



# MANAGE Bulletin

From the National Institute of Agricultural Extension Management

July - August, 2014

## Management Games for Trainers

Over the years, there has been a shift in training technology with greater emphasis being given to trainee-centered methods over trainer-centered methods. Use of management games is found to be an effective method as it can sustain trainees' attention and involves them to a greater degree as compared to the lecture method. Trainers teaching management and soft skills need to be trained and equipped with these simple but highly effective pedagogical techniques. With this in view, MANAGE conducted a program on this theme.

The objectives were to orient the participants to Trainee-centered Training Techniques and the principles of Andragogy, and to demonstrate and

equip the trainers in using Management Games to teach team building, leadership, motivation, and inter-personal communication skills.

The program was organized during July 2014 covering 21 participants.



*Training in progress*

## MANAGE Faculty visits Kenya and Malawi



Dr. V.P. Sharma, and Dr. P. Chandrashekara, Directors, visited Kenya and Malawi in August to conduct participants' survey related to the USAID -sponsored International training program on 'New Dimensions on Agricultural Extension Management', conducted during October to December, 2013 at MANAGE.

The team called on the senior officers of Ministry of Agriculture, Livestock and Fisheries at Kilomo House, Nairobi for a feedback from the Reporting Officers of the Executive trainees of the above program. The Directors of Agri. and Livestock were very positive on the improvement in the efficiency and delivery of services by the officers trained at MANAGE. They welcomed the MANAGE methodology of back-at-work planning and review of the same by the Course Directors. The team reached out to all the Executives and reviewed the implementation of their respective back-at-work plans.

## Training on Social Media for effective Knowledge Sharing

Agricultural information exchange has been traditionally through media such as newspapers, television, radio and magazines. In recent years, various forms of social media are being used for news, education, and other information related to agriculture. Social media enables a blend of technology and social interaction, and offers the agricultural community new ways to collaborate and communicate with likeminded professionals, stay updated with the latest information, exchange information and resources.

MANAGE, in collaboration with Tamil Nadu Agricultural University (TNAU), organized a 4-day training program on "Social Media for Effective Sharing of Agricultural Knowledge" during August, 2014 at the e-Extension Centre of TNAU,

The objectives were to orient the officers to social media tools; impart skills in using Social Media for effective sharing of agricultural information and to strengthen strategies for sharing agricultural knowledge by using Social Media.

Twenty seven extension officials who deal with dissemination of agricultural knowledge representing Departments of Agriculture, Horticulture, Sericulture and KVKs attended the program. Emphasis was on understanding social media platforms and communication strategies for harnessing social media for agricultural development and choosing appropriate social media platforms to cater to information needs of farmers, extension workers, policy-makers, researchers, institutions etc.

## Training- Cum -Workshop on Agri- Entrepreneurship Development

This was organized for Nodal Officers of Eastern & North Eastern Region during July, 2014 at Guwahati, Assam.

Twenty participants comprising Nodal Officers, Training coordinators, SAMETI Directors, Chief Executive Officers of Agri-companies and academicians attended the workshop.

The workshop focused on implementation of the AC&ABC scheme in Eastern and North Eastern states; identification of issues needing attention of stakeholders and action plan for smooth implementation of the Scheme.



Participants of Training-cum-Workshop on Agri- Entrepreneurship Development for Nodal officers

## Community Radio for Agricultural Development

MANAGE organized a Workshop on Community Radio for Agricultural Development during August 2014 at Haryana Agricultural University, Hissar.

The objectives were to clarify the concept of Community Radio and its potential as a tool for technology dissemination, establishment and maintenance issues; orient on the regulatory, technical and other aspects of running a station; develop knowledge and skills in content creation, treatment and delivery of agricultural programs on Community Radio; share best

practices in use of Community Radio as tool for technology dissemination and provide a forum for sharing experiences. There were 28 participants.



## Management Development Program (MDP) for EEs and SAMETIs

An MDP was organized for Directors of EEs and SAMETIs keeping in view the changing demands of training and learning for development functionaries engaged in agriculture and allied sectors. The program was organized during August 2014 at MANAGE.

The objectives were to appraise the trainers about the management concepts having high impact on performance but less often practiced; and to help training institutions improve the overall learning environment, thereby contributing to enhanced competence of the trainers and training managers.

There were 26 participants representing SAMETIs and EEs of 19 States. The major content covered in the program included understanding self and others, transactional analysis and egogram, creativity and innovation, conflict resolution and management, emotional intelligence, organizational commitment, work life balance and problem solving skills.

The Training Methodology included lectures, inductive learning, anecdotes and storyline, games, tests, personal assessment, case studies, video films, group work and presentations.

### Gender Focus

## Empowerment of Women in Sericulture

Sericulture is one of the sectors where most of the activities are carried out by women alone, both in terms of operations performed and time invested. Thus, they contribute significantly in work activities as well as decision making in this sector.

In view of the contribution of women farmers to sericulture, a training program was organized to sensitize functionaries working in the sericulture department to the importance of

women farmers in this sector; orient them about application of participatory approaches for understanding gender roles in this sector; appreciate concerns of women farmers in the sector with reference to extension support systems and discuss suitable strategies for addressing them.

The program was organized during July, 2014 in SAMETI, West Bengal, covering 25 participants.

### Research

## Impact of Interventions for Gender Mainstreaming under Extension Reforms

Addressing gender concerns by mobilizing farm women into groups and providing them technologies, is one of the objectives of the Extension Reforms Scheme. The Scheme has made a provision of 30% of resources for capacity building of women farmers and women extension functionaries. The Scheme has also made a provision for involvement of women farmers in all decision-making bodies of ATMA so that the interests of women farmers are articulated and addressed.

MANAGE has taken up a study to assess the impact of these interventions on women farmers. The specific objectives of the study are

to identify the activities implemented under ATMA using the 30% fund allocated, understand the processes adopted for identifying the needs of women farmers/women groups, examine the role played by women farmer representatives in decision-making bodies such as BFAC and GB of ATMA and to suggest appropriate measures to improve the effectiveness of the Scheme further.

Six states namely Andhra Pradesh, Madhya Pradesh, Jharkhand, Uttarakhand, Assam and Maharashtra have been selected for data collection from the women farmer beneficiaries, women farmer representatives and officials concerned. The study is in progress.



## Extension Management for Livestock Development

Crop and livestock production have been well documented for synergies in agricultural production systems. The Animal Husbandry (AH) Sector provides secondary source of income and employment for millions of rural families and hence is considered to be very important in sustaining the rural economy.

Extension functionaries in the AH Sector have to play a major role to realize the growth target and bring dynamism into the sector. This is possible only through a planned, systematic and efficient extension effort on a continuous basis to facilitate livestock owners to access various services from relevant institutions, encourage them to form

Commodity-specific organizations and link them to appropriate market for their produce. This would happen by developing a cadre of knowledge force in the extension system through capacity building efforts.

Realizing this, a training program on Extension Management for Livestock Development was organized for the extension functionaries of the Animal Husbandry Sector. The objectives were to orient the extension functionaries on the current scenario of the livestock sector and familiarize them with various extension management approaches. The program was organized during July at NDRI, Karnal, covering 33 participants.

## Krishi Chanakya : B Fest to revolutionize Agribusiness

PGDM(ABM) @ MANAGE organized its B-Fest 'Krishi Chanakya' in August 2014, providing a platform for students and social enterprises to share new ideas and innovations in the field of agribusiness. The event provided an opportunity to the students of different eminent B-schools to participate in the event.

The Knowledge partners were PETA & HUM Consulting and Media partners were BrainBuxa.com and Sakshi Newspaper.



*Preparing for the Debate*

Flagship events of the fest were: AKANKSHA– a B-plan competition, based on the theme of “Agribusiness and Rural Marketing”; SAMEEKSHA - paper presentation, based on the theme of – “Innovations to reduce Post harvest wastage”; SHUSHODH - Case study competition and CHAKRAVYUH – a Debate. Other events included Human Resource Summit, a Movie documentary by PETA and a Workshop on Personality Development. Students representing 20 colleges participated in the event.

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