



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

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From the Director General's Desk



MANAGE has entered a new era in its international collaborations by deciding to work closely with Michigan State University (MSU), USA. A nine-member team led by Dr. Jeffrey Dwyer, Head of Extension wing, MSU visited MANAGE during February, 2018. During their visit, a consensus has been arrived for collaboration in redefining the role of Agricultural Extension, including nutrient management and human health as a part of extension instead of the traditional way of confining to production, productivity and market linkage, etc. The experience of MSU in involving women and youth in agriculture is highly appreciated by MANAGE faculty as well as experts from states who interacted with MSU team. In days to come, the collaboration is going to have a greater impact on the existing training programs of MANAGE and also in developing new strategies for agricultural extension.

It is also a new beginning for the Agribusiness Management students as MSU offered a 3-credit course on Supply Chain Management (SCM). The students felt that they now have better understanding about advanced SCM systems that are existing in USA.

MANAGE is now deeply involved in international training programs. Twenty two international training programs under Feed The Future India Triangular Training (FTF ITT) were conducted in collaboration with ICAR and National Institutes on specific technical topics. All the trainees acknowledged Government of India and USAID for financially supporting these training programs.

A simple and cost-effective extension initiative of Govt. of India namely Kisan Call Center (KCC) has completed 15 years. Joint Secretary (Extension) participated in the Celebrations and made KCC more prominent. Let me congratulate all the KCCs across the country especially Kisan Call Center, Hyderabad for having handled record calls of more than 20 lakhs in the last four years.

MANAGE feels that there could be better services to farmers if curriculum of extension at UG/PG level is contemporarily designed. Unless there is improvement in the curriculum content, the field level inadequacies will continue. MANAGE started a new initiative of Alliance with various agricultural universities of the country in order to look into the Extension syllabus both at UG/PG level. A three day workshop was organized with representatives from 17 Universities wherein it was broadly agreed that there is need to improve the syllabus, teaching methodology, research in education.

2017-18 was a wonderful year with everyone doing their best. I hope that 2018-19 will be a better year ahead.

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(V. Usha Rani, IAS)
Director General

MANAGE-MSU Workshop on Collective Action for Development through Agricultural Extension



A Workshop on Collective Action for Development through Agricultural Extension was organised during 19-20 February, 2018 at MANAGE in collaboration with Michigan State University (MSU) Extension. The objectives of the Workshop were to brainstorm the issues and opportunities for Agricultural Extension initiatives in fostering nutritional security, educational programs, women and youth involvement in the community development programs. The Workshop provided a platform to share experiences of the on-going Co-operative Extension programs in the USA and innovations in Extension Reforms in India with an aim to lay down a roadmap for different stakeholders to undertake Collective Action for Development through Agricultural Extension.

Fifty five delegates including a nine member MSU-Extension Team led by the Director MSU - Extension Dr. Jeffrey Dwyer, MANAGE Faculty, select Commissioners / Directors of Department of Agriculture, Women & Child Welfare, Youth, Education and Rural Development from Telangana and Andhra Pradesh State Governments, extension experts from ICAR Institutions; Project Directors of ATMA (Agricultural Technology Management Agency), Program Coordinators from Krishi Vigyan Kendras (KVKs), representatives of Community-Based Organizations attended the workshop. MANAGE and MSU-E team have identified areas for future collaboration and worked out a roadmap to undertake joint activities.



Michigan State University offers course on Supply Chain Management for MANAGE PGDM (ABM)

Michigan State University is offering a three-credit course on "Supply Chain Management" for the students of PGDM (ABM) in February, 2018. Three faculty members visited MANAGE campus and are offering the course.

International Training Programs

Linking Farmers to Market: Opportunities and Challenges

The 14th FTF ITT International Training Program on "Linking Farmers to Market: Opportunities and Challenges" was organized during 9 to 23 January, 2018 at CCS National Institute of Agricultural Marketing (NIAM), Jaipur, Rajasthan, India. The objective of this program was to link farmers and farmer groups by guiding them to understand the demand, requirement of food safety, network of markets, and market intelligence to take informed decisions as a prerequisite to strengthen the linkages with markets.

Linking farmers to market is a long term strategy to enhance income and ensure wellbeing of farmers. Studies have shown that agronomic support services as prevalent in countries are not enough. These efforts need to be complemented by promoting mechanism to do market analysis, contract farming, certification and strategies to strengthen local business development and support aggregation models to scale the economy. The goal in linking farmers to market is to invest in ways that enable farmers or group of farmers to access markets that match their capacities, production, investment and risk profiles. The sessions were delivered through lectures, group discussions, case studies, and field visits. Twenty executives from seven countries namely Cambodia, Democratic Republic of Congo, Ghana, Kenya, Liberia, Malawi and Uganda participated in the program.

Strategies for Enhancement of Farmers Income in Dryland Agriculture

A Training Program on “Strategies for Enhancement of Farmer's Income in Dryland Agriculture” was organized during 16–30 January, 2018 at ICAR - Central Research Institute of Dryland Agriculture (CRIDA), Hyderabad, Telangana, India. The training was designed to achieve the objectives like generating economic growth and raising income of various dryland agriculture based farm enterprises, scaling existing, proven technologies to benefit more people living in thematic areas and increasing resilience of vulnerable communities and households practicing dryland agriculture.

Twenty two executives from ten countries namely Afghanistan, Cambodia, Democratic Republic of Congo, Ghana, Kenya, Liberia, Malawi, Myanmar, Sudan and Uganda participated in the program.



Value Addition and Market Linkage Mechanisms in Millets

The International Training Program on “Value Addition and Market Linkage Mechanisms in Millets” during 23 January – 06 February, 2018 at ICAR - Indian Institute of Millets Research (IIMR), Hyderabad, Telangana, India focused on creating awareness about millet production, processing and value addition by training executives from African and Asian countries.

This training program was a blend of both classroom lectures and field visits to understand the marketing linkages in millets and food processing technologies. Executives also had hands on training on secondary processing of millets, vermicelli, pasta, jowar cookies, puffs and kurkure. There were practical sessions on packaging of millets value added products at Centre of Excellence, IIMR and on labeling, branding and commercialization of Millets and value added products. Twenty participants are from seven countries.



Management of Technologies and Extension for Soil Testing based Advisory Services to Farmers



An International Training Program on “Management of Technologies and Extension for Soil Testing based Advisory Services to Farmers” was organized during 30 January – 13 February, 2018 at ICAR - Indian Institute of Soil Sciences (IISS), Bhopal, Madhya Pradesh.

This program was designed to impart an insight into soil testing, soil health, available technologies of soil test based fertilizer and

manure applications and their dissemination to farmers. About 50% of time was devoted to lecture-cum-interaction sessions, 40% of time was on hands on practice in laboratories and field demonstrations and 10% of time for institutional visits and interactions. Twenty one participants are from seven countries.

Production, Processing and Marketing of Organic Vegetables

This program was organized during 06 –20 February, 2018 at ICAR-Indian Institute of Vegetable Research (IIVR), Varanasi, Uttar Pradesh, India. The objective was to introduce advanced technologies developed in the production of organic vegetables and to develop the skills of executives in postharvest management and processing of organic vegetables and to equip them in identification of vegetable pests and their integrated management. The program included both classroom sessions and field visits. Twenty one participants are from eleven countries.



Agricultural Credit for Sustainable Livelihoods



This training program organized at Bankers' Institute of Rural Development (BIRD), Lucknow, Uttar Pradesh was designed to give an overall perspective about agricultural banking, agricultural credit situation and important innovations in this regard. Due emphasis was given to credit planning, co-ordination and monitoring mechanisms

developed over the years for agricultural credit. Further, the interventions in credit delivery like Self-Help Groups (SHGs), Joint Liability Groups (JLGs) and Farmer Producer Organizations (FPOs) are expected to give an insight to the executives on the different modes of 'reaching the unreached'. The program also focused on off-farm activities for sustainable livelihood promotion. Twenty participants are from nine countries.

Income Generating Enterprises in Plantation Sector

This program was organized during 13 –27 February, 2018 at ICAR-Central Plantation Crops Research Institute (CPCRI), Kasaragod, Kerala, India. The objectives of this training program were to familiarize with successful technology driven innovations in plantation crops production system, to impart skills on post-harvest processing, value addition, introduce the concepts of Intellectual Property Management, commercialization, value chain analysis to enhance system productivity and profitability. Twenty one executives from seven countries namely, Cambodia, Ghana, Kenya, Liberia, Malawi, Sudan and Uganda participated in the program.



KCC 15th Anniversary Celebrations

The Department of Agriculture & Cooperation, Ministry of Agriculture, Govt. of India launched Kisan Call Centres (KCC) on January 21, 2004 across the country with a view to leverage the extensive telecom infrastructure in the country to deliver extension services to the farming community. The purpose of these Call Centres is mainly to respond to issues raised by farmers instantly in the local language, on continuous basis. The Kisan Call Centre celebrated the 15th year of its inception on January 21, 2018. In order to commemorate the event the 15th Anniversary Celebrations were held at KCC Hyderabad, Electronic Wing, Professor Jayashankar Telangana State Agricultural University (PJTSAU), Rajendranagar, Hyderabad.

The Honourable Minister for Agriculture, Telangana State Shri. Pocharam Srinivas Reddy, graced the event. Shri. Paban Kumar Borthakur IAS Joint Secretary (Extension), Ministry of Agriculture & Farmers Welfare, Govt. of India, Smt. V. Usha Rani IAS, Director General MANAGE, Dr. M. Jaganmohan IAS, Commissioner Agriculture, Telangana State, Dr. Pradeep, Director of Research and



Dr. Raji Reddy, Director of Extension, PJTSAU, Dr. Y. G. Prasad, Director (ATARI), Hyderabad, Dr. Vijayabhinandan, Deputy Director (Extension) ANGRAU, Shri. Sandeep Kumar, IKSL, New Delhi, Dr. Abraham Reddy, State Coordinator IFFCO KCC, Faculty from MANAGE and 200 farmers participated in the celebrations.

During the last four years, the Call Centre at Hyderabad has received 20,47,628 calls and answered 15,07,168 calls i.e. 75% of the calls. Welcoming the participants, Smt. V. Usha Rani IAS Director General, MANAGE expressed that the Kisan Call Centre is an example of public extension service on a large scale to serve farmers. The Director General informed that there were 1000 calls on a daily basis and mentioned that the initiative would be taken forward. The DG requested farmers to make use of KCC services and added that video call facility was also possible now, where a photograph of a pest could be sent to KCC for solutions. The Staff of the Kisan Call Centre shared their experiences.

Some of the farmers shared their experiences. Shri. Naresh from Vardhamankota, Nalgonda District mentioned that a number of farmers are benefiting through KCC and more should be reached.

The Joint Secretary (Extension) Shri. Paban Kumar Borthakur IAS requested more farmers to make use of KCC and appreciated the work done by KCC Hyderabad staff, University scientists and other participating departments in providing information through KCC, and MANAGE for organizing need based training programmes for level I and II functionaries.

The Honourable Agriculture Minister, Shri. Pocharam Srinivas Reddy appreciated the commitment of the staff who have been responding to 1000 calls every day and commended the role of MANAGE in coordinating the functioning of KCC in Andhra Pradesh and Telangana. He requested the staff to focus on issues faced by farmers.

Appreciation certificates with mementos were given to farmers from Andhra Pradesh and Telangana State in recognition of utilisation of KCC Hyderabad centre services and popularising among farmers, and to KCC Level-I and Level-II officers in recognition of their contribution and services.



Workshops and Training Programs

National Workshop on Agricultural Extension : Time to Change

MANAGE started a new initiative of Alliance with various agricultural universities in the country in order to look into the Extension syllabus both at UG/PG level, identify thrust areas for extension research leading to evidence based policy suggestions, increasing research competence through good practices workshops, documenting field innovations and communicating them to suitable stakeholders and formulating field extension models and sharing best fit models. In this context, a National Workshop was organized by MANAGE from 14 to 16 February, 2018. Fifty extension professionals from twelve states representing various central and state agricultural universities, scientists from ICAR institutes and research scholars from various states participated in the workshop.



The workshop was inaugurated by the chief guest Dr. Murari Suvedi, Professor, Michigan State University, USA in the presence of Mrs. V. Usha Rani, Director General, MANAGE and Dr. Saravanan Raj, Director (Agri. Extension). Two programmes, namely, 'Krishi Vikas - Search for Agri-Innovations' a national level program to accelerate start-ups and 'Impulse: Agri-Business Mentoring Programme' were launched during this workshop.

Dr. Saravanan Raj mentioned that extensionists need to play several roles such as mentoring, liaising, promoting, training, monitoring, facilitating, linking etc., to meet the current challenges in extension.

The common vision of the workshop is to develop students with contemporary skills for which the syllabus need to be updated. Initially 17 Universities out of 25 expressed their willingness to enter into MoU for the alliance. MANAGE also welcomes proposals from universities for research projects on on-going government programs or extension systems.



Workshop on Developing Training Modules for Krishi Mithras



A collaborative Workshop on Development of Training Modules on Agriculture Livelihoods for CRPs (Krishi Mithras) was organized during 26-28 February 2018 by MANAGE in collaboration with Reliance Foundation to develop simplified and user-friendly training content and modules on agriculture livelihoods that can serve as a standard and uniform reference material for training community on agriculture livelihoods across the country. There were 18 participants.

The focus was on finalisation of broad themes that are in demand from the point of services being offered to the community; detailing the sub-themes; and finalizing the template for preparing the training material.

Smt V. Usha Rani, IAS, Director General, MANAGE in her closing remarks, expressed that effective convergence between different actors is a major challenge and hence, there is a necessity for self-learning modules and learning kits.

National Conference on “Improving Income of Farmers through Agriculture & Aquaculture through Development Interventions”

MANAGE participated in this National Conference from 5-7 January, 2018 jointly organized by Society of Krishi Vigyan, Punjab, Association of Aquaculturists & ICAR - CIFA at Central Institute of Freshwater Aquaculture (CIFA), Bhubaneswar, Odisha.

Smt. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad inaugurated the programme as well as Exhibition Stalls along with Dr. A.K. Singh, DDG (Agril. Extn.), Dr. W.S. Dillon, ADG (Horticulture), ICAR, Dr. Dilip Kumar, Former Vice-Chancellor, ICAR-Central Institute of Fisheries Education, Mumbai, Prof. S. Pasupalak, Vice-Chancellor, Odisha University of Agriculture & Technology (OUAT), Bhubaneswar, Dr. Manoj Sharma, National Organizing Secretary, Society of Krishi Vigyan Kendra, Punjab & Dr. J.K. Sundaray, Director, ICAR-CIFA, Bhubaneswar.



Training Program on Propelling Farming to Business: Shifting the Paradigms

With increasing accent on enhancing the income of the farmers, application of principles of business in farming is much called for, thereby bringing in efficiencies and effectiveness through optimal utilisation of resources. This requires farmers to understand the importance of practicing farming as a business. As majority of the farmers are operating on small holdings, the situation calls for a business perspective to be inculcated amongst the farmers through appropriate extension mechanism. Against this backdrop, a training program on Propelling Farming to Business was launched with the objective to inculcate elements of business into farming. The first program was organised during 29 January to 2 February 2018 at MANAGE, Hyderabad. The program aimed at developing capacity of extension personnel to facilitate change in attitude and skills of farmers.

The specific objectives were to sensitize the agriculture extension officials on importance of educating farmers to practice farming as a business; impart knowledge on different aspects of agribusiness at micro and macro level; train the executives for preparing business plan for farmer entrepreneurs and project reports for farmers organisations and to expose to appropriate extension tools to take the learning to the last mile beneficiaries. Focus was on imparting knowledge on aspects like principles of business management, strategies to bring business perspective, farm business management skills, aggregation, detailed project report and its appraisal and extension tools to facilitate the shift in the perception of the farming community.

A total of thirty participants from nine states namely Madhya Pradesh, Karnataka, Odisha, Telangana, Gujarat, Andhra Pradesh, J&K, Maharashtra and Punjab participated in the program.

Training Program on Managerial Skills for Project Implementing Agencies

This program was specially designed and conducted for newly recruited Assistant Soil Conservation Officers of Department of Soil Conservation and Watershed Development, Govt. of Odisha. Twenty officers attended the program. The program was conducted with a broad objective of exposing the officers to the emerging extension concepts in soil conservation and watershed development and to enhance their managerial skills in extension activities.

The participants were oriented on National and State Agricultural policy – issues and challenges, alternate extension approaches in the country with focus on Extension Reforms and SREP, gender concepts and gender mainstreaming - challenges & issues, linking farmers to market & alternate marketing systems and practical lessons from watershed.

Collaborative Programs by MANAGE

In addition to regular training programs, MANAGE organized 19 Training Programs in collaboration with ICAR institutions and Agricultural Universities during January-February 2018. Some of the focus areas were Promotion of Entrepreneurship among Farmers, Control & Prevention of Livestock Diseases of Economic Importance, Digital Marketing, Technological Interventions for Augmenting Farmer's Income from Animal Husbandry, Trends in Poultry Production, Doubling Farmers Income, Hi-Tech Agriculture, Innovative approaches in Pest Management, Cocoa Production Technology, Climate change, Entrepreneurship, etc.

MANAGE Academic Committee Meeting



The 22nd Meeting of the Academic Committee of MANAGE was held on 27 February 2018 at MANAGE, Hyderabad. The Meeting was chaired by Smt. V. Usha Rani IAS, Director General MANAGE. The Committee reviewed the academic activities of MANAGE during 2017-18 and approved the Academic Calendar for 2018-19. A total of 197 training programs are planned for 2018-19.

Republic day at MANAGE



MANAGE participated in a Regional Workshop on Implementation of Central Sector Extension Schemes and Training Planning for EEI (NE Region) and Eastern States during February 02-03, 2018 at Imphal.

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



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