



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

September - October, 2014

International Training Program

New Dimensions in Agricultural Extension Management



Dr. Lewis Mbilizi Deputy High Commissioner, Malawi High Commission in India addressing the executives

The Third US-India-Africa Triangular International Training program on 'New Dimensions in Agricultural Extension Management' for Agricultural practitioners from Kenya and Malawi was organized during 25th August to 24th October 2014 at MANAGE, Hyderabad, India.

This was organized under a partnership between India and U.S., supported by the U.S. Government's Global Hunger and Food Security Initiative 'Feed the Future'.



Executives with MANAGE Faculty

Thirty executives from Kenya and Malawi participated in the program.

Apart from the technical sessions, a number of field visits were organized for the executives to provide them exposure to initiatives across India.

H.E. Dr. Lewis P. Mbilizi, Deputy High Commissioner, Malawi High Commission in India and Dr. Bahiru Duguma, Director, Office of Food Security, USAID-India, attended the valedictory program on 24th October 2014.



Dr. Bahiru Duguma Director, Office of Food Security, USAID-India, addressing the executives

Agriculture Leadership Award for MANAGE

MANAGE received the Agriculture Leadership Award - 2014 at a Ceremony held in Delhi on 27th September, 2014. The Award Ceremony was presided over by Prof. M.S. Swaminathan.

The Award announced by Agriculture Today was presented to MANAGE considering its significant contribution to the field of Agricultural Extension Management and Agri Entrepreneurship.

Symposium of International Association of Agricultural Economists

The Inter-Conference Symposium of International Association of Agricultural Economists (IAAE) was organized at MANAGE during 12-13 October, 2014. The event was a joint effort of Indian Society of Agricultural Economics (ISAE), Acharya N.G. Ranga Agricultural University (ANGRAU), Professor Jayashankar Telengana State Agricultural University (PJTSAU) and National Institute of Agricultural Extension Management (MANAGE). The theme of the symposium was "Re-visiting Agriculture Policies in the light of Globalization Experience: the Indian Context".

The primary goal of the Symposium was to facilitate an interaction among researchers and key stakeholders on agricultural policies in the context of globalization. The Symposium addressed issues relating to experiences and impact of various farm policy instruments adopted during the last two decades in India, and explored alternate policy options to make Indian agriculture more prosperous.



Prof. CH Hanumantha Rao addressing the participants

Eminent agricultural economists, policy analysts and key policy makers from India and abroad participated in the event.

As a part of this Symposium, a Round Table Session was organized on "Policy for Profitable Agriculture", Chaired by Dr. Mohan Kanda, IAS (Retd.), former Secretary of Agriculture, Govt. of India, and former Chief Secretary, Government of Andhra Pradesh.

Market led Extension

Market driven production is the order of the day. The traditional regulated marketing system of the country has served the purpose of agricultural marketing to some extent in different states. The Govt. of India and different states have initiated a number of reform measures. The reform process has to be further pushed forward in an integrated manner by involving different stakeholders of the sector.

This training program was organized to sensitize different stakeholders of the agriculture sector on reforms in agricultural marketing. The program was organized in Assam and covered 38 participants.



Interaction with a Women's Group during the field visit

Planning and Management of Agricultural Livelihoods

The rural population has been adapting livelihood patterns over the years, however erratic rainfall, diminishing resources, pressure on land, changing lifestyles, fluctuating market prices, increasing food prices etc. have increased the risks and uncertainties of the existing livelihood patterns, especially among small and marginal farmers. Considering this, it was felt necessary to introduce a systematic livelihood approach to development.

Hence, programs on Planning and Management of Agricultural livelihoods were organized to orient participants on the concept and importance of livelihoods in rural areas; provide a frame work for livelihood analysis; explore strategic options for improving livelihood options and develop skills in planning and management of livelihoods. Two such programs were organized during September in Jharkhand and October 2014 in Telangana covering 60 participants.

National Facilitators' Development Program for Agricultural Extension Management

MANAGE has a network of facilitators representing agriculture and allied sectors from various States. These facilitators have been a valuable resource not only for their respective organizations, but also in terms of their involvement in MANAGE training programs across the country.

In view of this, a need was felt to identify and develop a new generation of facilitators who could be involved in capacity development of agricultural extension functionaries in their respective states. Consequently, MANAGE organized a National Facilitators Development Program during 8–19 September, 2014 with the objective to orient the participants to Gol Schemes, familiarize them with training management, develop their skills in using participatory methodologies in training and acquaint them with facilitation skills.

The training was planned in two phases. The current training was the first phase, wherein the participants were familiarized with training methods and facilitation skills and short-listed for further training. In the second phase, the selected ones will be invited for MANAGE programs, mentored on facilitation skills and finally declared as Facilitators.



The training program was designed to be participatory, trainee-centered and activity-based with a focus on self-learning to enable the participants to effectively function as team members and team leaders in their respective organizations.

Forty eight officers from Agriculture and Allied departments, Extension Education Institutes, State Agriculture Management and Extension Training Institutes (SAMETI) and State Agricultural and Veterinary Universities of different states attended this program.

Food and Nutrition of Rural Households - Role of Women

Women play a key role in achieving food and nutrition security. Yet, women often continue to have limited access to land, education, credit, information, technology and decision making bodies and are thus impaired in fulfilling their potential socio-economic roles in food and nutrition security and in ensuring health care and hygiene

for themselves and their families.

A training program was organized during 13-18th October 2014 at MANAGE on Food and Nutritional Security. The objectives were to impart knowledge and education to rural households, particularly to the women farmers. There were 22 participants.



Participants busy with a Group Task

Capsule Module on Gender Budgeting

MANAGE organized a one-day "Capsule Module on Gender Budgeting" on 7th October, 2014. The module has been developed taking inputs from the Ministry of Agriculture, Ministry of Finance, Ministry of Women and Child Development and Ministry of Rural Development, Govt. of India.

The module was presented to senior officials, particularly the directors and senior faculty of SAMETI and their feedback obtained. Based on the feedback, the module will be finalized and used for faculty of agricultural institutions.

Gandhi Jayanti celebrated at MANAGE

Gandhi Jayanti was celebrated with festivity and fervor at MANAGE. The day started with "Swachhata Shapath" (Pledge of Cleanliness). The Swachh Bharat Abhiyan was launched nationwide by the Prime Minister of India on 2nd October 2014 to realize Gandhiji's dream of a Clean India. The 'Swachhata Shapath' was taken by MANAGE officers and staff. This was followed by a cleanliness drive in the campus.

Competitions were organized in essay writing, slogan writing and elocution, emphasizing on the ideas and principles advocated by Mahatma Gandhi. Faculty, staff and students participated in the events. The students of PGDM (ABM) have also organized an exhibition on Bapu

focusing on his life, thoughts and views. On the occasion, a Blood donation camp was also organized. This day was an opportunity to reflect on Gandhiji's life, his values and their relevance for all of us today.



Exhibition on Bapu

हिन्दी पखवाड़ा

मैनेज ने 3 से 17 सितंबर, 2014 के दौरान हिन्दी पखवाड़ा का आयोजन किया। पखवाड़ा का समापन 17 सितंबर, 2014 को उत्साह के साथ हिन्दी दिवस मनाकर किया गया। हिन्दी दिवस के अवसर पर श्री मोहन सिंह, संयुक्त निदेशक (राजभाषा), कृषि मंत्रालय, भारत सरकार को मुख्य अतिथि के रूप में आमंत्रित किया गया। डॉ. के. श्रीवल्ली, हिन्दी अनुवादक द्वारा सभा को स्वागत करते हुये कार्यक्रम का आरंभ किया गया। डॉ. वि पी शर्मा, निदेशक एवं राजभाषा अधिकारी ने संस्थान में हिन्दी की प्रगति का ब्यौरा प्रस्तुत किया तथा उसे और आगे बढ़ाने के सुझाव दिए। उन्होंने संस्थान के कैड एवं पी जी डी ए ई एम

अनुभागों में हो रही हिन्दी के क्रियान्वयन की प्रशंसा की और इस मानसिकता को बनाए रखने का अनुरोध किया।

हिन्दी के प्रयोग को बढ़ावा देने के लिए हिन्दी पखवाड़ा के दौरान संस्थान के कर्मचारियों के लिए विभिन्न प्रतियोगिताओं का आयोजन किया गया। श्री मोहन सिंह ने अपने वक्तव्य में हिन्दी एवं अन्य भारतीय भाषाओं के महत्व को समझाया। उन्होंने यह भी बताया कि गृह मंत्रालय द्वारा उपयोग में लायी गयी मंत्रा साफ्टवेयर के उपयोग कर बढ़िया अनुवाद किया जा सकता है। इस समारोह में संस्थान के निदेशक गण, संकाय और कर्मचारियों ने भाग लिया।



Vigilance Awareness Week

Vigilance Awareness Week was observed at MANAGE during 27 October-1 November 2014. The week commenced with a pledge by faculty, officers and staff of MANAGE and executive trainees. Competitions on Essay Writing, Slogan Writing and Debating were organized. Shri Anil Bihari, Senior Administrative Officer, DOR delivered a Lecture on vigilance matters.

Visit MANAGE at www.manage.gov.in

MANAGE BULLETIN is published by:
Shri. B. Srinivas, IAS, Director General,
National Institute of Agricultural
Extension Management (MANAGE),
Rajendranagar, Hyderabad-500030, India.
Tel:+91 (0) 40 24016702-706 Fax:+91 (0) 40 24015388

Chief Editor: Shri B. Srinivas, I.A.S.

Executive Editor : Dr. V.P. Sharma

Editor: Dr. Lakshmi Murthy