

## Discussion Forum on the Livelihood Options Website-

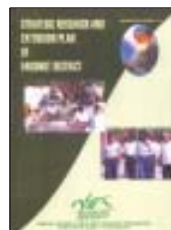
The [www.livelihoodoptions.info](http://www.livelihoodoptions.info) site focuses on the Livelihood Options Study, funded by the UK Department for International Development (DFID), Rural Livelihoods Department, and coordinated by the Overseas Development Institute (ODI), UK. The study draws on evidence from India, Bangladesh and Nepal and aims to identify how policies can be changed to support positive exits through diversification to reduce negative impacts of moving out of natural resource based occupations.

The site also hosts a discussion forum focusing on "Impact of Economic Reforms on Rural Livelihoods in India" and "Panchayats Extension to Scheduled Areas". The site and the discussion forum are managed by MANAGE.

[www.livelihoodoptions.info](http://www.livelihoodoptions.info)

### Publications

**Strategic Research and Extension Plan for Faridkot District, Punjab.**  
MANAGE-SREP series no. 21



**Strategic Research and Extension Plan for Munger District, Bihar.**  
MANAGE-SREP series no. 22



**Journey through Watersheds**  
Vol. 1 No. 1, September 2002  
Post-Project Sustainability in the Watershed Programme: A continuing challenge  
Vol. 1 No. 2, October 2002  
Organization of the community into a self reliant institutional set-up: Issues and opportunities



**Spice**  
Vol. 1 No. 1, September 2002  
Vol. 1 No. 2, November 2002  
Seed Business: Indian Scenario



**Indian Agripreneur**  
Vol. 1 Issue 1, November 2002



**WTO & Agriculture No. 11, April 2002**  
**Focus: Sugar market**  
(This issue focuses on sugarcane markets, sugar production pattern in India and decontrol of the sugar industry among other issues.)



**WTO & Agriculture No. 12, May 2002**  
**Focus: Fruits and Vegetables**  
(Talks about onion imports, banana prices, Indian vegetable imports and China's leading position as the world's largest fruit and vegetable producer.)



**MANAGE-ODI Natural Resource Perspective Series**  
No. 78 Rights and livelihoods approaches: Exploring policy dimensions  
No. 79 Managing rural transformation: Issues and options  
No. 80 Creating a policy environment for pro-poor agricultural extension: The who? what? and how?



**NATP in Andhra Pradesh**  
Volume 1 Issue 4, 2002



**CD released:**  
MANAGE launches Agri-Clinics and Agri-Business Centres Scheme

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# MANAGE Bulletin

From the National Institute of Agricultural Extension Management

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## In the Pipeline...

**One-Year Post Graduate Programme in Agriculture Journalism and Mass Communication (PGP - AJMC)**

The PGP - AJMC is aimed at creating a new stream of specialists in Agri- Journalism. The course will equip students of agriculture with a comprehensive education in mass media techniques including print, television, radio and Internet. The students can eventually find appropriate roles as editors, reporters, and corporate communication professionals or become media entrepreneurs.

The course offers a blend of agriculture knowledge and media management skills to provide cutting edge expertise to students.

The course will be open to all students of agriculture, veterinary and allied sciences.

## MANAGE: The Second Best Sectoral B-School in India

There was good cheer all around when MANAGE was rated as the second best Sectoral B-School in India. The Outlook-Cfore rating of B-Schools has reiterated the commitment of MANAGE towards excellence. MANAGE is a mere single point behind IRMA with 630 points. The score is also indicative of its place among the top fourteen B-Schools in India. In a short span of time, MANAGE has indeed made a mark for itself as an institution with a difference. The B-schools were ranked based on objective data and the satisfaction scores of stakeholders.

Weightage was given to the perception of stakeholders-recruiters, faculty and students of the various business schools. This continuous commitment to quality business education has helped MANAGE climb to the second position from fourth last year.

Another heartening feature for the present PGPABM batch is the 100% successful placements. For MANAGE, this is a continuation of the tradition of full placements that this Agri-Business Institute has achieved every year. Besides, this placement was a record of sorts with all the students being recruited in a span of two days.

PGPABM 2001-03 batch ▼



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## Agri-Clinics And Agri-Business Centres Scheme: Gateway to Future Extension

The Agri Clinics and the Agri Business Scheme is the first step towards enabling agripreneurs help the farmer. MANAGE has established a network of around 60 reputed training organisations in the country to train the agripreneurs. In the first cycle of training, 26 organizations have trained 603 agripreneurs covering 12 states. The second cycle of training is expected to cover all the states in the country through 60 reputed training institutes and will impart training to 2000 agripreneurs.

*Agripreneurs of the first cycle of training with Union Agriculture Minister, Shri Ajit Singhji during the first National Interface of Successful Agripreneurs at MANAGE ▼*



The immediate impact of the scheme is visible now. These agripreneurs have started Agri-Clinics and Agri-Business Centres in different parts of the country after the first cycle of training. About 85 success stories have been recorded and they are accessible

on the web on the MANAGE site at [www.manage.gov.in](http://www.manage.gov.in). A majority of them have started their enterprises with their own investment and have not availed the loans.

Nodal officers play a pivotal role in this scheme and they are responsible for assisting trained agripreneurs in the field to set up Agri-Clinics and Agri-Business Centres through the hand holding facility.

### Agripreneurs Association of India

Another landmark in the Agri-Clinics and Agri-Business Scheme is the initiation of the Agripreneurs Association of India (AAI). The First National Interface of Successful Agripreneurs was held at MANAGE during 8th and 9th of September 2002. It paved the way for the birth of the Agripreneurs Association of India (AAI), a national level professional body of trained agripreneurs under the Scheme. It works for the cause of farmers by strengthening Agri-Clinics and Agri-Business Centres Scheme throughout the country.

### Indian Agripreneur

*In order to disseminate information about the scheme, MANAGE has initiated the series "Indian Agripreneur". Nodal Officers can use "Indian Agripreneur" to share their training experiences, innovations and other interesting developments during handholding with other stakeholders in the scheme. Agripreneurs are requested to write to MANAGE about their training experiences, problems and progress in the field, farmer's response and other issues useful to agripreneurs. These would be published in future issues of Indian Agripreneur.*

In Andhra Pradesh, Mr. Madhava Swamy has started an agriculture advisory service with another trained agripreneur Sri. Sudhakar Babu at Jagathyal of Karimnagar District. They are now in the process of establishing rapport with other farmers of the area. They have established contact with 29 farmers clubs consisting of 1000 farmers. They are planning to introduce a charging system, start direct marketing of vegetables, seed production, establish a rice mill and are confident of earning at least Rs.10,000/- per month and increasing the income of vegetable farmers by Rs.100/- per day compared to what they are getting during the present marketing season. Sri. Madhava Swamy is processing his loan application and wants to expand his business. Contact Address : C/o Venugopal, Advocate, Vaninagar, Jagathyal-506 327, Karimnagar District.

*Initiative under the Agri-business and Agri-clinics Scheme ▼*



## Empowering Women: The MANAGE Way

MANAGE has been at the forefront of empowering poor rural women by bringing the IT revolution to their doorstep. The ICT project, implemented in the Rangareddy District has been the village level action research project of MANAGE. To test the information needs and the efficacy of setting up "Village Information Kiosks", MANAGE has taken up a project to reach out to the rural community in Rangareddy District of Andhra Pradesh. Computers were installed in 10 mandal level SHG federations in the Rangareddy District during September 2000, (Medchal, Maheswaram, Keesara, Ghatkesar, Shameerpet, Hayathnagar, Ibrahimpatnam, Parvathapur, Chevella and Shabad Sneh MACTCS) to establish a two way communication linkage

among all the key departments, agencies and other rural communities and for getting information access (both local and global) at the village level. The expenditure for this Project was borne by MANAGE. The connectivity at these 10 villages was set up at a total cost of Rs. 10 lakhs. In the RR District project, the ten village-booths cater to the ten villages, and these villages cater to the surrounding 25-30 villages. The Village Information Kiosks have been established in the buildings of MACTCS (Mutually Aided Co-operative Thrift and Credit Societies), which are located in the vicinity of Mandal headquarters. These places are well connected with major roads that are important bus routes. The total reach of the RR District project extends to around 250-300 villages.

The experiment has shown that the rural poor have a lot to gain from the use of Information Technology. Downloading information from the Internet, making value based judgments for future use has helped them take informed decisions about their business. The interactive CDs on various businesses have helped women to look at other avenues of making money like rolling sarees and making papads. In all, when MANAGE left the Information Kiosks in the hands of the MACTCS, there has

been a great show of responsibility and the scheme could be counted as a success.

This initiative through SHGs started with 10 kiosks in 10 SHG federations in the Rangareddy District of Andhra Pradesh. It is replicated in 100 such federations in Andhra Pradesh. The model has evolved over a period of time considering the information needs of the people.

*One of the Village Information Kiosks set up by MANAGE ▼*



### Experiences of a few women are recorded here

"I am able to browse the internet and send mails to PD, DRDA, Collector etc. without prior knowledge of English or computers."

- Ms. Sumathi, Manager

"Being illiterate farm women, the weather reports, news, market rates and other information are very useful to us."

- Smt. Kamalamma, President, MACTCS

"I have harvested the tomatoes after seeing the weather report." - Smt. Krishnaveni, Farm Women

"I am a brick maker and the weather reports are very useful for me." - Smt. Vasantha, Group member

## Organization of the Community into a Self-reliant Institutional Set-up: Issues and Opportunities

In all the ongoing watershed programmes, only Self Help Groups (SHGs) have been found to be sustainable. However, various issues related to the organization of the community have come up. The approach and the methodology for organization of Self Help Groups (SHGs) under the watershed programme have been found to be inadequate. A lack of clarity about the conceptual aspect of User Group (UGs) and low emphasis on capacity building of members and office bearers of watershed association have been some of the constraints.

Suggestions to overcome the above constraints include organizing men, women and all types of families in SHGs and a proper organization of SHGs with the adoption of an appropriate approach and methodology. A proper management of the credit system in SHGs involves facilitation of internal group pressure and a rotation of the revolving fund between different SHGs. While the User Groups (UGs) are found to be the weakest link in the chain, the adoption of a situation specific approach for organising the UG may be helpful. While the existing SHGs have served the purpose of providing credit support to members, there is also a need to organize the community into separate livelihood groups/commodity groups to facilitate collective marketing and to provide technological inputs from external resource persons.

A balanced empowerment of Watershed Association (WA) and Watershed Committee (WC) is seen as crucial for democratic decentralization in decision-making and to maintain transparency in transactions.

The various options for improving the functioning of the WA include setting up of an advisory body (consisting of a limited number of representatives from WA) to carry out social auditing of the progress made by the WC. Habitation based sub associations may help improve the situation. The sub association meetings arranged in a decentralized manner in respective habitations may facilitate the decision making process by reducing the size of membership in respective meetings.

Options for improving the functioning of the WC include having office bearers from mature SHGs, or constituting the WC with representatives from organized group and unorganized community.

The policy considerations related to the organization of community are separation of the community organization phase from main implementation phase so that each phase of the project could be facilitated at its own speed with the help of the respective subject matter specialists. Adoption of the "Group-Centered Approach" in place of "Committee-Centered Approach" could help facilitate social auditing. This approach will be sustainable if sufficient number of SHGs is organized before starting the planning process. This approach may decentralize the whole process resulting into enhanced transparency and downward accountability in a natural manner. A preferential treatment of families that are members of the SHGs may lead to a more active participation as will convergence of activities of developmental departments around a federation of SHGs. (*Journey through Watersheds*