



MANAGE Bulletin

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RYTHU VANI LAUNCHED



Rythu Vani, a radio programme for farmers of Ranga Reddy District, Andhra Pradesh, was launched on the medium wave of All India Radio on 24th November 2003.

The National Institute of Agricultural Extension Management (MANAGE), Hyderabad is managing the programme. As part of its plan to air location specific, need-based agricultural programmes for farmers through radio and television, the Union Agriculture Ministry in collaboration with Prasar Bharati launched this first such dedicated broadcast to cater to the needs of the farmers of Ranga Reddy district. There is a one hour daily broadcast in Telugu at 6.30 am, 12.50 pm and 6.25 pm.

The programmes are broadcast on topics relating to agriculture, horticulture, animal husbandry, rural development, market prices, weather, agricultural news and allied aspects. The programme covers a radius of 30 km.

Shri. R.C.A. Jain, Secretary (Agriculture and Cooperation), Ministry of Agriculture, while inaugurating the programme at All India Radio (AIR) said that similar area-specific programmes in the local language would be transmitted in other parts of the country in a phased manner. Shri. K.S. Sarma, CEO of Prasar Bharati, Shri. Mohan Kanda, Chief Secretary, Andhra Pradesh and Shri. Ajay Mehta, Director, Department of Agriculture & Cooperation, Ministry of Agriculture, were present on the occasion.

Shri A.K. Goel, Director General, MANAGE, highlighting the features of the programme, mentioned that it would truly be the voice of the farmers, by farmers and for farmers.

The programme is coordinated by Dr. K. Uma Rani, Deputy Director, MANAGE.

Agro-Tourism: an effective tool for Agriculture Education, Entertainment, and Entrepreneurship promotion



MANAGE is working on the concept of Agro-Tourism as one of the innovations for promoting entrepreneurship among farmers and provide entertainment and education to tourists. Agro-Tourism has the potential to be used as a tool for capacity building of extension personnel. On the other hand tourism being a service sector could join with the agriculture sector so that cost effective tourism products could be developed for tourists and entrepreneurship could be encouraged among farmers. India's share in the world tourist market is just 0.38% earning Rs.14,475 crores foreign exchange (2000). Hence there is ample scope to increase this share through Agro-Tourism. Agro-Tourism is largely expected to cater to the needs of domestic tourists.

The concept of Agro-Tourism also involves a few / all products of Rural Tourism - Eco-tourism, Adventure Tourism, Health Tourism and culinary adventure. Agro-Tourism has the potential to turn all school picnics / excursions into Agro-Tourism activities.

The scope of Agro-Tourism is increasing because of a number of reasons viz., a desire for peace and tranquility; interest in the natural environment; disillusionment with overcrowded resorts and cities; nostalgia for roots on the farm; rural recreation; as an inexpensive gateway; curiosity about the farming industry and life style; strong demand for wholesome family oriented recreational activities; growing concern for health promoting food products; health tourism.

In Agro-Tourism, packages could be created so that tourists would enjoy by experiencing, with everything around agriculture.

A training programme on "Agro-Tourism – Concept, Approaches, Educational, Entertainment and Entrepreneurial Opportunities" was organized during 28th October, to 1st November, 2003 at College of Agriculture, Pune, Maharashtra. Twenty-one

participants participated representing Jammu and Kashmir, Punjab, Himachal Pradesh, Maharashtra, Rajasthan, Andhra Pradesh and Karnataka.

The programme was inaugurated by Sri. Chandrakant Chajjed, Hon'ble Tourism Minister, Maharashtra who stressed on the need to make Agro-Tourism, part of the agriculture curriculum and also on the need to establish a chair on Agro-Tourism at Agriculture College, Pune. The programme highlighted the concept, approaches, experiences, quality issues, government policies, media strategies, operationalisation and other related agripreneurial opportunities. All the participants also visited an Agro-Tourism venture based at Alibagh.

The valediction was addressed by Sri. Mohan Dharia, president, Vanmati who emphasized the need to explore all possible means to increase the income of the farmers.

Observations drawn out of this unique programme are as follows:

1. Agro-Tourism brings about convergence of Agriculture, a primary sector and Tourism, a service sector.
2. Agro-Tourism has the capacity to absorb a limited number of foreign tourists and large number of upper middle class and middle class tourists from urban areas.

DAESI : Inauguration of the Programme for the Second Batch



The programme for the second batch for the Diploma in Agricultural Extension services for Input Dealers (DAESI) was launched at MANAGE, Hyderabad on November 1, 2003. Dr. N.K. Sanghi, Director, NRM inaugurated the programme. A total number of 22 input dealers from Shamshabad, Keesara, Chevella and Maheshwaram mandals of Ranga Reddy districts of Andhra Pradesh have enrolled for the course. In his inaugural address

Dr. NK Sanghi emphasized the need for this course, as the dealers are the main source of farm information in rural areas. Capacity building of these dealers will enable them to serve the farmers better. Dr MN Reddy, Principal Coordinator DAESI explained about the design and benefits of the programme. Shri P. Chandrashekara Reddy, Consultant, DAESI made observations about the conduct of the first batch programme.

(From Page -2)

3. Agro-Tourism needs little investment but generates huge incomes for farmers.

4. Though only few farmers would be benefited, the extension benefit is notable.

5. Agro-Tourism is sure to substitute school picnics and excursions, which not only generates income but also has great extension value.

6. It is proposed to have a “National Network of professionals for promotion of Agro-Tourism” with participants as members to start with.

Based on the experiences gained during the training programme, it was decided to bring out a book on Agro-Tourism for further dissemination of the concept.

For further information please contact,

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National Workshop on **“Partnership for Sustainable Livelihoods”**

A three-day National Workshop on “Partnership for Sustainable Livelihoods” was conducted at MANAGE by Gramina Vikas Trust, Noida, UP in collaboration with MANAGE during November 17-19, 2003.

The objectives of the workshop were : to comprehend the developmental experiences and

expertise available between GVT and MANAGE; to identify the emerging issues and expectations to achieve sustainable livelihoods and to explore the possibility of working together of national and international agencies to support development projects. Around 43 officials participated in the workshop.



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