

***TIPS FOR SUCCESSFUL
PERFORMANCE
OF
MANDAL AGRICULTURAL OFFICER
IN PRESENT SCENARIO***

(FEW THOUGHTS....TO SHARE WITH YOU...)

“MANDAL AGRICULTURAL OFFICER” = “MANAGER”



A HOLISTIC APPROACH

(SYSTEMS RELATED)

- SYSTEM BASED APPROACH
- MORE FOCUS ON TROUBLE SHOOTING
- PLANNING
- ADMINISTRATION & DELEGATION
- REVIEW MEETINGS
- DATA BASE
- REPORTS
- OFFICE SPACE
- ACTS – COMPLIANCE IN SPIRIT
- INFORMATION THROUGH DIFFERENT SOURCES

Contd...

A HOLISTIC APPROACH

(PERSONAL TRAITS /ATTITUDE RELATED)

- SERVICE MOTTO
- SELF MOTIVATED
- ACKNOWLEDGE MISTAKES (CONFESS)
- UNBIASED (NO VESTED INTEREST)
- BE PATIENT
- ROLE MODEL
- INNOVATIVE
- HOPE.... TILL LAST MINUTE

IN DOING SO, WE CAN DERIVE/ ACHIEVE

- **EXPERIENCE**
- **EXPOSURE**
- **PERSONALITY DEVELOPMENT**
- **NAME & FAME**
- **PUBLIC RECOGNITION**
- **SATISFACTION AND ULTIMATELY**

***HAPPINESS,
THE VERY PURPOSE OF LIFE***

SYSTEMS BASED APPROACH

- REPORTING SYSTEM
- FIELD COMPLIANTS REGISTER
- REVIEW MEETINGS
- ACTION PLAN (TO BE MORE REALISTIC)
- RMG'S
- FILING SYSTEM

TROUBLE SHOOTING

- IMMEDIATE ATTENTION
- BE PUNCTUAL TO ATTEND FIELD COMPLIANTS
- FIELD VISIT / EXAMINATION OF SPECIMEN/ POKING TO GET MORE DETAILS
- COMPREHENSIVE RECOMMENDATION
- READY RECKONER
- FEED-BACK POST IMPLEMENTATION
- RECORD FIELD PROBLEMS – FIELD COMPLIANTS REGISTER
- REFER TO EXPERTS IF REQUIRED

FARMER IS OUR BELOVED CUSTOMER – IF HE IS SATISFIED, HE WILL TELL OTHERS; IF NOT, HE SHOULD TELL US

REVIEW MEETINGS

- PERIODICALLY (WEEKLY / FORTNIGHTLY)
- STANDARD AGENDA: REVIEW OF PREVIOUS MEETING MINUTES; SHARING INFORMATION OBTAINED THROUGH CIRCULARS; ACTION POINTS OF MEETING ATTENDED; REVIEW OF FIELD COMPLIANTS REGISTER; COLLECTION OF RELEVANT DATA; ACTION PLAN FOR NEXT WEEK/ FORTNIGHT
- MINUTING
- DISCUSSION ON A PARTICULAR TOPIC

LOCATION SPECIFIC TARGETS

- DATA BASE AS A BASIS
- AIM AT TARGETS
 - INTRODUCTION OF NEW CROPS / VARIETIES
 - ORGANIC FARMING PRACTICES
 - AGRICULTURE BASED INDUSTRIES
 - LOCATION SPECIFIC PROBLEMS
 - SOCIAL RESPONSIBILITIES
- COMMUNICATE DOWN THE LINE
- PLAN FOR RESOURCES
- EVALUATE SUCCESS RATE AND ACT IF REQUIRED

PLANNING

- FOR DAILY / WEEKLY/ MONTHLY ACTIVITIES
- FOR ANNUAL TARGETS
- TRAINING/ AUDIT/ SAMPLING CALENDAR
- KEEPING BLANK FORMATS READY
- DEPENDENCE ON CHECK-LISTS

Eg: Things to do; Check-list for training programs/field days;
Check-list for sampling/inspections

“ A WELL PLANNED JOB IS HALF DONE ”

SEED SAMPLING

- SAMPLES ----- 3 NOS----- LAB + DEALER + AO
- SAMPLE SLIP --- 4NOS ----- ALONG WITH EACH SAMPLE + AO
- FORM V ----- 3 NOS----- LAB + AO + JDA (With covering letter)
- FORM VI -----2 NOS ----- AO + DEALER
- FORM VIII ----- 2 NOS ----- AO + DEALER
- PANCHANAMA—2NOS ----- AO+ DEALER
- T/L and/or CERTIFIED LABEL-----1NO---AO
- BILL ----- 1 NO ----- AO
- WAY BILL ----- 2 NOS -----LAB + AO
- LETTER ----- 4 NOS -----JDA + ADA+ LAB + AO

Note:

1. Sample Size: Paddy – 400g
2. Packing: Place the seed directly in a cloth bag
3. Mention date of sampling, sample drawn by, sample code no(except on dealer sample) details on cloth bag
4. Sampling kit: Cloth bags, lac, seal, stamp, stamp pad, candle, match box, sketch pens,sampling probe.

PESTICIDE SAMPLING

- SAMPLES ----- 4 NOS----- LAB + DEALER + JDA+ ADA (C&DA)
- STICKERS -----4 NOS-----LAB + DEALER + JDA+ ADA (C&DA)
- FORM 20 ----- 4 NOS----- LAB +DEALER+ AO + JDA
- FORM 21 -----5 NOS ----- LAB +DEALER+ ADA (C&DA) + JDA + AO
- DOCKET SHEET ----- 3 NOS ----- LAB +AO + ADA (C&DA)
- PANCHANAMA—2NOS ----- AO+ DEALER
- BILL ----- 1 NO ----- AO
- WAY BILL 1----- 2 NOS -----LAB + AO
- WAY BILL 2 -----2 NOS ----- ADA (C&DA) + AO
- LETTER 1 -----4 NOS -----LAB + JDA + ADA+ AO
- LETTER 2 ----- 4 NOS ----- ADA (C&DA) + JDA +ADA+AO

Note:

1. Sample size: 50 ml/g or 100ml/g or 250 ml/g and so on, but in original packing
2. Do not deface details on the container; sticker shall be pasted anywhere except in the area where batch no,mfg date, expiry date etc., are mentioned
3. Packing: Place the original container in a polythene cover which in turn kept in a cloth bag
4. Form 20 and 21 shall be placed in between polythene cover and cloth bag whereas docket sheet is posted along with covering letter

FERTILIZER SAMPLING (except SSP & Zn/micro nutrients)

- SAMPLES ----- 3 NOS----- LAB + DEALER + ADA
- FORM P ----- 5 NOS----- LAB + AO + JDA+ ADA+ DEALER
- FORM K ----- 5 NOS ----- LAB + AO + JDA+ ADA+ DEALER
- FORM J ----- 3 NOS ----- ADA+C&DA copy+AO
- ACKNOWLEDGEMENT ----- 2 NOS ----- DEALER + AO
- PANCHANAMA—2NOS ----- AO+ DEALER
- BILL ----- 1 NO ----- AO
- WAY BILL ----- 2 NOS -----LAB + AO
- LETTER ----- 4 NOS -----JDA + ADA+ LAB + AO

Note:

1. Sample size: 500 g
2. Packing: Place the fertilizer in a polythene bag which in turn kept in a cloth bag
3. Form P shall be kept in between polythene cover and cloth bag whereas form K and form J are to be posted along with covering letter.
4. C&DA copy of form J should be kept with ADA
5. Sampling kit: Sample bags, polythene covers, lac, seal, rubber stamp, stamp pad, candle, match box, sketch pens, sampling probe.

FERTILIZER SAMPLING (SSP & Zn/micronutrients)

- SAMPLES ----- 4 NOS----- LAB + DEALER + ADA (C&DA) + ADA
- FORM P ----- 6 NOS-----LAB +AO+JDA+ADA+DEALER +ADA (C&DA)
- FORM K ----- 6 NOS -----LAB +AO+JDA+ADA+DEALER +ADA (C&DA)
- FORM J ----- 5 NOS -----JDA+AO+ADA+DEALER+ADA (C&DA)
- ACKNOWLEDGEMENT ----- 2 NOS ----- DEALER + AO
- PANCHANAMA—2NOS ----- AO+ DEALER
- BILL ----- 1 NO ----- AO
- WAY BILL 1----- 2 NOS -----LAB + AO
- WAY BILL 2 -----2 NOS ----- ADA (C&DA) + AO
- LETTER 1 ----- 4 NOS ----- LAB + JDA + ADA + AO
- LETTER 2 ----- 4 NOS----- ADA (C&DA) + JDA +ADA +AO

Sampling kit: Sample bags, polythene covers, lac, seal, rubber stamp, stamp pad, candle, match box, sketch pens, sampling probe.

CHECK-LIST - TRAINING PROGRAMS

- Agenda
- Shamiana
- Chairs
- Tables
- Refreshments
- Drinking water
- Attendance Register
- Banners
- Rope

ADMINISTRATION & DELEGATION

- COMMUNICATION OF TARGETS
- PERIODICAL REVIEW & FOLLOW UP
- INCULCATING ACCOUNTABILITY
- APPRECIATION
- DEVELOPING SECOND LINE OF AUTHORITY
- TRAINING & EQUIPPING
- SHARING INFORMATION OBTAINED THROUGH TRAINING

NOBODY IS BORN SKILLED, BUT BORN WITH SKILLS. A LEADER SHOULD BE ABLE TO EXPLOIT THE SKILLS

DATA BASE

- MAINTAINING MANDAL DATA BASE – CROP ACREAGE; RMG DETAILS; INPUT AGENCIES & LICENCE DETAILS ETC.,
- UPDATING DATA & ADEQUACY/ ACCURATE DATA
- HANDY INFORMATION – READY RECKONER
- CONTACTS – PROGRESSIVE FARMERS; INPUT AGENCIES; INPUT SUPPLIERS; MANDAL OFFICIALS; PEOPLE REPRESENTATIVES; DEPT.OFFICIALS; RESEARCH PERSONNEL

REPORTS

- DESIGN A PROPER FORMAT
- DESCRIPANCIES SHOULD BE CLARIFIED WELL IN ADVANCE
- DELEGATE FOR DATA COLLECTION
- INTENT OF REPORT IS EXPLAINED
- TIMELY SUBMISSION

OFFICE SPACE

- EASY ACCESS TO FARMERS & OTHER PERSONNEL
- AVAILABILITY AT OFFICE IS ENSURED
- SITTING & STORAGE SPACE
- HOUSEKEEPING
- MANDAL MAP
- DISPLAYS – POSTERS/ INSTRUCTION BOARDS/
ACTIVITY CHART
- INSTRUMENTS – WEIGHING MACHINE; MEASURING TAP; SAMPLING KIT; PETRI DISH; MEASURING CYLINDER ETC.,

ACTS – “COMPLIANCE IN SPIRIT”

- **SUPPLY OF QUALITY INPUT IS PRIME CONCERN**
- **ORGANIZE TRAINING PROGRAMS FOR DEALERS**
- **BUSINESS ETHICS**
- **LET FARMER DEMAND FOR QUALITY PRODUCT**

INFORMATION THROUGH DIFFERENT SOURCES

UPDATING INFORMATION THROUGH

- TRAINING PROGRAMS
- SUBSCRIPTION TO JOURNALS/ MAGAZINES
- SURFING INTERNET
- INTERACTION WITH COLLEAGUES
- PRESS/ TV MEDIA
- SCIENTISTS/ SUBJECT MATTER SPECIALISTS

MAKE BEST USE OF “ RYTHU MITRA GROUPS”

- **AS A PLATFORM FOR TRAINING FARMERS**
- **FOR QUICK DESSIMINATION OF INFORMATION**
- **FOR PROPAGANDA ON VARIOUS SCHEMES AND IDENTIFICATION OF BENEFICIARIES**
- **FOR SUBSCRIPTION TO JOURNALS / BOOKS**
- **ALARMING FOR LOCATION SPECIFIC PROBLEMS**

OTHER ASSIGNMENTS

- ACCEPTING AS AN OPPORTUNITY FOR MORE CONTACTS
- FOR PROPAGANDA ABOUT DEPT. SCHEMES
- BE SYMPATHETIC RATHER THAN EMPATHETIC

LET US ACCEPT THIS RESPONSIBILITY AS AN OPPORTUNITY

PREPARE THE FARMER

TO FACE FUTURE CHALLENGES

***HE/SHE SHOULD BE SELF SUSTAINED AND ABLE TO
FIND OUT SOLUTIONS ON COMMUNITY BASIS***

WE ARE JUST FACILITATORS AND RESOURCE PERSONS

“A TRUE PUBLIC SERVANT”

EVERYBODY EATS APPLE AND THROW AWAY SEEDS IN IT

***BUT A TRUE PUBLIC SERVANT ALSO NURTURE SEEDS TO
GET SOME MORE APPLES***

***HE/SHE IS MEANT FOR EVERY INDIVIDUAL, MORE SO
WITH DEPRIVED PEOPLE IN SOCIETY AND THUS
BESTOWED WITH SOCIETAL RESPONSIBILITY***

SUCCESS IN OUR JOB REQUIRE

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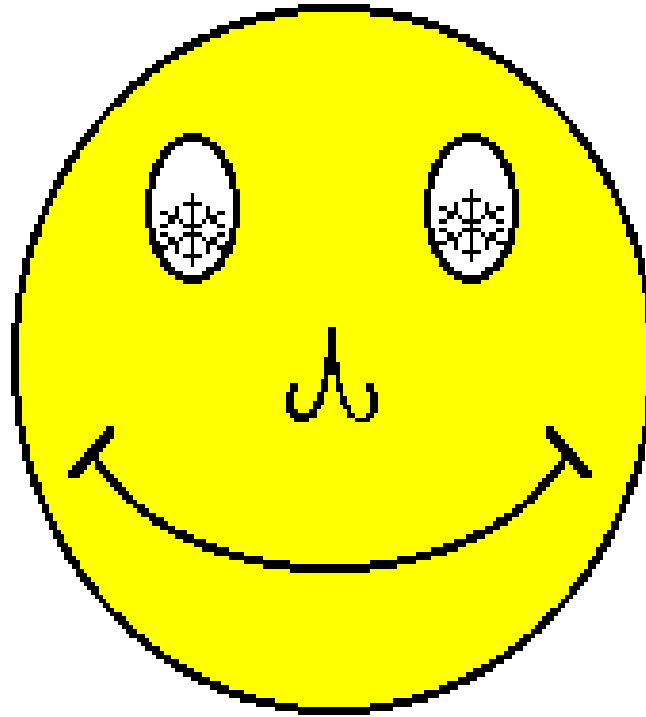
INTEREST

INNOVATION

INVOLVEMENT

INQUISITIVENESS

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***IT IS OUR EYES THAT MAKES THE BEST
JUDGEMENT OF A SITUATION***

***THE WAY WE LOOK AT IT IS MORE
IMPORTANT***

THANK YOU

&

GOOD LUCK