Management "M" Theory for Sustainable Agriculture Development

Presented by
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Mission (GOAL) (Objective, Target)
Mission has to be clear, concrete, precise and pragmatic

Harmonized and optimized, synchronized and synergized (Softwares, hardwares) (including calculated risks)
Management by strong leadership with rich experience and wisdom of manager (No risks no gain)(Who dares win)

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Market Access
Market determines production! (One Village, One Product)

Meteorology (Impact of Weather & Climate)
Action to be in time and on time! Reserves "M" for Emergency!

Media Warfare
Information Technology!

Monitoring & Evaluation
To maintain direction and success, need to check properly and timely!

Mind-set (Morale)
Decisive Factor!

Man Power
Right man has to be in right place!

Material Power
Manage to efficient use!

Money Power
No input, no outcome!

Method
(Traditional  Advanced Method)
(High-Tech)

Machine Power
To enhance Productivity & quality
Commercialized for quality & quantity!

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Reserves "M" for Emergency!
The Role of Management

Mission (ဗိုလ်ချင်းစင်မှု)
Mission has to be clear, concrete, precise and pragmatic

Mindset (Morale) (စိတ်ဓာတ်ပိုင်းဆိုင်ရာကြံခိုင်မှု) (Decisive factor)
{Burning Desire to success, strong will to accomplish the mission, will to win, will to develop, unity of ideology, unity of mindset}

Man Power (လူအင်အားစီမံခန်းခွဲမှု) (Right man has to be in right place)
{Technicians, Scientists, skilled and unskilled labours, combination and balancing of chicken and duck}

Material Power (ပစ္စည်းအင်အားစီမံခန်းခွဲမှု) (Manage to efficient use)
{Land & water resources, necessary inputs}

Machine Power (စြ်ယန္တရားအင်အားစီမံခန်းခွဲမှု) (Commercialized for quality and quantity)
{To be optimized in dynamic utilization of machines both down and upstream facilities}

Money Power (ငင်းငကြ်အရင်းအနှီးစီမံခန်းခွဲမှု) (No input, no outcome)
{How to find capital sources for investment? how to allocate efficiently?}
The Role of Management

★ Method (Technical Know-how) (နည်းပညာအသုံးချမှု) (Traditional to advanced- high-tech)

{From lab to farm, farm to lab, pre- and post-harvest technology- from seeding to marketing}

★ Meteorology (Impact of Weather & Climate) (ရာသီဥတု၏လွှမ်းမိုးမှု) (Action to be in time and on time)

{Precaution measures, pre- and post-disaster management, reverse all "M's" for emergency}

★ Market Access (ငစျြွြ်၏အငရးပါမှု) (Market determines production)

{To have guaranteed price and sustainable wholesale and retail markets, local and global demand, to meet quality and quantity demand on time, competitiveness of price and quality}

★ Monitoring and Evaluation (ကြီးကြပ်ခခင်းနှင့်စိစစ်သုံးသပ်ခခင်း)(To maintain direction and success, need to check properly and timely!)

{Need to monitor and evaluate the progress of mission, checklist to be pre-determine in priority}

★ Media Warfare (သတင်းခြန်းချိငရးစစ်ပွဲ) (Information Technology)

{Need to be mobilize public participation}
Mission has to be clear, concrete, precise and pragmatic!

- Who, when, where, what to be accomplished?
- What is your mission? (ကိုယ်စားလှယ်: စာရင်းသို့ သော်လိုက်တော်?)
- What is your goal? (လေး:လျင်တွင် သော်လိုက်တော်)
- What is your target? (ပစ်မှတ်: သော်လိုက်တော်)
- What are the limitations in your mission?
Mindset (Morale)

Burning desire with beautiful mind to succeed, to conquer, to win and to develop!

- Mindset to be decisive
- Will to do, will to win, will to develop
- Self confidence
- All inclusive

- Unity of Mindset
- Unity of Ideology
- Unity of Goal
- Unity is Strength
Man Power

Right man has to be in right place!

- Managers
- Technicians
- Scientists
- Skilled labor
- Unskilled labor

- Efficient Utilization!
- Combination and balancing of Chicken and Duck!
Material Power

Manage to efficient use of Land & water resources and necessary inputs (Quality seeds, fertilizer, etc.)

- What kinds of materials needed?
- How many numbers are needed?
- How to organize and allocate them?
- How to manage for efficient use?
- How to maintain?
Machine Power

- to enhance productivity & quality,
- commercialized for quality and quantity
- to be optimized in dynamic utilization of machines both downstream and upstream facilities (Dozer, excavator, tractor, seeder, combine harvester, dryer, milling & value-added facilities)
- Value-added SMEs and optimized utilization of by-products

- What types of machines and how much are needed?
- Effective utilization of machines!
- Importance of maintenance and replenishment!
- Sources of Sustainable Energy for Agriculture Industry!
Money Power

No input, no outcome!
No Budget, no development!

- Without investment, cannot move forward
- How to find capital sources for investment?
- How to allocate efficiently?
- **Without budget, you can do nothing!**
- **Income Generation for Farmers!**
- **To assure guaranteed price for crops!**
Methods (Technical Know-how)

Traditional to advanced Methods (High-Tech)

- From lab to farm, farm to lab
- What kinds of techniques and methods?
- Are Efficient and effective methods for success?
- How to create awareness for GAP?
- Pre- & post-harvest technology (from seeding to marketing)

Good Agricultural Practice
Meteorology
(Impact of Weather & Climate)

Precaution measures, Pre- and Post- disaster management!
Action to be in time and on time! Reserves "M"s" for emergency

- Global Warming and Climate Change
- What impacts might be caused from current weather conditions?
- What precautions needed?
- How to manage during disasters?
- How to manage aftermath disasters?
- All "M$ "Power reserved are needed to be in position for emergency situation!
- Measures to be in time and on time!
- Action for Recovery and Rehabilitation-
  - Urgent Action
  - Short and Long term Actions
Market Access

Without market, useless and waste to produce! Market determine production!

- Importance of market access?
- Market demand?
- Development of market at all levels
- One Village One Product based on market
- Local and global demand - Quality and Quantity
- To have guaranteed price and sustainable wholesale and retail markets

Wholesale Markets

Retail Market
Monitoring & Evaluation

To maintain direction and success, need to check properly and timely!

• Need to monitor and evaluate the progress and mission
• Checklist to be pre-determined in priority
• Check, recheck, counter check, surprised check, overall check, spot check, on-ground check, detail check
Media Warfare

Need to mobilize public participation!
market information, promotion for products, business information, extension information, awareness of rules and regulations, early warnings for intime and ontime actions, weather information,

• Sources of Media to disseminate?
• How to disseminate information to the audience in precise and timely manner?
• How to provide required information?
• How to attract awareness from public?
• Efficient and effective application of Media! (Information, Education, Entertainment)

CNN, BBC, VOA, MRTV, CNA, CCTV, NHK, Farmers' Channel ........
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**Mind-set** (Morale)
- Decisive Factor!
- Strong will to accomplish the mission
- Will to win, Will to develop
- Unity of Ideology, Unity of Mindset

**Man Power**
- Right man has to be in right place!

**Material Power**
- Manage to efficient use!
- Land & Water Resource
- Necessary Inputs
  - Quality Seeds
  - Fertilizers, etc..

**Money Power**
- No input, no outcome!
- Commercialized for quality & quantity!

**Machine Power**
- To enhance Productivity & quality
- To be optimized in dynamic utilization of machines both down-stream and upstream facilities
  - Dozer, Excavator, Tractor, Seeder, Combine Harvester, Dryer, Milling and Value-added facilities
  - Secure & Sufficient Power Sources

**Method** (Traditional → Advanced Method)
- (High-Tech)
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**Need to mobilize Public Participation**
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- Business information, Extension information
- Awareness of Rules & Regulations
- Early Warnings for in-time & on-time actions
- Weather Information

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- **Precaution Measures**
  - Pre- and Post Disaster Management
  - Reserve All "M"s" for Emergency
"P" Formula to accomplish "MISSION"

**Plan**
- Must be precise, concrete and applicable
- Harmonized linkage between Macro and Micro Plan
- Not to be paper plan

**Policy**

**Principle**
- President’s 5 Guidelines for Agricultural Development (Changing mindset, changing quality seeds, applying GAPs, transforming to irrigated farming, and mechanized farming)

**Procedure**
- Follow the procedures, sequentially and precisely, implement in each and every process to accomplish the mission

**Progressive Monitoring & Evaluation**
- Monitoring the progress of work done and utilization of resources in timely manner in line with the plans
- Maintain Direction, expand success
- Evaluate the performance and taking feedback for the success of Mission to be accomplished.
- Emergency action plan for unexpected situation to secure the success (Alternative Measures with Flexibility)

**National Plan**
- Grand Strategic Plan, Strategic Plan
- Long-term and Short term plan (Combined with Macro & Micro Plan)

**National Food Security & Nutrition (Self-Reliance & Self-sufficiency)**
- Rice is life, Rice is Economic, Rice is Politics
- The priority for rural development and poverty reduction
- Primary Industry for National Economy (Income Generation Approach, Income Driven Approach)

**National Plan**
- Changing mindset, changing quality seeds, applying GAPs, transforming to irrigated farming, and mechanized farming

**Policy**
- President’s 5 Guidelines for Agricultural Development
- Formulated by Dr. Myint Hlaing
- Union Minister (Lt. General, Retd.)
- Ministry of Agriculture and Irrigation
"Good Manager" must be "Good Checker"
(Key points for Checking)

To maintain success, need to check properly and timely!

* Check list to be predetermined in priority *

- Daily Check
- Weekly Check
- Monthly Check
- Quarterly Check
- Bi-annual Check
- Annual Check
• Who is the "Decision Maker"?
• Who is the "Policy Maker"?
• Who are the "Key Players"?
• Who are the "Stakeholders"?

• We all have responsibility for our country.
• Don't have to make too much blame game.
• Let's work together in unison for our nation!
Time and tide wait for no men!

60 Seconds = 1 Minute
60 Minutes = 1 Hour
24 Hours = 1 Day
365 Days = 1 Year

Every second and Every Minute can change your Life.
Time is precious and invaluable.
Present Action will determines the Future.
I strongly believe all of you will be able to create better life and brighter future of our mother land.

Who will be the next Manager?
Thank you very much for your kind participation.

Presented by
Htin Aung Shein
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Ministry of Agriculture and Irrigation

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