



# MANAGE Bulletin

From the National Institute of Agricultural Extension Management

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## National Workshop on ICT initiatives in Agriculture

Pervasive and innovative use of Information and Communication Technology (ICT) is an important mechanism to reach out to the farmers to disseminate information and popularize appropriate technologies and practices. Among the numerous ICT initiatives undertaken by the Department of Agriculture and Cooperation (DAC), Govt. of India (GoI), the critical ones include the Farmers' Portal, SMS Portal and Kisan Call Centres (KCCs).

The KCCs have been recently restructured and the number of calls has substantially increased with stakeholders appreciating the quality of service. The Common Service Centers (CSCs) are also being integrated with KCCs. The Farmers' Portal is proposed to be formally launched soon. An SMS portal for farmers is now ready for use by departments and organizations of Central and State Governments down to the block level.

A two-day workshop on ICTs in Agriculture was organized at MANAGE during June 21-22, 2013, to sensitize Central and State departments to Farmers' portal, SMS portal, the need for



*Video Conference with the Secretary, Agriculture, Shri. Ashish Bahuguna IAS*

updating data, and also to plan the future course of action regarding KCCs.

Shri Sanjeev Gupta IAS, Joint Secretary (IT & Extension) and Shri Sanjay R Bhoosreddy, IAS, Joint Secretary (Animal Husbandry) participated in the workshop. There were 94 participants representing 16 states, DAC, ICAR, Department of Animal Husbandry, Dairying and Fisheries (DAHDF), MANAGE, Communications and IT (NIC & BSNL), Indian Meteorological Department, IFFCO and ICRISAT.

Welcoming the participants, Dr VP Sharma, Director, MANAGE mentioned that the objective of the workshop was to bring all the ICT innovations and experiences on one platform. He also highlighted the efforts of DAC in integrating the initiatives, adding that convergence through a single window was important along with authentication of information.

Shri B Srinivas, IAS, Director General, MANAGE, in his introductory remarks, expressed that a

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*Shri Sanjeev Gupta, IAS, Joint Secretary (Extension and IT) addressing the participants*

### **National Workshop on ICT... contd.**

collaborative effort was needed and the workshop was an opportunity to share ICT initiatives and brainstorm how to integrate the activities at the national level.

Shri. Ashish Bahuguna, IAS, Secretary (A&C), Ministry of Agriculture, GoI, addressed the participants of the workshop through video conference. In his address, he stated that while infrastructure has been created for effective electronic communication to reach the farmers, it is important to make best use of this technology and use these tools effectively and efficiently. He mentioned that unnecessary overlap and duplication of efforts between the functioning of various

agencies may be avoided, and a common platform, common methodology, common protocols evolved for funneling all information. There were presentations on the restructured KCC, Farmers' Portal, SMS gateway, CSC-KCC integration, Agropedia, web-based video conferencing, Agromet advisory, e-Parwana, Fertilizer monitoring system initiatives from TNAU, Orissa, Himachal Pradesh etc.

Participants brainstormed on major issues and came out with recommendations to enhance the use of ICTs and Mass Media so as to provide need-based, current and authentic information to farmers.

### **Consultative Workshop**

#### **Extension Strategies to Strengthen Animal Husbandry, Fisheries & Horticulture**

India has the highest livestock population in the world that requires adequate production of green fodder and straw for feeding to increase per capita availability of milk. Most of the milk is produced by small, marginal farmers and land less labourers who are grouped into cooperatives at the village level. The DAHDF, under the Ministry of Agriculture, is responsible for matters relating to livestock production, preservation, protection and improvement of the stocks and dairy development. It also looks after all matters pertaining to fisheries related to the National Fisheries Development Board (NFDB).

The Department of Horticulture makes efforts to enhance the productivity of horticulture crops through various schemes.

Keeping in view the importance of allied sectors of agriculture in contribution to GDP, a consultative workshop on extension strategies for allied sectors was organized during 20-21 June 2013 at MANAGE, to identify issues in technology delivery system and suggest the way forward for strengthening allied sectors .

The objectives of the workshop were to understand the various existing extension models in promotion of these sectors; share experiences for developing a technology transfer model in these sectors; identify training needs of extension functionaries and suggest strategies for strengthening the extension system in these sectors.

### **Community / Cluster Approach in Fisheries Development and Management**

The rate of increase in fish production is increasingly becoming difficult to maintain as a consequence of many of the stocks having reached or even exceeded their limits of sustainable expansion. There are concerns being voiced about the rational development and management of fisheries. New terminologies like "Sustainable Development and Responsible Fishing" are currently being widely used.

In view of the importance of this sector, a training programme on Community/Cluster Approach in Fisheries Development and

Management was organized in collaboration with NFDB in order to sensitize the participants on various extension approaches in reservoir fisheries management; and update the knowledge of extension functionaries on various flagship programs of the Ministry of Agriculture in fisheries sector.

Focus was on Public Private Partnership initiatives in fish farming; entrepreneurship in fisheries; strategies to address the constraints experienced by the fish farmers and extension approaches.

## Revisiting of SREP

MANAGE has been facilitating the implementation of the scheme “Support to State Extension Programs for Extension Reforms” since its inception through various capacity building programs for the state officials of Agriculture, other line departments and State Agricultural Universities (SAUs) in developing Strategic Research Extension Plans (SREPs), State Extension Work Plans (SEWP) and operationalization of SREPs and ATMA.

In view of the revision of the scheme with appointment of additional manpower and revised cafeteria of activities, it was felt necessary to take up capacity building of newly recruited dedicated manpower at the district and block level in developing the Strategic Research Extension Plans (SREPs) for the district.

Two programs on Revisiting of SREP were organized in May and June 2013 for Master Trainers. The objectives were to review the existing understanding of agro-ecological situations, Farming Systems Approach and Farming Situation based Extension; reinforce on updating secondary data of the district; provide an understanding of economic analysis of each

farming system, SWOT analysis and production gap analysis to develop Research and Extension strategies for the district; understand the gaps in marketing practices and infrastructure and develop strategies; develop skills in using participatory tools for collecting primary data from representative villages; and in handling primary and secondary data for consolidation and developing research-extension and marketing strategies. Around 60 officers participated in the two programs.



*Group work by participants*

## Agricultural Marketing New Paradigms

The Govt. of India and different states have initiated a number of reforms in agricultural marketing. The reform process has to be further pushed forward in an integrated manner by involving different stakeholders in the sector.

A training program was organized during 20-24 May 2013 in Orissa to sensitize various stakeholders of the agriculture sector to reforms in agricultural marketing.

The objectives were to sensitize the participants about the new dimensions of agricultural marketing, the need for reforms in agri-marketing and to equip them with practical tools of agri-marketing, so that they could help the farmers in improving their linkage with the market. There were 26 officers representing the departments of agriculture, horticulture, fisheries, animal husbandry and veterinary sciences.

## Leadership skills for Women Executives

During the last few years, many development departments of states have recruited women officers in large number. Further, many women are in senior positions and are responsible for decision making, conflict resolution, motivation and for guiding the staff.

Consequently, a program on “Leadership Skills for Women Executives” was organized keeping in view the emerging need for enhancement of the leadership capabilities of the women executives in development.

Focus of the modules was on Management principles; Styles and qualities of leadership; Communication skills; Motivation skills; Negotiating skills etc.

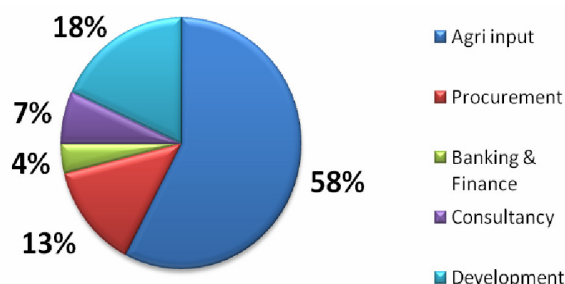
The program was organized during May 6-10, 2013 covering 26 participants.



## Summer Internship & Final Placements - PGDMABM 2013

MANAGE conceived the concept of Agri-Business Management in India in 1996 with an objective to provide techno-managers to the agri-business sector, and has been the pioneer in taking it to greater heights.

The true calibre of MANAGEites is reflected in the profile of the companies in which students got placed this year. Thirty companies visited the campus and recruited all 58 students thus achieving 100% Placement. The placements were offered with an average CTC of Rs.7.01 lakhs per annum with the highest remuneration being Rs. 18 lakhs per annum.



Summer Placements 2013 at MANAGE

## New initiatives in Training

### Module on Soft Skills

Considering the importance of Soft-Skills such as Leadership, Communication, Motivation, Inter-personal Skills, Organizational Skills etc., a two-day Soft Skill Module has been introduced in on-campus programmes.

### Module on ICT

In view of the focus on Information and Communication Technology (ICT) applications in Agriculture and Allied sectors, a Module on ICT Skills has been introduced where participants are oriented to Agricultural information on the web, Kisan Call Centres, Photography and Video Conferencing.

Interactive sessions, through video-conference, with eminent persons from various parts of the country are also being organized in on-campus training programmes.

MANAGE faculty delivering off-campus programs have been visiting ATMA bodies at district and block levels. The purpose is to be sensitized to

and understand about grassroots issues of Extension reforms and to monitor implementation of MANAGE-implemented GoI Schemes. These visits would also help the faculty in fine-tuning training programs, identifying real-time problems for undertaking research and providing feedback to Department of Agriculture & Cooperation on implementation of Extension reforms.



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**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