



# MANAGE Bulletin

From the National Institute of Agricultural Extension Management

May - June, 2019

## Message from the Director General

May and June are indeed hot months in Hyderabad and the monsoon also has been delayed. Probably, these are some of the indicators of climate change due to intensive urbanisation. In spite of severe summer, MANAGE has been very actively engaged in its training programs. However the highlight of these two months is a short notice visit by Shri Kailash Choudhary, Hon'ble Minister of State for Agriculture and Farmers Welfare and the first visit by Shri Sanjay Agarwal, IAS, Secretary, DAC&FW, MoA and FW, Govt. of India, on June 26, 2019. It was indeed a great pleasure to welcome both of them at MANAGE and present our activities.

During this period, the 35<sup>th</sup> FTF ITT program on "Agribusiness and Management" sponsored by USAID was conducted. The international training programs have become a regular activity at MANAGE. MANAGE has also collaborated in organizing an international seminar on "Innovative Extension Management for uplifting livelihood of farmers - Status, Initiatives and Way forward" at Tamil Nadu Veterinary and Animal Sciences University, Chennai and came up with special extension strategies needed for the Animal Husbandry sector.

MANAGE is planning to revamp the training and extension strategies through some innovation in its approaches. One important thing that is planned is to have Expert interviews from various Agricultural Scientists of the country and upload all the interviews on MANAGE YouTube channel which is going to enormously benefit the farming community. The first interview was started with Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM, Hyderabad and the topic was "How soils can be protected and improved". MANAGE would also like to connect highly placed Scientists with the extension officials through video conferencing and webinars.

Under the leadership of the Joint Secretary, Shri Atish Chandra, IAS, the Agrilincs and Agribusiness (AC&ABC) Centers Scheme is taking a new shape and MANAGE is geared up to revitalize the ongoing AC&ABC Scheme.

MANAGE has also signed an important Memorandum of Understanding (MoU) with ICAR which is a new beginning in the history of MANAGE. Though MANAGE has been working with these institutions, but by signing this MoU, the relationship is now formalized. All the ICAR Scientists have been dedicating their entire life in developing new technologies and new knowledge. It is the privilege of MANAGE to take this knowledge to the door step of extension officers of our country through its training programs. The MoU especially is going to enhance the relationship and MANAGE responsibility towards achieving this cause.

We hope this monsoon will be kind to farmers and also bring more opportunities for MANAGE to serve the farmers of our country.

(V. Usha Rani, IAS)  
Director General



### In this issue...

- ⇒ Honourable Minister of State for Agriculture visits MANAGE
- ⇒ FTF ITT Program on Agribusiness and Management
- ⇒ MANAGE inks MoU with ICAR
- ⇒ Director General MANAGE visits Kenya
- ⇒ USAID Team visits MANAGE
- ⇒ National Workshop on New Frontiers in Agricultural Extension
- ⇒ TANUVAS International Seminar on Innovative Extension Management for Uplifting Livelihood of Farmers – Status, Initiatives and Way Forward - ISEM 2019
- ⇒ Training Workshop on Scale Development in Social Sciences
- ⇒ USAID - India Director visits MANAGE
- ⇒ Building Evaluation Capacity: MANAGE-NIRD&PR-MSU Workshop
- ⇒ Strategies for Improving the Delivery Mechanism of Extension
- ⇒ Training on Recent Extension Approaches for Entrepreneurship Development in Agriculture and Allied Sector
- ⇒ MOPR-MANAGE Collaborative Orientation program on Integration of Water Resources and Agricultural Development
- ⇒ Refresher Training programs
- ⇒ PGDM (ABM) 2019-2021
- ⇒ Projects - PGDAEM
- ⇒ Silent Heroes



## Honourable Minister of State for Agriculture visits MANAGE

The Honourable Minister of State for Agriculture and Farmers Welfare, Govt of India, Shri Kailash Choudhury and Shri Sanjay Agarwal, Secretary Agriculture, Ministry of Agriculture and Farmers Welfare, Govt of India visited MANAGE on 26 June 2019. The Director General MANAGE, Smt. V. Usha Rani IAS gave an overview of MANAGE activities. The Honourable Minister and Secretary, Agriculture visited the exhibition at MANAGE showcasing various programs, projects and initiatives of the Institute and addressed MANAGE faculty and participants of training programs.



*Hon'ble Minister and Secretary, Agriculture addressing the gathering*

## International Program

### FTF ITT Program on Agribusiness and Management

The 35<sup>th</sup> Feed the Future India Triangular Training (FTF ITT) Program on “Agribusiness and Management” was organized at MANAGE during 18<sup>th</sup> June – 2<sup>nd</sup> July, 2019. A total of 26 executives from seven Asian and African countries namely Cambodia, Malawi, Mongolia, Nepal, Sri Lanka, Tanzania, and Uganda participated in the program. The program was inaugurated by Dr. V. Praveen Rao, Vice Chancellor, Professor Jayashankar Telangana State Agricultural University (PJTSAU), Rajendranagar, Hyderabad and Smt. V. Usha Rani, IAS, Director General, MANAGE.

The objectives of the training program were to understand the principles of business management applied to agriculture and allied sector; agribusiness and management scenario; the legal environment



for business in India for agriculture and allied sectors; orient the participants to different forms of business organizations in agriculture such as cooperatives, group marketing, contract farming, retail chain linkage and producer companies and to understand different dimensions such as good agricultural practices, storage, grading and standardization, export prospects etc. which will enhance business in agriculture.

The learning outcomes expected from the course are, enhanced knowledge and understanding of business perspective, concepts, process and different models of agribusiness in the Indian perspective which can be emulated in respective countries and improved practical knowledge of participants on innovative and emerging trends in agribusiness management.





## MANAGE inks MoU with ICAR

The National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad inked the Memorandum of Understanding with the Indian Council of Agricultural Research (ICAR), New Delhi on 24 June 2019 at Krishi Bhawan, New Delhi.

Dr. Trilochan Mohapatra, Secretary (DARE) & DG (ICAR) and Dr. V. Usha Rani, Director General, MANAGE signed the Memorandum.

The MoU is meant for cooperation in various areas of Agricultural Research and Education.

ICAR and MANAGE have agreed for collaborative programmes in the fields of research, education, training



& capacity building, extension consultancy and other areas of agriculture sciences of national interest. The MoU shall initially be valid for a period of five years.

## Director General MANAGE visits Kenya

Smt. V. Usha Rani, IAS, Director General, MANAGE visited FTF ITT partner country Kenya on 30<sup>th</sup> May, 2019 to meet the Point of Contact (PoC), officials of Ministry of Agriculture, Govt. of Kenya and FTF ITT executives.

As on date MANAGE has trained 108 Kenyan executives under FTF ITT program. Some of the FTF ITT executives from Kenya participated in the meeting chaired by Smt. V. Usha Rani, IAS, Director General, MANAGE and updated on the progress on back at work plans.



### Some of the Initiatives

Mr. Wafula Mukhone Mathias, Principal Agriculture officer from Kenya was trained under FTF ITT on "Management of Technology and Extension for Soil Testing based Advisory Services to Farmers" at ICAR-Indian Institute

of Soil Science (IISS), Bhopal, Madhya Pradesh, India. During the training program, he was exposed to various soil management technologies, examination of nutrient deficiencies in crops and soil etc. After the training, he organized programs for creating awareness among farmers and extension officials in Kenya. He also collected soil samples from different regions to record the soil parameters for studies in research labs and introduced cost-effective soil testing and evaluation technologies from India.

Dr. Mary Abuga, Chief Veterinary Officer was trained under 25<sup>th</sup> FTF ITT training program on "Modern Poultry Management" during 01 – 15<sup>th</sup> May, 2018 organized at ICAR - Directorate of Poultry Research (DPR), Hyderabad, Telangana, India. She explained about how she trained local Maasai women on improved poultry production to increase their household income.

A private practitioner, Mr. Nganga Benson Mburu after attending the FTF ITT training on "Modern Dairy Technology, Management and Cooperatives" during 5<sup>th</sup> – 19<sup>th</sup> February, 2019 at ICAR-National Institute of Dairy Research (NDRI), Karnal, Haryana, India is now providing extension services to farmers on animal health. As a result of his efforts farmers witnessed improvement in local milk production.

## USAID Team visits MANAGE

Ms. Pamela Morris, Mr. J Robert Simmons and Dr. Viju Ipe, members of an evaluation team from USAID visited MANAGE on 10<sup>th</sup> May, 2019. The objective was to measure, document and determine the impact of the Feed the Future India Triangular Training (FTF-ITT) program in addressing the human and institutional capacity gaps in food and nutritional security. The team had a discussion with Smt. V. Usha Rani, IAS, Director General MANAGE and Faculty.



## Workshops

### National Workshop on New Frontiers in Agricultural Extension

Extension is evolving rapidly whereas the curriculum still remains age-old with no relevance to the recent advances taking place. Moreover the core competencies of the extension professionals at the PG and PhD level are unable to fit the job markets.

These new insights are important tools to reinvent extension to meet the evolving needs of varied stakeholders in the Agricultural Innovation Systems (AIS). There has been an increasing demand for new content for teaching and training extension so that the discipline remains relevant to the new context.

Against this background, MANAGE - University Alliance in collaboration with Centre for Research on Innovation and Science Policy (CRISP) and Agricultural Extension in South Asia (AESAs) paved the way to the "National Workshop on New Frontiers in Agricultural Extension" during 29-31<sup>st</sup> May, 2019 at MANAGE.

### TANUVAS International Seminar on Innovative Extension Management for Uplifting Livelihood of Farmers – Status, Initiatives and Way Forward - ISEM 2019

The livestock production systems are changing and the farmer's needs are changing too. There is a prerequisite for the specialized livestock extension system to enrich the livestock owners with time bound, reliable and relevant information. Dynamics of socio-economic development and effective transfer of technology requires innovative extension management.

As a need of the hour, the Tamil Nadu Veterinary and Animal Sciences University (TANUVAS) organised an "International Seminar on Innovative Extension Management for Uplifting Livelihood of Farmers – Status, Initiatives and Way Forward" in collaboration with the National Institute of Agricultural Extension Management

### Training Workshop on Scale Development in Social Sciences

Scale Development is an integral part of social science research which helps in measuring the abstract social and behavioural concepts more accurately. The Training Workshop on Scale Development in Social Sciences was organised by the Southern Regional Station, ICAR-National Dairy Research Institute, Bengaluru from June 10-14, 2019 in collaboration with Agricultural Extension in South Asia (AESAs), CRISP, MANAGE and ICAR-CTCRI to

A total of 26 extension professionals involved in research and teaching from all over India participated in the workshop. Dr. Kalpana Sastry, Professor, TISS, Hyderabad during her inaugural address, emphasized the need for curricula change to meet the future evolving extension needs.

Major objectives of the workshop were to orient participants (faculty) on the emerging areas in extension research, practice and policy; discuss ways of using these new and emerging areas in extension teaching and training and to identify the next steps in mainstreaming the new curricula.

The key focus of the 3 day workshop was to orient teachers in SAUs/CAUs and Deemed Universities on the advances and new frontiers in extension curricula.



(MANAGE) from 27-28 June, 2019 at Madras Veterinary College. Faculty from State Agricultural Universities, State Veterinary Universities, ICAR Institutes, Practicing Veterinarians and extension staff working in KVKs, NGOs etc. participated in the conference.

equip the scientists, academicians and research scholars from extension, economics, sociology, psychology, business management and other related disciplines with critical skills in developing, using and obtaining copyright for scales.

Scientists, faculty, research scholars and students from social and behavioural science disciplines participated in this workshop.

### USAID-India Director visits MANAGE

H.E. Mark A White, Mission Director, USAID-India, Mr. Mustapha EL Hamzaoui, Director, Food Security Office, USAID India and Mr. Vamsidhar Reddy T.S. Development Assistance Specialist (Agriculture), Food Security Office, USAID India Visited MANAGE on 10<sup>th</sup> June, 2019, to discuss about upcoming trainings and exchange ideas.



His Excellency Mr. Mark A. White, Mission Director, USAID-India visited MANAGE on 10<sup>th</sup> June 2019



## Building Evaluation capacity: Short course for Mid-Career Agricultural and Rural Development Professionals: MANAGE-NIRD&PR-MSU

Keeping in view the extending demand for evaluation of agricultural and rural development projects/schemes/ programs, two six-day training programmes were designed by MANAGE and National Institute of Rural Development and Panchayati Raj (NIRD&PR) in collaboration with Michigan State University, USA.

In this context, training was given to officials/faculty/ Scientists to become evaluation experts/ evaluation trainers through capacity building by Prof. Murari Suvedi an international resource person from Michigan State



University (MSU) and other resource persons. The first Course was organized in June and the second is planned in December.

## Training Programs

### Strategies for Improving the Delivery Mechanism of Extension

The adoption of technology by farmers is inevitably affected by many factors. Adoption can be influenced by educating farmers on improved varieties, cropping techniques, optimal input use, prices and market conditions, more efficient methods of production management, storage, nutrition, etc.

Extension as a delivery mechanism across Agriculture and Allied sectors in addition to the conventional knowledge dissemination role should also play facilitation, intermediation and advocacy roles. To do so, extension workers must be capable of more than just communicating messages to farmers. They must be able to comprehend an often complex situation, have the technical ability to spot and possibly diagnose problems and possess insightful economic-management skills in order to advise on more efficient use of resources.



This program was organised with three major objectives viz., to understand the components of extension delivery; to orient the participants on different extension approaches for better extension delivery; and to understand the strategies for better extension delivery in Agri and Allied sectors. Twenty nine officers participated from different States.

### Training on Recent Extension Approaches for Entrepreneurship Development in Agriculture and Allied Sector

MANAGE in collaboration with Directorate of Extension Education, CSK Himachal Pradesh Krishi Vishvavidyalaya, Palampur organized a training program on "Recent Extension Approaches for Entrepreneurship Development in Agriculture and Allied Sector" during 10-14 June, 2019 at Palampur. The program aimed at

developing competencies of extension professionals in innovative extension methods for entrepreneurship development in agriculture and allied sectors. A total of 25 officers from Madhya Pradesh, Rajasthan, Punjab and Himachal Pradesh participated in the program.





## MOPR-MANAGE Collaborative Orientation program on Integration of Water Resources and Agricultural Development

MANAGE in collaboration with Ministry of Panchayati Raj, Government of India is organizing Orientation programs on "Integration of Water Resources and Agricultural Development in GPDP for SIRD faculty".

Gram Panchayats have been mandated for the preparation of Gram Panchayat Development Plan (GPDP) for economic development and social justice. The GPDP planning process has to be comprehensive and based on a participatory process which involves full convergence with schemes of all related Central Ministries/Line Departments. The Ministry of Panchayati Raj (MoPR) has rolled out a People's

Plan Campaign for GPDP.

In this context, GPDP is bringing a holistic approach for an operative convergence platform for all sector activities focusing on Water Resources and Agricultural Development and integration by providing capacity building to all SIRD faculty. MANAGE organised a program during June 2019 with an objective to orient the participants on the importance of Integration of Water Resources and Agricultural Development in GPDP and the process involved in integration of these components.

### Refresher Training Programs

As part of the Agri-Clinics & Agri-Business Centers Scheme, two refresher training programs were organized for Agripreneurs during the period. One program on "Pest and Disease Diagnostic Techniques for Established Agripreneurs" was organised at National Institute of Plant Health Management for 32 Agripreneurs during 11-14 June, 2019 and the other program was on "Modern Poultry Management" at ICAR - Directorate of Poultry Research during 25-28 June, 2019 covering 14 participants.



Refresher training on Modern Poultry Management for Established Agripreneurs

### PGDM (ABM) 2019-2021

The 24<sup>th</sup> batch of PGDM (ABM) 2019-21, commenced at MANAGE on 17 June 2019. Smt. V. Usha Rani, IAS Director General MANAGE inaugurated the program and addressed the gathering. 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 program aims at enabling meritorious agricultural and other graduates acquire critical competencies to function as effective agri-business managers. The current



batch has 66 students from 15 States, 28 Universities and 20 streams. This group has an average work experience of one year.



The Post Graduate Diploma in Agricultural Extension Management (PGDAEM) program of MANAGE, as part of project work provides an opportunity to the candidates to field test the learnings related to extension management skills that he/she has acquired from the program. Brief details on one of the projects is given below.

### Empowering Farmers through Training in Scientific Sheep and Goat Management

by Dr. R. Rajeswari\*

**Introduction:** Livestock plays a crucial role for developing a sustainable agricultural system, especially in Indian conditions where land holdings are shrinking due to rapid increase in population and increased urbanization. The demand for animal protein in India is increasing at a very fast rate. Human population growth, increasing urbanization & rising incomes are predicted to double the demand for meat and hence livestock production by 2020. The role of small ruminants in meat supply is growing in India as meat of these species are still the most preferred. With advent of new technologies, streamlining of the market, access of direct market for sheep owners, formation of cooperatives by farmers, micro-credit, boom in information technology, the future of Small ruminant husbandry seems to be bright. Dissemination of knowledge and information on innovative and scientific production techniques in small ruminant farming to farmers will enhance the productivity in small ruminants and also meet the growing market demand for meat from sheep and goats. This will also ensure sustainable economic benefits to the farming community. Capacity building of farmers through training, helping in networking for marketing was hence a major objective of this project.

**Background:** Extension Education Center, Veterinary College, Bangalore under the support of Directorate of Extension, Karnataka Veterinary Animal & Fisheries Sciences University, implemented a project in 2014-2015 through Government of India Scheme "Rasthriya Krishi Vikasa Yojana "for" Empowering Farmers Through Training In Scientific Sheep and Goat Management" which had four main objectives, namely to create awareness on scientific management of sheep and goats and motivate farmers to undergo training; conduct training in scientific sheep and goat rearing and thus capacity building of small ruminant farmers; assess the benefits of training by documenting success stories and to promote partnership and help trained farmers in networking using technology.

Counselling and consultancy services were offered through various platforms like direct consultancy, Krishi mela and Kisan Mela during 2014-15 at Bangalore and

through "Pashu Palaka Sahayavani" - the toll free help-line for farmers managed by Department of Animal Husbandry and Veterinary Services, Karnataka State. Farmers registered for the training in Scientific sheep and goat rearing. A total of 540 farmers were trained over 15 batches during 2014-15. A comprehensive curriculum and manual to cover all the essential topics for relevant knowledge building on "Scientific management of sheep and Goats" was prepared and delivered to the farmers. Success stories were documented on how the farmers benefited through the training and how they have adopted the knowledge in their farming. A mobile "WhatsApp" group called "Kuri/Meke Raithara Koota" was created which networked trainees and few Sheep and goat breeders, some resource persons and professionals and they were able to exchange ideas, information and share their experiences.

**Findings:** The main objective of capacity building of farmers and helping them address the challenges in small ruminant management was successfully achieved through this project. They have now become role models for other farmers to emulate and they in turn have inspired over 1000 farmers for the training.

**Conclusion and recommendations:** Small ruminant production has helped marginal farmers to become contributors to National food security and to the rural economy. Creating more awareness and follow-up programs for trained farmers is now necessary for bringing about a significant change in small ruminant production and sustenance of farmers on a long term. This project hopes to be emulated in all the training centers and help reach-out to more farmers in all districts.

**Up-scaling:** Karnataka state sheep and wool development board has now established facilities for technology transfer in 8 districts of Karnataka which are major sheep and goat breeding areas. More and more farmers are now aspiring to attend the training and adopt scientific management of Sheep and Goats for better profits and sustenance.

\*Dr. R. Rajeswari is Veterinary Consultant, Bangalore





32<sup>nd</sup> Foundation day of MANAGE celebrated on 11<sup>th</sup> June, 2019

## Silent Heroes

### Profile

MANAGE has started a regular column to appreciate people who are working in our institute. Though they are not at the helm of affairs, they contribute in an important way to organizational success.

This issue profiles Mr. M. Srinivasa Rao, EDP & Project Manager with the Center for Knowledge Management, ICT and Mass Media. He has been with MANAGE for the last 28 years. A triple Post Graduate (MA, MBA, MCA), he has been looking after development of online/offline applications and maintenance; websites, email, domain, colocation, databases and maintenance of servers and coordination; facilitating the online MOOCs / MOODLE courses; and coordination with agencies for software project development. A Project Manager under ACABC since 2018, apart from coordinating IT activities in ACABC, he has been visiting Nodal Training Institutes (NTIs) for selection, verification and inspection. He was earlier coordinating Kisan Call Center (KCC) activities in the state of Andhra Pradesh & Telangana for over a decade.



### What do you find challenging about your work and what motivates you?

Moulding myself to the requirement of demanding, time-bound projects and their successful execution is challenging. My contribution though indirect, is aimed at the development of agriculture and farming community and that really motivates. I feel happy if my developmental work reduces burden on departments.

### What is best the appreciation you have received?

Appreciation of Director General on my presentation in front of GIZ & NABARD officials under NICE project at Lonavala Workshop was memorable.

### Whom do you attribute this recognition to?

Without the support of superiors and colleagues this recognition would have not been possible. I humbly thank MANAGE Family for their support.

### Tell us something about your family?

My wife, Pallavi is a homemaker and she is a Post Graduate in Botany from Nizam College. My daughter Nidhi is in her last year of BTech (CSE). My son Nikhil is in 10th class. Family is my strength and weakness.

MANAGE Bulletin is published by  
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