



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

September - October 2013

International Programs

Women in Agriculture

A UNDP sponsored international training program on “Women in Agriculture” was organized for the civil servants of the Ministry of Agriculture, Afghanistan, during 30th September to 9th October, 2013, at MANAGE. Around 20 Afghan civil servants representing agriculture, livestock and irrigation departments participated in the program.

The overall objective of the program was to enhance the capacity of women extension functionaries and trainers on the role of women in rural livelihoods, mobilization of women farmers and small scale agricultural practices/industries in order to enhance the capacity of the extension system to enhance women's participation in agricultural practices so as to increase rural income and empower rural women.

The program focused on social inclusion in agriculture, mobilization of women's groups, entrepreneurship development among women through value addition and food processing, gender analysis tools and strategies for mainstreaming gender.



Field visits were organized to Women's Dairy Cooperative at Mulkanoor, Karimnagar, Deccan Development Society, Zaheerabad, Medak, Mutually Aided Cooperative for Thrift and Credit (MACTC) Chevella, Ranga Reddy, and Consortium of Voluntary Associations (COVA), Charminar, Hyderabad.

During these visits, the delegates interacted with women farmers, women SHG members and women in the dairy sector.

Philippines Delegation visits MANAGE

A Philippines delegation, headed by Under Secretary, Mr. Dante Delima, from the Department of Agriculture, Government of Philippines, along with technical advisers, media representatives and farmer leaders, visited MANAGE on 17th October, 2013.

The purpose of their visit was to explore the possibility of partnership with institutions in India in focus areas. The team had an interaction with MANAGE Faculty.

Third US-India-Africa Triangular Training launched

The United States and India launched the third US-India-Africa Triangular agricultural training program at the National Institute of Agricultural Extension Management (MANAGE) on 15th October 2013.

Under this initiative, a total of 180 African agricultural professionals will be trained over the next two years. The program is being organized during 15 October to 13 December 2013 covering 30 participants from Kenya, Malawi and Liberia.

MANAGE hosts its Second Convocation



(l to r) Dr. Anand Reddy, Principal Coordinator PGDM (ABM), MANAGE, Shri B. Srinivas, DG MANAGE, Shri Ashish Bahuguna, Secretary, DAC, GoI, Shri Sanjeev Gupta, Joint Secretary (Extension), Shri S.K. Goel, Special Chief Secretary, Govt. of Maharashtra and Dr. Vikram Singh, Director, MANAGE

MANAGE hosted its second Convocation on 26th October 2013 on its campus, for conferring Diplomas on successful candidates of its Post Graduate Diploma in Management (Agri Business Management) {PGDM (ABM)} and Post Graduate Diploma in Agri Warehousing and Supply Chain Management {PGD-AWASCM} programs.

Shri Ashish Bahuguna, IAS, Secretary (Agriculture & Cooperation) was the Chief Guest on the occasion. Shri S.K. Goel, Special Chief Secretary, Government of Maharashtra, and Shri Sanjeev Gupta IAS, JS (Extension), were also present on the occasion.

While 358 students were conferred PGDM (ABM), 79 students were conferred PGD-AWASCM.

Shri B. Srinivas, IAS, Director General, MANAGE welcomed the dignitaries, faculty, staff, alumni and congratulated the students. Dr. K. Anand Reddy, Principal Coordinator, PGDM (ABM) presented a report on the program. He informed that MANAGE had achieved 100% Campus Placements since inception. He also informed that this year, MANAGE was ranked the 2nd Best Sectoral B-School, 10th Best Government B-School and 18th Best Institution in the Country (Outlook Magazine).

Shri Ashish Bahuguna, conferred the Diplomas and awarded Gold medals to students for meritorious performance. Congratulating the students, Shri Bahuguna, in his Convocation address, thanked the alumni for taking out their time and expressing solidarity with the institute. He contemplated that an institution is recognized by its alumni and highlighted the need for developing entrepreneurial spirit amongst the students of MANAGE.

He expressed confidence that the students would contribute to agricultural development in the country. He also added that women should be given necessary impetus to participate more, especially in the agricultural sector.



Revitalizing Rainfed Agriculture in India

Rainfed agriculture plays an important role in the Indian economy. The 12th 5-Year Plan working group on Natural Resource Management (NRM) and Rainfed Farming recommended special focus on evolving a policy and program framework for Revitalizing Rainfed Agriculture (RRA) by integrating NRM, Production systems and livelihoods as the core strategy of rainfed area development.



MANAGE has taken up RRA program in collaboration with the national RRA network. The three core elements of the program are :

1. Training State/district officials on the RRA Framework
2. Action Research in selected RRA-CPs on extension reforms for rainfed agriculture
3. National workshop on revitalizing rainfed agriculture

Two programs were organized for the south zone and east zone during September 2013. The participants included agriculture extension functionaries at Block, District and State levels, from SAMETI, ATMA, district heads of various departments, SLNA, PIAs of watershed development programs in the CP areas and RRA-CP partner organizations' teams from six States viz., Andhra Pradesh, Karnataka, Tamil Nadu, Odisha, Jharkhand and West Bengal. State level programs for MP and Gujarat (Kuchh)

will be held in due course. These will be followed up by district level orientation programs for all the key government officials in the districts.

The training programs focused on orienting participants on issues and perspectives related to soil, water, seeds, tree farming systems, livestock, fisheries, institutions and strategies for convergence of mainstream programs across various departments into a Block level RRA program.

The modules were developed jointly by RRA network and MANAGE. Apart from technical inputs and policy analysis, participants had an exposure to various case experiences. The programs concluded with preparation of Back at Work group Action Plans. A core area of interest in the Action Research Program was to evolve mechanisms of re-forming ATMA to play a more active convergent role at Block level in rainfed areas.

New Dimensions in Extension for Extension Functionaries in Dairy Sector

Dairying has become an important secondary source of income and employment for millions of rural families. The Govt. of India is making efforts to increase productivity of milch animals.

The Department of Animal Husbandry and Dairy under the Ministry of Agriculture have launched different schemes to enhance livestock production, preservation, protection and dairy development with active involvement of National Dairy Development Board (NDDB). The National Policy for the farmers (2007) envisaged to address the constraints experienced by the livestock farmers related to breed, feed and fodder and remunerative prices for the produce by the extension system. In view of the focus on this sector,

MANAGE organized a program focusing on new dimensions in extension for extension functionaries in the dairy sector, during 16- 19 September 2013, in NDRI, Bangalore.

The objectives were to orient the extension functionaries to the current scenario of the livestock sector; familiarize the participants with new extension management approaches and share the various models of entrepreneurship development in the sector.

Officers from the Departments of Animal Husbandry and Veterinary services of Kerala, Punjab, Meghalaya, Karnataka, Pondicherry and Tamil Nadu participated in the program.

Executive Council Meeting



Shri Ashish Bahuguna, IAS, Secretary (Agriculture & Cooperation) (2nd from left) presiding over the EC Meeting. To his left are Shri Sanjeev Gupta, IAS, Joint Secretary and Shri S.K. Goel, IAS, Additional Chief Secretary (Agri.). Shri. B. Srinivas, IAS, DG, MANAGE is to his right

The Executive Council (EC) of MANAGE oversees the implementation of policy matters and activities of MANAGE in accordance with the Rules and Bye-laws of MANAGE.

The 65th Meeting of the EC was held on 26/10/2013 at MANAGE under the chairmanship of Shri Ashish Bahuguna, IAS, Secretary (A&C), DAC, GoI. The Council reviewed the progress of activities of the Institute.

Public Private Partnership in Extension Reforms

In order to revitalize agricultural extension in the states to make the extension system decentralized and demand driven, the Ministry of Agriculture, Govt. of India, is implementing the centrally sponsored 'Support to State Extension Programs for Extension Reforms' scheme since 2005-06. Public Private Partnership (PPP) is one of the key guiding principles of Extension Reforms. It is expected to address the issues such as cost, time effectiveness and inadequate man power in agricultural extension.



There is a need to create wide awareness among extension functionaries on the need for PPP, nature of partners, models and experiences in PPP. In view of this, a program was organized at MANAGE, during 23-27 September 2013, aimed at integrating the conceptual models with experiences to attain operational modalities for promotion of PPP in ATMA under extension

reforms. The objectives of the program were to orient on the concept of PPP; discuss the potential and models of PPP in agricultural extension management; share the experiences of PPP under different ATMAs and to workout back-at-work plans for operationalization of PPP in agricultural extension management. There were 45 participants.

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