

AWACCM - 2004

Post Graduate Programme in Agri-Warehousing and Cool Chain Management launched



Programme Inaugurated by Mrs. Radha Singh, Secretary (Agriculture), Govt. of India

MANAGE launched a Post Graduate Programme in Agri-Warehousing and Cool Chain Management (AWACCM) on April 5, 2004. This Programme, the first of its kind in the country, is aimed at improving knowledge and skills in managing Agri-Warehouses and Rural Godowns on scientific lines. The dynamic, innovative programme includes the latest trends and developments, which have taken place in the areas of storage and warehousing of agricultural commodities.

The specific objectives are to develop sound knowledge of scientific rural warehousing and cold chain management among agri-graduates; develop analytical and technical/marketing skills of agri graduates to transform rural storage projects into modern warehouses; develop decision making capabilities; make students understand inter-relationships among the warehousing functions and the need for cold chain and scientific storage with effectiveness and efficiency and to develop extension methodology and effective communication skills to serve the farming community better.

The programme is open to Graduates / Post Graduates in Agriculture / Horticulture and allied areas from Agricultural Institutions or Institutions recognized by ICAR/UGC. Preference is given to in-service candidates deputed by warehouses / sponsored candidates by the rural godown owners.

The programme was inaugurated by Mrs. Radha Singh, IAS, Secretary (Agriculture), Ministry of Agriculture, Government of India, New Delhi. Mentioning that improved storage facilities would play an important role in increasing incomes of farmers for which godowns needed to be well equipped and adequately backed by infrastructure facilities and institutional support and services, she lauded MANAGE for taking the lead in initiating this programme.

Shri Sudeep Bannerjee, IAS, Additional Secretary and Shri. A.K. Agarwal, IAS, Joint Secretary (Extension) and Director General MANAGE addressed the students.

The programme commenced with 27 students representing different states.

Mass Media Support for Agricultural Extension

A design workshop on Mass Media support for Agricultural Extension was organized during March 19-21 at MANAGE. A select group of experts from media, agricultural departments, EEIs and other institutions participated in the workshop. The workshop was inaugurated by Shri Sudeep Bannerjee, IAS, Additional Secretary, Agriculture, Government of India.

The workshop was organized to realize the following objectives :

- To design the training modules, content creation and development of reading and reference

material for master trainers and district level implementation functionaries.

- To develop a plan of networking with relevant individuals and institutions for various tasks to be performed under the implementation of this project.

Some of the tasks identified to be carried out during the workshop related to Training for Master Trainers; Training of District level implementation functionaries; Handholding support for trainers at state and district level; Certification, accreditation and recognition of mass media resource; Action Research and concurrent evaluation; documentation and dissemination. The workshop was coordinated by Dr. Vikram Singh and Dr. Uma Rani, Deputy Directors, MANAGE.

Agriclinics and Agribusiness Centres scheme - News



GTZ Delegates on a visit to RICEM

Agripreneurs to provide Agri-Insurance Services

The Agri-Insurance Corporation of India, New Delhi needs trained agripreneurs to implement "Farm Income Insurance Scheme (FIIS)" in 100 districts on a pilot basis. Trained agriculture graduates under the Agriclinics and Agribusiness Centres scheme have been informed through MANAGE. Short listed graduates would be oriented about the scheme and pressed into service.

GTZ delegation appreciates Agriclinics Scheme

Mr. Honman and Mrs. Mary Louis Herbarberges, members of GTZ, Germany visited RICEM, Jaipur on April 26, 2004 and discussed about the progress of the Agriclinics scheme. The team appreciated the efforts under the scheme. Shri. Dudi, Director, RICEM Jaipur and also the Nodal Officer, Agriclinics and Agribusiness Centres cell, RICEM interacted with the delegates.

ACTIVITY-WISE CATEGORISATION OF AGRICLINICS AND AGRIBUSINESS CENTRES

(As on 14-05-2004)

1.	Agri-Clinics	173
2.	Agri-Clinics and Agribusiness centres	287
3.	Agro-Eco Tourism	2
4.	Animal Feed Unit	2
5.	Bio-fertilizer Production and Marketing	17
6.	Contract Farming	9
7.	Crop Protection Centre	15
8.	Cultivation of Medicinal Plants	32
9.	Direct Marketing / Retail Marketing	15
10.	Farm Machinery Unit	24
11.	Fisheries Development	30
12.	Floriculture	11
13.	Food Processing	10
14.	Herbal Processing Units	3
15.	Honey Agri Business	3
16.	Horticulture Clinics	5
17.	Landscaping + Nurseries	8
18.	Mango Orchard	1
19.	Nursery	1
20.	Organic Production / Food Chain	6
21.	Pesticides Production and Marketing	5
22.	Post Harvest Management	23
23.	Research and Development	4
24.	Seed Processing and Agri-Business	27
25.	Soil Testing laboratory	10
26.	Tissue Culture Unit	6
27.	Vegetable Production and Marketing	11
28.	Vermicompost	53
29.	Veterinary Clinics	19
30.	Crop Production	21
31.	Animal Production	45
32.	Rural Godown	1
33.	Production & Marketing of Bio-Control Agents	3
	Total	912

PGPAJMC @ MANAGE 2004-05

The Post Graduate Programme in Agri-Journalism and Mass Communication (PGP-AJMC) is aimed at arming the students of agriculture with comprehensive education in mass media techniques including television, print, radio and Internet.

The one-year full time residential Programme focuses on creating manpower with domain knowledge of agricultural sciences and journalistic input to serve as Reporter, Presenter, Script Writer, Editor, Program Director,

Corporate Communication Professional and Media Entrepreneur.

The programme being the first of its kind has attracted the attention of reputed media houses like Zee, Sahara, Star, Asianet, ANI, Hindu etc. to seek out students for internship and placements. The dynamic, innovative program includes the latest trends and changes, rigorous assignments and project work in state-of-the-art environment providing a unique learning experience.

Unique Features of PGPAJMC

- ◆ The Course: A blend of agriculture knowledge and media management skills to provide cutting edge expertise to students.
- ◆ The Focus: Focus is on contextualisation and accordingly courses are offered in important sectors of agri-journalism as well as in functional areas.
- ◆ The Environment: The state-of-the-art facilities and a serene environment of MANAGE campus provide an excellent ambience for learning.
- ◆ Practical Learning: Live projects with prominent print and electronic media agencies to sharpen skills, with extensive fieldwork.
- ◆ The Program: The PGP-AJMC is a one-year full time residential programme.
- ◆ Entry Requirments: Stringent entry procedures have been laid down which include written test, interview and media skills tests. The course is only for graduates in Agriculture, Veterinary and allied sciences.

For more details log on to our website www.manage.gov.in

The last date for requisition and submission of applications for the Program is 25th June, 2004.

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Tel : 91 (0) 40 24016702 - 706
Fax : 91 (0) 40 24015388

www.manage.gov.in

Editor-in-Chief
Shri.A.K.Agarwal

Series Editor
Lakshmi Murthy

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