

Management "M" Theory for Sustainable Agriculture Development

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Management "M" Theory for Sustainable Agriculture Development

Formulated by
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The Role of Management

Mission (ရည်မှန်းချက် လုပ်ငန်းတာဝန်)

Mission has to be clear, concrete, precise and pragmatic

- ★ Mindset (Morale) (စိတ်ဓာတ်ပိုင်းဆိုင်ရာကြံ့ခိုင်မှု) (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 (လူအင်အားစီမံခန့်ခွဲမှု) (Right man has to be in right place)
{Technicians, Scientists, skilled and unskilled labours, combination and balancing of chicken and duck}
- ★ Material Power (ပစ္စည်းအင်အားစီမံခန့်ခွဲမှု) (Manage to efficient use)
{Land & water resources, necessary inputs}
- ★ Machine Power (စက်ယန္တရားအင်အားစီမံခန့်ခွဲမှု) (Commercialized for quality and quantity)
{To be optimized in dynamic utilization of machines both down and upstream facilities}
- ★ Money Power (ငွေကြေးအရင်းအနှီး စီမံခန့်ခွဲမှု) (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 (ဈေးကွက်၏ အရေးပါမှု) (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 (ကြီးကြပ်ခြင်းနှင့် စိစစ်သုံးသပ်ခြင်း) (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 (သတင်းဖြန့်ချိရေးစနစ်) (Information Technology)
{Need to be mobilize public participation}

Mission

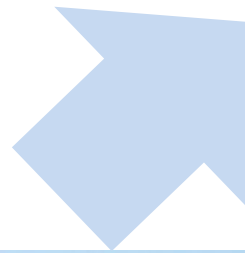
Mission has to be clear, concrete, precise and pragmatic!

- Who, when, where, what to be accomplished?
- What is your mission? (ရည်မှန်းချက်တာဝန် ဘာလဲ?)
- What is your goal? (ပန်းတိုင်က ဘာလဲ)
- What is your target? (ပစ်မှတ်က ဘာလဲ)
- 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!

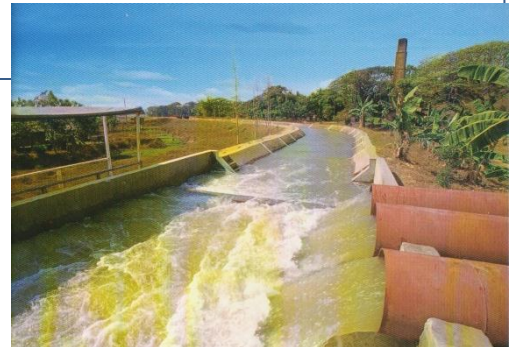
- Managers
 - Technicians
 - Scientists
 - Skilled labor
 - Unskilled labor
- **Efficient Utilization!**
 - **Combination and balancing of Chicken and Duck!**



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?



Irrigation



Pesticides



Farm Land



Quality Seeds



Farm Tools



Fertilizer



Nursery

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!**



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^s 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



Heavy Snow



Severe Drought



Deadly Earthquake



Typhoon



Tsunami



Heavy Flood



Cyclone

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

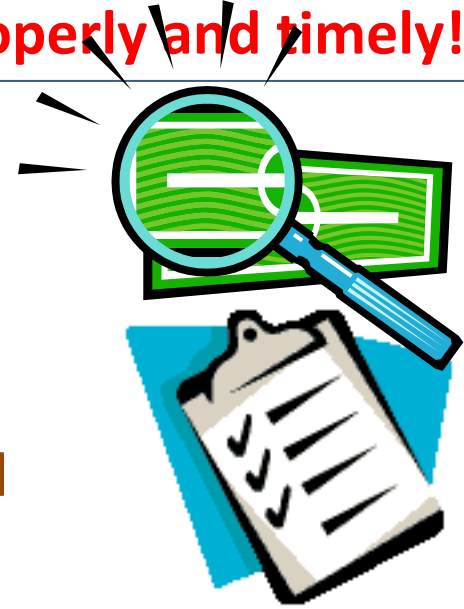
Retail Market



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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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)

Media Warfare
 Information Technology!

Mind-set (Morale)
 Decisive Factor!

Man Power
 Right man has to be in right place!

Material Power
 Manage to efficient use!

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

Money Power
 No input, no outcome!

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

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

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

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

- Need to mobilize Public Participation
- Market information, Promotion for products
- Business information, Extension information
- Awareness of Rules & Regulations
- Early Warnings for intime & ontime actions
- Weather Information

- Need to monitor and evaluate the progress of mission
- Check list to be pre-determined in priority

- Check, Re-check, Counter Check, Surprised Check, Overall Check, Spot Check, On-ground Check, Detail Check

- To have Guaranteed price and Sustainable Wholesale and Retail Market
- Local & Global Demand
- To meet Quality and Quantity demand on time
- Competitiveness of Price and Quality

- Precaution Measures
- Pre- and Post Disaster Management
- Reserve All "M^{su}" for Emergency

- From lab to farm, farm to lab
- Pre- and Post Harvest Technology (from seeding to marketing)

- How to find capital sources for investment?
- How to allocate efficiently?
- Without Investment, cannot move forward.
- No Budget, No Development

- Burning desire to success
- Strong will to accomplish the mission
- Will to win, Will to develop
- (Unity of Ideology, Unity of Mindset)

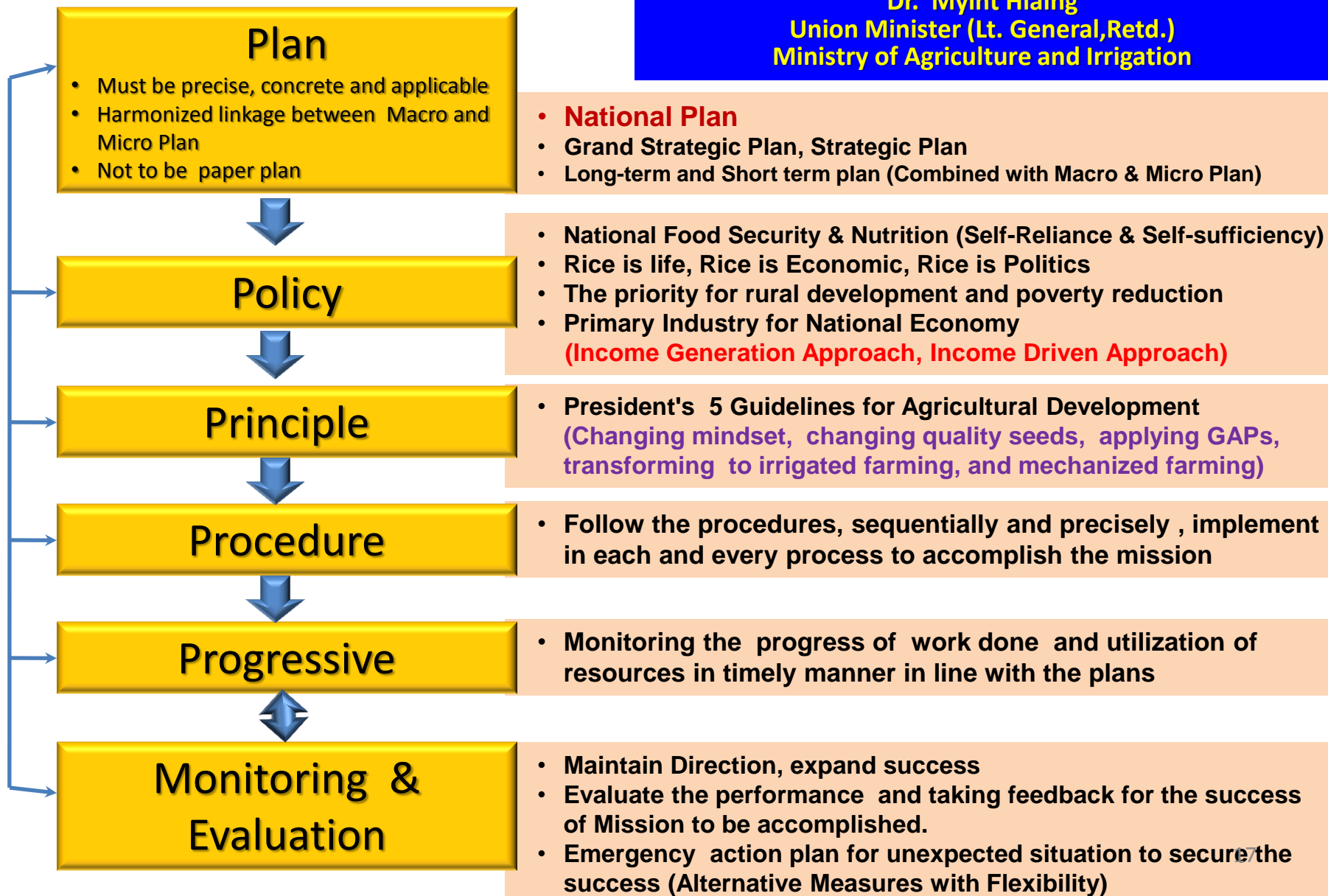
- Technicians
- Scientists
- Skilled and Unskilled labors
- Combination and balancing of Chicken and Duck

- Land & Water Resource
- Necessary Inputs
- Quality Seeds
- Fertilizers, etc..

- 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

"P" Formula to accomplish "MISSION"

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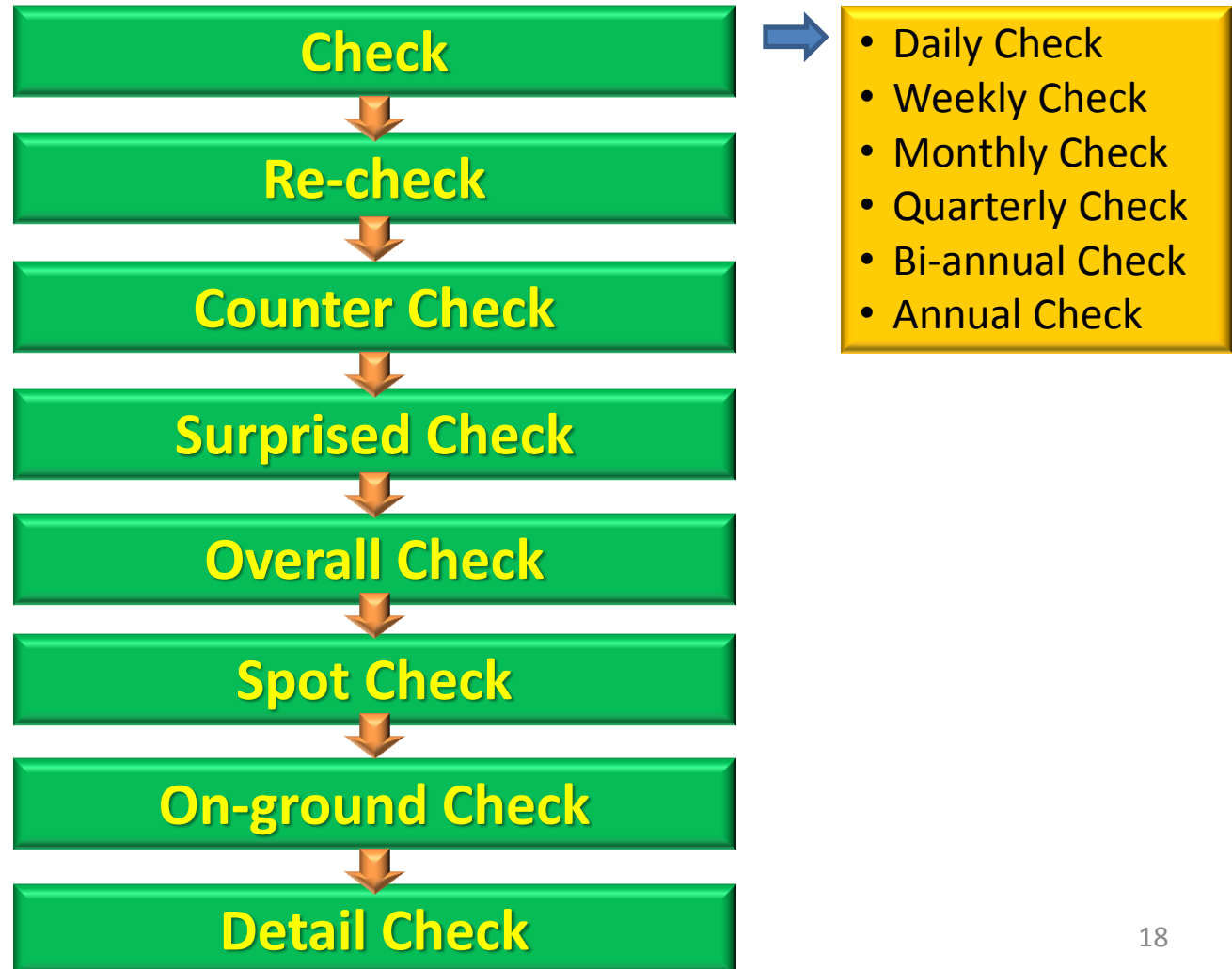


"Good Manager" must be "Good Checker"

(Key points for Checking)

To maintain success, need to check properly and timely!

* Check list to be predetermined in priority *



- **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.

Golden Land Myanmar

Who will be the next Manager ?



I strongly believe all of you will be able to create better life and brighter future of our mother land.

**Thank you very much for your kind
participation.**

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