



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

July - August, 2019



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Message from the Director General

During the period MANAGE organized two international training programs, under Feed the Future India Triangular Training (FTF ITT), on Agri-business: Startup to Scale Up and on Climate Smart Agriculture, covering 53 executives. While the first program focused on entrepreneurial initiatives in agribusiness in India and innovative Agri-tech startups, the second focused on climate resilient technologies and practices.


In order to have a perfect bend of technology and management in training programs for extension professionals, MANAGE has established partnership with ICAR institutions, State Agricultural Universities and other organizations. Under this partnership, three programs were organized on doubling of farmers' income in sugarcane; technologies for doubling farmers' income on salt affected soils and on integrated crop management in pulses in collaboration with ICAR-Indian Institute of Sugarcane Research, ICAR-Central Soil Salinity Research Institute (CSSRI) and ICAR-Indian Institute of Pulses Research (IIPR) respectively. A program on Good Practices and Innovations in Agricultural Extension was organized in collaboration with Tamil Nadu Agricultural University. Other programs focused on linking farmers to emerging formats of markets, promotion of urban farming through innovative models, extension management approaches for livestock development, documentation and report writing.

In view of the significant impact of weather extremes on human and animal life, MANAGE organized a workshop on Heatwave Management in Andhra Pradesh and Telangana to analyse the efficacy of heatwave action plans and suggest steps in improving implementation.

The Fifth Convocation ceremony for awarding the Post Graduate Diploma in Management (Agri-Business Management) to the students of the 2017-19 batch was held on 18th August 2019, presided over by Shri L.V. Subramanyam, IAS, Chief Secretary, Government of Andhra Pradesh. The prestigious PGDM (ABM) Program offered by MANAGE is ranked as No.1 B School in this sector and has received the appreciation of one and all. Krishi Chanakya, the B-fest conducted by the students also received great appreciation and attracted a number of students from prestigious institutions.

A training program was organized for MANAGE Staff on Professional and Personal Effectiveness. It was an opportunity for our staff to be oriented to aspects like team building, time management, change management, interpersonal communication, conflict management, and improving self-confidence.

I thank all the state governments and institutions for partnering with us and look forward to more collaborative ventures.


(V. Usha Rani, IAS)
 Director General

International Programs

Agri-business Startup to Scale Up

The 36th Feed the Future India Triangular Training (FTF ITT) on “Agri-business Startup to Scale Up” was inaugurated on 11 June, 2019 at MANAGE. There were 26 participants from seven Asian and African countries namely Malawi, Mongolia, Nepal, Liberia, Sri Lanka, Tanzania, and Uganda. The program was inaugurated by Dr. Vilas A. Tonapi, Director, ICAR- Indian Institute of Millets Research (IIMR), Hyderabad and Smt. V. Usha Rani, IAS, Director General, MANAGE.

The program was designed with the objectives to orient the participants about the present status of Agribusiness in India; entrepreneurial initiatives; improve awareness on “Startups” and the “Startup Ecosystem”; innovative Agri-tech startups in India; understand the journey of entrepreneurs and their business ventures; the process of technology innovation and commercialization, strengthening startups through better business modelling, planning, strategizing, marketing and IPR for scaling up. The training program was participatory in nature, and included lectures, group discussions, case studies and field visits.

Climate Smart Agriculture

The 37th FTF ITT program on “Climate Smart Agriculture” was organised during 20 August - 3 September, 2019 at MANAGE. A total of 27 participants, from twelve Asian and African countries namely Afghanistan, Cambodia, Nepal, Sri Lanka, Myanmar, Botswana, Kenya, Malawi, Mozambique, Uganda, Tanzania and Liberia participated in this program. The program was a collaborative effort of MANAGE, ICAR-CRIDA and WALAMTARI.

Smt. Radhika Rastogi, IAS, Deputy Director General, NIRD&PR, Hyderabad and Smt. V. Usha Rani, IAS, Director General, MANAGE inaugurated the program. Dr. M. Maheswari, Director in charge, ICAR-CRIDA; Dr. B. Krishna Rao, Director (Agriculture & Research), WALAMTARI and faculty from MANAGE were present at the event. Addressing the executives, Smt. V. Usha Rani, IAS, Director General, MANAGE hoped that enrichment of ideas from across the globe would help identify gaps and



The program culminated on 24 July 2019 in the presence of Dr. Peter Carberry, Director General, International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) and Director General, MANAGE.

“The training was very useful for me. I learned a lot of things especially the business models, and smart poultry platform. I will share this experience with my small poultry farmers in my country Malawi.”

- Ms. Bwanali Margaret Manager, Emmanuel Poultry firm, Lilongwe, Malawi

opportunities related to the impact of Climate Change in Agriculture. Smt. Radhika Rastogi, in her inaugural address, mentioned that, we need to go beyond “Climate Smart Agriculture” to “Climate Smart lifestyle”.

The modules focused on climate resilient and climate smart soil and water management practices and techniques, renovation & restoration of community water harvesting tanks, climate resilient watershed treatment technologies, irrigation systems, water productivity & water use efficiency, water harvesting structures for climate resilient agriculture, agroclimatology, climate resilient technologies for soil quality and management, etc.

Focus was on impacts of climate change on agricultural productivity and resilient technologies available or implemented in Farmer's fields.



Workshop

Workshop on Heatwave Management in Andhra Pradesh and Telangana

Weather extremes can have a significant impact on human and animal life and the incidence has increased over the years due to climate change globally. India too is experiencing the impact of climate change in terms of increased instances of heat wave every year. The National Disaster Management Authority, Govt. of India has prepared national guidelines for preparing a Heat Wave Action plan at the State level which aims at providing a framework for implementation, coordination and evaluation of extreme heat response activities in cities/towns in India that reduces the negative impact of extreme heat. A comprehensive state level plan has been prepared by the states of Andhra Pradesh and

Telangana by provisioning steps to be taken by all line departments to help the population from the risk of heat wave. However the number of human and animal deaths due to heat wave and other asset losses have remained high in both the states.

Hence a Workshop was organized on Heatwave Management in Andhra Pradesh and Telangana on 2 August 2019 at MANAGE for officials of line departments responsible for implementing heatwave action plan in Telangana and Andhra Pradesh. The objectives were to analyse the efficacy of the guidelines and heatwave action plans and suggest key steps in improving implementation.

Training Programs

Promotion of Urban Farming through Innovative Models

A Training Program on "Promotion of Urban Farming through Innovative Models" was conducted from 19-22 August, 2019 at MANAGE, Hyderabad. Thirty two participants from thirteen states participated in the program. The main objective of the program was to sensitize the participants towards 'Urban Farming', as it will be the pressing need in the coming years. Some of the topics covered during the training were, mushroom cultivation, landscaping, hydroponics, microgreens, resource specific planning, nutrient and pest management etc. Visits to urban farming practitioners, Centre of Excellence Jeedimetla and MANAGE Urban Garden were organized to give practical

exposure to concepts of urban farming. Participants were taken to an urban garden practitioner's home at Mehdiapatnam where terrace gardening is being practiced. Demonstration on setting up a household vermiwash unit and preparation of Jeevamrutham was conducted for the trainees. Participants were also asked to design a model urban vegetable garden by selecting area specific vegetables and utilizing available space and resources to the maximum extent. Urban farming practitioners from Hyderabad shared their experiences to encourage and popularize the concept of urban farming among the participants.



Field visit to Urban Garden practitioner Mr. E Venkata Krishna, Mehdiapatnam



Visit to Urban Garden in MANAGE



Participants engaged in designing Model Vegetable Garden

Good Practices and Innovations in Agricultural Extension

MANAGE in collaboration with the Directorate of Extension Education, Tamil Nadu Agricultural University (TNAU), Coimbatore organized a training program on “Good Practices and Innovations in Agricultural Extension” from 26 to 30 August, 2018 at TNAU, Coimbatore.

Twenty four participants including Scientists from State Agricultural Universities, KVKs, NGOs, Department of Agriculture, Horticulture & Sericulture from Tamil Nadu, Haryana, Madhya Pradesh, Maharashtra and Uttarakhand participated in the training program.

The participants were sensitized on the challenges faced by Agricultural Extension. Major themes covered

were challenges in agriculture and extension; Good Practices and Innovations in Agricultural Extension; GAP for domestic and export market for Banana; extension approaches for tribal development; value chain in floriculture; community resource centre for effective agricultural extension; excellence in extension; innovative extension approaches; Good Practices for innovation & entrepreneurship; agribusiness development; digital video documentation of agricultural extension innovations & entrepreneurship; new media tools in agricultural extension; cloud computing and climate smart agriculture for strengthening extension services; etc.

Linking Farmers to Emerging Formats of Markets

MANAGE in collaboration with PAMETI, Ludhiana organised a three days training program during 20 – 22 August 2019 on ‘Linking Farmers to Emerging Formats of Markets’. The primary objective of the program was to orient extension professionals to various new initiatives taken by the government to strengthen agricultural marketing system like reforms,

WDRA, forward and futures market, aggregations and infrastructure development schemes. A total of 27 officers from Punjab and Haryana participated in the program. The training focused on various aspects of agri-marketing to enable the officers to help farmers in improving their access to the market.

Extension Management Approaches for Livestock Development

The second induction training program in the series of four programs on “Extension Management Approaches for Livestock Development” for Livestock Development Officers (LDO) of Department of Animal Husbandry, Maharashtra State was organized during 19-24 August, 2019 at MANAGE, Hyderabad. A total of 29 participants from the Department of Animal Husbandry, Maharashtra participated in the program.

The modules focused on the National Livestock Policy and overview of livestock sector in Maharashtra, overview and status of extension services in the Animal Husbandry sector, process documentation, concept, importance and process of ISO, BIS and

FSSAI– Certification Orientation on HACCP, GLP, GMP in the livestock sector, industrialization of livestock farming, Farmer Producer Organizations (FPOs), linking livestock farmers to market issues and challenges, ICT and social media for effective advisory services in livestock sector, innovative ideas for entrepreneurship development, concept of Farming System Approach for integrated extension services in livestock, good practices for sustainable animal husbandry etc. There was a special session on Extension Reforms in South Asia: Lessons for Agricultural Transformation by Dr. Suresh Babu, IFPRI, Washington.

Documentation and Report Writing

Quality documentation of project experiences is the need of the hour as it helps communicate the latest technologies and good practices effectively to stakeholders. Keeping this in view MANAGE organized a training programme on “Documentation and Report Writing” during 29 July to 2 August 2019.

The program objectives were to impart an understanding of the importance and value of

systematic documentation in programs and projects, orient participants to the process and tools for documentation and focus on report writing skills.

There were 49 participants from across the country. Participants were oriented to techniques for capturing stories from the field, writing news reports, success stories, reports, video documentation, scripting for radio, effective writing and digital publishing.

Refresher Training Programs

Four Refresher Training programs (RTP) were organized for established Agripreneurs under the AC&ABC Scheme, on Rural Enterprises, Pest and Disease Diagnostic Techniques, Agri- Business, Agricultural Advisory Services and Market Linkages during July and August 2019.

MANAGE-ICAR Collaborative Programs

Doubling of Farmers' Income in Sugarcane

MANAGE in collaboration with the ICAR-Indian Institute of Sugarcane Research organized a training program on Doubling of Farmers' Income in Sugarcane from 16 to 20 July 2019 covering 25 participants.

Among the field crops, Sugarcane crop has the potential to double the Farmers' Income in a short span of time. Sugar industry is also the second largest agro-based industry in India after cotton and textiles. Capacity building of stakeholders is of utmost importance to harness the potential of this sector.

The objectives of the programme were to impart theoretical and practical knowledge to the participants in the cognitive domain of sugarcane & information delivery to the end users; build capacity of participants as master trainers for enhancing their skills to motivate farmers and rural youth for venturing in sugarcane enterprises and to sensitize the participants on the potential of sugarcane in doubling Farmers' Income.

Integrated Crop Management in Pulses

MANAGE in collaboration with ICAR-Indian Institute of Pulses Research (IIPR) organized a training program on Integrated Crop Management in Pulses during August 19-23, 2019 in IIPR, Kanpur, Uttar Pradesh. Pulse crops with their high protein content and 15 essential minerals are the most important constituents of cereal-based vegetarian diets of the Indian subcontinent. These crops have an inherent role in improving soil fertility through biological N fixation by its root nodules thereby enhancing soil nitrogen status, long-term soil fertility and sustainability of the cropping systems. The input needs of these pulses are also meagre. Pulses in combination with cereals provide one of the best solutions to protein calorie malnutrition, especially in the developing countries.

This program aimed at discussing the use of integrated crop management practices for enhancing farmers income through pulses production.

Technologies for Doubling Farmers' Income on Salt affected Soils

A collaborative training program on Technologies for doubling Farmers' Income on salt affected soils was organized by MANAGE in collaboration with ICAR-Central Soil Salinity Research Institute (CSSRI), at Karnal Haryana during 19 to 23 August 2019. The objectives were to update the knowledge and skills of agricultural extension officers on existing and latest technologies for doubling farmer's income on salt affected soils and to ascertain feedback from technical personnel regarding issues faced by farmers on salt affected soils.

Modules focused on identification and characterization of salt affected soils and water, reclamation of salt affected soils and poor quality water, and adoption of salt tolerant crop varieties and alternate land use systems for productive utilization of salt affected soils.

Training for Professional and Personal Effectiveness

A two-day training program on Professional and Personal Effectiveness was organized for MANAGE Staff during July 02-03, 2019 at Celebrity Resort. It was an opportunity for staff to go through this refreshing training experience. Mr. Raghavan and Prof. Anil Saxena were the Lead trainers. Focus was on developing qualities which help in both professional and personal effectiveness of staff. Through role-plays, case studies, Management games and individualized discussions, staff were oriented to aspects like team building, time management, change management, interpersonal communication, conflict management and improving self-confidence.



Convocation 2019

The Fifth Convocation ceremony for awarding the Post Graduate Diploma in Management (Agri-Business Management) to the students of the batch 2017-19 was held on 18th August 2019. Shri L.V. Subramanyam IAS, Chief Secretary, Government of Andhra Pradesh presided over the ceremony as the Chief Guest. Sixty students were awarded the Diploma.

Smt. V. Usha Rani, IAS, Director General, MANAGE addressed the gathering. This was followed by a report on the program by Dr. K. Anand Reddy, Director and Principal Coordinator (PGDM-ABM). The diplomas were awarded and the gold medal was presented by the Chief

Guest to the best academic performer- Ms. Deepika. This was followed by the Convocation address by the Chief Guest.

Congratulating the students and MANAGE, Shri L.V. Subramanyam, called upon the students to serve the needs of the farming community and to provide the right information to benefit farmers. He exhorted MANAGE Alumni to act as a think-tank for suggesting innovative solutions to farmers problems and appealed to the students not to deviate from the path of continuous learning. The ceremony ended with the vote of thanks by the Principal Co-ordinator.



Krishi Chanakya 2019

Krishi Chanakya, the flagship event of MANAGE PGDM (ABM) was held on 16th and 17th of August, 2019. The fest aimed at revolutionizing Agribusiness is hosted annually, in order to promote managerial and entrepreneurship skills among the students of various participating B-schools. Nine Events were conducted this year including seven competitions namely Khoj (A social idea), Dhurina (The Best Manager), Akanksha (The B-plan), Arthacharya (A Business Idea), Vishleshan (A Financial Model), Dattansh (Data Analytics), Sushodh (Case Study competition) and a Human Resource Workshop by Mr. Pradeep Kumar, Vice President – HR, Coromandel International Limited.

The main attraction of Krishi Chanakya 2019 was Shikhar: Agri-Summit, coordinated by Samunnati Financial Intermediation and Services Pvt. Ltd., on “Small holders

and Farmer Collectives (FPOs) as vehicles for sustainable growth of Indian agriculture”.

The B-fest was made possible by the Signature Sponsor - Coromandel International Ltd., Associate Sponsor - Rasi Seeds Pvt. Ltd., Event Sponsor - Seedworks International Pvt. Ltd. along with Patron sponsors Samunnati Financial Intermediation and Services Pvt. Ltd., ADAMA India Pvt. Ltd., Trouw Nutrition India Pvt. Ltd. and Premier Irrigation ADRITEC Pvt. Ltd.

There were participants from 132 B-schools of India including XLRI, MDI, SIBM, NMIMS, IRMA, IMT, NAARM and CCS-NIAM making their way to the final campus rounds of diverse competitions. Apart from the main theme focusing on Agribusiness, a variety of parallel events like Photofrolic and on-spot games were also organized.

NEA Awards 2019

National Entrepreneurship Awards (NEA) have been instituted by the Ministry of Skill Development and Entrepreneurship (MSDE) to promote entrepreneurial attitude among youth so that there is a cultural shift towards entrepreneurship in India.

National Institute of Agricultural Extension Management (MANAGE), Hyderabad is one of the implementation partners along with 11 other institutions. MANAGE is promoting these awards by creating awareness through events, roadshows, and social media. More details are available on www.neas.org.



Afghanistan Delegates visit MANAGE





Silent Heroes

Profile

MANAGE has started a regular column to appreciate people who are working in our institute. Though they may not be at the helm of affairs, they do contribute in an important way to organizational success. This column profiles Smt. K. Uma Maheshwari, P.A. to Director in the Center for Climate Change and Adaptation. A B.Com graduate, Smt. Uma has been with MANAGE since the last 24 years and handles all correspondence and provides support for organizing the Centre's training programs in coordination with other team members. Smt. Uma Maheshwari shares her thoughts.



When did you begin your career?

I began my career in 1991 at a private firm, where I worked for six months and later joined as a Junior Stenographer at ICAR-Central Soil & Water Conservation Research & Training Institute, Research Centre, Bellary, Karnataka during October 1991. I joined MANAGE in 1995.

What gives you the maximum satisfaction?

Taking the responsibility for the job, completing the assigned tasks correctly and well in time and coordinating with different people. My superior officers have always provided support and encouragement.

What motivates you?

I believe that one can be highly motivated when we love our work and at peace from within.

How do you balance your personal and professional life?

One basic rule that I always adhere to is, I never carry personal issues into the work place and vice versa.

Tell us something about your family

I am blessed with a lovely family – my husband works for a private firm, my daughter has completed M.A. in Psychology and my son is doing B.Tech III Year. My family is very supportive and my success and achievements in my work are due to their encouragement and support.

Mrs. Uma's dedication to her work is much appreciated. We wish her the best for her future.

MANAGE Bulletin is published by
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