



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

January-February 2015

National Workshop on Farmer Field Schools

A two day National Workshop on Farmer Field Schools (FFS) was organized jointly by the National Institute of Plant Health Management (NIPHM), and MANAGE at NIPHM, Hyderabad during February 6-7, 2015. A total of 58 delegates from the Department of Agriculture, faculty of EEI & SAMETIs, Scientists from ICAR, KVKS, Zonal Coordination units, and representatives of NGOs from 14 states participated in the workshop.

The objectives of the workshop were to deliberate on the concept and need for promoting Farmer Field School as an extension approach; share experiences and develop an action plan for up - scaling Farmer Field School as an approach in farm advisory services.

Dr.K.Satyagopal, IAS, Director General, (NIPHM and MANAGE) inaugurated the Workshop. There were presentations by delegates who shared their experiences in conducting FFS. As part of group activity, delegates in groups deliberated on further strengthening FFS and brought out recommendations. Major recommendations pertained to topics for

inclusion in FFS curriculum, ToT program to create a pool of Master Trainers, adoption of village and development of a cluster around the adopted village for implementing FFS / FS, linkages with various Govt. & Non-Govt. Agencies for conduct of FFS & follow-up activities, developing a data base of Master Facilitators and using ICT and Mobile based advisory to strengthen FFS.

Director General (centre) NIPHM & MANAGE at the workshop



Participants at the workshop

Annual Training Planning Workshop

The Annual Training Planning Workshop of MANAGE, EEIs and SAMETIs was organized during January 28-29, 2015 at MANAGE. There were 63 participants representing the Ministry of Agriculture, Govt. of India, faculty from 20 States, representing EEIs, SAMETIs and State Departments along with Faculty Members of MANAGE and NIPHM.

The objective was to establish linkages and bring about synergy in the activities of Extension Training Institutions; enable these Institutions

prepare need-based, demand driven and solution oriented Academic Calendars; avoid duplication of Training Programs and make Research and Consultancy an integral part of the Work Plan.

Dr. K. Satyagopal, IAS, Director General, MANAGE, indicated some points of focus which included blending technology, extension management and marketing in training programs; vertical and horizontal integration of training institutes at various levels; public-private

contd. on page 2...

Farm Business Management for Animal Husbandry Sector

The Allied Sector in our country plays a pivotal role in the rural economy. The income from livestock accounts for about 30-50 % of total farm income, according to National Commission on Agriculture (2003). 70 % of livestock in India belongs to 67 % of small, marginal and landless labourers, so any improvement in the production of livestock will definitely improve the economic status of these categories.

The allied sector farmers in India, majority of whom are small and marginal, have traditionally acquired the knowledge from their elders. In the changing social, economic and technological conditions, it is necessary to continuously update their knowledge and skills so that they can earn a sizeable amount from their allied sector enterprises.

The extension functionaries in the Animal Husbandry sector have to play a major role to realize the growth target and bring dynamism in the sector. A planned, systematic and efficient extension effort on a continuous basis to update the technologies of livestock owners has to be

realized through vibrant and dynamic extension functionaries in the animal husbandry sector.

In view of the above, efforts were made to develop the conceptual understanding and skills of field extension personnel in Animal Husbandry Sector, by organizing training programs on "Farm Business Management". Two programs were organized, at MANAGE during January 2015 and at Banaras Hindu Agricultural University, Varanasi, Uttar Pradesh during February 2015. A total number of 47 participants from 8 states attended the training programs.



Quality Improvement of Trainers: Process and Strategy

There are a number of training institutions in agriculture and allied sectors, yet the training system is not able to create the desired impact on performance of trainees and learners. This can largely be addressed by improving the quality of the trainers, only if they are assessed based on the training outcome. An effective Quality Assessment Program would be a useful measure to enhance the competence of trainers. Any strategy for quality improvement should be designed keeping the expected outcome in view.

Annual Training Planning...contd..from page 1...

partnership in extension management, induction programs for newly recruited personnel etc. The participants worked in groups to determine training needs at different levels of officers; explore collaborative training and research proposals and support required from MANAGE.

During the valedictory session, the Director General also emphasized the need to establish linkages among the Capacity Building Institutions at National, Regional and State level.

Exposure of trainers to the parameters of self-assessment and ways for continuous improvement would be the key outcome of this interface.

Keeping this important aspect in view one program was organized during 10-13 February 2015 to appreciate the process of self-assessment and strategy of continuous up-gradation of knowledge and skills of trainers. There were 42 participants representing 10 states.



Annual Training Planning workshop in progress

National Workshop on Incorporating Marketing Component in SREP

With market - driven production being the order of the day, the need of the hour is to bring convergence amongst the agriculture and allied departments in marketing of agricultural produce. Efforts have been made to realize this objective through ATMA platform at the district level. SREP as a perspective plan included Research and Extension strategies required for enhancing production and productivity of agriculture and allied commodities based on the identified gaps. However, the marketing component did not get due importance in the SREP. Hence there is a need to incorporate the marketing component in the SREPs by bringing the production and marketing agencies on a single platform.

In view of this, a National Workshop on “Incorporating Marketing Component in SREP” was organized during February 4 – 5, 2015 at MANAGE to sensitize officers to integrating the marketing component and evolve strategies for



Director General (right) NIPHM & MANAGE at the workshop

replication. Twenty seven officers from Agriculture & Agricultural Marketing Departments from different states participated in the workshop.

The participants came up with recommendations with respect to incorporating Marketing Component in SREP; exports, and augmenting involvement of Extension functionaries in Marketing activities.

Content Development Research Support

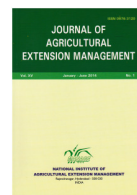
MANAGE was asked by the Centre for Innovations in Public Systems (CIPS), Hyderabad, to provide Content Development Research Support Services on NeGP Agriculture for MMP Project.

NeGP-Agriculture is one of the 31 Mission Mode Projects of Government of India under the Department of Electronics and Information Technology which are being rolled out at Integrated, National and State Levels.

MANAGE developed the content which mapped country-wide state level NeGP – Agriculture initiatives. This was used as the base background material during a three day Intensive Training Workshop on Innovative/ Best Practices in NeGP-Agriculture organized by CIPS from 19-21 January, 2015 at RCVP-Noronha Academy of Administration & Management, Bhopal, Madhya Pradesh.

MANAGE faculty also participated in the workshop as Resource Persons.

Journal of Agricultural Extension Management



The Journal of Agricultural Extension Management is a half-yearly journal from MANAGE and aims to disseminate information relating to extension systems and practices, research on extension, innovations in technology transfer and other socio-economic issues concerning agriculture and allied areas.

MANAGE welcomes articles on new developments, concepts and their application in effective extension work.

Authors may submit their articles to the Editor, Journal of Agricultural Extension Management, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad.

PGDM (ABM) Placements - 100% yet again

The National Institute of Agricultural Extension Management (MANAGE), Hyderabad achieved 100% placements yet again, for its prestigious PGDM (Agribusiness Management) program.

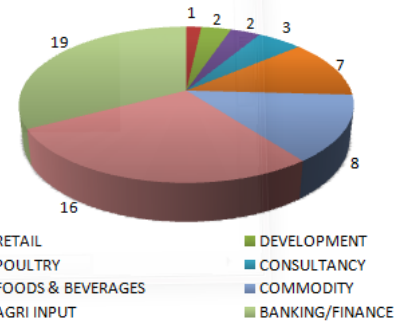
MANAGE is currently ranked as the second best sectoral B-School in India and has been achieving 100% placements for PGDM (ABM) since the inception of the program in the year 1996. The outgoing 18th batch has 59 students, of which 58 participated in the placement process with 1 student entering into entrepreneurship venture in the dairy sector.

MANAGE registered 102 offers this year from 26 recruiters across 8 sectors, including a total of 9 first time recruiters represented by Adani Wilmar, ADM, Bunge, Chhattisgarh Rural Livelihood Mission (Bihan), Edelweiss (Commodities), National Bulk Handling Corporation (NBHC), Rajasthan Rural Livelihood Mission (Rajeevika), Skylark Group and Spencer's Retail. The offers included 6 PPOs offered by Dow AgroSciences, SABMiller, PwC, ITC (ABD), Tata Metahelix and Bharat Insecticides Ltd.

While YES Bank retained its spot of highest domestic payer, the average domestic CTC has increased by 15.4 %. The number of international placements doubled with Edelweiss



SECTOR WISE PLACEMENTS 2013-15



(commodities) and Skylark Group recruiting our students. Britannia Industries, Coromandel International, JK Agrigenetics, PI Industries, Godfrey Phillips India, UPL, MAHYCO were some of the recruiters across various sectors.

With 32.8 % share, Banking and Finance was the biggest recruiter, followed by Agri Input Sector (27.6%), Commodity (13.8%), Food & Beverage (12.1%), Consultancy (5.2%), Development (3.4%), Poultry (3.4%) and Retail (1.7%). The top segments based on roles offered were Credit Management (29.3%), Sales & Marketing (25.9%), Procurement & Supply Chain (19%), followed by Business Development (5.2%), Agribusiness Consultancy (5.2%), Tractor Financing (3.4%), Rural Development (3.4%), Commodity Trading (3.4%), Operations, Merchandising and Marketing Research with 1.7% each.

MANAGE also reported 100% summer placements for its 19th Batch. Among the recruiters for Summer Placements, 23 were first time recruiters.

The highlight of the entire placement season remained on students having the opportunity to enter an industry of their choice rather than just achieving 100% placements.

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