

From the National Institute of Agricultural Extension Management

January - March 2009

Emphasis on Convergence in Extension

Shri T. Nanda Kumar, IAS, Secretary (Agriculture), Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India was on a two-day visit to MANAGE during January 20-21, 2009.

During his visit, he had an interaction with Shri K.V. Satyanarayana, IAS, Director General, MANAGE and faculty members. The Director General briefed the Secretary on research, training and consultancy programmes at the institute and future initiatives proposed to be taken up.

The Secretary had also addressed the students of PGPABM and PGPAWASCM.

Shri. P.K.Basu, IAS, Additional Secretary, Shri Mukesh Khullar, IAS, Joint Secretary (Crops) and Shri S.K. Pattanayak, IAS, Joint Secretary (NHM), DAC, Ministry of Agriculture were also present at the meeting.

While addressing the Faculty, the Secretary emphasized on the



Shri T. Nanda Kumar, IAS, Secretary (Agriculture), (centre) addressing MANAGE Faculty. Shri P.K.Basu, IAS, Addl.Secretary is to the left and Shri K.V.Satyanarayana, IAS, Director General, MANAGE is to the right

need to promote convergence in extension delivery mechanisms and the need for documenting and disseminating best practices.

Review of Flagship schemes of Department of Agriculture and Cooperation

A South Zone Review Workshop on flagship schemes of the Department of Agriculture & Cooperation (DAC) for Southern States comprising of Andhra Pradesh, Karnataka, Tamil Nadu and Kerala was held under the Chairmanship of Shri T. Nanda Kumar, Agriculture Secretary, Ministry of Agriculture, Government of India on January 21, 2009 at



Shri T. Nanda Kumar, IAS, Secretary (Agriculture) addressing participants at the workshop. Ms. Rachel Chatterjee, IAS and Shri P.K.Basu, IAS are to his right and Shri N.B.Singh, IAS is to his left

MANAGE, Hyderabad. Shri. N.B. Singh, IAS, Additional Secretary, Shri P.K. Basu, IAS, Additional Secretary and Joint Secretaries of the respective schemes and senior officials from the Ministry of Agriculture were present at the workshop.

Welcoming the participants Shri Mukesh Khullar, Joint Secretary (Crops) explained the purpose behind organizing the workshop as to review the progress of various schemes of DAC as well as to understand the possibility of replicating the innovative approaches adopted by states for increased agriculture production.

Shri Nanda Kumar, Agriculture Secretary, Government of India, elaborated the idea behind organizing such a workshop as to understand the implementation status of flagship schemes of GOI as well as to provide a common platform for sharing the experiences of the states. He clarified that allowing the element of flexibility among the schemes for effective implementation would be the prime concern of agriculture policy at GOI level. He stressed for the need of convergence of schemes at the district level. He expressed concern over non

familiarization of new scheme details at district level and asked the state heads to work towards publicizing the details.

After the Secretary's address, the states of Andhra Pradesh, Tamil Nadu, Karnataka and Kerala presented the progress of the major schemes viz National Horticulture Mission (NHM), National Food Security Mission (NFSM), Macro Management and Rashtriya Krishi Vikas Yojana (RKVY).

The Chairman concluded the session with the following remarks:

- All states should make efforts to utilize the released funds within the time frame.

- Surveillance machinery should be kept in place so that sudden outbreak of any pest and diseases could be controlled.
- States are requested to pay attention to the quality aspects of the inputs and technology.
- Training of the personnel should be given more importance.
- Publicity related to the crop situation should be developed.
- Convergence of all schemes at implementation stage is necessary.

National Seminar on Agriculture Extension

Sustaining the growth rate in agriculture and achieving the required food grain production of 320 million tones by 2025 would be a Herculean task considering some of the challenges like non-expanding land, depleting soil and water resources, adverse impacts of climate change, rising cost of production, diminishing agri labour availability and farmers' reduced interest in agriculture. Addressing these complex issues requires multi-prolonged strategies to have an effective and efficient service delivery mechanism which meets the diverse needs of a better informed, skillful farming community in terms of technologies and policies.

Agricultural development largely depends on its extension machinery. Many states are, however, finding it difficult to empower the farmers with the required knowledge, skills, technology and input support as the extension machinery is not only depleted in terms of manpower but also burdened with additional tasks other than the advisory services.

Agricultural Extension in India is pluralistic in nature wherein a large number of private and informal extension service providers co-exist with the public extension system. The opportunity in the form of convergence of extension service providers under the overall ambit of public extension system may help to change the scenario.

It is in this context that the Ministry of Agriculture organized a two-day National Seminar on Agriculture Extension on February 27-28, 2009 at National Agriculture Science Centre Complex, New Delhi with an objective to provide a forum to bring all stakeholders viz. extension service providers as well as representatives of farming community on one platform to share the experiences/lessons and jointly work for future strategies to meet the impending challenges.

The two-day seminar was organized in association with



Secretary (Agriculture) addressing the participants

ICAR/DARE, FICCI, CII, IFFCO, NHB, NSC, MANAGE and Syngenta Foundation for Sustainable Agriculture. The seminar addressed concerns of the present extension system under five theme areas viz., Knowledge Management for Agricultural Extension; Convergence of Extension Systems; ICT and Mass Media role in Agricultural Extension; Private sector initiatives including Public-Private Partnership; and Farmer and Market-led Extension Systems.

There were over 346 participants at the seminar, representing State Departments of Agriculture, ICAR/DARE, SAUs, State Agriculture Management & Extension Training Institutes, NGOs, Private Sector Agencies, Farmers Organizations, Agripreneurs and the farming community.

Some of the recommendations of the seminar include the following:

- Development of a national database on pests and diseases to enable farmers to choose need based technologies.
- Development of artificial intelligence - based expert systems to enable farmers to derive farm specific management strategies.
- Mapping the knowledge of farmers through Village

- Knowledge Management Systems.
- Development of knowledge creating networks and trigger innovations for sustainable agriculture.
- Encouraging agro-biodiversity by networking farmers
- The funds for all Centrally Sponsored Schemes may be routed through ATMA.
- The linkages between Research & Extension should be formalized through institutional & functional interface at various levels.
- The public extension system should facilitate adequate linkages with all the stakeholders and involve NGOs and private sector in the planning & execution of extension activities.
- A National Task Force may be established to draw guidelines for convergence in planning and implementation of RKVY, NHM, NFSM and NRM.
- Government agencies should play a bigger role in both networking and content development at the district, state and national level.
- Community Radio, Call Centers and Mass Media need to be harnessed for wider dissemination of best practices.
- Farm journalism should be promoted by suitable arrangement for documenting success stories and best practices.

- Capacity building of input dealers in crop technology and management practices is essential on the lines of DAESI diploma of MANAGE.
- Policy Framework may be developed to enable greater degree of participation in PPP with suitable flexibility and inventorisation.
- Earmarking of funds for extension through private or PPP mode may be mandated under various schemes having extension components.
- Project-based funding with clearly defined outlay-outcome matrix on the lines of Log Frame option may be promoted under PPP for effective extension delivery.
- Extension system should be supported through establishing model farms, model farmers, farming system models and model villages as hubs for extension activities
- Farmers managing the farm schools should be trained and provided regular backstopping by SAUs and KVKs. The content of extension through Farm Schools must be documented.
- Extension focus to be re-oriented to include agro-industrial and processing based extension in addition to the production based extension.
- Farmers' Interest Groups particularly around commodities may be promoted to aid in extension, input management and marketing support.

US Team on Drought Monitoring at MANAGE

A delegation from US visited MANAGE on January 20, 2009 under an exchange visit programme. The team included Dr Robert S. Webb, Dr. Roger Pulwarty from National Oceanic and Atmospheric Administration (NOAA), Colorado, and Dr Christopher Funk from the University of California. The team had an interaction with Shri KV Satyanarayana, IAS, Director General, MANAGE and faculty members, and shared various initiatives on drought management.

There was a presentation by Dr Roger Pulwarty on "Designing a Drought Early Warning System". This was followed by presentations by Dr D Raj Reddy, Principal Scientist (Meteorology), ANGRAU on "Drought Management -Agromet Advisory"; Shri M.V.R. Sesha Sai, Head, Agriculture



(l to r) Dr Robert S. Webb, Shri K.V.Satyanarayana, IAS, Director General, MANAGE, Dr. Roger Pulwarty and Dr. Christopher Funk

Division, National Remote Sensing Centre and Dr T.N. Reddy, Consultant, MANAGE on "Community initiatives in Managing Groundwater distress".

Woman Entrepreneur promotes eco-friendly Farming in Vidarbha

Mrs. Sangeeta Deepak Sawalakhe, an agripreneur, has made MANAGE proud by establishing an agriventure in an agriculturally challenging terrain ie. Vidarbha region.

She underwent training at KVK Amravati, under the Agriclinics and Agribusiness centres (ACABC) scheme. The scheme is implemented by MANAGE and aims at establishing Agriclinics and Agribusiness Centres in rural areas for providing value-added services to farmers at their doorstep by promoting self employment opportunities among unemployed



agricultural graduates.

After undergoing the training Mrs. Sangeeta established Vidarbha Bio-tech-Lab, an agriventure, in Yeotmal, with an outlay of Rs. 34,50,000, supported by State Bank of India, Yeotmal. She is providing extension services in the areas of soil and water testing, production and supply of bio-pesticides and bio fertilizers to nearly 5000 farmers at a reasonable price.

Through this enterprise she is now able to provide employment to nearly 20 people and is able to make an average income of Rs. 30,000 per month.

Agri-Business Management Education

Placements 2009

MANAGE has once again achieved 100% Placements of the 2007-09 batch of the Post-Graduate Programme in **Agri - Business Management (PGPABM)** as well as the 2008-09 batch of the Post - Graduate Programme in **Agri - Warehousing and Supply Chain Management (PGPAWASCM)**.

The companies where PGPABM students are placed are: Britannia Industries Ltd., Bharti-Wal-Mart, Monsanto India Ltd., Thomson Reuters, Dow AgroSciences, TERI, Nandan Biomatrix, DevGen, Indian Immunologicals Ltd, Rural Innovations Network, Rasi Seeds, CII, SKS Microfinance, Spandana Sphoorthy Financials Ltd, MCX, Kalpataru Shree Subham Logistics Ltd, Shriram Bioseeds, BILT, JK Agri Genetics and DSCL.

Students of PGPAWASCM have been placed in Indo-American Hybrid Seeds, AXIS Bank, Coromandel Fertilizers and Chemicals Ltd., Dhaanya Seeds, Nuziveedu Seeds, Rasi Seeds, Uni Frutti India pvt ltd, and Srijan

Admissions 2009-11

The admission process for PGPABM programmes began this year with the All India Admission Test conducted on February 8, 2009 at 14 centres across the country. The knowledge of the students is tested through KAT- Knowledge of Agricultural Technology and MAT-Management Aptitude Test. Classes for PGPABM 2009-11 batch will commence from July 2009 after completion of the second phase of the selection process comprising of group discussion, verbal communication and personal interview.

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