

## From the Director General's Desk



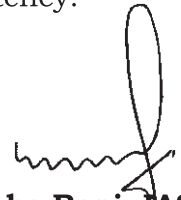
**Smt. V. Usha Rani, IAS**  
Director General

Agriculture today has become very scientific and the farmer wants scientific advisory that is very specific to the situation. We require top class specialists in a particular crop or enterprise, considering that raising a crop is highly investment oriented and the farmer cannot afford to lose.

Keeping this in view and in order to address the same, the National Institute of Agricultural Extension Management (MANAGE) has come up with a new program called "Certified Farm Advisor/ Certified Livestock Advisor" to suit today's farmers. This program aims to develop Extension Personnel into Specialists in a particular Crop/Livestock.

The program consists of three modules. The first Module is on basic aspects of latest technologies in Crop /Livestock and extension methodologies wherein the enrolled candidate has to undergo 3-months online training. The Course content has been developed by MANAGE with the help of experts. In the second module, depending on the chosen specialisation, the candidate will undergo rigorous training in the concerned ICAR institute. This is expected to help the candidate have in-depth knowledge and learn about the latest technologies relevant to the specific

crop/enterprise. After completing the training, as part of the third module the candidate would be associated with Mentor Scientists from the concerned Research Institute for a period of one year for technical guidance to face field level challenges. On completion of this module, the candidate's knowledge will be assessed based on the identified parameters, to be declared as a "Certified Farm Advisor" or "Certified Livestock Advisor" jointly by MANAGE and the technical partner institute. We thank the technical partner institutes for collaborating in this program. I hope public and private extension functionaries will take advantage of this program to equip themselves with enhanced skills and competency.



**(Smt. V. Usha Rani, IAS)**  
Director General

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## Certified Farm Advisor/Certified Livestock Advisor Program for Professional excellence

MANAGE has launched a new initiative - Certified Farm Advisor/Certified Livestock Advisor Program to develop a cadre of Farm/Livestock Advisors among the public and private extension functionaries.

There are around hundred research organizations under the umbrella of Indian Council of Agricultural Research (ICAR) and Universities in Agriculture and Allied sectors which are generating technologies to address the emerging problems in the farming sector. Though there is a system of learning within the department, at present there is no structured capacity building program to take forward the generated technologies from the research stations to the extension functionaries. Currently, the extension functionaries attend some training programs within the states; however this does not help them to develop comprehensive understanding about current challenges and technological options available to address those challenges.

In view of this, it was felt necessary to have an exclusive systematic and structured program to enhance the core competencies of extension functionaries in terms of knowledge and skills in appropriate technologies in agriculture and allied sectors. In this context, MANAGE launched "Certified Farm Advisor/Certified Livestock Advisor Program".

### Objective

The objective is to create a cadre of "Certified Farm Advisors/ Certified Livestock Advisors" by suitably enhancing the core competencies of public and private extension professionals in appropriate technologies of agriculture and allied sectors to enable them to deliver effective "Technical advisory services" and thereby address the field-level problems faced by the farmers.

**Program Structure:** The program is divided into three modules.

**Module-I** (for 3 months): This will cover important and emerging areas, and deal with sector specific latest technologies and management aspects through an online platform.

**Module-II** (for 15 days): On completing the first module, the candidate can opt for any particular crop/enterprise to become an expert in that subject. Based on the choice of the crop/enterprise, the candidates will be sponsored to undergo training for a period of 15 days at relevant ICAR institutions/SAUs or any reputed institute. During the training, the



*Release of Book and Videos on Certified Farm Advisor Program by Secretary (A&C) at Agripreneurs Convention*

candidate is expected to gain in-depth knowledge and learn about the latest technologies related to the selected crop/enterprise.

**Module - III** (one year): After completing the above, the candidate will be associated with a Mentor Scientist from the concerned Technical Partner Institute for handholding support for a period of one year. This support will be in the form of technical guidance to extension functionaries whenever they face problems in the field, while applying technical knowledge/skills acquired in the chosen specialization.

After completing all the three Modules the competency of the candidates will be assessed on their specialization, and the candidate will be recognized as "Certified Farm Advisor" or "Certified Livestock Advisor" jointly by MANAGE and the concerned ICAR/other partner institute.

**Eligibility for enrolment:** An Extension Officer/Agripreneur, up to the age of 55 years, who is a Graduate in Agriculture, Horticulture, Animal Husbandry and other Agriculture related courses, is eligible for enrolment.

**Fee:** Course fee for extension functionaries working in Government departments is ₹ 5000/-. For private candidates and Agripreneurs, fee is ₹15000/-per candidate.

It is expected that Candidates completing this program will acquire knowledge on a particular specialization. Once the candidates are recognized as "Certified Farm Advisor" or "Certified Livestock Advisor", stakeholders could contact them for their services.

For more information please contact Dr. N. Balasubramani, Deputy Director, MANAGE at [balasubramani@manage.gov.in](mailto:balasubramani@manage.gov.in)



## First National Agripreneurs' Convention and Agri Startups Exhibition



*Shri Shobhana K Pattanayak, IAS Secretary (A&C), MoA & FW, GoI, launching the Event with Shri C. Parthasarathi, IAS, Agriculture Production Commissioner, Govt. of Telangana, Smt. V. Usha Rani, IAS, Director General, MANAGE, Dr. David Berguinson, Director General, ICRISAT, Dr Ravindra Babu, Director IIRR and Dr. Srinivas Rao, Director CRIDA*

The Agri Clinics and Agribusiness Centres (AC & ABC) Scheme was launched by the Ministry of Agriculture & Farmers Welfare, GoI, to supplement the efforts of public extension and create gainful self-employment opportunities for unemployed agriculture and allied graduates. MANAGE is coordinating training and handholding of the selected agriculture professionals under the scheme. Since inception, 53349 candidates have been trained and 21189 agripreneurs have established agri ventures under the Scheme.

In order to bring together Agripreneurs from different states, create a platform for them to link with business partners and recognize their services to farmers, MANAGE organized the First National Agripreneurs' Convention, Agri-Startups Exhibition and Award Ceremony at Hyderabad during 7-9th March, 2017. This event was the first of its kind in which 125 Stalls showcased Agri-Startups and Institutional support to Agri-Startups.

Over 1000 Agripreneurs participated in the Convention. There were around 5000 visitors during the three day Convention which focused on Business expansion, networking and partnerships. Fifty-three outstanding Agripreneurs representing 25 States were awarded and honored.

During the convention, Shri Shobhana K Pattanayak, IAS, Secretary (A&C), MoA & FW, GoI released a book on Governance of Agricultural Extension and Advisory Systems, agricultural films made by Mr. Jagadish Dhanani, an Agripreneur from Gujarat, a book and videos on Certified Farm Advisor and the Millet Calendar - 2017 of Indian Institute of Millets Research. Addressing the delegates, the Secretary (A&C) mentioned that, India is a super power in Agriculture now and today the whole world is coming to India and wants to invest in India.

Smt. V. Usha Rani, IAS, Director General, MANAGE during her address, emphasized the need for Agripreneurship in the country and MANAGE achievement in implementing AC&ABC scheme over the last one decade. Shri C. Parthasarathy, IAS, Agriculture Production Commissioner, Govt. of Telangana, lauded MANAGE for bringing together all stakeholders to share their experiences, innovative models and their products/services.

There were 125 Agripreneurs from 25 States presenting their novel products/services and showcasing their technologies. In addition, there were several stalls by Institutions viz., NIPHM, IIMR, CRIDA, DPR, NAARM, PJTSAU, NABARD, PNB and MANAGE.

## Awards to Agripreneurs

National and State level Best Agripreneur Awards were presented to 53 outstanding Agripreneurs from 25 states. Successful awardees shared their experiences and success stories. Among National level Awards, Shri. Samir Ranjan Bordolai, from Jorhat, Assam was awarded Ist, Shri Gajendra kumar Kantilal Bamania from Godhara, Gujarat was awarded IInd while Shri Praveen Srivastava from Varanasi, Uttar Pradesh was awarded IIIrd.

The Convention provided an opportunity to Agripreneurs to share innovative extension agri-startups and agripreneurial opportunities. There were sessions by resource persons from agricultural institutions, banking sector, agribusiness sector, on Agricultural Finance for Agri Start-ups and opportunities in different sectors.



*Shri Shobhana K Pattanayak, IAS Secretary (A&C), Smt. V. Usha Rani, IAS, DG MANAGE and other dignitaries interacting with Agripreneurs at the Stalls*

Shri C. Parthasarathy, IAS, Principal Secretary (Agriculture), Government of Telangana during the valedictory address called upon the Agripreneurs to develop a mechanism to reach the doorstep of consumers with quality products, at a reasonable price and ensure timely delivery to ensure a good market.

## MANAGE Internship – Mentoring next generation Extensionists

MANAGE Internship for Post Graduate Students of Agricultural Extension is a 3 month experiential learning program to integrate knowledge and theory of extension education with practical application and skill development in a professional setting. Interns get an opportunity to learn recent advances in extension education, gain valuable applied experience, and network among the agricultural extension stakeholders.



The objectives are to provide knowledge support to students for pursuing innovative research ideas, give an opportunity to take up short term topical research, inculcate professional dynamism among the extension students and impart practical knowledge and exposure to GoI schemes.

For more details please contact Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, Hyderabad at [saravanan.raj@manage.gov.in](mailto:saravanan.raj@manage.gov.in)

## International Programs

MANAGE is organizing international training programs, as part of Feed the Future India Triangular Training Initiative (FTF-ITT), for adapting technological advances and innovative solutions to address food security challenges in Africa and Asia. MANAGE is collaborating with USAID to train officers belonging to various African and Asian countries and with various Institutes which

offer the latest knowledge to meet the ever growing demands while conducting these programs. Technology blended with Extension Management is the theme of most of these programs. During March-April 2017 MANAGE organized four International programs in collaboration with USAID and various Indian institutes.



- The Fourth International FTF ITT training program was organized on ‘Agripreneurship Development among Farm Women’ in partnership with “Kudumbashree” at Kerala Institute of Local Administration (KILA), Thrissur, Kerala, India during 1st - 15th March, 2017. The objectives were to introduce the concept of Agripreneurship among farm women learn from successful models implemented by Kudumbashree and develop a work plan for operationalizing Agripreneurship among farm women. Twenty five executives from eight countries viz., Mozambique, Afghanistan, Liberia, Uganda, Ghana, Kenya, Mongolia and Malawi attended the program.



- “Farm Mechanization for Small Farmers” was the sixth international program organized during April 11-25, 2017 at ICAR-Central Institute of Agricultural Engineering (CIAE), Bhopal. Twenty three executives of nine countries, viz., Afghanistan, Botswana, Ghana, Kenya, Liberia, Malawi, Mozambique, Uganda and Mongolia participated in this program.

Focus was on appropriate mechanization of small farms in developing countries. Participants were oriented to manual, animal operated, power tiller operated, tractor drawn and self-propelled machines suitable for small farmers and on post-harvest processing machines, technologies and renewable energy gadgets.



- The Fifth International FTF ITT Training Program was organized on Production and Post-Harvest Technology for Tuber Crops at Central Tuber Crops Research Institute (ICAR-CTCRI) from 4th- 18th April, 2017 at Trivandrum, Kerala. Under this training program 23 professionals and policy makers from seven countries viz., Botswana, Ghana, Kenya, Liberia, Malawi, Mozambique and Uganda were trained on tuber crop production and its post-harvest technologies.



- The Seventh International Training Program on Modern Dairy Technology and Management, was organized during 15-29 April, 2017 at ICAR-National Dairy Research Institute (NDRI), Karnal, Haryana. The main objective of this training was to acquaint participants with developments in value chain in India in milk production, processing and marketing to minimize the marketing channels; orient to linkages among various stakeholders; safeguard interests of producers as well as consumers.



## PGDAEM Update

The Post Graduate Diploma in Agricultural Extension Management (PGDAEM) was launched by MANAGE on a distance mode for extension functionaries of Agriculture and allied sectors in Central/State/UT governments, SAUs, KVKs and also for functionaries working in Agri-business companies and Agri-enterprises, NGOs, Banks and Cooperatives etc. The program has received an overwhelming response from both public and private sector.

### PGDAEM on MOOCs

In order to increase the outreach and cover a larger number of candidates, MANAGE has launched the PGDAEM program on an online e-learning platform - Massive Open Online

Courses (MOOCs). The course is open to graduates (both Indian and foreign nationals) of various disciplines. Please log on to <http://www.manage.gov.in/moocs/pgdaem-moocs.asp> for more details.

### PGDAEM in Afghanistan

MANAGE has signed an MOU with the Ministry of Agriculture, Irrigation and Livestock (MAIL), Afghanistan in May, 2016 for launching the program in Afghanistan on a distance learning mode. Admissions are in process.

Please contact Dr. K. Uma Rani, Director & Principal Coordinator (PGDAEM), MANAGE, Hyderabad, [directoraem@manage.gov.in](mailto:directoraem@manage.gov.in) for more details.

## Improving Agricultural Extension and Advisory Services

A Training program on 'Improving Agricultural Extension and Advisory Services' was organized at MANAGE, from April 19-21, 2017.

The objectives of the program were to appraise recent advances in Agricultural Extension and Advisory Services (AEAS) in governance, advisory methods and cross cutting themes of AEAS and to apply improvements in extension and advisory services in the participants' work environment. The participants included scientists from KVK, senior and middle level officials from Agriculture Departments, and ATMA Project Directors from states of Chattisgarh and Karnataka. The participants were introduced to the concepts of extension pluralism, private extension and experiences of AC&ABC, Agricultural Innovation Systems, ICTs and social media as advisory methods,

and climate smart agriculture. Through interactive exercises, the participants shared their understanding and experiences on the changing role of extension, challenges and opportunities of using ICTs in field conditions, role of extension beyond technology transfer, and finally came up with individual action plans as part of take away knowledge to be implemented in their own work sphere.



*Training participants in improving functional skills*



*Dr K Srivally, receiving the award on behalf of MANAGE*

### Award for MANAGE for implementation of Hindi Language

MANAGE participated in Rajbhasha Pradarshani organized by South Central Railway, Secunderabad in Rail Kalarang Auditorium on 21-03-2017. MANAGE received 'Uttam Kaaryalay' award for implementation of Official Language.



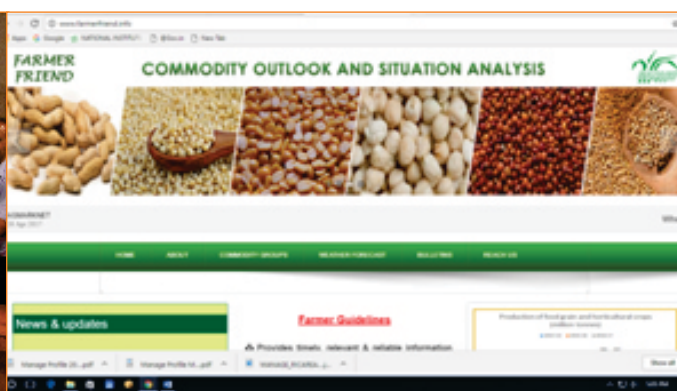
## MANAGE Launches farmerfriend.info website

A website on “Commodity Outlook and Situation Analysis” <http://www.farmerfriend.info> was launched by Smt. V. Usha Rani, IAS Director General, MANAGE on 20th April 2017.

The objective is to bring together information related to demand and supply, prices, quality standards and export opportunities for various commodities on one platform, for the benefit of agricultural officers and farmers, and reduce the information gap to enable better decision making by farmers.

The website provides information on various issues of farming, price trends, weather forecasting, package of practices, cost and benefit of all major crops; national & global scenario of supply & demand opportunities for exports for major commodities and Guidelines of various government programs.

For more details please contact Dr. Amarender Reddy, Director (Monitoring & Evaluation), MANAGE at [amarender.anugu@manage.gov.in](mailto:amarender.anugu@manage.gov.in)



Launch of website by Director General

### Research Study

## Analysis of Extension Approaches in Allied Sector

The extension approaches followed by different institutions and extension service providers have resulted in wider spread of modern technologies and increase in agricultural production worldwide. However, the extension component in the allied sector is found to be generally weak. In this context MANAGE took up a study on “Analysis of Extension Approaches in Allied Sector” to analyze extension approaches and methods and suggest appropriate measures.

The specific objectives were to explore the extension approaches and methods adopted by allied sector departments like Animal Husbandry, Horticulture, Fisheries and Sericulture, private and other extension service providers like KVKs, NGOs and Cooperatives; assess the level of knowledge of allied department officials about various extension

approaches; know the perception of farmers on the delivery of extension services by allied sector departments; understand the constraints in adoption of extension approaches by allied sector departments; and in convergence of extension services and suggest strategies for strengthening extension delivery mechanism. The study covered four states viz., Maharashtra, Odisha, Karnataka and Uttar Pradesh.

The recommendations are expected to help economic planners and Government to explore new opportunities in strengthening the allied sector staff as well as to design strategies in relation to national economic planning.

For more details please contact Dr MA Kareem, Deputy Director, Center for Allied Extension, [makareem@manage.gov.in](mailto:makareem@manage.gov.in)

## New Publications

### Manual on Good Practices in Extension Research & Evaluation

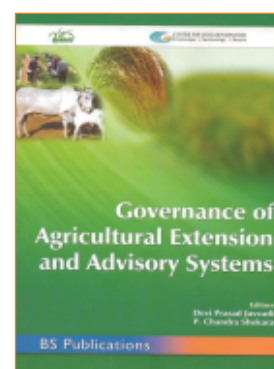


Manual on Good Practices in Extension Research and Evaluation is developed as a hands on reference manual to help young researchers, research students, and field extension functionaries in choosing the right research methods for conducting quality research and evaluation in extension. This is an outcome of a Workshop on 'Good Practices in Extension Research and Evaluation' jointly organised by the ICAR-National Academy of Agricultural Research Management (NAARM), Centre for Research on Innovation and Science Policy (CRISP), Agricultural Extension in South Asia (AESAs), ICAR-Central Tuber Crops Research Institute (ICAR-CTCRI), and the National Institute of Agricultural Extension Management (MANAGE) at NAARM, Hyderabad (India), during 29 November-2 December 2016.

This manual builds on the experiences derived from this workshop and the feedback received. This Manual may be used by researchers to refine and update their knowledge on how to approach research in extension in a more systematic and scientific manner.

### Governance of Agricultural Extension & Advisory Systems

A book on “Governance of Agricultural Extension and Advisory Systems” was released. The book brings together experiences shared by delegates during the International Conference on Good Governance in Agricultural Extension organized by the Center for Good Governance (CGG), Hyderabad in association with MANAGE, during 3-4 September, 2015. The conference was organized to share lessons, approaches, models and best practices related to governance of agriculture and extension sectors in India and African countries. The book is a judicious blend of various public, private and cooperative models shared by participants from Kenya, Liberia, Malawi and India in agricultural extension service delivery.



## Faculty News

Dr. A. Amarender Reddy, Director (M&E) participated in the World Bank Land and Poverty Conference 2017: Responsible Land Governance - Towards an Evidence-Based Approach during March 20-24, 2017 at World Bank, Washington DC. He presented two papers on “Impact of land rights and titles on agriculture in tribal villages in India” and “Rehabilitation and Resettlement in Tehri Hydro Power Project-India”.

Dr P.Chandrashekhara, Director (Agricultural Extension) represented MANAGE at the Fourth meeting of India-Indonesia Joint Working Group on Agriculture at Jakarta during April 15-18, 2017.

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**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, India.  
Tel:+91 (0) 40 24016702-706 Fax:+91 (0) 40 24015388

Chief Editor:

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

Executive Editor:

**Dr. Saravanan Raj**

Editors:

**Dr. Lakshmi Murthy & Dr. AS Charyulu**

Compilation and Design:

**Mr. P. Sharath Kumar**

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