

General Council Meeting of MANAGE

The general supervision of MANAGE is vested with the General Council, presided over by the Hon'ble Union Minister for Agriculture, Government of India.

The General Council meets twice in a year to review the activities of MANAGE.

The 35th General Council Meeting of MANAGE was held at Krishi Bhawan, New Delhi on February 6, 2008. The Hon'ble Union Minister for Agriculture, Shri Sharad Pawar presided over the meeting. The Council reviewed the activities of MANAGE and approved the Annual Report and Annual Accounts.



The Hon'ble Union Minister for Agriculture, Shri. Sharad Pawar, presiding over the General Council Meeting. Dr. P.K. Mishra, Secretary (Agriculture & Cooperation) and Shri. P.P. Mathur, Financial Advisor are also seen.

Capacity Building in Fisheries Extension Management

MANAGE is organizing a series of training programmes for capacity building of Fisheries Extension Personnel of States / UTs, on a request from National Fisheries Development Board. (NFDB) This is the first time MANAGE is organizing programmes for the Fisheries sector.

Fisheries constitutes an important sector in the Indian economy, both in terms of value of production and as a source of livelihood. However, there is a large gap between present production and harvestable potential in this sector.

Bridging this gap can contribute to improving livelihoods and creating

employment opportunities in rural areas. In order to harness the potential, the need for human resource development of extension functionaries and other stakeholders in emerging trends in fisheries development has increasingly been felt.

Keeping this in view, MANAGE designed a training module of one month duration on "New Dimensions in Fisheries Extension Management", to build competencies of functionaries on emerging trends in fisheries development.

The programme was designed with the following objectives:

Objectives :

- ❖ To sensitise the participants on emerging areas in fisheries technologies
- ❖ To orient the participants on new dimensions in extension management and
- ❖ To develop managerial skills of participants for effective performance.

In order to attain the objectives, the modules focused on new dimensions in fishery technologies, trends in extension management, managerial skills and policy /support in fishery development.

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The first of the series of training programmes was organized during December 1-30, 2007 wherein 33 senior and middle level officials from different states participated. The second programme was organized during January 21 to February 19, 2008 with 31 officials. The first programme was inaugurated by Shri Arvind Kumar IAS, Commissioner of Fisheries, Govt of Andhra Pradesh and the second was inaugurated by Dr M Vijaya Gupta, World Food Prize Laureate and Assistant Director General (Retd) World Fish Centre, Hyderabad.

Apart from MANAGE Faculty, some of the eminent speakers who interacted with the participants during the programmes were Dr M Vijaya Gupta, World Food Prize laureate, Dr. Raj Panluri, Faculty from ASCI, Dr. S. Ayyapan, CEO, NFDB & DDG (Fisheries), ICAR, Dr. Ravi Shankar Piska, Professor, Osmania University, Dr. Seenappa, Professor of Aquaculture, Veterinary College, Bangalore.



Shri K.V. Satyanarayana, Director General, MANAGE, addressing the participants. On the dias (l to r) are Dr. M.N. Reddy, Director, MANAGE, Dr. Vijay Gupta, World Food Prize laureate and Dr. C. Vasudevappa, Senior Executive Director, NFDB.

As part of the programme, field visits were organized to successful farms, enterprises, and research institutions in Kaikalur, Bhimavaram and Kakinada to orient participants to best management practices of farmers on fish culture, shrimp culture, scampi culture, fingerling rearing units etc.

The field visits gave an opportunity to participants to interact with farmers and obtain information to identify critical factors influencing production and productivity of fisheries in

Andhra Pradesh, potential for intensification and diversification and to identify processing and value addition techniques in the context of existing post harvest scenario. There was positive feedback from participants on the programme.

As expressed by participants "Training programme is excellent, informative and knowledgeable".

"Programme is stimulating and having practical applicability".

Inter-Governmental Core Group Meeting on Agricultural Research and Extension

An Inter-Governmental Core Group Meeting on Agricultural Research and Extension was held at Dhaka during November 11-12, 2007. The objective was to discuss collaboration in areas of Research and Extension among SAARC countries.

There were 22 representatives from India, Bangladesh, Bhutan, Pakistan and Nepal.

Shri N.K. Das, Additional Secretary, Department of Agriculture & Co-operation, Govt of India and Dr. M.N. Reddy, Director,

Agricultural Extension & Communication, MANAGE represented India at the meeting.

Discussions were held on issues relating to regional collaboration in research and extension; development and strengthening of linkages and networks within and among the identified institutions; and identification of short term and medium term programmes. At the end of the two-day deliberations the Core Group agreed to undertake the following activities during 2008:

1. Identification of focal points and coordinating institutions
2. Research-Extension-Farmer linkage through capacity building for extensionists and agri-practitioners
3. Documentation of success stories on good agricultural practices in SAARC countries.
4. Networking for sharing of information
5. Breed improvement through exchange of cattle germplasm.

C-DAP for Andhra Pradesh

MANAGE has taken up a consultancy for preparation of Comprehensive District Agriculture Plans (C-DAP) for all the districts in Andhra Pradesh, MANAGE is also assigned the responsibility of preparing a model C-DAP for Dhar and Deva districts of Madhya Pradesh and Midnapore district of West Bengal.

The objective of district planning is to design an integrated and participatory action plan for the development of the local area in general and agriculture and allied sectors in particular. An essential step is to ensure that each Panchayat is treated as a planning unit and the district plan is built up through consolidating and integrating these plans and by considering the development of the district as a whole.

The Plan is expected to converge various State and Central Government Programmes and involve all agencies with the objective of increasing farmers' income and achieving national food security.

Expansion of DAESI

The **Diploma in Agricultural Extension Services for Input Dealers (DAESI)** programme was launched by MANAGE during 2003-04 in Ranga Reddy district of Andhra Pradesh on a pilot basis. The Programme was designed to impart formal agricultural education to the dealers so that they could couple their business with extension services. The mission is to transform input dealers into para-professionals and enable them to serve the farmers better, thereby strengthening the agricultural extension

system. The resounding success of the programme and the feedback obtained, have led to the expansion of the programme to several more districts in Andhra Pradesh, Besides, the programme is also being organized in Coimbatore in Tamil Nadu in collaboration with TNAU and in Pune, Maharashtra, in collaboration with Mitcon. In Karnataka, the programme has been launched in Shimoga. So far, around 867 input dealers have completed the course and 483 participants are on rolls in Andhra Pradesh.



Input dealers identifying insects on castor

Improving Awareness on the Warehousing (Development and Regulation) Act 2007

The Warehousing (Development & Regulation) Act 2007, is a step to bring reforms and modernization in the warehousing sector.

The Act makes provisions for the development and regulation of warehouses, negotiability of warehouse receipts and establishment of a Warehousing Development and Regulatory Authority.

MANAGE is assigned with the responsibility of capacity building of stakeholders and other beneficiaries on the Warehousing (Development and Regulation) Act 2007.

During December 2007 and January 2008, MANAGE organized six workshops to improve awareness on the act of these, three workshops were organised in Hyderabad, Coimbatore

and Trivandrum for officials from the Warehousing Corporation, financial institutions, insurance companies and state departments. Three workshops were organized for farmers at in Sullur, Tamil Nadu, Trivandrum, in Kerala and Karimnagar in Andhra Pradesh. The objective of these workshops was to improve awareness among officials and farmers on various components and provisions of the Act.

Management Education: Update

PGPABM and PGPAWASCM Placements 2008

All the students of the Post Graduate Programme in Agri-Business Management (PGPABM) 2006-08 and Post Graduate Programme in Agri Warehousing and Supply Chain Management (PGPAWASCM) 2007-08 have found placements.

The companies where PGPABM students are placed are: ITC, Britannia Industries, Indian Oil Corporation, Monsanto India, Aditya Birla Retail India, HDFC Bank, ICICI Bank, Nandan Bio-matrix Limited, Yes Bank and Kotak Mahindra Bank.

Students of PGPAWASCM have been placed in Coromandel Fertilizers and Chemicals, ICICI Bank. Kotak Mahindra Bank, Green Port India, National Collateral Management Services, Heritage Foods, National Bulk Handling Corporation, JK Seeds, Nuziveedu Seeds and UPL.

Admissions 2008

The process of admission into the two year Post Graduate Programme in Agri-Business Management (PGPABM) and one year Post Graduate Programme in Agri-Warehousing and Supply Chain Management (PGAWASCM) has begun.

In all, 2243 persons have applied for admission into the two programmes. The admission test was conducted on February 10, 2008 at fifteen centres across the country.

PGPAWASCM Winter Internship

As part of the Programme, students of PGPAWASCM are involved in project work, in prominent Agri-business firms, to provide opportunities to apply their knowledge and skills in real life situations.

The students of the 2007-08 batch completed the Winter Internship during November - December 2007.

The projects in which students were involved include areas relating to Integrated Food Parks, Retailing; Warehousing for Agri Commodities; Contract Farming, Seed Sector, Futures Markets etc.

The companies, which offered the internship are: Adani Agri Fresh, YES Bank, Coromandel Fertilisers, ICICI Bank, HDFC Bank, Multi Commodity Exchange of India, Indo American Hybrid Seed and National Bulk Handling Corporation of India.

Seminar

A seminar titled "Shaping the Future", sponsored by BASF India Ltd., Mumbai, under corporate social responsibility, was organized for students of PGPABM and PGPAWASCM on January 12, 2008 at MANAGE to highlight the fair means of dealing in business activities to wipe out corruption.

Training on Market Led Extension

MANAGE organized 18 training programmes on Agricultural Marketing Information Network (AGMARKNET), sponsored by Directorate of Marketing and Inspection (DMI) Govt of India during 2007. Now more comprehensive training programmes on Market Led Extension are being

organized by MANAGE, sponsored by Directorate of Marketing and Inspection (DMI), Department of Agriculture & Co operation (DAC).

The objectives of these five-day programme are to sensitize the participants to the process of market oriented production, expose them to successful experiences in Market Led

Extension and identify the appropriate extension approaches to support farming Communities for profitable marketing of their produce.

Five programmes are scheduled during February and March 2008 in Hyderabad, Coimbatore, Bhubaneswar, Pune and Kanpur.

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