture.

In view of this, it was felt necessary to design a diploma programme to build capacities of input dealers in basic agricultural technologies, extension and communication skills and statutory responsibilities. MANAGE has designed a one year "Diploma in Agricultural Extension Services for Input Dealers (DAESI)" to impart formal agricultural education to the dealers so that they can couple their business with extension services. The mission is to transform input dealers into para-professionals and enable them to serve the farmers better,

thereby strengthening the agricultural extension system. The DAESI Programme is a self-financing Programme.

Objectives

- ◆ To orient on location specific crop production technologies of broad-based agriculture and specific package of practices related to field problems.
- ◆ To build capacity of Input dealers in efficient handling of Inputs.
- ◆ To impart knowledge about the laws governing regulation of Agricultural Inputs.
- ◆ To make Input Dealers an effective source of farm information at village level (one stop shop) for the farmers / farm women.

Methodology

The programme is organised on a Distance Education mode with classroom interactions and field visits on every Sunday (Market Holiday) for 48 Sundays. Experts are involved for teaching and multi-media instructional devices are used.

Content

The focus is on technical aspects of agriculture and allied areas, extension management, individual development

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Shri A.K. Agarwal, IAS., Joint Secretary (Extension), Department of Agriculture & Cooperation, Ministry of Agriculture, Govt. of India addressing the gathering

and legal aspects. The entire course is divided into twelve modules.

DAESI Programme in Andhra Pradesh

The course was first launched in Ranga Reddy district of Andhra Pradesh in June 2004. During 2005-06 the programme was in operation in Adilabad, Karimnagar, Warangal, Hyderabad, Ongole, Guntur, Krishna, and West Godavari Districts. During the year 2005-06, 231 input dealers passed out and 237 were inducted into the programme.

Expansion of DAESI Programme

There is a demand for DAESI in other states too. DAESI is being expanded to other states and one batch has been completed at Tamil Nadu Agricultural University, Coimbatore, Tamil Nadu during the period under review.

Activities

A one day Brainstorming Session on DAESI was organized in August 2005 at MANAGE wherein 15 Scientists / Officials participated. The main objective was to revise the syllabus, module-wise coverage, ways and



Hon'ble Minister for Mines, Govt. of Andhra Pradesh Mrs. Sabita Indra Reddy distributing Certificates to DAESI participants

means for strengthening and quick expansion of DAESI programme across the country. The recommendations emerged related to production of reference material and identification of facilitators to run the programme in the respective districts.

A National Workshop on DAESI was organized in September 2005 at MANAGE under the chairmanship of Shri A.K. Agarwal, IAS, Joint Secretary (Extension), Ministry of Agriculture, Govt. of India. Twenty three officials from different States and organizations representing State Departments of Agriculture, State Agricultural Universities, SAMETIs, Consultants,



Input Dealers on a Field visit as part of training

Facilitators who are handling DAESI programme in Andhra Pradesh, MANAGE faculty and participants of first batch of DAESI participated in the workshop. The Workshop recognized the need for spreading this programme to other states.

As a follow up of the workshop, the following action was taken:

- MANAGE has entered into an MoU with MITCON Consultancy, Pune for expansion of DAESI Programme in Maharashtra.
- M/s. Dhanuka Group has volunteered to subsidize 50% of the fee for the Input Dealers of one of the districts in Andhra Pradesh.
- The reference material was prepared and supplied to participants.
- Fee has been reduced from Rs.27,000/- to Rs.19,500/- from 2006 onwards so as to make the course affordable to small dealers in rural areas.

RESEARCH STUDIES

Farmers' Suicides in Andhra Pradesh

MANAGE has taken up a study on 'Farmers' Suicides in Andhra Pradesh - causes, remedies and implications for agricultural extension'. The overall objective of the study was to analyze and understand the exact causes of suicidal deaths of the farmers in the state of Andhra Pradesh. The study covered three districts viz., Prakasam, Anantapur and Medak representing Coastal, Rayalaseema and Telangana regions respectively.

Findings: The study revealed that majority of the victim households belong to small and marginal farmers (78%). The share of institutional borrowing was a meager 18 percent. The major cause, which has led farmers to commit suicides, was indebtedness due to severe and continuous drought. Among different regions, mono cropping and failure of borewells were other causes for indebtedness and consequent debt trap which eventually led them to commit suicides.

The study has been completed and the report submitted to Ministry of Agriculture, Government of India.

Study on Sustainability of Watershed Programmes

Sustainability of interventions under watershed programmes continues to be a challenge. It was felt that an exploratory study on aspects of sustainability could be attempted, so that the operational mechanisms could be derived.

The objectives of the study were to identify the various strategies / initiatives implemented by sustainable projects in terms of their mechanisms, operations and processes; assess the extent of sustainability of various components under the projects; and analyze the performance of operational mechanisms of the above strategies / initiatives. The study also aimed at suggesting measures for sustainability and withdrawal strategy for watershed projects. The study has been carried out in selected projects, in the states of Karnataka and Maharashtra where initiatives have been taken up for the sustainability of watershed components and mechanisms.

Findings: The study revealed that by and large

sustainability has been consistently high in two interventions namely women SHGs and book writers. Women SHGs have shown consistently high sustainability due to efforts regarding institutional building by adopting credit and thrift as one of the critical agenda. Besides, adequate attention has been paid to adoption of income generation activities.



Community oriented water harvesting structures (WHSs) have been functioning well in majority of watershed projects under study essentially due to good quality of design and construction of structures, adoption of participatory planning process, choice of technological options as well as location of structures, payment of genuine contribution by actual users associated with the structure and emphasis on a wide range of WHSs based on indigenous as well as exogenous technical knowledge

Construction of low cost water harvesting structures has also been found to be highly sustainable. Main processes, which led to sustainability were (i) emphasis on a wide range of WHSs based upon indigenous as well as exogenous technical knowledge; (ii) timely repair and maintenance by concerned farmers; and (iii) emphasis on meeting multiple needs of the community namely irrigation for crops, drinking water for human beings as well as for livestock, etc. Under development of land based livelihood, production of vermi-compost, organic farming and; integrated pest management have shown high sustainability.

Some of the measures proposed for sustainability of interventions under watershed programme include Integration of social resources management with natural resource management; Convergence of activities of



different Departments / Agencies; linkages with credit institutions; capacity building of community based organizations and developing a withdrawal strategy.

Kisan Credit Card Scheme: A Study in Andhra Pradesh

Credit is an important component in agriculture with crop loans constituting a major portion of disbursements. The farmer needs adequate and timely credit in a cost effective and flexible manner to raise a crop and undertake non-farm activities besides making a provision for consumption needs. Working capital needs are required to be met from the banking system failing which the farmer may be constrained to borrow from the informal sector with adverse consequences and debt trap which are well known.

Against this background the Kisan Credit Card (KCC) scheme was introduced in 1998. Within a short span of time Kisan Credit Card has established itself as a popular financial product among the farmers. The implementation of the scheme was expected to help all categories of farmers in terms of easy and convenient access to institutional credit.

A study was undertaken to evaluate the impact of the scheme in Andhra Pradesh. The objectives of the study were to examine the different socio-economic variables that affect the success of the scheme; assess its effectiveness from the angle of geographic spread,

agency wise progress, coverage of different categories of farmers; awareness about the Kisan Credit Cards; insurance coverage among the target groups and identify the areas for improvement for more effective implementation of the scheme. The survey was conducted in Telangana, Rayalaseema and Coastal Andhra regions of Andhra Pradesh.

Findings: The study indicated that Kisan Credit Card has been widely accepted both by the farmer as well as by issuing financial institutions. The study has brought out some issues relating to policy and operational efficiencies of the scheme. All the financial institutions opined that, the scheme is quite impressive and there is need for more capacity building at official level uniformly across different lending agencies to avoid any discrepancies. In agency wise progress, cooperative banks dominated over the others by contributing greater share to the total cards issued. The scheme has been successful in reducing the cost of credit, which was otherwise found to be high. Among the different categories of farmers, small farmers benefited the most with reduction in cost of credit to an extent of 4 to 6 per cent in different regions. There was also a reduction in the default rate. The study revealed the need for awareness creation on various components of the Scheme like Crop Insurance, Personal Accident Insurance etc.

CONSULTANCY

Assam Agricultural Competitiveness Project (AACP)

Based on the request received from Assam Rural Infrastructure and Agricultural Services Project (ARIASP) Society set up by the Govt. of Assam for implementation of externally aided projects, MANAGE has taken up the consultancy project for providing advisory services and consultancy for operationalizing a decentralized extension model to deliver farm advisory services, under the Assam Agricultural Competitiveness Project (AACP). The overall objective of the Project is to increase the agricultural productivity and market access of targeted farmers and community groups.

Key features of the project

The project envisages use of a decentralized model for delivery of farm advisory services through district-level Agricultural Technology Management Agencies (ATMAs) in 11 districts of Assam for promotion of market driven intensification and diversification of the broad based agriculture, strengthen Research-Extension-Farmer linkages, develop a District Agricultural Development Strategy (DADS), introduce strategic investments for improving technical and diagnostic capacity of farmers and delivery systems, develop linkages and partnership with various stakeholders etc.

Role of MANAGE

MANAGE is the Consultant Organization for operationalizing the concepts, providing technical backstopping for facilitating the implementation of ATMA model, by developing a clear framework for implementation of policy and institutional interventions, formulation of O&M structure, DADS methodology, research - extension - farmer - market linkages, operationalization of Block Resource Centres (BRCs), Farmers Advisory Committees (FACs), Farmers Interest Groups (FIGs), monitoring and evaluation system and documentation of experiences. MANAGE will also facilitate orientation to the officials on the concept and operationalization of the project, in addition to capacity building.

Work done during 2005-06

Various activities have been undertaken by MANAGE starting from organizing orientation of state level officers of all line departments and scientists of SAUs to the ATMA Model, orientation of district level officials to the concept and operationalization of ATMA, development of guidelines for operationalization of ATMA model, developing a cadre of master trainers, through capacity building, drawn from line departments and scientists of SAUs, capacity building of district core teams in all the 11 districts on the concept and operationalization of the ATMA, facilitation in initiation of ATMAs, capacity building of district officials to develop district agricultural development strategies, preparation of DADS by ATMAs and capacity building of officials of line departments outside the state.

Vulnerability Assessment and Enhancing Adaptive Capacity to Climate Change in Semi Arid Areas in India

MANAGE is one of the three partners in a project on "Vulnerability Assessment and Enhancing the Adaptive Capacity to Climate Change in Semi Arid Areas in India". The project was initiated by Swiss Agency for Development and Cooperation (SDC) in India and is based on holistic as well as stakeholder-driven and pro-poor approach. Implementation of the project is by a National Consortium consisting of three partners – M.S.Swaminathan Research Foundation (MSSRF), Action for Food Production (AFPRO) and MANAGE. It is a four-year action learning project to be implemented during 2005-08.

The overall goal of the programme is to secure the livelihoods of rural poor and vulnerable communities by promoting adaptation measures that build and enhance their capacity to better cope with adverse impacts of climate change. The focus is on optimizing and integrating climate change related knowledge in existing service delivery systems in the water, agriculture and rural energy sector in one district each in the States of Andhra Pradesh and Rajasthan on pilot basis. Mahabubnagar in Andhra Pradesh and Udaipur in Rajasthan have been selected for project interventions.



Objectives

- To build community level capacities with regard to best practices and technologies in the agriculture, water and energy sector,
- To optimize the service delivery system and services at selected sites, and
- To promote policy dialogue and advocacy at different levels

Based on the situational analysis, suitable technologies and institutional mechanisms for optimizing extension systems will be developed to be tried out in the next two years in the action research mode. This apart, training needs of the personnel of the pilot areas will be identified and training programmes organized.

During the year, situational analysis has been carried out in the pilot districts of Mahaboobnagar in Andhra Pradesh and Udaipur in Rajasthan. This was an attempt to take stock of the existing delivery systems for agriculture, water and energy and to analyze the training needs of the extension functionaries with special reference to climate related aspects. The analysis was also aimed at understanding the socio-economic aspects of the district in general and climate related ones in particular so that interventions under the project could be planned accordingly.

As part of the project, two workshops were organized during the year. With a view to identifying successful technologies which have relevance to the pilot areas under the project, a workshop on Documentation of Success Stories was organized. The programme was attended by 32 participants drawn from development organizations working in different districts of Andhra Pradesh. As part of the efforts to develop trainers for organizing training programmes under the project, a workshop on capacity building and curriculum development was organized during October, 2005.

Perspective Plan for Nalgonda and Khammam Districts

The task of preparing a perspective plan for Nalgonda and Khammam Districts in Andhra Pradesh, under the National Food for Work Programme (NFFWP), was assigned to MANAGE by the Commissioner, Rural Development, Government of Andhra Pradesh. The National Food for Work Programme was launched in mid

2005 by the Government of India, in 150 most backward districts in the country.

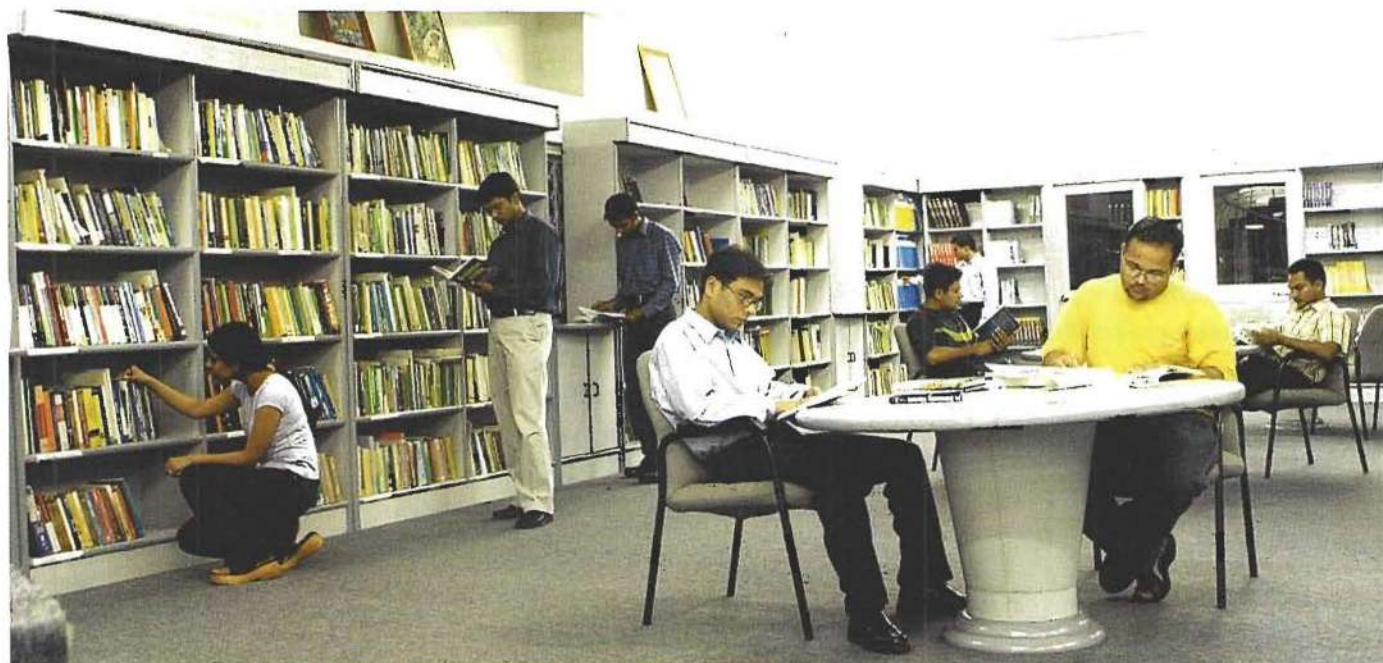
The perspective plans for the two districts have been prepared on a partnership mode jointly by MANAGE, Hyderabad, Commissionerate for Rural Development and District Administration of the respective districts with a bottom-up approach on the basis of watershed methodology, with a five-year perspective i.e. 2005-06 to 2009-10. The preparation of perspective plans were completed and presented to the Commissioner, Rural Development, Govt. of Andhra Pradesh and the Collectors of Nalgonda and Khammam districts.

Reorganization of Extension System and Operational Modalities Under State Extension Plan - Orissa

A consultancy study was undertaken for the Agricultural Promotion and Investment Corporation of India Ltd. (APICOL) Bhubaneswar, on suggesting a reorganized extension system and operational modalities for the state of Orissa. This study is an offshoot of the operation of a pilot project of the ITD component of NATP in four districts of Orissa. The NATP project generated a favourable response from the farming communities in all the districts, generated keen interest among the officials of line departments in these districts, apart from sensitizing the state level personnel to the potential and need for transformation in agricultural development scenario. In line with this experience, APICOL requested MANAGE to undertake a study and suggest organizational modalities for improving the delivery of extension systems in the state. The study was initiated during April, 2005. The Study was completed and report furnished to APICOL.

The study focuses on identifying the constraints of the present extension system; identify the actors involved in transfer of technology; the needs of the farming communities and suggest an institutional structure along with the delivery mechanism and operational modalities. The reorganized extension system suggested is expected to meet the needs of the farming communities, take into account the existing infrastructure and adhere to the overall National Policy of Agricultural Extension. It also needs to consider the problems of women in agriculture, application of IT in agriculture and the possibility of promoting public private partnership in extension.

INFORMATION SUPPORT SERVICES



The support services include library and information services and information technology services which support training, teaching, research and consultancy programmes at MANAGE. MANAGE has a library with a valuable collection of books and journals of national and international repute in the areas of agriculture, management and other important subjects, besides a rich collection of databases on agriculture and allied subjects. It has the state-of-the-art information and communication technology support to enable dissemination of information / publications, access information, facilitate communication and networking with the institutions and individuals. MANAGE brings out publications and uses web technologies to disseminate its information and knowledge resources.

IT Support Services

The information technology centre is well equipped with 95 systems connected to two leased lines of 128 kbps and 256 kbps with 24 hrs connectivity providing a gateway for access to information resources as well as networking. A videoconferencing facility facilitates communication with 43 nodal institutions under the NATP, Agriclincs and Agribusiness centers scheme and other institutions.

Library & Documentation Services

During 2005-06, 303 books were added to the collection

and 93 journals were subscribed. The database of books, journals, articles, videos and CD-ROMs is managed through LIBSYS- a library management software, and can be accessed through the on-line public access catalogue (OPAC) on the Local Area Network. The Library has also been subscribing to electronic databases like PROWESS, India Trades, Indian Harvest and India Stats. Services include provision of training, educational, and research material; access to information, assistance in the use of information resources; reference services and literature search services. Development of a database of books and articles scanned from current literature is an on-going activity of this centre. Articles, of interest to research and training activities at MANAGE, are abstracted and made available to Faculty on the local area network.

Information & Publications

MANAGE publications are circulated among policy makers, senior administrators, scientists and officials, district, state, national and international organizations connected with agriculture and extension management. Many of these are available full text on the website at www.manage.gov.in.

A list of publications published and disseminated during the period under review is given below.

Journal

- **MANAGE Extension Research Review** - a bi-annual journal devoted to dissemination of knowledge in the field of Agricultural Extension Management. One issue was published during the period under review.

Newsletters

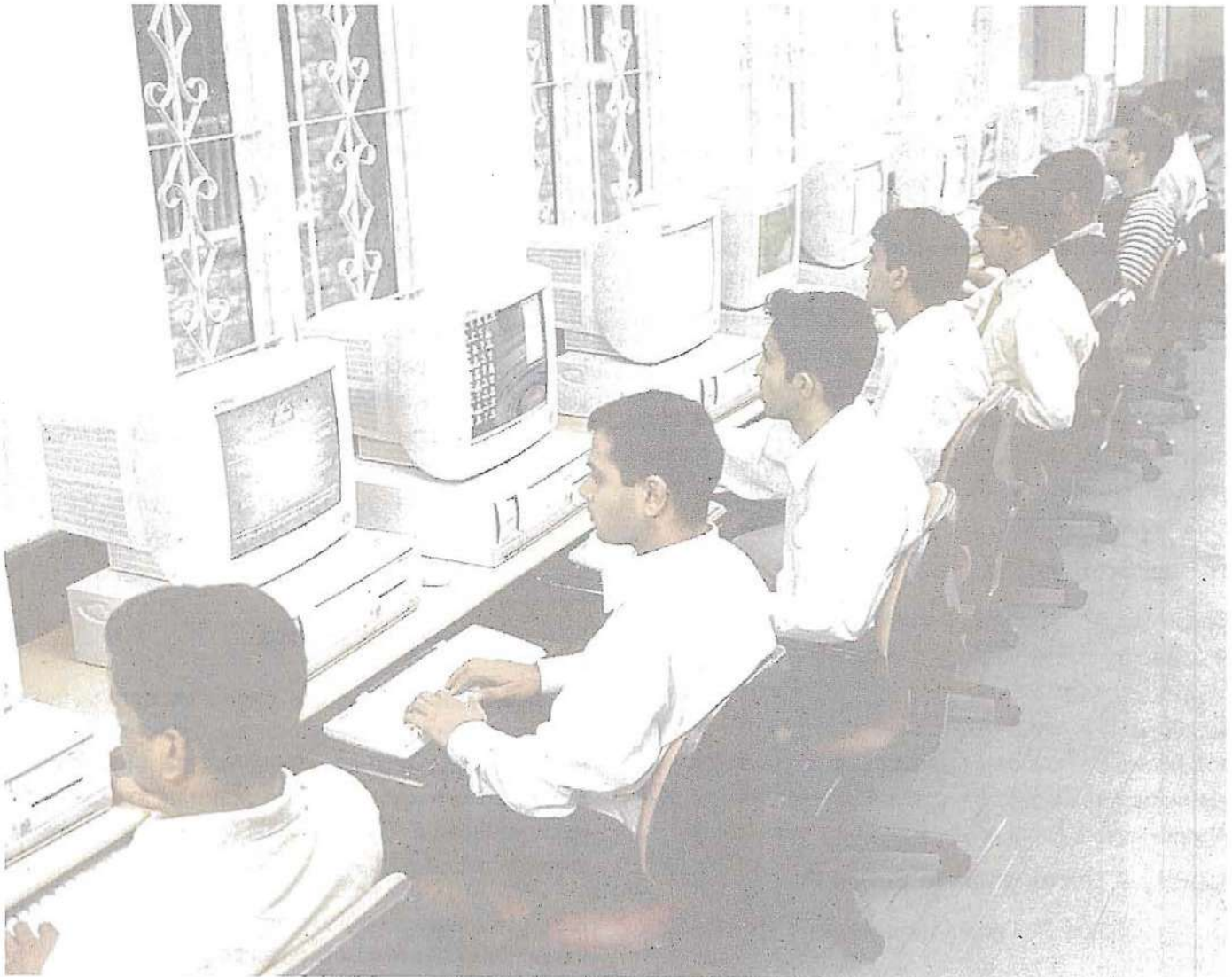
- **MANAGE Bulletin** - a newsletter from MANAGE. Three issues were published during the period under review.
- **Spice** - a newsletter related to Agri Business Management. One issue was published during the period under review.

MANAGE on the web

The MANAGE website at www.manage.gov.in gives

access to information on projects, training programmes and publications. Internet-based Library Services include links to important web sites, databases, Electronic journals, Library catalogues, discussion forums etc.

Information on the Agriclincs and Agribusiness centers scheme can be accessed at www.agriclinics.net and on the Kisan Call Centers scheme at www.kisancallcenter.net. The Agriclincs site gives information on progress under the scheme and initiatives by agripreneurs trained in different nodal institutions across the country. A Discussion Forum has also been set up and brings together around 500 agripreneurs across the country to discuss on issues and developments. The Kisan Call Centres site was launched to disseminate information on the Kisan Call Centers scheme.



ADMINISTRATION AND ACCOUNTS

Administration

The general supervision of MANAGE vests with the President, General Council, i.e., presided over by the Hon'ble Union Minister for Agriculture, Government of India. There are two Vice Presidents in the General Council, namely the Hon'ble Minister of State for Agriculture and the Secretary (Agriculture & Cooperation), Ministry of Agriculture, Government of India. In the absence of the President, one of the two Vice Presidents is nominated by the President to preside over the General Council Meeting.

The General Council exercises overall control and issues directions for the efficient management and administration of the affairs of MANAGE, besides nomination of members to the Executive Council; approval of annual budget and annual report and amendment of the Rules and Regulations of MANAGE, with prior approval of Government of India. The composition of General Council of MANAGE is given in Annexure-I.

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

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

The Head of the Institute is the Director General, who is appointed by the Government of India as the Principal Executive Officer and is responsible for smooth and proper functioning of administrative affairs. He exercises powers under the direction and guidance of the Executive Council. The Director General is assisted by Faculty, Administration, Accounts and Engineering Wings.

Faculty

The Faculty consists of 20 members with Four Directors, 4 Deputy Directors, 5 Assistant Directors and seven Research Associates. The profile of the faculty and officers may be seen at Annexure - III

Administrative and Accounts Support

The Director General is supported by an Administrative Officer on general administrative matters and a Programme Officer for conducting various training programmes.

An Accounts Officer with support staff assists the Director General in processing, maintenance of financial matters and auditing of accounts.

Engineering Support

One Asst. Engineer (Civil) with the support staff looks after the maintenance of MANAGE Campus.

Funds

MANAGE was included in the regular Tenth Five Year Plan Project of the Ministry of Agriculture, Government of India and provisions were made for funding under the Plan.

Financial Position

The Annual Accounts for the year 2005 -2006 have been prepared and audited by the Accountant General.

Meetings

The 51st Meeting of the Executive Council was held on September 28, 2005. The 32nd General Council Meeting and Special Annual General Meeting of 2005 – 06 were held on January 9, 2006.

OTHER ACTIVITIES

Progressive use of Rajbhasha in MANAGE

During the period under Report initiatives taken for Progressive use of Rajbhasha Hindi are as follows:

1. Consequent to constituting MANAGE Official Language Implementation Committee (MOLIC), two meetings of MOLIC were conducted.
2. Action has also been taken to send the Quarterly Progressive Reports to the Department of Official Language, Ministry of Agriculture; Department of Official Language, South Block, Bangalore and Town Official Language Implementation Committee, Secunderabad.
3. Hindi week was celebrated during September 8 to 14, 2005 with Hindi Day observed on the last day of the celebrations. As part of the celebrations events like debating, essay writing and oral skill competitions were organized for employees.
4. To improve the usage of Hindi among the non-Hindi speaking staff, Praveen and Pragya classes were organized in the institute under Hindi Teaching Scheme of Ministry of Home Affairs.
5. Classes for Praveen examination were conducted for a batch of eight members during January – May, 2005 session. All the eight staff members who appeared for this session have passed and we have achieved 100% results.
6. Pragya examinations were conducted in two batches during January – May, 2005 and July – November, 2005 sessions. In the first session eight and in the second twenty members have appeared for this course. In both the sessions we have achieved 100% result. Together, in both the batches, 28 members have acquired working knowledge of Hindi.
7. Application Forms and indent forms like C.L/CPL, Miscellaneous advance adjustment and Vehicle indent were made bilingual.
8. Preparation of MANAGE Annual Report and Annual Accounts in Hindi along with English versions was taken up. Accordingly, Annual Report and Annual

Accounts for the year 2004 – 2005 were prepared in both the languages.

9. Apart from the above, efforts were made to create a Hindi Web Page on MANAGE web site. In October, 2005 the Hindi Web Page was uploaded on the MANAGE web site.

Infrastructure Development

MANAGE campus is spread over an area of 42 acres of land consisting of Academic Buildings, Hostel Buildings with Recreation Facilities, Health Centre and Residential Accommodation. Conservation concepts viz., utilization of sewage effluents after treatment, treatment of bore well water to potable standards through reverse osmosis process, vermiculture and greenhouse are installed and kept under optimal use. The electrical system viz., 300 KVA Sub-station and transformers, UPS systems and air conditioning facilities, general electrical maintenance of entire campus installations are being maintained as per standards.

During the year 2005-06, a few important works were taken up for improving campus infrastructure which included upgradation of the reverse osmosis process, replacement of conventional copper chokes with energy saving electrical ballasts, providing air conditioning facility to all the guest and double rooms in the Hostel. Construction of additional accommodation is underway to accommodate students and participants who attend the training programmes.

Participation in Agricultural Exhibitions

During 2005–06, MANAGE participated in the following agricultural exhibitions:

1. Krishi 2005 International Agricultural Trade Fair held at Nasik, Maharashtra during 30 November – 5 December 2005.
2. Kisan Mela held at Jhabua, Madhya Pradesh during 30 - 31 January, 2006.
3. Krishi-Expo 2006 held at Pragati Maidan, New Delhi during 8 - 12 March 2006.
4. North-East Agri Expo 2006 held at Dimapur, Nagaland during 27 - 31 March 2006.

ANNEXURES

ANNEXURE - I
COMPOSITION OF THE GENERAL COUNCIL OF MANAGE (AS ON 31.3.2006)

Rule No.	Composition of General	S.No	Name & Address of the Member
i	President of MANAGE The Minister Incharge 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 The Minister of State (A&C) and Secretary, Department of Agriculture &Cooperation, Ministry of Agriculture.	2	Shri Kantilal Bhuria Hon'ble Minister of State for Agriculture, Ministry of Agriculture Krishi Bhawan New Delhi – 110 001
		3	Smt. Radha Singh, IAS Secretary (Agriculture) Department of Agriculture & Cooperation, Ministry of Agriculture Krishi Bhawan New Delhi - 110 001
iii	Four persons from non-official Institutions in India working inAgricultural Development andAllied fields - To be nominated by the President of MANAGE as members	4	Shri Vijaya Sampatrao Borade Trustee Marathwada Sheti Sahayya Mandal Krishi Vigyan Kendra C/o Ajay Engineering, Adalat Road, Aurangabad Maharashtra
		5	Shri Rajendra Pawar Rajendra Pawar Agricultural Trust Sharda Nagar, Baramati, Maharashtra
		6	Shri R.C. Chaudhary Participatory Rural Development Foundation Canal Road, Shivapur Shabazganj P.O. Jungle Salik Raom Gorakhpur – 273 004 Uttar Pradesh
		7	Shri G. Gopal Reddy Shri Aurobindo Institute for Rural Development (SAIRD) Post. Gaddipalli, Nalgonda Dist- 508 201 Andhra Pradesh
iv	Nine eminent persons who have made noteworthy contributions in the field of agricultural development and allied subjects.	8	Smt Lila Poonawala Survey No. 23, Balewadi (Behind NIA), Pune – 45 Maharashtra
		9	Shri Gokul Patnaik T-9, 1st Floor, Green Park Extension, New Delhi – 110 016
		10	Shri Prakash Naiknavare Managing Director Maharashtra Co-operative Sugar Foundation, Sakhar Bhavan, Nariman Point Mumbai, Maharashtra
		11	VACANT
		12	Dr M. Mahadevappa 1576, 1 CrossChandra Layout Bangalore - 560 040, Karnataka

Rule No.	Composition of General	S.No	Name & Address of the Member
		13	Shri Sopan S. Kanchan E-15, Nisarg-Market Yard Gultekdi Irrigation Colony, Pune - 411 037, Maharashtra
		14	Sardar Darshan Singh Tabiba Village Hiyatpura P.O. Machhiwara, Dist., Ludhiana, Punjab
		15	Shri Uday Narayananrao Borawake Chairman Uday Baug Off-Solapur Road, Near Racecourse, Puna - 411 013 Maharashtra
		16	Shri S.S. Adkar 25, Suyog Apartments S.No. 24/4 Hingne Khurd Sinhagad Road Pune - 411 051, Maharashtra
	Ex Officio Members		
	Director General, NIRD	17	Shri V.S. Sampath, IAS Director General National Institute of Rural Development, Rajendranagar, Hyderabad - 500 030
	Director General, ICAR	18	Dr Mangla Rai Secretary & Director General Indian Council of Agricultural Research, Krishi Bhawan, New Delhi - 110 011
vii	Additional Secretary and Joint Secretary incharge of Extension and Financial Adviser in the Ministry / Department of Govt.Of India dealing with MANAGE and the Secretary of the Ministry / Department dealing with Rural Development	19	Dr (Mrs) C.T. Misra, IAS Addl. Secretary (Agricultural Extension) Department of Agriculture & Cooperation Ministry of Agriculture Krishi Bhawan, New Delhi - 110 001
		20	Shri A.K. Agarwal, IAS Joint Secretary (Agricultural Extension), Department of Agriculture & Cooperation, Ministry of Agriculture Krishi Bhawan, New Delhi - 110 001
		21	Shri Prem Prakash Mathur, IAS AS & Financial Adviser Department of Agriculture & Cooperation Ministry of Agriculture Krishi Bhawan, New Delhi - 110 001
		22	Shri Pratyush Sinha, IAS Secretary (Rural Development) Ministry of Rural Areas & Employment Dept. of Rural Development Nirman Bhawan Room No. 247, A Wing, New Delhi - 110 011
viii	Agriculture Commissioner, Govt. of India, Department of Agriculture & Cooperation, New Delhi	23	Dr N.B. Singh Agricultural Commissioner Department of Agriculture & Cooperation Ministry of Agriculture Krishi Bhawan, New Delhi

Rule No.	Composition of General	S.No	Name & Address of the Member
ix	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.	24	Shri Sudeep Banerjee Secretary (Secondary & Higher Education) Department of Education Ministry of Human Resources Development, Shastri Bhawan New Delhi - 110 001
		25	Shri A.N. Tiwari, IAS Secretary, Ministry of Personnel, Public Grievances and Pensions Govt. of India, Room No. 112, North Block New Delhi – 110 001
		26	Shri Rajeev Ratna Shah Secretary to Planning Commission, Govt. of India Planning Commission Yojana Bhavan, New Delhi- 110001
x	Five Secretaries to the State Governments / Union Territories in charge of Agril. Production (in rotation) or their nominees not below the rank of Deputy Secretary to the State Govt.	27	Dr P. Raghavan, IAS Secretary Agriculture Govt. of Chattisgarh, Mantralaya DKS Bhawan, Raipur – 492 001 Chattisgarh
		28	Shri A.K. Sarkar, IAS Secretary Agriculture Govt. of Jharkhand Ranchi – 884 001 Jharkhand
		29	Shri L. Haokip, IAS Secretary (Agriculture) Government of Manipur Agriculture Department, Imphal – 795 001 Manipur
		30	Shri G.K. Gurang Secretary (Agri.)/ Agri. Commissioner Government of Sikkim, Dept. of Agriculture Krishi Bhawan Tadong – 737 101 Sikkim
		31	Shri Janak Digal Secretary (Agriculture) Department of Agriculture, UT Administration of A & N Island, Port Blair – 744 101 Andaman & Nicobar
xi	Seven Members of the Union / State and Union Territory Legislatures : 2 from Lok Sabha, 1 from Rajya Sabha, 4 from State and Union Territories (To represent four Zonal Councils by rotation)	32	VACANT
		33	VACANT
		34	VACANT
		35	VACANT
		36	VACANT
		37	VACANT
		38	VACANT

Rule No.	Composition of General	S.No	Name & Address of the Member
xi	Four Directors of Agriculture of States / Unions Territories (to represent their regions of the country by rotation) ; or their nominees not below the rank of Additional Director of Agri. or an officer of equivalent rank.	39	Dr S.K. Goel, IAS Commissioner, (Agriculture) Commissionerate of Agriculture Central Building Pune – 411 005 Maharashtra
		40	Shri Ramesh G. Joshi Director Agriculture Directorate of Agriculture, Govt. of Goa Vidhut Bhawan, Panaji – 403 001 Goa
		41	Shri Manoj Sharma Director of Agriculture Directorate of Agriculture Krishi Bhawan, Jaipur – 302 002 Rajasthan
		42	Shri Madan Lal Director Agriculture, Government of Uttaranchal Department of Agriculture Dehradun (Uttaranchal)
xii	The Director General of MANAGE who shall be appointed by the Government of India, Ministry of Agriculture. (Ex Officio Member & Member –Secretary)	43	Shri K.V. Satyanarayana, IAS Director General National Institute of Agricultural Extension Management (MANAGE) Rajendranagar Hyderabad - 500 030 (AP)
xii	Two Vice-Chancellors of Agril. Universities and one Vice-Chancellor of General University (by rotation) or their nominee not below the rank of Director.Ex-officio Members)	44	Dr R.B. Deshmukh Vice Chancellor, Mahatma Phule Krishi Vidyapeeth Rauri, District – Ahmednagar Maharashtra
		45	Dr M.S. Thimappa Vice Chancellor Bangalore University Jnana Bharathi Bangalore – 560 056 Karnataka
		46	Prof. A. Alam, Vice Chancellor Sher-e-Kashmir University of Agril. Science & Technology Shalimar Campus Srinagar – 191 121 Jammu & Kashmir

ANNEXURE - II
COMPOSITION OF EXECUTIVE COUNCIL OF MANAGE (AS ON 31.3.2006)

Rule No.	Composition of Executive Council	S.No	Name & Address of the Member (Chairman, Officials & Non Official members)
5.1 (i)	Ex-Officio Members;		
a)	Secretary (A & C) as Vice President of MANAGE shall be chairman of the Executive Council	1	Smt. Radha Singh, IAS Secretary, (Agriculture) Department of Agriculture & Cooperation Ministry of Agriculture, Govt. of India, Krishi Bhawan New Delhi - 110 001
b)	Additional Secretary incharge of Extension in the Ministry Department, Government of India dealing with MANAGE shall be the Vice-Chairman of the Executive Council	2	Dr (Mrs) C.T. Misra, IAS Addl. Secretary (Extension) Department of Agriculture & Cooperation Ministry of Agriculture Krishi Bhavan, New Delhi-110 001
c)	The Director General of MANAGE	3	Shri K.V. Satyanarayana, IAS 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	Shri A.K. Agarwal, IAS Joint Secretary (Agricultural Extension) Department of Agriculture & Cooperation Ministry of Agriculture, Govt. of India, Krishi Bhawan, New Delhi - 110 001
		5	Shri Prem Prakash Mathur, IAS Financial Adviser Department of Agriculture & Cooperation Ministry of Agriculture Krishi Bhavan, New Delhi-110 001
e)	Non-official Members Five eminent persons who have made note-worthy contributions in the fields of agricultural development / and allied subjects; to be nominated by the Government of India from among the members of the General Council	6	Shri Sopan S. Kanchan Irrigation Colony Uruli Kanchan Dist. Pune, Maharashtra
		7	Sardar Darshan Singh Tabiba Village Hiyatpura P.O. Machhiwara Dist. Ludhiana, Punjab
		8	V A C A N T
		9	Shri Uday Narayanrao Borawake Uday Baug Off-Solapur Road Near Racecourse Pune - 411 013, Maharashtra
		10	Prof M. Mahadevappa 1576, I Cross, Chandra Layout Bangalore - 560 040. Karnataka
f)	Two members to be nominated by the General Council from among the non-official members of the General Council	11	V A C A N T
		12	V A C A N T

ANNEXURE - III

PROFILE OF MANAGE FACULTY AND OFFICERS (AS ON 31/03/2006)

Sl. No.	Name of the Faculty	Designation	Qualification	Experience
1.	Shri K.V. Satyanarayana, IAS	Director General	M.Com.	Joined Indian Administrative Services in 1982 and served in various capacities under Govt. of Tripura, Govt. of A.P and Govt. of India. Worked in Agriculture, Food & Civil Supplies, Rural Development, Tribal Welfare, Health and Finance Departments.
2.	Dr. G.R. Desai	Director (OD&PC)	M.Sc (Agril.Extn) Ph.D. (Agril.Extn)	Over 28 years of experience starting from Agriculture Finance as Agriculture Inspector in Central Bank of India, Research & Teaching in University of Agricultural Sciences, Bangalore, as Scientist (Extension) in ICAR, as Dy. Director (ETOT) at NIRD, Project Coordinator for DFID funded Agricultural Extension Management Training Project in MANAGE and further as Director, OD & PCTL from 1995 onwards. During the period, coordinated the NATP from 1999 to June 2005. Overall experience relates to sectors like Agriculture, Horticulture, Fisheries and Agribusiness Industry.
3.	Dr. M.N. Reddy	Director (Agril. Extn. & Commn.)	M.Sc (Agril.Extn) Ph.D.(Agril.Extn)	30 years of experience in the field of Training, Teaching, Research, Consultancy and Field Extension at National and International level.
4.	Dr. V.P. Sharma	Director (ITDP)	M.Sc. (Statistics) M.A.(Economics) MBA (HRD) Ph.D	Total 26 years : 17 years at MANAGE. Major areas-Networking Agriculture Management Systems and Developing Multimedia Interactive content on MANAGE Network.Providing consultancy on "Connectivity & Content" in Agricultural Extension to all stakeholders in the National Extension System
5.	Dr. Vikram Singh	Director	M.A.(Psychology) M.Phil - do - Ph.D - do -	Over 21 years, of which 9 years as Director in MANAGE in the areas of Organizational Behavior and Process Skills. During my tenure at MANAGE, also served as Principal Coordinator of Post Graduate Programme in Agri-Business Management (PGPABM) for about 5 years. Also had a brief stint of 4 months at IIT, Kanpur as Registrar.

Sl. No.	Name of the Faculty	Designation	Qualification	Experience
6.	Dr. V.K. Reddy	Deputy Director	M.A. (Sociology) PG Dip. in Labour Laws & Personnel Mgmt.	16 years as Asst. Director in NIRD, Faculty of HRD 9 years as Deputy Director in MANAGE
7.	Dr. B.D. Tripathi	Deputy Director	M.Tech (Chemical Tech.) M.B.A.(HRD) Ph.D. (HRD)	Over 24 years 8 years as Asst. Tech. Adviser in Dept. of Food, GOI - 9 years as Programme Officer in MANAGE- Over 7 years as Dy. Director of which 4 years as Consultant (NATP)
8.	Dr. P. Chandra Shekara	Deputy Director (Agri. Extn.)	Ph.D (Agril.Extn.)	17 years of experience in Agriculture Extension Training, research and consultancy at Coffee Board and MANAGE
9.	Dr. K. Uma Rani	Deputy Director	Ph.D (Extn.Edu)	23 years in Training and Research
10.	Dr. K.H. Vedini	Programme Officer	M.Sc. (Agril.Eco) Ph.D, PDF (Netherlands)	4 years experience as Consultant for Development Projects 7 years as Academician as Corporate Trainer in Agriculture, Marketing & Trade
11.	Shri J. Pandu Ranga Rao	Assistant Director (Selection Grade) (Computers)	M.Sc., (Statistics) M.A. (Eco.) Diploma in Computer Science	Total 35 years 19 years as Research Officer in NIRD. 16 years as Asst. Director in MANAGE
12.	Mrs. Lakshmi Murthy	Assistant Director (Doc.) (Sr. Scale)	M.A. (Eco) M.LI.Sc Advanced Diploma in French	22 years in Documentation and Information Management
13.	Dr. T.D.S. Kumar (Sr. Scale)	Assistant Director Ph.D (Ag. Eco)	M.Sc (Ag. Eco.)	19 years in Training Research & Consultancy Trained as facilitator
14.	Dr. M.A. Kareem	Assistant Director (Sr. Scale)	M.Sc. (Agri. Extn.) Ph.D	16 years in Training and Research in MANAGE
15.	Dr. G. Jaya	Assistant Director (Sr. Scale)	M.B.A. (HRD) Ph.D. (HRD)	18 years in Training, research and consultancy
16.	Shri K.V. Rao	Programmer	M.Tech. (CSE) M.Sc (Physics) PGDCA	17 years in training, Research and Consultancy in the area of ICTs. 10 years of teaching PG Programmes
17.	Dr. A. Srinivasa Charyulu	Research Associate	Ph.D (Library & Information Science)	14 years experience in documentation and information management

Sl. No.	Name of the Faculty	Designation	Qualification	Experience
18.	Dr. B. Renuka Rani	Research Associate	M.S.W., Ph.D (Women Studies) PGDPR (Public relation)	Over 13 years, 3 years teaching (MLTC Instructor)9 years Training, research and consultancy in MANAGE
19.	Smt. P. Lakshmi Manohari	Research Associate	M.Sc (Agril.)	17 years experience in Extension, Research and Training
20.	Shri G. Bhaskar	Research Associate	MCA, MBA MCSE, M.A. Dip. in RDBMS & OOPS	17 years experience in Software Development and Training
21.	Shri A. Krishna Murthy	Documentation Assistant	M.A.(Pub.Admn.) M.Ll.Sc, M.Phil. PG Dip in Library Automation & Networking	Total 14 years of which, 10 years in Organization of Information and Database Management in MANAGE
22.	Dr. K. Sai Maheshwari	Research Associate	M.Sc., PG Diploma in Sericulture Ph.D (Sericulture)	Total 13 years of which 8 years experience in research and training in MANAGE
23.	Shri B. Venkat Rao	Research Associate	M.B.A. (Mktg.)	8 years as R.A in MANAGE
24.	Dr. P. Kanaka Durga	Research Associate	Ph.D (Agri. Eco.)	Total 11 years of which 7 years as R.A in MANAGE



**Shri Kantilal Bhuria, Hon'ble Minister of State for Agriculture
at MANAGE**



**His Excellency the Governor of Tripura Shri D.N. Sahaya
at MANAGE**



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