

Academic Calendar 2014 – 2015

(The Dates and Venue of the programs suggested are indicative. Hence, they may be verified with the concerned Program Director while nominating officers for the programs.)



National Institute of Agricultural Extension Management (MANAGE)

(An Organization 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 various challenges in delivery of services to the farmers.

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

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

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

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

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

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

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

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

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

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

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About the Academic Programs

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

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

A total of 196 Training Programs and 12 Workshops are proposed under the above Centers for the calendar year 2014-15. Some of the key features of the Academic Calendar include:

1. All the On-Campus Programs will be of 3+2 Model. The first 3 days will be devoted to Core theme-specific Extension Inputs, and the next 2 days will be earmarked for Soft Skills such as Leadership, Motivation, Communication skills, Team building, Coordination etc., customized to the needs of Agriculture and Allied Extension functionaries.
2. The Off-campus Programs will be of 4+2 Model. The first 4 days will be devoted to Core theme-specific Extension Inputs, and the next 2 days will be utilized by the MANAGE faculty to visit the agencies of ATMA at District and Block level to get exposure to the field level dynamics.
3. Problem solving approach will be followed in about 20% of the training programs.

4. A fresh cadre of 'MANAGE facilitators' will be developed using the Coverdale methodology along with necessary core extension inputs. The facilitators so developed will assist MANAGE in its activities all over the country. As a beginning, 20-25 facilitators from different states will be developed.
5. The focus of the proposed training programs of MANAGE will be the special needs of North-Eastern States, Hilly States, J&K, and other less developed states. At least 70% of the MANAGE off campus training programs are proposed to be conducted in these states.
6. A total of Seven research projects are proposed by MANAGE Centers.
7. One National-level workshop will be conducted by every Center on a key theme, specific to the Center.
8. A USAID sponsored program on the theme of 'New dimensions in Agricultural Extension Management' for the officials from Kenya, Liberia and Malawi also forms a part of our Training Calendar 2014-15.

Dr. Vikram Singh,

Director

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Theme wise Training Programs

1. Centre for Agricultural Extension Policy, Reforms and Processes

Sl. No.	Name of the program	Date	Venue	Coordinator
1.	Refresher Training Program for the Input Dealers trained under DAESI Program	April 16 - 17, 2014	MANAGE	Dr. N. Balasubramani Shri P.Venkat Reddy
2.	-do-	April 21 - 22, 2014	MANAGE	Dr. N. Balasubramani Shri P.Venkat Reddy
3.	-do-	April 24 - 25, 2014	MANAGE	Dr. N. Balasubramani Shri P.Venkat Reddy
4.	-do-	May 5 - 6, 2014	TNAU, Coimbatore	Dr. N. Balasubramani Shri P.Venkat Reddy
5.	-do-	May 12 - 13, 2014	MANAGE	Dr. N. Balasubramani Shri P.Venkat Reddy
6.	-do-	May 19 - 20, 2014	MANAGE	Dr. N. Balasubramani Shri P.Venkat Reddy
7.	-do-	May 22 - 23, 2014	MANAGE	Dr. N. Balasubramani Shri P.Venkat Reddy
8.	-do-	May 26 - 27, 2014	TNAU, Coimbatore	Dr. N. Balasubramani Shri P.Venkat Reddy
9.	Trainers Training Program on Re-Visiting of SREP	June 2 - 6, 2014	SAMETI, Sikkim	Dr. M.A. Kareem
10.	Sensitization on National Mission on Agricultural Extension and Technology	June 17 - 18, 2014	MANAGE	Dr. P.Chandra Shekara
11.	Orientation course to Sensitize the Project Directors & Heads of the Line Departments+ on operationalisation of ATMA & SREP under Extension Reforms	February, 2015	SAMETI, Chattisgarh	Dr. M.A. Kareem
12.	Trainers Training Program on Re- Visiting of SREP	June 23 - 27, 2014	SAMETI, Andaman & Nicobar	Dr. M.A. Kareem
13.	Planning & Management of Agricultural Livelihoods	July 7 - 11, 2014	SAMETI, Jharkhand	Dr. P.L. Manohari
14.	Trainers Training Program on Re- Visiting of SREP	July 14 - 18, 2014	SAMETI, Odisha	Dr. M.A. Kareem
15.	U.S.-India-Africa Triangular International Training Program on New Dimensions in Agricultural Extension Management for Extension Functionaries of Liberia, Kenya and Malawi	July 15 - September 12, 2014 (60 days)	MANAGE	Dr. P. Chandra Shekara

Sl. No.	Name of the program	Date	Venue	Coordinator
16.	Farm Journalism Skills for Extension Functionaries	July 21 – 25, 2014	SAMETI, Chattisgarh	Dr. P.L. Manohari
17.	Trainers Training Program on Re- Visiting of SREP	August 4 – 8, 2014	SAMETI, Gujrat	Dr. M.A. Kareem
18.	Planning & Management of Agricultural Livelihoods	August 4 – 8, 2014	MANAGE	Dr. P.L. Manohari
19.	Planning & Management of Agricultural Livelihoods	August 18 – 22, 2014	SIAET, Madhya Pradesh	Dr. P.L. Manohari
20.	Trainers Training Program on Re- Visiting of SREP	September 1 – 5, 2014	SAMETI, Jammu & Kashmir	Dr. M.A. Kareem
21.	Farmer to Farmer Extension	September 8 – 12, 2014	MANAGE	Dr. P.L. Manohari
22.	Farmer to Farmer Extension	September 22 - 26, 2014	SAMETI, Pondicherry	Dr. P.L. Manohari
23.	Refresher Training Program for the Input Dealers trained under DAESI Program	October 20 - 21, 2014	MANAGE	Dr. N. Balasubramani Shri P.Venkat Reddy
24.	-do-	November 3 - 4, 2014	MANAGE	Dr. N. Balasubramani Shri P.Venkat Reddy
25.	International Training Program on Agricultural Extension Management	November 5 - 19, 2014	MANAGE	Dr. P. Chandra Shekara
26.	Trainers Training Program on Re- Visiting of SREP	November 10 - 14, 2014	SAMETI, Tripura	Dr. M.A. Kareem
27.	Farm Journalism Skills for Extension Functionaries	November 10 - 14, 2014	MANAGE	Dr. P.L. Manohari
28.	Farm Journalism Skills for Extension Functionaries	November 24 - 28, 2014	SAMETI, Meghalaya	Dr. P.L. Manohari
29.	Consultation on Extension Manual	December 2, 2014	MANAGE	Dr. P. Chandra Shekara
30.	Innovations in Agricultural Extension	December 8 - 12, 2014	MANAGE	Dr. P.L. Manohari
31.	Innovations in Agricultural Extension	December 15 - 19, 2014	VANAMATI, Maharashtra	Dr. P.L. Manohari
32.	Farmer to Farmer Extension	January 5 - 9, 2015	IMAGE, Orissa	Dr. P.L. Manohari
33.	Capsule course to sensitize the faculty of SAMETI on Operationalisation of Extension Reforms – ATMA Mode in State	January 19 - 23, 2015	MANAGE	Dr. M.A. Kareem
34.	Orientation training on the Concepts of Reforms in Agriculture Extension System	March 16 - 20, 2015	Off-Campus	Dr. M.A. Kareem

2. Centre for Agri-institution Capacity Building

Sl. No.	Name of the program	Date	Venue	Coordinator
1.	Training of Master Trainers on Planning and Management of Integrated Watershed Management projects (IWMP)	May, 2014	Jammu & Kashmir	Dr. B.Renuka Rani
2.	Self Management Through Personal Profiling	June 9 - 12, 2014	SAMETI, Shillong	Dr. Vikram Singh
3.	Managerial Skills for Extension Personnel	June 9 - 12, 2014	Shillong	Dr. K. Anand Reddy
4.	WTO and its Implications on Indian Agriculture	June 23 - 26, 2014	Raipur	Dr. K. Anand Reddy
5.	Behavioral Dimensions for Convergence in Agricultural Extension	June 23 - 27, 2014	MANAGE	Dr. G. Jaya
6.	Training of Master Trainers on Planning and Management of Integrated Watershed Management projects (IWMP)	June, 2014	NE region	Dr. B.Renuka Rani
7.	Professional Skills for Trainers of Extension Institutes of Agriculture and Allied Departments	July 7 - 11, 2014	MANAGE	Dr. G. Jaya
8.	Work Ethics for Developmental Professionals	July 14 - 17, 2014	Pune/Nagpur Maharashtra	Dr. Vikram Singh
9.	Management Games for Trainers	July 14 - 18, 2014	MANAGE	Dr. K. Anand Reddy
10.	Effective Communication for Extension Functionaries	July 21 - 25, 2014	MANAGE	Dr. G. Jaya
11.	Management Games for Trainers	August 4 - 8, 2014	MANAGE	Dr. K. Anand Reddy
12.	Management Development Program for Directors of EEIs and SAMETIs	August 5 - 8, 2014	MANAGE	Dr. Vikram Singh
13.	Behavioral Dimensions for Convergence in Agricultural Extension	August 18 - 22, 2014	Karnataka	Dr. G. Jaya
14.	Executive Development Program for the officials of National Seed Corporation	September 8 - 12, 2014	MANAGE	Dr. K. Anand Reddy

Sl. No.	Name of the program	Date	Venue	Coordinator
15.	National Facilitators Development program for Agriculture Extension Management	September 8 - 19, 2014	MANAGE	Dr. G. Jaya & Dr. Vikram Singh
16.	Training of Master Trainers on Planning and Management of Integrated Watershed Management projects (IWMP)	October 13 - 17, 2014	MANAGE	Dr. B. Renuka Rani
17.	Self Management Through Personal Profiling	October 14 - 17, 2014	SAMETI, Raipur	Dr. Vikram Singh
18.	Professional Skills for Trainers of Extension Institutes of Agriculture and Allied Departments	October 27 - 31, 2014	NE region	Dr. G. Jaya
19.	Effective Communication for Extension Functionaries	November 10 - 14, 2014	MANAGE	Dr. G. Jaya
20.	Annual Training Planning Workshop of MANAGE, EEIs and SAMETIs	November 18 - 19, 2014	MANAGE	Dr. Vikram Singh & Dr. G. Jaya
21.	WTO and its Implications on Indian Agriculture	November 24 - 28, 2014	MANAGE	Dr. K. Anand Reddy
22.	Behavioral Dimensions for Convergence in Agricultural Extension	November 24 - 28, 2014	MANAGE	Dr. G. Jaya
23.	Professional Skills for Trainers of Extension Institutes of Agriculture and Allied Departments	December 1 - 5, 2014	MANAGE	Dr. G. Jaya
24.	Work Ethics for Developmental Professionals	December 2 - 5, 2014	MANAGE	Dr. Vikram Singh
25.	Effective Communication for Extension Functionaries	December 15 - 19, 2014	Jammu & Kashmir	Dr. G. Jaya
26.	Self Management Through Personal Profiling	January 5 - 8, 2015	Jaipur	Dr. Vikram Singh
27.	Professional Skills for Trainers of Extension Institutes of Agriculture and Allied Departments	January, 2015	MANAGE	Dr. G. Jaya
28.	Quality Improvement of Trainers: Process and Strategy	February 10 -13, 2015	MANAGE	Dr. Vikram Singh

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

Sl. No.	Name of the program	Date	Venue	Coordinator
1.	Agricultural Marketing – The New Paradigms	June, 2014	MANAGE	Dr. B. K. Paty
2.	Agricultural Marketing – The New Paradigms	June, 2014	Karnataka	Dr. K.C. Gummagolmath
3.	Linking Farmers to Markets	July, 2014	Jammu & Kashmir	Dr. B. K. Paty
4.	Market-Led Extension	June 23 - 27, 2014	MANAGE	Dr. N. Balasubramani
5.	Project Planning and Management	July 21 - 24, 2014	Gujarat	Dr. N. Balasubramani
6.	Agricultural Marketing – The New Paradigms	August, 2014	Kerala	Dr. B. K. Paty
7.	Agricultural Marketing – The New Paradigms	August, 2014	Orissa	Dr. K.C. Gummagolmath
8.	Market-Led Extension	August 25 - 28, 2014	SAMETI, Kerala	Dr. N. Balasubramani
9.	Supply Chain Management in Agriculture and Allied Sectors	September 8 - 12, 2014	MANAGE	Dr. B. Venkat Rao
10.	Linking Farmers to Markets	September, 2014	Rajasthan	Dr. B. K. Paty
11.	Linking Farmers to Markets	September, 2014	MANAGE	Dr. K.C. Gummagolmath
12.	Agricultural Marketing – The New Paradigms	October, 2014	Tamil Nadu	Dr. B. K. Paty
13.	Linking Farmers to Markets	October, 2014	Maharashtra	Dr. K.C. Gummagolmath
14.	Agricultural Marketing – The New Paradigms	November, 2014	Chattisgarh	Dr. B. K. Paty
15.	Linking Farmers to Markets	November, 2014	MANAGE	Dr. B. K. Paty
16.	Market-Led Extension	November, 2014	Chattisgarh	Dr. K.C. Gummagolmath
17.	Supply Chain Management in Agriculture and Allied Sectors	November 17 - 21, 2014	MANAGE	Dr. B. Venkat Rao
18.	Linking Farmers to Markets	December, 2014	MANAGE	Dr. B. K. Paty
19.	Market-Led Extension	December, 2014	West Bengal	Dr. K.C. Gummagolmath
20.	Supply Chain Management in Agriculture and Allied Sectors	January 19 - 23, 2015	MANAGE	Dr. B. Venkat Rao
21.	Project Planning and Management	February 9 - 13, 2015	MANAGE	Dr. N. Balasubramani

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

Sl. No.	Name of the program	Date	Venue	Coordinator
1.	Extension Management for Livestock Development	July 2 - 5, 2014	NDRI, Karnal, Haryana	Dr. N. Balasubramani
2.	Extension Management Approaches for Promotion of Sericulture Industry	September, 2014	UAS, Dharwad, Karnataka	Dr. M.A.Kareem
3.	Empowerment of Women in Sericulture	October, 2014	MANAGE	Dr.K.Uma Rani
4.	Farm Business Management for Animal Husbandry Sector	October 13 - 17, 2014	Uttar Pradesh	Dr. P.L. Manohari
5.	Extension Management for Fisheries Development	November 10 - 13, 2014	MANAGE	Dr. N. Balasubramani
6.	Value addition in Marketing of Fisheries Products	November, 2014	CIFT, Mumbai, Maharashtra	Dr. K.C. Gummagolmath
7.	Farm Business Management for Animal Husbandry Sector	January 26 - 30, 2015	MANAGE	Dr. P.L. Manohari
8.	Extension Approaches for 21 st Century for KVK Scientists	February, 2015	MANAGE	Dr. M.A.Kareem
9.	Application of ICTs in Fisheries Sector	February, 2015	MANAGE	Shri. G.Bhaskar
10.	Extension Approaches For Enhancing Water Use Efficiency In Agriculture	February, 2015	Chhattisgarh	Dr. M.A.Kareem
11.	Extension Approaches For Enhancing Water Use Efficiency In Agriculture	February, 2015	MANAGE	Dr. M.A.Kareem

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

Sl. No.	Name of the program	Date	Venue	Coordinator
1.	Training-cum-Workshop on Applications of ICTs in Modified Extension Reforms Scheme	April, 2014	Uttarakhand	Dr. V. P. Sharma
2.	Training-cum-Workshop on Applications of ICTs in Modified Extension Reforms Scheme	May, 2014	Jammu	Dr. V. P. Sharma
3.	Training-cum-Workshop on Applications of ICTs in Modified Extension Reforms Scheme	June 23 - 27, 2014	SAMETI, Orissa	Shri. G. Bhaskar
4.	Advanced Training Programs on Agricultural Knowledge Management	June, 2014	Jammu & Kashmir	Dr. V. P. Sharma
5.	Training-cum-Workshop on Applications of ICTs in Modified Extension Reforms Scheme	June, 2014	Maharashtra	Dr. V. P. Sharma
6.	Training-cum-Workshop on Applications of ICTs in Modified Extension Reforms Scheme	June, 2014	Himachal Pradesh	Shri. K.V.Rao
7.	Writing for Print Media and Electronic Media	June, 2014	MANAGE	Dr. Lakshmi Murthy
8.	Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”	June, 2014	MANAGE	Dr. V. P. Sharma
9.	Advanced Training Programs on Agricultural Knowledge Management	July 21 - 25, 2014	SAMETI, Kashmir	Shri. G. Bhaskar
10.	Writeshop for Success Stories	July, 2014	Assam	Dr. Lakshmi Murthy
11.	Training-cum-Workshop on Improving e-Governance in Agriculture	July, 2014	Uttar Pradesh	Shri. K.V. Rao
12.	Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”	July, 2014	MANAGE	Dr. V. P. Sharma
13.	Training-cum-Workshop on Applications of ICTs in Modified Extension Reforms Scheme	August 4 - 8, 2014	SAMETI, Tripura	Shri. G. Bhaskar
14.	Training Program on Application of Remote Sensing and Geographic Information Systems (GIS) in Agricultural Development	August 18 - 22, 2014	MANAGE	Shri. G. Bhaskar
15.	Writing for Print Media and Electronic Media	August, 2014	Punjab	Dr. Lakshmi Murthy

Sl. No.	Name of the program	Date	Venue	Coordinator
16.	Social Media for Effective Sharing of Agri Knowledge	August, 2014	Tamilnadu	Dr. Attaluri Srinivasacharyulu
17.	Training-cum-Workshop on Improving e-Governance in Agriculture	August, 2014	SAMETI, Tamilnadu	Shri. K.V. Rao
18.	Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”	August, 2014	MANAGE	Dr. V. P. Sharma
19.	Training Program on Project Planning and Management using MS Project	September 15 - 19, 2014	MANAGE	Shri. G. Bhaskar
20.	Trends in Agricultural Marketing Information Systems	September, 2014	MANAGE	Dr. Attaluri Srinivasacharyulu
21.	Workshop on Process Documentation for Agriculture and Rural Development	September, 2014	MANAGE	Dr. Lakshmi Murthy
22.	Training-cum-Workshop on Improving e-Governance in Agriculture	September, 2014	SAMETI, Kerala	Shri. K.V. Rao
23.	Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”	September, 2014	MANAGE	Dr. V. P. Sharma
24.	Advanced Training Programs on Agricultural Knowledge Management	October 6 - 10, 2014	SAMETI, Gujarat	Shri. G. Bhaskar
25.	Advanced Training Programs on Agricultural Knowledge Management	October, 2014	Kerala/Lakshadweep	Dr. V. P. Sharma
26.	Training-cum-Workshop on Applications of ICTs in Modified Extension Reforms Scheme	October, 2014	Maharashtra	Shri. K.V.Rao
27.	Training Program on Application of Remote Sensing and Geographic Information Systems (GIS) in Agricultural Development	November 10 - 14, 2014	MANAGE	Shri. G. Bhaskar
28.	Advanced Training Programs on Agricultural Knowledge Management	November, 2014	Tamil Nadu	Dr. V. P. Sharma
29.	Training-cum-Workshop on Applications of ICTs in Modified Extension Reforms Scheme	November, 2014	Rajasthan	Shri. K.V.Rao
30.	Workshop on Process Documentation for Agriculture and Rural Development	November, 2014	Jammu	Dr. Attaluri Srinivasacharyulu

Sl. No.	Name of the program	Date	Venue	Coordinator
31.	Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”	November, 2014	MANAGE	Dr. V. P. Sharma
32.	Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”	December, 2014	MANAGE	Dr. V. P. Sharma
33.	Advanced Training Programs on Agricultural Knowledge Management	December, 2014	Andaman	Dr. V. P. Sharma
34.	Trends in Agricultural Marketing Information Systems	December, 2014	MANAGE	Dr. Lakshmi Murthy
35.	Workshop on Community Radio for Agricultural Development	December, 2014	Maharashtra	Dr. Attaluri Srinivasacharyulu
36.	Training Program on Application of Remote Sensing and Geographic Information Systems (GIS) in Agricultural Development	December, 2014	Nagpur, Maharashtra	Shri. G. Bhaskar
37.	Training-cum-Workshop on Agriculture Knowledge Management, ICTs & Knowledge Portals	December, 2014	SAMETI, Karnataka	Shri. K.V. Rao
38.	Training Program on Project Planning and Management using MS Project	January 19 - 23, 2015	MANAGE	Shri. G. Bhaskar
39.	Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”	January, 2015	MANAGE	Dr. V. P. Sharma
40.	Social Media for Effective Sharing of Agricultural Knowledge	January, 2015	MANAGE	Dr. Lakshmi Murthy
41.	Trends in Agricultural Marketing Information Systems	January, 2015	Odisha	Dr. Attaluri Srinivasacharyulu
42.	Trends in Agricultural Marketing Information Systems	January, 2015	Karnataka	Dr. Lakshmi Murthy
43.	Training-cum-Workshop on Agriculture Knowledge Management, ICTs & Knowledge Portals	January, 2015	SAMETI, West Bengal	Shri. K.V. Rao
44.	Workshop on Community Radio for Agricultural Development	February, 2015	Haryana	Dr. Lakshmi Murthy
45.	Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”	February, 2015	MANAGE	Dr. V. P. Sharma

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

Sl. No.	Name of the program	Date	Venue	Coordinator
1.	Refresher Training Programs for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme	May 5 - 7, 2014	SAMETI, Tamil Nadu	Dr. P. Chandra Shekara & Consultants of CAD
2.	-do-	May 13 - 15, 2014	JARDS, Murdabad	Dr. P. Chandra Shekara & Consultants of CAD
3.	-do-	June 9 - 11, 2014	SAMETI, Uttarkhand	Dr. P. Chandra Shekara & Consultants of CAD
4.	-do-	June 10 - 12, 2014	CARDS, Muzaffarnagar	Dr. P. Chandra Shekara & Consultants of CAD
5.	-do-	June 17 - 19, 2014	KVAAF, Sangli, Maharashtra	Dr. P. Chandra Shekara & Consultants of CAD
6.	Training cum Workshop on Agri-Entrepreneurship Development	July 7 - 8, 2014	ICM /NIRD / NIPCCD, Guwahati	Dr. P. Chandra Shekara & Consultant
7.	Refresher Training Programs for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme	July 7 - 9, 2014	SAMETI, Pondicherry	Dr. P. Chandra Shekara & Consultants of CAD
8.	-do-	July 8 - 10, 2014	SAMETI, Jammu & Kashmir	Dr. P. Chandra Shekara & Consultants of CAD
9.	-do-	July 15 - 17, 2014	SMGGS, Lucknow, U.P	Dr. P. Chandra Shekara & Consultants of CAD
10.	Public-Private Partnership in Agricultural Extension Reforms	July 21 - 25, 2014	MANAGE	Dr. P. Kanaka Durga
11.	Refresher Training Programs for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme	August 5 - 7, 2014	MANAGE	Dr. P. Chandra Shekara & Consultants of CAD
12.	-do-	August 11 - 13, 2014	SAMETI, Tamil Nadu	Dr. P. Chandra Shekara & Consultants of CAD
13.	-do-	August 12 - 14, 2014	BAMETI, Bihar	Dr. P. Chandra Shekara & Consultants of CAD

Sl. No.	Name of the program	Date	Venue	Coordinator
14.	Refresher Training Programs for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme	August 19 - 21, 2014	SIAET, Bhopal, M.P	Dr. P. Chandra Shekara & Consultants of CAD
15.	-do-	September 9 - 11, 2014	SAMETI, Gujarat	Dr. P. Chandra Shekara & Consultants of CAD
16.	Training cum Workshop on Agri-Entrepreneurship Development	September 16 - 17, 2014	MANAGE	Dr. P. Chandra Shekara & Consultants of CAD
17.	Refresher Training Programs for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme	September 16 - 18, 2014	IGKV, Raipur, Chattisgarh	Dr. P. Chandra Shekara & Consultants of CAD
18.	Public-Private Partnership in Agricultural Extension Reforms	September 22 - 26, 2014	MANAGE	Dr. P. Kanaka Durga
19.	Refresher Training Programs for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme	September 23 - 25, 2014	SAMETI, Kerala	Dr. P. Chandra Shekara & Consultants of CAD
20.	-do-	September 24 - 26, 2014	KAU / SAMETI, Trivendrum	Dr. P. Chandra Shekara & Consultants of CAD
21.	Training cum Workshop on Agri-Entrepreneurship Development	October 15 - 16, 2014	Amritsar, Punjab	Dr. P. Chandra Shekara & Consultants of CAD
22.	Knowledge Management for Agri-Entrepreneurship Development	October 13 - 17, 2014	Varanasi / Jaipur	Dr. Attaluri Srinivasacharyulu
23.	Refresher Training Programs for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme	October 28 - 30, 2014	IIE, Guwahati	Dr. P. Chandra Shekara & Consultants of CAD
24.	-do-	November 18 - 20, 2014	ICM, Imphal	Dr. P. Chandra Shekara & Consultants of CAD
25.	-do-	November 18 - 20, 2014	JARDS, Muradabad	Dr. P. Chandra Shekara & Consultants of CAD
26.	-do-	December 16 - 18, 2014	SPM, Solapur	Dr. P. Chandra Shekara & Consultants of CAD
27.	Public-Private Partnership in Agricultural Extension Reforms	January 19 - 23, 2015	MANAGE	Dr. P. Kanaka Durga
28.	Knowledge Management for Agri-Entrepreneurship Development	February 9 - 13, 2015	Bangalore, Karnataka	Dr. Attaluri Srinivasacharyulu

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

Sl. No.	Name of the program	Date	Venue	Coordinator
1.	Gender Budgeting for Mainstreaming Women in Agriculture	July, 2014	SAMETI, Assam	Dr. K. Uma Rani
2.	Gender Budgeting for Mainstreaming Women in Agriculture	August 4 - 8, 2014	MANAGE	Dr. K. Uma Rani
3.	TOT on Gender Budgeting – Gender Mainstreaming	September 8 - 12, 2014	MANAGE	Dr. K. Uma Rani
4.	Training Program on Urban Agriculture	September 22 - 25, 2014	SAMETI, HP	Dr. N. Balasubramani
5.	Food and Nutrition of the Rural Households - Role of Women	September, 2014	SAMETI, Jharkhand	Dr.K.Uma Rani
6.	Food and Nutrition of the Rural Households - Role of Women	October 13 - 17, 2014	MANAGE	Dr.K.Uma Rani
7.	Climate Change and Agriculture	October 13 - 17, 2014	MANAGE, Hyderabad	Dr. N. Balasubramani
8.	Gender Budgeting for Mainstreaming Women in Agriculture	October, 2014	SAMETI, Nagaland	Dr. K. Uma Rani
9.	Food and Nutrition of the Rural Households - Role of Women	November 17 - 21, 2014	MANAGE	Dr.K.Uma Rani
10.	Training Program on Urban Agriculture	December 8 - 12, 2014	MANAGE, Hyderabad	Dr. N. Balasubramani
11.	Gender Budgeting for Mainstreaming Women in Agriculture	December, 2014	Jammu / Srinagar	Dr. K. Uma Rani
12.	Climate Change and Agriculture	January 5 - 8, 2015	VANAMATI–Maharashtra	Dr. N. Balasubramani

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

Sl. No.	Name of the program	Date	Venue	Coordinator
1.	Network for Revitalization of Rainfed Agriculture	June 2 - 6, 2014	MANAGE	Dr. B. Renuka Rani
2.	Network for Revitalization of Rainfed Agriculture	June 23 - 27, 2014	MANAGE	Dr. B. Renuka Rani
3.	Formation and Management of Producers' Groups (PGs) and Federations	July 7 - 11, 2014	MANAGE	Dr. B. Renuka Rani
4.	Development and Sustainability of Farmer Producer Organizations	July, 2014	Madhya Pradesh	Dr. K.C.Gummagolmath
5.	Development and Sustainability of Farmer Producer Organizations	September, 2014	MPKV, Rahuri	Dr. P. Kanaka Durga
6.	Network for Revitalization of Rainfed Agriculture	September, 2014	Jharkahand	Dr. B. Renuka Rani
7.	Network for Revitalization of Rainfed Agriculture	October, 2014	Gujarat	Dr. B. Renuka Rani
8.	Training Program on Planning and management of Integrated Watershed Management projects (IWMP)	October, 2014	IMAGE, Odisha	Dr. K. Sai Maheswari
9.	Orientation Training Program on WTO and its Implications on Indian Agriculture	October, 2014	SIAET, Bhopal	Dr. P. Kanaka Durga
10.	Network for Revitalization of Rainfed Agriculture	November 10 - 14, 2014	MANAGE	Dr. B. Renuka Rani
11.	Training Program on Planning and management of Integrated Watershed Management projects (IWMP)	November 10 - 14, 2014	MANAGE	Dr. K. Sai Maheswari
12.	Monitoring and Evaluation of Participatory Development Projects	December, 2014	SAMETI, Raipur	Dr. P. Kanaka Durga
13.	Development and Sustainability of Farmer Producer Organizations	January, 2015	MANAGE	Dr. K.C.Gummagolmath
14.	Training –cum-Workshop on Sustainability and Withdrawal Strategy of Watershed Projects	January 19 - 23, 2015	MANAGE	Dr. K. Sai Maheswari
15.	Monitoring and Evaluation of Participatory Development Projects	February, 2015	MANAGE	Dr. K.C.Gummagolmath
16.	Monitoring and Evaluation of Participatory Development Projects	February, 2015	Rajasthan	Dr. K.C.Gummagolmath
17.	Monitoring and Evaluation of Participatory Development Projects	February, 2015	Coimbatore	Dr. P. Kanaka Durga

1. Centre for Agricultural Extension Policy, Reforms and Processes

1.1 Consultation on Extension Manual

Individual, group and mass extension methods are used as per the need by Extension Service Providers. However, use of appropriate Extension Methods in right stage by Extension Service Providers remains as a challenge. Besides, there is need for cost and time consideration and right method of operationalisation of Extension Methods in the field. Considering huge funds used for delivering Extension Methods, there is need for working out a Manual for Operationalisation of Extension Methods by drawing lessons from the field while implementing important Extension Programs.

Sl.No	Date	Venue
1	December 2, 2014	MANAGE
Program Director: Dr. P. Chandra Shekara		

Objectives

- ❖ To discuss the present academic and field level understanding of Extension Methods
- ❖ To identify issues hindering effective delivery of various Extension Methods
- ❖ To enrich the Extension Models by incorporating field-level lessons earned while implementing major Extension Programs.
- ❖ To integrate the concept of Extensionpedia with Extension Manual for upgrading Extension Service Delivery.

Participants

- ❖ Academicians and Practitioners involved in teaching, training, research and implementation of Extension Programs by using Extension Methods.

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

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

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

Rationale

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

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

MANAGE was established by the Government of India under the Public Societies Registration Act as an autonomous institution under the Ministry of Agriculture in 1987. For the last 25 years MANAGE has offered specialized training, education, research and information services in agricultural extension management with a good track record of successful program implementation. MANAGE is actively involved in developing linkages with prominent state, regional, national and international institutions involved in Agricultural Extension Management for promoting faculty exchanges, organizing need based trainings. It is engaged by the Government of India for its global outreach activities for training international agriculture professionals in Agricultural Extension Management. Hence, MANAGE is well-suited to conduct the training envisaged under this program. MANAGE had successfully conducted two programs in the series during 2013 and the third program is proposed during 2014.

Sl.No	Date	Venue
1	July 15 to September 12, 2014 (60 days)	MANAGE
Program Director: Dr. P. Chandra Shekara		

Objectives of the program are as follows:

Objectives

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

Content

The course will cover:

- ❖ **Organization and management of extension services in developing countries:** Experience sharing by the participants on organizational pattern and other details along with strengths and weaknesses.
- ❖ **Extension management:** Emerging concept of extension management, extension planning and implementation process, types of extension services, need and focus of extension in the context of globalization.
- ❖ **Decentralized extension delivery system:** Indian experiences on operationalisation of ATMA model of extension, organizational arrangements, integrated delivery of services, focus on process issues and participatory planning and implementation of programs.
- ❖ **Strategic planning for agricultural development:** Focus on developing comprehensive strategic plans for agricultural development in the district covering aspects related to research, extension, input arrangements, marketing, capacity building etc.
- ❖ **Public-private partnership:** Promotion of public private partnership models and methodologies to support the developmental initiatives of the major extension system at district level. Focus on setting up of institutional mechanism to involve private sector personnel like NGOs, private organizations, agri-clinics and farm consultants to support extension services.
- ❖ **Promotion of farmers groups and organizations:** To facilitate farmer's access to new technologies, markets and get the benefit of scale of operation, promotion of farmers

interest groups, commodity interest groups, women interest groups and farmers organizations or federations as a strategy needs to be promoted.

- ❖ **Focus on farm business management:** Farm business management is emerging as a major approach to be followed by the extension personnel for improving the profitability of small, marginal and other categories of farmers.
- ❖ **Market led extension:** Due to the changing pattern of demands emerging from the various markets, it is necessary to dovetail the focus of extension for meeting the emerging market needs and guiding farmers to operate a demand driven production system.
- ❖ **Farming system approach:** Since most of the farmers in the developing countries practice integrated farming involving field crops, horticultural crops, animal husbandry, sericulture and fisheries depending on the potential available, a need to focus on farming systems approach for technology transfer is to be addressed.
- ❖ **Participatory planning and management:** Extension basically addresses the needs of the farmers groups. As such, the planning and management of the development programs should ensure the participation of local stakeholders like farmers, extension personnel and other service providers. This supports strengthening of linkages of service providers at the operational level.
- ❖ **Managerial issues in extension:** Capacity of the extension personnel has to be built up to address various managerial issues such as team work, conflict resolution, role clarity, inter-personal skills, aim setting, strategy development, action planning, communication etc.
- ❖ **Farmer to farmer extension:** The concept aims at involving progressive farmers as change agents to disseminate the technologies. Various approaches such as Farmer Field Schools, Farm Schools, Farm Leaders etc., are found to be cost and time effective in extension delivery mechanism.
- ❖ **Gender Mainstreaming in Extension:** Participation of women in agriculture is a natural process in developing countries. However, focus on gender specific development initiatives need to be consciously introduced for mainstreaming gender in extension.
- ❖ **Promotion of Agri-Enterprises:** Agri Enterprises ensure inputs, infrastructure facilities and other services required for the farmers. Agri Enterprises use the local resources and creates self-employment opportunities for the rural youth and farmwomen. Such enterprises need to be promoted through extension activities.
- ❖ **Information and communication technology:** Integration of ICT tools and techniques such as telephones, Internet, info kiosks, touch screen technology, kisan call centre, tele conferencing, and video conferencing into extension is found to be useful for farmers.
- ❖ **Climate change and Agriculture:** The impacts of climate change on agriculture will vary over time and across locations, depending on different agro-eco systems, farming

systems and production conditions. Likewise, strategies and measures for coping and those impacts will need to be adjusted to the variable circumstances of farmers in diverse agro-ecological situations.

- ❖ **Areas of special interest to participant Countries:** such as cooperation, mechanization, tapioca, coffee, tobacco, value addition, credit etc. will also be covered.
- ❖ **Field study visits to study ATMAs / KVKs:** Agricultural Technology Management Agency (ATMA) is emerging as field laboratories for operationalizing various strategic interventions in extension management. A study of the ATMA system in operation would help understand its field application and provide firsthand experience of operationalizing the decentralized systems. Similarly visits will be organized to Krishi Vigyan Kendra's to understand their organization structure and functions.
- ❖ **Action planning for back at work situation:** Considering the orientation and experiences provided, the participants are expected to develop an action plan for operationalizing the relevant concepts in their own country in the back at work situation. This would help to transfer the learnings for application in the respective countries of the participants.

Methodology

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

Participants

- ❖ The participants in the program will include extension functionaries / officials managing the extension systems in Government, private or NGO sector from Liberia, Kenya and Malawi. They should be able to speak and comprehend the English language. They may represent various sectoral organizations like Agriculture, Horticulture, Animal Husbandry, Dairy, Sericulture, Fisheries and Marketing.

Fees

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

Travel

- ❖ The expenditure towards travel from Nairobi (Kenya), Monrovia (Liberia), and Lilongwe (Malawi) to MANAGE at Hyderabad, India and return will be borne by USAID, India.

Nominations

- ❖ The concerned organizations may send in their nominations in the prescribed format attached with this brochure on or before May 31, 2014 to the Course Director, MANAGE, India.

1.3 Sensitization on National Mission on Agricultural Extension and Technology

National Mission on Agricultural Extension and Technology (NMAET) has been approved by Government of India for 12th Plan Period with total outlay of Rs.13,073.08 crores. This National Mission consists of four sub-missions namely, Sub-Mission on Agricultural Extension (SAME), Sub-Mission on Seed and Planting Material (SMSP), Sub-Mission on Agricultural Mechanization (SMAM) and Sub-Mission on Plant Protection and Plant Quarantine (SMPP). This Mega Mission address issues like Equity or Inclusiveness, Public Accountability and Innovations. Massive sensitization among Extension Functionaries is required for effective implementation of the Mission. Convergence between sub-missions is facilitated through these sensitizations.

Sl.No	Date	Venue
1	June 17 - 18, 2014	MANAGE
Program Director: Dr. P. Chandra Shekara		

Objectives

- ❖ To sensitize Extension Functionaries on structure, functions, programs and operationalisation of NMAET
- ❖ To understand Cost Norms and coordination issues
- ❖ To internalize Equity or Inclusiveness, Public Accountability and Innovations depicted in Mission
- ❖ To discuss the monitoring mechanism

Content

- ❖ Structure, functions, programs and operationalisation of NMAET
- ❖ Cost Norms and coordination issues
- ❖ Equity or Inclusiveness, Public Accountability and Innovations depicted in Mission
- ❖ Monitoring mechanism

Participants

- ❖ Key Extension Functionaries of States involved in NMAET.

1.4 International Training Program on Agricultural Extension Management

India has entered into Memorandum of Understanding (MoU) with Eleven countries for cooperation in Agricultural Extension. One of the key areas agreed is to organize joint seminars, workshops, symposium and other similar academic activities. Based on the feedback of the MoU countries, training program will be organized on Agricultural Extension Management.

Sl.No	Date	Venue
1	November 5 - 19, 2014	MANAGE
Program Director: Dr. P. Chandra Shekara		

Objectives

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

Contents

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

Participants

- ❖ Officials of Agriculture and allied departments nominated by partner country.

1.5-10 Trainers Training Program on Re- Visiting of SREP

Sl.No.	Dates	Venue
1	June 2 - 6, 2014	SAMETI, Sikkim
2	June 23 - 27, 2014	SAMETI, Andaman & Nicobar
3	July 14 - 18, 2014	SAMETI, Odisha
4	August 4 - 8, 2014	SAMETI, Gujarat
5	September 1 - 5, 2014	SAMETI, Jammu & Kashmir
6	November 10 - 14, 2014	SAMETI, Tripura
Program Director: Dr. M.A. Kareem		

Objectives

- ❖ Overall objective of the course is to Re- Visit the Strategic Research Extension Plan (SREP) for the district in order to update the changes occurred with respect to Farming Systems, Production practices of crops and commodities, marketing, capacity building of extension functionaries, new challenges and opportunities in the district.

Specific Objectives

- ❖ To reinforce the participants with the Extension Reforms Scheme and clarify the roles and responsibilities of different stakeholders and key actors in implementation of Extension Reforms in the state.
- ❖ To orient the participants in delineation of Agro-ecological Situation (AES) for the District
- ❖ To understand the concepts of Farming Systems Approach, Farming Situation Based Extension, Participatory Rural Appraisal, Marketing, SWOT etc., and methodology to ground these concepts in identifying the production gaps/ systems gaps/marketing gaps etc.,
- ❖ To develop the capacity of the participants in using the formats for secondary and primary data collection, consolidation of the data for all the AES, documentation and reporting,
- ❖ To reinforce the participants with the contents of each chapter in the SREP
- ❖ To develop the skills of the participants in drawing the Research Strategies, Extension Strategies, Thrust areas and Activities for the district based on the gaps identified.

Contents

- ❖ Extension Reforms Scheme and ATMA model
- ❖ Need and importance of Re-Visiting the SREPs
- ❖ Concepts of Agro - Ecological Situation (AES), Farming Systems Approach (FSA), Farming Situation Based Extension (FSBE), Participatory Rural Appraisal, SWOT, etc.,
- ❖ Methodology or Steps involved in identification of gaps in systems approach and situation based analysis,
- ❖ Marketing - Need and importance, marketing scenario with respect to infrastructure gap and practices gaps
- ❖ Understanding the Formats used for collecting the Primary and Secondary data
- ❖ Field Visit for hands on experience in collecting the data for documenting the SREP

Participants

- ❖ Participants drawn from Agriculture and allied departments in the states including from KVKs, Agricultural Research Institutes and Marketing Departments.

1.11 Orientation course to Sensitize the Project Directors & Heads of the Line Departments on operationalisation of ATMA & SREP under Extension Reforms

Sl.No.	Date	Venue
1	February, 2015	SAMETI, Chattisgarh
Program Director: Dr. M.A. Kareem		

Objectives

- ❖ To reinforce the participants with the Extension Reforms Scheme ATMA- Model as an **Extension Mechanism** to be implemented in the district.
- ❖ To understand the need for **Convergence** of allied departments- Issues and Concern
- ❖ To understand the **methodology and ground** the concepts of Farming Systems Approach as an integrated approach for convergence and identifying the production gaps/ systems gaps/marketing gaps etc.,
- ❖ To reinforce the participants with the importance of reflecting the priorities identified in SREP in Block Action Plans and District Action Plans

Contents

- ❖ Extension Reforms Scheme and ATMA model – concepts and key extension reforms promoted
- ❖ Need and importance of Convergence - Issues and concerns for Convergence
- ❖ Roles and responsibilities of the different stake holders
- ❖ Concepts of Agro - Ecological Situation (AES), Farming Systems Approach (FSA), Farming Situation Based Extension (FSBE), Participatory Rural Appraisal, SWOT, etc.,
- ❖ SREP and preparation of BAP and DAPs and implementation of the BAPs and DAPs.

Participants

- ❖ Exclusively the Project Directors and the Heads of the Line Departments from the selected districts.

1.12 Capsule course to sensitize the faculty of SAMETI on Operationalisation of Extension Reforms – ATMA Mode in the State

Sl.No.	Dates	Venue
1	January 19 - 23, 2015	MANAGE
Program Director: Dr. M.A. Kareem		

Objectives

- ❖ **Overall objective:** Looking at the constant change in the faculty of SAMETI's, this course has been proposed to strengthen the understanding of Extension Reforms – ATMA model and its operation in the state and also to have a clear understanding of the role of SAMETI's

Specific Objectives

- ❖ To reinforce the participants with the Revised guidelines for strengthening the **"Extension Reforms Scheme"** and clarify the roles and responsibilities of man power support provided for effective implementation of the scheme in the state
- ❖ To synergies the participants with the roles & responsibilities of SAMETI – in implementation of the Extension Reforms in the state
- ❖ To understand the Revised Cafeteria of activities and funding mechanism and act as technical back stopping to the ATMA's in the state
- ❖ To appraise the participants with the concepts of *Public– Private Partnership, Farm Schools, Commodity Interest Groups (CIGs) and Farmers Organizations (FOs)* and promote them in the ATMA's through involvement of NGO's and Agri-preneurs
- ❖ To orient the participants with the Strategic Research Extension Plans SREPs and reflecting the same in BAP/ DAP and SEWP.

Contents

- ❖ Extension Reforms Scheme and ATMA model – concepts and key Extension Reforms promoted
- ❖ Roles and responsibilities of the New Institutional arrangements made in the Extension Reforms Scheme- with special reference to SAMETI as a state level body
- ❖ Roles and responsibilities of the different stake holders in the ATMA – model and the need and areas of their capacity building
- ❖ Concepts of Agro - Ecological Situation (AES), Farming Systems Approach (FSA), Farming Situation Based Extension (FSBE), Farm School, Participatory Rural Appraisal, SWOT, PPP, Marketing etc.,
- ❖ Revised Cafeteria of activities and fund allocation to the districts based on the DAPS submitted by the ATMA's
- ❖ Preparation of State Extension Work Plan (SEWP) and agenda for IDWG etc.,

Participants

- ❖ Exclusively the faculty of SAMETI's.

1.13-15 Orientation training on the Concepts of Reforms in Agriculture Extension System

Sl.No.	Dates	Venue
1	March 16-20, 2015	Off-Campus
Program Director: Dr. M.A. Kareem		

Objectives

- ❖ To reinforce the participants with the Revised guidelines for strengthening the **"Extension Reforms Scheme"** and clarify the roles and responsibilities of man power support provided for effective implementation of the scheme
- ❖ To develop the capacity of the participants in developing and operationalising the Block Action Plan (BAP) and District Agricultural Action Plan (DAAP)
- ❖ To understand the Revised Cafeteria of activities and funding mechanism
- ❖ To appraise the participants as to how the concepts of *Public- Private Partnership, Farm Schools, Commodity Interest Groups (CIGs) and Farmers Organizations (FOs)*, can be promoted in the district through involvement of NGO's and Agripreneurs
- ❖ To orient the participants in handling the Research - Extension – Farmer and Market (REFM) Linkages and
- ❖ Experience sharing with the ATMA – Project Director on the Operationalisation of ATMA & SREPs in their respective districts.

Contents

- ❖ Extension Reforms Scheme and ATMA model – concepts and key extension reforms promoted
- ❖ Roles and responsibilities of the New Institutional arrangements and different stake holders in the ATMA
- ❖ Concepts promoted in Extension Reforms like Agro - Ecological Situation (AES), Farming Systems Approach (FSA), Farming Situation Based Extension (FSBE), Farm School, CIGs, Gender Mainstreaming, Participatory Rural Appraisal, SWOT, PPP, Marketing etc.,
- ❖ Revised Cafeteria of activities
- ❖ Preparation and implementation of Block Action Plan and District Action based on the Strategic Research Extension Plans

Participants

- ❖ Participants from Agriculture and allied departments including from KVKs, Marketing Department and from the NGOs.

1.16-25 Refresher Training Program for the Input Dealers trained under DAESI Program

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

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

Sl.No.	Dates	Venue
1	April 16 - 17, 2014	MANAGE
2	April 21 - 22, 2014	MANAGE
3	April 24 - 25, 2014	MANAGE
4	May 5 - 6, 2014	TNAU, Coimbatore
5	May 12 - 13, 2014	MANAGE
6	May 19 - 20, 2014	MANAGE
7	May 22 - 23, 2014	MANAGE
8	May 26 - 27, 2014	MANAGE
9	October 20 - 21, 2014	MANAGE
10	November 3 - 4, 2014	MANAGE
Program Directors Dr. N. Balasubramani & Shri P.Venkat Reddy		

Objectives

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

Content

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

Methodology

- ❖ Presentation by experts
- ❖ Discussion

Participants

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

1.26-28 Planning & Management of Agricultural Livelihoods

Agriculture continues to be the main source of livelihoods for nearly 67 percent of the rural population in India. The livelihood patterns revolve around various sectors such as Agriculture, Horticulture, Animal husbandry, Fisheries, Sericulture, and Forestry etc. Within the above sectors, the livelihood base covers the areas of production, processing, marketing, input supply, other support services etc. Though the rural population has been following and adapting livelihood patterns over the years, the erratic rainfall, diminishing resources, pressure on land, changing lifestyles of people, fluctuating market prices, increasing food prices and national and international competition, have increased the risks and uncertainties of the existing livelihood pattern. This is especially so among small and marginal farmers who are becoming increasingly unsustainable. Considering the present context, it is felt necessary to introduce a systematic livelihood approach to development in all the developmental programs. Hence, the present program on Planning and Management of Rural Livelihoods are proposed with the following objectives.

Sl.No.	Dates	Venue
1	July 7 - 11, 2014	SAMETI, Jharkhand
2	August 4 - 8, 2014	MANAGE
3	August 18 - 22, 2014	SIAET, Madhya Pradesh
Program Director: Dr. P.L. Manohari		

Objectives

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

Content

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

Participants

- ❖ The participants in the program would include senior and middle level officials of agriculture, horticulture, animal husbandry, sericulture, fisheries, irrigation and water management, scientists from SAUs and KVKs, officers from rural development and NGOs involved in promotion of rural livelihood programs.

1.29-31 Farm Journalism Skills for Extension Functionaries

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

Sl.No.	Dates	Venue
1	July 21 - 25, 2014	SAMETI, Chattisgarh
2	November 10 - 14, 2014	MANAGE
3	November 24 - 28, 2014	SAMETI, Meghalaya
Program Director: Dr. P.L. Manohari		

Objectives

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

Contents

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

Participants

- ❖ The participants in the program would include senior and middle level officials of agriculture, horticulture, animal husbandry, sericulture, fisheries, and the scientists from SAUs, KVKs and NGOs involved in documentation activities for promotion of agriculture.

1.32-34 Farmer to Farmer Extension

Farmer to farmer extension is emerging as a faster mechanism for technology dissemination in the rural areas. Different patterns of this mechanism operating in the country are Innovative Farmers, Expert farmers, Farmers groups and Organizations, Farm schools etc. Public sector agricultural extension system played a vital role in delivering the technological innovations for agricultural development in the past. There are about 14 crore-farm holdings in the country and the fragmentation of farm holding is rising, whereas the number of extension functionaries in agriculture and allied sectors are shrinking which resulted in widening gap between farmer and extension functionaries. It is generally agreed that farmer-to-farmer learning is the most credible and effective delivery mechanism. It is believed that, if farmers lead extension activities it can reduce the cost in extension to a considerable extent. Moreover, it will have a positive impact since farmers prefer listening and adopting technology from peer farmers because they share similar problems, beliefs and cultural attributes and in a nutshell similar social / cultural environments. Hence the present program on "Farmer to Farmer Extension" is proposed with the following objectives.

Sl.No.	Dates	Venue
1	September 8 - 12, 2014	MANAGE
2	September 22 - 26, 2014	SAMETI, Pondicherry
3	January 5 - 9, 2015	IMAGE, Orissa
Program Director: Dr. P.L. Manohari		

Objectives

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

Content

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

Participants

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

1.35-36 Innovations in Agricultural Extension

Extension worldwide has been transforming in response to various challenges and developments. There is no gain saying the crucial role of agricultural extension services in promoting agricultural innovation processes. Agricultural sector in the developing world is changing rapidly and is driven by a number of external and global factors. The challenges the sector is facing are ever increasing and becoming more complex. Consequently, the demands placed on extension services which have a crucial role to play in promoting agricultural innovation to keep pace with the changing context and improve livelihoods of the dependent poor, have also increased manifold. A number of innovative approaches and methods have been tried in various developing country contexts in agricultural extension to transform the system and to capacitate them to respond to the demands and challenges. New mechanisms to foster development and diffusion of innovation are needed to strengthen the ways in which information; knowledge and technology are developed and disseminated to ensure that the global changes benefit small farmers, food insecure households and other vulnerable groups. Keeping these in view this training program is proposed with the following objectives.

Sl.No.	Dates	Venue
1	December 8 - 12, 2014	MANAGE
2	December 15 - 19, 2014	VANAMATI, Maharashtra
Program Director: Dr. P.L. Manohari		

Objectives

- ❖ To create awareness on the importance of innovative extension approaches
- ❖ To understand various extension approaches in agriculture and allied sectors
- ❖ To develop skills in diffusion of innovations

Content

- ❖ Need and concept of innovations
- ❖ Innovation generation process
- ❖ Farming Systems Perspective
- ❖ Shift in paradigm in Transfer of Technology
- ❖ Strategies to develop agriculture innovation systems

Participants

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

2. Center for Agri-institution Capacity Building

2.1-3 Self Management Through Personal Profiling

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

Sl.No.	Dates	Venue
1	June 9 - 12, 2014	SAMETI, Shillong
2	October 14 - 17, 2014	SAMETI, Raipur
3	January 5 - 8, 2015	Jaipur
Program Director : Dr. Vikram Singh		

Objectives

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

Content

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

Training Methodology

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

Participants

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

2.4-5 Work Ethics for Developmental Professionals

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

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

Sl.No.	Dates	Venue
1	July 14 - 17, 2014	Pune / Nagpur, Maharashtra
2	December 2 - 5, 2014	MANAGE
Program Director: Dr. Vikram Singh		

Objectives

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

Content

Work ethics at:

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

Training Methodology

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

Participants

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

2.6 Management Development Program for Directors of EEIs and SAMETIs

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

Sl.No.	Date	Venue
1	August 5 - 8, 2014	MANAGE
Program Director: Dr. Vikram Singh		

Objectives

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

Content

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

Training Methodology

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

Participants

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

2.7 Quality Improvement of Trainers: Process and Strategy

Despite large number of training institution exist in the field of Agriculture and Allied sector, yet the training system is not able to create desired impact on performance of trainees and learners. Such issues can largely be answered by improving the quality of the trainers, only if they are assessed based on the training outcome. Therefore an effective Quality Assessment Program will be a useful measure to enhance the competence of trainers. It is a proven fact, based on the studies that any strategy for quality improvement should be designed keeping the expected outcome in view. Exposure of trainers to the parameters of self-assessment and ways for continuous improvement will be the key outcome of this interface.

Sl.No.	Date	Venue
1	February 10 – 13, 2015	MANAGE
Program Director: Dr. Vikram Singh		

Objectives

- ❖ To understand the process of Training Institution Building.
- ❖ To appreciate the process of Self-Assessment and Strategy of continuous up-gradation of Knowledge and Skills of trainers.

Content

- ❖ Quality parameters of trainer – Identification, Meaning and Definition
- ❖ Quality Assessment Process – Short and Long term, Self Assessment and assessment by others
- ❖ Process of Certification of trainers
- ❖ Strategy for Improvement

Training Methodology

- ❖ Concept based Lectures
- ❖ Test / Tools for Self Assessment
- ❖ Group Work and Presentations

Participants

- ❖ Faculty Members, Trainers and Training Managers of SAMETIs, EEIs, KVKs, NGOs, Public and Private Institutions and other Agriculture and Allied Sectors.

2.8 Annual Training Planning Workshop of MANAGE, EEIs and SAMETIs

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

Sl.No.	Date	Venue
1	November 18 - 19, 2014	MANAGE
Program Directors: Dr. Vikram Singh & Dr. G. Jaya		

Objectives

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

Content

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

Participants

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

2.9 National Facilitators Development program for Agriculture Extension Management

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

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

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

Sl.No.	Date	Venue
1	September 8 – 19, 2014	MANAGE
Program Directors: Dr. G. Jaya, and Dr. Vikram Singh		

Objectives

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

Content

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

Methodology

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

Participants

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

2.10-11 WTO and its Implications on Indian Agriculture

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

Sl.No.	Dates	Venue
1	June 23 - 26, 2014	Raipur
2	November 24 - 28, 2014	MANAGE
Program Director : Dr. K. Anand Reddy		

Objectives

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

Content

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

Participants

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

2.12-13 Management Games for Trainers

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

Sl.No.	Dates	Venue
1	July 14 - 18, 2014	MANAGE
2	August 4 - 8, 2014	MANAGE
Program Director : Dr. K. Anand Reddy		

Objectives

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

Content

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

Participants

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

2.14 Executive Development Program for the officials of National Seed Corporation

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

Sl.No.	Date	Venue
1	September 8 - 12, 2014	MANAGE
Program Director : Dr. K. Anand Reddy		

Objectives

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

Content

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

Methodology

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

Participants

- ❖ Officials from National Seed Corporation

2.15 Managerial Skills for Extension Personnel

In the constantly changing economic scenario, the Indian agricultural extension functionaries need to have competencies of managerial skills to successfully complete the assigned jobs. Managerial skills include Technical, Human Relations, Conceptual and Diagnostic skills. In addition to technical skills, proficiency in Human Relation skills will be useful in improving the performance of extension functionaries thereby increasing their efficiency and effectiveness. Important Human Relation skills include teamwork, communication, delegation and empowerment, motivation, leadership, etc. Focusing on these critical skills, one program have been planned during the calendar year with the following objectives.

Sl.No.	Date	Venue
1	June 9 - 12, 2014	Shillong
Program Director : Dr. K. Anand Reddy		

Objectives

- ❖ To orient the participants on the principles and practices of team work
- ❖ To help them develop an understanding on the behavioural aspects
- ❖ To upgrade the participants' understanding on their potential for effective and efficient performance

Content

- ❖ Team building
- ❖ Observation and Feedback
- ❖ Personality profiling
- ❖ Emotional Intelligence
- ❖ Leadership styles
- ❖ Delegation and empowerment
- ❖ Motivational strategies
- ❖ Organizational communication
- ❖ Negotiation and mediation
- ❖ Stress Management
- ❖ Project management

Participants

- ❖ Senior and middle level officials working in agriculture, horticulture, veterinary, fisheries, sericulture and other allied departments, Scientists from research institutes and State Agricultural Universities from different states.

2.16-19 Professional Skills for Trainers of Extension Institutes of Agriculture and Allied Departments

Line managers based in training institutions have the responsibility for training and developing the extension functionaries in agriculture and allied departments. If trained well, these trainers have the advantage of putting the learning directly in to relevant context and provide reinforcements. Trainers should have knowledge in the subject matter and also better understanding of different aspects of training. The challenge lies in redefining their roles as professional trainers and acquiring the relevant skills to perform the training function. Keeping this need in view, four programs have been planned with major aim to provide an opportunity to acquire and practice skills in facilitating/conducting training programs and enhance their abilities in using experiential learning methodologies.

Sl.No.	Dates	Venue
1	July 7 – 11, 2014	MANAGE
2	October 27 – 31, 2014	NE region
3	December 1 - 5, 2014	MANAGE
4	January, 2015	MANAGE
Program Director: Dr. G. Jaya		

Objectives

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

Content

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

Methodology

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

Participants

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

2.20-22 Behavioral Dimensions for Convergence in Agricultural Extension

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

Convergence means bringing together the distinct and separate factors or phenomenon for achieving a common objective and result. It helps to optimize the benefits from existing resources and avoids duplication of efforts at the cutting edge level. It is basically an attitudinal concern and therefore the issues like team building, interpersonal communication, pro-activity, coordination, commitment, openness to accept others' ideas need to be addressed. Keeping these issues in view, three training programs are planned during the academic year.

Sl.No.	Dates	Venue
1	June 23 – 27, 2014	MANAGE
2	August 18 – 22, 2014	Karnataka
3	November 24 – 28, 2014	MANAGE
Program Director: Dr. G. Jaya		

Objectives

- ❖ To orient the participants on the concept of convergence and its benefits
- ❖ To develop positive attitude on convergence among the participants

Contents

- ❖ Importance of Convergence
- ❖ Issues pertaining to convergence
 - Team Building
 - Networking skills
 - Interpersonal Communication
 - Proactivity
 - Openness and commitment
 - developing ownership of the programs
 - Emotional Intelligence
 - Persuasion skills
 - Coordination skills
 - Public Private Partnership
- ❖ Plan of action for over-coming convergence issues

Participants

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

2.23-25 Effective Communication for Extension Functionaries

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

Sl.No.	Dates	Venue
1	July 21 – 25, 2014	MANAGE
2	November 10 – 14, 2014	MANAGE
3	December 15 – 19, 2014	Jammu & Kashmir
Program Director: Dr. G. Jaya		

Objectives

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

Content

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

Methodology

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

Participants

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

2.26-28 Training of Master Trainers on Planning and Management of Integrated Watershed Management projects (IWMP)

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

Sl.No.	Dates	Venue
1	May, 2014	J&K
2	June, 2014	NE region
3	October 13 - 17, 2014	MANAGE
Program Director: Dr. B.Renuka Rani		

Objectives

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

Content

Part I: Participatory Watershed Management

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

Part II: Training Methodology

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

Participants

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

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

3.1-6 Agricultural Marketing – The New Paradigms

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

Sl.No.	Dates	Venue	Program Director
1	June, 2014	MANAGE	Dr. B. K. Paty
2	June, 2014	Karnataka	Dr. K.C. Gummagolmath
3	August, 2014	Kerala	Dr. B. K. Paty
4	August, 2014	Orissa	Dr. K.C. Gummagolmath
5	October, 2014	Tamil nadu	Dr. B. K. Paty
6	November, 2014	Chattisgarh	Dr. B. K. Paty

Objectives

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

Content

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

Methodology

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

Participants

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

3.7-12 Linking Farmers to Markets

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

Sl.No.	Date	Venue	Program Director
1	July, 2014	Jammu & Kashmir	Dr. B. K. Paty
2	September, 2014	Rajasthan	Dr. B. K. Paty
3	September, 2014	MANAGE	Dr. K.C. Gummagolmath
4	October, 2014	Maharashtra	Dr. K.C. Gummagolmath
5	November, 2014	MANAGE	Dr. B. K. Paty
6	December, 2014	MANAGE	Dr. B. K. Paty

Objectives

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

Content

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

Methodology

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

Participants

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

3.13-16 Market-Led Extension

Focus of extension agencies on production technologies yielded very good results and hence, India became self-reliant on food production. But, many a times, farmers at individual level are not realizing remunerative prices for their produce. For most agricultural commodities, marketing system (including collection, handling, storage, transport, processing, marketing, and associated infrastructure and support services) is fragmented and unorganized involving layers of intermediaries and markets and supply chains involving high wastages and losses. Besides, the Indian farmers have to face challenges of global force that are affecting or are likely to affect Indian agriculture.

Therefore extension functionaries need to play a major role to build the capacity of the farmers to meet the emerging challenges and make the farmers realize better prices for their farm produce. However, the subject of market-led extension so far is a peripheral issue in the extension scenario. Hence, the extension focus should extend from mere production to market-led extension on end-to-end basis. With this background, training program on market-led extension is felt necessary for capacity building of functionaries of agricultural and allied departments with the following objectives.

Sl.No.	Dates	Venue	Program Director
1	June 23 - 27, 2014	MANAGE	Dr. N. Balasubramani
2	August 25 - 28, 2014	SAMETI, Kerala	Dr. N. Balasubramani
3	November, 2014	Chattisgarh	Dr. K.C. Gummagolmath
4	December, 2014	West Bengal	Dr. K.C. Gummagolmath

Objectives

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

Content

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

Methodology

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

Participants

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

3.17-18 Project Planning and Management

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

It is felt that knowledge and skills to identify, prepare, analyse and manage projects in the sector are still inadequate among extension functionaries. Therefore, training program on Project Planning and Management is essential to improve the capabilities of extension functionaries engaged in project formulation and administration of agricultural and allied sectors. Considering the importance, the training program is proposed to provide a comprehensive perspective on project identification, formulation, appraisal, implementation and evaluation, with the overall objective of strengthening the capability of the extension functionaries on the subject.

Sl.No.	Dates	Venue
1	July 21 - 24, 2014	Gujarat
2	February 9 - 13, 2015	MANAGE
Program Director: Dr. N. Balasubramani		

Objectives

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

Content

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

Methodology

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

Participants

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

3.19-21 Supply Chain Management in Agriculture and Allied Sectors

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

Sl.No.	Dates	Venue
1	September 8 - 12, 2014	MANAGE
2	November 17 - 21, 2014	MANAGE
3	January 19 - 23, 2015	MANAGE
Program Director: Dr. B. Venkat Rao		

Objectives

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

Content

- ❖ Agriculture supply chain management: Concept, Meaning and Importance
- ❖ Policy issues on Agriculture Supply Chain Management
- ❖ Grades and standards of Agricultural commodities
- ❖ Value Chain Management
- ❖ Success cases on Supply chain management on fruits and vegetables, dairy, poultry, meat, fisheries etc.
- ❖ Agri-Supply Chain Management: Current scenario & insights into best practices
- ❖ Role of Technology in Supply chain management
- ❖ Farmer Produce Companies in India
- ❖ Future strategies in Supply chain management

Methodology

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

Participants

- ❖ Faculty from SAUs and SAMETIs, KVK Scientists, ATMA project officials, Senior and Middle level Officers from the Agriculture and Allied Departments.

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

4.1 Extension Management for Fisheries Development

Fisheries sector occupies a very important place in the socio economic development of the country. It is a source of livelihood and contributes significantly for nutritional security and foreign exchange. There is a huge gap between present production and harvestable potential in fisheries, which can contribute considerably to improve the livelihoods and create employment in rural areas.

In order to harness the potential, extension system has to bring desirable changes in the farmer's behavior, knowledge, skill and attitude through education and training. To be effective, the Fisheries sector need to strengthen its extension functionaries through capacity building "on a regular learning and perform mode". Hence, a training program on Extension management for Fisheries Development is proposed with the following objectives.

Sl.No.	Date	Venue
1	November 10 - 13, 2014	MANAGE
Program Director: Dr. N. Balasubramani		

Objectives

- ❖ To sensitise the Extension functionaries on emerging areas in fisheries sector
- ❖ To orient the participants on new dimensions in extension management and
- ❖ To develop managerial skills of participants for effective performance

Content

- ❖ Recent Advances in Fisheries
- ❖ Participatory approaches in extension management
- ❖ Social mobilization and community building (Aqua clubs/Farmer groups)
- ❖ ICT in fisheries Sector (e-aquasagu /Kisan Call Center etc)
- ❖ Quality driven marketing in fisheries
- ❖ Cluster Approaches for fisheries development
- ❖ Entrepreneurs development

Participants

- ❖ Officials of State Fisheries Departments, Faculty from Fisheries colleges, Scientists from KVKs

4.2 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, marginal and agricultural labours hold 80% of the livestock to sustain their livelihoods. Since, Animal husbandry sector provides secondary source of income and employment for the millions of rural families, this sector is considered to be a very important in sustaining rural economy.

Hence, Extension functionaries in the Animal Husbandry sector have to play a major role to realize the growth target and bring dynamism in the sector. This is possible only through a planned, systematic and efficient extension effort on a continuous basis to update the technologies of livestock owners, facilitate them to access various services from relevant institutions, encourage them to form commodity specific organizations and link them to appropriate market for their produce. This will happen by a vibrant and dynamic extension system by developing a cadre of knowledge force in the extension system through capacity building program.

Realizing the importance of capacity building, a training program on Extension Management for Livestock Development is proposed to be organized for the extension functionaries of Animal Husbandry sector with the following objectives.

Sl.No.	Date	Venue
1	July 2 - 5, 2014	NDRI, Karnal, Haryana
Program Director: Dr. N. Balasubramani		

Objectives

- ❖ To orient the extension functionaries on the current scenario of livestock sector
- ❖ To familiarize the participants with various extension management approaches
- ❖ To share the various models of entrepreneurship development in livestock sector

Content

- ❖ Problems and potentials in livestock sector
- ❖ Innovative extension approaches for nutrition management
- ❖ Strategies for promotion of small ruminants
- ❖ Backyard poultry for livelihood promotion
- ❖ Processing, value addition and marketing of livestock products
- ❖ Public private partnership initiatives in livestock development
- ❖ Participatory approaches for Livestock development
- ❖ Promotion of Commodity Interest Groups
- ❖ IT enabled livestock advisory system
- ❖ Entrepreneurship development in livestock sector
- ❖ Gender issues in livestock development

Participants

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

4.3 Extension Management Approaches for Promotion of Sericulture Industry

There are several centrally sponsored schemes for promotion and development of sericulture sector through which Government of India has been undertaking different activities like Sericulture related infrastructure, development of nursery and farms, expanding plantation areas, etc. At the same time, the GoI has concurrent responsibility for the development of the silk industry in the country. Sericulture emerged as an important economic activity becoming increasingly popular in several parts of the country, because of its short gestation period, quick recycling of the processes. It suits very well to all types of farmers and exceptionally for marginal and small holders. As it offers rich opportunities for enhancement of income and create own family employment around the year. Sericulture is one of the most labour intensive sectors, combining activities of both agriculture, sericulture and industry, hence, it has been considered as a agro-based cottage industry. Realizing the importance of this sector, two training programs are proposed.

Sl.No.	Date	Venue
1	September, 2014	UAS, Dharwad, Karnataka
Program Director: Dr. M.A.Kareem		

Objectives

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

Content

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

Participants

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

4.4 Value addition in Marketing of Fisheries Products

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

Sl.No.	Date	Venue
1	November, 2014	CIFT, Mumbai, Maharashtra
Program Director: Dr. K.C. Gummagolmath		

Objectives

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

Content

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

Participants

- ❖ State Department of Officials (Fisheries), Faculty from fisheries, NGOs involved in fisheries promotion activities.

4.5-6 Farm Business Management for Animal Husbandry Sector

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

Sl.No.	Dates	Venue
1	October 13 - 17, 2014	Uttar Pradesh
2	January 26 - 30, 2015	MANAGE
Program Director: Dr. P.L. Manohari		

Objectives

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

Content

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

Participants

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

4.7 Extension Approaches for 21st Century for KVK Scientists

Krishi Vigyan Kendras (KVKs) were established by Indian Council of Agricultural Research (ICAR) in 630 rural districts with an aim to assess, refine, and demonstrate latest technologies in agriculture and allied enterprises encompassing various agro-ecological situations in the district. To attain the above objective, KVKs conduct on-farm testing, FLDs and skill up gradation through training of farmers, rural youth and extension functionaries. Further, KVKs either use extension methodologies that are in vogue or would attempt to evolve methodologies also of their own according to location specific situation to hasten up the technology adoption by the farmers. Keeping in view the importance of use of extension methodologies in the field by the subject matter specialists of KVKs, it is proposed to organize 10 days training program for the extension scientists of KVKs

Sl.No.	Date	Venue
1	February, 2015	MANAGE
Program Director: Dr. M.A.Kareem		

Objectives

- ❖ To sensitize the participants to the new and emerging approaches to extension management.
- ❖ To orient the participants on organizational arrangements and operationalization of existing systems in the country.
- ❖ To gain the experiences on use of soft skills management in technology transfer activities

Content

- ❖ Decentralized extension system
- ❖ Public Private Partnership
- ❖ E-extension
- ❖ Gender Mainstreaming
- ❖ Group Approach
- ❖ Market Led Extension
- ❖ Project Management
- ❖ Participatory Planning and Management
- ❖ Management Modules.

Participants

- ❖ Program Directors / Subject Matter Specialists of Agriculture and Allied Sectors of KVKs

4.8 Training Program on Gender Mainstreaming in Sericulture

Women workers constitute one third of the world labour force performing nearly two thirds of aggregate working hours but their contributory role in vital productive work-share remains still invisible. It is estimated that India is home of 12.7 crores of working women while 90 per cent of them are working in the unorganized sector. In India, women are also concentrated in agro-based household activities, where they often serve as unpaid family labour and thereby remain imperceptible. Sericulture is one of such activities where most of the works are carried out by women alone, both in terms of operations performed and time invested. Thus in a way, they contribute a significant role in different spectrum of work-activities as well as in decision-making in sericulture sector. They are actively involved in Moriculture, sericulture (silk worm rearing) and silk technologies. Sericulture is an activity which a woman can attend to it after completing their regular household chores. Therefore, it is ideally suited for the women in the rural areas. In view of the importance of the contribution of women farmers to sericulture, it is proposed to organize a training program on "Gender Mainstreaming in Sericulture" with the following objectives.

Sl.No.	Date	Venue
1	October, 2014	MANAGE
Program Director: Dr. K. Uma Rani		

Objectives

- ❖ To sensitize the functionaries working in the sericulture department about the importance of women farmer in sericulture sector
- ❖ To orient the functionaries about the application of participatory approaches for understanding the gender roles in sericulture sector
- ❖ To appreciate the concerns of the women farmers in sericulture with reference to extension support systems – social, technical, credit and marketing related issues and discuss suitable strategies for addressing them.

Content

- ❖ Importance of women in sericulture
- ❖ Concerns of women in sericulture
- ❖ Gender analysis of roles, responsibilities, constraints in sericulture
- ❖ Group Approach for empowerment of women in sericulture
- ❖ Women in sericulture and health issues
- ❖ Value addition in sericulture and market related issues

Participants

- ❖ Middle and Senior Level officials working in Sericulture department in different states.

4.9 Application of ICTs in Fisheries Sector

The use of Information and Communication Technology (ICT) is being emphasized in all the sectors of Agriculture and allied. All the ATMAs are connected and all the blocks are expected to be connect with I.T. infrastructure in coming years. It is now proposed to shift the focus of ICT usage from traditional use office tools such as "report generation" to "Applications based on Information and Communication Technology, particularly web-based and mobile based platforms". These training programs will focus on using Applications of ICTs as regular feature of Information delivery mechanism for fisheries sector to strengthen the Fisheries Extension Services.

Sl.No.	Date	Venue
1	February, 2015	MANAGE
Program Director: Shri. G. Bhaskar		

Objectives

- ❖ To sensitize the State and District Level Fisheries Officers about the increasing role of ICT in improving Fisheries Knowledge sharing and dissemination at District, Block and village level;
- ❖ To upgrade the Skills and knowledge of Officers and other middle level functionaries of Fisheries departments to make best use of ICT connectivity established at District level, to access Fisheries Knowledge from various sources;
- ❖ To update the knowledge of officials in using various applications based on ICTs and mobile platforms for accessing Fisheries Extension Services.
- ❖ To share the lessons learnt from other National e-Governance experiences, particularly Common Service Centers (CSCs), in terms of "Business Model and Services Offered for Fisheries Extension Services".

Content

- ❖ Sharing of Case-studies by Faculty and other invited experts and sharing the technological options and their impact in different geographies;
- ❖ Sharing of Case-studies/ Experiences of the states in establishing ICT connectivity.
- ❖ Orientation towards ICT applications, expert systems, mobile-based application for fisheries sector.
- ❖ Orientation on content issues, content design and development using software tools and techniques.
- ❖ Use of Kisan Call Centers to support Fisheries sector.
- ❖ Sharing the lessons learnt from other national experiences of "National e-Governance experiences, particularly Common Service Centers (CSCs), in terms of "Business Model and Services Offered for Fisheries Extension Services".

Participants

- ❖ The participants will include Middle level functionaries of Fisheries departments, line sector officials working in ATMA, KVKS and Agricultural Training Institutes in the State.

4. 11 Extension Approaches for Enhancing Water Use Efficiency in Agriculture

Water resource is the most vulnerable resource in changing climatic conditions. In India 50% of precipitation is received in 15 days and 90% of river flows in 4 months of a year. 16.9 % of world's population is sustained on 4% of global water resources. 70% of surface water resources and ground water reserves are contaminated. Ground water levels declining at the rate of 10 cm per year. 26 % of waste water treated & 38.2 bln litres of sewerage generated every day. Irrigation efficiency is barely 35 % and water productivity of food-grains is as low as 0.48 kg/m³ of consumptive use. Only 16% of farmers are aware of irrigation efficiency technologies. 50% of water lost is due to leakage and system inefficiencies. India faces significant water challenge. 80-84% of water is consumed for agriculture and productivity is lowest in major crops. Wasteful utilization of water resources diminish crop productivity. The real problem is wastage of water and lack of demand management but not shortage.

Water Use Efficiency (WUE) is a measure of output, obtained from a given unit of input. Efficient water utilization reflects – how efficiently water is stored, distributed and used for crop production. Principle factors influencing WUE are design of the irrigation system, degree of land preparation and Skill & care from the irrigator. Dissemination of new technology for sensible use of water is the need of the hour. As such orientation training on "Extension Approaches for Enhancing WUE" is designed for the extension functionaries of agriculture and allied departments.

Sl.No.	Date	Venue
1	February, 2015	Chhattisgarh
2	February, 2015	MANAGE
Program Director: Dr. M.A.Kareem		

Objectives

- ❖ To orient the participants on new technologies for sensible use of water
- ❖ To sensitize the participants to the extension approaches useful for disseminating technologies on WUE
- ❖ To gain the experiences on use of soft skills management in technology transfer activities.

Content

- ❖ Extension approaches like decentralized extension system (ATMA- model),
- ❖ Group Approach, Participatory approach, gender mainstreaming, use of ICT and management modules for soft skills.

Participants

- ❖ Extension functionaries of Agriculture and allied departments, scientists from Universities and KVKS.

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

5.1-6 Advanced Training Programs on Agricultural Knowledge Management

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

Sl.No.	Dates	Venue	Program Director
1	June, 2014	Jammu&Kashmir	Dr. V. P. Sharma
2	July 21 - 25, 2014	SAMETI, Kashmir	Shri. G. Bhaskar
3	October, 2014	Kerala/Lakshadweep	Dr. V. P. Sharma
4	October 6 - 10, 2014	SAMETI, Gujarat	Shri. G. Bhaskar
5	November, 2014	Tamil Nadu	Dr. V. P. Sharma
6	December, 2014	Andaman	Dr. V. P. Sharma

Objectives

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

Contents

- ❖ Sharing of Case-studies by Faculty and other invited experts and sharing the technological options and their impact in different geographies;
- ❖ Orientation on content issues, content design and development using software tools and techniques.
- ❖ Use of Remote Sensing, GIS and Expert Systems in Agriculture
- ❖ Marketing Information Systems to support Agricultural Marketing Extension Systems.
- ❖ Use of Kisan Call Centers and Mass Media support to Agricultural Extension.
- ❖ Sharing the lessons learnt from other national experiences of "Information Kiosks/ CSCs", in terms of "Business Model and Services Offered";
- ❖ Role of Public Private Partnership to promote ICT enabled Information Systems for farmers – Case studies will be discussed.
- ❖ Lab sessions on Content Management System (CMS) tools and various agricultural knowledge management portals.
- ❖ Organizing field visit to a successful ICT case in the vicinity, so as to explain the need and utility of ICT connectivity for demonstration of agricultural extension services

Participants

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

5.7-14 Training-cum-Workshop on Applications of ICTs in Modified Extension Reforms Scheme

The use of Information and Communication Technology (ICT) is being emphasized in Modified Extension Reforms scheme. All the ATMAs are connected and all the blocks are expected to be connected with I.T. infrastructure in coming years. It is now proposed to shift the focus of ICT usage from traditional minimum officer use such as "report generation" using office tools to "Applications based on Information and Communication Technology, particularly web-based and mobile based platforms". These training programs will focus on using Applications of ICTs as regular feature of Information delivery mechanism at ATMA and below to strengthen the traditional Agricultural Extension Services.

Sl.No.	Dates	Venue	Program Director
1	April, 2014	Uttarakhand	Dr. V. P. Sharma
2	May, 2014	Jammu	Dr. V. P. Sharma
3	June 23 - 27, 2014	SAMETI, Orissa	Shri. G. Bhaskar
4	June, 2014	Maharashtra	Dr. V. P. Sharma
5	June, 2014	Himachal Pradesh	Shri. K.V.Rao
6	August 04 - 08, 2014	SAMETI, Tripura	Shri. G. Bhaskar
7	October, 2014	Maharashtra	Shri. K.V.Rao
8	November, 2014	Rajasthan	Shri. K.V.Rao

Objectives

- ❖ To sensitise the State and District Level Extension Officers about the increasing role of ICT in improving Agricultural Knowledge sharing and dissemination at District, Block and village level;
- ❖ To upgrade the Skills and knowledge of Agriculture Officers/ other middle level functionaries of Agriculture and line departments to make best use of ICT connectivity established at ATMA/ District level, to access Agricultural Knowledge from various sources;
- ❖ To update the knowledge of officials in using various applications based on ICTs and mobile platforms for accessing Agricultural Extension Services.
- ❖ To share the lessons learnt from other National e-Governance experiences, particularly Common Service Centers (CSCs), in terms of "Business Model and Services Offered for Agricultural Extension Services".

Content

- ❖ Sharing of Case-studies by Faculty and other invited experts and sharing the technological options and their impact in different geographies;
- ❖ Sharing of Case-studies/ Experiences of the NATP states in establishing ICT connectivity: infrastructure and capacity building at ATMA and FIACs levels
- ❖ Organizing field visit to a successful ICT case in the vicinity, so as to explain the need and utility of ICT connectivity for success of extension reforms;
- ❖ Orientation on content issues, content design and development using software tools and techniques.
- ❖ Use of Kisan Call Centers and Mass Media support to Agricultural Extension.
- ❖ Sharing the lessons learnt from other national experiences of "National e-Governance experiences, particularly Common Service Centers (CSCs), in terms of "Business Model and Services Offered for Agricultural Extension Services".

Participants

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

5.15-16 Writing for Print Media and Electronic Media

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

Sl.No.	Dates	Venue
1	June, 2014	MANAGE
2	August, 2014	Punjab
Program Director: Dr. Lakshmi Murthy		

Objectives

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

Content

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

Methodology

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

Participants

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

5.17 Writeshop for Success Stories

Documentation of best practices and success of various interventions can help identify effective strategies, along with gaps and challenges and give recommendations for future action. It can serve as a model for organizations and serve as a learning tool for others. Writeshops, which are intensive participatory workshops to write information materials, can be especially useful here. They bring together a range of relevant stakeholders to produce a publication in a short time. The aim is to develop the materials, revise and put them into final form as quickly as possible.

Sl.No.	Date	Venue
1	July, 2014	Assam
Program Director: Dr. Lakshmi Murthy		

Objectives

- ❖ To orient to the writing process, improve capacity to document success stories
- ❖ To orient to tools and techniques, process of conceptualizing a story, writing and editing.
- ❖ To provide mutual support, improve and work further on success stories.

Content

- ❖ Types of Documentation-Formats, Tools and Techniques, Design and Quality Parameters
- ❖ What is a Success Story – Characteristics and components of a success story
- ❖ Documentation process-identifying and conceptualizing a story from a project success, Methods of information gathering- techniques and tools
- ❖ Writing process and Editing
- ❖ Sharing success stories through different platforms

Participants

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

5.18-19 Social Media for Effective Sharing of Agricultural Knowledge

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

SI.No.	Dates	Venue	Program Director
1	August, 2014	Tamilnadu	Dr. Attaluri Srinivasacharyulu
2	January, 2015	MANAGE	Dr. Lakshmi Murthy

Objectives

- ❖ To orient to use and application of web 2.0 and social media tools in agriculture
- ❖ To impart skills in using Social Media for effective sharing of agricultural information and knowledge
- ❖ To strengthen agricultural knowledge systems by using Social Media tools and applications.

Content

- ❖ Social Media tools and technologies
- ❖ Use and application of Social Media for effective sharing of agricultural information and knowledge
- ❖ Selective access to information and knowledge
- ❖ Collaborative tools for publishing agricultural research and extension literature

Participants

- ❖ This program is designed for Information Managers, Scientists and Extension Officials involved in communication of agricultural research and extension related information.

5.20-23 Trends in Agricultural Marketing Information Systems

Agricultural trade all over the world is undergoing a rapid change due to fast changing agricultural scenarios and interconnecting policies related to pricing, marketing and trading of agricultural commodities. Many agencies which operate across the value-chain generate information at every stage of their operations and depend on each other's information systems for better decision-making. Agricultural Marketing Information Systems that enable better informed marketing functions at every stage are gaining importance. Agricultural market information enables farmers, processors, consumers, policymakers, researchers and other interested actors involved in the agricultural value chains to make well-informed decisions on how to add value. The trend in agricultural marketing information systems include market information services, automation of market transactions, front-end and back-end market linkages, market intelligence, and commodity exchange operations, e-commerce besides market information services to farmers directly. It is necessary that agricultural administrators, scientists and extension workers are fully aware of these trends and upgrade their skills to access and use such market information systems for informed decision-making and to advise the farming community.

Sl.No.	Dates	Venue	Program Director
1	September, 2014	MANAGE	Dr. Attaluri Srinivasacharyulu
2	December, 2014	MANAGE	Dr. Lakshmi Murthy
3	January, 2015	Odisha	Dr. Attaluri Srinivasacharyulu
4	January, 2015	Karnataka	Dr. Lakshmi Murthy

Objectives

- ❖ To sensitize the participants to the critical need for Internet based agricultural marketing information
- ❖ To orient on ICT-based agricultural marketing systems and their role in linking farmers to markets
- ❖ To upgrade their skills and knowledge to access and use agricultural marketing information available on the Internet.

Content

- ❖ Information and knowledge flows across value chains in agriculture
- ❖ Background on Agricultural Marketing Reforms in India, different types of agricultural prices and agricultural marketing system in India
- ❖ Role of ICTs in agricultural marketing system - ICT-enabled agricultural marketing systems and platforms (AGMARKNET, initiatives by State Agricultural Marketing Boards and other such platforms)
- ❖ Different types of ICT-based agricultural marketing systems (on-line, spot markets, commodity exchanges, on-line auction systems, e-commerce etc.)
- ❖ Innovative market information dissemination systems – mobile phones, radio, TV, etc.
- ❖ Interpretation and use of agricultural market information
- ❖ Decision Making, Marketing research, Price Discovery, Market intelligence, Forecasting and Futures Market

Participants

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

5.24-25 Workshop on Process Documentation for Agriculture and Rural Development

A range of development projects and schemes has been the channel for routing development initiatives across the country. The knowledge and experience gained by development professionals in various projects is valuable and has a significant impact on designing future programs and policies. However, a concerted effort is needed to document the whole process of development systematically, for the lessons to be integrated into the next phase of development. Documentation is a crucial part of any project, not just about implementation of the project but also of practices and learning gathered. This program focuses on building the skills of personnel of Development Projects in Process Documentation.

Sl.No.	Dates	Venue	Program Director
1	September, 2014	MANAGE	Dr. Lakshmi Murthy
2	November, 2014	Jammu	Dr. Attaluri Srinivasacharyulu

Objectives

- ❖ To appraise the participants of the value of documentation and to enhance its usability in the implementation of programs and projects
- ❖ To orient the participants to the concept of Process Documentation
- ❖ To provide an understanding of the methodologies and steps involved in Process Documentation
- ❖ To upgrade skills in Process Documentation

Content

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

Participants

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

5.26-27 Workshop on Community Radio for Agricultural Development

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

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

Sl.No.	Dates	Venue	Program Director
1	December, 2014	Maharashtra	Dr. Attaluri Srinivasacharyulu
2	February, 2015	Haryana	Dr. Lakshmi Murthy

Objectives

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

Content

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

Participants

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

5.28-30 Training Program on Application of Remote Sensing and Geographic Information Systems (GIS) in Agricultural Development

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

Sl.No.	Dates	Venue
1	August 18 – 22, 2014	MANAGE
2	November 10 - 14, 2014	MANAGE
3	December, 2014	Nagpur, Maharashtra
Program Director: Shri. G. Bhaskar		

Objectives

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

Content

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

Participants

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

5.31-32 Training Program on Project Planning and Management using MS Project

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

Sl.No.	Dates	Venue
1	September 15 - 19, 2014	MANAGE
2	January 19 - 23, 2015	MANAGE
Program Director: Shri. G. Bhaskar		

Objectives

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

Contents

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

Participants

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

5.33-35 Training-cum-Workshop on Improving e-Governance in Agriculture

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

Sl.No.	Dates	Venue
1	July, 2014	SHIATS, Uttar Pradesh
2	August, 2014	SAMETI, Tamilnadu
3	September, 2014	SAMETI, Kerala
Program Director: Shri. K.V. Rao		

Objectives

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

Content

- ❖ Sharing of Case-studies by Faculty and other invited experts and sharing the technological options and their impact in different geographies;
- ❖ Orientation of e-Governance issues in specific to agriculture and allied fields with case examples
- ❖ Organizing field visit to a successful ICT case in the vicinity, so as to explain the need and utility of ICT connectivity for success of extension reforms;
- ❖ Use of Kisan Call Centers and Mass Media support to Agricultural Extension.
- ❖ Sharing the lessons learnt from other national experiences of "Information Kiosks/ shops", in terms of "Business Model and Services Offered";
- ❖ Use of Remote Sensing, GIS and Expert Systems in Agriculture
- ❖ Role of Public Private Partnership to promote ICT enabled Information Systems for farmers – Case studies will be discussed.
- ❖ Orientation on content issues, content design and development using software tools and techniques.

Participants

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

5.36-37 Training-cum-Workshop on Agriculture Knowledge Management, ICTs & Knowledge Portals

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

Sl.No.	Dates	Venue
1	December, 2014	SAMETI, Karnataka
2	January, 2015	SAMETI, West Bengal
Program Director: Shri. K.V. Rao		

Objectives

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

Content

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

- ❖ Marketing Information Systems to support Agricultural Marketing Extension Systems.
- ❖ Web-enabled applications - various initiatives in states.
- ❖ Use of Kisan Call Centers and Mass Media support to Agricultural Extension.
- ❖ Sharing the lessons learnt from other national experiences of "Information Kiosks/ shops", in terms of "Business Model and Services Offered".
- ❖ Role of Public Private Partnership to promote ICT enabled Information Systems for farmers – Case studies will be discussed.
- ❖ Attitude and Change Management towards ICT implementation to promote, and support ICT relation Projects.

Participants

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

5.38-45 Training – cum – Review Workshops for “Kisan Call Centres experts – Level I and Level II”

Kisan Call Centres (KCC) were operationalized in January 2004 to provide on-line advise on telephone to the farmers on subjects related to Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries etc. Farmer's calls are picked up by KCC executives (Agricultural Graduates) at level-I and answered in the local language of the farmer. In case the KCC executives are not able to answer the call, the call is escalated to a subject matter specialist/ scientist in the ICAR, State Agricultural University/ college, or the concerned department at level II. In case some calls are not answered, then these calls are escalated to level-III- an institute/ agency identified by Department of Agriculture and Cooperation (DAC), Govt. of India. The level III institutes ensure to answer farmers call at the earliest, within 72 hours. The level-III institutes also organize training programs for level-I and level-II experts of the KCC of the concerned state, on regular basis. MANAGE has been identified as the level III institute for Andhra Pradesh. MANAGE organizes monthly training cum review workshops for KCC experts in Andhra Pradesh. Eight such workshops are proposed to be organized during 2014-15.

Sl.No.	Dates	Venue
1	June, 2014	MANAGE
2	July, 2014	MANAGE
3	August, 2014	MANAGE
4	September, 2014	MANAGE
5	November, 2014	MANAGE
6	December, 2014	MANAGE
7	January, 2015	MANAGE
8	February, 2015	MANAGE
Program Coordinator: Dr. V. P. Sharma		

Objectives

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

Content

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

Participants

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

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

6.1-3 Training cum Workshop on Agri-Entrepreneurship Development

Central Sector scheme of Agri-Clinics and Agri-Business Centres is being implemented since 2002 through 103 recognized Nodal Training Institutions across the country. Nodal Training institutions are providing training and handholding support to eligible Agriculture Professionals. Updating the training institutions about recent developments in Agripreneurship development, Innovations, learning from experiences and working out further strategies are required for effective implementation of the scheme.

Sl.No.	Dates	Venue
1	July 7 - 8, 2014	ICM / NIRD / NIPCCD, Guwahati
2	September 16 - 17, 2014	MANAGE
3	October 15 - 16, 2014	Amritsar, Punjab
Program Directors: Dr. P. Chandra Shekara & Consultant		

Objectives

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

Content

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

Participants

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

6.4-23 Refresher Training Programs for Established Agripreneurs on Business Expansion Capabilities under Agri-Clinics and Agri-Business Centres Scheme

Since the inception in the year 2002, under Agri-Clinics and Agri-Business Centres Scheme more than 31000 candidates have been trained of which more than 11600 have established successful agri-ventures. However, the No. of ventures established with financial support from Banks is only around 12%. Reasons for such dismal assistance of bank credit to agri business activities under ACABC was pondered over and one important feedback from high officials from banking sector indicated that the proposals received from trained and established agripreneurs lacked in quality. Often, the bankers observed that there is dearth of basic technical and financial details in the proposals received. Therefore, the need was felt for the capacity building of established agripreneurs aspiring for bank loans for diversification / expansion of their business activities, in the areas of technical and financial appraisal of their projects. Thus, the Refresher Training Programs with focus on preparation of detailed quality project reports for submission to banks are necessary.

Sl.No.	Dates	Venue	Program Director
1	May 5 - 7, 2014	SAMETI, Tamil Nadu	Dr. P. Chandra Shekara & Consultants of CAD
2	May 13 - 15, 2014	JARDS, Murdabad	Dr. P. Chandra Shekara & Consultants of CAD
3	June 9 - 11, 2014	SAMETI, Uttarkhand	Dr. P. Chandra Shekara & Consultants of CAD
4	June 10 - 12, 2014	CARDS, Muzaffarnagar	Dr. P. Chandra Shekara & Consultants of CAD
5	June 17 - 19, 2014	KVAAF, Sangli, Maharashtra	Dr. P. Chandra Shekara & Consultants of CAD
6	July 7 - 9, 2014	SAMETI, Pondicherry	Dr. P. Chandra Shekara & Consultants of CAD
7	July 8 - 10, 2014	SAMETI, Jammu & Kashmir	Dr. P. Chandra Shekara & Consultants of CAD
8	July 15 - 17, 2014	SMGGS, Lucknow, U.P	Dr. P. Chandra Shekara & Consultants of CAD
9	August 5 - 7, 2014	MANAGE	Dr. P. Chandra Shekara & Consultants of CAD
10	August 11 - 13, 2014	SAMETI, Tamil Nadu	Dr. P. Chandra Shekara & Consultants of CAD
11	August 12 - 14, 2014	BAMETI, Bihar	Dr. P. Chandra Shekara & Consultants of CAD
12	August 19 - 21, 2014	SIAET, Bhopal, M.P	Dr. P. Chandra Shekara & Consultants of CAD
13	September 9 – 11, 2014	SAMETI, Gujarat	Dr. P. Chandra Shekara & Consultants of CAD
14	September 16 - 18, 2014	IGKVV, Raipur, Chattisgarh	Dr. P. Chandra Shekara & Consultants of CAD
15	September 23 – 25, 2014	SAMETI, Kerala	Dr. P. Chandra Shekara & Consultants of CAD

Sl.No.	Dates	Venue	Program Director
16	September 24 - 26, 2014	KAU / SAMETI, Trivendrum	Dr. P. Chandra Shekara & Consultants of CAD
17	October 28 - 30, 2014	IIE, Guwahati	Dr. P. Chandra Shekara & Consultants of CAD
18	November 18 - 20, 2014	ICM, Imphal	Dr. P. Chandra Shekara & Consultants of CAD
19	November 18 - 20, 2014	JARDS, Muradabad	Dr. P. Chandra Shekara & Consultants of CAD
20	December 16 - 18, 2014	SPM, Solapur	Dr. P. Chandra Shekara & Consultants of CAD

Venue: NTIs, SAMETIs, SAUs, ICAR Organizations, MANAGE and Other Training Institutions

Objectives

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

Content

- ❖ Revised Guidelines of ACABC
- ❖ Business Networking Skills
- ❖ Learning's from Successful agri-ventures
- ❖ Emerging areas in Agricultural Extension
- ❖ Skills in preparation of DPRs for upscaling business

Participants

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

6.24-26 Public-Private Partnership in Agricultural Extension Reforms

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

Sl.No.	Dates	Venue
1	July 21 - 25, 2014	MANAGE
2	September 22 - 26, 2014	MANAGE
3	January 19 - 23, 2015	MANAGE
Program Director: Dr. P. Kanaka Durga		

Objectives

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

Content

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

Participants

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

6.27-28 Knowledge Management for Agri-Entrepreneurship Development

The increasing market orientation in agriculture is also making agriculture increasingly information and knowledge intensive. Hence, today's agricultural innovations and entrepreneurial activities greatly depend on Knowledge Management across the agricultural research – education – extension - market system. Agri-Entrepreneurs who have established a variety of agri-ventures under the Agri-Clinics and Agri-Business Centres (ACABC) Scheme are providing different services to the farming community and generate and share a wealth of knowledge which is important for all stakeholders in agricultural development. It is necessary to improve capacity of stakeholders for effective sharing of experiences on Agri-Entrepreneurship Development and effective implementation of agricultural innovation and agri-entrepreneurship development programs.

Sl.No.	Dates	Venue
1	October 13 - 17, 2014	Varanasi / Jaipur
2	February 9 - 13, 2015	Bangalore, Karnataka
Program Director: Dr. Attaluri Srinivasacharyulu		

Objectives

- ❖ To orient on Knowledge Management and its relevance for Agri-Entrepreneurship Development
- ❖ To introduce Knowledge Management Platforms for effective sharing of experiences on Agri-Entrepreneurship Development and effective implementation of Agri-Entrepreneurship Development Programs.
- ❖ To share best practices and success stories of Agri-Entrepreneurs effectively through Knowledge Management tools and techniques

Content

- ❖ Knowledge Management - Concept and Models for enhancing innovation
- ❖ Information and knowledge flows in agricultural research-extension-market-farmer system
- ❖ Tools, Techniques and Platforms promoting Agri-Entrepreneurship Development
- ❖ Stakeholders' participation in Knowledge Management and Networking
- ❖ Linking with markets and key value chain players
- ❖ Best practices in knowledge Management

Participants

- ❖ Agriculture and line Department Officials

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

7.1-3 Food and Nutrition of the Rural Households - Role of Women

"Food and Nutrition Security is achieved, if adequate food (quantity, quality, safety, socio-cultural acceptability) is available and accessible for and satisfactorily utilized by all individuals at all times to live a healthy and happy life."

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

Sl.No.	Dates	Venue
1	September, 2014	SAMETI, Jharkhand
2	October 13 - 17, 2014	MANAGE
3	November 17 - 21, 2014	MANAGE
Program Director: Dr.K.Uma Rani		

Objectives

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

Content

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

Participants

- ❖ Senior and Middle Level extension functionaries from the state departments of agriculture and allied sectors, functionaries from the women and child welfare department, KVK scientists, NGOs etc.,

7.4 ToT on Gender Budgeting – Gender Mainstreaming

Mainstreaming Gender Concerns in Agriculture is one of the important agendas under the “State Extension Reforms” which is being implemented by all the states. To address the Gender issues, MANAGE has developed training modules on Gender Budgeting and Mainstreaming. Keeping in view the importance of the subject in agriculture and allied sectors, a Training of Trainers on Gender Budgeting and mainstreaming for the faculty members of State Level Agricultural Training Institutions (SAMETI’s) and the Regional / District Level Training Institutions is proposed. After the training the faculty will be in a position to organize workshops/ trainings on the subject in their respective training institutions.

Sl.No.	Date	Venue
1	September 8 - 12, 2014	MANAGE
Program Director: Dr. K. Uma Rani		

Objectives

- ❖ To understand the link between Gender Budgeting and grassroots agricultural planning
- ❖ To familiarize the trainers with the Gender Budgeting – Gender Mainstreaming Module
- ❖ To acquaint the trainers with participatory training methods and training management skills

Content

- ❖ Importance of Gender Budgeting and Gender Mainstreaming
- ❖ Tools and methodology to undertake gender analysis
- ❖ Gender Budgeting and Mainstreaming – understanding the public expenditure categories
- ❖ Training management skills - training need analysis, designing the training / curriculum development, training methods etc., with special focus on participatory and interactive training methods
- ❖ Practice session on Gender modules and feedback

Participants

- ❖ Faculty of State Level Agricultural Training Institutions (SAMETI’s) and the Regional/District Level Training Institutions of different states, Teachers/ Trainers of Universities and KVKs, Officers from State Departments of Agriculture & Allied Sectors etc.

7.5 – 8 Gender Budgeting for Mainstreaming Women in Agriculture

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

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

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

Sl.No.	Date	Venue
1	July, 2014	SAMETI , Assam
2	August 4 - 8, 2014	MANAGE
3	October, 2014	SAMETI, Nagaland
4	December, 2014	Jammu / Srinagar
Program Director: Dr. K. Uma Rani		

Objectives

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

Content

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

Participants

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

7.9 – 10 Climate Change and Agriculture

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

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

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

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

Sl.No.	Dates	Venue
1	October 13 - 17, 2014	MANAGE, Hyderabad
2	January 5 - 8, 2015	VANAMATI, Maharashtra
Program Director: Dr. N. Balasubramani		

Objectives

- ❖ To sensitise the participants on the impact of climate change on agriculture
- ❖ To expose the participants about mitigation and adaptation options
- ❖ To make the participants understand and evolve an effective planning and management systems for adaptation and mitigation of climate change

Content

- ❖ Climate change: Meaning and importance in agriculture
- ❖ Impact of climate change at global and local level
- ❖ Concept of vulnerability and adaptation
- ❖ key mitigation and adaptation options including climate re-silient agricultural practices and cropping patterns
- ❖ Good management practices
- ❖ Contingency planning and management systems for adaptation to climate change
- ❖ Community based natural resource management
- ❖ Coping strategies of farming communities towards climate change: Cases
- ❖ Carbon markets and clean development mechanism
- ❖ Policies and Programs for adaptation and mitigation of climate change

Training Methods

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

Participants

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

7.11 – 12 Training Program on Urban Agriculture

The rate of Urbanization is alarming and the implication of urbanization is multidimensional in terms of demand for large scale employment, income generation, food and nutritional security among the urban dwellers, safe disposal of urban wastes apart from environmental impact in the urban areas. On the contrary, urban centers have a tremendous potential to address the above issues and act as a centers for sponsoring growth.

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

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

Sl.No.	Dates	Venue
1	September 22 - 25, 2014	SAMETI, HP
2	December 8 - 12, 2014	MANAGE, Hyderabad
Program Director: Dr. N. Balasubramani		

Objectives

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

Content

- ❖ Concept, Types and Dimensions of Urban agriculture
- ❖ Potential benefits, risks and opportunities
- ❖ Stakeholders in Urban agriculture
- ❖ Experiences in Local, Regional and International development trends of Urban agriculture
- ❖ Edible Greening
- ❖ Tools and approaches to analyze and support Urban agriculture
- ❖ Planning and Organizational Systems for Managing Urban Agriculture
- ❖ Public policies and programs in promoting Urban agriculture
- ❖ Future Direction

Methodology

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

Participants

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

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

8.1 – 3 Development and Sustainability of Farmer Producer Organizations

Alternative innovative institutions are called upon to meet emerging challenges of enhancing income and reducing rural poverty. Initially cooperatives served the rural sector very well particularly in dairy sector and credit. Its services degraded subsequently due to several reasons. In order to improve upon the existing institutions, Part IX A of the Companies Act (1956) was amended in 2002 to establish Primary Producer Companies (PPC)/ Farmer Producer Organizations (FPOs). This was primarily done for retaining the desirable basic structure of cooperatives while at the same time enabling the primary producers to have the flexibility, freedom and efficiency of a private limited company. Since the amendment made in 2002 about 150 producer companies have been established in different parts of the country covering a host of commodities ranging from agriculture and plantation crops to milk, poultry, meat, eggs and handicrafts. However, the spread and growth of primary producer companies has happened at a limited pace. This may be due to the fact that farmers are to be motivated, empowered, educated and capacitated to set up "Farmer Owned Companies" under the legal provisions and law of the land. Civil society organizations, NGOs, corporates, government bodies, financial institutions, and development agencies working for the cause of small and marginal farmers can help in setting up the farmer companies. Farmers require support due to the fact that they are primarily producers and not professionals in the field of organizational set up and company matters.

The SFAC has identified private sector and state level partners in each target state through a process of empanelment based on open bidding to promote new FPO's and strengthen the existing ones. To increase the pace of its growth, it is important to create awareness and build the capacity of officers of Agriculture and allied departments to develop new FPOs.

Sl.No.	Dates	Venue	Program Director
1	July, 2014	Madhya Pradesh	Dr. K.C. Gummagolmath
2	September, 2014	MPKV, Rahuri	Dr. P. Kanaka Durga
3	January, 2015	MANAGE	Dr. K.C. Gummagolmath

Objectives

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

Content

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

Participants

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

8.4 – 7 Monitoring and Evaluation of Participatory Development Projects

Participation is increasingly being recognized as being integral to the M&E process, since it offers new ways of assessing and learning from change that are more inclusive, and more responsive to the needs and aspirations of those most directly affected. Participatory Monitoring and Evaluation geared towards not only measuring the effectiveness of a project, but also towards building ownership and empowering beneficiaries; building accountability and transparency; and taking corrective actions to improve performance and outcomes. Therefore, there is a need to sensitize senior and middle level developmental functionaries on the concepts and methods of promoting people's participation in M & E issues.

Sl.No.	Dates	Venue	Program Director
1	December, 2014	SAMETI, Raipur	Dr. P. Kanaka Durga
2	February, 2015	MANAGE	Dr. K.C. Gummagolmath
3	February, 2015	Rajasthan	Dr. K.C. Gummagolmath
4	February, 2015	Coimbatore	Dr. P. Kanaka Durga

Objectives

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

Content

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

Participants

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

8.8 - 12 Network for Revitalization of Rainfed Agriculture

The 12th Five Year Plan working group on Natural Resource Management (NRM) and Rainfed Farming recommended for a special focus on evolving a policy and program framework for revitalizing rainfed agriculture (RRA) by integrating NRM, Production systems and livelihoods as the core strategy of rainfed areas development. Given the inherent diversity of natural resources in rainfed areas, the health and dynamism of the natural resource base (land, water and biomass) are direct determinants of the productivity and incomes from economic activities using these resources. With this background the training programs on RRA may be taken up in collaboration with the national RRA Network partners.

Sl.No.	Dates	Venue
1	June 2 - 6, 2014	MANAGE
2	June 23 - 27, 2014	MANAGE
3	September, 2014	Jharkahand
4	October, 2014	Gujarat
5	November 10 - 14, 2014	MANAGE
Program Director: Dr. B. Renuka Rani		

Objectives

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

1. Overall evolution, strategy, approach and expectations of the RRA Program
2. Critical convergent interventions to be made under major themes in the Comprehensive Pilots (CP)
 - ❖ To evolve institutional arrangements for convergence at Block level
 - ❖ To evolve convergent strategic plan and annual action plan at Block level under the identified CP

Content

- ❖ The emerging paradigm for Revitalizing Rainfed Agriculture (RRA)
- ❖ Critical themes under RRA
- ❖ Soil holds the key
- ❖ Water for security' of rainfed agriculture
- ❖ Seed management
- ❖ Cropping systems
- ❖ Rainfed Livestock and Fisheries systems
- ❖ Strengthening institutional capacities and decentralized planning
- ❖ Opportunities for reforms in functioning of ATMA. (with specific reference to revitalization of rainfed agriculture).
- ❖ RRA and its Capacity Building requirements
- ❖ Syntheses of learning into convergent Strategic block Action Plans etc.

Methodology

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

Participants

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

8.13 Formation and Management of Producers' Groups (PGs) and Federations

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

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

Sl.No.	Date	Venue
1	July 7 - 11, 2014	MANAGE
Program Director: Dr. B.Renuka Rani		

Objectives

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

The specific objectives are

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

Content

- ❖ Orientation on Extension Reforms
- ❖ Concept of Producers Groups, Evolution of FOs
- ❖ Factors that nurture and that hinder PGs
- ❖ Steps in formation and management of groups.
- ❖ Case Studies

Formation and Management of Federations

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

Sustainability of Groups and federations

- ❖ Process monitoring of groups and federations
- ❖ Capacity building
- ❖ Sustainability of PGs and federations
- ❖ Developing linkage with agriculture and allied sector development

Methodology

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

Participants

- ❖ Senior and Middle level extension functionaries from ATMA and Department of Agriculture and Allied Sectors, Scientists of KVKs and Research Institutions of Agriculture and Allied Sectors and NGOs

8.14 – 15 Training Program on Planning and management of Integrated Watershed Management projects (IWMP)

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

Sl.No.	Dates	Venue
1	October, 2014	IMAGE, Bhubaneswar
2	November 10 - 14, 2014	MANAGE
Program Director: Dr. K. Sai Maheswari		

Objectives

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

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

Content

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

Training Methods

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

Participants

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

8.16 Training –cum-Workshop on 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 have however shown that Post project sustainability continues to be a challenge. This is happening in spite of adopting participatory-friendly-guidelines since about one and half decades. Low level of sustainability appears to be largely due to un-sustainability of Community based Organizations (CBOs) developed under the program, 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 program if participatory processes are adopted in a proper manner. As per the New Common guidelines there is a major focus on 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 program.

Sl.No.	Date	Venue
1	January 19 - 23, 2015	MANAGE
Program Director: Dr. K.Sai Maheswari		

Objectives

The overall objective of the program is to familiarize the participants on sustainability and Withdrawal Strategy of watershed projects.

- ❖ To expose them to the strategies and processes for sustainability of community based organizations and developed natural resources in watershed projects.
- ❖ To familiarize the participants with the programs and activities for post project sustainability with special reference to development of agriculture and livelihoods under watershed program.
- ❖ To understand the parameters for assessing the status of sustainability of watershed projects.
- ❖ To help them to understand the convergence plan and linkages with other departments under Watershed Projects.

Content

Session 1: Present Status of Sustainability of Watershed Projects

- ❖ An overview on present status of sustainability of watersheds

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

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

Session 3: Sustainable management of developed Natural Resources

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

Session 4: Sustainable development of Agriculture and livelihoods under watersheds

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

Session 5: Monitoring of Sustainability of various interventions under watersheds

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

Training Methods

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

Participants

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

8.17 Orientation Training Program on WTO and its Implications on Indian Agriculture

The reforms in the multilateral trading order brought about in the wake of GATT negotiations and setting up of WTO, the Indian agriculture has entered in to the phase of globalization and diversification. Under the auspices of the WTO, many trade-related agreements were signed by the member countries (WTO 1995), and, an Agreement on Agriculture (AoA) was reached to reform and dismantle trade barriers in the agricultural sector. The freeing of trade in agriculture under the AoA is likely to bring about significant increases in trade in agriculture and give unprecedented opportunities to the developing countries like India to benefit from increased agricultural exports. However, the implications of AOA for the Indian farmers, has been a subject matter of heated debates, frayed tempers, extreme views and eventually more confusion.

In view of the mixed and varying performance of different crops in India, it is important that managers, field personnel, and trainers working in Departments of Agriculture Rural Development should have a proper perspective on the existing and emerging contours of WTO and their implications for Indian agriculture and trade negotiations. A training program on 'WTO – Agriculture' is undertaken with a view to orient the participants on the recent growth performance of Indian agriculture and some of the agricultural support policies that have a major impact on agriculture and implications and impact of WTO negotiations in agriculture and the Indian stand on some of these issues under negotiation.

Sl.No.	Date	Venue
1	October, 2014	SIAET, Bhopal
Program Director: Dr. P. Kanaka Durga		

Objectives

- ❖ To enable the participants to keep abreast of the recent initiatives of World Trade Agreement (WTA)
- ❖ To expose them to coping strategies for improved agriculture in the post WTO regime
- ❖ To equip the participants with skills of managing quality standards and regulations.

Content

- ❖ WTO and its overview
- ❖ Agreement on Agriculture
- ❖ Trade related Intellectual Property Rights
- ❖ Quality standards and control measures – Sanitary and Phyto- sanitary measures and technical barriers to trade etc.
- ❖ Anti Dumping Measures
- ❖ Non Agriculture Market Access
- ❖ Export potential of important agricultural commodities
- ❖ Developments in Indian Agriculture in the Post WTO era
- ❖ Impact of WTO on Indian Agriculture
- ❖ Case studies on WTO in the Indian Context

Participants

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

II. National Workshops

1. National Conference on Extension Reforms

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

Sl.No.	Date	Venue
1	February, 2015	MANAGE
Program Director: Dr.P. Chandra Shekara		

Objectives

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

Content

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

Participants

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

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

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

Sl.No.	Date	Venue
1	September, 2014	MANAGE
Workshop Directors: Dr.Vikram Singh, Dr.K.Anand Reddy & Dr.G.Jaya		

Objectives

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

Participants

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

Outcome

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

3. National Workshop on Incorporating Marketing Component in SREP

Production and Marketing aspects of agricultural produce are intertwined with each other. Market - driven production rather than production – propelled marketing is the order of the day. Under the present dispensation, the agriculture and allied departments dealing with production enhancement are totally disassociated from the marketing setup. This has led to conspicuous absence of integration in planning and implementation of different schemes at district level. The need of the hour is to bring the convergence amongst the agriculture and allied departments in marketing of agricultural produce. This calls for convergence of the schemes and the resources therein to explore the synergies for the benefits of the farmers. Efforts have been made to realize this objective through the ATMA platform at the district level. SREP as a perspective plan included the Research and Extension strategies required for enhancing the production and productivity of agriculture and allied commodities based on the identified gaps. However, the marketing component did not get due importance in the SREP, partly because the marketing agencies are not a part of the mainstream administration through the normal state budgetary allocation and the monitoring thereof and these agencies are governed under a separate Act altogether with a network of autonomous APMCs. It is against this backdrop, there is a need to incorporate the marketing component in the SREPs by bringing the production and marketing agencies on a single platform. To begin with an Action Research will be carried out to develop the requisite methodology to bridge the missing link between production and marketing wings of the agricultural sector for developing an integrated plan for the district. The learning from the research will be shared with the functionaries of the agriculture and allied departments including marketing department and SAMETIs (from States/UTs). Based on the feedback of the participants, the formats, methodology and approach for incorporating the marketing component in the SREPs will be fine-tuned to be replicated across the country.

Sl.No.	Dates	Venue
1	December, 2014	MANAGE
Workshop Directors: Dr. B.K.Paty , Dr. M. A. Kareem & Dr. K.C. Gummagolmath		

Objectives

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

Delegates

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

4. Consultative Workshop on Fisheries Development

Fisheries sector contributes to the national income, exports, food and nutritional security and employment generation. It is a principal source of livelihood for a large section of economically underprivileged population of the country, especially in the coastal areas. With rise in the growth of other sectors of the economy the share of agriculture and allied activities in the GDP is constantly declining, and there is noteworthy diversification towards high value produce including that in fisheries. The fishery sector constitutes about 4.4% of the global fish production and contributes to 1.1% of the GDP and 4.7 % of the agricultural GDP. The total fish production is of 6.57 million metric tons.

In fact, the fisheries sector is booming and contributing substantially for the agricultural GDP. Fishery development is a process, encompassing benefits for both the producers and consumers based on a sustainable systems of exploitation and utilisation of fisheries resources. Fishery management is a complex process, which combines aspects of fishery biology, fishery economics, fishing gear technology, related laws and their enforcement. All of this has to be balanced against the social needs of fishermen, who often have little alternative employment opportunities. This calls for a need based administrative and legal framework.

Sl.No.	Date	Venue
1	February, 2015	MANAGE
Workshop Director : Dr. M.A. Kareem		

A workshop will be conducted to address different issues relating to the sector such as

1. Declining fish stock and its implications
2. Conflict between various users of fishery resources (Resource management)
3. Post harvest losses
4. Fishery trade and quality control
5. Problem of low productivity
6. Poor access to market and market information
7. Poor infrastructure
8. High level of hazards
(microbiological contamination from chlorinated water or insects)
9. Legal issues enforcement systems
10. Poor institutional development
11. Lack of adequate finance support
12. ICT in fishery sector.

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

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

Sl.No.	Dates	Venue
1	February, 2015	MANAGE
Workshop Directors : Dr. V.P. Sharma and TNAU Faculty		

Objectives

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

Participants

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

6. Workshop on Role of Youth Clubs in Agricultural Development

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

Sl.No.	Date	Venue
1	August 6 - 7, 2014	MANAGE
Workshop Directors : Dr. P. Chandra Shekara & Dr. P. Kanaka Durga		

Objectives

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

Content

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

Participants

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

7. National Workshop on Urban Agriculture and Edible Greening

Urban agriculture is a dynamic concept that comprises a variety of farming systems, ranging from subsistence production and processing at household level to fully commercialized agriculture. It exists within heterogeneous resource situations. Urban agriculture thus takes different forms in different cities; it may be in the backyards or open spots in the city, on rooftops and balconies, on land areas located along the road, railways, etc. Similarly, there are various stakeholders' involved namely individual producers, entrepreneurs, Community-Based Organizations (CBOs), Non-Governmental Organizations (NGOs), National or local governments and Research institutes in development and promotion of Urban Agriculture. This concept helps to solve the innumerable and persistent problems of urban areas such as urban poverty, food insecurity, increasing problem with the disposal of urban waste and waste water, growing ecological food print of the city and the lack of green spaces in the urban environment.

In addition, Edible Greening should be given emphasis in Urban Agriculture to serve the purpose of greening the area while producing the food products instead of greening for aesthetics of environmental consideration so as to ensure sustainable food and nutritional security. In view of the importance and relevance of Urban Agriculture and Edible Greening in achieving Food and Nutritional Security in urban and peri-urban areas MANAGE proposes to organize a two day National Level Workshop on the subject.

Sl.No.	Date	Venue
1	June 25 - 26, 2014	MANAGE
Workshop Directors : Dr.K.Uma Rani and Dr. N. Balasubramani		

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

Objectives

- ❖ To discuss and deliberate on the concept and various models of Urban Agriculture and Edible Greening
- ❖ To collect and develop a repository of information about Urban Agriculture and Edible Greening to serve as a ready reckoner for prospective practitioners
- ❖ To develop a roadmap for promoting Urban Agriculture and Edible Greening

Contents

- ❖ Need for promotion of Urban Agriculture and Edible Greening
- ❖ Sharing of experiences by the practitioners on various models / designs of Urban Agriculture and Edible Greening
- ❖ Role of different stakeholders (Officials of Town planning, Municipal Corporations, Horticulture, Scientists, Extensionists, NGOs, Agri-preneurs, Communities and Individuals in promoting Urban Agriculture and Edible Greening.
- ❖ Schemes and policies related to Urban Agriculture and Edible Greening

Delegates

- ❖ Individual practitioners, Officials of Town planning, Municipal Corporations and Horticulture Scientists, Extensionists, NGOs, Agri-preneurs and Communities.

8. National Workshop on 'Network for Revitalization of Rainfed Agriculture'

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

The 12th Five Year Plan working group on Natural Resource Management (NRM) and Rainfed Farming recommended for a special focus on evolving a policy and program framework for Revitalizing Rainfed Agriculture (RRA) by integrating NRM, Production systems and livelihoods as the core strategy of Rainfed areas development. Given the inherent diversity of natural resources in Rainfed areas, the health and dynamism of the natural resource base (land, water and biomass) are direct determinants of the productivity and incomes from economic activities using these resources. With this facets lot of work had been done on this areas in our country. Given the magnitude a National Workshop on RRA has been proposed with an objective of to consolidated present learning's' in collaboration with the national RRA Network partners.

Sl.No.	Date	Venue
1	February, 2015	MANAGE
Workshop Directors : Dr. B. Renuka Rani & Dr.V.P.Sharma		

Objectives

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

Participants

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

9. National Workshop for Strengthening of Kisan Call Centers

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

Sl.No.	Date	Venue
1	August, 2014	MANAGE
Workshop Director : Dr. V.P.Sharma		

Objectives

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

Content

- ❖ Governance issues in KCC
- ❖ Technical and management issues related to KCC
- ❖ Best practices of KCC through experience sharing
- ❖ Innovations in reaching farmers through KCC, KKMS and other initiatives

Participants

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

10. National Convention on Agri-Clinics and Agri-Business Centres (AC&ABC)

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

Sl.No.	Date	Venue
1	October 9 - 10, 2014	MANAGE
Workshop Director: Dr. P. Chandra Shekara		

Objectives

- ❖ To bring all the stakeholders on a single platform to deliberate on critical issues influencing effective implementation of AC&ABC Scheme.
- ❖ To identify the critical issues, to brainstorm and evolve workable solutions to incorporate in the guidelines.
- ❖ To recognize outstanding stakeholders who contributed for the success of the program.

Content

Deliberations on following critical issues based on field experiences.

- ❖ Publicity
- ❖ Selection of Nodal Training Institutes
- ❖ Selection of Candidates
- ❖ Training efficiency
- ❖ Handholding approaches
- ❖ Refresher Programs
- ❖ Involvement of Banks, NABARD, Agri Business Companies and State Governments
- ❖ Proposed revisions in the existing guidelines
- ❖ Recognition to outstanding stakeholders

Participants

- ❖ DAC Officials, State Govt. Officials, Banks, NABARD, Agri-Business Companies, NTIs and Agripreneurs.

11. Review workshop on PGDAEM

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

Sl.No.	Date	Venue
1	September, 2014	MANAGE
Workshop Director : Dr. K. Uma Rani		

Objectives

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

Participants

- ❖ SAMETI Directors, PGDAEM Coordinators and concerned Accounts Officers

12. National Consultation on Up-scaling DAESI Program

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

There is a large network of Agri input dealers in the country who act as an important source of farm information to the farming community. Majority of these Input dealers in our country do not have any formal agricultural education. If they are transformed as a Para - extension professionals by providing required technical knowledge related to agriculture, they are expected to bring a paradigm shift in agriculture development through quality extension services. In this context, MANAGE has designed a one year diploma course which imparts formal agriculture education to the input dealers i.e., Diploma in Agricultural Extension Services for Input Dealers (DAESI) and launched in the year 2003. The programs have been successfully conducted in Andhra Pradesh and few programs in Maharashtra and Tamil Nadu states. Recently the program has been expanded to other states such as Orissa, Jharkhand, West Bengal and Gujarat and awarded DAESI to 2807 input dealers till date. Realizing the importance of DAESI Program for the input dealers, it is felt necessary to up-scale this program across the country to cover large no. of input dealers.

In this context, it is proposed to organize a National Consultation by involving all the stakeholders such as SAMETIs, EEIs, State Department of Agriculture, Agribusiness companies, NGOs and facilitators to sensitize about DAESI and up-scale further.

SI.No.	Date	Venue
1	August 12 - 13, 2014	MANAGE
Workshop Directors : Dr. N. Balasubramani & Dr.B.K.Paty		

Objectives

- ❖ To sensitize the delegates on the concept of DAESI and its importance in extension system
- ❖ To discuss on various models and their operationalisation
- ❖ To develop road map to take forward DAESI Program across the country

Methodology

- ❖ Experience sharing by Faculty, Facilitators and Institutions
- ❖ Brainstorming,
- ❖ Group Discussions

Participants

- ❖ Delegates from SAMETIs, EEIs, State Department of Agriculture, Agribusiness companies, NGOs and facilitators.

III. Research Projects

Sl.No.	Title
1	Preparation of Extension Manual for Extension Functionaries
2	Design and Development of e-TNA for Extension Functionaries of Agriculture and Allied Departments (Center II & V)
3	Role of Agricultural Marketing in Adopting Modern Instruments of Agricultural Marketing - A comparative study
4	Analysis of Extension Approaches in Allied sectors
5	Agripreneurship development among rural youth in consortium mode
6	A study on the Strategies Adopted by Women Groups for Marketing their Farm Produce / Products
7	Design and Development of Concurrent Monitoring and Learning (M & L System) for Integrated Watershed Management Program (IWMP)

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