



MANAGE Bulletin

From the National Institute of Agricultural Extension Management

September- October 2015

Help Desk for Farmers Launched

Farmers often feel that agriculture is not a profitable proposition. Due to indiscriminate use of inputs, unscientific methods of cultivating crops coupled with problems of debt, farmers end up in distress. At times this has resulted in farmers resorting to the extreme step of ending their lives. There is a great need to provide expert counseling to the needy farmers in such difficult situations and distress so as to enable them face the challenges and stop taking on the spur of the moment decisions. Realizing the need for providing the right information to farmers on scientific and profitable methods of cultivation and counsel them to face challenges, MANAGE launched a *Farmers Help Desk* with an objective to provide necessary advisory to farmers through print and electronic media.



Farmers Help Desk

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MANAGE has tied up with a daily Telugu newspaper "Sakshi" to collect queries from farmers through letters. MANAGE provides answers to the queries of farmers with the help of scientists from agricultural universities and other agricultural research institutes. These answers are sent to the newspaper for publishing under a weekly feature *Matasayam* (helping by advisory). Farmers can also send their queries directly to MANAGE *Farmers Help Desk* through e-mail, phone call or letters (contact details as above).

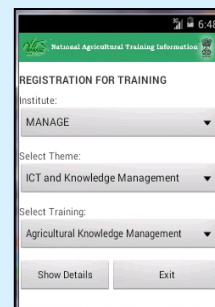
In this Issue...

- Help Desk for Farmers Launched
- Mobile App for MANAGE Training Programs
- International Conference on Good Governance in Agricultural Extension
- Nepal Agriculture and Forestry University (AFU) Delegates Visit MANAGE
- Afghan Team visits MANAGE
- Krishi Chanakya 2015 Held
- मैनेज में उत्साह के साथ हिन्दी

Mobile App for MANAGE Training Programs

MANAGE developed an Android Mobile App for managing its training programs. Through this App agricultural officers can browse details of all MANAGE calendar training programs, choose the relevant training program and register for it through the same App.

The registration details of officers are stored in MySQL database on MANAGE server. As soon as the details are stored on the database, an email is sent to the respective course coordinator and also to the officer. There is also provision to send an email to the training division of the concerned State Department. The App can be downloaded from MANAGE website: www.manage.gov.in



International Conference on Good Governance in Agricultural Extension



Conference participants, dignitaries and experts

MANAGE organised a two-day International Conference on “Good Governance in Agricultural Extension” during 3-4 September, 2015 in collaboration with Center for Good Governance at CGG Campus, Gachibowli, Hyderabad.

The objective of the conference was to share lessons and good practices in governance of agriculture in general and agricultural extension initiatives in particular for improving effective response to the current challenges of small-holder agriculture.

Mrs. V. Usha Rani (IAS), Director General, MANAGE inaugurated the conference and stressed the need for good practices in governing agricultural programs for the benefit of farmers. Her Excellency, Amb. Bellinda Achieng Omino, Deputy High Commissioner, High Commission of the Republic of Kenya in India graced the occasion as the Chief Guest.

Over 150 participants attended the conference and included 39 executives of the fourth U.S.-India-Africa Triangular International Training Program at MANAGE, on “New Dimensions in Agricultural Extension Management” (from 16 Aug-13 Sept, 2015) from Kenya, Liberia and Malawi, extensionists from ICAR, SAUs, international and Indian research scholars. Seventy five papers on different aspects of innovations, approaches and models of agricultural extension were presented during the conference.

Themes of the papers included: reforms in extension management, innovative methods in capacity development and training, extension for small and marginal holdings, market-linked agriculture, farmer producer organisations, ICTs for extension, public-private partnership, gender mainstreaming in agriculture, agricultural education, research and extension, policy initiatives and schemes and programs of governments etc.

Extension experts Prof. Narayana Gowda, Former Vice Chancellor, UAS, Bangalore; Dr. V. V. Sadamate, Former Adviser Agriculture, New Delhi ; Prof. S. V. Reddy, President & Executive Director (PRDIS), Hyderabad; Dr. Ratnakar, Former Director, EEI (Southern Region), Hyderabad ; Dr. R. M. Prasad, Former Assoc. Director of Extension, KAU, Thrissur; Dr. M. Suryamani, Director, EEI (Southern Region), Hyderabad; Dr. V. P. Sharma, Director (ITDP) MANAGE chaired the technical sessions.

The valedictory session was addressed by the Chief Guest Dr. PK. Mohanty, IAS (Retd.) Former Chief Secretary, Govt. of A.P. & Executive Chair, CGG, Hyderabad and the Guest of Honor Dr. H. Hemnath Rao, Former Dean, ASCI, Hyderabad.

The conference was coordinated by Dr. P.Chandra Shekara, Director (Agri. Extension), MANAGE and Dr. Devi Prasad Juvvadi, Director (AMRG), CGG.

Nepal Agriculture and Forestry University (AFU) Delegates Visit



AFU delegates interacting with DG, MANAGE and Faculty

Senior administrators and faculty from Agriculture and Forestry University (AFU), Nepal visited the National Institute of Agricultural Extension Management (MANAGE) on 8th September, 2015. This visit was a part of Agricultural Innovation Partnership (AIP) project of USAID being implemented by Cornell-Sathguru, Hyderabad to build institutional capacity, develop human resources and improve organizational functioning.

Mrs V. Usha Rani, IAS, DG, MANAGE, interacted with the delegation and emphasized on intensifying the agricultural graduates' interaction with farmers from the beginning of their degree programmes. This would help students understand and empathize with the farmers. Later Dr. V. P.

Sharma, Director IT, Documentation and Publications gave an overview of activities of MANAGE. Dr. P. Chandra Shekara, Director, Agricultural Extension briefed about the extension programmes in India, Public-Private Partnership and Agri-Clinics and Agri Business Centres (AC&ABC) scheme. Dr. K. Uma Rani, Director Extension detailed the Post Graduate Diploma in Agricultural Extension Management (PGDAEM) followed by a presentation on Diploma in Agricultural Extension Services for Input Dealers (DAESI) by Dr. N. Balasubramani. The team also visited Kisan Call Centre (KCC), Rajendranagar and the field of a successful Agripreneur, Mr. Janakiram Reddy, who has established a Nursery unit, named Aparna Agro Biotech, in Ranga Reddy, Hyderabad.

Afghan Team Visits MANAGE

An 11 member team from Afghanistan visited MANAGE on 1st October 2015. The visit was sponsored by the International Center for Agricultural Research in the Dry Areas (ICARDA). The team had representatives from ICARDA and Ministries dealing with Water Resources, Watersheds, Natural Resources, Forestry from Afghanistan. The visit was coordinated by Prof. V. Ratna Reddy, Director, Livelihoods and Natural Resource Management Institute (LNRMI), Hyderabad.



Krishi Chanakya 2015 Held



Mrs. V. Usha Rani, IAS, Director General, MANAGE giving away the certificate to one of the winners. Principal Coordinator, Dr K. Anand Reddy, is also seen

Krishi Chanakya 2015-the B-fest started off with a ceremonial opening address from the Director General MANAGE, Mrs. V. Usha Rani, IAS and Dr. K. Anand Reddy, Principal Coordinator PGDM(ABM) at MANAGE Campus on 27 and 28 September, 2015.

The flagship events of Krishi Chanakya 2015 attracted a lot of attention with the industry-academia interface, setting benchmarks in guiding the participants towards their perspective. The flagship events included: SUSHODH -The case study competition; SAMEEKSHA-the paper presentation; AKNKANSHA-the B-plan competition; and CHAKRAVYUH-The parliamentary Debate.

(cont. on page 4)

मैनेज में उत्साह के साथ हिन्दी दिवस मनाया गया



हिन्दी दिवस के अवसर पर सभा को संबोधित करते हुये श्रीमती वी. उषा

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज), राजेन्द्रनगर, हैदराबाद ने 1 से 14 सितंबर, 2015 के दौरान हिन्दी पखवाड़ा का आयोजन किया। पखवाड़ा का समापन 14 सितंबर, 2015 को उत्साह के साथ हिन्दी दिवस मनाकर किया गया। हिन्दी दिवस के अवसर पर, प्रो. नूरजहान बेगम, हिन्दी विभागाध्यक्ष (सेवा निवृत्त), हैदराबाद केंद्रीय विश्वविद्यालय 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। तत्पश्चात डॉ. वेद प्रकाश शर्मा, निदेशक एवं राजभाषा अधिकारी ने संस्थान में हिन्दी की प्रगति का ब्यौरा प्रस्तुत करते हुये जिन अनुभागों ने हिन्दी में अधिक कार्य किया उनकी सराहना की। साथ ही इस मानसिकता को बनाए रखने का अनुरोध किया। तत्पश्चात संस्थान की महानिदेशक महोदया कार्यालय में हो रही हिन्दी की प्रगति पर हर्ष व्यक्त

करते हुये कहा कि यदि किसानों हेतु किए जा रहे हमारे प्रयास उन तक पहुँचना है तो हमें किसानों की भाषा को अपनाना होगा। मुख्य अतिथि प्रो.नूरजहान बेगम ने कहा कि अंग्रेजी के अधिक प्रयोग के कारण हिन्दी को पूर्ण रूप से राष्ट्रभाषा का दर्जा नहीं मिल पा रहा है। विद्यालय की शिक्षा से ही हिन्दी को बढ़ावा देने से हिन्दी का राष्ट्रभाषा बनना संभव हो सकता है। हिन्दी के प्रयोग को और बढ़ावा देने के लिए हिन्दी पखवाड़ा के दौरान संस्थान के कर्मचारियों एवं पी जी डी एम (ए बी एम) के छात्रों के लिए विभिन्न प्रतियोगिताओं का आयोजन किया गया। मुख्य अतिथि, महानिदेशक महोदया एवं राजभाषा अधिकारी द्वारा प्रतियोगिताओं के विजेताओं का पुरस्कार वितरण किया गया। इस समारोह में संस्थान के निदेशक गण, संकाय और कर्मचारियों ने भाग लिया।

(continued from page 3)

In addition to the flagship events, the HR summit gained a good response in bridging the industry-academia gap and the relevance of wholesome employee performance, in an organizational setup. The events recorded some great responses from the industrial top-notch, enlightening the participants on the developmental aspects of individual potential. Several spot events such as photography, figure making, turn coat, face painting etc., were organized witnessing active participation from students from different institutions across the country.

Krishi Chanakya'15 enjoyed a reach of 23,200 people

on social media platforms and 240 entries from 30+institutions across the country, participating through the online portal DAR2Compete(D2C).

The events saw enthusiastic participation from students from premier institutions like IIM-A,IIM-K,IIM-S, IIM-Raipur, IIT-Kanpur, IIT-Bombay, IIFT Delhi, IRMA Ahmedabad, SIIM Pune, XIMB Bhubaneswar, SPJIMR Mumbai, We School-Mumbai, SITM Pune, NIAM Jaipur, IABM Bikaner, IIPM Bhopal, etc. At the conclusion of Krishi Chanakya a cultural program was organized. The Director General MANAGE Mrs. V. Usha Rani ,IAS distributed certificates to the winners.

MANAGE Bulletin is published by
Smt. V. Usha Rani, I.A.S., Director General
National Institute of Agricultural Extension Management (MANAGE)
Ministry of Agriculture & Farmers Welfare, Govt. of India
Rajendranagar Hyderabad-500030, India.

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