



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

March - April 2014

National Workshop on Mobile based e-Extension Services in Agriculture

Internet connectivity in rural areas is still weak for accessing web portals offering agricultural content. However, the reach of mobile in the rural areas has been improving and prices of mobile handsets are coming down drastically. Mobile based e-Extension services can facilitate in providing advisory to farmers on agricultural practices by subject matter specialists/experts.

In view of the emerging role of mobile based e-Extension, a National Workshop was organized at MANAGE during March 27-28, 2014, on "Mobile based e-Extension Services in Agriculture". The objectives of the workshop were - to consolidate and share lessons learnt from national experiences on initiatives of mobile based service delivery to farmers; share best practices at the grassroots level and facilitate knowledge sharing among the practitioners and experts from the field; analyze the specific needs of content that could be channelized through mobile enabled agricultural services to farmers; promote the concept of mobile based e-Extension services in the farming community;

work out strategies to bridge the knowledge gap and bring benefits of mobile based service delivery on agricultural information in agricultural and allied sectors; suggest possible areas of intervention at various levels to improve the quality, credibility and timely availability of agricultural information to the farmers on their mobile phones.

Key persons from NIC-Hyderabad, IIIT-Hyderabad, DRR, CDAC, ICRISAT and MANAGE shared their experiences in ICT applications. The video-based advisory services model evolved by MANAGE was also presented. It was suggested that focus may be on applications which are easily portable on to mobiles for providing services to farmers. Mobile-based extension services such as farm advisory, market prices, weather information, schemes and subsidy information may be made available through mobile. Connectivity available on smart phone can also be utilized to develop live video interaction between farmers and experts for advisory services.

Academic Committee Meeting

The 18th Meeting of the Academic Committee of MANAGE was held on 22nd March 2014 under the Chairmanship of Shri B. Srinivas, IAS, DG, MANAGE. The Committee reviewed MANAGE's academic activities during the period April 2013 to March, 2014. The Committee has also discussed and approved the Academic Calendar for 2014-15.

A total of 196 Training Programs and 12 National Workshops are planned for the year 2014-15. Problem solving approach will be adopted in 20% of the training programs. The Committee also approved Research proposals for 2014-15, which include the following:

Preparation of an Extension Manual for Extension functionaries; Design and development of e-Training Needs Analysis (e-TNA) for extension functionaries of agriculture and allied depts.; Role of Regulated Markets in adopting modern instruments of Agricultural Marketing - a comparative study; Analysis of Extension Approaches in allied sectors; Agripreneurship development among Rural Youth through establishment of Agri-Business centers on PPP mode; Innovations adopted by Womens' groups for marketing Agri-Products; Design and development of concurrent Monitoring and Learning System for Integrated Watershed Management Program.

Training Program on Urban Agriculture

Urban agriculture is a dynamic concept that comprises a variety of farming systems, ranging from subsistence production and processing at household level to commercialized agriculture. It exists within heterogeneous resource situations. Urban agriculture thus 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 also various stakeholders involved namely, individual producers, entrepreneurs, Community-Based Organizations (CBOs), 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, a training program

on Urban Agriculture was organized during March 17-21, 2014.

The objectives were to deliberate on the concept and need for promoting urban agriculture in Indian context; share and document experiences of Urban agriculture; discuss required planning, organisation and management systems for promotion of Urban agriculture; develop an action plan for operationalization and upscaling the concept of Urban Agriculture.

Modules covered included Edible greening, Green Home Kit, Urban Animal Husbandry, Ornamental fisheries in urban areas, Roof top gardening, Urban Waste management etc. There were 15 participants.

Collaborative Programme on Agripreneurship Development

A Training Program on “Agripreneurship Development among Rural Youth through Consortium Mode” was started in April, 2014 at Kesla, M.P. It was a collaborative program of Syngenta Foundation India, Pradan, MANAGE, Smart Steps and IDBI Bank. This program aimed at transforming rural youth into Agripreneurs, who would provide value added extension services to farmers. Syngenta Foundation India leads the consortium, MANAGE provides capacity building support, Smart Steps provides handholding support, IDBI Bank provides loans to Agripreneurs and service area farmers and Pradan Network will be extensively used. Around 29 community service providers from Maharashtra, M.P., Jharkhand, Andhra Pradesh, West Bengal and Odisha participated.



Participants at the Training Programme

AC & ABC - an update

Under the Agri Clinics and Agribusiness Centres Scheme, training in Agri-entrepreneurship is imparted to selected agricultural professionals along with handholding support for establishing Agriventures.

During 2013-14, a total of 4668 applications were received, 4451 candidates were trained in Nodal Training Institutions (NTIs) and 2320 Agriventures were established, thus achieving a success rate of 52.12%. Around 21 states are covered.

PGDAEM e-learning Resources

The Post-Graduate Diploma in Agricultural Extension Management (PGDAEM) was launched to upgrade the knowledge and techno-managerial competence of in-service Extension functionaries, on a distance education mode. The study material in print form is sent to the candidates and is also made available online.

From this year onwards, e-learning resources (Pre-Recorded DVD modules) have been introduced as a part of the revised pedagogy .

Rolling-out IT enabled Agricultural Services through Common Service Centers

Common Service Centers (CSCs) act as gateways to deliver citizen services to rural population in their villages. So far, the Ministry of IT has established about one lakh CSCs in the country. Each CSC provides services to about six villages. The utility services such as payment of bills to government are free to citizens but other Government to Citizens (G2C) services are fee-based. The web-enabled e-governance services in rural areas by CSCs include application forms, certificates, and utility payments such as power, telephone and water bills, rural banking, health services, education and training, DTP, printing and Internet browsing.

In addition to the above-mentioned citizen services, the CSC guidelines also envisage that a wide variety of content and services could be offered in Agri. and allied sectors also. However, in reality, the services on these sectors are minimum except one service i.e. land records of farmers. The farmers need quick services on farming issues such as availability of inputs, marketing opportunities, advisory support, and

more particularly, availing subsidies of various schemes offered by State departments, which could help save time and money. Hence, a study was undertaken on various agriculture and allied sector services that could be offered through the CSC gateway to farmers. The objectives were to study the I.T. enabled Agricultural information services required by farmers; identify the I.T. enabled Agricultural and allied Services (ITeAS) that could be delivered through CSCs/other service channels to cater to the needs of farmers at village level; and to standardize, develop an integrated mechanism to deliver important I.T. enabled Agricultural Services (ITeAS) to farmers through a network of key service producers (State Departments of Agriculture and Allied sectors, SAUs, KVKs, NIC, Department of Information Technology at State level).

The study is confined to three districts, namely Nalgonda and Visakhapatnam of Andhra Pradesh and Pune of Maharashtra, where CSCs are established, and is expected to be completed by September 2014.

Evolving Institutional Mechanism for strengthening Public Private Partnership under ATMA through Agripreneurs – Action Research

The AC&ABC Scheme was launched during 2002 to provide value added extension services to farmers through qualified Agri professionals. Under Extension Reforms, Agri-Clinics and Agri-Business Centres were identified under the Cafeteria of Activities for promotion by providing service charges for the extension activities carried out by Agripreneurs. The revised AC&ABC guidelines have made several provisions for integration of extension activities of Agripreneurs with those of ATMA. However, field level feedback from Agripreneurs has indicated that linkage between Agripreneurs and ATMA was very weak and the same has been endorsed by ATMA officials.

In order to achieve the main objective of AC&ABC Scheme i.e. supplementing the efforts of public extension, there is a strong need for evolving an institutional mechanism for promoting PPP through Agripreneurs under ATMA.

In view of this, an Action research was taken up to understand the present status of linkage between ATMA and Agripreneurs; to identify the weak and potential areas of linkage; to evolve PPP models through wider consultation with stakeholders for action research which addresses weak and potential areas of linkage and to document the process and develop a policy brief for the benefit of upscaling.

The expected outcomes are PPP models which strengthen the linkage between ATMA and Agripreneurs; Policy brief for the benefit of up scaling; Convergence and synergy between public and private extension service providers; Better regulation of private extension services and Better utilization of public funds for the benefit of farmers.

The identification and sensitization of Agripreneurs is currently in progress.

News from PGDM (ABM)

The two-year PG Diploma in Management (Agri Business Management) offered by MANAGE aims to prepare business leaders and techno-managers for careers in sectors related to Agriculture, Food, Agri input, Agri-banking, Retail, Supply Chain Management etc.

100% Placements yet again

This year too, MANAGE achieved 100% placements. Twenty nine companies visited the campus and recruited all the students of 2012-14 batch. Recruiters, both national and international, represented sectors like Agri Input, Finance & Banking, Commodity Exchanges, Retail and Consultancy.



PG Students at MANAGE

The placements were offered with an average CTC of Rs.7.46 lakhs per annum.

Summer Internship

All the students of the 2013-15 batch are placed for Summer Internship, which aims to provide practical field experience to the students in real life field situations.

Merit Recognition Scheme (MRS) introduced

In order to promote merit, create competitiveness among the students and reward high performers, a Merit Recognition Scheme (MRS) has been introduced by MANAGE for the PGDM (ABM) students. Merit Certificates and Cash Awards were given to toppers of Trimesters, different courses, Topper of the Year and for maximum attendance.

Lit 'O' Melange – 2014

A Literary Event 'Lit 'O' Melange' was conducted during 22-23 March, 2014 at MANAGE. Events included, i) SCRIVEN – an Essay Writing Competition, ii) WRANGLE – a Debating competition, iii) PROMPT IMPROMPTU - an Extempore Event and iv) NEURON TWISTER – a Quiz Competition.

Faculty News



MANAGE bid a warm farewell to Dr. Senthil Vinayagam, Director (Agricultural Extension), on his repatriation to his parent department, on 14th April 2014.

Dr. Senthil was at MANAGE for a three-year period. At MANAGE he was heading the Centre for Allied Extension and Water/Input use Efficiency, coordinating the PGDAEM program and was the Executive Editor of MANAGE Journal of Agricultural Extension Management.

He has now joined the Directorate of Sorghum Research (ICAR), Hyderabad, as Principal Scientist (Agricultural Extension). MANAGE wishes Dr Senthil all success in his future endeavours.

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