



# MANAGE Bulletin

From the National Institute of Agricultural Extension Management

March 2012

## New Dimensions in Agricultural Extension Management International Programme

An International programme on **New Dimensions in Agricultural Extension Management** was organized at MANAGE during February 18-29, 2012. Participants included officers from Bhutan, Sri Lanka and Guinea.

The changing economic scenario and emerging market opportunities have posed challenges to farming communities and in turn the extension systems. Future growth in agriculture is expected to be through improvements in productivity of diversified farming systems with regional specialization, linking production to marketing, farm level agro processing and value addition, and building farmers organizations among others. The need to reorient the extension systems to become decentralized, demand driven, farm business oriented, involving multiple actors both in public and private sectors apart from building the capacity of the farming communities has been well recognized.

Keeping this in view, this programme was planned with the following objectives:

- To develop a common understanding of the concept, need and content of extension in the present context of development.
- develop an understanding of organizational arrangements and modalities of operation of existing extension systems in participating countries.
- orient participants to new and emerging approaches to extension management.
- facilitate them in developing alternative extension systems in their countries, and
- develop an action plan for operationalisation of the concept and the systems in their countries.

Focus was on themes including Farmer to Farmer Extension through Farm Schools, Farmer Field Schools;



*Shri Sanjeev Gupta IAS, Director General, MANAGE addressing the participants*

Group Based Extension; Decentralized extension delivery; strategic planning for agricultural development; ICT applications; Private Extension; Public Private Partnership ; Capacity building ; Gender Mainstreaming; Promotion of Agri-Enterprises; Market Led Extension; Farm Business Management; Farming Systems Approach etc. For conceptual clarity, field visits were organized for first hand exposure to various initiatives and to orient on the National Agricultural Research System, facets of extension, Rythu Bazaar, promotion of agri enterprises, capacity building efforts at various levels and other aspects.

Each participant prepared a report based on the inputs received and presented future strategies for taking it forward in their respective countries.

*As expressed by the participants:*

**Mr. Toyenath Acharya**, from the Council for Renewable Natural Resources, Bhutan, would like to carry forward the concept of ATMA, PPP, DAESI & ACABC in their capacity building activities.

**Mr. R.N.Gunavardana**, Lecturer, Sri Lanka School of Agriculture, would like to highlight the concept of Farm Business Management at the student level itself.

## MANAGE takes up Impact Study for JK Trust

JK Trust Gramin Vikas Yojana, an NGO, has been implementing Cattle Breed Improvement Programme (CBIP) in 10 States of the country. The main intent of this programme, initiated five years ago, is to reduce malnutrition, create employment in the rural areas and alleviate poverty. CBIP is implemented through Integrated Livestock Development Centres (ILDC) which are manned by trained XII Class pass Paravet boys / girls identified from the local area and called Gopals. Each Centre caters to a population of about 1000 cattle, covering 7-8 villages within a radius of 7-8 kms. JK Trust has requested MANAGE to undertake an impact study of the programme in the States of Andhra Pradesh, Bihar, Madhya Pradesh and Chhattisgarh.

### Objectives of the study:

- To assess the improvement in the milk yield, the breed and number of cattle, nutritional status and improvement in the economic status of the beneficiary.
- Study the quality of programme implementation

- Apprise about the strength of the programme and suggest areas for improvement.

Primary data would be collected from beneficiaries and Gopals through a questionnaire survey. Relevant secondary data would be collected from the available records and other sources.

MANAGE has developed three questionnaires to capture data on issues like milk yield improvement, cattle breed improvement, nutritional status of beneficiary / family, reduction of expenditure on buying milk and milk products, milk intake, economic status of beneficiary/family, surplus milk yield status and its marketability and price. Other issues like extent and quality of employment generation, coordination and cooperation with Government Departments and Schemes, will also be studied. Information profile of the beneficiary and Gopal will also be gathered. The data collection will be taken up in May-June 2012 and the final report of the study is proposed to be submitted by the end of July.

## Writing for Print Media

Good quality written documentation of project experiences, knowledge and lessons learnt is the need of the hour. This information needs to be documented and disseminated for replication elsewhere.

Keeping this in view, and as suggested by the Academic Council of MANAGE two programme were planned, aimed at improving skills of participants in writing effectively for the print media. The objectives were to apprise participants of the value of documentation and to orient to the process of writing, methodologies and steps involved and enhance writing skills.

Two programmes were organized during January 30-February 1, 2012 at NBSS & LUP, Bangalore and during February 27-29, 2012 at Junagadh Agricultural University. The programmes focused on print journalism and writing for newspapers, magazines, and other print media formats. Participants were introduced to tools and techniques of documentation, composition techniques and editing, through discussions, assignments, and workshops.

There were 48 participants from the Department of Agriculture, SAUs, and KVKs at the two workshops.

## Training on Watershed Management for TAWDEVA

On a request from the Government of Tamil Nadu, two training programmes were organized on Integrated Watershed Management Programme (IWMP), during January and March, 2012 for extension functionaries of Tamil Nadu Watershed Development Association (TAWDEVA).

Apart from technical aspects, focus was on the participatory approach, social resource management/ community organization, development of agriculture production systems and livelihoods along with natural resource management and post project sustainability. The overall objective was to orient participants on managerial and social aspects of watershed development.

The specific objectives were: to familiarize participants with technical aspects of watershed management; processes in forming and sustaining community based organizations for watershed management; help them understand the steps and procedures in the preparation of watershed plan; and operational aspects and processes in managing watershed projects. Fifty seven officers participated in the programme.

## Promotion of Agri Entrepreneurship under Extension Reforms

### National Consultation

Production oriented extension approaches have failed to create enthusiasm both among extension workers and farmers. Profit oriented extension programmes which aim at minimizing expenditure and maximizing income at farmers level are in demand.

It is necessary to create awareness about central / state schemes besides private initiatives supporting Agri Entrepreneurship and integrate under Extension Reforms.

This overall effort is expected to shift system focus from Agriculture to Agri-Business. In view of this focus, a National Consultation for Promotion of Agri

Entrepreneurship was organized during March 6-8, 2012 at MANAGE. The objectives were to orient extension functionaries on the importance of entrepreneurship development in agriculture; create awareness about its potential, strengths and weaknesses; learn from experiences of various Private and Public Agencies engaged in Entrepreneurship Development in Agriculture; and to work out various models of entrepreneurship development in agriculture to use in Extension Reforms.

Participants included 26 officers from Agriculture and line departments and ATMA.

### Mr. Nagaraj and Ms. Sowmya take the Bio Route to Success

**The bio pesticide laboratory set up in Bantanala village, Ramanagara District of Karnataka has about 2500 farmers as its clients and covers 200 villages**

Mr. D.N. Nagaraj and Ms. G.S. Sowmya, post graduates in agriculture from UAS, Bangalore have set up a bio pesticide laboratory in Bantanala village, Ramanagara District of Karnataka which has over 2500 farmers, spread in 200 plus villages as its clients. The lab is being run on leased property and each of them earn Rs. 2.5 lakhs per annum.

After working for two years in various companies they were motivated seeing the growing interest among the farming community in the use of biopesticides. They also wanted to work independently. They learnt about the ACABC Scheme and joined Terra Firma Biotechnologies Ltd. in Bangalore for training. In addition to inputs during the training, the institute also helped them acquire a loan. The risk taken has eventually paid off and they are reaping benefits today, in terms of their earnings and also in becoming beneficiaries of the farmers.

Their business gets timely and proper guidance from the Department of Agriculture. They promote their products through demos, Krishi melas and also through personal contacts. They have taken up demonstration plots with the help of the Department of Agriculture and the Department of Horticulture in a number of taluks. Their plots are visited by a large number of farmers and professors from the University. They also visit client locations and give advice on package of practices to be followed for an optimum output. Farmers are charged for these visits on the

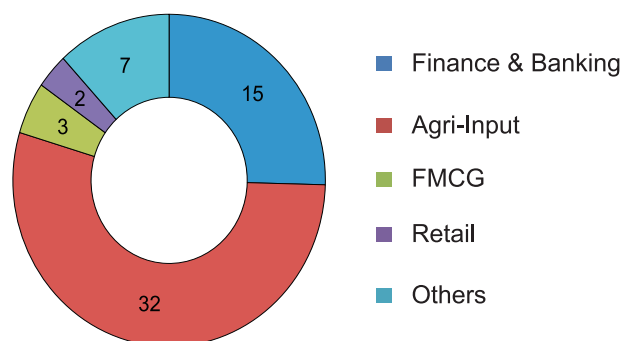


basis of the cost of production. There is a consistent demand for their products from farmers. The impact on yield is evident in multifold increase in crop yield of client farmers. The team has also planned for more new products.

Today, they employ 12 skilled laborers, six among them being women. The enterprise is associated with agribusiness companies and sells products entirely through institutional sales to the end clients, farmers. They are also associated with government agencies like NHM and gherkin export companies in the vicinity. Through their initiative, Mr. Nagaraj and Ms. Sowmya have set a precedent to those who want to be entrepreneurs and also serve the community. They may be contacted at +91-9448992122.

## PGDM-ABM Placements 2012

MANAGE launched the Post Graduate Diploma in Management (Agri Business Management) (PGDM-ABM) programme paving the way for Agri-Business, 16 years ago. This year too, history was created with the batch of 2009-11 achieving 100% Placements. The excellence that MANAGEites show in every field is reflected in the profile of the companies that turned up for the Final Placements. Recruiters that visited the campus for the Final Placements represented sectors like Agri Input, Procurement, Finance & Banking, Commodity Exchanges, Retail and Consultancy.



## Training Programmes May 2012

S.No.	Programme	Dates	Venue
1	Workshop for Agripreneurship Development	2	MANAGE
2	Training-cum-Workshop on "Applications of ICTs in Modified Extension Reforms Scheme"	1 – 3	Punjab
3	Refresher Training Programmes for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme.	9 – 11	Andhra Pradesh
4	Planning and Management of Sustainable Rural Livelihoods	14 – 18	Thiruvananthapuram
5	Mainstreaming Gender Concerns in Agriculture and Allied Sectors	21 – 25	MANAGE
6	National Consultation on "Upscaling of DAESI programme"	22 – 23	MANAGE
7	Refresher Training Programmes for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme	23 – 25	Tamil Nadu
8	Market-Led Extension	May 28 – June 1	Jaipur, Rajasthan
9	Training – cum – Review Workshops for Kisan Call Centre Experts – Level I & Level II	May, 2012	ANGRAU, Hyderabad
10	Public Private Partnership for Agricultural Development for Senior Executives	29 – 31	Guwahati
11	WTO and Its Implications on Indian Agriculture	28 – 31	MANAGE

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