



MANAGE Bulletin

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Going Beyond Production – Exploring Market Focus in Agricultural Extension



(l to r) Dr. B.K. Paty, Director, Smt. V. Usha Rani, IAS Director General, MANAGE, Shri Gokul Patnaik IAS (retd.), Shri. K.S. Srinivas Joint Secretary (Agricultural Marketing) and Dr. P. G. Chengappa, ex-Vice-Chancellor, UASB

A two-day National Workshop on “Going Beyond Production – Exploring Market Focus in Agricultural Extension” was organized during November 2 – 3, 2015 at MANAGE. Policy makers and extension functionaries working in Agriculture and other line Departments from 16 States participated in the workshop.

The objectives of the workshop were: to examine issues and challenges in redefining the mandates of production agencies to pursue agricultural marketing extension; capacity - building of the extension functionaries of different line departments in agricultural marketing; delineating the focus areas of agricultural marketing extension; deliberating on instruments for inclusive marketing viz., Contract Farming and Farmer Producer Organizations and examining issues and challenges for overcoming systemic hindrances in Marketing Extension.

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MANAGE Bulletin is a publication from the National Institute of Agricultural Extension Management (MANAGE) - an organization under the Ministry of Agriculture & Farmers Welfare, Govt. of India

Smt. V. Usha Rani, IAS, Director General, MANAGE, welcoming the delegates of the workshop, flagged major marketing issues like aggregation of small farmers, regulated marketing system, MSP, market information and promotion of alternative marketing systems to be a part of agricultural extension.

Shri. Gokul Patnaik, IAS, (Retd.) in his keynote address deliberated that the whole idea of the extension system, when it was initiated, had the objective of improving production and productivity, relegating marketing aspects to the backburner and hence, in the present condition of surplus production, extension machinery has to be oriented towards agricultural marketing. Shri. K.S. Srinivas, IAS, Joint Secretary (Agricultural Marketing) & Agricultural Marketing Advisor, Ministry of Agriculture and Farmers Welfare, addressed on the stance of Govt. of India on different policy issues relating to Agricultural Marketing. Further, he mentioned that, in order to overcome problems in Agricultural Marketing, Government of India recently launched the schemes of Price Stabilization Fund (PSF) and Agri-Tech Infrastructure Fund (ATIF) for establishing a 'National Agricultural Market' (NAM).

Dr. P. G. Chengappa, Ex-Vice-Chancellor, UAS, Bangalore and National Professor, ICAR in his address emphasized the need for a proper extension mechanism for promoting market driven production. In view of shift in consumption pattern towards high value crops, there is a shift in cropping pattern from cereals to high value crops like fruits and vegetables and hence, capacity building of extensional personnel in marketing dimension is the need of the hour, he added.

Recommendations of the Workshop

Recommendations of the Workshop related to Development of Standards for different agricultural produce by the States ; sensitizing Extension Workers about APMR Acts, Rules and Regulation of Agriculture Produce Markets; establishing linkage between Agricultural Extension and Marketing ; documentation of Success stories and creating awareness among farmers; promoting group marketing ; building capacity of Extension functionaries on the group approach; improving awareness on various standards etc.; promoting Scientific storage and marketing infrastructure; designing a Marketing course ; strengthening ATMAs for Research-Extension –Farmer –Marketing linkages; focus on formation and strengthening of sustainable FPOs for small and marginal farmers etc.

On the occasion a “Handbook on Agricultural Marketing Extension for Extension Functionaries” by MANAGE was also released. It is hoped that this book would be helpful for field officials in understanding the intricacies of agricultural marketing and mainstreaming the same in the current production –based extension system.



Smt. V. Usha Rani, IAS Director General, MANAGE addressing the delegates

Training on Terrace / Backyard Gardening



In order to promote safe food and nutritional security in urban and peri-urban areas, MANAGE took an initiative to organize a one day training program on Terrace / Backyard Gardening for residents of Hyderabad.

The first training program was organized on 9th November 2015 followed by another on 7th December, 2015 at MANAGE, Rajendranagar, Hyderabad. There was tremendous response to the program.

In all, 82 local residents were trained on terrace / backyard gardening. Most of the participants included educated housewives and a few couples who are actively involved in gardening.

The training provided hands on experience on various aspects of gardening such as rooftop gardening, backyard and kitchen gardening, preparation of soil and potting mixture, ease of handling and choosing the right materials for containers, watering techniques, space utilization and maximization, essential principles and precautions in gardening, growing vegetables, compost making, pest and disease management, etc. Simultaneously, a small exhibition – cum – sale was also organized by inviting DAESI and AC&ABC trained entrepreneurs of MANAGE, who displayed farm implements, seeds, seedlings, grow bags etc. There was positive response from participants and many of them have requested for more such training to be organized.

Establishment of Climate Change Knowledge Network in Indian Agriculture

The Ministry of Agriculture, Government of India is implementing a project 'Establishment of Climate Change Knowledge Network in Indian Agriculture, called CCKN-IA' with technical support from Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). The specific objective of CCKN-IA is to develop a network of agricultural knowledge and extension services for stakeholders in three selected states on a pilot basis viz., Jharkhand, Maharashtra and Odisha. The network of National and State level partners will have facilities for a two-way flow of communication for sharing data, solutions and relevant agricultural and climate information with different stakeholders including the farmers.

CCKN-IA project is being implemented across about 300 villages in the three states, in 6 districts (two districts in each state) and 12 blocks (2 blocks per selected district) to validate the measures/technologies developed under the project. MANAGE has been identified as a National Facilitating Agency (NFA) under the project, to coordinate, manage, monitor and support these state level institutions to function as a State level Consortium Facilitating Agency (CFA). The project aims at increasing the efficiency and effectiveness of public and private resources for improving agricultural extension service delivery to contribute towards sustainable agricultural development under the context of climate change adaptation. The project adopts a participatory and partnership approach by forming a multi-institutional "entity" (e.g. consortium) of relevant partners and converging their strengths and expertise with appropriate capacity development measures.

National Workshop on ICTs in Agriculture organized



Smt. V. Usha Rani, IAS Director General, MANAGE addressing the delegates. On the dias (l to r) are Dr VP Sharma, Director, Shri Narendra Bhooshan, IAS Joint Secretary (Extension & IT), Shri Rajiv Chawla, IAS, Principal Secretary and Shri Rajasekhar, DDG, NIC

A National Workshop on ICTs in Agriculture with focus on Farmers' Portal, mKisan and Kisan Call Centres was organized at MANAGE, Hyderabad during December 8-9, 2015.

The usage of ICTs in Agricultural Extension has been demonstrated successfully all across the country. Innovative initiatives undertaken by Ministry of Agriculture and Farmers Welfare, Government of India, National Informatics Center (NIC), State Agricultural Universities and State Departments of Agriculture have reached a large number of farmers. Most of these ICT initiatives have been developed in isolation and are working as independent projects. Time has come to take stock of all these initiatives and integrate all these services and deliverables under NeGP-A. Farmers are getting various kinds of information from multiple sources, putting pressure on time, cost and energy on the part of implementation agencies. Hence, there is a need to review the existing initiatives and agricultural information delivery channels and work out a strategy to streamline information flow making it more farmer-driven, utility-driven.

Keeping this in view, this two-day Workshop on ICTs in Agriculture was organized with the following objectives:

- Overview of National e-Governance Plan - Agriculture (NeGP-A) with its major focus and key deliverables, timelines and current status;
- Share major ICT Initiatives undertaken by Ministry of Agriculture and Farmers' Welfare, Government of India, National Informatics Center and State Governments;
- Take stock of implementation of revised call escalation matrix for Kisan Call Center and;
- Work out strategies to streamline ICT initiatives, with common understanding among all stakeholders.

Shri Rajiv Chawla, IAS, Principal Secretary, Horticulture and Sericulture, Govt of Karnataka and Shri Narendra Bhooshan, IAS Joint Secretary (Extension & IT), Ministry of Agriculture & Farmers' Welfare, Government of India, graced the event. There were 42 participants representing Agriculture and Allied Departments from State Governments, EEI, SAMETI, NIPHM, ICAR Institutions (IIRR, IIMR), NIRD, NIC etc., and faculty and officers of MANAGE at the workshop.

Smt. Usha Rani, IAS, Director General, MANAGE, in her address, mentioned that in addition to national initiatives there are parallel state initiatives. She highlighted the initiatives by MANAGE including Krishi Video Advisory and the new web-based initiative for providing Scientific Advisory to farmers.

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Sensitizing Stakeholders on Implementation of DAESI

A National Workshop for Sensitizing Stakeholders on Implementation of Diploma in Agricultural Extension Services for Input Dealers (DAESI), was organized at MANAGE on 1st December 2015. As per the decision of Govt. of India, DAESI will be implemented by the states involving stakeholders such as Department of Agriculture, SAMETI, ATMA, KVK, Agri-business Companies, NGOs, etc. Senior officials from the Department of Agriculture, SAMETIs, ATMA, representatives of NTIs/NGOs, facilitators of DAESI and other stakeholders representing ten states participated in the workshop. Senior Officials from DAC, Ministry of Agriculture and Farmers' Welfare also attended the workshop to share the Ministry's perspective on DAESI program.

Smt. Usha Rani, IAS, Director General, MANAGE in her address stressed upon the need for training the dealers to improve their technical competencies so that they can serve the farmers better. There was a brief presentation on Skill Training of Youth (STRY), Farmers' Capacity Assessment and Certification (FCAC) and DAESI by Dr. Prashant Armorikar, Director (Extension & Training) from DAC. There were a few presentations from SAMETIs, with experience in conducting DAESI programs, from West Bengal, Jharkhand, Orissa and NTI from Tamilnadu who shared their experiences in implementing DAESI Program. Detailed discussions on the approved guidelines were held and issues raised by the delegates were clarified. Some of the suggestions from the workshop for incorporation in the guidelines related to the roles of State Department of Agriculture and SAMETIs, ATMAs and NTIs; eligibility criteria for candidates and related issues.

Training on Greenhouse Cultivation

On the request of the Commissioner of Horticulture, Govt. of Telangana, MANAGE organised two 2- day training programs for farmers of Medak and Ranga Reddy districts. Fifty nine identified beneficiary farmers from Medak district participating in the first training program while 41 farmers from Ranga Reddy district participated in the second program. On the first day the participants were exposed to the basics and types of green house; Green house management; Irrigation and fertigation; Cultivation of vegetables and flowers; Crop Protection; Post Harvest and marketing ; Quality and quantity parameters of poly house structures.

On the second day the participants were taken to the field for hands-on experience on poly house cultivation of vegetables and flowers in Chevella Mandal of Ranga Reddy district. On the field, farmers were oriented to quality parameters of poly houses, land preparation, cultivation practices, maintenance of the temperature & humidity in poly houses etc.



(National Workshop on ICT, Contd....from page 4)

The Principal Secretary, Horticulture and Sericulture, Govt. of Karnataka, Shri Rajiv Chawla, IAS, in his address emphasized the need to improve awareness on ICT initiatives to enable IT to reach farmers.

The Joint Secretary (Extension & IT) Shri Narendra Bhooshan, IAS, in his inaugural address, focused on various initiatives of the Ministry of Agriculture & Farmers Welfare, like Farmers' Portal, mKisan Portal, USSD implementation and Kisan Call Centre, various applications under NeGP-A, which have been rolled nationally; and innovative applications developed by State departments which have improved implementation and monitoring of Central and State sponsored Schemes.

He said that this Workshop was being organized to take stock of the current status of data-completeness, utility, and impact of all these initiatives at the grass-root level. He stressed that any initiative needs to be need-based, demand driven, based on the requirement of farmers. The Joint Secretary also launched the "Scientific Advisory to farmers" an initiative by MANAGE. This web based platform allows a scientist or an extension officer to log on/ sign in and upload scientific advisory by crops. Apart from text, videos can also be uploaded which would be useful for farmers.

The inaugural session was followed by presentations from various states covering prominent national initiatives and some state level initiatives from Tamil Nadu, Kerala, West Bengal and Telangana. The presentations were followed by Group activity where the participants in Groups discussed, highlighted and flagged issues and presented suggestions for improvements.

Award to Faculty



Dr D K Mishra Memorial Award was conferred on Dr P Chandra Shekara, Director (Agricultural Extension), MANAGE on 7th November, 2015 at the Golden Jubilee National Seminar organized at Banaras Hindu University, Varanasi. The award has been instituted by the Indian Society of Extension Education for contribution in the field of Agricultural Extension.

<p>MANAGE Bulletin is published by Smt. V. Usha Rani, I.A.S., Director General National Institute of Agricultural Extension Management (MANAGE) Ministry of Agriculture & Farmers Welfare, Govt. of India Rajendranagar Hyderabad-500030, India. Tel:+91 (0) 40 24016702-706 Fax:+91 (0) 40 24015388</p>	<p>Chief Editor: Smt. V. Usha Rani, I.A.S. Executive Editor : Dr. K. Anand Reddy Editors: Dr. Lakshmi Murthy & Dr. AS Charyulu</p>
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