



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

January-February 2016

Annual Training Planning Workshop



A two-day Annual Training Planning Workshop was organized during January 19 - 20, 2016 to plan and finalize the Annual Academic Calendar of MANAGE. The objectives of the workshop were to assess the training needs of Agriculture and Allied Departments of States and Union Territories in Extension and related areas; finalize the major thematic areas of the proposed training programs of MANAGE, EEIs, and SAMETIs; explore the possibility of conducting collaborative training programs, workshops and research projects with stakeholders; and streamline the system for nomination of Executives.

Over sixty officers from the Ministry of Agriculture and Farmers Welfare, Govt. of India, EEIs, SAMETIs, State Departments, State Agricultural Universities representing 21 states along with Faculty Members of MANAGE participated in the workshop.

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Inaugurating the workshop, Smt.V.Usha Rani, IAS, Director General, MANAGE and NIPHM, highlighted that training interventions should be based upon farmers' requirements and extension gaps identified in the SREPs. Farming Systems Approach and integration of ATMA with existing institutions in the district like PRIs, KVKs, SAUs, ICAR institutions and private players in extension was emphasized. The Director General, also reiterated the importance of capacity building of Extension Functionaries on emerging trends. New initiatives which MANAGE proposes to take up were focused upon and include: Skill Development programs; Certified Farmers Program; Certified Crop Doctors Program; Refresher Training Programs for senior officers and induction programs for newly recruited officers.

Dr. Balram Singh, Joint Director (Extension Reforms), Ministry of Agriculture and Farmers Welfare, Govt. of India reaffirmed that the 'Do-how' that is available with the research institutes must be transferred to the farmers in time on priority areas and stated that location-specific needs of farmers need to be addressed.

The Centre Heads of MANAGE and Faculty interacted with the delegates on various flagship programs / Schemes implemented by MANAGE. The Academic Calendar of MANAGE was presented followed by those of EEs and SAMETIs .

Following the presentations, the participants worked in groups to determine the Training needs at different levels of officers. Collaborative Training and Research Proposals and support required from and for MANAGE were also worked out. The suggestions which emerged during this workshop helped MANAGE, EEs, and SAMETIs to refine the contents and pedagogy of the programs to make the programs demand driven.

'Waterman of India' at MANAGE

Shri Rajendra Singh, popularly known as "Waterman of India" visited MANAGE and interacted with the delegates of the Annual Training Planning Workshop on January 20, 2016. Shri Rajendra Singh is a well-known water conservationist working in Alwar district of Rajasthan and heads an NGO called 'Tarun Bharat Sangh' (TBS).



He won the Ramon Magsaysay Award for community leadership in 2001 for his pioneering work in community-based efforts in water harvesting and water management and the Stockholm Water Prize, an award known as "the Nobel Prize for water" in 2015.

Shri Rajendra Singh highlighted the importance of water conservation and how water and people can be brought together, for making agriculture a viable enterprise in an eco-friendly manner. He inspired the gathering on how small deeds bring huge results if proactively taken up like the Water-literacy campaign, Slow the Flow, etc. involving the communities.

Farmer Producer Companies - Issues and Challenges

There has been growing interest in Farmer Producer Companies (FPCs), which could be an instrument to cater to the inherent problems in the agriculture sector and enable farmers to overcome various challenges. The Center for Agricultural Marketing at MANAGE organized a Training-cum-Workshop during February 23 – 26, 2016, to discuss issues and challenges of Farmer Producer Companies. Participants included Directors and CEOs of FPCs.

Inaugurating the workshop, Smt. V. Usha Rani IAS, Director General, MANAGE, in her opening remarks, touched upon the benefits of group formation among the farmers. Farmer Producer Companies will go a long way in helping the farmers reap the benefits of this format, she added.

The issues focused upon included steps involved in incorporation of Producer Company; legal provisions governing producer companies; management of Producer Companies; Finance, Accounts and Audit of Producer Companies; Role of NABARD in Financing and Supporting the Farmer Producer Organizations; Formulation and Appraisal of Bankable Projects by Producer companies and Business plan for Farmer Producer Organizations.

Latest at MANAGE

MANAGE signs MoU with ICAR-IIOR

MANAGE has entered into an MoU with ICAR represented by its unit Indian Institute of Oilseeds Research (ICAR-IIOR) on 26th January 2016 to collaborate in joint research and extension projects. The purpose is to facilitate academic and research cooperation between the two institutions. Some of the areas for collaboration include exchange of visitors and trainees between the institutes as per need and capacity building of various stakeholders.

and refreshing of fundamental and basic concepts in Agriculture.

In order to facilitate the same, MANAGE organized Refresher programs for senior officers of Ministry of Agriculture & Farmers Welfare, focusing on basic concepts of Agriculture, new and emerging approaches in Agriculture and innovative Agricultural technology/interventions. Two programs were organized during January and February, 2016 at MANAGE covering 29 officers.

Refresher Program on Agriculture

The Department of Agriculture and Cooperation (DAC), Ministry of Agriculture and Farmers Welfare, Government of India has been implementing several Agricultural Development Programs directly and through states. DAC plays an important role in policy formulation and funding of Agricultural Development Programs and officials are involved in program formulation, implementation, monitoring and evaluation of such programs. Effective program delivery is strengthened by an understanding

Crop Advisory Service

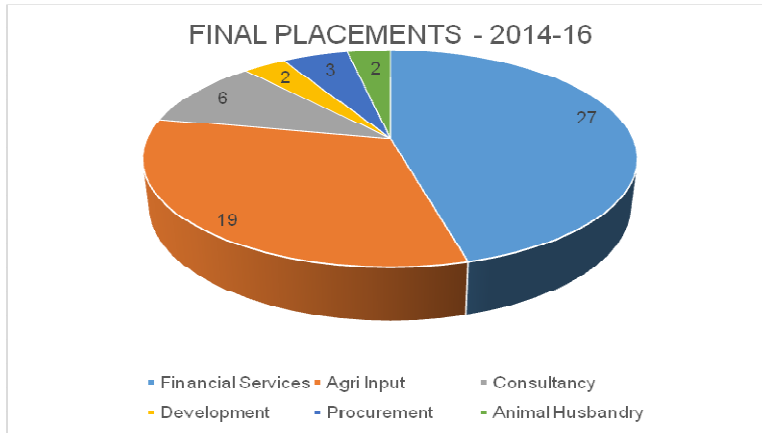
Crop Advisory Service by certified Agripreneurs is a web-enabled platform, to provide a linkage between farmers and certified experts for extending crop and location based advisory services. The virtual platform offers the facility of consulting an expert by seeking an appointment for farm advice. The farmer can choose a location-based and crop-based expert and send his problem to that expert supported by images and video clippings. The selected expert would then contact the farmer and provide the advice based on his location and crop.

News from PGDM(ABM)

MANAGE PGDM(ABM) achieves 100% Placements!

MANAGE achieved 100% placements yet again for its prestigious PGDM (ABM) programme.

A total of 29 companies recruited 60 students of PGDM (ABM) – 2014-16 batch in the final placement process. The placements were offered with an average CTC of Rs.7.8 lakhs per annum, the highest being Rs.18 lakhs.



MANAGE PGDM(ABM) accorded equivalence to MBA degree

The Association of Indian Universities has accorded equivalence to the two year PGDM (ABM) at MANAGE with an MBA degree of an Indian University. This will facilitate students who have completed PGDM(ABM) to pursue PhD in any of the Universities

Adding to the Sports Infrastructure - Basketball Court at MANAGE

MANAGE now has a new state-of-the-art Basketball Court. This facility was inaugurated by the Director General MANAGE, Smt. V.Usha Rani, IAS, on 17th February 2016.



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