

From the National Institute of Agricultural Extension Management

September - October, 2019

Smt. G. Jayalakshmi, IAS assumes charge as Director General MANAGE



Smt. G. Jayalakshmi, IAS, assumed charge as Director General MANAGE with effect from 23 October 2019. Smt. Jayalakshmi belongs to the 1995 batch of Indian Administrative Services (Andhra Pradesh cadre). She was the

Collector and District Magistrate for Guntur and West Godavari districts. She has also worked in Departments of Agriculture & Cooperation, Rural Development, Horticulture, Commercial Taxes, Youth Affairs and Sports & Youth Advancement, in various capacities. Presently Smt. Jayalakshmi is the Director General of the National Institute of Plant Health Management (NIPHM) and is also holding charge of Chairperson, Coconut Board. MANAGE Faculty and Staff wish her all success.

MANAGE bids farewell to Smt. V. Usha Rani, IAS

MANAGE bid farewell to Smt. V. Usha Rani, IAS, who was the Director General of MANAGE from 1 August 2015 to 23 October 2019. Smt. Usha Rani belongs to the 1995 batch of Indian Administrative Services (Andhra Pradesh cadre). She is repatriated to her parent cadre of Government of Andhra Pradesh.



Faculty and staff honored Smt Usha Rani and recalled her contributions in programs and projects at MANAGE, during the period.

Message from the Director General

This period, was marked by the visit of the Hon'ble Minister of Agriculture & Farmers Welfare, Shri. Narendra Singh Tomar at MANAGE on 27th September 2019, with the inauguration and dedication of the International Hostel facility. The Hon'ble Minister interacted with faculty, students and participants of training programs at MANAGE.

MANAGE organized three International programs during the period, which included two programs under Feed the Future-India Triangular Training (FTF-ITT) on Integrated Technology for Production, Processing and Value Addition in Tuber Crops and Agroforestry policy. The third was organized under Indian Technical and Economic Cooperation (ITEC) on Agricultural Extension Approaches for Sustainable Agriculture Development. MANAGE also signed an MoU with German Agricultural Academy, DEULA, Nienburg to collaborate in the areas of technical and professional training.

With a focus on blending technology with extension management, MANAGE has been organizing training programs in collaboration with ICAR institutions, Agricultural and veterinary universities and other organizations. During the last two months MANAGE organized collaborative programs with ICAR, touching on aspects like organic production of vegetables, fodder production, poultry, coconut based integrated farming, etc. One workshop was organized in collaboration with GIZ on Gender Planning & Sensitization as part of Prosoil project.

Farmers need multidimensional extension and advisory services targeted towards improving livelihoods and income from agriculture. While technology transfer for disseminating technical knowledge is still relevant, aspects like agripreneurship, value chain extension, innovation and start-ups would remain the focus of extension training with a futuristic perspective. The institution strives to achieve these and in this journey we thank our partners who are part of such initiatives.

(G. Jayalakshmi, IAS)
Director General

Hon'ble Minister of Agriculture & Farmers Welfare visits MANAGE

Shri. Narendra Singh Tomar, Hon'ble Minister of Agriculture & Farmers Welfare, Govt. of India visited MANAGE on 27th September, 2019. In an interaction at MANAGE with faculty, PGDM (ABM) students and participants, the Hon'ble Minister stated that organic farming is the need of the day and the Government is encouraging the same as it is environmentally friendly.



Smt. V. Usha Rani, IAS, Director General, MANAGE gave an overview of MANAGE activities and programs. Shri. D. Arvind, Member of Parliament, Nizamabad, Telangana State and Shri. Rajesh Verma, IAS, Addl. Secretary, Ministry of Agriculture & Farmers Welfare also participated in the interaction. The Heads of neighbouring institutions viz., NIPHM, NAARM, IIMR, IIOR, DPR and ATARI were also present besides MANAGE faculty, staff and PG students.



Hon'ble Minister inaugurating the International Guest house at MANAGE



International Programs

Integrated Technology for Production, Processing and Value Addition in Tuber Crops

The 38th FTF ITT Program on "Integrated Technology for Production, Processing and Value Addition in Tuber Crops" was organized during 16-30 September 2019 at ICAR Central Tuber Crops Research Institute (CTCRI), Thiruvananthapuram, Kerala, India. A total of 29 participants from eleven Asian and African countries namely Afghanistan, Botswana, Cambodia, Nepal, Sri Lanka, Myanmar, Kenya, Malawi, Mozambique, Liberia and Uganda, participated in this program.

Addressing the participants, Dr. Archana Mukherjee, Director of ICAR-CTCRI, Thiruvananthapuram, Kerala, emphasized the importance of tropical root and tuber crops for food and nutrition security of the economically weaker sections in the global context.

The training program was designed with the objectives to introduce production system-specific technological

advances of tropical tuber crops; build capacities of participants on cultivating tuber crops in a profitable and sustainable way using improved technologies; sensitize the participants on diversified applications of tropical tuber crops to improve economic security of farmers; and to equip participants to identify and use potential value added tuber crop technologies to develop a sustainable business.

The Program culminated on 30th September, 2019 in the presence of Mr. Keith E. Simmons, Mission Director, USAID India. Mr. Simmons, in his address, emphasized the role of training programs in ensuring food and nutrition security in African and Asian countries. Smt. V. Usha Rani, IAS, Director General, MANAGE, Dr. Archana Mukherjee, Mr. Mustapha EL Hamzaoui, Director, Food Security Office, USAID, India, Dr. V. Ravi, Principal Scientist & Program Coordinator, ICAR-CTCRI, and Mr. Vamshidhar Reddy T.S, Development Assistance Specialist (Agriculture) USAID India were present on the occasion.

Agroforestry - Policy, Practice and Impact

The 39th FTF-ITT Program on “Agroforestry: Policy, Practice and Impact” was organized during 10-24 October 2019 at World Agroforestry Centre (ICRAF), New Delhi, India. A total of 26 participants from ten countries in Africa and Asia; Bangladesh, Botswana, Cambodia, Malawi, Myanmar, Nepal, Kenya, Sri Lanka, Tanzania, and Uganda, actively participated in the training.

This program was conducted in three phases; the first phase was conducted at the World Agroforestry (ICRAF), Delhi which focused on agroforestry policy, research and development and new innovations. The second phase on research and development, practice and on the field learning was held at ICAR-Central Agroforestry Research Institute (CAFRI) Jhansi, Uttar Pradesh. The third and final phase of the training focusing on the impact of agroforestry through industrial linkages and business



Participants examining the water harvesting system at the project site in Jhansi with CAFRI scientists

aspects was organized at the Forest College and Research Institute (FCRI), Mettupalayam, Tamil Nadu. The valedictory session was chaired by Dr. N. Kumar, Vice-Chancellor, Tamil Nadu Agricultural University, Coimbatore.

Agricultural Extension Approaches for Sustainable Agriculture Development under ITEC

The International Training Program on “Agricultural Extension Approaches for Sustainable Agriculture Development” under Indian Technical and Economic Cooperation (ITEC) Program was organized during 18 to 30 September, 2019 at MANAGE, Hyderabad. Twenty one delegates representing Ministry of Agriculture and Allied Departments and Agricultural Universities from Afghanistan, Bhutan, Democratic Republic of Congo, Egypt, Fiji, Kazakhstan, Malawi, Mexico, Nigeria, South Sudan, Sri Lanka, Sudan, Suriname, Tajikistan, Tanzania, Vietnam, Zambia and Zimbabwe participated in the program.

The training programme covered approaches like farmer to farmer extension, private public partnership, cyber extension, farmer producer companies, mobile based extension, market led extension, gender empowerment and mainstreaming.

The participants presented Back at Work Plans (BAWP) and shared how they would apply the learning after going back to their home countries.

The Program culminated on 30th September, 2019 in the presence of Dr. T.V. Nagendra Prasad, Joint Secretary, Ministry of External Affairs (MEA), Government of India.

Workshops

Workshop on Corporate Social Responsibility for Agricultural Development

A Workshop on “Corporate Social Responsibility (CSR) for Agricultural Development” was organized on 17th and 18th October, 2019 in collaboration with Birla Institute of Management Technology (BIMTECH), Noida. A total of 54 delegates working on CSR from the Corporate Sector and Departments participated in the Workshop. Technical

Sessions were organized on the major theme areas of the Workshop viz. Water Management, Dairy and Innovative Projects in the area of Agriculture. Besides this, a panel discussion on Identification of Activities, Upscaling, Partnerships and Innovation was organized. As part of the program, a Compendium was also released.



Sensitization Workshop for Nodal Officers under AC&ABC Scheme

A two-day Sensitization Workshop was organized on 30th September and 1st October 2019 at MANAGE for Nodal Officers under the Agri Clinics & Agribusiness centres Scheme. The workshop focused on better implementation and coordination of training programs, training delivery and handholding to the candidates by the Nodal Training Institutes (NTIs). Seventy four Nodal Officers participated in the workshop and shared inputs for better implementation of the Scheme. It was a platform for nodal officers to clarify their doubts about various aspects of the scheme and also for MANAGE faculty to share their concerns and experiences at various levels of the AC&ABC Scheme. The participants were informed that as per DFI report, the target is to establish one agri-clinic in every gram panchayat.

Shri. Sajith Kumar K, Joint Director (EM), DOE, MoA&FW, New Delhi, gave an insight about the current scenario of the AC&ABC Scheme. The role of NTIs in terms of training and handholding, future perspectives of the scheme in terms of coverage at block level, involvement of ATMA and State Departments, follow-up with banks for credit, monitoring credit facilitation through ATMA, SLBC, DLCC and liaison with NABARD for subsidy distribution were



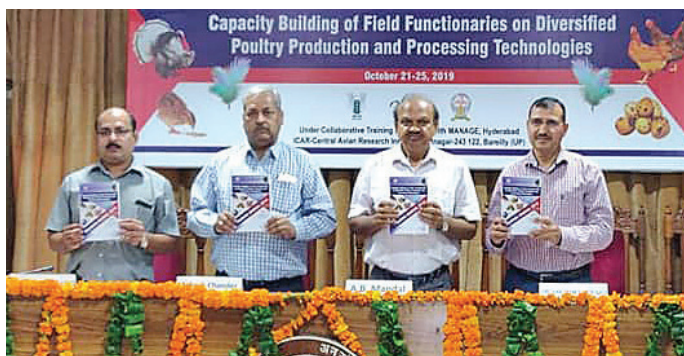
emphasized. The Nodal Officers were oriented on the new AC&ABC Curriculum, entrepreneurship development and extension strategies for agri-entrepreneurship. Focus was on the monitoring mechanism and areas for improvement, Start ups, AC&ABC MIS Portal and AC&ABC Subsidy Module. An Interactive session enabled in developing better understanding amongst the Nodal Officers. At the same time faculty could identify difficulties faced by NTIs.

Smt. V. Usha Rani, Director General, MANAGE in her address emphasized the importance of local media coverage, mobilization of candidates and advertisement for success of any NTI or agripreneurs.

Collaborative Programs

Diversified Poultry Production and Processing Technologies

MANAGE and ICAR-Central Avian Research Institute (CARI), Bareilly, Uttar Pradesh organized a collaborative Program on Capacity Building of Field Functionaries on Diversified Poultry Production and Processing Technologies from 21-25 October, 2019. A total of 25 Veterinary Officers from Madhya Pradesh, Maharashtra, Uttar Pradesh, Rajasthan, Meghalaya, Uttarakhand, Tamil Nadu, Pondicherry and Himachal Pradesh participated in the program.



Model Production and Protection practices in Pomegranate

MANAGE organized a training program in collaboration with the ICAR - National Research Centre on Pomegranate (NRCP) Solapur, on Model Production and Protection practices in Pomegranate during 4 to 8 November 2019. Focus was on the present scenario, propagation methods, varieties, tissue culture, crop regulation practices, bio control of diseases, integrated insect pest management, water management practices, Bahar treatment, processing and value addition, nutrition management etc. in pomegranate. The program covered 20 participants.



MANAGE MOU with German Agricultural Academy, DEULA, Nienburg

MANAGE and the German Agricultural Academy, DEULA, Nienburg have agreed to collaborate in areas of expertise for technical and professional training. The areas include developing training programs and improving quality of professional training; stem management and organizational process for training of technical staff; introduction of innovative training methods, information and advice.

Livestock Health and Production for National Food Security

A collaborative Training Program was organized by MANAGE with Nanaji Deshmukh Veterinary Science University (NDVSU), Jabalpur, Madhya Pradesh on “Livestock Health and Production for National Food Security” from 24-28 September, 2019 at College of Veterinary Science and Animal Husbandry, Jabalpur. Shri Rajesh Bahuguna, IAS, Commissioner Jabalpur Division, Dr. P.D. Juyal, Hon’ble Vice Chancellor, NDVSU, Dr. Rajesh Sharma, Dean, CVSc. Jabalpur, Dr. Sunil Nayak Director Extension, NDVSU graced the inaugural session. A total 27 Veterinary Assistant Surgeons from Department of Animal Husbandry, Madhya Pradesh participated in the program.



Fodder Production, Conservation and Utilization for Field Veterinarians

MANAGE and ICAR-Indian Grassland and Fodder Research Institute, Jhansi, Uttar Pradesh organized a Training Program on Fodder Production, Conservation and Utilization for Field Veterinarians, during 2-6 September, 2019 for officials of the Department of Animal Husbandry, faculty of State Veterinary Universities, subject matter specialists from KVKS, etc. Twenty five officers from Uttar Pradesh, Madhya Pradesh and Rajasthan participated in the program.

Technological Advances for Organic Production of Vegetables

MANAGE organized a collaborative Training program on Technological advances for organic production of vegetables during September 11-15, 2019 with ICAR - National Organic Farming Research Institute (NOFRI), Gangtok, Sikkim. A group of 26 agriculture and horticulture research and extension officers participated in the training program.

Focus of the modules was on organic vegetable and fruit production techniques; seed production technology; plant propagation of horticultural crops in organic farming system; disease and insect pest management; organic oyster mushroom production; commercial flower production under organic management; organic certification and traceability; post harvest management; mechanization; agribusiness opportunities and marketing strategies.

Coconut Based Integrated Farming

A Training Program on “Coconut Based Integrated Farming” was organized in collaboration with ICAR-CPCRI, Kasargod during 14-18 October, 2019. Twenty officials from the Departments of Agriculture and Horticulture from the states of Karnataka, Tamil Nadu and Kerala participated in the program. Focus was on Coconut Based Integrated Farming, including agronomic feasibility, varieties and component crops for coconut based cropping, INM, IPM etc. As a part of the program, the participants were taken to Innovative Farmers Field for hands on experience and practical exposure.

ProSoil Gender Planning & Sensitization Workshop

The Soil Protection & Rehabilitation Project (ProSoil) of GIZ in collaboration with MANAGE organized a Gender Planning & Sensitization workshop from 16th – 19th September 2019 at BAIF campus, Pune. Participants included NGO partners’ cluster co-ordinators and field staff.

The workshop aimed at developing an overarching gender strategy of the ProSoil project. To develop the gender strategy, the workshop focussed on reviewing the gender situation, developing gender action plans for the respective NGO partners, accompanied with sensitization of the participants.



The review and planning sessions were organized as per the recommendations of the gender analysis conducted at the outset of the ProSoil project. Key findings of the Gender analysis report were presented to the participants, followed by a presentation from NGOs on their respective gender approach. The workshop laid a common ground for setting the context for the gender strategy development. This included an analysis of the recommendations which are presently operationalized in the gender approach of the respective NGOs and the recommendations which have scope for operationalization.



Training Programs

Agricultural Extension: From Transfer of Technology (ToT) to Agripreneurship and Startups

The farmers at the grass root need multidimensional Extension and Advisory services targeted to support the rural communities in gaining better livelihoods, improved lifestyle and fostering their welfare. The Transfer of Technology approach is no longer relevant to the current scenario and it is time to find new approaches. We need a change in Extension and Advisory services that focusses on enhancing income from farming and making it more attractive to the farming community. Agricultural extension needs to shift from Transfer of Technology to Agripreneurship and Start-ups.

Agripreneurship, value chain extension, innovation and incubation, start-ups have become more important with the changing times. There is a need to focus on strengthening these approaches.

Keeping these aspects in view, the Training Programme on Agricultural Extension: From ToT to Agripreneurship and Startups was organised during 21-25 October, 2019 at MANAGE. The program aimed orienting at the participants about the present status of Agribusiness, focus on competencies required for extensionists,

New Dimensions in Extension Management for Extension Functionaries from Animal Husbandry Department

Extension services in livestock sector remain neglected due to several reasons. One of the major reasons was found to be lack of capacity building of extension functionaries of State Department of Animal Husbandry (SDAH) on extension management. Realizing the importance of this aspect, MANAGE planned a series of training programs on "New Dimensions in Extension Management". One such program was organized at MANAGE from 14-17 October 2019 at MANAGE covering 11 participants from across India.

Marketing and Network Linkages for Agri-Startups

A Training Program on "Marketing and Network Linkages for Agri-Startups" was organized at MANAGE from September 18-29, 2019, to make participants aware of better marketing and networking practices for agribusinesses and apprise them about recent advancements in the sector.

Identifying the right stakeholder in the business process plays a vital role in the growth of the business. Targeting the right customer and market is the key to success. These points were highlighted through sessions on importance of marketing, technology commercialization, digital marketing, agribusiness incubation services, market promotion and development, Strategic marketing.



Inducing the new concepts of Agripreneurship and startups among extension professionals thus increasing their competencies

entrepreneurial initiatives in agribusiness in India, technology innovation and commercialization, strengthening the startups through better business modelling, planning, strategizing, marketing and IPR for scaling up. The programme covered 24 participants.

Induction training for Livestock Development Officers on Extension Management Approaches for Livestock Development

Realizing the importance of capacity building of newly recruited Livestock Development Officers (LDO) of State Department of Animal Husbandry (SDAH) on extension management a series of induction training programs were planned on "Extension Management Approaches for Livestock Development". The third such program was organized from 19-24 August 2019 at MANAGE, covering 27 Livestock Development Officers from Maharashtra.

The participants were oriented on different dimensions of extension management viz., Farming Systems Approach for Integrated Extension Services in Livestock, Process Documentation, FPOs, Good Practices for Sustainable Animal Husbandry, Challenges and Prospects of Livestock Sector in Maharashtra, importance and process of ISO, BIS and FSSAI- Certification Orientation on HACCP, GLP, GMP in livestock sector, National Livestock Policy and effective Extension Services, Innovative ideas for Entrepreneurship development and Linking Livestock Farmers to Market Issues and Challenges.

Rashtriya Ekta Diwas

MANAGE observed "Rashtriya Ekta Diwas (National Unity Day) on 31/10/2019. The Pledge was administered by Director General, MANAGE.

Agricultural Extension Approaches for Agricultural Extension Officials

Agricultural extension plays a key role in facilitating agricultural development and Agricultural Extension Approaches (AEAs) are the key mechanism behind this development. A Training Program on Agricultural Extension Approaches was organized during 28th October to 1st November, 2019 at MANAGE, to orient the officials to the latest technologies, innovations and approaches with more practical and hands on experience. A total of 18 participants from Andhra Pradesh, Haryana, Karnataka, Rajasthan and Telangana participated in the program.

The specific objectives were understand the role and importance of Agricultural Extension Approaches; tools and modules for sustainable Agriculture Development; latest approaches used in the Agriculture Extension system in India and to develop an action plan for operationalizing the concepts learnt during the training program.



Integrated Farming System Models for Sustainable Development

A Training Program on “Integrated Farming System for Sustainable Development” was organized during 23-26 October, 2019 in collaboration with CTI, Mannuthy, KAU, Thrissur. A total of 25 officials from the Department of Agriculture from Kerala participated in the program.

Focus was on topics such as Integrated Farming – Concept and Scope and Models for Kerala, Sustainable Models for Coconut Based Cropping Systems and Rice Based Cropping Systems, Agroforestry Components in Integrated Farming, Hydroponics and Aquaponics etc. were covered in the program.



Training Program on Behavioral Skills for Scientists of SAUs and KVKs

Behavioral skills play a significant role in enhancing performance and effectiveness of the employees and help them achieve job satisfaction in the organization. A 10-day Training Program on Behavioral Skills for Scientists of SAUs and KVKs was organized during 11-20 September, 2019 at MANAGE, Hyderabad covering 13 participants. The objectives were to develop the participants' understanding of self for improved performance and to help them develop an understanding on the behavioral aspects in the organizational context.

Focus of the program was on personality profile, emotional intelligence, transactional analysis and ego gram, team building, communication, stress management, developing positive attitude and professionalism at work, etc.



हिन्दी पखवाड़े का आयोजन

मैनेज में 4 से 19 सितंबर, 2019 के दौरान हिन्दी पखवाड़े का आयोजन किया गया है। हिन्दी पखवाड़े का समापन 19-9-2019 को हिन्दी दिवस मना कर किया गया है। महानिदेशक, मैनेज, श्रीमती वी. उषारानी ने अपने वक्तव्य में कहा कि मैनेज में राजभाषा कार्यान्वयन संतोष जनक है और इस साल हमारा प्रयास रहेगा कि हम अपने प्रशिक्षण मॉड्यूलों को द्विभाषी बनाए। हम कई किसान उपयोगी वीडियो फिल्में बनाकर मैनेज के YouTube चैनल manageindia.com पर अपलोड कर रहे हैं। कार्यक्रम के प्रारम्भ में श्री श्रीधर खिस्ते, राजभाषा अधिकारी, मैनेज ने कार्यालय में राजभाषा कार्यान्वयन की प्रगति का बयौरा प्रस्तुत किया। इस अवसर पर डॉ. के. श्रीवल्ली, वरिष्ठ अनुवादक, मैनेज ने राजभाषा के रूप में हिन्दी की स्थिति से अवगत कराया। तत्पश्चात संस्थान में आयोजित विभिन्न प्रतियोगिताओं की विजेताओं को महानिदेशक ने पुरस्कार प्रदान किया।

MANAGE International Conference on Agricultural Extension and Advisory Services: Innovations to Impact

November 25-27, 2020

National Institute of Agriculture Extension Management (MANAGE) is organizing an International Conference on "Agricultural Extension and Advisory Services: Innovations to Impact" during November 25-27, 2020, MANAGE, Hyderabad. The scope of the Conference is to provide an international platform for exchange of ideas among researchers, academicians, development practitioners, and students in agriculture extension and advisory services. The Conference will address key topics and issues related to governance, policy environment, capacity and management, advisory methods and cross cutting themes in extension and advisory services. *Selected and presented papers will be published in an edited book with ISBN number.*

Themes of the Conference:

- Inducing Innovations: Modernizing extension through institutional reforms and innovations
- Reforming Capabilities: Developing agri-institutions and building capacities
- Beyond Agriculture: Catering to advisory needs of allied sectors
- Entrepreneurship through Market-linked Extension: Incubating innovations and Startups
- Looking for better Impact: Navigating ICTs for Agricultural Extension and Advisory Services
- New Extension: Climate Smart Agriculture, Gender, Nutrition, and Urban Agriculture

Conference Venue:

National Institute of Agriculture Extension Management (MANAGE), Rajendranagar, Hyderabad.

Important Dates:

Abstract submission deadline: **April 25, 2020**

Paper submission deadline: **June 25, 2020**

Acceptance and review suggestions: **July 25, 2020**

Final paper submission: **September 25, 2020**

Email: saravananraj.manage@gmail.com

Accommodation:

Accommodation for PG students and young researchers will be arranged at MANAGE at no-cost basis. For others, accommodation will be arranged at hotels on payment basis.

MANAGE Internship Program 2019-2020

MANAGE Internship for Ph.D and Post Graduate Students of Agricultural Extension and related Social Sciences are a three (3) and six (6) months experiential learning programme to integrate knowledge and theory of extension education with practical application and skill development in a professional setting. Interns get an opportunity to learn recent advances in extension education, gain valuable applied experience, develop professional dynamism and network among the agricultural extension stakeholders.

MANAGE Internships are open year – round

Eligibility: Ph.D & M.Sc in Extension Education, Economics, Sociology, Psychology, MSW, Journalism, Communication, and Environmental Science with research interest in rural studies can apply for 3or 6 months Internship.

*PG, Degree completed and on-going students are eligible with OGPA min 8 out of 10 (Min 80%), fluent in English and good writing skills.

Application: Interested candidates can e-mail CV, motivation letter and degree on – going students should submit recommendation letter from the Head of the Department/Chairman of Advisory Committee.

Internship Stipend:

- Rs. 10,000/- per month for 3 months Internship with free boarding and lodging.
- Rs. 35,000/- per month for 6 months Internship.

For more details please contact:

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