



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

July - August 2015

Smt. Usha Rani, IAS takes charge as Director General MANAGE



Smt. V. Usha Rani, IAS, assumed charge as Director General, MANAGE with effect from 1st August 2015. Smt. Usha Rani belongs to the 1995 batch of Indian Administrative Service (Andhra Pradesh cadre).

Prior to taking over charge as Director General MANAGE she was the Commissioner and Secretary, Horticulture, Govt. of Andhra Pradesh. She has been Commissioner, School Education; State Project Director, Sarva Shiksha Abhiyan; Commissioner, Agriculture and Commissioner, Women & Child Welfare. She was also the District Collector and District Magistrate of Mahboobnagar and Khammam districts of present Telangana state. MANAGE Faculty and Staff wish her all the success.

MANAGE and NIPHM join hands to train newly recruited officers

MANAGE and National Institute of Plant Health Management (NIPHM), Hyderabad joined hands to organize "Induction Training" for the newly recruited officers of State Departments of Agriculture, Horticulture and Animal Husbandry during the academic year 2015-16. The objective of induction training was to impart knowledge and skills to mould the young minds for effective and efficient delivery of technologies to the farmers.

The Induction Training for Agriculture, Horticulture, Seed Certification and Agriculture Marketing Officers is of 13 days duration in which MANAGE covers Extension Management, including Marketing Extension module for five days while NIPHM covers Plant Health Management over a period of seven days. Induction Training for the Veterinary Assistant Surgeons is of 6 days duration. Under this, MANAGE would organize 10 induction training programs (8 for Agricultural Departments and 2 for Animal Husbandry Department) for the newly recruited officers from the states of Chattisgarh and Tamil Nadu.

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Participants of induction training program visiting a poly house at Chevella Village in Ranga Reddy district, Telangana

So far, MANAGE has organized one training program (20 April-2 May, 2015) for Chattisgarh and 2 programs (6-18 July, 2015 and 18-22 August, 2015) for Tamil Nadu officers. The Agricultural Extension Management and Marketing module by MANAGE covers topics such as: different Extension Approaches followed in India, Agricultural Policy covering different schemes of Govt. of India, SREP preparation, Farming Situation Based Extension (FSBE) and FSA, FFS and Farm School, Gender mainstreaming, ICTs in Agriculture and Agricultural Marketing, Climate change & Agriculture, Agricultural Marketing issues, challenges and strategies, Agricultural Marketing systems, Market Information systems, Linking farmers to Market and Supply Chain Management. Exposure visits to innovative farmers, pioneering agricultural research institutions, interaction with farmers, extension officers and scientists are organized.

Modules for Veterinary Assistant Surgeons include National Agricultural policy with special reference to Livestock, Flagship programs introduced by the Govt. of India in Animal Husbandry, different Extension approaches in India, SREP preparation, FSBE and FSA, FFS and Farm School, Gender mainstreaming, ICT initiatives in Animal Husbandry, Work Ethics, Soft Skills, Marketing Issues & challenges and strategies, Marketing systems, Market Information systems, Linking farmers to Market and Supply Chain Management. Besides classroom inputs, exposure visits to abattoir, Meat Research Station and Veterinary Biological Research Laboratories (VBRI) in Hyderabad are also organized. The Induction Training Programs are coordinated by Dr M. A. Kareem, Head, Center for Allied Extension and Water / Input Use Efficiency, MANAGE.



Young officers interacting with farmers in Chevella Village



Officers listening to a briefing session at ICRISAT

Workshop on Innovations in Public Systems - Sustainable Agriculture

MANAGE in collaboration with Centre for Innovations in Public Systems (CIPS), Hyderabad and National Institute of Plant Health Management (NIPHM) organized a 4-day training program on “Innovations in Public Systems – Sustainable Agriculture” from 8th to 11th July, 2015 at NIPHM & MANAGE, Hyderabad. The program was conducted under the aegis of Capacity Building Programs of Mission Mode Projects (MMPs) of Government of India and State Governments. The main objective of the program was diffusion of innovations and low-cost technology adopted in agriculture, to the Officers of Indian Administrative Services and Senior level Officers in the field of Agriculture and Extension Services.



Dr. Mohan Kanda, IAS (Retd.) inaugurating the program.
(from left to right) Dr. V.P.Sharma, Dr . K. Satyagopal, IAS and Shri. D. Chakrapani, IAS (Retd.)

The event was inaugurated by Dr. Mohan Kanda, IAS (Retd.), Former Chief Secretary to Govt. of Andhra Pradesh & Former Secretary, Ministry of Agriculture, Govt. of India. Dr. V.P. Sharma, Director (ITDP), MANAGE welcomed the participants. The introductory remarks were by Shri D. Chakrapani, IAS (Retd.), Director, CIPS, Hyderabad and Dr. K. Satyagopal, IAS, the then Director General, NIPHM, Hyderabad introduced the theme of the training program. About 25 participants including officers from Indian Administrative Services and senior level officers of Department of Agriculture and Extension Services from the States of Tamil Nadu, Andhra Pradesh and Telangana participated in the program.



A session in progress

The first two days focused on the deliberations on national initiatives in agriculture under the National e-Governance plan, ICT based innovations in agriculture, innovations in fisheries, and some of the innovations/best practices in agriculture being implemented by different States in India. An exposure visit to ICRISAT, Hyderabad was organized. The third day of the program mainly focused on sustainable agriculture, plant biosecurity, sanitary and phytosanitary issues in global trade, infusion of innovative technology on farm production of bio-pesticides and bio-fertilizers. The last day of the

program highlighted various issues and perspectives of sustainable agricultural extension services including farmer to farmer extension, Public-Private-Partnership (PPP) in group based extension, commodity based approaches, linking farmers to markets and ICT initiatives by Ministry of Agriculture, Govt. of India in rolling out different initiatives at the Grassroots level.

The resource persons were from the Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Govt. of India; Govt. of West Bengal; Govt. of Tamil Nadu, ICRISAT, M.S. Swaminathan Research Foundation, NIC-Hyderabad, MANAGE and NIPHM.

MANAGE Welcomes its 20th PGDM (ABM) Batch Students



Dr.K. Satyagopal, IAS, Director General , MANAGE addressing students, parents and faculty during the inaugural of 20th batch of PGDM (ABM)

MANAGE welcomed a group of diverse and dynamic young minds in its 20th batch of PGDM - ABM (2015-17). An inaugural program for this batch was organized on 2nd July 2015. This batch has students from 19 states and from 14 different educational streams.

Dr. K Anand Reddy, Director (HRD) and Principal Coordinator, PGDM (ABM) gave a brief overview of the program and highlighted its various facets. Dr.Korlapati Satyagopal,

IAS, Director General in his inaugural address called upon the students to be better leaders and wished all the students a very bright future. Students, parents and MANAGE staff members attended the inaugural meeting.

PGDM (ABM) students *Samanvay* with Shri Sanjeev Gupta, IAS

Samanvay program at MANAGE gives an opportunity to PGDM (ABM) students to interact with well known professionals from various sectors. The program gave an opportunity for students to interact with Addl. Chief Secretary, Govt. of Himachal Pradesh, Shri Sanjeev Gupta, IAS on 10th August 2015.

Shri Sanjeev Gupta gave an overview of ICT based Extension highlighting the Farmer Portal and mKisan initiatives. Faculty from TNAU who accompanied the Additional Chief Secretary also shared information on the Farm Crop Management System (FCMS). The meeting was highly interactive and students could understand policies, strategies and programs of Govt. of India to empower farmers through ICTs. The Additional Chief Secretary invited suggestions from students for improving these initiatives.



Shri. Sanjeev Gupta, IAS interacting with PGDM(ABM) students in the *samanvay* program at MANAGE

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