



Mr. K.V. Satyanarayana assumed charge as Director General, MANAGE on 5th August, 2004. He belongs to 1982 batch of Indian Administrative Service (Manipur-Tripura Cadre).

PROGRAM ON MEDIA SKILLS FOR DISTRICT LPT TEAMS (under Mass Media Support for Agriculture Extension)



The Program on Media Skills for District LPT Teams under Mass Media Support for Agriculture Extension was organized at MANAGE between October 4-8, 2004. The objective of the program was to help identify the relevant agricultural themes require media attention and to conceptualize them and convert into useful TV programs.

The program was inaugurated by Smt. Radha Singh, IAS, Secretary (Agri.), Govt. of India by lighting the lamp. Dr. C.T. Mishra, IAS, Additional Secretary (Agri.) while delivering the keynote address emphasized that there could be no better medium than TV and Radio to transmit the relevant information about production, marketing and value addition to the produce of the farmer. Towards giving effect to this strategy she also emphasized the crucial role of MANAGE in capacity building. Shri P.P. Mathur, IAS, Financial Adviser, Ministry of Agriculture in his speech

emphasized that the given diverse background of the participants it is pertinent that media functionaries are sensitized to relevant agriculture issues and the other functionaries lay their hands on acquisition of media skills.

Shri A.K. Agarwal, IAS, Joint Secretary (Agri.), Ministry of Agriculture spent exclusive time with the participants giving details of the project, expected outcome and the perspective of Ministry of Agriculture. He emphasized that the District Level Committee should meet more regularly to decide the issue and formats to be covered for half-an-hour program on 12 LPTs which are already activated under this scheme. District Level Committees being at the operational level should be able to sort out the issues and hence its vibrance is very crucial for the success of this scheme. He also mentioned that the mass media scheme is being re-casted and only 300 LPTs might get

covered during the current year. He was categorical that the feedback from the audience should constantly be obtained by the team at LPT level to revise and reformulate the programs on a continuous basis. The other point raised by the participants in the presence of Shri A.K. Agarwal, Joint Secretary (Agri) were like appropriate time slots for the agriculture programs, production of the programs and its distribution, coordination between Doordarshan and agriculture department functionaries etc.

Dr. Vikram Singh, Director had given a brief introduction about the project and the course.

Dr. T.K. Das, Sr. Director (programs), Doordarshan, New Delhi had attended program for last two days. In his interaction with the participant he also emphasized the role of DLCC and Village Panchyat and considered it crucial for the need based program production. Also indicated that some of the formats like phone in programs, visiting field more often, staying overnight with the villagers, devising a production schedule and theme in consultation with the farmers would certainly go a long way for the success of this scheme.

The program was attended by 24 participants covering 8 LPT districts viz., Daltonganj, Hissar, Indore, Muzzafarpur, Rajkot, Varanasi, Vijayawada, Gulbarga.

The course design was prepared and executed in a way where the entire chain of video production is covered. Also an attempt was made to allow the participants to lay their hands on equipments like camera, edit suite etc., so that the entire process of video production is understood. Evidently the course focused on imparting skills rather than covering only know how.

Shri K.V. Satyanarayana, IAS, Director General, MANAGE in his valedictory address emphasized that this medium is cheapest to transmit information and messages, but the message has to be delivered effectively and promptly. He also opined that a well-conceived and good program will create no impact on the audience if not broadcasted or broadcasted untimely.

The course was conducted by Dr. Vikram Singh, Director and Dr. K. Uma Rani, Dy. Director.

ZONAL CONFERENCE FOR RABI CAMPAIGN (2004-05)

October 4, 2004, Venue: MANAGE, HYDERABAD

Zonal Conference for Rabi Campaign (2004-05) for the Southern Region was held at MANAGE on October 4, 2004. Senior Officers representing four southern states namely Andhra Pradesh, Karnataka, Tamilnadu and Kerala attended the conference. The conference was addressed by the Secretary (Agriculture), Ministry of Agriculture, Govt. of India Smt. Radha Singh, Dr. (Mrs.) C.T. Mishra, Additional Secretary, Sri Prem Narain, Jr. Secretary (Seeds & Machinery), Govt. of India, Sri A.K. Agarwal, Joint Secretary (Extension) and Sri G.N. Mishra, Additional Commissioner, Govt. of India.

All the four states made presentations on their preparedness and action plan for the forth coming Rabi season. Secretary (Agriculture) emphasized on the need of diversification from paddy towards the other crops like Jowar, pulses, maize and oil seeds in Andhra Pradesh, alongwith the increasing area under Rabi to 40 lakh hectares. Secretary (Agriculture), Govt. of India indicated that additional support from Govt. of India would also be available under macro management, if the need arises.

The presentation of Andhra Pradesh was followed by Karnataka, Tamilnadu and Kerala. All the three states



emphasized the need of improving people's participation in watershed development programmes and also increasing the field level participation of State Agricultural Universities in promoting new technologies like polythene mulching in vegetable crops and improved technologies in drip and sprinkler irrigation system. Secretary, Govt. of India complimented all the senior officers from the states for their full preparedness for the Rabi season. The conference was attended by Sri A.K. Goyal, IAS, Principal Secretary (Agriculture), Andhra Pradesh, Sri P. Baskara Doss, IAS, APC & Secretary, Tamilnadu, Sri Shantanu Consul, IAS, Principal Secretary (Seeds & Pesticides) and the commissioners of agriculture and horticulture from all the four states.

14 सितंबर, 2004 को मैनेज में हिन्दी दिवस मनाया गया। राज भाषा मार्गदर्शक सूत्र बनने के उपलक्ष्य में हर वर्ष सभी राष्ट्र स्तरीय संस्थानों में हिन्दी दिवस मनाया जाता है। कार्यक्रम के आरंभ में संस्थान के हिन्दी अनुवादक डॉ. के श्रीवल्लो द्वारा सबका स्वागत किया गया। तदन्तर कार्यक्रम को आगे बढ़ाने का कार्य श्री गिरिजेश जोशी, हाउस कीपर ने संभाला। उन्होंने औपचारिक रूप से गुलदस्ते देकर राज भाषा अधिकारी, डॉ.जी.आर. देसाई महानिदेशक, श्री के.वी. सत्यनारायणा तथा मुख्य अतिथि डॉ.ऋषभ देव शर्माजी का स्वगत करने के लिये श्रीमति कमला, श्रीमति उमा महेश्वरी तथा श्रीमति मोनाक्षी को आमंत्रित किया।

महानिदेशक, राजभाषा अधिकारी, मुख्य अतिथि तथा हिन्दी अनुवादक द्वारा ज्योति प्रवृत्तवर्तित की गयी।

महानिदेशक, महोदय ने अपने अध्यक्षीय भाषण में हिन्दी में कार्य करने के लिए प्रोत्साहित किया तथा सुझाव दिया कि संस्थान में हिन्दी कक्षाओं को चलाए।

राजभाषा अधिकारी, डॉ.जी.आर. देसाई ने राष्ट्र भाषा हिन्दी के महत्व को बताया। उन्होंने मैनेज में पहली बार हिन्दी दिवस मनाने के संदर्भ में प्रसन्नता व्यक्त की।

मुख्य अतिथि श्री ऋषभ देव शर्माजी दक्षिण भारत हिन्दी प्रचार सभा, हैदराबाद, आन्ध्र के स्नातकोत्तर व अनुसंधान कॉलेक्स के प्रभारी



अधिकारी हैं। उन्होंने राष्ट्र भाषा के महत्व के साथ भारतीय भाषाओं की विशेषता के बारे में बताया। उनका कहना है कि राष्ट्र भाषा या राज्य भाषाओं को स्वीकृत करने के पीछे अपनत्व की भावना है अतः संविधान में इन्हें स्थान प्राप्त हुआ। मुख्य अतिथि ने अंत में कहा कि यह केवल हिन्दी दिवस ही नहीं बल्कि भारतीय भाषाओं का दिवस है।

संस्थान की हिन्दी टंकक श्रीमति संध्या रानी के धन्यवाद ज्ञापन से कार्यक्रम समाप्त हुआ।

DIPLOMA IN AGRICULTURAL EXTENSION SERVICES FOR INPUT DEALERS (DAESI)



There is a large network of about 2.82 lakh Agri-Input Dealers in the country who are the prime source of farm information to the farming community besides the supply of inputs and credit to some extent. They do not have any formal Agricultural Education and do not know about "Laws" related to handling of Agricultural Inputs.

MANAGE has designed a One-Year Diploma Course entitled DAESI (Diploma in Agricultural Extension Services for Input Dealers) to the dealers / prospective dealers with 10 + 2 standard so that they can couple their business with extension services besides discharging regulatory responsibilities enjoined on them.

The Methodology adopted is Distance Education mode with class room interactions and field visits on every Sunday (market holiday). Supply of study material, using multi-media instructional devices with the help of Resource personnel is another aspect of the programme.

The course is evaluated by conducting six bi monthly Quiz tests, half-yearly and annual examinations.

A pilot testing batch consisting of 26 dealers of Ranga Reddy District has come out successfully in June, 2004 and diplomas were awarded to them by the Hon'ble Minister for Agriculture, Govt. of Andhra Pradesh on 31-07-2004.

Second batch of 20 dealers of Ranga Reddy district is completing the course by October, 2004 and Third Batch with 35 participants, again from Ranga Reddy District is launched on 2nd October, 2004. Efforts are being made to spread this diploma course to various districts of Andhra Pradesh and even to other States.

Tamil Nadu Agricultural University (TNAU) has launched a batch with 24 participants at Coimbatore which is likely to be completed by December, 2004.

LIST OF PROPOSED TRAINING PROGRAMMES FOR THE MONTH OF NOVEMEBR, 2004 (Tentative)

Sl. No.	Name of the Programme	Period	Venue	Course Director/ Contact person
1	Training of Trainers on Participatory Watershed Management for NWDPR	1-6	MANAGE	Shri V.K. Reddy
2	Training Programme on "Cyber Extension : Role of ICTs in Agricultural Extension Reforms"	Nov	Orissa	Shri J.P. Rao
3	Workshop on Documentation of Success Stories of NATP-IT	23-25	A.P.	Dr. V.P. Sharma
4	Training programme on Media Skills for LPT Teams under MMSP Project	16-20	MANAGE	Dr. Vikram Singh
5	Programme on Marketing Extension	8-12	Orissa	Dr. K.H.Vedini

LIST OF PROPOSED TRAINING PROGRAMMES FOR THE MONTH OF DECEMBER, 2004

Sl. No.	Name of the Programme	Period	Venue	Course Director/ Contact person
1	Training of Trainers on Participatory Watershed Management for NWDPR	6-11	MANAGE	Shri V.K. Reddy
2	Workshop on Documentation of Success Stories of NATP-IT	23-25	A.P.	Dr. V.P. Sharma
3	Training Programme on "Cyber Extension : Role of ICTs in Agricultural Extension Reforms"	Dec	ASSAM	Shri J.P. Rao
4	Training Programme on "Cyber Extension : Role of ICTs in Agricultural Extension Reforms"	Dec	M.P.	Shri J.P. Rao

LIST OF PROPOSED TRAINING PROGRAMMES FOR THE MONTH OF January,2005

Sl. No.	Name of the Programme	Period	Venue	Course Director/ Contact person
1	Training of Trainers on Participatory Watershed Management for NWDPR	4-9	MANAGE	Shri V.K. Reddy
2	Course on WTO and its implication on Indian Agriculture	Jan	MANAGE	Dr. B.D.Tripathi
3	Banner on Agri Tourism – Concept, Approaches and Entrepreneurial Opportunities	10-14	MANAGE	Dr. P.C. Shekara
4	Course on Agriculture Institutional Management	Jan	MANAGE	Dr. B.D.Tripathi
5	Training Programme on "Cyber Extension : Role of ICTs in Agricultural Extension Reforms"	17-21	U.P.	Dr. V.P. Sharma

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

www.manage.gov.in

Editor-in-Chief
Shri K.V. Satyanarayana

Series Editor Associate Editor
Dr. Vikram Singh A. Krishna Murthy

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