

manage30: Looking for Community of Practices (CoP) among extensionists

Agriculture is highly dynamic and going through several changes. Thus, the changing time and technology require new skill and knowledge among extensionist to contribute to development of agriculture. The National Institute of Agricultural Extension Management (MANAGE) initiated the manage30 programme in commemoration of its 30th anniversary. The aim of manage30 is to bring changes in capacity, attitude, knowledge and skill of extensionists along with the mission of making them smart, dynamic and youthful, thereby initiating a Community of Practices (CoP) among the extension professionals to train next generation extensionist amid technological advancement in agriculture. Hence, the focus was laid on young extension professionals aged 24-35 from agriculture and allied sectors of public and private domains. First manage30 programme was conducted during November 1-21, 2017 at MANAGE, Hyderabad.



Smt. V. Usha Rani, IAS
Director General, MANAGE

“ To create highly skilled human resource of young extension professionals, MANAGE is initiating the programme MANAGE30 on its 30th anniversary year in service of the nation. ”



Focus

Community of Practices (CoP)



Who

Young extension professional (24-35)



Purpose

Train to train next generation extensionists

“ manage30 is a new beginning in agricultural extension and advisory services in reviving the philosophy of philanthropy (Social concern and volunteerism) followed in bygone era of rural development by the Community of Practices (CoP). ”

- Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and Programme Director

Methodologies for training manage30

To provide better learning experience, methodologies like quiz, image connection, word buzzle, debates, memory chain, mind mapping, brain storming, learning with fun, reflective learning, recap session, photo and blogging contests, world café, role play and mastering video production were introduced. Moreover, group discussion on challenges in extension and agriculture, multi-stakeholder analysis and SWOT matrix of stakeholder and ICTs were used as training modules. Games like brain teaser, thinking out of box, rapid questioning were followed to enrich knowledge and inculcate critical thinking among the professionals.



Brainstorming in world café

Methodologies like participatory group exercise, field trips, hands on exercise, hands on ICTs and sharing of experiences were also followed.

Revamping extension: Mentor's Message

According to Smt. V. Usha Rani, IAS, Director General of MANAGE and Chief Mentor, manage30 focuses on leadership by youth in agriculture for effective delivery of extension services to farmers; inducing innovation in rural sector; enhance responsibilities of extensionists to transform agriculturally backward villages into progressive villages; promote volunteerism among young extensionist; use of ICTs and social media for cooperation and networking among stakeholders of agriculture; integrate efforts of young extension professionals to maximise the production of crops and work towards the rejuvenation of Agricultural Technology Management Agency (ATMA) to serve farming community in an efficient and timely manner.



Smt. V. Usha Rani, IAS, Director General of MANAGE interacts with manage30 professionals

Depicting the future through dream map

The professionals created their dream maps and expressed their aspirations with joyous emotion and voice of heartbeats.



Dream map-Mr. Raja Rajtilak Dhureve, Asst. Fisheries Officer, MP

Extension as an evolutionary social innovation

Agricultural extension has undergone many changes over a period of time. Starting from top down to bottom up methodologies, participatory extension, demonstration, farmers call and visit, mela, study tours etc. However, with changing times and technologies, extension has focused mostly on networking, multiple stakeholders, group formation like- Farmer Producer Companies/Organisations (FPC/Os), Community Based Resource Centre (CMRC) and Farmer Interest Groups (FIGs); Public Private Partnership (PPP) models to serve the larger interest groups in agriculture and allied sectors. On the other hand, manage30 professionals have experienced the growing incubations across the country as the evolutionary approach of extension in social innovation. This has helped them to learn about Agri-Clinics and Agri-Business Centre (AC&ABC), MANAGE. Incubatees like Green morning, Kultivate, Agritalk, Pestoz, EasyKrishi, Vorgafer, Kamdenuvu, etc.

While the manage30 professionals left with the question of what is the next phase of evolution in extension, only time will answer that. .



“ It is a unique program as it has been designed to solve the agricultural issues through Community of Practices (CoP)

- Dr. Vivek Khandait ”

ICTs

Time and again, ICTs are echoed as the last mile connectivity tool for timely delivery of services. Thereby, professionals were given an opportunity to understand the ICTs by creating blogs for transfer of technologies and services to the farmers. Besides, examples of ICTs project e-Arik, e-village, model e-village, e-kiosks and mobile agri for north eastern states were accentuated. Knowledge on the mobile applications like Plantix, Napanta and Em3 was inculcated among extension professionals to make use of these apps in the field level work and production of crops. Moreover, extension professionals experienced the need of content creation and management in the field of agricultural extension with the help of WordPress Blogs. This initiative motivated them to use social media for the development of agriculture and networking among various stakeholder in agriculture. Also, the successes of MOOCs (Massive Open Online Courses) and Digital Green (DG) were shared with hands on experience on editing and making of videos in agriculture.

The participants were given an opportunity in digital video production by dividing them into five groups, as videos and short films are emerging as a means to reach out to more farmers in a short time. Moreover, with global extension and ICTs in view, the role of GFRAS (Global Forum for Rural Advisory Services) and AESA (Agricultural Extension in South Asia) in networking and providing extension services to the stakeholders of agriculture was emphasized. The manage30 professionals were also enabled to manage content in Facebook and WhatsApp for timely delivery of extension services to farmers and to access need based content anywhere and anytime.



Video production on conservation of water, inclusion of fishery in farming were featured during short films shoot.

View over video production by manage30 professionals

“ To move with time, use of technology in information and communication is essential. Whereunto, the experience given at manage30 through blogs and social media is amazing and everlasting

- Mr. Veerendra Jonnala, manage30 ICT facilitator ”

Technology to support extension professional

The professionals learnt about bio-control Agents like Trichoderma, Pseudomonas, Bio-fertilizers and Mycorrhiza; soil born fungal infection control methods, seed treatment, methods for analyzing pesticide residues in fruits and vegetables; drenching methods; Knowledge on making value added products like Cookies, Ravva, Rice, Vermicelli, Puffed grains; farm demo of new variety in rice; the re-circularity aquaculture system and aquaponics of Mr. Bh. R. Viswanadha Raju, Shadnagar, Mahabubnagar District; the urban farming model of green and clean ecosystem and bio-filtration of drainage water of Mr. Ravichandra Kumar, Dilshuknagar, Hyderabad were places the extensionists were taken to. Hands on training on eco-friendly and cost effective technologies like paper making, plate makings, honey making and techniques of plastic mulching, role of sticky traps in protective cultivation has made high impact on manage30 professionals.



Learning in lab for taking to land-manage30 professionals

“ manage30 has been a platform for sharing knowledge about successful technologies for value addition in millets, plant protection by using bio agents, seed varieties for rice & oilseeds, etc.

- Mr. Kiran ”

Hope for better farming: Experiencing farmers' prosperity through cooperative activities

Visiting rural agrarian field and meeting the farmers have always been a joyous moment. In this context, a three days visit to Mulkanoor village was organised to understand field situation of farmers, cooperative societies, real time problems and practical measures to solve farming issues. The manage30 participants also made action plans to replicate the good practices followed in India's first successful Mulkanoor Women Dairy Cooperative Society, decades old Mulkanoor Thrift Society and Mulkanoor Cooperative Rural Bank (MCRB) and Mulkanoor Milk Centre. The rejuvenating scope of white gold (cotton) thrilled the young professionals of extension on visit to cotton ginning mill. This sojourn has given them the renovated spirit of exploring similar models of cooperative in their respective areas.



Mr. Ranga Reddy explains about protective cultivation

manage30
professionals
experienced the
unity is strength
through Mulkanoor
Women Dairy
Cooperative society

“ Mulkanoor visit was an eye-opening experience about how a farmers' cooperatives can change the economic condition of its members with organized action and goodwill. Hopefully the participants will be able to emulate part of the activities in their village/community to inspire better farming.

- Dr. Suchiradipta Bhattacharjee, MANAGE Fellow and Programme Coordinator ”

Fascinating field voyage

In the context of "seeing is believing", manage30 has espoused to the importance of polyhouse cultivation and re-circulatory aquaculture practiced by Mr. Ranga Reddy of Chityal, Nalgonda district and Mr. B.H. Viswanathan, Shadnagar, Ranga Reddy district, respectively. This helped the professionals to acquire the knowledge and replicate them among other farmers to make farming a commercial venture and retain the interest of agriculture among the educated youth. A visit to urban farming-terrace garden of Mr. Ravichandra Kumar has given a new vision to farming among the manage30 professionals. Most of them expressed that time has come to promote city gardening everywhere for self-sustaining and accessing fresh vegetables and greens.

“ manage 30 is the stupendous programme that I have ever attended in agricultural extension. It is the first of its kind in agricultural extension to address the farming issues involving Community of Practices (CoP)

-Mr. Rohan Raut ”

Ethics and extensionists - Time to realise the ethics in extension

Extension professionals were ignited with the need for moral principle (ethics) in order to be a committed extensionist toward social cause and agricultural development. They were further instilled with the importance of discipline, order, righteousness and justice in the extension work and services for bridging the farmers with research and to navigate technologies to the farmers in time.

Learning with enjoyment

Learning with entertainment is as old as the human civilization. Having learned the importance of learning, the outdoor and indoor games were encouraged among the extension professionals and few of the self-motivated professionals drew attention of others into playing. It included discussion over carrom play on the daily activities of the programme; ponder over snooker; critical thinking about the ICTs and social media for the effective delivery of extension services amid the game of "checkmate". On the other hand, after the play of volley ball and tennis, long discussion in the lawn about the day to day activities, field and institutional visits were encouraged. It motivated them to learn freely and entertainingly.

Community of Practice (CoP) through manage30 website

In order to make manage30 as a innovative platform and virtually connected, a website <http://www.manage30.net/> and WhatsApp group have been created, through which the happenings related to manage30 are continuously updated by participants wherever they are, for wider reach of the programme and development of Community of Practices (CoP) elsewhere.



Dr. S. V. N. Rao's interaction with extension professionals on ethics

“ Ethics needs to be a top priority among extension professionals ”
- Dr. S. V. N. Rao



Play time- "Strike and Pocket"



Shri Paban Kumar Borthakur, IAS, Joint Secretary (Extension), MoA&FW inaugurating the manage30 website



Website for manage30 professionals

Sunday funday

Developmental practicums without exploration may be void. Therefore, tour to Hyderabad and around was made as a part of the programme every Sunday. Extensionists visited the heritage site of Hyderabad like Charminar; shopped at Koti amid the Hyderabad crowd. They travelled to the Thousand Pillar Temple, Warangal; had darshan at Birla Mandir (temple) which were exciting moments for the extensionists.



manage30 extension professionals in front of Charminar, Hyderabad.

Institution excursion for intuition

Nobody says no, when asked to go to a outdoor visit. It is also exciting to learn from other institutes and meeting scientists who have been involved in solving the land (farming) issues through lab research. Therefore, extension professionals had a day trip to International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), International Institute of Information Technology (IIIT), T-Hub, Indian Oil Seed Research (IISR), Indian Institute of Rice Research (IIRR), Indian Institute Millet Research (IIMR), Rural Technology Park (RTP), National Institute for Rural Development and Panchayat Raj (NIRD & PR), National Institute of Plant Health Management (NIPHM) and Electronic Wing, ARI, Professor Jayashankar Telangana State Agricultural University (PJTSAU). These visits helped them to understand current technologies and advancement in changing extension methodologies in reaching the farmers.



Dr. David Bergvinson, Director General, International Crops Research Institute for the Semi-Arid Tropics (ICRISAT)

What is NEXT for manage30?

"Well begun is half done" said the Greek philosopher Aristotle. The 21 days manage30 programme will serve as a future platform for training next 900 (30 x 30) community extensionists with an objective of motivating Community of Practices (CoP) among the extension professionals. In this respect, each participant put forth his/her action plan pertinent to the need and situation of the work environment and farming. The manage30 in the long run will help the country to move forward as the chain of training continues from one to thirty and thirty to nine hundred. Eventually, this beginning of CoP will pave a new roadmap for disbursement of extension services along with volunteerism in delivery of technologies with efficient network among the agricultural stakeholders.

“ manage30 is the foundation stone in enabling the extension professionals to entrust the altruism for timely extension services and betterment of farming

- Vincent A and H.R. Ramya manage30 facilitators ”



Next manage30 “Advances in Agricultural Extension & Advisory Services”
scheduled during November 1-21, 2018 at MANAGE.
Online registration at www.manage.gov.in

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