

THE PARLIAMENTARY STANDING COMMITTEE ON AGRICULTURE VISIT TO MANAGE, HYDERABAD.



A team of 8 Members of the Parliament along with senior officials from the Parliament Secretariat have visited MANAGE on 27-11-2004 for on the spot study of the Institute. The Parliamentary Standing Committee on Agriculture consists of the following members :

1. Prof. Ram Gopal Yadav, Chairman
2. Sri Manoranjan Bhakta, MP (LS)
3. Sri Giridhari Lal Bhargava, MP (LS)
4. Sri Y.S.V. Reddy, MP (LS)
5. Sri Sk Khabir-ud-din Ahmed, MP (RS)
6. Sri Basistha Narain Singh, MP (RS)
7. Sri Bhagavathi Singh, MP (RS)
8. Smt Mohsina Kidwai, MP (RS)

The officials from the Ministry include :

1. Sri N.K. Sapra, IAS, Joint Secretary
2. Sri A.K. Agarwal, IAS, Joint Secretary (Extn)
3. Sri Devender Singh, Director, Secretary to the Delegation
4. Sri M.S. Kataria, PS to Chairman

5. Ms Amita Walia, Committee Officer
6. Sri S. Vijayaraghavan, Liaison Officer

Sri K.V. Satyanarayana, IAS, Director General, MANAGE, welcomed the Standing Committee Members and appraised them of the activities of the Institute. The Standing Committee while appreciating the efforts of the Institute suggested to widen its scope to include many other extension related activities under its fold. The Committee sought a detailed reply on the implementation of Agri-Clinics and Agri-Business Centres Scheme, role of the Institute in Watershed Management and suggested to inform the outcome of the research study taken up by MANAGE on farmers' suicides in Andhra Pradesh — causes, remedies and implication on agricultural extension.

The Members of the Standing Committee on Agriculture also interacted with the Commissioner (Agri), Govt of AP, Project Directors, ATMA of NATP and KVK Personnel from Andhra Pradesh and Maharashtra States.

INDIA INTERNATIONAL TRADE FAIR – 2004



MANAGE participated in India International Trade Fair (IITF) – 2004 held at Pragati Maidan, New Delhi during November 14-29, 2004. The theme pavilion focus in the trade fair was on 'Agricultural Extension'. Many central, state government departments in Agriculture and line departments, autonomous organization, cooperative organization, ICAR, KVKs and NGOs put up their attractive stalls.

MANAGE projected the theme based on Agri Business Management inviting attention of the students towards Agribusiness Management education and agri related job opportunities or entrepreneurship.

More than 10 lakhs people visited the trade fair, as it was a general trade fair and more than 50 thousand people visited theme pavilion and MANAGE stall.

MANAGE publications including bulletins, CDs, Books and Journals were on display and for distribution.

Secretary, Additional Secretary, Joint Secretary of Agriculture visited the stalls. Director General, MANAGE, Shri. K.V. Satyanarayana, IAS appraised them about the MANAGE stall theme and activities carried out by MANAGE towards agri based education and job opportunities.

The overall MANAGE activities at trade fair were coordinated by Dr. V.P. Sharma, Director (ITDP) and supported by Dr. B. Renuka Rani, Mr. G. Bhaskar, Mr. M. Srinivasa Rao, Mrs. Bharathi Rani, Mr. E. Nagabushanam, Mr. Girjesh Joshi and Mr. Rama Murthy, staff members of MANAGE.

'MERA GAON – MERA DESH – BUSINESS PLAN CONTEST' **MANAGE, Hyderabad students team won second prize**

The team 'VISTAR' comprising Mr.Amit Singh, Ms.Jhuma Kundu and Mr.Mukesh Kumar from the Hyderabad based National Institute of Agricultural Extension Management (MANAGE), pioneer in agri-business schools won the second prize of Rs.4.50 lakhs in the grand finale of the business plan contest 'Mera Gaon Mera Desh' sponsored by the prestigious business house –ITC Limited for the students from the national and international business schools. Students from IIMs and reputed business schools including Michigan Business School participated in the event. The contest was conducted with submission of business plans by a team of three members from the business schools. A team of judges from ITC selected some of the meritorious plans and held the presentations in different cities of the country. After the preliminary selections, only 24 teams were selected for final presentations on January 14, 2005 at ITC Sonar



Bangla, Kolkata. The judges finally selected six teams for grand finale on January 15, 2005 and MANAGE team won the second prize in the final event. The winning team was felicitated at MANAGE on January 17, 2005 on their return.

DIPLOMA IN AGRICULTURAL EXTENSION SERVICES FOR INPUT DEALERS (DAESI)

DAESI spreads to Districts of Andhra Pradesh

1. ADILABAD

A batch with 33 participants was launched at Adilabad on 11-12-2004 by Sri C. Ramachander Reddy, MLA, Adilabad. While congratulating the MANAGE for conceptualizing and formulating such a unique course, he felt proud that the dealers of Adilabad realized the importance and came forward to form 1st batch from the rural areas of the State, for that matter country as a whole. He expressed confidence that this programme will go a long way in changing the Agriculture extension scenario of the country.

Sri K.V. Satyanarayana, IAS., Director General, MANAGE who has presided over the meeting felt that majority of the Input Dealers lack required diagnostic and managerial skills to guide the farmers who approach them not only for inputs and credit but also for guidance about their correct use. He said that DAESI was designed to suit the needs of the dealers so that they can guide the farmers properly besides handling their business activities efficiently including that of regulatory responsibilities enjoined on them.



Shri J. Sudharani, IAS., District Collector felt that ignorance is the main cause of improper use of inputs by the farmers and appealed to the dealers not to cheat the farmers by giving substandard seeds as cheating of farmers amounts to cheating of humanity.

Dr. M.N. Reddy, Director (Agri.Extn. & Communication), MANAGE briefed about the course outline, objectives and benefits expected from the programme.

Shri C. Madhava Reddy, Facilitator-DAESI, Adilabad proposed vote of thanks.

2. KARIMNAGAR

Another batch of DAESI with 34 participants was launched at Karimnagar on 18-12-2004 by Sri C. Parthasarathi, IAS, District Collector, Karimnagar.



The District Collector advised the dealers to acquire and update their knowledge in the field of Agriculture so as to be in a position to guide the farmers properly. Since the farmers welfare is the dealers welfare, the dealers should be in touch with the rapid changes that are coming in the field of Information Technology, gene technology and environmental consciousness and resultant changes that are likely to occur in the field of Agriculture and guide the farmers accordingly so as to be competitive not only in domestic but also in international markets.

Sri P. Chandra Sekhara Reddy, Consultant DAESI, MANAGE made certain observations about the programme with the experience gained by running earlier batches at MANAGE for the dealers of Ranga Reddy District.

Shri B. Mohan Reddy, Facilitator-DAESI, Karimnagar proposed vote of thanks.

KRISHI KRANTI – 2005

Maharashtra chapter of Agripreneurs Association of India (MAAI) organized an Agriculture Exhibition called Krishi Kranti – 2005 at Baramati, Maharashtra on 12-14 February 2005. Nearly 120 exhibitors' representing Agribusiness companies, NGO's, Agripreneurs, Agriculture College and Research Stations participated in the exhibition. Around one-lakh farmers visited. MAAI is professional body of agripreneurs trained under the AgriClinics and Agribusiness Centres Scheme in Maharashtra. The exhibition was inaugurated by Hon'ble Union Minister of Agriculture Sri. Sharad Pawar on 12/02/2005.



MANAGE had participated in the exhibition and highlighted its interventions in the field of agricultural extension.

LIST OF PROPOSED TRAINING PROGRAMMES FOR THE MONTH OF MARCH, 2005

Sl. No.	Name of the Programme	Period	Venue	Expected No. of participants	Course Director/ Contact person
1	Training Programme on Participatory Watershed Management (Govt. of Punjab)	01-04	MANAGE	25	V.K. Reddy
2	A program on Media Skills for FM Radio District Teams	7-11	MANAGE	25	M.N.Reddy
3	New Dimensions in Agriculture Extension Reforms	7-11	Assam	30	M.N.Reddy
4	Programme on cyber extension role of ICT's in Agriculture extension Reforms	14-18	Bhopal	25	J.Panduranga Rao
5	New Dimensions in Agriculture Extension Reforms	14-18	Jammu & Kashmir	25	M.N. Reddy
6	Training on Participatory Watershed Management for Tamil Nadu	18-20	Kudimianmalai	25	V.K.Reddy
7	Training Programme on "Cyber Extension: Role of ICTs in Agricultural Extension Reforms"	Mar-April 28-01	Maharashtra	20	V.P.Sharma
8	New Dimensions in Agriculture Extension Reforms	27-31	Chattishgarh	30	B.D.Tripathi
9	National Workshop of Nodal Officer under AgriClinics and Agri business Centres Scheme	14-18 21-25	MANAGE	30	P. Chandrashekara
10	New Dimensions in Agriculture Extension Reforms	21-25	Dehradun, Uttaranchal	30	M.N.Reddy

MANAGE BULLETIN is printed & published by Director General, National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad - 500 030, India.
Tel : 91 (0) 40 24016702 - 706
Fax : 91 (0) 40 24015388

www.manage.gov.in

Editor-in-Chief
Shri. K.V. Satyanarayana

Series Editor
Dr. M.N. Reddy

Associate Editor
A. Krishna Murthy

Regd. No. 64356/95