

Kaushal Vikas Se Krishi Vikas

Regional Workshop on Skill Development in Agriculture



Shri Pocharam Srinivas Reddy, Hon'ble Agriculture Minister, Govt. of Telangana addressing the delegates. On the dais are Shri. Raghvendra Singh IAS, Additional Secretary (Extension), GoI, Smt. V. Usha Rani, IAS, Director General MANAGE, Shri. C. Parthasarathy APC & Secretary, Govt. of Telangana, Dr. V. Praveen Rao, Vice-Chancellor, PJTSAU, Telangana, Dr. Kalpana Sastry Acting Director NAARM, and Dr. Satender Arya, CEO, ASCI

The Department of Agriculture, Cooperation and Farmers Welfare (DAC&FW), Ministry of Agriculture and Farmers Welfare, Government of India, organized a one-day Regional workshop on Skill Development in Agriculture “Kaushal Vikas Se Krishi Vikas” in collaboration with the National Institute of Agricultural Extension Management (MANAGE), Hyderabad, on 20th February, 2017. The stakeholders from the Southern Region of the country, from States of Maharashtra, Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala, Goa, Pondicherry representing Departments of Agriculture, Horticulture, State Agricultural Universities, National Institutes under ICAR, Krishi Vigyan Kendras, Agribusiness Companies, SAMETIs, MANAGE partner institutions (AC&ABC Nodal Training Institutions) and Training Providers of ASCI participated in the Workshop.

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The objectives of the workshop were to assess skill manpower requirements and skill gaps in respect of agriculture sector in these states; orient State functionaries and other stakeholders about skill development in the agriculture sector; define the roles and responsibilities of various stakeholders and develop strategies for implementation of Skill training in the agricultural sector in these States.

Shri Pocharam Srinivas Reddy, Hon'ble Agriculture Minister, Govt. of Telangana in his inaugural address appreciated the efforts of Ministry of Agriculture and Farmers Welfare, GoI and MANAGE in bringing together policy makers and stakeholders from southern states on one platform. He hoped that the outcome of this workshop would become a model for the entire country.

Welcoming the delegates Smt. V. Usha Rani, IAS, Director General MANAGE, emphasized on the need for skill development training for rural youth and farmers to create a pool of skilled manpower in the agriculture and allied sectors.

Shri. Raghvendra Singh IAS, Additional Secretary (Extension), GoI emphasized on the requirement of developing skilled manpower in potential areas of agriculture and allied sectors. He informed about the efforts by DAC&FW in skill development training and plans for 2016-17.

Shri. C. Parthasarathy, Agricultural Production Commissioner & Secretary, Govt. of Telangana, expressed the need to harness the potential of rural youth.

The inaugural session was followed by presentations in technical sessions, focusing on skill ecosystem at the national level; skilled manpower requirement in agro-based industries; status of implementation of skill development activities by State Skill Missions and road map on skills in agriculture; roles and responsibilities of SAUs and ICAR in implementing skill development training in the agriculture sector. The Technical Sessions were followed by an Open House discussion where delegates suggested areas for skill development.

Some of the major recommendations of the workshop pertained to the need to network sub-domains in agricultural sector; developing knowledge focal centers; identifying themes and sub-themes for developing skill-based digital content; identifying personnel, centers and capacity building initiatives for developing skill programmes in agriculture; developing a comprehensive portal to link skill programs and target groups; re-skilling and multi-skilling initiatives in traditional and unorganized sectors; staggered training in view of the seasonal nature of agricultural activities to attract more farmers and youth; credit assistance by banks to Agripreneurs trained under skill development programs; linkage with private sector, etc.



Annual Training Planning Workshop



Dr. V.P. Sharma, Director (ITDP), MANAGE addressing the delegates



Delegates at the Workshop

The Annual Training Planning Workshop for sharing the Annual Training Programs of MANAGE, Extension Education Institutes (EIs) and SAMETIs for the year 2017-18 was organized at MANAGE during January 18-19, 2017. Fifty nine participants including delegates from the four EIs, 15 SAMETIs, State Agricultural Universities (SAUs) Fisheries

University and faculty members from MANAGE participated in the workshop.

The presentation of training proposals, was followed by a Group discussion wherein delegates in four sector specific groups viz. Agriculture, Horticulture, Animal Husbandry and Fisheries discussed key concerns and areas to be addressed during 2017-18.

Seminar on Food Safety Standards in India: Status and Challenges

A Seminar on Food Safety Standards in India: Status and Challenges was jointly organized by MANAGE and Indian Society of Agricultural Marketing (ISAM) on February 10, 2017 to discuss the results of a research study, funded by Australia India Council, on Food Safety Standards in India. Dr. Tim Cadman from Griffith University, Queensland, Australia presented the research findings.

It recognized that food safety is a shared responsibility of the government, private firms and households. Good governance, broadly consulted standards, and effective implementation are essential to ensuring the integrity of food safety. The Food Safety and Standard Act (2006) was passed by the parliament to facilitate legislative and other changes for preparing a modern integrated food law and related regulations in India. However, there are implementation problems on the ground due to lack of skilled manpower and integration of different departments and complex nature of food standards. The seminar invited presentations on the status of implementation of the Act, challenges, and proposals on the improvements needed across the food value chains. A broad range of stakeholders including food agencies, NGOs,



academics, practitioners and consultants participated in the Seminar.

The Seminar broadly focused on the mechanism of implementing the provisions of the food safety laws and the problems being faced by respective agencies. Perceptions of the consumers on the food laws were also highlighted. The participants expressed that there was a need for increasing awareness among the stakeholders about safety standards especially relating to cleanliness, hygiene, use of protected water etc.

Dr. T. Satyanarayana, ISAM, Dr. Amarendra Reddy, Director (M&E), MANAGE, representatives from WASSAN, Directorate of Marketing and Inspection, APEDA, CESS, Hyderabad; ISEC, Bangalore, ICRISAT and PJTSAU, participated.

Training on Financial Inclusion, Agricultural Credit and Crop Insurance

A Training Program on “Financial Inclusion, Agricultural Credit and Crop Insurance” was organized during February 20-22, 2017 at MANAGE, Hyderabad. The objectives of the program were: to understand the concepts of financial inclusion, agricultural credit and crop insurance; spell out procedures followed in crop loans and various crop insurance schemes; identify constraints in these schemes and encourage new and innovative technology in agriculture with bank finance.

The modules focused on Financial inclusion; Crop Insurance (Prime Minister Fasal Bhima



Dr Amarender Reddy, Director (M&E), MANAGE addressing the participants

Yojana (MFBY)); Risk assessment and Government Policies. There were 60 participants.

Michigan State University Team at MANAGE

A senior level delegation from Michigan State University, USA visited MANAGE on January 19, 2017. The members of the delegation from Michigan State University were Dr. Steven Hanson, Associate Provost and Dean, International Studies and Programs, Dr. Sanjay Gupta, Dean, College of Business, Dr. Douglas Buhler, Director of Research, AgBioResearch, Dr. Jeffrey Dwyer, Director of Extension, and Dr. Karim Maredia, Director of South Asia Partnership and World Technology Access Program (World TAP). The team had a discussion with MANAGE Faculty regarding future collaboration.



Skill Development for Rural Youth Employability in Agriculture

MANAGE-PI Foundation collaborative programme on “Skill Development for Rural Youth Employability in Agriculture” was inaugurated on January 30, 2017 at KVK-Jammikunta in Telangana State. This is the fourth programme which imparts basic knowledge and skills in Agriculture to rural youth to enhance their employability. This free, residential programme attracted the attention of several Agribusiness companies which are looking for skilled employees at the delivery end. Shri Janardhan Reddy, Chairman, KVK-Jammikunta, Dr. P. Chandra Shekara, Director (Agricultural Extension),



MANAGE and Shri Ch. Narasimha Rao of PI Foundation addressed the participants.

Development of ICT Enabled Sustainable Information Resource Centre for Animal Husbandry

There are a number of possibilities for application of ICT in animal husbandry extension. The presence of an institution in the form of Veterinary Clinic/Dispensaries at grass root level along with professional human resource could be a promising opportunity to address information needs of livestock farmers. Sustainable Information Resource Centres (SIRCs) in the form of kiosks can be installed in such veterinary clinics/dispensaries where farmers frequently visit for various livestock related services. The basic concept of SIRC is to supplement and complement the potential of animal husbandry institutions i.e., veterinary clinics and its human resource with the help of modern ICT tools.

Keeping this in view a study was undertaken to study the feasibility, effectiveness of ICT enabled SIRCs among livestock farmers; Capacity building of Animal Husbandry (Veterinary Clinic) personnel in extension management; Assess information needs of livestock farmers on various aspects of animal husbandry; Develop demand driven computer based information/ Expert system, mobile applications, SMS on animal husbandry



Smt. V. Usha Rani, IAS, DG MANAGE with Dr Kondal Reddy, Dean, P. V. Narasimha Rao Telangana State University for Veterinary, Animal & Fisheries Sciences

practices in the local language and study the constraints of disseminating information through SIRC.

The research project designed and funded by MANAGE will be implemented through the State Department of Animal Husbandry, Telangana State at Divisional Assistant Director Office (DADO), Bhongir. An MoU has been signed with College of Veterinary Science and Animal Husbandry, P. V. Narasimha Rao Telangana State University for Veterinary, Animal & Fisheries Sciences, for the content.

MANAGE Academic Committee Meeting

The 21st Meeting of the Academic Committee of MANAGE was held on February 27, 2017. The meeting was chaired by Smt. V. Usha Rani IAS, Director General, MANAGE. The Committee reviewed and approved the Training Calendar for 2017-18.



National Workshop

“Agricultural Extension and Nutrition Linkages: Towards Nutrition Security and Better Health”

There is a paradigm shift witnessed, from food security to nutritional security. In order to focus on this new dimension to agricultural extension, MANAGE and TNAU jointly organized a National workshop on “Agricultural Extension and Nutrition Linkages: Towards Nutrition Security and Better Health” during February 27 to March 1, 2017 at Home Science College and Research Institute, TNAU, Madurai.

The program was organized with a multidisciplinary approach. Focus was on agriculture, technology and nutritional linkages; agricultural extension and community based intervention strategies and crop diversity, gender and Knowledge Management Systems. The workshop aimed at achieving an integrated approach for stronger and sustainable nutritional security by linking with agricultural extension.



Dr. Saravanan Raj, Director (Agricultural Extension) delivering valedictory address

Training for Trainers: Capacity Development Needs Assessment

The first phase of the training programme on “Training for Trainers: Capacity Development Needs Assessment, Training and Evaluation” was organized by MANAGE, Hyderabad and College of Veterinary Sciences and Animal Husbandry (CVSc & AH), CAU, Selesih, Aizawl, Mizoram during February 21-25, 2017 at Aizawl, Mizoram. The objective of the programme was to assess the capacity development needs of the participants. The areas identified for capacity development, were policy advocacy, community mobilization and managerial ability for senior level officials; community mobilization and managerial ability



Participants analyzing capacity development needs

for middle level officials; and communication skills and accountability for field level officials.

MANAGE Agricultural Extension Network (MAEN)



MANAGE Agricultural Extension Network (MAEN) on Facebook is an online professional network to share extension innovations, best practices, success stories and facilitate development dialogue among MANAGE Faculty, extension professionals, farmers, researchers, agripreneurs, farm input suppliers and other agricultural development stakeholders.

Join us on MAEN at

<https://www.facebook.com/groups/610069809167737/>

National Workshop Good Marketing Practices for Agricultural & Allied Products – Issues and Challenges

MANAGE organized a National Workshop on Good Marketing Practices for agricultural and allied products: Issues and Challenges, on February 21-22, 2017. Senior officers of agriculture, horticulture, fishery and animal husbandry departments from 12 states participated in the workshop. The objectives of the workshop were: to deliberate on the roles of different line departments viz., agriculture, horticulture, animal husbandry and marketing in ensuring Good Marketing Practices (GMPs) in their respective areas; to analyze the issues and challenges in ensuring GMPs in agricultural / allied Sectors and to come up with recommendations to introduce a marketing perspective based on GMPs in the line departments in respect of different agricultural or allied commodities.

Some of the recommendations of the workshop included: emphasis on market driven approach with agriculture/allied departments having a marketing cell; focus on market information, grading standardization, value addition and strengthening of alternative



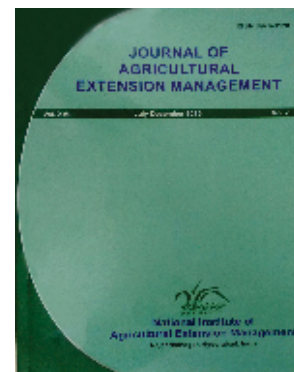
Smt. V. Usha Rani, IAS, Director General MANAGE addressing the participants.

market systems; establishment of modern market yards for allied sectors; better price discovery for farmers through contract farming, Farmer Producer Companies, Retail Linkages etc.; requisite infrastructure to bring in marketing efficiency; reduction in post-harvest losses; delivery of safe and quality products to consumers and calibration of supply chains in tune with new market opportunities.

Journal of Agricultural Extension Management

The Journal of Agricultural Extension Management, a half yearly publication from MANAGE, 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 Executive Editor, Journal of Agricultural Extension Management, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad. Articles may also be sent by email to: jaem@manage.gov.in

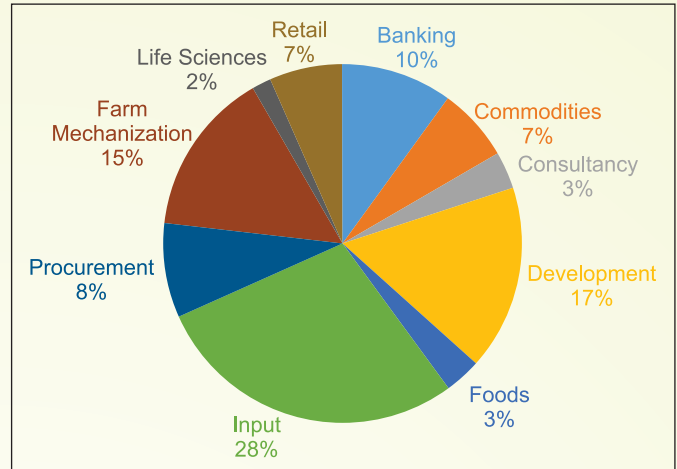


eBulletins from MANAGE



PGDM (ABM) Placements at MANAGE

PGDM (ABM) programme at MANAGE achieved 100% placements. The Summer and Final placements for PGDM (ABM) 2016-18 and 2015-17 batches are completed. There were summer internship offers from 26 companies. The highest CTC offered for final placements was Rs.18 lakh per annum the average CTC being Rs. 7.8 lakh per annum. The offers for Final placements were made by 36 companies who visited the Campus and recruited our students. The highest number of offers were from input companies, followed by farm mechanization and development companies. The percentage of students placed in different sectors may be seen in the figure.



Sectoral Representation

Lit 'O' Melange'17

The literary club of MANAGE PGDM (ABM) organized Lit'O'Melange, an intra-collegiate literary and art festival that celebrated creativity, flair and artistry in all forms on February 24 & 25, 2017. It had a prodigious array of events lined up like Promethean for the innovative litterateurs, Collage for art enthusiasts, Inquization for the ingenious, Wrangle for the assertive ones, Funkytoons for the doodlers, Take one for the pixel bugs and dubs mash for the jocular ones. MANAGE' ites ignited their thoughts, pulled in the perspective and expertise from outside the standard boundaries and celebrated Literati!



Smt. V. Usha Rani, IAS, Director General MANAGE distributing prizes to Lit 'O' Melange Winners

Republic day at MANAGE



MANAGE at Krishi Samridhhi - Rashtriya Krishi Mela-2017 at Raipur, Chhattisgarh - January 2017

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