

## Consultation on Future Extension Strategies

In accordance with the proposal of the Planning Commission to involve stakeholders in preparation of the 12th Plan, a Consultation on Future Extension Strategies was organized in MANAGE on 30 November 2010. The Planning Commission proposed a comprehensive dialogue on improving extension services in totality and making them responsive to emerging challenges. The objectives were to initiate discussion to identify key issues critical to extension performance under each broad theme; enlist strategies for addressing the same; provide role space for both public and private partners with focus on reflective programme delivery and convergence and capture Innovations and Good Extension Practices for upscaling.

During the workshop, experts identified the thrust areas to be addressed in the 12th Plan. Some of the important areas discussed included Convergence in planning, delivery and M&E of extension programs; Commodity Interest Groups, Market Linkages, Public-Private Partnerships, ICT in Agriculture, R&D linkages; Innovations, Good Extension Practices;



capacity building, mainstreaming women and youth, strengthening planning process in extension, etc. A second round of discussions was held on December 10, 2010 to refine the recommendations made during the first Consultation. The Advisor (Agriculture) Planning Commission, officials from Ministry of Agriculture, Govt. of India, faculty from MANAGE, NAARM, NIRD, CRIDA, ANGRAU, Centre for Good Governance, DMI, ITC, WASSAN, PRDIS, CRISP, CSA, and SAMETI participated in the Consultation.

## National Consultation on Farmers' Markets

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Farmers across the world and specifically so in India have specialized in production of multifarious commodities relating to the food sector. Over the last four decades farmers in India have exhibited a vibrant adaptability to new technology, new inputs, new methods of farming, etc. resulting in increased production and productivity of various commodities. However it is unfortunate that they are yet to get a greater share of benefits from the consumers' rupee. The main reason for this is the chain of intermediaries in marketing of the farm produce. The option to increase the farmers' share in consumers' rupee is to introduce direct marketing of the farm products by the farmers themselves.

In order to examine these issues and chalk out a future course of action MANAGE organized a National Consultation on Farmers' Markets during 27- 29 September, 2010 at Hyderabad. Participants deliberated on the concept of farmers' markets in the Indian context; modalities and institutional arrangements to operationalize these markets; policy options and programme interventions to promote farmers' markets.

There were 33 participants who included senior officials of the Government of India and states representing marketing departments, state marketing boards, departments of agriculture, horticulture, fisheries, animal husbandry, dairy, national and state level research organizations, NGOs and farmers organizations.

## MANAGE PGDM (ABM) in Outlook B-School Rankings

The Post Graduate Programme in Agri Business Management (PGDM (ABM)) at MANAGE has been ranked 19<sup>th</sup> among all Business Schools in India, 10<sup>th</sup> among all Government B-Schools, 2<sup>nd</sup> among sectoral colleges, 3<sup>rd</sup> in South India and 1<sup>st</sup> in Hyderabad in the latest MDRA B-Schools Survey of 2010 published in a special issue of "Outlook" Magazine of 27 September 2010.

The Programme was ranked:

1<sup>st</sup> in Hyderabad under metros ranking.

- 2<sup>nd</sup> Best among Sectoral Business Schools
- 3<sup>rd</sup> Best in South India after IIM, Bangalore and IIM, Kozhikode.
- 8<sup>th</sup> Best in Personality Development and Industry Exposure.
- 10<sup>th</sup> Best among Government B-Schools
- 11<sup>th</sup> on Infrastructure and Facilities.
- 14<sup>th</sup> on Academic Excellence.

## Workshop for Capacity Development Managers of Watershed Projects

The Rainfed Farming Systems Division of Ministry of Agriculture (MoA), Govt. of India and the German Technical Cooperation (GTZ) are jointly implementing a project on "Strengthening Capacity Building for Decentralised Watershed Management". (SCBDWM). One of the major components of the project is to strengthen the state level institutions and organisations for capacity building service delivery to watershed programmes. Under this component it is proposed to support the development of trainers and capacity building managers in the pilot states viz., Uttarakhand, Rajasthan and Karnataka.

In view of this, a training workshop for Capacity Building Managers of Watershed Projects was organized by MANAGE during October 25-28, 2010 to orient them to a consortium based approach and delivery of interventions with reference to watershed projects; approaches of monitoring capacity development processes; and to successful experiences and practices; and to enhance their



ability to facilitate preparation and implementation of state level action plans for capacity development under IWMP.

There were 23 participants who included Capacity Development Managers, Coordinators of Training Programmes representing Consortium Partners and officials who are involved in management / delivery of capacity development Initiatives at PIA level from the pilot states under CDWS project.

## Managerial Skills for Extension Management

On a request from the National Centre for Sustainable Aquaculture (NaCSA) MANAGE organized a training programme on Managerial Skills for officials of NaCSA during September 27- October 1, 2010 at MANAGE.

The objectives of the programme were to help them develop an understanding on the behavioral aspects in the organizational context and to upgrade their understanding on the latest concepts in Aquaculture Extension. Focus of the modules was on project management and aspects such as coordination, delegation, motivation and leadership, etc. Around 25 officials participated in the programme.

## Leading Floriculture Extension

- Amardeep Kaur's way

Amardeep Kaur an agricultural graduate started Brar Flower Farms, a venture primarily aimed at production of flowers and flower seeds, on 2 acres of family land. When she came across the ACABC scheme she registered for training at ISAP Nodal Training Institute in Amritsar. Amardeep Kaur says that the training imparted under the ACABC scheme has given a new direction to her vision.

This agripreneur comes from a village in Malwa belt of Punjab from where the flower seed is exported to Europe. Considering that there were no local suppliers for flowers, she was approached by local flower retailers when her crop was in full bloom. The marigold flower was a hybrid and a bigger flower size caught the eye of the retailers. She was able to sell the flowers at good rates because of the increased demand during the festive season. The average income from flowers alone was almost one lakh per acre per season .

The services she provides include distribution of seedlings of hybrid varieties of flowers to farmers; imparting knowledge on flower cultivation; providing consultancy for the use of fertilizers, pesticides and micro nutrients; on the spot counseling; conducting Farmers Training Programmes during the season; assistance in compilation of project reports for bank finance; and helping farmers to get subsidy from the department if any. Besides providing technical advice on Flower Cultivation, Amardeep also educates the local farmers on organic farming and usage of correct dosage of fertilizer and pesticide. Many farmers have now changed over from traditional wheat paddy cycle and are earning additional income and above all becoming self-sufficient in fulfilling the requirement of flowers. She is providing services to over 70 farmers. Besides consultancy, the quality inputs which she provides add to the success .

Her primary income is from the Seedlings and other special inputs supplied to the farmers while additional income comes from the multiple services provided. Her income is around Rs.3 lakhs per year. She uses the internet, digital camera etc for educating farmers on latest technologies and demonstrating their benefits. Currently, she is associated with the Department of Horticulture for the benefit of the farmers.



With the present activity, she is able to provide direct employment to three people (one technical and two non technical). Opportunities for indirect employment are in the form of daily labour. In the future, she wants to be actively involved in international sale/purchase of Flower Seed and various other products and would like to experiment with other crops too.

Her initiative has the potential to develop the area into a flower belt. This would also help raise the income of small and marginal farmers.

### ACABC-An update

The Central sector scheme of Agri-clinics and Agri-Business Centres was launched during 2002 with the objective of supporting unemployed agricultural graduates to establish Agri-Clinics and Agri-Business Centres in rural areas, to supplement the efforts of public extension; provide specialized extension services to the needy farmers besides providing self employment opportunities to the unemployed agricultural graduates. Salient features of the revised ACABC guidelines – 2010 released by Ministry of Agriculture not only extend the eligibility criteria to diploma holders and other related intermediate, under graduates and postgraduates, but also enhance the subsidy benefits. MANAGE has been entrusted with the responsibility to coordinate training and handholding of the selected Agricultural graduates under the scheme. Since launching of the scheme, till 31 December 2010, 23130 candidates have been trained through the network of 57 training institutes across the country and 8254 agri-ventures have been established in 32 different categories of activities.



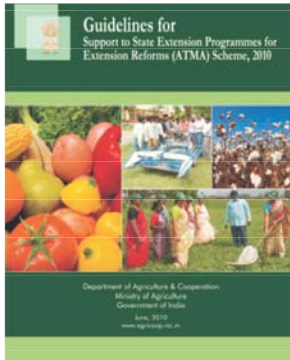
## Faculty News



Dr. B.D. Tripathi , Director, Human Resource Development, at MANAGE retired from service, on superannuation on October 31, 2010.

He had been associated with programmes relating to Human Resource Development, Project Management and related areas over the last 17 years in MANAGE.

## Guidelines for State Extension Programmes for Extension Reforms (ATMA) Scheme, 2010



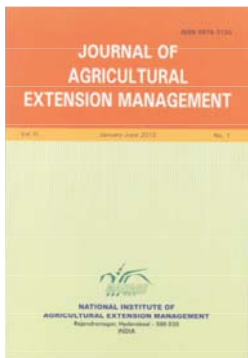
The Centrally Sponsored “Support to State Extension Programmes for Extension Reforms” implemented since 2005-06, is an ongoing scheme of the Ministry of Agriculture, Govt. of India, to revitalize agricultural extension in the states to make the extension system decentralized and demand driven. This Scheme is operational in 591 rural districts of the country. The institutional mechanism for extension under the Scheme has hitherto been: SAMETI at the State level catering to training and HRD needs of extension functionaries; Agriculture Technology Management Agency (ATMA) for coordination and management of

agricultural extension related work in the District; Block Technology Team (BTT) consisting of line department representatives in the Block and Farmers Advisory Committees at Block level comprising a group of farmers to advise and provide inputs to the BTT.

The Scheme has now been modified and strengthened with a strong manpower, infrastructure and activity. These include provision of specialist and functionary support at different levels; innovative support through a ‘Farmer Friend’ at the Village level; Revision in ATMA Cafeteria to include additional activities; Farmers Advisory Committees at State, District and Block levels comprising a group of farmers to advise and provide inputs to administrative bodies at each level; support to SAMETIs for creating essential infrastructure; delegation of powers etc.

The Guidelines can be accessed at [http://agricoop.nic.in/Guidelines28\\_6\\_10.pdf](http://agricoop.nic.in/Guidelines28_6_10.pdf).

## Journal of Agricultural Extension Management



The **Journal of Agricultural Extension Management** is a half-yearly **publication** from MANAGE. Articles are invited relating to extension systems and practices, research on extension, application of ICT in extension, people’s participation, innovations in technology transfer and other socioeconomic issues concerning agriculture and allied areas.

Articles may be submitted to the Editor, Journal of Agricultural Extension Management, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad.

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