MANAGE Bulletin

From the National Institute of Agricultural Extension Management

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Review of Programmes

MANAGE is the nodal agency for implementation of the Agri Clinics and Agri Business Centres (ACABC) scheme of the Ministry of Agriculture and Cooperation, Government of India. MANAGE has also initiated a Diploma in Agricultural Extension Services for Input Dealers (DAESI) which imparts formal agricultural education to input dealers and a Post Graduate Diploma in Agricultural Extension Management (PGDAEM), a continuing education programme for in-service extension personnel. In view of the emerging need for updating and expanding the scope of these programmes to respond to the fast changing agricultural scenario, the Department of Agriculture and Cooperation (DAC), Govt. of India constituted an Expert Committee for reviewing these schemes.

The Expert Committee consisted of senior officials of the Department of Agriculture and Cooperation, academicians, faculty from MANAGE, Nodal Officers from leading National Training Institutions under ACABC , successful agripreneurs trained under the ACABC scheme and farmer representatives.

The committee, was further segregated into sub committees to address issues relating to the three programmes, study and assess the existing methodologies, identify knowledge gaps, suggest modifications in the content of the modules and recommend modified content/syllabi and appropriate methodologies. The first meeting of the Committee was held at MANAGE during 6 to 9 April 2011. The sub committees have been formed, important issues highlighted and views of the expert group have been incorporated.

The recast modules would have enriched content/ syllabi and appropriate methodologies. Collective wisdom of this effort when translated into revamped extension modules is expected to serve the end users i.e. the farming communities better.

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Expert Committee members at the Workshop

MANAGE BULLETIN is a publication from the National Institute of Agricultural Extension Management (MANAGE), an organisation of the Ministry of Agriculture, Govt. of India

MANAGE Faculty on 12th Plan Working Group

The XII Plan (2012-17) is currently under preparation. The Planning Commission has sought to develop an inclusive and participative approach to the entire planning process and has proposed a comprehensive dialogue on improving extension services in totality and making them responsive to emerging challenges.

A number of Working Groups have been constituted by the Planning Commission to prepare sectoral plan proposals. The Working Group on 'Agricultural Extension in Agriculture & allied sectors' is headed by Shri Suresh Kumar, former Director General, MANAGE. The Planning Commission has constituted 9 subgroups for this Working Group to work out definite proposals for the extension sector. These sub-groups include: I. Technology mapping, adoption, impact, farm innovations and agricultural education, II. Extension planning and management in agriculture and allied sectors, III. HRD, training & accreditation, IV. Involvement of Panchayati Raj institutions, Literacy Missions, Cooperatives, urban local bodies, schools & colleges, farmer groups and other organisations for community mobilization and farmers empowerment, V. Extension through Information & Communication Technology, electronic media, print media, documentation and publications, VI. Public-Private Partnership for agricultural development, VII. Convergence and programme delivery for agricultural development, VIII. Extension strategies for difficult areas (J&K, NE & Hill Areas, Sensitive Coastal areas, Bundelkhand, Naxal affected, rainfed/ drought prone) disadvantaged farmers (tribal, small & marginal and tenant) and farm workers, and IX. Empowering women for agricultural development.

MANAGE Faculty are represented on seven subgroups and are Member Secretaries on three subgroups. These faculty members include Dr V.P. Sharma, Director (ITDP) Dr P.Chandra Shekara, Director (Agricultural Extension),Dr Senthil Vinayagam, Director (Agricultural Extension), Dr K. Anand Reddy, Director, (HRD), MANAGE, Dr. G.R. Desai, Dr N.K. Sanghi and Dr M.N. Reddy (former Directors, MANAGE). A series of meetings were organized to identify the thrust areas to be addressed in the 12th Plan; key issues critical to extension performance; enlist trategies for addressing these; focus on programme delivery and convergence and capture Innovations and Good Extension Practices for upscaling.

In the Pipeline

Customized Farmers Training Project

In order to strengthen the Agricultural Extension system and promote the farming system, the Government of Uttar Pradesh has launched "Customised Farmers' Training and Agricultural Management through ICT enabled services" project, under RKVY, with the support of Agricultural Finance Corporation Ltd (AFC). The project is being implemented since September 2008. The main objective is to increase productivity, profitability and sustainability of farming systems through effective management of natural resources, agricultural inputs and marketing.

The specific objectives of the Project are, to conduct customized training as per need of the area and farmers groups; increase productivity with low cost technologies; promote sustainable agricultural production by using locally available resources; provide on line weather information and possibility of disease/ insect occurrence etc.; on line information on status of crops and yield estimates; risk assessment and management; and market rate in local mandis. To evaluate the progress and impact of the programme components implemented so far, MANAGE has been requested to undertake a Mid-Term Evaluation of the project. MANAGE will measure the following aspects / components of the project:

1. Effect of Training on the level of technical knowledge up-gradation of the farmers with respect to cultivation practices, technologies of crops, vegetables and fruits.

2. Increase in level of knowledge up-gradation with respect to livestock management (nutrition, disease management and increase in milk production).

3. Increase in level of knowledge and understanding with respect to IPM, IPNM and input availability to the farmers.

4. Impact of demonstrations in adoption of new/ improved technology.

5. Change in Seed Replacement Rate (SRR).

6. Effect of soil testing in use of balanced fertilizer.

7. Assessment of the functional status of farmers' field schools.

8. Impact of weather information, market information and risk management and its management by farmers.

9. Combined effect of above components on increase in productivity, and

10. Impact on change in cropping pattern, soil fertility and income of the farmers in case of reduction in cost of cultivation.

The project covers all 71 districts and 820 blocks in the state. Out of 270 blocks covered in Phase I and II, 5% blocks are proposed to be selected in the sample. The sample would comprise of 14 blocks, 42 villages and 420 farmers (with 10 farmers from each project village). The control sample would comprise of 14 blocks, 14 villages and 70 farmers. The study is underway.

Implementing Modified Extension Reforms Scheme

State Level Workshop at Tamil Nadu

The centrally sponsored scheme "Support to State Extension Programmes for Extension Reforms" is an ongoing scheme being implemented in 591 rural districts of the country. The institutional mechanism for extension under the scheme has been modified and strengthened with strong manpower, infrastructure and activity. This has been brought out in the form of guidelines to sensitize the officials working in agriculture and line departments.

To orient to the same, a workshop on "Implementing Modified Extension Reforms Scheme" was organized by MANAGE, Hyderabad for the Project Directors of ATMA and senior officials representing various line departments of Tamil Nadu during 26 and 27 April, 2011 at Agriculture College, Madurai.

The major theme areas included:

- Need and concept of ATMA under Extension Reforms
- Orientation on institutional arrangements under revised guidelines on Extension Reforms
- Roles and responsibilities of the stakeholders and functions of GB, AMC, DFAC, BTT, BFAC and CIGs
- Orientation on revised cafeteria of activities
- Operationalization of ATMA
- Funding mechanisms
- Extension approaches

There was experience sharing by the Project Directors of ATMAs The presentations were followed by group discussion. Groups with 5-6 officers were assigned with different challenges / issues to work out solutions for the same. The outcome of the group discussion was presented in the session.

Compendium of Instructions for Implementing revised ACABC Scheme

The Agri-Clinics and Agri-Business Centres (ACABC) Scheme was launched to create self employment opportunities for unemployed agricultural graduates to establish Agri-Clinics and Agri-Business Centres in rural areas. The Scheme was subsequently revised and a Compendium of Instructions for implementing the revised ACABC Scheme—2010 has been brought out by the Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India. The Scheme now *inter alia* aims to supplement efforts of public extension by necessarily providing extension and other services to the farmers on payment basis or free of cost as per the business model of the agricultural entrepreneur, local needs and affordability of the target group of farmers. The

Compendium covers aspects relating to: eligibility criteria for candidates; selection of Nodal Training Institutes; process of selection of candidates; training allotment and implementation; release of funds to training institutes; refresher and sensitisation training; credit support covering aspects relating to term loan, margin money, security, refinance assistance; subsidy; monitoring and administration of the scheme, improving awareness about the scheme and publicity; guidelines for awarding the best agripreneurs and Nodal Training Institutes; establishing linkages with Agricultural Technology Management Agencies (ATMAs) and Agro industries.

The linkages with ATMA would be under the Scheme "Support to State Extension Programmes for Extension Reforms" wherein ATMAs would be encouraged to implement extension activities through Agripreneurs.

USAID Team visits MANAGE

A USAID delegation visited MANAGE on April 27, 2011. Members of the delegation included Mr. Gary Robbins, Director, Office of Food Security, Dr. Srivalli Krishnan, Climate Adaptation Specialist, from USAID,India, Mr. Ed Keturakis, Project Director, Abt Associate India Office and Mr. Srimali Kari, Political and Economics Specialist at US Consulate General, Hyderabad. The objective was to collaborate with institutions in India and develop strategic partnerships under the "Feed the Future" project , to plan and implement joint interventions in focus areas. The team had an interaction with MANAGE Faculty.

Training Programmes July 2011

1.	Advanced course in Agricultural Knowledge Management	July 4-8, 2011	Uttar Pradesh
2.	Process Documentation	July 4-8, 2011	MANAGE
3.	Horticulture Extension Management under National Horticulture Mission	July 5-9, 2011	Karnataka
4.	Workshop-cum-training programme on Kisan Call Centre	July 11, 2011	MANAGE
5.	Mainstreaming Gender Concerns in Agriculture	July 11-15, 2011	MANAGE
6.	Applications of ICTs in Animal Resource Management	July 12-14, 2011	West Bengal
7.	Applications of ICTs in Animal Resource Management	July 16-18, 2011	West Bengal
8.	Workshop on Agripreneurship Development	July 12-14, 2011	MANAGE
9.	Workshop on Urban Agriculture	July 18-20, 2011	Karnataka
10.	Horticulture Extension Management under National Horticulture Mission	July 18-22, 2011	Maharashtra
11.	Managerial Skills of Extension Personnel	July 18-22, 2011	MANAGE
12.	Promotion of Commodity Interest Groups and Federations	July 18-22, 2011	MANAGE
13.	Mainstreaming Gender Concerns in Agriculture	July 25-29, 2011	West Bengal
14.	Training-cum-Exposure visit for Pani Panchayat Office Bearers of Orissa	July 25-29, 2011	MANAGE
15.	Workshop on Agripreneurship Development	July 26-28, 2011	Maharashtra
16.	Farming Systems Approach for Sustainable Agriculture	July 26-30, 2011	Karnataka
17-19	Refresher Training programmes on sector specific busines expansion capabilities for established Agripreneurs	July 11-13, 2011 July 25-27, 2011 July 26-28, 2011	Bihar Karnataka MANAGE

visit MANAGE at : www.manage.gov.in

MANAGE BULLETIN is published by
Shri Sanjeev Gupta, I.A.S., Director General
National Institute of Agricultural
Extension Management (MANAGE)
Rajendranagar, Hyderabad - 500 030, India.
Tel: +91- 40 - 24016702 - 706 Fax: +91 - 40 - 24015388

Chief Editor : Shri Sanjeev Gupta, I.A.S.
Executive Editor : Dr. V.P.Sharma
Editor : Dr. Lakshmi Murthy

Sree Krishna Prasad Graphics Pvt. Ltd., Ph: 040-27400671