

International ITEC Training Programme on “Computer Applications in Agriculture extension”

(Two weeks Programme)

Rationale and justification for the ITEC programme at MANAGE, Hyderabad

Agriculture extension plays a key role in facilitating the agriculture development in any country. Since India has shown tremendous growth in agriculture sector since its independence, its success is worth emulating to witness the same kind of development in other countries with similar socio-economic and geographical features. The agricultural extension in India has risen to the challenges over several years by addressing the issues in terms of capacity development and service delivery through the effective use of information and computer applications. MANAGE, as an autonomous institution under the ministry of agriculture and farmers welfare has lead the ways in formulating the extension strategies and capacity development in India. These strengths of Indian agriculture extension system facilitated by MANAGE and other research organisations and State Agriculture Universities calls for spreading the experiences for the benefit of policy makers, administrators, researchers and field level officials from other countries.

Besides sharing the India’s experiences and competence through the ITEC programmes, on application of information and communication technologies in agriculture extension, we stand to gain from the mutual cooperation with other countries in terms of cross learning and their good will.

Aims and Learning Objectives

- To know the role and importance of the computer application in agriculture extension.
- To understand the tools and modules of computer applications in agricultural extension scenario for sustainable agriculture development.
- To orient the participants to latest ICT innovations used in agriculture extension system in India other countries.
- To develop an action plan for operationalization of the concepts leant during the training program.

Tentative Programme Schedule

Day - 1	
9.30 am – 10:30am	Registration
10.30 am – 11:15	Inauguration
11.15 am	Tea Break
11.30 am	Icebreaking – Interactive Session
	Pre-Training Test
	Experience Sharing : ICT in Agriculture – Gap Analysis on ICT infrastructure, Usage and Capacities
01.00 pm	Lunch
02.00 pm	SWOT Analysis of e-Extension
03.30 pm	Tea Break
03.45 pm	SWOT Analysis of e-Extension and Extension Matrix
05:15 pm	Close
Day- 2	
09:30 – 11:15 am	New Dimension in Agricultural Extension Management: Innovations
11.15 am	Tea Break
11.30 am	ICT in Agriculture: An Overview of Developments
01.00 pm	Lunch
02.00 pm	Digital India initiative – National e-Governance Plan in Agriculture (NeGP-A)
03.30 pm	Tea Break
03.45 pm	Farmers’ Portal: Demonstration and discussions on Implementation Plan – Issues related to content management, Institutional Collaboration / Linkages and Capacities.
05:15 pm	Close
Day -3	
09:30 – 11:15 am	Indian Initiatives - National Soil Health Card, National Crop Insurance and Crop Cutting Experiments [Discussion]
11.15 am	Tea Break
11.30 am	Indian Initiatives – Work flow systems: Farm Mechanization, Seed distribution, Fertilizer distribution etc. and [Discussion]
01.00 pm	Lunch
02.00 pm	Farmers Call Center (FCC) : Concept and Services
03.30 pm	Tea Break
03.45 pm	Farmers Call Center: Implementation Strategies - Discussions Visit to Farmers Call Center
05:15 pm	Close

Day - 4	
09:30 – 11:15 am	Mobile based eExtension services: Concept of SMS Alerts service to farmers, SMS Gateway, SMS Application Model and Cases (IFFCO Voice message services)
11.15 am	Tea Break
11.30 am	Mobile based eExtension services: Demonstration of mKisan portal and services
01.00 pm	Lunch
02.00 pm	Mobile based eExtension services: Implementation strategies of mKisan portal and services - Discussions
03.30 pm	Tea Break
03.45 pm	Mobile apps in Agriculture
05:15 pm	Close
Day - 5	
09:30 – 11:15 am	Linking Farmer to Markets: Market Information System
11.15 am	Tea Break
11.30 am	Linking Farmer to Markets: Demonstration of Indian Market Information System - Agricultural Marketing Network AGMARKNET and - eNAM
01.00 pm	Lunch
02.00 pm	Visit to APMC Market
03.30 pm	Tea Break
03.45 pm	Visit to APMC Market
05:15 pm	Close
Day - 6	
	Study Tour
Day - 7	
09:30 – 11:15 am	Opening Access to Agricultural Knowledge: Worldwide Developments: A case on Agropedia – Virtual Knowledge Management: AGROPEDIA an initiative by IIT-Kanpur
11.15 am	Tea Break
11.30 am	A case Rice Knowledge Management Portal – An initiative of IRR.
01.00 pm	Lunch
02.00 pm	Climate Change Knowledge Network (CCKN) – An Indian initiative in pilot districts and NICE application
03.30 pm	Tea Break
03.45 pm	NICE software demonstration
05:15 pm	Close
Day - 8	
09:30 – 11:15 am	Use of Social Media in Agriculture: Demonstration of SM tools and Case presentation
11.15 am	Tea Break
11.30 am	Lab on Social Media

01.00 pm	Lunch
02.00 pm	Peoples Media for Sharing Agricultural Knowledge: Community Radios
03.30 pm	Tea Break
03.45 pm	Role of Expert Systems in Agriculture: Concept and Case presentation
05:15 pm	Close
Day-9	
09:30 – 11:15 am	ICTs at Grass Root Level: Implementation of Farm Crop Management System in Tamil Nadu, India
11.15 am	Tea Break
11.30 am	ICTs at Grass Root Level: DIGITAL GREEN
01.00 pm	Lunch
02.00 pm	ICT based agro-advisory services – A case on eSagu, IIIT, Hyderabad
03.30 pm	Tea Break
03.45 pm	ICTs at Grass Roots Level: KISSAN Kerala – farmers’ success stories on YouTube. And, Low cost videos on Mobiles
05:15 pm	Close
Day-10	
09:30 – 11:15 am	ICT Initiatives of ICRISAT – Visit to ICRISAT
11.15 am	Tea Break
11.30 am	ICT Initiatives of ICRISAT – Visit to ICRISAT
01.00 pm	Lunch
02.00 pm	ICT Initiatives of ICRISAT – Visit to ICRISAT
03.30 pm	Tea Break
05:15 pm	ICT Initiatives of ICRISAT – Visit to ICRISAT
Day-11	
09:30 – 11:15 am	Linking Farmer to Markets: Case on eChoupal – an initiative of ITC
11.15 am	Tea Break
11.30 am	Electronic Monitoring Systems for online monitoring of Schemes and Programs
01.00 pm	Lunch
02.00 pm	ICT based Weather based agro-advisory services.
03.30 pm	Tea Break
03.45 pm	Agricultural MOOCs : Indian Initiatives
05:15 pm	Close
Day-12 & 13	
	Study Tour
Day-14	
09:30 – 11:15 am	BACK AT WORK PLAN

11.15 am	Tea Break
11.30 am	BACK AT WORK PLAN
01.00 pm	Lunch
02.00 pm	Post-Training Test Review and Feedback of the Training Programme
03.30 pm	Tea Break
03.45 pm	Valedictory
5:30 pm	Close

Expected learning outcomes from the course

- Enhanced knowledge and understanding of participants about India's experience in use of computer application in agricultural extension.
- Improved practical knowledge of participants on innovative and emerging trends of ICT applications in agriculture extension.
- Help in making effective extension strategies for using the ICT initiatives in sustainable agriculture development.

Eligibility Conditions of the participants

1. Reasonable level of experience in Public/ Private/ Civil Societies in Agriculture and allied sectors in the training theme area.
2. Applicant shall possess physical and mental skills and abilities for successfully completing the program.
3. Working knowledge of English is mandatory to understand the training content on sustainable agriculture development.