

**Proceedings on
Webinar on “Service Extension through Voluntary Association (SEVA)”**

A webinar on “Service Extension through Voluntary Association (SEVA)” was organised on 26-02-2021, under the Centre for Climate Change and Adaptation (CCA). A total of 78 professionals from 18 states have attended the program. The program was inaugurated by Dr P Chandra Shekara, Director General, MANAGE.

Dr.N.Balasubramani, Director (CCA) while welcoming the gathering indicated the purpose of SEVA is to bring all agriculture related retired scientists from ICAR and KVKs, faculty from SAUs, extension functionaries from agriculture, horticulture and allied sectors, professionals from NGOs, officials from Corporates into a single platform to utilize their expertise, rich experiences and services. So far, a total of 356 members enrolled on the SEVA platform.

Dr. P. Chandra Shekara, Director General MANAGE welcomed all the participants and addressed the gathering. During his inaugural address, he mentioned that a total of 3% professionals on an average retiring from SAUs, ICAR institutions, agriculture and line departments, nationalized banks, NGOs and Agri business companies etc. Most of the retired professionals have the enthusiasm, rich experience and willing to contribute for the cause of the farmers in their own capacity, they continue to contribute but they may want to play a bigger role. Therefore, SEVA platform was created to bring them together where one can give full potentials for the cause of the farmers on this platform. Also, he narrated that the qualities of the members of this platform are (i) Freedom to think and provide crystal clear guidance, (ii) can take major decisions in the present agricultural extension system and help the extension workers, (iii) willing to provide their services voluntarily and whenever opportunities arise and (iv) can associate with MANAGE centres depending on the preference and professional area of interest. He also briefly explained the new initiatives of MANAGE such as (i) MANAGE Krishi Gyandeeep Knowledge series, (ii) MANAGE National network of Agricultural Journalists, (iii) MANAGE FPO Academy, (iv) Soldiers for Agriculture, (v) Award for Best M.Sc., thesis in agricultural extension and Best Ph.D., thesis in agricultural extension, (vi) Award for Best book in Agricultural Extension. (vii) Creating an awareness on a list of researchable issues to the students of MSC and Ph.D., agricultural extension and (viii) National Facilitators development program etc.

Also he shed a light on the ideas of MANAGE viz., (i) National level Best start up AGRI Award, (ii) National level Best Agripreneur Award, (iii) Agri Idea Bank, (iv) Agri Film Festival, (v) CSR Knowledge Forum and (vi) Sensitizing the university toppers of all the 76 universities and bring bright students in agriculture extension etc.

After the inaugural address of Director General, all the Centre Heads of MANAGE have briefed their centre activities to enable the SEVA members to understand the major activities of each Centre thereby they can associate with the centres based on their interest and domain knowledge.

The following members have expressed their opinions and views.

S.No.	Name of the SEVA members	Opinions from the Members
1.	Dr.V.V. Sadamate, Retired Additional Commissioner, Ministry of Agriculture and Farmers Welfare (MoAFW)	He shown his interest to work with Centre for Innovation and agriculture extension.

2.	Er. Ajay Saraf, Garden Village Group, Canada Director, NATCAP power private ltd.	As he is heading the Regenerative Agriculture Program, he desired to work with most of the centres of MANAGE.
3.	Dr. Dileep Monga Ex head, Central Institute of Cotton Research Regional Station, Sirsa, Haryana	Informed that, he has good collaboration with SAUs, KVKs and state department of agriculture in the regions of Punjab, Haryana and Rajasthan. He expressed that he can provide networking for MANAGE programs.
4.	Dr. SVC Kameshwar Rao Retired General Manager, ISRO	Interested to work with M& E centre. He Informed that he can conduct trainings programs for agriculture professionals in the utilization of Geo-Spatial technology especially remote sensing GIS, activities like watershed management, crop management, monitoring etc.,
5.	Mr. Vijay Kumar Program Executive All India Radio	Served in All India Radio for 33 years and having good experience in agri journalism. He Informed that he can send messages to farmers in Telugu language and also involve in conducting examinations of existing programs.
6.	Dr. Gururaj Katti Retired Principal Scientist and Head, ICAR –IIRR	He opined that he can contribute any activities related to plant protection and rice crop in particular. Also, suggested SEVA experts and MANAGE to sensitise the school students to facilitate them to choose agriculture as career option.
7.	Dr. Abasaheb Haral	He expressed his interest to serve in any project in implementation and planning either in Maharashtra or in any other states.
8.	Dr. Kalantri Retired Director Department of Sericulture, Maharashtra	Interested to involve in any projects related to extension, capacity building, drafting and implementing the project.
9.	Mr. Manjit Singh	He suggested to focus upon (i) Agro waste management and (ii) Data management, also informed that he would like to share his life experiences.
10.	Dr. Narendra Kumar. K Marketing Professional	He informed that he can associate with MANAGE for ACABC, DAESI, Soldiers for Agriculture, and also any project related to Soil health and ICT initiatives.
11.	Dr. Jayaraghavendra Rao, Principal scientist, ICAR-IIHR	He is Interested in training the facilitators/trainers.
12.	Dr. N. Narasimha, Professor UAS, Bangalore	Shown interest to associate with Dr. Jaya, and Dr. Anand Reddy as his field of expertise is Motivation and Communication.
13.	Mr. Ashok Kumar Mohapatra	As SEVA member, he is interested to associate with MANAGE in the fields of farm management, dry land agriculture and especially in agroforestry.
14.	Dr.P P Patel	He is ready to work with MANAGE in any assigned fields.
15.	Dr. R R Upasani	He expressed his willing to associate with teaching of weed science.

Due to limited time period, only the above few members have expressed their interest to work with MANAGE. However, the other members were requested to have a direct contact with the concerned Centre Heads based on their areas of interest.

Director General of MANAGE during his concluding remarks has given a Road Map to take forward this SEVA initiative further. He has indicated that MANAGE has proposed to establish MANAGE Project Facilitation Centre. This centre will exclusively work with SEVA MANAGE. If any SEVA member is having project in their mind and want to align with MANAGE can share the idea with concerned centre head. Centre head will examine and internal committee will scrutinize and will send it to the approval of Director General. Once Director General approves that, project will be submitted to the organization intended to.

If project is approved, the member can come and stay at MANAGE. MANAGE will provide 7 days Lodging & Boarding at free of cost, secretarial assistance and concerned faculty members will also associate with them for 7 days. SEVA member can complete the project in full, translate the broad idea into a perfect plan and later it is the responsibility of MANAGE to submit it to the sponsoring organisation.

While working for the Project, The role of SEVA members and the role of MANAGE will be clearly worked out. It will be a revenue sharing model.

Director General, MANAGE has summarised the Webinar with the following points

- ✓ Faculty of MANAGE to make a note of specific expertise available in the forum.
- ✓ Make use of SEVA members based on their expertise whenever opportunity arises.
- ✓ Informed SEVA members to visit MANAGE website for any further information regarding centres.
- ✓ During this year, the capacity Building Programs have been expanded, which provide a better opportunity for the SEVA members to be resource persons based on their expertise. They can also contact concerned course directors and express their interest in association.
- ✓ The services of the SEVA members can be utilised in two ways. One is involving them in the ongoing programs and the second one is, with the help of MANAGE facilitation centre, the project can be prepared and customised as per their expertise.
- ✓ After approval of the project, SEVA members will be leading the idea where MANAGE will provide a platform.
- ✓ Another important activity in SEVA would be, MANAGE will select a specific topic and sensitize the interested SEVA members.
- ✓ Whenever opportunity comes, MANAGE will share in SEVA link so that interested members can approach MANAGE.
- ✓ Lastly, Director General has also mentioned that the Word of Caution to all SEVA members not to handle any correspondence from MANAGE casually to maintain the reputation of MANAGE.

He concluded by seeking the support of all the SEVA members with the great ideas which ultimately benefit the farmers.
