

Capacity Building under National Horticulture Mission

The National Horticulture Mission (NHM) was launched by the Government of India to promote holistic growth of the sector. To take forward the Mission, ensure holistic development and assure appropriate returns to growers, capacity building at all levels has been recognized as of utmost importance.

MANAGE has been identified for capacity building of horticulture extension officials. During February to March 2011, MANAGE organized 26 programmes for stakeholders in Horticulture Extension Management. Of these, nine programmes focused on Horticulture Extension Management while 17 were theme specific. The comprehensive programmes were designed to update participants about the latest technical advancements and orient on emerging areas in the horticulture sector; sensitize on extension management; develop managerial skills for effective performance and evolve effective extension strategies for horticultural extension. The theme specific programmes focused on use of ICT in horticulture



Participants on a Field visit

extension management, promotion of entrepreneurship in horticulture, managerial skills for horticulture extension, gender mainstreaming, farm mechanization extension, promotion of commodity interest groups and federations. These 26 programmes covered 484 participants from the Department of Horticulture, associated line departments, NGOs, processors of horticultural produce, agripreneurs and other stakeholders.

Manpower Planning Summit for Agriculture and Agri-Business

MANAGE organized a Workshop on Manpower Planning for Agriculture and Agri Business Sector during February 1-2, 2011. This was intended to provide a platform for stakeholders to review manpower challenges and opportunities, sustainable solutions for quality manpower, identify jobs in-demand in agriculture and agri business sector and explore linkages among universities, training institutions and the industry in meeting the demand for human resources.

The objectives of the workshop were;

- To review manpower requirement for agriculture and agri business sector
- Understand the challenges and opportunities for meeting the demand for quality manpower
- Evolve an action agenda for supply of quality manpower

Focus was on manpower trends in agriculture and the agri business sector; strategy and innovations in training manpower at various levels and manpower challenges and opportunities for input, output, food sector and agro services.

There were fifteen participants who included senior officials from agriculture and allied departments, senior executives from the agri business sector, professionals from public and private training institutions.

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Refresher Training Programmes for Agripreneurs

Under the Agri Clinics and Agri Business Centres Scheme of the Ministry of Agriculture, over 8000 agripreneurs have established agriventures under 32 categories of activities. Successful agripreneurs have been seeking skills in technical and entrepreneurial capabilities for expansion of their existing agriventures. This necessitates building capacity of aspiring agripreneurs in their respective agriventures. Keeping this in view MANAGE has been organizing Refresher Training Programmes on Sector Specific Business Expansion Capabilities for established Agripreneurs. Four such programmes were organized during January to March 2011. The programmes focused on orienting agripreneurs to the revised guidelines of the scheme, opportunities under different schemes and opportunities for networking.



Training in progress

Participants shared their experiences on the present structure of their enterprises, constraints and opportunities for expansion and innovation. Success stories of agripreneurs were also documented during the programme.

Creating Awareness on Micro Nutrients

Success Story of Mrs. Nila

Mrs. Nila after completing her Post Graduation in Agricultural Marketing in 1994 from Tamil Nadu Agricultural University, Coimbatore joined a Pune based private company, "Trinidi Micro Nutrients" at Pollachi as a Manager in 1995. After ten years of experience she decided to start her own venture for manufacturing of micro nutrients. She started with the production of Micronutrients for crops like Coconut, Banana, Vegetables, Sugarcane, Turmeric, Paddy etc., and providing technical advice to the farmers in that area. On hearing about the AC&ABC scheme she underwent training to enrich her technical and managerial skills at the Center for Agricultural and Rural Development Studies (CARDS), Coimbatore during March 2007. With a new insight and entrepreneurial abilities gained, she started a soil and water testing laboratory and also started expanding her business. Rini Agrochemicals was her first firm where she started production of Micronutrients. Sri Nanda Organics was her second venture and is into production of Soil Conditioners and Secondary Nutrients. Super Agro Inputs was initiated, offering consultancy and marketing services. She prepared a project with a financial outlay of Rs.20 lakhs for establishment of her activities and submitted a proposal to Federal Bank. She was sanctioned a term loan of Rs.9.05 lakhs and a working capital loan of Rs.3.33 lakhs. Business turnover increased from Rs.50 lakhs to over Rs.1.00



Crore and her net income grew from Rs.3 lakhs per year to Rs. 6 to 7 Lakhs per year. Mrs. Nila is operating in four districts of Tamilnadu and in parts of Karnataka and Maharashtra. She is reaching out to about 100 villages, covering over 1000 to 1200 farmers. Apart from Mrs. Nila, her husband and a business partner, there are 10 skilled workers who are Diploma holders in Agriculture and 6 unskilled workers employed in the production unit. She is providing a number of services to farmers which include educating farmers about micro nutrient management for better production; extension services; offering quality products at affordable prices and consultancy free of cost; provision of soil, water and leaf analysis at nominal cost. Mrs.Nila plans to expand her business into other districts of Tamilnadu and other states. She plans to add more services like buy-back arrangement from the client farmers. She is also interested in collaborating with other firms under the scheme. She may be contacted at +91-9843031631; superagro@rediffmail.com.

Mobile based Agro-Advisory Services for Farmers

MANAGE has conceptualized a pilot project for providing SMS based extension advisory services to farmers of Nalgonda District. This is under implementation at KVK, Gaddipally, Nalgonda District.

The Mobile and VoiceNet based Agro Advisory service is an IT enabled service envisaged to provide advisory on agricultural practices to farmers by the expert sitting in the same district location either in the ATMA office or Krishi Vigyan Kendra (KVK). The service would connect the farmers to the experts through a computer application built with the facility of voice call detection. The application would also incorporate Frequently Asked Questions of farmers of the district. The system is expected to facilitate the expert to view the farmer's profile, understand the farmer's problem and advise the farmer immediately and send a mobile SMS alert to practice in the field.

Once a mobile call is received from the farmer, the

computer application would search the farmer's database and pick up the farmer's profile with his history of crops and other details. The system would facilitate the expert to discuss with the farmer and advise on the issue and also send agricultural alerts to farmers. The SMS service is a handy mechanism to deliver agricultural advice to farmers on weather forecasting, mandi prices, plant protection, government schemes etc. The agricultural alerts will be compiled in the local language in English dialect.

An MOU has been signed with KVK, Gaddipally to work on this project. MANAGE has taken the technical support of IIT, Chennai (Rural Technology Business Incubator, RTBI) to use their Voice Net Technology to provide Advisory Services to farming community in Nalgonda District. This Project is expected to go online within the next three months. The project is coordinated by Dr. V.P.Sharma, Director (ITDP) and Shri G.Bhaskar, Assistant Director (IT).

Women's Access to Land - a Study

MANAGE has initiated a study on, "Existing State policies, Women's Access to Land and Women Empowerment" with the following objectives:

- To collect, collate and document information about existing laws, policies and interventions related to women's access to land in selected states;
- To examine the existing pattern of land tenancy and land ownership rights for women associated with agricultural production / practices in terms of individual rights, joint pattas, common property land etc;
- To examine the impact of these laws, policies and interventions in actual access / ownership of land by women and study the relationship between access to land and women empowerment;
- Identify constraints that inhibit women from availing full benefit of these laws, policies and interventions;

- Study if women farmers are facing any constraints / limitations due to non-ownership of land in making optimum contribution to household food security;
- Study constraints faced by policy makers and implementing agencies in providing access to land including land ownership rights to women; and
- To recommend appropriate measures for policy makers and implementing agencies to promote women's access to land ownership.

The study is being conducted in five states viz., Madhya Pradesh, West Bengal, Meghalaya, Andhra Pradesh and Rajasthan, covering 1200 farm households and officials. The field survey has been completed in all the states and data has been analysed. The draft report is under preparation.

Faculty News



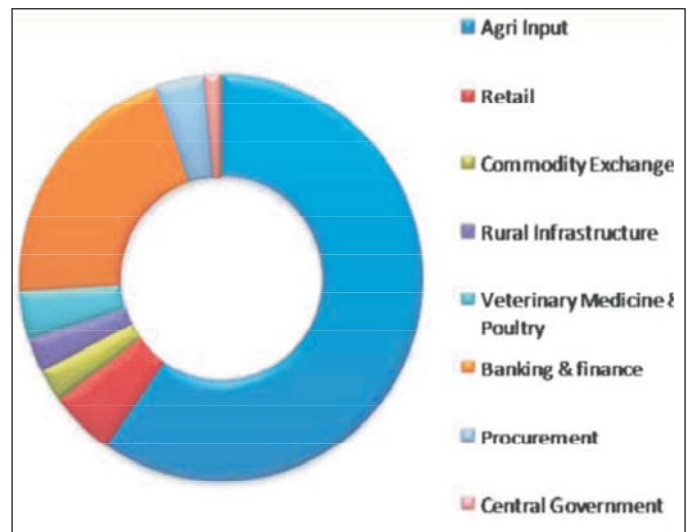
Dr. G.R. Desai, Director, Organizational Development & Process Consultancy, at MANAGE retired from service, on superannuation on March 31, 2011.

He had over 32 years of experience in Research, Teaching, Training and Consultancy. He had been associated with the National Agricultural Technology Project, Assam Agricultural Competitiveness Project (AACP); DFID Assisted Agricultural Extension Management Training Project etc. and research on Rainfed Farming Systems, Revitalizing Public Extension Systems etc.

Placements PGDM (ABM) 2009-11

The Post Graduate Programme on Agribusiness Management (PGDM (ABM)) has evoked a very good response from Agri-Business companies this year too. Seventy-seven students of the PGDM (ABM) 2009-11 batch, have been placed in some of the best companies in the country. Domains include Agri Input, Retail, Commodity Exchanges, Rural infrastructure, Banking & Finance, Procurement etc. Five students opted out of placements; one to start her own venture, two for pursuing higher studies while two are going back to the institutions which sponsored them for the PG Programme.

The PGDM (ABM) first year students have all been placed in reputed companies for summer internship which is an integral part of their curriculum.



Diploma in Agricultural Extension Services for Input Dealers (DAESI)

The Diploma in Agricultural Extension Services for Input Dealers (DAESI) is a one-year Diploma programme designed by MANAGE for agri-input dealers. The programme is designed to impart formal agricultural information to the Dealers so as to adequately equip them to offer agriculture advisory to the farmers while marketing the inputs. The mission of the DAESI programme is to transform

input dealers into para-professionals to enable them to serve the farmer better. The programme is organized on a Distance Education mode with classroom interactions and field visits on every Sunday (market holiday) for 48 Sundays. Since inception, 1841 input dealers in Andhra Pradesh, have successfully completed the course as on 31 March 2011.

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MANAGE BULLETIN is published by
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