

**Government of Maharashtra's
International Fund for Agricultural Development (IFAD) &
Sir Ratan Tata Trust (SRTT)
Assisted**



An end to end approach to agriculture

Draft Knowledge Management Action plan 2011-12

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CONVERGENCE OF AGRICULTURAL INTERVENTIONS IN MAHARASHTRA (CAIM)

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Not everything that counts can be counted and not everything that can be counted counts. -----A. E I N S T E I N

Knowledge Management Action Plan for FY 2011-12

Activity/ Description	Target Audience	Knowledge Product	Tools and Techniques	Time frame/ frequency	Dissemination strategy	Responsibility
Monthly, Quarterly & Six Monthly Reports, Annually	Donor/ Government of Maharashtra, General Public	M&E Report	Data of programme interventions,	Monthly, Quarterly, Six Monthly, Annually	Email, and direct contacts	MEO with sector head
Field studies	Programme staff, IAs	Field visit Reports	Field visit, FGD with Community, commodity/reason specific data on programme interventions	Quarterly	Email, Newsletter, Special reports	ABEs, MEOs, DPMs, PMU
Published/ Print						
Special Programme Publications	Donor, community, Market players and other programme partners/ stakeholders	Photo Documentation/ Annual Report	Process and interventions documented to ensure the quality results and innovations	Annually	Website, Blog, Books, direct contact	KME and Sector head
Information Booklets	Donor, Market Players, IAs, Beneficiary, Line departments	Handbook	Sharing programme offerings	Quarterly	Booklets, website, direct contacts, meetings, workshops	DPMT
Commodity Profile Books	Programme staff, IAs, Community, and stakeholders	Handbook	Field study, location specific standard parameters, public domain info.	Quarterly	Handbook, website, Market fairs	ABEs
Handbook for field workers for CMRC staff	Field workers for CMRC	Handbook	Outsourced	Annually	Handbook, website, CMRC Staff training	PMU/PC-M
Information Book On Producer Company	IAs, Programme staff	Handbook	Outsourced	Annually	Handbook, website	ABEs
Booklet on JLGs	JLG Members, IAs	Handbook	Outsourced	Annually (printed as per requirement)	Handbook, website, during training	PMU/PC-A
VDC Manual	Community and IAs	Manual	Outsourced	Annually (printed as per requirement)	Manual during organizing, website	PMU/MEO
Training Modules of SHGs	SHG Member, IAs	Manual	Outsourced	Annually (printed as per requirement)	During training and website,	PMU/PC-M
Training Modules of JLGs Manual	JLG Members, Programme staff, IAs	Manual	Outsourced	Annually (printed as per requirement)	During training and website,	PMU/PC-A /DPMT

Activity/ Description	Target Audience	Knowledge Product	Tools and Techniques	Time frame/ frequency	Dissemination strategy	Responsibility
Manual on ToT of MT for JLGs	Master Trainer, IAs	Manual	outsourced	Annually	During training and website,	PMU/PC-A /DPMT
information Leaflets/ flyer	Donor, Market Players, IAs, Beneficiary, Line departments	Leaflet/ flyer	In house, programme offering to community	Quarterly	Community level meeting, CMRC level IT tools	DPMT
Stall/ exhibition for Regional, State and National Level	To market players and publicity	Posters	Participation in exhibitions	Monthly, Quarterly, Annually	Direct contacts	PMU/ DPMT
Flex	Community, market players	Flex	Block and village level programme offerings	Annually	Appropriate location	PMU/ DPMT
Advertisements & Public notifications	Market player, community and IAs	Advertisement	Sub project	Continuous	News papers	PMU/ DPMT
Special Studies: Rural Livelihood and Finance. (including Microfinance)	Banks, Programme staff, IAs, Line Departments, Donors	Special study	Rural livelihood in vidarbha region, status of micro finance-(Outsourced)	Annual	Report on website, public release	PMU & DPMT
Policy Issues Study	Government, Line departments and Donors	Policy study	Policy recommendation based on implementation experience (outsourced)	Annual	Policy paper circulation during SPSC, PSC, DPCC Meeting	PMU
Documentation on LEISA/Organic/Success Story/ Best Practice in various commodities	IAs, Programme staff, Donor, other development programme	Success Stories, Best Practices, Case Studies	In house documentation District specific	Monthly	Newsletters, Website, blog	DPMT
Documentation : Programme level	IAs, Programme staff, Donor, other development programme	Success Stories, Best Practices, Case Studies	In house documentation: overall for Programme	Quarterly	Training, workshop, blog, wiki, website	DPMT/PMU/ PSU
Information Technology						
IT Enable Technology for CMRC	Community	IT Tools	Outsourced	Pilot	ICT Kiosk	PMU+DPMT +CMRC
Projects websites	Donors, Community, Line Departments, Government, IAs, Programme Staff, public	website	Outsourced	One time		PMU
Programme Blog		Blog	Web based free tools	continuous	Promoting blogs on all publications, Email sign.	KME+ Sector head +DPMS
Social Networking						

Activity/ Description	Target Audience	Knowledge Product	Tools and Techniques	Time frame/ frequency	Dissemination strategy	Responsibility
Facebook		Social Networking	Web based free tools	continuous	Promoting on all publications, Email Sign	KME+ Sector head +DPMs
Twitter		Social Networking	Web based free tools	continuous	Promoting blogs on all publications, Email Sign	KME+ Sector head +DPMs
Video Documentation	Community	Video	Documenting innovations, events	Quarterly	Through website, blog, Social Networking	PMU/ DPMT
Photo Album: online through Google						
Study tours/workshops on KM	Community, Line Departments, Government, IAs, Programme Staff,	Capacity Building	Thematic Knowledge Management visits and workshop	Continuous	Website, newsletter, blog	PMU
KM workshops	Donors, Community, Line Departments, Government, IAs, Programme Staff, public	KS	Knowledge sharing fair	Bi-Annually	Website, newsletter, blog	PMU
CAIM Newsletter	Donors, Community, Line Departments, Government, IAs, Programme Staff, public	Newsletter	Knowledge sharing	Quarterly	Website, newsletter, blog	PMU
Training Needs Assessment Study	Survey, study	Study	outsourced	Annual	Reports	PMU