

Training Calendar

2008-09



National Institute of Agricultural Extension Management
(MANAGE) Hyderabad

(An Organisation of Ministry of Agriculture, Govt. of India)
Rajendranagar, Hyderabad 500 030, Andhra Pradesh

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About the Institute

The National Institute of Agricultural Extension Management, (MANAGE) is an apex organization set up in 1987 by the Ministry of Agriculture, Govt. of India. It was initiated as a national response to address the various challenges in delivery of services to the farmers. To provide adequate flexibility of operation, the Institute was promoted as an Autonomous Society under the Societies Registration Act 1860. The mandate of MANAGE is to assist the Govt. of India, the State Governments to help improve their delivery systems through changes in policies, programmes, upgradation of skills of personnel, bringing in 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, we conduct a series of training programmes, workshops, seminars and study visits for various categories of people on key theme areas as appropriate in the present context. We also undertake specialized tailor made programmes, depending on the need of the organization based on the request on payment basis.

The research activities of the Institute are basically specific to a current theme that are policy oriented and programme oriented. Research is also based on the request of organizations for undertaking evaluation of various programmes and their impact. Research is also undertaken to design and develop programmes and strategies for specific organizations based on their need.

The Institute specializes in providing process consultancy and general consultancy to various organizations as per the requirements. The Institute has provided consultancy for World Bank aided projects, the DFID supported projects, the Govt. of India and State Government assisted projects apart from the private sector organizations.

The Institute has initiated two post-graduate management educational programmes focusing on two theme areas, Agribusiness Management and Agri-Warehousing and Supply Chain Management. These programmes are on high demand.

The activities of MANAGE cover all the stakeholders in agricultural development such as public and private sector organizations, voluntary organizations, farmers' organizations and groups, private extension consultants, agribusiness organizations and cooperations 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 growing density of trees planted all over the campus highlight the institute's proximity with nature.

The academic block has well equipped training infrastructure. All classrooms with wide corridors and syndicate discussion rooms are air-conditioned / well ventilated supplemented with modern audio-visual aids. Institute has a digitized library. Its fast growing collection of information resources includes journals, books, CDs and video-cassettes on various agricultural management and other relevant subjects.

The Institute's computer system includes a full-fledged computer classroom as well as PC workstations at faculty and the different functional areas are interconnected with LAN. Apart from high speed internet and local area network, institute is equipped with video-conferencing system with an excellent connectivity upto district level.

In order to provide comfortable stay, the Institute's guesthouse has modern facilities for hundred and sixty 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. It also creates 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.

We are sure that you are interested in our Institute after going through the brief introduction. For any further enquiries, you may reach us at the following address:

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Theme-wise Training Programmes

1. Agricultural Extension Management

Sl.No.	Programme	Date	Venue	Coordinator(s)
1.	Farm Business Management	April 21-25,2008	Kerala	Dr. G. R.Desai Dr. P.L.Manohari
2.	Process Documentation for Master Trainers	May 26-30, 2008	Nagpur	Dr. G. R. Desai Dr. P.L.Manohari
3.	Promotion of Commodity Interest Groups and Federations under Extension Reforms	June 2-7, 2008	MANAGE	Dr. M.N. Reddy Dr. B. Renuka Rani
4.	Market-led Extension	June 9-14, 2008	MANAGE	Dr. N.Balasubramani Dr. M.N. Reddy
5.	Managerial Tools & Techniques in Project Management	June 9-14, 2008	SAMETI, Kolkata	Dr. B. D.Tripathi
6.	Banner Programme on Mainstreaming Gender Concerns in Agriculture	June 16-20, 2008	MANAGE	Dr. K. Uma Rani
7.	Managerial Skills for Extension Personnel	July 7-11, 2008	MANAGE	Dr. G. Jaya
8.	Farm Business Management	July 8-12, 2008	Bangalore	Dr. G. R. Desai Dr. P.L.Manohari
9.	Promotion of Sustainable Agriculture	July 14-19, 2008	West Bengal	Dr. N.Balasubramani Dr. M.N. Reddy
10.	Farmer-led Extension - Concept,Potential, Models and Experience	July 14-19,2008	MANAGE	Dr. P. Chandra Shekara
11.	Public-Private Partnership for Agricultural Development for Senior Executives	July 15-17,2008	TNAU, Coimbatore	Dr. Vikram Singh

Sl.No.	Programme	Date	Venue	Coordinator(s)
12.	Promotion of Commodity Interest Groups and Federations under Extension Reforms	July 21-25,2008	EEl, Anand	Dr. M.N. Reddy Dr. B. Renuka Rani
13.	Training Methods for Trainers of State and Regional Institutes for Extension Management	August 4-9,2008	MANAGE	Dr. V.K.Reddy
14.	Managerial Skills for Extension Personnel	August 4-8,2008	MANAGE	Dr. G. Jaya
15.	Market-led Extension	August 4-9,2008	TNAU, Coimbatore	Dr. N. Balasubramani Dr. M.N. Reddy
16.	Process Documentation for Managers of Agricultural Development Projects	August 18-23,2008	SAMETI, Hyderabad	Dr. G. R. Desai Dr. P.L.Manohari
17.	Managerial Tools & Techniques in Project Management	August 18-23,2008	IMAGE, Bhubaneswar	Dr. B. D.Tripathi
18.	Farm Mechanization Extension	August 18-23,2008	Haryana	Dr. M. A. Kareem
19.	Banner Programme on Main streaming Gender Concerns in Agriculture	August 25-29,2008	Karanataka	Dr. K. Uma Rani
20.	Farm Mechanization Extension	September 8-12, 2008	Bihar	Dr. M. A. Kareem
21.	Public-Private Partnership for Agricultural Development for Senior Executives	September 9-12,2008	SAMETI, Shimla	Dr. Vikram Singh
22.	Process Documentation for Managers of Agricultural Development Projects	September 15-20,2008	IMAGE, Bhubaneswar	Dr. G. R. Desai Dr. P.L.Manohari
23.	Skillshop on Documentation of Success Stories	September 18-19,2008	MANAGE	Dr. Vikram Singh Dr. A.S.Charyulu

Sl.No.	Programme	Date	Venue	Coordinator(s)
24.	Managerial Skills for Extension Personnel	September 22-26,2008	Jaipur	Dr. G. Jaya
25.	Managerial Tools & Techniques in Project Management	September 22-27,2008	MANAGE	Dr. B. D.Tripathi
26.	Promotion of Sustainable Agriculture	September 22-27,2008	MANAGE	Dr. N. Balasubramani Dr. M.N. Reddy
27.	Banner Programme on Mainstreaming Gender Concerns in Agriculture	October 13-17,2008	Madhya Pradesh	Dr. K. Uma Rani
28.	Process Documentation for Managers of Agricultural Development Projects	October 14-18,2008	SAMETI, Shimla	Dr. G. R. Desai Dr. P.L.Manohari
29.	Managerial Tools & Techniques in Project Management	October 20-24,2008	SAMETI, Shimla	Dr. B. D.Tripathi
30.	Extension Management for Livestock Development	October 20-24, 2008	Chennai	Dr. M.N. Reddy Dr. N. Balasubramani
31.	Workshop on Case Method Writing and Analysis	November 3-5, 2008	MANAGE	Dr. B. D. Tripathi Dr A.S.Charyulu
32.	Farm Mechanization Extension	November 3-7, 2008	Jharkhand	Dr. M. A. Kareem
33.	Managerial Skills for Extension Personnel	November 3-7, 2008	West Bengal	Dr. G. Jaya
34.	Promotion of Commodity Interest Groups and Federations under Extension Reforms	November 3-8, 2008	EEl, Nilokheri	Dr. M.N. Reddy Dr. B. Renuka Rani
35.	Public-Private Partnership for Agricultural Development for Senior Executives	November 12-14,2008	SAMETI, Kolkata	Dr. Vikram Singh
36.	Banner Programme on Mainstreaming Gender Concerns in Agriculture	November 17-21,2008	North East	Dr. K. Uma Rani

Sl.No.	Programme	Date	Venue	Coordinator(s)
37.	Process Documentation for Managers of Agricultural Development Projects	November 18-23,2008	UAS, Bangalore	Dr. G. R. Desai Dr. P.L.Manohari
38.	Farm Mechanization Extension	December 1-6,2008	West Bengal	Dr. M. A. Kareem
39.	Promotion of Commodity Interest Groups and Federations under Extension Reforms	December 1-6,2008	MANAGE	Dr. M.N. Reddy Dr. B. Renuka Rani
40.	Public-Private Partnership for Agricultural Development for Senior Executives	December 2- 5,2008	ICAR Res. Complex, Panaji,Goa	Dr. Vikram Singh
41.	Extension Management for Livestock Development	December 8-13,2008	MANAGE	Dr. M.N. Reddy Dr. N.Balasubramani
42.	Banner Programme on Mainstreaming Gender Concerns in Agriculture	January 5-9,2009	Madhya Pradesh	Dr. K. Uma Rani
43.	Promotion of Commodity Interest Groups and Federations under Extension Reforms	January 5-10,2009	SAMETI, WestBengal	Dr. M.N. Reddy Dr. B. Renuka Rani
44.	Training Management for State Level Training Coordinators	January 5-10,2009	MANAGE	Dr. V.K.Reddy
45.	Farming Systems Approach (FSA) for Sustainable Agriculture	January 5-10,2009	Coimbat-ore	Dr. M. A. Kareem
46.	Banner Programme on Mainstreaming Gender Concerns in Agriculture	February 2-6,2009	MANAGE	Dr. K. Uma Rani
47.	Farming Systems Approach (FSA) for Sustainable Agriculture	February 8-13,2009	Chattis-garh	Dr. M. A. Kareem
48.	Management Development Programme for Improving the Effectiveness of Public Systems in Agriculture	February 9-14,2009	MANAGE	Dr. Vikram Singh
49.	Market-led Extension	February 16-21,2009	SAMETI, West Bengal	Dr. N.Balasubramani Dr. M.N. Reddy

2. Agricultural Business Management

Sl.No.	Programme	Date	Venue	Coordinator(s)
1.	Regional Review Workshop on Agri-Clinics and Agri-Business Centres Scheme	May 13-15,2008	Southern Region	Dr. P. Chandra Shekara
2.	Regional Review Workshop on Agri-Clinics and Agri-Business Centres Scheme	May 19-21,2008	Northern Region	Dr. P. Chandra Shekara
3.	WTA and its implication on Indian Agriculture	June 9-13,2008	MANAGE	Dr. P. Chandra Shekara Dr. P.Karaka Durga
4.	WTA and its implication on Indian Agriculture	August 18-23,2008	Himachal Pradesh	Dr. P. Chandra Shekara Dr. P. Kanaka Durga
5.	Agri-Entrepreneurship Development	September 15-20,2008	Kerala	Dr. P. Chandra Shekara

3. Natural Resources Management

Sl.No.	Programme	Date	Venue	Coordinator(s)
1.	Sustainability and Withdrawal Strategy of Watershed Projects	June 23-28,2008	MANAGE	Dr. B. Renuka Rani
2.	Orientation Programme on Participatory Approach in Watershed Management and Role of Farmers Organizations (Collaborative programme with MCCIA, Pune)	June 27-28,2008	Pune	Dr. V.K. Reddy
3.	Participatory Watershed Management	August 18-23,2008	Assam	Dr. V.K. Reddy Dr. K.Sai Maheshwari
4.	Participatory Watershed Management	October 20-24,2008	U.P.	Dr. V.K. Reddy Dr. K.Sai Maheshwari
5.	Training of Trainers on Participatory Watershed Management	November 10-15,2008	MANAGE	Dr. V.K. Reddy Dr. K.Sai Maheshwari

Sl.No.	Programme	Date	Venue	Coordinator(s)
6.	Sustainability and Withdrawal Strategy of Watershed Projects	November 17-22,2008	MANAGE	Dr. B. Renuka Rani
7.	Training of Trainers on Participatory Watershed Management	February 9-14,2009	MANAGE	Dr. V.K. Reddy Dr. K.Sai Maheshwari

4. Mass Media and Communication

Sl.No.	Programme	Date	Venue	Coordinator(s)
1.	Training program on Development and Management of Agriculture Programs for AIR, Doordarshan and print Media	June 23-28,2008	MANAGE	Dr. G. Jaya
2.	Training program on Development and Management of Agriculture Programs for AIR, Doordarshan and print Media	July 21-26,2008	MANAGE	Dr. G. Jaya
3.	Training program on Development and Management of Agriculture Programs for AIR, Doordarshan and print Media	August 18-22,2008	Coimbatore	Dr. G. Jaya
4.	Training program on Development and Management of Agriculture Programs for AIR, Doordarshan and print Media	September 8-13,2008	MANAGE	Dr. G. Jaya
5.	Training program on Development and Management of Agriculture Programs for AIR, Doordarshan and print Media	October 20-25,2008	MANAGE	Dr. G. Jaya

5. Information and Communication Technology (ICT) in Agricultural Extension

Sl.No.	Programme	Date	Venue	Coordinator(s)
1.	Bridging the Knowledge Deficit in Agriculture: Role of ICTs- Options and Opportunities	April 22-26,2008	IMAGE Bhubaneswar	Dr. V.P. Sharma Shri G. Bhaskar
2.	Bridging the Knowledge Deficit in Agriculture: Role of ICTs- Options and Opportunities	May 12-17,2008	SKUAST, Jammu	Dr. V.P. Sharma Dr. Lakshmi Murthy
3.	Application of Remote Sensing and Geographical Information Systems in Agricultural Development	June 23-27,2008	SAMETI, Gandhinagar	Dr. V.P. Sharma Shri G. Bhaskar
4.	Training-cum-Workshop on Mainstreaming the use of Village Knowledge Centers for effective delivery of Agricultural Information	July 17-19,2008	Pune	Dr. V.P. Sharma Shri G. Bhaskar
5.	Training-cum-Workshop on Mainstreaming the use of Village Knowledge Centers for effective delivery of Agricultural Information	November 18-21,2008	NIRD, Guwahati	Dr. V.P. Sharma Shri G. Bhaskar

6. Extension Reforms

Sl.No.	Programme	Date	Venue	Coordinator(s)
1.	National Workshop for Facilitators on Operationalisation of ATMA and SREPs under Extension Reforms	October 16-18,2008	MANAGE	Dr. M. N. Reddy Dr. P. Chandra Shekara Dr. M. A. Kareem
2.	National Workshop for Facilitatorson Operationalisation of ATMAand SREPs under Extension Reforms	December 18-20,2008	MANAGE	Dr. M. N. Reddy Dr. P. Chandra Shekara Dr. M. A. Kareem
3.	National Workshop for Facilitatorson Operationalisation of ATMAand SREPs under Extension Reforms	February, 26-28,2009	MANAGE	Dr. M. N. Reddy Dr. P. Chandra Shekara Dr. M. A. Kareem
4.	Operationalisation of ATMA and SREP- 30 programmes	To be decided in consultation with the state departments	SAMETIs	Dr. M. N. Reddy Dr. P. Chandra Shekara Dr. M. A. Kareem

7. National Agricultural Innovation Project (NAIP)

Sl.No.	Programme	Date	Venue	Coordinator(s)
1.	Enhancing Skills in ICT based DSS for Market and Agri-business Orientation of Research, and Sustaining Rural Livelihoods for ICAR and SAU Scientists	June 9-18,2008	MANAGE	Dr. V.P. Sharma Shri G. Bhaskar
2.	Leadership Development for Scientists of National Agricultural Research System	August 25-29,2008	MANAGE	Dr. Vikram Singh
3.	Enhancing Skills in ICT based DSS for Market and Agri-business Orientation of Research, and Sustaining Rural Livelihoods for ICAR and SAU Scientists	September 8-17,2008	MANAGE	Dr. V.P. Sharma Shri G. Bhaskar
4.	Managerial Skills for Technical and Administrative Personnel of ICAR and SAUs	September 8-17, 2008	MANAGE	Dr. V. K. Reddy
5.	Enhancing Skills in ICT based DSS for Market and Agri-business Orientation of Research, and Sustaining Rural Livelihoods for ICAR and SAU Scientists	November 3-12,2008	MANAGE	Dr. V.P. Sharma Shir G. Bhaskar
6.	Leadership Development for Scientists of National Agricultural Research System	November 17-21,2008	MANAGE	Dr. Vikram Singh
7.	Managerial Skills for Technical and Administrative Personnel of ICAR and SAUs	November 17-26,2008	MANAGE	Dr. V. K. Reddy
8.	Managerial Skills for Technical and Administrative Personnel of ICAR and SAUs	December 8-17,2008	MANAGE	Dr. V. K. Reddy

Sl.No.	Programme	Date	Venue	Coordinator(s)
9.	Enhancing Skills in ICT based DSS for Market and Agri-business Orientation of Research, and Sustaining Rural Livelihoods for ICAR and SAU Scientists.	January 19-29,2009	MANAGE	Dr. V.P. Sharma Shri G. Bhaskar
10.	Leadership Development for Scientists of National Agricultural Research System	January 19-23,2009	MANAGE	Dr. Vikram Singh
11.	Use of ICT in PME of NAIP Projects for ICAR and SAU Scientists	February 9-18,2009	MANAGE	Dr. V.P. Sharma Dr. Lakshmi Murthy
12.	Managerial Skills for Technical and Administrative Personnel of ICAR and SAUs	February 26-March 9, 2009	MANAGE	Dr. V. K. Reddy

1. Agricultural Extension Management

1.1-2 Course on Farm Business Management

The changing economic scenario and the emerging market opportunities due to liberalization and export orientation have placed greater challenges to the technology dissemination systems in the agriculture and allied sectors. It is expected that future growth in agriculture is likely to be generated through improvements in productivity of diversified farming systems with regional specialization, sustainable management of natural resources, linkage 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 to the concept of Farm Business Management.

Sl.No.	Date	Venue
1.	April 21 - 25, 2008	Kerala
2.	July 8 - 12, 2008	Bangalore

Course Coordinators : Dr. G. R. Desai & 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
- Credit Management
- Implementation of plan
- Skills by Farm Business Management personnel.

Participants

The participants in the programme 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.

1.3 Course on Process Documentation for Master Trainers

The development process in agriculture and allied sectors has been initiated since the last five decades intensively in the Indian context. Various projects and development schemes have been the channel for routing the initiatives in all the states. The experiences generated over the years indicated a varied response of success in some spots and failures at others. However, a concerted effort to document the whole process of development systematically has been lacking, thereby, limiting the lessons to be integrated into the next phase of development. As such, the present programme focuses on building the skills of Master Trainers in Process Documentation for further training and skill upgradation to the project staff.

Sl.No.	Date	Venue
1.	May 26 - 30, 2008	Nagpur
Course Coordinators : Dr. G. R. Desai & Dr. P.L.Manohari		

Objectives

- To orient the participants to the concept of Process Documentation
- To provide an understanding of the methodologies and steps involved in Process Documentation
- To develop skills in operationalizing the concept of Process Documentation
- To finalize the module and material to be used for training in Process Documentation.

Content

- Concept of process in project or scheme implementation
- Need for Process Documentation
- Methodologies for Process Documentation
- Steps involved in Process Documentation
- Experiences of Process Documentation in development projects
- Skills involved in Process Documentation
- Module and material for training on Process Documentation.

Participants

The participants in the programme would include trainers of national and state level training institutions, consultants and facilitators involved in project management.

1.4-7 Course on Process Documentation for Managers of Agriculture Development Projects

The development process in agriculture and allied sectors has been initiated since the last five decades intensively in the Indian context. Various projects and development schemes have been the channel for routing the initiatives in all the states. The experiences generated over the years indicated a varied response of success in some spots and failures at others. However, a concerted effort to document the whole process of development systematically has been lacking, thereby, limiting the lessons to be integrated into the next phase of development. As such, the present programme focuses on building the skills of Managers of Development Projects in Process Documentation.

Sl.No.	Date	Venue
1.	August 18 - 23, 2008	SAMETI, Hyderabad
2.	September 15 - 20, 2008	IMAGE, Bhubaneswar
3.	October 14 - 18, 2008	SAMETI, Shimla
4.	November 18 - 23, 2008	UAS, Bangalore

Course Coordinators : Dr. G. R. Desai & Dr. P.L.Manohari

Objectives

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

Content

- Concept of process in project or scheme implementation
- Need for Process Documentation
- Methodologies for Process Documentation
- Steps involved in Process Documentation
- Experiences of Process Documentation in development projects
- Skills involved in Process Documentation
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

The participants in the programme would include managers and consultants of externally funded projects and various schemes involved in planning and management of agricultural development projects.

1.8-10 Market-led Extension

Improving productivity, competitiveness, and diversifying production are essential to raise the incomes of the farmer. There is also growing recognition that well-functioning markets are critical to support the commercialization and diversification of farming and to efficiently and competitively bring agricultural products to consumers. But the extension system is focusing only on production oriented technologies. For most commodities, however, the marketing system (including collection, handling, storage, transport, processing, wholesaling, retailing and export of agricultural commodities and associated infrastructure and support services) is fragmented and uncoordinated, involving layers of intermediaries and markets with inadequate infrastructure and facilities, and supply chains involving high wastage and losses. There are a number of major constraints like inefficient functioning of markets, less private agribusiness investments, inadequate market infrastructure and basic facilities within existing markets, limited access by farmers to market and production-related information, advice and technologies, weak technical capacity of entrepreneurs etc.

Hence, it is essential to transform the existing production-oriented approach of the extension service towards an approach that puts markets and market-demand at the center of knowledge transfer activities conducted by the extension service.

Sl.No.	Date	Venue
1.	June 9 - 14, 2008	MANAGE
2.	August 4 - 9, 2008	TNAU, Coimbatore
3.	February 16 - 21, 2009	SAMETI, West Bengal
Course Coordinators : Dr. N. Balasubramani & Dr. M.N. Reddy		

Objectives

- To sensitize the participants on the process of market oriented production
- To expose the participants to successful experiences of Market- led Extension
- To identify appropriate extension approaches for profitable marketing of produce.

Content

- Market- led extension challenges & opportunities
- Assessing market demand for agricultural produce
- Effectiveness of existing marketing channels and marketing network for agricultural products
- Quality driven agri-business and brand promotion of agricultural products
- Supply chain management in processed food industry / retail marketing
- Commodity interest groups in market-led extension - case studies
- Risk mitigation mechanisms -
 - Crop insurance
 - Warehouse receipts
 - Future marketing
 - Contract farming
- APEDA in promotion of agricultural marketing
- Information technology in dissemination of marketing information
- PPP linkages in agricultural marketing
- WTA & its implication on agriculture
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Middle and Senior level Extension functionaries of Agriculture and Allied departments and Agricultural Marketing officials.

1.11-15 Promotion of Commodity Interest Groups and Federations under Extension Reforms

The experiences from various spheres emphasize the need to organize farmers for getting them benefits within the community and interaction with external agencies supporting the development process. Under extension reforms group approaches have been followed as a strategy for technology dissemination. The 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 would otherwise, will not be 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 needs locally, ultimately

facilitating effective development of agriculture. It is in this context, there is an urgent need for capacity building of different stakeholders in formation and management of commodity interest groups and federations. The personnel need to be exposed to various methodologies of group approach as well as to the 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 CIGs and federations.

Sl. No.	Date	Venue
1.	June 2 - 7, 2008	MANAGE
2.	July 21 - 25, 2008	EEl, Anand
3.	November 3 - 8, 2008	EEl, Nilokheri
4.	December 1 - 6, 2008	MANAGE
5.	January 5 - 10, 2009	SAMETI, West Bengal
Course Coordinators : Dr. M.N. Reddy & Dr. B. Renuka Rani		

Objectives

The overall objective of the programme is to build the capacity of the participants in formation and management of commodity interest groups and federations. The specific objectives are:

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

Content

- Formation and Management of CIGs
 - Concept of Farmers Organizations, Evolution of FOs
 - Factors that nurture and that hinders CIGs
 - Steps in formation and management of groups.
 - Group dynamics, management and processes
 - Organization of commodity interest groups (CIGs)

- Case Studies
- Formation and Management of Federations
 - Importance of Federations
 - Formation of Federation of CIGs at Village, Block, District and National levels
 - Management of Federations
 - Role and responsibilities of CIGs and federation for agriculture development
 - Case studies on Federations
- Role of CIGs and Federations in Agriculture and allied sector development
 - Role of CIGs in Input management.
 - CIGs as an agency for extension delivery
 - Post harvest management through CIGs
 - CIGs for ensuring market access
- Micro credit through CIGs
 - ICT applications through CIGs
 - Mainstreaming of gender with existing groups
 - Preparation of annual action plan for agriculture development through CIGs and federation
- Sustainability of Groups and federations
 - Process monitoring of groups and federations
 - Sustainability of CIGs and federations
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Senior and middle level extension functionaries from the ATMA districts.

1.16-19 Public-Private Partnership for Agricultural Development for Senior Executives

Public-Private Partnership in agricultural development is gaining momentum as it subscribes the merits of both the public and private systems. To support this policy initiative several significant steps like amendment in APMC Act and marketing reforms, legal status to contract farming, establishment of ATMA as an instrument of institutional reforms are being taken. Several other issues like tax exemption on capital investment, setting up of state and district level partnership committees, public system support for joint implementation of programmes are also being discussed in different forums. If this is the future trajectory of Indian Agriculture then necessarily the control regime has to give way to facilitation regime to create useful connections with other stakeholders for the benefit of the farmers.

Sl.No.	Date	Venue
1.	July 15 - 17, 2008	TNAU, Coimbatore
2.	September 9 - 12, 2008	SAMETI, Shimla
3.	November 12 - 14, 2008	SAMETI, Kolkata
4.	December 2 - 5, 2008	ICAR Res. Complex, Panaji, Goa
Course Coordinator : Dr. Vikram Singh		

Objectives

- To orient on the concept of Public Private Partnership to bring change in the mind set ;
- To understand and share the existing Public-Private Partnership (PPP) models in Agricultural Development and the process which make these models successful;
- To consolidate and evolve suitable Public-Private Partnership (PPP) for specific application in State Projects.

Content

- Concept and Existing Models
- Processes involved in PPP
- Nature of partners and areas of partnerships
- Challenges Social, Economic, Legal and Policy related
- Success Stories of Public Private Partnerships in contract farming, extension, information Kiosks and inputs
- Consolidating State specific PPP Projects
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Senior functionaries of Agriculture and Extension Department, Marketing Department, Farmers Organizations, Cooperatives, Agri-Business Companies, NGOs, Public and Private Financial Institutions, other Agriculture Extension Service Providers, Mass Media Professional of Private Channels.

1.20-21 Farming Systems Approach (FSA) for Sustainable Agriculture

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). 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. 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. Farming system is an integrated set of activities that farmers perform in their farms under the resources and circumstances to maximize the productivity and net farm income on a sustainable basis. The farming system takes into account the components of soil, water, crops, livestock, labour, capital, energy and other resources, with the farm family at the centre managing agriculture and related activities.

Sl.No.	Date	Venue
1.	January 5 - 10, 2009	Coimbatore
2.	February 8 - 13, 2009	Chattisgarh
Course 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
- Development of an action plan
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Extension functionaries from the departments of Agriculture and all the other line departments, Projector Directors of ATMA and other District Level Officers and Scientists from Krishi Vigyan Kendras and Agricultural Research stations.

1.22-23 Promotion of Sustainable Agriculture

Technology intensive agriculture is placing great strain on the natural resource base Besides, bio safety issues due to introduction of GMOs, etc are hazardous to health of people and animals. On the other hand the key challenge confronting the agriculture sector is to produce more food for a growing population, and yet do so in a sustainable manner. However sensitisation on sustainable agriculture needs to promote low external input agriculture to tackle resource degradation and maintain stability in production. Therefore, extension roles shift from advisory activity based on technical expertise, to the role of facilitator of a learning process for both farmer and extensionists. The programme is aimed in this direction.

Sl.No.	Date	Venue
1.	July 14 - 19, 2008	West Bengal
2.	September 22 - 27, 2008	MANAGE
Course Coordinators : Dr. N. Balasubramani & Dr. M.N. Reddy		

Objectives

- To sensitize on Economic, Environmental and Social dimensions of commercial agriculture
- To orient on the best management practices of sustainable agriculture
- To help the participants understand and evolve effective extension mechanism for promoting sustainable agriculture.

Content

- Orientation on Sustainable agriculture
- Better management practices of soil resources
- Conjunctive use of water resources
- Alternate pest and weed management
- Climate changes and environment concerns for sustainable agriculture
- Organic farming for ecological sustainability
- Geographical Information System and Precision farming for sustainability
- Farming System Approach for sustainable agriculture
- Indigenous Technical Knowledge (ITK)
- International food trade and quality standards
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.
- Experiences in technology transfer on Sustainable agriculture.

Participants

Middle and Senior level Extension functionaries of Agriculture and Allied departments.

1.24 Farmer-led Extension: Concept, Potential, Models and Experiences

Farmer-led Extension approaches are found to be very effective compared to extension worker led extension. However, transforming farmer into extension worker is a challenging task faced by extension educationist world over. This course attempts to discuss the farmer-led extension approaches, orient on various models and learn through experiences.

Sl.No.	Date	Venue
1.	July 14 - 19, 2008	MANAGE
Course Coordinator : Dr. P. Chandra Shekara		

Objectives

- To understand the concept and potential of farmer- led extension;
- To discuss on Farm Schools, farmer field school, farmers' organizations - their federations, Farmers Professor, Gopala Mitra and similar farmer-led extension approaches;
- To learn from experiences of NGOs in farmer-led extension;
- To expose the participants to international models in farmer-led extension;
- To learn from case studies and experience sharing.

Content

- Concept and potential of farmer led extension
- Farm Schools, Farmer Field Schools, Farmers' Organisation - their federations, Farmer Professors, Gopal Mitra, Community Resource persons.
- Farmer-led Extension approaches in NGO sector
- International experiences in Farmer-led Extension
- Case studies and experience sharing
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Senior and Middle Level Officers from Agriculture and line departments & ATMA officials.

1.25-26 Training Programme on Extension Management for Livestock Development

Livestock sector is recognized as growth engine in adding value to livelihoods at the micro level and building economy at macro level. Crop and livestock production have been well documented for synergies in agriculture production systems. Small and marginal farmers and agricultural labour hold 80% of the livestock to subsist their livelihoods. Though animal husbandry continues to be very important activity in sustaining rural economy there is some knowledge deficit among livestock owners, which needs to be bridged to improve the livestock status of rural poor.

In addition to this, National Development Council has fixed the target growth rate of 10% during IX plan. In order to achieve over all targeted growth, agriculture has to contribute 4.1%. To realize the mammoth target and bring dynamism in agriculture, animal husbandry

has to play a major role. Public extension system of Animal Husbandry department is expected to bring desirable changes in the farmer's behavior, knowledge, skill and attitude through education and training to improve their production, access to services from relevant institutions, facilitate farmer operated organisations and link farmers with an appropriate market for their produce.

Sl.No.	Date	Venue
1.	October 20 - 24, 2008	Chennai
2.	December 8 - 13, 2008	MANAGE
Course Coordinators : Dr. M.N. Reddy & Dr. N. Balasubramani		

Objectives

- To orient the participants on extension approaches for livestock development
- To develop managerial skills of participants for effective performance
- To develop effective extension strategies for Livestock extension.

Content

- Problems and potentials in livestock sector
- Livestock development through ATMA
- A Systematic Approach
- Team building
- Communication process and problems
- Public private partnership in livestock development
- Extension approaches for livestock development
- Livestock based Farming Systems Cases
- Feed and fodder development
- WTA implications in livestock sector
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.
- Developing suitable extension strategies for livestock extension.

Participants

- Middle and senior level Extension functionaries of Animal Husbandry department

1.27-32 Mainstreaming Gender Concerns in Agriculture

Gender is recognized as the social characteristic that cuts across caste, class, occupation, age and ethnicity. It is the gender that differentiated the roles, responsibilities, resources, constraints and opportunities of women and men in agriculture. The National Agriculture Policy (NAP) accords high priority to recognition and mainstreaming of women's role in agriculture. Appropriate measures have been initiated to empower women and build their capacities and improve their access to inputs such as land, credit and agricultural technologies. As men and women may not automatically benefit from development activities but may remain excluded, there is a pressing need to gender sensitize the extension machinery in the country.

Sl.No.	Date	Venue
1.	June 16 - 20, 2008	MANAGE
2.	August 25 - 29, 2008	Karnataka
3.	October 13 - 17, 2008	Madhya Pradesh
4.	November 17 - 21, 2008	North East
5.	January 5 - 9, 2009	Madhya Pradesh
6.	February 2 - 6, 2009	MANAGE
Course Coordinator : Dr. K. Uma Rani		

Objectives

- To build self-awareness and sensitivity on gender and related concepts;
- To enhance the capacity of the functionaries to understand and analyze gender issues in the agriculture and allied sectors;
- To equip the functionaries with practical tools and strategies for addressing gender issues in their respective sectors.

Content

- Introduction to Gender and related concepts
- Gender and Development : A historical overview
- Gender analysis issues, tools and techniques ; Gender budgeting concept and application
- Gender equity in agriculture with special reference to NRM
- Mainstreaming Gender concerns: case discussion
- Introduction to innovative programmes and interventions (government and NGOs) to address gender-related problems and concerns in different sectors.
- Strategies for mainstreaming gender concerns at various levels in different sectors

Participants

Senior and Middle Level extension functionaries from the State Departments of agriculture and allied sectors, Scientists of the SAUs and ICAR Institutes, NGOs etc.

1.33-36 Farm Mechanization Extension

Farm is one of the most revolutionary and impactful applications of modern technology. Given the truly elemental human need for food, agriculture has been an essential human activity almost from the beginning, and it has often driven the development of technology and machines. Over the last 250 years, advances in farm equipment have dramatically changed the way people are employed and produce their food worldwide. Agricultural Engineering inputs have played appreciable role through appropriate mechanization like inputs for production and post production, judicious application of water and appropriate post harvest technologies. Major achievements have been in developing methodology for soil conservation, on farm water management, various improved agricultural equipments technologies for pre and post harvest.

Sl.No.	Date	Venue
1.	August 18 - 23, 2008	Haryana
2.	September 8 - 12, 2008	Bihar
3.	November 3 - 7, 2008	Jharkhand
4.	December 1 - 6, 2008	West Bengal

Course Coordinator : Dr. M. A. Kareem

Objectives

- To understand the extension methodologies to transfer best utilization of improved implements and machinery by the farmer
- To have an insight into the latest developments and advances in farm mechanization technologies
- To understand the operation and maintenance of the equipments and machinery
- To orient the participants about the prospects of custom hiring.

Content

- Status, need and Importance of Farm mechanization in India
- Orientation on Govt. Schemes for promotion of Farm mechanization
- Orientation on Extension Methods to be used for promotion of farm Mechanization, Success Stories, Research Studies, Experience sharing with the Trainees
- Orientation on Land preparation and tillage machineries its usage and advantages Land shaping and land development, summer Ploughing Machines, Primary & Secondary tillage implements, Conservation tillage machineries, Usage and advantages of sowing and transplanting machineries

- Orientation on machines used for Inter-cultural operations, Plant Protection, Fertilization, Irrigation, Harvesting & post harvest
- Orientation on scope and importance of Custom hiring of farm equipment
- Gender-friendly farm machinery
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Senior and middle level extension functionaries from Department of Agriculture and agriculture engineering functionaries.

1.37 Management Development Programme for Improving Effectiveness of Public Systems in 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 break through 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.	February 9 - 14, 2009	MANAGE
Course Coordinator : Dr. Vikram Singh		

Objectives

- To appraise the participants about the organization process 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
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Functionaries from various agriculture and allied Departments, NGOs and Representatives of Development Organizations.

1.38-41 Managerial Skills for Extension Personnel

Besides the technical knowledge in their respective disciplines, extension professionals require to build on their managerial skills for effective performance. Hence, the training program is proposed to update the extension managers about their managerial skills for effective performance.

Sl.No.	Date	Venue
1.	July 7 - 11, 2008	MANAGE
2.	August 4 - 8, 2008	MANAGE
3.	September 22 - 26, 2008	Jaipur
4.	November 3 - 7, 2008	West Bengal
Course Coordinator : Dr. G. Jaya		

Objectives

- To orient the participants on the principles and practices of team work
- To help them develop an understanding on the behavioral aspects in organizational context;
- To upgrade the participants' understanding on their potential for effective performance;
- To help to generate the individual process plans to be used at back at work projects.

Content

- Team building including themes like setting aims, reviewing, identifying and using skills, etc.
- Observation and Feedback
- Personality profiling

- Personal Leadership styles
- Delegation and empowerment
- Motivational strategies
- Organizational communication
- Negotiation and mediation
- Personal Counseling
- Project management
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Senior and middle level officials working in agriculture, horticulture, veterinary, fisheries and other allied departments, Scientists from research institutes and State Agricultural Universities

1.42-45 Managerial Tools & Techniques in Project Management

Project approach is widely used for timely and efficient implementation of programmes in public and private sector. The success of project execution largely depends on knowledge and skills of project functionaries. In the context of Extension Reforms and other projects sponsored by the Development Departments of the State and Central Government, a large trained manpower is required to manage the projects activities.

Sl.No.	Date	Venue
1.	June 9 - 14, 2008	SAMETI, Kolkata
2.	August 18 - 23, 2008	IMAGE, Bhubaneswar
3.	September 22 - 27, 2008	MANAGE
4.	October 20 - 24, 2008	SAMETI, Shimla
Course Coordinator : Dr. B. D. Tripathi		

Objectives

- To orient participants on Concept and process of Project Management
- To develop skills in application of Project Management Tools
- To improve the effectiveness and efficiency of Project functionaries in managing project activities.

Content

- Introduction to Project Management
- A Systematic Approach
- Project Aims-Why/Why Network, State 'A'-State 'B'
- Project formulation and appraisal (work breakdown structure, Bottom up Budgeting)
- Project monitoring & Evaluation (PERT / CPM)
- MS Project
- Project Documentation
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.
- Performance Indicators (Output Outcome relationship).

Participants

The course is designed for the officials of State Departments, officials of Public sector corporations/ Institutions involved in carrying out projects related to Agricultural Marketing, Research and Extension (Project Directors / Dy. Project Directors of "ATMA" at district level / other officers involved in implementation of the Projects) and NGOs.

1.46 Training Management for State Level Training Coordinators

The importance of human resource development in extension management has been well recognized. As part of efforts in this direction, training programmes are organized for functionaries at different levels. These include training at pre-service / induction level as also in the course of service of the personnel. Besides, programmes are organized for needs emerging out of changes in developmental strategies and programs from time to time. In order to have better impact of these programmes, a proactive and systematic approach has to be adopted in HRD and in planning and organizing various training programmes. This involves development of HRD strategy, keeping in view the developmental policies and programmes of the department / organization. This has to be followed by preparation of annual training plan reflecting the performance needs and expectations. Besides, there is need for development of appropriate training designs and materials. These apart, the application and utilization of learnings from training have to be ensured for organizational and programme effectiveness. The programme is aimed at familiarizing Training Coordinators and Faculty of Training Institutions of Agriculture and allied Depts. with these aspects.

Sl.No.	Date	Venue
1.	January 5 - 10, 2009	MANAGE
Course Coordinator : Dr. V.K. Reddy		

Objectives

- To orient the participants on the concept, approach and strategies for human resource development
- To get them acquainted with methodology in developing HRD strategy and annual training plans
- To familiarize the participants with monitoring and evaluation techniques in managing training programmes
- To help them understand different facets of institution building for HRD.

Content

- Human Resource Development : Concept and approaches
- Identification of training needs
- Priority setting for training
- Development of HRD strategy
- Preparation of annual HRD / training plan
- Designing a training programme
- Institutional building for training
- Monitoring and Evaluation of Impact of Training
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.
- Follow-up support.

Participants

Coordinators of Training Programmes at State Level in Agriculture and allied departments, Coordinators of Training Programmes in ICAR Institutions, Faculty Members of State Training Institutions, Regional Institutes for Extension and KVKs.

1.47 Training Methods for Trainers of State and Regional Institutes for Extension Management

With the growing importance of training for extension management, the need for training of trainers has become imperative. Training is a dynamic process and its effectiveness depends, among other things, on the trainers. While knowledge of the subject in which one is specialized is no doubt of basic importance, equally important is competence in training methodology. In other words, a trainer should have better understanding of different aspects of training as also necessary skills in various methods and techniques in general and participatory and experiential ones in particular.

Sl.No.	Date	
1.	August 4 - 9, 2008	MANAGE
Course Coordinator : Dr. V.K. Reddy		

Objectives

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

Content

- Trainer process and principles
- Designing a training programme
- Session planning
- Presentation skills
- Discussion Methods
- Case Method
- Role Play
- Exposure Visits
- Evaluation of training
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Trainers of State and Regional, Institutes for Agricultural Extension and allied departments and Trainer of KVKs.

1.48 Skillshop on Documentation of Success Stories

The knowledge and experience gained by developmental professionals while implementing various projects is valuable and has significant impact on conceiving programmes and policies. At the same time, it is observed that a great deal of knowledge remain tacit and do not find the expression in any form of document. In the era of knowledge management, all the developed societies capture, document and retain the tacit as well as explicit knowledge for current and future use. The tendency to document such experiences among the development professionals is low due to the fact that most of them are neither required such skills to perform their functions nor trained in documenting the experiences and success stories. At the same time, it is true that any knowledge or experience which is documented has certainly a greater probability of transferability and dissemination which in turn improves the quality of programme implementation. Hence, a skillshop on documentation would help the developmental professionals to acquire this critical input.

Sl.No.	Date	Venue
1.	September 18 - 19, 2008	MANAGE
Course Coordinators Dr. Vikram Singh & Dr. A.S.Charyulu		

Objectives

- To appraise the participants of the value of documentation and to enhance its usability in the implementation of the programmes and projects
- To know about the process of documentation, parameters of quality document and the steps of preparing such documents.

Content

- Need and value of content creation
- Technical and quality parameters
- Content designing steps and processes of documentation
- Text and audio-visual documentation.

Participants

Faculty Members of EEs and SAMETIs ; NGOs and Representatives of Development Organizations and Functionaries from various agriculture and allied Departments.

1.49 Workshop on Case Method Writing and Application

Case studies approach is considered to be an effective method of training which exposes the participants to real life situation and help them in analyzing the merits and de-merits of different approaches and solutions to the administrative and managerial problems. The case method also infuses life into Training and enhances internalization. Finding relevant case studies for specific training in agriculture sector in India is not easy as there are very few case studies available for training purposes which are short, crisp, and at the same time rich in content.

In view of the non-availability of cases relevant to agri-based situation or Industries in India, there is a need for developing and writing cases for specific training needs. This workshop is designed to enhance the understanding and skills of the training professionals and Faculty of the Training/Educational Institutions on the Case Method of teaching and case writing.

Sl.No.	Date	Venue
1.	November 3 - 5, 2008	MANAGE
Course Coordinators: Dr. B. D. Tripathi & Dr. A.S.Charyulu		

Objectives

- To orient the participants on case method in training and teaching
- To enhance participant's understanding about preparations and handling a case
- To enhance participant's skills in the use and application of case method.

Content

- Importance of Case Method
- Writing Cases
- Case analysis and discussion
- Modifying Cases
- Administering Cases in training and teaching.

Participants

Faculty members of Training Institutes of ICAR / EEs/ SAMETIs / Faculty of Agril. Universities and ATMA officials.

2. Agricultural Business Management

With the liberalization of World Trade, Agricultural Business Management is emerging as an important area in the agricultural sector. Agri-entrepreneurship development is assuming greater significance, Accordingly, training programmes and workshops are proposed to be organized to develop the capacity of officials concerned.

2.1 Agri-Entrepreneurship Development

At present, production oriented extension approaches failed to create enthusiasm among extension workers on one side and farmers on other hand. Result oriented extension programmes which contribute to minimizing expenditure and maximizing income at farmers level are in great demand. It is important to create awareness about central / state schemes besides private initiatives supporting agri-preneurship development. This overall effort is expected to turn system focus from Agriculture to Agribusiness.

Sl.No.	Date	Venue
1.	September 15 - 20, 2008	Kerala
Course Coordinator : Dr. P. Chandra Shekara		

Objectives

- To orient the Extension functionaries on the importance of entrepreneurship development in Agriculture
- To understand the potential, strength and weaknesses of entrepreneurship development in Agriculture
- To learn from experiences of various Private and Public Agencies engaged in the field of Entrepreneurship Development in Agriculture
- To workout various models of entrepreneurship development in agriculture to use in agriculture extension.

Content

- The concept of Entrepreneurship Development and its application in the field of Agriculture.
- Potential, Strength, Weakness of Entrepreneurship Development in Agriculture.
- Learning from the experiences of Private and Public Agencies namely Agribusiness Companies, Agri-preneurs, Bankers, Training Institutes and implementing agencies.
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.
- Back-at-work- plans.

Participants

- Middle and Senior level Agriculture, line department officials, ATMA functionaries.

2.2-3 Regional Review Workshop on Agri-Clinics and Agri-Business Centres Scheme

Central Sector scheme of Agri-Clinics and Agri-Business Centres is being implemented since 2002 through 60 recognized training institutions across the country. Training institutions are providing training and handholding support to unemployed agriculture graduates. Updating the training institutions about recent developments, learning from each others experiences and working out further strategies for effective implementation of the scheme are need of the hour.

Sl.No.	Date	Venue
1.	May 13 - 15, 2008	Southern Region
2.	May 19 - 21, 2008	Northern Region

Course Coordinator : Dr. P. Chandra Shekara

Objectives

- To review the progress of training and handholding activities
- To orient Nodal Officers on emerging areas in Entrepreneurship Development in Agriculture
- To refine the process of market survey, project preparation and handholding based on experience
- To share the success stories
- To work out possible interventions of centre, state government and banks
- To explore the role of agri business companies
- To prepare Back-at-work-plan.

Participants

Nodal Officers / Training Coordinators of Agri Clinics and Agri Business Centres Scheme.

2.4-5 WTA and its implication on Indian Agriculture

World Trade Agreement (WTA) was signed among the countries with a view to globalize the agriculture sector. Due to the insulation of the domestic markets from the world market for most of the agriculture commodities, countries are unable to reap the advantages of international trade. Many economists simulated the positive impact of WTA on the Indian agriculture sector. However, there is lack of awareness among extension functionaries on WTA provisions and their impact on agriculture. There is also need to bring about awareness on the ongoing domestic policy initiatives in support of WTA provisions.

Sl.No.	Date	Venue
1.	June 9 - 13, 2008	MANAGE
2.	August 18 - 23, 2008	Himachal Pradesh
Course Coordinators : Dr. P. Chandra Shekara & Dr. P. Kanaka Durga		

Objectives

- To sensitize on the WTA provisions.
- To discuss the emerging opportunities and challenges in WTO regime.
- To work out back-at- work-plan.

Content

- Introduction to WTA
- WTA provisions vis-a-vis Agriculture policies
- Implication of WTA on Indian Agriculture
- Trade related intellectual property rights
- Quality standards and control measures
- Commodity trade and futures markets
- Contract farming, SEZs, Retailing, Export etc.
- Agriculture Extension in WTO regime
- Phytosanitary measures
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Middle and Senior level Private and Public Extension functionaries of Agriculture and allied departments.

3. Natural Resources Management

Sustainable development of Agriculture is to be focused keeping in view the long-term development in the country. Watershed Management as an approach towards sustainability has been established over the years. Participatory approach in watershed management got institutionalised. However experience has shown that post-project sustainability continuous to be a challenge. The issues being raised in this context are sustainability of community organization convergence of developmental schemes development of livelihoods etc.

3.1-2 Participatory Watershed Management

With the growing importance of participatory approach in Watershed 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 guidelines 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 course is aimed at getting the participants acquainted with these facets of watershed management.

Sl.No.	Date	Venue
1.	August 18 - 23, 2008	Assam
2.	October 20 - 24, 2008	U.P.

Course Coordinators: Dr. V.K. Reddy & Dr. K.Sai Maheshwari

Objectives

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

Content

- Participatory Watershed Management with special reference to revised guidelines
- Watershed concept and soil and water conservation measures

- Forming and Managing of SHGs, UGs and Watershed Associations
- Participatory Planning of Watersheds
- Process Monitoring
- Development of Agriculture in Watersheds
- Participatory Management for Efficient Water Use in Watersheds
- Post Project Sustainability
- Capacity Building of SHGs, UGs and Watershed Associations.
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

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

3.3 Orientation Programme on Participatory Approach in Watershed Management and Role of Farmers Organizations (collaborative programme with MCCIA, Pune)

Sl.No.	Date	Venue
1.	June 27 - 28, 2008	Pune
Course Coordinator : Dr. V.K. Reddy		

Objectives

- To orient the participants on the importance of participatory approach in watershed management
- To expose them to various soil and water conservation measures
- To help them understand the processes in group formation and manager
- To identify the role of farmers and their organizations in agricultural extension with special reference to watershed management .

Content

Module I

- Importance of Natural Resource Management and Watershed Approach
- Soil and Water Conservation Measures
- Participatory Approach in Watershed Management
- Role of SHGs, User Groups and Watershed Committee and Watershed Associations

Module II

- Importance of Farmers' Organizations in Agricultural Development
- Management of Farmers' Organizations : Processes and Procedures
- Role of Farmers' Organizations in Agricultural Production and Marketing
- Case Studies on Farmers' Organization
- Sustainability of Groups and Farmers' organizations.

Participants

Extension Functionaries and Office Bearers of Farmers' organizations in Maharashtra.

3.4-5 Training of Trainers on Participatory Watershed Management

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. 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.

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 / contents. 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 course is part of the efforts in this direction.

Sl.No.	Date	Venue
1.	November 10 - 15, 2008	MANAGE
2.	February 9 - 14, 2009	MANAGE

Course Coordinators : Dr. V.K. Reddy & Dr. K.Sai Maheshwari

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

- Watershed: Concept and Components
- 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
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

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

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.
- Personnel coordinating training / capacity building for NAWDPRA watersheds at state and regional levels.

3.6-7 Sustainability and Withdrawal Strategy 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, which were completed, have however shown that Post project sustainability continues to be a challenge. This is happening in spite of adopting the participatory-friendly-guidelines since about one decade. Low level of sustainability appears to be largely due to un-sustainability of 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.

The watershed projects, which have been taken up in 10th plan, are presently in consolidation phase. In this context there is a need for capacity building of different stakeholders on sustainability and withdrawal strategy for different interventions under watershed programme.

Sl.No.	Date	Venue
1.	June 23 - 28, 2008	MANAGE
2.	November 17 - 22, 2008	MANAGE

Course Coordinator : Dr. B. Renuka Rani

Objectives

- 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
- To develop strategies and mechanisms of withdrawal strategy.

Contents

- Present Status of Sustainability of Watershed Projects
- Strategy for enhancing Community Based Organizations (CBOs)
- Sustainable management of developed Natural Resources
- Sustainable development of Agriculture and livelihoods under watersheds
- Monitoring of Sustainability of various interventions under watersheds
- Strategies and mechanisms of withdrawal strategy
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

- Project Directors/ Heads of District Nodal Agencies for watershed projects, Project coordinators of watershed projects of NGOs, Officers dealing with watershed projects at state level, Trainers of State Institutions for Agriculture / Rural development.

4. Mass Media and Communication

Communication is one of the important extension strategies in dissemination of agricultural technologies. This is being implemented through a network of available communication channels with Radio, Television and Print. In order to orient and build the capacity of extension functionaries, the following training programmes are proposed for the year 2008-09.

4.1-5 Development and Management of Agricultural Programs for AIR, Doordarshan and Print Media

Sl.No.	Date	Venue
1.	June 23 - 28, 2008	MANAGE
2.	July 21 - 26, 2008	MANAGE
3.	August 18 - 22, 2008	Coimbatore
4.	September 8 - 13, 2008	MANAGE
5.	October 20 - 25, 2008	MANAGE

Course Coordinator : Dr. G. Jaya

Objectives

- To orient Extension Officials on the potential use of mass media for strengthening the agricultural extension services in the country;
- To develop understanding on the importance of communication skills in agriculture extension management;
- To develop knowledge and skills in content creation, treatment and delivery of agriculture programs in Radio and Television;
- To equip the participants with presentation skills for Radio and Television.

Content

- Mass Media and its importance in agricultural extension
- Importance of communication and its application for agriculture extension management
- Use of Print Media and Publicity
- Writing skills for Radio and Television programmes
- Writing skills for Television programmes
- Operationalisation of Community Radio Stations

- Presentation skills for Television programs
- Presentation skills for Radio and Television programs
- Production of programs for Radio and Television
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Senior and middle level officials working in agriculture, horticulture, veterinary, fisheries and other allied departments.

5. Information and Communication Technology (ICT) in Agricultural Extension

Information and Communication Technology (ICT) is gaining importance as a tool to support the delivery of Extension Services. Application of ICT has been found to be helpful in linking the knowledge base in research organizations with field level personnel. Augmenting media and information technology support for extension is also one of the major components of Policy Framework for Agricultural Extension. In view of the focus on ICTs for improving the delivery of agricultural information, the following programmes are proposed for 2008-09.

5.1-2 Training-cum-Workshop on Mainstreaming Use of Village Knowledge Centers for effective delivery of Agricultural Information

The Information and Communication Technology (ICT) revolution has begun to make its impact on the rural landscape of India. A large number of small, medium and large pilot projects have been grounded by public sector, private sector and under public-private partnership. Many rural information centers have also been put up by private and NGO sector. All these kiosks are serving the rural communities on a very small menu of services wherein agricultural content is very little. Time has come now to mainstream the use of these "Village Knowledge Centres" for effective delivery of agricultural information to the farmers.

Sl.No.	Date	Venue
1.	July 17 -19, 2008	Pune
2.	November 18 - 21, 2008	NIRD,Guwahati

Course Coordinators : Dr. V.P. Sharma & Shri G. Bhaskar

Objectives

- To consolidate and share the lessons learnt from national experiences of “Information Kiosks/ shops”, in terms of “Business Model and Services offered”
- To share knowledge and best practices at the grassroots among the practitioners and experts from the field
- To analyze the specific needs of content and needs of functional literacy for kiosk managers and to empower them to disseminate knowledge on various social and agricultural issues
- To work out strategies for bridging the knowledge gap and for bringing in benefits of ICTs in the respective rural communities
- To suggest possible areas of intervention at various levels to improve the quality, credibility and timely availability of agricultural information to the farmers.

Content

- Sharing of Case-studies by Faculty and other invited experts on the Experiences of Village Knowledge Centres from across the country
- Sharing of Case-studies/ Experiences of the NATP states in establishing ICT connectivity, infrastructure and capacity building at ATMA and FIACs levels for information dissemination at grass-root level
- Organizing field visit to a successful ICT-enabled “Village Knowledge Centre” in the vicinity, so as to explain the need and utility of ICT connectivity for dissemination Agricultural Information at village level
- Orientation on content issues, content design and development and linking with information providers at state and district level
- 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.
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Representatives of Private Rural Information Service Providers, Village Information Kiosk operators, and FO leaders.

5.3 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 also provide advance estimates of various crops and their production potential to the planners and policy makers. This course is being offered to promote awareness of GIS technologies and to facilitate their most appropriate application.

Sl.No.	Date	Venue
1.	June 23 - 27, 2008	SAMETI, Gandhinagar, Gujarat
Course Coordinator : Dr. V.P. Sharma & Shri G. Bhaskar		

Objectives

- To sensitize the extension officers and 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: Gram++ - demonstration and hands on practice.

Participants

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

5.4-5 Bridging the Knowledge Deficit in Agriculture: Role of ICTs- Options and Opportunities

The use of Information Technology is one of the important pillars of agricultural extension envisaged in the Policy Framework. As per the policy guidelines 25% of the funds allocated to State Extension Work Plan are expected to be used for augmenting Information Technology and media for information dissemination. This has provided ample opportunities to the States to cover the IT and communication technology tools to be included in the State Extension Work Plan. The basic philosophy of making these initiatives self-sustaining over a period of time (say, 5 years) is necessary, while planning any "Action Plan" under this category. This is essential for long-term sustainability of concepts and services at various levels.

Sl.No.	Date	Venue
1.	April 22 - 26, 2008	IMAGE, Bhubaneswar
2.	May 12 - 17, 2008	SKUAST, Jammu
Course Coordinator : Dr. V.P. Sharma, Dr. Lakshmi Murthy & Shri G. Bhaskar		

Objectives

- To sensitize the State and District Level Extension Officers on the increasing role of ICT in improving Extension Services delivery 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 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 create gender sensitivity to a board range of gender issues at personal, institutional and community levels
- To equip the functionaries with Participatory Management and ICT Tools for understanding the Gender concerns and fine tune the programmes to address those concerns
- To network competent ICT human resources with state level training institutions and to provide expert technical input to these institutions as and when required
- To make plans to provide technical, capacity building and information support backstopping to the Farmers Information and Advisory Centres (FIACs) and ATMAs/ District level Offices and SAMETIs and state level offices of agricultural and other line departments.

Contents

- 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 will be discussed
- Attitude and Change Management towards ICT implementation to promote, and support ICT related Projects
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.

Participants

Faculty members of Agricultural Extension Training Institutions in the states, key ICT decision makers at state level and selected officers from agriculture and other line departments); Middle level functionaries of agriculture and line departments, ATMA Project Directors, KVKs, Agricultural Training Institutes in the State.

6. Extension Reforms

6.1-3 National Workshop for Facilitators on Operationalisation of ATMA and SREPs under Extension Reforms

As a part of the implementation of the Centrally Sponsored Scheme 'Support to State Extension Programmes for Extension Reforms' an action plan has been worked out to ensure implementation of Extension Reforms through organization of the state level orientation workshops, Master Trainers Training Programmes, District level SREP training and field data collection for timely preparation and Operationalisation of SREPs by all the districts. It is necessary to upgrade and orient the National Resource Persons of MANAGE to provide handholding to the districts. Accordingly, the following workshops are planned during 2008-09.

Sl.No.	Date	Venue
1.	October 16-18, 2008	MANAGE
2.	December 18-20, 2008	MANAGE
3.	February, 26-28, 2009	MANAGE

Workshop Coordinators : Dr.M.N.Reddy, Dr.P.Chandra Shekara & Dr.M.A.Kareem

Objectives

- To share experiences in operationalisation of ATMA and SREPs
- To get acquainted with new initiatives in extension
- To develop action plan for follow-up training of master trainers and district level extension personnel.

Participants

- Facilitators of MANAGE from different states

6.4-33 Operationalisation of ATMA and SREP

In order to revitalize the agricultural extension in the States to make the extension system decentralized and demand driven, the Ministry of Agriculture, Govt. of India is implementing a centrally sponsored scheme "Support to State Extension Programs for Extension Reforms". The scheme mainly focuses on operationalising agricultural reforms across the country through new institutional arrangement with restructured autonomous bodies at district / block level, which are flexible, bottom-up, farmer-driven and with promote public-private partnership.

MANAGE has been identified as the apex institute for facilitating the implementation of this scheme by initiating various capacity building programmes for the state officials of agriculture and other line departments including State Agricultural Universities in developing Strategic Research and Extension Plans (SREPs) for the selected district, State Extension Work Plans (SEWPs) and Operationalization of SREPs and ATMA. Accordingly, following programmes are planned during 2008-09.

Sl.No.	Date	Venue
1-30	To be decided in consultation with State Departments	SAMETIs
Course Coordinators : Dr. M. N. Reddy, Dr. P. Chandra Shekara, Dr. M. A. Kareem		

Objectives

- To reinforce the participants with the Extension Reforms Scheme and clarify the roles and responsibilities of different stakeholders and key actors in implementation
- To develop the capacity of the participants in developing and operationalising Block Action Plan (BAP) and District Action Plan (DAP)
- To appraise the participants how the Public-Private Partnership, Farmers' Interest Groups (FIGs) and Farmers' Organizations (FOs), can be promoted in the district through involvement of NGOs and Agri-preneurs
- To orient the participants on handling the Research - Extension Farmer and Market (REFM) Linkages.

Content

- What is ATMA, why ATMA
- Roles and responsibilities of all the stake holders
- Key functions of Governing board , AMC, FIAC, FAC and their operational modalities
- Formation and role of Commodity Interest Groups (CIGs) and Farmer Interest Groups (FIGs) in the success of ATMA
- Preparation of Block Action Plan/ District Action Plan and State Extension Work Plan based on the strategies, thrust areas and activities developed in SREPs.

- Public-Private Partnership, Research-Extension-Farmers and Market (REFM) linkages,
- Gender module-Need for gender sensitization, gender issues in agriculture, gender analysis, gender budgeting and mainstreaming gender concerns.
- Pro- active involvement of NGOs
- Sharing of success stories of the ATMA, film shows on the successful ATMAs.

Participants

- Extension functionaries from the departments of Agriculture and all the other line departments, Project Directors of ATMA and other District Level Officers and Scientists from Krishi Vigyan Kendras and Agricultural Research stations.

7. National Agricultural Innovation Project (NAIP)

The ICAR has proposed the National Agricultural Innovation Project (NAIP) with the explicit objective to give agriculture research systems an innovation perspective by transforming it to a pluralistic National Agricultural Innovation System (NAIS). Institutional Learning and Capacity Building (L&CB) are central to achieving this transition. One of the components of the project is to build critical capacity of ICAR as the catalytic agent for management of change in the national research system. It is a four year project implemented during 2008-2011 in consortia mode. The L&CB component has Consortia consisting of NAARM, MANAGE, NIRD and IIML as partners. The activities include a variety of capacity building initiatives by partner institutions. MANAGE is to organize management development programmes for the senior and middle level managers, professional and supporting personnel. The focus of these programmes is on institutional change, leadership, managerial and behavioral skills information technology based decision support systems, ICTs etc., In all, twelve programmes have been planned for the calendar year.

7.1 Use of ICT in PME of NAIP Projects for ICAR and SAU Scientists under NAIP

Sl.No.	Date	Venue
1.	February 9-18, 2009	MANAGE
Workshop Coordinators : Dr. V.P. Sharma & Dr. Lakshmi Murthy		

Objectives

- To sensitize the Junior and Middle level Agricultural Research Scientists (ARS) and Faculty Members of State Agricultural Universities on the latest ICT tools and technologies, which can enhance their efficiency, analytical and presentation skills
- To update the knowledge in accessing Agricultural Information from World Wide Web

- To expose the Agricultural Scientists and Faculty Members to the latest analytical tools like SPSS and MS-Excel and enhance their skills in making most appropriate use of these tools in PME under NAIP
- To expose the participants 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 under NAIP
- To orient the participants on the latest Database Technologies and enhance their skills in making use of these tools and technologies
- To expose them to the application of GIS and Remote Sensing Technologies in crop-planning, monitoring and management.

Content

- Introduction to various Office Management tools MS-Office, SPSS
- Introduction to SPSS and MS-Excel and in-depth discussion on various facilities and functions to enhance their skills in making most appropriate use of these tools
- Introduction to MS-Project Software, and exercise on the same
- Introduction to applications of remote sensing and GIS in weather forecasting, agro-advisory service, soil health and degradation assessment
- Exposure to GIS software: Gram++ - demonstration and hands on practice
- Introduction to Expert Systems.

Participants

- Junior and Middle level Agricultural Research Scientists (ARS) in ICAR
- Faculty Members of State Agricultural Universities.

7.2-5 Enhancing Skills in ICT based DSS for Market and Agri-business Orientation of Research, and Sustaining Rural Livelihoods for ICAR and SAU Scientists under NAIP.

With the onset of new advances in information technology, especially in computing and communications, the support resources created by multimedia are gaining ground, especially in teaching / training and research organizations. Multimedia tools have become very effective in producing various learning modules that help enhance teaching-learning effectiveness. Multimedia-based web environments facilitate effective technology development and transfer. There is, therefore, a need to expose the scientists and teachers of ICAR and SAUs, who are involved in information development and its effective communication, to computer-based multimedia presentation tools and techniques. Considering these needs, four programmes are scheduled to be conducted during the current academic year 2008-09 to enhance the skills of Agricultural Research Scientists in ICT based DSS for Market and Agri-Business Orientation of Research, and Sustaining Rural Livelihoods.

Sl.No.	Date	Venue
1.	June 9 - 18, 2008	MANAGE
2.	September 8 - 17, 2008	MANAGE
3.	November 3 - 12, 2008	MANAGE
4.	January 19 - 29, 2009	MANAGE
Course Coordinators : Dr. V.P. Sharma & Shri G. Bhaskar		

Objectives

- To sensitize the Junior and Middle level Agricultural Research Scientists (ARS) and Faculty Members of State Agricultural Universities on the latest ICT tools and technologies, which can enhance their efficiency, analytical and presentation skills
- To update the knowledge in accessing Agricultural Information from World Wide Web
- To share the lessons learnt or national experiences of "Information Kiosks/ shops", in terms of "Business Model and Services Offered"
- To expose the Agricultural Scientists and Faculty Members to the latest analytical tools like SPSS and MS-Excel and enhance their skills in making most appropriate use of these tools
- To orient the participant on the latest Database Technologies and enhance their skills in making use of these tools and technologies
- To expose the participants on the application of GIS and Remote Sensing Technologies in crop-planning, monitoring and management
- To expose the Agricultural Scientists and Faculty Members on the IT based Project Management tools and techniques.

Content

- Introduction to various Office Management tools MS-Office, SPSS
- Introduction to SPSS and MS-Excel and in-depth discussion on various facilities and functions to enhance their skills in making most appropriate use of these tools
- Introduction to MS-Project Software, and exercise on the same
- Introduction to applications of remote sensing and GIS in weather forecasting, agro-advisory service, soil health and degradation assessment
- Exposure to GIS software: Gram++ - demonstration and hands on practice
- Introduction to Expert Systems.

Participants

Junior and Middle level Agricultural Research Scientists (ARS) in ICAR, faculty members of State Agricultural Universities.

7.6-8 Leadership Development for Scientists of National Agricultural Research System

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 because of the position they hold and the control they can exercise but 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 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.	August 25-29, 2008	MANAGE
2.	November 17-21, 2008	MANAGE
3.	January 19-23, 2009	MANAGE

Course 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
- Back-at-work-plans for leadership.

Participants

Scientists of National Agricultural Research System and other Senior Administrators and Managers in the ICAR and State Agricultural University System.

7.9-12 Managerial Skills for Technical and Administrative Personnel of ICAR and SAUs

The quality of research depends among other things on the technical administrative and financial support available to the scientists of national agricultural system. It is therefore necessary to sensitize the personnel of these systems to their changing role in the pluralistic approach envisaged under NAIP. In particular there is need for enhancing their understanding and skills in managerial and behaviour aspects. In other words they are required to be exposed to various facets, processes and functions of management. Further institutional learning being the main objective of the L&CB component of the project the personnel need to have good grounding in principles and practices of team work and other aspects relating to organizational behaviour and development.

Sl.No.	Date	Venue
1.	September 8 - 17, 2008	MANAGE
2.	November 17 - 26, 2008	MANAGE
3.	December 8 - 17, 2008	MANAGE
4.	February 26 - March 9, 2009	MANAGE
Course Coordinator : Dr. V. K. Reddy		

Objectives

- To enhance the understanding of participants on general principles of management
- To get them acquainted with principles and practices of team work
- To help them appreciate the processes and mechanisms in inter and intra organizational management
- To develop plans for application of managerial skills in back home situation.

Content

- Introduction to management; Line and Staff Relationship
- Principles and Practices of Teamwork; Group Behaviour
- Motivational Techniques; Leadership Styles; Personality; Delegation
- Inter personal and organizational communication
- Performance Appraisal and Management; Negotiation and Mediation Skills
- Stress Management .

Participants

Technical and Administrative Personnel of ICAR and SAUs.

MANAGE Faculty

Sl.No.	Name & Designation
1.	Shri K. V. Satyanarayana, IAS, Director General
2.	Dr. G.R. Desai, Director (ODPC)
3.	Dr. M.N. Reddy, Director (Agri. Extn. & Comm.)
4.	Dr. V.P. Sharma, Director (ITDP)
5.	Dr. Vikram Singh, Director
6.	Dr. V.K. Reddy, Director (HRD)
7.	Dr. B.D. Tripathi, Deputy Director
8.	Dr. P. Chandra Shekara, Deputy Director (Agri. Extn.)
9.	Dr. K. Uma Rani, Deputy Director (Extn.)
10.	Dr. K.H. Vedini, Deputy Director (M & E)
11.	Dr. M.A. Kareem, Deputy Director
12.	Dr. G. Jaya, Deputy Director
13.	Dr. T.D.S. Kumar, Assistant Director (Agri. Econ.)
14.	Dr. Lakshmi Murty, Assistant Director (Doc.)
15.	Dr. B. Renuka Rani, Assistant Director (HRD)
16.	Dr. N. Balasubrahmani, Assistant Director (Agri. Extn. & Comm.)
17.	Shri G. Bhaskar, Assistant Director (IT)
18.	Shri K. Venkateshwar Rao, Computer Programmer
19.	Dr. A. S. Charyulu, Research Associate
20.	Dr. P. Lakshmi Manohari, Research Associate
21.	Shri A. Krishna Murthy, Documentation Assistant
22.	Dr. K. Sai Maheshwari, Research Associate
23.	Shri B. Venkat Rao, Research Associate
24.	Dr. P. Kanaka Durga, Research Associate
ADMINISTRATION	
1.	Shri B.N. Patro, Deputy Director (Admn.)
2.	Shri Ch. Naga Mallikarjuna Rao, Assistant Accounts Officer
3.	Shri P. Parthasarathy, PRO - Cum - Security Officer