

## Role of MANAGE in agriculture development

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MANAGE was established in 1987, as the National Centre for Management of Agricultural Extension at Hyderabad, by the Ministry of Agriculture, Government of India as an autonomous institute, from which its acronym MANAGE is derived. Its status was elevated to that of a National Institute in 1992 and re-christened with its present name - the National Institute of Agricultural Extension Management. The pioneer institute deals with management education in the field of agricultural and its practices. The institute offers degree course for post graduate aspirants, viz., Post Graduate Diploma in Agricultural Extension Management (PGDAEM), Diploma in Agricultural Extension Services for Input Dealers (DAESI) and Post Graduate Diploma in Management (Agri Business Management) – PGDM (ABM). The NIAEM/MANAGE is an autonomous institute located in the knowledge hub of India – Hyderabad. MANAGE is an ISO 9001:2008 certified institution. This institute supports agriculture and focuses on the current plight of farmers. MANAGE has highly learned professionals as faculties who preach the students and inculcate in them values of ethics and integrity. MANAGE is the Indian response to challenges of agricultural extension in a rapidly growing and diverse agriculture sector. The policies of liberalization and globalization of the economy and the level of agricultural technology becoming more sophisticated and complex, called for major initiatives towards reorientation and modernization of the agricultural extension system. Effective ways of managing the extension system needed to be evolved and extension organizations enabled to transform the existing set up through professional guidance and training of critical manpower. MANAGE is the response to this imperative need.

**Vision :** To be counted among the most pioneering, innovative, user friendly and self-supporting agricultural management institutes in the world.

**Mission :** Facilitating the acquisition of managerial and technical skills by Extension Officers, Managers, Scientists and Administrators in all sectors of agricultural economy

to enable them to provide most effective support and services to farmers and fishermen for practicing sustainable agriculture.

**Mandate :** The mandate of MANAGE vests the institute with the responsibility to work in the following directions:

- Developing linkages between prominent state, regional, national and international institutions concerned with agricultural extension management
- Gaining insight into agricultural extension management systems and policies
- Forging collaborative linkages with national and international institutions for sharing faculty resource
- Developing and promoting application of modern management tools for improving the effectiveness of agricultural extension organizations
- Organizing need based training for senior and middle level agricultural extension functionaries
- Conducting problem oriented studies on agricultural extension management
- Serving as an international documentation center for collecting, storing, processing and disseminating information on subjects related to agricultural management.

**Core values :**

- User friendliness
- Client-centered process consultancy
- Farmer-focused approach in all our professional services
- Interactive and experiential learning methodology
- Faculty development and networking with facilitators
- Determination to achieve financial self-reliance

**Professional services :** MANAGE offers services in the following areas:

- Consultancy
- Management training
- Management education
- Research
- Information, Documentation and Dissemination

**Infrastructure of MANAGE :** MANAGE is well known for its beautiful campus and unique tranquilizing

ambiance providing students with a stress free environment that is conducive to effective learning.

**Infrastructure :** The aesthetically landscaped campus, spread over an area of 17 hectares with sprawling beautiful lawns, colorful annuals and captivating perennials creates a unique ambience of serenity, for the pursuit of education and personal growth. It is appreciated by all who visit the campus. The infrastructure includes academic, hostel, sports facilities and residential blocks. The academic block comprises of classrooms, faculty rooms, conference halls, library and computer centre. The air-conditioned classrooms and conference halls are equipped with the latest AV equipment to create a comfortable learning environment. The hostel block is comprised of 168 rooms, of which 22 are air-conditioned. The hostel has arrangements for hygienic cosmopolitan food. Food is served in the two dining halls. There is separate boys' and girls' hostel. All the rooms are connected with intercom facility. A few residential quarters are available for faculty and staff on the campus.

**Library services :** MANAGE has a library with a valuable collection of books and journals, of national and international repute, in the areas of agriculture, management and other important areas, besides a rich collection of databases on agriculture and allied subjects. The library has a collection of over 12000 titles, Indian and foreign journals, with new ones being added continuously. Access to the database of books, journals, articles, videos and CD-ROMs is managed through eGranthalaya - library management software, and can be accessed through the on-line public access catalogue (OPAC) on the Local Area Network (LAN). The paperless collection includes 300 videocassettes and over 500 CD-ROMs on agriculture, management and related areas. The library has also been subscribing to electronic databases like PROWESS, India Trades, Indian Harvest and India Stats. Information services include access to databases, assistance in the use of information resources, reference services and literature search services. MANAGE library provides services and facilities to support training, teaching, research and consultancy programmes at MANAGE. The library has a collection of books and journals in the areas of agriculture, management and allied areas, besides a collection of videocassettes, cd-roms and provides access to databases on agriculture and allied subjects.

**Information technology support :** MANAGE recognizes the catalytic role of information technology in improving efficacy and efficiency of managers. A Local

Area Network (LAN) connects about 200 nodes to cater to the need of faculty, staff, students and participants. MANAGE has an exclusive computer lab, well equipped with systems for the PG students along with a local area network covering the entire campus and the wi-fi facility. All these are connected to a 8 mbps leased line, ensuring all faculty, staff and students have access to the internet for 24 hours x 7 days. In addition, a 124 kbps line serves as back upto the Internet facility. The wi-fi connectivity enables the students to access Internet based teaching material from their hostel rooms and it is also useful to do their class work. A videoconferencing facility enables communication with various institutions / universities in India.

**Publications :** MANAGE publications include, a popular research journal titled "Journal of Agricultural Extension Management", which is published on a bi-annual basis. 'MANAGE Bulletin' is a newsletter which covers research, consultancy, training and other activities at MANAGE. 'SPICE', a newsletter PGDM (ABM) highlighting the activities of PGDM (ABM) is published every two months. Various publications have been brought out which include the publications on private extension, agricultural marketing, watershed management and related areas. These publications are circulated among policy makers, senior administrators, scientists and officials in district, state, national and international organizations connected with agriculture and extension management.

**Recreation and health centre :** To relax after the rigorous course inputs, adequate recreation facilities are available on the campus. These include tennis and badminton courts, a swimming pool, squash court and facilities for table tennis, snooker, carom, chess and a gymnasium. The health care centre is well equipped with out-door patient treatment facilities for resident staff, visiting participants. The students of PGDM(ABM) also can avail consultation services at the Health Centre for minor illness. A healthcare centre with doctors and nursing staff is available on campus round the clock.

**Lecture halls :** The lecture halls are air conditioned. They are equipped with teaching and learning aids such as LCD projectors, digital writing board, Wi-Fi connectivity, computer systems and other A/V systems.

**IT centre and video-conferencing :** The campus is equipped with V-Sat and ISDN based videoconferencing facilities. The IT Centre houses 100 computers with Wi-Fi connectivity and teleconferencing facilities.

**Hostel :** PGDM-ABM being a fully residential programme, the campus offers accommodation facilities

to students.

**Guest house :** Facilities on campus for guests includes fully furnished air-conditioned rooms.

**Pedagogy :** The Post Graduate Diploma in Management (Agri-business Management) enables agricultural graduates to acquire the competence to function as effective agri-business managers. The response from Indian and multinational agri-business companies in placement of students as management trainees, and their interest in assigning summer projects to them, validates the launching of the programme. The programme, launched in 1996, is recognized by the All India Council for Technical Education. On completion of the programme, successful candidates are awarded the Post Graduate Diploma in Management (Agri-Business Management).

**Eligibility criteria :**

- The candidate must hold a Bachelor's Degree in Agriculture Sciences or in similar agriculture – related disciplines, with a minimum of 50 per cent aggregate marks or equivalent CGPA [or 45% in case of the reserved category students] from a recognized university after successful completion of 10+2 or equivalent. OR

- The candidate must hold a Bachelor's Degree in Humanities, Social Sciences, Engineering, Pure Sciences, Commerce etc. with a minimum of 50 per cent aggregate marks or equivalent CGPA [or 45% in case of the reserved category students] from a recognized university.

- Further, each candidate must appear for CAT entrance exam and procure valid CAT score for eligibility for admission.

- Candidates in their final year of degree completion may also apply for provisional admission and then upon completion of degree must fulfil eligibility criteria as stated above.

**How to apply :**

- Candidates seeking admission to 2 – year, full – time, residential PGDM (ABM) programmes are given options apply online or download the application.

- The management recommends candidates to fill – in the online application form and then print it out for further process.

- The filled – in application form must be sent to the institute along with the enclosures mentioned in the form and a Demand draft for INR 1200 (or INR 600 for reserved category candidates).

- The Demand draft must be made in the favour of MANAGE, Hyderabad.

- All the above documents must be sent to the following address: Principal Co-ordinator PGDM (ABM),

National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad-500 030

**Admission procedure :**

- MANAGE follows a rigorous admission and selection procedure for the eligible candidates.

- The admission procedure is based on scores of CAT examination. A merit list will be exhibited by the institute with calculation of weightage given to particular graduation field and/or reservation students' criteria.

- Further, meritorious students shall be called upon for a rigorous and competitive selection procedure which will include the following parameters to test a candidate:

- CAT score
- Diversity factor (Reserved category students' criteria)

- Paper/Essay writing
- Group discussion
- Extempore/Micro presentation
- Personal interview
- Work experience
- Academic record
- Each parameter is governed by procedures and weightage of marks to be awarded as per candidate's performance and categorization.

- Find the prospectus of MANAGE by down loading.

**Niche courses :**

- Agricultural Export Management and International Trade

- Agricultural Extension Management
- Agricultural Finance and Banking
- Agricultural Procurement Management
- Agri-Input Marketing
- Sales and Distribution Management
- Supply Chain Management
- Commodity Trading, Futures and Options
- Enterprise Resource Planning
- Farm Production Management
- Quantitative Aids for Agri-Business
- Risk Management in Agri-Business
- Rural Marketing

**Electives :**

- Agri-Business Environment, Development and Policy

- Banking Management
- Contract Farming
- Fertilizer Technology and Management
- Food Marketing and Processing Management
- Food Quality Management

- IPR in Agriculture
- Microfinance
- Retail Management
- Brand Management
- Vendor Management
- Advertising and Communication

**Placement facility :** The placement facility in MANAGE is limited to students following norms of college and passing in their respective courses. The institute invites reputed companies during campus placements and offers students a wide platform to judge their caliber. Also classes are conducted for mock interviews, CV writing, Group Discussions. Some of the top recruiters are HDFC Bank Ltd., ICICI Bank, Tata Chemicals Ltd. and many more

**MANAGE supports to state extension programmes for extension reforms :** Extension reforms in India were pilot-tested in 28 districts of 7 states during November 1998-April, 2005 under Innovations in Technology Dissemination (ITD) component of the World Bank funded National Agricultural Technology Project (NATP). This successful experiment served as a basis to launch the Scheme of “Support to State Extension Programmes for Extension Reforms” by the Ministry of Agriculture, Govt. of India to revitalize agricultural extension in all the States to make the extension system decentralized and demand-driven. The Scheme focuses on operationalizing agricultural reforms across the country through new institutional arrangements with restructured autonomous bodies at district / block level, which are flexible, bottom-up, farmer-driven and promote public-private partnership. The introduction of reforms in 603 districts of the country necessitated orientation and capacity building on preparation and operational aspects. MANAGE is facilitating the implementation of this Scheme in all the selected districts by initiating various capacity building programmes for the officials of agriculture and other line departments, State Agricultural Universities, KVKs and NGOs. The earlier institutional mechanism for extension under the Scheme was SAMETI at the State level catering to Training and HRD needs of extension functionaries; Agriculture Technology Management Agency (ATMA) at District level for co-ordination and management of agricultural extension related work in the district; block Technology Team (BTT) consisting of line department representatives in the Block and Farmers Advisory Committees (FACs) comprising a group of farmers at Block level to advise and provide inputs to the BTT.

The Scheme was subsequently modified and strengthened as indicated here:

- Provision of specialist and functionary support at different level namely State Co-ordinator, Faculty and Supporting Staff for SAMETI at State level, Project Director (PD), Deputy PDs and Supporting Staff at District level and Block Technology Manager (BTM) and Subject Matter Specialists (SMSs) at the Block level;
- Innovative support through a “Farmer Friend” for every two villages;
- Revision in ATMA cafeteria (*i.e.* list of extension related activities to chose from) to include additional activities and to provide for enhanced unit costs for some of the activities.
- Farmers Advisory Committees (FACs) at state, district and block levels to advise and provide inputs to administrative bodies at respective levels;
- Support to SAMETIs for creating essential infrastructure;
- Delegation of powers to State level Sanctioning Committee (SLSC) set up under RKVY to approve the State Extension Work Plan (SEWP) prepared under the Scheme.

**Conclusion :** Without knowledge the extension worker can not do his job effectively. Even if he has sound knowledge of a technical subject (e.g. in crop raising) and does not know how to communicate this knowledge effectively, he can not do his job properly. This is like knowing the mechanism of a motor car but not knowing how to drive it. Before 1953, our country did not realize that there could be a subject like extension education. Graduate trained in extension education was available to the extension service after 1959 and this marks a turning point in India’s extension service. The technology was there, the agricultural colleges existed in India since 1905, but they did not know ‘How to extend?’ Because of the lack of this knowledge most of our technology remained in the files of various specialists. Extension work has now become part and parcel of rural development strategy in most nations of the world. The World Bank has also contributed significantly of late, towards strengthening extension organizations in less developed nations. There is tremendous faith in extension’s potentials to work with rural people. Extension as a service system has great role in agricultural development. In Agricultural Universities, there are three pillars: teaching, research and extension where extension system plays an important role to disseminate technologies from research stations to ultimate users *i.e.* farmers. Extension is finishing touch of work in university activities. In university through proper teaching, scientists are made who are working in various research

stations and deriving new technologies those are disseminated to farmers by the activities of extension system. Therefore, extension is the end activity of university system. Similarly, in Agriculture Departments of State and Central Government, in NGOs, extension system is the lifeline of development. Ultimate success of these entities depends on efficient performance of extension system. Our country is a developing country, in the way to be a developed country, there are lots of challenges. As a second populous country in the world (according to 2011, population 121.1 crore), our greatest challenge is to provide food to ever-increasing population according to demand. In this respect if we only emphasis on industry and service sector like most of the European countries whatever the earnings will come that is not sufficient to feed millions of hungry mouths as well as all other development will come in standstill condition. As a

seventh largest country we have vast agricultural land, if we emphasis on agriculture and able to feed the hungry mouths in sufficient amount whatever the earning will come from industrial and service sector that will be surplus and those will be used for other development aspects of our country. Therefore, our journey to be a developed country obviously will be smooth. Therefore, in our country's context, agriculture is the ultimate option. But agricultural technologies are not reaching to farmers properly (technology adoption rate in our country is only still 33 %) due to lack of efficient extension personnel. In this direction, MANAGE has taken leading role to train extension personnel efficiently. Therefore, MANAGE is one of important lighthouses in Indian agricultural development.

“Everything can wait in the world, but not agriculture.”— Jawaharlal Nehru

Received : 05.10.2016

Revised : 16.11.2016

Accepted : 26.11.2016

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RNI : UPENG/2011/37255      ONLINE ISSN : 2231-640X      ISSN : 0976-5603

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