



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

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International Programme on Extension Systems for Officials of Afghanistan

An International Training Programme on "Agricultural Extension Systems" was organized for officials of Afghanistan during 26-30 November, 2012 at MANAGE as a part of an MoU between the Govt. of Afghanistan and the Govt. of India.

Nineteen delegates from six provinces of Afghanistan attended the programme. Focus of the programme was on areas of - Innovations in new extension systems and advisory services for farmers, Extension methods; Use of Information and Communication Technology for extension outreach and on Successful extension models and methodologies in India. Faculty from MANAGE, Agriculture Department of Andhra Pradesh and other Agricultural Institutions shared Indian experiences in implementation of agricultural extension programmes in India.



Shri B Srinivas, IAS, Director General, MANAGE, addressing the delegates

Field visits were organized to provide orientation to Farmers' Market and Farmers' Organizations in villages of Ranga Reddy district. The participants appreciated the programme.

Centres @ MANAGE

The Government of India (GoI) launched National Agricultural Extension and Technology Mission (NAETM) during 2012, based on the recommendations of the Working Group on Agricultural Extension for the 12th Five-year Plan.

This envisages reorientation of the activities of MANAGE in order to support the Mission and Extension activities of GoI. Accordingly, the Cadre Review Committee (CRC) of MANAGE had evolved a Road Map after extensive consultations with all Stakeholders.

Further, in order to bring broad-based Extension Approaches in MANAGE activities, the CRC recommended establishment of Eight Centers and a School of Agribusiness. These entities are expected to enhance the involvement of MANAGE in the Extension activities of National importance.

These Centres are:

1. Centre for Agricultural Extension Policy, Reforms and Processes
2. Centre for Agri-Institution Capacity Building
3. Centre for Agricultural Markets, Supply Chain Management and Extension Projects
4. Centre for Allied Extension and Water/Input use Efficiency
5. Centre for Knowledge Management, ICT and Mass Media
6. Centre for Agripreneurship, Youth and PPP
7. Centre for Women and Household Food and Nutritional Security, Urban Agriculture and Edible Greening
8. Centre for Agrarian Studies, Disadvantaged Areas, NRM Extension and Social Mobilization; and
9. School of Agri-Business Management

Operationalization of DAESI

A one-year “Diploma in Agricultural Extension Services for Input Dealers (DAESI)” is being conducted by MANAGE. The Diploma is designed to impart formal agricultural education to Input Dealers with an objective to transform them into Para-extension professionals to enable them to serve the farmers better.

Though the programme has been running for the last eight years, it has been confined mainly to the State of Andhra Pradesh. In order to up-scale this programme across the country to cover a larger number of input dealers, a sensitisation programme on Operationalization of DAESI was organized in December 2012, by involving the stakeholders viz., Facilitators, Officers of Agriculture and allied departments, SAMETIs, EEs, Agribusiness companies and NGOs willing to take forward this programme. The objectives of the programme were to sensitize the participants on the concept of DAESI and its importance in

the Extension system, discuss the various models and their operationalization and to develop a road map to take forward the DAESI programme across the country.

In his inaugural address, the DG, MANAGE, Shri B. Srinivas, IAS, stressed on the importance of up-scaling the programme and requested the delegates for suggestions to spread the DAESI Programme across the country.

Dr. P. Chandrasekhara, Director, MANAGE, emphasized the importance of capacity building for input dealers and explained how the trained input dealers could be utilized by the department officials in extension activities.

The delegates have suggested a number of ideas for popularizing the DAESI Programme across the country. State-specific action plans were also shared by the participants.

Ranking of PGDM (ABM)

MANAGE has been offering a two-year full time residential Post Graduate Diploma in Management (Agri Business Management) since 1996 on a self-financing basis. The programme aims to prepare business leaders and techno-managers for careers in sectors related to Agriculture, Food, Agri-input, Agri-banking, Retail, Supply Chain Management etc.



The Programme has a strength of 60 students and has the recognition of All India Council for Technical Education (AICTE). The programme has evoked excellent response from leading agri business companies. The rankings of PGDM (ABM) of MANAGE by various magazines may be seen here:

Rankings:

- 24th rank among top Management Schools - Outlook Magazine, October 2012
- 3rd best sectoral college - Outlook Magazine, October 2012
- 15th rank (Tier-1) among top B-Schools - Careers360, December 2012
- 3rd best B-School in South - Careers360, December 2012.

Shri Mukesh Khullar, Joint Secretary (Crops) visits MANAGE

Shri Mukesh Khullar, IAS, Joint Secretary (Crops) and National Mission Director (National Food Security Mission) in the Department of Agriculture, Government of India, visited MANAGE on 24th December 2012.

He delivered a lecture on National Food Security Mission and interacted with MANAGE Faculty with a view to define the role of MANAGE in pursuing NFSM successfully in the country. He also had an interaction with PGDM (ABM) students.

Sharing Good Management Practices in Extension Organizations

A training-cum-workshop was organized at MANAGE on “Good Management Practices for enhancing the Operational Efficiency of the Extension System” during November 27-29, 2012 to share and document “good management practices” within different Agricultural extension and advisory service institutions like SAMETIs, ATMAs, KVKs, NGOs and Agribusiness Companies that have implemented innovations within their organizations, and also in educating and improving livelihoods of farmers. The idea was to develop an action plan for operationalizing and

up-scaling good management practices. Focus was on good management practices in Extension structure and Organizational management, Technology transfer, Social capital development, Financial management mechanism in the Extension Organizations, Innovations in Technology Dissemination and Advisory Systems.

There were 20 participants who included officers from SAMETIs, ATMAs, KVKs, Agriculture and allied departments, Private agribusiness industry and NGOs working in agriculture.

Training on Preparation of Detailed Project Report (DPR) under Integrated Watershed Management Programme

Participatory watershed management for conserving rainwater and other valuable natural resources is quite promising and the new guidelines are an important step to converge, harmonize and rationalize the development process. Under these guidelines, preparation of a Detailed Project Report (DPR) is one of the crucial activities at watershed level which is to be facilitated by the extension functionaries identified in the project area. This DPR is to be tuned to the district perspective plan.

MANAGE organized two training programmes, during November and December 2012, aimed at orienting the participants to the facets of preparation of a DPR. The specific objectives were to help officers understand the steps and procedures in

the preparation of a DPR, evolve appropriate strategies and approaches for carrying out specific aspects viz. organization of the community in a new institutional set up, integration of social resource management with natural resource management, need-based capacity building of community members on technological as well as management aspects, efficient utilization of already developed natural resources etc. and carry out need-based allocation of available funds by converging different developmental programmes.

Around 45 extension officers from the State and Central government departments and NGOs, working with watershed management programme, participated in the programmes.

Training for Human Resource Management

Human Resources Management (HRM) is an important contributor to enhancement of the overall efficiency of functionaries involved in implementation, monitoring, evaluation, research and extension activities.

Two programmes were organized on Managerial Skills for Extension Personnel in November and December 2012. In the changing economic scenario, the Indian agricultural extension functionaries need managerial skills which include Technical, Human, Conceptual and Diagnostic skills. In addition to technical skills, Human Relation skills can be useful in improving their performance, thereby increasing their efficiency and effectiveness. These include teamwork, communication,

conflict management, motivation, leadership, etc. The programmes oriented the participants on the principles and practices of team work, developed an understanding on behavioural aspects and on their potential for effective and efficient performance. The two programmes covered 40 participants.

One programme was organized on Human Resource Development, in December 2012, to orient extension personnel on the concept, approach and strategies for human resource management, motivation, conflict management, interpersonal communication and different facets of institutional management for HRD and training. There were 33 participants.

Training Programmes during February 2013

Sl. no.	Programme	Dates	Venue
1	Training-cum-workshops on ICT Tools for NTIs under AC&ABC	4 - 5	Trivandrum
2	Self Management – Through Personal Profiling	4 - 7	MANAGE
3	Training Programme on Human Resource Development for Extension Functionaries of Watershed Projects	5 - 8	MANAGE
4	Participatory Monitoring & Evaluation	11-14	MANAGE
5	Annual Training Planning Workshop of MANAGE, SAMETIs & EEIs	12-13	MANAGE
6	Web 2.0 for Knowledge Management	13-15	MANAGE
7	Workshop on DAESI	18	MANAGE
8	Farm Mechanization Extension	18-22	SAMETI Kerala
9	Programme on Process Documentation	19-22	MANAGE
10	Training of Trainers on Gender Sensitization	19-22	MANAGE
11	Training Programme on Sustainability of Watershed Projects	20-22	Guwahati
12	Supply Chain Management in Agriculture Marketing	25-28	MANAGE
13	MDP for ATMA PDs/DPDs	25-28	MANAGE
14	Writing for Print Media	25-28	VANAMATI Nagpur
15	Training program on Gender Sensitization for the Newly recruited BTMs & SMSs under Reforms	26-28	MANAGE
16	Training Programme on Agricultural Extension Management for KVK Scientists	26	MANAGE

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