



# MANAGE Bulletin

From the National Institute of Agricultural Extension Management

November - December, 2018

## Message from the Director General

The two months of November and December, 2018 have left very interesting experiences for MANAGE. An important international training programme on “Agripreneurship Development among Rural Women” was organised during this period. It is a well known fact that agriculture is gender insensitive and women are not given due importance despite women contributing to agriculture enormously at every stage. Of late, the success of some of the women agripreneurs in India has drawn the attention of African and Asian countries and this resulted in organising international training programs in collaboration with Kudumbashree Mission, Kerala. Kudumbashree programme of Kerala has contributed tremendously to the women of Kerala as it transformed women farmers into entrepreneurs and improved their income through value addition and better marketing initiatives.

Yet another international training programme on “Plant Health Management, Bio-security and Quarantine” has been organised in the National Institute of Plant Health Management (NIPHM) under Feed The Future India Triangular Training Program (FTFITT). The trainees have expressed relevance of training inputs to their respective countries. After all bio-security and quarantine are more relevant and important than ever before, due to liberalisation in imports and exports by all countries.

During this period, MANAGE has achieved yet another milestone by launching Aquaculture & Aquapreneurship Development Programme (AC&ADP) with the financial support and conceptualisation from National Fisheries Development Board (NFDB) after seeing the success of AC&ABC. Shri Tarun Shridhar, IAS, Secretary, Animal Husbandry, Dairying and Fisheries, Ministry of Agriculture & Farmers Welfare launched this programme. AC&ADP is conceptualized and fully funded by NFDB. I am thankful to the CEO, NFDB for her gesture which is going to help farmers for times to come.

During this period, MANAGE has also organised a workshop on Corporate Social Responsibility for Agricultural Development. Incidentally, MANAGE has obtained 80G exemption under Income Tax Act and hence any corporate can donate liberally and claim IT benefit. Another important event on 24<sup>th</sup> November at MANAGE, was a Consultative Workshop before launching Agri-Warehousing Management wherein many senior officials from various organisations attended and offered their suggestions. Yet another successful initiative started by MANAGE is launching exclusive Management Development Programmes for Corporate Executives. Two programmes have been successfully conducted one in November and another in December.

MANAGE faculty are busy with many training programmes while farmers are busy in Rabi season. The year 2018 ended with a positive note as it has been a very fruitful year for MANAGE with many new initiatives.

I thank and congratulate everyone working in the agriculture sector for their support to MANAGE. I wish all the associates of MANAGE like officials of Agriculture and allied departments, scientists working in ICAR organisations, KVKs, Farmers, Entrepreneurs a very Happy and Prosperous New Year 2019. Individually MANAGE cannot do substantial work with limited resources and faculty but with networking and sharing of knowledge and resources by all those who are in the agriculture sector, MANAGE could make it possible.

**(V. Usha Rani, IAS)**  
Director General



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## International Programs

### Agripreneurship Development among Rural Women

The International Training Program on Agripreneurship Development among Rural Women was organised during 06-20 November, 2018 at Kudumbashree Mission, Thiruvanthapuram, Kerala. The program aimed at creating an understanding of women led/focused community institutions among the participants. The program facilitated interactions with many such agencies to know how sustainable livelihoods could be created using this approach. A total of 26 participants from 8 countries, i.e. Cambodia, Kenya, Liberia, Malawi, Mongolia, Myanmar, Nepal and Uganda participated in the program.

The program was inaugurated by Sri S. Harikishore IAS, Executive Director, Kudumbashree. Dr. Mahantesh Shirur, Deputy Director, Agricultural Extension, MANAGE and Shri Sanjeev Sukumaran, Chief Operating Officer, Kudumbashree were present at the inauguration of the program. Sri S. Harikishore in his inaugural address explained about the Kudumbashree model. He emphasized that poverty eradication programs can lead to success only when they are driven by women empowerment initiatives. The program included both class room sessions and field visits.

The program concluded on 19 November, 2018 in the presence of Dr. T M Thomas Isaac, Hon'ble Finance Minister, Government of Kerala. He attributed the success of Kudumbashree to key factors viz., social structure and high literacy in Kerala. He called upon the trainees to understand these factors while implementing and adapting the Kudumbashree Model in their respective countries.



### Plant Health Management, Bio-Security and Quarantine

An International Training program on Plant Health Management, Bio-security and Quarantine was organised during 27th November to 11<sup>th</sup> December 2018 at the National Institute of Plant Health Management (NIPHM), Hyderabad. This program aimed at imparting an insight of latest technologies available for sustainable plant health management.



The program was inaugurated by Smt. V. Usha Rani IAS, Director General, MANAGE, Hyderabad and Smt. G. Jayalakshmi I.A.S Director General, NIPHM. A total of 20 participants from 10 countries namely Afghanistan, Kenya, Liberia, Malawi, Mongolia, Mozambique, Myanmar, Sri Lanka, Tanzania and Uganda participated in the program. The program was designed to provide the participants an understanding of concepts of Agro-Ecosystem Analysis (AESAs) and Ecological Engineering based Plant Health Management Systems.

The program concluded on 11<sup>th</sup> December 2018 in the presence of Chief Guest Smt. Vasudha Mishra, Additional Secretary, Ministry of Agriculture and Farmers Welfare, Guest of Honour, Smt. V. Usha Rani, Director General, MANAGE and Smt. G. Jaya Lakshmi, Director General, NIPHM who presided over the function.

### Tanzanian Delegates visit MANAGE

A five member delegation from Tanzania viz., Ms. Maryam Abdalla Sadalla, Principal Secretary, Ministry of Agriculture, Natural Resources, Livestock and Fisheries, Zanzibar; Mr. Mohamed Ramia Abdiwawa, Ambassador and Foreign Relations, Finance & Economic Adviser to the President of Zanzibar; H.E. Mr. Baraka H Luvanda, High Commissioner of Tanzania to India; Mr. Alfian Othman Maalim, Director General, Tractors & Farm Equipment Agency; and Dr. Suleiman Mohamed, Agricultural Research Institute, Zanzibar visited MANAGE on 8 November, 2018. The team discussed about collaborative efforts of the Governments of Tanzania and India to bring positive changes in the agriculture sector of both the countries.



## Workshops

### Corporate Social Responsibility for Agricultural Development

A two-day Workshop on Corporate Social Responsibility for Agricultural Development was organized in collaboration with BIMTECH, Greater Noida, UP during 19-20, November, 2018 at MANAGE, Hyderabad to sensitize the delegates about the concept and scope of CSR in Agricultural Development, have an insight into CSR activities in the Agriculture sector and improve understanding on effective convergence of CSR activities for development of agriculture and farmers welfare.

Senior Delegates from ONGC, ITC, JK Tyres, ACC, Reliance Foundation, JSW Foundation, Tata Trust, Dr.Reddy's foundation, NABARD, ICRISAT, MSSRF, officials from Agriculture & Allied Departments, scientists from KVKs and Universities participated in the workshop and shared their experiences in implementing CSR activities. During the Technical Sessions, participants brought out a road map for CSR fund utilization for Agricultural Development. A panel discussion on Identification of Activities, Upscaling, Partnerships and Innovation was held to identify the potential areas for investment of CSR.

### Addressing the Skill-gaps in Agri-Warehousing

A workshop on Addressing the Skill-gaps in Agri-Warehousing was organized by MANAGE on 24<sup>th</sup> November 2018. Experts were invited to deliberate upon the issue of skill gap in the sector and work out a strategy to address the same. Different aspects related to importance and format of an educational program on agri-warehousing management were also discussed during the workshop. Dr. B. B. Pattanaik, Chairman (I/c) and Member, Warehousing Development and Regulatory Authority (WDRA) inaugurated the program. Representatives from different organizations like WDRA, State Warehousing Corporations, National Commodity and Derivatives Exchange, Warehousing Service Providers, Banks and Faculty from MANAGE participated in the discussion.



### Online Educational Program - Agri-Warehousing Management

MANAGE has launched an online educational program on Agri-Warehousing Management. The Course aims at building a pool of warehouse professionals with capacity to manage warehouses efficiently. The course is designed to equip the candidates with skills on different aspects of warehouse management such as inventory operations, logistics and collateral management, etc. The contents of the program have been developed through a consultation process with the experts from different sections of the warehousing sector. It is a one-year online program being implemented through MOOCs platform. The first batch of the program commenced on 1st January 2019.



### Extension Approaches in Urban Pest/Vector Management

MANAGE organized a Workshop on Extension Approaches in Urban Pest/Vector Management during 22-24 November, 2018. The program involved experts and senior functionaries from major Municipal Corporations in the country. This workshop discussed issues plaguing the local bodies for planning appropriate remedial measures. An attempt was made to discuss the existing technical recommendations of major vector species to work out "Uniform Operational Procedures" by expert resource persons, taking into consideration the recommendations of National Vector Borne Disease Control Program of Government of India. The participants observed the need to bring out stepwise Standard Operation Procedures (SOPs) for all urban pests and vectors with a time bound framework.



## New Program

### Launch of Aqua Clinics & Aquapreneurship Development Program (AC&ADP)

MANAGE AC&ABC Incubation Centre, Hyderabad launched a one month free residential professional certificate training course “Aqua Clinics & Aquapreneurship Development Programme (AC&ADP)” sponsored by National Fisheries Development Board (NFDB), DADF, MoA&FW, Govt. of India, Hyderabad. This programme is especially meant for Diploma holders in Fisheries and Graduates in allied subjects including Zoology. The objective is to establish more Aqua Clinics/Aqua One Centres (AOC) to support fish/shrimp farmers as well as promote self-employment.



Shi Tarun Shridhar, IAS, Secretary (ADF) addressing the gathering

The program was inaugurated by Shi Tarun Shridhar, IAS, Secretary (Animal Husbandry, Dairying and Fisheries), DADF, Ministry of Agriculture & Farmers Welfare, Govt. of India, New Delhi, Dr. J. Balaji, IAS, Joint Secretary (Fishery), DADF, MoA&FW, Smt I. Rani Kumudini, IAS, Chief Executive, NFDB and Smt V. Usha Rani, IAS, Director General, MANAGE. The dignitaries interacted with Aquapreneurs trained through Agri Clinics & Agri-Business Centre (AC&ABC) scheme, MANAGE Incubatees from Animal Husbandry, Dairying & Fisheries & MANAGE Faculty.

## Training Programs

### Management Development Program on Agricultural Extension for Corporate Executives

MANAGE organised a Management Development Program on Agricultural Extension during November 18-20, 2018 for capacity building of food and agribusiness corporate executives to effectively develop and manage the communication strategy with the farming communities. A total of 16 participants from eight states across the country attended the program.



Focus was on the nature, scope and importance of agricultural extension and advisory services; effective communication strategy for farming communities in building a business relationship with companies, evaluating the possibility of utilizing information and communication technologies in strengthening agricultural extension services through the private sector.

### Training Program on Managing Risk in Agriculture

MANAGE organised a Training program on Managing Risk in Agriculture during November 26-30, 2018 to sensitize the participants on sources of risk in agriculture and mitigation tools for overcoming a portion of risk through preparedness. The focus was on having a better understanding of various types of risks faced by the farmers, agri-entrepreneurs and agribusiness firms and discuss strategies for their management. Seventeen participants attended the program.

### Information and Communication Technologies (ICTs) for effective Agricultural Decision making

MANAGE organised a Management Development Program on Information and Communication Technologies (ICTs) for effective Agricultural Decision making, during December 17-21, 2018 to sensitize the officers of agriculture and allied departments on agricultural decision making processes; discuss the effective agricultural extension strategy for farming communities in building a relationship with them. The program covered 24 participants from eight states.

### Aquifer Based Participatory Ground Water Management

MANAGE organised a training program on Aquifer Based Participatory Ground Water Management during 12-16 November, 2018. The Program was for senior and middle level extension functionaries from IWMP, Agriculture and allied sector officers and NGOs. The main objective of the program was to build the capacity of extension personnel on various participatory management aspects of Aquifers. Besides, they had an insight into the delineation and mapping of aquifer boundaries, ground water estimation and action planning for aquifer areas, in addition to the implementation and monitoring modalities. Twenty seven participants attended the program.

## State Level Bankers – Agripreneurs Interface Meeting

A State Level Interface Meeting of Bankers and Agripreneurs for the States of Andhra Pradesh (AP) and Telangana State (TS) was organised on November 30, 2018 at MANAGE, Hyderabad under Agri Clinics and Agri Business Centres (AC&ABC) Scheme. MANAGE is the Nodal Institution for implementation of the AC&ABC scheme in the country. The meeting was attended by 25 agripreneurs and 24 Bankers from various districts from the states of Andhra Pradesh and Telangana.

Smt. V. Usha Rani, IAS, Director General, MANAGE and Shri. V. Mohan, General Manager, Andhra Pragati Grameena Bank, Cuddapah, Andhra Pradesh inaugurated the Interface Meeting. Dr. Saravanan Raj, Director (Agricultural Extension) and Shri. M. Srinivasa Rao, Project Manager (AC&ABC), MANAGE coordinated the Meeting.



The banks represented were, SBI, Andhra Bank, Canara Bank, Syndicate Bank, TS Cooperative Bank, TS Grameena Bank, CBI, APGVB, Indian Bank, Federal Bank. Overall, the meeting was focused on resolving the pending loan issues of agripreneurs.

## Extension Strategies for Promotion of Climate Smart Livelihood Opportunities

MANAGE organized a training program on Extension strategies for Promotion of Climate Smart Livelihood Opportunities during December 3-7, 2018. Creating awareness in this direction among farmers is the need of the hour; to gear up the extension machinery for better delivery. Participants were exposed to activities of MANAGE along with other Institutions i.e. NABARD, NIRD, WALAMTARI State Department of Agriculture, KVK Yagantipalli working in this direction. Special focus was on the nutritional status of women by promoting kitchen garden.

## Projects – PGDAEM

The Post Graduate Diploma in Agricultural Extension Management (PGDAEM) program of MANAGE, as part of project work provides an opportunity to the candidates to field test the learnings related to extension management skills that he/she has acquired from the program. Brief details on two of the projects are given below.

### Impact Analysis of Sahbhagi Dhan in Raniganj Block - Mr. Sudipto Chakraborty\*, West Bengal

#### Introduction

Raniganj is considered to be the industrial area of Burdwan district. However, in the recent past agriculture has been one of the important occupations of people in the villages near Raniganj such as Jemari and Beliathan. Major crop grown by the farmers is paddy. This area receives less frequent and untimely rainfall, which makes it difficult for the farmers to provide adequate water for irrigation. A new short-duration paddy variety Sahbhagi Dhan (SD) was introduced to the farmers of this area to meet the geographical and climatic challenges of these areas. This variety requires less water for irrigation and provides a better yield and the seeds used in India are designed to withstand up to two weeks of drought exposure.



An impact analysis of Sahbhagi Dhan was taken up to understand the welfare effects of adopting Sahbhagi Dhan (SD) rice in a drought-prone environment, specifically the impact on yield and livelihood.

**Objectives:** To measure changes in yield/ productivity levels of different varieties and variability of these varieties, using data from yield trials of farmer's fields and to determine the cost and benefits of research and diffusion programs on drought tolerant variety "Sahbhagi" through participatory plant breeding methods in Jemari Gram Panchayat of Raniganj Block, Burdwan.

**Coverage:** The study covered three villages in Jemari Gram Panchayat of Raniganj Block, Burdwan viz. Chalbapur, Beliathan and Jemari. Training was imparted to 50 farmers on cultivation of drought tolerant variety "Sahbhagi" after which 12 of the trained farmers were selected for frontline demonstrations in Jemari Panchayat, Raniganj block - 1 acre each.

### Findings:

Due to its drought tolerance and higher tillering capacity, “Sahbhaghi Dhan” has performed exceptionally well, with higher productivity and more income than the predominant varieties like “Lal Swarna”, “Lolat”. “Sahbhaghi Dhan” being an early maturing variety, provided early access to food; opportunity for advancing Rabi wheat sowing by one month, growing mustard or vegetables as cash crops in the additional time available for summer vegetable cultivation.

There was reduction in cultivation costs because of low irrigation requirement. New rice was ready for consumption right after its harvest on account of good grain quality and slightly “sweeter” taste. All farmers not only retained seed for their next crop, but also distributed seed to other farmers and relatives and a few farmers of Beliabathan have started a small cooperative to produce seeds, for sale in the next season to the other local farmers.

Additional gains due to better straw yield and quality of Sahbhaghi Dhan as the buffaloes preferred Sahbhaghi Dhan straw to other straw as it is softer.

### Conclusion/Recommendation:

The cultivation of paddy Sahbhaghi dhan was found to be more productive and can replace the local check since it fits to the existing farming situation for higher productivity and income and it has also been appreciated due to its drought tolerance and higher tillering capacity.

\*Mr. Sudipto Chakraborty is Assistant Technology Manager, Raniganj, Burdwan district, West Bengal

## Rural Marketing – A study on Marketing of Areca nut in Khasi Hills District of Meghalaya

- Mr. Remdor Bha Dkhar\*, Meghalaya

### Introduction:

Areca nut is an important component of religious, social and cultural celebrations and economic life of the people in India. Areca nut production in India is concentrated in six states, namely Karnataka, Kerala, Assam, Meghalaya, Tamil Nadu and West Bengal. In the state of Meghalaya which has remarkable advantages of fertile and organically rich soils, ample rainfall, water resources and a high potential region for areca nut cultivation, Areca nut is a major plantation crop.

**Objectives:** Keeping in view the manifold importance of areca nut, this study was conducted i) to study the marketing system of areca nut and ii) to identify the problems in marketing.

**Coverage:** The study covered Pynursla, Sohra and Shillong markets; two market functionaries viz., Trader/Wholesaler and Retailer and two Channels – one being Producer® wholesaler / trader® Retailer® Consumer (Sohra, Pynursla and Shillong markets) and the second channel being Producer® Retailer® Consumer (Sohra and Pynursla markets). Primary data were collected using a structured schedule through personal interview method and secondary data collection also done. The marketing margins and cost for different channels in the three selected markets were estimated and the marketing efficiency of the three markets were compared.

### Findings:

- Since areca nut is a perishable commodity, the marketed surplus was found to be equal for all categories of areca nut growers.
- Channel-I was more popular among growers, since more quantity was disposed through this channel.
- The price spread was found to be higher (61.50 per cent of consumer's rupee) under channel-I of all three markets as compared to channel-II, because of which the efficiency of channel-I was found to be less.
- Producer's share in consumer's rupee under Channel-I was highest in Sohra market (marketing efficiency 0.80).
- The channel-II was more efficient in Pynursla (marketing efficiency 1.59).
- Marketing of areca nut in the state is traditional and dominated by private traders.
- Low price and absence of market were identified as the major marketing problems.

### Conclusion / Recommendations:

Based on findings, observations and problems identified the following policy implications have been suggested for development of areca nut marketing in the state of Meghalaya.

- Primary markets can be set up at cluster level to reduce the burden of cost involved in transportation and storage for the areca nut grower.
- The areca nut commodity is notified in the regulated market of Shillong, but buying and selling is not in function. Effort may be made to regulate the buying and selling of areca nut in the regulated market.

\*Mr. Remdor Bha Dkhar is Horticulture Development Officer, West Khasi Hills, Meghalaya

## Events

### Vigilance Awareness Week

Vigilance Awareness Week was observed at MANAGE during 29 October - 03 November 2018. The week began with an Integrity pledge by faculty, officers and staff of the Institute. There were competitions on essay writing, slogan writing and elocution. There was a guest lecture on “Eradicate Corruption – Build a New India” by Prof. G. Haragopal (Retd.), University of Hyderabad on 02 November 2018.



Meeting of Town Official Language

### World Fisheries Day



MANAGE participated and exhibited MANAGE fisheries activities during the World Fisheries Day Celebration – 2018 in Patna, Bihar on 22<sup>nd</sup> November, 2018 organized by National Fisheries Development Board (NFDB) Dept. of Animal Husbandry, Dairying & Fisheries (DADF), Ministry of Agriculture & Farmers Welfare, Govt. of India, Hyderabad.

← Shri Radha Mohan Singh, Hon'ble Union Minister for Agriculture and Farmers Welfare, Govt. of India visiting MANAGE stall

### AQUABIZ 2018

MANAGE participated in the 3<sup>rd</sup> Edition of AQUABIZ 2018 Conference & Exhibition on Fisheries and Fish Festival at V. R. Siddhartha Engineering College Ground, Kannur, Vijayawada, Andhra Pradesh held from 21-23 December, 2018. The event was jointly organized by Confederation of Indian Industry (CII), Department of Fisheries, Govt. of Andhra Pradesh, National Fisheries Development Board (NFDB) and Marine Products Export Development Authority (MPEDA).



## Silent Heroes

### Profile

MANAGE has started a regular column to appreciate people who are working in our Institute. Though they may not be at the helm of affairs, they contribute in an important way to the success of the organization. This column profiles Mr. M. Siva Kumar, Junior Accountant with the School of Agribusiness Management, who has been with MANAGE for the last 21 years. A Bachelor of Arts graduate, he has been providing secretarial assistance in ABM cell. Mr. Siva Kumar shares his experiences.



### When did you begin working?

I joined MANAGE in July 1997. Prior to this I was working at the Acharya NG Ranga Agricultural University as a Data Entry Operator since 1995.

### What do you find challenging about your work?

PGDM (ABM) cell provides clerical support, logistics and coordination from the beginning of the admission notification to closing of the admission process and also clarifies student queries, verification of pass out student's entire the year (24/7) some of the challenging tasks give the maximum satisfaction. I am very thankful to my Head of Department, Course coordinators, MANAGE Faculty and staff.

### What do you like most about your work?

I am just doing my duty. I believe in doing justice to my job. Working with promptness and honesty gives me a lot of satisfaction.

### Tell us about the appreciation you received

I am happy for choosing me for this column. The appreciation from my superiors also means a lot to me.

### Tell us something about your family

I have two children. My son is in B.Tech first year and another son is in class 9 and I want them to be well educated and be able to stand on their own feet.

According to Mr. Siva Kumar complete attention and priority should be given to the task on hand. He believes that working with promptness and honesty always give good results. An employee who always appears calm, his dedication to his work is much appreciated. We wish him the best for his future.

## Journal of Agricultural Extension Management

The Journal of Agricultural Extension Management, a half yearly publication from MANAGE, aims to disseminate information relating to extension systems and practices, research on extension, innovations in technology transfer and other socio economic issues concerning agriculture and allied areas.

MANAGE welcomes articles on new developments, concepts and their application in effective extension work. Authors may submit their articles to the Executive Editor, Journal of Agricultural Extension Management, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad.

Articles may also be sent by email to: [jaem@manage.gov.in](mailto:jaem@manage.gov.in)

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