

## From the Director General's Desk



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

MANAGE was established thirty years ago in 1987 to build the capacity of various extension personnel of our country, give policy inputs to Government of India and also implement some of the Govt. of India schemes in the extension sector. During this period MANAGE has contributed significantly and made certain imprints like preparing National Guidelines for Watershed Development, Implementing National Agriculture Technology Project (NATP), a precursor of present ATMA Program. The Institute contributed to agricultural extension and promoted concepts like farmer to farmer extension, women and youth-led extension etc.

In its long journey, about 84,000 Agriculture Extension Functionaries were trained at this institute. MANAGE has been successfully implementing Agriclincs and Agribusiness Centers (AC&ABC) Scheme, a Govt. of India Program, and so far trained 54,000 candidates with active involvement of Nodal Training Institutes across the country.

MANAGE has launched educational programs like the Post-graduate Diploma in Agricultural Extension Management (PGDAEM), Diploma in Agricultural Extension Services for Input Dealers (DAESI). Through these programs the knowledge of the key people working for farmers is being improved. Another feather in the cap of MANAGE is launching of the Post-graduate Diploma in Management (Agri Business Management) in the year 1996. Today this course ranks first in the country in the field of Agribusiness Management. The trained students inculcate management principles in agriculture.

With strong foundations in the field of Agri-Extension Management, MANAGE has spread its activities in Africa and Asia by taking up training programmes for their Extension Personnel as a part of USAID-MANAGE funded "Feed The Future" program.

It was dreamt by Founders of MANAGE that in democracy, Institutions are very important in making a difference to people. I am sure with various

interventions, MANAGE has served the field of Agricultural Extension, especially the small and marginal farmers of this country.

Today, Agriculture has become a very challenging profession due to ever changing climate, WTO regimes and dynamic markets. Time has come for the farmer to be more professional, aware of the latest technologies and aware of policies that influence markets and his/her life indirectly.

As such Farmer Advisory services by extension officers have become more demanding as the services have to cover not only knowledge, credit, insurance, value addition and also marketing. Training and capacity building of extension personnel is going to make a crucial difference. In this endeavor, MANAGE will continue to perform its best towards its Vision and Mission of "Farmers' Welfare".

In this direction, MANAGE has taken new initiatives like:

- Developing state-level working papers suggesting a Road Map to States for better performance in the field of Agriculture and Allied sectors
- Certified Farm Advisors – the programme intending to transform an Extension Officer into a Specialist in a particular crop/livestock with collaborative effort of MANAGE and ICAR Institutes.
- Starting education programs on MOOCs platform – enabling large number of Extension Officers to enroll.
- Starting a Knowledge Incubation Center to help the youth to start enterprises in Agriculture. The Incubation Center gives support in obtaining knowledge from various Institutions and to develop Ideas for business enterprises.
- Offering internship programmes for P.G. and Ph.D students of Agricultural Extension.

The results of 30 years is due to collective and collaborative efforts of various individuals, Institutes, organizations who have directly or indirectly associated with MANAGE. "MANAGE" thanks each one of them. MANAGE specially thanks the Hon'ble Union Minister of Agriculture and Farmers Welfare, Shri Radha Mohan Singh, Secretary (Agriculture) Shri Shobhana Pattanayak and his team for their leadership and dynamism in supporting MANAGE.

**"Rededicating to serve Extension Officers of this country and through them to reach out to farmers".**



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

## Director General at the Fourth Global Soil Week Conference

Smt. V. Usha Rani, IAS, Director General, MANAGE participated in the Fourth Global Soil Week Conference conducted during May 22-24, 2017, in Berlin, Germany. The Director General shares experiences and insights from the Conference.

The Global Soil Week (GSW) Conference addressed the theme "Catalysing SDG Implementation through a Land and Soil Review" with emphasis on successful implementation of the Sustainable Development Goals (SDGs) that are under review by the High Level Political Forum (HLPF) on Sustainable Development 2017 through the perspective of land and soils. The aim of the Global Soil Week Conference was to use the insights from the HLPF review and High Level Event on "Land Degradation, Desertification and Drought" held at UN headquarters in New York, USA, on 1 May 2017 to fill knowledge gaps and provide a basis for building strategic partnerships so as to scale up SDG implementation and monitoring. The Conference concentrated on focusing strategies to integrate efforts in soil and land development for effective implementation of the SDGs viz., No Poverty, Zero Hunger, Good Health and Well-being, Gender Equality, Industry, Innovation and Infrastructure, Life Below Water and Partnerships.

### Workshops

There were three workshops which provided an opportunity for governments and other stakeholders to explore, deliberate and exchange views under the following themes viz., Soil Rehabilitation for Zero Hunger; Right to (defend) Land - strengthening accountability at the local level through thematic reviews; and Competing Pressures on Soil & Land: securing our natural resource base for food security.

### The Lab

The conference included a LAB, an open platform for multi-stakeholder deliberation on gaps and synergies within and between the SDGs and their implementation to be approached through the lens of soil and land, focused on eradicating poverty and promoting prosperity in order to jointly develop priorities for action. The LAB promoted convergence of actors, perspectives, and discussions from the workshops to synthesize knowledge, formulate policy actions, and highlight opportunities for collaboration and partnerships among UN agencies, national and international organizations, scientific institutions and civil society.

### Lessons

It was established in the Conference that "Soils are the important element of Nature for the support of mankind" and this message must be passed on to the next generation. Soil texture, structure, chemical properties, aeration, permeability, microbial activities etc. must be understood for maintaining sustainable agriculture. Soil restoration is a long term process and degraded soils also create an impact on human health and on future socioeconomic development. Deployment of heavy machinery is resulting in compaction of soil and development of high yielding varieties often deplete soil nutrients. Hence, preventive measures are needed alongwith comprehensive research and coordination among soil scientists, breeders, and machinery experts. Water-soil-plants-food-human health are mutually dependent. To sensitize people, children should be educated from school level, and youth should be made an integral part of any soil action plan.

Local innovative practices, such as raising green leaf manure crops before season and incorporating the same into soils, and composting and incorporating such crop residues into the soil need to be encouraged. Such best practices should be promoted among farmers and governments should incentivize adoption of these practices. A sound National Soil Policy supplemented with local action should be put into place for treating soil. Papers presented at the conference also focused attention on the extreme levels of soil contamination with heavy metals and other poisonous substances due to release of untreated industrial effluents.

Collective social action is needed along with multidisciplinary research to counteract current practices along with greater public awareness on soil health. Extension and advisory services have to play a major role in enhancing the soil quality by promoting integrated nutrient management, use of cover crops, and adoption of appropriate tillage mechanisms. Farmers need to be sensitized by extension and advisory services. The extension system should incorporate all aspects of soil in addition to Soil Health Card and promote recommended doses of fertilizer. A balance of mineral/chemical fertilizer, bio-fertilizers, and a conducive atmosphere to encourage microbial activity in soil is vital. Crop diversity and biodiversity are also important factors in maintaining good soil health.

## International Partnership Convention



*Inauguration of International Partnership Convention by Shri. Praban Kumar Borthakur, IAS, Joint Secretary (IC), MoA&FW, Govt. of India, Dr. Thomas Falk, Ecosystem Services Specialist, ICRISAT, Smt. V. Usha Rani, IAS, Director General, MANAGE and Dr. P Chandra Shekara, Director (FTF ITT)*

MANAGE organized an “International Partnership Convention” under Feed The Future India Triangular Training (FTF ITT) for Point of Contacts (POCs) of Partner Countries from Asia and Africa from 28th June to 1st July, 2017. Shri. Praban Kumar Borthakur, IAS, Joint Secretary (IC), MoA&FW, Govt. of India and Dr. Thomas Falk, Ecosystem Services Specialist, ICRISAT, graced the inaugural session.

FTF ITT Partner countries have designated one official as

a Point of Contact (POC) for FTF ITT Program. The POCs are valued partners in the training program and their role in nominating eligible executives to the FTF ITT training programs from their countries is very crucial in successful implementation of each training program.

The objectives of the Partnership Convention were:

- To update POC's on implementation of FTF ITT Program
- To strengthen the linkages between POCs and other Stakeholders of FTF ITT
- To strengthen POCs role in effective implementation of Back At Work Plans
- To draw a road map for further implementation of FTF ITT

The four day Partnership Convention included presentations by partner countries and partner institutions. Points of Contact interacted with Heads and Scientists of 20 Indian premier National Institutions in Agriculture and Allied sectors to understand the expertise of these Institutions.

This Convention was successful in matching the expectations of POCs with Partner Countries. Training Priorities Identified by Point of Contacts (POCs) will be guiding the training programs during the project period.

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### Steps that may be taken by Extension, Research and other Development Stakeholders:

- a. Inclusion of NGOs, youth and women in promoting better soil health management practices; greater involvement of youth; increasing awareness among women.
- b. Addressing inclusion gap, financial gap and gender gap: Extension should be inclusive – covering all poor and women – and they must also be included in financial schemes so that they can take up soil and water conservation work.
- c. Promoting soil health in school curricula
- d. Support formulation of a National Policy on Soil to address current challenges and future interventions.
- e. Promotion of Indigenous Technical Knowledge (ITK), such as raising green leaf manure crops before and after cropping seasons, composting, incorporating crop residues, etc.

- f. Multi disciplinary approach: Extension personnel should be well-versed with agronomic practices and crop physiology in order to promote environment friendly practices in farmers' fields. Integrated farming systems with an animal husbandry component should be put in place for sustainable crop production. Extension professionals must have thorough understanding of soil microbial actions and beneficial organisms.
- g. Irrigation water quality: Extension functionaries should focus on promoting practices to preserve and improve irrigation water quality as it directly affects soil health and indirectly impacts humans, livestock and the overall ecology.

The conference provided an opportunity for participants to share their perspectives on improving soil health, and to re-visit traditional practices of soil and water conservation. Emphasis was on the need for collective action to reclaim and restore 'the soil - 'Nature's most valuable gift.

## Workshops

### Idea Pitching day



MANAGE AC & ABC Incubation Centre started an 'Incubation Program – 2017' for which business proposals were called from entrepreneurs pan India. Fifty candidates submitted their proposals in different agricultural domains to become part of the Incubation Program, of which, thirteen business proposals were selected. "Idea Pitching Day" was organized on June 12, 2017, and selected entrepreneurs were called for presentation.

Smt. V. Usha Rani, IAS, Director General, MANAGE, inaugurated the program and informed about the objective to bring out novel technologies which will promote sustainable agriculture. Director General indicated that technologies available for commercialization may be utilized and should create employment opportunities for unemployed youth and

women across the Country. It was also mentioned that novel and viable technologies will be supported by MANAGE by way of linking to banks and other government organizations.

Candidates were shortlisted based on the project concept, market potential, team, level of self-motivation and confidence. Finally, nine business proposals were selected under Incubation Program -2017. These selected candidates will be provided with business and incubation services to take them to the next level of achievement.

### Faculty News

Dr. Saravanan Raj, Director (Agricultural Extension), from MANAGE participated as a Plenary Speaker at ICT4D conference and delivered a talk on "Social Media for Agricultural Extension and Advisory Services" at Hyderabad International Convention Centre during May 15-18, 2017. He also presented Research findings on the Global Survey conducted during the year 2015, as a lead on ICT for RAS Interest Group of Global Forum and Research Advisory Services (GFRAS) and preliminary findings of the MANAGE research on Social Media for Agricultural Extension conducted during 2016-17.

### Multi-Stakeholder workshop on Agricultural Extension Systems



A Multi-Stakeholder Consultative Workshop on Agricultural Extension systems in Tripura was jointly

organized by Government of Tripura and MANAGE at Agartala during May 30-31, 2017. The Principal Secretary (Agri.), representatives from Departments of Agriculture, Horticulture, Fisheries, Animal Resource Development, and Forestry, Project Directors of ATMAs, Senior Scientists and Heads from KVKs, officials from Rubber Board of India, Tripura Regional Office, Tripura Forest Development and Plantation Corporation Limited, and Tata Consultancy Services participated in the workshop. The discussion ranged from status of the sectors, challenges and opportunities in extension, to future roadmap and action plans.

## Rice Varietal Diffusion in India: problems and prospects

A Workshop & Brainstorming Meeting on Rice Varietal Diffusion in India was held at MANAGE on 19th and 20th May, 2017. There were participants from various state universities, KVKs, NGOs, public and private sectors. During the inaugural session Mrs. Usha Rani, Director General, MANAGE and Dr. E.A. Siddiq, Ex- DDG, ICAR highlighted the importance of rice and the necessity of varietal diffusion and adoption in India.

They highlighted statistics related to rice cultivation and the factors influencing the rice varietal preferences and the constraints faced in the diffusion and adoption of these varieties. The major focus of the deliberation was

the extent of different varietal adoption in kharif season in different states, the role of public, private, SAUs, ICAR and NSC in increasing adoption of modern varieties and the policies for increasing adoption of modern varieties to increase farmer's incomes and reduce risk. Discussions were on varietal preferences by the farmers, varietal adoption in different states, socio-economic impacts and problems faced by rice farmers, problems and solutions in seed marketing and seed marketing channels in public and private sector. Suggestions were put forth by the delegates to develop a road map for better rice diffusion and adoption.

## Nodal Officers Workshop under Agri-Clinics & Agri-Business Centers (AC&ABC) Scheme

A two-day Workshop for Nodal Officers under Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme was organized during June, 5-6, 2017 at MANAGE, Hyderabad. The workshop brought together 67 Nodal Officers from 14 states to share experiences, challenges and further developments under the scheme. Smt. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad, in the inaugural address, emphasized the importance of increasing professionalization in agricultural extension and the need to train more number of agricultural graduates under AC&ABC Scheme. Issues discussed during the workshop pertained to renewal of AC&ABC Guidelines, Curriculum, issues & problems. Dr. Saravanan Raj, Director (Agricultural Extension),



MANAGE presented an overview of the AC&ABC Scheme, progress since April 2002 and new initiatives. The workshop inputs were presented, discussed and analyzed, building on each Nodal Institutes expertise and experiences.

### MANAGE30 (MANAGE Young Agricultural Extensionist Programme)

MANAGE Young Agricultural Extensionist Programme (MYAEP) is a 21 days training programme aimed at providing required training and exposure to 30 selected extensionists of 24-35 years of age with 1-3 years of field experience, through a strategically planned activity calendar to form dynamic and innovative extension professionals. Considering the fact that majority of the professionals joining as extensionists in public or private sector are from allied subjects, increasing their knowledge and skills about basic philosophy and principles of field level extension and getting them abreast with recent extension methodologies, functional skills and their professional development will also be a focus of the program.



## Training Programs

### Orientation on GoI Schemes for Promoting Convergence in ATMA

Substantial public investment is being made for strengthening of the rural economy and the livelihood base of the poor, especially the marginalized groups. To effectively address the issue of poverty alleviation, there is need to optimize efforts through inter-sectoral approaches. The convergence of different programs like RKVY, NFSM, MIDH, NRLM, etc. will enable better planning and effective investments in rural areas. Convergence would also bring synergy between different government programs/schemes in term of planning, process and their implementation. As a multidisciplinary, multi-stakeholder platform it can also effectively sensitize farmers to new schemes. Presently there is a lack of integration of various schemes and organizations. The major hindrance for convergence include administrative issues, lack of funding, training and orientation to the officials and lack of extension activities to create awareness among public on the benefit of convergence.

Successful convergence can facilitate sustainable development; integrate knowledge of different disciplines; increase social and physical capital; enhance economic opportunities and facilitate ecological synergies. Keeping this in view, Orientation training on GoI Schemes for Promoting Convergence in



ATMA was organised for Agriculture & Allied Sector Extension Officers during 29-31 May 2017 at MANAGE.

There were talks by experts on concept and scope of Convergence in Agricultural extension, schemes of Government of India, role of ATMA, ICT mediated convergence, etc. Some of the suggestions from the participants included conducting grass root level programs for convergence and state level coordinated programs for imparting knowledge about flagship programs of central government and to use it as a platform for the integration between different departments etc.

It was concluded that Convergence is one of the key thrust areas of the Government of India (GoI), hence, all stake holders must rise to the occasion and forge organic links with various Schemes. The ultimate goal of convergence is to sustain agricultural growth.

### Implementation of Soil Health Card Scheme

A Brainstorming session on "Status of Implementation of Soil Health Card Scheme and Paramparagath Krishi Vikas Yojana" was organized on 13th June 2017 at MANAGE. The objectives were to assess the status of implementation of Soil Health Card (SHC) Scheme and Paramparagath Krishi Vikas Yojana (PKVY); understand the problems and bottlenecks in implementation and to discuss the policy options and design improvements in both the programs for wider adoption and impact on farmers' incomes. There were 38 participants from Andhra Pradesh, Kerala and Telangana.

A training Program was also organized on "Implementation of Soil Health Card Scheme" during 27-29 June 2017.



The objectives were to orient to procedures followed in the issue of Soil Health Cards, in soil sample collection and interpretation of data and to impart basic understanding of recommendation of fertilizer application based on the Soil Health Card.

## District Level Orientation Program on “District Pest Management Plan” at Warangal

District Pest Management Plan (DPMP) is a joint Pilot Project of MANAGE and NIPHM. A one day District Level Orientation Program on DPMP was held on 23rd June 2017 at Collectorate, Warangal (Urban) to create awareness about the performance of the District Pest Management Plan (DPMP) and Action plan for 2017-18 for Warangal (U & R) district.

The Chief Guests of the program were Ms. Amrapalli Kata, IAS, District Collector, Warangal (Urban), Mr. Prashant Patil, IAS, District Collector, Warangal (Rural), Mrs. V. Usha Rani, IAS, Director General, MANAGE and Mrs. G. Jayalakshmi, IAS, Director General, NIPHM. The experts who participated were Dr.



P. Chandra Shekara, Director (AE), MANAGE, Dr. K. Vijaya Lakshmi, Director (PHM), Mrs. D. Usha, DAO, Warangal (U & R) and Mrs. Sunitha, DHO&SO, Warangal (U & R). There were 150 participants including Agriculture officers, Horticulture officers, AEOs & HEOs from Warangal (U & R) and faculty from NIPHM and MANAGE.

The District Agriculture Officer and District Horticulture Officer shared their experiences about the performance and intervention of DPMP in erstwhile Warangal District. Following this, ADA and farmers gave their feedback on importance and advantages of the pilot project. DPMP manuals related to crops selected under DPMP such as Cotton, Paddy & Chilli Pest and Disease Management were released by dignitaries and distributed to participants.



## PGDM (ABM) 2017-2019

The 22nd batch of PGDM (ABM) commenced at MANAGE on 12th June 2017. The inaugural function was chaired by the Director General MANAGE Smt. P. Usha Rani, IAS. The Post Graduate Diploma in Management (Agri Business Management) PGDM(ABM) is a two year Program with an annual intake of 60 students. The program is recognized by AICTE, accredited by NBA and has equivalency certificate from AIU. The current batch has students from 19 states, 26 universities and 16 disciplines.



Director General MANAGE addressing the students

**Publications**

**Extension NEXT Bulletin Released!**

The first issue of Extension NEXT, a quarterly bulletin series was released by Smt. V. Usha Rani, IAS, Director General, MANAGE. Dr. Andrea Bohn from University of Illinois Urbana-Champaign, USA and Dr. Benjamin K Addom from CTA (Technical Centre for Agricultural and Rural Cooperation), the Netherlands were also present on the occasion.

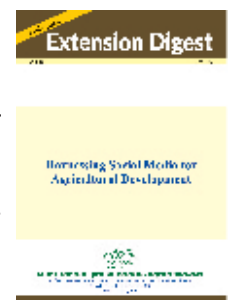
This quarterly bulletin is aimed at imparting better understanding about recent developments in agricultural extension. It also intends to develop basic understanding about the role of extension in agricultural and allied sectors and start a dialogue on how to make extension efforts to contribute for better impact. Each issue of the bulletin will take up a single topic and discuss



merits and implications. The target audience for the bulletin are extensionists, extension managers and administrators, extension students, policy makers, and agricultural practitioners. The first issue on “Social Media for Agricultural Extension” focuses on the innovations, resources and examples that social media brings forth for agricultural extension and its implications on shaping the future of extension.

**Extension Digest relaunched!**

The “Extension Digest” has been revived after a gap of 16 years with a timely theme on “Harnessing Social Media for Agricultural Development”. Social Media have now become an important means of communication. Social Media are providing new opportunities for Agricultural Research, Extension, Education and Marketing Organizations to communicate, collaborate and enabling exchange of information and networking among agricultural officers and farmers. This issue of the Extension Digest focuses on Social media and application in agriculture and allied sectors.



**30th Foundation Day of MANAGE**

MANAGE celebrated its 30th Foundation Day on 11th June 2017. On the occasion, the Director General MANAGE Smt. V. Usha Rani IAS, released a Brochure on "MANAGE at 30" highlighting milestones over the last 30 years, contributions by former Director Generals, reflections by faculty, officers, staff. Program brochures of Feed The Future India Triangular Training (FTF ITT) Program, Certified farm Advisor brochure and the first issue of the Extension Digest were also released.



**International Yoga day**



International Yoga day observed on 21 June 2017

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