

# MANAGE

# Bulletin

From the National Institute of Agricultural Extension Management



*Foundation Day, Past Meeting the present Ex. Director General Sri S.K. Arora being invited by Sri A.K. Goel Present D.G.*

## MANAGE Celebrates 15th Foundation Day

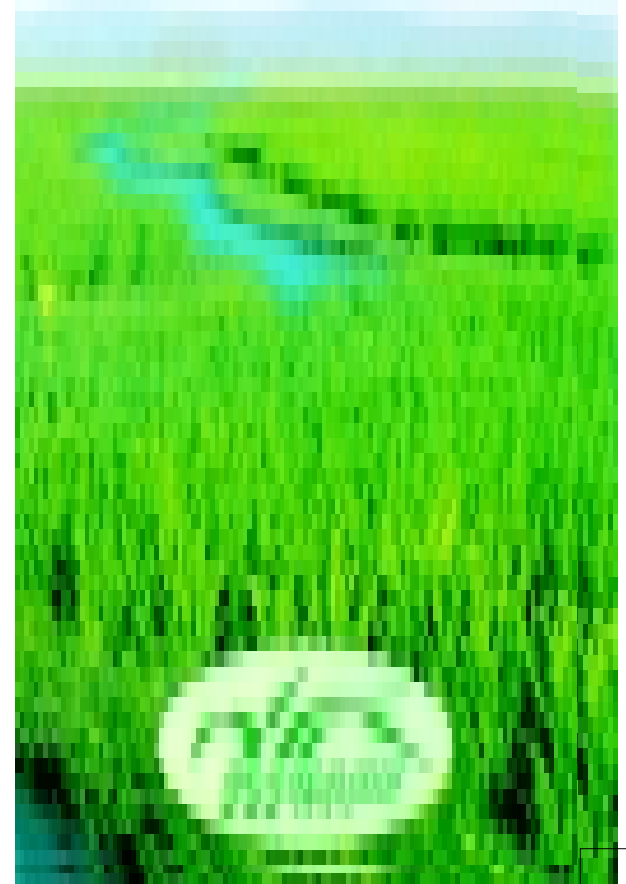
The Fifteenth Foundation Day was celebrated on 11th June 2001 in a big way. Many programs were scheduled for the day. The Inaugural function was held in the sprawling hall of the new building, namely, The Chaupal. All the staff, faculty and participants of various training programs attended the function. Sri.S.K.Arora, former Director General of MANAGE, (presently the Principal Secretary Finance and Planning, Government of Andhra Pradesh), was the Chief Guest. During his arresting address, he emphasized on fuller utilization of resources available at our disposal. He said that in developed countries even office premises will be put

to use 24 hours a day. Sri Goel complimented Sri Arora for constructing such a beautiful and elegant buildings which we are enjoying today. He assured that the mission would continue as envisaged by his predecessors. He further assured that efforts will be made to multiply the corpus fund.

After the formal inauguration visitors and guests went round a photo exhibition. It was a rare collection of 40 photographs, meticulously selected by Sri Jagan Mohan Rao from the archives of MANAGE library. Photos depicted the

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## Participatory Process Monitoring & Evaluation

Ms. Madhuri Newale, Consultant, NRM and Dr. N.K. Sanghi, Director, NRM

Monitoring and evaluation (M&E) are the important management tools to aid effective implementation of programmes and projects. By and large monitoring and evaluation (M&E) is carried out by outsiders (including project managers and consultants); even in projects which are planned and implemented through participatory approach. Major emphasis during M&E is laid on quantitative aspects (like physical and financial progress, economic impact of project investment etc.). Very little attention is paid on qualitative aspects (like level of participation of community, sustainability of physical structures, functioning of new institutional set up created at village level, etc.) as well as on operational modalities adopted for various activities. Further analysis of information collected during M&E, usually gets delayed, with the result timely follow-up action is not taken.

The nature of M&E has undergone considerable transformation over the last few decades. These transformations have the focus on making M&E concurrent with

implementation, more participatory, more forward looking and more of a learning, capacity building and empowerment tool.

Government of Andhra Pradesh, has recently taken up Andhra Pradesh Rural Livelihoods Project with the sponsorship of DFID. The programme aims at introduction of livelihoods component in the ongoing watershed programme. This will help to strengthen the programme by ensuring equity to resource poor families and women. MANAGE, has been given a project to develop Participatory Monitoring and Impact Assessment System (PMIAS) for the programme.

Work has been initiated with preliminary field visits to understand the current system of implementation, understanding the processes and development of M&E framework. A three days workshop was conducted during 9-11<sup>th</sup> June 2001. The same was facilitated by an international consultant Mr. Michael Felton. The M & E system being developed by MANAGE will focus on the following aspects:

- Introduction and Promotion of self-monitoring by the community based organizations (CBOs) to empower them to plan and monitor their own progress on a regular basis.
- Monitoring of processes related to participation, equity, women's empowerment and eco-friendliness
- Adoption of participatory methods for M&E so as to use this as a learning opportunity
- Joint analysis of information, experience sharing and feeding the learnings into the implementation

Dialogue has been initiated with orientation workshops on the Participatory Process Monitoring and Evaluation (PPME). A three days workshop was conducted from 27-29<sup>th</sup> June 2001 to develop a Participatory Situation Analysis and Action Planning Methodology, which is a pre-requisite of the PPME. Members of three District Capacity Building Centres participated in the same.

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growth of the institute in a chronological way: earlier Director Generals, and a few innovative activities like Vermi-compost pit, drainage recycling facility, Watershed structure, cyber extension etc. The Exhibition added color to the occasion.

The Foundation Day coincided with the inauguration of a

unique training program for secretarial staff. (See detail elsewhere in this issue). The entire day was packed with hectic activity. As a surprise to all participants and staff were treated to a sumptuous delicious lunch with a traditional touch — on the floor, in a dinner-leaf with water in mud pots, served with heart-felt love and warmth!

The day was definitely memorable in many ways. The media had widely covered the day's happenings in most of the leading newspapers.

Fifteen Years of useful existence is a matter of pride to all concerned. For a brief history of MANAGE see Box: "How it was all Started ..".

## Distinguished Visitor

Sri R.C.A. Jain, Additional Secretary, Ministry of Agriculture, Government of India visited MANAGE on 27<sup>th</sup> July, 2001. He interacted with faculty members on issues like private extension, agri-preneurship development and agri-business management. While appreciating the initiating taken up by MANAGE in these areas, he emphasized the need for documenting and disseminating success stories. He also had discussions with representatives of Samaikya Agri-Tech Private Limited, a private Extension Services Provider in Andhra Pradesh.



Visitor taking a brisk tour around the campus

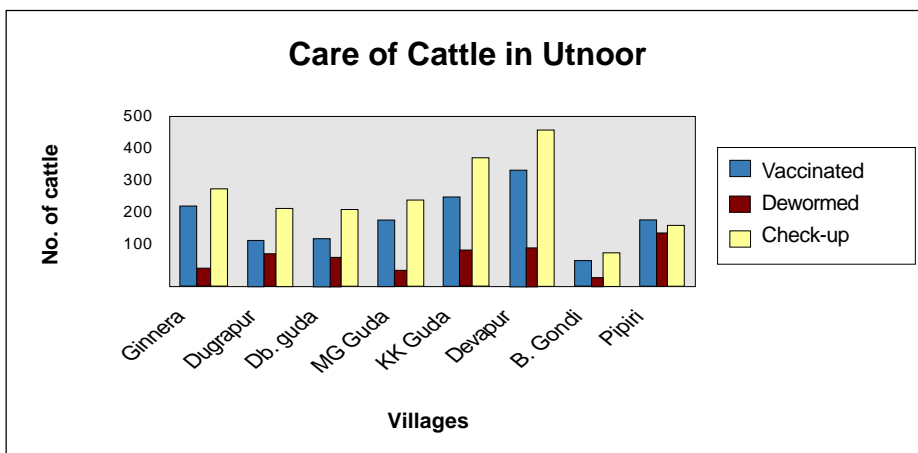
## PAR Project cares for Animals...

Dr.M.A.Kareem

As a part of Farm and Family system approach under Participatory Adaptive research Project, animal husbandry camps were held in Utnoor in eight villages. A total of 1600 cattle were vaccinated, 686 were dewormed and 2111 were given health checkup and consequential treatment as was needed. The adjacent chart gives the quantum of work carried out.



Gentle health care of farm animals



## Video Conferencing with Rural Communities

Dr. V.P. Sharma



Video Conferencing Demo in TIVOLI gardens

MANAGE participated in a 6-day long cultural meet "Andhra Sangita Saamskritika Mahotsavam" organised by "Sanatana Dharma Charitable Trust and Sivaganga Sangita Parishath" of Bhemunipatnam, A.P., at Tivoli Gardens, Secunderabad during June 4-9, 2001. Over 15,000 people attended the meet from all across the Andhra Pradesh. MANAGE displayed its technical literature on Extension Systems and Models, Vermi-composting, Rain Water Harvesting, Drain Water Harvesting and CDs and Video cassettes on Cyber Extension. The MANAGE stall also had "Video Conferencing" on-line right from 10 a.m. to 7 p.m. daily. The MANAGE

stall was visited by almost each visitor, and we received very many questions on our training and consultancy activities. The Video Conferencing was the most attractive feature of the MANAGE stall. Almost all the visitors had one-to-one discussion with senior MANAGE Faculty, who were sitting at video conferencing studio at MANAGE Campus. The people asked questions on marketing issues, the WTO issues, and extension strategies and also on technical guidance on various crops and farming systems. MANAGE had arranged for the technical advice from ANGRAU scientists.

The cultural meet gave MANAGE a good platform

to extend its services to common people, at a common place. We ensured quality reply to each technical question on Agriculture by concerned experts. The utility of "Cyber Extension" was convincingly demonstrated to the rural communities. Among the prominent visitors were Shri A.V.S. Reddy, Principal Secretary, Government of A.P., Dr. N.V.S. Koteswar Rao, Dy. Director General, National Informatics Centre, Hyderabad, Padma Shri Akkineni Nageshwar Rao, eminent cultural personality of A.P. The MANAGE stall was organised by the Information Technology Group of MANAGE - Dr. V.P. Sharma, Mr. K. V. Rao, Mr. A.S. Charyulu, Mr. M. Srinivas Rao, Mr. V. Sanjeev and Mrs. B. Renuka Rani.

## A Training Program Unique in Many ways



Training Programme on "Positive Attitude, Trust and Inter-Personal Skills for efficient Secretarial Work"

A Training Program called "Positive Attitude, Trust and Inter-Personal Skills for Efficient Secretarial work" was organized during 11th to 15th June 2001 in MANAGE. It was very unique in several ways. It was conceived, developed and organized by Sri. P. Mallikarjuna Charyulu, a Senior Stenographer of the Institute. The course curriculum, selection of resource persons, writing and preparation of course material, marketing of the course among the various Institutes in the region - all were done by Charyulu and his colleagues. Resource persons for the course were all drawn from persons of the same group of clerical and secretarial staff of the institute.

There were 26 participants from nearby institutions like: ANGRAU, APARD, APERL, CIRE, CRIDA, DOR (ICAR), EEI, NIRD, NAARM, NGPBR, PDP (ICAR), SVNPA.

Topics covered included:

1. Communication Skills and Personal Secretaries
2. Improving Office Productivity and Liaison & Public Relations
3. IT Skills and its benefits
4. Total Quality Management
5. Teleconferencing and Video Conferencing
6. Getting along with the Boss
7. Team Building

8. Personality of PAs PS and Stenographers
9. Developing Executive Secretaries of the Future etc.

The overall feedback on the satisfaction derived by the participants was 87%. For the first time the entire course material was distributed in a CD. The participants were thrilled about practical exercises during "Team Building session". The marketing of the course was so effective that the course was over booked. Charyulu is already planning for a further course, this time with the active co-operation of a few of those who have been participants! In appreciation of the excellent efforts put in by Sri Charyulu, DG presented him with a Laptop.

## Sixth Batch of PGPABM Begins.....

Academic Activity of Sixth batch of Post Graduate Program on Agri-Business Management (PGPABM) was inaugurated by Director General, Shri. A.K.Goel, I.A.S. during a business-like function on 25<sup>th</sup> July 2001. Thirty students were admitted into the course after a rigorous selection process comprising of: Computer based Objective Tests conducted through 16 centers of NIIT, personality test and interviews. The group

represented 13 universities. 13 are PG degree holders and 7 have work experience. Gender ratio is 26 men and 4 women.

Dr. Vikram Singh welcomed the students. Students and faculty members who were present introduced themselves thus paving way for everyone to know each other though briefly. Sri. Goel, in his inaugural address, stressed on the rich cultural heritage that various cities

(from where the students came) have to offer and how we can benefit by the same. He also described the challenges ahead of them along with solution and wished that the students would come out successfully.

One could witness there a group of vibrant, enthusiastic and energetic young learners radiating lot of hope. LET US WISH A HEARTY WELCOME TO EVERYONE OF THE PGPABM STUDENTS.



*Foundation Day, relaxing after food for thought*

### How it was all started...

The National Institute of Agricultural Extension Management (MANAGE) was established in the year 1987 as an Autonomous Organisation under the Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India with a mandate to assist Central, State Govt., Public Sectors Organisations for effective management of their agricultural extension systems. It was registered under the Public Societies Act as an Autonomous Organisation during 1987. The acronym of the Institute "MANAGE" seems to be typical but it aptly suits for creation of National Centre for Management of Agricultural Extension. Later in the year 1992, its status was elevated to that of a National Institute in recognition of its retained since it so well reflected its prime concern. Initially the Institute was operated in the premises of the National Institute of Rural Development (NIRD). Dr. Balram Jakhar, the then Union Agriculture Minister, Govt. of India and Late Shri. N.T. Rama Rao, the then Chief Minister of Andhra Pradesh have inaugurated the new buildings of MANAGE on 29<sup>th</sup> July, 1995. The present campus, which is about 42 acres, is aesthetically inspiring with sprawling beautiful lawns, colourful and captivating perennial streams, and creates a unique ambience of serenity for the pursuit of education and personal growth.



Sixth batch PGPABM - classes have started. The Lecturer must have said something funny. Students are all smiles.

## Multimedia CDs:

1. Cyber Chaupal: Seminars and symposia held at Pragati Maidan in Delhi during 24<sup>th</sup> Feb to 1<sup>st</sup> March 2000. Includes a seminar on IT in Agriculture sponsored by Manage.
2. Krishi Expo. Video coverage of Agricultural Exhibition, Cyber Chaupal. Video coverage of Cyber extension activities in several NATP districts carried out with the help of IT facilitators.
3. Krishi Gnana Yatra. As a part of NATP activities in Ranga Reddy District, several groups of Women leaders were trained in the use of computers, Internet, Video conferencing. They were also exposed to NRM activities in MANAGE. This CD captures their experiences and enjoyments.
4. "Positive Attitude, Trust & Inter-Personal Skills for Efficient Secretarial Work" Course
5. "Vivasaya Panchangam": (Farmer's Almanac). E-book version in CD of the Annual Year Book of ANGRAU for 2001-201 giving Crop wise cultivation advise. (Telugu).
6. Workshop on Capacity Building and IT facilitators Development. (August 3-11 2000). Contains Video coverage of the proceedings, course material etc).

NOTE: Most of the publications of MANAGE are made available in electronic form in full text format at our web site: [www.manage.gov.in](http://www.manage.gov.in)



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**Forthcoming Conference...**

National Conference on "Agribusiness and Extension Management - status, Issues and Strategies" will be held at **MANAGE**, Hyderabad during 7<sup>th</sup> to 8<sup>th</sup> December 2001.

Following issues will be discussed:

1. To identify the potential of agri-business and its relevance to improve farming situation;
2. Effective transfer of knowledge based inputs to agribusiness at various levels;
3. Establishing and promoting agri-business extension activities and services at Village level.
4. Promoting activities related to Value addition and

5. Effective utilization of information technologies for agri-business activities.

For complete details like Call for papers, Venue, Registration and participation fees, boarding and lodging etc please write to: Dr.B.S.Hansra, Assistant Director General (Agri Extension), Krishi Anusandan Bhavan, Pusa, New Delhi 110 012

(Phone: 011-5731279 (o) and 011- 4101064 ® Fax: 011 - 5731277 email: [hansra@kab.delhi.nic.in](mailto:hansra@kab.delhi.nic.in).

First Announcement of the Seminar can be had from MANAGE also : [vkramsingh1957@yahoo.com](mailto:vkramsingh1957@yahoo.com)

**Information Resource Center: New Publications****Books**

1. Strategic Research and Extension Plan for Prakasam District. (SREP Series 7). Hyderabad, MANAGE. 2001. 393 pages
2. Strategic Research and Extension Plan for Jalandar District. (SREP Seroies 8). Hyderabad, MANAGE. 2001. 175 pages.
3. Strategic Research and Extension Plan for Amravati District. (SREP Seroies 11). Hyderabad, MANAGE. 2001. 154 pages.

1. Manage Series on WTO and Agriculture: Number 1. June 2001. Focus: Rice
2. Manage Series on WTO and Agriculture: Number 1. July 2001. Focus: Wheat.

**Reprints**

Following booklets were out-of-stock for some time. They have been re-printed to satisfy heavy demand:

1. Manage NATP Series 1: Innovation in Technology Dissemination.
2. Manage NATP Series 2: Agricultural Technology Management Agency (ATMA).
3. Manage NATP Series 3: Strategic Research and Extension Plan Guidelines.

**Newsletters**