



# MANAGE Bulletin

From the National Institute of Agricultural Extension Management

January - February 2014

## Krishi Vasant 2014 - National Agricultural Fair



'Krishi Vasant' 2014, the biggest national level agriculture fair-cum-exhibition, was organized at Central Institute of Cotton Research (CICR), Nagpur, a research institute of ICAR, jointly by the Ministry of Agriculture, GoI, and Government of Maharashtra during February 9 to 13, 2014, with Confederation of Indian Industry (CII) as strategic partner.

The Fair was inaugurated by His Excellency, Shri Pranab Mukherjee, the President of India, in a glittering opening ceremony. The President lauded the 'New Dimension and New Direction' provided to Indian agriculture in the last ten years that has seen the country achieving food security and becoming a top exporter of food grains. "In this period, special initiatives taken for increasing food grain production in the eastern part of the country, for production of pulses and oilseeds and for provision of credit to farmers have resulted in a second agricultural revolution in the country" said the President.

Shri Sharad Pawar, Union Agriculture and Food Processing Minister, informed the audience that the country has now become the top exporter of rice and second top exporter of wheat and cotton.

The fair was a multi-sectoral event in which agro industries, research institutes, Central and State Government organizations, Farmer Producers' organizations, KVKs, NGOs, animal breeders, horticulturists, students & academia participated. The latest developments in agriculture, including crop sciences and technologies, animal husbandry, dairy, fisheries, food processing, post-harvest and marketing were showcased.

Highlights of the Exhibition included live demonstrations of crops, animals, birds & fish, theme-specific conferences, Kisan Goshthies and farmer-scientist interactions. The best agricultural practices from the entire country were showcased through 92 success stories of innovative farmers giving them an opportunity to



*A Farmer-Scientist Interaction in progress*

## Malawian Delegation visits MANAGE

Based on the feedback of Malawian Executive trainees, who got trained in MANAGE earlier as a part of the first US-India-Africa program, a high level delegation of eight Malawian officials headed by Dr. Wilfred Lipita, Controller of Agriculture Extension and Technical Services, visited MANAGE as a part of Study Tour to India. The study visit commenced on 24th February and is scheduled upto to 7th March 2014.

The first U.S.-India-Africa Triangular International Training Program on “New Dimensions in Agricultural Extension Management” for Extension Functionaries of Liberia, Kenya and Malawi was successfully organized during 6th January to 6th March 2013, wherein 30 officials from Kenya, Liberia and Malawi had participated.



*Malawian Delegation with  
MANAGE Faculty*

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share their achievements with other farmers from across the country. Themes covered during the Conferences were: Mechanization and High-Tech Horticulture; Self-reliance in Pulses and Oilseeds; Best Integrated Pest Management Practices; Post Harvest Management and Marketing; Sustainable Livelihood through Dairy, Poultry and Fisheries; ICT & Extension. The exhibits included farm machinery, new crop varieties and animal breeds, advances in the sphere of farm research, and best practices for management of inputs such as fertilizers and seeds.

MANAGE was involved in developing micro SD cards with agricultural films and bringing out Farmer friendly literature in regional languages in collaboration with institutes at the state level, for distributing to farmers.



*A Conference Session in progress*

MANAGE also facilitated participation of twenty four innovative Agripreneurs from various states. Three innovative Agripreneurs were awarded for their initiatives and achievements. They are Mrs. M. Saritha Reddy (Scientific soil health management), Shri. Soibam Suchandra Singh (Rehabilitation of an extinct fish breed, Pengba) and Shri. Raj Kishor Sinha (Integrated farming with Dairy, Pisciculture, Duckery, Poultry, Quail farming and crop cultivation).

About seven lakh farmers are estimated to have visited the fair while web cast helped in reaching out to millions of farmers at District/Block level.

The event concluded with the felicitation of enterprising farmers from different states representing various sectors.



*Innovative Agripreneurs with DG MANAGE at  
Krishi Vasant 2014*

## Annual Training Planning Workshop

A national level Annual Training Planning Workshop of MANAGE, EEIs, SAMETIs and State Agriculture and Allied Departments was organized during 23<sup>rd</sup> and 24<sup>th</sup> December, 2013 at MANAGE. There were 56 participants representing 16 States, EEIs, SAMETIs and State Departments along with MANAGE faculty.

The workshop was expected to elicit suggestions for establishing better linkages and synergy among the three levels of extension training institutions i.e. MANAGE, EEIs and SAMETIs; provide necessary inputs for preparation of need based and demand driven training calendars; avoid duplication of programs for the same level of participants by various levels of training institutions; and make research and consultancy an integral part of the work plan of all the extension training institutions.

Focus was on Training Needs Assessment of various levels of extension functionaries; strengthening linkages between extension management training institutions in the country;

up-scale AC&ABC, DAESI, PGD (AEM) and Kisan Call Centres through collaborative efforts and conduct need based collaborative research.

Shri B. Srinivas, Director General, MANAGE, in his inaugural address, reiterated the need for a Training Needs Assessment on a continuous basis by all the institutions, to make the training more need based and demand driven for the extension officials. He also assured that MANAGE would share its reading/study material of training programs with EEIs and SAMETIs and stressed on the need for adopting a variety of topic-centric and learner-centric modern training methods and to make the programs interesting. Subsequently, MANAGE has shared the reading material with EEIs and SAMETIs.

Academic Calendars of MANAGE, EEIs and SAMETIs were presented during the workshop. Prof. P.M. Shingi (Retd. Prof IIM-A) delivered a thought provoking and inspiring talk on 'Paradigm shift in Agricultural Extension' on 24<sup>th</sup> Dec 2013, highlighting the value of learning over training.

## Training on Innovative Extension Approaches

Extension, worldwide, has been transforming in response to various challenges and developments. The crucial role of agricultural extension services in promoting agricultural innovation processes is well known. The agricultural sector in the developing world is changing rapidly, driven by a number of external and global factors. The challenges, the sector is facing, are increasing and becoming more complex. Consequently, the demand on extension services has also increased manifold.

There are different approaches to agricultural extension. A number of innovative approaches and methods have been tried in various developing country contexts to transform the system and to capacitate them to respond to the demands and challenges. Each approach was conceived as appropriate in particular circumstances and each has its own advantages and disadvantages. There are also many different types of extension systems, with different kinds of organizational structures, different resources and equipment, different methods and techniques and different program goals.

In view of the increased focus on innovation, this training program was organized to create awareness on the importance of innovative extension approaches, understand various extension approaches in agriculture and allied sectors and to develop skills in diffusion of innovations.

One program was organized in Uttar Pradesh during 6-9 January 2014 covering 22 officials from Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, Rural Development and NGOs.



*Participants at the Training program*

## Linking Farmers to Market

A 2-day workshop on linking farmers to market was organized during 16-17 January, 2014 at MANAGE. Senior officers from the Departments of Agriculture, Agricultural Marketing and other allied sectors from various states participated in the workshop. Focus of the Workshop was on three sub-themes viz., (a) Dovetailing Marketing Agencies with ATMA, (b) Contract Farming and (c) Overcoming Systemic Hindrances for Marketing Extension.

In his inaugural address, the Director General, MANAGE, discussed the issues relating to linkage of farmers to markets, thus setting the tone for subsequent deliberations. Highlighting marketing as the prime mover of the agriculture sector, he flagged the issues stymieing the linkage of farmers to market, such as (a) Inadequate infrastructure (b) Fragmented supply chain (c) poor price discovery mechanism and (d) entry/trade barriers affecting competitiveness of the sector. He emphasized the need for integration of agricultural production with marketing and opined

that State governments need to incorporate marketing component into the Strategic Research Extension Plan (SREP), while revisiting it.

Prof P. G. Chengappa, National professor, ICAR, stressed the need for converting high level of marketable surplus of agricultural produce into money by strengthening the linkage of farmers to markets. While mentioning the new trends of the agricultural economy, he highlighted the shift in consumption pattern towards high value produce. Dr. Mahabalagiri Bhatt, GM, Karnataka State Agricultural Marketing Board, stressed about both remunerative price to farmers and satisfactory share in consumer's rupee. He cited the initiative of Karnataka Govt. towards 'virtual market' as a timely intervention.

The participants deliberated on the focus areas, discussed the related issues, shared various initiatives and came up with recommendations relating to different sub-themes.

## Work Ethics for Development Professionals

Competence is no guarantee of high performance; however, combining it with superior work ethics enhances the performance of individuals. Work ethics, understood more as a philosophical concept, therefore, requires breaking down into sub sets so that it can become a subject of training & learning. It may include attitude at the work place, accomplishing organizational goals with self discipline and responsibility, being honest with oneself and others, importance of completing tasks, accepting advice & criticism, controlling emotions, making constructive suggestions, cooperation, respect, developing problem solving approach, being sensitive to social, cultural & religious issues, effectively working with a team, knowing what is expected and exceeding expectations, self image, etc.

Recognizing that good work ethics are invaluable assets of an organization and their practice would help to bring positive change in employees and support institution building, MANAGE focused on this important aspect through a training program during January 20-24, 2014. The objectives were to orient to the concept of work ethics and their importance for institution building and learn about various ethical practices and the way they impact personal and professional life. Focus was on work ethics at the personal, inter personal, organizational and professional levels.

During the workshop a one-day module was delivered by Shri. Arun Wakhlu, Director, MCCA on the importance of work ethics in personal and professional life.

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