



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

February 2013

New Dimensions in Agricultural Extension Management US-India-Africa Triangular International Training Programme



(l to r) (seated) Shri B. Srinivas, IAS, Director General, MANAGE; Ms Katherine Dhanani, Consul General US Consulate, Hyderabad; Shri Sanjeev Gupta, IAS, Joint Secretary (IT & Extension), Ministry of Agriculture; Mr Jonathan Shrier, Acting Special representative for Global Food Security and Dr Srikar Reddy, Ministry of External Affairs. Dr Agnes Munde Oywaya, Executive Trainee from Kenya sharing her views

The US and India had announced a new agriculture partnership - the “Evergreen Revolution” to address global food security. This includes trilateral cooperation adapting Technological advances and Innovative solutions to address food security challenges in Africa. At the pilot stage, the focus is on 3 African countries -Liberia, Kenya and Malawi-with potential to expand throughout the African continent. MANAGE is to provide 2-month-training on Agricultural Extension Management for 90 participants over a three-year period.

Under the partnership, MANAGE is organizing the first US-India-Africa Triangular International Training Programme on “New Dimensions in Agricultural Extension Management” during 6th January – 6th March, 2013. Thirty participants, 10 each from Liberia, Kenya and Malawi, are participating

in this Programme. The objectives are to develop a common understanding of the concept, need and content of extension in the present context of development; understand the organizational arrangements and modalities of operation of the existing extension systems; orient participants to new and emerging approaches in extension management; facilitate participants in developing alternative extension systems in their countries; and develop an action plan for operationalization of the concepts and systems.

Mr. Jonathan Shrier, Acting Special Representative for Global Food Security, U.S.A., visited MANAGE on 16th January 2013 for an interaction with the participants. Shri. Sanjeev Gupta, IAS, Joint Secretary, Ministry of Agriculture, GoI, Dr Srikar Reddy, Head of Branch Secretariat, Ministry of External Affairs, Hyderabad,

Contd. on page 2...

Visit of Special Secretary to MANAGE

Shri Siraj Hussain, IAS, Special Secretary, Department of Agriculture & Cooperation (DAC), Ministry of Agriculture, GoI, visited MANAGE on 4th February 2013.

A 1979 batch IAS officer of Uttar Pradesh cadre, Shri Hussain has worked in various capacities such as C&MD of Food Corporation of India; Joint Secretary, Dept of Food and Public Distribution; Vice Chancellor, Jamia Millia Islamia; Registrar, Cooperative Societies; Secretary, Dept. of Education in Uttar Pradesh, Managing Director, UP Small Industries Corporation, Special Secretary, UP Power Department etc.

The Special Secretary had an interaction with



Shri Siraj Hussain in an interaction with Faculty

MANAGE Faculty and Officers, International Participants of the USAID programme and the PGDM (ABM) Students.

Self Management – through Personal Profiling

Most programmes for developmental functionaries focus on technical, procedural and organizational issues assuming that effectiveness in these areas would result in superior performance. However, less focus is given to issues related to Self Management. It is felt that to begin a positive change, the trigger has to come from Self Realization.

Consequently, a programme on Self management, focusing on developing a strong self concept about the individuals by means of psychological testing, profiling and their contextual interpretation was organised.

...US-India-Africa Triangular International Training Programme *Contd. from page 1...*

Ms. Katherine Dhanani, Consul General, US Consulate, Hyderabad and Senior Officials from USAID/Food Security Office and from US Consulate, Hyderabad were also present on the occasion. In his address, Mr. Shrier expressed that the initiative was expected to pave way for future partnerships and also would serve as a model for strategic engagement on global food and nutrition security.

The Programme will cover 15 major themes of Agricultural Extension Management viz., Organization and management of extension services in developing countries; Extension management; Decentralized extension delivery system; Strategic planning for agricultural development; Public-private partnership; Promotion of Farmer's groups and organizations; Farm business Management;

The objectives were to develop personal or psychological profile of participants for understanding of SELF and the ways and means of managing SELF for improved performance. Modules focused on Learning Styles / Patterns; Personality Profile; Transactional Analysis and Ego Gram; Intelligence Quotient and Emotional Quotient; Stress Management; Leadership Profile etc.

There were 49 participants from Agriculture and allied departments.

Managerial issues in extension management; Market-led extension; Participatory planning; Farming Systems Approach; Farmer to farmer extension; Gender Mainstreaming; Promotion of Agri-Enterprises; Information and communication technology and Climate change. Field visits have also been planned to different parts of the country to study various models and interact with different stakeholders.

Considering the orientation and experiences provided, the participants are expected to develop a "Back at work plan" operationalizing the relevant concepts in their own countries. This would help to transfer the learning for application. The long term impact is expected to be the empowerment of African farmers for ensuring global food security.

Annual Training Planning Workshop

The Annual Training Planning Workshop of MANAGE, SAMETIs and EEIs was organized on 13th & 14th February 2013 at MANAGE to finalise the Academic Calendar for 2013-14. The Directors of all the four Extension Education Institutes (EEIs) and 17 SAMETIs participated in the workshop. In addition, there were representatives from State Agricultural Departments and State Agricultural Universities. In all, there were 54 delegates.

The objectives were to assess the training needs of the officers of Agriculture & Allied Departments of States in Extension related activities; finalize the major thematic areas of the proposed training programmes of MANAGE, EEIs and SAMETIs; explore the possibility of conducting collaborative Training programs and Research Projects with the stakeholders and to streamline the system of nomination of officers.

In his inaugural address, the Director General stressed the need to make training more need-based and demand-driven through the process of assessing the training needs of extension officials on a continuous basis. He exhorted the delegates to focus more on Action research.



The Director General also emphasized on the need for establishing better linkages between MANAGE, EEIs and SAMETIs.

The workshop is expected to make the Training Programmes of MANAGE, EEIs and SAMETIs demand-driven, to refine the contents of the programmes and to fine-tune the pedagogy and other issues connected to training.

The workshop has helped not only to identify priority areas for research but also to explore the scope for collaboration with EEIs and SAMETIs for up-scaling the programmes like DAESI, AC&ABC and PGDAEM.

DAESI Implementation on Public Private Partnership Mode

The “Diploma in Agricultural Extension Services for Input Dealers (DAESI)” was launched by MANAGE in 2003. The programme is designed to impart formal agricultural education to Input Dealers with an objective to transform them into an effective source of farm information for farmers and farm women. The programme has been successfully launched in AP, Tamil Nadu, Maharashtra, Orissa & Jharkand.

MANAGE has been trying to involve various stakeholders such as SAMETIs, NTIs under AC&ABC scheme, Agribusiness companies and NGOs to up-scale the programme. As a follow up to this, a Workshop was organized on 18th Feb. 2013 at MANAGE for Implementing the DAESI programme on a Public-Private-Partnership (PPP) mode with Agribusiness companies. Delegates from Agribusiness companies dealing with

Seeds, Fertilizers, Pesticides and others participated in the workshop. There were representatives from Zuari Agro Chemicals Ltd., National Seeds Corporation (NSC), Bharat Insecticides Ltd., Navbharat Seeds Pvt. Ltd., Rallis India Ltd., Dhanuka Agritech Ltd., KRIBHCO, Dow Agrosiences India Pvt. Ltd. and Gujarat State Fertilizer & Chemicals Ltd. (GSFC).

The executives were oriented to DAESI programme and its operationalization. They appreciated the programme and expressed interest in up-scaling it in a PPP mode.

Two-day Refresher Training Programmes are proposed to be organised for the Input Dealers, who have completed the programme 3 years back, for refreshing their knowledge and for updating them on the latest developments.

Training Programmes during April 2013- March 2014

The thematic areas for 2013-14 Training Calendar have evolved from the Eight Centers which were established based on the recommendations of MANAGE Cadre Review Committee (CRC) chaired by Shri Suresh Kumar, IAS (Retd.), the founder Director General of MANAGE. These Centers broadly provide the road map for MANAGE for the next few years and are based on the initiatives proposed in the 12th Five-year plan. The programmes planned under each of these Centres for 2013-14, may be seen below:

1. Centre for Agricultural Extension Policy, Reforms and Processes: Focus of the programmes would be on Extension Reforms, Farm Journalism, planning & management of sustainable agricultural livelihoods, Farm business management and refresher training for DAESI diploma holders. One US-India-Africa triangular training programme is also planned.

2. Centre for Agri-Institution Capacity Building: Improving effectiveness of public systems in agriculture, facilitator development, focus on managerial skills, professional skills for trainers, WTO, research methods and documentation are some of the areas in which programmes are planned.

3. Centre for Agricultural Markets, Supply Chain Management and Extension Projects: Programmes under this theme will focus on market-led extension, supply chain management, linking farmers to markets, project planning and management etc.

4. Centre for Allied Extension and Water/Input Use Efficiency: The focus is on community/cluster approach in reservoir fisheries, value addition with reference to fishery products, new dimensions in veterinary sector extension, extension management for promotion of sericulture

industry, livelihood enhancement in agro-forestry, farming systems approach, post-harvest technology, value addition in horticulture etc.

5. Centre for Knowledge Management, ICT and Mass Media: Programmes are planned on ICT tools & applications, agricultural knowledge management, e-Governance, writing for print media, development of programmes for community radio, workshops for Kisan Call Center experts etc.

6. Centre for Agri-preneurship, Youth and PPP: Refresher programmes have been planned for established Agripreneurs on business expansion capabilities under AC&ABC Scheme along with programmes on Agri Entrepreneurship development and Public Private Partnership.

7. Centre for Women and Household Food and Nutritional Security, Urban Agriculture and Edible Greening: The focus of this centre is on management development programmes for women in the development sector, gender sensitization, food and nutritional security of women, leadership skills for women, participatory extension management, climate change, urban agriculture etc.

8. Centre for Agrarian Studies, Disadvantaged Areas, NRM Extension and Social Mobilization: Networking for revitalization of rain fed areas, sustainability of watershed projects, planning and management of integrated watershed management projects, preparation of DPR, development and sustainability of farmer producer organizations, management of producer groups and federations, monitoring and evaluation of participatory development projects are some of the areas of focus under this theme.

Visit MANAGE at www.manage.gov.in

MANAGE BULLETIN is published by:
Shri. B. Srinivas, IAS, Director General,
National Institute of Agricultural
Extension Management (MANAGE)
Rajendranagar, Hyderabad-500030, India.
Tel:+91 (0) 40 24016702-706 Fax:+91 (0) 40 24015388

Chief Editor: Shri B. Srinivas, I.A.S.

Executive Editor : Dr. V.P. Sharma

Editor: Dr. Lakshmi Murthy