



# MANAGE Bulletin

From the National Institute of Agricultural Extension Management

November-December, 2014

## Dr. K. Satyagopal IAS takes charge as Director General MANAGE

Dr. K. Satya Gopal, IAS, Director General, National Institute of Plant Health Management (NIPHM), assumed additional charge as Director General, MANAGE with effect from 10 December 2014.

Dr. Satyagopal belongs to the 1987 batch of Indian Administrative Service (Tamil Nadu cadre). He has a MSc., PhD in Zoology and M.A. in Public Administration (Maxwell, Syracuse University). He has nearly 28 years of career experience in areas relating to District Administration, Rural Development, Management of Public sector manufacturing companies, Land Administration, Finance, Plant Health Management, etc.



## Shri. Anna Hazare visits MANAGE



Padma Bhushan Shri Anna Hazare visited the National Institute of Agricultural Extension Management (MANAGE) on 6<sup>th</sup> December 2014. Shri Anna Hazare unveiled the statue of Mahatma Gandhi on MANAGE campus.

He also released a book “Agri Clinics and Agri Business Centers: Success stories of Agripreneurs”, a compilation of 50 successful ventures of Agripreneurs across the country.

In his address, Shri Anna Hazare emphasized that in order to develop the nation, we need to develop villages; and in order to develop villages, we need to develop people in the villages.

He called upon the PGDM (ABM) students to serve in villages. He focused on environmental conservation and said that development should be ensured without polluting the environment. He shared his Ralegaon Siddhi experiences of bringing about prosperity by conserving natural resources and inculcating social values.

*Contd...on page 4*

## MANAGE bids farewell to Shri B. Srinivas IAS



MANAGE bid a warm farewell to Shri B. Srinivas, IAS, who was the Director General MANAGE from 8 May 2012 to 9 December 2014. He has now joined his parent cadre after completing his Central deputation.

Faculty and staff honored him and recalled his significant contributions in programs and projects at MANAGE, during the period.

## Agricultural Extension System and Community Development

MANAGE organized a ten-day Training Program on “Agricultural Extension System and Community Development” for Indonesian Officials during 1<sup>st</sup> - 10<sup>th</sup> December, 2014. Ten Executives from Indonesia participated in the program.

This program was organized as a follow-up to the 2<sup>nd</sup> India-Indonesia Joint Working Group Meeting held in Bali, Indonesia during 24-28 March, 2013, subsequently followed by communication received from Directorate of Extension, Ministry of Agriculture and Cooperation, Government of India to strengthen partnership in agricultural development between India and Indonesia under

the MoU signed between the two countries. Apart from faculty input in sessions, field visits were also organized.



Participants on a field visit

## Behavioral Dimensions for Convergence in Agricultural Extension

Despite, substantial public investment in agriculture and allied sectors for strengthening the livelihood base of farmers through various initiatives like NHM, NFSM, RKVY etc., the farming community is unable to take full benefit of these programs for a variety of reasons including lack of coordination among implementing departments, compartmentalization and inability to network with relevant stakeholders.

Realizing this fact, institutional arrangement like ATMA was created at the district level to bring in convergence between the service provider departments and farmers.

Convergence of efforts and investments is expected to bring synergy among different departments for effective implementation and bringing about the desired outcome. Since it is basically an attitudinal concern, issues like team building, interpersonal communication, pro-activity, coordination, commitment, openness to others' ideas need to be addressed.

Keeping this in view two programs were organized during November and December 2014 focusing on behavioral dimensions for convergence, to orient the participants on the concept of convergence and its benefits. The two programs covered 43 officers.

## Extension Management Approaches for Promoting Water Use Efficiency in Agriculture

Wasteful utilization of water resources diminishes crop productivity. Efficient water utilization reflects how efficiently water is stored, distributed and used for crop production. Principal factors influencing Water Use efficiency (WUE) are design of the irrigation system, degree of land preparation and skill & care from the irrigator. Dissemination of new technology for improving water use efficiency is the need of the hour.

In view of this, an orientation training on “Extension Management Approaches for Promotion of Water Use Efficiency in Field Crops” was organized during December 17-20, 2014, for extension functionaries of agriculture and allied departments. The objectives were to orient participants on new technologies for promoting efficient use of water; and sensitize them to extension approaches for disseminating

technologies on WUE.

The program was organized in Jharkhand covering 33 executives.



## 'mKisan' Portal enabling Mobile based services

Mobile based services for farmers and other stakeholders, being delivered through organisations, departments and offices of the Central & State Governments down to the Block level (including State Agricultural Universities, Krishi Vigyan Kendras, Agro-Meteorological Field Units) have been brought together under a single umbrella viz. mKisan portal of the Ministry of Agriculture, Government of India. The URL is [www.mkisan.gov.in](http://www.mkisan.gov.in). mKisan Portal subsumes all mobile based initiatives in the field of Agriculture & allied sectors.

It brings together SMS (both Push and Pull), Interactive Voice Response System, Unstructured Supplementary Service Data or USSD (which is essentially Interactive SMS and can facilitate data entry and query on Web Portals without internet), Mobile Apps and Services.

Further details of mKisan Portal can be seen at <http://mkisan.gov.in/aboutmkisan.aspx>.

## Krishi Video Advise - a mobile app for farmers



Krishi Video Advice Project has been conceptualized by MANAGE, Hyderabad to bridge the information gap between the farmer and the expert.

This aims to provide advisory services in agriculture and allied sectors on farming issues with the help of a mobile app on the farmer's smart phone/ tab or with the help of a web portal from Common Service Centres (CSCs) / National Optical Fibre Network (NOFN).

The mobile app works on all smart phones or tabs having android operating system. Any farmer / extension officer can use the mobile app

to capture three images of the crop/livestock and one video clip from the farmer's field itself and upload the same from CSC/NKN centres using 3/2G facility. The Kisan Call Center (KCC) expert then provides advice based on the crop images and video. Live video conference with experts is also possible.

This system can be used by farmers, farmer groups, commodity groups, NGOs and officials, who are involved in rendering extension services to farmers.

The software has been developed, hosted and supported by NIC, Hyderabad.

## Executive Development Program for Coromandel

The School of Agri Business Management at MANAGE, conducted two consultancy Executive Development Programs for 'Coromandel International Limited' during November-December 2014. The Programs were conducted for middle level managers who are in charge of 10-15 retail outlets of 'MANA GROMOR' promoted by Coromandel International Limited.

The objective of the Program was to strengthen the technical knowledge of the executives to enable them to render better and more informed advice to the farmers.

The contents of the Program covered diverse technical aspects from 'seed-to-seed' which included seed quality, soil nutrition, plant nutrition, pests and diseases, irrigation methods, soil conservation, agricultural tools and equipment and related aspects.

Forty-three executives participated in the training programs.

The Program was well appreciated by the executives and the management of Coromandel International Limited.

Anna Hazare visits MANAGE...contd. From pg 1

Our life is meant for selfless social service which is the best service - and this alone would give us true happiness and contentment, he said. He visited Bapu exhibition organized by students.

He also visited the campus and appreciated the efforts in recycling water, and solid waste management on the campus.



Shri Anna Hazare visits Bapu exhibition

## Shri Gopichand inaugurates Indoor Badminton Court at MANAGE

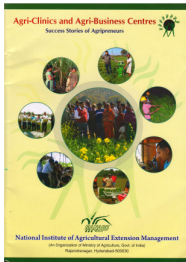
An Indoor Badminton Court-cum-Gym has been constructed at MANAGE.

Shri. Pullela Gopichand, renowned badminton player and national coach, inaugurated the Badminton Court-cum-Gym at MANAGE on 9th December 2014. Shri Gopichand is the winner of the All England Open Badminton Championships in 2001, Arjuna award in 1999, Padma Shri in 2005, Dronacharya award in 2009 and the Padma Bhushan, India's third highest civilian award in 2014.



Shri Gopichand inaugurates Badminton Court

## Success Stories of Agripreneurs



The Agri-Clinics and Agri-Business Centres Scheme was launched in 2002 with an objective to supplement the efforts of public extension by facilitating qualified Agricultural professionals to set up Agri-ventures to deliver value-added extension advisory services to farmers at their door step, besides providing self-employment opportunities to them. MANAGE is the Nodal Implementing Agency for training these agricultural professionals and offering handholding support to establish Agri-ventures in partnership with 108 Nodal Training Institutions spread across the country. This book is a compilation of some of these success stories. It is hoped that this would enhance the awareness of stakeholders about the potential of the Scheme in strengthening Agricultural Extension and inspire many more budding agricultural professionals.

## Farewell to Shri Vidyasagar



MANAGE bid farewell to Shri C.R. Vidyasagar, Assistant Engineer (Civil), on his voluntary retirement from service on 8th December 2014.

Shri Vidyasagar had over 18 years of experience in various projects at MANAGE. He had joined MANAGE in 1997 and was associated with Civil maintenance and construction work.

Visit MANAGE at [www.manage.gov.in](http://www.manage.gov.in)

**MANAGE BULLETIN** is published by:  
Dr. K. Satyagopal, IAS, Director General,  
National Institute of Agricultural  
Extension Management (MANAGE),  
Rajendranagar, Hyderabad-500030, India.  
Tel:+91 (0) 40 24016702-706 Fax:+91 (0) 40 24015388

Chief Editor: Dr. K. Satyagopal, IAS

Executive Editor : Dr. V.P. Sharma

Editor: Dr. Lakshmi Murthy