



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

May - June, 2014

ISO 9001-2008 Certification for MANAGE

MANAGE was certified by British Standards Institution for operating a Quality Management System as per ISO 9001: 2008 standards for providing training, education, research, consultancy, documentation and dissemination services in the area of management of agricultural extension.

This has facilitated MANAGE to streamline and document its processes and procedures so as to enable it to practice international standards on a sustained basis in all its activities, thus strengthening its Process Units and Centres to deliver quality services in a time bound, effective and efficient manner. This certification also enables MANAGE to focus on continuous improvement of its activities through periodic reviews, continuous monitoring and evaluation.

Acquiring ISO 9001: 2008 certification is also one of the performance monitoring indicators to be complied with by Government of India Departments as per the Result Framework Document (RFD).

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Certificate of Registration

QUALITY MANAGEMENT SYSTEM - ISO 9001:2008

This is to certify that: National Institute Of Agricultural Extension Management -MANAGE (An Organization of Ministry of Agriculture, Government of India) Rajendranagar Hyderabad 500 030 Andhra Pradesh India

Holds Certificate No: FS 602909 and operates a Quality Management System which complies with the requirements of ISO 9001:2008 for the following scope:

To provide training, education, research, consultancy, documentation and dissemination services in the area of management of agricultural extension

For and on behalf of BSI:

Gary Fenton, Global Assurance Director

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Senegal Ambassador visits MANAGE



Mr. Amadou Moustapha DIOUF, (2nd from left) in an interaction with Shri B Srinivas, IAS, Director General, MANAGE (2nd from right) and MANAGE Faculty

H.E. Mr. Amadou Moustapha DIOUF, the Ambassador of Senegal, visited MANAGE on 5th June 2014, to explore possible areas of cooperation with MANAGE in agriculture sector by way of faculty exchange, sharing of expertise, inter-institutional collaboration, exchange of information and organizing joint seminars & workshops.

The Hon'ble Ambassador was given an overview of MANAGE programs and activities and he had an interaction with MANAGE Faculty. The Ambassador also highlighted potential areas for collaboration.

Gender Budgeting for Mainstreaming Women in Agriculture

Gender Budgeting involves dissection of the Government budget to establish its gender differential impacts and to translate gender commitments into budgetary commitments. Gender Budgeting looks at the Government budget from a gender perspective to assess how it addresses the needs of women in different areas.

It is important to recognize that women are equal players in the economy. To that extent, every policy of the Government has a direct impact on the well being of women. The analysis of budgets has to cover the way schemes are conceptualized and how women-friendly they are in implementation and targeting of beneficiaries. It has to embrace a gender sensitive analysis of monetary policies, covering impact of indicators like inflation, interest rates etc., and fiscal policies covering taxation, excise etc.

Thus, gender budgeting analysis has to go hand in hand with gender mainstreaming.

Keeping in view the importance of Gender Budgeting for Gender Mainstreaming, MANAGE organized a training program on the subject.

The objectives were to improve understanding of the link between Budgeting and Grassroots' agricultural planning & Gender Mainstreaming; enhance the capacity of the functionaries to understand and appreciate Gender Analysis tools/methodologies; equip them with practical tools and strategies for addressing gender issues and preparing Gender Responsive Programs.

The program was organized during 23-26 June 2014 in Guwahati, Assam. The program covered 23 participants.

Network for Revitalization of Rainfed Agriculture (RRA)

The 12th five-year Plan Working group on Natural Resource Management (NRM) and Rainfed Farming recommended focus on evolving a policy and program framework for revitalizing Rainfed agriculture by integrating NRM, Production systems and livelihoods as the core strategy of Rainfed area development.

Accordingly, training programs and workshops were planned in collaboration with the National RRA Network partners during 2014-15. As a part of this, a Joint planning and sharing workshop for thematic nodes and comprehensive pilots was organized at MANAGE during 12-15, May, 2014.

The main objectives of the workshop were to share experiences and review the work, develop joint work plans for RRA Comprehensive Pilots (CP), thematic nodes and others, finalization of the same and to develop a framework for operationalising Rainfed Area programs under National Mission for Sustainable Agriculture (NMSA).

Overall, 54 participants from 7 Comprehensive Pilot partners and five thematic nodes partners attended the program. Capacity building programs for 9 CPs for 2014-15 have been planned during this workshop.

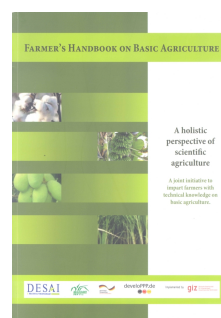


Farmers' Hand Book on Basic Agriculture Released!

MANAGE released a "Farmers' Hand Book on Basic Agriculture", on 20th May, 2014. This was developed as a joint Initiative of GIZ, Desai Fruits and Vegetables (DFV), German Cooperation and develoPPP.de.

The content of the book was developed in consultation with various stakeholders including Farmers, Officials from SAMETIs and ATMAAs, KVK Scientists, Agripreneurs, GIZ and DFV. The content is categorised under six Chapters viz., (i) General conditions for cultivation of crops – basic questions to be answered by farmers while selecting crops and cropping system; (ii) Soil and Plant Nutrition, (iii) Plant Protection; (iv) Farm Management; (v) Occupational Health and Safety and (vi) Farmers' Access to Services.

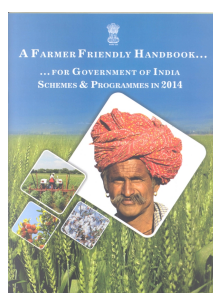
The content was presented by the experts to 22 identified master trainers who are working with farmers in Gujarat and Maharashtra, during the Training of Master Trainers. They were also oriented on the delivery mechanism of the content. The content has also been translated into Marathi and Gujarati with the help of SAUs, KVKs and experts.



The book provides basic knowledge on Agriculture which every farmer needs; the content is based on prioritised areas and is in simple language. Focus is on neglected areas such as Farm Management, Health & Safety and access to services, and the book answers questions like What, Why, When, Where, Whom and How.

This book would be useful to SAMETIs, ATMAAs, KVKs, Block Technology Managers and Subject Matter Specialists at the Block Level, Progressive Farmers who are handling Farm Schools, Farmer Friends, Agripreneurs, Input Dealers etc. This may be accessed at <http://www.manage.gov.in/farmer-handbook.pdf>.

Farmer Friendly Handbook



The Department of Agriculture & Cooperation (DAC), Government of India, has been implementing various schemes and programs for the benefit of farmers through State Governments. The Guidelines of each of these schemes and circulars/instructions issued thereunder provide relevant details on the type and extent of benefits for different components promoted under these schemes. Guidelines and other details of various programs and schemes are available at <http://agricoop.nic.in/guidelines.html>. In some cases, different schemes provide similar benefits for the

same component of agricultural operation. For instance, farmers in different districts of a State could avail subsidy for seeds for the same crop under National Food Security Mission, NMOOP etc.

To make it simpler for extension workers and farmers to understand the admissibility criteria and financial norms for subsidies under different schemes, a 'Farmer-Friendly Handbook' has been released by DAC, arranging information component-wise rather than in terms of Schemes/programs. The Handbook categorizes various activities in 11 different themes viz. Soil Health, Soil Conservation & Fertilizers, Seeds, Irrigation, Training & Extension for Farmers, Mechanization & Technology, Agricultural Credit, Agricultural Insurance, Plant Protection, Horticulture, Agricultural Marketing and Integrated Farming. Each theme gives information on three aspects viz. 'What to do?', 'What can you get?' and 'Whom to contact?'.

ज॒त॒ह॒क॒क॒ फ॒Ø; क॒द॒य॒क॒ी - , द॒ फ॒ज॒ि॒क॒व॒

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Capacity Building under KCC

The Kisan Call Centre (KCC), implemented by the DAC, Govt. of India, has been in operation since 21st January 2004 and has proved to be an effective mechanism to address the queries of farmers related to farm and farm enterprises in Agriculture and allied sectors across the country. During the last 10 years, over 10 million calls were received and answered by KCC functionaries located in various states and UTs. However this number is comparatively small considering the farming population in the country.

The performance of KCCs was reviewed in a National level Workshop and one of the recommendations of the workshop was to organize training programs on generic issues through State Agricultural Universities (SAUs) in *kharif* and *rabi* seasons for the benefit of Level I and Level II experts. MANAGE has been asked by the Ministry of Agriculture to facilitate organization of 2 training programs each, for Level I Agri-Tele-Advisors and Level II experts, by SAUs of the concerned states.

Writeshop for Success Stories

Documentation of project experiences, knowledge and lessons learnt is the need of the hour. Documentation of best practices and success of various interventions can help identify effective strategies, along with challenges, and provide recommendations for future action. This can serve as a model for organizations and as a learning tool for others.

A Writeshop for Success Stories was organized during June 2014 in Assam to orient participants to conceptualize a story, the writing process and improve capacity to document success stories.

Focus was on identifying and conceptualizing a story from a project success, techniques of gathering information and documentation of best practices, success stories, and sharing these through various media.

There were 29 participants from the Department of Agriculture, Assam.

Visit MANAGE at www.manage.gov.in

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