

Academic Calendar 2013 – 2014



National Institute of Agricultural Extension Management (MANAGE)
(An Organization of Ministry of Agriculture, Govt. of India)
Rajendranagar, Hyderabad – 500 030, Andhra Pradesh

Contents

Sl.No.	Particulars	Page No.
❖	About the Institute	3
❖	Introduction to Academic Programmes	5
I	Training	
1	Center for Agricultural Extension Policy, Reforms and Processes	24
2	Center For Agri-institution Capacity Building	39
3	Center for Agricultural Markets, Supply Chain Management and Extension Projects	58
4	Center for Allied Extension and Water / Input Use Efficiency	68
5	Center for Knowledge Management, ICT and Mass Media	76
6	Center for Agripreneurship, Youth and Public Private Partnership	93
7	Center for Women and Household Food and Nutritional Security, Urban Agriculture & Edible Greening	98
8	Center for Agrarian Studies, Disadvantaged Areas, NRM Extension and Social Mobilization	108
II	National Workshops	121
III	Research Projects	136
IV	Educational Programmes	137
V	GoI Sponsored Schemes	147
❖	MANAGE Faculty	150

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Academic Calendar 2013 – 14

About the Institute

The National Institute of Agricultural Extension Management (MANAGE) is an apex organization set up in 1987 by the Ministry of Agriculture, 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, programmes, 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 conduct a series of training programmes, 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 programmes, depending on the needs of organizations, on request and on payment basis.

The research activities of the Institute are specific to current themes that are policy and programme oriented. Impact evaluation studies are also taken up based on the request of organizations for evaluation of various programmes 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 Programmes viz., Post Graduate Diploma in Management in Agribusiness Management PGDM(ABM) and Post Graduate Diploma in Agricultural Extension Management PGDAEM. MANAGE is also conducting Diploma in Agricultural Extension Services for Input Dealers (DAESI) - a one-year Diploma Programme- 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 and groups, 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 with excellent 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 large 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 Programmes

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 programmes 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) headed by Shri Suresh Kumar, IAS (Retd.), the founder DG of MANAGE. 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 221 Training Programmes and Workshops are proposed under the above Centers for the calendar year 2013-14. Some of the key features of the Academic Calendar include:

1. All the On-Campus Programmes will be of 3+2 Model. The first 3 days will be devoted to "Core theme-specific Extension Inputs, and the next 2 days will be earmarked for Soft Skills such as Leadership, Motivation, Communication skills,

Team building, Coordination etc., customized to the needs of Agriculture and Allied Extension functionaries.

2. A fresh cadre of 'MANAGE facilitators' will be developed using the Coverdale methodology along with other necessary inputs. The facilitators so developed are expected to assist MANAGE in the conduct of 'Off-Campus' training programmes. As a beginning, twenty facilitators from North-East, J&K, Hilly areas and states such as Rajasthan, UP, Bihar, MP, Chhattisgarh, Jharkhand and Odisha will be developed.
3. The focus of the proposed training programmes of MANAGE will be the special needs of North-eastern States, Hilly States, J&K, and other less developed states. At least 70% of the MANAGE off campus training programmes will be conducted in these states.
4. Each MANAGE centre has proposed a research project.
5. One National-level workshop will be conducted by every Center on a key theme specific to the Center.

The Training Calendar for 2013-14 has been planned keeping in view the priorities based on the training needs of the extension personnel particularly covering Extension Management, Human Resource Management, Agri-Entrepreneurship, Natural Resource Management, Mass Media, ICT, Gender issues, Needs of Allied Sectors and so on. One International Training Programme, which shares our experiences in extension management with developing countries in Africa, with the support of USAID, also forms a part of our Training Calendar 2013-14.

As per the recommendations of Academic Committee Meeting held on 28th March, 2013, the number of Training Programmes will be rationalized and the amendments will be updated shortly.

Dr. K. Anand Reddy,
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Academic Calendar 2013 – 14

Theme-wise Training Programmes

1. Centre for Agricultural Extension Policy, Reforms and Processes

Sl. No.	Programme	Date	Venue	Coordinator(s)
1	Master Trainers' Training Program on "Revisiting of SREP"	April, 2013	West Bengal	Dr.M.A.Kareem
2	Refresher Training Programme for the Input dealers trained under DAESI programme	April 1-2, 2013	MANAGE	Dr.N.Balasubramani Shri. P.Venkat Reddy
3	-Do-	April 4-5, 2013	MANAGE	-Do-
4	-Do-	April 8-9, 2013	MANAGE	-Do-
5	-Do-	April 15-16, 2013	MANAGE	-Do-
6	-Do-	April 17-18, 2013	MANAGE	-Do-
7	-Do-	April 22-23, 2013	MANAGE	-Do-
8	-Do-	April 25-26, 2013	MANAGE	-Do-
9	Master Trainers' Training Program on "Revisiting of SREP"	May, 2013	Puducherry	Dr.M.A.Kareem
10	Program on Planning and Management of Sustainable Agricultural Livelihoods	May, 2013	IMAGE, Bhuvaneshwar	Dr. P. L. Manohari
11	Farm Journalism Skills for Extension Functionaries	May, 2013	Puducherry	Dr. P. L. Manohari
12	-Do-	June, 2013	Chattisgarh	-Do-
13	Master Trainers' Training Program on "Revisiting of SREP"	June, 2013	Tripura/ Nagaland	Dr.M.A.Kareem
14	Program on Planning and Management of Sustainable Agricultural Livelihoods	June, 2013	SAMETI, Chattisgarh	Dr. P. L. Manohari

Sl. No.	Programme	Date	Venue	Coordinator(s)
15	Master Trainers' Training Program on "Revisiting of SREP"	July, 2013	Maharashtra	Dr.M.A.Kareem
16	Orientation Programme on Extension Reforms	July, 2013	West Bengal	Dr. P. L. Manohari
17	-Do-	August, 2013	Odisha	Dr. P. L. Manohari
18	Master Trainers' Training Program on "Revisiting of SREP"	August, 2013	Odisha	Dr.M.A.Kareem
19	-Do-	August, 2013	Chattisgarh	Dr.M.A.Kareem
20	Program on Planning and Management of Sustainable Agricultural Livelihoods	August 26-30, 2013	MANAGE	Dr. P. L. Manohari
21	Master Trainers' Training Program on "Revisiting of SREP"	September, 2013	Jharkhand	Dr.M.A.Kareem
22	Farm Business Management	September, 2013	SAMETI, Ranchi	Dr. P. L. Manohari
23	Farm Journalism Skills for Extension Functionaries	September 16-20, 2013	MANAGE	Dr. P. L. Manohari
24	Master Trainers' Training Program on "Revisiting of SREP"	October, 2013	Karnataka	Dr.M.A.Kareem
25	Refresher Training Programme for the Input dealers trained under DAESI programme	October 3-4, 2013	MANAGE	Dr.N.Balasubramani Shri. P.Venkat Reddy
26	-Do-	October 14-15, 2013	MANAGE	-Do-
27	U.S.-India-Africa Triangular International Training Programme on "New Dimensions in Agricultural Extension Management" for Extension Functionaries of Liberia, Kenya and Malawi	October 15 to December 13, 2013	MANAGE	Dr. P. Chandra Shekara
28	Refresher Training Programme for the Input dealers trained under DAESI programme	October 17-18, 2013	MANAGE	Dr.N.Balasubramani Shri. P.Venkat Reddy
29	Farm Business Management	October 21-25, 2013	MANAGE	Dr. P. L. Manohari

Sl. No.	Programme	Date	Venue	Coordinator(s)
30	Orientation Programmes on Extension Reforms	November 4-8, 2013	MANAGE	Dr. P. L. Manohari
31	Refresher Training Programme for the Input dealers trained under DAESI programme	November 11-12, 2013	MANAGE	Dr.N.Balasubramani Shri. P.Venkat Reddy
32	Refresher Training Programme for the Input dealers trained under DAESI programme	November 15-16, 2013	MANAGE	Dr.N.Balasubramani Shri. P.Venkat Reddy
33	Master Trainers' Training Program on "Revisiting of SREP"	November, 2013	Andhra Pradesh	Dr.M.A.Kareem
34	Master Trainers' Training Program on "Revisiting of SREP"	December, 2013	Tamil Nadu	Dr.M.A.Kareem
35	Program on Planning and Management of Sustainable Agricultural Livelihoods	December 2-6, 2013	MANAGE	Dr. P. L. Manohari
36	Orientation Programmes on Extension Reforms	December 16-20, 2013	MANAGE	Dr. P. L. Manohari
37	Refresher Training Programme for the Input dealers trained under DAESI programme	December 23-24,2013	MANAGE	Dr.N.Balasubramani Shri. P.Venkat Reddy
38	-Do-	December 26-27,2013	MANAGE	-Do-
39	-Do-	January 3-4,2014	MANAGE	-Do-
40	Workshop on "Revitalizing Agricultural Extension – Emerging Areas"	Date to be decided	ICs Division – Kabul, Afghanistan	Dr.P. Chandra Shekara

2. Centre for Agri-institution Capacity Building

Sl. No.	Programme	Date	Venue	Coordinator(s)
1	Training of Master Trainers on Planning and Management of Integrated Watershed Management projects (IWMP)	April, 2013	Jammu & Kashmir	Dr. B. Renuka Rani
2	Programme on Leadership for Innovation in Agriculture	June 18-21, 2013	Dehradun	Dr. Vikram Singh
3	WTO and its Implications on Indian Agriculture	May 28 – 30, 2013	Shillong	Dr. K. Anand Reddy
4	Training of Master Trainers on Planning and Management of Integrated Watershed Management projects (IWMP)	May, 2013	Chattisgarh	Dr. B. Renuka Rani
5	Managerial Skills for Convergence in Agricultural Extension	June 3 – 7, 2013	MANAGE	Dr. G. Jaya
6	Professional skills for Trainers of Extension Institutes of Agriculture and allied departments	June 17 – 21, 2013	MANAGE	Dr. G. Jaya
7	MDP for Improving the Effectiveness of Public Systems in Agriculture	July 08-12, 2013	MANAGE	Dr. Vikram Singh
8	Effective Communication	July 15 – 19, 2013	Chattisgarh	Dr. G. Jaya
9	Programme on Leadership for Innovation in Agriculture	August 19-22, 2013	Shillong	Dr. Vikram Singh
10	Development of National Facilitators to effectively manage Agriculture Extension Reforms	August 26 – September 6, 2013	MANAGE	Dr. G. Jaya and Dr. Vikram Singh
11	Training of Master Trainers on Planning and Management of Integrated Watershed Management projects (IWMP)	September 2 – 6, 2013	MANAGE	Dr. B. Renuka Rani
12	Research Methods and Documentation for Extension Personnel	September 16-20, 2013	MANAGE	Dr. Vikram Singh
13	Professional skills for Trainers of Extension Institutes of Agriculture and allied departments	September 16 – 20, 2013	MANAGE	Dr. G. Jaya
14	Managerial Skills for Convergence in Agricultural Extension	September, 2013	Kolkatta	Dr. G. Jaya

Sl. No.	Programme	Date	Venue	Coordinator(s)
15	Effective Communication	October 21 – 25, 2013	Uttar Pradesh	Dr.G.Jaya
16	MDP for Improving the Effectiveness of Public Systems in Agriculture	October 21-25, 2013	Jammu	Dr.Vikram Singh
17	WTO and its Implications on Indian Agriculture	October 29 – 31,2013	MANAGE	Dr. K. Anand Reddy
18	Self Management – Through Personal Profiling	November 4 – 7, 2013	Jaipur	Dr.Vikram Singh
19	Managerial Skills for Convergence in Agricultural Extension	November 11 – 15, 2013	MANAGE	Dr. G. Jaya
20	Management Games for Trainers	November 18 – 22,2013	MANAGE	Dr. K. Anand Reddy
21	Professional skills for Trainers of Extension Institutes of Agriculture and allied departments	November 25 – 29, 2013	MANAGE/ Maharastra	Dr.G.Jaya
22	Training of Master Trainers on Planning and Management of Integrated Watershed Management projects (IWMP)	November 25 – 29, 2013	MANAGE	Dr. B. Renuka Rani
23	Effective Communication	December 2 – 6, 2013	MANAGE	Dr.G.Jaya
24	Self Management – Through Personal Profiling	December 8-11, 2013	MANAGE	Dr.Vikram Singh
25	Management Games for Trainers	December 9 – 13, 2013	MANAGE	Dr. K. Anand Reddy
26	Professional skills for Trainers of Extension Institutes of Agriculture and allied departments	December 16 – 20, 2013	MANAGE	Dr.G.Jaya
27	Executive Development Programme for the officials of National Seed Corporation	December 16 – 20, 2013	MANAGE	Dr. K. Anand Reddy
28	Annual Training Planning Workshop of MANAGE, EEIs and SAMETIs	December, 2013	MANAGE	Dr.Vikram Singh and Dr.G.Jaya
29	Work Ethics for Developmental Professionals	January 20 – 23, 2014	MANAGE	Dr.Vikram Singh

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

Sl. No.	Programme	Date	Venue	Coordinator(s)
1	Agricultural Marketing – The New Paradigms	May 20 – 24, 2013	IMAGE, Bhubaneshwar	Dr. B.K. Paty
2	Market-led Extension	May 20-24, 2013	Sikkim	Dr.N.Balasubramani
3	Linking Farmers to Markets	June 20 – 24, 2013	MANAGE	Dr. B.K. Paty
4	-Do-	July 15 – 19, 2013	MANAGE	Dr. B.K. Paty
5	Agricultural Marketing – The New Paradigms	August 26 – 30, 2013	SIAM, Jaipur	Dr. B.K. Paty
6	Supply Chain Management in Agriculture	September 16 – 20, 2013	MANAGE	Dr. B.Venkat Rao
7	Linking Farmers to Markets	September 23 – 27, 2013	SAMETI, Sikkim	Dr. B.K. Paty
8	Project Planning and Management	September 23-27, 2013	MANAGE	Dr.N.Balasubramani
9	Linking Farmers to Markets	November 18 – 22, 2013	MANAGE	Dr. B.K. Paty
10	Project Planning and Management	November 25-29, 2013	SAMETI - Rajasthan	Dr.N.Balasubramani
11	Supply Chain Management in Agriculture	December 9 –13, 2013	MANAGE	Dr. B.Venkat Rao
12	Agricultural Marketing – The New Paradigms	December 9 – 13, 2013	MANAGE	Dr. B.K. Paty
13	Project Planning and Management	January 6-10, 2014	MANAGE	Dr.N.Balasubramani
14	Agricultural Marketing – The New Paradigms	January 6 – 10, 2014	SAMETI, Kolkata	Dr. B.K. Paty
15	Market-led Extension	February 3 -7, 2014	MANAGE	Dr.N.Balasubramani
16	Agricultural Marketing – The New Paradigms	February 10 – 14, 2014	MANAGE	Dr. B.K. Paty
17	Supply Chain Management in Agriculture	February 10 – 14, 2014	MANAGE	Dr. B.Venkat Rao

4. Center for Allied Extension and Water / Input Use Efficiency

Sl. No.	Programme	Date	Venue	Coordinator(s)
1	Development and Management of Community Approach / Cluster Approach in Reservoir Fisheries	June 10-14,2013	MANAGE	Dr. S. Senthil Vinayagam
2	New Dimensions in Extension for Extension Functionaries in Veterinary Sector	June 17-21,2013	TANVASU, Chennai	-Do-
3	Extension Management Approaches for Promotion of Sericulture Industry	July 22-26,2013	CSRTI, Mysore	-Do-
4	Value Addition and Secondary Agriculture with Special reference to Fish and Fishery Products	August 26-30, 2013	CIFT, Cochin	-Do-
5	New Dimensions in Extension for Extension Functionaries in Veterinary Sector	September 16-20, 2013	NDRI, Bangalore	-Do-
6	Extension Approaches for Promotion of Post Harvest Technology and Value Addition in Horticulture	October 21-25, 2013	HTC, Pune	-Do-
7	Participatory Extension Management for Livelihood Enhancement in Agro Forestry	November 18-22, 2013	FRI, TNAU, Mettupalayam	-Do-
8	Extension Approaches for Promotion of Post Harvest Technology and Value Addition in Horticulture	December 2-6, 2013	MANAGE	-Do-
9	Orientation training on Farming Systems Approach for Agricultural development	January, 2014	MANAGE	Dr.M.A.Kareem
10	-Do-	February, 2014	MANAGE	-Do-

5. Center for Agricultural Knowledge Management, ICTs and Mass Media

Sl. No.	Programme	Date	Venue	Coordinator(s)
1.	Applications of ICTs in Modified Extension Reforms Scheme	April 1-5, 2013	BHU, Varanasi	Dr. V.P.Sharma
2.	Advanced Training Programme on Agriculture Knowledge Management	April 8-12, 2013	SHIATE, Allahabad, UP	Shri K.V. Rao
3.	ICTs for Agricultural Information Management and Networking	April 16-20, 2013	MANAGE	Dr. Lakshmi Murthy
4.	Training–cum–Review Workshop for “Kisan Call Centres experts – Level I and Level II”	April, 2013	MANAGE	Dr. V.P.Sharma
5.	Applications of ICTs in Modified Extension Reforms Scheme	May, 2013	SAMETI, Srinagar	Dr. V.P.Sharma
6.	-Do-	May 13-17, 2013	SAMETI, Jammu	Shri. G. Bhaskar
7.	Improving e-Governance in Agriculture	May 27-31 2013	SAMETI, Agartala Tripura	Shri K.V. Rao
8.	Training – cum – Review Workshop for “Kisan Call Centres experts – Level I and Level II”	May, 2013	ATIC, A.P	Dr. V.P.Sharma
9.	Advanced Training Programme on Agriculture Knowledge Management	June 3-7, 2013	MANAGE	Shri. G. Bhaskar
10.	-Do-	June 3-7, 2013	SAMETI, Mashobra, HP	Shri K.V. Rao
11.	Applications of ICTs in Modified Extension Reforms Scheme	June 24-28, 2013	SAMETI, Jharkhand	Shri. G. Bhaskar
12.	-Do-	June 24-28, 2013	ICAR, Port Blair	Dr. V.P.Sharma
13.	Writing for Print Media	June 25-28, 2013	Bhubaneswar, Orissa	Dr.Lakshmi Murthy
14.	Training – cum – Review Workshop for “Kisan Call Centres experts – Level I and Level II”	June, 2013	Exposure Visit	Dr. V.P.Sharma

Sl. No.	Programme	Date	Venue	Coordinator(s)
15.	Advanced Training Programme on Agriculture Knowledge Management	July 8-12, 2013	MANAGE	Dr.Lakshmi Murthy
16	Project Planning and Management using MS Project	July 8-12, 2013	MANAGE	Dr. V.P. Sharma
17.	Applications of ICTs in Modified Extension Reforms Scheme	July 8-12, 2013	SAMETI, Meghalaya	Shri. G. Bhaskar
18.	Writeshop for Success Stories	July 22-25, 2013	Assam	Dr.Lakshmi Murthy
19.	Advanced Training Programme on Agriculture Knowledge Management	July 22-26, 2013	SAMETI, WB	Shri. G. Bhaskar
20.	Applications of ICTs in Modified Extension Reforms Scheme	July 23-27 2013	SAMETI, Assam	Shri K.V. Rao
21.	Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”	July, 2013	MANAGE	Dr. V.P.Sharma
22.	Applications of ICTs in Modified Extension Reforms Scheme	August 5-9, 2012	SAMETI, Aizawl, Mizoram	Shri K.V. Rao
23.	Writing for Print Media	August 6-9, 2013	Ranchi, Jharkhand	Dr.Lakshmi Murthy
24.	Application of Remote Sensing and GIS in Agricultural Development	August 19-23 2013	MANAGE,	Shri. G. Bhaskar
25.	Process Documentation of Development Projects	August 20-24, 2013	MANAGE	Dr. Lakshmi Murthy
26.	Training – cum – Review Workshop for “Kisan Call Centres experts – Level I and Level II”	August, 2013	Exposure Visit	Dr. V.P.Sharma
27.	Advanced Training Programme on Agriculture Knowledge Management	September 2-6, 2013	IMAGE, Bhubaneswar	Shri K.V. Rao
28.	Project Planning and Management using MS Project	September 16-20, 2013	MANAGE	Shri G. Bhaskar
29	Development of programmes for Community Radio	September 16-20, 2013	EEl, Nilokheri	Dr. Lakshmi Murthy

Sl. No.	Programme	Date	Venue	Coordinator(s)
30.	Training – cum – Review Workshop for “Kisan Call Centres experts – Level I and Level II”	September, 2013	Dept. of Agriculture. A.P.	Dr. V.P.Sharma
31.	Advanced Training Programme on Agriculture Knowledge Management	October 7-11, 2013	MANAGE	Dr. V.P. Sharma
32.	Improving e-Governance in Agriculture	October 7-11 2013	SAMETI, Imphal, Manipur	Shri K.V. Rao
33.	Application of Remote Sensing and GIS in Agricultural Development	October 7-11, 2013	SAMETI, Bihar	Shri. G. Bhaskar
34.	Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”	October, 2013	MANAGE	Dr. V.P.Sharma
35.	Improving e-Governance in Agriculture	November 4-8, 2013	SAMETI, Kohima, Nagaland	Shri K.V. Rao
36.	Advanced Training Programme on Agriculture Knowledge Management	November 4-9, 2013	TNAU, Tamil Nadu	Shri. G. Bhaskar
37.	-Do-	November 4-9, 2013	SAMETI, Sikkim	Dr. V.P. Sharma
38.	Writeshop for Success Stories	November 18-21, 2013	MANAGE	Dr.Lakshmi Murthy
39.	Project Planning and Management using MS Project	November 18-22, 2013	MANAGE	Shri G. Bhaskar
40.	Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”	November, 2013	Exposure Visit	Dr. V.P.Sharma
41.	Application of Remote Sensing and GIS in Agricultural Development	December 9-13, 2013	MANAGE	Shri. G. Bhaskar
42.	Applications of ICTs in Modified Extension Reforms Scheme	December 16-20, 2013	SAMETI, Uttarakhand	Shri K.V. Rao

Sl. No.	Programme	Date	Venue	Coordinator(s)
43.	Training – cum – Review Workshop for “Kisan Call Centres experts – Level I and Level II”	December, 2013	Dept. of Horticulture, A.P.	Dr. V.P.Sharma
44.	Application of Remote Sensing and GIS in Agricultural Development	January 6-10, 2014	SAMETI, Gujarat	Shri. G. Bhaskar
45.	Advanced Training Programme on Agriculture Knowledge Management	January 13-17, 2014	SAMETI, Itanagar, Arunachal Pradesh	Shri K.V. Rao
46.	Web 2.0 and Social Media in Agriculture	January 20-24, 2014	MANAGE	Dr. Lakshmi Murthy
47.	Training – cum – Review Workshop for “Kisan Call Centres experts – Level I and Level II”	January, 2014	MANAGE	Dr. V.P.Sharma
48.	Improving e-Governance in Agriculture	February 3-7, 2014	PAMETI, Punjab	Shri K.V. Rao
49.	Applications of ICTs in Modified Extension Reforms Scheme	February 10-14, 2014	SAMETI, Kerala	Shri. G. Bhaskar
50.	Training – cum – Review Workshop for “Kisan Call Centres experts – Level I and Level II”	February, 2014	DRR	Dr. V.P.Sharma
51.	Applications of ICTs in Modified Extension Reforms Scheme	March 10-14, 2014	SAMETI, Haryana	Shri K.V. Rao
52.	Training – cum – Review Workshop for “Kisan Call Centres experts – Level I and Level II”	March, 2014	Dept. of Animal Husbandry. A.P.	Dr. V.P.Sharma

6. Center for Agri-preneurship, Youth and Public Private Partnership

Sl. No.	Programme	Date	Venue	Coordinator(s)
1	Refresher Training Programmes for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri- Business Centres Scheme.	May, 2013	Uttar Pradesh	Dr. P. Chandra Shekara
2	-Do-	May, 2013	Maharashtra	-Do-
3	-Do-	May, 2013	Karnataka	-Do-
4	-Do-	June, 2013	Bihar	-Do-
5	-Do-	June, 2013	Rajasthan	-Do-
6	-Do-	June, 2013	Tamil Nadu	-Do-
7	-Do-	July, 2013	Andhra Pradesh	-Do-
8	-Do-	July, 2013	Gujarat	-Do-
9	-Do-	July, 2013	Madhya Pradesh	-Do-
10	-Do-	July, 2013	Assam	-Do-
11	Training cum Workshop on Agri-Entrepreneurship Development programmes for Northern, Eastern & North Eastern, Western and Southern Regions	July, 2013	Northern Region	-Do-
12	Refresher Training Programmes for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri- Business Centres Scheme.	August,2013	Uttar Pradesh	-Do-
13	-Do-	August,2013	Maharashtra	-Do-

Sl. No.	Programme	Date	Venue	Coordinator(s)
14	Training cum Workshop on Agri-Entrepreneurship Development programmes for Northern, Eastern & North Eastern, Western and Southern Regions	August, 2013	Eastern & North Eastern Regions	Dr. P. Chandra Shekara
15	Public Private Partnership in Extension Reforms	September, 2013	MANAGE	Dr. P. Kanaka Durga
16	Training cum Workshop on Agri-Entrepreneurship Development programmes for Northern, Eastern & North Eastern, Western and Southern Regions	September 2013	Western Region	Dr. P. Chandra Shekara
17	-Do-	September, 2013	Southern Region	-Do-
18	Refresher Training Programmes for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri- Business Centres Scheme.	September, 2013	Jammu & Kashmir	-Do-
19	-Do-	September, 2013	Chattisgarh	-Do-
20	-Do-	September, 2013	Odisha	-Do-
21	-Do-	October, 2013	Manipur	-Do-
22	-Do-	October, 2013	Himachal Pradesh	-Do-
23	-Do-	October, 2013	Haryana	-Do-
24	Public Private Partnership in Extension Reforms	October, 2013	MANAGE	Dr. P. Kanaka Durga
25	Refresher Training Programmes for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri- Business Centres Scheme.	November, 2013	Punjab	Dr. P. Chandra Shekara
26	-Do-	November, 2013	Uttar Pradesh	-Do-

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

Sl. No.	Programme	Date	Venue	Coordinator(s)
1	Training Planning and Training Module Development	April 9-12, 2013	Guwahati, Assam	Dr.K.Uma Rani
2	Participatory Extension Management for Extension Functionaries	April, 2013	Maharashtra	Dr.K.Uma Rani
3	Leadership Skills for Women Executives	May 6-10, 2013	MANAGE	Dr.K.Uma Rani
4	Participatory Extension Management for Extension Functionaries	June 10-14, 2013	MANAGE	Dr.K.Uma Rani
5	Management Development Program for Women in Development Sector	July 8-12, 2013	MANAGE	Dr.K.Uma Rani
6	Climate Change and Agriculture	July 22-26, 2013	MANAGE	Dr. N. Balasubramani
7	Training Programme on Urban Agriculture	June 24-28, 2013	MANAGE	Dr. N. Balasubramani
8	Gender Sensitization for the Extension Functionaries under Extension Reforms	July, 2013	Kolkata	Dr.K.Uma Rani
9	Food and Nutritional Security of the Women in Agriculture	August 19-23, 2013	MANAGE	Dr.K.Uma Rani
10	Climate Change and Agriculture	August 19-23, 2013	SAMETI - Jharkhand	Dr. N. Balasubramani
11	Gender Sensitization for the Extension Functionaries under Extension Reforms	September 16-20, 2013	Chattisgarh	Dr.K.Uma Rani
12	Leadership Skills for Women Executives	October, 2013	MANAGE	Dr.K.Uma Rani
13	Climate Change and Agriculture	October 21-25, 2013	SAMETI - UP	Dr. N. Balasubramani
14	Food and Nutritional Security of the Women in Agriculture	October 21-25, 2013	MANAGE	Dr.K.Uma Rani
15	Training Programme on Urban Agriculture	December 2-6, 2013	Bihar	Dr. N. Balasubramani
16	Management Development Program for Women in Development Sector	January 6-10, 2013	MANAGE	Dr.K.Uma Rani

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

Sl. No.	Programme	Date	Venue	Coordinator(s)
1	Training Programme on 'Network for Revitalization of Rainfed Agriculture in India'	May 20-24, 2013	MANAGE	Dr. B. Renuka Rani
2	Development and sustainability of Farmer Producer Organizations	May, 2013	Gujarat	Dr. P. Kanaka Durga
3	-Do-	June, 2013	Meghalaya	-Do-
4	Training Programme on 'Network for Revitalization of Rainfed Agriculture in India'	June 17 – 21, 2013	MANAGE	Dr. B. Renuka Rani
5	Training Programme on Planning and management of Integrated Watershed Management projects (IWMP)	July, 2013	Jammu & Kashmir	Dr. K. Sai Maheswari
6	Training Programme on 'Network for Revitalization of Rainfed Agriculture in India'	July, 2013	Jharkhand	Dr. B. Renuka Rani
7	Training programme on Formation and Management of Producers' groups (PGs) and federations	July 15 - 19, 2013	MANAGE	Dr. B. Renuka Rani
8	-Do-	July 29 - 2 August, 2013	MANAGE	-Do-
9	Monitoring and Evaluation of Participatory Development Projects	August, 2013	Bihar	Dr. P. Kanaka Durga
10	Training programmes on "Sustainability of Watershed Projects"	September, 2013	MANAGE	Dr. K.Sai Maheswari
11	Training Programme on 'Network for Revitalization of Rainfed Agriculture in India'	October 21 – 25, 2013	MANAGE	Dr. B. Renuka Rani
12	Monitoring and Evaluation of Participatory Development Projects	October 2013	EEI, Nilokheri	Dr. P. Kanaka Durga

Sl. No.	Programme	Date	Venue	Coordinator(s)
13	Training Programme on 'Network for Revitalization of Rainfed Agriculture in India'	November, 2013	Chattisgarh	Dr. B. Renuka Rani
14	Training Programme on Preparation of Detailed Project Report (DPR) under Integrated Watershed Management Programme (IWMP)	December 9-13, 2013	MANAGE	Dr. K.Sai Maheswari
15	Development and sustainability of Farmer Producer Organizations	December, 2013	EEl, Anand	Dr. V.P.Sharma Dr. P. Kanaka Durga
16	Training Programme on 'Network for Revitalization of Rainfed Agriculture in India'	January 27 – 31, 2014	MANAGE	Dr. B. Renuka Rani
17	Monitoring and Evaluation of Participatory Development Projects	January, 2014	Kolkata	Dr. V.P.Sharma
18	Training programme on Formation and Management of Producers groups (PGs) and federations	February 10 – 14, 2014	MANAGE	Dr. B. Renuka Rani
19	Monitoring and Evaluation of Participatory Development	February, 2014	MANAGE	Dr. V.P.Sharma

National Workshops

Sl. No.	Programme	Date	Venue	Coordinator(s)
1	Consultative Workshop on Extension Strategies to Strengthen Animal Husbandry, Fisheries, Horticulture Sectors	May 2 – 3,2013	MANAGE	Dr. S.Senthil Vinayagam Dr. M.A. Kareem
2	National Workshop on "Network for Revitalization of Rainfed Agriculture in India"	May 16 – 17, 2013	MANAGE	Dr. V. P. Sharma Dr. B. Renuka Rani
3	Workshop on Accreditation / Certification of Trainers and Training Institutions	May 22 – 23,2013	MANAGE	Dr.Vikram Singh Dr.K.Anand Reddy Dr.G.Jaya
4	Training cum workshop on 'Online Content Module Development Process'	July 29 – 31,2013	MANAGE	Dr. S.Senthil Vinayagam TNAU Faculty
5	Workshop on Gender Mainstreaming	July,2013	MANAGE	Dr. K. Uma Rani
6	National Workshop for strengthening of Kisan Call Centres	August 29 – 30, 2013	MANAGE	Dr. V. P. Sharma Dr. R. K. Tripathi
7	Review workshop on PGDAEM	September 12 – 13, 2013	MANAGE	Dr. S.Senthil Vinayagam Dr. K. Sudhakar
8	National Consultation of DAESI programme for upscalling	September, 2013	MANAGE	Dr. N. Balasubramani
9	Workshop on Role of Youth Clubs in Agricultural Development	September 2013	MANAGE	Dr. P. Chandra Shekara Dr. P. Kanaka Durga
10	National Workshop on "Mobile based eExtension Services in Agriculture"	November 2013	MANAGE	Dr. V. P. Sharma Shri. G. Bhaskar
11	National Conference on Extension Reforms	January 21–22, 2014	MANAGE	Dr. P. Chandra Shekara
12	National Convention on Agri-Clinics and Agri-Business Centers	February 4 – 5, 2014	MANAGE	Dr. P. Chandra Shekara
13	National Workshop on Incorporating Marketing Component in SREP	February,2014	MANAGE	Dr.B.K.Paty Dr.M.A.Kareem Dr.B.Venkat Rao

1. Centre for Agricultural Extension Policy, Reforms and Processes

1.1 Workshop on “Revitalizing Agricultural Extension – Emerging Areas”

The workshop is part of implementation of Twinning MOU with Govt. of Afghanistan and Govt. of India. It aims at understanding extension management system in Afghanistan, identification of critical areas for intervention, linking successful extension interventions with critical areas and working out a road map for implementation.

Sl.No	Date	Venue
1	Date to be decided	ICs Division – Kabul, Afghanistan
Program Coordinator: Dr.P. Chandra Shekara		

Objectives

- ❖ To understand the extension management system in Afghanistan.
- ❖ To identify the critical areas for intervention.
- ❖ To share successful extension interventions addressing the critical areas of Agricultural Extension in Afghanistan.
- ❖ To work out a road map for implementation.

Content

- ❖ An overview of Agricultural Extension Management in Afghanistan.
- ❖ Critical Agricultural Extension areas for Afghanistan.
- ❖ Successful extension interventions Vs critical areas of Agricultural Extension in Afghanistan.
- ❖ Road map for Agricultural Extension in Afghanistan.

Participants

- ❖ Officials of Agriculture and Allied Departments nominated by UNDP, Afghanistan.

1.2 U.S.-India-Africa Triangular International Training Programme on “New Dimensions in Agricultural Extension Management” for Extension Functionaries of Liberia, Kenya and Malawi

During the State visit of U.S. President Mr. Barack Obama to India in November 2010, the U.S. and India announced a new agriculture partnership, the “Evergreen Revolution”, to address global food security. The effort includes trilateral cooperation adapting technological advances and innovative solutions to address food security challenges in Africa. This triangular cooperation would explore an initial focus on three African countries, with potential to expand throughout the African continent in coming years.

One component of the Evergreen Revolution is a program to offer agricultural training to 180 public sector, private sector, non-governmental agriculturists and extension functionaries from Kenya, Malawi, and Liberia at Indian agricultural training institutes. Under the program, MANAGE will provide training on Agricultural Extension Management, through a two-month course, for 90 participants from these three countries.

Rationale

The changing economic scenario and the emerging market opportunities due to market liberalization and export orientation have posed new challenges to the entire agricultural value chain and the extension systems that support them. Future growth in agriculture has to be generated through improvements in productivity of diversified farming systems with regional specialization, linking production to marketing, farm level agro-processing and value addition and aggregating small-holding farmers through farmers’ organizations. To meet these demands, it is necessary to re-orient agricultural extension systems so that they become decentralized, demand driven, farm business oriented and involve multiple actors both in the public and private sectors.

India has had success in re-orienting its extension system through the Agricultural Technology Management Agency (ATMA) and further strengthened by Krishi Vigyan Kendra (KVK) under Indian Council of Agricultural Research (ICAR). The private sector and non-governmental organizations (NGOs) have increased their role in providing extension services. These experiences and new approaches are expected to have relevance for other developing countries as they work to increase agricultural productivity. Accordingly, the agricultural training will be based on successful public and private sector experiences in India that have increased agricultural productivity through alternative, modern extension systems.

For the last 25 years MANAGE has offered specialized training, education, research and information services in agricultural extension management with a good

track record of successful program implementation. MANAGE is actively involved in developing linkages with prominent state, regional, national and international institutions involved in Agricultural Extension Management for promoting faculty exchanges and organizing need-based trainings. It is engaged by the Government of India for its global outreach activities for training international agriculture professionals in Agricultural Extension Management. Hence, MANAGE is well-suited to conduct the training envisaged under this program. MANAGE had successfully conducted first programme in the series during 2012-13 and the second programme is proposed during 2013-14.

Sl.No	Date	Venue
1	October 15 to December 13, 2013	MANAGE
Program Coordinator: Dr. P. Chandra Shekara		

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 operationalisation 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 operationalisation 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.
- ❖ **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.
- ❖ **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.
- ❖ **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.
- ❖ **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.
- ❖ **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.
- ❖ **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.

- ❖ **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., are found to be cost and time effective in extension delivery mechanism.
- ❖ **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.
- ❖ **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.
- ❖ **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 into extension is found to be useful for farmers.
- ❖ **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.
- ❖ **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.
- ❖ **Action planning for back at work situation:** Considering the orientation and experiences provided, the participants are expected to develop an action plan for operationalizing the relevant concepts in their own country in the back at work situation. This would help to transfer the learnings for application in the respective countries of the participants.

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 and 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 Liberia, Kenya and Malawi. 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.

Fees

- ❖ The program is fully funded by USAID, 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 Nairobi (Kenya), Monrovia (Liberia), and Lilongwe (Malawi) to MANAGE at Hyderabad, India and return will be borne by USAID, India.

Nominations

- ❖ The concerned organizations may send in their nominations in the prescribed format attached with this brochure on or before August 31st 2013 to the Course Director, MANAGE, India.

1.3-12 Master Trainers' Training Program on "Revisiting of SREP"

In order to revitalize agricultural extension in the states to make the extension system decentralize and demand driven, the Ministry of Agriculture, Govt. of India, is implementing the centrally sponsored scheme support to state extension programs for Extension Reforms since 2005-06. This scheme is now operational in 620 districts of the country. The scheme mainly focuses on Operationalizing agricultural reforms across the country through new institutional arrangement with restructured autonomous bodies at State/ district/ block level, which are flexible, bottom up, farmer driven and promote public private partnership. On the basis of experience gained during the implementation of the Extension Reform Scheme from 2005-09 and after consulting the State Governments, the Govt. of India in 2010 has revised the ongoing Centrally Sponsored Scheme "Support to State Extension Programs for Extension Reforms" by strengthening the earlier scheme with adequate manpower and revised cafeteria of activities.

MANAGE as the apex institute has facilitated the implementation of the scheme since its inception by initiating various capacity building programs for the state officials of Agriculture and other line departments including State Agricultural Universities (SAUs) in developing Strategic Research Extension Plans (SREPs), State Extension Work Plans (SEWP) and operationalization of SREPs and ATMA. In view of revision of the scheme with appointments of additional manpower and revised cafeteria of activities, it is felt necessary to take up capacity building of newly recruited dedicated manpower at district and block level in developing the Strategic Research Extension Plans (SREPs) for the district. Accordingly the following programs are planned during 2013-14.

Sl.No	Date*	Venue
1	April	West Bengal
2	May	Pudichery
3	June	Tripura/ Nagaland
4	July	Maharashtra
5	August	Chattisgarh
6	August	Oddisha
7	September	Jharkand
8	October	Karnataka
9	November	Andhra Pradesh
10	December	Tamil Nadu
Program Coordinator: Dr.M.A.Kareem		
*(As per the convenience of the SAMETI's)		

Objectives

- ❖ To orient the participants on the need for re-visiting the SREPs
- ❖ To review the existing understanding of the concepts and methodology of Agro-ecological Situations, Farming Systems Approach and Farming Situation Based Extension,
- ❖ To reinforce the participants on updating the Secondary data of the district
- ❖ To provide an understanding of economic analysis (B:C ratios) of each Farming systems, SWOT analysis and production gap analysis to develop the Research and Extension strategies for the district
- ❖ To understand the gaps in Marketing practices and infrastructure and develop strategies for the district
- ❖ To develop the skills in developing the strategies for capacity building of the farmer and extension personnel of the district
- ❖ To develop the skills in using the participatory tools for collecting the primary data from the representative villages
- ❖ To orient the participants in handling the primary and secondary data for consolidation and developing research-extension and marketing strategies

Content

- ❖ Concepts of Agro-ecological Situation (AES); concept of Farming Systems Approach (FSA); concept of Farming Situation Based Extension; orientation on developing Marketing Strategies, IPM, INM and seed replacement strategies for the district, updating secondary data of the district, participatory tools used for primary data collection; understanding the formats to be used for primary and secondary data collection; analysis of the data; consolidation of the data and documentation of SREP.

Participants

- ❖ Extension functionaries from the departments of Agriculture and all the other Allied Departments including Marketing. Projector Directors, Deputy Project Directors of ATMA and other District Level Officers and Scientists from Krishi Vigyan Kendras and Agricultural Research stations and Core AES teams.

1.13-27 Refresher Training Programme for the Input Dealers trained under DAESI Programme

The efforts made for augmenting Agricultural Production to meet the demand of ever increasing population, created an Input and technology consciousness among the farmers which lead to self sufficiency in food production. In order to maintain, the sustained food production, farmers need a continuous technical information support within their domain. It is possible only through utilization of multi-agency extension services such as Agribusiness companies, Voluntary Organizations, Farmers Associations and Input dealers in transfer of technology besides Public Extension system. Among these agencies, Input dealers are the prime source of farm information to the farming community. However, majority of these agri-input dealers are not having any formal agricultural education and having limited knowledge about laws related for handling of agriculture inputs.

In order to make these input dealers as para-professionals, National Institute of Agriculture Extension Management (MANAGE) has launched a one-year diploma course ie, "Diploma in Agricultural Extension Services for Input Dealers (DAESI)" on Distance-education mode on 6th July 2003 and so far trained 2551 input dealers on DAESI. This Diploma programme empowered the DAESI input dealers to provide quality farm advisory services to the farmers besides expanding their business. However, the situations in agricultural sector are changing and farmers are encountering new problems. The trained input dealers with yesterday's knowledge will be obsolete to face the today's problems. In this context, it is proposed to organize two days Refresher Training Programmes for the trained Input dealers to update their technical knowledge with the following specific objectives.

Sl.No.	Date	Venue
1	April 1-2, 2013	MANAGE
2	April 4-5, 2013	MANAGE
3	April 8-9, 2013	MANAGE
4	April 15-16, 2013	MANAGE
5	April 17-18, 2013	MANAGE
6	April 22-23, 2013	MANAGE
7	April 25-26, 2013	MANAGE
8	October 3-4, 2013	MANAGE
9	October 14-15, 2013	MANAGE
10	October 17-18, 2013	MANAGE
11	November 11-12, 2013	MANAGE
12	November 15-16, 2013	MANAGE
13	December 23-24, 2013	MANAGE
14	December 26-27, 2013	MANAGE
15	January 3-4, 2014	MANAGE
Program Coordinators: Dr.N.Balasubramani and Shri. P.Venkat Reddy		

Objectives

- ❖ To impart knowledge on Core Competitive areas with special reference to latest crop production technologies
- ❖ To discuss and refresh the knowledge of input dealers on Acts and Laws of Agri- inputs such as Seeds, Fertilisers, Pesticides etc and
- ❖ To provide solutions to the field problems encountered by the input dealers

Content

- ❖ Field problems faced by the input dealers in the areas of
 - Soil Health Management
 - Seeds and Seed Production
 - Fertilizers and Integrated Nutrient Management
 - Pests and Disease and Plant Health Management
 - Weeds, Weedicides and Integrated Weed Management
 - Advances in Crop Production technologies
 - Acts and Laws related to Agri-Inputs

Methodology

- ❖ Presentation by experts
- ❖ Discussion

Participants

- ❖ Input Dealers trained under DAESI before three years are eligible to participate in the programme.

1.28-31 Planning and Management of Sustainable Agricultural Livelihoods

Agriculture continues to be the main source of livelihoods for nearly 67 percent of 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	May, 2013	IMAGE, Bhuvaneshwar
2	June, 2013	SAMETI, Chattisgarh
3	Aug 26-30, 2013	MANAGE
4	Dec 2-6, 2013	MANAGE
Program Coordinator: Dr. P. L. Manohari		

Objectives

- ❖ To orient the participants on 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.

1.32-33 Farm Business Management

The changing economic scenario and the emerging market opportunities due to liberalization and export orientation have placed 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 programmes 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 agriculture and allied sectors on the concept of Farm Business Management.

Sl.No.	Date	Venue
1	September, 2013	SAMETI, Ranchi
2	October 21-25, 2013	MANAGE
Program Coordinator: 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

Participants

- ❖ The participants in the programmes would include extension personnel of line departments, KVKs, private extension consultants, trainers of the training institutions, farm management personnel and other technical farm advisors in various sectors such as Agriculture, Horticulture, Sericulture, Animal Husbandry, Fisheries etc.

1.34-36 Farm Journalism Skills for Extension Functionaries

Information on agriculture in different sectors like Crops, Livestock, Horticulture and Sericulture etc. were communicated among farmers from ancient times. However, with the development in agricultural research, need arises to transfer new information and technologies to the farmers. In this era of knowledge, intensive agriculture farmers need timely and location specific information about their farm practices. Farm journalism can play a crucial role in collection, processing and dissemination of location specific information according to the need of the farmers based on scientific research and should be timely. At the same time, information and communication technology provides a range of sophisticated methods for enhancing communication with farmers. Although electronic media are playing an ever more important role in agricultural communication, print media will surely remain an important source of agricultural information in many parts of the world for some years to come. Hence, It is important to build farm journalism skills of the extension functionaries for effective delivery at field level.

Sl.No.	Date	Venue
1	May, 2013*	Puducherry
2	June, 2013*	Chattisgarh
3	September 16-20, 2013	MANAGE
Program Coordinator: Dr. P. L. Manohari		
*Dates will be finalized in consultation with the States		

Objectives

- ❖ To orient the participants on the concept, need and importance of farm journalism in agricultural extension
- ❖ To develop skills in farm journalism for development of the farmers.

Content

- ❖ Concept of farm journalism and its relevance for agricultural development
- ❖ Principles of farm journalism
- ❖ Need for farm journalism
- ❖ Skills in writing leaflets, pamphlets, newsletters, success stories, research articles etc.

Participants

- ❖ The participants in the programme would include Senior and Middle level Officials of Agriculture, Horticulture, Animal Husbandry, Sericulture, Fisheries, and the Scientists from SAUs, KVKs and NGOs involved in documentation activities for promotion of agriculture.

1.37-40 Orientation Programmes on Extension Reforms

Extension reforms in India were pilot tested in seven states covering 28 districts under ITD component of NATP from 1998 to 2005. This successful experiment served as a basis to launch the scheme "Support to state extension programmes for extension reforms" in 252 districts during X plan. This scheme is now in operation in all the developmental districts of the country. The experience gained during the implementation of the extension reforms during the past years, has led the Govt. of India to revise the guidelines for strengthening of the scheme. The scheme has now been modified and strengthened with a strong manpower, infrastructure and activities.

In this context, it is proposed to sensitize the extension functionaries of agriculture and line departments working under ATMA on the modified guidelines for better implementation of scheme.

Sl.No.	Date	Venue
1	July, 2013	West Bengal *
2	August, 2013	Odisha *
3	November 4-8, 2013	MANAGE
4	December 16-20, 2013	MANAGE
Program Coordinator: Dr. P. L. Manohari		
*Dates will be finalized in consultation with the States		

Objectives

- ❖ To reinforce the participants with the Extension Reforms Scheme and clarify the roles and responsibilities of different stake holders and key actors in implementation
- ❖ To develop the capacity of the participants in developing and operationalising the BAP and the DAP
- ❖ To appraise the participants as to how the Public– Private Partnership, Farmers Interest Groups (FIGs) and Farmers Organizations (FOs), can be promoted in the district through involvement of NGO's and Agri-preneurs
- ❖ To orient the participants in handling the Research - Extension – Farmer and Market (REFM) Linkages.

Content

- ❖ Need and concept of ATMA under extension reforms
- ❖ Institutional arrangements under revised guidelines
- ❖ Roles & responsibilities of the stakeholders
- ❖ Functions of GB, AMC, DFAC, BTT, BFAC & CIGs
- ❖ Revised cafeteria of activities
- ❖ Operationalisation of ATMA (Emergence of plans from groups, BAP/ DAP/ SEWP and funding mechanism)
- ❖ Extension approaches (Group Approach - CIGs/ FIGs / FOs)
- ❖ Promotion of concepts like Market Led Extension, R-E-F-M Linkages, and Farm School
- ❖ Field visit to the nearest ATMA

Participants

- ❖ The participants in the Programme would include Senior and Middle Level Officials of Agriculture, Horticulture, Animal Husbandry, Sericulture, Fisheries, and the Scientists from SAUs, KVKs and NGOs.

2. Center for Agri-institution Capacity Building

2.1-2 Programmes on Leadership for Innovation in Agriculture

Most of the effective leaders are able to motivate people to help produce exceptional performance and desired outcome. In the contemporary organizations, vibrancy and synergy is produced by leaders not only because of the position they hold and the control they can exercise but also because of the impact they are able to create on people. Such impact may be created by i) evolving performing teams ii) inspiring people to give their best performance iii) effectively employing organizational processes like communication, delegation, feedback, use of authority, negotiation and conflict management iv) integrating professional and personal goals v) expanding ability to deliver vi) creating culture of trust, respect and relationship and vii) creating winning ideas.

In view of this, a two pronged model encompassing the 'organizational systems and processes' and 'personal leadership abilities' of the individuals is the most comprehensive approach to turn people as effective leaders.

Sl.No.	Date	Venue
1	June 18-21, 2013	Dehradun (Northern States)
2	August 19-22, 2013	Shillong (North Eastern States)
Program Coordinator: Dr.Vikram Singh		

Objectives

- ❖ To expose to the issues and patterns of leadership relevant for building modern and futuristic organization
- ❖ To help develop vision and motivational skills among the participants so that people turn to them to seek direction

Content

- ❖ Concept of Leadership
- ❖ Leadership Patterns and Leadership Profiling
- ❖ Position – Function – Process Leadership for Growth
- ❖ Organizational Structure, Culture and Processes vis-à-vis Leadership Development

Methodology

- ❖ Lecture
- ❖ Case Method
- ❖ Syndicates
- ❖ Psychological & Personal Testing

Participants

- ❖ Senior functionaries of Agriculture and Allied Departments, Marketing Department, Farmers Organizations, Cooperatives, ICAR and State Agricultural University System and NGOs

2.3-4 MDP for Improving the Effectiveness of Public Systems in Agriculture

In the changing scenario with commercialization of Indian Agriculture, it is indeed necessary to make the public system responsive and accountable to the farming community and other stakeholders involved in agricultural development. To bring such breakthrough in agriculture it is certainly necessary to apply the frontier technologies. However, this would be possible only by clubbing with superior managerial skills and hence all the agriculture development functionaries need to be sensitized about the best management practices to achieve optimum performance.

Sl.No.	Date	Venue
1	July 08-12, 2013	MANAGE (All States)
2	October 21-25, 2013	Jammu (Jammu & Kashmir, HP, Haryana, Punjab, Uttarakhand)
Program Coordinator: Dr.Vikram Singh		

Objectives

- ❖ To appraise the participants about the organizational processes and practices, enhancing their competence through client focused approach
- ❖ To understand the issue of knowledge acquisition and management and its application for developmental projects

Content

- ❖ MBO – to remain focused and relevant
- ❖ Process Reengineering – Innovations and their application
- ❖ Organizational Processes including Change Management, Exercise of Leadership and Communication and delegation patterns
- ❖ Enhancing collaborations and partnerships to succeed in developmental projects
- ❖ Knowledge acquisition and its management
- ❖ Projectized approach for performance

Methodology

- ❖ Lecture
- ❖ Case Studies
- ❖ Group Work
- ❖ Presentations

Participants

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

2.5-6 Self Management – Through Personal Profiling

In most of the training programmes 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 programmes 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 programme 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 Programme is an improved performance of individuals by understanding and managing the SELF.

Sl.No.	Date	Venue
1	November 04-07, 2013	Jaipur (Rajasthan, Gujarat, MP, Chhattisgarh, UP)
2	December 08-11, 2013	MANAGE (All States)

Program Coordinator: 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

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 – Lecture
- ❖ Counseling and Guidance

Participants

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

2.7 Research Methods and Documentation for Extension Personnel

With the passage of time and technological advancements, agriculture is progressively becoming an enterprise. However, the extension and developmental activities are carried out in most routine and repetitive manner, which do not encourage innovations. In order to promote innovations and bring technological advancement in agriculture, scientific temperament and rationale thinking among the functionaries is a necessary requirement. Understanding of research methods would help developmental functionaries not only to analyze the problems at field level but also in finding their answers within the resources and conditions prevailing at farmers level. Also a great deal of anecdotal experiences and implicit knowledge in the extension system goes unverified and undocumented which need to be captured. This Programme is intended basically to establish the value of rational thinking, use of scientific approach of decision making and capturing the newer wisdom for use in agriculture.

Sl.No.	Date	Venue
1	September 16-20, 2013	MANAGE (All States)
Program Coordinator: Dr.Vikram Singh		

Objectives

- ❖ To help evolve a problem solving approach using scientific techniques among development professionals
- ❖ To apprise about relevant research methods, data collection and analysis techniques, interpretation and report writing for extension personnel and policy makers

Content

- ❖ Problem Diagnosis and Setting Objectives
- ❖ Writing a Research Proposal
- ❖ Methods of Research - Survey Method, Case Study Method and Participatory Methods
- ❖ Data Collection and Analysis
- ❖ Documentation and Report Preparation

Methodology

- ❖ Lecture
- ❖ Case Documentation
- ❖ Group Work and Presentations

Participants

- ❖ Faculty Members of SAMETIs, EEIs, KVKs and other Agricultural and Rural Development Institutions, Senior Functionaries of Extension in Agriculture and Allied Departments, Cooperatives, Agri-Business Companies, NGOs, Public and Private Institutions and other Agriculture Extension Service Providers

2.8 Work Ethics for Developmental Professionals

Competence alone stands no guarantee of high performance, however, combining it with superior work ethics enhances the performance of the individuals in the organization. Work ethics is understood more as a philosophical concept and, therefore, require to break it down into sub sets so that it can become the subject of training and learning. 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 too. We recognize that good work ethics are invaluable assets of the organization and their practice would help to bring positive change in employees and support institution building.

Sl.No.	Date	Venue
1	January 20 – 23, 2014	MANAGE (All States)
Program Coordinator: Dr.Vikram Singh		

Objectives

- ❖ To understand the concept of work ethics and their importance for 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

- ❖ Faculty Members of SAMETIs, EEIs, KVKs and other Agri and Rural Development Institutions, HoDs and Senior Functionaries of Extension in Agriculture and Allied Departments, Cooperatives, Agri-Business Companies, NGOs, Public and Private Institutions and other Agricultural Extension Service Providers

2.9 Annual Training Planning Workshop of MANAGE, EEIs and SAMETIs

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 Institute (SAMETI). A national level training planning workshop is therefore proposed to be organized every year 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 and demand driven training calendars for MANAGE, EEIs and SAMETIs

Sl.No.	Date	Venue
1	December, 2013	MANAGE
Program Coordinators: Dr.Vikram Singh and Dr. G. Jaya		

Objectives

- ❖ To elicit suggestions for establishing better linkages and synergies among the three levels of extension training institutions viz., MANAGE, EEIs and SAMETIs.
- ❖ To enable the Extension training institutions prepare need based and demand driven training calendars
- ❖ To avoid duplication of programmes for the same level of participants by various levels of training institutions
- ❖ To make research and consultancy form integral part of work plan of all the three tiers of extension training institutions

Content

- ❖ Training Needs Assessment of various levels of extension functionaries
- ❖ Strengthening linkages between extension management training institutions in country
- ❖ Up-scaling AC&ABC, DAESI, PGD (AEM) and Kisan Call Centres through collaborative efforts
- ❖ Conducting Need based collaborative research
- ❖ Preparation of demand driven Academic Calendar of Extension Management institutes at the three levels.

Participants

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

2.10-11 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 programmes to orient the officials in the agriculture department on the key issues relating to WTO – AOA and its implications to the Indian farmers.

Sl.No.	Date	Venue
1.	May 28 – 30,2013	Shillong
2.	October 29 – 31,2013	MANAGE
Program Coordinator: 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.

2.12-13 Management Games for Trainers

The subject of 'Management' forms an integral part of any training programme 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 programmes 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 training calendar.

Sl.No.	Date	Venue
1	November 18 – 22,2013	MANAGE
2	December 9 – 13, 2013	MANAGE
Program Coordinator: 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.

2.14 Executive Development Programme for the officials of National Seed Corporation

National Seeds Corporation Limited has been engaged in production and distribution of quality seeds of 80 crops and over 800 varieties all across the country through its production and distribution network. With the changes in the national seed demand and seed business trends in the country, NSC has been taking necessary strategic initiatives to contribute to the development of seed system in the country. In this context, a need has been felt to provide necessary managerial / professional skills to its officials to enable them to contribute their best for the organizational growth and hence, a programme is proposed during this Academic Year.

Sl.No.	Date	Venue
1	December 16 – 20, 2013	MANAGE
Program Coordinator : Dr. K. Anand Reddy		

Objectives

- ❖ To appraise the participants about the managerial skills and its application in the seed production as an enterprise;
- ❖ To help understand the basic tools of project management and their application for agriculture development projects

Content

- ❖ Team Building and Team Work
- ❖ Motivation
- ❖ Leadership
- ❖ Conflict Management
- ❖ Public – Private Partnership for Agricultural Development
- ❖ Communication process
- ❖ Emotional Intelligence
- ❖ Stress Management
- ❖ Time Management
- ❖ Feed back
- ❖ Project Management – Planning, Implementation, monitoring and Evaluation

Methodology

- ❖ Class room lecture based on practical experience
- ❖ Group work
- ❖ Field visit

Participants

- ❖ Officials from National Seed Corporation

2.15-17 Managerial Skills for Convergence in Agricultural Extension

Substantial public investments are being made in agriculture and allied sectors for strengthening the livelihood base of the farmers through various initiatives like NHM, NFSM, RKVY etc. However, the farming community is unable to take full benefit of these programmes for variety of reasons on the part of farmers as well as implementers such as lack of coordination and commitment among implementing departments, rigid compartmentalization and administrative hierarchy and inability to network with relevant stakeholders. Realizing this fact, the institutional arrangements like ATMA is created at district level so that convergence can be brought in between the service provider departments on one hand and the farmers on the other hand. Convergence of efforts and investments may bring synergy among different departments for effective implementation and bringing about desired outcome.

Convergence means bringing together the distinct and separate factors or phenomenon for achieving a common objective and result. It helps to optimize the benefits from existing resources and avoids duplication of efforts at the cutting edge level. Some of the issues identified in the implementation are rigid hierarchy, poor attitude and coordination & lack of commitment for bringing about convergence. It is basically a managerial concern and therefore the issues like team building, interpersonal communication, pro-activity, leadership, conflict management etc. need to be addressed. Keeping these issues in view, three training programmes are planned during the academic year.

Sl.No	Date	Venue
1	June 3 – 7, 2013	MANAGE
2	September, 2013	Kolkatta
3	November 11 – 15, 2013	MANAGE
Programme Coordinator: Dr. G. Jaya		

Objectives

- ❖ To orient the participants on the concept of convergence
- ❖ To help them develop an understanding on the benefits of convergence
- ❖ To upgrade the understanding of participants on managerial skills for convergence
- ❖ To develop plan of action for overcoming convergence issues.

Content

- ❖ Importance of Convergence
- ❖ Managerial issues pertaining to convergence
 - Team building
 - Interpersonal Communication
 - Proactivity
 - Leadership
 - Conflict Management
 - Coordination
 - Presentation Skills

- ❖ Plan of action for over-coming convergence issues

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

2.18-21 Professional Skills for Trainers of Extension Institutes of Agriculture and Allied Departments.

Line managers based in training institutions have the responsibility for training and developing the extension functionaries in agriculture and allied departments. If trained well, these trainers have the advantage of putting the learning directly in to relevant context and provide reinforcements. Trainers should have knowledge in the subject matter and also better understanding of different aspects of training. The challenge lies in redefining their roles as professional trainers and acquiring the relevant skills to perform the training function. Keeping this need in view, four programmes have been planned 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	Date	Venue
1	June 17 – 21, 2013	MANAGE
2	September 16 – 20, 2013	MANAGE
3	November 25 – 29, 2013	MANAGE/Maharashtra
4	December 16 – 20, 2013	MANAGE
Program Coordinator: 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
- ❖ Training Needs Assessment
- ❖ Designing of Training
- ❖ How to develop modules
- ❖ Session planning and Presentation skills
- ❖ Practice facilitating training session
- ❖ Audio visual Aids in Training
- ❖ Evaluation of Training
- ❖ Experiential Learning methods
 - Discussion Methods
 - Case Method
 - Role Play
 - Exposure Visits

Methodology

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

Participants

- ❖ Trainers of State, Regional and District level Institutes and Senior and Middle level Officers of Agriculture and Allied Departments and Scientist from KVKs and SAUs and NGOs.

2.22-24 Effective Communication

Effective Communication and command over the subject matter are the keys to successful extension. The challenge for extension specialists is to encapsulate the technological innovations into clearly understandable practices for farmers. Besides, it is imperative to possess the effective communication skills to interact with various stakeholders in agricultural extension both at organization and field levels. Focusing on this component, three programs have been planned during the calendar year with the following objectives.

Sl.No	Date	Venue
1	July 15 – 19, 2013	Chattisgarh
2	October 21 – 25, 2013	Uttar Pradesh
3	December 2 – 6, 2013	MANAGE

Program Coordinator: Dr.G.Jaya

Objectives

- ❖ To appreciate the importance and functions of communication in agricultural extension management
- ❖ To get acquainted with various styles of communication
- ❖ To enable the participants to sharpen skills on different communication types viz., written, verbal and nonverbal Communication
- ❖ To help them to identify the barriers and bridges of communication.

Content

- ❖ Importance of communication
- ❖ Elements of communication
- ❖ Communication styles
- ❖ Listening skills
- ❖ Presentation skills
- ❖ Role of verbal and nonverbal communication
- ❖ Interpersonal communication
- ❖ Writing skills
- ❖ Recent advances in Electronic Communication
- ❖ Barriers to communication and ways to overcome them
- ❖ Constructive feedback for improving performance

Methodology

- ❖ A combination of participatory methodologies will be employed like group exercises, Games, Cases to sustain the interest of the participants in the learning process.

Participants

- ❖ Senior and Middle level Officers 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.

2.25 Development of National Facilitators to Effectively manage Agriculture Extension Reforms

Agriculture Extension management is a major task calling for enormous amount of public investments. The scope for improving extension involves research, training and handholding with the intention of bringing about improvements in extension systems. A network of Facilitators who are competent and committed officers drawn from different line departments would serve as harbinger for improving the extension through research and training. Facilitation is the design and management of structures and processes that help a group do its work and minimize the common problems people have working together. Facilitation involves managing group processes and dynamics, influencing how members work together and the nature of that responsibility calls for a high degree of neutrality about content issues and focus on group needs.

Facilitators provide assistance in helping teams clarify their goals, assisting the progress of teams, helping teams to resolve conflicts and review its performance and promotes shared responsibility. Facilitators also help by being a neutral person to focus the energy of group on the tasks and suggest alternative methods of working by encouraging everyone to participate and help the groups to find win-win solutions. Facilitator approach helps the organizations to move towards greater empowerment of employees and their personal development. They will be trained to augment the superior technology through managerial skills and hence will be able to play key roles in Extension Reforms. Previous experiences proved that facilitators of different states acquired both task and process skills and were a valuable resource to their respective organizations by being contemporary in nature. Serving as a Facilitator will be part time role for working with groups in different training programmes and research projects in MANAGE while remaining in their current roles and jobs. Their potential will be developed to play multiple roles and assist both the MANAGE and their respective organizations.

In the recently held Annual Training Planning Workshop, many of the delegates expressed the need for a team of facilitators who could involve in capacity development of agriculture Extension functionaries in their respective states. This need was felt even more in the North-Eastern states. To fulfil this felt need, a training programme is proposed to be conducted during the present academic year.

Sl.No	Date	Venue
1	August 26 – September 6, 2013	MANAGE
Programme Coordinators Dr. G. Jaya, and Dr. Vikram Singh		

Objectives

- ❖ To orient the participants to different schemes of Govt. of India.
- ❖ To familiarize the participants on management of training
- ❖ To develop their skills in using various participatory methodologies as methods of training
- ❖ To acquaint the participants with the facilitation skills

Contents

- ❖ Different schemes of Govt. of India.
- ❖ Management of training
- ❖ Participatory methodologies of training
- ❖ Facilitation Skills including
 - Designing structured activities and processes
 - Listening, paraphrasing, observing, clarifying and elaborating
 - Interpreting verbal and non-verbal behaviour
 - Managing differences
 - Collaborating with others
 - Logistics Management
- ❖ Preparation of actions plans for future assignments

Methodology

- ❖ Committed and competent officers working in Agriculture and Allied Departments and training organizations will be identified and invited for the selection process. The training will be imparted in two phases. During the first phase, the participants will be familiarized with the training method and facilitation skills for a period of two weeks. Participants who possess the facilitation skills will be short listed for further training. They will be given assignments to conduct training programmes and research using the lessons learnt from the programme back in their respective states for about three months. In the second phase of training, the selected participants will be invited for MANAGE programmes (either on or off campus) to work as facilitators under-study with the supervision of MANAGE faculty. They will be mentored on one-to-one basis on the facilitation skills for about three programmes and finally will be declared as Facilitators.
- ❖ A blend of different Participatory methodologies including group exercises, role-plays, case discussions, and films shows will be used as methodology.

Participants

- ❖ Identified faculty of EEIs and SAMETIs and Middle level Officers from Agriculture and Allied Departments who are interested and capable of becoming facilitators.

2.26-29 Training of Master Trainers on Planning and Management of Integrated Watershed Management projects (IWMP)

Given the magnitude of personnel to be trained at various levels, training of trainers of State Institutions and other organizations involved in capacity building for watershed development assumes significance. The needs of trainers are not only for the training methodology but also for the subject matter / content. In other words, the trainers need to have good grounding on different facets of participatory management of watersheds so that they will be able to transfer the same competencies to the project functionaries. The present programme is part of the efforts in this direction.

Sl.No.	Date	Venue
1.	April, 2013	Jammu & Kashmir
2.	May, 2013	Chattisgarh
3.	September 2 – 6, 2013	MANAGE
4.	November 25 – 29, 2013	MANAGE
Program Coordinator: Dr. B. Renuka Rani		

Objectives

- ❖ To familiarize the state and regional level Trainers with operational and managerial aspects of participatory watershed development
- ❖ To have good grounding in the various processes relating to forming and sustaining community based organizations for watershed management
- ❖ To get acquainted with the methodology for organizing follow-up training programmes with special reference to social and managerial aspects

Content

Part I : Participatory Watershed Management

- ❖ Participatory Watershed Management
- ❖ Common Guidelines 2008: approach, key features and Operational Mechanisms
- ❖ Participatory Watershed Management: An overview.
- ❖ Community organization: Formation and Development of SHGs, UGs and WC / WAs.
- ❖ Preparation of Action Plan for Watershed Development.
- ❖ Implementation aspects
- ❖ Process monitoring

Part II: Training Methodology

- ❖ Training designs for capacity building of field functionaries
- ❖ Methods and Session Plans for training in Watershed Management
- ❖ Action Plan for follow-up training

Methodology

- ❖ Training designs for capacity building of field functionaries
- ❖ Methods and Session Plans for training in watershed management
- ❖ Action Plan for follow-up training

Participants

- ❖ Trainers of State and Regional Level Agricultural Training Institutions, Trainers of NGOs and other organizations at state and regional level involved in training for Watershed Management and Personnel coordinating training / capacity building for IWMP Watersheds at State and Regional Levels.

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

3.1-5 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 programme is proposed to be organized to sensitize the different stakeholders of the agriculture sector about reforms in agricultural marketing.

Sl. No.	Date	Venue
1	May 20 – 24, 2013	IMAGE, Bhubaneswar
2	August 26 – 30, 2013	SIAM, Jaipur
3	December 09 – 13, 2013	MANAGE
4	January 06 – 10, 2014	SAMETI, Kolkata
5	February 10 – 14, 2014	MANAGE
Program Coordinator: Dr. B.K. Paty		

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.

3.6-9 Linking Farmers to Markets

Linking farmers to markets 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
1	June 20 – 24, 2013	MANAGE
2	July 15 – 19, 2013	MANAGE
3	Sep 23 – 27, 2013	SAMETI, Sikkim
4	Nov 18 – 22, 2013	MANAGE
Program Coordinator: Dr. B.K. Paty		

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.

3.10-11 Market-led Extension

Focus of extension agencies on production technologies yielded very good results and hence India become self reliant on food production. But, many a times, farmers at individual level are not realizing remunerative prices for their produce. For most agricultural commodities, marketing system (including collection, handling, storage, transport, processing, marketing, and associated infrastructure and support services) is fragmented and unorganized involving layers of intermediaries and markets and supply chains involving high wastages and losses. Add to this, the Indian farmers have to face challenges of global force that are affecting or are likely to affect Indian agriculture. Therefore extension functionaries need to play a major role to build the capacity of the farmers to meet the emerging challenges and make the farmers to realize better prices to their farm produce. However, the focus on Market – led extension so far is a peripheral issue in the extension scenario. Hence the extension focus should extend from mere production to market–led extension on end-to-end basis. With this background, training programme on Market–led extension is felt necessary for Capacity building of functionaries of agricultural and allied departments with the following objectives.

Sl.No.	Date	Venue
1.	May, 20-24, 2013	Sikkim
2.	February 3-7, 2014	MANAGE
Program Coordinator: Dr.N.Balasubramani		

Objectives

- ❖ To sensitize the participants towards market – oriented production
- ❖ To expose the participants for successful experiences of Market- Led Extension
- ❖ To identify appropriate extension approaches and management systems to support farming communities for profitable marketing of their produce

Content

- ❖ Market-led Extension – Challenges & Opportunities
- ❖ Assessing Market Demand of Agricultural Produce and Market Intelligence
- ❖ Promotion of Quality Driven production
- ❖ Commodity Interest Groups and case studies in Market-led Extension
- ❖ Supply Chain Management in agricultural Marketing
- ❖ Promotion of Processing and value addition
- ❖ Use of ICT in agricultural marketing
- ❖ Linking Farmers to emerging formats of Markets (Contract Farming, Retail Sector, Commodity Markets, Raithu Bazaars etc)
- ❖ Mainstreaming gender in agricultural marketing
- ❖ WTA & its implication on Agriculture

Methodology

- ❖ Input by Resource persons
- ❖ Experience sharing
- ❖ Case method
- ❖ Group Discussion Method
- ❖ Films
- ❖ Field Visit

Participants

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

3.12-14 Project Planning and Management

Given the complex and diversified nature of activities in agriculture, the project management approach has been a very effective instrument to plan, implement, coordinate and control the activities in spite of all the risks and uncertainty associated within the agricultural sector. But the importance of systematic agricultural project planning and implementation has not been fully realized and the time and effort spent on these aspects are very minimal. Project is often designed on an adhoc and piecemeal basis without fully verifying their viability, resulting in avoidable waste of resources and delays. Identification of viable projects, scientific formulation and expeditious implementation of agricultural projects are essential to achieve the desired development at farm and national level. As the projects in the field of agricultural sector are quite different from their counterparts in other sectors due to various factors like change of farming systems, difference in climatic conditions, change in socio economic conditions of the farmers etc., one has to properly identify the agricultural projects with relevance to local factors to achieve optimum gains.

However, it is felt that the knowledge and skills to identify, prepare, analyse and manage the projects are still inadequate among extension functionaries in the agricultural sector. Considering the importance, the present training programme is proposed with the overall objective of strengthening the capability of the extension functionaries and provides a comprehensive perspective on Project Identification, Formulation, Appraisal, Implementation and Evaluation.

Sl.No.	Date	Venue
1	September 23-27, 2013	MANAGE
2	November 25-29, 2013	SAMETI - Rajasthan
3	January 6-10, 2014	MANAGE
Program Coordinator: Dr.N.Balasubramani		

Objectives

- ❖ To clarify and appreciate the importance of proper identification and formulation of agricultural projects
- ❖ To appraise the project with reference to its technical, economic and financial viability
- ❖ To deepen their understanding on the principles and practices of project organization and management and their use in actual implementation of the programme and
- ❖ To develop competence required for effective and efficient administration of agricultural projects

Content

- ❖ Project Management – Meaning, Function, Process and Stages
- ❖ Project Identification and preparation
- ❖ Project Management Tools and Techniques
- ❖ Project Appraisal
- ❖ Financial and Economic analysis of Agricultural projects
- ❖ Project Implementation
- ❖ Project Monitoring and Evaluation
- ❖ Documentation and Reporting

Methodology

- ❖ Lecture
- ❖ Group discussion
- ❖ Case Method
- ❖ Visit to Agricultural Project areas

Participants

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

3.15-17 Supply Chain Management in Agriculture

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.	Date	Venue
1	September 16 – 20, 2013	MANAGE
2	December 9 –13, 2013	MANAGE
3	February 10 – 14, 2014	MANAGE
Program Coordinator: Dr. B.Venkat 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 learning on supply chain management and workout strategic meaning for up-scaling 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 and SAMETIs, KVK Scientists, ATMA project officials, Senior and Middle level Officers from the Agriculture and Allied Departments.

4. MANAGE Center for Allied Extension and Water / Input Use Efficiency

4.1 Development and Management of Community Approach / Cluster Approach in Reservoir Fisheries

Fisheries Development concerns the process leading to the progress in harvesting, processing, marketing and utilizing the yield from natural resources from aquatic animal and plants for the benefit of the people. Fishing has been one of the oldest methods of gathering food adopted by the people. Living closer to seas / rivers was a small scale, sustenance level community based activity.

Fisheries resources exceeded the human capacity to exploit them due to technology changes. The rate of increase in fish production is increasingly become difficult to maintain as a consequence of many of the stocks having reached or even exceeded their limits of sustainable expansion. Fish is a significant contributor to the livelihood, nutritional, trade and economy security of the countries and hence concerns are being voiced about the rational development and management of fisheries. New terminologies like "Sustainable Development and Responsible Fishing" are currently being widely used.

Sl. No.	Date	Venue
1	June 10-14, 2013	MANAGE
Program Coordinator: Dr. S. Senthil Vinayagam		

Objectives

- ❖ To sensitize the participants from various extension approaches in reservoirs fisheries management
- ❖ To update the knowledge of extension functionaries on various flagship programmes of Ministry of Agriculture in fisheries sectors

Content

- ❖ Public Private Partnership initiative in fish farming
 - ❖ The entrepreneurship in fisheries sector
 - ❖ Strategies to address the constraints experienced by the fisheries farmers
- Extension approaches

Participants

- ❖ Officials of Fisheries Department, Faculty from Veterinary Universities, NGOs functioning in the areas of Fisheries

4.2 Value Addition and Secondary Agriculture with Special Reference to Fish and Fishery Products

The flesh from species, which are unmarketable either whole or in conventional fish products, can be used to make minces. Many of the under utilized species are not used because of consumer and familiarity, boniness, bad names and unpleasing looks has whole fish. As the process disguises the original nature of the fish, the consumer may accept products made from mince, even though the original fish would have been unacceptable as a whole fish. In the utilization of low value fish, considerable progress has been made through development of various fish processing technologies. It is also important to transform the available fish catches into stable, acceptable products and distribute them to people who need at a price that they can offer. By this process, fish consumption can be substantially improved by proper utilization of low price fish as well as shrimp by adding value to the fish.

Sl. No.	Date	Venue
1	August 26-30, 2013	CIFT, Cochin
Program Coordinator: Dr. S. Senthil Vinayagam		

Objectives

- ❖ To sensitize the participants on various methods of processing and value addition in fisheries.
- ❖ To update the knowledge of extension functionaries on various flagship programmes of Ministry of Agriculture in fisheries sectors.

Content

- ❖ Processing / post harvest technologies, value addition in fisheries
- ❖ Bye-products and quality assurance.
- ❖ Extension approaches.

Participants

- ❖ Officials of Fisheries Department, Faculty from Veterinary Universities, NGOs functioning in the areas of Fisheries

4.3-4 New Dimensions in Veterinary Sector Extension

Animal Husbandry and Dairying is a State subject and the State Governments are primarily responsible for the growth of the sector. Dairying has become an important secondary source of income and employment for millions of rural families. The Indian Dairy Industry achieved an annual output of more than 100 million tons of milk during 11th Plan. GoI is making efforts to increase productivity of milch animals and thus increase the per capita of the milk. Most of the milk is produced by small, marginal farmers and landless labourers who are grouped into cooperatives at the village level. To provide them a steady market and a remunerative price for the milk produced, about 12 million farmers have been brought under the ambit of more than one lakh village level cooperative societies in the country. Department of Animal Husbandry and Dairy under Ministry of Agriculture launched different schemes to enhance livestock production, preservation, protection and dairy development with active involvement of National Dairy Development Board (NDDB). The new National Policy for the farmers (2007) envisaged to address the constraints experienced by the livestock farmers related to breed, feed and fodder and remunerative prices for the produce by the extension system.

Sl. No.	Date	Venue
1	June 17-21, 2013	TANVASU, Chennai
2	September 16-20, 2013	NDRI, Bangalore
Program Coordinator: Dr. S. Senthil Vinayagam		

Objectives

- ❖ To orient the extension functionaries to the current scenario considering livestock sector.
- ❖ To familiarize the participants with new extension management approaches in livestock sectors.
- ❖ To share the various models of entrepreneurship development in livestock sectors.

Content

- ❖ Public Private Partnership initiative in livestock farming.
- ❖ The entrepreneurship in livestock sector.
- ❖ Strategies to address the constraints experienced by the livestock farmers.
- ❖ Extension approaches.

Participants

- ❖ Officials of Animal Husbandry and Dairy Departments, Faculty from Veterinary Universities, NGOs involved in Animal Husbandry activities.

4-5 Extension Management Approaches for Promotion of Sericulture Industry

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 of 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. Realizing the importance of this sector, a training programme has been proposed.

Sl. No.	Date	Venue
1	July 22-26, 2013	CSRTI, Mysore
Program Coordinator: Dr. S. Senthil Vinayagam		

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 worm rearing, reeling, women participation in sericulture activities, economical water management system, marketing facilities, strategies to improve the productivity and quality of cocoon.

Participants

- ❖ Officials of Sericulture Department, Faculty from SAUs, NGOs involved in Sericulture activities.

4-6 Participatory Extension Management for Livelihood Enhancement in Agro Forestry

Agro forestry is an activity that combines production on the same plot of land, from annual agricultural activities and from delayed long-term production by trees. This is obtained either by planting trees on agricultural land or by cropping on forested land. Agro forestry provides a different land use option, compared with traditional arable and forestry systems. It makes use of the complementarity between trees and crops, so that the available resources can be more effectively exploited. The agro forestry plot remains productive for the farmer and generates continuous revenue. Agro forestry allows for the diversification of farm activity and makes better use of environmental resources. It has increasing advantages from arable, forestry and environmental perspectives. The National Agriculture Policy (2000) emphasized the role of agro forestry for efficient nutrient cycling, nitrogen fixation, organic matter addition and for improving drainage and underlining the need for diversification by promoting integrated and holistic development of rainfed areas on watershed basis through involvement of community to augment biomass production through agro forestry and farm forestry.

Sl. No.	Date	Venue
1	November 18-22, 2013	FRI, TNAU, Mettupalayam
Program Coordinator: Dr. S. Senthil Vinayagam		

Objectives

- ❖ To Sensitize the senior officials of Department of Forestry, Extension Functionaries of KVKs on importance of promotion of agro-forestry activities to enhance the livelihood of the farming community
- ❖ To get familiar with participatory tools for identifying the needs in strengthening the agro-forestry sector

Content

- ❖ Existing schemes in promotion of agro-forestry programmes
- ❖ Importance of agro-forestry in livelihood promotion of farmers
- ❖ PRA tools
- ❖ Alternative crops under Agro-forestry

Participants

- ❖ Officers of Agriculture and Allied Departments, KVKs Scientists, Faculty from SAUs, NGOs involved in agro-forestry programmes.

4.7-8 Extension Approaches for Promotion of Post Harvest Technology and Value Addition in Horticulture

Horticulture sector has established its credibility in improving income through increased productivity, generating employment and in enhanced exports besides providing household nutritional security. The focused attention on investment in horticulture during the last decade has been rewarding in terms of increased production and productivity of horticultural crops with manifold export potential, but there is a lot of scope for further growth. At the same time, the horticulture sector has to face number of challenges in the liberalized era.

Further, with the advent of global and open market, there is a pressure to complete with the best in the world. India with its entire natural and human resources has an edge over other countries. In view of the competitive world environment in the context of the WTO Agreement, reviewed concentration on productivity, quality and value addition is one of the concerns of the farmers of our country. The Indian horticultural efforts seek to assuage such concerns of the farmers because of the inherent potentials in Indian Horticulture.

Sl.No.	Date	Venue
1	October 21-25, 2013	HTC, Pune
2	December 2-6, 2013	MANAGE
Program Coordinator: Dr. S. Senthil Vinayagam		

Objectives

- ❖ To orient the participants on emerging areas in Horticulture Sector
- ❖ To sensitize the participants on extension management
- ❖ To develop managerial skills of participants of effective performance and
- ❖ To evolve effective extension strategies for Horticultural extension

Content

- ❖ Horticulture sector – Potentials and opportunities
- ❖ Precision farming
- ❖ Rejuvenation of senile plantation
- ❖ Protected cultivation
- ❖ Reforms in Extension System
- ❖ Participatory Extension Management
- ❖ Cluster Approaches
- ❖ Team Building
- ❖ Information and Communication Technology (ICT) application in extension
- ❖ Processing and value addition
- ❖ Mainstreaming gender in extension
- ❖ WTO and its impact on Horticulture Sector

Participants : Mission Directors and District / Sub-District Level Officers of State Horticulture Mission, KVKs and NGOs.

4.9-10 Orientation Training on Farming Systems Approach for Agricultural Development

Public sector extension in India has undergone several transformations since independence in 1947. Initially, the focus of extension was on human and community development, but during the remainder of the 20th Century, there was a steady progression toward technology transfer within the policy framework of food security. By the 1990s, the Indian Extension system was at a crossroads. Extension activities were largely carried out by state Departments of Agriculture (DOA) and other line departments, like Animal Husbandry (DAH), Horticulture (DOH) and Fisheries (DOF), which has very limited extension capacity and primarily focuses on the provision of subsidized inputs and services to farmers. In addition, these line departments operate largely independently, with very little collaboration between the departments and their field staff.

In the late-1990s, the Government of India (GOI) and the World Bank pilot-tested a new, decentralized, market-driven extension model under the National Agricultural Technology Project (NATP). Later the model was up scaled (2005-09) to all the developmental districts under the Extension Reforms Scheme. This new approach was designed to help farmers diversify into high-value crops and livestock enterprises as a means of increasing farm incomes and rural employment (i.e. poverty alleviation). The key institution in implementing this new approach was the Agricultural Technology Management Agency (ATMA), which was to facilitate and coordinate “farmer-led” extension activities within each district. The key elements of the ATMA model included: 1) organizing small-scale farmers, including women, into farmer interest groups (FIGs), 2) linking these groups to markets, 3) decentralizing extension decision-making down to the district and block levels; 4) taking a more **“Farming systems” approach**, requiring the integration of extension activities across the different line departments.

MANAGE as the apex institute has conducted several capacity building programs for the state officials of Agriculture and other line departments including State Agricultural Universities (SAUs) in integrating the extension services through Farming Systems Approach. Further, in 2013-14 the following two programs are planned exclusively for the officers from Agriculture and Allied departments.

Sl. No.	Date	Venue
1	January, 2014	MANAGE
2	February, 2014	MANAGE
Program Coordinator: Dr.M.A.Kareem		

Objectives

- ❖ To orient the participants on the changing agricultural scenario
- ❖ To review the existing understanding of the concept and methodology of Farming Systems Approach
- ❖ To orient the participants on the systematic analysis of Existing Farming Systems and procedures to derive at mutually agreed upon Farming systems
- ❖ To understand the economic analysis involved in the systems approach
- ❖ To formulate an action plan for integrated Farming Systems Approach

Content

- ❖ Agriculture Scenario in the country; Concept of sustainable agriculture and the factors affecting sustainability; Concept of Farming Systems Approach; Different models of Integrated Farming Systems – viz., Livestock based farming systems, poultry based farming systems, sericulture based farming systems etc; Case Studies; Methodology of undertaking Farming Systems Approach; Economic analysis of Farming Systems Analysis; Field Visit for hands on experience of using the Farming Systems Approach as a tool and Development of an action plan for implementation of the modified farming system.

Participants

- ❖ Extension functionaries from Agriculture and Allied Departments, Project Directors of ATMA and Scientists from Krishi Vigyan Kendras and Agricultural Research stations.

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

5.1-11 Training-cum-Workshop on “Applications of ICTs in Modified Extension Reforms Scheme”

The use of Information Technology is being emphasized in Modified Extension Reforms scheme. All the ATMAs are connected and all the blocks are expected to be connected with ICT technologies in next 2 years. It is now proposed to shift the focus of ICT usage from “report generation” to “Information-uploading and sharing”. These workshops will focus on using ICTs as regular feature of Information delivery mechanism at ATMA, block and village level.

Sl. No.	Date	Venue	Program Coordinator
1	April 1-5, 2013	BHU, Varanasi	Dr. V.P.Sharma
2	May, 2013	SAMETI, Srinagar	Dr. V.P.Sharma
3	May 13-17, 2013	SAMETI, Jammu	Shri. G. Bhaskar
4	June 24-28, 2013	SAMETI, Jharkhand	Shri. G. Bhaskar
5	June 24-28, 2013	ICAR, Port Blair	Dr. V.P.Sharma
6	July 8-12, 2013	SAMETI, Meghalaya	Shri. G. Bhaskar
7	July 23-27, 2013	SAMETI, Assam	Shri. K.V. Rao
8	August 05-09, 2013	SAMETI, Aizawl, Mizoram	Shri. K.V. Rao
9	December 16-20, 2013	SAMETI, Uttarakhand	Shri. K.V. Rao
10	February 10-14, 2014	SAMETI, Kerala	Shri. G. Bhaskar
11	March 10-14 2014	SAMETI, Haryana	Shri. K.V. Rao

Objectives

- ❖ To sensitize the State and District Level Extension Officers about the increasing role of ICT in improving Agricultural Knowledge sharing and dissemination at District, Block and village level
- ❖ To upgrade the Skills and knowledge of Agriculture Officers/ other middle level functionaries of Agriculture and Allied departments to make best use of ICT connectivity established at ATMA/ District level, to access Agricultural Knowledge from various sources
- ❖ 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”

Content

- ❖ Sharing of Case-studies 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
- ❖ 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
- ❖ Orientation on content issues, content design and development using software tools and techniques
- ❖ 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"

Participants

- ❖ The participants will include Middle level functionaries of Agriculture and Allied departments, ATMA Project Directors, Faculty of KVKs and Agricultural Training Institutes in the State.

5.12-14 Project Planning and Management using MS Project

Sl. No.	Date	Venue	Program Coordinator
1	July 8-12, 2013	MANAGE	Dr. V.P. Sharma
2	September 16-20, 2013	MANAGE	Shri G. Bhaskar
3	November 18-22, 2013	MANAGE	Shri G. Bhaskar

Objectives

- ❖ To sensitize the participants on the latest ICT tools and technologies which can enhance their efficiency, analytical and presentation skills.
- ❖ To expose them 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 participants on the latest Database Technologies and enhance their skills in making use of these tools and technologies.
- ❖ To expose them on the IT based Project Management tools and techniques.

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 Hands-on using MS-Project Software with exercise on above modules.
- ❖ Hands-on on MS-Project in Detail for Planning and Monitoring of Agricultural Projects

Participants

- ❖ Faculty members of Agricultural Extension Training Institutions in the state, key ICT decision makers at state level and Middle level functionaries of Agriculture and Allied Departments, ATMA Project Directors and KVKs

5.15-26 Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”

Kisan Call Centres (KCC) were operationalized in January 2004 to provide on-line advise on telephone to the farmers on subjects related to Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries etc. Farmer's calls are picked up by KCC executives (Agricultural Graduates) at level-I and answered in the local language of the farmer. In case the KCC executives are not able to answer the call, the call is escalated to a subject matter specialist/ scientist in the ICAR, State Agricultural University/ college, or the concerned department at level II. In case some calls are not answered, then these calls are escalated to level-III- an institute/ agency identified by Department of Agriculture and Cooperation (DAC), Govt. of India. The level III institutes ensure to answer farmers call at the earliest, within 72 hours. The level-III institutes also organise training programmes for level-I and level-II experts of the KCC of the concerned state, on regular basis. MANAGE has been identified as the level III institute for Andhra Pradesh. MANAGE organizes monthly training cum review workshops for KCC experts in Andhra Pradesh. Twelve such workshops are proposed to be organized during 2013-14.

Sl. No.	Date	Venue
1	April, 2013	MANAGE
2	May, 2013	ATIC, A.P.
3	June, 2013	Exposure Visit
4	July, 2013	MANAGE
5	August, 2013	Exposure Visit
6	September, 2013	Dept. of Agriculture, A.P.
7	October, 2013	MANAGE
8	November, 2013	Exposure Visit
9	December, 2013	Dept. of Horticulture, A.P.
10	January, 2014	MANAGE
11	February, 2014	DRR
12	March, 2014	Dept. of Animal Husbandry, A.P.
Program Coordinator: Dr. V. P. Sharma		

Objectives

- ❖ To update the knowledge of KCC executives (level-I) and experts (level-II) in the latest developments on Agricultural practices.
- ❖ To share and workout solutions to the common problems raised by farmers.
- ❖ To provide updated technical material (books/ CDs) to the KCC executives (level-I) to equip them with the latest package of practices, worked out by State Agricultural Universities.

Content

- ❖ Vyavsaaya Panchangam, package of practices worked out by SAUs
- ❖ New schemes / programmes and their details by the officers of Agriculture and line departments – Animal Husbandry, Fisheries, Agri. Marketing
- ❖ CDs, presentations prepared by identified experts of concerned subject/ field.
- ❖ Field visit (to see pests/ disease infestation and their control measures/ mechanisms for better understanding).

Participants

- ❖ KCC executives (level-I)
- ❖ Experts at level II
- ❖ MANAGE coordinators

5.27-36 Advanced Training Programmes on "Agriculture Knowledge Management"

Sl. No.	Date	Venue	Program Coordinator
1	April 08-12, 2013	SHIATE, Allahabad, UP	Shri K.V. Rao
2	June 3-7, 2013	MANAGE	Shri G. Bhaskar
3	June 3-7,2013	SAMETI, Mashobra, HP	Shri K.V. Rao
4	July 8-12, 2013	MANAGE	Dr.Lakshmi Murthy
5	July 22-26,2013	SAMETI, WB	Shri. G. Bhaskar
6	September 02-06, 2013	IMAGE, Bhubaneshwar	Shri K.V. Rao
7	October 7-11, 2013	MANAGE	Dr. V.P. Sharma
8	November 4-9, 2013	TNAU, Tamil Nadu	Shri. G. Bhaskar
9	November 4-9, 2013	SAMETI, Sikkim	Dr. V.P. Sharma
10	January 13-17, 2014	SAMETI, Itanagar, Arunachal Pradesh	Shri K.V. 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 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
- ❖ 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

- ❖ Sharing of Case-studies 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
- ❖ 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
- ❖ Orientation on content issues, content design and development using software tools and techniques
- ❖ 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 - eSagu initiatives in Andhra Pradesh
- ❖ 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"
- ❖ Creating gender sensitivity to a board range of gender issues at personal, institutional and community levels
- ❖ Equipping the functionaries with Participatory Management and ICT Tools for understanding the Gender concerns and fine tune the programmes to address those concerns
- ❖ Role of Public Private Partnership to promote ICT enabled Information Systems for farmers – Case studies
- ❖ Attitude and Change Management towards ICT implementation to promote, and support ICT related Projects

Participants

- ❖ Faculty members of Agricultural Extension Training Institutions in the state, key ICT decision makers at state level and Middle level functionaries of Agriculture and Allied Departments, ATMA Project Directors and Scientists of KVKs

5.37-38 Writing for Print 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 programme is aimed at improving skills of participants in writing effectively for the print media. The objectives are to apprise participants of the value of documentation in programmes and projects, to orient to the process of writing and enhance writing skills. The programme would focus on gathering information for a variety of print journalism and writing for newspapers, magazines, and other print media formats. 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.	Date	Venue
1	June 25-28, 2013	Bhubaneswar, Orissa
2.	August 6-9, 2013	Ranchi, Jharkand
Program Coordinator: Dr. Lakshmi Murthy		

Objectives

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

Content

- ❖ Documentation tools and techniques
- ❖ Documentation process- identifying and conceptualizing a story, writing process,
- ❖ Presentation.
- ❖ Writing and Editing

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.

5.39-40 Writeshop for Success Stories

Documentation of best practices and success of various interventions can help identify effective strategies, along with gaps and challenges and give recommendations for future action. It can serve as a model for organizations and serve as a learning tool for others.

Writeshops, which are intensive participatory workshops to write information materials, can be especially useful here. They bring together a range of relevant stakeholders to produce a publication in a short time. The aim is to develop the materials, revise and put them into final form as quickly as possible.

Sl.No.	Date	Venue
1	July 22-25, 2013	Assam
2	November 18-21, 2013	MANAGE
Program Coordinator: Dr. Lakshmi Murthy		

Objectives

- ❖ The objectives are to orient to the writing process, improve capacity to document success stories; provide mutual support and peer review; improve and work further on success stories. Participants would be oriented to tools and techniques, process of conceptualizing a story, writing and editing.

Content

- ❖ Documentation tools and techniques
- ❖ Documentation process- identifying and conceptualizing a story from a project success, writing process, presentation.
- ❖ Writing and Editing

Methodology

- ❖ Participatory methods with group work, discussions, presentations

Participants

- ❖ The participants would include officers of Agriculture and Allied Departments, Faculty of Agricultural Universities & KVKs and other agricultural extension institutions.

5.41 Development of Programmes on Community Radio

Radio and television have been found to be very effective means to communicate to the masses and are playing an important role in transfer of agricultural knowledge to the farmers and fishermen. Radio has a potential to reach a wider audience and can cut across geographic, cultural and literacy barriers, is an easily accessible and cost-effective tool.

There has been an increasing interest in the Community radio initiative. 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. This makes it an ideal platform for generating and delivering information suited to the educational, developmental and cultural needs of the community it serves. 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. Emphasis is on local issues and concerns. It is an interactive platform, where the community not only receives information but also generates content. Community Radio can be a good medium for improving awareness, information exchange at the community level and can play a role in catalyzing development work.

In order to make the best use of this media for technology transfer, there is a need to build the capacity of the extension functionaries in designing suitable agricultural programmes and orient towards more focused content to respond to community information needs.

Sl.No.	Date	Venue
1	September 16-20, 2013	EEI, Nilokheri
Program Coordinator: Dr. Lakshmi Murthy		

Objectives

- ❖ To orient extension officials on the potential use of mass media for strengthening Agricultural extension services in the country
- ❖ To develop an understanding on the importance of communication skills in agricultural extension management
- ❖ To clarify the concepts related to radio/ community radio
- ❖ To develop knowledge and skills in content creation, treatment and delivery of agriculture programs on community Radio
- ❖ Share best practices in use of community Radio as tool for technology dissemination

Content

- ❖ Importance of communication and its application for agriculture extension management
- ❖ Radio/ Community Radio/- concepts and importance
- ❖ Writing/scripting for community Radio
- ❖ Operationalisation of Community Radio Stations
- ❖ Presentation skills for Radio
- ❖ Programme Production

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

5.42 ICTs for Agricultural Information Management and Networking

Information and communication technologies can strengthen organizations by improving their knowledge base and ability to share information and experiences with partners in the field. New web tools are increasingly being used to manage and disseminate information, communicate and strengthen partnerships.

Information communication plays a critical role in the agriculture sector. The awareness on Information technology especially the Internet is increasing day by day leaving virtually no area untouched. New tools, approaches and standards are emerging. The change in the mode of communication of information with the advent of these new technologies calls for new skills for information management.

Sl.No.	Date	Venue
1.	April 16-20, 2013	MANAGE
Program Coordinator: Dr. Lakshmi Murthy		

Objectives

- ❖ To orient to the techniques and strategies for better management of information with new technologies and practices
- ❖ To orient to different technologies for information management and networking
- ❖ To impart skills to use these technologies for managing information and facilitating communication and networking among participating agencies

Content

- ❖ Overview and trends in internet technologies
- ❖ Orientation to new web 2.0 tools
- ❖ Network based information resources
- ❖ Promoting online resources and services

Participants

- ❖ This programme is designed for Information Managers and other personnel associated with such functions in agricultural institutions

5.43 Web 2.0 and Social Media in Agricultural Extension

Social media refers to Internet based applications that allow the creation and exchange of user generated content. Social media enables a blend of technology and social interaction. Agricultural information exchange has been traditionally through media such as newspapers, television, Radio and magazines. In recent years, various forms of social media are being used more and more by people looking for news, education, and other information related to agriculture. Social media offers the Agricultural Community new ways to collaborate and communicate, provides ways for professionals to stay updated with the latest information, highlight their work, exchange information and resources, and expand their network of like minded professionals by connecting with each other.

Sl.No.	Date	Venue
1	January 20-24, 2014	MANAGE
Program Coordinator: Dr. Lakshmi Murthy		

Objectives

- ❖ To orient to web 2.0 and social media tools
- ❖ Orient to its application in agriculture
- ❖ Impart skills in using this media for information exchange and networking

Content

- ❖ Focus will be on tools for publishing and disseminating content; collaboration; networking and information access

Participants

- ❖ This programme is designed for Information Managers and other personnel associated with such functions in agricultural institutions

5.44 Process Documentation of Development Projects

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 programmes and policies. However, a concerted effort is needed to document the whole process of development systematically, for the lessons to be integrated into the next phase of development. Documentation is a crucial part of any project, not just about implementation of the project but also of practices and learning gathered.

This programme focuses on building the skills of personnel of Development Projects in Process Documentation.

Sl.No.	Date	Venue
1	August 20-24, 2013	MANAGE
Program Coordinator: Dr. Lakshmi Murthy		

Objectives

- ❖ To orient the participants to the concept of Process Documentation; provide an understanding of the methodologies and steps involved in Process Documentation and develop skills in Operationalizing the concept of Process Documentation

Methodology

- ❖ Lectures
- ❖ Group work
- ❖ Presentations

Participants

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

5. 45-48 Application of Remote Sensing and Geographical Information Systems in Agricultural Development

ICTs are being used extensively in all aspects of Agricultural Education, Research and Extension. The advance tools like Geographical Information Systems (GIS) and Global Positioning Systems (GPS) are also being very effectively used to delineate Watersheds 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 provide advance estimates of various crops and their production potential to the planners and policy makers.

Sl.No.	Date	Venue
1	August 19-23 2013	MANAGE
2	October 7-11, 2013	SAMETI, Bihar
3	December 9-13, 2013	MANAGE
4	January 6-10, 2014	SAMETI, Gujarat
Program Coordinator: 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 and GIS applications in agriculture to make best use of remote sensing and GIS applications in various aspects

Content

- ❖ Introduction to various aspects of Satellite, Remote Sensing and GIS
- ❖ Digital image processing and digital analysis of satellite data
- ❖ Fundamentals of GIS, Geo-positioning Systems 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 degradation assessment
- ❖ Exposure to GIS software: Open Source Software- demonstration and Hands on practice

Participants

- ❖ Senior and Middle level Officers from Agriculture and Allied Departments, ATMA Project officials, KVK scientists, Faculty of Agricultural Training Institutes in the State

5.49-52 Training-cum-Workshop on “Improving e-Governance in Agriculture”

Sl. No.	Date	Venue
1	May 27-31, 2013	SAMETI, Agartala, Tripura
2	October 7-11, 2013	SAMETI, Imphal, Manipur
3	November 4-8, 2013	SAMETI, Kohima, Nagaland
4	February 3-7, 2014	PAMETI, Punjab
Program Coordinator: Shri K.V. Rao		

Objectives

- ❖ To sensitize the participants about the increasing role of ICT in improving Agricultural Knowledge sharing at District, Block and village level
- ❖ To upgrade the Skills and knowledge of participants 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 eGovernance issues for agriculture and allied functions
- ❖ Technology role in eGovernance projects specific to agriculture and allied fields for 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 eGovernance issues 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
- ❖ 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 Middle level functionaries of Agriculture and Allied Departments, ATMA Project Directors, Faculty of Agriculture Universities and KVKs

6. Center for Agri-preneurship, Youth and Public Private Partnership

6.1-4 Training cum Workshop on Agri-Entrepreneurship Development Programmes for Northern, Eastern & North Eastern, Western and Southern Regions

Central Sector scheme of Agri-Clinics and Agri-Business Centres is being implemented since 2002 through 88 recognized Nodal Training Institutions across the country. Nodal Training institutions are providing training and handholding support to unemployed 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.

Sl. No.	Date	Venue
1	July, 2013	Northern Region
2	August, 2013	Eastern & North Eastern Regions
3	September 2013	Western Region
4	September, 2013	Southern Region
Program Coordinator: Dr. P. Chandra Shekara		

Objectives

- ❖ Sensitization on Salient Features 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 plans

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.

6.5-24 Refresher Training Programmes for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme.

Since the inception in the year 2002, under Agri-Clinics and Agri-Business Centres Scheme more than 31000 candidates have been trained of which more than 11600 have established successful agri-ventures. However, the No. of ventures established with financial support from Banks is only around 12%. Reasons for such dismal assistance of bank credit to agri business activities under ACABC were 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.

Sl. No.	Date	Venue
1	May, 2013	Uttar Pradesh
2	May, 2013	Maharashtra
3	May, 2013	Karnataka
4	June, 2013	Bihar
5	June, 2013	Rajasthan
6	June, 2013	Tamil Nadu
7	July, 2013	Andhra Pradesh
8	July, 2013	Gujarat
9	July, 2013	Madhya Pradesh
10	July, 2013	Assam
11	August, 2013	Uttar Pradesh
12	August, 2013	Maharashtra
13	September, 2013	Jammu & Kashmir
14	September, 2013	Chattisgarh
15	September, 2013	Odisha
16	October, 2013	Manipur
17	October, 2013	Himachal Pradesh

Sl. No.	Date	Venue
18	October, 2013	Haryana
19	November, 2013	Punjab
20	November, 2013	Uttar Pradesh
Program Coordinator: Dr. P. Chandra Shekara		

Objectives

- ❖ To orient the Agripreneurs on revised guidelines of ACABC
- ❖ 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 ACABC
- ❖ Business Networking Skills
- ❖ Learning's from Successful agri-ventures
- ❖ Emerging areas in Agricultural Extension
- ❖ Skills in preparation of DPRs for up-scaling business

Participants

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

6.25-26 Public Private Partnership in Extension Reforms

Public Private Partnership is one of the key guiding principle of Extension Reforms. It is expected to address cost, time effectiveness and inadequate man power 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 programme 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	September, 2013	MANAGE
2	October, 2013	MANAGE
Program Coordinator: Dr. P. Kanaka Durga		

Objectives

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

Participants

- ❖ Officials from Agriculture and Allied Departments, ATMA officials, Private Extension Service providers like Agri-Business companies, NGOs, Agripreneurs etc.

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

7.1 Training Planning and Training Module Development

Capacity building of the field extension functionaries is one of the key functions of the SAMETIs under Extension Reforms Scheme. The SAMETI faculty, Project Directors and Deputy Project Directors of ATMA are expected to identify the training needs of the farmers and also the extension functionaries in the district and develop a training plan. For developing an effective training plan, it is felt necessary to sensitize the above cadres on issues related to Training Need Assessment, Module Development, implementation of training plan, monitoring mechanism etc. The following program is proposed to address these issues.

Sl.No	Date	Venue
1	April 9-12, 2013	Guwahati, Assam
Program Coordinator: Dr.K.Uma Rani		

Objectives

- ❖ To develop competency of the officers in preparation of State/District/ Block level training plans
- ❖ To develop knowledge and skills in development of effective Training modules for training of extension functionaries and farmers
- ❖ To sensitize the officers on issues related to training effectiveness

Content

- ❖ Concept and components of training modules
- ❖ Training needs assessment-tools and techniques
- ❖ Formulation of training objectives
- ❖ The training planning process-preparation of comprehensive training plan for block/district/state level
- ❖ Monitoring and evaluation of trainings

Participants

- ❖ Faculty of SAMETI, Deputy Project Director/ Nodal Officer, Conveners of BTT and BTMs

7.2-3 Participatory Extension Management for Extension Functionaries

The reforms in extension focus on decentralized, innovative institutional set-up, broad based extension delivery mechanism consistent with farming systems approach, public private partnership, group approach and formation of FIGs and Farmers Federations, mainstreaming gender, convergence of the programmes, ultimately moving towards the sustainability of the extension services, through beneficiary contribution. It is necessary to build the capacity of the developmental functionaries in the above areas so that they can perform their role as extension managers effectively.

Sl.No	Date	Venue
1	April, 2013	Maharashtra
2	June 10-14, 2013	MANAGE
Program Coordinator: Dr.K.Uma Rani		

Objectives

- ❖ To orient the developmental functionaries on reforms in extension
- ❖ To familiarize with the process of preparation of participatory action plan
- ❖ To sensitize on the need for group approach, gender Mainstreaming, public private partnership etc, for effective extension management

Content

- ❖ Reforms in extension
- ❖ Participatory approaches
- ❖ Farming systems approach
- ❖ Public Private Partnership
- ❖ Farmers Organizations
- ❖ Mainstreaming Gender Concerns
- ❖ Market Led Extension
- ❖ Agri-entrepreneurship development
- ❖ Use of ICT in agricultural extension

Participants

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

7.4-5 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 in Development Sector with a focus on improving their managerial capacities.

Sl.No	Date	Venue
1	July 8-12, 2013	MANAGE
2	January 6-10, 2013	MANAGE
Program Coordinator: 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.

Content

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

Participants

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

7.6-7 Gender Sensitization for the Extension Functionaries under Extension Reforms

Addressing Gender Concerns is one of the objectives of the centrally sponsored "Support to State Extension Programs for Extension Reforms Scheme". In view of the recruitment of Block Technology Managers (BTM) and Subject Matter Specialists (SMS) that has been initiated across the country, it is felt necessary to sensitize these functionaries on gender concerns, methodologies for conducting gender analysis for mainstreaming the women farmers into the development process.

Sl. No.	Date	Venue
1	July, 2013	Kolkata
2	September 16-20, 2013	Chhatisgarh
Program Coordinator: Dr.K.Uma Rani		

Objectives

- ❖ To create gender sensitivity to a broad range of gender issues related to agricultural development
- ❖ To create awareness on gender concepts and approaches for analyzing roles, needs and situations from a gender perspective
- ❖ To get familiar with participatory tools for understanding the gender concerns and to fine-tune the developmental programs from a gender perspective.

Content

- ❖ Importance of gender and different concepts
- ❖ Gender issues in agriculture and allied sectors
- ❖ Participatory tools
- ❖ Gender analysis of livelihoods, distribution of work, benefits etc.,
- ❖ Gender perspective in developmental activities

Participants

- ❖ Block Technology Managers, Subject Matter Specialists and the Officers of Agriculture and Allied Sectors working at district level.

7.8-9 Leadership Skills for Women Executives

“Women make up half the human resources available to the country. If this half is not being channelled into the economy or being made a part of decision-making processes, the country’s economic potential is bound to suffer. As leaders and policy-makers seek to navigate their way through the current crisis, they need the talents of both women and men to come up with the best solutions” (Saadia Zahidi, Head of the Women Leaders’ Program, World Economic Forum). One of the myths of leadership as stated by Bennis & Nanus is that leaders are born, not made. But the truth is that many of the capabilities and competencies of the leadership can be learned.

During the last few years, many state developmental departments have recruited women officers, in large number. In some states many women are in senior positions heading the divisions and departments, who are responsible for decision-making, conflict resolution, motivation and providing guidance to the staff. A program on “Leadership Skills for Women Executives” is proposed keeping in view the emerging need for enhancement of the leadership capabilities of the women executives in development.

Sl. No	Date	Venue
1	May 6-10, 2013	MANAGE
2	October, 2013	MANAGE
Program Coordinator: Dr.K.Uma Rani		

Objectives

- ❖ To understand the role of a leader in an organization
- ❖ To analyze different styles of leadership and the qualities of leaders
- ❖ To facilitate the process of effective leadership behaviour to become better managers

Content

- ❖ Management principles
- ❖ Styles and qualities of leadership
- ❖ Decision Making
- ❖ Communication skills
- ❖ Motivation skills
- ❖ Negotiating skills

Participants

- ❖ Senior and Middle level women executives of State Departments of Agriculture and Allied Sectors, Programme Coordinators of KVKs, senior women Scientists of ICAR, women faculty of Agricultural Universities etc.,

7.10-11 Food and Nutritional Security of Women in Agriculture

Women play a very important role in agriculture. They contribute to most of the food production and processing in all the sectors that includes agriculture, horticulture, fisheries and livestock. In spite of their large contribution to the food sector, many of the women farmers suffer from nutritional deficiencies. This could be due to lack of knowledge about the balanced diet, food fallacies, lack of knowledge about right cooking practices and eating habits, wrong storage practices, ignorance about the importance of low cost nutritious foods, that are locally available. In the light of this background, promoting better food, and nutritional practices becomes very important for improving the food and nutritional security of the women farmers.

Sl. No	Date	Venue
1	August 19-23, 2013	MANAGE
2	October 21-25, 2013	MANAGE
Program Coordinator: Dr.K.Uma Rani		

Objectives

- ❖ To sensitize the extension functionaries about the importance of food and nutritional security to the farmers in general, women farmers in particular
- ❖ 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
- ❖ Measures to enhance household food and nutritional security

Participants

- ❖ Senior and Middle Level extension functionaries from the State Departments of Agriculture and Allied Sectors, functionaries from the Women and Child Welfare Departments, KVK scientists, NGOs etc.,

7.12-14 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—through extension and information systems. Besides information, adoption 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 programme 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	Date	Venue
1	July 22-26, 2013	MANAGE
2	August 19-23, 2013	SAMETI - Jharkhand
3	October 21-25, 2013	SAMETI - UP
Program Coordinator: Dr. N. Balasubramani		

Objectives

- ❖ To sensitize the participants on the impact of climate change on agriculture
- ❖ 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
- ❖ key mitigation and adaptation options including climate re-silent agricultural practices and cropping patterns
- ❖ Better water management practices
- ❖ Contingency planning and management systems for adaptation to climate change
- ❖ Community based natural resource management
- ❖ Coping strategies of farming communities towards climate change: Cases
- ❖ Carbon markets and clean development mechanism
- ❖ Policies and Programmes for adaptation and mitigation of climate change

Methodology

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

Participants

- ❖ Faculty of SAMETIs, Project Director of ATMAs, Senior and Middle Level Officers from Agriculture and Allied Departments and Scientists from KVKs.

7.15-16 Training Programme on Urban Agriculture

The rate of Urbanization is alarming and the implication of urbanization is multidimensional in terms of demand for large-scale employment, income generation, food and nutritional security among the urban dwellers, 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 act as a centers for sponsoring growth.

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 namely, individual producers, entrepreneurs, Community-Based Organizations (CBOs), Non-Governmental Organizations (NGOs), National or local governments, and Research institutes in development and promotion of Urban Agriculture.

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

Sl.No.	Date	Venue
1	June 24-28, 2013	MANAGE
2	December 2-6, 2013	Bihar
Program Coordinator: Dr. N. Balasubramani		

Objectives

- ❖ To deliberate on the concept and need for promoting urban agriculture in the Indian context
- ❖ To share and document the experiences of Urban agriculture
- ❖ To discuss the required planning, organisation 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
- ❖ Tools and approaches to analyze and support Urban agriculture
- ❖ Planning and Organizational Mechanisms for managing Urban agriculture
- ❖ Public policies and programmes in promoting Urban agriculture
- ❖ Future Direction

Methodology

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

Participants

- ❖ Senior level delegates from SAMETIs, KVKs, Agriculture and Allied Departments, Municipal Corporations, Private agribusiness industry, NGOs working in the field of Urban Agriculture.

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

8.1-3 Development and Sustainability of Farmer Producer Organizations

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 150 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 farmer 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.	Date	Venue	Program coordinators
1	May, 2013	Gujarat	P. Kanaka Durga
2	June, 2013	Meghalaya	P. Kanaka Durga
3	December, 2013	EEI, Anand	Dr. V.P.Sharma & Dr. Kanaka Durga

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

Content

- ❖ Concept and Importance of Farmer Producer Organization
- ❖ Role of SFAC
- ❖ SFAC – FPO Process Guidelines
- ❖ 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.,

8.4-7 Monitoring and Evaluation of Participatory Development Projects

Participation is increasingly being recognized as being integral to the M&E process, since it offers new ways of assessing and learning from change that are more inclusive, and more responsive to the needs and aspirations of those most directly affected. Participatory Monitoring and Evaluation geared towards not only measuring the effectiveness of a project, but also towards building ownership and empowering beneficiaries; building accountability and transparency; 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 M & E issues.

SI.No.	Date	Venue	Program coordinators
1	August, 2013	Bihar	Dr. P. Kanaka Durga
2	October 2013	EEI, Nilokheri	Dr. V.P.Sharma
3	January, 2014	Kolkata	Dr. P. Kanaka Durga
4	February, 2014	MANAGE	Dr. V.P.Sharma

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 analysed 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.,

8.8-13 Network for Revitalization of Rainfed Agriculture in India

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 NRM, Production systems and livelihoods as the core strategy of rainfed areas development. Given the inherent diversity of natural resources in rainfed areas, the health and dynamism of the natural resource base (land, water and biomass) are direct determinants of the productivity and incomes from economic activities using these resources. With this background the training programmes on RRA may be taken up in collaboration with the national RRA Network partners.

Sl.No.	Date	Venue
1	May 20-24, 2013	MANAGE
2	June 17 – 21, 2013	MANAGE
3	July, 2013	Jharkhand
4	October 21 – 25, 2013	MANAGE
5	November, 2013	Chattisgarh
6	January 27 – 31, 2014	MANAGE
Program Coordinator : Dr. B. Renuka Rani		

Objectives

- ❖ To get the participants exposed to the importance of Revitalization of Rainfed Agriculture (RRA) in India
- ❖ To expose them on various key drivers relating to RRA
- ❖ To understand the process of integration of social resources and natural resources with farm resource management through different developmental programmes.

Content

- ❖ Strengthening institutional capacities and decentralized planning
- ❖ Knowledge based extension system
- ❖ Enhancing Soil Productivity: focus on soil organic matter
- ❖ Protective Irrigation to secure rainfed crops from ground and surface water sources: equity, productivity, efficiency and security aspects of water management
- ❖ Seed systems: timely, quality, contingency, diversity,
- ❖ Agronomic innovations: Low external input sustainable agriculture (LEISA), SRI, NPM, System of soil nutrient management (SSNM) and others and enhancing farmers' knowledge
- ❖ Farm mechanization for enhancing labor productivity

- ❖ Developing and strengthening producers organisations (resources management, credit access, securing inputs, value addition and market linkages, infrastructure, etc)
- ❖ Strengthening Rainfed Livestock Support Systems (health care, breeding, drinking water, fodder in commons, etc.)
- ❖ Fisheries in numerous rainfed water bodies
- ❖ Integrated value chain support systems to realise growth potential in pulses, millets, meat and fish production systems
- ❖ Risk minimization and resilience building and enhancing private investments
- ❖ Infrastructure and rural processing for Agriculture products

Participants

- ❖ National RRA Network partners, Senior and Middle level officers of ATMA, Extension officers from Agriculture and Allied Sector, Faculty Members of State Training Institutions and Regional Institutions, NGO, etc.

8.14-16 Formation and Management of Producers' Groups (PGs) and Federations

As the world has moved into the 21st century, agriculture in developing countries is more than ever, in the quest for a fundamental transformation. Both quantitatively and qualitatively, farmers need to produce more, be market-and technology-oriented and at the same time conserve the natural resources base for future generations. Agricultural extension needs to focus on this challenge. Working with farmer groups seems to offer a partial solution for this.

Experiences under NATP show that group approaches have been followed by all ATMAs (Agriculture Technology Management Agency) as a strategy for technology dissemination. Similar types of interventions are being implemented keeping groups in focus under extension reforms. These groups could bring in the benefits of risk minimisation, resource pooling, timely input access, negotiating with service providers, market forces etc. Adopting this approach has helped in exploring new areas and enterprises, which otherwise, would not have been possible on part of an individual farmer. Apart from the benefit to the farmers, the delivery system has also found this approach effective in building their capacity and to work out a mechanism to address the farmer's need locally, ultimately facilitating effective development of agriculture.

It is in this context, there is an urgent need for capacity building of different stakeholders on formation and management of these Producers groups and federations under extension reforms. The personnel need to be exposed on various methodologies of group approach as well as management processes and strategies. Besides, they need to have an insight into the involvement of these groups in agriculture and allied sector development, in addition to the monitoring of progress and managerial skills for sustainable development of farmers organizations.

Sl.No.	Date	Venue
1	July 15 - 19, 2013	MANAGE
2	July 29 - 2 August, 2013	MANAGE
3	February 10 – 14, 2014	MANAGE
Program Coordinator : Dr. B. Renuka Rani		

Objectives

The overall objective of the programme is to build the capacity of the participants on the process involved in formation and management of PGs and their federations.

The specific objectives are:

- ❖ To get the participants exposed to the steps in forming and managing of PGs and their federations under extension reforms.
- ❖ To expose them on various components relating to input and output management and develop mechanism for preparation of action plan through PGs.
- ❖ To gain experience in process monitoring and sustainability of PGs and federations.

Content

- ❖ Orientation on Extension Reforms
- ❖ Concept of Producers Groups, Evolution of FOs

Factors that nurture and that hinder PGs

- ❖ Steps in formation and management of groups.
- ❖ Case Studies

Formation and Management of Federations

- ❖ Importance of Federations
- ❖ Formation and Management of Federation of PGs at various levels
- ❖ Role and responsibilities of PGs and federation for agriculture development
- ❖ Case studies on Federations
- ❖ Preparation of annual action plan for agriculture and allied sector development through PGs and federations

Sustainability of Groups and federations

- ❖ Process monitoring of groups and federations
- ❖ Capacity building
- ❖ Sustainability of PGs and federations

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, Scientists of KVKs and Research Institutions of Agriculture and Allied Sectors and NGOs

8.17 Sustainability of Watershed Projects

Watershed development has been one of the main instruments for sustainable agricultural development. A large number of projects are being implemented through governmental and non-governmental organizations. Case studies of watersheds have however shown that Post project sustainability continues to be a challenge. This is happening in spite of adopting participatory-friendly-guidelines since about one and half decades. Low level of sustainability appears to be largely due to unsustainability of Community based Organizations (CBOs) developed under the programme, and also due to non-adoption of appropriate processes at different levels. Some of the innovative projects have however created enough field evidence to suggest that sustainable development can be achieved under watershed programme if participatory processes are adopted in a proper manner.

In this context there is a need for capacity building of different stake holders on sustainability for different interventions under watershed programme.

Sl.No.	Date	Venue
1	September, 2013	MANAGE
Program Coordinator : Dr. K.Sai Maheswari		

Objectives

The overall objective of the programme is to familiarize the participants on sustainability of various interventions under watershed projects.

- ❖ To expose them to the strategies and processes for sustainability of community based organizations and developed natural resources in watershed projects.
- ❖ To familiarize the participants with the programmes and activities for post project sustainability with special reference to development of agriculture and livelihoods under watershed programme.
- ❖ To understand the parameters for assessing the status of sustainability of watershed projects

Content

Session 1: Present Status of Sustainability of Watershed Projects

- ❖ An overview on present status of sustainability of watersheds

Session 2: Strategy for enhancing Community based Organizations (CBOs)

- ❖ Improving the sustainability of Existing CBOs i.e. UGs, SHGs, Watershed association and watershed committees.
- ❖ Steps and procedures for organization of new CBOs
- ❖ Organization of management bodies/ federation of groups

- ❖ Linkages with development departments and other organizations

Session 3: Sustainable management of developed Natural Resources

- ❖ Sustainable development and management of water harvesting structures, gully control measures etc.
- ❖ Efficient usage of water under watershed programme
- ❖ Sustainable development and management of biomass
- ❖ Allocation of users right over CPRs
- ❖ Social regulations

Session 4: Sustainable development of Agriculture and livelihoods under Watersheds

- ❖ Strategy for development of agriculture and allied sectors in watersheds
- ❖ Development of institutional mechanisms for livelihoods
- ❖ Collective marketing of produce by groups

Session 5: Monitoring of Sustainability of various interventions under watersheds

- ❖ Parameters for assessing sustainability
- ❖ Self monitoring systems
- ❖ Process monitoring
- ❖ Use of ICT in monitoring

Methodology

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

Participants

- ❖ Senior and middle level extension functionaries from the state and central government departments, Scientists of KVKs and research institutions and NGOs working with watershed management programme

8.18 Planning and Management of Integrated Watershed Management projects (IWMP)

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.	Date	Venue
1	July, 2013	Jammu & Kashmir
Program Coordinator : Dr. K. Sai Maheswari		

Objectives

The overall objective of the programme 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.

Contents

- ❖ 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

Methodology

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

Participants

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

8.19 Preparation of Detailed Project Report (DPR) under Integrated Watershed Management Programme (IWMP)

Sustainable development, utilization and maintenance of land and water resources are considered to be a pre-requisite for an overall development in rainfed areas. For this purpose, watershed-based approach provides an appropriate framework. Participatory Watershed programme has been receiving adequate attention in our country since last two decades. Participatory watershed management for conserving rainwater and other valuable natural resources is quite promising and new guidelines is an important step to converge, harmonize and rationalize development process. Under these guidelines, preparation of Detailed Project Report is one of the crucial activities at the watershed level, which is to be facilitated by the extension functionaries identified in project area. This DPR needs to be tuned to the district perspective plan. The program is aimed at getting the participants acquainted with these facets of preparation of Detailed Project Report.

Sl.No.	Date	Venue
1	December 9-13, 2013	MANAGE
Program Coordinator: Dr. K.Sai Maheswari		

Objectives

The overall objective of the programme is to expose the participants on preparation of DPR. The specific objectives are;

- ❖ To carry out need based allocation of available funds for different components and sub-components in DPR.
- ❖ To help them understand the steps and procedures in the preparation of watershed plan by using MIS, GIS etc.
- ❖ To evolve appropriate strategies and approaches for carrying out the following specific aspects: organization of community in a new institutional set up; integration of social resource management with natural resource management; need based capacity building of community members on technological as well as management aspects; efficient utilization of already developed natural resources etc.,

Contents

- ❖ Participatory Watershed Management with special reference to Common guidelines
- ❖ Watershed concept, components and delineation
- ❖ PRA methods
- ❖ Forming and Managing of SHGs, UGs and WC/WAs
- ❖ Steps in preparation of Participatory Planning of Watersheds
- ❖ Use of MIS, GIS, GPS for preparation of plan
- ❖ Capacity Building of Functionaries
- ❖ Convergence of different developmental programmes in DPR
- ❖ Post Project Sustainability

Methodology

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

Participants

- ❖ Senior and Middle Level Extension functionaries from the State and Central Government Departments, NGOs working with Watershed Management Programme

II. National Workshops

1. National Conference on Extension Reforms

Extension Reforms has successfully completed 10 years of implementation. At this stage, it is important to examine whether key guiding principles envisaged under Extension Reforms have been achieved. Stakeholder consultation would throw light on this important area. Proposed National Conference aims at achieving following objectives

Sl.No	Date	Venue
1	January 21–22, 2014	MANAGE
Program Coordinator: Dr.P. Chandra Shekara		

Objectives

- ❖ To understand the status of achievement of key guiding principles under Extension Reforms
- ❖ To identify success criteria
- ❖ To mainstream successful interventions under Extension Reforms

Content

- ❖ Status of achievement of key guiding principles under Extension Reforms
- ❖ Successful interventions
- ❖ Mainstreaming of successful interventions under Extension Reforms

Participants

- ❖ Stakeholders of Extension Reforms viz. Planners, Administrators, Implementers and Farmers.

2. Workshop on Accreditation / Certification of Trainers and Training Institutions

To impart in-service training for extension functionaries in the Agriculture and Allied departments, a large number of training institutions have been established at various levels by the Central and State governments. The pyramid of Extension Training infrastructure has its apex, the National Institute of Agricultural Extension Management (MANAGE), the Extension Education Institutes at the Regional Level, the State Agricultural Management and Extensions Training Institutes (SAMETIs) at the state and a host of other extension training institutions at the district and block level. These institutions conduct a large number of training programs to train various levels of extension functionaries. However the ability of these training institutions to impart quality training depends on several factors including primarily on the calibre and competency of trainers, availability of suitable physical infrastructure, finances and suitable procedures. A system of accreditation/certification is essential, to assess the competencies of training institutions and trainers who work in them. This will enable the government to gauge the strengths and weaknesses of the training system and to take suitable remedial measures to fill in the gaps. However, as on now, no such accreditation system suitable to the requirements of Extension training exists. With the objective of developing an Accreditation/Certification system suitable to the department, a workshop is proposed to be organized with the following objectives:

Sl.No	Date	Venue
1	May 22–23, 2013	MANAGE
Workshop Coordinators: Dr.Vikram Singh, Dr.K.Anand Reddy and Dr.G.Jaya		

Objectives

- ❖ To discuss the need, feasibility, of designing an accreditation/certification system for trainers and training institutions in the Agricultural Extension
- ❖ To suggest modalities for designing an accreditation/certification system
- ❖ To develop indicators/index for certification and ranking of trainers and training institutions to be used in proposed MANAGE research study on the theme

Participants

- ❖ Eminent Training experts
- ❖ Representatives of EEs and SAMETIs
- ❖ MANAGE Research team

Outcome: The guidelines on the indicators/ index that would emerge out of the workshop will be used for designing a questionnaire for the Research project on the same theme.

3. National Workshop on Incorporating Marketing Component in SREP

Production and Marketing aspects of agricultural produce are intertwined with each other. Market - driven production rather than production – propelled marketing is the order of the day. Under the present dispensation, the agriculture and allied departments dealing with production enhancement are totally disassociated from the marketing setup. This has led to conspicuous absence of integration in planning and implementation of different schemes at district level. The need of the hour is to bring the convergence amongst the agriculture and allied departments in marketing of agricultural produce. This calls for convergence of the schemes and the resources therein to explore the synergies for the benefits of the farmers. Efforts have been made to realize this objective through the ATMA platform at the district level. SREP as a perspective plan included the Research and Extension strategies required for enhancing the production and productivity of agriculture and allied commodities based on the identified gaps. However, the marketing component did not get due importance in the SREP, partly because the marketing agencies are not a part of the mainstream administration through the normal state budgetary allocation and the monitoring thereof and these agencies are governed under a separate Act altogether with a network of autonomous APMCs.

It is against this backdrop, there is a need to incorporate the marketing component in the SREPs by bringing the production and marketing agencies on a single platform. To begin with an Action Research will be carried out to develop the requisite methodology to bridge the missing link between production and marketing wings of the agricultural sector for developing an integrated plan for the district. The leanings from the research will be shared with the functionaries of the agriculture and allied departments including marketing department and SAMETIs (from States/UTs). Based on the feedback of the participants, the formats, methodology and approach for incorporating the marketing component in the SREPs will be fine-tuned to be replicated across the country.

Sl.No	Date	Venue
1	February 2014	MANAGE
Workshop Coordinators: Dr.B.K.Paty, Dr.M.A.Kareem and Dr.B.Venkat Rao		

Objectives

- ❖ To sensitize the functionaries associated with the preparation and Operationalisation of SREPs including marketing department about the integration of Marketing Component
- ❖ To share the learnings from the Research study with the delegates for their feedback
- ❖ To fine-tune formats, methodology and approach for above cited marketing plan
- ❖ To evolve Strategies and Roadmap to replication in the country

Delegates

- ❖ Functionaries of the Agriculture and Allied Departments including Marketing Department and SAMETIs

Budget

- ❖ A total of Rs 3.5 Lakhs is estimated towards workshop

4. Consultative Workshop on Extension Strategies to Strengthen Animal Husbandry, Fisheries and Horticulture Sectors

India has the highest livestock population of the world that requires more green fodder production, and straw for adequate feeding to increase the per capita availability of milk. Most of the milk is produced by small, marginal farmers and land less labourers who are grouped into cooperatives at village level. Department of Animal Husbandry, Dairying and fisheries under the Ministry of Agriculture is responsible for matters relating to livestock production, preservation, protection and improvement of the stocks and dairy development. It also looks after all matters pertaining to fishing and fisheries related to the National Fisheries Development Board (NFDB). Similarly, Department of Horticulture also makes efforts to enhance the productivity of horticulture crops through various schemes. Keeping in view the importance of allied sectors of agriculture in GDP contribution, it is proposed to have a consultative workshop on extension strategies for allied sectors.

Sl.No.	Date	Venue
1.	May 2-3, 2013	MANAGE
Workshop Coordinators: Dr. S. Senthil Vinayagam and Dr.M.A. Kareem		

Objectives

- ❖ To identify the training needs of the extension functionaries in allied sectors.
- ❖ To understand the various existing extension models in promotion of allied sectors
- ❖ To identify the extension strategies for strengthening the extension system in Allied Sectors.

Participants

- ❖ Officers from Animal Husbandry, Dairy, Horticulture, Agro-forestry and other Allied Sectors.
- ❖ Officers / Scientists from SAUs
- ❖ Officers / Scientists from ICAR
- ❖ Officers / Scientists from KVKs and NGOs

5. Training cum workshop on 'Online Content Module Development Process'

Now in the digital age, various modules and social network sites are offering educational modules for the benefit of school, college and professional students. In Agriculture sector, capacity building through virtual mode is not experimented at the desired level. Keeping the emergence of ICT in Farm Technology Transfer, it is proposed to design, develop and experiment Virtual Mode of Training Module with the technical support of TNAU under a research project. As a part of research project, it is proposed to organize a training cum workshop on 'Online Content Module Development Process' to the extension officials belongs to SAMETIs, SAUs, KVKs, ICAR Institutions and State Department Officials.

Sl.No.	Date	Venue
1.	July 29-31, 2013	MANAGE
Workshop Coordinators: Dr. S. Senthil Vinayagam and TNAU Faculty		

Objectives

- ❖ To provide hands on exposure of online module components and development process.
- ❖ To share the software, content and design template to the participants.

Participants

- ❖ SAMETIs, SAUs, KVKs, ICAR Institutions and State Department Officials.

6. National Workshop on “Mobile based eExtension Services in Agriculture”

The Information Technology and connectivity with Internet in rural areas is still poor to access the web portal that offers various agricultural content. The reach of mobile in rural areas is quite improving and prices of mobile handsets are coming down drastically. The Mobile based eExtension services enable service to the farmers to provide the advisory on agricultural practices by the subject matter specialist / experts.

Sl.No.	Date	Venue
1.	November, 2013	MANAGE
Workshop Coordinators: Dr. V. P. Sharma and Shri. G. Bhaskar		

Objectives

- ❖ To consolidate and share the lessons learnt from national experiences on initiatives of mobile based service delivery to farmers
- ❖ To share best practices at the grassroots and to facilitate knowledge sharing among the practitioners and the experts from the field
- ❖ To analyze the specific needs of content that can be channelized through mobile enabled agricultural services to farmers
- ❖ To promote the concept of mobile based eExtension services in the farming community
- ❖ To work out strategies to bridge the knowledge gap and bring benefits of mobile based service delivery on agricultural information in the agricultural and allied sector
- ❖ Suggest possible areas of intervention at various levels to improve the quality, credibility and timely availability of agricultural information to the farmers on their mobile

Content

- ❖ Sharing of Case-studies by the faculty and other invited experts those who were working on projects related to mobile based service delivery on agricultural information.
- ❖ Demonstration of Mobile-based eExtension service systems.
- ❖ To discuss and strengthen the mobile-based eExtension services for better service delivery to farmers.

Participants

- ❖ The participants will include officials from Department of Agriculture, Horticulture, ATMA Project Directors, Scientists/SMS of SAUs and KVKs.

7. Workshop on Role of Youth Clubs in Agricultural 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. The Youth Seva Sanghs or clubs already in existence in some universities need to be strengthened. It is in this context, the workshop on Creating and Strengthening Youth Clubs for Agriculture Development is proposed.

Sl.No.	Date	Venue
1.	September 2013	MANAGE
Workshop Coordinators: Dr. P. Chandra Shekara and Dr. P. Kanaka Durga		

Objectives

- ❖ To understand present status of functioning of Youth Clubs
- ❖ To analyze the contribution of Youth Clubs in Agriculture Development
- ❖ To identify weak and potential areas
- ❖ Plan for interventions

Contents

- ❖ Status of Functioning of Youth Clubs
- ❖ Contribution of Youth Clubs in Agriculture Development
- ❖ Weak and Potential areas
- ❖ Plan of action

Participants

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

8. Workshop on Gender Mainstreaming

Women farmers are participating in various agricultural and allied sector activities and their contribution for the development of agriculture is significant. However, their participation in Extension activity is very much limited. In order to bring them to the mainstream extension activities the scheme, 'Support to State Extension Program for Extension Reforms' has made provision of minimum 30 per cent of the total budget allocation to improve the women's representation in various extension activities such as training, demonstration, exposure visit, Women Groups and representation of women in various decision making bodies such as Governing Board, District and Block Farmers Advisory Committees. It is expected that the participation of women in various extension activities would minimize distortion of farm information received during the extension activities and will have more and speedy adoption of farm technologies in the field. Similarly, the participation of women in the decision making bodies at various level is expected to give a realistic feedback and facilitate to make appropriate decisions for the development of the farming community.

In this context, an 'Action Research on the intervention made for Gender Mainstreaming under Extension Reforms Scheme' is proposed to study the overall improvement in the status of the women farmers, their reach to extension services under ATMA, relevance of programs and impact on their lives/livelihoods. In order to carry out the Action Research effectively it is felt necessary to organize a workshop on "Gender Mainstreaming" by inviting the Extension Functionaries involved in Extension Reforms to get their feedback about various aspect of Gender Mainstreaming under Extension Reforms.

Sl.No.	Date	Venue
1.	July, 2013	MANAGE
Workshop Coordinator : Dr.K.Uma Rani		

Objectives

- ❖ To have an overview on various extension activities available for the women farmers under Extension Reforms
- ❖ To know the process adopted in selecting women farmers for various extension activities
- ❖ To understand the constraints and difficulties faced by women farmers to participate in various extension activities and decision making process.
- ❖ To access the perception of extension functionaries to improve the level of participation of women farmer in extension activities

Delegates

- ❖ The Extension Functionaries from ATMAs, SAMETIs and NGOs/NTIs and other private partners associated with ATMAs in undertaking Gender Mainstreaming activities under Extension Reforms will be delegates for the workshop.

Budget Estimate: Rs.3.0 Lakhs

9. National Workshop on 'Network for Revitalization of Rainfed Agriculture in India'

Watershed programs constitute a sound system based approach aimed at addressing problems of natural resource management in rainfed areas. Various programs aimed at improving crop productivity and the present support systems however, are not in sync with sustainable natural resource management with resource degradation problems continuing unabated. Resource conservation and sustainable use and management for enhanced productivity need to be seen in unison.

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 NRM, Production systems and livelihoods as the core strategy of rainfed areas development. Given the inherent diversity of natural resources in rainfed areas, the health and dynamism of the natural resource base (land, water and biomass) are direct determinants of the productivity and incomes from economic activities using these resources. With this facets lot of work had been done on this areas in our country. Given the magnitude a National Workshop on RRA has been proposed with an objective of to consolidated present learning's' in collaboration with the national RRA Network partners.

Sl.No.	Date	Venue
1.	May 15-16, 2013	MANAGE
Course Coordinator : Dr. B. Renuka Rani		

Objectives

1. To evolve the content of the total program along with the key members of the RRA network
2. To draw content from the rich experience for developing training modules
3. To bring together RRA network partners, ATMA, Govt. departments and NGOs for promotion of RRA

Participants

Representatives from NRM Division in the Ministry of Agriculture, GOI, District ATMA, RRA Net work partners, rainfed farming systems desks in the state Department of Agriculture, NGOs, etc.

10. National Workshop for Strengthening of Kisan Call Centres

Kisan Call Centers are in operation since the year 2004 to help farmer resolve his problems. The success of the KCC is seen with the increasing number of calls day by day. Though the call centers are meeting the farmer requirements, there is a need to review the experiences across the country to further augment the services for the benefit of farmer. There is need for backstopping these centers to deliver services through single window to the satisfaction of the farmer. The various networks services such as technology dissemination or marketing or processing or governmental schemes need to be brought under one umbrella for ready service. For this purpose, there is a need for a national level workshop for sharing experiences to develop a strong network of all the stakeholders in the service of farmer, the backbone of the country.

Sl.No.	Date	Venue
1.	August 29-30,2013	MANAGE
Workshop Coordinators : Dr. V.P.Sharma & Dr. R. K. Tripathi		

Objectives

- ❖ To share the experiences of KCCs across the country
- ❖ To strengthen the linkages among Level-3 and Level-2 experts of all the KCCs
- ❖ To strengthen and support the scientists / officers at Level-2 for their critical role in providing authentic information.
- ❖ To build a cyber corridor for exchange of information among KCCs for building the capacities at all levels
- ❖ To brainstorm on accessing other need based information for the farmers – such as produce marketing, processing options, other ancillary information.
- ❖ To review and improve access of KKMS at various levels.
- ❖ To acknowledge farmer calls with return SMS, along with detailed answer

Participants

- ❖ Officers from IKSL, Delhi and other Nodal Centres
- ❖ Officers/scientists from KCC Nodal Offices (Level-3)
- ❖ Officers/scientists from Directorate of Extension, New Delhi
- ❖ Officers/scientists from Directorate of Extension, SAUs
- ❖ Officers from State Departments of Agriculture and Allied Sectors

11. National Convention on Agri-Clinics and Agri-Business Centres

Central Sector Scheme of Agri-Clinics and Agri-Business Centres have successfully completed 10 years of implementation in the country. Over a period of time, several issues have emerged regarding response of the eligible agriculture professionals, training and handholding support by Nodal Training Institutes, involvement of Banks, NABARD and State Governments. The proposed convention attempts to critically examine the above issues and to suggest remedial measures.

Sl. No.	Date	Venue
1	February 4-5, 2014	MANAGE
Workshop Coordinator: Dr. P. Chandra Shekara		

Objectives

- ❖ To bring all the stakeholders on a single platform to deliberate on critical issues influencing effective implementation of ACABC Scheme
- ❖ To identify the critical issues, to brainstorm and evolve workable solutions
- ❖ To recognize outstanding stakeholders who contributed for the success of the programme

Content

- ❖ Deliberations on following critical issues based on field experiences.
- ❖ Publicity
- ❖ Selection of Nodal Training Institutes
- ❖ Selection of Candidates
- ❖ Training efficiency
- ❖ Handholding approaches
- ❖ Involvement of Banks, NABARD, Agri Business Companies and State Governments
- ❖ Recognition to outstanding stakeholders

Participants

- ❖ Ministry Officials, Banks, NABARD, NTIs, Agripreneurs and State Govt. Officials.

12. Review workshop on PGDAEM

The Post Graduate Diploma in Agricultural Extension Management (PGDAEM) has been launched for field level extension functionaries working in the Department of Agriculture and other line departments as a sponsored programme of DAC, MoA, Govt of India under extension reforms. Since launching, the programme has enhanced the skills of over 7500 extension functionaries in techno-managerial competencies. The programme is being implemented through SAMETIs at the State level. The programme is continuously fine-tuned based on the feed back of the collaborating implementing institutions. A Review Workshop is proposed at MANAGE with the following objectives:

Sl.No.	Date	Venue
1.	September 12-13, 2013	MANAGE
Workshop Coordinators: Dr. S. Senthil Vinayagam and Dr K. Sudhakar		

Objectives

- ❖ To share the experiences of collaborating organisations regarding implementations of PGDAEM
- ❖ To identify the constraints and evolve solutions in the implementation of PGDAEM.

Participants

- ❖ SAMETI Directors, PGDAEM Coordinators and concerned Accounts Officers

13. National Consultation on DAESI Programme for up scaling

The public extension system continues to play a pivotal role in providing extension support to a comparatively larger population of farmers. But, the Public Extension System alone is not sufficient to cater to the technical needs of all the farmers in the country. Hence, there is a need for multi agency extension services such as Farmers Organization, Input Dealers, Agri Business Companies etc., in transfer of technology.

There is a large network of Agri input dealers in the country who are an important source of farm information to the farming community. Majority of these Input dealers in our country do not have any formal agricultural education. If they are transformed as a Para - Agri professionals by providing required technical knowledge related to agriculture they would bring a paradigm shift in agriculture extension through quality extension services. In this context, MANAGE has designed a Diploma in Agricultural Extension Services for Input Dealers (DAESI), a one year diploma course which imparts formal agriculture education programme to the dealers. This programme was launched by MANAGE, in the year 2003 and majority of the programmes are being successfully conducted in Andhra Pradesh, Maharashtra, Tamilnadu and Orissa states.

Though the programme was running for the last nine years, it was confined mainly to few states. Hence, it is felt necessary to up-scale this programme across the country to cover large no. of input dealers. In this context, it is proposed to organize a one day consultation programme at MANAGE involving all stakeholders.

Sl.No.	Date	Venue
1.	September 3, 2013	MANAGE
Workshop Coordinator: Dr. N. Balasubramani		

Objectives

- ❖ To Sensitize the various stakeholders of DAESI Programme
- ❖ To assess the possibility of exploring the funding provision from different programmes, schemes and Agri business companies.
- ❖ To work out the modalities for operationalization of DAESI programme
- ❖ To work out the strategies for up-scaling DAESI Programme

Methodology

- ❖ Experience sharing by Faculty, SAMETI, Facilitators and Nodal Training Institutes/organizations.
- ❖ Brainstorming
- ❖ Group Discussions

Participants

- ❖ Officers from Department of Agriculture, Facilitators of DAESI programme, Faculty from EEI/SAMETI's, Representatives from Agri Business companies or any other organization/Institutes willing to take up DAESI programme.

III. Research Projects

Sl.No.	Title
1	Evolving Institutional Mechanism for Strengthening Public Private Partnership under ATMA through Agripreneurs – Action Research
2	Index Development for Quality Assessment of Training Institutions in Agriculture
3	Action Research on Marketing Perspective for Revisiting SREP of a District
4	Design, Development and Experimenting/Testing Virtual Mode of Training Module (VMTM)
5	A Study on Rolling-out IT enabled Agricultural Services through Common Service Centers
6	Social Benefits of Agricultural Extension Programmes: A Case of Agri-Clinics and Agri-Business Centres Scheme
7	A Study on the Impact of the Interventions made for Gender Mainstreaming under Extension Reforms Scheme
8	Evolving Strategies for Revitalization of Rainfed Agriculture (RRA) in collaboration with RRA Network-Action research

IV. Education Programmes

1. Post Graduate Diploma in Management (Agri Business Management)

The reforms have brought structural changes in the economy, resulting in major shifts in the Indian agricultural scenario. The primacy of subsistence orientation is yielding place to commercialization, opening up vast opportunities for value addition, packaging and exports of agricultural products, with strikingly high levels of technology. The policies of globalization have taken Indian agriculture into the global village, opening up unprecedented opportunities as well as great challenges. These and other concomitant forces of change are placing significant demand for managerial skills in the Agribusiness sector.

With little focus on development of managerial skills, in the undergraduate curriculum, our young agricultural graduates find it difficult to function effectively as managers in Agri-Business firms, which have emerged as their most important employers. The Post Graduate Diploma in Management (Agri Business Management) is MANAGE response to this situation. The programme aims at enabling, meritorious agricultural graduates acquire the critical competencies to function as effective Agri-business managers. The excellent response from leading Indian and multinational Agribusiness companies in placement of students as management trainees, and their interest in assigning summer projects to them, fully validates the launching of the programme.

The programme, launched in 1996, is recognized by the All India Council for Technical Education. On successful completion of the programme, candidates are awarded with the Post Graduate Diploma in Management (Agri-business Management).

Programme Structure and Management: The activities of PGDM (ABM) are guided by an Advisory Council Chaired by Director General, MANAGE and executed through three committees viz., Academic Committee, Examination Committee and Appeal Committee. The programme commences from July 2012 and is divided into seven trimesters. It is reviewed and revised periodically to keep it updated as per the requirements of the Agri-Business Industry.

Objectives

- To develop adequate conceptual base in different subject areas of relevance.

- To acquire sufficient operating, analytical, problem solving and decision making skills in using modern management tools and techniques in different functional areas through emphasis on cases that simulate real life situations
- To develop application skills of management techniques appropriate in the unique context of Agri-Business
- To develop a gestalt perspective of the Agribusiness sector, its dynamics, complexities, challenges and opportunities in the emerging global context.
- To develop values, ethics and attitudes among the students which make them responsible and suitable for serving the business world as well as the farming community.

Highlights of the Programme:

1. The students of MANAGE regularly participate in various competitions organized by Management Institutions and business schools. Some of the achievements of our students are:
 - First prize in the IIMA-conducted competition 'Green initiative ideas for sustainable agriculture'- KRONOS, in November 2011.
 - First prize in 'Chakravyuh', a National business plan competition at 'ADVAIT-2011, an Annual Entrepreneurship Summit' organized by IIM Indore, in December 2011.
 - First prize in 'OJAS-2012', a SPJIMR-conducted Bplan competition under 'MPOWER' in January 2012.
 - First, Second and Fourth ranks in the 'Online' quiz competition organized by IIT, Kharagpur as a part of 'Prakriti', the Agri Food and Innovation Fest in March 2012.
 - First prize in 'Manthan', a case study competition organized by IIT Kharagpur in March 2012.
 - First prize in 'R-idea 2012', a National level B-plan competition organized by G.H.Raisoni School of Business Management, Nagpur in March 2012.
 - First prize in 'Inspirus 2012', a National level B-plan competition organized by NIMS Mumbai.
 - First prize in 'Sanskriti 2012', organized by Institute of Public Enterprise in March 2012.
2. The students are imparted skills and knowledge in all the stages of agri-value chain like procurement, marketing and retailing, product development, banking, extension services, project formulation, supply chain and logistics management etc. The focus is not only on the classroom teaching but also on developing managerial skills. The USP of the programme lies in the techno managerial competence of the students who pass out from MANAGE and

therefore the programme continues to be distinctly ahead in the agri-business sector.

3. A stringent selection procedure is employed for selecting the intake of 60 students in the program. From the Academic year 2012-13, CAT score was used to select the candidates followed by a rigorous process of Group Discussion, Micro presentation, Personal Interviews, Essay Writing etc.
4. This is a financially self-sustained Programme and the total fee charged including tuition, board and lodge, industrial visit, student welfare fee, computer lab fee and library fee is Rs.5,02,000/-. The Wi-Fi services, well-equipped library, highly trained and expert faculty resource and quality board and lodging facilities are provided within this cost with best of the infrastructure.
5. The students are offered study loans by Public Sector Banks on the recommendation of the institute. Most of the students avail this facility of study loans.
6. The students take up 10-12 weeks of Summer Internship with companies where all the students are paid for their actual expenditure on board, lodge, travel, etc. and a stipend ranging from Rs.10,000 to 50,000 a month. The Summer Internship is a significant value-added assignment for the students to enhance their learning and opportunity to encounter the real-life field problems and address the managerial issues.
7. The placement for PG Programme in Agri-business Management has not only been qualitatively superior and broad based. To give an idea about CTC for the year 2012-13, the offers ranged between Rs.6.5 lakhs and Rs.18 lakhs the average being about Rs.7.02 lakhs.
8. The graduates of this programme are offered employment in agri-input marketing, processing, procurement and retail management, consultancy services, output sector, finance and banking sector with few a jobs in NGO and developmental sector. The companies who have recruited for the year 2011-13 include Cadbury, ITC Foods, ITC ABD, Yes Bank, Magma, Bayer Crop. Science, PWC, NCDEX, NETAFIM, , IFFCO-KSL, Advanta, Mahindra & Mahindra, FINO, Rasi Seeds, Star Agri Warehouse Ltd., etc.
9. New Initiatives
 - ABM School
 - New Scholarship

- Course Circular Review
- Management Development Programme

2. Post Graduate Diploma in Agriculture Extension Management (PGDAEM)

There has been a shift in focus from subsistence to commercial agriculture thereby increasing the farmers' need for advanced technologies. The demand on the public extension system for dissemination of up-to-date technology called for up gradation of both technical and extension skills of extension functionaries. The present day extension functionaries performing multifarious activities besides extension work are not adequately equipped to shoulder the responsibility for effective delivery of agricultural information.

In order to professionalize the public extension service for effective delivery of extension services, a Post Graduate Diploma in Agricultural Extension Management (PGDAEM) has been launched for agriculture extension functionaries. It is expected that the diploma holders would form a professional cadre of farm advisor to take forward the agenda of agricultural extension. The programme, launched on 27th October 2007 for the public extension functionaries, in distance learning mode, is sponsored by the Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India. The programme would cover the extension personnel from the districts where Agriculture Technology Management Agency (ATMA) have been established and functioning.

Course Objectives

- To enhance the techno-managerial competence of extension functionaries
- To acquaint the extension functionaries on the latest developments in the field of agriculture and allied sectors
- To equip the extension functionaries in latest tools and techniques for participatory decision making and
- To develop an insight into various extension models to enrich the agri – value chain

The programme is open for extension functionaries of agriculture and line departments employed in the State / Central / UTs sponsored by the ATMA. The duration of the programme is of one year spreading over two semesters with thirty-two credit load. In each semester, contact classes will be held at SAMETI / an identified institute within the State. The programme is conducted in distance learning mode supported by printed study material, contact classes, provision of e-content, pre recorded sessions of pedagogy of PGDAEM and assignments. The candidate is required to complete one assignment in each course in a semester and also a Project Report.

Course modules

Semester I

Course 101: Introduction to Agricultural Extension Management (4 Credits)

Course 102: Communication and Diffusion of Agricultural Innovations (3 Credits)

Course 103: Principles and Practices of Extension Management (3 Credits)

Course 104: Participatory Approaches in Agricultural Extension (2 Credits)

Course 105: Research Methods in Agricultural Extension (2 Credits)

Semester II

Course 201: Market Led Extension (4 Credits)

Course 202: Agri-Business and Entrepreneurship Development (3 Credits)

Course 203: Project Management in Agricultural Extension (2 Credits)

Course 204: Information and Communication Technologies for Agricultural Development (3 Credits)

Course 205 : Sustainable Livelihood in Agriculture (3 Credits)

Course 206: Project work (3 Credits)

The topics for assignments, along with guidelines for writing assignments and for conducting contact classes were prepared and placed on the PGDAEM webpage.

Assignments constitute an important component of each course evaluation. Candidates have to complete one assignment for each course in every semester. Assignments are given to the students with the following objectives:

- To have further understanding of the theories and concepts covered in the course
- To have an in-depth analysis and synthesis on the subject
- To help relate the theoretical input to the field and job situation.

An abstract of progress under PGDAEM during the last four years is given below :

Batch	No. of enrolled candidates	No. of qualified candidates
2009-10	1754	1215
2010-11	1188	814
2011-12	1522	Results are awaited as the second semester exam was ended on 8 th Feb. 2013
2012-13	So far 2839 applications have been received and admission letters have been sent.	

Since the batch of 2011-12, newly recruited Block Technology Managers and Subject Matter Specialists under ATMA are also covered under this programme. The new batch of PGDAEM 2012-13 has commenced from March 2013. The revised study material and pre-recorded lecture sessions through DVDs will be provided to the candidates for the 2012-13 batch onwards.

A provision of Rs.3.75 lakhs per district per year is made under the revised State Extension Work Plan (SEWP) of extension reforms towards this programme. Course fee of Rs.15000/- is met by the states from ATMA Cafeteria for Government extension functionaries. Based on the request of the extension functionaries working in the NGO's / Private sector it has been decided to open up the programmes to the extension functionaries working with Agri- Business companies, NGO's, Cooperatives, Farmers Organizations, Agri – Entrepreneurs, Input Dealers from the year 2008-09 on self financing mode. The course fee for candidates from the NGO's/ Private sector is Rs.15,000/-.

3. Diploma in Agricultural Extension Services for Input Dealers (DAESI)

There is a wide gap between technical know how and field level do how particularly in the fields of small farmers, marginal farmers, share croppers, tenants and farmers belonging to scheduled caste and scheduled tribe communities. Public Extension System alone is not sufficient to make our agricultural sector keep pace with the world agriculture system. The National Agricultural Policy and 11th Plan approach paper have stressed on the need for reforms in agricultural extension of the country.

The Ministry of Agriculture, Government of India emphasized on Multi Agency Extension Services such as Multi National Companies, Corporate Bodies, Voluntary Organizations, Farmers Associations and Input Dealers etc. Among all the agencies, Input Dealers / agencies is larger in number and spread even in interior areas of the country. Unlike other agencies, they need not go to the farmers to disseminate information. Farmers themselves approach Input Dealers for their requirements i.e. inputs, Credit etc. There is a large network of about 2.82 lakh Agri-Input Dealers in the Country, who are the important source of Farm Information to the Farming Community. Nearly 90% of the Agri-Input Dealers operating in our country do not have any formal Agricultural Education.

These input dealers seldom realize the implication of "Laws" related to handling Agricultural Inputs. They are basically businessmen and know about different market forces. If they are transformed as para-professionals by providing required knowledge, they can make Market Led Extension, a reality thereby bringing a paradigm shift in Indian Agriculture. MANAGE has designed Diploma in Agricultural Extension Services for Input Dealers (DAESI), a one year diploma course which imparts formal agricultural education to the dealers so that they can couple their business with extension services besides discharging regulatory responsibilities.

Objectives

- ❖ To orient on location specific crop production technologies of broad-based agriculture and specific package of practices related to field problems.
- ❖ To build capacity of Input Dealers in efficient handling of Inputs.
- ❖ To impart knowledge about the laws governing regulation of Agricultural Inputs.
- ❖ To make Input Dealers as an effective source of farm information at village level (one stop shop) for the farmers / farm women.

Methodology

Distance Education mode is adopted with classroom interactions and field visits on every Sunday (Market Holiday) for 48 Sundays approximately. Supply of study material, using multi-media instructional devices with the help of experts in the field as Resource Persons is also adopted.

Content and Coverage

- ❖ The course is so designed to suit the requirement of input dealers and prospective dealers of 10+2 standard.
- ❖ To make the dealers technically more competent, topics like agro-climatic conditions, soils, soil analysis, land use planning, Integrated Nutrient Management (INM), Integrated Pest Management (IPM) and Crop Production Technology in respect of all crops being grown in the district, including horticultural crops, vegetable crops, floriculture, Farm Mechanization etc., are included.
- ❖ To improve Communication Skills, topics on Extension Education, Extension Methods, diffusion and adoption of innovations, Role of Mass Media etc., are dealt. For individual development, topics on Importance of Meditation, Business Principles, and Business Ethics are included.
- ❖ General topics like National Integration, Privatization, Liberalization, Globalization, WTO regime etc., are also covered,
- ❖ To make them to discharge regulatory responsibilities enjoined on them, laws related to Agricultural Inputs, E.C.Act, Consumer Protection Act, Limitation Act, Civil Procedure Code (C.P.C) and Criminal Procedure Code (Cr.P.C.) etc are dealt at length.

1. Technical

- ❖ Role of weather in Agriculture
- ❖ Gaps in production and schemes to overcome them
- ❖ Soils - soil survey; land use planning - classification of soils - soil sampling – analysis - Interpretation of results - management of problematic soil
- ❖ Rainfed farming
- ❖ Crop Production Technology of important crops in the district
- ❖ Integrated Nutrient Management (INM)
- ❖ Integrated Pest management (IPM)
- ❖ Water Management - Irrigation System
- ❖ Farm Mechanization
- ❖ Post-Harvest Technology

1. Extension Management

- ❖ Communication Skills
- ❖ Negotiation Skills
- ❖ New Dimensions in Agricultural Extension - FTCs, KVKs, DAATT Centers, ATMA,
- ❖ AC&ABCs, RMGs, SHGs, Market Led Extension, Cyber Extension etc.
- ❖ Setting up of stall in an Agricultural Exhibition/Kisan Mela

3. Individual Development

- ❖ Orientation to Meditation
- ❖ Business Development on Ethical Foundation
- ❖ Globalisation, Liberalization and Privatisation
- ❖ National Integration

4. Legal

- ❖ Basics about Law
- ❖ Seeds - Seed Act and Seed Rules
- ❖ Fertilizer (Control) Order
- ❖ Pesticides - Insecticides Act, Insecticides Rules, Insecticides (Price: stocks display and submission of reports) Order
- ❖ Other Related Acts - EC Act - Consumer Protection Act, WALT Act, Limitation Act and Act on Production and Distribution of Bio-Fertilizers, besides CrPC, CPC etc.

Evaluation

The course is evaluated for assessing the performance of the participants as detailed hereunder:

- ❖ Each candidate maintains a practical record book for all the practical classes. A record of drawings and sketches of important insect pests and the damage symptoms caused by Insects, Diseases and Nutrient Deficiencies, appropriately coloured in also Maintained.

- ❖ Six bi-monthly quiz tests, which are objective in nature, are conducted for evaluating classroom performance.
- ❖ Half-yearly and annual examinations with questions requiring descriptive answering are conducted.
- ❖ A final practical examination consisting of skill demonstration, spotting, viva-voce is conducted to qualify for the diploma and have to maintain 80% attendance and score minimum 40% marks.

Progress

A total number of 2551 candidates have been awarded diploma covering 70 batches in the states of Andhra Pradesh, Maharashtra, Orissa and Tamilnadu. Fourteen batches consisting of 572 candidates are in progress. Out of which, 342 candidates are from Andhra Pradesh, 90 in Tamilnadu, 80 in Jharkhand and 60 from Orissa State. MANAGE signed MoUs with IMAGE - Orissa and SAMETI - Jharkhand to upscale DAESI Programmes with the partial financial support from RKVY. MANAGE also signed MoU with other partner institutes in Tamilnadu, Maharashtra and Andhra Pradesh to franchise DAESI Programme.

It is proposed to organize 15 batches of Refreshers training programmes during the year 2013-14 to input dealers who have completed DAESI course. Each batch will cover about 25-30 input dealers with duration of two days.

GoI Sponsored Schemes

1. Agri Clinics and Agri Business Centres Scheme (AC&ABC)

Central sector scheme of Agri-Clinics and Agri-Business Centres is being implemented by MANAGE as Nodal Agency since 2002. Important objectives of the scheme are to

1. Supplement efforts of public extension by necessarily providing extension and other services to the farmers on payment basis or free of cost as per business model of agripreneur, local needs and affordability of target group of farmers;
2. To support agricultural development; and
3. To create gainful self-employment opportunities to unemployed agricultural graduates, agricultural diploma holders, intermediate in agriculture and biological science graduates with PG in agri-related courses.

MANAGE has been entrusted with the responsibility to coordinate training of the selected Agricultural professionals under the scheme. MANAGE has been arranging two months free residential training in agri-business to eligible candidates through the network of 88 Nodal Training Institutes covering all the States followed by one year handholding support. The trained Agripreneurs are also assisted through start -up loans and credit linked back-ended subsidy and refresher programmes.

MANAGE has established a separate centre i.e. Centre for Agri-Entrepreneurship Development (CAD) consisting of professionals for effective implementation of the scheme. The centre is involved in identification of new training institutes, Agripreneurs, monitoring the implementation of training and handholding, liaisoning with Banks, NABARD, Ministry and States, organizing Refresher Training Programmes, Nodal Officer Workshops, release of funds and Publication of e-Bulletin "Agripreneur".

During the year, it is proposed to train 4500 eligible unemployed agriculture and allied graduates, Diploma holders through 150 training programmes under the scheme through network of 88 recognized training institutes.

2. Kisan Call Centers (KCC)

The Department of Agriculture and Cooperation (DAC), Ministry of Agriculture, Govt. of India launched Kisan Call Centers on January 21, 2004 across the country to leverage the extensive telecom infrastructure in the country to deliver agricultural extension services to the farming community. The purpose of these call centers is to mainly respond to issues raised by farmers instantly in the local language on continuous basis.

Working of Kisan Call Center

The KCC operates at three levels – viz., Level I, Level II and Level III. To access this service, the farmer has to dial toll free number **1800-180-1551** from any landline or any mobile or **1551** from BSNL landline. Once the farmer's call lands at the designated call center for the state, it is picked up first by Level I functionaries, who take down the basic information and respond to the farmer's query. If the call cannot be answered by Level I, then it is escalated to Level II where Subject Matter Specialists, in the areas of crop technology (agricultural university scientists / ICAR scientists) and about programmes / schemes (technical officials of departments of agriculture, animal husbandry, horticulture, fisheries, marketing etc.) respond to the farmer. If the call cannot be answered even at Level II, it is escalated to Level III where an Institute of GOI (of Department of Agriculture and Cooperation, Ministry of Agriculture), which looks after the working of KCC in the concerned state responds to the query. The response is sent promptly by post or telephone within 72 hours of receipt of the question, by Level III.

MANAGE role in the Project as Level-III:

MANAGE at Level III pools information on Level-III escalated calls from various sources (in-house & outside) and the response is sent promptly by post or telephone within 72 hours of receipt of the question.

MANAGE role in the Project as Nodal Office:

MANAGE has been identified as one of the Level III institutions by Ministry of Agriculture and given the responsibility of coordinating the functioning of Kisan Call Center in the state of Andhra Pradesh.

MANAGE organizes need based training programmes for Level I and Level II functionaries on monthly basis. These training programmes are conducted in Level-II departments as well in order to take stock of latest technologies and governmental schemes. Further the trainings include lectures by scientists on crop practices, pest and disease management etc. and exposure visits to farmers fields, research stations and Krishi Vigyan Kendras.

MANAGE also undertakes inspection to the Kisan Call Center every month in order to inspect lapses if any and to see that the Kisan Call Center is equipped fully in terms of manpower and infrastructure for uninterrupted functioning of Kisan Call Center.

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