

MANAGE Bulletin

From the National Institute of Agricultural Extension Management

May - June 2012

MANAGE Celebrates Silver Jubilee

The National Institute of Agricultural Extension Management (MANAGE) celebrated its 25th Foundation Day on 11th June 2012. The Institute was established as an autonomous institution under the Ministry of Agriculture, Govt. of India in 1987.

Shri. Suresh Kumar IAS (Retd), the first Director General of MANAGE, Shri. Sanjeev Gupta IAS, Joint Secretary (Extension), Ministry of Agriculture and former Director General, MANAGE and some of the other former Director Generals of MANAGE, viz., Dr. N. K. Sanghi, Shri. A. K. Goel IAS (Retd) and Shri. Jiji Thomson IAS, were present on the occasion. Smt. Anuradha Arora, w/o of late Shri S.K. Arora, IAS Director General, MANAGE during 1992-1997, also graced the occasion.

Shri B. Srinivas, IAS, Director General, MANAGE welcomed the dignitaries and presented a report on "MANAGE over the last 25 years" highlighting various projects, programmes and innovations conceptualized at MANAGE. Shri Suresh Kumar, Chief Guest, recollected the idea behind the creation of MANAGE



Shri B. Srinivas, Director General, MANAGE addressing the gathering

and traced developments from the initial years. He visualized a broader role for MANAGE in extension in the light of the National Mission for Agricultural Extension and Technology.

Shri Sanjeev Gupta, outlined a road map, touching upon the various ways in which MANAGE could play a crucial role in the extension scenario in the country. Smt. Arora nostalgically remembered being part of the MANAGE family and shared her thoughts.

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Shri B. Srinivas, IAS, takes charge as Director General, MANAGE



Shri B. Srinivas, IAS, assumed charge as Director General, MANAGE on 8th May, 2012. He belongs to the 1991 batch of Indian Administrative Service (Kerala cadre).

Prior to joining MANAGE, he was the Director (Training) in the Department of Personnel & Training (DoPT), under the Ministry of Personnel, Public Grievances and Pensions. He has worked in various capacities, as Registrar, Kerala Agricultural University, Managing Director of SC/ST Corporation, Kerala, Secretary, Zilla Panchayat, Wayanad, MD of Tribal Cooperative Societies, Chief Vigilance Officer, Hindustan Shipyard Ltd. Visakhapatnam, District Collector, Kollam.

Shri A.K. Goel shared his dream about MANAGE and new concepts that could be introduced by the institute. Shri Jiji Thomson fondly recalled his association with MANAGE.

Mementos were presented to former Director Generals

to honour them for their commendable services rendered to the institute. The dignitaries presented mementos to former and current MANAGE employees, officers and staff. A cultural programme was also organized in the evening.

Input Dealers in DAESI programme on an Exposure Visit

The Diploma in Agricultural Extension Services for Input Dealers (DAESI) programme was launched by MANAGE during 2003 to transform input dealers into an effective source of farm information to farmers and farm women at the village level. As part of the programme, an exposure visit was organized on 11th May, 2012, for a batch of 37 Input dealers, who are undergoing DAESI programme in Guntur District of Andhra Pradesh. The input dealers visited different Institutions.

Shri B.Srinivas, IAS, Director General, MANAGE had an interaction with the input dealers. They shared their experiences on the DAESI programme and informed about their role in farm advisory services to the farmers.



Director General, MANAGE interacting with Input Dealers

Impact Study of Cattle Breed Improvement Programme Training-cum-Workshop

J.K. Trust – Grameena Vikas Yojana, an NGO working in the field of Animal Husbandry, is implementing Cattle Breed Improvement Programme (CBIP) in 10 States of the country. The main intent of this programme is to reduce malnutrition, create employment in the rural areas and alleviate poverty. CBIP is implemented through Integrated Livestock Development Centres (ILDC) which are manned by trained Paravet boys / girls (who have passed XII class) identified from the local area, called Gopals. Each ILD Centre caters to a population of about 1000 cattle covering 7-8 villages within a radius of 7-8 kms.

MANAGE is conducting an impact study of the programme in the States of Andhra Pradesh, Bihar, Chhattisgarh and Madhya Pradesh. In order to orient the officials of J.K. Trust and Consultants involved in the data collection, a two-day orientation workshop was organized during June 4-5, 2012 at Bhopal. The objectives were to orient the participants in assessing the improvement in the milk yield, the breed and number of cattle, nutritional status and improvement in the economic status of the beneficiary; study the quality of programme implementation; understand the

extent and quality of employment generation in the local area, apprise about the strength of the programme and suggest areas for improvement.

There were eleven participants who included officials of J.K.Trust, field investigators and supervisors.

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 Editor, Journal of Agricultural Extension Management, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad.

Providing broad based Extension Services to Farming Community through Agri Clinics and Agri Business Centres - a Study

The Agri Clinics and Agri-Business Centres Scheme, was launched by the Ministry of Agriculture, Government of India, in 2002, for supporting unemployed agricultural graduates, diploma holders and other eligible agri professionals to establish Agri-Clinics and Agri-Business Centres in rural areas. It was felt that the success of Agri Clinics and Agri-Business Centres could be upscaled through strengthening the institutional mechanism supporting the implementation of the scheme. In view of this a study was taken up to analyze the same.

The objectives of the study were: to understand the functioning of established Agri-ventures; delineate operational challenges in establishing Agri-ventures by trained Agripreneurs; assess the impact of ACABC services on the farmers; identify the critical success factors of Agripreneurship and recommend policy strategies for strengthening ACABC.

The critical success factors identified, include: 'Providing satisfactory services to the customers'

Producers and Market Linkages: a critical study

A study on Producers and Market Linkages was taken up by MANAGE. The objectives were to understand organizational systems and planning process; operational mechanism and functioning; strengths and weaknesses of selected models and document perceptions of stake holders for strengthening and up scaling linkages. Cases were documented representing Cooperative Marketing, Farmers Organization in Marketing, Producers Company and Contract farming.

It was observed that participation of producers in decision-making and other activities is high in these models due to management by farmers themselves; these models acted as a good platform for transfer of technology to a large number of farmers within a short time and facilitated convergence with public and private organizations; aggregation of farm produce helped them get better price for their produce, reduce marketing cost, facilitated to go for branding, value addition and exploit the international market, etc. These models need to be replicated and upscaled based on local relevance.

which ranked first followed by 'up-to-date knowledge about the latest innovations introduced in the field', 'timely introduction of sector-specific innovations', 'Adequate professional experience in the sector before ACABC', 'thorough knowledge about the subject dealt with', 'fair relationship with the customer', 'Maintaining the professional network', 'Adequate business experience before ACABC', 'Frequent interaction with related professionals'.

These factors are to be given adequate emphasis in capacity building programmes offered by nodal training institutes to ensure development of needed capabilities in the trained agripreneurs for ensuring greater success of the ACABC venture.

The study also suggests that capacity building by the nodal institutes ought to include topics viz., establishing and building customer relationship, need-based introduction and management of sector-specific innovations, strengthening linkages and collaboration with professional networks and business related organizations, and formulating and implementing unique promotional strategies.

MANAGE welcomes PGDM-ABM 2012-14

Academic activity of the two year Post Graduate Diploma in Management in Agri-Business Management PGDM (ABM) programme commenced in July 2012. The programme aims to develop dynamic managers, tailored for the needs of the Agribusiness industry.

This year, as per the Supreme Court order, where it is directed that all AICTE approved Management Education Programmes should admit candidates using national level entrance test scores, MANAGE has taken the CAT Score – 2011 for selection of candidates into its PGDM (ABM). The current 2012-14 batch represent 16 states and 28 universities.

Sixty five per cent of the students are from the B.Sc. (Agriculture) stream, while the others are from Horticulture, Veterinary Science, Biotechnology, Food Technology, Home Science, Pharmacy, Forestry, Civil Engineering and ECE.

Training Programmes September 2012

S.No.	Programme	Dates	Venue
1.	Project Planning and Management in Agriculture	3 – 7, 2012	MANAGE
2.	Effective Communication	3 – 6, 2012	MANAGE
3.	Training-cum-Workshop on “Applications of ICTs in Modified Extension Reforms Scheme”	4 – 6, 2012	Rahuri, Maharashtra
4.	Refresher Training Programmes for Established Agripreneurs under ACABC Scheme	5 – 7, 2012	Udaipur, Rajasthan
5.	Master Trainers Training Program on “Revisiting of SREP”	10 – 14, 2012	Jharkhand
6.	Training Programme on Project Planning and Management using MS-Project	10 – 14, 2012	MANAGE
7.	International Training Programme on New Dimensions in Agricultural Extension Management for African Countries	10 – 24, 2012	MANAGE
8.	Public Private Partnership for Agricultural Development for Senior Executives	11 – 13, 2012	Coimbatore
9.	Managerial Skills for Extension Personnel	11 – 14, 2012	Lucknow
10.	Knowledge Management in Agriculture	11 – 14, 2012	MANAGE
11.	Formation and Management of Commodity Interest Groups (CIGs) and Federations	11 – 14, 2012	MANAGE
12.	Orientation Training on Extension Reforms	12 – 14, 2012	Punjab
13.	Review Workshop on PGDAEM	12 – 14, 2012	MANAGE
14.	Refresher Training Programmes for Established Agripreneurs under ACABC Scheme	12 – 14, 2012	Sholapur, Maharashtra
15.	Training Programme on Disaster Management in Agriculture(Collaborative programme with NIDM, Ministry of Home Affairs, New Delhi)	24 – 28, 2012	MANAGE
16.	Training Program on Gender Sensitization for the newly recruited BTMs under Reforms	25 – 27, 2012	SIAM, Jaipur
17.	Refresher Training Programmes for Established Agripreneurs under ACABC Scheme	25 – 27, 2012	Chhattisgarh
18.	Refresher Training Programmes for Established Agripreneurs under ACABC Scheme	25 – 27, 2012	Uttar Pradesh
19.	Training-cum-Workshop on “Commodity Futures Markets in Agriculture”	25 - 27, 2012	Thrissur, Kerala
20.	Capacity Development for Managers of Watershed Projects	25 – 28, 2012	MANAGE
21.	Human Resource Development for Extension Personnel	25 – 28, 2012	MANAGE
22.	Training cum Workshop on Urban Agriculture	26 – 28, 2012	Coimbatore
23.	Sensitization Programme on Operationalization of ACABC	27, 2012	MANAGE
24.	Training – cum – Review Workshops for Kisan Call Centre Experts	2012	Hyderabad
25.	Workshop on “Mobile based e-Extension Services”	September 2012	MANAGE

Visit MANAGE at www.manage.gov.in

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