

## Policy Dialogue on Pulses



Dr. Ashok Dalwai, IAS, Additional Secretary, DAC&FW and other dignitaries lighting the lamp

Smt. V. Usha Rani, IAS, Director General, MANAGE addressing the delegates

India is the world's largest producer and consumer of pulses, however, there is still shortage of pulses and prices are not affordable to a large section of consumers. An immediate need is to increase production and productivity of pulses and expand the area under pulses. In order to explore the opportunities to address these issues, MANAGE organized a Workshop cum Policy Dialogue on "Farmers Situation in Rainfed Areas with special Emphasis on Pulse based Cropping Systems" in association with ICRISAT, CESS and Indian Society of Agriculture Marketing (ISAM), during December 30-31, 2016.

Dr. Ashok Dalwai, IAS, Additional Secretary, DAC&FW, Smt. V. Usha Rani, IAS, Director General MANAGE, Dr. David Bergvinson, Director General, ICRISAT, Dr. W R Reddy, IAS, Director General, NIRD&PR, Dr. S. Galab, Director, CESS, Hyderabad, Dr. Ch. Srinivasa Rao, Director, CRIDA participated in the workshop and shared their views. About 90 participants from different institutions participated in the deliberations.

The workshop was organized under three themes, viz., agricultural production; marketing; policies and institutions. A panel discussion was also organized. The dialogue around these policy-oriented themes stimulated fresh thinking and new ideas on how to increase pulses production under

different agro-climatic conditions and how best technology can be used to reduce the costs.

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## Doubling Farmers Income



Smt. V. Usha Rani, IAS, Director General, MANAGE addressing the gathering

The Government of India, in the Union Budget 2016–17, stipulated to double the income of farmers by the year 2022. In this backdrop, a National Workshop on “Doubling Farmers Income by 2022” was jointly organized by NIRD&PR and MANAGE during November 2-3, 2016. The specific objectives of the workshop were to discuss on increasing agricultural productivity; scope for providing remunerative prices to farmers; promoting value addition through food processing; creating a National Farm Market; risk adaptation and mitigation; promoting ancillary activities like poultry, beekeeping and fisheries; and come out with policy recommendations.

Prof. Ramesh Chand Member, NITI Aayog, New Delhi, Shri Suresh Chanda, IAS, Principal Secretary, Animal Husbandry and Fisheries, Govt. of Telangana, Dr. Vilas Tonapi, Director, Indian Institute of Millet Research, Dr. Ch. Srinivasa Rao, Director, CRIDA, Dr. Kalpana Sastry, Director, NAARM graced the inaugural

session and shared their experiences. There were 48 participants including Commissioners and Directors from different states representing departments of agriculture, horticulture, animal husbandry, fisheries, Directors of EEs, SAMETIs, faculty from SAUs, and international participants from South East Asian, Middle East, and African countries.

The Director General, MANAGE emphasized the need for leadership and vision, technology, policy, commitment, and comprehensive planning to bring about a significant change at macro and micro level.

Recommendations related to Policy changes regarding land, water, agricultural credit, market risk, etc. and the change in focus of the Extension System with increased focus on community based extension, producers organizations, use of ICTs, capacity building of extension personnel and convergence of public and private sector extension efforts.

## MANAGE-CSIR-CCMB study on Samba Mahsuri

MANAGE signed an MoU with CSIR-Centre for Cellular and Molecular Biology (CCMB) for a study on the “Socio-Economic Impact Assessment of Improved Samba Mahsuri”. The study will assess the adoption and socio-economic impact of a bacterial blight resistant variety, *Improved Samba Mahsuri*, which was developed and released jointly by CSIR-CCMB and ICAR-IIRR in 2008. The target states for the popularization of the variety are Andhra Pradesh, Telangana, Tamil Nadu, Karnataka and Chhattisgarh.



## MANAGE @ COP 22



Smt. V. Usha Rani, IAS, Director General, MANAGE  
with India delegation at COP 22

The twenty-second session of the Conference of Parties (COP 22), was held in Marrakech, Morocco in November 2016, to demonstrate the spirit of multilateral cooperation on climate change. The Ministry of Agriculture and Farmers Welfare, Govt. of India, nominated a

delegation to COP-22, to organize a side event on “Climate Change Adaptation - Sustainable Agriculture Practices” on November 10, 2016 at India Pavilion. The delegation was led by Smt. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad with Dr. B. Rath, Additional Commissioner (RFS), Dr VP Sharma, Director (ITDP) MANAGE and other members.

The Director General, Smt. V. Usha Rani, IAS, in her opening remarks touched upon various programs implemented in India and policy initiatives to help farmers face challenges of climate change and its impacts and food security. The Indian delegation shared about policies and schemes of Ministry of Agriculture & Farmers Welfare, success stories, innovative approaches and extension methods to help farmers adapt to climate change and deal with changing climatic scenarios.

## Mainstreaming Climate Change and Adaptation



Smt. V. Usha Rani, IAS, Director General,  
MANAGE unveiling the compendium

A National Workshop on Mainstreaming Climate Change and Adaptation in Agriculture and Allied Sectors was organized during November 16-17, 2016 at MANAGE, Hyderabad with the objectives of sharing experiences of Climate Resilient practices, Mitigation and Adaptation options in agriculture and allied sectors and to develop a framework for mainstreaming Climate Change Adaptation into agricultural development planning and programs. A total of 34 delegates from across the country participated in the Workshop. Smt. V. Usha Rani, IAS, Director

General, MANAGE during the inauguration, unveiled the compendium of the Workshop.

Some of the strategies suggested by delegates to mainstream adaptation and mitigation of climate change include, Assessing vulnerability at district and below district level, Creating awareness and capacity building using a multidisciplinary approach to address climate change issues in coordination with various stakeholders, integrating the outcome of research on climate change with existing developmental plans, orienting extension functionaries about operationalisation of Contingency plans and follow up, creating weather conscience through climate school, Promoting climate resilient crop varieties and technologies, Integrating climate smart interventions, Encouraging weather based farm decisions, Appropriate use of Extension methods, promoting and empowering farmers group at village level, blending ITK and scientific technologies, Promoting public private partnership, Ensuring credit, insurance and social safety measures for farmers, and allocating adequate funds to implement climate change initiatives.

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## Strengthening Extension – Policy Interface

Institutions, individuals and policies affect the performance of extension advisory services (EASs). An enabling policy environment is critical for the development, sustainability, and effectiveness of EASs. This necessitates extension's engagement with the policy process. In order to address issues related to this, a training cum workshop was organized by MANAGE in collaboration with ICAR-ATARI, Bengaluru and CRISP during November 9-11, 2016 to orient participants on the importance of policies in shaping extension's performance; discuss ways of generating policy relevant evidence on extension to influence policies; and to develop capacities to engage with policy actors and the policy development process.

The discussions focused on Strengthening Extension Policy Interface; public policies, institutions and the enabling environment and their affect on the performance of extension; how Good Extension Practices lead to better agricultural policies; global experience with



Participants at the workshop

extension policy; policy changes in Public Private Partnerships; extension's engagement with the policy process: policy planning; Research-Evidence-Policy; use of ICT and social media to influence policies and related issues. Participants through a group exercise came out with areas for capacity development and ways to strengthen capacities to engage with the policy process in the identified areas.

## Fisheries Technology and Extension Management



Smt. V. Usha Rani, IAS, DG, MANAGE,  
Shri Aditya Kumar Joshi, IFS, JS, Fisheries and Dr. MV Gupta,  
former ADG, World Fish Centre

In the context of growing demand for food and nutritional security, fisheries extension has a crucial role to play. Under the AC&ABC scheme, 337 Aquapreneurs have established aqua ventures and are providing information,

inputs, infrastructure, processing and marketing support to fishermen. These Aquapreneurs need up-gradation of their managerial competencies to provide effective extension services to fish farmers. In this context, National Fisheries Development Board (NFDB), Hyderabad in collaboration with MANAGE organized a two-week training program during November 15–27, 2016 for Aquapreneurs to sensitize them on emerging areas and new dimensions in fisheries extension management and impart managerial skills.

Shri Aditya Kumar Joshi, IFS, Joint Secretary, Fisheries, and Dr. MV Gupta, winner of the world food prize and former ADG, World Fish Centre, Malaysia graced the inaugural session.

## Agricultural Extension: Looking for New Directions

A two day MANAGE Conclave on "Agricultural Extension: Looking for New Directions" was organised during November 19-20, 2016 to think fresh and explore new perspectives on Research and Extension.

The conclave featured three eminent speakers like Dr S. Ayyappan, Dr. Rasheed Sulaiman and Prof. V. Vishwanatham on Innovations in Agriculture Research, Extension 2.0 and communication and motivation for better



professional impact. The Conclave also had "walk the talk" and world cafe sessions on "Extension for Future".



## State level Workshop on DAESI

A state level Workshop on DAESI was organized by SAMETI at Ramakrishna Mission Ashrama, Kolkata, West Bengal on October 27, 2016. Eighty one input dealers who have completed the programme for 2014-15 were awarded the Diploma by Smt. V. Usha Rani, IAS, Director General, MANAGE.

Smt. Madhumita Choudhury, IAS, Commissioner Agriculture, Shri Pradip Majumder, Advisor to the Chief Minister on Agriculture and Allied sectors of Govt. of West Bengal and Swami Sarvalokananda, Secretary, Ramakrishna Mission Ashrama, Kolkata also graced the occasion. On this occasion, two new batches of



DAESI under Central Sector Plan Scheme and two batches under self-finance were also inaugurated for the year 2016-17.

## Consultative Workshop

### Agricultural Consultancy and Agripreneurship Development

MANAGE came up with a concept of “Private agro-advisory and services” to augment extension services at the field level. A workshop was organised to discuss current status and modes of consultancy services; opportunities and best options for MANAGE certified consultancy services to farmers of Telangana and Andhra Pradesh; Certification of agricultural consultants and expected role of MANAGE in promoting the certified consultancy.

Twenty Agripreneurs working exclusively on agricultural extension activities, trained under AC&ABC scheme and representing the states of Telangana and Andhra Pradesh participated. The proposed model would act as a private extension approach wherein MANAGE at

Hyderabad would act as a central hub of “Private Agro-Advisory and Services” with a call centre to connect farmers and private service providers.



Smt. V. Usha Rani, IAS, Director General, MANAGE addressing Agripreneurs

## Climate Resilient Farming Practices

Climate change due to global warming is one of the crucial causes of concern over food security. Addressing challenges in Agriculture and allied sectors in tune with climate change is the need of the hour. To understand the ground realities, MANAGE is taking up a “Pilot Study on Developing Sustainable Climate Resilient Farming Practices” in Agriculture and Allied Sectors. This will be taken up in coastal areas of Andhra Pradesh and Odisha States with the financial support of NABARD under Green Climate Fund. In this connection, a one day brainstorming workshop was organized at MANAGE on 19<sup>th</sup> December, 2016.



## Extension Management for Precision Dairy Farming

“Precision Dairy Farming” demands technological inputs for optimum production, which in turn necessitates sensitization and capacity building of state level extension functionaries to deliver the basket of technologies through various innovative extension approaches.

A training program on “Extension Management for Precision Dairy Farming” was organized for extension functionaries of state department of animal husbandry during December 19-22, 2016 at MANAGE, Hyderabad. The objectives were to sensitize the extension functionaries on the concept of Precision Dairy Farming; orient them on application of technological input in



Precision Dairy Farming and to develop their managerial skills for application of extension approaches suitable to Precision Dairy Farming.

## Expert Committee Reviews MANAGE Training Programs

Smt. V. Usha Rani, IAS, Director General, MANAGE constituted an expert committee to review the training programs of MANAGE. The Committee was chaired by Dr. Rasheed Sulaiman with Prof. S. Ramkumar, Prof. Sukhpal Singh, Dr. Mahesh Chander and Dr. Saravanan Raj as expert members. The committee submitted a report on the relevance

of current training programmes and content, expertise of resource persons in imparting the current and future areas of training, appropriate modalities for strengthening on/off campus training programs, new and relevant areas of training and content for future programs and measures to enhance capacities of MANAGE Faculty in specific areas.

## Revitalization of Rainfed Agriculture (RRA)

A training program on "Revitalization of Rainfed Agriculture with special reference to Natural Resource Management" was organized at MANAGE during November 28 to December 2, 2016 covering 23 participants.

Smt. Rani Kumudini, IAS, Joint Secretary, DOAC&FW, Govt. of India graced the inaugural session and addressed the participants.



Smt. Rani Kumudini, IAS, Joint Secretary, DOAC&FW, addressing the participants

## MANAGE @ Social Media



MANAGE Agricultural Extension Network (MAEN) on Facebook is an online professional network to share extension innovations, best practices, success stories and facilitate development dialogue among MANAGE Faculty, extension professionals, farmers, researchers, agripreneurs, farm input suppliers and other agricultural development stakeholders.

**Join us on MAEN at**  
**<https://www.facebook.com/groups/610069809167737/>**

## Training on Supply Chain Management

A training program on Supply Chain Management in agriculture and allied sectors was organized during November 28 to December 2, 2016 at MANAGE, to orient the participants on basic principles of Supply Chain Management, share success stories and work out a strategy for upscaling the concept and importance.



## MANAGE Faculty & Staff News



Dr. Vikram Singh, Director (Organizational Behaviour & Process Consultancy) and Director (Administration) retired from service on superannuation on December 31, 2016.

He had over 32 years of experience in Training, Teaching, Research and Consultancy.



Shri AVNN Gupta, Office Superintendent retired on superannuation on December 31, 2016, after 35 years of service in various capacities related to Office Administration.

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Papers presented by eminent scientists, economists and bankers looked into the different perspectives for increasing production of pulses. The workshop identified challenges faced by the pulses sector in India viz., low productivity, its predominantly rainfed nature, higher yield gaps, high volatility in yield and prices, reduced farmer preferences to grow pulses; poor marketing infrastructure, inefficient milling facilities, low value addition and poor storability resulting in huge post-harvest losses, etc.

Participants deliberated on various issues and came out with recommendations relating to Production, Marketing, Postharvest and Value Chain interventions, Policies and Institutions. Recommendations relating to Production include strengthening government programs to reduce yield gap; priority to development of short duration varieties for different agro-ecologies, new varieties with required traits, bio-intensive low-cost IPM modules; priority to selection of farmers' preferred varieties;

regulation in seed sector; introduction of Pest surveillance model; crop diversification and intensification; scale-up and scale-out proven technology. Recommendations related to marketing include making proper marketing arrangements and incentives like higher MSP with effective procurement; Reducing price volatility; implementing buffer stock policy; eliminating controls in the pulses markets; promoting farmers' organisations; effective implementation to prevent illegal hoarding of pulses; use of technological tools for market information delivery; Public-private partnership for strengthening seed supply chains, establishing storage, post-harvest handling and processing facilities, and developing value added products. Recommendations relating to Policies and institutions, include Phasing out subsidies in paddy, wheat and sugarcane to promote crop diversification towards pulses, Priority to pulse based cropping systems; location specific strategies; Credit disbursals based on farm-household needs, Separate plan for extension services in rainfed areas.



## MANAGE Participation in Rural Technology and Crafts Mela



MANAGE participated in the Rural Technology and Crafts Mela, organized at the National Institute of Rural Development & Panchayati Raj (NIRD&PR), Hyderabad.

Smt. V. Usha Rani, IAS Director General, MANAGE visited the stalls of Agripreneurs (under AC & ABC Scheme) from Telangana, Tamil Nadu & Maharashtra at the Mela.

## MANAGE awarded “Best Government Stall” at Krishithon 2016



MANAGE stall was awarded the “Best Government stall” at the 11<sup>th</sup> KRISHITHON-2016 International Trade Fair & Conference organised at Nashik, Maharashtra in November 2016.

## MANAGE at Agro Vision Summit



MANAGE officials participated in the Agro Vision Summit during November 11-14, 2016 in Nagpur, Maharashtra.

## Vigilence Week

Vigilance Awareness Week 2016 was observed from October 31, 2016 to November 4, 2016 at MANAGE. The week began with a pledge by faculty, officers and staff of MANAGE and executive trainees. Competitions on Essay Writing, Slogan Writing and Elocution were organized.

There was a Guest lecture on 'Role of Ethics in Governance' by Prof. G. Hara Gopal, an eminent social scientist, on November 1, 2016.



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**Smt. V. Usha Rani**, I.A.S., Director General

National Institute of Agricultural Extension Management (MANAGE)  
Ministry of Agriculture & Farmers Welfare, Govt. of India  
Rajendranagar, Hyderabad-500030, India.  
Tel:+91 (0) 40 24016702-706 Fax:+91 (0) 40 24015388

Chief Editor:

**Smt. V. Usha Rani**, I.A.S.

Executive Editor :

**Dr. Saravanan Raj**

Editors:

**Dr. Lakshmi Murthy & Dr. AS Charyulu**