

MANAGE

Bulletin

From the National Institute of Agricultural Extension Management



Farmers from Kurnool attending a session on 'Vermiculture' at fruit market, Kothapet, Hyderabad.

Farmers from Prakasham District interacting with MACTCS members at Hayathnagar Mandal, R.R. District. Hyderabad.

Farmer-Leaders of NATP Districts attend Orientation Programme

K. Uma Rani, State Consultant (NATP, AP)

A series of three-day orientation programme for representatives of :1]Farmers Advisory Committees (FAC's), 2]Farmers Organisation's (FO's), 3]Farmers Interest Groups (FIG's) and 4] Self Help Groups (SHGs) were planned to be organized at MANAGE during 2000-2001. The main objective of the programme was to orient the farmers about the latest issues concerning the agriculture development in the country such as importance of Farmers Organizations (FOs) and their role in Agricultural Technology Management Agency (ATMA), WTO-Challenges and Opportunities, Information Technology

for agriculture development and about vermi-compost. The programme also includes field visit to Farmers Organization, vermi-compost project and Mutually Aided Cooperative of Thrift and Credit Societies (MACTCS) of women group. So far, two programmes have been organized, one for Kurnool and another for Prakasam district which are under NATP project of Andhra Pradesh. The programmes were attended by 17 and 22 farmers from Kurnool and Prakasam districts respectively. The overall rating of the two programmes, given by the farmers was above 98 per cent, which indicates a very high success of the programme.

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VERMICULTURE : Success Story Repeated

K.S. Rao, Maintenance Engineer

In December 2000 Issue of MANAGE Bulletin you may not have missed reading about Vermiculture Shed built to utilize the waste generated in the premises (canteen, hostels etc). Within a short span of a few months, the first shed constructed could not meet the demand: shed was already being utilized to its full capacity and a second one was needed. The construction of the second

vermiculture shed took just a week. The unit has been pressed into service from 15th of May, 2001.

The features of the unit constructed are: a) Area of 100 sq.m. b) two beds of size 10.0x2.25x0.55 Mtrs. And c) Handling Capacity: 9.25 Cu. Meters. The unit is covered with Agro-net and is located adjacent to the existing unit and in line with Green Houses. The capital cost is around Rs 50000/-

[Fifty thousand only]. The construction of these units, their working and output are being shown to the visiting DWACRA women from different districts every Saturday and to the participants of various courses coming from different states. Important among recent group of visitors include the Commissioner from Dhandigarh and officials of APARD. They were all appreciative of the process.

CYBER EXTENSION: MANAGE Presents the Concept to Planning Commission

Dr. V.P. Sharma, Head - IT

Planning Commission, Government of India, requested MANAGE to make a presentation on our concept of "Cyber Extension", [for related earlier information on Cyber Extension, read: Manage Bulletin Feb/March 2001 issue], taking the fruits of Information and Communication Technology revolution to the farmers. Accordingly Shri A.K. Goel, Director General, and Dr. V.P. Sharma, Head (Information Technology), made a presentation on the topic at Planning Commission on 19th May 2001. The key concepts presented included providing ICT connectivity up to block level in the whole country and establishment of "Village Information Kiosks", in private sector, on pilot basis. MANAGE emphasized the need of Information Packaging at all the "Agricultural Technology Generation Institutions", such as ICAR Institutes, State Agricultural Universities, Zonal Research Stations,

Krishi Vigyan Kendras (KVKs) and also at Agricultural Technology Management Agencies (ATMAs). MANAGE presented a framework to facilitate this task at national level, with a minimal investment. The importance of human resources development in Development departments at district level, block level and of all the scientists in KVKs and Zonal Research Stations (ZRSs) was also highlighted. MANAGE presented its experience of establishing "Information Kiosks" in 10 villages of Ranga Reddy District, where the illiterate and semi literate ladies and girls of the villages have picked up Information and Communication Technology (ICT), very fast where they are using IT on daily basis. They are accessing market vegetable prices, weather information, District Rural development programmes, and also learning income generating skills like pickle making etc.

The presentation was

appreciated by all the senior officers from Agriculture Department and other renowned scientists and eminent persons on the "Agriculture Sub Group" of the Planning Commission. MANAGE was asked to work out the details of the proposal and submit the same to the "Sub Group". The meeting was chaired by Prof. M.S. Swaminathan, and was attended by Shri J.N.L. Srivastava, Secretary, Department of Agriculture and Co operation, Govt of India, Shri K. Rajan, Former Secretary, Agriculture, GOI, Dr. M.H. Mehta, Vice Chancellor, Gujrat Agricultural University, Anand, Mrs. Shashi Misra, Additional Secretary, Department of Agricultural Research and Education (DARE), GOI, Dr. Rita Sharma Joint Secretary (Extension), Ministry of Agriculture, GOI, Mrs. Anuradha Desai, Chair Person, Venkateshwara Hatcheries, Pune, and many other eminent administrators and scientists.

Second IT Facilitators' Workshop

The second IT Facilitators workshop was held at MANAGE during May 23 - 25, 2001. All most all the IT Facilitator and Trainers (barring only two who could not make it due to official reasons), attended the same. The main objectives of the workshop were;

- a) to take stock of IT connectivity established at all project sites
- b) to review the progress of ICT trainings conducted for ATMA and other line departments, at the project sites
- c) to review the website hosting and other Software Development and implementation work undertaken by IT facilitators and trainers
- d) to update the technical knowledge of the IT Facilitators and Trainers on latest development tools like: Flash, Photoshop, Java and C# and
- e) to prepare the action plan for training and software development during 2001-2002.

The workshop started with presentations by each of IT facilitators and trainers, on his/her technical contribution during last 6

months. Over 50 percent of the IT facilitators informed that they have already completed website design and development work. Mr. Lingaraj Sahoo, IT Trainer Orissa, shared his innovative methods of using audio and video during feedback. He also shared online testing mechanism for MS Office training. The concept was highly appreciated by other facilitators. Mr. B. M. Mohanty and Mr. Binu Abraham demonstrated the Rythu Bazar Software, which is available on MANAGE website (<http://www.manageagri.com/>). All the IT facilitators at 24 ATMAs were requested to upload the Rythu Bazar prices on MANAGE Website, using this software. Mr. Amandeep, IT facilitator Faridkot demonstrated his ATMA website. The Ranga Reddy District Facilitators demonstrated their web-sites in Telugu.

One full day was devoted to upgrade the technical skills of the IT Trainers and IT facilitators. Mr. Arvind from Netgsc , Mr. Amandeep, IT facilitator Faridkot and Mr. B.M. Mohanty and Ms. Kamala Kumari from MANAGE briefed the IT

Dr.V.P. Sharma, Head - IT

Facilitators and Trainers on latest development tools like Flash, Photoshop, Java and C#. These technical sessions were highly appreciated by the IT Facilitators and Trainers. On the third day the Facilitators presented their action plans for year 2001-02 and these were discussed in detail and finalized. The Facilitators were later addressed by Director Geneal Shri A.K. Goel. D.G. emphasized the need to take up IT Training on large scale, so as to ensure proper utilization of the ICT equipment for the NATP.

The workshop was thus able to consolidate the lessons learnt at all the NATP Project sites, EELs, MANAGE and other locations. The Facilitators and Trainers prepared action plans for the year 2001-02 and also committed dates for hosting their Web-Sites. Ms. Janis John facilitated organization of the workshop including getting feedback from the participants from HRD angle. Dr. V.P. Sharma, Head, Information Technology and Computers and Communications Specialist, NATP coordinated the workshop.

Important Visitor at Manage

In the month of May, MANAGE was fortunate in having a distinguished visitor: Ms. **Shashi Mishra**, Additional Secretary, DARE, ICAR , New Delhi. During this occasion, two books namely: Private Extension by Dr Chandrashekara and Agricultural Marketing by

Dr.Vedini, were formally released by Ms. Mishra. (See details of these books on the last page of this Issue). She also addressed the faculty members and the presentation was very thought provoking and philosophical.



Ms. Mishra is welcomed by Dr. Vedini

MANAGE BULLETIN**Subscription 2001**

Individual	Rs.	60.00
	US\$	5.00
Institutions	Rs.	120.00
	US\$	10.00

COLOPHON

MANAGE BULLETIN is printed and published by

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Agricultural Extension Management (MANAGE)
(An Organisation of Ministry of
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Produced by :

Cores Communications

Hyderabad - 500 013.

Phone : 6588670

Forthcoming**MANAGE Series on WTO and Agriculture**

WTO and its impact upon agriculture has been a subject of heated debates, frayed tempers, extreme views and eventually more confusion. In line with our mandate, MANAGE has been directing its efforts towards creating awareness on this issue at all levels.

MANAGE as you are aware of, has been conducting regular awareness programs in the past on "WTO - Challenges and Opportunities". In the coming months courses will be conducted at: Rajasthan (July), Assam (August) and Tamilnadu (October).

As another step in this direction, "MANAGE Series on WTO and Agriculture" will be launched. It is a series of about 20 Informative Brochures, intended to be released at intervals of two weeks each, aimed at educating the Indian farmer and others, on the implications of WTO on Indian Agriculture. Each issue will devote itself just for one commodity. First issue, on RICE, will be out in June 2001.

If you are interested, please write to us for including you in our mailing list for regular receipt of these brochures.

**Information Resource Center: New Publications
(During April - May 2001)****Books****1. Chandrashekara, P: Private Extension in India: Myths, Realities and Apprehensions.**

Manage, February 2001. Price Rs 250/- Provides 16 papers presented during the First National Seminar on Private Extension held at MANAGE in July 2000. Answers questions like: What is Private Extension? Who are the Players? What are their approaches? What are the advantages and disadvantages of PE? What kind of encouragement is needed to make PE effective?

2. Vedini, KH: Agricultural Marketing. Interventions and Innovations.

MANAGE, Hyderabad, 2001. Presents a collection of 41 papers contributed during an International Convention on Agricultural Marketing held at MANAGE during August 2000. Sessions on the convention were devoted to: 1) Institutional Framework 2) Pricing Management 3) Policies for Agricultural Marketing in the context of Globalization and 4) Planning and Managing Agricultural Marketing. A eleven page conspectus by the

Editor provides a cohesive introduction to the entire mass of presentations.

Newsletters**3. NATP in Andhra Pradesh. Vol 1 No. 1 June 2001**

A new newsletter to highlight the progress of NATP in AP has been launched. Inaugural Issue covers activities in Kurnool, Adilabad, Prakasam and Chittoor Districts.

4. Natural resources Perspectives. No 66 March 2001. (ODI/ MANAGE).

NC Saxsena offers his views on how the poor have performed during the mid-term review of India's Ninth Five year Plan.

5. The SPICE. A new bi-monthly newsletter to serve as a communication bridge between the PGPABM students, Agri-business Industrial community (future potential employers), faculty and others relating to PGPABM. Currently, Vol. 1 Number 3 of April 2001 is under circulation.

Month of April empties MANAGE Campus

MANAGE Campus was almost empty in April 2001 as all the PGPABM students were off to sweat out on their summer projects with various agri business companies. Summer placements were offered by: Advanta, Agriwatch, Aventis, BASF, Dabur, DSCL, JK

Agritech, ITC-IBD, MAHYCO, PHI, Sudarshan Chemicals, Wockhardt and Zuari. Soon they will be back with tons of invaluable experience. WELCOME Back, PGPABM seniors, now!