From the National Institute of Agricultural Extension Management

May - June, 2018

# Message from the Director General

Indeed a great event had happened at MANAGE. It was the visit of Hon'ble Vice President of India, Shri M. Venkaiah Naidu. His visit was truly inspiring and motivated all MANAGE Faculty to dedicate to farmers. Hon'ble Vice president emphasized the need to understand farmers' problems and develop sustainable solutions. The Hon'ble Vice President further emphasized the importance of local language in agricultural extension to reach out to farmers.

Another remarkable development that has happened in this quarter is MANAGE entering into a MoU with National Cooperative Development Corporation (NCDC), New Delhi. This MoU is valuable for both the organizations as they are dealing with Cooperatives and Agriculture. MANAGE has so far conducted three training programs for the officers of NCDC.

Many of the Government of India schemes, like DAESI and AC&ABC are making good progress. Government of India has enhanced the allocations under all GoI sponsored programs.

MANAGE with limited faculty is still able to reach a large number of senior and middle level officers by networking with various institutions. Many off-campus trainings are organized blending technology with extension through this networking mechanism.

Let us hope Kharif 2018 will experience good rains and all of us will be happy with bumper production and better income for the farmers.





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#### Honourable Vice President of India Shri M. Venkajah Najdu at MANAGE



Hon'ble Vice President addressing Faculty and Staff at MANAGE on 19 May 2018

Shri M. Venkaiah Naidu, Honourable Vice President of India, visited the National Institute of Agricultural Extension Management (MANAGE) in Hyderabad on May 19, 2018. The Deputy Chief Minister of Telangana, Shri Mohammad Mahmood Ali and other dignitaries were also present on the occasion.

Addressing Senior Scientists, Faculty Members and Research Fellows at MANAGE, the Vice President said that there is a need to make agriculture sustainable, viable and attractive by creating required infrastructure, providing timely credit and value addition to farm produce. The central government's e-NAM project is the way forward for proper marketing, he added. The Vice President said that providing information to farmers on the demand for their produce in advance was essential to prevent distress sale. He further said that providing affordable and reasonable credit to farmers is also equally important.

The Vice President advised the extension officials to create greater awareness among the farming community on the crop insurance scheme. He also said that Information and CommunicationTechnology (ICT) should be leveraged more effectively for the benefit of farmers and added that information should be disseminated to the farmers in the local language.

The Vice President also called upon institutions like MANAGE to educate the farmers on the need to diversify crops to overcome challenges of climate change and sustain their incomes. Stressing the importance of spending time in the fields by the extension officials and researchers, he said it should be made mandatory for agricultural graduates and post graduates to spend time with farmers before completion of their courses.

Pointing to the increasing challenges posed by climate change, the Vice President advised MANAGE to promote climate-smart agriculture. He stressed the need for home-grown food security to create surplus food stocks and meet the requirements of burgeoning population. He also emphasized on the importance of better coordination between various institutions related to agriculture.

MANAGE, with its Knowledge Incubation Centre, has already started investing in agricultural startups that provide a wide range of unique services to the population engaged in agricultural activities – both urban and rural. The Vice President of India mentioned that it will not only benefit the farmers but also build up a startup ecosystem and develop entrepreneurial culture in rural societies.

The Vice President suggested to the Central and various State Governments to increase investments in agriculture and allied sectors to make farming viable and attractive. The Vice President urged people to live with nature and promote culture for a better future. The Honourable Vice President visited the Knowledge Incubation center,

Urban Greening stalls, Photo Exhibition, interacted with Agripreneurs of ACABC scheme, trainees of Input Dealers Course, released a Handbook on Important Insect Pests and Diseases of Major Crops in India and launched MANAGE India YouTube Channel.



Shri M. Venkaiah Naidu, Honourable Vice President, at the Knowledge Incubation Center at MANAGE with Deputy Chief Minister of Telangana, Shri Mohammad Mahmood Ali and other dignitaries







The Vice President interacting with the trainees of DAESI



The Vice President, Shri M. Venkaiah Naidu reviewing MANAGE Knowledge Resources

# Handbook on Important Insect Pests and Diseases of Major Crops in India



The Vice President, Shri M. Venkaiah Naidu releasing the Handbook on Important Insect Pests and Diseases of Major Crops in India

A Handbook on Important Insect Pests and Diseases of Major Crops in India published by the National Institute of Plant Health Management (NIPHM) and MANAGE was released by the Hon'ble Vice President of India Shri M Venkaiah Naidu during his visit to MANAGE on 19<sup>th</sup> May 2018. Due to intensification of agriculture, loss of bio – diversity and reliance on mono – cropping, etc., biotic stresses due to insects, pests and diseases have increased which are adversely affecting the crop yield. It is very essential that extension officers and farmers are able to identify the pest and understand effective management practices.

This Handbook has been brought out as a ready reckoner and covers important insect pests and diseases of major crops of India, which will be useful to deliver better plant protection advice to the farmers. One hundred important insect pests and diseases were identified, and critical information is furnished in this handbook for each pest along with ecological tips for their management for food security and environmental safety. In order to manage the pest, the recommended pesticides as per the Insecticide Act 1968 are also given for the benefit of users.

# **MANAGE India You Tube Channel**





MANAGE India YouTube Channel was launched by Shri. M. Venkaiah Naidu, Hon'ble Vice President of India on 19<sup>th</sup> May 2018 at MANAGE. This YouTube channel shares videos on agricultural technologies, farmers success stories, agricultural innovations, extension approaches, agricultural expert talks, agricultural training sessions, interviews of eminent persons in agricultural extension professionals. As on date, 264 videos have been uploaded and 643 users subscribed to the channel.

Please subscribe to MANAGE India YouTube channel www.youtube.com/manageindia. MANAGE invites you to contribute content to **MANAGE India** YouTube channel.

Please send your proposal to produce short videos on agricultural technologies, innovations and success s t o r i e s t o M A N A G E b y e m a i l t o ascharyulu@manage.gov.in.

# International Training Programs International Training Program on Modern Poultry Management



The twenty fifth International Training Program under FTF-ITT on 'Modern Poultry Management' was scheduled during 1<sup>st</sup>-15<sup>th</sup> May, 2018 at ICAR - Directorate of Poultry Research (DPR), Hyderabad. The aim of the program was to introduce and acquaint the participants with knowledge in Poultry breeding, Hatchery management, Farm management, Breeder management, Layer management, Broiler management, disease prevention, nutrition of the birds, nutritive requirements through practical orientation and field visits.

The program was inaugurated by Dr. Joykrushna Jena, Deputy Director General (Fisheries Science & Animal Science), ICAR, New Delhi in the presence of Smt. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad, Dr. R. N. Chatterjee, Director, ICAR-Directorate on Poultry (DPR), Hyderabad, Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, Hyderabad.

A total 29 executives from 8 Countries namely, Botswana, Kenya, Liberia, Malawi, Mongolia, Mozambique, Myanmar and Uganda participated.

The program concluded on 14<sup>th</sup> May, 2018, and it was graced by His Excellency Mr. Mark A. White, Mission Director, USAID-India, H.E. Mrs. Florence I. Weche, High Commissioner, Kenya High Commission, New Delhi, H.E. Mr. George Crytone Mkondiwa, High Commissioner, Malawi High Commission, New Delhi, Smt. V. Usha Rani, IAS, Director General, MANAGE, Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and Dr. M. V. L. N. Raju, Director-in-charge, DPR, Hyderabad.

# International Training Program on Entrepreneurship Development among Rural Women

The twenty sixth International Training Program on 'Entrepreneurship Development among Rural Women' was organized during 9-23<sup>rd</sup> May, 2018 at Kudumbashree, Thiruvananthapuram, Kerala, India. The program focused on understanding the Kudumbashree community model of local economic development, and a detailed understanding of the institution and its interaction with different agencies in creating a livelihood support environment for rural women. The program was designed to acquaint the participants with knowledge about the concept of community institution of women and its impact on poverty reduction, establishment of livelihood institution, support environment for livelihood institutions and cross learnings from successful models implemented by Kudumbashree. Twenty three participants from Kenya, Liberia, Malawi, Mangolia, Uganda participated.



The program was inaugurated by Dr. Ashok IAS, Secretary, Local Self Government Department, Government of Kerala. Dr. K. Uma Rani, Director (Extension), MANAGE, Hyderabad and Shri Sajith Sukumaran, Chief Operating Officer, Kudumbashree, National Resource Organization were also present.

#### **Journal of Agricultural Extension Management**



The Journal of Agricultural Extension Management, a half yearly publication from MANAGE, aims to disseminate information relating to extension systems and practices, research on extension, innovations in technology transfer and other socio economic issues concerning agriculture and allied areas.

MANAGE welcomes articles on new developments, concepts and their application in effective extension work. Authors may submit their articles to the Executive Editor, Journal of Agricultural Extension Management, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad. Articles may also be sent by email to: jaem@manage.gov.in

## **International Training Program on Value Addition in Spices**

The twenty seventh International Training Program was on Value Addition in Spices during 15 – 29<sup>th</sup> May, 2018 at ICAR-Indian Institute of Spices Research (IISR), Calicut, Kerala, India. The program was designed to develop professional knowledge and hands-on skills in the tertiary sector domains of post-harvest operations/technologies, on-farm processing, value addition and product diversification in major spices like Black Pepper, Ginger, Turmeric, Nutmeg and Cinnamon. The themes included in the course curriculum were spice evolution, spice produce as raw material, Good management practices in cultivation, harvesting and storage, Product development and diversification in spices production, packing, storage and infrastructure, quality management of spices and products, chemical analysis, food safety, international standards.



A total 22 participants from Kenya, Liberia, Malawi, Myanmar, Uganda participated. The program was inaugurated by Dr. A.K Singh, Deputy Director General, Horticulture & Crop Sciences, ICAR, New Delhi in the presence of Dr. Homey Cheriyan, Director, Directorate of Arecanut and Spices Development, Kozhikode, Dr.K.Nirmal Babu, Director, ICAR-IISR and Dr. T. John Zachariah, Training Coordinator.

# International Training Program on Modern Storage Technologies in Agriculture



The twenty eighth International Training Program was organized on 'Modern Storage Technologies in Agriculture' during 11 - 25th June, 2018 at ICAR - Central Institute of Post-Harvest Engineering & Technology (CIPHET), Ludhiana, Punjab, India. The aim of the program was to introduce and to acquaint the participants with knowledge of different storage techniques/systems available for major food grains and horticultural produce in developing countries and design, construction and management of low-cost evaporative cooled storage structures for perishables.

The program also aimed at sensitizing the participants about insect control, fumigation and quality control of stored grain ecosystems; demonstrate the bulk storage systems with effective handling of food grains, Controlled Atmosphere (CA) storage & Modified Atmosphere storage for horticultural produce.

There were 21 executives from 7 countries namely

Cambodia, Kenya, Liberia, Malawi, Mozambique, Myanmar and Uganda participating in the program.

The program was inaugurated on 11th June, 2018, and was graced by Dr. R.K. Gupta, Director, ICAR - CIPHET, Dr. B.K.Paty, Director (OSPM), MANAGE, Dr. R.K.Singh, PC, AICRP on PET, ICAR-CIPHET, Dr. V.E. Nambi and Dr. Ranjeet Singh, ICAR-CIPHET.

Dr.R.K.Gupta, Director, ICAR-CIPHET, Ludhiana stressed the need to understand advanced technology requirements for storage and emphasized on the need to work on production of quality crops, their primary processing and storage. Dr. B.K. Paty, Director (OSPM), MANAGE focused on supply chain management of agricultural commodities.

During the training program, executives visited Grains Storage Warehouse of Food Corporation of India at Ludhiana and cold chain management practices, APCs and Grain handling systems.

# **Executive Council Meeting**



Dr. Shobhana K. Pattanayak, Secretary (Agriculture), Smt. V. Usha Rani, IAS, DG MANAGE and other members

The 70<sup>th</sup> Meeting of the Executive Council of MANAGE was held on 21<sup>st</sup> May, 2018 at MANAGE. The Meeting was chaired by Dr. Shobhana K. Pattanayak, IAS, Secretary, Department of Agriculture, Cooperation and Farmers Welfare, Government of India. The members reviewed the progress of activities of the Institute. Shri Jalaj Shrivastava, Additional Secretary (Extension), Shri B. Pradhan, Additional Secretary & Financial Advisor, Department of Agriculture, Cooperation and

Farmers Welfare and Shri. Goli Madhusudhan Reddy, member were also present on the occasion.

The Secretary inaugurated the Sewage Treatment Plant and visited the Urban Gardening Unit in MANAGE. The Secretary released MANAGE publications including Discussion Papers on Urban Farming: Good Practices and Knowledge Management and Climate Smart Agriculture towards Triple Win: Adaptation, Mitigation and Food Security.

# PGDM (ABM) 2018-2020

The 23rd batch of PGDM (ABM) commenced at MANAGE on 15 June, 2018. The inaugural function was chaired by the Director General MANAGE Smt. V. Usha Rani, IAS. The Post Graduate Diploma in Management (Agri Business Management) PGDM (ABM) is a two year program recognized by AICTE, accredited by NBA and has equivalency certificate from AIU.

The current batch has 70 students from 21 States, 34 Universities and 17 disciplines.







#### Training Programs

## **Intellectual Property Rights for Agri-Startups**



A Training program on "Intellectual Property Rights for Agri-Startups" was conducted from May 08 - 11, 2018 at MANAGE. Participants included senior and middle level officials of Agriculture, Horticulture, Animal Husbandry, Subject Matter Specialists from KVKs, faculty and scientists from ICAR institutions, State Agricultural Universities and Startups.

Participants were made aware about the 'important things to do' to protect one's intellect either in innovative research, new publications or new product

developments. It helped to improve understanding on IPR in day-to-day context.

The major areas covered were Startups, Incubation Centres and Ecosystem, IPR and its role in the agriculture sector, Biodiversity Act, Protection of Plant Varieties & Farmers' Rights Act, International Treaties for protection of IPR, Copyright, Trademarks, Trade Secrets, Commercialization, Patent drafting, filing, legal compliances, etc.

# DPR Preparation and Project Appraisal related to Cooperative Sector for the Officials of NCDC

Three training programs were conducted on "DPR Preparation and Project Appraisal related to Cooperative Sector" for the Officials of National Cooperative Development Corporation (NCDC) during April to June, 2018 at MANAGE, Hyderabad, with an overall objective of enhancing their technical knowledge and skills on Detailed Project Preparation (DPR) and Project Appraisal. The programs have been sponsored and funded by NCDC. A total of 75 officials from various cadres of NCDC across the country participated in the programs.

Sri Sundeep Kumar Nayak, IAS, Managing Director, NCDC, New Delhi inaugurated the programs and emphasized the importance of capacity building for the

employees and encouraged the participants to update their knowledge and learn new skills on Project Preparation and Appraisal.

Smt.V.Usha Rani, IAS, Director General, MANAGE addressed the participants of the three programs and stated that the programs would facilitate the participants to process the project proposals of various cooperatives to select the best project for funding.

At the end of the program, all the participants prepared Model DPRs on various themes related to Cooperatives. These Model DPRs will be useful to the Secretaries of various cooperatives as a guide to develop DPRs for seeking funding from NCDC.

## Agricultural Development, Planning and Implementation for Inclusive Growth

This program was organized at MANAGE during 7-11 May 2018 with the objective of orienting the participants to the issues and advances related to the concepts of agricultural development, methods in planning and implementation of different agricultural development programs for inclusive growth. The Government of India has aimed at achieving faster and more inclusive growth in agriculture to double farmers' incomes. Holistic agricultural development include provision of basic

support services such as technology and irrigation infrastructure, access to credit, crop insurance, quality seeds and improved postharvest technology. The latter is particularly important since the bulk of the acceleration in growth will come from diversification towards horticulture, animal husbandry and fisheries. Innovations in planning and monitoring of agricultural development projects are important for technological and institutional change which drive growth.

# Research at MANAGE Impact Study on Soil Health Card Scheme

The Government of India introduced the Soil Health Card (SHC) Scheme to facilitate farmers in better understanding of soil and Integrated Nutrient Management (INM). The Department of Agriculture, Cooperation and Farmers Welfare assigned MANAGE a study on Implementation of Soil Health card Scheme. The objectives were to examine the design of the SHC scheme in terms of planning, implementation, inputs, activities; assess the modalities of delivery of the SHC scheme regarding procurement, sample collection, testing, SHC printing and disbursal; assess the level of utilization of SHCs by the farmers; impacts of SHC

scheme on judicious use of fertilizers, bio fertilizers, organic fertilizers, soil health, cropping choice, cost reduction, farm profitability and sustainability and to provide recommendations for improvement of overall design of the program.

The study brought out important aspects of the whole gamut of activities from collecting the soil sample, analysis and interpretation of data. The findings relate to level of utilization and impact of the SHC scheme. The study suggests improvements, focuses on issues related to SHC delivery and provides recommendations.

# Impact Assessment of Samba Masuri Rice in Telangana and Andhra Pradesh

The Samba Mahsuri rice variety, though popular among farmers, millers and consumers, faces the threat of bacterial leaf blight in certain conditions. Keeping this in view, the Council of Scientific and Industrial Research - Centre for Cellular and Molecular Biology (CSIR-CCMB), in collaboration with the Indian Institute of Rice Research (IIRR), developed the Improved Samba Mahsuri (ISM) rice variety, which is resistant to bacterial leaf blight.

A detailed study was carried out by MANAGE in collaboration with CCMB with the objective of assessing the ISM variety as compared to Samba Mahsuri, with reference to issues of adoption of the improved variety, value generated for the farmer and other benefits of ISM. The study recommends a strong institutionalized supply of seeds, and permitting additional private players in the production and distribution of the ISM variety.

# **Evaluation and Impact Assessment of National e-Governance Program – Agriculture (NeGPA)**

The Government of India is implementing a State Sector Plan (centrally sponsored scheme) – National e-Governance Plan-Agriculture (NeGP-A) across all the states of the country. The main objective of NeGP-A is to create a conducive environment for raising farm productivity and income of farmers through provision of relevant information and services to stakeholders.

The Department of Agriculture & Farmers Welfare (DAC&FW) asked MANAGE to undertake the Evaluation

and Impact Study of National eGovernance Plan-Agriculture (NeGP-A). The study covers five states viz., Tamil Nadu, Madhya Pradesh, Odisha, Sikkim and Gujarat. The study focuses on the awareness and reach among the farmers about various ICT interventions; impact of interventions; achievement of objectives of the scheme; involvement and role of state agencies and recording their perspective about the intervention and suggests modifications for improved dissemination and usage, etc.

# Impact Study of Paramparagath Krishi Vikas Yojana (PKVY)

Organic farming has become increasingly important in India given the rising costs and increased losses due to climate change and aberrations in rainfall and extreme climatic events like floods and droughts. The Government of India introduced Paramparagath Krishi Vikas Yojana (PKVY) to encourage organic farming. MANAGE was entrusted with the conduct of an impact study of the scheme by the Ministry of Agriculture and Farmers Welfare, Government of India.

The objectives of the impact study were to examine the design of PKVY and MOVCDNER scheme in terms of planning, stakeholder capacity, implementation

challenges, input procurement and distribution activities and output; assess the modalities of delivery of the scheme, level of utilization of outcomes by farmers; impact of the scheme on area expansion under organic agriculture, reduction in input cost and cost of cultivation, use of bio fertilisers, farm productivity, value chain development, price premium due to labelling, profitability and sustainability. Results focus on design, delivery, level of utilization of PKVY, farmers' perception, impact, constraints and recommendations related to design, delivery and utilization.

# **Projects - PGDAEM**

The overall objective of the Post Graduate Diploma in Agricultural Extension Management (PGDAEM) program of MANAGE is to equip the extension functionaries with latest tools and technologies for participatory decision making, provide insight into various extension models and developments in agricultural extension and enhance their technomanagerial competencies. In order to complete the Diploma, Project work (3 Credits) is mandatory. The candidates select a topic within the purview of the program either from technologies related to respective departments, Government schemes and Extension management approaches/ skills, based on their interest and its utility for the farming community and to their work situation in extension. It has to be a field activity where farmers/livestock rearers / fishermen/others are involved as primary stakeholders. This is intended to provide an opportunity to the candidate to field test the learnings related to extension management skills that he/she has acquired from PGDAEM program. Details on some of the projects may be seen below.

# Audience Response Pattern through Farmer Field Schools Approach in terms of Change in Knowledge, Skill & Attitude (KSA) - Mr. Santosh Dadarao Deshmukh, Maharashtra



This study was conducted in Pandharkawada block of Yavatmal district, Maharashtra with the objective to find out the impact of the Farmers Field Schools (FFS) on farmers' knowledge and adoption.

The total sample size was 852 comprising 722 Male farmers and 130 Female farmers selected purposefully from four villages of Pandharkawada block namely Pathari, Mangurda, Kinhala and Tadumari, selected based on the largest area under cotton, where FFS was carried out by an NGO.

#### **Findings:**

Knowledge level on INM and IPM was found higher than adoption level. However adoption level for health and

safety measures was higher than knowledge level as farmers were most cautious about health and their understanding towards vagaries of illness. The study has also shown that participation of farmers in FFS has helped them to switch over to relatively less hazardous pesticides and reduced poisoning cases due to indiscriminate use of pesticides. Important constraints in promotion of FFS perceived by farmers were: lack of extension back up, inadequate training and lack of qualified trainers, time constraints, shortage of skilled labour. Therefore, FFS methodology was found to be an effective extension tool to enhance farmers' knowledge and adoption related to complex crop management practices in Cotton.

It is recommended that FFS should be encouraged as an intensive teaching method among farmers for transfer of technology.

# Present Status and Awareness about Catfish Culture in rain fed area of West Bengal - Mr. Sudipta Sarkar, West Bengal



The objectives were to study the present status of catfish culture in Raghunathpur II Block in Purulia district of West Bengal and to study the awareness level of fish farmers on catfish culture in rainfed conditions.

Primary data was collected from 30 respondents (5 from each Gram panchayat) selected using multistage random sampling technique through a structured questionnaire and data analyzed using percentages and frequency distribution.

### Findings:

There are mostly male fishermen belonging to "Dhibar and Khoibarta' communities. Common ponds are leased by a group of fishermen in a village. Less than 50% of the respondents are interested in Catfish culture and reasons given were: non availability of seed(spawn) of indigenous catfish/govt hatchery within the district; lack of knowledge on breeding techniques and management practices; lack of technical knowledge; non availability of Govt. subsidy and credit facilities.

The study recommends provision of effective extension service to generate awareness among fish farmers and timely information on technology.

#### **Publications**

# Technological Inspirations from India: Success Stories of Feed the Future India Triangular Training (FTF ITT) Program



FTF ITT program has made a remarkable impact in selected Asian and African countries through its trained executives. The main objective of this book is to share the impact created at grass root level in different countries by trained executives. The publication aims to disseminate success stories of FTF ITT executives to the larger farming community adopting technological advances and innovative solutions to address Food Security Challenges in Asia and Africa.

# **MANAGE Discussion papers**

## **Urban Farming: Good Practices and Knowledge Management**

Urban farming is a novel initiative which has been encouraged across urban areas so as to re-create urban areas as clean, green and sustainable in the near future. A majority of the urbanites have been practicing urban farming, be it roof top gardening, backyard gardening, kitchen gardening, gardening on exclusive land areas within the urban areas, or on the lands in the city outskirts. There has been nascent documentation regarding good practices and information on approaches followed by the urbanites who have been involved in urban farming. In this backdrop, the study has brought to light, good practices and information on approaches followed in urban farming in the twin cities of Hyderabad and Secunderabad. The study encompasses replicable and viable practices.



#### Climate Smart Agriculture towards Triple Win: Adaptation, Mitigation and Food Security



Agriculture and allied sectors are found to be most sensitive to climate change. Any degree of change in weather parameters, i.e., temperature, rainfall and relative humidity poses a significant impact on productivity in agriculture and allied sectors, which is an important measure of socio-economic development of the farmers and hence, food security of the nation. This study was undertaken with the objectives to get a comprehensive assay of all the stakeholders involved in climate smart agriculture programs and the assessment of barriers and incentives while adopting climate smart agricultural practices by all the stakeholders involved. The research was taken up in Hamirpur and Bilaspur districts of Himachal Pradesh.

#### **MANAGE Events**



Director General administering the Pledge on MANAGE Foundation Day



International Yoga Day at MANAGE

# **Faculty News**



Dr. K. Uma Rani, Director, Center for Gender in Agriculture, Nutritional Security and Urban Agriculture, retired from service on superannuation, on 31st May 2018. She joined MANAGE as a Research Associate in 1989 and retired as a Director in 2018. She had over 29 years of experience in Training, Research and Consultancy. Her areas of specialization included gender studies and women in agriculture. Dr. Uma organized training programs on extension strategies for main streaming women in agriculture, food and nutritional security of rural households etc. She was also coordinating the Post Graduate Diploma in Agricultural Extension Management (PGDAEM) Program.

Silent Heroes
Profile

MANAGE has started a regular column to appreciate people who are working in our institute and neighboring institutions. Though they may not be at the helm of affairs, they do contribute in an important way towards organizational success. This column profiles one of our senior staff members, Smt. N. Usha Rani, P.S. to Director General, who has been with MANAGE since the last 30 years. A B.Com (Costing) graduate who has done Typewriting and Shorthand higher grade, she also has a Diploma in Secretarial Practice. Smt. Usha Rani shares her experiences.



#### When did you begin working?

"I joined MANAGE as a Senior Stenographer in December 1987. Prior to this I was working at the National Institute of Rural Development (NIRD) as a Junior Stenographer since August 1981."

#### How do you balance your personal and professional life?

"Unless my personal life demands my presence, most of the time, my consciousness weighs towards MANAGE. During the initial stages of MANAGE, I have contributed 6  $\frac{1}{2}$  days in a week. During my stay on the campus for 17 years, I have served the institute almost  $\frac{24}{7}$ ."

### What motivates you?

"A Jawan working at the border."

#### Looking back, what gives you the maximum satisfaction?

"Serving MANAGE with appreciation from each and every Director General and being able to handle the work efficiently".

#### Tell us about your family?

"My son Mr. K.V. Ravi Krishna has completed B.Tech (Mechanical Engineering) from BITS Pilani Goa campus. He also completed the Prime Minister's Rural Development Fellowship (PMRDF) which is a study-cum-work program and was awarded M.Sc (Development Practice) by TISS. He is presently working for an NGO. My husband works for a private company".

### Your message to new generation of employees at MANAGE?

"Love and work for MANAGE"

Needless to say she is well recognized. Smt. Usha Rani received Best Health Award at NIRD and the Best Nodal Officer Award in MANAGE for services rendered as a Nodal Officer. We wish her good health, happiness and prosperity.

MANAGE Bulletin is published by

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