



From the National Institute of Agricultural Extension Management

March - April 2018

From the Director General's Desk

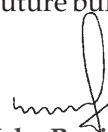
The Fourth quarter of the Financial Year (2017-18) was full of activities. International training programs reached the highest record. All the four international training programs conducted during this quarter received high appreciation from the participants. The efforts of Dr. S.R. Voleti, Acting Director, ICAR-IIRR; Director General, NIPHM; Dr. R.R.B. Singh, Acting Director, ICAR-NDRI, Karnal; and Dr. C. Anandharamakrishnan, Director, Indian Institute of Food Processing Technology (IIFPT), Thanjavur, Tamilnadu were highly appreciated for making these programmes successful.

Distress of farmers is an issue always bothering all of us. In spite of many welfare measures of Governments, the farmers' distress continues. MANAGE has conducted a Workshop on Dimensions of Agrarian Distress and interesting findings have emerged like need for long term policies of international issues affecting Indian farmers, etc.

The Workshop on Farm Mechanization conducted during this period focused on Extension services required to promote on Farm Mechanization. Another interesting workshop was conducted on Decentralized Seed Systems which gave hope to farmers' initiatives supported by NGOs that can make them self-sufficient in seed production avoiding huge seed costs for procurement from markets.

The new initiative started by MANAGE are one-month courses for CEOs of "Farmer Producer Companies" and "Supply Chain Management for Aggregators". Apart from the training activities, progress on DAESI, AC&ABC and other Research and Educational activities is overwhelming.

The Organization's performance depends on the performance of each and every employee of the organization. I am proud of all my employees of MANAGE. They can make anything happen in any situation. To recognize the efforts of employees, a new feature is introduced in this Bulletin called "Silent Heroes". This bulletin covers the story of Shri S. Purna Chandra Rao, Driver working at NIPHM. His contribution to MANAGE is placed on record. While I was holding the full Additional Charge for the post of DG, NIPHM for nearly 20 months the committed services rendered by him are highly commendable. There was no day he came late to office. Future bulletins will cover many such "Heroes" from MANAGE.


(V. Usha Rani, IAS)
Director General



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International Programs

Training Program on Critical Production and Processing Technologies in Rice



The 21st FTF ITT International Training program organized during 20th February to 6th March 2018 at the Indian Institute of Rice Research (IIRR), Hyderabad was designed to introduce the production and processing technologies of rice, to demonstrate the available technological options to the executives, sensitize on eco-friendly technologies and profitable avenues. Twenty Executives from seven Asian and African countries namely, Afghanistan, Democratic Republic of Congo, Ghana, Liberia, Myanmar, Sudan and Uganda participated in the training program. The Program concluded on 6th March, 2018 in the presence of the Chief Guest Mrs. Usha Rani, IAS, Director General, National Institute of Agricultural Extension Management (MANAGE), Dr. P. Chandra Shekara, Director (Agricultural Extension), MANAGE, Dr. G.R.Katti, Principal Scientist and Head, Entomology section and Dr. P. Muthuraman, Course Coordinator, IIRR.

Training Program on Plant Biosecurity and Food Safety



The 22nd FTF ITT program organized during 3-17 March 2018 at the National Institute of Plant Health Management (NIPHM), Hyderabad, India aimed at imparting knowledge on national and international regulatory framework, skills on pest risk analysis, phytosanitary treatments, food safety regulations, quality control of pesticides, pesticide residues in food. In addition, aspects such as international food trade, residue analysis of raw agricultural commodities, challenges in residue monitoring, risk analysis, fixation of maximum residue limits, integrated plant health management technologies for food and plant safety, agro ecosystem analysis and ecological engineering concepts for sustainable food production were also discussed in detail.

The program was inaugurated by Ms. I. Rani Kumudini, IAS, Chief Executive, National Fisheries Development Board (NFDB) Hyderabad in the presence of Mrs. V. Usha Rani, IAS, Director General, MANAGE,

Dr.Ch. Sreenivasa Rao, Course Director, NIPHM, Dr. P. Chandra Shekara, Director (Agril. Extn.), MANAGE and Dr. Alice R. P.Sujeetha, Course Director, NIPHM. Twenty three Executives from 10 countries namely Afghanistan, Botswana, Democratic Republic of Congo, Ghana, Kenya, Liberia, Malawi, Myanmar, Sudan and Uganda participated in the program. During the program, executives visited Pomegranate Export Unit –Cold Treatment Unit at Medchal, Forced Hot-Air Treatment (FHAT) facilities at International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), Indian Institute of Oilseeds Research (IIOR), Indian Institute of Rice Research (IIRR), National Bureau of Plant Genetic Resources (NBPGR) and Central Research Institute for Dryland Agriculture (CRIDA).



Training on Management of Dairy Cooperatives



The 23rd International Training Program on 'Management of Dairy Cooperatives' was organized during 10th to 24th April, 2018 at ICAR-National Dairy Research Institute (NDRI), Karnal, Haryana. The program aimed to acquaint the participants with knowledge in principles, planning and technical approach for establishing commercial dairy farms, processing of milk and development of marketing network and to develop a competitive value chain in milk production, processing and marketing to minimize the marketing channels for dairy processing and to establish linkages among the various stakeholders to safeguard the interests of producers as well as consumers.

The program was inaugurated by His Excellency Mr. George Crytone Mkondiwa, High Commissioner, Malawi High Commission, New Delhi, India in the presence of Dr.R.R.B.Singh Director, NDRI, Karnal, Dr. M.A.Kareem, Deputy Director, MANAGE, Hyderabad, Dr.K.S.Kadian, Head, Dairy Extension and Dr.Gopal Sankhala, Programme Coordinator.

A total of 22 Executives from five countries namely Kenya, Liberia, Malawi, Myanmar, Uganda and Mozambique participated in the program. During the program executives visited progressive dairy farms in Haryana.



Training Program on Entrepreneurship Development in Food Processing

The program on Entrepreneurship Development in Food production during 17 April - 01 May, 2018 at Indian Institute of Food Processing Technology (IIFPT), Thanjavur, Tamil Nadu incorporated specialized modules to cover recent trends and advances in food processing, global food business, policy transitions, trade investments and safety regulations in food business. Understanding the technological advancements and commercial viability of food business was also a part of the program. In addition, the program also included managerial skills workshops, enabling capacity building, leadership development to enhance the skills of the prospective entrepreneurs in Food processing.

Focus was on enabling participants to identify the emerging issues that could change or enhance the food business in the coming decades, understand the industry's main drivers of innovation, customers, technology and the environment and how to leverage them and also identify emerging opportunities for growth in both domestic and international markets.



The program was inaugurated by Dr. C. Anandharamakrishnan Director, IIFPT. Dr. N. Venkatachalapathy Associate Professor & Head Food Engineering IIFPT, Er.Sunil C.K Assistant Professor Food Engineering IIFPT were also present on the occasion.

Twenty Executives from six countries namely Kenya, Liberia, Malawi, Myanmar, Uganda and Mozambique participated.

Workshops

Workshop on Dimensions of Agrarian Distress

Farmers across India are agitating due to increasing cost of inputs, lower prices of farm produce and unremunerative nature of agriculture. The agrarian crisis persists even though there is a record production of agriculture in recent years and has many dimensions including social, economic, psychological and political. In order to discuss related issues and come out with solutions, a workshop on Dimensions of Agrarian Distress was organized during 20-21 April 2018 bringing together farmers, academicians and agricultural development practitioners. The Workshop was jointly organized by the National Institute of Agricultural Extension Management (MANAGE), International Crops Research Institute for the semi-Arid tropics (ICRISAT), Centre for Economic and Social studies (CESS) and Telangana Economic Association (TEA).

The Workshop focused on themes relating to, (i) Current status of agrarian crisis in India, (ii) Farm incomes and prices, (iii) Farmer indebtedness and crop insurance, (iv) Small and tenant farmers (v) Input markets (seed, fertilizers, pesticides and labour and machinery) (vi) 'farmers' institutions' including collectives, producer companies.

Smt. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad inaugurated the program with Dr. S. Galab, Director, CESS, Hyderabad, Dr. Masood Ali, Former Director, ICAR-Indian Institute of Pulses Research, Kanpur and QRT Chairman, ICAR-IIOR and Shri. Devinder Sharma, Journalist, Chandigarh. In the inaugural address, the Director General, MANAGE, emphasized on the need for focusing on Agrarian distress and highlighted the need for long term policies of issues affecting farmers.



Workshop on Farm Mechanization

A Workshop on Farm Mechanization: Extension Strategies for small and Marginal Farmers was organised during 25-27 April, 2018 at MANAGE. The objective of the workshop was to strengthen small and marginal farmers of the country in terms of farm mechanization to increase yield and to make available various farm machinery/ equipment; offset the adverse economies of scale due to high cost of individual ownership; improve mechanization in places with low farm power availability; expand mechanized activities during cropping season in large areas especially in small and marginal holdings; provide hiring services for various agricultural machinery/implements and high value crop specific machines applied for different operations; increase cropping intensity and mitigate the effects of climate change.

There were participants from fifteen states of the country drawn from State Government, Academic and Research Institutes, Industries and NGOs.

Smt. V. Usha Rani, IAS, Director General, MANAGE suggested the need for local assessment of problems in crops, development and testing of the machines in the identified area and popularizing the same in the area as a package, to improve the mechanization index. Replicating Successful models, strong interface with industry for developing the machines; developing a model mechanized farm in each village to promote correct usage of implements were also suggested. The scientists and academicians highlighted the path to be adopted by small and marginal farmers to reduce input cost.



National Workshop on Decentralized Seed Systems for Climate Resilient Agriculture in Rainfed Agriculture

Rainfed agriculture faces a high degree of climate variability and related contingencies. Seed requirements of rainfed agriculture are complex and location specific. The formal seed sector (private and government) caters to only 30% of the total seed needs of the country; and its penetration is much lower in rainfed areas. The present public seed system is highly centralized, deals with few crops and only with few varieties. Locally adapted indigenous land races or even registered farmers' varieties are yet to be integrated into the formal seed chains.

"Government – Community" collaboration is showing high promise for establishing a credible 'Seed Support Systems for Rainfed agriculture' as suggested by several emerging experiences. Farmers' Producer Organisations (FPOs) are promoted at scale and are now available, widely providing an expanded social capital base. Community Managed Seed System (CMSS) for example, has taken roots in Andhra Pradesh as a collaboration between Department of Agriculture, FPOs and civil society; producing 60,000 quintals of groundnut seed and supplying about 400,000 kg of local- diverse seeds of rainfed crops to 80,000 farmers (Navadhanya for Crop diversification) in two dryland districts of AP. The system is now also taking roots in Telangana State.

A synthesis of these emerging experiences across the country can help in evolving a policy framework for "Government - FPO" partnership in establishing a credible Seed System for Rainfed Agriculture; it can potentially meet the challenges of variable and changing climate and contribute to growth in rainfed agriculture. In this regard MANAGE organized a two days National Workshop on "Decentralized Seed Systems for Climate Resilient Rainfed Agriculture" on 8th- 9th March, 2018 at MANAGE, Hyderabad to facilitate sharing of experiences across the country and evolve a framework for including "Government-FPO" collaboration in formal public seed systems;

The workshop was organized in collaboration with the Departments of Agriculture of Andhra Pradesh and Telangana states, Revitalising Rainfed Agriculture (RRA) Network, National Bureau of Plant Genetic Resources, Mega Seed Park-IOWA State University, Bioversity International, CSA, IFHD and WASSAN. Around 70 officers participated in the workshop from Departments of Agriculture research institutions, Seed Corporations of different states, civil society, custodian farmers and FPO representatives active in this area.

Course for Prospective Chief Executive Officers (CEOs) of Farmer Producer Companies (FPCs)

Owing to a large number of small and marginal farmers in India, there is a need for their aggregation at grass root level. Several attempts were made in the past to aggregate farmers into cooperatives, groups, self-help groups, FIGs, CIGs and other forms



of groups. However, the success achieved has been limited. Recently, a new model of aggregation in the form of Farmer Producer Company has evolved. The main objective of mobilizing farmers into member-owned producer companies, or FPCs, is to enhance production, productivity and profitability of agriculturists, especially small farmers in the country. It takes care of the entire supply chain and hence is a distinguished model compared to other aggregation models. These groups are professionally managed by a Chief Executive Officer (CEO). However, there is a lack of trained CEOs to carry out the activities of FPCs. Against this backdrop, MANAGE conducted a one month course during March 1-31, 2018 to create trained human resource and provide employment to the rural youth.

Course on Agricultural Supply Chain Management for Aggregators

The dominance of small and marginal farmer to the extent of 80% in the agriculture sector of the country is a formidable challenge. Small farmers not only suffer from diseconomies of scale, but are also deprived of the benefits of integrated supply chains and access to high end markets. This calls for aggregation of farmers at the grass root level. In order to enable the aggregators and manage efficient farm enterprises, their training is a critical element. The aggregators need to be trained in different aspects of supply chain management entailing proper procurement, grading, standardization, transportation, storage, packaging and branding.



The training would enable the youth to acquire skills on assessment of market demand, opportunities and forward linkage solutions and function effectively as aggregators. These trained youth can set up agribusiness village resource centres and provide a variety of marketing services including aggregation for better supply chain. This approach encourages rural entrepreneurship for offering service linkages with medium and larger commodity buyers.

Against this backdrop, MANAGE conducted a one month course during March 1-31, 2018 for rural unemployed youths to act as aggregators and help the farmers in getting higher returns.

Around 23 participants have successfully completed the above mentioned courses. MANAGE was able to arrange placement for six candidates in reputed agribusiness organizations.

Extension Strategies for Management of Organic Certification

Orientation of field level extension functionaries of agriculture and allied sectors on organic farming is the need of the hour to address the challenges of negative impacts of the green revolution. In the present context it is one of the means for doubling farmer's income. The challenges in marketing of organic products hinders the expansion of organic farming. For marketing of organic products, certification for a commodity is a prerequisite. Creating awareness among the extension officials on organic certification is necessary for further extension of organic farming.

Keeping this in view MANAGE and the National Centre for Organic Farming, Ghaziabad organised collaborative training programs on "Extension Strategies for Management of Organic Certification" at MANAGE, Hyderabad. Two three-day training programmes were designed and conducted during January 3-5, 2018 and February 5-7, 2018 for the participants from Agriculture and allied sectors i.e Animal Husbandry, Horticulture and Fisheries. Officers from eleven States participated in the training programs. The major objectives of the program were to appraise the importance of organic certification; differentiate certification systems existing in India and apply the certification standards in farmers' fields.

Smt. V. Usha Rani, IAS, Director General, MANAGE oriented the participants on the importance of Organic Farming and the need for extension of organic certification procedures in the country. Dr. Krishan Chandra, Director NCOF focused on the Status of Organic Farming in India and methods for doubling of Farmers Income. The three day module was designed covering aspects like status of organic farming in India and methods for doubling farmer's income, different types of organic certifications - PGS-India Standards: on line and off line procedures, Policy framework of Organic Agriculture, Market linkages and Marketing Avenues for PGS- Certified Products, agro ecological principles of organic farming, extension strategies for management of organic certification and ICT initiatives. Organic certification is gaining importance in allied sectors too and focus was also on organic certification standards for Poultry, Rabbits, Cows, Buffaloes, Apiculture and Sericulture etc.

Faculty News



Dr. P. Chandra Shekara takes charge as Director General NIAM

Dr P. Chandra Shekara, Director (Agricultural Extension), MANAGE has taken charge as Director General, Ch. Charan Singh National Institute of Agricultural Marketing (NIAM), Jaipur, Rajasthan. Prior to taking over charge as Director General, NIAM, Dr. P Chandrashekara was the Director, Centre for Agricultural Extension Policy, Public Private Partnership and International Centre of Excellence at the National Institute of Agricultural Extension Management (MANAGE) Hyderabad. MANAGE Faculty and Staff wish him all success.

Silent Heroes

Profile

Shri S. Purna Chandra Rao, a Staff Car Driver, at National Institute of Plant Health Management (NIPHM) was associated with MANAGE for 20 months when Director General, MANAGE was also holding the post of Director General NIPHM Duty comes first for Shri S. Purna Chandra Rao. He is known for punctuality and sincerity. There is no single day in his career when he reported late. He attends to his work with a smile. He has total respect for his job. Mr Rao shares his experiences.



When did you join service?

I started my career at Central Surveillance Station, Eluru in 1989, later moved to Central Integrated Pest Management Centre (CIPMC), Vijayawada in 1991 before joining NIPHM in 2006. I have been in this line of work since 29 years now.

People find you duty minded? What motivates you?

I am just doing my duty. I believe in doing justice to my job. Once I leave for work in the morning, my total focus is on work alone. I report before the designated time usually fifteen minutes early. I attribute this quality to my schooling at St. Xaviers, Eluru, where I studied from 6th to 10th class. After schooling, I completed degree on a distance mode.

Tell us about the best appreciation you received

There are a number of instances where my work was appreciated. On one occasion my work was appreciated by my superiors in the presence of my family. The people I worked with in Vijayawada still remember me.

How do you spend your free time?

I like to read during my free time. My work hours are for work alone, and holidays and Sundays I like to spend with my family.

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

My dream was to ensure that my children are well educated and are able to stand on their own feet. My daughter and son have completed B.Tech and are now well placed and this makes me feel proud. All this success I attribute to my job. How can I repay Government for everything except doing duty with dedication.

Shri Purnachandra Rao believes that today is important since the past is over and the tomorrow is unknown. He rates job satisfaction as the most important attribute, adding that if we like what we do, it wouldn't seem like work at all.

His sincerity and dedication to duty have won him admiration from all, and we wish him the best for his future.

MANAGE Bulletin is published by

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