



# MANAGE Bulletin

From the National Institute of Agricultural Extension Management

July - August, 2018

## Message from the Director General

The months of July and August are very important not only for farmers but for MANAGE also. Both the months have brought very good rains for the farmers of our country. Unfortunately, the state of Kerala suffered the worst ever floods. All the MANAGE employees have contributed one day salary for CM's Relief Fund of Kerala Government to show solidarity for the rehabilitation activities undertaken by Kerala Government. Kerala floods underline the importance of proper weather prediction systems and need for proper dissemination of weather data to the people and farmers. It also calls for the need for coordination among various departments in handling the water bodies. In all the above paramount, training and capacity building of State Machinery is the need of the hour to handle any natural calamity/disaster. It also gives us a lesson that serious disasters are likely to occur frequently in future due to climate change. Unless every one of us work in coherence and with seriousness to restore the climate, the future seems to be very bleak especially for a populous country like India. MANAGE will also incorporate in its training programs the lessons learnt out of Kerala floods. The start with a new "Center on Climate Change and Adaptation" has been commenced in MANAGE.

MANAGE has been offering the prestigious PGDM (ABM) Program to the agri-graduates and others based on the CAT score and overall merit. PGDM (ABM) has received the appreciation of one and all and ranked as No.1 'B School' in this sector. This year the Convocation was held on August 12, 2018 and I am happy to share that now onwards the Convocation will be an annual matter unlike the earlier days. I am proud of our Alumni who made great contributions to this country and especially to farmers while being part of agri-business organizations or the Government or NGO or running their own business. In fact, these youth with excellent managerial skills and commitment are bringing vibrancy in agriculture.

The B-Fest "Krishi Chanakya 2018" conducted by the students has also received great appreciation and attracted a large contingent of students from prestigious institutions. I appreciate all the participants who came up with wonderful business ideas, plans, etc. On this occasion, an Expert Panel discussion has been organized on Minimum Support Price (MSP) - Prospects and Challenges Chaired by Dr. Ashok Dalwai, IAS, CEO, Rainfed Area Authority (RAA), DAC & FW, Govt. of India. Other eminent Panelists like Shri Budithi Rajasekhar, IAS, Special Chief Secretary to Government (FAC) (Marketing), Govt. of Andhra Pradesh; Dr. H. S. Vijayakumar, Registrar, Parul University and Shri Rajnikant Rai, Chief Executive, Agribusiness, ITC Ltd. presented their views on the subject.

Yet another feather in the of cap of MANAGE is to focus on novel training programs such as social skills for extension management, new media for agricultural extension, improving e-governance in agriculture and linking agriculture with nutrition. I thank all the state governments who have been sending their officers especially some states who are giving maximum importance for training and capacity building of their officers like Telangana, Madhya Pradesh, Himachal Pradesh, West Bengal, Maharashtra, Andhra Pradesh and Punjab.

(V. Usha Rani, IAS)  
Director General



## In this issue...

- PGDM (ABM) Convocation 2018
- Strengthening Participatory Agricultural Extension and Advisory Services in India: FAO Perspectives
- National Workshop on "Issues and Challenges in Strengthening Extension Services in Animal Husbandry Sector."
- Refresher Training Program on New Dimensions in Extension Management for Extension Functionaries
- Training program on Propelling Farming to Business - Shifting the Paradigms
- Orientation Training on Export Management
- Improving e-Governance in Agriculture
- Innovative Aquafarming Practices & Entrepreneurship Development
- Training Program on New Media for Agricultural Extension
- Training program on Social Skills for Extension Management
- Food and Nutritional Security of the Rural Households – Role of Women
- DPMP Project - Jeep Campaign
- Activities at MANAGE Adopted Village
- Krishi Chanakya – 2018
- Olympus 2018
- Vietnamese Delegates visit MANAGE
- Brazilian Officials at MANAGE
- Projects – PGDAEM
- Training on NICE
- MANAGE MoU with Central Warehousing Corporation
- Trainee Corner
- Events at MANAGE
- Silent Heroes

## PGDM (ABM) Convocation 2018



MANAGE organized its Fourth Convocation on 12<sup>th</sup> August, 2018. This year a total of fifty-nine students from the Batch of 2016-18 were awarded the Post Graduate Diploma in Management (Agri-Business Management). Dr. W. R. Reddy I.A.S., Director General, National Institute of Rural Development & Panchayati Raj was the Chief Guest on the occasion.

The program commenced with an academic procession with the Chief Guest, Director General MANAGE and other dignitaries from the academic fraternity. Smt. V. Usha Rani, IAS, Director General, MANAGE addressed the gathering. Dr. K. Anand Reddy, Director and Principal Coordinator (PGDM-ABM) presented a report on the program. Addressing the faculty, staff and students, the Chief Guest congratulated the students and exhorted the students to strive towards transforming subsistence oriented agriculture into market oriented agriculture to help enhance farmer income. He stated that the executives working in the agribusiness companies can promote farmers interest by providing them with correct information on fertilizers, seeds, pesticides, irrigation systems, agriculture machinery etc.

The convocation speech by the Chief Guest was followed by conferment of diplomas to the students. The topper of the batch Ms. Sushma P was awarded a gold medal for her exceptional performance in academics.

MANAGE has been successful in providing 100% campus placements to its students since inception. This year, as per the rankings in Outlook magazine, MANAGE has been ranked as 1<sup>st</sup> Best sectoral B-school in agriculture, 3<sup>rd</sup> best B-school in south India and 25<sup>th</sup> best institution in the country.



## Workshops

### Strengthening Participatory Agricultural Extension and Advisory Services in India: FAO Perspectives

The Food and Agriculture Organization (FAO) and MANAGE organised a workshop on July 4, 2018, to explore areas for collaboration in strengthening extension and advisory services in India. The workshop focused on sharing international experiences and tools around three broad areas: Participatory extension and experiential learning; Nutrition-sensitive agriculture and extension; and Innovative farmer education approaches on water management, including surface and ground water management.

Ms. Anne Sophie Poisot and Dr. Deepika Anand shared FAO experiences and perspectives, and participants deliberated on the issues. Potential areas for collaboration of FAO and MANAGE to strengthen Advisory Services in India were also reviewed.



### National Workshop on Issues and Challenges in Strengthening Extension Services in Animal Husbandry Sector

The Animal Husbandry Extension Services include timely advisory, transfer of technology and strengthening of various infrastructure and support services. The extension part often remains neglected due to certain constraints and issues. To explore the issues and challenges of different stakeholders involved in animal husbandry extension services and to come up with a strategy for effective extension services in the sector at various levels, MANAGE organized a National Workshop on “Issues and Challenges in Strengthening Extension Services in Animal Husbandry Sector” on 20 August, 2018.

The workshop was inaugurated by Smt. V. Usha Rani, IAS, Director General, MANAGE; Dr. SVN Rao, Professor (Retd.), CVSc, Puducherry and a pioneer of veterinary extension in India, Dr. C.S. Yadav, Director, Department of Animal Husbandry, Govt. of Uttar Pradesh and Shri. Inderjeet Singh, Director, Dairy Development, Govt. of Punjab, Dr. Mahesh Chander, Director Extension, IVRI, Bareilly, UP and Dr. M. A. Kareem, Centre Head, EAAS, MANAGE.

In the inaugural address, Director General, MANAGE emphasized that, it is now time to think beyond the treatment of animals. An effective farmer's educative approach will definitely help improve the extension services in animal husbandry sector.

There were presentations from eminent professionals along with a Panel discussion and Focused group discussion. Findings of a MANAGE research study on “Status of Animal Husbandry Extension Services” were shared, followed by presentations on issues and challenges of extension services in animal husbandry sector with reference to research, policies & strategies, issues and challenges in delivery of livestock extension services and strategies, curricula to strengthen livestock extension in under graduate and post graduate studies, field level constraints in carrying out livestock extension services and strategies and extension advisory services in contract poultry farming.

During the panel discussions Extension professionals shared their experiences and suggested a strategy for effective extension services.

## Training Programs

### Refresher Training Program on "New Dimensions in Extension Management" for extension functionaries



A Refresher Training Program was organized during 6-10 August 2018 at MANAGE for middle level extension functionaries from Animal Husbandry Department on "New Dimensions in Extension

Management". The objectives were to sensitize the participants on various extension approaches being followed for delivering extension services in Animal Husbandry sector; acquaint with new dimensions for delivery of extension services and to impart soft skills in order to enhance the working efficiency of extension functionaries.

There were 29 participants including extension personnel of State Animal Husbandry Departments, Subject Matter Specialists from KVKs, faculty from SAUs, Trainers of the Training Institutions and NGO Personnel involved in livestock Sector.

### Propelling Farming to Business - Shifting the Paradigms

This program organised during 16– 20 July 2018 at MANAGE, Hyderabad aimed at developing capacity of extension personnel to facilitate change in attitude and skills of farmers in taking up farming as a business. The focus was on sensitizing the agriculture extension officials on the importance of educating farmers to practice farming as a business; imparting knowledge on different aspects of agribusiness at micro and macro level; training the officers on preparing a business plan for farmer entrepreneurs and project reports for farmers organisations and exposing participants to appropriate extension tools to take the learning to the last mile beneficiaries. A total of 48 officers from 13 states participated in the program.

### Orientation Training on Export Management

This program was organized at MANAGE during 9- 13 July, 2018 with the objectives to orient the participants to the export potential of Agriculture and allied sectors, potential for Agri-Export entrepreneurship; orient to the broad outline of regulatory and procedural framework for exports and on the role of APEDA in Agri-Export promotion. Thirty two officers from the State Agriculture and allied departments; Marketing departments, faculty of Agricultural Universities/KVKs from eight states participated in the training program.

### Improving e-Governance in Agriculture

This program was organized at MANAGE during 6- 10 August, 2018 with the objectives of bringing farmer centric, service orientation throughout the crop cycle, enhancing & integrating state and central ICT initiatives through a common framework across India for the benefit of all farmers. Twenty four officers and scientists from ICAR, state departments, KVKs and SAUs from 10 states in India participated in the program. Focus was on fundamentals of NeGPA implementation and transition role in Agriculture to various ICT enabled projects at national and state level.

### Innovative Aquafarming Practices & Entrepreneurship Development

A collaborative training program on "Innovative Aquafarming Practices & Entrepreneurship Development" was organized from 1- 5 August, 2018 at Agricultural Training Centre (ATC), Ramakrishna Mission, Narendrapur, Kolkata, West Bengal.



## New Media for Agricultural Extension



This program was organized at MANAGE, Hyderabad during 9-13 July, 2018 with the objective of orienting the participants on the use of new media for delivering agricultural extension and advisory services to the clients and acquainting them with the latest trends in the use of new media to better reach the farmers.

## Social Skills for Extension Management

MANAGE organized a Training Program on “Social Skills for Extension Management” during 23-27 July, 2018 at MANAGE, Hyderabad for extension functionaries of Agriculture and allied sector departments. The main objective of the program was to build the capacity and orient the participants to the importance of Social Skills for extension management. Around 29 participants from nine states participated in the program.

Topics covered during the program included emotional intelligence in social interaction and positive thinking, communication skills and its impact on relationship, personality and social skills, interpersonal relationships and challenges, building self-image, stress management, personal empowerment, persuasion, leadership and

Smt.V. Usha Rani, IAS, Director General, MANAGE, briefed the participants about the latest innovations in New Media that could be used to upgrade the quality of extension services in the changing agricultural context. The Director General also emphasized the importance of timely, relevant information which will increase the accountability of the extension system in our country.

As a concluding remark, she motivated the participants to reach every farmer under their jurisdiction using better management styles and through quality services for which investing in new media will be an effective social investment for the betterment of the farming community.



influencing skills, counselling skills, facilitation and networking skills, etc. Participants expressed that the program was excellent and motivating.

## Food and Nutritional Security of the Rural Households – Role of Women

Women play a key role in addressing the food, nutrition and health needs of the family. Yet, women often continue to have limited access to land, education, credit, information, technology and decision making bodies. MANAGE organized a training program on the theme during 27-31 August, 2018 to sensitize the extension functionaries about the importance of Food and Nutritional concerns of the rural households and role of women in addressing them; 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.

Around 40 senior and middle level extension functionaries from the State Departments of Agriculture and Allied sectors, faculty of SAMETIs, Agricultural Universities, scientists from ICAR and KVKs and Women and Child Welfare Department attended the program.

## Jeep Campaign Program under DPMP Project in Warangal

As part of implementation of DPMP Project in Warangal Rural and Urban districts, a Jeep campaign was inaugurated by the Director General MANAGE and Director General NIPHM on 27 July, 2018 at Warangal Rural Collectorate. The program was flagged off by the District Collector, Warangal (Urban) Smt. Kata Amrapali along with Smt. Haritha, Warangal (Rural) Collector. The program covered 226 villages in 26 mandals of Warangal rural and urban districts.

During the campaign a 15 minute audio was played, which explained in detail about the control of Pink bollworm in cotton, use of pseudomonas and ecological engineering in paddy, sucking pest control in cotton and use of Trichoderma in cotton and chilli. During this program posters were developed on three important crops namely chilli, cotton and paddy and displayed at village Gram panchayats; bus stands; agri-input dealers outlets and other strategic locations.



## Activities at MANAGE Adopted Village

MANAGE adopted Sriramnagar village in Moinabad Mandal, in Ranga Reddy District, Telangana State. In the adopted village, cotton is a major crop in Kharif season. During the month of May, 2018 technical gaps in cotton farming were identified and strategies were proposed in the Kharif action plan. As part of implementing the action plan, two activities were performed during July, 2018, viz. Cotton Seed treatment with *Trichoderma viride* and capacity building through agricultural video shows.

The cotton farmers are facing problems with wilt (seed borne) which severely affects at early stages and Anthracnose throughout the crop period. Treating the seed with *Trichoderma viride* is very effective against seed borne diseases and is also a recommended practice in cotton. Information posters, SMS were sent to the registered farmers of Sriramnagar village through Network for Information on Climate Exchange (NICE) platform. A seed treatment demonstration was also conducted on 13<sup>th</sup> July and benefits at different stages of the crop were explained. Farmers who attended the demonstration were convinced and a few treated their seed with 10 g of *Trichoderma viride* powder distributed on the day of demonstration. Farmers, who have already sown, have requested for information on *Trichoderma viride* usage on standing crop.

As a part of Capacity building activity proposed in Kharif action plan, agricultural videos were played in the village on 23<sup>rd</sup>, July, 2018. Videos on Cotton Package of Practices and usage of *Trichoderma viride* at different stages of crops and its multiplication on the farm were shown. In response to the farmers' request, it is proposed to play agriculture related shows and success stories of fellow farmers in the village, on the fourth Monday of every month.



## Krishi Chanakya 2018



MANAGE organized a two day B-Fest “Krishi Chanakya” on 24<sup>th</sup> and 25<sup>th</sup> August, 2018 at its campus in Rajendranagar. The event is one of its kind in the country organized by a B School on farmer centric themes.

Students from reputed institutions like IIMs, IITs, XLRI, SIIB, SIMS, and other B Schools participated in the B-Fest. The Events included Akanksha - Business Plan; Sushodh - Case Study; Dhurina -

Best Manager; Vishleshan – Financial Model; Khoj –a Social Idea; Arthacharya – Business Idea; Shikhar – Agri Summit. There was also an Industry talk and an HR Workshop.

The Director General, MANAGE, Smt. V. Usha Rani, IAS presided over the valedictory function. While appreciating the students' efforts, she exhorted the student community to support the Prime Minister's idea of doubling farmers' income through innovative ideas and better linkages between agri-business and farming community which has the potential to revolutionize farming as a remunerative occupation. Attractive cash prizes were distributed to the winners in various events. As a finale, a grand colorful cultural event was organized by the students of MANAGE.

## Olympus 2018



OLYMPUS, the Annual Sports Festival conducted by PGDM (ABM) at MANAGE was organised during

18th and 19th of August 2018. This year there were over 200 participants from 14 different B-Schools. The participants showed their mettle in different sports events viz., basketball, chess, volleyball, snooker, badminton and table tennis. ICFAI Business School, Hyderabad bagged the prestigious winners' ever rolling trophy and MANAGE was awarded the runners up at OLYMPUS 2018.

## Vietnamese Delegates visit MANAGE

Senior officials from Vietnam visited MANAGE on 7<sup>th</sup> August, 2018. Smt. V. Usha Rani IAS, Director General, MANAGE along with faculty interacted with the team. The main objective of the visit was to have an overview on the implementation of ICT in Agricultural Extension at the National Level. The Delegates also visited MANAGE Incubation centre.



## Brazilian Officials at MANAGE

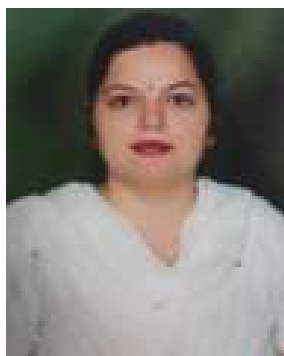


Senior officials from Brazil visited MANAGE on 29<sup>th</sup> August, 2018. Dr. Jabir Ali Director (IT), MANAGE along with Dr. Sagar Deshmukh Training Associate, MANAGE interacted with the team. The main objective of the visit was to have an overview on the implementation of ICT in Agricultural Extension at the National Level. The Delegates also visited MANAGE Incubation centre.

## Projects – PGDAEM

The Post Graduate Diploma in Agricultural Extension Management (PGDAEM) program of MANAGE aims to equip the extension functionaries with latest tools and technologies for participatory decision making, provide insight into various extension models and developments in agricultural extension and enhance their techno-managerial competencies. In order to complete the Diploma, Project work (3 Credits) is mandatory. This is intended to provide an opportunity to the candidate to field test the learnings related to extension management skills that he/she has acquired from PGDAEM program. Brief details on two of the projects may be seen below.

### Using Information Technology for Supporting Capacity Building of Extension Workers at PAMETI - by Ms. Bharti Madan, Deputy Director (IT), PAMETI, Ludhiana, Punjab



As a part of the Innovations in Technology Dissemination (ITD) component under NAIP project, a State Agricultural Management & Extension Training Institute (SAMETI) has been established in each state and in Punjab, it is PAMETI. As part of its mandate PAMETI organizes need based training programs for middle level and grass root level agriculture and allied areas extension functionaries.

Knowing the participation trends of extension workers in trainings is important for the institute as it is directly related to the overall effectiveness of the extension system in the State as PAMETI is responsible for capacity building of extension staff of the State Agriculture and Allied Departments. The project was taken up under PGDAEM to create, store, study and analyze the database of trainees who participated in trainings organized at PAMETI.

The objectives were to study the participation of trainees over a period of time; male/female ratio of trainees attending the programs ; percentage of participation of trainees from different departments and different districts of the State; detect the duplication of trainees in training programmes; to help in selection of participants in the future training programmes by knowing the past records and to help decide the overall long-term strategy for choosing a selection criteria for participants.

The nature of project work was “Documentation and computerized database management system using a Relational Database Management System (RDBMS) and the activities included creation, storage, study and analysis of the database of trainees who participated in trainings organized during 2014 at PAMETI. Extension personnel covered under the PAMETI trainings were from the departments of Agriculture, Horticulture, Animal Husbandry, Soil & Water Conservation, Fisheries, Forestry, Dairy Development and ATMA.

### Findings and Outcome

Data analysis revealed information on the above aspects which will provide a basis for planning and implementation of future training programs.

### Conclusions and recommendations:

In any given year, total number of trainings organized gives the overall quantitative measurement of institute's performance.

- Schedule of trainings should be flexible keeping in mind the availability of trainees. At the time of changing cropping season, trainings can be avoided as extension officers need to interact more often with farmers to advise and facilitate them.
- Training about 500-600 officers per year can be considered a good performance with given infrastructure facilities.
- There is very high variation in participation of trainees from different departments which is of concern and should be given due importance.
- As different districts of the State represent different agro-climatic zones, participation from all the districts should be ensured.



## A study on Precision Farming cultivation and marketing of Brinjal in Vellore block of Tamil Nadu Dr. G Mariappan, Agricultural Officer, Tamil Nadu



As part of the project work under PGDAEM, a study was taken up on Precision farming for cultivation of Brinjal and its marketing. The objectives of the project were to study precision farming in brinjal; analyze the marketing cost, price spread, marketing efficiency and farmer's share in consumer rupee in various supply chains; identify constraints perceived by various stakeholders; study factors influencing the marketing cost, market margin and marketing efficiency and to suggest strategies to enhance marketing efficiency.

The project was undertaken in Vellore block of Vellore district of Tamil Nadu. The study covered fertigation practices and adoption of precision farming of around 60 farmers growing the locally popular Brinjal variety **Ellavambadimullu**. The productivity difference between the precision and non-precision production was compared. Reasons for non-adoption of precision farming as ranked by the farmers were analyzed through Garrett's ranking technique. Various marketing channels of Brinjal in Vellore district were surveyed to work out the producer's share in the consumer's rupee.

### Findings:

Precision farming helps farmers realize various benefits such as optimal use of resources, reduced risk of pest and diseases, increased yields and produce quality which enhances farm productivity and farmers' income as compared to traditional cultivation practices. The crop duration of Brinjal can also be extended up to one year. However the high cost of inputs and gap in technical knowledge are major setbacks for precision farming. While 40% of the Brinjal farmers included in the study adopted Fertigation, of which 25% also practice precision farming the remaining follow conventional furrow method of irrigation and fertilizer application. The gross margin (gross return - variable cost), was 67 % higher in precision than non-precision farming in brinjal cultivation.

Success story of precision farmer Mr. Chinnasamy reveals that "A progressive farmer can get only 60 tonnes per hectare whereas Mr. Chinnasamy has harvested about 170 tonnes in 120 cents, which is quite a feat. It is 467 per cent higher than the conventional system of cultivation," - Dr. Vadivel, Director of Extension Education, TNAU.

The study of impact on adoption possibility and financial impact revealed that the probability of adoption increased by 10%. The total difference recorded in output/net returns, in adopting fertigation techniques over traditional way of fertilizer application was 28%. Market analysis revealed a 70 % producers' share in the consumer rupee when produce reached the consumer through the marketing channel involving commission agents, wholesalers and retailers. The producers' share improved to 80-85% with the elimination of commission agents, wholesalers from the channel. Where the produce moved directly to consumers from producers, it fetched highest share consumer rupee of about 90-95 percent.

### Conclusion:

Suggestions for improvement

- Establishment of more number of vegetable markets in the residential areas has to be balanced by providing extension support to farmers for year round vegetable production to reduce scarcity and avoid surplus production during certain periods
- Establishment of Cold storage units
- Disposal of market wastes to be channelized.
- Introduction of rotational system of enrolling farmers to sell different vegetables/ flowers/ fruits in order to accommodate more farmers in the market.



- Encourage bulk purchases from farmer markets.

## Training of Trainers (TOT) and Top-up Training on NICE

In continuation to the 1st Round of Training of Trainers (ToT) conducted by Mr. Alfred Eberhardt (an expert in Interactive adult training concepts) from 13th - 17th November 2017 at MANAGE, Hyderabad, the next round of training on the NICE System was organised at Mumbai from 2nd - 6th July 2018.

The series of ToTs focused on the soft skills aspect of Network Information for Climate Ex Change (NICE) systems training in collaboration with MANAGE. A total 30 Participants from MANAGE, SAUs, KVKs and NGOs participated. This facilitated the selection of Master Trainers from partner institutes in project locations.

The event was graced by the presence of Smt. V. Usha Rani, IAS, DG MANAGE, Mr. Dirk Walther, Project Director, ProSoil, GIZ, New Delhi, Mr. Alfred Eiberhardt, cde, Consultant, Germany, Dr. K.D. Kokate, DEE, MPKV, Rahuri, Dr. PM Ghole, CGM FSDD NABARD, Mr. Y N Mahadeviah, DGM, NABARD, Mumbai, Dr. Jabir Ali, Director IT, MANAGE, Hyderabad, Mr. Bhaskar Gujji, Project Coordinator (NICE-ProSoil), MANAGE, Hyderabad, Mr. Himanshu Verma, Technical Expert-IT and Mr. Navin Horo, National Project Coordinator, GIZ, New Delhi. The Director General, MANAGE in her remarks focused on the future direction of the ProSoil Project. "NICE Operational Manual for Users" was also released on the occasion.



Release of "Training manual for Master Trainers"

### 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](mailto:jaem@manage.gov.in)

### MANAGE India YouTube Channel

This YouTube channel shares videos on agricultural technologies, farmers success stories, agricultural innovations, extension approaches, agricultural expert talks, agricultural training sessions, interviews of eminent persons in agriculture for farmers, agricultural students and agricultural extension professionals. Please subscribe to MANAGE India YouTube channel [www.youtube.com/manageindia](http://www.youtube.com/manageindia).

MANAGE invites you to contribute content to MANAGE India YouTube channel. Please send your proposal to produce short videos on agricultural technologies, innovations and success stories to MANAGE by email to: [ascharyulu@manage.gov.in](mailto:ascharyulu@manage.gov.in).

## Trainee corner

### Experience on MANAGE Training



Mr. Ankur Gautam, is an Assistant Director at the Regional Office of National Cooperative Development Corporation (NCDC) in Shimla.

He attended the five day training program at MANAGE on Preparation of DPR (Detailed Project Report) and Project Appraisal for the Cooperative Sector during April to June 2018 at MANAGE, Hyderabad.

In this column he shares his experiences on the program and the impact.

This five (5) days residential training programme was unique in a way that it equipped us with extensive theoretical as well as practical knowledge in a collaborative team environment. Along with core objectives, I also learned how to overcome work pressure as well.

The course content was logically and custom designed for the trained professionals of NCDC. I have learnt a lot from this training at MANAGE and I applied the learning in my practical work life which really helps me in presenting better and relevant comprehensive project reports to our internal as well as external customers. This training also enabled me to understand and to analyse the Detailed Project Report received from State Government/Consultants. For the projects for which DPR is yet to be received, we met with the consultant in coordination with State Govt and suggested a few necessary points that need to be included in the DPR. The Consultant took our feedback very positively and agreed to incorporate the required information in the DPR as per the organisational need.

Apart from this, I have got a clear idea on preparing reports / documents. The structure of DPR preparation also helped in personal interaction with the client on how and where to start and the important agenda that should be part of the discussion.



MANAGE MoU with Central Warehousing Corporation



MANAGE participated in the National Fish Farmers Day celebration and Fish Festival at Vishakhapatnam.

## Events at MANAGE

### Plantation at MANAGE



## Independence Day at MANAGE



## Silent Heroes

### Profile

Mr. B. Ellamaiah is a Multi-tasking Staff member at MANAGE since the last 28 years. He is associated with physical maintenance of records in the Administration section, movement of files, dispatch work and other non-clerical work in the section. He single handedly manages dispatch related work from maintenance of records to coordinating with the postal department. Mr Ellamaiah shares his experiences.



### When did you join service ?

I started my service as a Peon (multi-tasking staff) in December 1991 and was with the Engineering section till 1995. Subsequently I joined the Administration Section.

### People find you very sincere and dedicated. What motivates you ?

My work gives me a lot of satisfaction and I enjoy the work I do.

### Tell us about the best appreciation you received ?

I received the Best Worker Award in 2003. The appreciation from my superiors also means a lot to me.

### Tell us something about your family and your aspirations for them?

I have 3 sons and a daughter who is physically and mentally challenged. Two of my sons have completed their education and are employed while the youngest son is a student. My dream is to ensure that they are independent and stand on their own feet.

Despite all hurdles, Mr. Ellamaiah works with dedication. He has taken only a few (11) days of Earned leave during the last 7 years. During the entire period of his service he took medical leave only twice in the year 1996 and 1997. His punctuality and sincerity are admired by all. We wish him and his family the best of health and happiness.

MANAGE Bulletin is published by

Smt. V. Usha Rani, I.A.S., Director General

National Institute of Agricultural Extension Management (MANAGE)

Ministry of Agriculture & Farmers Welfare, Govt. of India.

Rajendranagar, Hyderabad - 500030, Inida.

Tel : +91 (0) 24016702-706 Fax : +91 (0) 40 24015388

Chief Editor

Smt. V. Usha Rani, I.A.S.

Executive Editor

Dr. Saravanan Raj

Editor

Dr. Lakshmi Murthy

Compilation and Design

Mr. P. Sharath Kumar

Visit MANAGE at [www.manage.gov.in](http://www.manage.gov.in)

July - August, 2018