



National Institute of Agricultural Extension Management

(An Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India,
Rajendranagar, Hyderabad-500030)

Report

**Consultative workshop
On
“MANAGE certified Agricultural Consultancy and
Agripreneurship Development”
23rd December, 2016**



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1. Introduction

India, being the agriculture-dominated country, is fighting hard since independence to increase the agricultural production and productivity and succeeded too. But to meet the future demands of growing population from existing land availability, more of extension services are required by the agricultural stakeholders so that the existing farmers can get requires information and knowledge at right time. Since more than half of Indian population depends on agriculture for livelihoods, its need of the hour to concentrate on the extension aspects of agriculture and allied aspects.

Though extension systems of ICAR, SAUs, State government, NGOs, Private extension, *etc.* are existing; it was felt that the government alone can't meet the needs of millions of Indian farmers; hence to sort out this issue, MANAGE came up with a concept of MANAGE-Private Affordable Extension Service (M-PAES). It was felt that by supporting the private extension consultants the extension activity can be augmented at the field level. Hence with this objective MANAGE organized one day consultative workshop on "MANAGE certified Agricultural Consultancy and Agripreneurship Development" at MANAGE, Hyderabad on 23rd December, 2016.

2. Welcome Address

Dr. Saravanan Raj, Director (Agril. Extn. and Centre for Agripreneurship Development), MANAGE, welcomed the participants of the workshop who were trained under AC&ABC scheme of Ministry of Agriculture and Farmers Welfare, and are running successful Agripreneurship in Agri-inputs and Agricultural consultancy sector. Initially he briefed in about the AC&ABC scheme to the participants followed by in detail about the agenda of the workshop to the participants which are mentioned below

1. Brief discussion on current status and modes of consultancy services
2. Opportunities and best options for MANGE certified consultancy services to farmers of Telangana and Andhra Pradesh.
3. Certification of agricultural consultants
4. Expected role of MANAGE in promoting the certified consultancy
5. Other suggestions.

3. Participants Details

The one day consultative workshop was organized only for Agripreneurs from the states of Telangana Andhra Pradesh. A total of twenty one participants from two states who are working exclusively on agricultural extension activities were present. All the participants had completed training under AC&ABC scheme and are having huge experience and expertise in consultancy (Agriculture and allied sector). Participants were dealing in areas like bio-fertilizers, bio-pesticides, seed production, IPM, organic farming, dairy farming, drip irrigation *etc.* All these areas were linked with extension and advisory services in agriculture, horticulture, fisheries, dairy *etc.* with prescribed fee for the consultancy or advice. The participants' details are mentioned below.

Sl. No.	Name	Place	Area Covered	Working Area
1	Mrs. M. Sarita Reddy	Hyderabad	Telangana State (TS), Andhra Pradesh (AP) Karnataka	Bio-fertilizers, Micro nutrients, Bio-pesticides & Organic farming
2	Mr. Shrishal Somapur	Hyderabad	Mahaboob Nagar, Rangareddy	OP & Hybrid seed Production, Method demonstrations on new varieties & Cultivation Practices
3	Mr. B. Veera Reddy	Karimnagar	Jagidayala	Technical advice for Chilli, Pluses, Oil seeds, Bio- pesticides, Introduction of high yielding sesamum, seed production
4	Mr. Ganesh Kumar	Siddipet	Gajwel, Ramayampet, Husnabad, Cheryal, Siddipet	Plant protection & Extension Service.
5	Mr. Ravi Kumar	Manchiryala		IPM
6	Mr. P. Subbarayudu	Hyderabad	Medak, Nalgonda, Rangareddy, Adilabad, Karimnagar, Warangal & Khammam	All agri & allied activates, Banker Schemes
7	Mr. A. Sai Krishna	Adilabad	T.S	Sheep & goat farming & piggery
8	Mr. B. Gangadhar	Nizamabad	Karimnagar	Organic Farming & Bio fertilizers

9	Mr. Baskar Yadav	Nalgonda	Nalgonda	Organic Farming for Orchard crops
10	Mr. Shaik Akbar Ali	Godavari	AP ,Orissa -Puri	Advisory services, Diagnosis & sale of pond inputs for Aquaculture
11	Mr. R. Radha Krishna	Kurnool		Seed & Crop production
12	Mr. Y. Venkata Reddy	Kurnool	Allagadda,	Plant Protection, Cotton, Jowar Seed Production
13	Mr. V. Venkateswarlu	Kurnool	Kurnool	Manufacturing of Bio-pesticides and bio fertilizers, Plant Protection
14	Mr. Jakher Husan	Kurnool	Kurnool	Plant Protection for Ground nut, Chilli
15	Mr. B. Mallikarjun	Kurnool	Chittor, Kadapa & Anantapur	Horticulture & Organic farming, Mango High Density Cropping,
16	Mr. V. Vijay Kumar	Kurnool	Guntur & Godavari	Organic farming & Biological Pesticides Manufacturing
17	Mr. G. Paidam Naidu	Vishakhapatnam	Vijaynagaram	Dairy Farm, Organic farming
18	Mr. Maddileti	Kurnool		Drip Irrigation
19	Mr. K. Ranga Reddy	Hyderabad	T.S & A.P	Prod. & Protection Of Veg. fruits, Hydroponics & Poly house
20	Mr. Nagaraj	Hyderabad	T.S & A.P	Agri inputs
21	Mr. K. Surender Reddy	Hyderabad	T.S & A.P	Irrigation Solutions

4. MANAGE Director Generals' Address

Smt. V. Usha Rani, IAS, Director General, MANAGE started her address by welcoming the participants representing from the states of Telangana and Andhra Pradesh. Initially she spoke about illiteracy: how it is checking the development of farmers. Later on she stressed on some of the major problems of the government system i.e. lack of line department staff (improper Farmer to Extension professionals ratio), work load of line

department officers, lack of employment for agricultural youth, *etc.* She also stressed on failure of Agricultural department on not providing proper advisory services to farmers' *esp.* to marginal and small farmers. She was of the opinion that line departments alone cannot meet the information and knowledge demand of the Indian farmers. Hence to augment the extension activities, MANAGE is stressing of private extension where in MANAGE came up with the conceptual idea of "MANAGE-Private Affordable Extension Service (M-PAES)" which is briefly described below.

5. MANAGE-Private Affordable Extension Service (M-PAES)

M-PAES is a pilot study of affordable extension services to farmers by private agricultural consultancies in collaboration with MANAGE. This model acts as a three tier extension approach wherein MANAGE located at Hyderabad acts as a central hub cum Tier-I of M-PAES. This tier consists of call centre with a toll free number to which farmers' calls to seek information or advice or solutions to their problems. Their after, the teleadviser collects the famers' information (Name, Address, Phone Number *etc.*) and sends the same to the private agricultural consultants to the respective operational territory. Here private agricultural consultants who operates at a tier-II level approaches the farmer who is in need of the agricultural service. After the service by private extension consultancy, farmers need to pay a prescribed fee for the service. Here farmers operates at ties-III level.

Before this actual mechanism, MANAGE provides refresher training to the interested established Agripreneurs in required field and certifies him as a MANAGE Certified Advisor which acts as a brand for the private consultancy.

Advantages of this Model

- a. Extension service at farmers door steps
- b. Extension service at affordable prices
- c. Assured service quality because of the branding
- d. Continuous follow-up
- e. Comparatively quick service.

6. Agenda wise Discussion

A. Current status and modes of consultancy services

The participants expressed that most of the time farmers are approaching them for buying some for their farming along with that they a seeking some information. Participants expressed that on an average they travel up to 50 km for the consultancy service and most of the time the service is demand based. The farmer has to pay a nominal fee which ranges from 100 to 5000 per visit excluding travelling fare.

B. Opportunities and best options for MANAGE certified consultancy services to farmers in Telangana and Andhra Pradesh

There are umpteen number of opportunities in providing private extension service on consultancy basis. Since there is a lack extension staff in line departments, a trained private consultants can be used for the extension work with some prescribed reasonable fee.

C. Certification of Agricultural Consultants

Training or refresher training would be provide in different fields or sectors of agriculture to the private consultants and thereby certified in the trained field. This can augment the knowledge level and confidence of the trained person and can do consultancy by the brand i.e. MANAGE certified consultant.

D. Expected role of MANAGE in promoting the certified consultancy

The major role of MANAGE would be providing training to the private consultants and certifying them. It also acts as a facilitator and mediatory at central level by communicating and linking farmers with region and crop specific private consultants.

E. Other Suggestions

- Before implementing the M-PAES model. It should be studies on pilot basis
- Personal contact method is the best mode of extension service hence it should be incorporated in the model
- Service should be provided in a reasonable cost
- Continuous follow-up is must for effective results
- MANAGE should help the private consultants in advertisement of their service
- Constant training is must is required for the private consultants for updating the knowledge
- Before the consultancy, the private consultant should know thoroughly about his areas of consultancy.
- The consultancy service should be linked with market.

7. Conclusion

Quality service is the most important factor in winning the trust of the farmers. Hence to provide quality services, one need to be highly knowledgeable in the area of consultancy with region specific factors and updated date. More stress should be made on linking the farmers to market which ultimately help in value addition of farmers' income. At the end of the workshop all the participant private consultants agreed to work in collaboration with MANAGE in implementing this model on pilot basis.

8. Photos



Group Photograph with Participants



Dr. Saravanan Raj welcoming the participants



Participants while their introduction



Participants while their introduction



Smt. V. Usha Rani, IAS, DG, MANAGE Addressing the workshop



Participants while Agenda Discussion