



MANAGE Bulletin

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National Workshop on DAESI

A National Workshop on “Diploma in Agricultural Extension Services for Input Dealers” (DAESI) was organized on September 12, 2005 at MANAGE, Hyderabad 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, Facilitators looking after DAESI programme in Andhra Pradesh, faculty of MANAGE and participants of the first batch of DAESI participated in the workshop.

Shri K.V. Satyanarayana, IAS, Director General, MANAGE gave a detailed presentation on the concept, methodology and operationalisation of DAESI. The Joint Secretary (Extension), Govt. of India sought the views of the participants on the course.

The efforts by MANAGE in developing the DAESI



Shri A.K. Agarwal, IAS, Joint Secretary (Extn.), (2nd from left) Ministry of Agriculture, Govt. of India addressing the participants Shri. K.V. Satyanarayana, Director General, MANAGE is to his right

concept were commended by the participants. The workshop recognized the need for spreading this unique programme to other states and suggested that this may be launched in other States in collaboration with State Agricultural Universities, SAMETIs, KVKs, District Training Centers and ATMAs. MANAGE is making efforts to extend the DAESI programme to other states.

Reforms in Extension

“Support to State Extension Programmes for Extension Reforms”, a centrally sponsored scheme is a major initiative towards revitalizing agricultural extension across the country to make the extension system decentralized and demand driven. MANAGE has been identified as the apex institute for facilitating the implementation of this scheme in all the selected 252 districts based on the experience gained under the Innovations in Technology Dissemination (ITD) component of the National Agricultural Technology Project (NATP). Here given in this issue is an update of the activities under the scheme during the period.

- MANAGE has identified 26 Organizations and trained 75 Resource Persons for facilitation of the Extension Reforms Scheme.
- Three National Level Facilitator Workshops were organized under Extension Reforms for identified Resource Persons representing State Departments, State Agricultural Universities (SAUs), ICAR organizations, KVKs and Private Extension Service Providers.
- State level Orientation Workshops were organised

in 27 States covering 1500 stakeholders who play an important role in implementation of Extension Reforms Scheme in their respective States. A concrete Action Plan has been prepared for implementation of Extension Reforms Scheme.

- Twenty-two State Level Master Trainers Training Programmes were organized covering about 797 resource persons to develop capacity for undertaking the training of District SREP Core Team and preparation of SREP.
- District Core Team Training Programmes were undertaken in states where State Level Master Trainees Training Programmes have been completed. Simultaneously Field Data Collection for SREP preparation is also in progress.
- MANAGE facilitated the preparation of State Extension Work Plans (SEWPs) and some states have prepared and submitted the Plan to the Ministry of Agriculture, Govt. of India.

Information on the Extension Reforms Scheme can be accessed on the MANAGE Website at www.manage.gov.in.

Agriclinics and Agribusiness centers scheme: New Initiatives

The Agriclinics and Agribusiness Centres Scheme was launched by the Ministry of Agriculture, Government of India, with the aim of providing accountable extension services to farmers through technically trained agriculture graduates at the village level.

Some new initiatives under the scheme are given below.

Initiatives

1. A new set of screening procedures for admitting candidates for training has been implemented to assess the candidates on their eligibility, qualification, motivation and commitment to set up Agriclinics / Agribusiness ventures and discourage non-serious candidates.
 2. A refundable caution deposit of Rs.1000/- is collected from each trainee, which is liable to be forfeited if the trainee does not complete the training.
 3. MANAGE has communicated to all training centers to send the bankable projects prepared by the candidates during the training period, to respective banks and perusal of the same by district task force.
 4. MANAGE is involving senior faculty members of the Institute for monitoring the implementation of the scheme.
 5. All 28 Agricultural Technology Management Agencies (ATMAs) of NATP states have been requested to support the implementation of the scheme in the respective districts.
- A review meeting on the scheme was organized on August 16, 2005 at MANAGE in which the Ministry of Agriculture, MANAGE, NABARD, Bankers, representatives of Agri-Business companies and agripreneurs participated. Issues relating to the screening process, training content, methodology, handholding support and issues influencing establishment of enterprises were discussed.
 - A training programme on Human Resource Development was organized for agripreneurs by MPKV Pune in which representatives of Agripreneurs Association of India and State Chapters participated.
 - A training programme on the scheme was organized for bankers by MANAGE during 19-23 September 2005 in which 15 officers representing 10 banks participated.
 - Agripreneur summit-2005 was organized by Krishna Vallay Foundation, Sangli on October 27, 2005 in which 231 trained agripreneurs participated along with representatives of 11 banks and 15 Agribusiness companies. The Best Agripreneur award was presented to Sri Sada Shiv Atmaram Solunke consisting of Rs.1 lakh worth of inputs.

Workshops/Training programmes

- State level interface of stakeholders was organized

Information on the scheme and on various initiatives by agripreneurs can be accessed on the web at www.agriclinics.net.

Education

PGPABM 2005-06 batch started in MANAGE

Academic activity of the two-year Post Graduate Programme in Agri Business Management (PGPABM) tenth batch was started on July 11, 2005.

Open to Graduates / Post Graduates in Agriculture and allied sciences from Agricultural Institutions/ Institutions recognized by ICAR/UGC, the PGPABM programme, launched in 1996, aims at enabling meritorious agricultural graduates to acquire the critical competencies to function as effective Agri-Business managers.

This year, 35 students were admitted into the

programme after a selection process comprising of a computer based objective test, group discussion and interview. The group represents 13 universities.

The programme has evoked excellent response from leading Indian and Multinational Agri-Business companies in placement of students and in assigning Summer Projects. 100% placement has been achieved, so far, since the very first batch of the programme. The major sectors for which placement demands have been coming forth include Agro-chemicals, Seeds, Agro processing, Fertilizers, Retailing, IT and Service Sectors.

Vulnerability Assessment and Enhancing Adaptive Capacity to Climate Change

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”, initiated by Swiss Agency for Development and Cooperation (SDC) in India.

This programme is based on a holistic, stakeholder-driven and pro-poor approach. It is a four-year action learning project to be implemented during 2005-08 with M. S. Swaminathan Research Foundation (MSSRF), Action for Food Production (AFPRO) and National Institute of Agricultural Extension Management (MANAGE) as partners.

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

Mahabubnagar in Andhra Pradesh and Udaipur in Rajasthan have been selected for project interventions.

Sharing experiences on enhancing adaptive capacity to climate change

As part of the project, a workshop was organized on “Sharing experiences on enhancing adaptive capacity to climate change” on 23 August 2005 at MANAGE.

The objectives were

- To identify successful practices and initiatives in enhancing adaptive capacity of the community to climate change with specific reference to agriculture, water and energy.
- To share experiences on the processes involved in the above practices and initiatives
- To analyze the delivery systems and mechanisms tried out for enhancing adaptive capacity.

Consortium meeting

A national/international consortium meeting was also held on August 24, 2005 wherein a brief overview was given of the status and progress of the situational analysis in Andhra Pradesh and Rajasthan.

Mass Media Support to Agricultural Extension

Under the Mass Media support to Agricultural Extension scheme, MANAGE has the responsibility of capacity building of the personnel involved in electronic media, TV and Radio to create, treat and deliver relevant programmes on agriculture for the farming community.

At the first instance MANAGE was involved with developing the capacity of the producers of 55 Narrow casting/regional Kendras/national channel of Doordarshan and 96 FM broadcasting stations of AIR. The objectives are to orient the programme producers on the potential use of mass media for strengthening the Agricultural Extension Services in the Country; create awareness and knowledge about the emerging issues in the field of agriculture and allied sectors; develop knowledge and skills in content creation, treatment and delivery of the farmer related programmes and develop Back-At-Work Plans. MANAGE developed a ten days training module to orient the producers on emerging issues in the field of agriculture and allied sectors and reviewed the programmes produced by them under the guidance of experts.

Four training programmes have been conducted for

programme producers of Doordarshan. A similar programme was organized for producers of Kisan Vani FM stations of All India Radio during October 2005. Two Five-day Review Workshops were organized during September 2005 for the trained producers to evaluate their utilization of knowledge and skills in production of the programmes relevant to the farmers' needs.

Sensitizing young Journalists to Agriculture

MANAGE organized a ten-day orientation programme on Agriculture and allied areas during October 17-26, 2005 for students of Journalism and Mass communication from the Amrita School of Journalism, Coimbatore, Tamil Nadu. The purpose was to create an awareness in young journalists about the importance of agriculture in the economy and to bridge the gap between farmers, scientists and extension managers through media. The programme covered issues relating to agricultural processes, climatic and natural factors influencing crop production, new technology and impact of WTO on Indian agriculture. Stress was on the importance of a farmer oriented approach.

हिन्दी दिवस

मैनेज में 8-14 सितंबर, 2005 को हिन्दी सप्ताह मनाया गया है। इस सप्ताह के दौरान कुछ प्रतियोगिताओं का आयोजन किया गया है। सभी कर्मचारियों के लिए मौखिक हिन्दी पर कैम्पसयूल कोर्स चलाया गया है। 14 सितंबर, 2005 के शाम हिन्दी दिवस मनाया गया जिसमें सभी कर्मचारियों ने भाग लिया। कार्यक्रम का प्रारंभ इस समारोह के मुख्य अतिथि व संस्थान के अध्यक्ष महानिदेशक महोदय श्री के.वी. सत्थनारायण जी को पुष्प गुच्छ देकर स्वागत करने से हुआ। स्वागत के बाद संस्थान के हिन्दी अनुवादक, डॉ.के.श्रीवल्लि द्वारा इस वर्ष में राज भाषा के क्षेत्र में किए गए कार्यों की प्रगति का ब्यौरा प्रस्तुत किया गया। तदनन्तर संस्थान के राजभाषा क्रियान्वयन समिति के सदस्य यथा : डॉ. एम.एन.रेड्डी, डॉ. वी.पी.शर्मा, डॉ. विक्रम सिंह, डॉ. बी.डी.त्रिपाठी, डॉ.उमा रानी व डॉ. के. एच. वेदिनी से हिन्दी भाषा एवं उसके प्रयोग से संबंधित अपना अपना मत

व्यक्त किया गया। इस दौरान उन्होंने क्रियान्वयन के कुछ सुझाव भी दिए हैं। पश्चात् संस्थान के राजभाषा अधिकारी व निदेशक डॉ. जी. आर. देसाई जी ने अपना मत व्यक्त करते हुए अब तक संस्थान द्वारा राजभाषा क्रियान्वयन की ओर उठाए गए कदमों का विवरण प्रस्तुत किया गया साथ ही आगामी महीनों के क्रियाकलापों का विवरण संक्षिप्त रूप में प्रस्तुत किया। हिन्दी दिवस के उपलक्ष्य में संचालित विभिन्न प्रतियोगिताओं के विजेताओं का पुरस्कार वितरण महानिदेशक महोदय द्वारा संपन्न किया गया। पुरस्कार वितरण के पश्चात् महानिदेशक महोदय इस विषय पर अपने विचार व्यक्त करते हुए जिन कार्यों को करने से न केवल राजभाषा की प्रगति ही नहीं बल्कि संस्थान का नाम भी उन्नत होगा इस पर जोर दिया। अंततः संस्थान के हिन्दी अनुवादक द्वारा धन्यवाद ज्ञापन से कार्यक्रम समाप्त हुआ।

Forthcoming Training Programmes - February and March 2006

S.No.	Name of the Programme	Period	Venue	Course Director
1	Cyber Extension: Role of ICTs in agricultural Extension Reforms	February 3-8	Lucknow	Dr. VP Sharma
2.	Market led Extension	February 6-10	MANAGE	Dr. M.N Reddy
3.	Project Management Skills	February 6-10	Jaipur	Dr. BD Tripathi
4.	Development of livelihoods under watershed projects	February 6-10	MANAGE	
5-6	Review Workshop on Mass Media	February 6-10 February 20-24	MANAGE	Dr. MN Reddy and Dr. G. Jaya
7.	Private-public partnership for agricultural development	February 13-17	Maharashtra	Dr. Vikram Singh
9.	Promotion of Women Groups for Agricultural Development	February 21-25	EEL, Anand	Dr. K. Umarani
10.	Entrepreneurship Development in Agriculture	Feb 27-March 3	MANAGE	Dr. TDS Kumar
11.	Gender Budgeting	March 20 - 27	MANAGE	Dr. K. Umarani

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