



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

April 2013

MANAGE General Council Meeting



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

The general supervision of MANAGE is vested with the General Council presided over by the Hon'ble Union Minister for Agriculture, Govt. of India.

The General Council exercises overall control, and issues directions for the efficient management and administration of the affairs of MANAGE.

The Special Meeting of the General Council of MANAGE was held on April 21, 2013. The Hon'ble Union Minister for Agriculture, Shri Sharad Pawar presided over the meeting.

The Council reviewed the activities of MANAGE and approved the Annual Report and Annual Accounts.

MANAGE Academic Committee Meeting

The 17th Academic Committee Meeting of MANAGE was held on 28th March, 2013 and was chaired by Shri B. Srinivas, IAS, Director General, MANAGE.

The Committee reviewed the activities undertaken during April 2012-March 2013 and also approved the proposals of Training programmes and Research projects for the Academic year 2013-14.



Shri B. Srinivas, IAS, Director General, MANAGE (left) chairing the Academic Committee Meeting

Refresher Programmes for Input Dealers

Farmers need continuous technical information support to sustain their farm production. Among various agencies, Input dealers are the prime source of farm information to farmers. However, a majority of these agri-input dealers do not have any formal agricultural education. Consequently, in order to transform the input dealers into para-extension professionals, MANAGE launched a one-year "Diploma in Agricultural Extension Services for Input Dealers (DAESI)" in 2003. So far 2551 input dealers have been trained under this programme, which has empowered the input dealers to provide quality farm advisory services to farmers besides expanding their business.

Refresher training programmes were planned this year to update their technical knowledge. The programme is for those input dealers who had undergone DAESI programme three years ago. The objectives are (i) to impart knowledge on core subject areas with special reference to latest crop production technologies; (ii) to discuss and refresh the knowledge of input dealers on Acts and Laws of Agri- inputs and (iii) to provide solutions to field problems encountered by the input dealers.

Seven refresher programmes were organized in April 2013 covering 226 Input dealers. Topics such as Soil Health Management, Seed Production, Fertilizers and Integrated Nutrient Management, Plant Health Management, Weed Management, Crop Production technologies, Acts and Laws related to Agri-Inputs were covered by experts. Study material was provided to the participants in Telugu. The programme was well received by the DAESI input dealers.



*Shri B. Srinivas, IAS, Director General, MANAGE
interacting with the participants*

Research

Impact of the National Project on Management of Soil Health and Fertility (NPMSh&F)

MANAGE conducted a study on the impact of NPMSh&F on a request from the Department of Agriculture & Cooperation (DAC), Ministry of Agriculture (MoA), Government of India (GoI), with a view to assess the impact of the Project at the field level.

The Terms of Reference (ToR) were to: assess the facilities developed for soil testing (Static and Mobile); assess the extent of adoption of the recommendations of soil testing; study the impact of capacity building programs; study the awareness and perception of farmers on soil test based fertilizer recommendations; assess the increase in soil sample analysing capacity of the Soil Testing Laboratories; assess the outcome of improved soil health and balanced use of fertilizers; assess the potential of Fertilizer Quality Control Laboratories and suggest measures for strengthening various components of the project during the 12th plan.

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

The study has been completed and the report was submitted to the Ministry.

PGDM (ABM) Placements 2013

The Post Graduate Programme in Agri Business Management has evoked a good response from Agri Business companies.

Thirty companies visited the campus and recruited all 58 students achieving 100% Placement during 2013.

Domains included Retail, Commodity Exchanges, Agri Input, Banking and Finance, Procurement, Consultancy etc.

Evaluation Study of National Project on Organic Farming (NPOF)

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

The ToR were to 1) evaluate the role of National Centre of Organic Farming (NCOF) and Regional Centres of Organic Farming (RCOFs), 2) assess the effectiveness of Service providers, 3) study the status of organic certification in selected clusters, 4) assess the status of Organic production units vis-à-vis annual production, capacity

utilization, selling price etc., 5) evaluate the impact of training programmes, field demonstrations and model organic farms in promotion of organic farming 6) elicit increase in productivity and returns to farmers practicing organic farming, 7) Identify constraints encountered by Organic Farming; 8) Suggest ways and means of further strengthening various components of the scheme during 12th Plan.

Primary and secondary data were collected from all the stakeholders viz., NCOF, RCOFs, service providers, production units, organic clusters and farmers, and discussions were held with scientists. The report has been submitted to DAC, MoA, Gol.

Workshops on Mobile based e-extension services

Mobile is one of the ideal tools for dissemination of agricultural information. The mobile density today is over 930 million, of which 40% of mobile connections are in rural areas. Mobile based e-Extension services aim to provide agro-advisory to farmers by the expert either from the Agricultural Technology Management Agency (ATMA) or Krishi Vigyan Kendra (KVK) of the district. A pilot project was conceptualized by MANAGE and IIT, Chennai to develop an application to provide agro-advisory services to farmers by experts at district level offices such as ATMA/KVKs.

The service facilitates the farmers to connect to the expert through a computer application built with the facility of voice call detection and acts on the advice by the expert. This facilitates the expert to view the details of the farmer's profile, understand the farmer's problem, advise the farmer immediately and send a Mobile SMS alert to practice in the field.

Four workshops were organized by MANAGE, to orient the ATMA project officials, scientists, SMS of Krishi Vigyan Kendras and progressive farmers of the state to using mobile based e-Extension services offered by the system, and promote the concept of mobile based e-Extension services in the farming community.

Training Planning and Training Module Development

Capacity building of field extension functionaries is one of the key functions of SAMETIs. The SAMETI faculty, Project Directors and Deputy Project Directors of ATMA are expected to identify the training needs of the farmers and extension functionaries in the district and develop a training plan. Developing an effective training plan necessitates sensitizing on issues related to Training Need Assessment, Module Development, implementation, monitoring mechanism etc.

In order to address these issues a programme for Training Planning and Module Development was organized at SAMETI, Guwahati during April 2013. The objectives were to develop competency of the officers in preparation of State/District/Block level training plans; develop knowledge and skills in development of effective Training modules for training of extension functionaries and farmers and sensitize the officers on issues relating to training effectiveness.

Modules focused on Training methods, Training Need Assessment, Systematic approach to training, training designing, Evaluation, and other related aspects. There were 24 participants representing the project Directors, Deputy Project Directors of ATMA and other officers working in Agriculture Department of Assam.

Agriclinics and Agribusiness Centres - an update

The Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme was launched by the Ministry of Agriculture, Government of India, during 2002 to supplement the efforts of public extension; to support Agricultural development; and to create gainful self-employment opportunities to unemployed Agriculture and Allied Graduates. Training is imparted to selected agriculture professionals through a country wide network of 88 Nodal Training Institutions (NTIs).

During 2012-13, 4439 candidates underwent the training and 2251 have established Agri-ventures. Since launching of the Scheme, 32,683 candidates have been trained and 12,993 have set up Agri-ventures. Some of the Agri Ventures include Agri-Clinics, Agri-Business Centres, Dairy/Poultry/Piggery/Goatery units, Veterinary clinics, Farm machinery units, Nurseries etc.

Training 2012-13

Organizing need based Training Programmes, Workshops and Seminars on key theme areas for senior and middle level extension functionaries of Agriculture and Allied departments of States/UTs as well as for the Private sector and Voluntary organisations is an integral part of the Institute's mandate. During 2012-13, MANAGE organized a total of 236 training programmes, including workshops, covering 5581 participants. The Training programmes are interactive, participative, experiential and focus on self-learning for effective functioning as team members and team leaders.

The theme areas of training during 2012-13 included: Agricultural Extension Management; Agri-Business Management; Human Resource Management; Natural Resource Management; Mass Media and Communication; Information and Communication Technology (ICT) in Agricultural Extension.

MANAGE has been bringing out a monthly e-bulletin titled "Agripreneur" in order to disseminate news on emerging developments, success stories, innovations, experiences and learning in the field of Agri-Entrepreneurship to the increasing number of stakeholders.



Mobile Coconut Clinic in Madurai

Research @ MANAGE

MANAGE takes up research studies for evaluation of various programmes and for impact assessment. Action research studies are also taken up. During 2012-13, MANAGE took up the following research studies/impact evaluation studies:

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

Visit MANAGE at www.manage.gov.in

MANAGE BULLETIN is published by:

Shri. B. Srinivas, IAS, Director General,
National Institute of Agricultural
Extension Management (MANAGE),
Rajendranagar, Hyderabad-500030, India.
Tel:+91 (0) 40 24016702-706 Fax:+91 (0) 40 24015388

Chief Editor: Shri B. Srinivas, I.A.S.

Executive Editor : Dr. V.P. Sharma

Editor: Dr. Lakshmi Murthy