

Academic Calendar 2015 – 2016



National Institute of Agricultural Extension Management (MANAGE)

(An Organization of Ministry of Agriculture, Govt. of India)

Rajendranagar, Hyderabad – 500 030, Telangana State

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Academic Calendar 2015 – 16

About the Institute

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

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

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

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

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

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

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

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

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

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

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

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Introduction to Academic Programs

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

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

A total of 177 Training Programs and 10 Workshops are proposed under the above Centers for the Academic year 2015-16. Some of the key features of the Academic Calendar include:

1. All the On-Campus Programs will be of 6 days. The first 4 days will be devoted to Core theme-specific Extension Inputs with adequate blending of Technology wherever required and half-day Gender module, and 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 proposed training programs of MANAGE will also meet the special needs of North-eastern States, Hilly States and other less developed states. About 50% of the MANAGE off campus training programs will be conducted in these states. Each MANAGE centre has proposed a research project and a National-level workshop on a key theme relevant to the Center.

The Academic Calendar for 2015-16 has been planned keeping in view the priorities based on the training and research needs of the extension personnel particularly covering Extension Management, Human Resource Management, Agri-Entrepreneurship, Natural Resource Management, Mass Media, ICT, Gender issues, Needs of Allied Sectors and so on. One International Training Program, which shares our experiences in extension management with developing countries in Africa, with the support of USAID, also forms a part of our Training Calendar 2015-16.

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1. Centre for Agricultural Extension Policy, Reforms and Processes

1.1 Induction-cum-Refresher Program for the officers of Department of Agriculture & Cooperation

Department of Agriculture and Cooperation (DAC), Ministry of Agriculture, Government of India has been implementing several Agricultural Development Programs directly and through states. Besides, DAC plays important role in policy formulation and funding of Agricultural Development Programs. DAC officials are involved in program formulation, implementation, monitoring and evaluation of such programs directly. Effective program delivery is strengthened by understanding and refreshing of fundamental and basic concepts in Agriculture. In order to facilitate the same, it is proposed to organize induction cum refresher program for DAC officials.

SI.No.	Dates	Venue
1	April, 2015	MANAGE
Program Directors: Dr. P. Chandra Shekara & Dr. N. Balasubramani		

Objectives

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

Content

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

Training Methodology

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

Participants

- ❖ The participants of the program would include DAC officials of the rank i.e., Director and below

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

During the State visit of U.S. President 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. The proposed program is expected to cover Africa and Asian Countries in upscaling mode.

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 three such programs in the past.

Sl.No.	Dates	Venue
1	16 June – 15 August, 2015 (60 Days)	MANAGE
Program Directors: Dr.P. Chandra Shekara, Dr. V.P. Sharma and Dr. Attaluri Srinivasacharyulu		

Objectives

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

Content

The course will cover:

- a. **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.
- b. **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.
- c. **Decentralized extension delivery system:** Indian experiences on operationalization of ATMA model of extension, organizational arrangements, integrated delivery of services, focus on process issues and participatory planning and implementation of programs.
- d. **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.
- e. **Public-private partnership:** Promotion of public private partnership models and methodologies to support the developmental initiatives of the major extension system at district level. Focus on setting up of institutional mechanism to involve private sector personnel like NGOs, private organizations, agri-clinics and farm consultants to support extension services.
- f. **Promotion of farmers groups and organizations:** To facilitate farmer's access to new technologies, markets and get the benefit of scale of operation, promotion of farmers interest groups, commodity interest groups, women interest groups and farmers organizations or federations as a strategy needs to be promoted.

- g. **Focus on farm business management:** Farm business management is emerging as a major approach to be followed by the extension personnel for improving the profitability of small, marginal and other categories of farmers.
- h. **Market led extension:** Due to the changing pattern of demands emerging from the various markets, it is necessary to dovetail the focus of extension for meeting the emerging market needs and guiding farmers to operate a demand driven production system.
- i. **Farming system approach:** Since most of the farmers in the developing countries practice integrated farming involving field crops, horticultural crops, animal husbandry, sericulture and fisheries depending on the potential available, a need to focus on farming systems approach for technology transfer is to be addressed.
- j. **Participatory planning and management:** Extension basically addresses the needs of the farmers groups. As such, the planning and management of the development 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.
- k. **Managerial issues in extension:** Capacity of the extension personnel has to be built up to address various managerial issues such as team work, conflict resolution, role clarity, inter-personal skills, aim setting, strategy development, action planning, communication etc.
- l. **Farmer to farmer extension:** The concept aims at involving progressive farmers as change agents to disseminate the technologies. Various approaches such as Farmer Field Schools, Farm Schools, Farm Leaders etc., found to be cost and time effective in extension delivery mechanism.
- m. **Gender Mainstreaming in Extension:** Participation of women in agriculture is a natural process in developing countries. However, focus on gender specific development initiatives need to be consciously introduced for mainstreaming gender in extension.
- n. **Promotion of Agri-Enterprises:** Agri Enterprises ensure inputs, infrastructure facilities and other services required for the farmers. Agri Enterprises use the local resources and create self-employment opportunities for the rural youth and farmwomen. Such enterprises need to be promoted through extension activities.
- o. **Information and communication technology:** Integration of ICT tools and techniques such as telephones, Internet, info kiosks, touch screen technology, kisan call centre, tele conferencing, and video conferencing.
- p. **Climate change and Agriculture:** The impacts of climate change on agriculture will vary over time and across locations, depending on different agro-eco systems, farming systems and production conditions. Likewise, strategies and measures for coping and those impacts will need to be adjusted to the variable circumstances of farmers in diverse agro-ecological situations.
- q. **Field study visits to study 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 first-hand experience of operationalizing the decentralized systems. Similarly visits will be organized to Krishi Vigyan Kendra's to understand their organization structure and functions.
- r. **Action planning for back at work situation:** Considering the orientation and experiences provided, the participants are expected to develop an action plan for work

operationalizing the relevant concepts in their own country in the back at situation. This would help to transfer the learnings for application in different countries.

Training 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 apart from their own past experiences. Apart from this, lectures, group discussions, case studies, and field visits are a part of the training activity. Each participant will have the opportunity to present the existing system of extension and their experiences in their own country.

Participants

The participants in the program will include extension functionaries / officials managing the extension systems in government, private or NGO sector from identified countries of Africa and Asia. They should be able to speak and comprehend the English language. They may represent various sectoral organizations like Agriculture, Horticulture, Animal Husbandry, Dairy, Sericulture, Fisheries and Marketing.

Duration and Dates:

The duration of the training program will be 60 days - from 16th June to 15th August, 2015.

Venue:

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

Fees:

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

Travel:

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

Nominations:

The concerned organizations may send in their nominations in the prescribed format on or before 15th May, 2015 to the Course Director, Dr. P. Chandra Shekara, Email: chandra@manage.gov.in MANAGE, India.

1.3-5 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 training programs, 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.	Dates	Venue
1	Dates to be decided (10 Days)	MANAGE
2	Dates to be decided (10 Days)	MANAGE
3	Dates to be decided (10 Days)	MANAGE

Program Directors: Dr. P. Chandra Shekara and Dr. Attaluri Srinivasacharyulu

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

Content

- ❖ 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.

1.6-7 Trainers Training Program on Re- Visiting of SREP

MANAGE as the apex institute has facilitated the implementation of the Extension Reforms scheme since its inception by initiating various capacity building programs for the state officials of Agriculture and other line departments including State Agricultural Universities (SAUs) in developing Strategic Research Extension Plans (SREPs), State Extension Work Plans (SEWP) and operationalization of SREPs and ATMA. In view of revision of the scheme with appointments of additional manpower with revised cafeteria of activities and further the perspective plans developed are 5-10 years old which needs to be revisited to update the changes occurred with respect to farming systems and production practices of crops/ commodities it is felt necessary to re-visit SREPs in the districts. MANAGE has decided to take up capacity building of agriculture and allied departments officials along with the newly recruited dedicated manpower at district and block level in revisiting the Strategic Research Extension Plans (SREPs). Accordingly the following programs are planned during 2015-16.

Sl.No.	Dates	Venue
1	April 2015 (5 days)	SAMETI, Tamil Nadu
2	April 2015 (5 days)	SAMETI, Manipur
Program Director: Dr.M.A.Kareem		

Objectives

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

Content

- ❖ Concepts of Agro-ecological Situation (AES)
- ❖ Concept of Farming Systems Approach (FSA)
- ❖ Concept of Farming Situation Based Extension
- ❖ Orientation on developing Marketing Strategies
- ❖ IPM and INM
- ❖ Seed replacement strategies for the district
- ❖ Updating secondary data of the district
- ❖ Participatory tools used for primary data collection
- ❖ Understanding the formats to be used for primary and secondary data collection

- ❖ Analysis of the data
- ❖ Consolidation of the data and documentation of SREP

Participants

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

1.8 Planning and Management for Sustainable Agricultural Livelihoods

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

Sl.No.	Dates	Venue
1.	October 5 – 10, 2015	MANAGE
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.

1.9 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 even 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 functionaries in farm journalism skills for effective delivery at field level.

Sl.No.	Dates	Venue
1	June 2 – 5, 2015	IMAGE, Bhubaneswar, Orissa
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

Content

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

Participants

The participants in the 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.

1.10-11 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.

SI.No.	Dates	Venue
1.	May 19 – 22, 2015	EEl, Anand, Gujarat
2.	January 4 – 9, 2016	MANAGE
Program Director: Dr.P.L.Manohari		

Objectives

- ❖ To orient the participants on the concept and importance of “Farmer to Farmer Extension”
- ❖ To understand different patterns 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.

1.12-13 Innovative Extension Approaches

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 aspects in view, the present training program is proposed with the following objectives.

Sl.No.	Dates	Venue
1.	June 23 – 26, 2015	SAMETI, Raipur, Chattisgarh
2.	August 17 – 22, 2015	MANAGE
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.

SI.No.	Dates	Venue
1	May 11 – 13, 2015	Coimbatore
2	July 20 – 22, 2015	EEl, Nilokheri
3	September 7 – 12, 2015	MANAGE
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, EElIs, 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	June 15 – 20,2015	MANAGE
2	August 18 – 20,2015	Guwahati
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 Trainers

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 trainers is designed keeping in view the changing demands of training and learning for the developmental functionaries engaged in Agriculture and Allied Sectors.

Sl.No.	Dates	Venue
1	November 16 – 21,2015	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

Training Methodology

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

Participants

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

2.7-8 WTO and its Implications on Indian Agriculture

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

Sl.No.	Dates	Venue
1	May 11 – 16, 2015	MANAGE
2	July 20 – 22, 2015	Raipur
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.

2.9 Management Games for Trainers

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

Sl.No.	Dates	Venue
1	August 17 – 21, 2015	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 EEs, SAMETI's, and other training institutions in Agriculture and Allied Sectors.

2.10-12 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 are required to possess subject matter knowledge as well as 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, three 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.

SI.No.	Dates	Venue
1	June 22 – 27, 2015	MANAGE
2	August 17 – 22, 2015	MANAGE
3	October 5 – 8, 2015	Guwahati
Program Director: Dr. G. Jaya		

Objectives

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

Content

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

Training 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.

2.13-15 Managerial Skills for Convergence in Agricultural Extension

Substantial public investments are being made in agriculture and allied sectors for strengthening the livelihood base of the farmers through various initiatives like NHM, NFSM, RKVY etc. However, the farming community is unable to take full benefit of these 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. 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	September 7 – 12, 2015	MANAGE
2	November, 2015	SAMETI, Kerala
3	January, 2016	Maharashtra
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

Content

- ❖ 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

2.16-17 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, two programs are proposed during the calendar year with the following objectives.

Sl.No.	Dates	Venue
1	July 20 – 24, 2015	MANAGE
2	December 7 – 12 , 2015	MANAGE
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
- ❖ Verbal and nonverbal communication
- ❖ Writing skills
- ❖ Recent advances in Electronic Communication
- ❖ Constructive feedback for improving performance
- ❖ Barriers to communication and ways to overcome them

Training 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.

2.18-19 Training of 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.

SI.No.	Dates	Venue
1	May, 2015	Uttarakhand
2	June, 2015	Uttar Pradesh
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

- ❖ 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
- ❖ 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.

2.20 Training of Trainers on Formation and Management of Producers' Groups (PGs) and Organizations

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.	Dates	Venue
1	July 6 – 11, 2015	MANAGE
Program Director: Dr. B. Renuka Rani		

Objectives

- ❖ 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 get acquainted with the methodology for organizing follow-up training Programs on formation and management of Producers groups and federations

Content

- ❖ Orientation on Extension Reforms
- ❖ Concept of Producers Groups, Evolution of FOs
- ❖ Factors that nurture and that hinder PGs
- ❖ Steps in formation and management of groups.
- ❖ Case Studies
- ❖ Importance of Federations
- ❖ Formation and Management of Federation of PGs at various levels
- ❖ Roles and responsibilities of PGs and federation for agriculture development
- ❖ Case studies on Federations
- ❖ Sustainability of Groups and federations
- ❖ Preparation of annual action plan for Agriculture and Allied sector development through PGs and federations

Training Methodology

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

Participants

Trainers of State and Regional Level Training Institutions, Trainers of NGOs and other organizations at state and regional levels and Personnel coordinating training / capacity Building at State and Regional Levels.

3. Centre 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	May 2015	Mysore, Karnataka	Dr. K. C. Gummagolmath
2	May 18 – 23, 2015	MANAGE	Dr. B. K. Paty
3	June 22 – 27, 2015	MANAGE	Dr. B. K. Paty
4	July, 2015	Uttarakhand	Dr. K. C. Gummagolmath
5	October, 2015	Jaipur, Rajasthan	Dr.K. C. Gummagolmath
6	January, 2016	Andaman & Nicobar	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

Training 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. 7-10 Linking Farmers to Market

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

SI.No.	Dates	Venue	Program Director
1	June, 2015	Sikkim	Dr. B. K. Paty
2	August, 2015	Rajasthan	Dr. B. K. Paty
3	September, 2015	Hubli, Karnataka	Dr. K. C. Gummagolmath
4	December 14 – 19, 2015	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

Training 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.

3.11-12 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
1	Aug 17 – 22, 2015	MANAGE
2	Dec 7 – 12, 2015	MANAGE
Program Director: Dr. N. Balasubramani		

Objectives

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

Content

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

Training 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.

3.13-14 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, coordinate and control the activities, despite all the sectorial 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, analyze 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 present 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	November 16 – 21, 2015	MANAGE
2	January 4 – 9, 2016	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 Appraisal
- ❖ Project Management Tools and Techniques
- ❖ Financial and Economic analysis of Agricultural projects
- ❖ Project Implementation
- ❖ Project Monitoring and Evaluation
- ❖ Documentation and Reporting

Training 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.

3.15-24 Refresher Training Program for 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 sustained food production without affecting the agro-eco system, farmers need to adopt a bio-intensive agricultural practices. It is possible only through updation of better management practices to the farmers on a continuous basis by utilizing various multi-agency extension services including Input dealers who are the prime source of information to the farming community. However, majority of these agri-input dealers are trading fertilizers and pesticides mainly of inorganic nature. Agricultural sector in the present scenario, 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 in collaboration with National Institute of Plant Health Management (NIPHM) for the Input dealers trained under DAESI program to update their technical knowledge with the following specific objectives.

Sl.No.	Dates	Venue
1	April 9 – 10, 2015	NIPHM
2	April 16 – 17, 2015	NIPHM
3	April 23 – 24, 2015	NIPHM
4	April 30 – May 01, 2015	NIPHM
5	May 7 – 8, 2015	NIPHM
6	May 14 – 15, 2015	NIPHM
7	November 19 – 20, 2015	NIPHM
8	November 26 – 27, 2015	NIPHM
9	December 3 – 4, 2015	NIPHM
10	December 20 – 21, 2015	NIPHM
Program Directors: Dr. N. Balasubramani & Shri. P.Venkat Reddy		

Objectives

- ❖ To sensitize the input dealers on the importance Bio-intensive practices for sustainable agriculture.
- ❖ To impart knowledge on integrated soil, nutrient and weed management and
- ❖ To educate the input dealers on Plant health management.

Content

- Field problems faced by the input dealers in the areas of
- ❖ Integrated Nutrient Management
- ❖ Soil Health Management
- ❖ Plant Health Management
- ❖ Integrated Weed Management

Training Methodology

- ❖ Presentation by experts
- ❖ Discussion
- ❖ Field and laboratory visits
- ❖ Practicals

Participants

Input dealers trained under DAESI before three years are eligible to participate in the program.

3. 25-29 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.	June 15 – 20, 2015	MANAGE
2.	July, 2015	VAMINICOM, Pune
3.	August, 2015	Kerala
4.	September, 2015	Karnataka
5.	November 16 – 21, 2015	MANAGE
Program Director: Dr. B. Venkata Rao		

Objectives

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

Content

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

Training Methodology

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

Participants

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

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

4.1 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 loss 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 utilisation 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, skill and 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 with the following objectives.

Sl.No.	Dates	Venue
1	Dates to be decided	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

- ❖ Water Management Techniques in view of climate change
- ❖ Critical issues in water management of field crops
- ❖ Micro irrigation & fertigation techniques
- ❖ Water management for rainfed areas etc.
- ❖ Alternate Extension approaches for promotion of WUE
- ❖ Decentralized Extension System (ATMA- model)
- ❖ Group Approach
- ❖ Private Extension Approaches
- ❖ Participatory approaches
- ❖ Gender mainstreaming
- ❖ Use of ICT and Management modules for soft skills etc.

Participants

Extension functionaries of Agriculture and Allied departments, scientists from Universities and KVKs.

4.2 Extension Management Approaches for Promotion of Sericulture Industry

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

Sl.No.	Dates	Venue
1	Dates to be decided	Off-Campus
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

- ❖ Problems and potentials in Sericulture sector
- ❖ Alternate extension approaches for promotion of Sericulture Industry
- ❖ Extension Strategies for promotion of Sericulture
- ❖ 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

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

4.3 Extension Management Approaches for Promotion of Fisheries

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 during the academic year.

Sl.No.	Dates	Venue
1	Dates to be decided	Off-Campus
Program Director: Dr. M.A. Kareem		

Objectives

- ❖ To sensitize 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
- ❖ Extension Management Issues & Challenges in Fisheries
- ❖ Alternate extension approaches for promotion of Fisheries
- ❖ Extension Strategies for promotion of Fisheries
- ❖ 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

Training Methodology

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

Participants

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

4.4 Workshop cum Training on Enabling extension Functionaries to address Field Level Problems in Animal Husbandry

NDRI has documented training needs of extension functionaries by getting feedback from different training programs, progressive dairy Farmers Meet, various workshops and seminars organized from time to time. A list of 35 field level problems has been documented. These problems are more or less prevalent across the country. In this back drop, MANAGE in collaboration with NDRI, proposes to organize a Workshop cum training program on enabling extension functionaries to address field level problems in Animal Husbandry Sector with the following specific objectives

Sl.No.	Dates	Venue
1	October 24 – 27, 2015	NDRI, Karnal
Program Director: Dr. N. Balasubramani		

Objectives

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

Content

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

Training Methodology

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

Participants

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

4.5-6 Induction program for Newly Recruited Functionaries in Agriculture and Horticulture Departments

The subsistence agriculture is giving way to commercial agriculture to ensure the food security at national level, nutritional security at household level and quality of life at personal level. To keep pace with this change, a trained and competent manpower is required to strengthen the public extension system and realize the intent of the agriculture policy. The best way to happen this, is to train the young and newly recruited professionals of the agriculture and allied departments in the frontier technologies and approaches who are going to serve the agriculture system for a very long time. Keeping this in view, two-weeks Induction training programs are proposed for the new entrants.

Sl.No.	Dates	Venue
1	April, 2015	MANAGE and NIPHM
2	May, 2015	MANAGE and NIPHM
Program Directors : Dr. M.A.Kareem & Dr. Vikram Singh, MANAGE and Faculty, NIPHM		

Objectives

To sensitize the newly inducted officers about

- ❖ National Agricultural Policy
- ❖ Extension Management Approaches
- ❖ Managerial Skills for effective performance in the field
- ❖ Issues, Challenges and Strategies for effective Marketing and Supply Chain Management
- ❖ Agro Eco-system Analysis(AESA) based Plant Health Management for sustainable agriculture
- ❖ Ecological Engineering and Pest Management
- ❖ Plant Bio Security Issues

Content

The program will be dealt in three modules

I. Agricultural Extension Module

- ❖ Agriculture Policy
- ❖ Flagship Programs and Schemes of GoI
- ❖ Alternate Extension Approaches - FS, FSA,FSBE,SREP etc.,
- ❖ Climate Change
- ❖ Gender Mainstreaming
- ❖ Agri Entrepreneurship Development
- ❖ Work Ethics

II. Agriculture Marketing Module

- ❖ Issues, Challenges and Strategies for Effective Marketing, Grading and Standardization
- ❖ Marketing Systems
- ❖ Linking Farmers to market
- ❖ Market Intelligence
- ❖ Supply Chain Management

III. Plant Health Management Module

- ❖ AESA based Plant Health Management
- ❖ Ecological Engineering
- ❖ On Farm Soil Testing
- ❖ Living Soil Concept
- ❖ Bio priming for PHM
- ❖ On Farm Production of Trichoderma, Pseudomonas, Entomopathogenic Fungi, Biocontrol agents, Mycorrhiza, Mass rearing of host insect Corcyra, Trichogamma Chrysoperla, Integrated Pest Management, Safe and judicial use of Pesticides, Selection of Plant Protection Equipments etc.,

Training Methodology

- ❖ Lecture
- ❖ Group Work
- ❖ Site, Lab and Field Visit
- ❖ Video Films and demonstrations

Participants

Newly Recruited Officers of State Agriculture and Horticulture Departments

4.7 Induction Program for Newly Recruited Functionaries in Animal Husbandry Departments

Animal Husbandry sector is recognized as growth engine in adding value to livelihoods at the micro level and building economy at macro level. Animal Husbandry sector provides secondary source of income and employment for the millions of rural families and considered to be very important in sustaining rural economy. The 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 vibrant and dynamic extension functionaries in the system. Realizing the importance of capacity building, an induction-training program on Extension Management approaches for Livestock Development is proposed to be organized for the newly recruited extension functionaries (VAS) of Animal Husbandry sector with the following objectives.

Sl.No.	Dates	Venue
1	May, 2015	MANAGE
Program Directors: Dr. M.A. Kareem & Dr. Vikram Singh		

Objectives

- ❖ To orient the extension functionaries on the current scenario of livestock sector
- ❖ To familiarize the participants with various extension management approaches
- ❖ To develop managerial skills for effective performance in the field
- ❖ To understand the Issues, Challenges and Strategies for effective Marketing and Supply Chain Management

Content

- ❖ Alternate extension approaches for promotion of livestock development
- ❖ Problems and potentials in livestock sector
- ❖ Flagship Programs and Schemes of GoI
- ❖ Work Ethics
- ❖ Issues, Challenges and strategies for effective 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

Training Methodology

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

Participants

Newly recruited Veterinary Assistant Surgeons of Animal Husbandry department

4.8-10 Farm Business Management for Animal Husbandry / Horticulture Sector

The changing economic scenario and the emerging market opportunities due to liberalization and export orientation have placed greater challenges on the technology dissemination systems in the Agriculture and Allied sectors. It is expected that future growth in agriculture is likely to be generated through improvement in productivity of diversified farming systems with regional specialization, sustainable management of natural resources, linkages of production system with marketing, agro-processing and other value added activities at the farm level. In view of this, the nature and scope of the agricultural extension 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	September 7 – 12, 2015	MANAGE
2	November, 2015	Karnataka
3	December 7 – 12, 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 farming situation
- ❖ Farm Business Analysis
- ❖ Exploration on farm business opportunities
- ❖ Understanding market demands and requirements
- ❖ Developing a Farm Business Management Strategy
- ❖ Resource allocation and farm budgeting
- ❖ Implementation of plan
- ❖ Skills by Farm Business Management personnel

Participants

Extension functionaries of Animal Husbandry & Horticulture departments, Faculty from Veterinary and Horticulture Universities and Scientists from KVKs etc.

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

5.1-4 Advanced Course in Agricultural Knowledge Management

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

Sl.No.	Dates	Venue	Program Director
1	August 24 – 29, 2015	MANAGE	Shri. G. Bhaskar
2	November 16 – 21, 2015	MANAGE	Shri. G. Bhaskar
3	December 14 – 19, 2015	MANAGE	Dr. V. P. Sharma
4	March 1 – 3, 2016	BHU, Varanasi	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 participants to make best use of ICT connectivity established at ATMA/ District level, to access Agricultural Knowledge from various sources
- ❖ To empower officials associated with such functions to develop and maintain their web-sites using state-of-the-art tools
- ❖ To update the knowledge of officials in accessing various Agricultural Knowledge Management portals
- ❖ To share the lessons learnt from other national experiences of “Common Service Centers (CSCs)”, in terms of “Business Model and Services Offered”
- ❖ To orient towards the content development tool / Content Management Systems available in open source environment

Content

- ❖ Sharing of Case-studies by Faculty and other invited experts and sharing the technological options and their impact in different geographies
- ❖ Orientation on content issues, content design and development using software tools and techniques
- ❖ Use of Remote Sensing, GIS and Expert Systems in Agriculture
- ❖ Marketing Information Systems to support Agricultural Marketing Extension Systems
- ❖ Use of Kisan Call Centers and Mass Media support to Agricultural Extension
- ❖ Sharing the lessons learnt from other national experiences of “Information Kiosks/ CSCs”, in terms of “Business Model and Services Offered”
- ❖ Role of Public Private Partnership to promote ICT enabled Information Systems for farmers – Case studies
- ❖ 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, 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 States.

5.5-6 Trainers' Training Program on ICTs in Agriculture

ICTs are being used extensively in all aspects of Agricultural Education, Research and Extension. The advance tools like EMS, mKisan and Farmers Portal are also being very effectively used in Agricultural and Allied sectors. It is a new trend in extension that EMS/ mKisan / Farmers Portal SW is providing a better management and monitoring of existing systems. 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 such as EMS/ mKisan and Farmers Portal SW can achieve set objectives specific to Agriculture domain.

SI.No.	Dates	Venue
1	June 1 – 12, 2015	MANAGE
2	January 11 – 22, 2016	MANAGE
Program Director: Dr. V.P.Sharma		

Objectives

- ❖ To appraise participants of the value of EMS and its usability in Extension Management
- ❖ To orient to the usage and steps involved in EMS applications.

Content

- ❖ Knowing the importance of EMS/SW issues
- ❖ Applications of EMS
- ❖ Uses of EMS/SW in Agriculture Extension Management areas
- ❖ Understanding the importance of EMS/SW

Training Methodology

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

Participants

Faculty of SAMETI of states, Extension managers of Agricultural Institutions in the Government.

5.7-11 Application 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	May, 2015	College of Agriculture, Kolhapur, Maharashtra	Dr. KV Rao
2	May, 2015	Andhra Pradesh	Dr. Attaluri Srinivasacharyulu
3	September, 2015	MANAGE	Dr. KV Rao
4	October, 2015	Gujarat	Dr. Attaluri Srinivasacharyulu
5	October, 2015	CSWCRTI, Dehradun	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 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 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 States.

5.12-13 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.

SI.No.	Dates	Venue
1	June, 2015	MANAGE
2	September, 2015	MANAGE
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

Training 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.

5.14-17 Social Media for Effective Sharing of Agricultural Information and 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.

Sl.No.	Dates	Venue	Program Director
1	May, 2015	TNAU, Coimbatore, Tamil Nadu	Dr. Attaluri Srinivasacharyulu
2	August, 2015	MANAGE	Dr. Lakshmi Murthy
3	December, 2015	MANAGE	Dr. Attaluri Srinivasacharyulu
4	March, 2016	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.

5.18-21 Process Documentation for Agricultural Innovations

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.

SI.No.	Dates	Venue	Program Director
1	September, 2015	MANAGE	Dr. Attaluri Srinivasacharyulu
2	January, 2016	VAMNICOM, Pune	Dr. Lakshmi Murthy
3	Feb, 2016	MANAGE	Dr. Lakshmi Murthy
4	March, 2016	MANAGE	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.

5.22-24 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	April, 2015	KVK, Bhabaleswar, Maharashtra	Dr. Attaluri Srinivasacharyulu
2	July, 2015	GBPUAT, Uttarakhand	Dr. Lakshmi Murthy
3	September, 2015	UAS, Dharwad	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.

5.25-26 Application of Remote Sensing and Geographical Information Systems (GIS) in Agricultural Development

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

SI.No.	Dates	Venue
1	May 20 – 25, 2015	MANAGE
2	October 5 – 10, 2015	MANAGE
Program Director: Shri. G. Bhaskar		

Objectives

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

Content

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

Participants

Senior and middle level Officers from the field from Agriculture and Allied departments, ATMA Project officials, KVK scientists, Agricultural Training Institutes in the States.

5.27-28 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	July 20 – 25, 2015	MANAGE
2	January 18 – 23, 2016	MANAGE
Program Director: Shri. G. Bhaskar		

Objectives

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

Content

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

5.29-30**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 ATMA's are connected and all the blocks are expected to be connected 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. These training programs will focus such services rendering in the state and compare with the best in India to understand the focus and try to learn to improve for the benefit of farmers.

Sl.No.	Dates	Venue
1	July, 2015	MANAGE
2	Aug, 2015	SAMETI, HP
Program Director: Dr. K.V. Rao		

Objectives

- ❖ To sensitize the State and District Level Extension Officers about the increasing role of ICT in improving Agricultural Knowledge sharing at District, Block and village level
- ❖ To upgrade the Skills and knowledge of Agriculture Officers/ other middle level functionaries of Agriculture and line departments to make best use of ICT connectivity established at ATMA/ District level, to access Agricultural Knowledge from various sources
- ❖ To 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 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
- ❖ Orientation on content issues, content design and development using software tools and techniques

Participants

Faculty members of Agricultural Extension Training Institutions, 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 States.

5.31-32 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	April, 2015	Darjeeling, West Bengal
2	January, 2016	MANAGE
Program Director: Dr. 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 participants to make best use of ICT connectivity established at ATMA/ District level, to develop, host and access Agricultural Knowledge from various sources
- ❖ To empower 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, 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 States.

5.33-40 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 and Telangana. MANAGE organizes monthly training cum review workshops for KCC experts, eight such workshops are proposed to be organized during 2014-15.

Sl.No.	Dates	Venue
1	May, 2015	MANAGE
2	June, 2015	MANAGE
3	July, 2015	MANAGE
4	August, 2015	MANAGE
5	September, 2015	MANAGE
6	November, 2015	MANAGE
7	January, 2016	MANAGE
8	March, 2016	MANAGE
Program Directors: Dr. V. P. Sharma & Dr. K. V. Rao		

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

- ❖ Vyavsaya 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

5.41 Applications of ICTs under National Mission on Agricultural Extension and Technology (NMAET)

The aim of the National Mission on NMAET is to restructure & strengthen agricultural extension to enable delivery of appropriate technology and improved agronomic practices to the farmers. This is envisaged to be achieved by a judicious mix of extensive physical outreach & interactive methods of information dissemination, use of ICT, popularization of modern and appropriate technologies, capacity building and institution strengthening to promote mechanization, availability of quality seeds, plant protection etc. and encourage the aggregation of farmers into Interest Groups (FIGs) to form Farmer Producer Organizations (FPOs).

Sl.No.	Dates	Venue
1	February 2016	MPKV Rahuri
Program Director: Dr. V.P. Sharma		

Objectives

- ❖ To strengthen the sub-missions on Agricultural Extension, Seed and Planting Material, Agricultural Mechanization and Plant Protection under NMAET using ICTs with linkage across all stake holder
- ❖ To create capacity building of the institutes identified by state governments using various ICTs tools and applications
- ❖ 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 network competent ICT human resources with state level training institutions, to provide expert technical input to these institutions as and when required

Content

- ❖ The ICT enabled services under National eGovernance Project – Agriculture will be discussed to implement all 12 services effectively in the states
- ❖ Demonstration of Farmer portal and mKisan portal for effective use by the officers working at state, district level and, emphasizing the need for content integration with farmer portal
- ❖ Focusing on use of Remote Sensing and GIS technology in Agriculture development
- ❖ 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
- ❖ Web-enabled applications - various initiatives in states
- ❖ Common Service Centers and its effective use in agricultural information dissemination to the farmers
- ❖ Attitude and Change Management towards ICT implementation to promote and support ICT relation Projects

Participants

- ❖ Faculty members of SAMETI
- ❖ Project Directors of ATMA
- ❖ ICT coordinators at district and state level

6. Centre for Agripreneurship, Youth and PPP

6.1-2 Training-cum-Review Workshop on “Agri-Entrepreneurship Development” for Nodal Officers under AC&ABC

Central Sector scheme of Agri-Clinics and Agri-Business Centres is being implemented since 2002 through 107 recognized Nodal Training Institutions [NTIs] across the country. Nodal Training institutions are providing training and handholding support to eligible Agriculture Professionals. Updating the training institutions about recent developments in Agripreneurship development, Innovations, learning from experiences and working out further strategies are required for effective implementation of the scheme.

Sl.No.	Dates	Venue
1	September, 2015 (2 days)	Punjab (for Northern & Western Region)
2	October, 2015 (2 days)	West Bengal (for Eastern, Southern & North Eastern Region)
Program Director: Dr. P. Chandra Shekara		

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 explore the role of Agri Business Companies
- ❖ To prepare back at work plan to work out possible interventions of Centre, State Government and Banks

Content

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

Participants

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

6.3-22 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 42,000 candidates have been trained of which more than 17,000 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 AC&ABC was pondered over and one important feedback from high officials from banking sector indicated that the proposals received from trained and established Agripreneurs lacked in quality. Often, the bankers observed that there is dearth of basic technical and financial details in the proposals received. Therefore, the need was felt for the capacity building of established Agripreneurs aspiring for bank loans for diversification / expansion of their business activities, in the areas of technical and financial appraisal of their projects. Thus, the Refresher Training Programs with focus on preparation of detailed quality project reports for submission to banks are necessary.

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

Sl.No.	Dates	Venue
1	6 – 10 July, 2015	NIPHM
2	26 – 30 October, 2015	NIPHM
3	22 – 26 February, 2016	NIPHM
4	7 – 11 March, 2016	NIPHM
5	July, 2015	NIPHM
6	August, 2015	Punjab
7	August, 2015	Gujarat
8	September, 2015	Maharashtra
9	September, 2015	Maharashtra
10	October, 2015	Madhya Pradesh
11	October, 2015	West Bengal
12	November, 2015	Assam
13	November, 2015	Andhra Pradesh
14	December, 2015	Telangana
15	December, 2015	Tamil Nadu
16	January, 2016	Tamil Nadu
17	January, 2016	Uttar Pradesh
18	February, 2016	Uttar Pradesh
19	February, 2016	Bihar
20	March, 2016	Rajasthan
Program Directors: Dr. P. Chandra Shekara and Consultants		

Objectives

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

Content

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

Participants

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

6.23-24 Public Private Partnership in Agricultural Extension Management

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

Sl.No.	Dates	Venue
1	11 – 16 May, 2015	MANAGE
2	September, 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 work out back at work plan for finalization 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.

6.25-30 Refresher Training Program on “Plant Health Management” for extension functionaries and faculty of Nodal Training Institutions under AC&ABC Scheme in collaboration with NIPHM, Hyderabad (Sponsored by NIPHM)

The Post Graduate Diploma in Agriculture Extension Management (PGDAEM), flagship program of MANAGE equips the extension functionaries with skills in extension management to facilitate transfer of technology to the farmers. There is a strong need for blending technology and extension management to ensure that the benefits of latest Technologies and Governmental Schemes are taken to the farm level effectively. In order to achieve appropriate blending of technology with the extension management skills being imparted in the PGDAEM, MANAGE is collaborating program with NIPHM, which is (a National Institute under DAC) responsible for building capacity in Plant Health Management, Plant Biosecurity & Pesticide Management to promote sustainable agriculture practices.

NIPHM has accepted to build the capacity of participants (permanent Government Employees of Dept. of Agriculture) of PGDAEM program and the Resource Persons of the NTIs under ACABC Scheme at Hyderabad in the areas of AESA based Plant Health Management in conjunction with Ecological Engineering for Pest Management, Promotion of Safe and Judicious use of Pesticides and Plant Biosecurity. The participants will also be exposed to latest concepts of extension management with special emphasis on farm level extension at MANAGE.

Sl.No.	Dates	Venue
1.	September, 2015	As per the Training Calendar of NIPHM
2.	October, 2015	
3.	November, 2015	
4.	December, 2015	
5.	January, 2016	
6.	February, 2016	
Program Directors: Dr. P. Chandra Shekara and Dr. K.Uma Rani		

Objectives

- ❖ To improve the knowledge and skills of Extension Functionaries in promotion of development and utilization of biocontrol agents to reduce the use of chemical pesticides.
- ❖ To train the master trainers in on-farm production of bioagents and microbial biopesticides to promote AESA based plant health management in conjunction with Ecological Engineering for pest management

Content

- ❖ Ecological Engineering for pest management & 3 reductions and 3 gains theory
- ❖ Agro ecosystem analysis based Plant Health Management
- ❖ Field identification and collection of Biocontrol agents: spiders & Reduviid
- ❖ On farm- mass production of *Corcyra cephalonica* & *Trichogramma* spp.
- ❖ Mass production of Entomopathogenic nematodes (EPN)
- ❖ Mass production of VAM & Vermiculture
- ❖ Application techniques of Biocontrol agents & Biopesticides
- ❖ Skills in preparation of Neem formulation
- ❖ Reforms in Extension, Participatory methods
- ❖ Farmers organizations and federations
- ❖ Application of ICT in extension
- ❖ Market led extension, Gender Mainstreaming

Participants

Permanent Government Employees of the Dept. of Agriculture, who have completed / enrolled for PGDAEM of MANAGE and Resource Persons of NTIs under AC&ABC Scheme.

6.31 Orientation Program on Agripreneurship Development among Rural Youths through establishment of Agri-Business Centres on PPP Mode (Sponsored Program)

There is need for promotion of Agripreneurship among Rural Youths so that they stick on to Agriculture and transform Agriculture into Agri-Enterprise. Syngenta Foundation in collaboration with MANAGE, Smart Steps, Pradhan and IDBI Bank proposes to train Rural Youths and establish Agri-ventures in Madhya Pradesh. Syngenta Foundation would identify Rural Youths, MANAGE build their capacity, Smart Steps provides handholding support and IDBI Bank extend financial support where as farmers base of Pradhan will be the platform. This project would provide learnings required to replicate the same efforts at macro-level.

SI.No.	Dates	Venue
1	September 2015 (20 days)	Madhya Pradesh
Program Directors: Dr. P. Chandra Shekara & Consultants, CAD		

6.32-33 Refresher Program on Agripreneurship Development among Rural Youths through establishment of Agri-Business Centres on PPP Mode (Sponsored Programs)

SI.No.	Dates	Venue
1	October, 2015 (5 days)	Madhya Pradesh
2	November, 2015 (5 days)	Madhya Pradesh
Program Directors: Dr. P. Chandra Shekara & Consultants, CAD		

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

7.1-2 Gender Budgeting for Mainstreaming Women in Agriculture

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

It is necessary to recognize that women are equal players in the economy whether they participate directly as workers or indirectly as members of the care economy. To that extent, every policy of the Government fiscal, monetary or trade has 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 training programs on the above subject with the following objectives:

Sl.No.	Dates	Venue
1	September,2015	IMAGE, Orissa
2	October 2015	MANAGE
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.

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

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

Sl.No.	Dates	Venue
1	July 2015	SAMETI, Karnataka
2	November, 2015	MANAGE
Program Director: Dr. K.Uma Rani		

Objectives

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

Content

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

Participants

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

7.5 Management Development Program for Women in Development Sector

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

Sl.No.	Dates	Venue
1	August, 2015	SAMETI, Kerala
Program Director: Dr. K.Uma Rani		

Objectives:

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

Content

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

Participants

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

7.6 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 a training module on Gender Budgeting and Mainstreaming. The module focusses on addressing the Gender Needs through Gender analysis and analyzing the situations from Women’s point of view and allocating the resources for addressing those needs. 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.	Dates	Venue
1	August, 2015	MANAGE
Program Director: Dr. K.Uma Rani		

Objectives

- ❖ To understand the link between Gender Budgeting and grassroot 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 and Allied Sectors etc.

7.7-8 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.	June 1 – 4, 2015	Gujarat
2.	September 7 – 12, 2015	MANAGE
Program Director: Dr. N.Balasubramani		

Objectives

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

Content

- ❖ Climate change: Meaning and importance in agriculture
- ❖ Impact of climate change at global and local level
- ❖ Concept of vulnerability and adaptation
- ❖ key mitigation and adaptation options including climate re-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
- ❖ Bio intensive practices (one day module by NIPHM in on-campus program)
- ❖ Policies and Programs for adaptation and mitigation of climate change

Training Methodology

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

Participants

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

7.9 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 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 a training program on Urban Agriculture with the following objectives

Sl.No.	Dates	Venue
1.	May 18 – 21, 2015	Jammu
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, organization 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
- ❖ Bio intensive practices

Training 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.

7.10-15-Refresher Training Program on “Plant Health Management” for Extension Functionaries and Faculty of Nodal Training Institutions under AC&ABC Scheme in collaboration with NIPHM, Hyderabad (Sponsored by NIPHM)

The Post Graduate Diploma in Agriculture Extension Management (PGDAEM), flagship program of MANAGE equips the extension functionaries with skills in extension management to facilitate transfer of technology to the farmers. There is a strong need for blending technology and extension management to ensure that the benefits of latest Technologies and Governmental Schemes are taken to the farm level effectively. In order to achieve appropriate blending of technology with the extension management skills being imparted in the PGDAEM, MANAGE is collaborating program with NIPHM, which is (a National Institute under DAC) responsible for building capacity in Plant Health Management, Plant Biosecurity & Pesticide Management to promote sustainable agriculture practices.

NIPHM has accepted to build the capacity of participants (permanent Government Employees of Dept. of Agriculture) of PGDAEM program and the Resource Persons of the NTIs under ACABC Scheme, at Hyderabad in the areas of AESA based Plant Health Management in conjunction with Ecological Engineering for Pest Management, Promotion of Safe and Judicious use of Pesticides and Plant Biosecurity. The participants will also be exposed to latest concepts of extension management with special emphasis on farm level extension at MANAGE.

SI.No.	Dates	Venue
1.	April, 2015	As per the Training Calendar of NIPHM
2.	May, 2015	
3.	June, 2015	
4.	July, 2015	
5.	August, 2015	
6.	September, 2015	
Program Directors: Dr. K.Uma Rani and Dr. P. Chandra Shekara		

Objectives

- ❖ To improve the knowledge and skills of Extension Functionaries in promotion of development and utilization of biocontrol agents to reduce the use of chemical pesticides.
- ❖ To train the master trainers in on-farm production of bio-agents and microbial biopesticides to promote AESA based plant health management in conjunction with Ecological Engineering for pest management

Content

- ❖ Ecological Engineering for pest management & 3 reductions and 3 gains theory
- ❖ Agro ecosystem analysis based Plant Health Management
- ❖ Field identification and collection of Biocontrol agents: spiders & Reduviid
- ❖ On farm- mass production of *Corcyra cephalonica* & *Trichogramma* spp.
- ❖ Mass production of Entomopathogenic nematodes (EPN)
- ❖ Mass production of VAM & Vermiculture
- ❖ Application techniques of Biocontrol agents & Biopesticides

- ❖ Skills in preparation of Neem formulation
- ❖ Reforms in Extension, Participatory methods
- ❖ Farmers organizations and federations
- ❖ Application of ICT in extension
- ❖ Market led extension, Gender Mainstreaming

Participants

Permanent Government Employees of the Dept. of Agriculture, who have completed / enrolled for PGDAEM of MANAGE and Resource Persons of NTIs under AC&ABC Scheme.

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

8.1-2 Monitoring and Evaluation of Agriculture Projects

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

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

Sl.No.	Dates	Venue	Program Director
1	October 5 – 10, 2015	MANAGE	Dr.K.C. Gummagolmath
2	December, 2015	SAMETI, Raipur	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.,

8.3-6 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 farmers' companies. Farmers require support due to the fact that they are primarily producers and not professionals in the field of organizational set up and company matters. The SFAC has identified private sector and state level partners in each target state through a process of empanelment based on open bidding to promote new FPO's and strengthen the existing ones. To increase the pace of its growth, it is important to create awareness and build the capacity of officers of Agriculture and Allied departments to develop new FPOs.

SI.No.	Dates	Venue	Program Director
1	June 15 – 20, 2015	MANAGE	Dr. P. Kanaka Durga
2	July 13 – 18, 2015	MANAGE	Dr.K.C. Gummagolmath
3	November 16 – 21, 2015	MANAGE	Dr. P. Kanaka Durga
4	December 7 – 12, 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.,

8.7-11 Training cum workshop on “National Mission on Sustainable Agriculture (NMSA)”

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

Sl.No.	Dates	Venue
1	June 15 – 20, 2015	MANAGE
2	July, 2015	Gujarat
3	August 31 – September 5, 2015	MANAGE
4	October 26 – 31, 2015	MANAGE
5	November 16 – 21, 2015	MANAGE
Program Director: Dr. B. Renuka Rani		

Objectives

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

- ❖ Overall evolution, strategy, approach and expectations of the NMSA Program
- ❖ Critical convergent interventions to be made under major themes Pilot blocks
- ❖ To evolve institutional arrangements for convergence at Block level
- ❖ To evolve convergent strategic plan and annual action plan at Block level

Content

- ❖ The emerging paradigm for Revitalizing Rainfed Agriculture (RRA)
- ❖ Critical Components under NMSA
- ❖ 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).
- ❖ Capacity Building requirements
- ❖ Syntheses of learning into convergent Strategic block Action Plans etc.

Training 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.

8.12 Training cum workshop on Integrated Watershed Management Program

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

Sl.No.	Dates	Venue
1	August, 2015	Jammu & Kashmir
Program Director: Dr. B. Renuka Rani		

Objectives

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

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

Content

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

Training Methodology

- ❖ 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

8.13-15 Revitalization of Rainfed Agriculture (RRA) with special reference to fisheries theme

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

Inland fisheries constitute an integral part of rainfed agriculture because of its vast potential to support smallholders in rainfed areas. India has traditionally had a rich base of inland fishery resources in the form of rivers and canals, reservoirs, tanks and ponds, producing a range of indigenous species. In rainfed areas, developing fisheries alongside agriculture can supplement farmers' incomes, distribute risk and improve nutrition. This approach encourages farmers to restore or create local water bodies that also provide irrigation and scope for horticulture. With this background, the training programs on RRA may be taken up in collaboration with the national RRA Network partners.

SI.No.	Dates	Venue
1	August, 2015	West Bengal
2	September, 2015	Odisha
3	November, 2015	Jharkhand
Program Director: Dr. K.Sai Maheswari		

Objectives

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

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

Content

- ❖ The emerging paradigm for Revitalizing Rainfed Agriculture (RRA)
- ❖ Critical themes under RRA
- ❖ Rainfed Inland Fisheries systems
- ❖ Strengthening institutional capacities and decentralized planning
- ❖ Opportunities for reforms in functioning of ATMA with special reference to revitalization of rainfed agriculture
- ❖ RRA and its Capacity Building requirements for fisheries theme
- ❖ Syntheses of learning into convergent Strategic block Action Plans etc.

Training 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 Fisheries, Representatives from RRA network, Research Institutions, KVKS and NGOs etc.

8.16-17 Revitalization of Rainfed Agriculture (RRA) with special reference to livestock theme.

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

Livestock has been an integral part of rainfed farming, playing a key role in recycling nutrient, providing draught power and generating a capital base for farmers. However, lack of support systems for the diverse livestock in rainfed regions has led to high mortality among animals and low productivity. Yet, there is potential for growth and livelihoods in rainfed areas through small ruminants and other livestock. 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	October 5 – 10, 2015	MANAGE
2	January, 2016	MANAGE
Program Director: Dr. K.Sai Maheswari		

Objectives

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

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

Content

- ❖ The emerging paradigm for Revitalizing Rainfed Agriculture (RRA)
- ❖ Critical themes under RRA
- ❖ Rainfed area livestock systems
- ❖ Strengthening institutional capacities and decentralized planning
- ❖ Opportunities for reforms in functioning of ATMA with special reference to revitalization of rainfed agriculture
- ❖ RRA and its Capacity Building requirements for livestock theme
- ❖ Syntheses of learning into convergent Strategic block Action Plans etc.

Training 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 Animal husbandry, Representatives from RRA network, Research Institutions, KVKS and NGOs etc.

II. Workshops

1. Orientation Workshop 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. This program will be organized in collaboration with National Institute of Plant Health Management (NIPHM).

SI.No.	Dates	Venue
1	21 – 22nd April, 2015	MANAGE
Program Director: Dr. P. Chandra Shekara		

Objectives

- ❖ To sensitize Extension Functionaries on structure, functions, programs and operationalization 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 operationalization 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.

2. Annual Training Planning Workshop

MANAGE being an apex institution for Agricultural Extension Management in the country, has the responsibility to coordinate the preparation of Annual Training Calendars of all the three levels of Extension Training institutions viz., MANAGE, Extension Education Institutes (EEIs) and State Agricultural Management & Extension Training 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.	Dates	Venue
1	January 19 – 20, 2016	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.

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

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

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

Sl.No.	Dates	Venue
1	January 4, 2016	MANAGE
Program Directors: Dr. B.K.Paty & Dr. K.C. Gummagolmath		

Objectives

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

Delegates

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

4. National Workshop on Issues, Challenges and Strategies in Extension Management Approaches in Allied Sector Departments

The contribution of Agriculture and Allied sectors to the national GDP is decreasing since independence and it has declined to 13.7 per cent in 2012-13 (The Economic Times, 2013), this may be due to inadequate attention given to allied sector activities like Animal husbandry, Horticulture, Fisheries and Sericulture. Even the focus on allied sectors compared to agriculture is relatively less in terms of budget allocation, research and extension services. Due to stagnancy in agriculture production, in recent years there is more recognition given to these allied sectors to promote diversification of land use and improvement in farmer's economic status, through focused allied extension services to change knowledge, skill and attitude of the farmers.

It has been observed that there is increasing inability of extension functionaries in carrying out extension services in allied sector departments of agriculture (Sulaiman and Van den Ban, 2003). It is in this backdrop, there is a need to understand and explore various issues and challenges in extension management approaches and methods followed in allied sector departments. Accordingly, develop strategies to overcome the issues and challenges so as to provide effective extension services in allied sector departments of agriculture. Keeping these aspect in view, a workshop is proposed to organize with the following objectives.

Sl.No.	Dates	Venue
1	Dates to be decided	MANAGE
Program Director: Dr. M.A.Kareem		

Objectives

- ❖ To explore the extension approaches and methods adopted by the allied sector departments like Animal Husbandry, Horticulture, Fisheries and Sericulture in providing extension services to farmers
- ❖ To understand the major issues faced by the extension functionaries of allied sector departments in carrying out various extension services
- ❖ To explore the challenges for effective extension services by the allied sector departments
- ❖ To explore the constraints of allied sectors department in convergence of extension services with the agriculture department.

Participants

District Heads of Allied sector departments, Project directors of on- going schemes in allied sector departments, progressive farmers, Program Coordinators of KVKs etc.

5. National Workshop on Community Radio

Sl.No.	Dates	Venue
1	August 2015	MANAGE
Program Directors: Dr.V.P.Sharma and Dr.Lakshmi Murthy		

Objectives

- ❖ To Consolidate the lessons learnt, good processes / practices followed by Community Radio stations being run by Agricultural Universities/ KVKs/ NGOs for the sole purpose of providing Information Services to Farmers
- ❖ To come out with a "Model" Information Services Basket for Agriculture-based Community Radio stations and strengthen information delivery at the grassroots level
- ❖ To share and workout solutions to the common problems faced by newly established Community Radios.
- ❖ To encourage SAUs/ KVKs/ ATMA's to establish more Community Radios to serve Farming Community better

Content

- ❖ Information shared by Successful Community Radios
- ❖ Case Study prepared by MANAGE Faculty
- ❖ CDs, presentations prepared by identified experts of concerned subject/ field
- ❖ Field visit to one Successful Community Radio

Participants

- ❖ Directors/ Associate Directors/ Professors from Directorates of Extension of SAUs,
- ❖ Program Coordinators of KVKs
- ❖ Project Directors of ATMA
- ❖ Program Coordinators of some successful Community Radio Stations from Govt sector, SAUs and NGOs
- ❖ MANAGE Faculty

6. National Workshop on Kisan Call Centre

Sl.No.	Dates	Venue
1	October 2015	MANAGE
Program Directors: Dr.V.P. Sharma and Dr. KV Rao		

Objectives

- ❖ To review the Action Taken on the recommendations of KCC National Workshop held in June 2013 at MANAGE
- ❖ To take feedback on the Implementation of new Escalation Matrix at all the KCCs
- ❖ To share and workout solutions to the common problems Faced by Level-I Farm-Tele-Advisors and
- ❖ To come-out with recommendations to further strengthen the information delivery mechanism/ Farmer-Query answering mechanism at Kisan Call Centres

Content

- ❖ Information shared by KCC Level-I, Level-II and Level-III from across the country
- ❖ ATR on last recommendations prepared by MANAGE/ DAC/DOE
- ❖ Feedback from FTAs at level-I (on operationalization of new Escalation Mechanism)
- ❖ Field visit to KCC-AP/TS

Participants

- ❖ Officers of DAC/DOE/MANAGE
- ❖ Directors/ Associate Directors/ Professors from Directorates of Extension of SAUs,
- ❖ Identified Program Coordinators of KVKs
- ❖ Identified Level-II and Level-III Experts
- ❖ Selected FTAs from States

7. National Workshop on NeGP-A and NMAET

Sl.No.	Dates	Venue
1	January 2016	MANAGE
Program Directors: Dr.V.P.Sharma and Shri G. Bhaskar		

Objectives

- ❖ To share the key elements of NMAET and NeGP-A;
- ❖ To work-out specific Action Plans to facilitate successful Implementation of NMAET and NeGP-A; and
- ❖ To develop short (one-hour/ Half-Day/ One-Day) Orientation Modules on NMAET & NeGP-A for SAMETI Faculty;

Content

- ❖ Information shared by DAC/DOE on NMAET/ NeGP-A;
- ❖ NMAET-Guidelines
- ❖ Sharing NMAET/ NeGP-A experiences by states

Participants

- ❖ DAC/DOE/MANAGE
- ❖ Directors/ Associate Directors/ Professors from Directorates of Extension of SAUs,
- ❖ Identified Program Coordinators of KVKs; and
- ❖ SAMETI Directors/ ICT Faculty
- ❖ SNOs Extension Reforms

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

Central Sector Scheme of Agri-Clinics and Agri-Business Centres have successfully completed 13 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.	Dates	Venue
1	8 – 9th September, 2015	MANAGE
Program 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.

9. Review Workshop on Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

The public extension system continues to play a pivotal role for agricultural growth. The extension personnel in the country working at district and block levels in the field of agriculture and allied sectors estimated to be 90,000 in numbers may be transformed into a vibrant and useful knowledge force to bring about the desired changes in the agriculture sector. It further reinforces that any attempt to strengthen and enhance the capability of existing public extension functionaries is a welcome step for agriculture development.

National Institute of Agricultural Extension Management (MANAGE) has launched the Post Graduate Diploma in Agricultural Extension Management in the academic year 2007-08 especially for the public extension functionaries in distance learning mode. The program is sponsored by Dept. of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India. The main objective of the program is to enhance the techno-managerial competencies of the extension functionaries.

As the program is under implementation in different states across the country for the last eight years, it is felt necessary to thoroughly review the activities of the PGDAEM with the SAMETIs, which are the implementing agencies at the state level.

Sl.No.	Dates	Venue
1	7 – 8 April, 2015	MANAGE
Program Director: Dr. K.Uma Rani		

Objectives

- ❖ To discuss the measures to increase pass percentage and reduce the number of back logs in the diploma program
- ❖ To discuss the procedures and issues related to financial matters
- ❖ To get the feedback and suggestions for better and smooth conduct of the PGDAEM program

Content

- ❖ Evaluation of Answer scripts and forwarding Results
- ❖ Advances and Bills
- ❖ Online feedback
- ❖ Follow up of Backlog candidates
- ❖ Topics for Project Report

Participants

SAMETI Directors and PGDAEM Coordinators of all States.

10. Workshop on Crisis Support and Farmers' Suicide – Ways and Means to reduce Farmers' Suicide

Farmers' suicides are the precise and most critical manifestation of the ever rising level of rural distress in the country. It is the result of various socio-economic factors coupled with tendency of farmers towards intensive use of inputs. The issue of suicides can be looked at from different angles and it has many dimensions though the economic dimension is the most serious one. The common property resources have been grossly mismanaged and disturbed by the rising levels of commercialization and are going out of the hands of village community. The community support to needy has been drying up in the society. Hence, it is required to redesign the schemes to suit local conditions, and the role that local panchayats can play in the redesigning of extension mechanism. There is a need to develop managerial skill of extension agents to define farm level distress and provide solutions to alleviate this distress

SI.No.	Dates	Venue
1	November 16 – 17, 2015	MANAGE
Program Director: Dr.K.C. Gummagolmath		

Objectives

- Why more Suicides of farmers in the recent years?
- Reasons for suicide
 - Institutional factors
 - Psychological factors
 - Political factors
 - Economic factors
 - Social factors
 - Natural factors
- The adaptive mechanisms resorted by the farmers to avert risks before Suicide

III. Research Projects

Sl.No.	Title
1	Preparation of Extension Manual for Extension Functionaries (In progress)
2	Design and Development of e-TNA for Extension Functionaries of Agriculture and Allied Departments (Center II & V) (In progress)
3	Role of Agricultural Marketing in Adopting Modern Instruments of Agricultural Marketing - A comparative study (In progress)
4	Analysis of Extension Approaches in Allied sectors (In progress)
5	Implementation of Farm Schools by Agripreneurs under ATMA – Action Research
6	A study on the Innovations Adopted by Women Groups for Marketing their Farm Produce / Products (In progress)
7	Design and Development of Concurrent Monitoring and Learning (M & L System) for Integrated Watershed Management Program (IWMP) (In progress)

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