

Academic Calendar 2016 – 17



National Institute of Agricultural Extension Management (MANAGE)
(An Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad – 500 030, Telangana State

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About the Institute

The National Institute of Agricultural Extension Management (MANAGE) is an apex organization set up in 1987 by the Ministry of Agriculture and Farmer Welfare, Govt. of India. It was initiated as a national response to address various challenges in delivery of services to the farmers.

To provide adequate flexibility of operation, the Institute was registered as an Autonomous Society under the Societies Registration Act 1860. The mandate of MANAGE is to assist the Govt. of India and the State Governments to help improve their delivery systems through changes in policies, programs, up-gradation of skills of personnel and by bringing changes in mechanisms and systems of delivery.

The Institute undertakes various activities such as Training, Research, Consultancy, Management Education and Documentation. As a part of the training activity, the institute conducts a series of training programs, workshops, seminars and study visits for various categories of personnel on key theme areas as appropriate in the present context. It also undertakes specialized tailor-made programs, depending on the needs of organizations, on request and on consultancy basis.

The research activities of the Institute are specific to current themes that are policy and program oriented. Impact evaluation studies are also taken up based on the request of organizations for evaluation of various programs and their impact. The Institute specializes in providing process consultancy and general consultancy to various organizations as per their requirements. The Institute has provided consultancy for World Bank aided projects, DFID supported projects, the Govt. of India and State Government assisted projects apart from private sector organizations.

MANAGE initiated two Post-Graduate Diploma Programs viz., Post Graduate Diploma in Management in Agribusiness Management PGDM (ABM) and Post Graduate Diploma in Agricultural Extension Management (PGDAEM). MANAGE also conducts Diploma in Agricultural Extension Services for Input Dealers (DAESI) - a one-year Diploma Program- which imparts formal agricultural education to the input dealers through Distance Education Mode.

The activities of MANAGE cover all the stakeholders in agricultural development including public and private sector organizations, voluntary organizations, farmers' organizations, private extension consultants, agribusiness organizations and cooperatives apart from various national and international funding agencies.

The institute is located on a seventeen-hectare campus in the serene rural surroundings of Rajendranagar, 20 km away from Hyderabad city. The campus provides an ambience of functional efficiency with modern and comfortable infrastructure and services. The greenery of sprawling lawns, colorful seasonal flowerbeds and density of trees all over the campus highlight the institute's proximity with nature.

The academic block has well equipped training infrastructure. All classrooms and syndicate discussion rooms are well ventilated and supplemented with modern audiovisual aids. The Institute has a library with a growing collection of information resources including journals, books, CDs and video-cassettes on agricultural management and other relevant subjects.

The Institute's computer system includes a full-fledged computer classroom as well as PC workstations for faculty and different functional areas interconnected on LAN. Apart from high speed Internet and local area network, the institute is equipped with videoconferencing system and Wi-Fi connectivity. In order to provide comfortable stay, the Institute's guesthouse has modern facilities for one hundred participants. The rooms are tastefully furnished with all amenities. Arrays of indoor and outdoor recreation facilities are available to participants.

As a part of our conservation strategy, recycling of organic waste through vermi-composting and sewage treatment plant have been set up, which in turn contribute to enrich the eco-capital. This also creates a pollution free environment. A water treatment plant supplies hygienic water in abundance and a stand-by power generator system ensures continued power supply throughout the campus.

For any further information, you may reach us at the following address:

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Introduction to Academic Programs

MANAGE has the mandate to take up capacity building of senior personnel of Agriculture and Allied departments. The Academic Calendar is drawn up every year by including training programs in the thematic areas having relevance to the needs of the extension functionaries. The thematic areas for the current year's Academic Calendar have evolved from the 8 MANAGE Centers which were recently established based on the recommendations of the MANAGE Cadre Review Committee (CRC). These theme-based Centers broadly provide the road map for MANAGE for the next few years and are based on initiatives proposed in the 12th 5-year plan.

The titles of the newly conceived theme-based Centers are: (i) Center for Agricultural Extension Policy, Reforms and Processes; (ii) Centre for Agri – Institution Capacity Building; (iii) Center for Agricultural Markets, Supply Chain Management and Extension Projects; (iv) Center for Allied Extension and Water / Input Use Efficiency; (v) Center for Knowledge Management, ICT and Mass Media; (vi) Center for Agri-preneurship, Youth and PPP; (vii) Center for Women and Household Food and Nutritional Security, Urban Agriculture & Edible Greening; (viii) Center for Agrarian Studies, Disadvantaged Areas, NRM Extension and Social Mobilization; and a School of Agri-Business Management.

A total of 190 Training Programs and Workshops are proposed under the above Centers for the Academic year 2016-17. Some of the key features of the Academic Calendar include:

1. Most of the On-Campus Programs are of 6 days covering Core theme-specific Extension Inputs with adequate blending of Technology wherever required, half-day module on Gender and ICT, and 1 day for Soft Skills such as Leadership, Motivation, Communication skills, Team building, Coordination etc., customized to the needs of Agriculture and Allied Extension functionaries.

2. The proposed training programs of MANAGE will also meet the special needs of North-eastern States, Hilly States and other less developed states. Each MANAGE centre has proposed a new or continued research project and a National-level workshop on a key theme relevant to the Center.

The Academic Calendar for 2016-17 has been planned keeping in view the priorities based on the training and research needs of the extension personnel particularly covering Extension Management, Human Resource Management, Agri-Entreneurship, Natural Resource Management, Mass Media, ICT, Gender issues, Needs of Allied Sectors and so on. International Training Program, which shares our experiences in extension management with developing countries, also forms a part of our Academic Calendar 2016-17.

Dr. Vikram Singh

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Month-wise Training programs

April 2016

Sl.No	Title of the program	Dates	Venue	Program Coordinator
1	Induction Training program for the Newly Recruited Veterinary Assistant Surgeons on Extension Management Approaches for Livestock Development	5-9 April, 2016	MANAGE	Dr. M. A. Kareem
2	Linking Farmers to Market	11-14 April, 2016	IMAGE, Bhubaneswar, Odisha	Dr. B. K. Paty
3	Farmer Producers' Organizations – Issues & Challenges	18-21 April, 2016	SIAM, Jaipur, Rajashtan	Dr. K. C. Gummagolmath
4	ICTs in Agriculture – farmer, mKisan Portals and NeGP- Agriculture and KCC	18-22 April, 2016	MANAGE	Dr. V. P. Sharma
5	Refresher Training Program on New Dimensions in Agricultural Extension Management for Middle level Extension functionaries	18-23 April, 2016	MANAGE	Dr. P. Chandra Shekara & Dr. P.L. Manohari
6	Agricultural Knowledge Management, ICTs & Knowledge Portals	25-28 April, 2016	SAMETI, Trivandrum, Kerala	Dr. K.Venkateshwar Rao
7	Supply Chain Management in Agriculture and Allied Sectors	25-29 April, 2016	MANAGE	Dr. B. Venkata Rao
8	Content Development under Climate Change Knowledge Network in Indian Agriculture (CCKN-IA) project	25-29 April, 2016	MANAGE	Dr. B. Renuka Rani
9	Farm Business Management for Sericulture Sector	26-29 April, 2016	APSSRDI, Hindupur, AP	Dr. P.L. Manohari

May 2016

Sl.No	Title of the program	Dates	Venue	Program Coordinator
1	Work Ethics for Developmental Professionals	2-5 May, 2016	MANAGE	Dr. Vikram Singh
2	Strengthening of Rainfed Production Systems for Sustainable agriculture	9-13 May,2016	MANAGE	Dr. B. Renuka Rani
3	Farmer Producers' Organizations – Issues & Challenges	9-14 May,2016	MANAGE	Dr. K. C. Gummagolmath
4	Induction Training Program for Newly Recruited Officers in The Departments of Horticulture on Plant Health Management and Agricultural Extension	9-14 May,2016	MANAGE	Dr. M. A. Kareem
5	Writing for Print Media and Electronic Media	16-20 May,2016	MANAGE	Dr. Lakshmi Murthy
6	Refresher Program on On-farm production of Bio-control agents and Microbial Bio-Pesticides for established Agripreneurs	16-20 May, 2016	NIPHM, Hyderabad	Dr. P. Chandra Shekara & Consultants
7	Refresher Program on Management of Modern Dairies for established Agripreneurs	16-20 May, 2016	NDRI, Karnal, Haryana	Dr. P. Chandra Shekara & Consultants
8	Refresher Training Program on New Dimensions in Agricultural Extension Management for Middle level Extension functionaries	16-21 May, 2016	MANAGE	Dr. V.P. Sharma & Dr. P. Chandra Shekara
9	Training on Terrace / Backyard Gardening	18 May, 2016	MANAGE	Dr. K.Uma Rani
10	National Workshop on Climate Change Knowledge Network in Indian Agriculture (CCKN-IA)	18-19 May, 2016	MANAGE	Dr. V. P. Sharma
11	Management Games for Trainers	23-27 May, 2016	MANAGE	Dr. K. Anand Reddy
12	Entrepreneurship Development Through value Addition in Livestock Products	23-27 May, 2016	TSMILD, Hyderabad	Dr.Shahaji Phand & Dr. M.A.Kareem
13	Project Planning and Management using MS Project	23-27 May, 2016	MANAGE	Shri. G. Bhaskar
14	Linking Farmers to Market	23-28 May, 2016	MANAGE	Dr. B. K. Paty

Sl.No	Title of the Program	Dates	Venue	Program Coordinator
15	Extension Strategies for Management of Organic Certification	24-26 May, 2016	SAMETI, Raipur, Chattisgarh	Dr. P.L. Manohari
16	Self-Management through Personal Profiling	24-27 May, 2016	SIAM, Jaipur, Rajashtan	Dr. Vikram Singh
17	State level Workshop on Operationalization of DAESI	25 May, 2016	BAMETI, Patna, Bihar	Dr. N.Balasubramani
18	Public Private Partnership in Extension Reforms	30 May-4 June	MANAGE	Dr. P. Kanaka Durga
19	Water Resources - Planning and Management for Agriculture and Allied sectors	30 May-4 June	MANAGE	Dr. B. Renuka Rani

June 2016

Sl.No	Title of the Program	Dates	Venue	Program Coordinator
1	Induction Training Program for Newly Recruited Officers in the Departments of Horticulture on Plant Health Management and Agricultural Extension	6-11 June, 2016	MANAGE	Dr. Vikram Singh
2	Gender Budgeting for Mainstreaming Women in Agriculture	6-11 June, 2016	MANAGE	Dr. K.Uma Rani
3	State level Workshop on Operationalization of DAESI	7 June, 2016	SIAET, Bhopal, Madhya Pradesh	Dr. N.Balasubramani
4	Strengthening of Rainfed Production Systems for Sustainable agriculture	7-10 June, 2016	SAMETI, Ranchi, Jharkhand	Dr. B. Renuka Rani
5	Diagnostic Workshop on Extension Reforms	8-9 June, 2016	MANAGE	Dr. P. Chandra Shekara & Dr. R. Saravanan
6	Entrepreneurship Development Through value Addition in Livestock Products	13-17 June, 2016	MANAGE	Dr.Shahaji Phand & Dr. M.A.Kareem

Sl.No	Title of the Program	Dates	Venue	Program Coordinator
7	Refresher Program on On-farm production of Bio-control agents and Microbial Bio-Pesticides for established Agripreneurs	13-17 June, 2016	NIPHM, Hyderabad	Dr. P. Chandra Shekara & Consultants
8	Agricultural Marketing – The New Paradigms	13-18 June, 2016	MANAGE	Dr. K. C. Gummagolmath
9	WTO and its Implications on Indian Agriculture	14-17 June, 2016	MANAGE	Dr. K. Anand Reddy
10	Self-Management through Personal Profiling	20-23 June, 2016	MANAGE	Dr.G.Jaya
11	Supply Chain Management in Agriculture and Allied Sectors	20-23 June, 2016	KIAM, Mysore, Karnataka	Dr. B. Venkata Rao
12	Improving eGovernance in Agriculture	20-23 June, 2016	SAMETI, Mashobra, Himachal Pradesh	Dr. K.Venkateshwar Rao
13	WriteShop for Success Stories	20-23 June, 2016	ICAR-IIWSC, Dehradun, Uttarakhand	Dr. Lakshmi Murthy
14	Harnessing Social Media for Agricultural Development	20-23 June, 2016	TNAU, Coimbatore, Tamilnadu	Dr. Attaluri Srinivasacharyulu
15	Advanced Course in Agricultural Knowledge Management	20-24 June, 2016	SAMETI, Raipur, Chattisgarh	Shri. G. Bhaskar
16	Refresher Training Program on New Dimensions in Agricultural Extension Management for Middle level Extension functionaries	20-25 June, 2016	MANAGE	Dr. Vikram Singh & Dr. P. Chandra Shekara
17	Refresher Program on Management of Modern Dairies for established Agripreneurs	20-25 June, 2016	NDRI, Karnal, Haryana	Dr. P. Chandra Shekara & Consultants
18	Urban Agriculture and Food & Nutritional Security	20-25 June, 2016	MANAGE	Dr. N.Balasubramani

Sl.No	Title of the Program	Dates	Venue	Program Coordinator
19	Agricultural Innovations System (AIS): Looking beyond ATMA Convergence	27 Jun-2 July 2016	MANAGE	Dr. R. Saravanan & Dr. P. Chandra Shekara
20	Farmer Producers' Organizations – Issues & Challenges	27 June-2 July	MANAGE	Dr. K. C. Gummagolmath
21	Refresher Training Program for the Middle Level Extension Functionaries on Extension Management Approaches for Fisheries Development	27 Jun-2 July 2016	MANAGE	Dr. M. A. Kareem

July 2016

Sl. No	Title of the program	Dates	Venue	Program Coordinator
1	Agricultural Marketing – The New Paradigms	11-14 July, 2016	SAMETI, Mashobra, Himachal Pradesh	Dr. K. C. Gummagolmath
2	Agricultural Knowledge Management, ICTs & Knowledge Portals	11-14 July, 2016	CoA, Rahuri, Maharashtra	Dr. K.Venkateshwar Rao
3	Refresher Training Program on New Dimensions in Agricultural Extension Management for Middle level Extension functionaries	11-16 July, 2016	MANAGE	Dr. K. Anand Reddy & Dr. P. Chandra Shekara
4	Induction Training Program for Newly Recruited Officers in The Departments of Horticulture on Plant Health Management and Agricultural Extension	11-16 July, 2016	MANAGE	Dr. N.Balasubramani
5	Refresher Program on Rural Enterprises for established Agripreneurs	12-16 July, 2016	NIRD&PR, Hyderabad	Dr. P. Chandra Shekara & Consultants
6	Refresher Program on Modern Poultry Management for established Agripreneurs	12-16 July, 2016	DPR, Hyderabad	Dr. R. Saravanan & Consultants
7	Extension Plus: Expanding the Roles of Extension	18-22 July, 2016	TNAU Coimbatore, Tamilnadu	Dr. R. Saravanan & Dr. P. Chandra Shekara
8	Facilitation Skills for Selected Officers of PGDAEM	25-29 July, 2016	MANAGE	Dr.G.Jaya

Sl. No	Title of the program	Dates	Venue	Program Coordinator
9	Sustainable Livelihood through Animal Husbandry	18-22 July, 2016	MANAGE	Dr.Shahaji Phand & Dr. M.A.Kareem
10	Public Private Partnership in Extension Reforms	18-23 July, 2016	MANAGE	Dr. P. Kanaka Durga
11	Extension Management Approaches for Promotion of Sericulture Industry	19-22 July, 2016	CSRETI Mysore, Karnataka	Dr. K.Sai Maheswari
12	Content Development under Climate Change Knowledge Network in Indian Agriculture (CCKN-IA)project	19-22 July, 2016	IMAGE, Bhubaneswar, Odisha	Dr. B. Renuka Rani
13	Climate Change and Agriculture	19-22 July, 2016	Kerala Agrl. University, Thrissur, Kerala	Dr. N.Balasubramani
14	Food and Nutritional Security of the Rural Households - Role of Women	25-30 July, 2016	MANAGE	Dr. K.Uma Rani
15	Induction Training program for the Newly Recruited Fisheries Extension Officers on Extension Management Approaches for Fisheries Development	25-30 July, 2016	MANAGE	Dr. M. A. Kareem
16	International Training Program on Agricultural Extension Management under Feed The Future-India Triangular Training (FTF-ITT) Program	26 July-9 Aug	MANAGE	Dr. P. Chandra Shekara & Dr. R. Saravanan
17	State level Workshop on Operationalization of DAESI	27 July, 2016	SIMA, Lucknow, U. P	Dr. N.Balasubramani

August 2016

Sl.No	Title of the program	Dates	Venue	Program Coordinator
1	Planning and Management for Sustainable Agricultural Livelihoods	1-5 August, 2016	MANAGE	Dr. P.L. Manohari
2	Training of Trainers on Integrated Watershed Management Projects	1-6 August, 2016	MANAGE	Dr. V.P. Sharma & Dr. B. Renuka Rani

Sl.No	Title of the program	Dates	Venue	Program Coordinator
3	Writing for Print Media and Electronic Media	2-5 August, 2016	EEI, Anand, Gujarat	Dr. Lakshmi Murthy
4	Work Ethics for Developmental Professionals	8-11 August, 2016	MANAGE	Dr.G.Jaya
5	Agricultural Marketing – The New Paradigms	8-11 August, 2016	SIAM, Jaipur, Rajasthan	Dr. B. K. Paty
6	Workshop cum Training Program on Enabling Extension Functionaries to Address Field Level Problems in Animal Husbandry	8-11 August, 2016	NDRI, Karnal, Haryana	Dr. N.Balasubramani
7	Navigating ICTs for Agricultural Extension	8-12 August, 2016	UAS, GKVK, Bengaluru, Karnataka	Dr. R. Saravanan & Dr. P. Chandra Shekara
8	Extension Management Approaches for Promotion of Sericulture Industry	8-13 August, 2016	MANAGE	Dr. K.Sai Maheswari
9	Self-Management through Personal Profiling	9-12 August, 2016	SAMETI, Trivandrum, Kerala	Dr. Vikram Singh
10	Management Development Program for Women in Development Sector	9-12 August, 2016	SAMETI, Trivandrum, KERALA	Dr. K.Uma Rani
11	Training of Trainers on Integrated Watershed Management Projects	9-12 August, 2016	KVK, Leh, Jammu & Kashmir	Dr. B. Renuka Rani & Dr. V.P. Sharma
12	Refresher Program on Rural Enterprises for established Agripreneurs	16-20 August, 2016	NIRD&PR, Hyderabad	Dr. R. Saravanan & Consultants
13	Refresher Program on Modern Poultry Management for established Agripreneurs	16-20 August, 2016	DPR, Hyderabad	Dr. R. Saravanan & Consultants
14	National Level Nodal Officers' Workshop under AC&ABC Scheme	18-19 August, 2016	MANAGE	Dr. P. Chandra Shekara & Dr. R. Saravanan
15	Linking Farmers to Market	22-25 August, 2016	Bihar Agril. University, Patna	Dr. K. C. Gummagolmath
16	Shaping the Future of Extension with Digital Media	22-26 August, 2016	MANAGE	Dr. R. Saravanan & Dr. P. Chandra Shekara

Sl.No	Title of the program	Dates	Venue	Program Coordinator
17	Sustainable Livelihood through Animal Husbandry	22-26 August, 2016	VANAMATI, Nagpur, Maharashtra	Dr.Shahaji Phand & Dr. M.A.Kareem
18	Refresher Training Program on New Dimensions in Agricultural Extension Management for Middle level Extension functionaries	22-27 August, 2016	MANAGE	Dr. B.K. Paty & Dr. P. Chandra Shekara
19	Training Program for Aquapreneurs on Advances in Fisheries Technology and Extension Management for Fisheries Development	22 August-3 September	MANAGE	Dr. M. A. Kareem
20	State level Workshop on Operationalization of DAESI	23 August, 2016	SAMETI, Bengaluru, Karnataka	Dr. N.Balasubramani
21	Workshop on opportunities for youth in Agriculture Development	29-30 August, 2016	MANAGE	Dr. P. Chandra Shekara & Dr. P. Kanaka Durga
22	Farm Business Management for Horticulture Sector	29 August-September 2, 2016	MANAGE	Dr. P.L. Manohari
23	Managerial Skills for Extension Functionaries	30 August-September 2, 2016	SAMETI, Mashobra, Himachal Pradesh	Dr.G.Jaya

September 2016

Sl.No	Title of the program	Dates	Venue	Program Coordinator
1	Refresher Training Program on New Dimensions in Agricultural Extension Management for Middle level Extension functionaries	5-10 September, 2016	MANAGE	Dr. K. Uma Rani & Dr. P. Chandra Shekara
2	Induction Program on Agricultural Extension Management	5-10 September, 2016	MANAGE	Dr. V. P. Sharma
3	State level Workshop on Operationalization of DAESI	7 September, 2016	VANAMATI, Nagpur, Maharashtra	Dr. N.Balasubramani
4	mExtension: "all-in -one" Mobile Phones for Agricultural Extension	12-16 September, 2016	TNAU (AC & RI), Madurai, Tamil Nadu	Dr. R. Saravanan & Dr. P. Chandra Shekara

Sl.No	Title of the program	Dates	Venue	Program Coordinator
5	International Training Program on Public-Private Partnership in Agricultural Extension Management	12-26 September, 2016	MANAGE	Dr. P. Chandra Shekara & Dr. P. Kanaka Durga
6	Public Private Partnership in Extension Reforms	13-16 September, 2016	IMAGE, Bhubaneswar, Odisha	Dr. P. Kanaka Durga
7	Refresher Program on Business Opportunities in Horticulture for established Agripreneurs	13-17 September, 2016	IIHR, Benguluru, Karnataka	Dr. P. Chandra Shekara & Consultants
8	Refresher Program on Agriculture Banking for established Agripreneurs	13-17 September, 2016	SBIRD, Hyderabad	Dr. P. Chandra Shekara & Consultants
9	Supply Chain Management in Agriculture and Allied Sectors	26-29 September, 2016	SAMETI, Trivandrum, Kerala	Dr. B. Venkata Rao
10	Advanced Course in Agricultural Knowledge Management	19-22 September, 2016	IISR, Indore, Madhya Pradesh	Dr. V. P. Sharma
11	Advanced Course in Agricultural Knowledge Management	19-22 September, 2016	IMAGE, Bhubaneswar, Odisha	Shri. G. Bhaskar
12	Improving eGovernance in Agriculture	19-22 September, 2016	SIMA, Lucknow, U. P.	Dr. K.Venkateshwar Rao
13	Write-Shop for Success Stories	19-22 September, 2016	GBPUA&T, Pantnagar, Uttarakhand	Dr. Attaluri Srinivasacharyulu
14	Climate Change and Agriculture	19-22 September, 2016	ICAR-IISWC, Dehradun, Uttarakhand	Dr. N.Balasubramani
15	Revitalization of Rainfed Agriculture with special reference to Natural Resource Management	19-22 September, 2016	SAMETI, Trivandrum, Kerala	Dr. K.Sai Maheswari
16	Managerial Skills for Extension Functionaries	19-23 September, 2016	MANAGE	Dr.G.Jaya
17	Harnessing Social Media for Agricultural Development	20-23 September, 2016	MANAGE	Dr. Lakshmi Murthy

Sl.No	Title of the program	Dates	Venue	Program Coordinator
18	Training of Trainers on Integrated Watershed Management Projects	20-23 September, 2016	ICAR-IISWC, Dehradun, Uttarakhand	Dr. B. Renuka Rani
19	Training on Terrace / Backyard Gardening	22 September, 2016	TNAU, Coimbatore, Tamil Nadu	Dr. K.Uma Rani
20	Youth Involvement in Agriculture Development	26-30 September, 2016	MANAGE	Dr. P. Kanaka Durga
21	Refresher Training Program for the Middle Level Extension Functionaries on Extension Management Approaches for Fisheries Development	26 Sep-1 Oct 2016	MANAGE	Dr. M. A. Kareem

October 2016

Sl.No	Title of the program	Dates	Venue	Program Coordinator
1	ICTs in Agriculture – farmer, mKisan Portals and NeGP- Agriculture and KCC	3-6 October, 2016	SAMETI, Ranchi, Jharkhand	Shri. G. Bhaskar
2	WriteShop for Success Stories	3-6 October, 2016	MANAGE	Dr. Lakshmi Murthy
3	Urban Agriculture and Food & Nutritional Security	3-6 October, 2016	IIHR, Bengaluru, Karnataka	Dr. N.Balasubramani
4	Extension Approaches for Precision Dairy Farming: A Way Forward for Commercialization	3-7 October, 2016	NDRI, Karnal, Haryana	Dr.Shahaji Phand & Dr. M.A.Kareem
5	Refresher Training Program on New Dimensions in Agricultural Extension Management for Middle level Extension functionaries	3-8 October, 2016	MANAGE	Dr. M.A. Kareem & Dr. P. Chandra Shekara
6	Induction Program for Newly Recruited Officers	3-8 October, 2016	MANAGE	Dr. K.Uma Rani
7	Training Methods for Trainers of Extension Institutes	17-20 October, 2016	JAU,Junagarh, Guragat	Dr.G.Jaya
8	Monitoring and Evaluation of Agriculture Projects	17-20 October, 2016	NIRD&PR, Guwahati, Assam	Dr. K. C. Gummagolmath
9	ICTs in Agriculture – farmer, mKisan Portals and NeGP- Agriculture and KCC	17-20 October, 2016	IMAGE, Bhubaneswar, Odisha	Dr. V. P. Sharma
10	Improving eGovernance in Agriculture	17-20 October, 2016	SAMETI, Gandhinagar, Gujarat	Dr. K.Venkateshwar Rao

Sl.No	Title of the program	Dates	Venue	Program Coordinator
11	Induction Training program for the Newly Recruited Fisheries Extension Officers on Extension Management Approaches for Fisheries Development	17-22 October, 2016	MANAGE	Dr. B. K. Paty
12	International Training Program on Agripreneurship Development	17 Oct -Nov 1 2016	MANAGE	Dr. P. Chandra Shekara & Dr. P. Kanaka Durga
13	State level Workshop on Operationalization of DAESI	18 October, 2016	SAMETI, Tamilnadu	Dr. N.Balasubramani
14	Revitalization of Rainfed Agriculture with special reference to Natural Resource Management	18-21 October, 2016	SIAET, Bhopal, MP	Dr. K.Sai Maheswari
15	Refresher Program on Business Opportunities in Horticulture for established Agripreneurs	18-22 October, 2016	IIHR, Bengaluru, Karnataka	Dr. R. Saravanan & Consultants
16	Refresher Program on Agriculture Banking for established Agripreneurs	18-22 October, 2016	SBIRD, Hyderabad	Dr. R. Saravanan & Consultants
17	Extension Strategies for Management of Organic Certification	19-21 October, 2016	MANAGE	Dr. P.L. Manohari
18	Youth Involvement in Agriculture Development	24-27 October, 2016	SAMETI, Raipur, Chhatisgarh	Dr. P. Kanaka Durga

November 2016

Sl.No	Title of the program	Dates	Venue	Program Coordinator
1	National Workshop on Good Marketing Practices for Agricultural Produce – Issues & Challenges	2-3 November, 2016	MANAGE	Dr. B. K. Paty , Dr. K.C. Gummagolmath & Dr. B. Venkata Rao
2	Community Radio for Agricultural Development	7-10 November, 2016	JAU, Junagarh, Gujarat	Dr. Lakshmi Murthy
3	Harnessing Social Media for Agricultural Development	7-10 November, 2016	MANAGE	Dr. Attaluri Srinivasacharyulu
4	Managerial Skills for Extension Functionaries	7-11 November, 2016	SAMETI, Puducherry	Dr.G.Jaya

Sl.No	Title of the program	Dates	Venue	Program Coordinator
5	Farmer-to-Farmer Extension	7-11 November, 2016	MANAGE	Dr. P.L. Manohari
6	Strengthening Extension-Policy Interface	7-11 November, 2016	MANAGE	Dr. R. Saravanan & Dr. P. Chandra Shekara
7	Diagnostic Workshop on Establishment of Agri-ventures under AC&ABC	8-9 November, 2016	SAMETI, Trivendrum, Kerala	Dr. P. Chandra Shekara & Dr. R. Saravanan
8	Gender Budgeting for Mainstreaming Women in Agriculture	8-11 November, 2016	IMAGE, Bhubaneswar, Odisha	Dr. K.Uma Rani
9	Work Ethics for Developmental Professionals	8-11 November, 2016	ICAR-CCARI, Goa	Dr. Vikram Singh
10	ICTs in Agriculture – farmer, mKisan Portals and NeGP-Agriculture and KCC	8-11 November, 2016	SIAET, Bhopal, M.P.	Shri. G. Bhaskar
11	Refresher Training Program on New Dimensions in Agricultural Extension Management for Middle level Extension functionaries	14-19 November, 2016	MANAGE	Dr. R. Saravanan & Dr. P. Chandra Shekara
12	Training Program for Aqua-preneurs on Advances in Fisheries Technology and Extension Management for Fisheries Development	15-27 November, 2016	MANAGE	Dr. M. A. Kareem
13	National Workshop on Mainstreaming Climate Change and Adoption in Agriculture and Allied Sectors	16-17 November, 2016	MANAGE	Dr. N.Balasubramani
14	Farmer Producers' Organizations – Issues & Challenges	21-24 November, 2016	MSAMB, Pune, Maharashtra	Dr. K. C. Gummagolmath
15	Management Development Program for Faculty members and Directors of EEIs and SAMETIs	21-25 November, 2016	MANAGE	Dr.G.Jaya
16	Extension Approaches For Climate Resilient Livestock Farming	21-25 November, 2016	IMAGE, Bhubaneswar, Odisha	Dr.Shahaji Phand & Dr. M.A.Kareem
17	ICTs in Agriculture – farmer, mKisan Portals and NeGP-Agriculture and KCC	21-28 November, 2016	MANAGE	Shri. G. Bhaskar

Sl.No	Title of the program	Dates	Venue	Program Coordinator
18	WTO and its Implications on Indian Agriculture	22-24 November, 2016	SAMETI, Raipur, Chhattisgarh	Dr. K. Anand Reddy
19	Advanced Course in Agricultural Knowledge Management	22-25 November, 2016	Dhan Foundation, Madurai, Tamilnadu	Dr. V. P. Sharma
20	Supply Chain Management in Agriculture and Allied Sectors	28 Nov-2 December, 2016	MANAGE	Dr. B. Venkata Rao
21	Revitalization of Rainfed Agriculture with special reference to Natural Resource Management	28 Nov-2 December, 2016	MANAGE	Dr. K.Sai Maheswari
22	Institutional Innovations in Extension	28 Nov-3 December, 2016	MANAGE	Dr. R. Saravanan & Dr. P. Chandra Shekara

December 2016

Sl.No	Title of the program	Dates	Venue	Program Coordinator
1	Training on Terrace / Backyard Gardening	1 December, 2016	Vishakhapatnam A.P.	Dr. K.Uma Rani
2	Happiness Management	5-8 December, 2016	MANAGE	Dr. Vikram Singh
3	WriteShop for Success Stories	5-8 December, 2016	IMAGE, Bhubaneswar, Odisha	Dr. Lakshmi Murthy
4	Training for Trainers: Capacity Development Needs Assessment, Training and Evaluation	5-9 December, 2016	CAU, Aizwal, Mizoram	Dr. R. Saravanan & Dr. P. Chandra Shekara
5	Food and Nutritional Security of the Rural Households - Role of Women	5-10 December, 2016	MANAGE	Dr. K.Uma Rani
6	Climate Change and Agriculture	5-10 December, 2016	MANAGE	Dr. N.Balasubramani
7	WriteShop for Success Stories	12-15 December, 2016	MANAGE	Dr. Attaluri Srinivasacharyulu
8	Refresher Training Program for the Middle Level Extension Functionaries on Extension Management Approaches for Fisheries Development	12-17 December, 2016	MANAGE	Dr. M. A. Kareem
9	Refresher Program on Farm Mechanization for established Agripreneurs	13-17 December, 2016	CFMTTI, Budni, Madhya Pradesh	Dr. R. Saravanan & Consultants

Sl.No	Title of the program	Dates	Venue	Program Coordinator
10	Refresher Program on Agri-business and Agricultural Advisory Services for established Agripreneurs	13-17 December, 2016	MANAGE	Dr. R. Saravanan & Consultants
11	Refresher Program on On-farm production of Bio-control agents and Microbial Bio-Pesticides for established Agripreneurs	13-17 December, 2016	NIPHM, Hyderabad	Dr. P. Chandra Shekara & Consultants
12	Extension Approaches for Precision Dairy Farming: A Way Forward for Commercialization	19-23 December, 2016	MANAGE	Dr.Shahaji Phand & Dr. M.A.Kareem
13	Advanced Course in Agricultural Knowledge Management	19-23 December, 2016	MANAGE	Shri. G. Bhaskar
14	Farm Business Management for Livestock Sector	20-23 December, 2016	NDRI, (SRS), Benguluru, Karnataka	Dr. P.L. Manohari
15	Advanced Course in Agricultural Knowledge Management	26-30 December, 2016	JAU, Junagadh, Gujarat	Dr. V. P. Sharma

January 2017

Sl.No	Title of the program	Dates	Venue	Program Coordinator
1	Monitoring and Evaluation of Agriculture Projects	2-7 January, 2017	MANAGE	Dr. K. C. Gummagolmath
2	Organic Farming for Sustainable Agriculture	2-7 January, 2017	MANAGE	Dr. B. Renuka Rani
3	Harnessing Social Media for Agricultural Development	3-6 January, 2017	MANAGE	Dr. Lakshmi Murthy
4	Managerial Skills for Extension Functionaries	8-11 January, 2017	IMAGE, Bhubaneswar, Odisha	Dr.G.Jaya
5	Extension Approaches For Climate Resilient Livestock Farming	9-13 January, 2017	MANAGE	Dr.Shahaji Phand & Dr. M.A.Kareem
6	Refresher Program on Agriculture for officials of Ministry of Agriculture and Farmers Welfare	9-14 January, 2017	MANAGE	Dr. N. Balasubramani & Dr. P. Chandra Shekara

Sl.No	Title of the program	Dates	Venue	Program Coordinator
7	National Workshop on Climate Change Knowledge Network in Indian Agriculture (CCKN-IA)	16-17 January, 2017	BHU, Varanasi, Uttar Pradesh	Dr. V. P. Sharma
8	Training Program for Aquapreneurs on Advances in Fisheries Technology and Extension Management for Fisheries Development	16-28 January, 2017	MANAGE	Dr. M. A. Kareem
9	Refresher Program on Farm Mechanization for established Agripreneurs	17-21 January, 2017	CFMTTI, Budni, Madhya Pradesh	Dr. R. Saravanan & Consultants
10	Refresher Program on Agribusiness and Agricultural Advisory Services for established Agripreneurs	17-21 January, 2017	MANAGE	Dr. P. Chandra Shekara & Consultants
11	Annual Training Planning Workshop	18-19 January, 2017	MANAGE	Dr.G.Jaya
12	Planning and Management for Sustainable Agricultural Livelihoods	23-26 January, 2017	Tamilnadu	Dr. P.L. Manohari
13	National level Workshop on DAESI	24-25 January, 2017	MANAGE	Dr. N.Balasubramani
14	National Workshop on Good Practices in Extension	30-31 January, 2017	MANAGE	Dr. R. Saravanan & Dr. P. Chandra Shekara
15	ICTs in Agriculture – farmer, mKisan Portals and NeGP-Agriculture and KCC	30 January-2 February	MANAGE	Dr. V. P. Sharma
16	New Dimensions in Agricultural Knowledge Management for Librarians and Documentation Specialists	30 January-2 February	MANAGE	Dr. Attaluri Srinivasacharyulu

February 2017

Sl.No	Title of the program	Dates	Venue	Program Coordinator
1	Supply Chain Management in Agriculture and Allied Sectors	6-9 February, 2017	VANAMATI, Nagpur, Maharashtra	Dr. B. Venkata Rao
2	Application of Remote Sensing and Geographical Information Systems (GIS) in Agricultural Development	6-10 February, 2017	MANAGE	Shri. G. Bhaskar
3	International Training Program on Agricultural Extension Management under Feed The Future-India Triangular Training (FTF-ITT) Program	6-20 February, 2017	Off Campus	Dr. P. Chandra Shekara & Dr. R. Saravanan
4	Refresher Program on Agriculture Banking for established Agripreneurs	14-18 February, 2017	SBIRD, Hyderabad	Dr. R. Saravanan & Consultants
5	Refresher Program on Agri-business and Agricultural Advisory Services for established Agripreneurs	14-18 February, 2017	MANAGE	Dr. R. Saravanan & Consultants
6	Refresher Program on On-farm production of Bio-control agents and Microbial Bio-Pesticides for established Agripreneurs	14-18 February, 2017	NIPHM, Hyderabad	Dr. P. Chandra Shekara & Consultants
7	National Workshop on ICTs in Agriculture	15-16 February, 2017	MANAGE	Dr. V. P. Sharma
8	Agricultural Marketing – The New Paradigms	6-20 February, 2017	MANAGE	Dr. K. C. Gummagolmath
9	National workshop on Issue and challenges for extension in Animal Husbandry Sector	15-16 February, 2017	MANAGE	Dr. M. A. Kareem & Dr. S.Shahaji Phand

- ❖ Please contact the Program Coordinator for any clarifications. Mobile App on MANAGE website may be used for registration in training programs.

MANAGE do not charge any fee for the programs offered to Government executives/participants. However, Program Fee is charged from the foreign delegates and participants from private sector as per the following plan:

Description	Program Fee	
	3-4 Days Duration	5-6 Days Duration
Domestic participants (Private, Corporate, NGOs, etc)	Rs.5,000/-	Rs.10,000/-
Foreign participants	Rs.15,000/-	Rs.25,000/-

Demand Draft may be drawn in favour of **MANAGE** payable at Hyderabad, Telangana State. The Demand Draft may be sent/handed over to the Coordinator of the concerned Program.

I. Training Programs - Centre-wise

1. Centre for Agricultural Extension Policy, Reforms and Processes

1.1-8: Refresher Training Program on "New Dimensions in Agricultural Extension Management" for Middle level Extension functionaries

Equity or Inclusiveness, Public Accountability and Innovations have been inbuilt in National Mission on Agricultural Extension and Technology (NMAET) which was launched by Ministry of Agriculture and Farmers Welfare, Government during 2014. This National Mission consists of four sub-missions namely, Sub-Mission on Agricultural Extension (SAME), Sub-Mission on Seed and Planting Material (SMSP), Sub-Mission on Agricultural Mechanization (SMAM) and Sub-Mission on Plant Protection and Plant Quarantine (SMPP). Convergence between sub-missions is crucial for success of the mission. It is essential for Middle Level Managers in Extension to refresh new dimensions added to Agricultural Extension Management in context of changing times and in the backdrop of NMAET.

Sl. No.	Date	Venue	Program Directors
1	April 18-23, 2016	MANAGE	Dr. P. Chandra Shekara & Dr. P. L. Manohari
2	May 16-21, 2016	MANAGE	Dr. V.P. Sharma and Dr. P. Chandra Shekara
3	June 20-25, 2016	MANAGE	Dr. Vikram Singh & Dr. P. Chandra Shekara
4	July 11-16, 2016	MANAGE	Dr. K. Anand Reddy & Dr. P. Chandra Shekara
5	August 22-27, 2016	MANAGE	Dr. B.K. Paty & Dr. P. Chandra Shekara
6	September 5-10, 2016	MANAGE	Dr. K. Uma Rani & Dr. P. Chandra Shekara
7	October 3-8, 2016	MANAGE	Dr. M.A. Kareem & Dr. P. Chandra Shekara
8	November 14-19, 2016	MANAGE	Dr. R. Saravanan & Dr. P. Chandra Shekara

Objectives

- ❖ To sensitize Extension Functionaries on structure, functions, programs and operationalization of NMAET.
- ❖ To orient on emerging New Dimensions in Agricultural Extension Management in present context specifically in the backdrop of NMAET.
- ❖ To facilitate the professional re-adjustment of Middle Level Extension Functionaries in the context of changing extension scenario.

Content

- ❖ Structure, functions, programs and operationalization of NMAET
- ❖ Innovations in Agricultural Extension Policy
- ❖ Agripreneurship Development
- ❖ Alternative extension management approaches
- ❖ Linking farmers to market
- ❖ Gender Mainstreaming
- ❖ Management issues in Extension
- ❖ ICT in Agriculture
- ❖ Extension Strategies for Climate Change
- ❖ Plant Health Management

Participants

- ❖ Middle Level Extension Functionaries of States.

1.9: Refresher Program on Agriculture for officials of Ministry of Agriculture and Farmers Welfare

Ministry of Agriculture and Farmers Welfare, Government of India has been implementing several Agricultural Development Programmes directly and through States. Besides, plays important role in policy formulation and funding of Agricultural Development Programmes. Ministry officials are involved in programme formulation, implementation, monitoring and evaluation of such programmes directly. Effective programme delivery is strengthened by understanding and refreshing of fundamental and basic concepts in Agriculture. In order to facilitate the same, it is proposed to organize Refresher programme for Ministry officials on Agriculture.

Sl. No.	Date	Venue
1	January 9-14, 2017	MANAGE
Program Directors: Dr. N. Balasubramani & Dr. P. Chandra Shekara		

Objectives

- ❖ To refresh the officials on basic concepts of Agriculture.
- ❖ To familiarize the officials with the working knowledge on production, protection and marketing aspects of Agriculture.
- ❖ To orient the participants to the new and emerging approaches in Agriculture.
- ❖ To expose the participants to various innovative Agricultural technology/interventions being developed by Research Institutes and Development departments.
- ❖ To enable the participants to develop a comprehensive view of Agriculture by interlinking various aspects.

Content

- ❖ Agro Ecological Situations.
- ❖ Soil Health Management
- ❖ Seed, Seed Production and Seed Certification.
- ❖ Rainfed Farming
- ❖ Water Resource Management
- ❖ Plant Health Management
- ❖ Crop Production (Packages of Practices of Major Crops).
- ❖ Good Agricultural Practices – Farming System Approach, Sustainable Agriculture.
- ❖ Climate Change and Agriculture.
- ❖ Farm Mechanization.
- ❖ Post-Harvest Technologies.
- ❖ Credit, Insurance, Marketing and Extension.
- ❖ WTA and Agriculture.

Methodology

- ❖ Presentation by Lead speakers.
- ❖ Panel discussion by experts.
- ❖ Experience sharing by participants.
- ❖ Exposure visits to leading Agriculture Research and Development Institutions.
- ❖ Film shows.

Participants

The participants of the programme would include DAC & FW officials of the rank i.e., Director and below.

1.10: Diagnostic Workshop on Extension Reforms

Key guiding principles of Extension Reforms namely Decentralized Decision Making, Bottom-up Planning, Promotion of Farmers Organizations, Linking Farmers to Market, ICT in Agriculture, Public Private Partnership, Gender Main Streaming and Beneficiary Contributions to Extension Programmes need to be operationalized in letter and spirit to strengthened Extension Delivery Mechanism. As these reforms agenda take time to percolate and face challenges at field level, it is necessary to critically identify challenges and workout strategies for implementation. The Diagnostic Workshop aims at identifying the challenges and formulate strategies for effective implementation of extension reforms.

Sl. No.	Date	Venue
1	June 8-9, 2016	MANAGE
Programme Directors: Dr. P. Chandra Shekara & Dr. R. Saravanan		

Objectives

- ❖ To discuss and identify the challenges faced by ATMA's in implementation of extension reforms.
- ❖ To formulate the strategies for effective implementation of key guiding principles of extension reforms by ATMA's.

Participants

- ❖ ATMA officials of different levels representing different regions.

1.11-12: International Training Program on Agricultural Extension Management under Feed The Future-India Triangular Training (FTF-ITT) Programme

MANAGE has successfully implemented US-India-Africa Triangular International training programmes on "New Dimensions in Agricultural Extension Management" for Extension Functionaries of Kenya, Liberia and Malawi during 2013-15. Encouraged by the success, US and India has decided to extend the programme to 17 Asian and African Countries during 2016-20. The programme will be conducted based on demand analysis in the targeted countries.

Sl. No.	Date	Venue
1	July 26 - August 9, 2016	MANAGE
2	February 6-20, 2017	Off Campus
Programme Directors: Dr. P. Chandra Shekara & Dr. R. Saravanan		

Objectives

- ❖ To develop a common understanding of the concept, need and content of extension in the present context of development
- ❖ To understand the organizational arrangements and modalities of operation of the existing extension systems
- ❖ To orient the participants to the new and emerging approaches in extension management
- ❖ To facilitate the participants in developing alternative extension systems in their countries
- ❖ To develop an action plan for operationalization of the concepts and systems.

Content

- Organization and management of extension services in developing countries:** Experience sharing by the participants on organizational pattern and other details along with strengths and weaknesses.
- Extension management:** Emerging concept of extension management, extension planning and implementation process, types of extension services, need and focus of extension in the context of globalization.
- Decentralized extension delivery system:** Indian experiences on operationalization of ATMA model of extension, organizational arrangements, integrated delivery of services, focus on process issues and participatory planning and implementation of programmes.
- Strategic planning for agricultural development:** Focus on developing comprehensive strategic plans for agricultural development in the district covering aspects related to research, extension, input arrangements, marketing, capacity building etc.
- Public-private partnership:** Promotion of public private partnership models and methodologies to support the developmental initiatives of the major extension system at district level. Focus on setting up of institutional mechanism to involve private

- sector personnel like NGOs, private organizations, agri-clinics and farm consultants to support extension services.
- f. **Promotion of farmers groups and organizations:** To facilitate farmer's access to new technologies, markets and get the benefit of scale of operation, promotion of farmers interest groups, commodity interest groups, women interest groups and farmers organizations or federations as a strategy needs to be promoted.
 - g. **Focus on farm business management:** Farm business management is emerging as a major approach to be followed by the extension personnel for improving the profitability of small, marginal and other categories of farmers.
 - h. **Market led extension:** Due to the changing pattern of demands emerging from the various markets, it is necessary to dovetail the focus of extension for meeting the emerging market needs and guiding farmers to operate a demand driven production system.
 - i. **Farming system approach:** Since most of the farmers in the developing countries practice integrated farming involving field crops, horticultural crops, animal husbandry, sericulture and fisheries depending on the potential available, a need to focus on farming systems approach for technology transfer is to be addressed.
 - j. **Participatory planning and management:** Extension basically addresses the needs of the farmers groups. As such, the planning and management of the development programmes should ensure the participation of local stakeholders like farmers, extension personnel and other service providers. This supports strengthening of linkages of service providers at the operational level.
 - k. **Managerial issues in extension:** Capacity of the extension personnel has to be built up to address various managerial issues such as team work, conflict resolution, role clarity, inter-personal skills, aim setting, strategy development, action planning, communication etc.
 - l. **Farmer to farmer extension:** The concept aims at involving progressive farmers as change agents to disseminate the technologies. Various approaches such as Farmer Field Schools, Farm Schools, Farm Leaders etc., found to be cost and time effective in extension delivery mechanism.
 - m. **Gender Mainstreaming in Extension:** Participation of women in agriculture is a natural process in developing countries. However, focus on gender specific development initiatives need to be consciously introduced for mainstreaming gender in extension.
 - n. **Promotion of Agri-Enterprises:** Agri Enterprises ensure inputs, infrastructure facilities and other services required for the farmers. Agri Enterprises use the local resources and creates self-employment opportunities for the rural youth and farmwomen. Such enterprises need to be promoted through extension activities.
 - o. **Information and communication technology:** Integration of ICT tools and techniques such as telephones, Internet, info kiosks, touch screen technology, kisan call centre, tele conferencing, and video conferencing.
 - p. **Climate change and Agriculture:** The impacts of climate change on agriculture will vary over time and across locations, depending on different agro-eco systems, farming systems and production conditions. Likewise, strategies and measures for coping and those impacts will need to be adjusted to the variable circumstances of farmers in diverse agro-ecological situations.
 - q. **Field study visits to study ATMA's / KVKs:** Agricultural Technology Management Agency (ATMA) is emerging as field laboratories for operationalizing various strategic

- interventions in extension management. A study of the ATMA system in operation would help understand its field application and provide first-hand experience of operationalizing the decentralized systems. Similarly visits will be organized to Krishi Vigyan Kendra's to understand their organization structure and functions.
- r. **Action planning for back at work situation:** Considering the orientation and experiences provided, the participants are expected to develop an action plan for work operationalizing the relevant concepts in their own country in the back at situation. This would help to transfer the learnings for application in different countries.

Methodology

- ❖ The program design is highly participatory. Each participant is expected to contribute ideas and take part in group activities. The participants will work in small groups to undertake various tasks allotted to them. Experiential learning methodology is effectively incorporated in the programme. The participants will learn from their own experiences in the groups, from experiences in the field, from trainers apart from their own past experiences. Apart from this, lectures, group discussions, case studies, and field visits are a part of the training activity. Each participant will have the opportunity to present the existing system of extension and their experiences in their own country.

Participants

- ❖ The participants in the program will include extension functionaries / officials managing the extension systems in government, private or NGO sector from identified countries namely Kenya, Malawi, Mozambique, Rwanda, Uganda, United Republic of Tanzania, Democratic Republic of Congo, Sudan, Botswana, Ghana, Liberia of Africa, Mongolia, Afghanistan, Cambodia, Lao PDR, Myanmar and Vietnam of Asia. They should be able to speak and comprehend the English language. They may represent various sectoral organizations like Agriculture, Horticulture, Animal Husbandry, Dairy, Sericulture, Fisheries and Marketing.

Duration and Dates

- ❖ The duration of the training program will be 15 days - from 26th July to 9th August, 2016.

Venue

- ❖ The training program will be conducted at the National Institute of Agricultural Extension Management (MANAGE) campus in Hyderabad, India. It is a fully residential program.

Fees

- ❖ The program is fully funded by USAID and India. All expenditure pertaining to course fees, course materials, boarding and lodging, including meals will be provided by the organizers as part of the training course.

Travel

- ❖ The expenditure towards travel from capital city of the country to MANAGE at Hyderabad, India and return will be borne by USAID and India.

Nominations

- ❖ The concerned organizations may send in their nominations in the prescribed format on or before 25th June, 2016 to the Course Director, Dr. P. Chandra Shekara, Email: chandramanage.p@gov.in MANAGE, India. Website of MANAGE www.manage.gov.in may be visited for more information.

1.13: Agricultural Innovations System (AIS): Looking beyond ATMA Convergence

India's extension reforms facilitated emergence of new institutional arrangements, and emphasized convergence of extension players and programs. However, the level of convergence, interaction and capacity to perform between different stakeholders are not much encouraging. Hence, training on Agricultural innovation system (AIS), will create a awareness on forming a network of organizations, enterprises, and individuals focused on bringing new products, new processes, and new forms of organizations into social and economic use, together with the institutions and policies that affect their innovative behaviour and performance. AIS as a interactive system is made of individuals and organizations that demand and supply knowledge, as well as the policies and mechanisms that affect the way different agents interact to share, access, and exchange knowledge. AIS framework, innovation is not merely concerned with technical innovation (e.g. adoption of a better variety). It also includes organizational innovation (e.g. organization of farmers as groups) and institutional innovation (e.g. addressing uncertainties in land leasing through policy changes). Development practitioners currently recognize the importance of enhancing the capacity of all actors in the AIS instead of just research or extension. This arises from the realization that neither research knowledge nor extension activities alone drive innovation. There is greater emphasis on investing in strengthening the capacity to innovate or the process through which different types of knowledge are combined to address specific issues (GFRAS GGP note 13).

Sl. No.	Date	Venue
1.	June 27-July 2, 2016	MANAGE
Program Directors: Dr. R. Saravanan & Dr. P. Chandra Shekara		

Objectives

- ❖ To understand the concept of AIS
- ❖ To orient the participants on innovation system level thinking
- ❖ To find-out the position of stakeholders and information flow in different innovation systems

Content

- ❖ Introduction to Agricultural Innovation Systems (AIS)
- ❖ Innovation management in AIS- functions and tools
- ❖ Case studies on AIS

Methodology

- ❖ Presentation by the resource persons
- ❖ Analyzing case studies on AIS
- ❖ Experience sharing by participants
- ❖ Field visit

Participants

- ❖ The participants in the program would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, faculty from SAUs, Scientists of ICAR, SMS from KVKs and NGOs

1.14: Extension Plus: Expanding The Roles of Extension

Agricultural Extension currently faces several new and complex challenges like food and nutritional security, climate change, natural resource management, market and gender issues etc. Further, extension needs to move beyond information and knowledge facilitation. Hence, extension needs to perform new roles to effectively deal with these challenges. The increasing pluralism in extension funding and delivery demands new relationships, knowledge flows, partnerships and changing roles among the wide range of extension players and other stakeholders.

Sl. No.	Date	Venue
1.	July 18-22, 2016	TNAU, Coimbatore, Tamilnadu
Program Directors: Dr. R. Saravanan & Dr. P. Chandra Shekara		

Objectives

- ❖ To understand the changing scenario of agriculture and extension
- ❖ To orient the participants on changing roles of extension
- ❖ To analyze the new extension approaches and field experiences on changing roles.

Content

- ❖ Agricultural extension challenges
- ❖ New roles and capacities
- ❖ Case studies on Extension PLUS approach

Methodology

- ❖ Presentation by the resource persons
- ❖ Presentation of case studies
- ❖ Experience sharing by participants
- ❖ Field visit

Participants

- ❖ The participants in the program would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, faculty from SAUs, Scientists of ICAR, SMS from KVKs and NGOs

1.15: Institutional Innovations in Extension

Agricultural extension institutional reform process in India is initiated during the NATP era. Predominantly institutional innovations such as: ATMA, SAMETI, FIGs, SHGs, Producer organizations gave a variety of lessons in implementing extension functions. The experiences and success of these institutional innovations was driven by the farmers' needs and desire for change and improvement in the farm sector. This training tries to deliberate lessons from these experiences and provide guidance to other extension functionaries and other stakeholders.

Sl. No.	Date	Venue
1.	November 28 - December 3, 2016	MANAGE
Program Directors: Dr. R. Saravanan & Dr. P. Chandra Shekara		

Objectives

- ❖ To orient the institutional innovations in extension.
- ❖ To analyse the lessons from institutional innovations.
- ❖ To formulate roadmap for better institutional innovations in extension

Content

- ❖ Institutional innovations in agricultural extension
- ❖ Roles, and capacities of the Institutional innovations in agricultural extension
- ❖ Case studies on Institutional innovations in agricultural extension

Methodology

- ❖ Presentation by the resource persons
- ❖ Presentation of case studies
- ❖ Experience sharing by participants
- ❖ Field visit

Participants

- ❖ The participants in the program would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, faculty from SAUs, Scientists of ICAR, SMS from KVKs and NGOs

1.16: Navigating ICTs for Agricultural Extension

Information and Communication Technologies (ICTs), over the past three decades, have been an important part of agricultural extension and have given needed impetus and opportunities to agricultural and rural development. Dialogues in development don't anymore concern about the importance of ICTs but about the ways to best use them to tap into their potential. Telecommunication and internet have supported a large number of ICT based agriculture and rural development projects in India and considerable number of farmers are taking up communication technology to access the needed information on a daily basis. But in spite of these increased realization and acceptance, ICT projects are still struggling to show large scale impact among the farmers and other stakeholders.

The greatest advantages of ICTs are the high number of applications and devices and the flexibility they provide in information sharing. Radio and TV have been in rural setting for a very long time and digital videos, web portals, expert systems, farmers call centres, mobile phones and social media have the ability to cater to a very diverse group of agricultural stakeholders. ICTs do not target only farmers but the whole spectrum of actors in agricultural innovation systems (AIS), bringing them on the same platform and making dialogue for development efficient and fruitful. Moreover, the functions of ICTs go beyond information sharing to capacity development of extensionists, farmers, entrepreneurs and other stakeholders.

Sl. No.	Date	Venue
1.	August 8-12, 2016	UAS, GKVK, Bangalore, Karnataka
Program Directors: Dr. R. Saravanan & Dr. P. Chandra Shekara		

Objectives

- ❖ To create awareness on ICTs for agricultural extension
- ❖ To deliberate types and functions of ICTs
- ❖ To conduct practical sessions on ICTs
- ❖ To share the good practices on ICTs for agricultural extension
- ❖ To share the experiences of the training participants

Content

- ❖ This training program will deliberate and also have hands on- training on:

ICTs for:

- **Offering localized and customized information, advisory and other services:** Farmers call centres (FCCs), mobile apps, radio, and TV.
- **Helping to create, document, store, retrieve, share and manage the information:** Web portals, crop specific portals, knowledge banks, expert systems and agricultural information management systems.
- **Enabling collaboration, sharing and partnerships for innovation among extension actors:** Social media, Dgroups, and others.
- **Enabling farmers and others to "gain a voice":** Community radio, tele-centres, videos, communities of practice (COPs).

- **Facilitating capacity development of farmers, extension professionals and other AIS actors:** e-learning mechanisms (Open Distance Learning (ODL), Learning Object Repositories (LOR), Massive Open Online Courses (MOOCs) and other e-learning mechanisms), training by using ICTs, survey and monitoring tools and applications.

Methodology

- ❖ Presentation by resource persons
- ❖ Familiarising important ICT applications and initiatives in agriculture
- ❖ Experience sharing by participants
- ❖ Hands on training on ICTs

Participants

- ❖ The participants in the program would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, faculty from SAUs, Scientists of ICAR, SMS from KVKs and NGOs.

1.17: Shaping the Future of Extension with Digital Media

Digital Media has brought a paradigm change in communication in the last few years of its existence. And it is not just the personal communication that it has changed; the whole dimension of development has been shifted with efficient information sharing, and more stakeholders' participation. It has made the process of development and information sharing much more efficient and transparent giving everyone a voice on the same platform. Immense potential of the digital media presents a wide range of opportunity for agricultural extension and advisory services. Digital media presence of agricultural stakeholders is showing an increasing trend, thus increasing user engagement in agricultural extension and advisory services. Though connectivity, illiteracy, cost and attitude remains hindrances in its all over use, the potential of digital media for development is too huge to ignore. Even though the reach of digital media is large, there are many issues that need to be addressed to make it an integral part of information and advisory services. The biggest advantage of digital media is democratization of information and it provides an unprecedented opportunity to connect with all the stakeholders of agriculture easily and in real time. Also, it is an easier and efficient way to reach extension professionals and farmers and give them the opportunity for dialogue and feedback. To fully leverage the potential of digital media in agricultural extension and rural advisory services, an open conversation, awareness and training between all the stakeholders is the very first requirement for its comprehensive understanding and implementation.

Sl. No.	Date	Venue
1.	August 22-26, 2016	MANAGE
Program Directors: Dr. R. Saravanan & Dr. P. Chandra Shekara		

Objectives

- ❖ Introduction of digital media from the perspective of agricultural extension
- ❖ Types and functions of digital media
- ❖ Practical sessions on digital videos, web portals and social media
- ❖ To share the good practices on digital media in agricultural extension and experiences of the training participants.
- ❖ To conduct SWOT analysis on digital media for agricultural extension
- ❖ Formulation of roadmap for using digital media in agricultural extension

Content

- ❖ Digital videos
- ❖ Web portals
- ❖ Social media
- ❖ Others

Methodology

- ❖ Presentation by resource persons
- ❖ Familiarising important digital media applications and initiatives in agriculture
- ❖ Experience sharing by participants
- ❖ Hands on training on digital media

Participants

The participants in the program would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, Scientists from SAUs, ICAR, KVKs and NGOs.

1.18: mExtension: “All-in -one” Mobile Phones for Agricultural Extension

Mobile phones are revolutionized the communication process and becoming “all-in-one” magical device to create, store, access and sharing of information for anytime and anywhere. Irrespective of age and gender, rural or urban, everyone uses a mobile phone today. The last decade has seen a flourish in the number of mobile based agricultural advisory services in India. These services have given timely information to the farmers but more importantly, has given them improved bargaining position in developing countries which they rarely had earlier. And the reality that they are helping the farmers is not much far placed from the hype surrounding them.

Services that started with farmers’ help-lines accessed through landlines and occasional messages (SMS) have evolved slowly to multimodal and multimedia delivery of advisory and to m-agriculture applications for smart phones. Mobile phone applications for agriculture are evolving rapidly and ever changing-newer applications and m-agriculture initiatives are added frequently to facilitate information access and sharing among the farmers and other stakeholders of agriculture. In this rapidly changing m-Agriculture scenario, this training programme is attempts to create awareness and develop skill on mobile phone based agro-advisory services.

Sl. No.	Date	Venue
1.	September 12-16, 2016	TNAU (AC & RI), Madurai, Tamil Nadu
Program Directors: Dr. R. Saravanan & Dr. P. Chandra Shekara		

Objectives

- ❖ Introduction of mExtension
- ❖ Types and functions of mExtension
- ❖ To conduct practical sessions on mExtension
- ❖ To share the good practices on mExtension
- ❖ To share the experiences of the training participants

Content

- ❖ mExtension initiatives (SMS to multimedia)
- ❖ mApps and different functions of extension
- ❖ mExtension- content generation, and impact assessment

Methodology

- ❖ Presentation by resource persons
- ❖ Familiarising important digital media applications and initiatives in agriculture
- ❖ Experience sharing by participants
- ❖ Hands on training on digital media

Participants

The participants in the programme would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, Scientists from SAUs, ICAR, KVKs and NGOs.

1.19: Strengthening Extension-Policy Interface

Over the years, it is observed that field extension professionals and researchers contribution to the extension policy making is very poor. There are no specific efforts to translate field extension experiences and research outcomes to influence the extension policy making. Hence, the proposed training program deliberate the ways to strengthen the extension –policy interface.

Sl. No.	Date	Venue
1.	November 7-11, 2016	MANAGE
Program Directors: Dr. R. Saravanan & Dr. P. Chandra Shekara		

Objectives

- ❖ To orient extension policy making process
- ❖ To develop communication skill to inform, and influence the extension policy

Content

- ❖ Introduction to extension policy
- ❖ Extension policy documents of different countries
- ❖ Communicating for making policy

Methodology

- ❖ Presentation by resource persons
- ❖ Discussion on extension policy documents
- ❖ Write-shop for briefs

Participants

- ❖ The participants in the programme would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, Scientists from SAUs, ICAR, KVKs and NGOs.

1.20: Training for Trainers: Capacity Development Needs Assessment, Training and Evaluation

It is increasingly recognized that the need for extension professionals and farmers to have new capacities to deal with the emerging challenges in agriculture (declining natural resource base, supporting adaptation to climate change, linking farmers to high value markets, confirming to new standards and certification norms, etc), very little is known regarding how these capacities to be identified, conducting training with appropriate methodology and evaluating the impact of the training programs.

Sl. No.	Date	Venue
1	December 5-9, 2016	CAU, Aizwal, Mizoram
Program Directors: Dr. R. Saravanan & Dr. P. Chandra Shekara		

Objectives

- ❖ To discuss methodology for capacity needs assessment, training and evaluation
- ❖ Hands-on-training on capacity needs assessment, training and evaluation

Content

- ❖ Introduction to capacity needs assessment, training and evaluation
- ❖ Different methods of needs assessment, training and evaluation

Methodology

- ❖ Presentation by resource persons
- ❖ Practical sessions
- ❖ Experience sharing by participants
- ❖ Field visit

Participants

- ❖ The participants in the programme would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, Scientists from SAUs, ICAR, KVKs and NGOs.

1.21-22: Extension Strategies for Management of Organic Certification

The certification of the products produced organically by a third party is essential for trading the organic commodities in international markets or in domestic markets. The third party certification system has become the widely accepted world trade practice. However the small and marginal farmers who mostly from the major chunk of organic producers in rainfed and hilly areas practically cannot access these agencies due to exorbitant cost of certification. At the same it is also true that they cannot get a fair price to their organic products in domestic markets same as an authenticated certificate from a reputed institution or agency as demanded by consumers and buyers of their products. In order to obviate these difficulties faced by small farmers all over the world a number of alternative methods to guarantee the organic integrity of the products are developed. A conference sponsored by MAELA and IFOAM was held in Brazil in 2004 in which twenty countries participated and developed a low –cost alternative model referred to as 'Participatory Guarantee System (PGS). Keeping this in view MANAGE propose the above training programme.

Sl. No.	Date	Venue
1.	May 24-26, 2061	SAMETI, Raipur, Chattisgarh
2.	October 19-21, 2016	MANAGE
Program Director: Dr. P.L. Manohari		

Objectives

- ❖ To create an awareness about the importance of organic certification.
- ❖ To understand different systems of certification.
- ❖ To know the operational systems of organic certification.

Participants

- ❖ Officers involved in implementation of the organic farming schemes & certification agencies from Government & NGOs sectors.

1.23: Farmer-to-Farmer Extension

Farmer to farmer extension is emerging as a faster mechanism for technology dissemination in the rural areas. Different patterns of this mechanism operating in the country are Innovative Farmers, Expert farmers, Farmers groups and Organizations, Farm schools etc. It is generally agreed that farmer-to-farmer learning is the most credible and effective delivery mechanism. It is believed that, if farmers lead extension activities it can reduce the cost in extension to a considerable extent. Moreover, it will have a positive impact since farmers prefer listening and adopting technology from peer farmers because they share similar problems, beliefs and cultural attributes and in a nutshell similar social / cultural environments. Hence the present programme on "Farmer to Farmer Extension" is proposed.

S.No	Date	Venue
1	November 7-11, 2016	MANAGE
Program Director: Dr. P.L. Manohari		

Objectives

- ❖ To orient the participants on the concept and importance of "Farmer to Farmer Extension"
- ❖ To understand different patterns "Farmer To Farmer Extension" existing in the country
- ❖ To develop the skills in strengthening the concept of Farmer-to-Farmer Extension.

Content

- ❖ Existing Extension methods / approaches
- ❖ Need and importance of Farmer to Farmer Extension
- ❖ Concept of Farmer to Farmer Extension
- ❖ Problems in Existing Extension methods
- ❖ Patterns promoted in Government Schemes
- ❖ Skills required for extension personnel
- ❖ Role of different stake holders in promotion of Farmer to Farmer Extension

Participants

- ❖ The participants in the programme would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, Scientists from SAUs, KVKs and NGOs.

1.24-25: Planning and Management for Sustainable Agricultural Livelihoods

Agriculture continues to be the main source of livelihoods for the rural population in India. The livelihood patterns revolve around various sectors such as Agriculture, Horticulture, Animal husbandry, Fisheries, Sericulture, and Forestry etc. Within the above sectors, the livelihood base covers the areas of production, processing, marketing, input supply, other support services etc. Though the rural population has been following and adapting livelihood patterns over the years, the erratic rainfall, diminishing resources, pressure on land, changing lifestyles of people, fluctuating market prices, increasing food prices and national and international competition, have increased the risks and uncertainties of the existing livelihood pattern. This is especially so among small and marginal farmers who are becoming increasingly unsustainable. Considering the present context, it is felt necessary to introduce a systematic livelihood approach to development in all the developmental programmes. Hence, the present programme on Planning and Management of Rural Livelihoods are proposed with the following objectives.

Sl. No.	Date	Venue
1	August 1-5, 2016	MANAGE
2	January 23-26, 2017	Tamilnadu
Program Director: Dr. P.L. Manohari		

Objectives

- ❖ To orient the concept and the importance of livelihoods in rural areas.
- ❖ To provide a frame work for livelihood analysis in the rural areas
- ❖ To explore strategic options for improving the livelihood options
- ❖ To develop skills in planning and management of livelihoods.

Content

- ❖ Concept of rural livelihoods and their relevance for development
- ❖ Livelihood analysis framework
- ❖ Patterns of livelihoods and their importance in rural economy
- ❖ Public policies and programmes promoting rural livelihoods
- ❖ Stake holders in promotion of rural livelihoods
- ❖ SWOT analysis of rural livelihoods
- ❖ Strategic options for livelihood development
- ❖ Skills required for planning and management of rural livelihoods

Participants

- ❖ The participants in the programme would include senior and middle level officials of Agriculture, Horticulture, Animal Husbandry, Sericulture, Fisheries, Irrigation and Water Management, Scientists from SAUs and KVKs, officers from rural development and NGOs involved in promotion of rural livelihood programmes.

2. Center for Agri-institution Capacity Building

2.1-3: Self-Management through Personal Profiling

In most of the training programs for developmental functionaries, the greater focus is laid on technical, procedural and organizational issues assuming that effectiveness in these areas would result into superior performance. However, a skewed treatment is given in short-term training programs to the issues related to SELF UNDERSTANDING and SELF MANAGEMENT. In order to begin a positive change, the trigger has to come from SELF REALIZATION. This training program would largely focus to develop a strong Self-Concept about the individuals by means of Psychological Testing, Profiling and their contextual interpretation. The intended outcome of the Program is an improved performance of individuals by understanding and managing the SELF and adjustment with others.

Sl.No.	Dates	Venue	Program Director
1	May 24-27, 2016	SIAM Jaipur	Dr. Vikram Singh
2	June 20-23, 2016	MANAGE	Dr.G.Jaya
3	August 9-12, 2016	SAMETI, Trivandrum, Kerala	Dr. Vikram Singh

Objectives

- ❖ To develop personal / psychological profile of participants for understanding of SELF
- ❖ To understand the ways and means of Managing Self for improved performance and appreciating the differences

Content

- ❖ Learning Styles / Patterns
- ❖ Personality Profile
- ❖ Transactional Analysis and Ego Gram
- ❖ Intelligence Quotient and Emotional Quotient
- ❖ Stress Management
- ❖ Leadership Profile
- ❖ Personal Development Plan

Methodology

- ❖ Modular Treatment to each subject
- ❖ Psychological Testing – Profiling & Exercises
- ❖ Brief Inputs – Lectures
- ❖ Counseling and Guidance

Participants

- ❖ Trainers of SAMETIs, EEIs, Senior functionaries of Agriculture and Extension Department, Marketing Department, Farmers Organizations, Cooperatives, Agri-Business Companies, NGOs, Public and Private Financial Institutions and other Agriculture Extension Service Providers

2.4-6: Work Ethics for Developmental Professionals

Competence may result in high performance, but does not stand the guarantee of ethical conduct. Combining competence with superior work ethics enhances the commitment and performance of the individuals in the organization. Work ethics often seen and understood as a philosophical concept and, therefore, require to break down into its sub-sets so that it can become the subject of training, learning and practice. The subjects of work ethics may include attitude in work place, accomplishing organizational goals with self-discipline and responsibility, being honest with self and others, importance of completing tasks, accepting advice and criticism, controlling emotions, making constructive suggestions, cooperation and respect, developing problem solving approach, being sensitive to social, cultural and religious issues, effective ways of working with team, knowing what is expected of an employee and exceeding expectations, avoid dealing with personal business at work place, learning ways to be productive, knowing the advantages of following directions and norms, attendance, punctuality, self-image etc.

Needless to say that all of the above is a matter of learning and trust that all of us can practice them too. We recognize that good work ethics are invaluable assets of the organization and their practice would help to bring positive change in the attitude of employees and support the process of Institution Building.

Sl.No.	Dates	Venue	Program Director
1	May 2-5, 2016	MANAGE	Dr. Vikram Singh
2	August 8-11, 2016	MANAGE	Dr. G.Jaya
3	November 8-11, 2016	ICAR-CCARI, Goa	Dr. Vikram Singh

Objectives

- ❖ To understand the concept of work ethics and their importance in institution building
- ❖ To learn about various ethical practices and the way they impact the personal and professional life.

Content

Work ethics at:

- ❖ **Personal level** - Honesty, Integrity, Responsibility, Commitment and Respect for people
- ❖ **Inter personal level** - Cooperation, Team Work and Inter Personal Relations
- ❖ **Organizational level** - Communication, Accountability, Respect for norms and guidelines and Disciplined conduct
- ❖ **Professional Level** - Acquisition and Display of competence in task performance, Completion of task vis-à-vis cost, Quality and time, Meeting Expectations vis-à-vis Organizational Goals, Performance with sense of purpose, Becoming part of greater vision

Methodology

- ❖ Lectures, inductive learning, anecdotes and storyline
- ❖ Games
- ❖ Tests and Personal Assessment

Participants

- ❖ Trainers of SAMETIs, EEIs, KVKs, Senior functionaries of Agriculture and Allied Departments, Farmers Organizations, Cooperatives, Agri-Business Companies, NGOs, Public and Private Institutions and other Agriculture Extension Service Providers

2.7 Happiness Management

Being happy is of great importance to most people and happiness is found to be a highly valued goal in most societies. Given the socio-economic and cultural eco system, it is becoming increasingly stressful for people to work in the public organizations and remain happy. The reasons can be traced in the personal and temperamental, professional and organizational life of the people. By various studies, it is found that most people are mildly happy for most part of their life. This subject imbibes various disciplines of psychology and social studies and therefore remain largely indefinite in definition and scope. This program aims to understand the issues related to happiness in the work place and personal life.

Sl.No.	Date	Venue
1	December 5-8, 2016	MANAGE
Program Director: Dr. Vikram Singh		

Objectives

- ❖ To understand the concept of happiness, antecedents of happiness and consequences of happiness ;
- ❖ To know what to do to feel good, to feel fulfilled and to function optimally.

Content

- ❖ Balancing Work and Personal Life
- ❖ Job Satisfaction and Organizational Commitment
- ❖ Knowing SELF for Improved Relationship
 - Personality and Adjustment
 - Relationship Management
 - Stress Management and Conflict Resolution
 - Transactional Analysis and Ego-gram

Methodology

- ❖ Lectures, inductive learning, anecdotes and storyline
- ❖ Tests and personal assessment,
- ❖ Case Studies, Video Films and Management Games

Participants

- ❖ Trainers of SAMETIs, EEIs, Senior functionaries of Agriculture and Extension Department, Marketing Department, Farmers Organizations, Cooperatives, Agri-Business Companies, NGOs, Public and Private Financial Institutions and other Agriculture Extension Service Providers.

2.8-9 WTO and its Implications on Indian Agriculture

Formation of the World Trade Organization (WTO) in January 1, 1995 as a successor organization for the General Agreement of Tariff and Trade (GATT) was a watershed event in the history of global trade reforms. Under the auspices of the WTO, many trade-related agreements were signed by the member countries (WTO 1995), and, for the first time, an Agreement on Agriculture (AOA) was reached to reform and dismantle trade barriers in the agricultural sector. The freeing of trade in agriculture under the AoA is likely to bring about significant increase in trade in agriculture and give unprecedented opportunities to the developing countries like India to benefit from increased agricultural exports. However, the possible implications of AOA on the Indian farmers, has been a subject matter of heated debates, frayed tempers, extreme views and eventually more confusion. It is important that, managers, field personnel, and trainers working in the agriculture department should have a proper perspective on existing and emerging counters of the trade negotiations at WTO on Agriculture (Doha round). In the current year, MANAGE is organizing two training programs to orient the officials in the Agriculture and Allied departments on the key issues relating to WTO – AOA and its implications to the Indian farmers.

Sl.No.	Dates	Venue
1	June 14-17, 2016	MANAGE
2	November 22-24, 2016	SAMETI, Raipur, Chhattisgarh
Program Director: Dr. K. Anand Reddy		

Objectives

- ❖ To create awareness about the changing scenario in the context of World Trade Agreement.
- ❖ To orient the participants on various opportunities, potential and challenges in post WTO regime
- ❖ To acquaint and formulate various strategies to cope with the changed situation.

Content

- ❖ Introduction to concepts of International Trade
- ❖ WTO and its implications on Indian Agriculture – overview
- ❖ Deliberations at different ministerial meetings
- ❖ SWOT of Indian agriculture in the context of AOA
- ❖ Trade related Intellectual Property Rights
- ❖ Quality standards and control measures – Sanitary and Phyto- sanitary measures, technical barriers to trade etc.
- ❖ Export potential of Indian Agriculture
- ❖ Role of Agriculture Extension in the context of WTA

Participants

- ❖ Middle and Senior level Extension functionaries of Agriculture and Allied Departments/ KVKs, representatives of NGOs and Private Sector

2.10: Management Games for Trainers

The subject of 'Management' forms an integral part of any training program on Agriculture Extension' especially for higher cadre of Extension officials. Key management skills like 'Teambuilding, Leadership, Motivation, conflict management, etc are part of the course curriculum of many training programs on Agricultural extension. However, teaching these topics effectively need the use of appropriate training pedagogy/methods. Broadly, the training methods can be classified into two: trainer- centred, and trainee-centred. Over the years, there has been a pronounced shift in training technology, with greater emphasis now being given to trainee-centred methods over trainer-centred methods. Use of management games is an important trainer's centred method, which was found to be effective, and able to sustain trainee's attention and involvement to a very high degree compared to the trainer's centers method like lecture. They are also found to be in conformity with the principles of Andragogy (adult learning techniques). Every trainer teaching Management and Soft skills need to be trained and equipped with these simple but highly effective pedagogical techniques. With this aim, MANAGE proposes to conduct a unique and highly focused training on this theme in the current Academic calendar.

Sl.No.	Dates	Venue
1	May 23-27, 2016	MANAGE
Program Director: Dr. K. Anand Reddy		

Objectives

- ❖ To orient the participants to the Trainee Centered Training Techniques and the principles of Andragogy.
- ❖ TO demonstrate and equip the trainers in using Management Games to teach Team Building, Leadership, Motivation, and Interpersonal Communication skills

Content

- ❖ Trainer Centered and Trainee Centered Training Techniques
- ❖ Principles of Andragogy
- ❖ Management games on Team building
- ❖ Management games on Leadership
- ❖ Management games on Motivation
- ❖ Management games on Interpersonal Communication skills
- ❖ Preparation of Materials for Games.
- ❖ Skills of drawing inferences from the Management games.

Participants

Trainers from EEIs, SAMETI's, and other training institutions in Agriculture and Allied Sectors.

2.11: Management Development Program for Faculty members and Directors of EEIs and SAMETIs

Management being a dynamic subject, requires building of knowledge on contemporary issues by management experts, teachers and trainers so that the problems of the field and in real life can be answered. It would require an orientation of “Out of box thinking” and exposure to newer concepts and their application in problem solving. It is in this backdrop, a Management Development Program for Heads and Faculty members of Training Institutions is designed keeping in view the changing demands of training and learning for the developmental functionaries engaged in Agriculture and Allied Sectors.

Sl.No.	Date	Venue
1	November 21-25, 2016	MANAGE
Program Director: Dr. G.Jaya		

Objectives

- ❖ To appraise the trainers about the management concepts having high impact on performance but less often practiced;
- ❖ To help training institutions improve overall learning environment thereby contributing to enhanced competence of Trainer and Training Managers;

Content

- ❖ Management by Objectives
- ❖ Change Management
- ❖ Balanced Score Card and Performance Management
- ❖ Emotional Intelligence
- ❖ Transactional Analysis
- ❖ Work Ethics
- ❖ Neuro-Linguistic Programming(NLP)

Methodology

- ❖ Lectures, inductive learning, anecdotes and storyline
- ❖ Games
- ❖ Tests and personal assessment
- ❖ Lecture
- ❖ Case Studies and Video Films
- ❖ Group Work
- ❖ Presentations

Participants

- ❖ Directors of EEIs, SAMETIs Senior functionaries of Agriculture and Allied Department, Training Managers of Agri-Business Companies, NGOs, Public and Private Institutions.

2.12: Facilitation Skills for Selected Officers of PGDAEM

Trainers are required to possess subject matter knowledge as well as better understanding of different aspects of training. They need to redefine their roles as professional trainers and acquire the relevant skills to perform the training function. Keeping this need in view, a training program is planned for Selected Officers of PGDAEM with major aim to provide an opportunity to acquire and practice skills in facilitating/conducting training programs and enhance their abilities in using experiential learning methodologies.

Sl.No.	Dates	Venue
1	July 25-29, 2016	MANAGE
Program Director: Dr. G. Jaya		

Objectives

- ❖ To enable the participants to gain an understanding of the principles of learning and role of a trainer
- ❖ To orient the participants to various aspects of systematic approach to training
- ❖ To orient them to skills of designing of training and training modules
- ❖ To get acquainted with various training methods
- ❖ To practice application and use of training methods for Extension management

Content

- ❖ Principles of learning and role of a trainer
- ❖ Systematic Approach to Training
- ❖ Session planning and Presentation skills
- ❖ Experiential Learning methods
 - Discussion Methods
 - Case Method
 - Role Play
 - Exposure Visits
- ❖ Practice facilitating training session
- ❖ Evaluation of Training

Methodology

- ❖ A blend of different experiential learning methods will be used to impart the learnings.

Participants

- ❖ Selected Officers who have completed PGDAEM

2.13: Training Methods for Trainers of Extension Institutes

With the growing importance of training for extension management, the need for training of trainers has become imperative. Training is a dynamic process and its effectiveness depends, among other things, on the trainers. While knowledge of the subject in which one is specialized is no doubt of basic importance, equally important is competence in training methodology. In other words, a trainer should have better understanding of different aspects of training as also necessary skills in various methods and techniques in general and participatory and experiential ones in particular. A training method is a strategy that a trainer uses to deliver the content so that the trainees achieve the learning objectives. The methods selected should suit the trainees, content, the organizational environment and the learning objectives. Keeping this need in view, a program has been proposed during the academic year.

Sl.No.	Dates	Venue
1	October 17-20, 2016	JAU, Junagarh, Guragath
Program Director: Dr. G. Jaya		

Objectives

- ❖ To enable the participants to gain an understanding of the principles of learning and role of a trainer
- ❖ To get acquainted with various training methods and techniques
- ❖ To practice application and use of training methods in training for extension management

Content

- ❖ Training process and principles
- ❖ Session planning
- ❖ Presentation skills
- ❖ Discussion Methods
- ❖ Case Method
- ❖ Role Play
- ❖ Exposure Visits
- ❖ Management Games
- ❖ Evaluation of training

Participants

- ❖ Trainers of Institutes for Agricultural Extension and allied departments and Scientists of KVKs. Senior and Middle level Officials working in Agriculture, Horticulture, Veterinary, Fisheries, Sericulture and other Allied Departments, Scientists from research institutes and State Agricultural Universities from different states and voluntary organizations who are involved in training function.

2.14-17: Managerial Skills for Extension Functionaries

Managerial skills include Technical, Human Relations, Conceptual and Diagnostic skills. In addition to technical skills, proficiency in Human Relation skills will be useful in improving the performance of extension functionaries at the middle level thereby increasing their efficiency and effectiveness. Focusing on these vital skills, four training programs are planned during the academic year.

Sl.No.	Dates	Venue
1	August 30 – September 2, 2016	SAMETI, Himachal Pradesh
2	September 19-23, 2016	MANAGE
3	November 7-10, 2016	SAMETI, Puducherry
4	January 8-11, 2017	IMAGE, Bhubaneshwar
Program Director: Dr. G. Jaya		

Objectives

- ❖ To orient the participants on the behavioural aspects
- ❖ To upgrade the participants' understanding on their potential for effective and efficient performance

Content

- ❖ Team Building
- ❖ Personality profiling
- ❖ Networking skills
- ❖ Interpersonal Communication
- ❖ Leadership styles
- ❖ Delegation and empowerment
- ❖ Emotional Intelligence
- ❖ Motivational strategies
- ❖ Conflict management skills
- ❖ Coordination skills

Participants

- ❖ Senior and Middle level Officials working in Agriculture, Horticulture, Veterinary, Fisheries, Sericulture and other Allied Departments, Scientists from research institutes and State Agricultural Universities from different states and scientists of KVKs, NABARD Officials and voluntary organizations

3. Centre for Agricultural Markets, Supply Chain Management and Extension Projects

3.1 - 3 Linking Farmers to Market

Linking farmers to market has always been a challenge for the agricultural economy of the country. Besides shortage of infrastructure for storage, transportation, grading and packing etc, the marketing system leaves much to be desired in terms of a responsive information system, and economies of scale at the grass-root level. Besides introduction of changes in the legal framework of agricultural marketing system, a number of interventions and schemes have already been introduced and some more are in the pipeline to improve the price-discovery mechanism for the farmers and to further strengthen the linkage of the farmers with the market. Besides, different other models are also evolving to respond to the marketing needs for agricultural produces. There is a need to train the field functionaries on the different dimensions of farmers-market linkage, as thinking about the market before the production is the need of the hour.

Sl.No.	Date	Venue	Program Director
1.	April 11-14, 2016	IMAGE, Odisha	Dr. B. K. Paty
2.	May 23-28, 2016	MANAGE	Dr. B. K. Paty
3.	August 22-25, 2016	Bihar Agril. University, Patna	Dr. K. C. Gummagolmath

Objectives

- ❖ To sensitize the participants about the need for better linkage of the farmers with the market.
- ❖ To create awareness about changes needed in the traditional marketing system
- ❖ To familiarize the participants with the new modes of agricultural marketing for strengthening farmer-market linkage.

Content

- ❖ Linking farmers to markets – Issues and Challenges
- ❖ Legal framework and reforms introduced
- ❖ Alternative marketing system
- ❖ Gender mainstream of farmers in their linkage to markets
- ❖ Issues relating to grading and standardization
- ❖ Packaging
- ❖ Storage
- ❖ Transportation
- ❖ Contract farming
- ❖ Schemes of Government
- ❖ PPP models in agricultural marketing
- ❖ WTO and its implications in Agri-marketing
- ❖ Market information

Methodology

- ❖ Lecture
- ❖ Experience sharing
- ❖ Case studies
- ❖ Group discussion
- ❖ Field visits

Participants

- ❖ Senior and Middle level extension functionaries from State Departments of Agriculture and Allied sectors, Scientists of the SAUs, ICAR Institutes, NGOs etc.

3. 4-7: Agricultural Marketing – The New Paradigms

Market-driven production rather than production-propelled marketing 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. However, over the years a number of discrepancies have crept into the system and the model seems to have outlived its utility. Hence, the Govt. of India and different states have initiated a number of reform measures. Reforms are also required to attract private investment to the agricultural marketing sector. There are many novel models of marketing now evolving to cater to the agricultural marketing needs of the sector. The reform process has to be further pushed forward in an integrated manner by involving the different stakeholders of the sector. The training program is proposed to be organized to sensitize the different stakeholders of the agriculture sector about reforms in agricultural marketing.

Sl.No.	Dates	Venue	Program Director
1	August 8-11, 2016	SAIM, Jaipur, Rajasthan	Dr. B. K. Paty
2	June 13-18, 2016	MANAGE	Dr. K. C. Gummagolmath
3	July 11-14, 2016	SAMETI, Himachal Pradesh	Dr. K. C. Gummagolmath
4	February 6-10, 2017	MANAGE	Dr. K. C. Gummagolmath

Objectives

- ❖ To sensitize the participants about the new dimensions of agricultural marketing.
- ❖ To sensitize the participants with the need for reforms in agri-marketing.
- ❖ To equip the participants with practical tools of agri-marketing, so that they can help the farmers in improving their linkage with the market.

Content

- ❖ Traditional Regulated Marketing system – a critical look
- ❖ Reforms in the Agricultural Marketing – Model Act, Rules
- ❖ Group marketing, Producers, Companies, Self-help Groups
- ❖ Contract farming
- ❖ Reforms-linked schemes of Govt. of India on Agricultural marketing
- ❖ Commodity futures and its importance
- ❖ PPP in agricultural marketing – Issues and Challenges

Methodology

- ❖ Lecture
- ❖ Experience sharing
- ❖ Case studies
- ❖ Group discussion
- ❖ Field visits

Participants

- ❖ Senior and Middle level extension functionaries from State Departments of Agriculture and Allied sectors, Scientists of the SAUs, ICAR Institutes, NGOs etc.

3. 8-11: Farmer Producers' Organizations – Issues & Challenges

Alternative innovative institutions are called upon to meet emerging challenges of enhancing income and reducing rural poverty. Initially, cooperatives served the rural sector very well particularly in dairy sector and credit. Its services degraded subsequently due to several reasons. In order to improve upon the existing institutions, Part IX A of the Companies Act (1956) was amended in 2002 to establish Primary Producer Companies (PPC)/ Farmer Producer Organizations (FPOs). This was primarily done for retaining the desirable basic structure of cooperatives while at the same time enabling the primary producers to have the flexibility, freedom and efficiency of a private limited company.

Since the amendment made in 2002, about 379 producer companies have been established in different parts of the country covering a host of commodities ranging from agriculture and plantation crops to milk, poultry, meat, eggs and handicrafts. However, the spread and growth of primary producer companies has happened at a limited pace. This may be due to the fact that farmers are to be motivated, empowered, educated and capacitated to set up "Farmer Owned Companies" under the legal provisions and law of the land. Civil society Organizations, NGOs, corporates, government bodies, financial institutions, and development Agencies working for the cause of small and marginal farmers can help in setting up the farmers' companies. Farmers require support due to the fact that they are primarily producers and not professionals in the field of organizational set up and company matters. The SFAC has identified private sector and state level partners in each target state through a process of empanelment based on open bidding to promote new FPO's and strengthen the existing ones. To increase the pace of its growth, it is important to create awareness and build the capacity of officers of Agriculture and Allied departments to develop new FPOs.

Sl. No.	Dates	Venue
1	April 18-21, 2016	SIAM, Jaipur, Rajashtan
2	May 9-14, 2016	MANAGE
3	June 27-July 2, 2016	MANAGE
4	November 21-24, 2016	MSAMB, Maharashtra
Program Director: Dr. K.C. Gummagolmath		

Objectives

- ❖ To create awareness about the concept of Farmer Producer Organizations and their importance
- ❖ To impart skill and knowledge on formation of producer organizations and also on the necessary legal framework followed in its formation
- ❖ To impart knowledge on alternative models of supply chain management

Content

- ❖ Concept and Importance of Farmer Producer Organization
- ❖ Role of SFAC
- ❖ Legal Framework behind the FPO
- ❖ Discussion of Case Studies
- ❖ Exposure visit to a successful Farmer Producer Organization

Participants

- ❖ Senior and Middle Level extension functionaries from the State Departments of Agriculture and Allied Sectors, Scientists of the SAUs, ICAR institute, NGOs etc.,

3. 12 -13: Monitoring and Evaluation of Agriculture Projects

Several organizations have faced increasing pressure to become more effective and results-oriented especially when the projects are implemented by a public agency. Effective monitoring and evaluation (M&E), as a tool is vital for tracking and measuring results and throwing light on the impact of development interventions. However, it remains to be challenging aspect till date. Although much literature exists on M&E as a tool in project work, and there is no shortage of guidelines on the subject, weaknesses of M&E in the case of public agencies persist, and have been a recurrent subject.

Monitoring and Evaluation assumes importance not only in measuring the effectiveness of a project, but also in building ownership and empowering beneficiaries and taking corrective actions to improve performance and outcomes. Therefore, there is a need to sensitize senior and middle level developmental functionaries on the concepts and methods of promoting people's participation in monitoring and evaluation issues.

Sl. No.	Dates	Venue
1	October 17-20, 2016	NIRD&PR, Guwahati, Assam
2	January 2-7, 2017	MANAGE
Program Director: Dr. K.C. Gummagolmath		

Objectives

- ❖ To promote an understanding on concepts, definitions, tools and techniques of monitoring and evaluation
- ❖ To provide exposure to participatory approach in project planning and management
- ❖ To impart skill in application of M & E tools

Content

- ❖ Participatory Planning – Concept and Approach
- ❖ Participatory Monitoring and Evaluation
- ❖ Developing objectives and direct and indirect indicators
- ❖ Collection and storage of information / data
- ❖ Use of GIS in PM & E
- ❖ Stakeholder analysis Presentation of analyzed information
- ❖ Case studies

Participants

Senior and Middle Level extension functionaries from the State Departments of Agriculture and Allied Sectors, Scientists of the SAUs, ICAR institute, NGOs etc.,

3. 14-18: Supply Chain Management in Agriculture and Allied Sectors

With the rise in per capita income of the Indian consumers, there is increase in consumption of high value produces, organic products and off-season fresh fruits and vegetables etc. The liberalization, privatization, globalization of the economy also has created ample opportunities for export of quality produce. Hence, the agri-supply chain management calls for a foolproof system for maintenance of quality, traceability and timely delivery of the produces. Needless to say the traditional markets do not have necessary wherewithal to measure up to these expectations. The production centers need to be equipped with the state of the art technologies and infrastructure to be linked with a perfect cool chain from farm to plate. Requisite synergies need to be explored through constructive collaboration amongst the different stakeholders. This will go a long way towards improving the marketing skill and income of the farmers at the grass-root level. Thus, an integrated supply chain management system is the need of the hour to give requisite boost to the agricultural economy of the country. Against this backdrop, it is felt necessary to organize training programme on Supply Chain Management in Agricultural Marketing with the following objectives:

Sl.No.	Dates	Venue
1.	April 25-29, 2016	MANAGE
2.	June 20-23, 2016	KIAM, Mysore, Karnataka
3.	September 19-22, 2016	SAMETI, Kerala
4.	November 28 - December 2, 2016	MANAGE
5.	February 6-9, 2017	VANAMATI, Maharashtra
Program Director: Dr. B. Venkata Rao		

Objectives

- ❖ To orient the participants of basic principles of Agriculture Supply Chain Management.
- ❖ To strengthen the knowledge of participants on Logistics and Value Chain Management.
- ❖ To expose participants on various success stories on supply chain management.
- ❖ To consolidate the learnings on supply chain management and workout strategic meaning for upscaling concept and importance.

Content

- ❖ Agriculture supply chain management: Concept, Meaning and Importance
- ❖ Fundamentals of logistic management.
- ❖ Value Chain Management
- ❖ Success cases on Supply chain management on fruits and vegetables, dairy, poultry, meat, fisheries etc.
- ❖ Role of Technology in Supply chain management
- ❖ Future strategies in Supply chain management

Methodology

- ❖ Group Discussions and exercises
- ❖ Case method
- ❖ Field visits
- ❖ Films on SCM

Participants

- ❖ Faculty from SAUs, SAMETIs, KVK Scientists, ATMA project officials, Senior and middle level Officers from the Agriculture and line departments.

4. Center for Allied Extension

4.1-3: Induction Training Programs for Newly Recruited Officers in the Departments of Horticulture on "Plant Health Management and Agricultural Extension"

MANAGE & National Institute of Plant Health Management (NIPHM), Hyderabad initiated conduct of "Induction Training" for the newly recruited officers of State Departments of Agriculture, Horticulture and Agriculture Marketing, with an objective to impart knowledge and skills to mould the young minds for effective and efficient delivery of technologies to the farmers. The fresh graduates and postgraduates needs to be exposed to agricultural policies, flag ship programs initiated by the government, work ethics, new dimensions in extension for transfer of technologies, different approaches and methods and marketing extension besides latest technologies in plant health management and plant bio-security for sustainable agriculture. As such a 13-days duration module is designed in which MANAGE covers Extension Management and Marketing Extension for five days while NIPHM covers Plant Health Management and Plant Bio-security for a period of seven days. In the academic year 2016-17, three programs with 30 participants each for Horticulture Extension Officers from Tamil Nadu State are proposed.

Sl. No.	Dates	Venue	Program Director
1	May 9-14, 2016	MANAGE	Dr. M. A. Kareem
2	June 6-11, 2016	MANAGE	Dr. Vikram Singh
3	July 11-16, 2016	MANAGE	Dr. N.Balasubramani

Objectives

- ❖ To orient the participants on new dimensions in extension management and extension approaches useful for disseminating technologies
- ❖ To orient the participants on Marketing Extension
- ❖ To sensitize the participants on work ethics, constitution of India
- ❖ To gain the experiences on use of soft skills management in technology transfer activities.
- ❖ To sensitize the Extension functionaries on emerging areas in Plant Health Management and Plant Bio-security with hands on experience for skill development

Content

Agricultural Extension

- ❖ Agriculture policy
- ❖ Flagship programs of Govt. of India,
- ❖ Alternate Extension approaches
- ❖ Farming Situation Based Extension (FSBE)
- ❖ Farming System Approach (FSA),
- ❖ Farmer-to-Farmer Extension (FS),
- ❖ Strategic Research Extension Plan (SREP) preparation,
- ❖ ICT- initiatives in agriculture extension
- ❖ Climate Change and Agriculture
- ❖ Gender mainstreaming,
- ❖ Work ethics.
- ❖ Issues, challenges and strategies for effective marketing
- ❖ Linking Farmers to Market

- ❖ Grading and standardization,
- ❖ Marketing systems,
- ❖ Supply chain management,
- ❖ Market intelligence, etc.

Plant Health Management

- ❖ Role of Agro-Ecosystem Analysis (AESA) based plant health management for sustainable agriculture, Ecological Engineering for pest management,
- ❖ Significance of Soil Testing and on farm soil testing,
- ❖ Living Soil Concept, Biopriming for PHM (Theory & Practical),
- ❖ On farm production of Trichoderma,
- ❖ Pseudomonas, Entomopathogenic Fungi,
- ❖ Biocontrol agents, Mycorrhiza,
- ❖ Mass rearing of host insect Corcyra, Trichogramma Chrysoperla,
- ❖ Good agricultural Practices,
- ❖ Integrated Pest Management,
- ❖ Safe and judicious use of Pesticides, Selection of Plant Protection Equipments etc.

Plant Biosecurity

- ❖ Introduction to Plant biosecurity,
- ❖ Pest Risk Analysis,
- ❖ Pest Surveillance,
- ❖ Detection and Diagnosis of plant pests,
- ❖ Phytosanitary Certification.

Exposure Visits to ICAR – research institutes in Hyderabad and the international Crop Research institute For Semi-Arid Tropics (ICRISAT) at Hyderabad.

Methodology

- ❖ Lecture method
- ❖ Experience sharing
- ❖ Group Discussion Method
- ❖ Case Method
- ❖ Success stories and
- ❖ Skill development through field practical

Participants

- ❖ Newly recruited Officers and Assistant Directors in the departments of Horticulture, Tamil Nadu State.

4.4: Induction Training Programs for Newly Recruited Veterinary Assistant Surgeons on "Extension Management Approaches for Livestock Development"

MANAGE initiated conduct of "Induction Training" for the newly recruited Veterinary Assistant Surgeon (VAS), with an objective to impart knowledge and skills to mould the young minds for effective and efficient delivery of livestock technologies to the farmers. The fresh graduates and postgraduates needs to be exposed to Livestock policies, flag ship programs initiated by the Government, Work ethics, New dimensions in extension for transfer of technologies, different approaches and methods and Marketing extension, Soft Skills like emotional intelligence, Stress management, developing self confidence, time management, Net working skills, Coordination skills, Conflict Management etc., besides latest technologies in Animal Husbandry for sustainable livelihoods. As such a 6-days duration course module is designed in the academic year 2016-17 Veterinary Assistant Surgeons from Chattisgarh State.

Sl.No.	Dates	Venue
1.	April 05-09, 2016	MANAGE
Program Director: Dr. M. A. Kareem		

Objectives

- ❖ To orient the participants on new dimensions in extension management and extension approaches useful for disseminating technologies
- ❖ To orient the participants on Marketing Extension
- ❖ To sensitize the participants on Constitution of India
- ❖ To sensitize the participants with Work Ethics on the job
- ❖ To gain the experiences on use of soft skills management in technology transfer activities.
- ❖ To sensitize the Veterinary Assistant Surgeons on emerging areas in sustainable livelihoods through Livestock.

Content

- ❖ Overview and status of Livestock Extension across the states
- ❖ Alternate Extension Approaches
- ❖ Integrated Extension Services (FSA)
- ❖ Farming Situation Based Extension (Identification of production gaps & strategies to bridge the gaps)
- ❖ Decentralized Extension Delivery system (Extension Reforms)- issues & challenges in convergence
- ❖ Work Ethics and Happiness Management for extension functionaries
- ❖ Linking Farmers to Market
- ❖ Alternate Marketing systems
- ❖ Agri-entrepreneurship Development
- ❖ Soft Skills – module (Emotional intelligence, Stress management, developing self confidence, Time management, Net working skills, Coordination skills, Conflict Management etc.,)

- ❖ Gender mainstreaming and budgeting
- ❖ ICT- initiatives in agriculture extension

Methodology

- ❖ Lecture method
- ❖ Experience sharing
- ❖ Group Discussion Method
- ❖ Case Method / Success stories and
- ❖ Exposure visit

Participants

- ❖ Newly recruited Veterinary Assistant Surgeons from the departments of Veterinary Services – Chattisgarh State.

4.5-12: NFDB –Sponsored Training Programs for State Fisheries Department Extension Officers & Aqua-preneurs

Fisheries sector in India is a very important economic activity and a flourishing sector with varied resources and potentials. The vibrancy of the sector can be visualized by the 11-fold increase that India achieved in fish production in just six decades, i.e. from 0.75 million tonnes in 1950-51 to 9.6 million tonnes during 2012–13. This resulted in an unparalleled average annual growth rate of over 4.5 percent over the years, which has placed the country on the forefront of global fish production, only after China. Besides meeting the domestic needs, the dependence of over 14.5 million people on fisheries activities for their livelihood and foreign exchange earnings to the tune of US\$ 3.51 billion (2012–13) from fish and fisheries products, amply justifies the importance of the sector on the country's economy and in livelihood security.

Fisheries extension has significantly contributed towards enhancement of fisheries production in India. Effective extension services have contributed to increase production (Wang, 2001) and for the economic development of rural fish farmers. In the context of growing demands of food and nutritional security in a sustainable manner, fisheries extension has a crucial role to play. Extension services need to focus their efforts beyond technology dissemination to adoption of food safety practices, value addition, consumer demand, marketing and export. However, studies have reported that there are some weakness in the public extension system like inadequate extension orientation, lack of opportunity for updating knowledge and skill of extension functionaries, lack of organized extension services, lack of coordination among the extension service providers etc. To be effective, the extension functionaries of the State Fisheries Department, KVKs, NGOs, Agri-entrepreneurs and all those involved for planning and operation of sustainable aquaculture need to strengthen through capacity building on a regular learning and perform mode in the emerging areas like recent innovations in fisheries, extension management approaches, gender main streaming, human resource development, public private partnership, policy issues in fisheries, value addition and marketing.

As such MANAGE has agreed to conduct NFDB -Sponsored training programs for public extension functionaries and aqua-preneurs to build their capacity in transferring knowledge and skills to the farmers. The module for Newly Recruited Extension Functionaries and Middle level Extension Functionaries from State Department of Fisheries across the country and Scientists from KVKs and State Fisheries colleges will focus on managerial skills to be developed. And for the Aqua-preneurs the module will focus more on advances in fisheries technologies and skills with hands on experiences.

Sl.No.	Title of the course	Dates	Venue	Program Director
1.	Refresher Training Programs for the Middle Level Extension Functionaries on "Extension Management Approaches for Fisheries Development	June 27-July 2, 2016	MANAGE	Dr. M. A. Kareem
2.	-do-	September 26 - October1, 2016	MANAGE	Dr. M.A. Kareem
3.	-do-	December 12-17,2016	MANAGE	Dr. M. A. Kareem
4.	Induction Training program for the Newly Recruited Fisheries Extension Officers on "Extension Management Approaches for Fisheries Development"	July 25-30, 2016	MANAGE	Dr. M.A. Kareem
5.	-do-	October 17-22, 2016	MANAGE	Dr. B. K. Paty
6.	Training Programs for Aqua-preneurs on "Advances in Fisheries Technology and Extension Management for Fisheries Development"	August 22 - September 3, 2016	MANAGE	Dr. M.A.Kareem
7.	-do-	November 15-27, 2016	MANAGE	Dr. M.A. Kareem
8.	-do-	January 16-28, 2017	MANAGE	Dr. M.A. Kareem

Objectives

- ❖ To sensitize the participants on emerging areas in fisheries technologies
- ❖ To orient the participants on new dimensions in extension management
- ❖ To develop managerial skills of participants for effective performance.
- ❖ To provide hands on experience through exposure visits

Content

- ❖ Overview and status of Fisheries Extension across the states
- ❖ Alternate Extension Approaches
- ❖ Integrated Extension Services (FSA)
- ❖ Farming Situation Based Extension (Identification of production gaps & strategies to bridge the gaps
- ❖ Decentralized Extension Delivery system (Extension Reforms)- issues & challenges in convergence
- ❖ Work Ethics and Happiness Management for extension functionaries

- ❖ Linking Farmers to Market
- ❖ Alternate Marketing systems
- ❖ Agri-entrepreneurship Development
- ❖ Soft Skills – module (Emotional intelligence, Stress management, developing self confidence, Time management, Net working skills, Coordination skills, Conflict Management etc.,)
- ❖ Process documentation for Fisheries Innovations
- ❖ Social Media for Fisheries Development
- ❖ Gender mainstreaming and budgeting
- ❖ National e-Governance plan for Fisheries, farmer portals, m-kisan and KCC
- ❖ Climate resilient Agriculture and impact mitigation and adaptation strategies with focus on fisheries

Duration & Venue

- ❖ For Refresher and Induction Training programs the duration of the course will be for six (6) days and will be conducted at MANAGE, Hyderabad.
- ❖ And for Aqua-preneurs the course duration will be for 13 days (7 Seven days at MANAGE & 6 days in the field)

Methodology

- ❖ Lecture method
- ❖ Experience sharing
- ❖ Group Discussion Method
- ❖ Case Method (Success & failure stories)
- ❖ Field Visit for hands-on-experience at Kakinada, Bheemavaram and Kaikuluru

Participants

- ❖ For Refresher and Induction Training programs, the participants will be from the State Fisheries Departments (middle level & newly recruited), Faculty from Fisheries Colleges & Scientists from KVKs And
- ❖ For the training program on Advances in Fisheries Technology and Extension Management for Fisheries Development, the participants will be the Agri- Entrepreneurs developed under the ACABC –Scheme

4.13: Workshop cum Training Program on Enabling Extension Functionaries to Address Field Level Problems in Animal Husbandry

The knowledge and understanding of the field problems and needs of the extension functionaries help the trainers to design the appropriate training program to address current issues and thereby the training become more relevant and serve the purpose. In view of this, NDRI has documented training needs of extension functionaries in the Animal husbandry sector by getting feedback in the different training programs, progressive dairy Farmers Meet, various Workshops and Seminars organized from time to time. A list of 35 field level problems have been documented. These problems are more or less prevalent across the country. In this back drop, MANAGE in collaboration with NDRI, proposes to organize a Workshop cum training program on enabling extension functionaries to address field level problems in Animal Husbandry Sector with the following specific objectives

Objectives

- ❖ To analyze the field level problems of extension functionaries and
- ❖ To sensitize the extension functionaries on effective management strategies to address the field level problems.

Sl.No.	Dates	Venue
1.	August 8-11, 2016	NDRI, Karnal
Program Director: Dr. N. Balasubramani		

Content

- ❖ Opportunities and challenges in animal husbandry sector
- ❖ Issues in availability of sex semen, sex embryo and high pedigree semen
- ❖ Strategies to popularize area specific mineral mixture
- ❖ Problems of quacks and strategies to address manpower shortage
- ❖ Custom hiring in usage of AH machineries including silage combine, milking machine
- ❖ Extension strategies for Promotion of Pasture land at Panchayat level in villages
- ❖ Extension strategies for promotion of milk production round the year on dairy farm
- ❖ Stress Management strategies in dairy animals
- ❖ Repeat breeding/Infertility management
- ❖ "Quality milk production"
- ❖ Dairy based value addition units on cluster basis
- ❖ Constraints of field extension functionaries of animal husbandry sector and strategies
- ❖ Personality management skills for extension functionaries of veterinary department

Methodology

- ❖ Lecture method
- ❖ Experience sharing
- ❖ Group Discussion Method
- ❖ Case Method
- ❖ Field Visits

Participants

- ❖ Extension functionaries of Animal Husbandry department, Faculty from Veterinary Universities, and Scientists from KVKs.

4.14-16: Farm Business Management

The changing economic scenario and the emerging market opportunities due to liberalization and export orientation have place greater challenges on the technology dissemination systems in the agriculture and allied sectors. It is expected that future growth in agriculture is likely to be generated through improvement in productivity of diversified farming systems with regional specialization, sustainable management of natural resources, linkages of production system with marketing, agro-processing and other value added activities at the farm level. In view of this, the nature and scope of the agricultural extension programs are being modified to suit the requirements. Considering the present scenario, the present effort is being made to develop the conceptual understanding and skills of the field extension personnel in Animal Husbandry / Horticulture and Sericulture sectors on the concept of Farm Business Management.

Sl.No.	Title of the Program	Dates	Venue
1	Farm Business Management for Sericulture Sector	April 26-29, 2016	APSSRDI, Hindupur, AP
2	Farm Business Management for Horticulture Sector	August 29- 2 September , 2017	MANAGE
3	Farm Business Management for Livestock Sector	December 20-23, 2016	NDRI, (SRS), Bangalore, Karnataka
Program Director: Dr. P.L. Manohari			

Objectives

- ❖ To orient the participants to the concept of Farm Business Management
- ❖ To provide an understanding of steps involved in operationalizing Farm Business Management
- ❖ To develop skills in operationalizing the concept of Farm Business Management

Content

- ❖ Concept of Farm Business Management
- ❖ Understanding the farmer and his situation
- ❖ Farm Business Analysis
- ❖ Exploration on farm business opportunities
- ❖ Understanding market demands and requirements
- ❖ Developing a Farm Business Management Strategy
- ❖ Resource allocation and farm budgeting
- ❖ Implementation of plan
- ❖ Skills by Farm Business Management personnel
- ❖ Gender Module- gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

- ❖ The participants in the programs would include extension personnel from Animal Husbandry department/ Horticulture Department and Sericulture Department.

4.17-18: Entrepreneurship Development Through value Addition in Livestock Products

India produces about 5.7 MT of meat from different meat animals. A very large proportion of these animals particularly buffaloes, sheep and goat are spent animals whose meat is generally tough and less palatable but more suitable for processing to products both on economic and quality considerations. However presently only 2 % of total meat is processed into products for trade while in developed countries it is above 60 %. There are about 170 processed meat units, producing a number of meat products mostly as small scale units. On other hand the demand for different livestock product is being continuously increasing which pave the way for development of entrepreneurship through value addition in various livestock products. Hence, Extension functionaries in the Animal Husbandry sector have to play a major role to motivate the farmers, youth and women to take initiatives. This is possible only through a planned, systematic and efficient extension effort on a continuous basis to update the technologies of livestock owners, facilitate them to access various services from relevant institutions, encourage them to form commodity specific organizations and link them to appropriate market for their produce. This will happen by a vibrant and dynamic extension system by developing a cadre of knowledge force in the extension system through capacity building program.

Realizing the importance of capacity building, a training program on Development of Entrepreneurship through Value Addition in Livestock Products is proposed to be organized for the extension functionaries of Animal Husbandry sector with the following objectives.

Objectives

- ❖ To sensitize the extension functionaries on entrepreneurship development and potential of value addition in livestock sector.
- ❖ To sensitize the participants on various methods of processing and value addition in livestock products.
- ❖ To orient the officials in promotion of entrepreneurship in livestock product processing and its marketability.
- ❖ To share the various models of entrepreneurship development in livestock sector.

Sl.No.	Dates	Venue
1.	May 23-27, 2016	TSMILD, Hyderabad, Telangana State
2.	June 13-17, 2016	MANAGE
Program Directors: Dr. Shahaji Phand & Dr. M.A.Kareem		

Content

- ❖ Concept of Entrepreneurship and value addition in livestock sector
- ❖ Problems and potentials of entrepreneurship and value addition in livestock sector
- ❖ Innovative extension approaches for entrepreneurship development
- ❖ Strategies for promotion of small scale entrepreneurship in livestock sector

- ❖ Processing, value addition and marketing of livestock products
- ❖ Public private partnership initiatives in entrepreneurship development livestock sector
- ❖ Participatory approaches for entrepreneurship development and value addition in livestock sector.
- ❖ Promotion of Commodity Interest Groups (CIG) in livestock sector
- ❖ IT enabled livestock advisory system
- ❖ Gender issues in livestock development
- ❖ Methods of value addition in different livestock products
- ❖ Quality standard for livestock products

Methodology

- ❖ Lecture method
- ❖ Experience sharing
- ❖ Group Discussion Method
- ❖ Case Method
- ❖ Success stories
- ❖ Field Visits

Participants:

- ❖ State Department Officials (Animal Husbandry), Faculty from SAUs, NGOs involved in animal husbandry activities

4.19-20: Sustainable Livelihood through Animal Husbandry

The livestock sector needs to produce more, using fewer resources, with benefits to all. This particular sector is crucial to society achieving its environmental, social and economic and health objectives. Livestock sector growth contributes to poverty reduction and development and can contribute significantly to climate change mitigation. The central role of livestock in natural resource based livelihood strategies particularly that of poor women and men in rainfed regions of India is well acknowledged. Rainfed agriculture alone supports 60% of the livestock population. In view of low productivity and high uncertainty in crop production, majority of the people in rainfed regions depend on livestock.

It contributes to the livelihood of the poor in many ways – income from products, insurance against drought, emergency cash requirements, household nutrition, fuel for cooking, manure for crops, draught power for farming etc. Evidence shows that smallholders obtain nearly half of their income from livestock. The smallholders and landless together control over 75% of country's livestock resources. Since the livestock wealth is largely concentrated among the marginal and small landholders in India, it is expected that any growth in the livestock sector would bring prosperity to the small holders.

The landless poor are becoming increasingly marginalized (in terms of ownership as well as share in livestock population) with respect to small ruminants, pigs and poultry. There is an increasing exodus of the landless households out of livestock production, mainly because of reduced access to grazing resources, lack of access to non-exploitative market and credit and other services. While the landless livestock keepers are dropping out of the livestock sector, the livestock ownership of large landowners is growing at the fastest rate, giving way to emergence of commercial production systems based on high producing animals and external inputs.

For most small scale farmers, for whom it is important to make optimal use of available resources, livestock still has an essential role to play. Factors that smaller livestock such as sheep, goats, rabbits, ducks, chickens and many others have in common, are that they are relatively undemanding in their feeding requirements and easy to house and manage. They are less risky, are easier to replace as they are not so costly and reproduce faster. By optimising the management of the animals as well as the integration of the animals into the farming system, the total production of the farm can increase considerably. The raising of small animals also offers opportunities for a regular cash income throughout the year. Realizing the importance of sustainable livestock farming, capacity building of state functionaries, a training programme on Sustainable Livelihood through Animal Husbandry is proposed to be organized for the extension functionaries of Animal Husbandry sector with the following objectives.

Sl. No.	Dates	Venue
1.	July 18-22, 2016	MANAGE
2.	August 22-26, 2016	VANAMATI, Nagpur Maharashtra
Program Directors: Dr. Shahaji Phand & Dr. M.A.Kareem		

Objectives

- ❖ To sensitize the extension functionaries on need of sustainable livestock farming.
- ❖ To sensitize the participants on challenges and issue of livelihood through sustainable livestock farming.
- ❖ To share the technology options for livelihood through sustainable livestock production in India
- ❖ To orient the officials regarding strategies for efficient and sustainable livestock farming.

Content

- ❖ Concept of sustainable livestock farming
- ❖ Gender and Livestock Development
- ❖ ICT Initiatives in Animal Husbandry and Dairying
- ❖ Extension approaches for sustainable livestock farming
- ❖ Public private partnership initiatives for sustainable livestock farming
- ❖ New concepts in sustainable livestock farming
- ❖ Challenges and issue of livelihood through sustainable livestock farming.
- ❖ Strategies for efficient and sustainable livestock farming
- ❖ Role of NGOs in promoting sustainable livestock development.
- ❖ Technology options for sustainable livestock production in India

Methodology

- ❖ Lecture method
- ❖ Experience sharing
- ❖ Group Discussion Method
- ❖ Case Method
- ❖ Success stories
- ❖ Field Visits

Participants

- ❖ State Department Officials (Animal Husbandry), Faculty from SAUs, NGOs involved in animal husbandry activities.

4.21-22: Extension Approaches for Precision Dairy Farming: A Way Forward for Commercialization

Precision Dairy Farming is the use of technologies to measure physiological, behavioral, and production indicators on individual animals to improve management strategies and farm performance. Many Precision Dairy Farming technologies, including daily milk yield recording, milk component monitoring, pedometers, automatic temperature recording devices, milk conductivity indicators, automatic estrus detection monitors, make more timely and informed decisions and daily body weight measurements, are already being utilized by dairy producers. Precision dairy farming is defined as “the use of information and communication technologies for improved control of fine-scale animal and physical resource variability to optimize economic, social, and environmental dairy farm performance”. Precision dairy farming is a species-specific approach to precision livestock farming. Precision livestock systems have addressed animal growth, animal product output systems, endemic diseases, animal behavior, and the physical environment of a livestock building. The main objectives of Precision Dairy Farming are maximizing individual animal potential, early detection of disease, and minimizing the use of medication through preventive health measures. Precision Dairy Farming is inherently an interdisciplinary field incorporating concepts of informatics, biostatistics, ethology, economics, animal breeding, animal husbandry, animal nutrition, and engineering.

The precision dairy farming demands highly technological inputs for optimum production, which in turn needs for sensitization and capacity building of state level extension functionaries to deliver basket of technology through using various innovative extension approaches. In view of the need and importance of precision dairy farming a training program on Extension Approaches for Precision Dairy Farming: A Way Forward for Commercialization is proposed to be organized for the extension functionaries of Animal Husbandry sector with the following objectives.

Objectives

- ❖ To sensitize the extension functionaries on concept of Precision Dairy Farming.
- ❖ To orient the extension functionaries on application of various technological input in Precision Dairy Farming.
- ❖ To develop managerial skills of extension functionaries for application of various extension approaches suitable to Precision Dairy Farming.

Sr. No.	Dates	Venue
1.	October 3-7, 2016	NDRI, Karnal Haryana
2.	December 19-23, 2016	MANAGE
Program Directors: Dr. Shahaji Phand & Dr. M.A.Kareem		

Content

- ❖ Concept and need of precision dairy farming.
- ❖ Introduction of technologies, applicable in precision dairy farming
- ❖ Innovative extension approaches for Precision dairy farming
- ❖ Economic parameters for Precision farming in commercial dairy farms

- ❖ Economic and social impact of adopting Precision Dairy Farming technologies
- ❖ Success stories of Precision dairy farming in India.

Methodology

- ❖ Lecture method
- ❖ Experience sharing
- ❖ Group Discussion Method
- ❖ Case Method
- ❖ Success stories
- ❖ Field Visits

Participants

- ❖ Extension functionaries of Animal Husbandry department and dairy federations, Faculty from Veterinary Universities, and Scientists from KVKs.

4.23-24: Extension Approaches for Climate Resilient Livestock Farming

The impact of climate change and global warming is now recognized worldwide. Climate change poses formidable challenge to the development of livestock sector in India as it is likely to aggravate the heat stress in dairy animals, adversely affecting their productive and reproductive performance. Livestock which will be the sufferer of climate change are itself of large source of methane emission contributing about 18% of total enteric methane budget. Livestock methane emission can be reduced by using the methane mitigation options based on herbal additives and indigenous knowledge on feeds and feed additives. Impact of global warming on livestock can be minimized by enhancing adaptation by formulating strategies and building adaptive capacity of vulnerable economically poor farmers of different agro-climatic zones. Promotion of sustainable livestock production will be vital to ensure that the impact of climate change is minimized on the livestock farmers. This will involve rearing of animals which are more sturdy, heat tolerant, disease resistant, and relatively adaptable to the adverse climatic stress conditions. In such a situation, some of the indigenous breeds are able to cope much better than the crossbred, as crossbreds containing higher exotic inheritance exhibit problems in adapting when compared to indigenous breeds because of their acclimatization to different agro-ecological systems. The influence of climatic conditions on milk production has been also observed for local cows which are more adapted to the tropical climate of India. The estimated annual loss at present due to heat stress among cattle and buffaloes at the all-India level is 1.8 million tonnes, that is nearly two per cent of the total milk production in the country. Currently India is spending 2.5% of its total GDP on measures to control the adverse impact of climatic change, which is a big amount for any developing nation. As livestock is and will play very important role in rural economy, it is necessary to find suitable solution to reduce the ill effect of climate change on livestock production.

The extension programs can play a key role in information sharing by transferring technology, awareness creation, facilitating interaction, building capacity among farmers, and encouraging farmers to form their own networks. Extension services that specifically address climate change adaptation include disseminating local cultivations of drought-resistant crop varieties, adopting improved dairy farming practices and gathering information to facilitate national research work. Farmer organizations can be an effective information-sharing mechanism and have the potential to provide cost-effective links between government efforts and farmer activities. There is a need of awareness for preparedness on climate resilient livestock practices and application of Indigenous Traditional Knowledge (ITK) to cope up with climate change.

The climate resilient livestock farming demands highly technological inputs for optimum production, which in turn needs for sensitization and capacity building of state level extension functionaries to deliver basket of technology through using various innovative extension approaches. In view of the need and importance of climate resilient livestock production a training program on Extension Approaches for climate resilient livestock farming is proposed to be organized for the extension functionaries of Animal Husbandry sector with the following objectives.

Sr. No.	Dates	Venue
1.	November 21-25, 2016	IMAGE, Bhubaneswar, Orissa
2.	January 9-13, 2017	MANAGE
Program Directors: Dr. Shahaji Phand & Dr. M.A.Kareem		

Objectives

- ❖ To make awareness about impact of climate change on production of livestock sector
- ❖ To sensitize the extension functionaries on technological interventions to meet the climate change challenge
- ❖ To orient the extension functionaries on application of various technological input in climate resilient livestock farming.
- ❖ To develop managerial skills of extension functionaries for application of various extension approaches suitable to climate resilient livestock farming.

Content

- ❖ Climate change and its causes in reference to livestock production
- ❖ Concept and need of climate resilient livestock farming
- ❖ Impacts of climate change on livestock production systems
- ❖ Traditional and Innovative adaptation strategies adopted in livestock sector
- ❖ Worldwide strategy for mitigation of climate change to withstand livestock sector
- ❖ Climate resilient recommendations for livestock research and development
- ❖ Technologies application for climate resilient livestock production
- ❖ Innovative extension approaches for climate resilient livestock production
- ❖ Role of extension agencies in climate change related adaptation strategies
- ❖ Strategic Plans for Meeting the Challenges of Climate Change
- ❖ Technological Interventions to Meet the Climate Change Challenge

Methodology

- ❖ Lecture method
- ❖ Experience sharing
- ❖ Group Discussion Method
- ❖ Case Method
- ❖ Success stories
- ❖ Field Visits

Participants

- ❖ Extension functionaries of Animal Husbandry department and dairy federations, Faculty from Veterinary Universities, and Scientists from KVKs.

4.25-26: Extension Management Approaches for Promotion of Sericulture Industry

The Development of Sericulture Industry, the role of State Governments as customarily being the expansion of sericulture activity and provision of farmer-led extension as well as other support services, including credit facilitation. There are several centrally sponsored schemes for promotion and development of sericulture sector, through which Government of India has been undertaking different activities like Sericulture related infrastructure, development nursery and farms, expanding plantation areas, etc. At the same time the GoI has concurrent responsibility for the development of the silk industry in the country. Sericulture emerged as an important economic activity becoming increasingly popular in several parts of the country, because of its short gestation period, quick recycling of the processes. It suits very well to all types of farmers and exceptionally for marginal and small holders. As it offers rich opportunities for enhancement of income and create own family employment around the year. Sericulture is one of the most labour intensive sectors, combining activities of both agriculture (sericulture and industry), hence, it has been considered as a agro-based cottage industry.

Sl.No.	Dates	Venue
1	August 8-13, 2016	MANAGE
2	July 19-22, 2016	CSRTI, Mysore , Karnataka
Program Director: Dr. K. Sai Maheshwari		

Objectives

- ❖ To orient the officials in promotion of sericulture activities and its marketability as a part of rural industry.
- ❖ To share various sustainable employment models in rural areas under sericulture activities.
- ❖ To orient various Extension Management Approaches towards strengthening of sericulture industry.

Content

- ❖ Promotion of rural cottage industry.
- ❖ Various sericulture activities such as Mulberry cultivation, silk work rearing, reeling, women participation in sericulture activities, economical water management system, marketing facilities, strategies to improve the productivity and quality of cocoon.

Participants

- ❖ State Department Officials (Sericulture), Faculty from SAUs, NGOs involved in sericulture activities.

5. Center for Agriculture Knowledge Management, ICT and Mass Media

5.1-6: Advanced Course in Agricultural Knowledge Management

The emergence of Information and Communication Technologies (ICTs) in the last decade has opened new avenues in knowledge management that could play an important role in meeting the prevailing challenges related to sharing, exchanging and disseminating of agricultural knowledge and technologies. The agricultural extension documents are produced by national agriculture research and extension systems to inform growers about the latest recommendations concerning different agricultural practices, these documents are not disseminated, updated or managed to respond to the needs of extension workers, advisers and farmers. The ICT enabled Agricultural Knowledge Management Systems (AKMS) play an important role in content developing, maintaining and allowing stakeholders to get the data in a more meaningful form.

Sl. No.	Dates	Venue	Program Director
1	September 19-22, 2016	IISR, Indore, M.P.	Dr. V. P. Sharma
2	November 22-25, 2016	Dhan Foundation, Madurai, Tamilnadu	Dr. V. P. Sharma
3	December 26-30, 2016	JAU, Junagadh, Gujarat	Dr. V. P. Sharma
4	June 20-24, 2016	SAMETI, Chattisgarh	Shri. G. Bhaskar
5	December 19-23, 2016	MANAGE	Shri. G. Bhaskar
6	September 19-22, 2016	IMAGE, Orissa	Shri. G. Bhaskar

Objectives

- ❖ To sensitize the State and District Level Extension Officers about the increasing role of ICT in improving Agricultural Knowledge sharing at District, Block and village level;
- ❖ To upgrade the Skills and knowledge of Agriculture Officers/ other middle level functionaries of Agriculture and line departments to make best use of ICT connectivity established at ATMA/ District level, to access Agricultural Knowledge from various sources;
- ❖ To empower Agriculture Officers/officials associated with such functions to develop and maintain their web-sites using state-of-the-art tools;
- ❖ To update the knowledge of officials in accessing various Agricultural Knowledge Management portals.
- ❖ To share the lessons learnt from other national experiences of "Common Service Centers (CSCs)", in terms of "Business Model and Services Offered";
- ❖ To orient towards the content development tool / Content Management Systems available in open source environment.

Content

- ❖ Sharing of Case-studies by Faculty and other invited experts and sharing the technological options and their impact in different geographies;
- ❖ Orientation on content issues, content design and development using software tools and techniques.
- ❖ Use of Remote Sensing, GIS and Expert Systems in Agriculture
- ❖ Marketing Information Systems to support Agricultural Marketing Extension Systems.
- ❖ Use of Kisan Call Centers and Mass Media support to Agricultural Extension.

- ❖ Sharing the lessons learnt from other national experiences of “Information Kiosks/ CSCs”, in terms of “Business Model and Services Offered”;
- ❖ Role of Public Private Partnership to promote ICT enabled Information Systems for farmers – Case studies will be discussed.
- ❖ Lab sessions on Content Management System (CMS) tools and various agricultural knowledge management portals.
- ❖ Organizing field visit to a successful ICT case in the vicinity, so as to explain the need and utility of ICT connectivity for demonstration of agricultural extension services

Participants

- ❖ Faculty members of Agricultural Extension Training Institutions in the state, key ICT decision makers at state level and selected officers from the field (from Agriculture and other line departments)/ Middle level functionaries of Agriculture and line departments, ATMA Project Directors, KVKs, Agricultural Training Institutes in the State.

5.7-12: ICTs in Agriculture – farmer, mKisan Portals and NeGP-Agriculture and KCC

The usage of Information and Communication technologies (ICTs) in Agricultural Extension has been demonstrated successfully all across the country. Innovative initiatives undertaken by Ministry of Agriculture and Farmers Welfare, Government of India, National Informatics Center (NIC), State Agricultural Universities and State Departments of Agriculture have reached a large number of farmers. Software development on various key schemes and services has been completed or is in final stages. On the other hand hardware connectivity is also being provided by Ministry of Agriculture and Farmers Welfare, Government of India upto the block level. Most of these ICT initiatives have been developed in isolation and are working as independent projects. Time has come to take stock of all these initiatives and integrate all these services and deliverables under NeGP-A. Farmers are getting various kinds of information from multiple sources, at times in duplicate, putting pressure on time, cost and energy on the part of implementation agencies. Hence, there is a need to review the existing initiatives and agricultural information delivery channels and work out a strategy to streamline information flow making it more farmer-driven, utility-driven

Sl. No.	Dates	Venue	Program Director
1	April 18-22, 2016	MANAGE	Dr. V. P. Sharma
2	October 17-20, 2016	IMAGE, Odisha	Dr. V. P. Sharma
3	October 3-06, 2016	SAMETI, Ranchi	Shri. G. Bhaskar
4	November 8-11, 2016	SAMETI, Bhopal, MP	Shri. G. Bhaskar
5	November 21-28, 2016	MANAGE	Shri G. Bhaskar
6	January 30-Feb-2, 2017	MANAGE	Dr. V. P. Sharma

Objectives

- ❖ To sensitize the extension officers, officers working in agriculture and allied sector and scientists of SAUs, ICAR institutions and KVKs about the various initiatives by the Government of India under NeGP-A, farmer portal and mKisan with its major focus and key deliverables, timelines and current status;
- ❖ Sharing the major ICT Initiatives undertaken by Ministry of Agriculture and Farmers' Welfare, Government of India, National Informatics Center and State Governments;
- ❖ Taking stock of implementation of revised call escalation matrix for Kisan Call Center and;
- ❖ Working out strategies to streamline ICT initiatives, with common understanding among all stakeholders.

Contents

- ❖ Software applications developed under NeGP-Agriculture will be discussed and demonstration shall be given to understand the importance of various services available in agriculture and allied sector.

- ❖ Discussions on farmer portal service model and progress of data entry of various modules under farmer portal states.
- ❖ mKisan services viz., SMS alerts, USSD services, Pull SMS facility and utility of these services shall be discussed.
- ❖ Brining more number of extension officers/scientists at district and block level under mKisan SMS service in order to provide the advisory service to maximum number of farmers.
- ❖ Mobile applications developed under mKisan portal shall be discussed.
- ❖ Use of Kisan Call Centers and Mass Media support to Agricultural Extension.

Participants

- ❖ Senior and middle level Officers from the field from Agriculture departments / Middle level functionaries of Agriculture and line departments, ATMA Project officials, KVK scientists, Agricultural Training Institutes in the State.

5.13-14: Writing for Print Media and Electronic Media

Good quality written documentation of project experiences, knowledge and lessons learnt is the need of the hour. This information needs to be documented and disseminated for replication elsewhere. The current program is aimed at improving skills of participants in writing effectively for the print and electronic media. The objectives are to apprise participants of the value of documentation in programs and projects, to orient to the process of writing and enhance writing skills. The program would focus on gathering information for a variety of print journalism and writing for newspapers, magazines, other print media formats and scripting for electronic media. Participants will be introduced to tools and techniques of documentation and editing, through discussions and assignments. Focus will be on practical sessions to make writing more effective.

Sl. No.	Dates	Venue
1	May 16-20,2016	MANAGE
2	August 2-5,2016	EEI, Anand, Gujarat
Program Director : Dr. Lakshmi Murthy		

Objectives

- ❖ To appraise participants of the value of documentation and its usability in programs and projects
- ❖ To orient to the process of writing, methodologies and steps involved and enhance writing skills.

Content

- ❖ Documentation process- identifying and conceptualizing a story
- ❖ Documentation tools and techniques ⌘ Writing process – who you are writing for
Presentation – writing styles, language, use of photos, figures, graphs etc.
- ❖ Editing – tips and tools
- ❖ Use of different media for sharing your writings

Methodology

- ❖ Presentations by lead speakers, Participatory methods with group work, discussions and presentations

Participants

- ❖ Agricultural Scientists, Researchers, Extension managers from Agricultural Institutions in the Government and Voluntary Sector.

5.15-19: Write-Shop for Success Stories

A range of development projects and schemes has been the channel for routing development initiatives across the country. The knowledge and experience gained by development professionals in various projects is valuable and has a significant impact on designing future programs and policies. Documentation is a crucial part of any project, not just about implementation of the project but also of practices and learning gathered. There are a number of success stories emanating as an outcome of these projects and other initiatives. There is a need to document these experiences and success stories for wider dissemination and replication elsewhere.

Sl. No.	Dates	Venue	Program Director
1	June 20-23, 2016	ICAR-IIWSC, Dehradun, Uttarakhand	Dr. Lakshmi Murthy
2	October 3-6, 2016	MANAGE	Dr. Lakshmi Murthy
3	December 5-8, 2016	IMAGE, Odisha	Dr. Lakshmi Murthy
4	September 19-22, 2016	GBPUA&T, Pantnagar, Uttarakhand	Dr. Attaluri Srinivasacharyulu
5	December 12-15, 2016	MANAGE	Dr. Attaluri Srinivasacharyulu

Objectives

- ❖ To appraise the participants of the value of documentation
 - ❖ To orient the participants to the process of Documentation and steps involved
 - ❖ To upgrade skills in Process Documentation
- Participants would be oriented to documentation tools and techniques; process of conceptualizing a story, writing and editing.

Content

- ❖ Importance of Process Documentation in agricultural and rural development projects
- ❖ Methods of Process Documentation – Observation, Interview, Focus Group Discussion, Case studies and Success and Failure Stories
- ❖ Tools and Techniques of Process Documentation
- ❖ Use of different media and ICTs for Process Documentation

Participants

- ❖ The participants would include officers of Agriculture and Allied departments, faculty of Agricultural Universities and other agricultural extension institutions involved in planning and management of agricultural development projects.

5.20: Community Radio for Agricultural Development

Community radio is a low-power broadcast station that broadcasts community and development oriented programs and is basically meant to satisfy the needs of the community it serves. Community Radio is owned and managed by the community. It is the community members who participate in planning, production and dissemination of content. The power of community radio lies in its participatory nature, as it is community oriented where the community members themselves raise issues, voice their concerns and identify their own priorities. Community Radio can be a good medium for improving awareness, information exchange at the community level and can play a role in catalyzing agricultural development work.

There has been an increasing importance for establishing and managing Community Radio stations for effective communication of agricultural technologies and disseminating extension advisory services to farmers by agricultural universities, KVKs, NGOs. Extension Reforms promote Community Radio as an important vehicle to reach out farming community. In order to make the best use of this media for technology transfer, there is a need to build the capacity of the scientists and extension functionaries in designing suitable agricultural programs and orient towards more focused content to respond to community information needs.

Sl. No.	Dates	Venue
1	November 7-10, 2016	JAU, Junagarh, Gujarat
Program Director : Dr. Lakshmi Murthy		

Objectives

- ❖ To clarify the concepts of Community Radio, its establishment and maintenance issues
- ❖ To develop knowledge and skills in content creation, treatment and delivery of agricultural programs on Community Radio
- ❖ To share best practices in use of Community Radio as tool for technology dissemination Content

Content

- ❖ Mass Media Support to Agricultural Extension
- ❖ Community Radio - Concepts
- ❖ Radio Journalism - Writing script for Community Radio, Producing programs for Community Radio
- ❖ Radio formats, editing, producing radio bulletins / messages and broadcasting techniques
- ❖ Involving communities in content creation, capturing success stories, case studies, innovations etc.
- ❖ Sustainability of Community Radio projects – issues and practices

Participants

- ❖ Senior and Middle Level officers working in Agriculture, Horticulture, Veterinary, Fisheries and other Allied Departments of different states and Subject Matter Specialists / Scientists of Research Institutes and KVKs and NGOs who are engaged in agriculture.

5.21-24: Harnessing Social Media for Agricultural Development

Social Media applications are currently providing new opportunities for Agricultural Research and Extension Organizations to communicate with their internal and external audience. Extension and knowledge transfer of agricultural practices may reach a wider audience by using Social Media tools. Social Media has the power to bring the farmers, scientists, extensionist, agri-business industry and consumers together to ensure transparency, engagement, trust and authenticity in sharing of agricultural information and knowledge and enhance value-chain wise learning.

Harnessing Social Media to cater information needs of farmers, extension workers, researchers, policy-makers, consumers and other stakeholders depend on greater understanding of the power of Social Media, designing appropriate communication strategies and preparation of highly focused agricultural content. Use and application of Social Media needs new set of managerial and communication skills both at individual and institutional level. This training program is aimed to impart capacities and skills for harnessing Social Media for Agricultural Development.

Sl.No	Dates	Venue	Program Director
1.	June 20-23, 2016	TNAU, Coimbatore	Dr. Attaluri Srinivasacharyulu
2.	November 7-10, 2016	MANAGE	Dr. Attaluri Srinivasacharyulu
3.	September 20-23, 2016	MANAGE	Dr. Lakshmi Murthy
4.	January 3-6, 2017	MANAGE	Dr. Lakshmi Murthy

Objectives

- ❖ To orient on use and application of Social Media tools in agricultural development
- ❖ To impart skills on writing for Social Media, designing text messages, communication strategies for knowledge sharing, networking and convergence
- ❖ To strengthen agricultural research-extension-market-farmer linkages through use and application of Social Media tools and technologies.

Content

- ❖ Social Media tools and technologies. Cases of farmer-to-farmer networking; research-extension-market linkages; and linking farmers to agri-business and consumers
- ❖ Use and application of Social Media for effective sharing of agricultural information and knowledge, Social Media Optimization,
- ❖ Checklists, Etiquette, Tips, Writing Skills, Examples of SM in Agriculture, Institutional Issues in using SM
- ❖ Crisis Communication in Agriculture via SM, Strategies and Communication Plan for use of Social Media in Agriculture

Methodology

- ❖ Presentations by Resource Persons
- ❖ Hands-on Training on Social Media Platforms
- ❖ Demonstration of successful cases and information platforms
- ❖ Group Work, Exercises
- ❖ Discussions and Questions & Answers session

Participants

- ❖ Officers from Agriculture and Allied Departments, ATMA functionaries, Scientists, Extension Professionals and Subject Matter Specialists from ICAR and KVKs; Faculty of Agricultural Universities and other Agricultural Extension and Training Institutions.

5.25: Application of Remote Sensing and Geographical Information Systems (GIS) in Agricultural Development

ICTs are being used extensively in all aspects of Agricultural Education, Research and Extension. The advance tools like Remote Sensing (RS) and Geographical Information Systems (GIS) and Global Positioning Systems (GPS) are also being very effectively used in Agricultural and allied sector such as Watersheds projects and also to identify water sources and in monitoring soil health etc. GIS technology can also be applied to more precisely assess the crop health, crop growth and also crop losses (in case of heavy rains, draughts etc.), to assist implementation of Agriculture Insurance. Appropriate use of GIS tools can also provide advance estimates of various crops and their production potential to the planners and policy makers.

Sl. No.	Dates	Venue
1	February 6-10, 2017	MANAGE
Program Director: Shri. G. Bhaskar		

Objectives

- ❖ To sensitize the extension officers, scientists about the use of Remote Sensing and GIS application in agricultural development.
- ❖ To upgrade their current skills in satellite Remote Sensing, GIS and GPS applications in agriculture
- ❖ To make best use of remote sensing and GIS applications in various aspects.
- ❖ To develop skills on open source GIS softwares

Content

- ❖ Introduction to various aspects of Satellite, Remote Sensing and GIS
- ❖ Digital image processing and digital analysis of satellite data,
- ❖ Fundamentals of GIS, GPS and spatial data analysis.
- ❖ Usage of Remote Sensing and GIS in Agricultural development such as crop planning, crop growth, productivity monitoring, simulation and monitoring of drought, water availability, soil erosion etc.
- ❖ Introduction to applications of Remote Sensing and GIS in weather forecasting, agro-advisory service, soil health and land use and land degradation assessment.
- ❖ Exposure to GIS software: Open Source Software- demonstration and hands on practice.

Participants

- ❖ Senior and middle level Officers from the field from Agriculture departments / Middle level functionaries of Agriculture and line departments, ATMA Project officials, KVK scientists, Agricultural Training Institutes in the State.

5.26: Training Program on Project Planning and Management using MS Project

Project Planning and Management is one of the important areas that needs focus to develop the capabilities of officers working in agriculture and allied sectors. To plan and implement the projects in these areas needs a systematic approach in planning and execution. To this effect, application of knowledge, skill, tools and techniques in the project environment, assumes importance in project management. Project management in recent years has proliferated, reaching new heights of sophistication with advanced software tools that enables the project planning and implementation of various projects within the cost and time frame with highest quality.

Sl. No.	Dates	Venue
1	May 23-27, 2016	MANAGE
Program Director: Shri. G. Bhaskar		

Objectives

- ❖ To sensitize the junior and Middle level officers of department of agriculture, horticulture, other line departments and Scientists and faculty members of State Agricultural Universities on the latest Project Management and advanced software tools, which can enhance their efficiency, analytical and presentation skills.
- ❖ To expose the Agricultural Scientists and faculty members to the latest ICT based Project Management tools like MS-Project and enhance their skills in making most appropriate use of these tools in PME.
- ❖ To orient the Agricultural Scientists and faculty members on the latest Database Technologies and enhance their skills in making use of these tools and technologies.

Content

- ❖ Introduction to Project Management with specific focus on Monitoring and Evaluation in the context of large Agricultural Research and Development projects.
- ❖ Introduction to various Office Project Management tools – MS-Project.
- ❖ Introduction to database management system and its use in project management.
- ❖ Planning the project at task level, resource level using ms project.
- ❖ Resource assignment and costs with MS Project
- ❖ Efficient handling of time and costs with MS project
- ❖ Discussing case studies and hand on using MS-Project Software with exercise on above modules.
- ❖ Hands-on on MS-Project in Detail for Planning and Monitoring Agricultural Projects

Participants

- ❖ Faculty members of Agricultural Extension Training Institutions in the state, key ICT decision makers at state level and selected officers from the field (from Agriculture and other line departments)/ Middle level functionaries of Agriculture and line departments, ATMA Project Directors, KVKs, Agricultural Training Institutes in the State.

5.27-28: Agricultural Knowledge Management, ICTs & Knowledge Portals

The use of Information and Communication Technology (ICT) is one of the important pillars of agricultural extension envisaged in the Policy Framework. "Knowledge Sharing" through a variety of new ICTs and Knowledge Management Portals is gaining importance to disseminate new ideas and practices to a large number of farmers. These courses focus on using ICT and Knowledge Portal as tools for agricultural knowledge management.

Sl. No.	Dates	Venue
1	April 25-28, 2016	SAMETI, Kerala
2	July 11-14, 2016	CoA, Rahuri, Maharashtra
Program Director: Dr. K.Venkateshwar Rao		

Objectives

- ❖ To sensitize, assess and address the ICT needs of State and District Level Extension Officers for improving Agricultural Knowledge sharing at District, Block and village level;
- ❖ To upgrade the Skills and knowledge of Agriculture Officers/ other middle level functionaries of Agriculture and line departments to make best use of ICT connectivity established at ATMA/ District level, to develop, host and access Agricultural Knowledge from various sources;
- ❖ To empower Agriculture Officers/officials associated with such functions to develop and maintain their web-sites/portals using state-of-the-art tools;
- ❖ To update the knowledge of officials in accessing Agricultural Information from World Wide Web.
- ❖ To share the lessons learnt from other national experiences of "Information Kiosks/shops", in terms of "Business Model and Services Offered";
- ❖ To network competent ICT human resources with state level training institutions, to provide expert technical input to these institutions as and when required.

Content

- ❖ Discuss, diagnose, assess and address the Knowledge collection, compilation and made available to all stakeholders through Websites or knowledge portals by Faculty and other invited experts and sharing the technological options and their impact in different geographies;
- ❖ Sharing of Case-studies/ Experiences of the NATP states in establishing ICT connectivity: infrastructure and capacity building at ATMA and FIACs levels.
- ❖ Orientation on content issues, content design and development using software tools and techniques with hands on experience.
- ❖ Organizing field visit to a successful ICT case in the vicinity, so as to explain the need and utility of ICT connectivity for success of extension reforms.
- ❖ Lecture-cum-Lab sessions on Search Engines and Agricultural databases.
- ❖ Use of Remote Sensing, GIS and Expert Systems in Agriculture.
- ❖ Marketing Information Systems to support Agricultural Marketing Extension Systems.
- ❖ Web-enabled applications - various initiatives in states.
- ❖ Use of Kisan Call Centers and Mass Media support to Agricultural Extension.

- ❖ Sharing the lessons learnt from other national experiences of “Information Kiosks/ shops”, in terms of “Business Model and Services Offered”.
- ❖ Role of Public Private Partnership to promote ICT enabled Information Systems for farmers – Case studies will be discussed.
- ❖ Attitude and Change Management towards ICT implementation to promote, and support ICT relation Projects.

Participants

- ❖ Faculty members of Agricultural Extension Training Institutions in the state, key ICT decision makers at state level and selected officers from the field (from Agriculture and other line departments)/ Middle level functionaries of Agriculture and line departments, ATMA Project Directors, KVKs, Agricultural Training Institutes in the State.

5.29-31: Improving eGovernance in Agriculture

Improving Governance in Agriculture through e-component lead to farmer specific and centered Governance which is the final objective to lead towards better services to them. The use of Information and Communication Technology (ICT) is being emphasized here in part and fully by various components towards fulfilling basic needs of farmers under Modified Extension Reforms scheme. All the ATMAs are connected and all the blocks are expected to be connect with I.T. infrastructure in coming years. The shift in ICT usage as office automation towards farmer specific extension services by incorporating online as well as offline services using various ICT tools to achieve e-Governance basic objectives specific to Agriculture domain. By which not only reach but also localized, language with dialect specific as far as farmer centric services are the motto to see in such implementations. These training programs will focus such services rendering in the state and compare with the best in India with them to understand the focus and try to learn to improve for the benefit of farmers.

Sl. No.	Dates	Venue
1	June 20-23, 2016	SAMETI, Himachal Pradesh
2	September 19-22, 2016	SIMA, Uttar Pradesh
3	October 17-20, 2016	SAMETI, Gujarat
Program Director: Dr. K.Venkateshwar Rao		

Objectives

- ❖ To sensitize the State and District Level Extension Officers about the increasing role of ICT in improving Agricultural Knowledge sharing at District, Block and village level;
- ❖ To upgrade the Skills and knowledge of Agriculture Officers/ other middle level functionaries of Agriculture and line departments to make best use of ICT connectivity established at ATMA/ District level, to access Agricultural Knowledge from various sources;
- ❖ To update and understand ICT based e-Governance issues for agriculture and allied functions
- ❖ Technology role in e-Governance projects specific to agriculture and allied fields in the benefit of farmers
- ❖ To share the lessons learnt from other national experiences of "Information Kiosks/ shops", in terms of "Business Model and Services Offered";
- ❖ To empower Agriculture Officers/officials associated with such functions to develop and maintain their web-sites using state-of-the-art tools;
- ❖ To update the knowledge of officials in accessing Agricultural Information from World Wide Web.

Content

- ❖ Sharing of Case-studies by Faculty and other invited experts and sharing the technological options and their impact in different geographies;
- ❖ Orientation of e-Governance issues in specific to agriculture and allied fields with case examples
- ❖ Organizing field visit to a successful ICT case in the vicinity, so as to explain the need and utility of ICT connectivity for success of extension reforms;
- ❖ Use of Kisan Call Centers and Mass Media support to Agricultural Extension.
- ❖ Sharing the lessons learnt from other national experiences of "Information Kiosks/ shops", in terms of "Business Model and Services Offered";

- ❖ Use of Remote Sensing, GIS and Expert Systems in Agriculture
- ❖ Role of Public Private Partnership to promote ICT enabled Information Systems for farmers – Case studies will be discussed.
- ❖ Orientation on content issues, content design and development using software tools and techniques.

Participants

- ❖ Faculty members of Agricultural Extension Training Institutions in the state, key ICT decision makers at state level and selected officers from the field (from Agriculture and other line departments)/ Middle level functionaries of Agriculture and line departments, Agriculture Universities, ATMA Project Directors, KVKs, Agricultural Training Institutes in the State.

5.32: Training Program on New Dimensions in Agricultural Knowledge Management for Librarians and Documentation Specialists

Agriculture has been a knowledge intensive activity. Stakeholders in Agriculture need efficient information and knowledge services not only to take better decisions but also to act at the grassroots level. The Agricultural Librarians and Documentation Professionals in State Agricultural Universities (SAUs), ICAR Institutions and other Organizations play an important role in managing agricultural knowledge and Learning resources for effective dissemination and adoption of agricultural technologies. Knowledge Management in Agriculture has undergone a change due to new dimensions in information and knowledge flows in Agricultural Research, Extension, Education, Market and Innovation System and increase of multiple agencies in agricultural sector. Increasing use of new ICT tools and applications have heralded new dimensions in agricultural knowledge management.

These new dimensions demand creation of awareness and capacity development on the part of agricultural librarians and documentation specialists in SAUs, ICAR Institutions and other Organizations in order to collaborate and take collective action for effective sharing of agricultural information and knowledge for better impact.

Sl.No	Dates	Venue
1.	January 30- February 2, 2017	MANAGE
Program Director: Dr. Attaluri Srinivasacharyulu		

Objectives

- ❖ To orient on new dimension in Agricultural Knowledge Management – national and international trends in agricultural research information systems
- ❖ To impart knowledge and skills in managing new Agricultural Information and Knowledge Resources and Platforms.
- ❖ To share best practices and experiences in Agricultural Information and Knowledge for better dissemination and collective action.

Content

- ❖ Agricultural Digital Library and Information Management initiatives in NARS; Agricultural Institutional Repositories; Open Agricultural Educational Resources; Agricultural Open Data Sources
- ❖ Farmer-centric Portals by Govt. of India and Private Sector, Open Access Journals, Knowledge Portals on Crops, Mobile Apps etc.
- ❖ Open Access to Agricultural Information and Knowledge – Open and Linked Data initiatives, Policies, Strategies and Standards and how it will impact data sharing and integration
- ❖ Agricultural Knowledge Networks and Learning Resources – How Agricultural Librarians and Information Centers can use and integrate in their information and documentation services
- ❖ Tools and ICT Platforms for effective dissemination of information services

Methodology

- ❖ Presentations by Resource Persons
- ❖ Presentation / Demonstration of successful cases and information platforms
- ❖ Discussions and Questions & Answers session

Participants

- ❖ Agricultural Librarians, Documentation Officers, Information Managers and Communication Specialists in State Agricultural Universities (SAUs), ICAR Institutions, other Organizations and NGOs who deal with generation, management and dissemination of agricultural information and knowledge.

5.33: Induction Program on “Agricultural Extension Management”

Sl. No.	Dates	Venue	Program Director
1	September 5-10, 2016	MANAGE	Dr. V. P. Sharma

6. Centre for Agripreneurship, Youth and PPP

6.1: International Training Program on Public-Private Partnership in Agricultural Extension Management

Public-Private Partnership in Agricultural Extension Management (AEM) is most relevant area in the present context where the economy is opening and private sector is keen to involve in Agricultural development activities. Besides, public sector is very much supportive on PPP initiatives by offering incentives. PPP adds tremendous value in terms of input supply, infrastructure, processing and marketing.

Sl. No.	Date	Venue
1.	September 12-26, 2016	MANAGE
Program Directors: Dr. P. Chandra Shekara & Dr. P. Kanaka Durga		

Objectives

- ❖ To understand the relevance of PPP in AEM
- ❖ To sensitize on the scope of PPP in AEM
- ❖ To learn partners, models and experiences of PPP in AEM
- ❖ To finalize back-at-work plan

Content

- ❖ Relevance of PPP in AEM
- ❖ Opportunities for PPP in AEM
- ❖ Categories of partners and models in PPP
- ❖ Experiences and case studies on PPP
- ❖ Formulation of back-at-work plan

Participants

- ❖ Executives nominated under FTF-ITT Program
- ❖ Executives nominated under any other bi-lateral programs

6.2: International Training Program on Agripreneurship Development

Transformation of Agriculture to Agri-business and Farmer to Agripreneur is the need of the hour. However, Agripreneurship Development among farmers is most challenging task considering the background of the farmers. Hence, it is important to understand successful approaches and models in promotion of Agripreneurship Development by Extension Professionals.

Sl. No.	Date	Venue
1.	October 17 to November 1, 2016	MANAGE
Program Directors: Dr. P. Chandra Shekara & Dr. P. Kanaka Durga		

Objectives

- ❖ To sensitize on need of Agripreneurship Development in Agriculture
- ❖ To understand approaches and models
- ❖ To learn from experiences
- ❖ To finalize back-at-work plan

Content

- ❖ Relevance of Agripreneurship in Agriculture Development
- ❖ Approaches in Agripreneurship Development
- ❖ Programs and Experiences in Agripreneurship Development
- ❖ Challenges and Opportunities

Participants

- ❖ Executives nominated under FTF-ITT Program
- ❖ Executives nominated under any other bi-lateral programs

6.3: Diagnostic Workshop on Establishment of Agri-ventures under AC&ABC

As on date, 45,387 qualified agricultural professionals have been trained out of which, 19,210 Agripreneurs have established 32 categories of Agri-ventures. It is important to note that only 4% of the established Agripreneurs availed bank loans and only 2% availed subsidy provided under AC&ABC Scheme. Several social, technical, legal and economic reasons have been quoted for non-establishment of Agri-ventures. It is important to understand the reasons for non-establishment and take up corrective measures for successful implementation of the scheme.

In view of the above, Two Days National Level Diagnostic Workshop on Establishment of Agri-ventures under AC&ABC Scheme will be organized in which qualified agricultural professionals who failed to establish Agri-ventures will take part along with all other stakeholders. This Diagnostic Workshop is expected to through light on reasons for non-establishment and to initiative corrective measures.

Sl. No.	Date	Venue
1.	November 8-9, 2016	SAMETI, Trivendrum, Kerala
Programme Directors: Dr. P. Chandra Shekara & Dr. R. Saravanan		

Objectives

- ❖ To diagnose the issues around non-availability of loan and subsidies to Agripreneurs.
- ❖ Eliciting Stakeholders suggestions for improving the performance of AC&ABCs
- ❖ To take up the recommendations at appropriate platforms

Content

- ❖ Diagnosis of issues around non-availability of loan and subsidies to Agripreneurs.
- ❖ Critical analysis of factors Contributing the performance of AC&ABCs

Participants

- ❖ Stakeholders of AC&ABC Scheme

6.4-6: Public Private Partnership in Extension Reforms

Public Private Partnership is one of the key guiding principles of Extension Reforms. It is expected to address cost, time effectiveness and inadequate manpower issue in agricultural extension. In the process, there is need to create wide awareness among extension functionaries on the need for public private partnership, nature of partners, models and experiences in public private partnership. The program aims at integrating the conceptual models with experiences to attain operational modalities for promotion of PPP in ATMA under extension reforms.

Sl. No.	Date	Venue
1.	May 30-June 4, 2016	MANAGE
2.	July 18-23, 2016	MANAGE
3.	September 13-16, 2016	IMAGE, Bhubanewar, Odisha
Program Director: Dr. P. Kanaka Durga		

Objectives

- ❖ To orient on concept of public private partnership
- ❖ To discuss the potential and PPP models of public private partnership in agricultural extension management
- ❖ To share the experiences of PPP under different ATMA's and C-DAPs
- ❖ To work out back at work plan for penalization of PPP in agriculture extension management

Content

- ❖ PPP – concept , potential
- ❖ PPP – Models, experiences
- ❖ Integration of PPP models under extension reforms and RKVY
- ❖ Back at work plan

Participants

- ❖ Agriculture, line department officials, ATMA officials, Private Extension Service providers like Agri business companies, NGOs, Agripreneurs etc.

6.7-8: Youth Involvement in Agriculture Development

In India, over half of the total population is below the age of 30. "A high percentage of youth in the age group of 26 to 35 years are present in the country who can undertake work on agriculture production increase, processing in value added products and marketing of various products if their potential is tapped properly," (Dr. V. Rajagopal, Founder, Hunger Elimination and You (HEY) movement, Tirupati, formerly Director, Central Plantations and Crops Research Institute (CPCRI), Kasaragod, Kerala). The total rural youth population is 296.2 million (153.2 million male and 143.9 million female) as against 130.9 million urban youth population (69.5 million male and 61.4 million female). These younger people can be used in agriculture production, processing and marketing and other rural developmental activities. Revitalization of agriculture sector can be possible with a synergy between the traditional technologies and available information sources. This again is possible with the youth undertaking agriculture activities and moving from old practices and mono crop system to good agricultural practices involving a wide range of measures like multi crop system, diversification, value addition to harvested produce. Agri business is an emerging field for youth to avail the latest technologies available. However, about half of the youth needs to be trained in the above aspects.

Sl. No.	Date	Venue
1.	September 26-30, 2016	MANAGE
2.	October 24-27, 2016	SAMETI, Raipur, Chhatisgarh
Program Director: Dr. P. Kanaka Durga		

Objectives

- ❖ To understand present status of role of youth in Agriculture
- ❖ To analyze the contribution of Youth Clubs in Agriculture Development
- ❖ To identify potential areas for involvement of youth in Agricultural Development
- ❖ To know the Programmes / Schemes / Innovations for youth in Agricultural Development

Content

- ❖ Role of Youth in Agriculture
- ❖ Contribution of Youth Clubs in Agriculture Development
- ❖ Potential areas for involvement of youth in Agricultural Development
- ❖ Skill training for youth
- ❖ Attracting and retaining of youth in Agriculture
- ❖ Programmes / Schemes / Innovations for youth in Agricultural Development
- ❖ Strengthening of linkages with stakeholder organizations

Participants

- ❖ Officials of Ministry of Youth Affairs, Nehru Yuva Kendras, State Youth Departments, ATMA officials.

6.9-28: Refresher Training Programs for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme

Sl. No.	Title of the Program	Venue	Duration (3 days/5 Days)	Course Coordinator
1.	Refresher Programme on "On farm production of Bio-control agents and Microbial Bio-Pesticides" for established Agripreneurs	National Institute of Plant Health Management [NIPHM], Hyderabad, Telangana	May 16-20, 2016	Dr. P. Chandra Shekara & Consultants
2.	Refresher Programme on "Management of Modern Dairies" for established Agripreneurs	National Dairy Research Institute [NDRI], Karnal, Haryana	May 16-20, 2016	Dr. P. Chandra Shekara & Consultants
3.	Refresher Programme on "On farm production of Bio-control agents and Microbial Bio-Pesticides" for established Agripreneurs	National Institute of Plant Health Management [NIPHM], Hyderabad, Telangana	June 13-17, 2016	Dr. P. Chandra Shekara & Consultants
4.	Refresher Programme on "Management of Modern Dairies" for established Agripreneurs	National Dairy Research Institute [NDRI], Karnal, Haryana	June 20-25, 2016	Dr. P. Chandra Shekara & Consultants
5.	Refresher Programme on "Rural Enterprises" for established Agripreneurs	National Institute of Rural Development & Panchayat Raj [NIRD&PR], Hyderabad, Telangana	July 12-16, 2016	Dr. P. Chandra Shekara & Consultants
6.	Refresher Programme on "Rural Enterprises" for established Agripreneurs	National Institute of Rural Development & Panchayat Raj [NIRD&PR], Hyderabad, Telangana	August 16-20, 2016	Dr. R. Saravanan & Consultants
7.	Refresher Programme on "Modern Poultry Management" for established Agripreneurs	Directorate of Poultry Research [DPR], Hyderabad, Telangana	July 12-16, 2016	Dr. R. Saravanan & Consultants
8.	Refresher Programme on "Modern Poultry Management" for established Agripreneurs	Directorate of Poultry Research [DPR], Hyderabad, Telangana	August 16-20, 2016	Dr. R. Saravanan & Consultants
9.	Refresher Programme on "Business Opportunities in Horticulture" for established Agripreneurs	Indian Institute of Horticultural Research [IIHR], Bengaluru, Karnataka	September 13-17, 2016	Dr. P. Chandra Shekara & Consultants
10.	Refresher Programme on "Business Opportunities in Horticulture" for established Agripreneurs	Indian Institute of Horticultural Research [IIHR], Bengaluru, Karnataka	October 18-22, 2016	Dr. R. Saravanan & Consultants

11.	Refresher Programme on "Agriculture Banking" for established Agripreneurs	State Bank Institute of Rural Development [SBIRD] Hyderabad, Telangana	September 13-17, 2016	Dr. P. Chandra Shekara & Consultants
12.	Refresher Programme on "Agriculture Banking" for established Agripreneurs	State Bank Institute of Rural Development [SBIRD] Hyderabad, Telangana	October 18-22, 2017	Dr. R. Saravanan & Consultants
13.	Refresher Programme on "Agriculture Banking" for established Agripreneurs	State Bank Institute of Rural Development [SBIRD] Hyderabad, Telangana	February 14-18, 2017	Dr. R. Saravanan & Consultants
14.	Refresher Programme on "Farm Mechanization" for established Agripreneurs	Central Farm Machinery Testing and Training Institute [CFMTTI], Budni, Madhya Pradesh	December 13-17, 2016	Dr. R. Saravanan & Consultants
15.	Refresher Programme on "Farm Mechanization" for established Agripreneurs	Central Farm Machinery Testing and Training Institute [CFMTTI], Budni, Madhya Pradesh	January 17-21, 2017	Dr. R. Saravanan & Consultants
16.	Refresher Programme on "Agri-business and Agricultural Advisory Services" for established Agripreneurs	National Institute of Agricultural Extension Management [MANAGE], Hyderabad, Telangana	January 17-21, 2017	Dr. P. Chandra Shekara & Consultants
17.	Refresher Programme on "Agri-business and Agricultural Advisory Services" for established Agripreneurs	National Institute of Agricultural Extension Management [MANAGE], Hyderabad, Telangana	December 13-17, 2016	Dr. R. Saravanan & Consultants
18.	Refresher Programme on "Agri-business and Agricultural Advisory Services" for established Agripreneurs	National Institute of Agricultural Extension Management [MANAGE], Hyderabad, Telangana	February 14-18, 2017	Dr. R. Saravanan & Consultants
19.	Refresher Programme on "On farm production of Bio-control agents and Microbial Bio-Pesticides" for established Agripreneurs	National Institute of Plant Health Management [NIPHM], Hyderabad, Telangana	December 13-17, 2016	Dr. P. Chandra Shekara & Consultants
20.	Refresher Programme on "On farm production of Bio-control agents and Microbial Bio-Pesticides" for established Agripreneurs	National Institute of Plant Health Management [NIPHM], Hyderabad, Telangana	February 14-18, 2017	Dr. P. Chandra Shekara & Consultants

Background

Since the inception in the year 2002, under Agri-Clinics and Agri-Business Centres Scheme more than 45, 000 candidates have been trained of which more than 19,000 have established successful agri-ventures. However, the No. of ventures established with financial support from

Banks is only around 4%. Reasons for such dismal assistance of bank credit to agri business activities under AC&ABC was pondered over and one important feedback from high officials from banking sector indicated that the proposals received from trained and established Agripreneurs lacked in quality. Often, the bankers observed that there is dearth of basic technical and financial details in the proposals received. Therefore, the need was felt for the capacity building of established Agripreneurs aspiring for bank loans for diversification / expansion of their business activities, in the areas of technical and financial appraisal of their projects. Thus, the Refresher Training Programmes with focus on preparation of detailed quality project reports for submission to banks are necessary.

Venue: ICAR Organizations, MANAGE and other Training Institutions

Objectives

- ❖ To orient the Agripreneurs on revised guidelines of AC&ABC
- ❖ To share the successful and innovative agri business/ agri extension models practiced by established Agripreneurs for replication and wider outreach.
- ❖ To initiate agri business networking among the Agripreneurs
- ❖ To impart skills of technical and financial appraisal techniques

Content

- ❖ Revised Guidelines of AC&ABC
- ❖ Business Networking Skills
- ❖ Learning's from Successful agri-ventures
- ❖ Emerging areas in Agricultural Extension
- ❖ Skills in preparation of DPRs for upscaling business
- ❖ Technical and financial appraisal techniques

Participants

- ❖ Agripreneurs trained under AC&ABC Scheme and who have 3 years of experience of managing successful agri ventures and who are desirous of upscaling their business horizontally or vertically.

7. Centre for Women, Household Food and Nutritional Security, Urban Agriculture and Edible Greening

7.1-2: Gender Budgeting for Mainstreaming Women in Agriculture

Gender Budgeting is a dissection of the Government budget to establish its gender differential impacts and to translate gender commitments into budgetary commitments. Gender Budgeting looks at the Government budget from a gender perspective to assess how it addresses the needs of women in different areas. However, a broader perspective is emerging under the concept of Gender Budgeting – Gender Mainstreaming.

It is necessary to recognize that women are equal players in the economy whether they participate directly as workers or indirectly as members of the care economy. To that extent, every policy of the Government fiscal, monetary or trade, as a direct impact on the well-being of women. The analysis of budgets has to cover the way schemes are conceptualized and how women friendly they are in implementation and targeting of beneficiaries. It has to embrace a gender sensitive analysis of monetary policies, covering impact of indicators like inflation, interest rates etc. and fiscal policies covering taxation, excise etc. Thus gender budgeting has to go hand in hand with gender mainstreaming.

Keeping in view of the importance of Gender Budgeting for Gender Mainstreaming MANAGE proposes to organize a training on the above subject with the following objectives:

S. No	Date	Venue
1	June 6-11, 2016	MANAGE
2	November 8-11, 2016	IMAGE, Bhubaneswar
Program Director: Dr. K.Uma Rani		

Objectives

- ❖ To understand the link between Gender Budgeting and grassroots agricultural planning and Gender Mainstreaming
- ❖ To enhance the capacity of the functionaries to understand Gender Analysis tools / methodologies
- ❖ To equip the functionaries with practical tools and strategies for addressing gender issues and preparing Gender Responsive Programs.

Content

- ❖ Importance of Gender Budgeting and Gender Mainstreaming and other Gender related concepts
- ❖ Tools and methodology to undertake Gender Analysis
- ❖ Gender Budgeting and Mainstreaming–understanding the public expenditure categories
- ❖ Five step frame work for Gender Budgeting
- ❖ Gender Mainstreaming – Case studies
- ❖ Strategies for Mainstreaming
- ❖ Women Rights

Participants

- ❖ Senior and Middle level extension functionaries from the State Departments of Agriculture and Allied sectors, Faculty of SAMETIs, Agricultural Universities, Scientists from ICAR and KVKs, Officers of PRIs and Women and Child Welfare Department.

7.3-4: Food and Nutritional Security of the Rural Households - Role of Women

Women play a key role in addressing the food, nutrition and health needs of the family. They play an important role as producers of food, as managers of natural resources in income generation and as providers of care for their families. Yet, women often continue to have limited access to land, education, credit, information, technology and decision making bodies. Women are thus impaired in fulfilling their potential socio-economic roles in food and nutrition security and in ensuring care, health and hygiene for themselves and their families. This is aggravated by the fact that women themselves are often more vulnerable or more affected by hunger and malnutrition than men, especially by iron deficiency and undernourishment during pregnancy and lactation. In this context, it is proposed to organize training programmes on Food, Nutrition and Health related issues, to provide knowledge and education to the rural households, particularly to the women farmers, through extension functionaries.

S. No	Date	Venue
1	July 25-30, 2016	MANAGE
2	December 5-10, 2016	MANAGE
Program Director: Dr. K.Uma Rani		

Objectives

- ❖ To sensitize the extension functionaries about the importance of Food and Nutritional concerns of the rural households and role of women in addressing them.
- ❖ To discuss gender inequalities in distribution of resources, including food and health care at household level.
- ❖ To create awareness about the right practices for ensuring food and nutritional security.

Content

- ❖ Types of foods and nutrients and balanced diet
- ❖ Nutritional deficiencies - with special reference to women
- ❖ Safe storage and post-harvest methods
- ❖ Food Safety (Farm to table), Water, Sanitation and Hygiene
- ❖ Food and Nutritional Security - Role of Urban Agriculture and Edible Greening
- ❖ Right cooking practices and
- ❖ Low cost food processing technologies for farm-women

Participants

- ❖ Senior and Middle Level extension functionaries from the state departments of agriculture and allied sectors, functionaries from the Women and Child Welfare Department, KVK scientists, NGOs etc.

7.5: Management Development Program for Women in Development Sector

In the recent past some of the states have taken initiative to recruit women functionaries into the department of agriculture, horticulture and other allied sectors. The women functionaries in the developmental sector, particularly the newly recruited one's, need capacity building, both in terms of technical and managerial aspects. Similarly the women functionaries who are already in service are also required to update their technical knowledge as well as managerial skills. In view of this, it is proposed to organize Management Development Programmes for the Women Extension Functionaries working in Agriculture and Allied sectors with a focus on improving their managerial capacities.

S.No	Date	Venue
1	August 9-12, 2016	SAMETI, Kerala
Program Director: Dr. K.Uma Rani		

Objectives

- ❖ To orient the participants on A Systematic Approach-a common methodology for working together.
- ❖ To improve their interpersonal skills for effective performance.
- ❖ To expose them to the skills of Conflict Management, Communication, Leadership, Presentation skills etc. for improving their managerial effectiveness.

Content

- ❖ Principles of Management
- ❖ A systematic approach
- ❖ Teamwork
- ❖ Leadership development
- ❖ Conflict Management
- ❖ Stress Management
- ❖ Communication Skills
 - Presentation Skills
 - Documentation - writing effectively
- ❖ Delegation and Authority
- ❖ Change Management

Participants

- ❖ Senior and Middle Level extension functionaries from the State Departments of Agriculture and Allied sectors, Scientists of the SAUs, ICAR institutes, NGOs etc

7.6-8: Training on Terrace / Backyard Gardening

The concept of Urban Agriculture is gaining lot of importance in recent times, as it emphasizes the need for growing of plants and raising of animals within and around cities, to have good access to vegetables, fruits, milk, fodder etc. which are safe, fresh and nutritious and readily available for the people living in towns and cities. Urban agriculture will help people in improving their food and nutritional security, reduces the expenditure, provides opportunity for physical activity within the household and helps in maintaining urban ecology.

Terrace Gardening, Backyard Gardening, Community Gardening are some of the ways in promoting urban agriculture. Many schools in the country have taken initiative to grow vegetables and fruits within the school premises to sensitize the students about the concept. Urban Agriculture in general and Terrace Gardening in particular promotes the philosophy of 'Grow what you Eat and Eat what you Grow'.

In view of its importance, sensitizing the officials and urban residents is felt necessary and MANAGE has taken an initiative in this direction. Two workshops for the urbanites are proposed with the following objectives.

S. No	Date	Venue
1	May 18,2016	MANAGE
2	September 22, 2016	TNAU, Coimbatore, Tamil Nadu
3	December 1, 2016	Vishakhapatnam, Andhra Pradesh
Program Director: Dr. K Uma Rani		

Objectives

- ❖ To orient the urban and peri-urban people about the importance of terrace gardening
- ❖ To provide technical knowledge and guidance to start their own terrace garden.

Content

- ❖ Strategies, Techniques and Models of Terrace Gardening
- ❖ Soil and Potting mix.
- ❖ Seeds, Seedlings and Transplanting.
- ❖ Containers for planting
- ❖ Space Utilization and Maximization
- ❖ Composting and recycling
- ❖ Pests and Disease Management using organic methods.

Participants

- ❖ People from urban areas

7.9: Induction Program for Newly Recruited Officers

S. No	Date	Venue
1	October 3-8, 2016	MANAGE
Program Director: Dr. K.Uma Rani		

7.10-12: Climate Change and Agriculture

Agriculture and climate change are inextricably linked. Climate change threatens agricultural production through higher and more variable temperatures, changes in precipitation patterns, and increased occurrences of extreme events such as droughts and floods. It may also alter the quality of natural resources and adversely affect the livelihood of farmers. Agriculture is, however, also part of the solution, offering promising opportunities for mitigating Green House Gas (GHG) emissions through carbon sequestration, better soil and land use management, and increased biomass production.

The impacts of climate change on agriculture will vary over time and across locations, depending on different agro – eco systems, farming systems, and production conditions. Likewise, strategies and measures for coping with those impacts will need to be adjusted to the variable circumstances of farmers in diverse agro – ecological situations.

A key element in coping with climate change and supporting agriculture is information; it may be climatic information, forecasts, adaptive technology innovations, or markets, extension and information systems. Besides information, adaption and mitigation efforts also require education, and technology transfer. Agricultural extension and advisory services, both public and private, thus have a major role to play in providing farmers with information, technologies and education on how to cope with climate change. This support is especially important for resource scarce smallholders, who contribute little to climate change and yet will be among the most affected.

National Action Plan on Climate Change (NAPCC) outlines a number of steps to simultaneously advance India's development and climate change related objectives of adaptation and mitigation. There are eight national missions which form the core of the NAPCC. Capacity building is one of the important components of these missions. Keeping this in view, training program is felt necessary for the extension functionaries to have a good understanding of what practices and skills are needed to plan and promote a suitable production and management system for reducing risks and vulnerability of climate change.

Sl.No.	Dates	Venue
1.	July 19-22, 2016	Kerala Agrl. University, Thrissur, Kerala
2.	September 19-22, 2016	ICAR-IISWC, Dehradun, Uttarakhand
3.	December 5-10, 2016	MANAGE

Program Director: Dr. N.Balasubramani

Objectives

- ❖ To sensitize the participants on the impact of climate change on agricultural sectors
- ❖ To expose the participants about Mitigation and Adaptation options
- ❖ To make the participants understand and evolve an effective planning and management systems for Adaptation and Mitigation of climate change

Content

- ❖ Climate change: Meaning and importance in agriculture
- ❖ Impact of climate change at global and local level
- ❖ Concept of vulnerability and adaptation
- ❖ Climate re-silient agricultural practices
- ❖ Contingency planning and management systems for adaptation to climate change
- ❖ Carbon markets and Clean development mechanism
- ❖ Policies and Programs for adaptation and mitigation of climate change
- ❖ Coping strategies of farming communities towards climate change: Cases
- ❖ Extension Management systems for mitigation and adaptation of Climate change

Methodology

- ❖ Lecture method
- ❖ Experience sharing
- ❖ Group Discussion Method
- ❖ Case Method
- ❖ Field Visits

Participants

- ❖ Faculty of SAMETIs, Project Director / Dy. Project Director of ATMAs, Senior and Middle level Officers from Agriculture and Allied Departments, Scientists from KVKs, and PRIs/NTIs.

7.13-14: Urban Agriculture and Food & Nutritional Security

The rate of Urbanization is alarming and the implication of urbanization is multidimensional in terms of demand for large scale employment, income generation, food & nutritional security, safe disposal of urban wastes apart from environmental impact in the urban areas. On the contrary, urban centers have a tremendous potential to address the above issues and provide ample scope for ensuring food and nutritional security to the urbanites.

Urban agriculture is a dynamic concept that comprises a variety of farming systems, ranging from subsistence production and processing at household level to fully commercialized agriculture. It exists within heterogeneous resource situations. Urban agriculture thus takes different forms in different cities; it may be in the backyards or open spots in the city, on rooftops and balconies, on land areas located along the road, railways, etc. Similarly, there are various stakeholders' involved such as individual producers, entrepreneurs, Community-Based Organizations (CBOs), Non-Governmental Organizations (NGOs), National or local governments and Research institutes involved in development and promotion of Urban Agriculture.

Considering the importance, issues, potential and dimensions in Urban agriculture, it is proposed to organize the training program on Urban Agriculture with the following objectives

Sl.No.	Dates	Venue
1.	June 20- 25, 2016	MANAGE
2.	October 3-6, 2016	IIHR, Bengaluru, Karnataka
Program Director: Dr.N.Balasubramani		

Objectives

- ❖ To deliberate on the concept and need for promoting Urban Agriculture in the context of supplementing food and nutritional security.
- ❖ To share and document the experiences of Urban agriculture
- ❖ To discuss the required planning, and management systems for promotion of Urban agriculture
- ❖ To develop an action plan for Operationalisation and upscaling the concept of Urban Agriculture

Content

- ❖ Concept, Types and Dimensions of Urban agriculture
- ❖ Potential benefits, risks and opportunities
- ❖ Stakeholders in Urban Agriculture
- ❖ Experiences in Local, Regional and International development trends of Urban Agriculture
- ❖ Edible Greening
- ❖ Bio intensive practices for sustainable production
- ❖ Tools and approaches to analyze and support Urban agriculture

- ❖ Planning and Management Systems for Urban Agriculture
- ❖ Public policies and programs in promoting Urban Agriculture

Methodology

- ❖ Presentation by delegates and experts
- ❖ Group discussion
- ❖ Case Method
- ❖ Field visit

Participants

- ❖ Senior level officials from SAMETIs, KVKs, Agriculture and allied departments, Municipal Corporations, PRIs, Private agribusiness industry, NGOs working in relation to Urban Agriculture.

7.15-20: State level Workshop on Operationalization of DAESI

Agri-Input Dealers in the country are a prime source of agriculture information to the farming community, besides the supply of inputs and credit. However, majority of these dealers do not have formal agricultural education. In order to build their technical competency in agriculture and to facilitate them to serve the farmers better, National Institute of Agricultural Extension Management (MANAGE) launched a self-financed "One-year Diploma in Agricultural Extension Services for Input Dealers (DAESI) Program" during the year 2003 on a self-finance basis. Due to positive impact of the program, Ministry of Agriculture & Farmers' Welfare, GOI has launched, DAESI program under Central Sector Plan Scheme across the country through State Agril. Management & Extension Training Institutes (SAMETIs).

Sl.No	Dates	Venue
1	May 25, 2016	SAMETI, Bihar
2	June 7, 2016	SAMETI, MP
3	July 27, 2016	SAMETI, UP
4	August 23, 2016	SAMETI, Bangalore, Karnataka
5	September 7, 2016	SAMETI, Maharashtra
6	October 18, 2016	SAMETI, Tamilnadu
Workshop Director: Dr.N.Balasubramani		

In view of the above, one-day State level Workshops on Operationalization of DAESI are proposed with the following objectives

Objectives

- ❖ To sensitize the stake holders on operational guidelines of DAESI and
- ❖ To motivate the stakeholders for their active involvement in implementation of DAESI

Content

- ❖ Guidelines of DAESI
- ❖ Best Practices for implementation

Methodology

- ❖ Presentation of guidelines
- ❖ Group discussion

Participants

- ❖ Senior level officials from SAMETIs, KVKs, Agriculture department, Representatives from PACSs, Agribusiness companies, NTIs

8. Center for Agrarian Studies, Disadvantaged Areas, NRM Extension and Social Mobilization

8.1-2: Training program on strengthening of Rainfed Production Systems for Sustainable Agriculture

The Planning Commission Working Group for Natural Resource Management (NRM) and Rainfed Farming recommended a special focus on evolving a policy and program framework for revitalizing Rainfed agriculture (RRA) by integrating NRM, Production systems and livelihoods as the core strategy of Rainfed areas development during 12th Five Year Plan. The Working Group specially recommended for a Block-Based decentralized rainfed agriculture program with active involvement of reformed Agriculture Extension Systems (ATMA in particular) and in partnership with other institutions. The Ministry of Agriculture has included these recommendations within the National Mission on Sustainable Agriculture (NMSA) program in the 12th Five year plan. With this background, the training program on NMSA are taken up in collaboration with the national RRA Network partners.

Sl. No.	Dates	Venue
1	May 9-13, 2016	MANAGE
2	June 7-10, 2016	Jharkhand
Program Director: - Dr. B. Renuka Rani		

Objectives

- ❖ To orient participants on overall evolution, strategy, approach and expectations on Strengthening of Rainfed Production Systems for Sustainable agriculture
- ❖ To evolve institutional arrangements for convergence at Block level for sustainable rainfed agriculture
- ❖ To evolve convergent strategic plan and annual action plan at Block level

Content

- ❖ The emerging paradigm for Strengthening of Rainfed Production Systems for Sustainable agriculture
- ❖ Critical Components under Revitalizing Rainfed Agriculture (RRA)
- ❖ Soil holds the key
- ❖ Water for security of rainfed agriculture
- ❖ Seed management
- ❖ Cropping systems
- ❖ Rainfed Livestock and Fisheries systems
- ❖ Strengthening institutional capacities and decentralized planning
- ❖ Opportunities for reforms in functioning of ATMA.
- ❖ Capacity Building requirements
- ❖ Convergent Strategic block Action Plans etc.

Methodology

- ❖ Lecture-cum-discussions
- ❖ Group discussions and exercises
- ❖ Case studies
- ❖ Field visits
- ❖ Success stories
- ❖ Action plan for follow-up

Participants

- ❖ Senior and Middle level extension functionaries from ATMA and Department of Agriculture and Allied Sectors, Representatives from RRA network, Research Institutions, NGOs, etc.

8.3: Water Resources - Planning and Management for Agriculture and Allied sectors

India recognizes water as a scarce national resource fundamental to life, livelihood, food security and sustainable development. Recognizing that the availability of utilizable water under further constraints is leading to competition among different users, there is a growing concern on spreading scarcity due to its life sustaining characteristics and its economic value, mismanagement, poor governance, minimum ecological needs, inefficient use and rising pollution. The National water Policy (NWP) takes cognizance of the situation and has sketched a framework of creation of a system of laws and institutions and has drawn a plan of action considering water as a unified resource.

In order to ensure efficient use of water, extension services will focus at targeting in how to make best use of available water through crops/ cropping system aligned to agro – ecological conditions and suitable agronomic practices to ensure larger coverage and equity to farmers. Extension functionaries may be sensitized towards this subject to experiment with changes in cropping pattern with available irrigation facilities.

In this context, lessons learnt on Integrated Watershed Management program and ATMA in particular, can be dovetailed in District Irrigation Plan (DIP) so that all stake holders may be involved in DIP by providing capacity building to different stake holders on water resource management. As DIP is bringing holistic approach for operative convergence platform for all water sector activities, and is necessary for participatory planning, implementation, monitoring, evaluation and consolidation of activities, the program is aimed to expose the participants on participatory planning and management of water resources for agriculture and allied sectors.

Sl. No.	Dates	Venue
1	May 30-June 4, 2016	MANAGE
Program Director: Dr. B. Renuka Rani		

Objective

- ❖ The program aims to build the capacity and expose the participants on participatory planning, and management of water resources

Content

- ❖ Importance of Water Resource Planning - Water Resource Planning and Management in the Context of National Water Policy (NWP)
- ❖ Water Use Efficiency, Water Budgeting and Water Auditing
- ❖ Participatory Irrigation Management
- ❖ Micro-Irrigation in Participatory mode
- ❖ Water Saving Technologies - More Crop Per Drop

- ❖ Promoting Sustainable Institutions for Water Resources
- ❖ Water Resource Management under Rainfed conditions - Protective Irrigation
- ❖ Preparation of District Irrigation plan and Implementation modalities
- ❖ Ground Water Resource Planning and Aquifer Mapping
- ❖ Emergence of ATMA and opportunities for reforms in functioning of ATMA for Participatory Planning of Water Resources

Methodology

- ❖ Lecture-cum-Discussions
- ❖ Group Discussions and Exercises
- ❖ Case studies
- ❖ Field Visits
- ❖ Success stories
- ❖ Action plan for follow-up

Participants

- ❖ State and district Level Officers concerned with management of water resources for Irrigation, IWMP, Agriculture and Allied Sector departments, NGOs, Trainers / Faculty Members of Training Institutions, etc.

8.4-6: Training of Trainers on Integrated Watershed Management Projects

With the growing importance of participatory approach in natural resource management, there is a need for capacity building of personnel at various levels. While the functionaries have been by and large sensitized to the approach, what is more required is to follow it up with necessary competencies on practical / operational aspects to facilitate the grounding of the projects and their management. As social resource management / community organization is one of the important components of participatory approach, it is imperative to develop skills of the functionaries in this area as well. Besides, the latest common guidelines, 2008 also focus on development of agriculture production systems and livelihoods along with natural resource management. These apart, the experience in managing watershed projects have highlighted the importance of post project sustainability. The Program is aimed at getting the participants acquainted with these facets of participatory watershed management.

Sl. No.	Dates	Venue	Program Director
1	September 20-23, 2016	CSWTRI, Uttarakhand	Dr. B. Renuka Rani
2	August 1-6, 2016	MANAGE	Dr. V.P. Sharma & Dr. B. Renuka Rani
3	August 9-12, 2016	KVK, Leh, J&K	Dr. B. Renuka Rani & Dr. V.P. Sharma

Objectives

The overall objective of the program is to expose the participants on managerial and social aspects of watershed development. The specific objectives are;

- ❖ To get the participants exposed to the practices of forming and sustaining community based organizations
- ❖ To help them understand the steps and procedures in the preparation of watershed plan
- ❖ To gain experience in the operational aspects and processes in managing watershed projects.

Content

- ❖ Participatory Watershed Management: With special reference to Common guidelines
- ❖ Watershed concept, components and delineation
- ❖ Forming and Managing of SHGs, UGs and WC/WAs
- ❖ Participatory Planning of Watersheds
- ❖ Implementation aspects
- ❖ Monitoring and Evaluation
- ❖ Development of Agriculture in Watersheds
- ❖ Participatory Management for Efficient Water Use in Watersheds
- ❖ Post Project Sustainability
- ❖ Capacity Building of Functionaries
- ❖ Training methodology

Methodology

- ❖ Lecture-cum-Discussions
- ❖ Group Discussions and Exercises
- ❖ Case studies
- ❖ Field Visits
- ❖ Success stories
- ❖ Action plan for follow-up

Participants

- ❖ Project Directors / Senior Officers of Watershed Projects ∓ State Level Officers concerned with management of Watershed Development Programs ∓ Trainers / Faculty Members of Training Institutions engaged in training for Watershed Management

8.7-8: Training program on Content Development under Climate Change Knowledge Network in Indian Agriculture (CCKN-IA) project

The Climate Change Knowledge Network in Indian Agriculture (CCKN-IA) project is integrating various institutional and individual expertise around climate change adaptation in agriculture, Implemented by Ministry of Agriculture, Government of India and State Department of Agriculture; with technical support from GIZ. It develops localized expert advice on climate change adaptation to farmers through effective proactive and reactive advisories. It uses the ICT technologies to facilitate and improve the efficiency of such knowledge exchange processes.

Various stakeholders and experts are engaged in identifying, developing and disseminating localized quality advisories on climate change adaptation to farmers. To facilitate effective knowledge networking, MANAGE provides coordination and capacity building support at National level whereas state levels institutions like IMAGE, RAMETI and SAMETI as consortium facilitating agency (CFA) provides the similar support at States. The state level CFAs in turn work with local experts and institutions primarily to develop and disseminate quality, valid and localized climate change advisories to farmers. This program aims to provide knowledge on development of content for the above project.

Sl. No.	Dates	Venue
1	April 25-29, 2016	MANAGE
2	July 19-22, 2016	IMAGE, Odisha
Program Director: Dr. B. Renuka Rani		

Objectives

- ❖ To sensitize the participants on Climate Change Knowledge Network Project, its objectives, methodology and deliverables;
- ❖ to build the capacity and expose the participants on content development
- ❖ To sensitize the content developers on methodology for development and sharing of content in improving Agricultural Knowledge among the farmers

Content

- ❖ Climate Change Knowledge Network Project case-studies from the three Project States;
- ❖ Climate Change Knowledge Network Project Document and its key deliverables.
- ❖ Methodology for development of content
- ❖ Process adopting while preparation and validation of content

Participants

- ❖ Content Developers and Validators from the state universities, departments, Faculty members of Agricultural Extension Training Institutions in the state, ATMA Project Directors, KVKs, etc.

8.9: Training Program on Organic Farming for Sustainable Agriculture

Decades back it was about oils and coca cola, few years back it was about food adulteration, few months back it was Maggi and now it is about fruit and vegetables; we all heard them for wrong reasons. Either contamination or residues or deadly adulteration making them unsafe to eat. The way these foods are produced and the resources that are used to make them appealing might be making them dangerous. If we make spoil our environment, the basic needs like food, air, water too will get spoiled and ultimately affects humans. Understanding this, many organizations, development departments, farmers and entrepreneurs are trying to shift to natural and eco-friendly methods. There are various schools of thoughts in this approach.

Organic farming can contribute to meaningful socio-economic and ecologically sustainable development, especially in developing countries. This is due on the one hand to the application of organic principles, which means efficient management of local resources (e.g. local seed varieties, manure, etc.) and therefore cost effectiveness. On the other hand, the market for organic products – at local and international level – has tremendous growth prospects and offers creative producers and exporters for excellent opportunities to improve their income and living conditions. Organic farming includes promotion of soil fertility, biodiversity conservation (e.g. native flora and fauna), production methods adapted to the locality and avoidance of chemical inputs. In this regard MANAGE proposed to organize a training program on Organic farming for sustainable agriculture.

Sl. No.	Dates	Venue
1	January 2-7, 2017	MANAGE
Program Director: - Dr. B. Renuka Rani		

Objectives

- ❖ To improve soil fertility, biodiversity and sustainability of agricultural production;
- ❖ To conserve natural resources;
- ❖ To achieve better food quality and food security;
- ❖ To provide access to attractive markets through organic-certified products;
- ❖ To create new partnerships and maintenance of organic products within the whole value chain as well as to strengthen self-confidence and autonomy of the farmers.

Content

- ❖ Importance of organic agriculture
- ❖ Developmental programs in organic farming
- ❖ Understanding Agro-Ecological approaches
- ❖ Importance of building soil fertility
- ❖ Understanding pests and diseases; their management in field and storage
- ❖ Understanding and managing seeds
- ❖ Organising farmers on organic farming,
- ❖ Importance in adoption of natural and Eco-friendly methods
- ❖ Importance of Quality maintenance, quality management and quality parameters
- ❖ Certification and Marketing of organic produce

Methodology

- ❖ Lecture-cum-Discussions
- ❖ Group Discussions and Exercises
- ❖ Case studies
- ❖ Field Visits
- ❖ Success stories
- ❖ Action plan for follow-up

Participants

- ❖ State and district Level Officers from IWMP, Agriculture and Allied Sector departments, Department of Marketing, NGOs, Trainers / Faculty Members of Training Institutions, etc.

8.10-12: Revitalization of Rainfed Agriculture with special reference to Natural Resource Management

The 12th Five Year Plan working group on Natural Resource Management (NRM) and Rainfed Farming recommended for a special focus on evolving a policy and program framework for revitalizing rainfed agriculture (RRA) by integrating Natural Resource Management, Production systems and livelihoods as the core strategy of rainfed areas development. RRA Comprehensive Pilot (RRA-CP) Program has been initiated to strengthen diverse rainfed farming systems integrating and converging all the available mainstream agriculture, rural development other programs at the Mandal level.

With the growing importance of participatory approach in natural resource management, there is a need for capacity building of personnel at various levels. While the functionaries have been by and large sensitized to the approach, what is more required is to follow it up with necessary competencies on practical / operational aspects to facilitate the grounding of the projects and their management. As social resource management / community organization is one of the important components of participatory approach, it is imperative to develop skills of the functionaries in this area as well. Livelihoods in rainfed areas depend on the window of rainfall during the monsoon. But due to the impact of climate change, rainfall is erratic and many areas need buffers to take them through dry spells. Protective or critical irrigation must be provided to protect rainfed crops from rainfall failure or erratic rainfall areas and to increase their productivity. With this background the training programs on RRA focussing on natural Resource Management may be taken up in collaboration with the national RRA Network partners.

S.No	Dates	Venue
1	September 19-22, 2016	SAMETI, Kerala
2	October 18-21, 2016	SAMETI, Madhya Pradesh
3	November 28-December 2, 2016	MANAGE
Program Director: Dr. K.Sai Maheswari		

Objectives

The main objectives of the training program are to orient participants on the following:

- ❖ Overall evolution, strategy, approach and expectations of the RRA Program
- ❖ To get the participants exposed to the practices of forming and sustaining community based organizations
- ❖ To help them understand the steps and procedures in the preparation of Natural Resource Management plan.
- ❖ To gain experience in the operational aspects and processes in managing the Natural Resources.

Content

- ❖ The emerging paradigm for Revitalizing Rainfed Agriculture (RRA)
- ❖ Forming and Managing of SHGs, UGs of Natural Resources
- ❖ Strengthening institutional capacities and decentralized planning
- ❖ Opportunities for reforms in functioning of ATMA.with special reference to revitalization of rainfed agriculture
- ❖ RRA and its Capacity Building requirements for Natural Resource Management theme.
- ❖ Participatory Management for Efficient Water Use.

- ❖ Extensive protective irrigation to secure rainfed crops.
- ❖ Integrated development of soils, crops and water resources
- ❖ Syntheses of learning into convergent Strategic block Action Plans etc.
- ❖ Monitoring and Evaluation & Post Project Sustainability

Methodology

- ❖ Lecture-cum-Discussions
- ❖ Group Discussions and Exercises
- ❖ Case studies
- ❖ Field Visits

Participants

- ❖ Senior and Middle level extension functionaries from ATMA and Department of Fisheries, Representatives from RRA network, Research Institutions, KVKS and NGOs

II. National Workshops

1. National Workshop on Good Practices in Extension

The “good practices” as techniques, principles, or approaches used in agricultural extension in a “best-fit” manner. Good practices are practice oriented. The aim of proposed workshop is to present approaches and knowledge on extension in concise and simple format that helps practitioners to implement the approach. Good practices are evidence based. They have been tested and improved in field condition and can therefore provide evidence on impacts, strengths and weaknesses, and estimated costs of the approach along with the target group and impact (GFRAS GGP initiative).

Sl. No.	Date	Venue
1.	January 30-31, 2017	MANAGE
Program Directors: Dr. R. Saravanan & Dr. P. Chandra Shekara		

Objectives

- ❖ To invite, discuss and document the good practices in extension
- ❖ To create awareness, and popularisation of good practices other extension functionaries

Content

- ❖ Introduction to the good practice and characteristics
- ❖ Different dimensions of good practice in extension
- ❖ Good practices

Methodology

- ❖ Presentation by the resource persons
- ❖ Presentation of good practices
- ❖ Experience sharing by participants
- ❖ Field visit

Participants

- ❖ The participants in the program would include senior and middle level officials of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, faculty from SAUs, Scientists of ICAR, SMS from KVKs and NGOs

2. Annual Training Planning Workshop

MANAGE being an apex institution for Agricultural Extension Management in the country, has the responsibility to coordinate the preparation of Annual Training Calendars of all the three levels of Extension Training institutions viz., MANAGE, Extension Education Institutes (EEIs) and State Agricultural Management & Extension Training Institutes (SAMETIs). A national level training planning workshop is therefore proposed to be organized to bring about synergies in the activities of the three tiers of Extension Training Institutions. The workshop is expected to provide necessary inputs for preparation of need based, demand driven and solution oriented Academic Calendars for MANAGE, EEIs and SAMETIs.

Sl.No.	Dates	Venue
1	January 18-19, 2017	MANAGE
Program Directors: Dr. G. Jaya		

Objectives

- ❖ To establish linkages and bring synergies in the efforts of Extension Training Institutions viz., MANAGE, EEIs and SAMETIs.
- ❖ To enable the Extension Training Institutions prepare need based, demand driven and solution oriented Academic Calendars
- ❖ To avoid duplication of Training Programs for the same level of participants by these Training Institutions
- ❖ To make Research and Consultancy a integral part of Work Plan of all the three tiers of Institutions

Content

- ❖ Training Needs Assessment at different levels of extension functionaries
- ❖ Measure to strengthen linkages among Extension Management Training Institutions.
- ❖ Measure to Up-scale AC&ABC, DAESI, PGD(AEM) and Kisan Call Centres through collaborative efforts
- ❖ Identification of Collaborative Research / Action Research Projects
- ❖ Preparation of Academic Calendars of Extension Management Institutes.

Participants

- ❖ Directors of Extension Education Institutes (EEIs), State Agricultural Management & Extension Training Institute (SAMETIs), Faculty Members of MANAGE, Directors of Agriculture and Allied Departments from the States and Senior officials from the Directorate of Agricultural Extension and Ministry of Agriculture and Cooperation.

3. National Workshop on Good Marketing Practices for Agricultural Produce – Issues & Challenges

The agricultural Marketing system of the country today leaves much to be desired. The gamut of activities covered under Agricultural Marketing such as Grading, Standardisation, Packing, Transportation, Storage, wholesaling, retailing, financing etc. need be carried out on the basis of scientific procedures and protocol. Thus Good Marketing Practices (GMP) including Good Hygienic Practices (GHP) go a long way towards ensuring quality of the agricultural produce and also towards reducing post harvest losses.

The pursuit of GMP in India however, is fraught with number of issues and challenges. Paucity of infrastructure is the proverbial Achilles heel of the Agricultural Marketing System. The existing fragmented Supply Chains in respect of different agricultural produce have to be necessarily integrated. The small and marginal farmers, about 70% of the total population, have to be aggregated at grass root level. There are issues and challenges in respect of each & every component of Agricultural Marketing System, which are to be addressed with the concerted efforts of all the stakeholders of the sector and there has to be convergence in the focus and approach of all the line departments.

Sl.No.	Dates	Venue
1	November 2-3, 2016	MANAGE
Program Directors: Dr. B. K. Paty , Dr. K.C. Gummagolmath & Dr. B. Venkata Rao		

Objectives

- ❖ To deliberate on the roles of different line departments like Agriculture, Horticulture, Animal Husbandry and Marketing in ensuring Good Marketing Practices in their respective areas.
- ❖ To analyze the issues and challenges in ensuring GMP in different Agricultural / Allied Sectors
- ❖ To come up with recommendations to introduce a marketing perspective based on Good Marketing Practices (GMP) in all the line departments in respect of different Agricultural Commodities

Participants

- ❖ Functionaries of Agriculture and Allied Departments including those of Marketing Departments of different states.

4 National workshop on Issue and challenges for extension in Animal Husbandry sector

Livestock is a major source of livelihood for most of the small and marginal farmers in India, particularly for over 40-45% rural households who live in poverty. Therefore, one has to ensure production by masses, instead of mass production by the corporates. Although India has the highest livestock population in the world, the productivity particularly of ruminants has been extremely low, turning this precious asset of the poor into a liability. The animal husbandry development is suffering because of low productivity, lack of value addition and inferior quality of the products along with poor support services and inefficient extension management. For productivity improvement, technology generation, technology dissemination and support services are most critical which need to be geared up. It is further necessary to bring all the stakeholders on a common platform to facilitate optimum contribution by each player to fulfill the goal.

The animal husbandry extension services include transfer of technology and strengthening of various infrastructure and support services. The State Animal Husbandry Department is the major extension agency, however, it is primarily involved in treatment and breeding of livestock. The extension part is being continuously remained neglected for which their might have their own constraints and issues, which to be revealed through discussion with policy makers, field functionaries of various states animal husbandry department as well as eminent scientist from veterinary educational institutions and Non-Government Organization (NGOs) involved in animal husbandry sector development.

The expected outcome of the workshop will provide necessary inputs for all the stakeholder to synchronize extension services with veterinary services in a holistic manner for the development of this particular field.

Sl.No.	Dates	Venue
1	February 15-16, 2016	MANAGE
Program Directors: Dr. M.A. Kareem & Dr. Shahaji Phand		

Objectives

- ❖ To explore issues and challenges in extension management in animal husbandry sector of various state.
- ❖ To come up with recommendations that, how to address the issues and challenges in extension management in animal husbandry sector at various level.

Participants

- ❖ Policy makers, Field functionaries of various state animal husbandry department as well as eminent Scientist from Veterinary Educational Institutions and Non-Government Organization (NGOs) involved in livestock sector development.

5 National Workshop on ICTs in Agriculture

The usage of Information and Communication technologies (ICTs) in Agricultural Extension has been demonstrated successfully all across the country. Innovative initiatives undertaken by Ministry of Agriculture and Farmers Welfare, Government of India, National Informatics Center (NIC), State Agricultural Universities and State Departments of Agriculture have reached a large number of farmers. Software development on various key schemes and services has been completed or is in final stages. On the other hand hardware connectivity is also being provided by Ministry of Agriculture and Farmers Welfare, Government of India up to the block level.

Most of these ICT initiatives have been developed in isolation and are working as independent projects. Time has come to take stock of all these initiatives and integrate all these services and deliverables under NeGP-A. Farmers are getting various kinds of information from multiple sources, at times in duplicate, putting pressure on time, cost and energy on the part of implementation agencies. Hence, there is a need to review the existing initiatives and agricultural information delivery channels and work out a strategy to streamline information flow making it more farmer-driven, utility-driven.

Sl. No.	Dates	Venue
1	February 15-16, 2017	MANAGE
Program Director: Dr. V. P. Sharma		

Objectives

- ❖ Overview of National e-Governance Plan - Agriculture (NeGP-A) with its major focus and key deliverables, timelines and current status;
- ❖ Sharing the major ICT Initiatives undertaken by Ministry of Agriculture and Farmers' Welfare, Government of India, National Informatics Center and State Governments;
- ❖ Taking stock of implementation of revised call escalation matrix for Kisan Call Center and;
- ❖ Working out strategies to streamline ICT initiatives, with common understanding among all stakeholders.

Participants

- ❖ Senior and middle level Officers/Scientists from the field from Agriculture departments /line departments of Central and State Governments, EEIs, SAMETIs, ICAR Institutions, NIC, implementing organizations etc.

6-7 National Workshop on Climate Change Knowledge Network in Indian Agriculture (CCKN-IA)

Implemented by Ministry of Agriculture, Government of India and State Department of Agriculture; with technical support from GIZ, the Climate Change Knowledge Network in Indian Agriculture (CCKN-IA) project is integrating various institutional and individual expertise around climate change adaptation in agriculture. It thus, develops localized expert advice on climate change adaptation to farmers through effective proactive and reactive advisories. It uses the ICT technologies to facilitate and improve the efficiency of such knowledge exchange processes.

Various stakeholders and experts are engaged in identifying, developing and disseminating localized quality advisories on climate change adaptation to farmers. To facilitate effective knowledge networking, MANAGE provides coordination and capacity building support at National level whereas state level institutions like IMAGE, RAMETI and SAMETI provide the similar support at States. The state level CFAs in turn work with local experts and institutions primarily to develop and disseminate quality, valid and localized climate change advisories to farmers.

A two-day workshop at MANAGE, Hyderabad is planned to share and discuss on methodology for preparation of content with content developers.

Sl. No.	Dates	Venue
1	May 18-19, 2016	MANAGE
2	January 16-17 , 2017	BHU, Varanasi, UP (for other SAMETIs)
Program Director: Dr. V. P. Sharma		

Objective

- ❖ To develop and agree upon methodology for preparation and validation of content on modalities like content development processes, monitoring and reporting needs

Participants

- ❖ CCKN-IA Nodal Officer
- ❖ Related scientists from University involved in Content Development
- ❖ KVKs (or institutions directly involved in development of content)
- ❖ CFA Coordinator and / or respective Directors

8. National Level Nodal Officers' Workshop under AC&ABC Scheme

Sl. No.	Date	Venue
1.	August 18-19, 2016	MANAGE
Program Directors: Dr. P. Chandra Shekara & Dr. R. Saravanan		

Central Sector scheme of Agri-Clinics and Agri-Business Centres is being implemented since 2002 through 72 recognized Nodal Training Institutions [NTIs] across the country. Nodal Training institutions are providing training and handholding support to eligible Agriculture Professionals. Updating the training institutions about recent developments in Agripreneurship development, Innovations, learning from experiences and working out further strategies are required for effective implementation of the scheme.

Objectives

- ❖ Issues in operationalisation of Revised Agri-Clinics and Agri-Business Centres Scheme Guidelines – 2010
- ❖ To review the progress of training and handholding activities of Nodal Training Institutions.
- ❖ To orient Nodal Officers on emerging areas in Entrepreneurship Development in Agriculture.
- ❖ To refine the process of market survey, Hands on experience, project preparation and handholding.
- ❖ To learn from innovations and success stories.
- ❖ To work out possible interventions of Centre, State Government and Banks.
- ❖ To explore the role of Agri Business Companies.
- ❖ To prepare back at work plan

Content

- ❖ Review of progress
- ❖ Emerging areas in Agri Entrepreneurship Development
- ❖ Market Survey
- ❖ Project Preparation
- ❖ Hands on experience
- ❖ Sharing of Success Stories
- ❖ Interventions of Centre, State Government and Banks
- ❖ Role of Agri Business Companies
- ❖ Back at work plan

Participants

- ❖ Nodal Officers / Training Coordinators of Agri Clinics and Agri Business Centres Scheme, Bankers, NABARD, SAMETI and State Government Officials.

9 Workshop on opportunities for youth in Agriculture Development

Sl. No.	Date	Venue
1.	August 29-30, 2016	MANAGE
Program Directors: Dr. P. Chandra Shekara & Dr. P. Kanaka Durga		

In India, over half of the total population is below the age of 30. "A high percentage of youth in the age group of 26 to 35 years are present in the country who can undertake work on agriculture production increase, processing in value added products and marketing of various products if their potential is tapped properly," (Dr. V. Rajagopal, Founder, Hunger Elimination and You (HEY) movement, Tirupati, formerly Director, Central Plantations and Crops Research Institute (CPCRI), Kasaragod, Kerala). The total rural youth population is 296.2 million (153.2 million male and 143.9 million female) as against 130.9 million urban youth population (69.5 million male and 61.4 million female). These younger people can be used in agriculture production, processing and marketing and other rural developmental activities. Revitalization of agriculture sector can be possible with a synergy between the traditional technologies and available information sources. This again is possible with the youth undertaking agriculture activities and moving from old practices and mono crop system to good agricultural practices involving a wide range of measures like multi crop system, diversification, value addition to harvested produce. Agri business is an emerging field for youth to avail the latest technologies available. However, about half of the youth needs to be trained in the above aspects.

Objectives

- ❖ To understand present status of role of youth in Agriculture
- ❖ To analyze the contribution of Youth Clubs in Agriculture Development
- ❖ To identify potential areas for involvement of youth in Agricultural Development
- ❖ Programs / Schemes / Innovations for youth in Agricultural Development

Participants

- ❖ Officials of Ministry of Youth Affairs, Nehru Yuva Kendras, State Youth Departments, ATMA officials.

10 National Workshop on Mainstreaming Climate Change and Adoption in Agriculture and Allied Sectors

Climate change threatens agricultural production through higher and more variable temperatures, changes in precipitation patterns and increased occurrences of droughts floods, storms and heat waves. It may also alter the quality of natural resources, affect the production and productivity of crop and ultimately affect the livelihood of farmers.

The impacts of climate change on agriculture will vary over time and across locations, depending on different agro – eco systems, farming systems, and production conditions. Likewise, strategies and measures for coping with those impacts will need to be adjusted to the variable circumstances of farmers in diverse agro – ecological situations. Agriculture is, however, also part of the solution, offering promising opportunities for mitigating Green House Gas (GHG) emissions through carbon sequestration, better soil and land use management, increased biomass production and adoption of climate resilient practices.

State and Center government are implementing various schemes and programs for mitigation of Climate change. Research and Extension system also taken an initiatives to develop and disseminate Climate resilient technologies in agriculture and allied sectors. In view of this a National Workshop on Mainstreaming Climate Change and Adoption in Agriculture and Allied Sectors is proposed with the following objectives

Sl.No.	Dates	Venue
1.	November 16-17, 2016	MANAGE
Program Director: Dr. N.Balasubramani		

Objectives

- ❖ To exchange the experiences of Climate Resilient practices, Mitigation and Adaption options in agriculture and allied sectors
- ❖ To develop a framework for mainstreaming Climate Change Adaptation into agricultural development planning and programs

Methodology

- ❖ Interactive sessions on themed presentation
- ❖ Case Method
- ❖ Group Discussion

Participants

- ❖ Scientists from SAUs/ ICAR KVKs, Faculty of SAMETIs, Senior and Middle level Officers from Agriculture and Allied Departments, NGOs.

11 National level Workshop on DAESI

Agri-Input Dealers in the country are a prime source of agriculture information to the farming community, besides the supply of inputs and credit. However, majority of these dealers do not have formal agricultural education. In order to build their technical competency in agriculture and to facilitate them to serve the farmers better, National Institute of Agricultural Extension Management (MANAGE) launched a self-financed "One-year Diploma in Agricultural Extension Services for Input Dealers (DAESI) Program" during the year 2003 on a self-finance basis. Due to positive impact of the program, Ministry of Agriculture & Farmers' Welfare, GOI has launched, DAESI program under Central Sector Plan Scheme across the country through State Agril. Management & Extension Training Institutes (SAMETIs) involving various stakeholders.

In view of the above, a two day National level Workshops on DAESI is proposed with the following objectives

Sl.No	Dates	Venue
1.	January 24-25, 2017	MANAGE
Program Director: Dr. N.Balasubramani		

Objectives

- ❖ To sensitize the stake holders on operational guidelines of DAESI
- ❖ To exchange best management practices among various Nodal Training Institutes and
- ❖ To motivate the stakeholders for their active involvement in implementation of DAESI

Content

- ❖ Guidelines of DAESI
- ❖ Best Practices for implementation
- ❖ Road Map for Upscaling DAESI

Methodology

- ❖ Presentation of guidelines
- ❖ Presentation of case by the NTIs
- ❖ Group discussion

Participants

- ❖ Senior level officials from SAMETIs, KVKs, Agriculture department, Representatives from PACSs, Agribusiness companies, NTIs

III. Research Projects

1. Status of Agricultural Extension in North-East India
2. Research Study on Training needs assessment of extension functionaries of livestock sector on extension management
3. Promotion of Private Extension to supplement Public Extension – Action Research in collaboration with PI Industries

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