



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

November-December 2013

US-India-Africa Triangular International Training Program on "New Dimensions in Agricultural Extension Management"



(l to r) Mr. Michael Mullins, US Consul General lighting the lamp. To his right is Dr. Perks Ligoya, High Commissioner of the Republic of Malawi to India; to his left are Ms. Kathryn Stevens, Acting Mission Director, USAID; and Shri. B. Srinivas, IAS Director General, MANAGE

The United States and India launched the third US-India-Africa Triangular agricultural training program at the National Institute of Agricultural Extension Management (MANAGE) on 15th October 2013. This partnership, supported by the U.S. Government's global hunger and food security initiative 'Feed the Future', aims to improve agricultural productivity and support market institutions in Kenya, Liberia, and Malawi.

A total of 180 African agricultural professionals are expected to be trained over the next two years under this initiative. This is the second program being organized at MANAGE and is scheduled from 15th October to 13th December 2013. Thirty delegates from Kenya, Liberia

and Malawi are participating in this program. Speaking on the occasion, the U.S. Consul General in Hyderabad Mr. Michael Mullins explained that, under the strategic partnership between the Governments of India and the USA,



in order to improve agricultural productivity in Africa, the triangular engagement will “leverage India’s experience, expertise, and resources, as well as share innovations and technologies to address food insecurity, malnutrition, and poverty in the three African countries.”

At the event, Mr. Mullins was joined by Dr. Perks Ligoya, High Commissioner of the Republic of Malawi to India, Shri Sanjeev Gupta, Joint Secretary, Ministry of Agriculture, GoI (through videoconferencing); Ms. Kathryn Stevens, United States Agency for International Development (USAID) Acting Mission Director; and Director General of MANAGE Shri. B. Srinivas.



Delegates of the U.S. - India - Africa Training Program with MANAGE Faculty

Development and Sustainability of Farmer Producers’ Organizations

Alternative innovative institutions are called upon to meet the emerging challenges of enhancing income and reducing rural poverty. Initially, cooperatives served the rural sector, particularly in dairy sector and credit. In order to improve upon the existing institutions, the Companies Act (1956) was amended to establish Primary Producer Companies (PPC)/Farmer Producers’ Organizations (FPOs). This was primarily done for retaining the basic structure of cooperatives while at the same time enabling the primary producers to have the flexibility, freedom and efficiency of a private limited company.

Since the amendment in 2002, about 150 producer companies have been established in different parts of the country covering a host of commodities ranging from agriculture and plantation crops to milk, poultry, meat, eggs and handicrafts. However, the spread and growth of Primary Producer Companies has happened at a limited pace. This may be due to the fact that farmers need to be motivated, empowered, educated and capacitated to set up "Farmer Owned Companies" under the legal provisions and law. Farmers require support due to the fact that they are primarily producers and not professionals in the field of organizational set up and company matters. Hence it is important to create awareness and build the capacity of officers of Agriculture and allied departments to develop new FPOs.

MANAGE organized two training programs on this theme at Bhubaneswar and Anand with the objectives of creating awareness about the

concept of FPOs and to impart skills and knowledge on the formation of FPOs and on the legal framework followed in its formation. Sixty five extension functionaries from the State Departments of Agriculture and Allied Sectors, Scientists of SAUs, ICAR institutes, NGOs etc., participated in the training programs.

Appreciation for MANAGE Faculty



Dr. P. Chandra Shekara, Director (Agricultural Extension), MANAGE receiving the “Special Appreciation Award” from Dr. Ayyappan, Director General, ICAR during the International Conference on Agricultural Extension held at UAS, Bengaluru in December 2013.

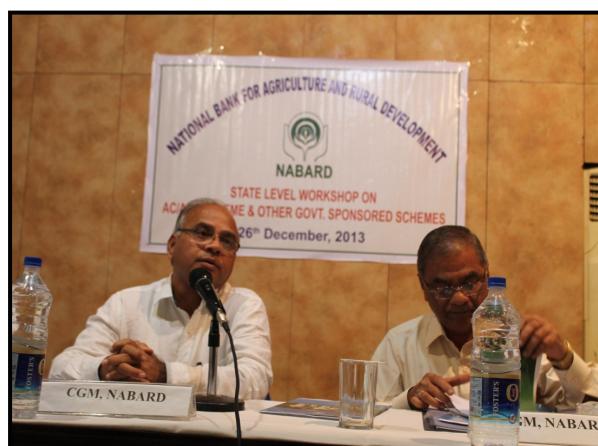
State Level Workshop on Agri Clinics & Agri Business Centers and other Government Sponsored Schemes

A State level Workshop on Agri Clinics & Agri Business Centers Scheme and other Government Sponsored programs was organized on 26th December 2013 in Bhubaneswar, Orissa. The participants included Branch Managers of Commercial banks in the State, RRBs, OSCB, Director of the NTI Orissa, GM and CGM from NABARD and officials from MANAGE.

Shri. S. M. Shahastrabudhe, GM, NABARD, in his welcome address, gave a brief introduction on the Scheme, which was conceived to supplement the efforts of public extension and also to create gainful self-employment opportunities.

Inaugurating the workshop, CGM, Orissa Regional Office, highlighted the objectives of the Scheme. He expressed that farmers were willing to pay for the extension services and, therefore, the bankers need to implement the scheme in right earnest to finance the Agripreneurs, who are ready to set up Agriventures. He mentioned that, over a period of time, a number of modifications have been brought about under the scheme and the subsidy is maximized i.e. @36% and 44% for general and SC/ST beneficiaries respectively. Success stories and salient features of the scheme were presented by MANAGE.

An Agripreneur, Shri Nalina Kanthi Dass from Cuttack, who had availed loan under the AC&ABC scheme from State Bank of India, Bidhyadarpur branch, Cuttack, had established a Unit for sale of Agri-inputs. He shared his experiences of undergoing the training and the process he had undertaken to establish the unit.



A presentation on other Government sponsored schemes was made by the representatives of line Departments. The workshop concluded with a vote of thanks by Shri. M. Sarkar DGM, NABARD. All the stakeholders committed to work in tandem for promotion of the Scheme in the State.

The Action Points which emanated for strengthening the AC&ABC Scheme are:

- Bankers to clear the proposals pending with them under AC & ABC Scheme and submit applications for subsidy to NABARD
- Financing of at least 5 project proposals of AC&ABC by each bank before 31st March 2014
- Time lines to be followed by the bankers for submission of subsidy applications .
- All the Zonal Offices/Regional Offices to circulate the guidelines of AC&ABC and other Govt. sponsored programmes, among the branches
- At least one project under the AC&ABC scheme to be financed by each branch of all the banks

AC&ABC Help Line

Call toll free number 1800 425 1556 to know more about:

- 1) AC&ABC Scheme details
- 2) Nodal Training institutes operating in your area
- 3) Whether you are eligible to undergo AC&ABC training
- 4) If already trained under AC&ABC Scheme
 - a) to update your contact information
 - b) to register for a Refresher Training Program
 - c) to update your bank loan and subsidy status
 - d) to register your problems with regard to loan sanction
 - e) delay in subsidy release from NABARD
 - f) or any information or suggestions on AC&ABC Scheme

Reach us by mail: helplinecad@manage.gov.in

Farmer to Farmer Extension

On one hand, fragmentation of farm holdings is increasing while on the other, the number of extension functionaries in agriculture and allied sectors is shrinking resulting in widening the gap between the farmer and extension functionaries. In this scenario, farmer-to-farmer extension is emerging as a faster mechanism for technology dissemination in the rural areas. There are different patterns of this mechanism viz., Innovative Farmers, Expert farmers, Farmers' groups and Organizations, Farm schools etc. It is generally agreed that farmer-to-farmer learning is the most credible and effective delivery mechanism. It is believed that, if farmers lead extension activities it can reduce the cost in extension to a considerable extent. Moreover, it is likely to have a positive impact since farmers prefer listening to and adopting technology from peer farmers because they share similar problems, beliefs and cultural attributes and in similar social / cultural environments.

In view of the focus on Farmer-to-Farmer Extension, a program on the concept was organized at Pantnagar during November 25-29, 2013. The objectives of the program were to

Vigilance Awareness Week

Vigilance Awareness Week was observed during 28th October 2013 to 2nd November 2013 in MANAGE.

After the Oath was administered, various programs were organized during the week, including an essay competition, elocution competition and slogan writing competition. MANAGE employees participated very actively in all the competitions.

orient the participants on the concept and importance of "Farmer-to-Farmer Extension", understand different patterns existing in the country and develop skills in strengthening the concept of Farmer-to-Farmer Extension. There were 22 participants representing agriculture and allied departments.



Commodity Futures Markets

MANAGE, in collaboration with Forward Markets Commission (FMC), organized a Training-cum-Workshop on "Commodity Futures Markets in Agriculture" during November 11-13, 2013 at ICAR RC-NEH Region, Umiam, Shillong.

The program was sponsored by FMC. The main objective of this workshop was to orient the senior and middle level officials of the Agriculture department, faculty members of Department of Agricultural Extension and Agricultural Economics and Scientists from SAUs, including KVKs, in the emerging area of Commodity Futures and Futures Trading with special focus on Agriculture.

There were 25 participants from the North-East.

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