

Annual Training Planning Workshop

A two-day Training Planning Workshop of MANAGE, Extension Education Institutes (EEl)s and State Agricultural Management and Extension Training Institutes (SAMETIs) was organised on May 18 and 19, 2011 at MANAGE. The basic objectives of the workshop were to elicit suggestions for establishing better linkages and synergies among the three levels of extension training institutions viz., MANAGE at the national level, EEl)s at the regional level and SAMETIs at the state level; avoid duplication of programmes for the same level of participants by the training institutions; organise need-based programmes for different levels of participants and to make research and consultancy as an integral part of the work plan of all the three tiers of extension training institutions. Some of the recommendations which emerged related to the participants to be trained at each level, building competency of trainers, making training demand-driven, up-scaling Kisan Call Centre Scheme, DAESI, ACABC and



Participants at the Workshop

PGDAEM programmes through collaborative efforts, focusing on research and consultancy as an integral part of activity plans, sharing of innovative extension activities, strengthening linkages among training institutions, preparing a Directory of Trainers and Training Institutions etc. There were 37 participants representing EEl)s, SAMETIs State Agricultural Universities and MANAGE.

Academic Committee Meeting



Shri Sanjeev Gupta, IAS, Joint Secretary (Extension) and Director General, MANAGE (extreme left) presiding over the meeting

The 15th Meeting of the Academic Committee of MANAGE was held on 24 June 2011, under the chairmanship of Shri Sanjeev Gupta, IAS, Joint Secretary (Extension), Ministry of Agriculture, Govt of India and Director General, MANAGE.

The Committee reviewed the progress of activities of MANAGE during the period April 2010– March 2011. The Committee also approved proposals for Training programmes and research projects to be undertaken by MANAGE during 2011-12.

The use of Information and Communication Technology (ICT) is being emphasized in the Modified Extension Reforms scheme with focus on all the allied areas along with agriculture. All the ATMAs are connected and all the blocks are expected to be connected within the next two years. It is now proposed to shift the focus of ICT usage from "report generation" to "Information-uploading and sharing".

A workshop on "Application of ICT in Animal Resource Management" was organized during July 15-17, 2011 at Kolkatta focusing on using ICTs as an information delivery mechanism at the Agricultural Technology Management Agency (ATMA) and below. The objectives were to sensitize the officers about the increasing role of ICT in improving Animal Sciences knowledge sharing and dissemination at district, block and village level; upgrade their skills and knowledge to make best use of ICT connectivity established at SAU/ district level to access animal

Training cum Exposure visit for Pani Panchayat Office Bearers of Orissa

The Water Resources Department, Govt. of Orissa, sponsored two programmes for training-cum exposure visits of Pani Panchayat Office Bearers to MANAGE. The purpose was to arrange a direct interaction with the Office bearers and progressive farmers of Andhra Pradesh to share and exchange experiences in water management, check-dam management, crop diversification, etc under major, medium, minor and lift irrigation projects.

One programme was organized during July 25-29, 2011 at MANAGE. The objectives were to acquaint the participants with the importance of water management in the agricultural sector; facilitate direct interaction of participants with Pani Panchayat office bearers of Andhra Pradesh; orient to best water management practices followed in Andhra Pradesh; understand the collective management systems in crop planning, water distribution and conflict resolution and develop an action plan for strengthening learning.

There were 37 participants who included Office bearers of Pani Panchayat and progressive farmers from the State of Orissa.



resources knowledge from various sources; and share the national experiences of "Information Kiosks/shops", in terms of the "Business Model and Services Offered". There were 29 participants including Scientists of Animal and Fisheries Science University/ and extension functionaries of animal resources and line departments.

WTO and Its Implications on Indian Agriculture

The Agreement on Agriculture (AOA) under WTO to reform and dismantle trade barriers in the agricultural sector is likely to bring about significant increase in trade in agriculture and give unprecedented opportunities to developing countries like India to benefit from increased agricultural exports. However the possible implications of AOA on the Indian farmers, has been a matter of debate. It is important that managers, field personnel, and trainers working in the agriculture department have a proper perspective on the same.

In view of this, MANAGE is organizing a series of Training programmes to orient the officials on key issues relating to WTO - AOA and its implications to Indian farmers. One programme was organized during June 27-30, 2011. The objectives were to create awareness about the changing scenario in the context of World Trade Agreement; orient participants on various opportunities, potential and challenges in post WTO regime; and formulate various strategies to cope with the changed situation. There were 23 participants including Extension functionaries of Agriculture and allied departments, KVKs, representatives of NGOs and private sector.

Workshop on Urban Agriculture

Urban Agriculture (UA) is a dynamic concept that comprises a variety of farming systems, ranging from subsistence production and processing at household level to fully commercialized agriculture. Urban Agriculture takes different forms in different cities; it may be in the backyards or open spots in the city, on rooftops and balconies, on land areas located along the road, railways etc. There are various stakeholders' involved viz., individual producers, entrepreneurs, Community Based Organizations (CBOs), Non-Governmental Organizations (NGOs), National or local governments, and Research institutes in development and promotion of Urban Agriculture.

Considering the importance, issues, potential and dimensions in Urban Agriculture, MANAGE is organizing four workshops this year, to deliberate on the concept and need for promoting urban agriculture in the Indian context; share and document experiences; examine the planning,

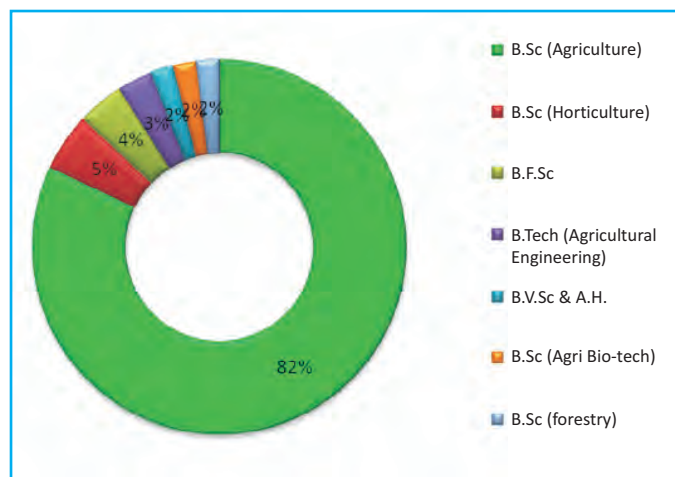


Participants visiting a roof-top garden in Bangalore

organisation and management systems for promotion of Urban Agriculture and develop an action plan for operationalisation and upscaling the concept. One workshop was organized during July 18-21, 2011 in Bangalore covering 35 participants representing the Departments of Horticulture, Agriculture, Animal Husbandry, KVKs, NGOs and agripreneurs.

MANAGE welcomes 16th PGDM(ABM) Batch 2011-13

The 16th batch of 56 agriculture and allied graduates have enrolled in the Post Graduate Diploma in Management (Agri-Business Management) PGDM (ABM) programme at MANAGE on 18 July 2011. MANAGE, through this programme aims to develop dynamic managers, specially tailored for the needs of the Agribusiness industry. The programme has evoked excellent response from leading agri business companies. So far 14 batches of agri-business professionals have successfully passed out from this Gurukul where they have been trained and moulded for two years. They are fully geared to face the exciting but rough tumbles of the corporate world. The Fourteenth batch of the PGDM (ABM) passed out of MANAGE with flying colours making their way into leading corporate houses of India. The PGDM (ABM) 2011-13 batch is a microcosm of India. Culturally diverse, the students, selected from 23 agricultural universities across India represent 13 states. Eighty-two per cent of the students are from the BSc. (Agriculture) stream, while the others are



from Horticulture, Fisheries, Agricultural Engineering, Forestry, Veterinary sciences, Agriculture Biotechnology. The students were selected through a rigorous multi-stage selection process with a written test focusing on knowledge of agricultural technology and management aptitude, followed by group discussion and personal interview.

Training Programmes September 2011

1. Workshop on Women Entrepreneurs under ACABC	5-7, 2011	MANAGE
2. Enhancing Skills in ICT based DSS for Agricultural Marketing and Agri Business Orientation of Research and Extension Functionaries of ICAR and SAU Scientists and State Departments of Agriculture	5-9, 2011	MANAGE
3. Agricultural Project Planning and Management	5-9, 2011	Tamil Nadu
4. Training of Trainers on Integrated Watershed Management Programme	5-9, 2011	MANAGE
5. Farming Systems Approach for Sustainable Agriculture	6 - 10, 2011	SAMETI Aurangabad
6. Executive Development Programme for the officials of National Seeds Corporation	12-16, 2011	MANAGE
7. Mainstreaming Gender Concerns in Agriculture	12-16, 2011	MANAGE
8. Training of Trainers on Promotion and Management of Commodity Interest Groups and Federations	12-16, 2011	MANAGE
9. Advanced Course in Agricultural Knowledge Management	12-16, 2011	Bhubaneswar
10. Workshop on implementation of Modified Guidelines on Extension Reforms Scheme	19-21, 2011	SAMETI Jaipur
11. Farm Business Management	19-23, 2011	MANAGE
12. Workshop-cum-Training programme on Kisan Call Centre	23, 2011	MANAGE
13. Public Private Partnership for Agricultural Development for Senior Executives	26-28, 2011	Trivandrum
14. Refresher Training Programmes for Established Agripreneurs on Business Expansion Capabilities under ACABC Scheme	26-28, 2011	Varanasi
15. Human Resource Management for Extension Personnel	26-30, 2011	MANAGE
16. Programme on Mass Media for Agricultural extension	26-30, 2011	MANAGE
17. ICT Enabled Agricultural Marketing Research and Information Network	26-30, 2011	MANAGE
18. Application of ICT in Modified Extension Reforms Scheme	27-29,2011	SAMETI Patna
19. Refresher Training Programmes for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme	28-30, 2011	Amritsar

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MANAGE BULLETIN is published by
Shri Sanjeev Gupta, I.A.S., Director General
National Institute of Agricultural
Extension Management (MANAGE)
Rajendranagar, Hyderabad - 500 030, India.
Tel: +91- 40 - 24016702 - 706 Fax: +91 - 40 - 24015388

Chief Editor : Shri Sanjeev Gupta, I.A.S.,
Executive Editor : Dr. V.P.Sharma
Editor : Dr. Lakshmi Murthy