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Awards for MANAGE

The International Business Council, New Delhi have conferred on MANAGE, the Rashtriya Nirman Award and the National Gold Star Award. MANAGE was also awarded the Vidya Rattan award for outstanding achievement by the International Institute of Education and Management, New Delhi. Shri. A.K. Goel, Director General, MANAGE was honoured with Jewel of India Award by the International Institute of Education and Management.

These were presented on April 10th 2003 at New Delhi.

The function was attended by Union ministers, captains of business and industry and intellectuals.

MANAGE IN KRISHI EXPO-2003

MANAGE participated in the Krishi Expo-2003 held at Pragathi Maidan, New Delhi during 10-16th March, 2003. In view of the global challenges and opportunities in the Agricultural Sector, the theme of the expo was selected as "Public-Private Sector Partnership in Agriculture Development". Many central, state government departments in Agriculture and line departments, autonomous organisations, co-operative organisations, ICAR, KVK's and NGO's put up their attractive stalls.

MANAGE projected the theme "Private-Public Partnership in Agriculture Extension management" in general and Agrilicines and Agribusiness Centres scheme and Private-Public Partnership in Agriculture Extension Management of Madhya Pradesh in particular. Thirteen successful agripreneurs representing seven states and Dhanuka Group which is a partner in the Madhya Pradesh project also participated in Expo with MANAGE.

It was estimated that 60,000 farmers visited the expo. Around 20,000 MANAGE publications including bulletins, CD's, Cassettes, Books and Journals were distributed. Video Conferencing facility at the MANAGE stall connected the expo visitors to 19 centres in the country covering 14 states. Uninterrupted Video Conferencing was the major attraction during the Expo



A view of the Stall

which connected visitors with experts and agripreneurs sitting at different states.

Dr.P.Chandra Shekara and Dr.V.P.Sharma, MANAGE faculty also participated in the seminar and shared ideas on Agripreneurship Development and Cyber Extension respectively.



Sri A.K. Goel, Director General, MANAGE, interacting with Agripreneurs



Sri. Sompal, Member Planning Commission having discussion through video conference at MANAGE stall, in Krishi Expo-2003 at Delhi

The activities were co-ordinated by Dr.P.Chandra Shekara, Faculty and supported by Sri.P.M.Charyulu, Sri.P. Ram Murthy, Sri. T. Nagaraju and Sri. G. Sanjeev, staff members of MANAGE.

Grounding Frontier Technologies and Test-Checking its Utility to Farmers

MANAGE has been in the forefront in grounding new and frontier technologies and test-checking their utility for the Farmers. Successful technologies are then taken to the Farmers and farm families in a phased manner. This year MANAGE is focusing on making optimal use of the recently established Video Conferencing and

internet connectivity network, testing utility of the Mobile Video Van, efficacy of WiLL Technology in Agricultural Extension, Community and FM Radio for location-specific radio broadcasting. It is planned to take these lessons to all the states in the coming years.

Promoting “Information Kiosks” using WiLL (Wireless in Local Loop) Technology

Providing rural connectivity at an affordable cost is a reality now. The Indigenous technology of Wireless in Local Loop (WiLL), developed by TeNet Group of IIT Chennai, provides simultaneous telephone and 35/70 kbps Internet connection to a user at a per-line access cost of about Rs.15,000 in dense areas to Rs.20,000 (in sparse rural areas). To pilot test the working and cost-benefit economics of this futuristic technology, MANAGE has taken up an action research project - “Reaching the Un reached” under NATP-IT. A WiLL hub has been established at Amaravati, in Maharashtra. It is proposed

to facilitate around 100 Information Kiosks- having Internet and telephone facility in Amaravati District, using this hub. This project requires continuous intervention in terms of Capacity Building and Content Creation for an initial period of six months to one year. MANAGE is taking up this task on a project basis, and it is also planned to test-use the VERCON framework of FAO in Content management at the Hub in Amaravati. The project envisages operationalisation of the “Information Shop” concept under the National Agricultural Technology Project (NATP).

Cyber Van (Mobile VSAT Video Conferencing Van)

MANAGE has acquired a Mobile VSAT Video Conferencing Van, which liberates the Video Conferencing Services from fixed conference Halls to the rural communities- the farmers in their own environment. MANAGE is taking this Van to the ‘Watershed’ territories, to NATP Districts, and to other Agricultural areas from where the Farmers and farming communities can have direct two-way video communication with the District Officials, technical resource persons and the Agricultural Experts.

The VSAT Van provides 384 kbps dedicated bandwidth using Satellite Communication between the Mobile VSAT Van and the Fixed Video Conferencing system at MANAGE. Currently the van is being taken to watershed territories where farmers in the villages are interacting with scientists and officials at the hub in MANAGE. A team of technical persons from ICT and social resource persons from Extension are facilitating the communication and learning in these sessions.



Interacting with farming community through mobile VC

Over the last one month 30 sessions have been organized covering over 4000 people in different villages. This has been facilitated by Dr. B. Renuka Rani, Dr. Sai Maheshwari, Mr. B. Venkat Rao, Mr. V. Sanjeev and Mr. Bh. Chakradhar Rao.

Community Radio and FM Station

The Radio has been one of the oldest media access point for the farmers. The Green Revolution period witnessed the information revolution in Rural India, with

radio reaching the farms and farming families in large numbers. The generic nature of Radio Programmes and very little time allotted for agricultural issues limited its reach to areas other than assured irrigated belt. Considering the location-specific need of the Rainfed geography, the Govt. of India has decided to grant Community Broadcast licenses to well established educational institutions/ organizations recognized by Central Government or the State Government. These will include the Universities and institutes of Technology /Management and residential schools. Licenses will also be granted for FM (Frequency Modulated) Radio transmitters of power of 50 Watts or less to these institutions.

To demonstrate optimal usage of this facility MANAGE is in the process of establishing one Community Radio station at MANAGE. We are also hiring 8-10 hours on the 1 KW (Medium wave) radio station of AIR at Hyderabad to cover an area of 60 Km around the twin cities to provide agricultural information to the rural community. An MOU to this effect has been signed between MANAGE and Prasar Bharathi (Broadcasting Corporation of India). The lessons from this action Research Project will be documented and shared with all the State Departments of Agriculture and State Agricultural Universities (SAUs).

Developments in Hand-Holding Support under the Agriclincs and Agribusiness centers Scheme

★ M.R.Morarka -GDC Rural Research Foundation, Jaipur, Rajasthan:

All candidates of both the batches have prepared their individual implementation plans by which the first project is expected to be on the stream within three months from the completion of the training period.

Individual memorandum of understanding is signed with all the candidates of both groups for continuous support from Morarka Foundation and the Foundation offered to continue support for whatever duration the agripreneurs desired. All the candidates desired to have the support of Morarka Foundation for a period of one year to three years.

★ Rajasthan Institute of Cooperative Education & Management (RICEM), Jaipur, Rajasthan:

RICEM organized a one-day workshop for all the 97 trained agripreneurs on 19th February 2003. During the Workshop the trained agripreneurs narrated success stories of their agribusiness, which they established after the training. They also informed as to how they prepared themselves for the job of their choice, the difficulties they faced and how they solved them at their level with support of RICEM and as a result became successful Agripreneurs.

The batches now undergoing training were also exposed to these successful agripreneurs. It helped the new participants to learn about existing ground realities of agriclincs and agri-business centres. The agripreneurs were also informed about the State Government scheme for

allotment of agricultural land in command area development. They were also informed that Government would be allocating land free of cost for the cultivation of medicinal plants.

★ Maharana Pratap University of Agriculture & Technology (MPUAT), Udaipur, Rajasthan:

Strong handholding, encouragement and advisory has been one of the mandates of the Udaipur Centre. Every trainee is expected to send monthly information covering the following areas.

- Efforts initiated by trainees with regard to setting up his own enterprise
- Net realistic sales if established
- Constraints and problems faced by trainees
- Advise, direction or help required

★ Sri Vivekananda Research & Training Institute (VRTI), Mandi, Kutch, Gujarat:

VRTI is taking handholding facility by going into the territories of trainees, besides giving the support from their office at VRTI, Kutch. They conducted a meeting on 21st March 2003 at Sangli, Maharashtra inviting VRTI trained agrigraduates at Sangli area and those trained by other institutes in Maharashtra. 17 trained candidates participated who were given more information and a direction to begin and progress in business.

Diploma in Agricultural Extension Services for Input dealers (DAESI)

The Public Extension service by itself is not enough to handle the multifarious demands of the farming community and is being supplemented by private extension, though on a limited scale, by the Input Dealers, agencies like NGOs, Farmer Organizations, etc. About 2.8 lakh Agri-input dealers are operating in rural areas covering almost all parts of the country and they have become one of the important sources of farm information to the farming community.

Majority of the farmers who visit dealers seek the inputs on credit basis and solely depend on the dealers' advice. Sometimes these dealers are given orientation about the products by the respective manufacturers / distributors by supplying leaflets and brochures. As many of these dealers are not having the required technical background, it is often very difficult for them to understand and explain the technical aspects to the farmers. Considering that this dealers network has spread out in almost all major villages of the country and it is an important mechanism to reach out to the large farming community, it is felt necessary to expose them to a diploma course and build their capacities in handling field problems and extension communication abilities while increasing their skills in dealing of inputs and discharging regulatory responsibilities.

This will go a long way in view of globalization and W.T.O. regime to diversify, improve the productivity and quality while reducing cost of cultivation to be competitive in domestic and international markets.

Therefore, it was felt necessary to develop the capacity of existing input dealers and also prospective dealers by starting a Diploma Course on distance education mode (one year duration) for input dealers of Ranga Reddy District in Andhra Pradesh from July 1, 2003.

Objectives

- Orientation on location specific crop production technologies of broad based agriculture and specific package of practices related to field problems.
- Capacity building of Input Dealers in efficient handling of Inputs.
- To impart the knowledge about the laws governing regulation of Agricultural Inputs.
- To make them effective source of farm information at village level (one stop shop) for the farmers / farm women.

Benefits of the Programme

- Technical capacity and Communication Skills of Input-dealers will be developed so as to impart proper technical advise to the farmers.
- Increase the awareness of the dealers regarding their regulatory responsibilities.
- Input dealers with a diploma will act as base level extension workers while serving as Input dealers.

The methodology will be through Distance Education mode in collaboration with IGNOU through supply of literature, classroom interaction, field visits, practical exercises, use of Radio, Television, CDs and Information Technology etc. Interaction session will be conducted on every Sunday (48 Sundays approximately) at the nearest Training Institute / Research Station / Agricultural College / KVK, etc., with the help of experts in the concerned field.

Eligibility :

10+2 standard - dealers - candidates sponsored by companies and prospective dealers.

Date of Commencement of the Course: July 1, 2003.

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