



# MANAGE Bulletin

From the National Institute of Agricultural Extension Management

September - October, 2018

## Message from the Director General

This two months period at MANAGE has been hectic, at the same time endowed with different activities. Each training program was unique as we talked on different topics, starting from supply chain management to ethics for extension professionals. The trainees who visit MANAGE are soothed by lush green surroundings buzzing with activities like yoga, games etc. They go back with fresh ideas which help in committing themselves for the cause of farmers. The trainees too bring practical learning to MANAGE which enrich faculty.

This period is also characterized by a change of leadership. MANAGE bids farewell to Dr. Shobhana Pattanayak, Secretary and Shri. Paban Kumar Borthakur, Joint Secretary (Extension), Ministry of Agriculture & Farmers Welfare who were a constant source of inspiration and support. MANAGE welcomes the new Secretary Shri. Sanjay Agarwal and Joint Secretary (Extension) Shri. Atish Chandra. We hope that the same inspiration and support continues.

**(V. Usha Rani, IAS)**  
Director General



## In this issue...

- International Training on Value Chain and Innovations in Agricultural Marketing
- MANAGE-ICRISAT Collaborative program on Facilitation of Developing Rules for Water Management
- Seychelles Minister visits MANAGE
- National workshop on developing Climate Resilient Villages for Sustainable Food and Nutritional Security
- Strategies to improve the performance of officers involved in Soil Health Card Scheme
- Extension Management Skills for Field Functionaries
- Ensuring Food and Nutritional Security at Household level
- Training on Doubling Farmers' Income through Integrated Farming System
- Extension of Women Entrepreneurial Skills for Agricultural Development
- Work ethics for Extension Professionals
- Training on E-National Agricultural Markets
- Urban Food Production System and Food Security
- Extension skills for Supply Chain Management in Agri and Allied sectors
- Sensitization on DAESI and Plant Health Management
- e-Extension in Agriculture
- Executive Council Meeting
- PGDAEM projects
- Women Agripreneurs honored at Mahila Kisan Diwas Celebration
- Agripreneurs @ AGRITEX-2018
- Events
- Silent Heroes



MANAGE Faculty and staff bid farewell to Dr. Shobhana Pattanayak, IAS Secretary, Ministry of Agriculture and Farmers Welfare, Govt. of India

## International Training

### Value Chain and Innovations in Agricultural Marketing

The FTF-ITT program on Value Chain and Innovations in Agricultural Marketing organized during 1-15 October 2018 at CCSNIAM, Jaipur was designed to provide an understanding of the emerging opportunities in value chain and how to design suitable marketing strategies to enable farmers to have better integration with value chains. There were 30 participants from seven countries of Asia and Africa namely, Myanmar, Mongolia, Nepal, Kenya, Malawi, Mozambique and Uganda. The program was inaugurated by Dr. Ashok Dalwai, IAS, Chief Executive Officer, National Rainfed Area Authority, Government of India. Dr. P. Chandra Shekara, Director General, CCS NIAM, Dr. Mahantesh Shirur, Deputy Director (Agricultural Extension), MANAGE, Mr. Kurubur Shanthkumar, Chairman, Raithamitra Farmers Producers Company Ltd. were present on the occasion. Dr. Ashok Dalwai in his address emphasized the role of marketing and innovations in value chain management in increasing the farmer's income. During the program executives visited e-NAM Mandi, Mandawari & Integrated farm ROCL Bassi, Muhana Mandi and Barefoot College to get practical exposure.

The program concluded on 15th October 2018. Mr. Mustapha El Hamzaoui Director, Food Security Office, USAID India, in his address expressed his happiness on the Global Partnership between Asia and African nations. He highlighted that partnership and knowledge sharing is very important to have food security and better value realization by farmers.



### MANAGE-ICRISAT Collaborative program on Facilitation of Developing Rules for Water Management

India recognizes water as a scarce natural resource fundamental to life, livelihood, food security and sustainable development. With increasing pressure on available water supplies, there is a need to focus on better management of constructed irrigation and drainage schemes, making them more efficient and productive, particularly in relation to their water use. With this background, MANAGE and International Crops Research Institute for Semi-Arid Tropics (ICRISAT) organized a collaborative Training program on “Facilitation of Developing Rules for Water Management” during October 29-2 November, 2018 at MANAGE, Hyderabad.

This program addressed the need to support communities in developing effective rules for managing their water resources. The training is expected to enable the participants to facilitate a community process of discussing water management rules, exploring water management challenges in a game environment, and formulating new rules, which support communities in better understanding their water management challenges and help them to identify solutions. The main target group were Trainers and Extension Officers involved in the implementation of watershed projects. The program covered 15 participants.

### Seychelles Minister visits MANAGE

The Agriculture and Fisheries Minister of Seychelles H.E. Mr. Charles Bastienne and his team, Mrs. Linetta Estico, CEO, Seychelles Agricultural Agency and Mr. Keven Nancy, CEO, National Biosecurity Agency, Seychelles visited MANAGE on 25th October, 2018 to discuss possible areas for collaboration.



## National Workshop

### Developing Climate Resilient Villages for Sustainable Food and Nutritional Security

A National Workshop on Promotion of Developing Climate Resilient Villages for Sustainable Food and Nutritional Security was organized at MANAGE, Hyderabad during October 4-5, 2018. A total of 48 delegates representing Departments of Agriculture, Horticulture, Animal Husbandry and State Agricultural Universities from various states participated in the Workshop.

The Director General, MANAGE, Smt V. Usha Rani IAS, inaugurated the Workshop and unveiled the Workshop Compendium. Dr.V. Geethalakshmi, Professor (Agronomy) from Tamil Nadu Agricultural University (TNAU), Coimbatore delivered the Keynote Address. The delegates shared their experiences in four technical sessions on: impact of climate change on agriculture and allied sector and emerging challenges of climate change; climate smart technological interventions for agriculture and allied sectors; alternative livelihood options to adapt to climate change; policies, programs, extension and institutional support, indicators for developing climate smart villages and strategies for developing climate smart model village to ensure food and nutritional security. The delegates discussed on various themes and presented their views on establishing Climate Resilient Villages.

## Training Programs

### Strategies to Improve the Performance of Officers involved in Soil Health Card Scheme

The Soil Health Card Scheme launched by Government of India in 2015, has the unique features of assisting State Governments to issue Soil Health Cards to all farmers in the country through a uniform approach to collection of soil samples for testing and fertilizer recommendation based on crops as against general recommendations, besides universal coverage of all the farm holdings. The main objectives of the program are periodic review of Soil Health status, crop specific recommendation for nutrient application, discouraging fertilizer misuse, and improved yields through targeted fertilizer application. MANAGE organized a 5 day Orientation training program on “Strategies to Improve the Performance of Officers Involved in Soil Health Card Scheme” during October 22-26, 2018 for building the capacity of the extension officers for better delivery to the farmers. Thirty six officers from different parts of the country participated in the program. Dr. Devesh Chaturvedi, IAS, Additional Secretary, Ministry of Agriculture and Farmers Welfare, Government of India inaugurated the program and addressed the gathering on “Empowering Farmers through Soil Health Card Scheme” and visited the exhibition.



Dr. Devesh Chaturvedi, IAS, Additional Secretary  
visiting the exhibition on soil related projects



Dr. Devesh Chaturvedi, IAS, Additional Secretary  
addressing the gathering

### Extension Management Skills for Field Functionaries

A training on Extension Management Skills for Field Functionaries was organized during 25-27 September 2018, in collaboration with SAMETI at Guntur, Andhra Pradesh. Extension functionaries from Agriculture, Veterinary and Sericulture Departments from Andhra Pradesh attended the program. The main objective was to develop managerial skills among the functionaries working at field level. Focus was on aspects like stress management, extension management skills, motivation, office management and mind management.



## Ensuring Food and Nutritional Security at Household level

Urban gardening is a practice that inculcates the habit to grow your own food, convert waste into wealth and ensure food & nutritional security to the family. MANAGE organized a training program during 24-26 September, 2018 on Food and Nutritional Security at Household level, to impart knowledge and hands-on experience on microgreens, mushroom cultivation, hydroponics, urban crop planning and garden inputs, kitchen composting techniques and preparation of organic household nutrients and pesticides. The training also included exposure visits. The participants were motivated to go for urban gardening, initially at household level.



The concept of microgreens impressed the participants as it was new learning for them and it has many nutritional benefits. The participants expressed that they would in turn, share the knowledge and experience with others to start urban garden at their homes.

## Training Program on Doubling Farmers' Income through Integrated Farming System

A Training Program on Doubling Farmers' Income through Integrated Farming System (IFS) was organized in collaboration with University of Agricultural Sciences, Raichur, Karnataka during 03-12 October, 2018 at Organic Farming Research Institute, UAS, Raichur. Twenty five officers from the Departments of Agriculture and Allied Sectors from Karnataka participated in the program.

During the 10 day program, focus was on various topics viz., Horticulture crop components and their integration through IFS to enhance farmers income, Ornamental fishery as a community enterprise, Tree Sericulture, components of Rainfed and irrigated IFS for doubling farmers income, IFS modules for irrigated eco-system and rice based cropping system in TBP command area, climate smart agriculture, role of organic farming in IFS to enhance farmers income, use of Poly House & Shade net (for enhancing yield through floriculture), Stall feeding techniques in Sheep and goat rearing etc. Besides, the participants were taken on exposure visits to innovative farmers' fields and research stations.

## Extension of Women Entrepreneurial Skills for Agricultural Development

There is a gradual realization of the key role of women in agricultural development and their vital contribution in the field of Agriculture and other allied sectors. However, the role played by rural women in economic development has not been assigned sufficient importance. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating employment opportunities for others and setting the trend for other women entrepreneurs in the organized sector. Rural Women form an important productive work force in the economy of the Nation. To support the National initiative of doubling the farmer's income, a change in attitude of rural women from producer to entrepreneur is the prerequisite.

Keeping this in view, MANAGE organized a training program on "Extension of Women Entrepreneurial Skills for Agricultural Development" during 04-08 September to strengthen the delivery of extension machinery in Women Entrepreneurship. The program covered 39 extension officers including 30 women extension officers from various States.

## Work Ethics for Extension Professionals

A Training Program on Work Ethics for Extension Professionals was organized during 29 October to 02 November, 2018. A total of 25 scientists and officers from SAUs and State Departments of Agriculture and allied sectors from the states of Andhra Pradesh, Karnataka, Kerala, Maharashtra, Tamil Nadu and Telangana attended the program. The objectives of the program were to orient participants to the concept of work ethics and its importance for institution building; and on various ethical practices and their impact on personal and professional life

Coverage was on work ethics for development professionals, values as basis of ethics, self-image and professionalism, ethics in networking, communication, work ethics in public life, developing ethical leadership and related aspects. Experiential learning methodology was used for better learning among the participating officers of the program.

## Training on E-National Agricultural Markets

A three day training program on "E-National Agricultural Markets" was organized at SAMETI, Pondicherry from 29<sup>th</sup> to 31<sup>st</sup> October, 2018. Thirty officers from the Departments of Agriculture and Allied Sectors attended the program. The key topics covered were importance of E-NAM in establishing market information system, Supply Chain Management in E-NAM, Farmer Producer Companies, operation and management of E-NAM portal.

## Urban Food Production System and Food Security

A Training program on “Urban Food Production System and Food Security” was organized during 17-20 September, 2018. A total of 19 officials from the states of Andhra Pradesh, Chhattisgarh, Maharashtra, Tamil Nadu, Telangana and Uttar Pradesh participated in the program.

Focus of the modules was on urban agriculture and its importance for food and nutritional security and safety; opportunities for mushroom cultivation in urban farming; extension strategies for promotion of urban agriculture, challenges and opportunities of urban animal husbandry, backyard poultry in the urban and peri-urban areas, promotion of urban agriculture in the context of climate change, role of women in food and nutritional security. Agripreneurs also shared their experiences in promoting best practices in urban farming, Hydroponics and Aquaponics.

## Extension Skills for Supply Chain Management in Agriculture and Allied Sectors

Two training programs on Extension Skills for Supply Chain Management in Agriculture and Allied Sectors were organized during 04-08, September, 2018 at MANAGE and during 17-20 September, 2018 at EEI, Anand, Gujarat covering 59 officers. The objectives of the training program were to orient the participants on basic principles and knowledge of Agricultural Supply Chain Management; update their knowledge in logistics and value chain strategy; orient on possible areas of intervention to benefit the farmers, share success stories and case studies on Supply Chain Management and to apply the learning in Agriculture and allied areas by working out strategies for better extension.

## Sensitization on DAESI and Plant Health Management

A three-day training program was organized during 29-31 October, 2018, to sensitize facilitators on DAESI and Plant Health Management. A total of 39 DAESI Facilitators from different states participated in the program. Focus was on Good Management Practices for effective implementation of DAESI, including maintenance of practical records and reports to be maintained by candidates and NTIs/ Facilitators. Various aspects of Plant Health Management– like biological control, role of bio-pesticides, soil testing and nutrient management, pest management etc. were covered.

## e-Extension in Agriculture

MANAGE organized a Training Program on “e-Extension in Agriculture” during September 17-20, 2018 covering 17 officers from the departments of Agriculture, Animal Husbandry and KVKs. The main objectives were to sensitize the officers about the increasing role of ICT in improving e-Extension Services delivery at district, block and village level; upgrade their skills and knowledge on ICT applications for e-Extension services and suggest possible areas of intervention at various levels to improve the quality, credibility and timely availability of agricultural information to the farmers using e-Extension and m-Extension services.

The Modules focused on e-Governance in Agriculture, farmer portal, mkisan portal, Rice Knowledge Management portal, mobile extension services in agriculture, mobile application development, use of workflow applications in Agricultural departments, Kisan Call Centers and successful ICT initiatives like NICE implementation in ProSOIL, etc.

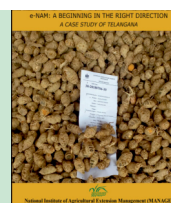
## Executive Council Meeting



The Executive Council Meeting of MANAGE was held at New Delhi on 13<sup>th</sup> September 2018 chaired by Dr Shobhana Pattanayak, Secretary DAC&FW

## e-NAM - A Beginning in the Right Direction : a case study of Telangana

The report by the MANAGE Center for Supply Chain Management and Marketing in Agricultural Extension, studies the functioning of eNAM in three major markets of Telangana namely, Nizamabad, Suryapet and Mahbubnagar. The study has identified the issues for successful implementation of e-NAM and arrived at the steps to be taken for making it a success.



## Projects – PGDAEM

The Post Graduate Diploma in Agricultural Extension Management (PGDAEM) program of MANAGE, as part of project work provides an opportunity to the candidates to field test the learnings related to extension management skills that he/she has acquired from the program. Brief details on two of the projects are given below.

### Impact Analysis of Integrated Pest management IPM Technology in Cotton in South Western districts of Punjab - Mr. Bhupesh Joshi\*, Punjab.

**Introduction:** Integrated Pest Management (IPM) has been accepted as the most attractive option for protection of crops from the ravages of pests. However implementation at the farmer's level has been limited. Pesticides continue to dominate and their injudicious use represents the greatest threat to IPM. For an effective implementation strategy, it is necessary to identify the obstacles to its dissemination.



The objectives of the study were to assess and quantify the impact of IPM in Cotton in Faridkot & Muktsar districts of Punjab in terms of level of technology adoption by farmers for improved cotton production and to study the consolidated impact of IPM in Cotton in terms of level of technology adoption by farmers for reduction in use of pesticides. The study covered 180 (120 trained & 60 non-trained) cotton growers from the selected districts. Data collection was with the help of an interview schedule and a knowledge test was carried out to find out the level of knowledge of cotton growers about recommended IPM practices. Information was captured regarding problems faced by the cotton growers in adopting IPM practices, with respect to non-availability of inputs required in IPM operations, difficulties faced in performing various IPM operations etc.

**Findings.** There was significant reduction in the number of sprays and spray cost by the trained farmers as compared to the non-trained farmers. The seed cotton yield was also more in case of IPM farmers as compared to non IPM farmers in both the districts. More number of young farmers are willing to adopt the IPM Technology. Lack of knowledge emerged as a major problem for not adopting a particular practice.

#### Conclusion and Recommendations:

- There is a need to strengthen the extension contacts of cotton growers and formal extension agencies like State Department of Agriculture and Punjab Agricultural University. Technology awareness through formal crop-specific IPM training provided by Farmers' Field Schools is extremely important for wider adoption of IPM. Hence, investment in IPM education through these programs will have long-term beneficial impact.
- Community participation is the key to success of IPM as it provides a better platform for farmer-to-farmer extension delivery.
- Enforcement of pesticide regulations will help improve adoption of IPM
- Economic incentives will encourage farmers to switch over to IPM
- Development of a market for pesticide-free products is necessary

\*Mr. Bhupesh Joshi is Deputy Project Director ATMA, Faridkot, Punjab

### A study on Organic Manure and Bio-pesticides with respect to their bio-chemical properties and their effect on different crops – Mr. Suman Paul \*, West Bengal.

Organic farming is a holistic management system which promotes and improves the health of the agro-system related to biodiversity, nutrient bio-cycles and soil microbial and biochemical activities. Organic farming emphasizes management practices involving substantial use of organic manure and green manure and provides eco-technological stability, sustainable agriculture, pest management and is an alternative to inorganic fertilizers.



The objectives of the study were to understand the effects of chemicals on agro ecology & on humans; know about different kinds of organic farming; understand the role of organic farming in maintaining sustainability and to have in depth knowledge on the constraints associated with the use of organic resources.

Participatory method was adopted to demonstrate organic paddy cultivation under Paramparaghat Krishi Vikas Yojna (PKVY) with 50 farmers in Kamarhati Village, Gotan G.P. Raina – II Block in Burdwan district of West Bengal. About 20 ha area has been demarcated as PKVY plots and 50 farmers benefited through the PKVY scheme.

Farmers were supplied with inputs namely Seed (variety-Gobindabhog), Vermicompost. (1.5kg/satak), PROM. (0.55gm/satak), VAM, Concentrated Liquid manure, Trichoderma viridi, Pseudomonas, Azadiractin, Plastic Drum for making liquid fertilizer(organic)/ TaraSar, Dhaincha seed for making the boundary of the D.C plots. The farmers' contribution included cow dung, mustard cake, materials for Panchagavya, labour. The yield recorded was 3000 Kg/ ha (according to CCE report).

Continue ... next page

**Findings.** The yield was low as compared to the conventional yield but the aim of the project was to maintain a sustainable agriculture system maintaining a low cost of cultivation along with a healthy life style.

**Conclusion.** Success in Organic cultivation was low due to lack of: sufficient organic (cow dung) supply in farmers' field, effective bio-pesticides and a positive attitude towards organic farming.

\* Mr.Suman Paul is Assistant Technology Manager, ATMA, Raina – II Block, Burdwan district, West Bengal

### Women Agripreneurs honored at Mahila Kisan Diwas Celebration

On the occasion of 'Mahila Kisan Diwas' celebration during October 14<sup>th</sup> to 15<sup>th</sup>, 2018 at New Delhi, it was a proud moment for the AC&ABC Women agripreneurs who were honored together with 250 women farmers who had gathered from across India. Ms. Geetashory Yumnum from Imphal, Manipur, Mrs. Sangeetha Swalakhe from Yeotmal, Maharashtra and Ms. S. Sellaponnu from Madurai, Tamil Nadu were nominated by the Ministry of Agriculture & Farmers Welfare (MoA&FW) and recognized for their unconditional efforts and timely delivery of extension services for the betterment of the farming community.

Agripreneurs receiving the awards from Hon'ble Minister of Agriculture Shri. Radha Mohan Singh.



Ms. Geetashory Yumnum



Ms. Sangeetha Swalakhe



Ms. S. Sellaponnu

### Agripreneurs @ AGRITEX-2018

The 6<sup>th</sup> Edition of Agritex-2018 India was held during October 4-6, 2018 in conjunction with Food Processing India in Hyderabad. This event provided a comprehensive range of new agricultural technologies and innovations, with focus on sustainability, as well as bringing together players in the food processing and manufacturing industry to do business face-to-face. MANAGE provided this opportunity for selected Agripreneurs trained through AC&ABC scheme to showcase their products/innovations. The visitors not only evinced keen interest in the Agripreneurs and their activity but also went back with a lasting impression; the comments about agribusiness and agri-ventures in the visitors book do vouch for that.



### Events



Pitch Day under Krishi Vikas – Search for Agri Innovations Accelerator Program on September 7, 2018 at Banaras Hindu University (BHU), Varanasi.



Hindi Diwas Samaroh September 2018

## Swachhata hi Seva

As part of “Swachhata Hi Seva” Campaign launched on September 15, 2018, as an initiative of “Swachh Bharat Mission”, MANAGE organized an inspection of the facilities. Accordingly, an external inspection committee visited various facilities. Smt. V. Usha Rani, IAS, Director General, MANAGE emphasized on the importance of cleanliness and also highlighted the main aim of the “Swachhata Hi Seva” Campaign.

## MANAGE Faculty Visit Michigan State University (MSU)

MANAGE has entered into a collaboration with Michigan State University, USA for Faculty Exchange. The collaboration is meant to provide an opportunity for faculty working in both the institutions to learn from each other about the extension models prevalent in Michigan USA and India. As a part of the faculty exchange program, Dr. K. Anand Reddy, Director (HRD) and Dr. Saravanan Raj, Director (Agricultural Extension) from MANAGE visited MSU during 10<sup>th</sup> to 14<sup>th</sup> Sep 2018. They had an opportunity to observe the functioning of the MSU designed extension system in the state of Michigan. The team visited urban community gardens and livestock facilities being run under 4 H program. The visit was extremely fruitful and was a great learning experience for the visiting faculty.

## Silent Heroes

### Profile

MANAGE has started a column to appreciate people who are working in the Institute. Though they may not be at the helm of affairs, they contribute in an important way to the success of the organization. This column profiles Mr. M. Venugopal, EDP Assistant, with the Center for Knowledge Management, ICT and Mass Media, who has been with MANAGE for the last 22 years. A B.Tech (ECE) graduate, he has been looking after the maintenance of computer hardware, networking, audio visual systems and CCTV surveillance system, providing telecom support services, video conferencing services and technical support for issues related to online portals like Central attendance, Gem and eProcurement portal. Mr. Venugopal shares his thoughts.



### When did you begin working?

I joined MANAGE in July 1996. Prior to this I worked as an Instructor for a year in 1994-95 to teach the basics of electronics in a program of APSWCFC, Ministry of Women and Child Welfare, Govt. of A.P.

### What do you find challenging about your work and what motivates you?

Connectivity is needed 24/7 and technical issues have to be addressed immediately. Sometimes solutions take time. Finding immediate solutions to some of the challenging issues gives the maximum satisfaction. The appreciation from my Head of Department, senior officers and colleagues, gives motivation.

### Tell us something about your family

I have two children. My daughter is in class 6 and my son is in Intermediate second year and is keen to take up engineering.

According to Mr. Venugopal complete attention and priority should be given to the task on hand. He believes that sincere efforts always give good results. An employee who always attends work with a smile, his dedication to his work is much appreciated by everyone. We wish him the best for his future.

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.

Tel : +91 (0) 24016702-706 Fax : +91 (0) 40 24015388

Chief Editor

**Smt. V. Usha Rani**, I.A.S.

Editor

**Dr. Lakshmi Murthy**

Associate Editor

**Dr. A. Krishna Murthy**

Compilation and Design

**Mr. P. Sharath Kumar**

Visit MANAGE at [www.manage.gov.in](http://www.manage.gov.in)

Sep - Oct, 2018