



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

July - August 2013

International Training Program

Public-Private Partnership (PPP) Policy and Strategies for Agriculture Sector

MANAGE, in collaboration with UNDP, organized a ten-day International Training Program on “Public-Private Partnership, Policy and Strategies for Agriculture Sector” for Civil Servants of Afghanistan during 26th August to 4th September 2013. Thirty one senior officers from the Government of Afghanistan participated in the training program.

The objective of the program was to sensitize participants to PPP initiatives in the agriculture sector in India, in order to prepare them to adopt suitable innovative strategies and policies that promote partnerships between public and private organizations as well as ensuring partnership of smallholder farmers in agricultural development in Afghanistan.

The participants were oriented to PPP strategies and policies in the areas of agricultural research, extension and marketing through sharing of initiatives by the government, private sector, NGOs, cooperatives and farmers' organizations. Special emphasis was given on the importance of PPP in extension reforms; opportunities for PPP with Agri-Clinics and Agri-Business Centers,



Shri B. Srinivas, IAS, Director General, MANAGE addressing the participants

Farmer Producer Companies and Farmers' Organizations; Agri-Business Incubators; partnership initiatives under corporate social responsibility, Information and Communication Technology (ICT) initiatives etc. Field visits were organized to understand various innovative partnership initiatives.

The participants prepared and presented back-at-work plans individually with specific action to be undertaken for promoting PPP for agricultural development in Afghanistan.

Kisan SMS Portal Launched

Hon'ble President of India, Sri Pranab Mukherjee, launched the Kisan SMS Portal on 16th July 2013 for sending SMSs to farmers across the country through mobile phones.

This Portal, created by Department of Agriculture & Cooperation (DAC), Government of India, is expected to be used by Officers, Scientists and Experts of DAC, ICAR, Agri. & Allied departments for disseminating relevant information, topical and seasonal advisories and providing

Services through SMSs to farmers in the local language. The State Governments, State Agriculture Universities and KVKs have come forward to use this integrated portal.

The SMSs will get transmitted only to the farmers within the territorial jurisdiction of an officer, scientist or expert for the crops or agricultural practices that such a farmer might have opted for.

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Farmer-to-Farmer Extension

Farmer-to-farmer extension is emerging as a faster mechanism for technology dissemination in rural areas. Different patterns of this mechanism in the country include Innovative farmers, Expert farmers, Farmers' groups and Organizations, Farm schools etc.

While public sector agricultural extension has played a vital role in delivering technological innovations for agricultural development in the past, the shrinking number of extension functionaries has led to widening the gap between farmers and extension functionaries. It is generally agreed that farmer-to-farmer learning is a credible and effective delivery mechanism. It is believed that, if farmers lead extension activities it can reduce the cost in extension to a considerable extent. Moreover, it has a positive impact since farmers prefer listening and adopting technology from peer farmers because they share similar problems, beliefs and cultural attributes and similar social / cultural environments.

Consequently, a program on "Farmer to Farmer Extension" was organized in Bhopal, during July 8-11, 2013, with the following objectives:

- To orient the participants on the concept & importance of "Farmer to Farmer Extension"

Kisan SMS Portal Contd. From pg 1...

Search facility (by text and by topic) for going through previous advisories has also been created to avoid duplication and contradiction in advisories.

The Kisan Portal directly aims at disseminating information, advisory and services through SMS to farmers across the country.

Farmers will need to register for this service through the web portal or by calling Kisan Call Centre on the toll free number 1800-180-1551. Farmers can give upto eight choices for preferred crops/activities which include activities under Animal Husbandry, Fisheries, Dairying in addition to Agriculture and Horticulture.



- To understand different patterns existing in the country
- To develop skills in strengthening the concept of Farmer-to-Farmer Extension.

There were 30 participants in the program including senior and middle level officials of Agriculture, Animal husbandry and Veterinary departments.

National Consultation on DAESI

A National Consultation for up-scaling DAESI Program was held on 13th August 2013, covering 47 delegates from State Agricultural Universities, Dept. of Agriculture, SAMETIs, NTIs, Agri-business Companies, etc., representing 17 states. Delegates shared their experiences on various financial models. They deliberated on various aspects and suggested recommendations.

Some of these suggestions are - sponsorship of dealers by agribusiness companies, financial support from RKVY & other flagship programs; provision to exempt 100% tax for course fee; wide publicity; involvement of SAMETIs; making any technical qualification in Agriculture or DAESI mandatory for issuing & renewing license to the input dealers; DAESI to be considered as an eligible qualification for AC&ABC, etc.

Food and Nutritional Security of Women in Agriculture

Women play an important role in agriculture and allied sectors, contributing to most of the food production and processing. Despite their contribution, many of the women farmers suffer from nutritional deficiencies. This could be due to lack of knowledge about balanced diet, food fallacies, lack of knowledge about the right cooking practices and eating habits, wrong storage practices, ignorance about the importance of low cost nutritious foods that are locally available. In this background, promoting better food and nutritional practices assumes importance for improving the food and nutritional security of the women farmers.

In view of this, a training program was organized during August 19-23, 2013 to sensitize the extension functionaries about the importance of food and nutritional security to the farmers in general

and women farmers in particular; to discuss gender inequalities in distribution of resources, including food and health care at household level and to create awareness about the right practices for ensuring food and nutritional security.

There were 37 participants representing agriculture and allied departments.



Linking Farmers to Markets

Linking farmers to markets has always been a challenge. Besides shortage of infrastructure for storage, transportation, grading, packing etc., there is much to be desired in the marketing system, in terms of a responsive information system and economies of scale at the grass-roots level.

A number of interventions and schemes have already been introduced and some more are in the pipeline to improve the price-discovery mechanism for farmers and to further strengthen the linkage of farmers with the market. Besides, different models are also evolving to respond to the marketing needs of agricultural producers.

In view of this, there is a need to train the field functionaries on different dimensions of farmers-market linkage. A training program on "Linking Farmers to Markets" was organized during 5-8 August, 2013 in West Bengal.

The objectives were to sensitize the participants about the need for better linkage of the farmers with the market; create awareness about changes needed in the traditional marketing system and familiarize the participants with the new modes of agricultural marketing for strengthening farmer-market linkage. There were 26 participants.

Extension Management Approaches for Promotion of Sericulture Industry

Sericulture has emerged as an important economic activity becoming increasingly popular in several parts of the country, because of its short gestation period and quick recycling of the processes. It suits all types of farmers and exceptionally for marginal and small holders as it offers rich opportunities for enhancement of income and creates family employment around the year.

Realizing the importance of this sector, a training program was organized by MANAGE during 15-19 July 2013 at CSRTI, Mysore.

The objectives of the program were to orient the officials in promotion of sericulture activities and its marketability as a part of rural industry; share sustainable employment models in rural areas and orient to various extension management approaches towards strengthening the industry.

The various activities included mulberry cultivation, silk worm rearing, reeling, economical water management system, marketing facilities, strategies to improve the productivity and quality of the cocoon. There were 25 participants.

Managerial Skills for Convergence in Agricultural Extension

There has been substantial public investment in agriculture and allied sectors for strengthening the livelihood base of the farmers through various initiatives like NHM, NFSM, RKVY etc. Despite this, the farming community is yet to take full benefit of these programs for a variety of reasons such as lack of coordination among implementing departments, and inability to network with relevant stakeholders, among others.

Convergence of efforts and investments may bring synergy among different departments for effective implementation and bringing about the desired outcome. Some of the issues identified in the implementation are rigid hierarchy, poor attitude and coordination and lack of commitment for bringing about convergence. This necessitates addressing issues like team building, interpersonal

communication, pro-activity, leadership, conflict management etc.

In view of this, programs were planned on this important aspect, during this year. The objectives were to orient the participants on the concept of convergence; help them understand the benefits of convergence; upgrade their understanding on managerial skills for convergence and develop a plan of action for overcoming related issues.

The program was organized in August, 2013 at MANAGE covering 38 participants representing departments of agriculture, fisheries, sericulture, horticulture and faculty from State Agricultural Universities.

Inauguration of the 18th Batch of PGDM (ABM)

The induction program for the 18th batch of PGDM (ABM) at MANAGE was organised on 8th July 2013. This year's new batch of 60 inquisitive minds are graduates from a gamut of fields such as Agriculture, Horticulture, Forestry, Agricultural Engineering, Food Technology, Biotechnology, Food Processing Engineering, Dairy Technology and Bioinformatics amongst others. The batch comprises students hailing from 17 different states and 31 universities across the country.

Dr. K. Anand Reddy, Director and Principal Coordinator, PGDM (ABM) delivered the induction speech and oriented the students to the curriculum. He spoke about the responsibilities of a MANAGEite and inspired students to instil in them qualities which would make them a worthy brand ambassador of MANAGE.

Director Dr. Vikram Singh, the former principal co-ordinator, briefed the students about the importance of agriculture in the Indian economy.

Shri B. Srinivas, I.A.S. Director General and Chairman, PGDM (ABM), advised the students to put to use the knowledge and skills derived from the program for the benefit of farming community, in addition to furthering their career. During the ceremony, the students were introduced to the other faculty and staff of the institute and familiarised with the functioning of the institute.



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