

MANAGE ANNUAL REPORT 2017-2018



National Institute of Agricultural Extension Management

(An Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad – 500 030, Telangana State, India

www.manage.gov.in

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Message from the Director General

This year has been a significant one on a number of fronts. This was a year of introspection and new beginnings. MANAGE completed 30 years of service in the field of agricultural extension management. Looking back at the last thirty years gives us a sense of pride in having promoted new concepts and launched new programs keeping farmers in focus.

During the year eighteen international training programs were conducted under Feed the Future India Triangular Training (FTF ITT) in collaboration with ICAR and National Institutes on specific technical topics. All the programs received high appreciation from the participants.

MANAGE entered a new era in its international collaboration by working with Michigan State University (MSU), USA in areas of mutual interest. MANAGE and MSU-Extension team have identified areas for future collaboration and worked out a roadmap to undertake joint activities. It was also a new beginning for the Agribusiness Management students as MSU offered a 3-credit course on Supply Chain Management (SCM) for PGDM students.

This year a new program, manage30 was initiated to start a Community of Practice in Agricultural Extension and Advisory Services by creating a network of community resource persons at the grassroots to bridge the gap in extension professionals and farmer ratio. Thirty youth were selected and imparted technical and functional skills. These 30 trained youth will train 30 rural youth each creating a network of community extension personnel at the grassroots. Other new initiatives have been a one month course for Prospective Chief Executive Officers (CEOs) of Farmer Producer Companies (FPCs) and another on Agricultural Supply Chain Management for Aggregators.

MANAGE has initiated an Agribusiness Incubation Centre to sensitize and guide youth on starting a business in agriculture. The Centre is imparting knowledge, ideas and also linking financial institutions for starting or scaling-up the business.

With a focus on blending technology with extension, MANAGE is implementing District Pest Management Plan jointly with NIPHM. The project aims at focused extension efforts on judicious pest management of paddy, cotton and chilli in Warangal Urban and Warangal Rural Districts. MANAGE also launched the Network for Information on Climate (Ex) Change (NICE) Mobile Application under District Pest Management Plan (DPMP).

MANAGE collaborates with many research and technology institutions especially of ICAR and has conducted many off-campus programs for state officials, blending technology with extension. These programs have opened a new era in the history of MANAGE.

The Post Graduate Program in Agribusiness Management (PGDM ABM) had 100% campus placements yet again. This year, MANAGE has been ranked as 1st Best sectoral B-School in agriculture, 4th Best B-School in south India and 24th Best B-School in the country by Outlook magazine.

As part of institutional collaboration MANAGE signed a MoU with IIIT-Hyderabad for a joint Agri-Tech Startup Accelerator Program. The Program will identify, support and facilitate idea-stage enterprises using latest technologies and innovations to solve agriculture specific issues.

Our achievements have been made possible because of the unstinted support from the Ministry of Agriculture, Govt. of India, our General Council, Executive Council, Academic Committee. We also value the support from the State Departments of Agriculture and allied departments, State Agricultural Universities and other institutions. We hope to receive such support and encouragement in the future too.



V. Usha Rani, IAS
Director General

1. MANAGE – An Overview

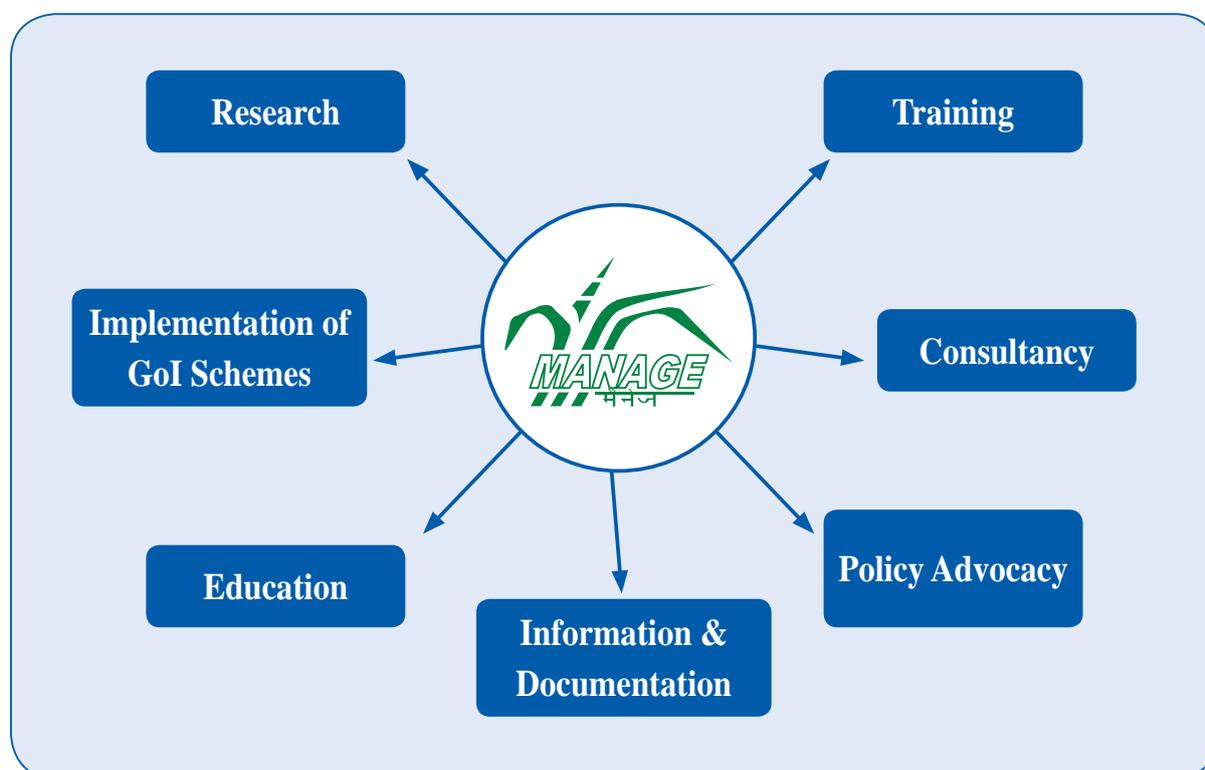
The National Institute of Agricultural Extension Management (MANAGE), is an autonomous organization under the Department of Agriculture, Cooperation and Farmers Welfare (DAC&FW), Ministry of Agriculture & Farmers Welfare, Government of India (GoI). MANAGE was established in response to the challenges of agricultural extension in a growing agricultural sector. The transformation of agriculture into a market driven activity and the complexity of agricultural technology called for major initiatives towards reorienting the agricultural extension system. Effective ways of managing the extension system were needed to transform the existing set-up through professional guidance and capacity development of critical manpower. MANAGE was established in response to this need.

MANAGE was registered as a Society on 11th June 1987 under the Andhra Pradesh

(Telangana areas) Public Societies Registration Act, 1350 Fasli (Act of 1350F).

The mandate of MANAGE is to assist Government of India and State Governments/ UTs to help improve delivery mechanisms in agriculture and allied sectors through need-based changes in policies and programs, and also by improving the knowledge, skills and attitude of extension personnel. The Institute focus areas are Training, Education, Research, Consultancy etc., apart from implementing some Central Sector Schemes.

MANAGE programs cover public and private sector organizations, voluntary sector, farmers' groups and organizations, private extension service providers, agribusiness companies and cooperatives apart from various national and international organizations in agricultural development.



Training

The Agricultural Extension System constantly requires orienting extension professionals to equip with latest skills to meet the challenges. MANAGE organizes training programs, workshops and refresher programs for public extension functionaries working in agriculture and allied departments of different States and UTs, scientists of Krishi Vigyan Kendras (KVK), ICAR Institutions and State Agricultural Universities (SAUs) and for private sector executives. Inculcating a positive approach, focus on problem solving and improving performance is the theme of most training programs. The programs provide conceptual understanding and operational skills on current themes in Agricultural Extension Management and are designed to prepare the extension functionaries and other professionals to cope with new challenges and for effective implementation of flagship programs of the Government.

The Programs are organized based on the recommendations of the Annual Training Planning Workshop. The workshop provides a platform for exchange of information on training needs, themes proposed, innovative approaches and probable collaborations with the participation of representatives of Extension Education Institutes (EEIs), State Agricultural Management and Extension Training Institutes (SAMETIs) Department of Agriculture & Allied areas and scientists of ICAR/SAUs. The themes of the programs centre on the themes of the eight centres of MANAGE. The programs are also customized in response to the requests from the GoI/States/UTs and the private sector.

Research and Consultancy

MANAGE conducts research on contemporary relevant themes in agricultural extension management like market inclusive extension, role of gender in agricultural extension, use of ICTs to reach out to farmers, public-private partnership in extension etc. 'Action research' is

taken up to pilot-test ideas/concepts/technologies in field situations on a limited scale. Consultancy is also provided to State departments in the field of agriculture and allied areas. Monitoring and Evaluation of implementation and impact assessment of various Schemes is undertaken on requests from Central and State Government Organizations.

Education

Another area of focus is Education. A Flagship program of MANAGE is the Post-Graduate Diploma in Agri-Business Management [PGDM (ABM)], launched in 1996 to impart education to meritorious agricultural graduates in the areas of agribusiness management, HRM, entrepreneurial development and financial management etc. and prepare business leaders and techno-managers. MANAGE also conducts a one year continuing education program, the "Post Graduate Diploma in Agricultural Extension Management (PGDAEM)" program for in-service extension personnel. This program is offered on a distance education mode and contact classes are conducted at respective state headquarters.

Government of India Schemes

MANAGE is also implementing Government of India Schemes such as "Agri-Clinics and Agribusiness Centres Scheme (AC&ABC)", "Kisan Call Centres (KCC)", DAESI, STRY & FCAC.

The AC&ABC Scheme was launched in 2002 to supplement the efforts of the public extension system through training agricultural professionals and creating gainful self-employment opportunities for them. The Kisan Call Centre delivers extension services to the farming community in local languages using the telecom network. The DAESI program was initiated in 2003 to train input dealers on technical aspects of agriculture on 'Contact class-cum-distance education mode'. MANAGE is also implementing Skill Training for Rural Youth (STRY) Scheme.

Mission

The Mission of MANAGE is to facilitate the acquisition of managerial and technical skills by extension officers, managers, scientists and administrators, in all sectors of agricultural economy with a view to enable them to provide the most effective support and services to farmers and fishermen for practicing sustainable agriculture.

Vision

To be counted among the most pioneering, innovative, user-friendly and self-supporting agricultural management institutes in the world.

Mandate

- ◆ Developing linkages between prominent State, Regional, National and International institutions concerned with agricultural extension management and also agricultural development
- ◆ Gaining insight into agricultural extension management systems and policies
- ◆ Forging collaborative linkages with National and International institutions for sharing faculty resources
- ◆ Developing and promoting application of modern management tools for improving the effectiveness of agricultural extension organizations
- ◆ Organizing need-based training for senior and middle level agricultural extension functionaries
- ◆ Conducting problem-oriented studies on agricultural extension management
- ◆ Functioning as an International Documentation Centre for collecting, storing, processing and disseminating information on subjects related to agricultural extension management.

Core Values

- ◆ User-friendliness
- ◆ Client-centred process consultancy
- ◆ Farmer-focused approach in all professional services
- ◆ Interactive and experiential learning methodology
- ◆ Faculty development and networking with facilitators
- ◆ Determination to achieve financial self-reliance

Centres at MANAGE

There are eight theme based Centres at MANAGE along with a School of Agribusiness Management.

These Centres are:

1. Centre for Agricultural Extension Policy, Public Private Partnership and International Centre of Excellence in Agricultural Extension
2. Centre for Agricultural Extension Innovations, Reforms and Agripreneurship
3. Centre for Capacity Building of Agri-Institutions
4. Centre for Supply Chain Management and Marketing in Agricultural Extension
5. Centre for Extension in Agri-Allied Sectors
6. Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension
7. Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture
8. Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans
9. School of Agribusiness Management

Institutional News and Events

MANAGE @ 30

MANAGE celebrated its 30th Foundation Day on 11th June 2017. On the occasion, Director General MANAGE Smt. V. Usha Rani, IAS, released a brochure “MANAGE@30” highlighting milestones over the last 30 years, contributions by former Director Generals, reflections by Faculty, officers and staff.

MANAGE AC&ABC Incubation Centre

An Agribusiness Incubation Centre has been established to give different business ideas to youth to start a business in agriculture. The Incubation Centre focuses on agriculture and allied aspects like agri-input, ICT in agriculture, animal husbandry, nutrition and health, dairy, post-harvest and processing, farm mechanization, precision farming, supply chain management, fisheries, sustainable agriculture and warehouse management. Some of the services offered by the Incubation Centre include capacity building, technical and business mentoring, regulatory and advisory services, IPR facilitation, networking, and funding facilitation.





The Incubation Centre is expected to guide rural youth, on starting a business in agriculture, sensitize to different business opportunities in the agriculture sector, share success stories of rural youth who have effectively initiated and implemented their businesses, innovations and technologies developed at different research institutes in India. The Centre is imparting knowledge, ideas and also linking financial institutions for starting or scaling-up the business.

Some of the Incubatees include:

- Dr. Gauthaman Ramasamy from Data2Sense, who launched “Kultivate”: an innovative software platform which can be used by progressive farmers, private consultancies, SAUs, ICAR institutes, KVKs, contract farming companies, hatcheries to provide personalized crop advisory to their client farmers, supply farm inputs, hire machinery, labor, procure produce.
- Mr. Ramchandra Appari, Green Morning Horticulture Pvt. Ltd., launched a website <http://greenmorning.in/> and is into development of sustainable agriculture through tree transplantation services.
- Mr. Vaibhav Sharma, Vraksh Agrotech Pvt. Ltd., launched “AgriTalk” a social professional networking and communication platform for agriculture and farming related information and knowledge sharing.

Farmerfriend.info Website launched

A website on Commodity Outlook and Situation Analysis <http://farmerfriend.info> was launched by MANAGE on 20th April 2017. The objective is to provide timely, relevant & reliable information of major agricultural commodities for the benefit of agricultural officers and farmers and reduce the information gap to enable better decision making by farmers. The website provides information on price trends, weather forecasting, package of practices, costs and benefits of all major crops; national & global scenario of supply & demand opportunities for exports for major commodities and Guidelines of various government programs for use by farmers.

District Pest Management Project (DPMP) – Blending Technology with Extension

District Pest Management Project (DPMP) is a pilot project jointly implemented by the National Institute of Plant Health Management (NIPHM), MANAGE and Department of Agriculture & Horticulture, Telangana State. The Project aims at intensifying focused extension on judicious pest management of paddy, cotton and chilli in Warangal Urban and Warangal Rural Districts. Sensitization programs were conducted for officials of Agriculture and Horticulture Departments and Farmers in both the districts. Three operational manuals on DPMP in Cotton, Chilli and Paddy were prepared and distributed to all stakeholders.



Launch of NICE Mobile Application

A one day program for launching the Network for Information on Climate (Ex) Change (NICE) Mobile Application under District Pest Management Plan (DPMP) was organized jointly by MANAGE, NIPHM, Department of Agriculture and Horticulture, Government of Telangana on 29th November 2017 at Bala Vikas, Warangal. E-Tablets were distributed among 62 Officials for the implementation of NICE application under DPMP. This was followed by an orientation on NICE application wherein the services for Farmers were demonstrated to the participants.

KCC celebrates 15th Anniversary

The Kisan Call Centre (KCC) celebrated the 15th year of its inception on January 21, 2018. Around 200 farmers participated in the celebrations. During the last four years, the Call Centre at Hyderabad has received 20,47,628 calls and answered 15,07,168 calls i.e. 75% of the calls.

Adoption of Sriramnagar Village

MANAGE adopted Sriramnagar village in Moinabad mandal, Ranga Reddy district and ensured to provide need based trainings for the farmers and rural women to achieve sustainable agriculture in the village. As a part of improving agriculture related activities in the adopted village, a demonstration of direct sown rice with drum seeder was conducted on 16th December, 2017 in the village with the support of IIRR.

A local contact person who can facilitate the activities of MANAGE in the village, is appointed as MANAGE Friend (MF) and is equipped with tablet phone installed with agriculture apps like NICE, M-Kisan, Krishi video etc., and social networking apps like WhatsApp, Skype etc. MANAGE Friend is capturing crop problems and forwarding them to the centre.

Regular fortnightly crop advisories through MANAGE Friend, covering all crops are continuing.



Mahila Kisan Divas Celebrations

The Ministry of Agriculture and Farmers Welfare, Government of India (GoI) has declared 15th October as Mahila Kisan Divas, to felicitate farm women who contribute to agriculture and rural development. MANAGE celebrated Mahila Kisan Divas 2017 at Sriramnagar village, Moinabad mandal, Rangareddy dist., Telangana. As part of the event, Farmer – Scientist interactions were organised to understand the agricultural situation in the village and identify gaps in the crop cultivation practices of farmers, and recommend solutions to mitigate problems in crop cultivation.

Convocation 2018

The National Institute of Agricultural Extension Management (MANAGE) conducted its 3rd Convocation for the Post Graduate Diploma in Management (Agri-Business Management) for the batches 2012-14 to 2015-17 on 19th November, 2017. A total of 240 students were awarded their diplomas at the convocation ceremony, with four students receiving Gold medals. The Chief Guest for the Convocation was the Hon'ble Secretary, Department of Agriculture and Cooperation & Farmers Welfare, Shri S.K. Pattanayak, IAS.

100% Placements in PGDM ABM

The Post Graduate Program in Agribusiness Management (PGDM ABM) had 100% campus placements yet again. This year, as per the rankings in Outlook magazine, MANAGE has been ranked as 1st Best sectoral B-school in agriculture, 4th Best B-School in south India and 24th Best B-School in the country.

New Courses

Community of Practice in Agricultural Extension and Advisory Services -MANAGE Young Agricultural Extensionist Program (MANAGE30)

A new program, MANAGE Young Agricultural Extensionist Program or manage30 was initiated to start a Community of Practice in Agricultural Extension and Advisory Services by creating a network of community resource persons at the grassroots to bridge the gap in extension

professionals and farmer ratio at community level, to make extension services more accessible to rural farm producers, to inculcate agripreneurship among the farmers, and make youth lead agricultural development. Thirty young, energetic, and self-motivated youth were selected and imparted technical and functional skills. These participants in the second phase, will train 30 more rural youth to work as community extension professionals, ultimately multiplying the effect and forming a network of community resource persons for the farming communities at the grassroots.

Course for Prospective Chief Executive Officers (CEOs) of Farmer Producer Companies (FPCs)

A new model of aggregation in the form of Farmer Producer Company has evolved. The main objective of mobilizing farmers into member-owned producer companies, or FPCs, is to enhance production, productivity and profitability of agriculturists, especially small farmers in the country. These groups are professionally managed by a Chief Executive Officer (CEO). However, there is a lack of trained CEOs to carry out the activities of FPCs. Against this backdrop, MANAGE conducted a one month course during March 1-31, 2018 to create trained human resource and provide employment to the rural youth.

Course on Agricultural Supply Chain Management for Aggregators

Small farmers not only suffer from diseconomies of scale, but are also deprived of the benefits of integrated supply chains and access to high end markets. This calls for aggregation of farmers at the grass root level. Aggregators need to be trained in different aspects of supply chain management which would enable them to acquire skills on assessment of market demand, opportunities and forward linkage solutions and function effectively as aggregators. Against this backdrop, MANAGE conducted a one month course during March 1-31, 2018 for rural unemployed youths to act as aggregators and help the farmers in getting higher returns.

MANAGE Internship Program for Post Graduate Students of Extension Education

MANAGE Internship Program (MIP) for Post Graduate Students of Extension Education was started in April 2017. Two types of Internship opportunities are offered under the program:

***3 month Internship:** Open to 2nd Year M.Sc / Ph.D scholars of Extension Education and M.Sc. Completed students/scholars. A maximum of 5 scholarships are offered in each batch that starts in April, August, and December. Scholarship of Rs. 10,000 per month is offered to the interns along with free lodging and boarding at MANAGE Guest House.

***6 months Internship:** Open to Ph.D holders in Extension Education. Maximum 5 internships are offered in each batch that starts February and August. A scholarship of Rs. 35,000 per month is offered to the interns.

The research conducted by interns has been on topics including Gender and Nutrition in Agriculture Extension; Knowledge Management of Private Agro-advisories and Cost-effectiveness of their services to Farmers; Knowledge management in producer organizations; etc.

Institutional Collaboration

MANAGE team visits MSU

A three-member MANAGE delegation visited Michigan State University (MSU) during September 2017, to study the Innovations in MSU Extension and explore possible areas for collaboration between MANAGE and MSU.

A nine member MSU team visited MANAGE for a MSU-MANAGE collaborative workshop on Collective Action for Development through Agricultural Extension which was organised during 19-20 February, 2018 at MANAGE. MANAGE and MSU-Extension team have identified areas for future collaboration and worked out a roadmap to undertake joint activities.



MSU - MANAGE Collaborative Workshop

MoU with IIIT

MANAGE signed a MoU with IIIT-Hyderabad for a joint Agri-Tech Startup Accelerator Program. The Program will identify, support and facilitate idea-stage enterprises using latest technologies and innovations to solve agriculture specific issues. A Startup working in AgriTech will be accelerated through this program.

Development of SIRC

The Animal Husbandry sector has veterinary clinics at grassroots level, the potential of which can be utilized to disseminate livestock related information to farmers. MANAGE developed software under the pilot project entitled “Development of ICT Enabled Sustainable Information Resource Centre (SIRC) for Animal Husbandry” to address the changing information needs of livestock farmers. MANAGE has signed MOU with P.V.N.R. Telangana State University for Veterinary Sciences, Hyderabad for development of SIRC. The SIRC was inaugurated on 21 July 2017. The basic concept of SIRC is to supplement and complement the potential of animal husbandry institutions with the help of modern ICT tools. Comprehensive information on various aspects such as, information on breeds of livestock, scientific dairy farming, goat, sheep, poultry, pig farming, product processing,

marketing, Govt. schemes and support etc. has been developed with local relevance using text, pictures, graphics and videos in the local language. A simple technology like Touch Screen Computer with a Display Unit offering some interactivensess among the users, is developed. The SIRC has been developed and installed at the Veterinary Dispensary, Bhongir in the form of a touch screen Information Kiosk.

On the Campus

Urban Agriculture activities

- A Model Vegetable Garden for year round production of vegetables (1 cent net area) has been set up. This aims to demonstrate and promote household nutrition security. The produce is sold to MANAGE staff. The total yield recorded till December, 2017 is 266 Kgs /year. Microgreens, a new initiative under the centre was started to promote nutrition security.
- Vermi-compost and Vermi-wash Units have been set up to demonstrate the technology under organic/ sustainable production concept.
- A Mushroom Production Demonstration Unit has been set up. Nearly 70 kg of oyster mushrooms were produced.



MoU with IIIT-Hyderabad

- Shadenet House: A protected structure of 35% shade is being used to raise nursery in portraits and probags to grow vegetables in peak summer and to evaluate new improved/high yielding /indeterminate varieties.
- A compost making unit has been set up. The following compost making methods to produce compost from campus waste apart from vermi-composting are being demonstrated to the trainees viz., Amruth mitti, Biowaste decomposer (NCOF), Household composting by microbial cultures. In addition, the unit is producing cow dung and cow urine based organic fertilizers like Amruth Jal, Gana Jeevamrutham, Drava

Jeevamrutham and using in MANAGE gardens.

- A Honey Bee Demonstration Unit has been established. European bees *Apis mellifera* are being reared to increase pollination.
- Hydroponic - This initiative was started to demonstrate soilless vegetable cultivation.
- A portable hybrid solar dehydrator has been procured to demonstrate hygienic drying technology suited for urban households.

Exposure visit to these Urban Agriculture units/ demo-models is organized for the trainees of MANAGE.





Shri S.V. Sunil Kumar, Hon'ble Minister for Agriculture, Government of Kerala at MANAGE

Distinguished Visitors

- Shri S.V. Sunil Kumar, Hon'ble Minister for Agriculture, Government of Kerala, visited MANAGE on 10th July 2017. He interacted with Faculty on the role of MANAGE in improving the agriculture system with specific reference to ongoing activities, partnership programs and training programs in Kerala.
- Senior Officials of Korean European Coordination and Cooperation Agency

(KECCA) including the Liaison Officers of both concerns Worldwide (Unit 3) & Welthungerhilfe (formerly German Agro Acon) visited MANAGE on 13th July, 2017. Smt. V. Usha Rani, IAS Director General, MANAGE along with faculty interacted with the team. The objective of the visit was to get an overview on the drought resilience agriculture models and to develop an understanding on Food Security and Social safety net program for the poor in India.



Korean Officials at MANAGE

2. Training Programs 2017-18

The core function of MANAGE is to develop capacities of senior and middle level agricultural extension managers through demand-driven training programs, refresher training programs, induction programs and workshops on current and important themes in agriculture. Participants include senior and middle level officers from Agriculture and Allied Departments from the States and Union Territories in the country, scientists from ICAR, Krishi Vigyan Kendras (KVKs), Faculty Members from State Agricultural Universities, SAMETIs, EEIs, other public sector development organizations and functionaries of NGOs. MANAGE organizes induction training programs on demand basis for the newly recruited officers from the State Departments of Fisheries, Animal Husbandry, Sericulture and Horticulture. MANAGE is also collaborating with USAID to train officers from various African and Asian countries.

The Institute also organizes national workshops and policy dialogues on varied themes of current concern in agriculture with an objective to provide policy support and strategies to the Ministry of Agriculture and Farmers Welfare for addressing challenges in agriculture. During the period under review, MANAGE organized workshops and policy dialogues on topics such as Collective Action for Agricultural Development in collaboration with Michigan State University

(MSU), Agricultural Extension: Time to Change, Farmer Producers' Organizations for Inclusive Growth, ICTs in Agriculture, Soil Health Management Policy, Corporate Social Responsibility (CSR) for Public Extension and Seed System for Climate Resilient Rainfed Agriculture.

MANAGE training programs provide conceptual clarity of emerging themes in agricultural extension coupled with problem solving skills to overcome field problems and challenges associated with those concepts through participatory learning. MANAGE strives to update knowledge of its trainees, improve their efficiency to cope with challenges at the field level and enable them to implement government programs and schemes effectively. MANAGE also organizes customized training programs for the executives of agri-business companies as part of consultancy programs.

The duration of MANAGE training programs usually span from 3 to 5 days depending upon the requirement of the theme. Training programs are organized both on MANAGE campus and off campus locations in collaboration with State Agricultural Management and Extension Training Institutes (SAMETIs), Extension Education Institutes (EEIs), State Agricultural Universities, other Institutions and State Departments.



Methodology

MANAGE training programs promote an experiential learning process through participatory methodology approaches and methodologies in content delivery. Innovative training methods such as case study method, brainstorming sessions, panel discussions, group work, world café, management games, success story sharing etc., are used besides special lectures by renowned practitioners in agricultural governance, lectures by experts, interactive discussions and classroom presentations. MANAGE training programs extensively use audio-visual aids, organize videoconferencing sessions with persons of eminence from India and abroad to interact with the participants and share their experiences and promote social media platforms to network and share information updates with the participants on continuous basis. Field and exposure visits are an integral part of MANAGE training programs. Participants are taken to the fields of innovative and successful farmers for providing first-hand knowledge in addition to organizing interactions with officers of agricultural and allied departments and scientists of premier agricultural research and extension organizations for understanding the field level problems in implementing government programs and schemes.

The Annual Academic Calendar is prepared based on the proceedings of the Annual Training Planning Workshop. The Directors of SAMETIs and EEIs, training coordinators of Agriculture & Allied Departments, Scientists of ICAR and SAUs participate in this workshop and provide valuable inputs. The workshop provides a platform for exchange of information on training needs, themes of the programs proposed and the innovative approaches followed and explores possibilities for possible collaboration for joint training and research activities.

The Academic Committee of MANAGE chaired by MANAGE Director General, Joint Secretary (Extension), MoAFW or his/her representative, Vice-Chancellors from four SAUs, MANAGE senior faculty, and special invitees comprising eminent professors from reputed management institutions, Directors of EEIs, and scientists / persons who contributed for agricultural development, review the proposed training programs and approve the training programs and research studies in its annual meeting. The Academic Committee approved a total of 154 training programs for the year 2017-18.



Annual Training Planning Workshop

Training Programs Conducted During 2017-18

During the year 2017-18 a total of 222 Programs were organized covering 5853 Participants. The Centre-wise details of Training Programs, Refresher Programs and Workshops are given below:

S. No.	Name of the Centre	Programs Conducted April 2017 - March 2018			Total Programs Organized	No. of Participants
		Trainings	Workshops	Refresher		
1	Centre for Agricultural Extension Policy, Private Public Partnership in Extension and International Centre of Excellence in Agricultural Extension	29	3	-	32	802
2	Centre for Agricultural Extension Innovations, Reforms & Agripreneurship	25	7	12	44	1422
3	Centre for Capacity Building of Agri-institutions	23	-	-	23	513
4	Centre for Supply Chain Management & Marketing in Agricultural Extension	16	2	5	23	637
5	Centre for Extension in Agri-Allied Sectors	19	2	6	27	689
6	Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension	21	4	4	29	612
7	Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture	27	2	-	29	706
8	Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans	10	5	-	15	472
Total		170	25	27	222	5853

International Programs

Feed-the-Future India Triangular Training Program

The second phase of Feed the Future India Triangular Training Program funded by USAID and implemented by MANAGE was launched on 25th July 2016. This project is being implemented in 17 African and Asian countries during 2016-2020 covering 1400 Executives through 44 training programs. The objectives are to address human and institutional capacity gaps in food & nutritional security, in select African and Asian countries. The program covers countries namely, Afghanistan, Cambodia, Lao PDR, Myanmar, Mongolia, Vietnam, Kenya, Malawi, Liberia, Ghana, Uganda, Rwanda, Democratic Republic of Congo, Mozambique, Tanzania, Sudan and Botswana.



During 2017-18, eighteen (18) Feed-the-Future India Triangular Training Programs were conducted, covering 428 Executives, of which 169 were women executives, in collaboration with ICAR Institutions and International Institutions of repute. The details are given in the list of training programs organized by MANAGE Centre for Agricultural Extension Policy, Private

Public Partnership in Extension and International Centre of Excellence in Agricultural Extension.

International Partnership Convention

An International Partnership Convention for Point of Contacts (POCs) of Partner Countries from African and Asian Countries was held during 28th June to 1st July, 2017 at MANAGE. It was emphasized that in order to achieve higher impact, future training programs should be designed in consultation with Partner Countries and Partner Institutions.



Third Country International Training Program

A Third Country International Training Program on Entrepreneurship Development among Rural Women was organized during 13-22nd November, 2017 at St. Augustine Training Institute, Nsambya, Kampala, Uganda. The training program primarily focused on understanding the Kudumbashree community model of local economic development. The key focus area of training was poverty reduction through women collectives, approaches for livelihood based collectivization, supply chain and marketing activities and value chain activities. Fifty six executives from Uganda attended the program.



Centre-wise Training Programs Organized

1. Centre for Agricultural Extension Policy, Private Public Partnership in Extension and International Centre of Excellence in Agricultural Extension

A Total of 32 Programs of various durations including one FTF ITT International Program in Uganda and a Workshop on Collective Action for Agricultural Development in collaboration with Michigan State University (MSU) were organized by this Centre covering 802 executives. The details of the programs and number of executives are given in the following table:

Sl. No.	Title of the Program	No. of Programs	No. of Participants
1.	FTF ITT International Training Program on Production and Post-Harvest Technologies for Tuber Crops	1	23
2.	FTF ITT International Training Program on Farm Mechanization for small Farmers	1	23
3.	FTF ITT International Training Program on Modern Dairy Technology and Management	1	24
4.	Orientation on the GOI schemes for promoting convergence in ATMA for Project Directors of ATMA	2	68
5.	Agricultural Extension Management for the officials of NIPHM	1	21
6.	International Partnership Convention for Point of Contacts (POCs) of African and Asian Countries on Feed The Future - India Triangular Training	1	22
7.	FTF ITT International Training Program on Modern Storage Technologies in Agriculture	1	20
8.	FTF ITT International Training Program on Plant Health Management-Concept, Technologies and Approaches	1	24
9.	FTF ITT International Training Program on Recent Trends in Harvest and post-Harvest Technologies in Fisheries	1	22
10.	Extension Strategies for promotion of Climate Smart Livelihood Opportunities	1	9
11.	FTF ITT International Training Program on Post-Harvest Technology in Horticulture Crops	1	26
12.	FTF ITT International Training on Entrepreneurship Development among Rural Women	1	56
13.	Capacity Building of Extension Functionaries for Promotion of Entrepreneurship among Farmers	1	21
14.	Extension Strategies for Management of Organic Certification	2	50
15.	FTF ITT International Training Program Linking Farmers to Market Opportunities and Challenges	1	20
16.	FTF ITT International Training Program Strategies for Enhancement of Farmers Income in Dryland Agriculture	1	22

Sl. No.	Title of the Program	No. of Programs	No. of Participants
17.	FTF ITT International Training Program on Value Addition and Market Linkage Mechanisms in Millets	1	20
18.	FTF ITT International Training Program on Management of Technology and Extension for Soil Testing based Advisory Services to Farmers	1	21
19.	Capacity Building of Extension Functionaries for Doubling Farmers Income	1	20
20.	Training Program on Hi-Tech Agriculture	2	59
21.	FTF ITT International Training Program on Production, Processing and Marketing of Organic Vegetables	1	21
22.	FTF ITT International Training Program on Agricultural Credit for Sustainable Livelihoods	1	20
23.	FTF ITT International Training Program Income Generating Enterprises in Plantation Sector	1	21
24.	FTF ITT International Training Program Critical Production and Processing Technologies in Rice	1	20
25.	Agripreneurship Development among Rural Women	1	19
26.	FTF ITT International Training Program on Plant Biosecurity and Food Safety at NIPHM	1	23
27.	Workshop on Revitalizing Agricultural Extension	1	29
28.	State-level Workshop on Revitalization of Agricultural Extension in Jharkhand	1	27
29.	Workshop on Collective Action for Development through Agricultural Extension	1	51
	Total	32	802



2. Centre for Agricultural Extension Innovations, Reforms & Agripreneurship

A total of 44 training programs of various durations including important workshops viz., National Workshop on “Agricultural Extension: Time to Change” aimed at fostering MANAGE-State Agricultural Alliance, Promoting the New Extensionist Learning Kit and an innovative program titled “MANAGE 30: Skilling Young Agricultural Extension Professionals” were organized besides Refresher Training Programs for Agripreneurs covering 1422 participants. The details of the programs are given in the following table:

Sl. No.	Title of the Program	No. of Programs	No. of Participants
1.	Agricultural Innovation Systems: Multi-Stakeholder Partnership and Convergence in Extension	1	17
2.	Agricultural Extension: Good Practices and Innovation	1	33
3.	Use of Social Media for Transfer of Technology (Collaborative program with EEI Anand)	1	26
4.	Extension PLUS: Practicing beyond Transfer of Technology	1	23
5.	Writing and Documentation Skills for Extension Officers	2	30
6.	Digital Media Innovations in Extension	1	36
7.	Navigating ICTs for Agricultural Extension	1	29
8.	Writing Skills for Digital Media	1	19
9.	Promoting the New Extensionist Learning Kit	1	25
10.	Demonstration of Software Modules on Implementation of DBT/ PFMS under AC&ABC scheme	1	47
11.	MANAGE 30:Skilling Young Agricultural Extension Professionals	1	28
12.	Linking Tourism with Agro-Tourism & Agripreneurship	1	32
13.	Training program on “Entrepreneurship in Rainfed Aquaculture”	1	30
14.	Aquafarming Practices & Entrepreneurship Development	1	44
15.	Short term training program on Entrepreneurship in Fisheries & Aquaculture	1	66
16.	Building Communication skills and stress management techniques	1	32
17.	Public-Private Partnership in Agricultural Extension	1	17
18.	Training on Crop Production & Nutrient management	1	24
19.	Involvement of Youth in Agricultural Extension	1	13
20.	Training on Horticulture Crops and Value addition	1	18
21.	Appropriate usage of new media tools in technology transfer	1	32
22.	Recent Advances in Extension: Theory to Practice	1	22

Sl. No.	Title of the Program	No. of Programs	No. of Participants
23.	Changing Paradigms in Agricultural Extension: New Demands Need New Capacities	1	24
24.	Integrated Farming Systems for Farmers' Empowerment and Entrepreneurship Development in Bundelkhand Region of UP	1	25
25.	Multi-Stakeholder Consultative Workshop	1	57
26.	Workshop for Nodal Training Institutes on Agriclincs and Agribusiness Centre's Scheme and its Guidelines.	1	60
27.	Business Incubation Workshop	1	13
28.	Good Practices in Quantitative Social Science Research: A Journey from Conceptualization to Research Utilization	1	39
29.	Workshop on Opportunities to start Business Ventures in Fisheries and Aquaculture	1	35
30.	Interface Between Agriprenuers Trained Under AC&ABC with Bankers of Maharashtra	1	189
31.	National Workshop on Agricultural Extension: Time to Change	1	53
32.	Refresher Training Programs on farm production of Bio-Control agents and Microbial Bio-Pesticides for established Agripreneurs	1	26
33.	Refresher Training Programs on Farm Mechanization for established Agripreneurs	2	51
34.	Refresher Training Programs on Business Expansion in Agri-Business and Allied Sector	1	23
35.	Refresher Training Programs on Rural Enterprises for established Agripreneurs	2	52
36.	Refresher Training Programs on On-farm Production of Bio-Control agents and Microbial Bio-Pesticides for established Agripreneurs	1	22
37.	Refresher Training Programs on Enhancing Credit Support for Established Agripreneurs	2	41
38.	Refresher Training Programs on Modern Poultry Management for Established Agripreneurs	1	16
39.	Refresher Training on Rural Entrepreneurship Development in Fisheries & Aquaculture	1	31
40.	Refresher Training Programs on Medicinal and Ornamental Plantation for established Agripreneurs	1	22
	Total	44	1422

3. Centre for Capacity Building of Agri-institutions

During the year, a total of 23 programs covering 513 participants were conducted by the Centre. The details of the programs are given in the following table:

Sl. No.	Title of the Program	No. of Programs	No. of Participants
1.	Management of Training	1	19
2.	Exploring Opportunities for Agriculture Under WTO	1	22
3.	Extension Management Skills for Middle Level Officers	1	25
4.	Induction Program on Extension Management for newly recruited officers of Department of Agriculture and Farmers Empowerment, Govt. of Odisha	1	25
5.	Conflict and Stress Management	1	31
6.	Training of Trainers in Participatory Methods of Training.	1	42
7.	Leadership for Innovation in Agriculture for officers of Vegetable and Fruit Promotion Council Keralam (VFPCCK)	1	31
8.	ToT/ Facilitators Selection program	1	8
9.	Induction program on Extension Management for newly recruited officers of Department of Horticulture, Govt. Of Odisha	1	18
10.	Managerial Skills for Project Implementing Agencies, DSC&WD, Govt. of Odisha	2	45
11.	Extension for Agri Export Management (In collaboration with APEDA)	1	20
12.	MDP for HR on Agriculture	2	40
13.	MDP for the Executives of Krishi Rasayan Exports Private Limited	1	26
14.	Developing Consultants for DPR Preparation	1	12
15.	Krishi Senior Leadership Program	1	25
16.	Digital Marketing in Agriculture	1	28
17.	Climate change and its implications in Agriculture	1	17
18.	Advances in Farm Mechanization for Enhancing Agriculture Productivity	1	16
19.	Training on Effective Documentation and Report Writing	1	21
20.	Training on Emerging preservation techniques of fruits and vegetables for promotion of Agriculture	1	21
21.	Recent trends / technologies in climate resilient agriculture	1	21
	Total	23	513

4. Centre for Supply Chain Management & Marketing in Agricultural Extension

A total of 23 programs including a National Workshop on “Leveraging Farmer Producers’ Organizations for Inclusive Growth” were organized by the Centre covering 637 participants. The Centre introduced two one-month long courses for CEOs of Farmer Producer Companies and Aggregators. The details of the programs are given in the following table:

Sl. No.	Title of the Program	No. of Programs	No. of Participants
1.	Extension Strategies for Linking Farmers to Markets	4	130
2.	Promoting Farmers’ Producer Organizations: Issues and Challenges	3	108
3.	Extension Skills for Supply Chain Management in Agriculture and Allied Sectors	3	83
4.	Propelling Farming to Business - Shifting the paradigms	1	30
5.	Improved Technologies for Sustainable Pulse Production	1	21
6.	Collective Farming (for the Officers of Agricultural Marketing Department of Tamil Nadu)	1	32
7.	One Month Course on Agricultural Supply Chain Management for Aggregators	1	8
8.	One Month Course for Prospective Chief Executive Officers (CEOs) of the Farmer Producer Companies (FPCs)	1	13
9.	Entrepreneurship in Sugarcane sector to double farmers income	1	22
10.	State-level Workshop on Market Led Extension for revitalizing agricultural extension system in Uttarakhand	1	26
11.	National Workshop on Leveraging Farmer Producers’ Organizations for Inclusive Growth.	1	38
12.	Refresher Training Programs on Agri-Business, Agricultural Advisory Services and Market Linkages for Established Agripreneurs	1	16
13.	Refresher Training Programs on Opportunities for value Addition in Agricultural Produce for established Agripreneurs	3	82
14.	Refresher Training Programs on Agri-business, Agricultural Advisory Services and Market Linkages for established Agripreneurs	1	28
	Total	23	637



5. Centre for Extension in Agri-Allied Sectors

The Centre organized 27 training programs covering 689 participants. The Centre organized Induction Training Programs for newly recruited Veterinary Assistant Surgeons and Skill Development Training for Extension Executives besides regular training programs on extension approaches in fisheries, livestock, poultry, animal husbandry, sericulture and entrepreneurship in allied sector. The details of the programs are given in the following table:

Sl. No.	Title of the Program	No. of Programs	No. of Participants
1.	Extension Approaches for Development of Entrepreneurship through value Addition in Livestock products	1	26
2.	Induction Training Program for the Newly Recruited Veterinary Assistant Surgeons on Extension Management Approaches for Livestock Development	2	55
3.	Extension Approaches for Supply Chain Management in Livestock Products Production and Marketing	1	22
4.	Induction Training Program for the Newly Recruited Veterinary Assistant Surgeons on Extension Management Approaches for Livestock Development	1	17
5.	Strengthening of Rainfed Production Systems for Sustainable Agriculture.	1	38
6.	Training Program on Farm Business Management for Sericulture Sector	1	30
7.	Extension Management for Sustainable Livelihood through Animal Husbandry	2	42
8.	Extension Management Approaches for Fisheries Development	2	57
9.	Training Program for Sericulture Extension Functionaries on Extension Management approaches for promotion of Sericulture Industry	1	30
10.	Extension approaches for Development of Entrepreneurship through value Addition in Livestock products	1	27
11.	Control & Prevention of Livestock Diseases of Economic Importance	1	26
12.	Technological Interventions for Augmenting Farmers Income from Animal Husbandry	1	25
13.	Recent Trends in Poultry Production for Doubling Farmer Income	1	25
14.	Innovative Approaches for Sustainable Livelihood through Animal Husbandry	1	28

Sl. No.	Title of the Program	No. of Programs	No. of Participants
15.	Entrepreneurship Development in Meat Value Chain: A Drive for Sustainable Animal Production and Employment Generation	1	27
16.	Skill Development Training Program On Agriculture Extension Executive	2	40
17.	State-level Workshop on Revitalization of Agricultural Extension in Chhattisgarh	1	12
18.	Refresher Training Programs on Modern Poultry Management for Established Agripreneurs	1	29
19.	Refresher Training Programs on Development of Agripreneurship Skills for Established Women Agripreneurs	1	25
20.	Refresher Training Programs on Business Opportunities in Horticulture for established Agripreneurs	2	62
21.	Refresher Training Program on Extension Management Approaches for Middle Level Extension Functionaries of Fisheries Department	1	22
22.	Refresher Training Programs on Management of Modern Dairies for Established Agripreneurs	1	24
	Total	27	689



6. Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension

The Centre conducted 29 programs including two workshops viz., Workshop on ICTs in Agriculture and National Soil Health Management Policy during the year covering 612 participants. The Centre also organized nine training programs for the Farm Tele Advisors (FTA) of the Kisan Call Centre (KCC). The details of the programs are given in the following table:

Sl. No.	Title of the Program	No. of Programs	No. of Participants
1.	Project Management Skills for Senior Officers	1	29
2.	Induction Program on Extension Management for newly recruited officers of Department of Agriculture and Farmers Empowerment, Govt. of Odisha	1	24
3.	Agricultural Knowledge Management	1	8
4.	Training for Kisan Call Centre (KCC) – Farm Tele Advisor (FTA)	9	114
5.	E-Extension: Application of ICTs in Agricultural Extension	1	41
6.	Training Program on Improving eGovernance in Agriculture	2	71
7.	MDP for HR on Agriculture	1	9
8.	Trainers Training Program on e-Extension	1	19
9.	Agricultural Knowledge Management	2	37
10.	NICE Technical program for Master Trainers of Project Districts of Concerned SAUs	2	48
11.	Training of Trainers on NICE	1	28
12.	Leadership Skills for Middle Level Agricultural Extension Managers	1	30
13.	Orientation training Program on NICE software for Content creators and Content Management	1	21
14.	Application of Remote Sensing (RS) and Geographical Information System (GIS) in Agricultural Development	1	43
15.	Project Planning Workshop for GCF funding from NABARD	1	15
16.	Brainstorming workshop on National Soil Health Management Policy	1	28
17.	Orientation Workshop on Implementation of NICE Software at DPMP, Warangal	1	13
18.	Workshop on ICTs in Agriculture	1	34
	Total	29	612



7. Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture

A total of 29 programs including two workshops viz., Workshop on Corporate Social Responsibility (CSR) for Public Extension and Management of Climate Change for Sustainable Production System in Agriculture were organized by the Centre covering 706 Executives. The Centre also conducted Module-II of Certified Farm / Livestock Advisor Program with specialization on paddy, aromatic plants, pulses, seed technology, vegetables, fruits, forage crops and poultry. The details of the programs are given in the following table:

Sl. No.	Title of the Program	No. of Programs	No. of Participants
1.	Extension Strategies for Mainstreaming Women in Agriculture	2	80
2.	Training Program for the Facilitators on Sensitization on DAESI	1	35
3.	Urban Food Production System Food Security	1	22
4.	Training on Terrace Backyard Gardening	1	36
5.	Management of Climate Change for Sustainable Production System in Agriculture	1	35
6.	Module – II of Certified Farm Advisor Program on Rice	1	7
7.	Management Development Program for Women Extension Functionaries.	1	38
8.	Module – II of Certified Farm Advisor Program on Medicinal and Aromatic Plants	1	4
9.	Module – II of Certified Farm Advisor Program on Pulses	1	7
10.	Training Program for Facilitators on Sensitization on DAESI.	1	39
11.	Project Formulation for Agri-Business and Agricultural Schemes	1	15
12.	Module – II of Certified Farm Advisor Program on Seed Technology	1	13
13.	Module - II of Certified Farm Advisor Program on Vegetables	1	14
14.	Paddy Production Technologies	1	16
15.	Food and Nutritional Security of the Rural Households - Role of Women	1	21
16.	Module - II of Certified Farm Advisor Program on Fruits	1	8
17.	Module - II of Certified Farm Advisor Program on Forage crops	1	19
18.	Module - II of Certified Livestock Advisor Program on Poultry	1	26
19.	Orientation-cum-Capacity building Program for the Facilitators of DAESI	1	41
20.	Innovative Agricultural Interventions for Doubling the Farmers Income in India	2	61
21.	Innovative approaches in Pest Management through Bio-rational against biotic and abiotic stresses of major fields crops under climate resilient agriculture	1	25
22.	Module - II of Certified Livestock Advisor Program on Cattle	1	12

Sl. No.	Title of the Program	No. of Programs	No. of Participants
23.	Cocoa Production Technology	1	19
24.	Skill Development Training Program On Agriculture Extension Executive	1	20
25.	Module - II of Certified Livestock Advisor Program on Sheep	1	22
26.	Workshop on Corporate Social Responsibility (CSR) for Public Extension.	1	48
27.	State-level Workshop “Brain Storming Session on Revitalization of Agricultural Extension in Andhra Pradesh	1	23
Total		29	706



8. Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans

The Centre organized 15 programs covering 472 participants. The Centre organized important workshops which included National Workshop on Decentralized Seed System for Climate Resilient Rainfed Agriculture, Workshop on Developing Krishi Mitras and Workshop on Rice Varietal diffusion in India. The details of the programs are given in the following table:

Sl. No.	Title of the Program	No. of Programs	No. of Participants
1.	Results based Monitoring and Evaluation of Agricultural Development.	1	30
2.	Training program on Soil Health Management and Soil Health Card Scheme.	1	27
3.	Training of Trainers for Strengthening of Rainfed Production Systems for Sustainable Agriculture.	2	48
4.	Extension Approaches for Water Management.	2	77
5.	Financial Inclusion, Agricultural Credit and Crop Insurance.	1	29
6.	State-level Workshop on Revitalization of Agricultural Extension	1	52
7.	Impact of Agricultural development programs on farmer's welfare.	1	23
8.	Qualitative and Quantitative techniques in analyzing of Agriculture Research Data	1	20
9.	Workshop on Rice Varietal diffusion in India : Estimation, Problems, and Prospects	1	30
10.	Impact Evaluation Design for Climate Resilient Zero Budget Natural Farming (CRZBNF) Program of Rythu Sadhikara Samastha (RySS)	1	40
11.	Workshop on developing Krishi Mitras for need based agriculture services to farming community	1	16
12.	Developing Training Modules for Krishi Mitra	1	18
13.	National Workshop on Decentralized Seed System for Climate Resilient Rainfed Agriculture	1	62
	Total	15	472



3. Research and Consultancy

MANAGE takes up research on contemporary topics in agricultural extension management. The Institute provides consultancy services to State Departments to achieve the desired results in the agricultural & allied programs and projects. MANAGE also undertakes monitoring and evaluation of implementation of various schemes on requests of Central and State Government organizations. The details of completed and on-going research studies are given below:

1. Impact Study of Soil Health Card Scheme

Soil health and fertility is the basis for sustainable profitability of the farmers. Using optimal doses of fertilizers and cropping pattern as per the scientific recommendation is the first step towards sustainable farming. The Government of India introduced the Soil Health Card (SHC) Scheme to facilitate farmers in better understanding of soil and Integrated Nutrient Management (INM). It is a well known fact that protecting soil is the basic responsibility of every farmer to sustain agriculture. Unfortunately, quality and yield of agriculture produce is not at expected level due to deficiency of various nutrients. At the same time there is excessive usage of certain nutrients. This is happening as farmers are not fully aware of various physical, chemical and microbial activities in the soil and due to this farmers are unable to apply fertilizers in balanced and required quantities.

The Department of Agriculture, Cooperation and Farmers Welfare assigned MANAGE a study on Implementation of Soil Health Card Scheme. The objectives were: to examine the design of the SHC scheme in terms of planning, implementation, inputs, activities; assess the modalities of delivery of the SHC scheme regarding procurement, sample collection, testing, SHC printing and disbursement; assess the level of utilization of SHC's by the farmers across farm size class, in irrigated and rain fed situations; assess the impacts of

SHC scheme on judicious use of fertilizers, bio fertilizers, organic fertilizers, soil health, cropping choice, cost reduction, farm profitability and sustainability and to provide recommendations for improvement of overall design of the program.

The study brought out important aspects of the whole gamut of activities starting from collecting soil sample, analysis and interpretation of data. The findings relate to Level of utilization and Impact of the SHC scheme; constraints; suggests improvements; focuses on issues related to SHC delivery and provides recommendations for improvement.

2. Impact Assessment of Samba Masuri Rice in Telangana and Andhra Pradesh

The Samba Masuri rice variety, though popular among farmers, millers and consumers, faces the threat of bacterial leaf blight in certain conditions. Keeping this in mind, the Council of Scientific and Industrial Research–Centre for Cellular and Molecular Biology (CSIR–CCMB), in collaboration with the Indian Institute of Rice Research (IIRR), developed the Improved Samba Masuri (ISM) rice variety, which is resistant to bacterial leaf blight.

A detailed study was carried out by MANAGE in collaboration with CCMB the objective being an assessment of the ISM variety as compared to Samba Masuri, revolving around issues of adoption of the improved variety, value generated for the farmer, BSB disease, and other benefits of ISM. The study recommends a strong institutionalised supply of seeds, and permitting additional private players in the production and distribution of the ISM variety

3. Evaluation and Impact Assessment of National e-Governance Program – Agriculture (NeGPA)

The Government of India is implementing a State Sector Plan (centrally sponsored scheme) – National e-Governance Plan-Agriculture (NeGP-A) across all the states of the country.

NeGP-A is a component of the National Mission on Agriculture and Technology. This is envisaged to be achieved by a judicious mix of extensive physical outreach and interactive methods of Information dissemination including use of Information and Communication Technology (ICT). The main objective of NeGP-A is to create a conducive environment for raising farm productivity and income of farmers through provision of relevant information and services to Stakeholders.

As the NeGP-A roll-out has completed 5 years, the Department of Agriculture & Farmers Welfare (DAC&FW) asked MANAGE to undertake the Evaluation and Impact Study of National eGovernance Plan-Agriculture (NeGP-A). The study covers five states viz., states of Tamil Nadu, Madhya Pradesh, Odisha, Sikkim and Gujarat.

The framework and scope of the study include: a) Highlighting the baseline/community situation; Assessing the awareness and reach among the farmers about various ICT interventions; Recording impact of interventions; Recording achievement of objectives of the scheme; Assessing involvement and role of state agencies and recording their perspective about the portals/intervention; Suggesting modifications/ changes in developed portals for improved dissemination and usage; Assessing viability of rolled out portals/ activities therein for extension beyond 12th Plan; Assessing the use of hardware provided under the scheme to provide services to farmers. The study has been completed and the report submitted.

4. Impact Study of Paramparagath Krishi Vikas Yojana (PKVY)

The Government of India introduced Paramparagath Krishi Vikas Yojana (PKVY) to encourage organic farming. MANAGE was entrusted with the conduct of an impact study of the scheme.

Organic farming has become increasingly important in India given the rising costs and increased losses due to climate change and aberrations in rainfall and extreme climatic

events like floods and droughts. Consumers are also able to and willing to purchase organic agricultural products at higher premium prices as they are free from chemical fertilizers and pesticides. There has been a significant rise in the demand for organic food across the world due to increased consciousness related to health problems arising with the chemical pesticides and fertilizer contaminated food. Keeping these in focus, there is higher thrust on PKVY to promote organic agriculture. It is basically a scheme of supporting organic farming via cluster approach with Participatory Guarantee System (PGS).

The objectives of the impact study of PKVY entrusted to MANAGE by the Ministry of Agriculture and Farmers Welfare were to examine the design of PKVY and MOVCDNER scheme in terms of planning, stakeholder capacity, implementation challenges, input procurement and distribution activities (clusters formed, trainings, labs established, inspection of cluster and certification, input supplied) and output (area under organic expanded, organic production and market linkages); assess the modalities of delivery of the scheme in terms of cluster selection, farmers training, cluster formation, inspection of field, certification, input supply, value chain development, producer companies, market infrastructure and market support linkage like organic commodity boards, assess the level of utilization of outcomes of PKVY and MOVCDNER by the farmers across farm size classes, irrigated and rain fed situations especially in NE and hilly states; assess the impact of PKVY and MOVCDNER scheme on area expansion under organic agriculture, reduction in input cost and cost of cultivation, use of bio fertilisers, farm productivity, value chain development, price premium due to labelling, profitability and sustainability and recommend for improvement of overall design of the program for improving the effectiveness of the scheme.

Results focus on design, delivery, level of utilization of PKVY, farmers' perception, impact, constraints and give recommendations related to design, delivery and utilization.

On-going Studies:

A total of 12 research studies, undertaken by different MANAGE Centres, are in progress. The details are given below:

1. Impact of District Pest Management Plan on Agricultural Extension Functionaries and Farmers - Centre for Agricultural Extension Policy, Public Private Partnership in Extension and International Centre of Excellence in Agricultural Extension, in collaboration with NIPHM
2. Impact of Public-Private Extension Driven Development - Centre for Agricultural Extension Innovations, Reforms & Agripreneurship
3. Capacity Mapping and grading of SAMETI Faculty - Centre for Capacity Building of Agri-Institutions
4. Role of Regulated Marketing in adopting modern instruments of Agricultural Marketing – a comparative study of Karnataka and Odisha - Centre for Supply Chain Management & Marketing in Agricultural Extension
5. An Impact Assessment of Farmer Producer Companies – A case study of Maharashtra (2015-16 Continued) - Centre for Supply Chain Management & Marketing in Agricultural Extension
6. Impact of Smart-Classrooms / State-of-the-Art ICT Lab on enhancing the Learning (A MANAGE Project) - Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension
7. Compare and Contrast MOOC Learning systems- an Action Research with 2 MOOC Courses - PGDAEM and Certified Farm Advisor - Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension
8. A study on perception of farmers about climate change and their adaptation and mitigation strategies - Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture
9. Commodity Outlook and Situation Analysis - Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans
10. Agricultural Development Programs: A Critical Assessment - Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans.
11. Impact of ATMA in a few Best Practicing Districts in India - Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans.

4. Schemes

Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme

The Agri Clinics and Agri Business Centres (AC&ABC) network has 115 nodal training institutes in 24 states comprising public organizations, State Agricultural Universities, KVKs, SAMETIs, ATMA, private organizations, private agri-companies and Non-Government Organizations (NGO). As part of the scheme, a two month free residential certificate training is imparted in Agri-entrepreneurship development for eligible agricultural graduates/diploma holders in their respective states. After the training, one-year handholding support is given by the NTIs to the trained candidates for establishing Agri-ventures. The trained agripreneurs are also assisted through start-up loans and credit-linked back-ended composite subsidy through banks and NABARD.

The major objectives of the scheme are:

1. To supplement the efforts of public extension by necessarily providing extension and other services to the farmers on payment basis or free of cost, as per the business model of the agripreneur, local needs and affordability of the target group of farmers;
2. To support agricultural development; and
3. To create gainful self-employment opportunities to unemployed agriculture and allied graduates, agriculture diploma holders, intermediate pass-outs in agriculture, and biological science graduates with PG in Agri-related courses.

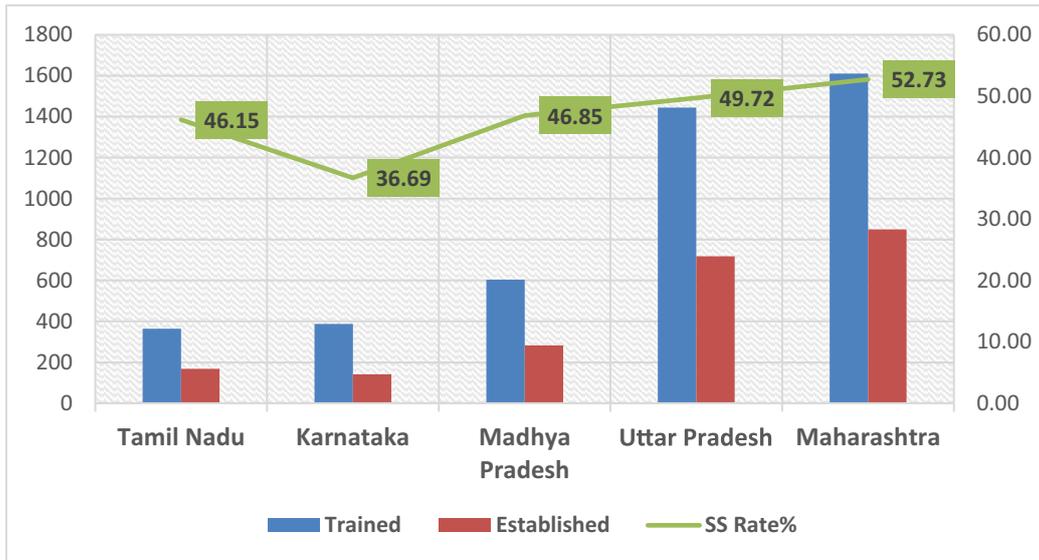
Since inception, a total of 59,190 candidates were trained and 25,751 ventures were established achieving a success rate of 43.51%.



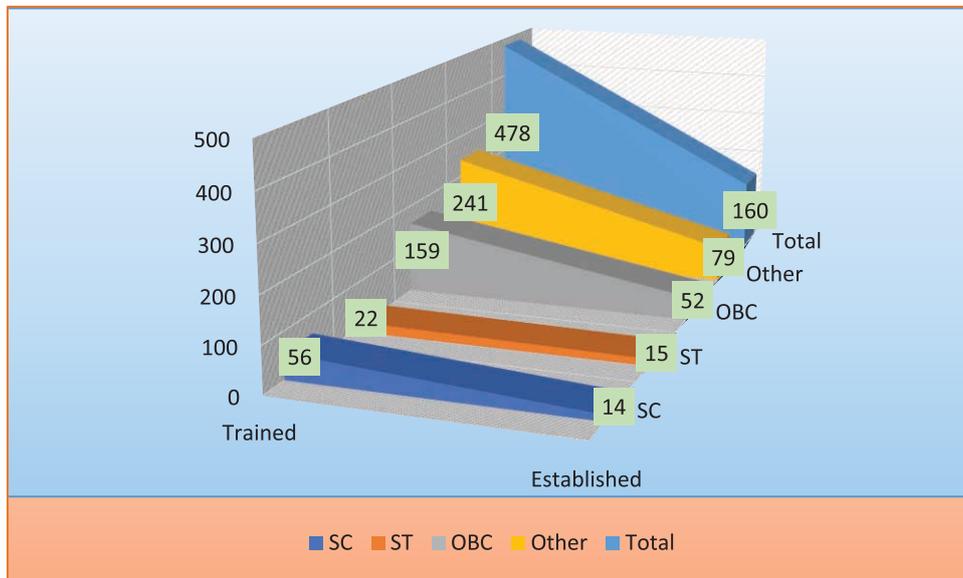
Ms. Pranali Shewale, woman agripreneur dealing in protected floriculture

Progress of AC&ABC Scheme: During the year, 5646 candidates were trained through 115 Nodal Training Institutes (NTIs) and 2501 Agri-ventures were established, under 32 categories of activities, thus achieving a success rate of 44.31%. The details are as follows:

Sl. No.	State	No. of Candidates Trained	No. of Agri-Ventures established	No. of NTIs
1.	Andhra Pradesh	81	0	5
2.	Arunachal Pradesh	0	0	1
3.	Assam	35	17	1
4.	Bihar	177	39	*5
5.	Chandigarh	0	0	0
6.	Chhattisgarh	105	33	3
7.	Delhi	1	1	0
8.	Goa	2	2	0
9.	Gujarat	163	57	4
10.	Haryana	36	9	2
11.	Himachal Pradesh	2	0	0
12.	Jammu and Kashmir	68	6	2
13.	Jharkhand	49	21	3
14.	Karnataka	387	142	10
15.	Kerala	0	0	1
16.	Madhya Pradesh	604	283	9
17.	Maharashtra	1610	849	19
18.	Manipur	0	0	1
19.	Meghalaya	0	0	2
20.	Mizoram	0	0	1
21.	Nagaland	0	0	1
22.	Orissa	40	7	3
23.	Puducherry	0	0	0
24.	Punjab	34	6	2
25.	Rajasthan	119	95	4
26.	Sikkim	0	0	2
27.	Telangana	191	39	8
28.	Tamil Nadu	364	168	11
29.	Tripura	0	0	0
30.	Uttar Pradesh	1444	717	12
31.	Uttarakhand	8	1	0
32.	West Bengal	126	9	3
	Total	5646	2501	115



Progress of AC&ABC in major states of India (2017-18)



Progress of women agripreneurs under AC&ABC (2017-18)



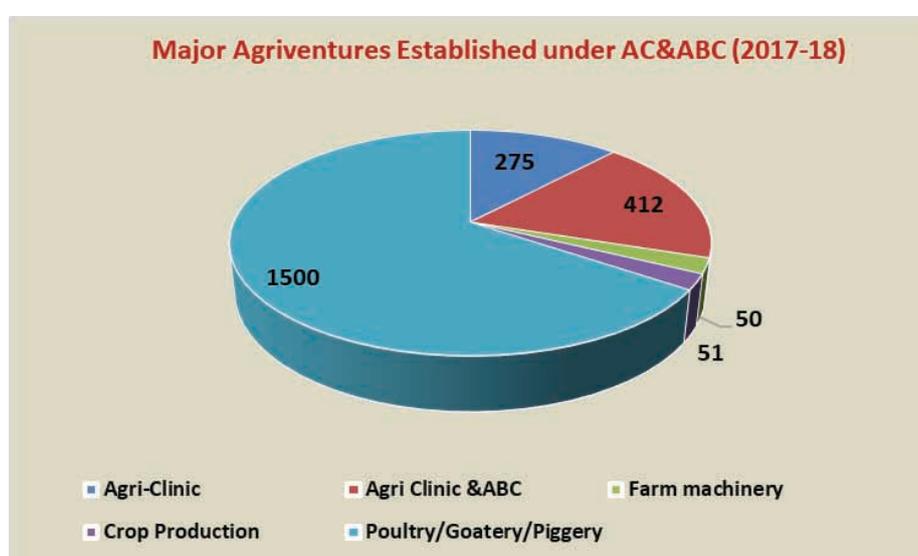
Shri Eknath Palkar (79) an agripreneur - a grape wine maker

Progress of activity-wise agri-ventures established under AC&ABC during 2017-18

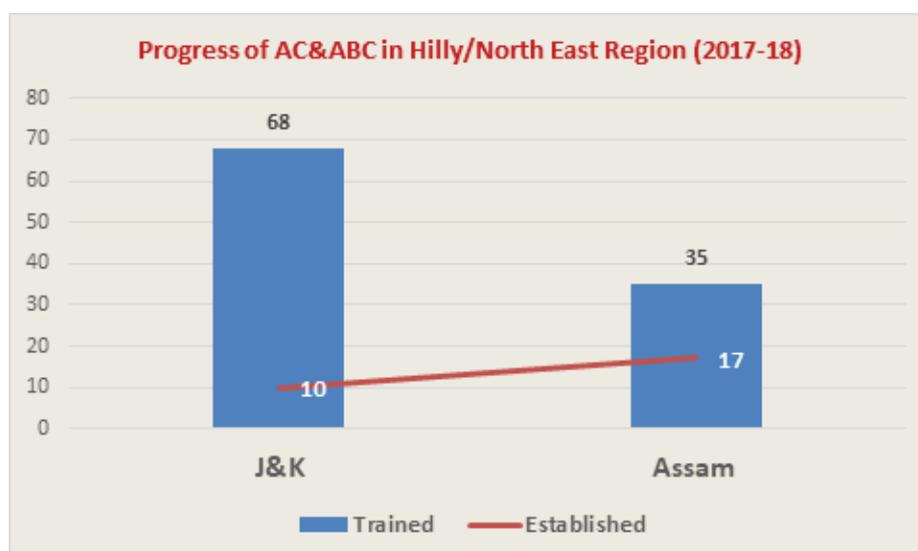
Sl.No.	Agri-venture	Number
1	Agri-Clinics	275
2	Agri-Clinics and Agri-Business Centres	412
3	Agro-Eco-Tourism	1
4	Animal Feed Unit	7
5	Bio-fertilizer Production and Marketing	12
6	Contract Farming	15
7	Cultivation of Medicinal Plants	1
8	Direct Marketing	1
9	Farm Machinery Unit	50
10	Fisheries Development	13
11	Landscaping + Nursery	1
12	Nursery	21
13	Organic Production/ Food Chain	2
14	Pesticides Production and Marketing	10
15	Value Addition	30
16	Fishery clinic	1
17	Seed Processing and Marketing	17
18	Soil Testing Laboratory	1
19	Vegetable Production and Marketing	37
20	Vermicomposting / Organic manure	3
21	Veterinary Clinics	18
22	Crop Production	51
23	Dairy/Poultry/Piggery/Goatery	1500
24	Rural Godown	3
25	Production & Marketing of Bio-Control Agents	3
26	Sericulture	4
27	Mushroom Cultivation	9
28	Apiary	3
	Total	2501

Percentage of top agri-ventures by location in India (2017-18)

Agri-ventures	MS	UP	TN	RAJ	MP	KAR
Dairy/Poultry/Piggery/ Goatery (1500)	32.20%	27.40%	7.80%	6.00%	12.53%	4.73%
Agri-Business Centres (412)	43.20%	26.21%	6.31%	0.49%	6.55%	12.38%
Agri-Clinics (275)	26.55%	38.18%	5.82%	0.36%	10.18%	4.73%
Farm Machinery Unit (50)	44.00%	42.00%	2.00%	0.00%	8.00%	0.00%
Crop production (51)	47.06%	9.80%	5.88%	1.96%	25.49%	1.96%
Vegetable production (37)	2.70%	56.76%	8.11%	5.41%	5.41%	5.41%



Progress of AC&ABC in Hilly/North East Region (2017-18): In the financial year 2017-18, a total of 68 candidates were trained in Jammu and Kashmir and 10 candidates have established Agri-ventures. However, in the North-Eastern States, 35 candidates were trained and 17 candidates have established agri-ventures.



Publications

Realizing the importance of dissemination of Information on current events, research studies, success stories under Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme, MANAGE is actively engaged in publishing and disseminating information on status of entrepreneurship skill development. So far, MANAGE has published over 2 books, 85 issues of e-Bulletin, mid-term evaluation reports, research studies, infographics, AC&ABC leaflet and 19 videos on various aspects of entrepreneurial skill development. All publications are available at www.agriclinics.net.



Dr. S. Sujitha, delivering doorstep vet services

e-Bulletin

‘Agripreneur’ a monthly e-Bulletin is a comprehensive revival of evidence regarding Agri-Clinics and Agri-Business Centres Scheme published from CAD-MANAGE. The publication of the e-bulletin started from the month of September-2009. Since inception, a set of eight volumes with 85 issues comprising 85 outstanding success stories of Agripreneurs have been published. The Bulletin is published in Hindi Language as ‘Krishi Udyami’. All the e-bulletins are available on the website: www.agriclinics.net.

Compendium

“100 Start-Ups by Agripreneurs”, is a book on vibrant start-ups which are economically viable, ecologically sustainable and replicable for aspiring

agripreneurs run successfully by 100 agripreneurs, of which 11 are women Agripreneurs, from 18 states and one union territory in India. The book details the stories on, agri-clinics, agri-business centres, vet-clinics, zero budget doorstep agri-consultancy, etc. The book features innovative stories on manufacturing unit of bio-fertilizer, Plant Growth Regulator, Panchgavya, and Leaf culture. In animal husbandry, ventures feature the successful unit on dairy (more than 100 lit/day milk collection), Poultry (5000 birds), Layer farming, Duck rearing, Piggery, Goat farming for multiplying Sirohi, Osamanabadi, Jamunapari Breeds; Conservation of Indigenous breeds, i.e. Kangayam cow –Tamil Nadu, Gir- Gujarat, Sahiwal & Rathi-Uttar Pradesh; Rabbit Farming for fur and meat. Successful value addition units in dairy, spices, millets, vegetable powder, fruit juices, pickles, cashew, jaggery, Gulkand, Curcumin and moreover Grape vinery are discussed in this book. In floriculture, successful units blooming flowers of Roses, Gerbera, Gladiolus, liliun etc. are covered. Innovative ICT based and digital media start-up units preparing tools/apps/video CDs for delivering extension services at farmer’s doorstep are included. The book also covers stories on online sale of agri-input, agri-machinery units, rural enterprise units playing a role in manufacturing and sale of honey, mushroom etc. The Book is available at <http://www.agriclinics.net/100startups.pdf>

Case Studies

Good Practices in Agricultural Extension and Advisory Services with Agripreneurship, Vol-1, 2018, <http://www.manage.gov.in/publications/goodpractices/MANAGE-Good-Practices.pdf>

- Case Study 1: Agro-tourism: YATRA-Farm Tourism Venture, 2018
- Case Study 2: Farmer Producer Organizations: Chaitanya Agri clinics - Service Providers for Farmer Producer Organizations, 2018
- Case Study 3: Aquaculture: IIFSA-Aquaculture Venture, 2018
- Case Study 4: Soil Testing Unit: IDEAL AGRICULTURE SEARCH - Soil Testing Venture, 2018

MIS Portal for Nodal Training Institutes under DBT Scheme

Along with a website www.agriclinics.net a new MIS portal <http://acabcemis.gov.in> is introduced by Ministry of Agriculture and Farmers' Welfare. All candidates need to apply online through this portal for enrollment under AC&ABC Scheme. NTIs need to approve applications online and forward to MANAGE for final approval after conducting the Screening Committee Meetings.



Sirohi Goat breeding unit by Mr. Tarun Kumar Yadav, Agripreneur

Toll-Free Helpline for Agripreneurs

During the financial year 2017-18 a new helpline mobile number - 991851556 has been added along with the existing toll free landline number, 1800-425-1556. During 2017-18 a total 724 calls were attended.

The helpline assists the callers on the information relating to:

1. NTIs offering AC&ABC training in their state.
2. New Nodal Training Institute Selection Process.
3. Eligibility criteria to undergo training under the Scheme.
4. Loans and subsidy
5. Refresher training Programs
6. Details of successful agripreneurs
7. Process of filling of Online Application

Workshop/Seminar/Training Demonstration of Software Modules on Implementation of DBT/PFMS

A two day sensitization training program on “Demonstration of Software Modules on Implementation of DBT/PFMS” under AC&ABC Scheme was scheduled on October 27th and 28th, 2017 at MANAGE, Hyderabad. The officials from Ministry of Agriculture & Farmers Welfare, National Informatics Centres (NIC), New Delhi, 50 Nodal officers from 18 states and MANAGE staff participated in the program. At the outset, Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE welcomed the participants and briefed about the training. Shri K. Sajith Kumar, Joint Director, (EM) briefed about the software module developed by NIC team for Direct Benefit Transfer (DBT) implementation in the training component of AC&ABC scheme and also on PFMS. Shri Shailendra Saxena, Scientist-D (NIC) and Shri S. Balasunder, Scientist-D, (NIC) specified on the workflow online application of the AC&ABC scheme. Valuable suggestions were considered to make the modules more applicable.



Regional workshop on “Skill Development in Agriculture” for Eastern States of India

The Department of Agriculture, Government of West Bengal in collaboration with the Department of Agriculture, Cooperation and Farmers Welfare (DAC&FW), Government of India, organized a Regional Workshop on Skill Development on 25th May, 2017 at Ramakrishna Mission Institute of Culture, Kolkata. About 300 participants from



five different States of Eastern Zone (Bihar, Orissa, Jharkhand, Sikkim and West Bengal) of the country representing delegates from the Ministry of Agriculture & Farmers Welfare, Agriculture Skill Council of India (ASCI), National Skill Development Agency (NSDA), State Departments of Agriculture, Horticulture, Fisheries, Animal Husbandry, Agriculture Marketing, State Agricultural Universities (SAUs), National Institutes under ICAR, SAMETIs, Krishi Vigyan Kendras (KVKs), Private Agri-business Companies & related stakeholders participated in the workshop. The main objective of the workshop was to appraise the status of skill development in Agriculture & allied sectors in terms of Capacity Building initiatives and to formulate Strategies and develop a Roadmap to bridge the Skill Gap.

NABARD Sensitization workshop on AC&ABC scheme

A one day workshop on Agri-Clinics and Agri-Business Centres scheme of Government of India was organized by National Bank for Agriculture and Rural Development (NABARD) to sensitize Government Departments and bankers on the salient features of ACABC scheme during the financial year, 2017-18.



MANAGE representatives participated at NABARD sensitization workshop/s organized at NABARD Regional Offices at Andhra Pradesh, Bihar, Chhattisgarh, Madhya Pradesh, Haryana, Karnataka, Telangana, Orissa, Uttaranchal, Gujarat, Uttar Pradesh and West Bengal. The participants in ACABC workshop were NABARD staff, representatives from MoA&FW, MANAGE, District Agriculture Officers, branch managers of different banks, Nodal Training Institutes (NTIs), successful agripreneurs and representatives of various government departments. The major issues of credit-linkages under AC&ABC scheme were discussed. Some of the suggestions recommended by different stakeholders at NABARD-RO were enlisted and circulated to all stakeholders for accomplishment.

State Level Bankers Committee (SLBC) Interface Meeting

For strengthening the credit linkages under Agri-Clinics and Agri- Business Centres (AC&ABC) Scheme, an interface of Agripreneurs trained under AC & ABC scheme with the bankers of Maharashtra was jointly organized for the first time by MANAGE & State Level Bankers Committee (SLBC), Bank of Maharashtra on December 21, 2017.



The program was inaugurated by Mr. Vasant U Mhaske, SLBC Convener, Maharashtra State & General Manager, Bank of Maharashtra. In this interface 10 leading banks (State Bank of India, Bank of Maharashtra, Dena Bank, Syndicate Bank, IDBI Bank, Union Bank of India, Canara Bank, Bank of Baroda, Central Bank of India, Bank of India) where most of the projects are

pending were invited. Dr. Kanaka Durga, Project Manager, MANAGE, welcomed all the Guests and briefed about the importance of the Interface meet and progress of AC & ABC scheme in India and Maharashtra State. Like-wise two more SLBC meetings were organized at Tamil Nadu and Uttar Pradesh respectively.

Refresher Training Programs:

Strengthening Skills

The Refresher Training Program (RTP) for Agripreneurs is intended to follow up, refresh and extend the knowledge and skills acquired during the initial training session. MANAGE has designed about 20 theme based refresher training programs for the established agripreneurs under Agri-Clinics and Agri-Business Centres (ACA&BC) Scheme.



RTP for Women Agripreneurs from 27-30 June, 2017 at KVK, AC&RI, TNAU Madurai, Tamil Nadu

Some of the renowned research and training institutes have become national partners in implementation of RTP pan India. A few are the National Institute of Plant Health Management

(NIPHM), Directorate of Poultry Research, (DPR), National Institute of Rural Development and Panchayati Raj (NIRD&PR) in Hyderabad, Telangana; Central Farm Machinery Training and Testing Institute (CFMTTI), Coimbatore, Tamil Nadu, Horticulture College & Research Institute, Periyakulam, Tamil Nadu, National Dairy Research Institute (NDRI), Karnal, Haryana, SAMETI-Nagpur, Maharashtra, National Institute of Post-Harvest-Technology (NIPHT), Pune, Maharashtra, Central Institute of Medicinal and Aromatic Plants (CIMAP), Lucknow, Uttar Pradesh and ABD-Tamil Nadu Agricultural University (ABD-TNAU), Coimbatore, Tamil Nadu, State Institute of Agriculture Extension and Training (SIAET), Bhopal, Madhya Pradesh. During the year 2017-18, total 21 refresher training programs were conducted, wherein 526 agripreneurs were trained and replenished their experiences to strengthen the agri-ventures.

AC&ABC Incubation Centre

MANAGE initiated AC&ABC Incubation Centre to accelerate the growth and success of entrepreneurial agri-companies through an array of business support resources and services that include Capacity Building/Training, Technical Mentoring, Business Mentoring, Regulatory & Advisory Services, IP Facilitation/ Patent, Business Networking/ Liaison with line departments, Facilitating funding support, Preparation of B2B Business, Model/DPR, Linking with hi-technology etc. The Incubation centre is intended to nurture agripreneurs in major areas i.e. Agri-Input, ICT in agriculture,



Shri Shobhana K. Pattanayak IAS, Secretary, DAC&FW, MoA & FW, GoI, launched the AgriTech Accelerator Program on 25th Sep, 2017

animal husbandry, nutrition & health, farmers service centre, dairy, post-harvest technology, farm mechanization, supply chain management, fishery and warehouse management. In the year 2017-18, total 130 members were enrolled in AC&ABC - Incubation centre and 17 Incubatees are accessing the support in entrepreneurial ecosystem development.

The following major Incubation modules were developed under AC&ABC – Incubation centre:

- Agri -Tech Accelerator Program
- Impulse – Agribusiness Mentoring Program
- Krishi Vikas – Search for Agri-Innovations
- Aqua-Clinic- Skilling India in Aquaculture

Agri -Tech Accelerator Program: To foster the growth and development of Agripreneurs and the startup ecosystem, CIE@IIITH and National Institute of Agricultural Extension Management (MANAGE), have joined hands together to organize an “Agri-Tech Startup Accelerator Program” (AgTSAP - 2017). The program was launched by Shri Shobhana K. Pattanayak IAS, Secretary, Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India. It is a six month program. Early-stage startup companies with an idea, intellectual property or prototype for agricultural innovation can apply for the program. Office Space, Seed Fund, Expert Mentoring and many more facilities will be provided to selected startups.

Programs and activities during 2017-18 at Incubation Centre

1. Incubation Programs
 - a. Idea Pitch Day 1-June 12, 2017 – 48 Candidates applied, 15 pitched, 09 were selected
 - b. Idea Pitch day 2–September 22, 2017 – 05 applied, 03 pitched, 02 were selected
 - c. Idea Pitch Day 3-January 19, 2018 – 04 applied, 04 pitched, 03 were selected
 - d. Launch of Website and Apps of Incubatees – August 24, 2017

2. Membership Program - 130 Members enrolled
3. Agri-Tech Accelerator Program: Kultivate was selected for accelerator program
4. Impulse – Agribusiness Mentoring Program – Launched on February 14, 2018 – 200 aspiring entrepreneurs and 20 mentors enrolled.
5. Krishi Vikas – Search for Innovations - Launched on February 14, 2018–70 innovative agripreneurs registered.

AC&ABC Participation in National Events/ Agri-Exhibition

MANAGE provides a catalytic role in strengthening the efficiency of the established agripreneurs by providing them exposure through participation in national events organized across India. Its helps to get exposure to the latest developments in the field of agriculture, including new varieties of seeds, equipment, techniques, technologies, irrigation systems etc. This brings together a wide spectrum of participants from Corporate, Central & State Government Departments, Public Sector Undertakings, NGOs, R&D Organisations, Education Institutes and Financial Institutes etc. MANAGE facilitated 85 agripreneurs to participate in 17 agri-exhibitions organized across India in 2017-18.



ACABC participation at National Oilseeds Kisan Mela-2017 - September 10-11, 2017 by ICAR-IIOR-Hyderabad

India International Trade Fair - 2017

The President of India, Honorable Shri Ram Nath Kovind, inaugurated the 37th India International Trade Fair (IITF) - 2017, on

November 14, 2017 at Pragati Maidan, New Delhi. “Startup India Standup India” was the theme selected for this year’s event. The theme complemented the objectives of the AC&ABC Scheme quite well. MANAGE facilitated the participation of one Agripreneur and three AC&ABC Incubatees. During the 14 days Fair, around 25000 people from different parts of the country and from different walks of life visited



Agripreneurs at IITF-2017

the MANAGE stall. The visitors not only evinced keen interest in the products displayed but also about the Agripreneurs and their activities. Mr. Chitpal Singh (Agripreneur) from New Delhi, promoted organic farming and displayed value added products made from Amla, Soybean, Honey and Mushroom.

Krishi Unnati Mela-2018

Six Agripreneurs, from three states facilitated by MANAGE and the Ministry of Agriculture & Farmers Welfare, participated in the Krishi Unnati-2018 Mela held at New Delhi from March 16-19, 2018.

AC&ABC - Awards/Recognition

1. Adv. V.S. Sunil Kumar, Minister for Agriculture, Department of Agriculture, and Government of Kerala honored Mrs. A. Akhila mole, women agripreneur, trained and established under Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme as “**Karshyaka Mitram**” for her outstanding extension services in fisheries development among fish farmers in Kerala State.



Ms. Akhila Mole, honored with “Karshyaka Mitram”

2. Mr. Samir Ranjan Bordolai, Agripreneur from Jorhat Assam, received “Krishak Ratna Award, 2018” from Union Minister Shri Suresh Prabhakar Prabhu at Yuwa Krishak Sammellan organized by Orchid India at Bihpuria.



Mr. Samir Ranjan Bordolai, honored with “Krishak Ratna Award, 2018”

3. Mrs. Sangeeta Deepak Sawalakhe, woman agripreneur from Yavatmal district in Maharashtra, was honored as “Woman Entrepreneur” on February 4, 2018 on the occasion of Women Entrepreneurs Meet organized at Reshimabagh Maidan, Nagpur.



Mrs. Sangeeta Deepak Sawalakhe honored as “Woman Entrepreneur”-2018

Kisan Call Centre

Kisan Call Centres (KCC) Scheme was launched by the Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India on January 21st, 2004 with an objective to respond to the issues raised by the farmers across the country, in respective local languages. Queries related to agriculture and allied sectors are being addressed by Subject Matter Specialists from the State Agricultural Universities and the State Departments concerned. As on today, there are 14 such Call Centres operational across the country in different states.

Operational Mechanism

The KCC operates at three levels viz., Level-I, Level-II and Level-III. In order to access this service, the farmer is required to dial a toll-free number **1551** (from landline) or **1800-180-1551** (from mobile). Once the farmer's call lands at the designated Call Centre for the State, it is attended to by the Level-I functionaries, who record the basic information of the farmer and respond to the farmer's query.

If the queries cannot be answered at Level-I, those relating to Crop Technology are escalated to designated Subject Matter Specialists of SAUs/ICAR, while those related to Programs/Schemes are escalated to Technical officials of State Departments of Agriculture, Animal husbandry, Horticulture, Fisheries, Marketing etc. functioning at Level-II.

If the queries cannot be answered even at Level-II, these are escalated to a Central Institute (functioning in that state) designated as Level-III by DAC, MoA, GoI, for responding to such queries within 72 hours of their receipt.

Role of MANAGE and Interventions

MANAGE has been identified as one of the Level-III institutions by Ministry of Agriculture and given the responsibility of coordinating the functioning of KCC-Hyderabad. MANAGE also organises need-based training programs for Level-I and Level-II functionaries.

Farmer Calls Received

The details of calls received by the KCC, Hyderabad during the year are as follows:

S. No.	2017-18**		
	Month	Landed Calls	Answered Calls
1	April-17	16423	15662
2	May-17	13194	12679
3	June-17	22192	21262
4	July-17	35011	30078
5	August-17	39409	35454
6	September-17	43307	35895
7	October-17	39636	30032
8	November-17	32770	28586
9	December-17	33540	29486
10	January-18	20240	18409
11	February-18	20823	18465
12	March-18	17305	15646
	Total	333850	291654
	Monthly Average	27821	24304
	Daily	927	810

** Source: /KKMS/homepage.do

Training Programs

Ten 'One-day Training-cum-review Workshops' were organized during the year for Level-I and Level-II KCC-Hyderabad functionaries held at MANAGE, Hyderabad. The details are as follows:

S. No.	Date Held	No. of Participants
1.	July 21, 2017	14
2.	July 27, 2017	12
3.	Aug 29, 2017	14
4.	Sep 26, 2017	13
5.	Oct 25, 2017	13
6.	Nov 29, 2017	12
7.	Dec 15, 2017	12
8.	Jan 08, 2018	12
9.	Feb 15, 2018	12
10.	March 15, 2018	11

KCC 15th Anniversary Celebrations

The Kisan Call Centre celebrated the 15th year of its inception on January 21, 2018. In order to commemorate the event the 15th Anniversary Celebrations were held at KCC Hyderabad, Electronic Wing, Professor Jayashankar Telangana State Agricultural University (PJTSAU), Rajendranagar, Hyderabad. The Honourable Minister for Agriculture, Telangana State Shri Pocharam Srinivas Reddy, graced the event. Shri Paban Kumar Borthakur IAS Joint Secretary (Extension), Ministry of Agriculture & Farmers Welfare, Govt. of India, Smt. V. Usha Rani IAS, Director General MANAGE, Dr. M. Jaganmohan IAS, Commissioner Agriculture, Telangana State, Dr. Pradeep, Director of Research and Dr. Raji Reddy, Director of Extension, PJTSAU, Dr. Y. G. Prasad, Director (ATARI), Hyderabad, Dr. Vijayabhinandan, Deputy Director (Extension)

ANGRAU, Shri Sandeep Kumar, IKSL, New Delhi, Dr. Abraham Reddy, State Coordinator IFFCO KCC, Faculty from MANAGE and 200 farmers participated in the celebrations. During the last four years, the Call Centre at Hyderabad has received 20,47,628 calls and answered 15,07,168 calls i.e. 75% of the calls.

Some of the farmers shared their experiences. Shri Naresh from Vardhamankota, Nalgonda District mentioned that a number of farmers are benefiting through KCC and more should be reached. Appreciation certificates with mementos were given to farmers from Andhra Pradesh and Telangana State in recognition of utilisation of KCC Hyderabad centre services and popularising among farmers, and to KCC Level-I and Level-II officers in recognition of their contribution and services.



KCC 15th Anniversary Celebrations

Diploma in Agricultural Extension Services for Input Dealers (DAESI)

The “Diploma in Agricultural Extension Services for Input Dealers (DAESI)” is a one-year program launched by MANAGE in 2003, in order to impart relevant agricultural knowledge to the input dealers to transform them into para-extension professionals and enable them to address the field level problems of farmers.

Program Objectives

- To orient the input dealers on location-specific crop production technologies.
- To build capacity of input dealers in efficient handling of inputs.
- To impart knowledge about laws pertaining to regulation of agricultural inputs.
- To make input dealers an effective source of farm information at the village level (one stop shop) for the farmers.

Methodology

DAESI has been designed in such a way that the input dealer can pursue the program without adversely affecting his day-to-day business. The program is spread over a period of 48 weeks, with 40 classroom sessions and 8 Field visits to various institutions and farmers’ fields. The classroom sessions and field visits are conducted on Sundays or local market holidays. The field visits are intended to acquaint the input dealers with location-specific field problems and expose them to relevant technologies. The dealers are trained to identify pests, diseases and nutritional disorders. Study material is provided in the local language and multi-media instructional devices are used in the classrooms.

Evaluation

The performance of the input dealers is evaluated based on bi-monthly quizzes, half-yearly and annual examinations and a final practical examination comprising of skill demonstration, identification of specimens of pests, diseases

and nutritional disorders followed by a viva-voce. Each candidate has to attend at least 64 class room sessions and at least six field visits to qualify for appearing for the final examination. The candidates who secure minimum 40 per cent marks are eligible for award of Diploma.

Course Fee

MANAGE launched the program on a self-financing basis (100% course fee paid by candidate) with a course fee of Rs.20,000/- per input dealer. Based on the impact of the program, Govt. of India has made DAESI a Central Sector Plan Scheme (CSPS) in the month of October 2015, in which the course fee is subsidized to the extent of Rs.10,000/- per input dealer.

Program Implementation

As per the new guidelines, MANAGE is the National level Implementing agency, whereas SAMETI is the Nodal agency at State Level. In turn SAMETI organizes the program through various Nodal Training Institutes such as SAUs, Agricultural Colleges, KVKs, ATMAS, DATC/FTCs and NGOs etc. at District Level.

Progress during 2017 - 18

During 2017-18, a total of 3408 input dealers have successfully completed the DAESI program in 86 batches in the states of Andhra Pradesh, Chhattisgarh, Jharkhand, Karnataka, Maharashtra, Madhya Pradesh, Odisha, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal.

Besides the above programs, a total of 10840 Input dealers / candidates are undergoing DAESI course in 271 batches. Out of these, 163 batches are with the funding support from Central Sector Plan Scheme, 3 batches from RKVY and the remaining 105 batches under Self-finance mode in the States of Andhra Pradesh, Bihar, Chhattisgarh, Himachal Pradesh, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra,

Odisha, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal. During 2017-18, an amount of Rs.598.17 lakh has been released by Govt. of India for DAESI. Of this, an amount of Rs.594.60 lakh has been utilized for implementation of DAESI program in 14 states. Further, an amount of Rs.52.98 lakh has been released by Govt. of India on 28.3.2018 and the same will be utilized in the financial year 2018-19.

Other activities

- Three Training Programs have been organized for the Facilitators/Coordinators on DAESI during 20-22 June, 2017, 4-6 October, 2017 and Jan 30 - Feb 1, 2018. A total of 115 delegates participated.
- DAESI e-bulletin for the quarters of April – June, 2017, July – September, 2017, October – December, 2017 and January – March, 2018 have been brought out.



Distribution of DAESI certificate at SAMETI - Dharwad



Input dealers on a field visit

Progress of Diploma in Agricultural Extension Services for Input dealers (DAESI) program in various States during 2017-18

S. No.	Name of the State / SAMETI	Completed during 1/4/2017 to 31/3/2018		Progress of DAESI as on 31.3.2018				
		No. of Batches	No. of Input dealers	No. of Batches				No. of Input dealers
				CSPS	RKVY	Self-finance	Total	
1.	Andhra Pradesh	5	198	13	-	7	20	800
2.	Bihar	-	-	13	-	-	13	520
3.	Chhattisgarh	5	195	9	-	1	10	400
4.	Himachal Pradesh	-	-	7	-	-	7	280
5.	Jharkhand	4	154	12	-	10	22	880
6.	Karnataka (South)	10	364	18	-	33	51	2040
7.	Karnataka (North)	16	703	15	-	14	29	1160
8.	Madhya Pradesh	4	154	13	-	4	17	680
9.	Maharashtra	4	158	9	-	-	9	360
10.	Odisha	18	694	13	-	-	13	520
11.	Rajasthan	3	116	9	3	-	12	480
12.	Tamil Nadu	2	80	4	-	2	6	240
13.	Telangana	5	195	11	-	6	17	680
14.	Uttar Pradesh	4	159	12	-	7	19	760
15.	West Bengal	6	238	5	-	21	26	1040
	Total	86	3408	163	3	105	271	10840

Skill Training of Rural Youth (STRY) and Farmers Capacity Assessment & Certification (FCAC)

MANAGE implemented skill development component viz., Skill Training of Rural Youth (STRY) under Sub-Mission on Agricultural Extension (SMAE) of National Mission on Agricultural Extension & Technology (NMAET) during 2017-18 in eight identified States of Andhra Pradesh, Karnataka, Maharashtra, Meghalaya, Mizoram, Tamil Nadu, Telangana and West Bengal through SAMETIs of respective states. SAMETIs are conducting the STRY training programs through KVKs, Farmer Training Centres and ATMAs.

Skill Training of Rural Youth, aims at imparting skill-based training to rural youth on agri-based vocational areas in compliance with the National Policy on Skill Development & Entrepreneurship, 2015, in agriculture and allied areas to promote employment in rural areas and for creation of skilled manpower to perform farm and non-farm operations. Rural youth in the age group of 18 years and the above with minimum qualification, preferably 5th standard is considered for skill training. The Govt. of India has identified 50 skilling areas spanning agriculture, horticulture, animal husbandry and fisheries.

The physical and financial targets assigned to the eight identified states for implementation of STRY and achievement during 2017-18 are furnished as under:

Sl. No.	State	No. of Programs allotted (@15 participants per training)	Total No. of Participants	Funds released Amount (Rs. in lakh)	No. of Participants undergone training
1.	Andhra Pradesh	32	480	13.44	480
2.	Karnataka	34	510	14.28	510
3.	Maharashtra	60	900	25.20	**
4.	Meghalaya	02	30	0.84	30
5.	Mizoram	03	45	1.26	45
6.	Tamil Nadu	30	450	12.60	684##
7.	Telangana	32	480	13.44	480
8.	West Bengal	12	180	5.04	180
	Total	200	3000	84.00	2409

**Details of progress of achievement from Maharashtra is yet to be received

18 training programs organized by SAMETI, Tamil Nadu are non-residential and trained 28 participants per batch

Farmers Capacity Assessment and Certification (FCAC), is aimed at providing recognition to the farmers who have acquired desired skills in agriculture and allied areas but continued to be treated as unskilled in the absence of certificate. Farmers in the age group of 18 years and above

with minimum qualification, preferably 5th standard are considered for assessment and certification. The Ministry is in the process of revising the cost norms for implementation of FCAC. Therefore, the FCAC could not be implemented in any state during 2017-18.

5. Education

Post-Graduate Diploma in Management (Agribusiness Management) [PGDM (ABM)]

The forces of liberalization, privatization and globalization ushered in India in 1990s brought about significant changes in the economic scenario in India. Along with momentous changes in the industrial scenario, agriculture too started experiencing gradual but marked changes. One of these changes in the agricultural sector is movement from subsistence agriculture to commercial agriculture. This brought about new opportunities to the agri-business sector giving it a major boost.

As agriculture moved towards agribusiness, the demand for competent techno-managerial manpower started increasing. MANAGE, in response to this need, launched a two-year residential Post Graduate Diploma in Management (Agri Business Management) in 1996 on a self-financing basis. The program is recognized by the All India Council for Technical Education (AICTE) and accredited by National

Board of Accreditation (NBA). The Association of Indian Universities has accorded equivalency to MANAGE PGDM (ABM) with MBA of an Indian University.

Objectives

The program aims to prepare business leaders and techno-managers for careers in sectors related to agriculture, food, agri input, agri-banking, retail, supply chain management etc.

The objectives of the program are:

- To develop adequate conceptual base in different subject areas of agribusiness, so as to prepare young minds as competent professionals;
- To equip students with adequate knowledge, suitable skills and right attitude for managerial decision-making in the Agribusiness sector;
- To encourage entrepreneurial spirit and mould the youngsters into effective catalysts of change in agriculture.



Admission Process

MANAGE has adopted objective criteria for short-listing and selection of candidates, which include the CAT Score, Group Discussion, Paper Writing, Work Experience, Academic Record and Personal Interview.

Program Design

The PGDM (ABM) program combines rigorous case-based approach, lectures, simulation games and industry sponsored summer and live projects to enable the students to absorb and apply management concepts in agri and other business environments. The program has been designed keeping in view the needs of the agribusiness sector, and is divided into VII trimesters covering 116 credits. Forty-three subjects, are covered in the academic curriculum and distributed into basic, functional, sectoral and general courses. Courses with focus on Agribusiness Management include Agri-input Marketing, Agri Export Management and International Trade, Procurement Management, Supply Chain Management, Rural Advertising and Communication, Commodity Futures, Trading and Options, Participatory Extension Management, Quantitative Aids for Agribusiness, Food Retailing, Agri-Finance and Banking etc.

Village Visit

A fortnight spent in the rural areas among the rural folk provides the students an opportunity to understand the constraints faced by the farmers as well as the potential areas for development in agriculture. At the end of the study visit a report is prepared analyzing and identifying the bottlenecks in development and opportunities for growth.

Bridge Course

This course was started to bridge the knowledge gap between agriculture and non-agriculture graduates. Spread over the first trimester, it enables students from varied backgrounds to get familiarized with the agriculture sector.

Summer Internship

During the fourth trimester, Summer Internship provides practical field experience to the students. During the internship, students take up an assignment offered by Agribusiness companies, which helps students refine their knowledge and sharpen their managerial skills through hands-on experience in field situations. The summer project is evaluated by the supervisor or an executive from the company. These projects carry 10 credits and are evaluated for 100 marks.



All the students of the 2016-18 batch are placed for Summer Internship.

Companies, which offered internship to the students are: “Adama, Arya Collateral, Bayer, Bharat Insecticides Ltd., Britannia, Coromandel International Ltd., Cropin, Dilasa, EID Parry (India) Ltd., Fullerton India, Go4fresh, ICRISAT, ID Foods, ITC-ABD, JK Seeds, Kemin, Mahindra, Malaxmi, National Innovation Foundation, NCDEX, Sumitomo Chemicals, Sutra Consulting, Syngenta, TAFE, Technoserve and Yes Bank”. The students also take up other short-term projects and assignments.

Industrial Visit

During the fifth trimester, students undertake an industrial visit, with an objective to connect to the agri-business companies and appraise them about the features and strengths of PGDM (ABM) program. They also explore possibilities for final placement and summer internship with these companies. Students of PGDM (ABM) 2016-18 batch visited over 125 companies and made presentations to the senior executives.

SPICE

PGDM (ABM) students bring out a quarterly newsletter – SPICE. This newsletter features campus news including industry-interface program, guest lectures, events, articles by students and faculty feedback. Four issues were published during the year.

Final Placement

During the year under review, twenty eight companies visited the campus and recruited all the graduates for the 2016-18 batch. The CTC offered ranged from Rs. 5.50 - 16.00 lakhs per annum the average CTC being Rs.8.56 lakhs per annum.

Companies which recruited the students are: “ABRL, ADM, ASA, BASF, BFIL, Cocos India, Coromandel International Ltd., Cropin, Delta Seeds, EM3, Excel Crop Care, FMC, ITC-ABD, KRIBHCO, Mahyco, McCain, NACL, Namdhari Seeds, NCCF, Netafim Irrigation India Pvt. Ltd., NFCL, Rasi Seeds, Samunnati, SERP, UPL Ltd, Vistaar Finance, and VKL Spices”.





Winter Internship Program and Initiatives to encourage students to undertake projects for Govt. Sector

To inculcate problem solving skills among the students, a new window of opportunity was opened to take up Winter Projects in the month of October. Under the Winter Internship Projects, students have been taking up problem centric topics for Corporates, State Agri and allied Departments and MANAGE research projects. A highlight of the winter internship project is, students of MANAGE have prepared supply chain management for agri and allied products for Govt. of Andaman and Nicobar and Govt. of Karnataka. The respective State Govts., have funded the internship. To encourage the students to take up projects for Govt. departments, MANAGE too has given stipend for the students who have taken up the projects. In addition to Govt. projects, students have also been joining in the research projects of various centres of MANAGE and have been contributing to the research.

In the month of October, 2017, 54 students of PGDM (ABM) – Batch 2016-18 have taken up one month live projects with various agri business

companies. For the first time, 20 students have taken up live projects with various centres of MANAGE. They have submitted the reports to the concerned centre heads.

Program Management

The program is guided by the Advisory Committee, Academic Committee, Examination Committee, Appeal Committee and Grievance Redressal Committee.

Ranking of PGDM (ABM)

This year too, MANAGE has been ranked as one of the best B-Schools in the country.

Ranks by OUTLOOK-2017

24th Best in Top 100 B-schools in India

1st Best Sectoral B-school in Agriculture

4th Best B-school in South India

Interaction with Business Leaders through ‘Samanvay Guest Lectures’

As part of Industry Interface, eminent persons from the Industry and Academia are invited to interact and share their professional and personal experiences with the students. The executives speak on a variety of topics covering area such finance, marketing, operations and procurement. Senior executives and professionals from government are invited to share the policies framework, schemes, programs and their implications for agricultural growth and development. This ensures latest industry best practices and challenges faced are familiar to the students. This not only enables the students to develop business competencies but also helps them in enhancing their development perspective. Some of the executives who interacted with students during the year are:

S.No.	Guest	Company
1	Mr. JV Ratnam, Country Manager	Bioseed
2	Mr. Narayan Vellayan, Head-SND division	Coromandel International Ltd.
3	Mr. Kishor Kumar Shashtri, Commercial Head, Purchase	Britannia
4	Mr. Maruti Chapke, Founder & CEO	Go4Fresh
5	Mr. Sourav Raheja, VP - Collateral Management	NBHC
6	Mr. Ravi Prasad, President- Strategy & Policy	Coromandel International Ltd.
7	Mr. Somesh Kumar, IAS	Principal Secretary (CT & Excise), Govt. of Telangana
8	Mr. P. Anand Kumar, IRS	Addl. Commissioner, GST Commissionerate, Govt. of Telangana
9	Mr. Anil Jain, Head operations and Strategy	Crystal Crop care Pvt Ltd
10	Mr. Harsha Adarkar, VP- HR	Biostadt India Limited
11	Mr. Brad Ford, SVP- Commodity Trading	Seaboard Corporation
12	Mr. Somnath Bera, Director & Country Manager	Seaboard Special Crops India Pvt. Ltd.
13	Mr. Anupam Pal, General Manager - Market Development South Asia	DuPont India Private Limited
14	Mr. Bakul Joshi, Brand Protection Leader (South Asia) & Sales Competency Leader (South Asia)	DuPont India Private Limited
15	Mr. Parag Rastogi, Project Manager	Kleffmann Group- India & Bangladesh
16	Mr. Iftexhar Khan, Consultant	KPMG
17	Mr. Joydeep Das, Product Manager-Cotton Business	Monsanto India Limited
18	Mr. Rakesh K Mishra, Associate Director	PwC India
19	Mr. Madhab Adhikari, GM-SND division	Coromandel International Ltd.
20	Mr. Raj Kumar, Project Manager	Gold Farm
21	Mr. Dinesh Bhosale, GM	AB Vista South Asia
22	Mr. Sasidhar, MD	BASIX - Sub K

S.No.	Guest	Company
23	Shri P.K. Borthakur, IAS	Joint Secretary (Extension), Dept. of Agri. Coop. & FW, Ministry of Agriculture & Farmers Welfare, New Delhi
24	Mr. Nitin Choudhari, Head – Strategic Decision and Investor relations	Samunnati
25	Mr. Gurmukh S Roopra, MD	Namdhari Seeds Pvt Ltd.
26	Mr. Priyank Bhandari, HR	BASF
27	Mr. Harish Sharma, CHRO	Crystal Crop care Pvt Ltd
28	Mr. Santosh Vellanki, Head HR	UPL
29	Mr. Biju Joseph, Head SCM	VKL Spices
30	Mr. Darshan Thakkar, Regional Head – Telangana SM	ABRL
31	Mr. Praveen Vecha, Senior Director	IDFC
32	Mr. Chris, MD	ADM
33	Mr. Sameer Wable, HR	Mahyco
34	Mr. Sunil Dubey, CHRO	EM3 Agri Service
35	Mr. Rutuja Paranjape, Dy. General Manager – Human Resources	Excel Cropcare
36	Mr. T Paramasivam, Head Businesses	Vistaar Finance
37	Mr. Ajay Juneja, VP Vegetable Seeds Division	US Agri Seeds
38	Mr. B. Kalyan Chakravarthy, IAS	Director General, EPTRI, Hyderabad
39	Mr. Rrituraj Sharma, Principal Consultant	Infosys Consulting
40	Mr. Abhay Kumar, Regional Crop Manager	Bayer Seeds Pvt. Ltd.
41	Mr. Ravindra Grover, Branch Head	PwC India



Shri P.K. Borthakur, IAS, Joint Secretary (Extension) addressing faculty and students



Moments of Pride

The students have participated in competitive events in the management institutes such as IIM-Ahmedabad, IIM-Bengaluru, IIM-Indore, IIM-Trichy, IMT-Hyderabad, SIBM, Hyderabad, SDMIMD, Mysore, SIIB, Pune, SCHMRD, Pune, SIBM, Bengaluru, GLIM, Chennai, NMIMS, Hyderabad, IARI, New Delhi, Osmania University, Hyderabad, Amrita School of Business, Coimbatore, Tyagaraja School of Management, Madurai, etc., and won awards.

Events

MANAGE PGDM (ABM) organized the following events:

- The B-Fest “Krishichanakya” was conducted on September 2 & 3, 2017 with events such as ‘Akanksha’ (a B-Plan competition), ‘Chakravayuh’ (a Parliamentary debate), ‘Khoj’ (a Social idea), ‘Sushodh’ (a Case study competition), ‘Vishleshan’ (a financial model), ‘Shikhar’ (an Agri summit) and

‘First Impression’ (an online Photography event). A total of 240 students from around 30 B-Schools such as IIM-A, XLRI, IIT-K, IBS, IMT, etc., participated.

- The Literary Fest – Lit-O-Mélange was conducted in the month of February, 2018. Various events viz., Quiz, Debate, Ad-lib, Poster Making, Dub smash etc. were organized. Prizes were distributed to the winners.
- An intercollege Sports Meet, ‘Olympus-2017’ was conducted on August 28 & 29, 2017. Other than the MANAGE students, the students from IBS, TISS, SIBM, PJSTAU, CBIT, FABS etc. have participated.
- A College Sports Meet, ‘Zenith-2018’ was conducted from January 16-25, 2018. The students participated in all the major sports events like shuttle badminton, lawn tennis, squash, volley ball, basketball, table tennis, snooker etc.



Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

A one-year Post Graduate Diploma in Agricultural Extension Management (PGDAEM) in distance learning mode is being offered by MANAGE since 2007-08, under the Centrally Sponsored Scheme “Support to State Extension Programme for Extension Reforms”. The states are getting the support of the Department of Agriculture and Cooperation (DAC), Ministry of Agriculture and Farmers Welfare (MOA&FW), Government of India to the tune of 60%, 90% and 100% for general states, North-Eastern & three Himalayan states and Union territories respectively and the remaining is contributed by the concerned state governments.

The objective of PGDAEM is to equip the extension functionaries with latest tools and technologies for participatory decision making, providing them insight into various extension models and developments in agricultural extension and enhancing their techno-managerial competencies.

A total of 16949 candidates, have been enrolled in PGDAEM (in ten batches) of which 11654 candidates have successfully completed the diploma and the remaining are in the process of completion. The admissions process for the eleventh batch has commenced. The progress in PGDAEM is as given below:

Progress in PGDAEM as on 24.03.2018

Sl. No.	Batches	No. of enrolled candidates	Passed	Absent	Partially completed	Remarks
1	I to IX (Financial Years 2007-08 to 2016-17)	15951	11654	2824	1473	88.78% Pass percentage up to 2015-16 (out of total appeared candidates)
2	10 th batch (Financial Year 2017-18)	998	Results are awaited			
	Total	16949				
3	11 th batch (Financial Year 2018-19)	789 (including 27 Private candidates) applications were received and are being processed. Total expected enrolment is 1200.				

Progress in PGDAEM during the period 1.4.2017 to 19.3.2018

- Enrollment of candidates for 2016-17 (10th) batch completed in May 2018.
- I & II semester PGDAEM study material and e-learning material were provided to the 10th batch candidates.
- Results of December 2016 examinations were compiled from February to April 2017 and PGDAEM certificates were issued to 904 successful candidates in June 2017.
- The First semester examinations of 2016-17 batch and supplementary exams of I & II semesters of 2015-16 batch were conducted successfully in July - August 2017. The results were received and compiled from September to December 2017. In December 2017, PGDAEM certificates were issued to 147 candidates of 2015-16 who successfully completed PGDAEM in August 2017.
- The II semester examinations of 2016-17 batch and supplementary exams of I & II semesters of all the batches were conducted

successfully in December 2017, giving another opportunity to the backlog candidates of 2007-08 to 2015-16 batches. Results of December 2017 examination, received from 17 states were compiled, verified and uploaded on the MANAGE website.

- The process of enrollment for the 2017-18 (11th) batch was initiated in September, 2017 and the admission process will be completed by March 2018.

PGDAEM in Afghanistan

The one-year Post-Graduate Diploma in Agricultural Extension Management (PGDAEM) was launched for the officials of MAIL, Afghanistan in collaboration with MANAGE, in distance learning mode in May 2017 in which 68 candidates have been enrolled.

The first semester contact classes were conducted in December 2017 and II semester study material for the candidates was also dispatched to MAIL, Kabul in December, 2017.

The I semester examinations were held during the first week of March, 2018.

Online PGDAEM – MOOCs

For the online PGDAEM-MOOCs that was launched in March 2017 and opened for

registrations, the processing of online applications of the first batch and admissions were completed in April 2017. A total of 152 candidates were enrolled including 3 foreign candidates from Liberia, Rwanda and Botswana.

The content development was completed and the e-learning resources were uploaded on the platform in April 2017.

Evaluation of assignments of I semester was done through experts in September 2017 and the Online examinations of PGDAEM MOOCs for I semester were conducted in October 2017. The results of the First semester online examinations and assignments were verified and uploaded on the portal in October 2017.

The course content of II semester was enabled and opened for the first batch candidates in the last week of October 2017.

Registrations for online PGDAEM-MOOCs were re-opened in July, 2017 for the II batch. The II batch opened in November 2017, in which 18 candidates have enrolled.

Admission activity of III batch Online PGDAEM-MOOCs started and so far 166 candidates have registered including 58 candidates from Uganda.

Certified Farm Advisor/ Certified Livestock Advisor Program

MANAGE organizes need based Extension Management programs for the Extension functionaries of Agriculture and Allied departments in the country. However, it is being felt that the capacity building programs of MANAGE should help the extension functionaries to take forward the proven technologies from the National Agricultural Research System (NARS). Hence MANAGE proposed a new initiative titled “Certified Farm Advisor/ Certified Livestock Advisor” Program in association with ICAR institutes/SAUs and other Institutes for extension officers in agriculture and allied sectors. The program consists of three modules.

Module-I: The duration of this Module is three months which deals with sector specific latest technologies and management aspects. This Module is administered through an e-platform on important and emerging areas. The study material is in the form of text, Power point and videos. As Module-I is administered online, the officials enrolling for the program will not be disturbed from their regular duties. Functional/working knowledge of computer is required for enrollment.

Module-II: Those who have completed Module-I will be sent to the identified ICAR

institutes/SAUs/Elite Institutes (based on the need and specialization preferred by the extension functionaries) for intensive specialized skill oriented training for a period of 15 days, within or outside their respective states.

Module-III: On completion of Module – II, the candidates will try to apply their learning in the field at their respective place of work. The candidate will be provided handholding support for eight months by a Mentor Scientist/s from the same Institute where he has undergone Module-II. The hand holding will be in the form of technical guidance to the candidate whenever he faces any problem in the field, while applying his technical knowledge/skills acquired on the particular crop/enterprise. This will help the candidate to develop holistic understanding on the practical aspects of specialization. By the end of Module-III, the candidate will be competent enough to solve the field problems and will be able to provide better advisory services to the farmers.

After completing all the three Modules, the competency of the candidate will be assessed on their specialization, and will be recognized as “**Certified Farm Advisor/ Certified Livestock Advisor**” jointly by the concerned ICAR/other relevant institute and MANAGE.





Expected Outcome

A candidate completing this program will acquire good knowledge on a particular Crop/Enterprise. After recognizing the candidate as “Certified Farm Advisor/ Certified Livestock Advisor”, MANAGE will display their names on its website so that the stakeholders could verify the credentials of the Advisors and avail their services. This program would also help to create a Cadre of experts on various subjects/specializations within the department by suitably enhancing their core competencies to enable them to deliver effective Technical advisory services, and thereby address the field problems, faced by the farmers.

Eligibility Criteria for Enrollment

Any Extension Officer/Agripreneur graduated in Agriculture, Horticulture, Animal Husbandry and other Agriculture related courses, up to an age of 55 years with functional literacy on computers, is eligible for enrollment.

Fee

The course fee for the extension functionaries working in Govt. Departments is Rs.5000/- and for private candidates and agripreneurs the fee is Rs.15,000/- per candidate.

Progress during the Reporting period

- Two Consultative Meets were organized to identify the sector specific thematic areas for Module–I, in Agriculture and Animal Husbandry sectors.
- Accordingly, 22 themes for Agriculture and 28 themes for Animal Husbandry were identified by the experts.
- A Consultative Meeting was organized and suitable Resource Persons were identified for developing content/write up. The Study material and Video lectures for all the 22 themes on Agriculture and 28 themes on Animal Husbandry Sector were prepared with the help of TELAgE Lab of NAARM.
- Study material on Agricultural sector and Animal Husbandry Sector were brought out in the form of Books. Video lectures and Study material in the form of Books were released by Honorable Secretary Shri Shobhana K. Pattanayak, IAS, MoA&FW, GOI.
- A total of 112 candidates enrolled for the academic year 2017-18. Module–I of Certified Farm/Livestock Advisor has been organized. Test – 1 and Test-2 were conducted. A total of 107 candidates appeared for the Tests.

- To conduct Module–II of Certified Farm Advisor, seven ICAR research institutes have been identified, based on the chosen Specialization by the candidates and seven Module II programs on Rice, Medicinal and Aromatic Plants, Pulses and Seed Science, Vegetables, and Fruits and Forage Crops were conducted at respective ICAR institutes for 15 days. Module–III of Certified Farm Advisor is in progress.
- To conduct Module–II of Certified Livestock Advisor three ICAR research institutes have been identified, based on the Specialization offered by the candidates and three Module–II programs on Poultry, Cattle and Sheep were conducted at respective ICAR institutes for 15 days. Module–III of Certified Livestock Advisor is in progress..
- Communication has been sent to Agriculture/ Horticulture/Animal Husbandry departments, agripreneurs and PGDAEM candidates across the country for nominations of 2nd batch Certified Farm / Livestock Advisor Program for the academic year 2018–19. A total of 103 applications have been received to date.

Schedule of Module–II organized at various ICAR institutes

Sl. No.	ICAR Institute	Specialization	Schedule
1.	Indian Institute of Rice Research, Hyderabad, Telangana	Rice	11 th – 25 th September, 2017
2.	Directorate of Medicinal and Aromatic Plants Research, Boriavi, Gujarat	Medicinal and Aromatic Plants	13 th – 27 th September, 2017
3.	Indian Institute of Pulses Research, Kanpur, Uttar Pradesh	Pulses	3 rd – 17 th October, 2017
4.	Indian Institute of Seed Science, Mau, Uttar Pradesh	Seed Technology	23 rd October - 06 th November, 2017
5.	Indian Institute of Vegetables Research, Varanasi, Uttar Pradesh	Vegetables	14 – 28 th November, 2017
6.	Indian Institute of Horticulture Research, Bangalore, Karnataka	Fruits	12 -26 th December, 2017
7.	Indian Grassland and Fodder Research Institute, Jhansi, Uttar Pradesh	Forage Crops	15-29 th January, 2018
8.	Directorate of Poultry Research, Hyderabad, Telangana	Poultry	24 th January – 7 th February, 2018
9.	Central Institute for Research on Cattle, Meerut Cantt., Uttar Pradesh	Cattle	14 th February – 28 th February, 2018
10.	Central Sheep & Wool Research Institute, Avikanagar, Rajasthan	Sheep	21 st February – 7 th March, 2018

6. Information and Communication Technology Support

Information and communication technology support is provided through 150 computer systems connected with two leased lines of 100 mbps and 50 mbps for 24 hours Internet connectivity. The campus is wi-fi enabled. Video-conferencing facility is available to facilitate communication with the Ministry and various other institutions. All classrooms and seminar halls are well-equipped with modern ICT tools for effective academic learning.

MANAGE on the Web

Information on MANAGE training and education programs, projects and publications, is updated on the website at www.manage.gov.in both in Hindi and English. The Academic Calendar is also available on MANAGE website with a mobile app for registration. Information about GoI sponsored schemes implemented by MANAGE, and updates on MANAGE Research and Consultancy projects are also accessible on the website.

MOOCs based e-Learning Platform at MANAGE

The National Institute of Agricultural Extension Management (MANAGE) initiated an eLearning platform called Massive Open Online (MOOC) courses to address challenges of agricultural extension in a rapidly growing and diverse agriculture sector. Effective ways of managing the extension system needed to be evolved and extension organizations enabled to transform the existing set up through professional guidance and training of critical manpower. Considering this need, MANAGE has launched Massive Open Online Courses called MANAGE Extension MOOCs.

MANAGE Extension MOOCs is an online platform designed to train senior and middle level agricultural extension functionaries, students and other stake holders to acquire and enhance

knowledge and skills in the agriculture extension domain. The platform provides free access to numerous high quality courses online, offered by renowned faculty from premier institutes in the country. The intent is to reach out to a large number of learners through these MOOCs thus enabling them to access higher agricultural education. IIT – Kanpur is customizing MOOCs software, built on open source software for hosting the MANAGE courses online.

PGDAEM MOOCs

MANAGE has hosted PG Diploma in Agricultural Extension Management (PGDAEM) program on MOOCs platform. IIT Kanpur has customized MOOCs for MANAGE and the content such as Text, Videos, PowerPoint Presentations and Quizzes were developed by MANAGE for PGDAEM MOOCs. PGDAEM-MOOCs course was launched on May 1, 2017.

Certified Farm Advisor (CFA) and Certified Livestock Advisor

MANAGE is also offering short term courses on Certified Farm Advisor (CFA) and Certified Livestock Advisor (CLA) on the MOOCs platform. The course duration is 3 months.

ProSoil Project: ICT enabled Advisory services in Maharashtra and Madhya Pradesh

MANAGE has been implementing the project- Soil Protection and Rehabilitation for Food Security in India (ProSoil) project under a global initiative by the Ministry of Economic Cooperation and Development, Federal Government of Germany. The project ProSoil, addresses the issue of protection and sustainable use of natural resources specific to soil conservation and rehabilitation of degraded lands. The project is being implemented in collaboration with NABARD and partner NGOs - Foundation for Ecological Services (FES) in Madhya Pradesh and BAIF Research

Development Foundation (BAIF) and Watershed Organization Trust (WOTR) in Maharashtra. The project is supported by Ministry of Agriculture and Farmers Welfare, Govt. of India (MoA&FW).

As the National Consortium Facilitating Agency (NCFA), MANAGE facilitates the network approach envisaged under the pro-SOIL collaboration through capacity building support, technical guidance and overall network management at national as well as state levels (through the network of state level Consortium Facilitating Agencies - CFA). The project is being implemented in five districts of Maharashtra (Ahmednagar, Amravati, Dhule, Jalna and Yavatmal) and two districts of Madhya Pradesh (Balaghat and Mandla).

Objectives

The overall objective of this proposed project is to create and disseminate localized, timely and quality content around climate change adaptation in agriculture sector using the NICE platform.

- Establish network of expert institutions like SAUs, KVKs, IMD, ATARI etc. to provide localised and validated advisories to farmers
- Ensure farmers get up-to-date advisories based on local farming systems and related weather forecasts, to enable them take timely corrective measures.
- Establish a two-way flow of communication to generate and exchange localized, quality content on agriculture.
- Capacity building of stakeholders to better understand specific local needs around the farmer, develop advisories and respond to specific farmer queries.

NICE System

The Network for information on Climate (EX) change (NICE) is a web-based open source platform, allows multimodal approach and enables a two-way communication to link farmers' needs to knowledge experts on a real time basis. The farmers receive the advisories through SMS; field

agents also use tablets to disseminate advisories to farmers thereby creating a more personal link. NICE has some remarkable features for successful collation, validation and dissemination of advisory information. The modular structure of NICE allows a peer-review mechanism from content aggregation, expert validation and subsequent translation and dissemination of the content. Finally the content created on NICE will be disseminated to the farmers. The NICE system has facility to capture the farmer's basic and socio-economic details including, land details, crops grown for the season etc.

Using NICE system, the expert can send advisory to the farmers in multi-model approach i.e. in the form of SMS, Posters, Video URL, documents etc. The content other than SMS is delivered to the Tablet of Field Agents. This content is further disseminated to the farmers by the Field Agents in the village. The farmer will get timely, authentic advisory messages and the content is generated based on their local needs i.e. fully localized content is generated by the experts. This helps the farmers to adopt the advisories sent by the experts. The posters, video URL, and documents will help the farmers to know more details of the advisory.

The key players involved in content generation, validation and dissemination process are State University Scientists, KVK scientists, and field functionaries. The feedback from field level functionaries is assessed and based on the need and requirement, the content will be generated by the KVK subject matter experts. The generated content will be validated by the university scientists of the same knowledge domain and approved. The validated content will be disseminated to the farmers and field agents in the form of SMS service. The farmers' queries, which are received from the field agents for a specific farmer or the entire village, will be taken up by the subject expert and resolved. The resolved query advisories will be sent to farmers and also to the field agents.

7. Library, Documentation and Publications

The Library provides information services to faculty, staff, students and executive trainees and supports training, teaching and research activities of the Institute.

Resources

Collection development is in response to the needs of training, research and education programs at MANAGE. The Library provides access to resources on focus areas viz., agricultural extension, agricultural economics, management, marketing, human resource development, project management, natural resource management, participatory approaches, gender studies, agribusiness, entrepreneurship, trade, information and communication technology etc. Resources include books, journals, and reports, CDs/DVDs on agriculture, allied areas and management aspects.

Electronic Databases

The Electronic databases include ‘Commodities’ and ‘India Stats’. Commodities database from CMIE provides price information, market intelligence, historical data and forecasts for agricultural crops, while India Stats is an online database giving access to statistical information on India. The Institute also subscribes to ‘ABI-Inform’ an e-journal database which can be accessed online by Faculty, staff and students.

Information Services

Management of library operations is through Libsys. The library provides reference services, literature search services, assistance in the use of databases and other information resources. The library alerts faculty to the new resources added to the collection and articles published in current journals on a periodic basis. Abstracting and indexing services are provided to faculty covering new resources added to the collection including current journals, new books, etc. Since January 2018 the Library is sending news alerts on agriculture and allied aspects to faculty on a daily basis through email.

The Library is also in the process of digitizing MANAGE publications including Books, Journals, Reports etc. to make accessible online.

Publications

MANAGE publishes the “**Journal of Agricultural Extension Management**” a half-yearly publication to disseminate information relating to extension systems and practices, research on extension, efficient organization of technology transfer and other socio-economic issues concerning agriculture and allied areas for the benefit of policy makers, scientists and extension functionaries. Two issues were published and disseminated during the period under review.



Extension Digest. The purpose is to disseminate information on extension systems and practices, research on extension methods, efficient organization of technology transfer and current concerns in the area of agriculture. Two issues were published during the period on “Harnessing Social Media for Agricultural Extension” and on “Mobile Apps empowering Farmers”. The first issue focuses on Social media and application in agriculture and allied sectors and also shares cases which demonstrate the power of Social Media in effective sharing of agricultural information and knowledge and networking. The issue on Mobile Apps looks at apps developed by various organizations and how these apps are transforming the way farmers are accessing agricultural information related to inputs, production, marketing, processing, etc.

Newsletters

A bi-monthly **MANAGE Bulletin** focuses on various activities of MANAGE including training, education, research, consultancy, implementation of schemes, etc. Six issues were published and disseminated.

MANAGE International e-Bulletin is a monthly newsletter which documents and reports events relating to Feed the Future India Triangular Training (FTF-ITT) Program. The e-Bulletin updates all the stakeholders on training programs organized, various events and progress of implementation of Back at Work Plans.

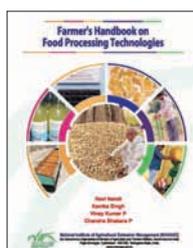
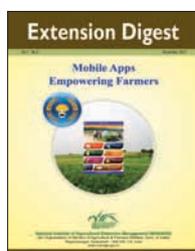
Agripreneur, a monthly e-Bulletin from the Centre for Agricultural extension Innovations, Reforms and Agripreneurship shares experiences of Agripreneurs, Nodal training institutes, Agribusiness companies, Extension functionaries, Bankers, Academicians, Researchers and Agribusiness thinkers in the country working for promotion of Agri Entrepreneurship development” under the AC&ABC Scheme.

DAESI eBulletin is a quarterly newsletter which documents and disseminates information on DAESI program and highlights important events under DAESI in various States.

Spice, a quarterly newsletter from PGDM (ABM) features campus news including industry-interface program, guest lectures, events, articles by students.

Publications from various Centres

Extension NEXT is a bulletin from the Centre for Agricultural Extension Innovations, Reforms and Agripreneurship. This is aimed at imparting better understanding about recent developments in agricultural extension. It also intends to develop basic understanding about the role of extension in agricultural and allied sectors and start a dialogue on how to make extension efforts to contribute for better impact. One issue was published during the period on “Agricultural Innovations for Extension”. This issue delves into what Agricultural Innovation System is, how it operates, diagnostic framework, capacity development for stakeholders in AIS, shortfalls of AIS and its implications on extension and advisory services.



Directory of Direct Marketing Agribusiness Companies: a Farmers handbook provides information about major direct marketing companies which are procuring agricultural commodities directly from the farmers.

Farmer’s Handbook on Food Processing Technologies provides information about primary processing hand equipment or machinery, processing and preservation of major crops, product development of commercial importance which have been developed by various national research institutes in India.

Good Practices in Agricultural Extension and Advisory Services with Agripreneurship
Vol No 1: 2018

Case Study 1: Agro-tourism: YATRA-Farm
Tourism Venture

Case Study 2: Farmer Producers Organization:
Chaitanya Agriclincs-Service Providers for
Farmers Producers Organization

Case Study 3: Aquaculture: IIFSA-Aquaculture
Venture

Case Study 4: Soil Testing Unit: IDEAL AGRICULTURE
SEARCH - Soil Testing Venture

100 Start ups by Agripreneurs encapsulates stories of 100 startups by agri-entrepreneurs who have succeeded in setting up of agri-clinics and agri-business centres, under the Agri Clinics and Agri Business Centres Scheme.

Agricultural Extension Systems in Tripura. This working paper is based on the scoping study conducted in the state as part of MANAGE initiative to understand and improve the existing extension systems in the states. The working paper gives a series of policy recommendations for amelioration of the extension systems in the state.

Reforming Agricultural Extension Systems in Tripura: a policy brief. The Policy Brief is based on the scoping study conducted in Tripura to understand its existing extension systems as well as the consecutive Multi-Stakeholder

Consultative Workshop conducted in the state to further the dialogue on revamping the extension system. The policy brief recommends concrete policy recommendations for the state, for an effective extension system in agriculture and allied sectors.

Reforming Agricultural Extension Systems in Odisha: a policy brief. This paper is a policy paper for Odisha, to understand and improve the existing extension systems in the state. The paper focuses on existing extension systems in Odisha and presents a road map for the future.

Research Report Briefs

- Climate Smart Agriculture and Advisory Services: Approaches and Implications for Future
- Integrating Gender and Nutrition within Agricultural Extension and Advisory Services
- Knowledge Management and Producer Organisations
- Urban farming: Good practices and knowledge management
- Climate Smart Agriculture towards Triple Win: Adaptation, Mitigation and Food Security
- Reshaping the future of agriculture: A youth and social media perspective

Discussion Papers. Three Discussion papers were brought out during the period by the centre

- Climate Smart Agriculture and Advisory Services: Approaches and Implication for Future. (MANAGE Discussion Paper 1);
- Integrating Gender and Nutrition within Agricultural Extension and Advisory Services. (MANAGE Discussion Paper 2) and
- Knowledge Management and Producer Organizations (MANAGE Discussion Paper 3).

8. Promotion of Official Language

During the year under review, the Annual Report and Annual Accounts for the year 2016-17 were prepared and placed in both houses of parliament. The Annual Training Calendar for the year 2018-19 was also prepared in bilingual form for information to the participants and uploaded on MANAGE website. Quarterly meetings of the MANAGE Official Language Implementation Committee were conducted in all the three quarters and reports were sent to the Department of Official Language, Ministry of Agriculture, and the Regional Implementation Office, Department of Official Language, South Block, Bangalore.

Correspondence from MANAGE with the States under “Regions A and B” of Official Language Rules was in Hindi and English (bilingual). In compliance with Section 3(3) of Official Language Act, efforts are on to prepare the documents in bilingual form. To encourage internal notings on files during Hindi Day celebrations, individuals doing more quantum of work in Hindi and the section performing best in implementation of Official Language was awarded.

MANAGE has been given the responsibility of Town Official Language Implementation Committee (TOLIC)-4 of Central Government Organizations by Department of Official Language, Ministry of Home Affairs, GoI.

Forty seven member organizations are covered under this TOLIC. Two half-yearly meetings of

this committee were conducted during the period under review. Two workshops for the members of TOLIC-4 were conducted on the technical topics of Official Language. The topic for the first workshop was **Hindi me Srujanatmak aur Takneeki Lekhan** and was organized on 29-11-2017.

The second workshop was organized in Atomic Minerals Directorate, Department of Atomic Energy, GoI, Begumpet on 16-02-2018. The topics covered in this workshop are Basics of MS-ACCESS and INDESIGN software. Along with these topics tools like Google Voice-typing, creating template files etc., were also included in the practice session.

To promote usage of Official Language in MANAGE, Hindi workshops for MANAGE faculty and staff are organized regularly in every quarter. To encourage Hindi typing in official correspondence, staff are trained in tools like Google Voice-typing, creating template files for daily use, creating data base using MS-Excel in Hindi etc.

During the period under Report, the month of September, 2017 was observed as *Rajbhasha Maah*. Different activities were taken up for promotion of Official Language during this month. Various competitions were organized and prizes distributed to the winners.



9. Administration and Accounts

The General Council exercises overall control and issues policy directions for the efficient management and administration of MANAGE. The General Council of MANAGE is presided over by the Hon'ble Union Agriculture Minister, Government of India. The Hon'ble Minister of State for Agriculture and the Secretary (A&C), Ministry of Agriculture, Cooperation and Farmers Welfare, Government of India are the two Vice Presidents of the General Council. The composition of the General Council of MANAGE is given in **Annexure – I**.

The Executive Council of MANAGE oversees the implementation of policy matters and activities of MANAGE in accordance with the Rules and By-laws subject to the overall control and directions of the General Council. The Secretary (A&C) chairs the Executive Council. The composition of the Executive Council is given at **Annexure – II**.

The Director General of MANAGE, appointed by Government of India, is responsible for the day-to-day functioning of the Institute. The Director General is assisted by Faculty, Administration, Accounts and Engineering Wings. The list of faculty, officers and staff is given at **Annexure – III**.

Meetings

The following meetings were held during the period under review:

Executive Council Meeting



Shri S.K. Pattanayak IAS, Secretary (A&C), DAC&FW, GoI chairing the EC Meeting

Funds

The DAC, MoA &FW, GoI releases grants-in-aid to MANAGE every year. Sixty per cent of the recurring expenditure, including that of training programs, is met from the grants released by DAC & FW and the balance 40 per cent is met by MANAGE out of its own earnings. However, full expenditure of MANAGE infrastructure is met from the GoI funds.

Implementation of the Right to Information Act, 2005

A total 60 RTI applications were received. MANAGE also received 2 appeals during 2017-18 in RTI Cell seeking information under the Right to Information Act, 2005 and Replies were sent to the applicants in time.

Vigilance cases

No Vigilance cases against the employees of MANAGE were pending during - year 2017-18.

Audit Para

Audit has observed that Capital Works in Progress was included in the 'Deposits with the CPWD' under Current Assets, Loans and Advances instead of Capital Works-in-Progress. This will be corrected in the annual accounts of the Institute for the financial year 2018-19.

Executive Council

The 69th Meeting of the Executive Council was held on 25 September 2017 at MANAGE under the chairmanship of Dr. S.K. Pattanayak IAS, Secretary (A&C), Department of Agriculture, Cooperation & Farmers Welfare, GoI. The Council reviewed the progress of activities of the Institute. Shri Amitabh Gautam IFS, Joint Secretary (Extension) were also present on the occasion. Other members included Shri Goli Madhusudhan Reddy and Shri KV Kannan.

Academic Committee Meeting

The 22nd Meeting of the Academic Committee of MANAGE was held on 27 February 2018, chaired by Smt. V. Usha Rani, IAS, Director General, MANAGE. The Committee reviewed and approved the Training Calendar for 2018-19.



Smt. V. Usha Rani, IAS, Director General MANAGE chairing the meeting



MANAGE

ANNEXURES

General Council Members of MANAGE as on 31/03/2018

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
i	President of MANAGE: The Minister In charge of the Ministry / Department, Government of India dealing with MANAGE.	1	Shri Radha Mohan Singh Hon'ble Union Minister for Agriculture Ministry of Agriculture & Farmers Welfare, Government of India Krishi Bhawan, New Delhi – 110 001
ii	Two Vice-Presidents of MANAGE: The Minister of State Agriculture, MOA, GOI and	2	Hon'ble Minister of State for Agriculture, Ministry of Agriculture & Farmers Welfare, Government of India Krishi Bhawan, New Delhi – 110 001
	Secretary, Department of Agriculture & Cooperation, Ministry of Agriculture, GOI	3	Shri Shobhana K Pattanayak, IAS Secretary (Agriculture & Cooperation) Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Govt. of India, Krishi Bhawan, New Delhi - 110 001
iii	One person from non-official Institution in India working in Agricultural Development and Allied fields – to be nominated by the President of MANAGE as member	4	The Chairman, Gujarat Co-operative Milk Marketing Federation Ltd (AMUL), Amul Dairy Road, P.B. No. 10, Anand – 388 001, Gujarat
iv	Three eminent persons who have made noteworthy contributions in the field of agricultural development and allied subjects.	5	Shri Goli Madhusudhan Reddy S/o. Shri Narayana Reddy, H.No: 7-8-119, Srinagar Colony, Panagal Road, Nalgonda, Telangana – 508 001
		6	Shri K.V. Kannan, S/o. Shri M. Viswanathan, No.1, Omampuliyur Road, District – Cuddalore, Kattumannarkoli Tamil Nadu – 608 301
		7	Shri P.V. Subrahmanya Varma, S/o. Venkata Pathi Raju, D.No:1-176, Panchayathi Office Road, Kakaraparru, Peravali Mandal, W.G. District, Andhra Pradesh – 534 331

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
Ex Officio Members			
v	Director General, NIRD	8	Dr. W R Reddy, IAS Director General National Institute of Rural Development Rajendranagar, Hyderabad - 500 030
vi	Director General, NIAM	9	Director General National Institute of Agricultural Marketing (NIAM) Kota Road, Bambala, Near Sanganer, Jaipur – 303 906
vii	Director General, ICAR	10	Dr. Trilochan Mohapatra Secretary (DARE) & Director General Indian Council of Agricultural Research Krishi Bhawan, New Delhi - 110 011
viii	a) Additional Secretary	11	Shri Jalaj Shrivastava, IAS Addl. Secretary (Agril. Extn.) Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India Krishi Bhawan, New Delhi – 110 001
	b) Joint Secretary in charge of Extension	12	Shri Paban Kumar Borthakur, IAS Joint Secretary (Agricultural Extension) Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Krishi Bhawan, New Delhi – 110 001
	c) Financial Adviser in the Ministry / Department of Govt. of India dealing with MANAGE	13	Shri B. Pradhan, IAS AS & Financial Adviser Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India, Krishi Bhawan, New Delhi – 110 001
ix	Agriculture Commissioner, Govt. of India, Department of Agriculture and Cooperation, New Delhi	14	Agriculture Commissioner Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Krishi Bhawan, New Delhi
x	Secretary in the Department of Planning Commission, Govt. of India or nominees not below the rank of Joint Secretary to the Govt. of India	15	Secretary, Planning Commission, Govt. of India, Yojana Bhavan, New Delhi - 110 001

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
xi	Four Secretaries to the State Governments / Union Territories In charge of Agricultural Production (in rotation) or their nominees not below the rank of Deputy Secretary to the State Govt.	16	Principal Secretary (Agriculture), Govt. of Maharashtra, Room No.510, Mantralaya Annexe, Mumbai – 400 032 Maharashtra
		17	Principal Secretary (Agriculture), Govt. of Madhya Pradesh, Farmers Welfare & Agri. Dev. Deptt. Vallabh Bhawan, Mantralaya, Room No.302, Bhopal. 462 001 MP
		18	Agriculture Production Commissioner & Secretary (Agriculture), Govt. of Tamil Nadu, Agriculture Department Secretariat, St. George Fort, Chennai – 600 009 TN
		19	Principal Secretary (Agriculture), Govt. of Gujarat, New Sachivalaya Complex, Block- 5, 1st Floor, Gandhi Nagar – 382 010 Gujarat
xii	Two Directors of Agriculture of States/Union Territories (to represent their regions of the country by rotation); or their nominees not below the rank of Additional Director of Agriculture or an officer of equivalent rank.	20	Director of Agriculture, Government of Bihar, Department of Agriculture, Vikas Bhavan, New Secretariat, Patna – 800 015 Bihar
		21	Director of Agriculture, Government of Assam, Department of Agriculture, Khanapara, Guwahati – 781 022 Assam
xiii	The Director General of MANAGE appointed by the Government of India, Ministry of Agriculture & Farmers Welfare (Ex Officio Member & Member –Secretary)	22	Smt. V. Usha Rani, IAS Director General National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad -500 030
xiv	Two Vice-Chancellors of Agricultural Universities (by rotation) or their nominees not below the rank of Director (Ex-officio Members)	23	Dr. Moirangthem Premjit Singh, Vice Chancellor, Central Agriculture University, Imphal, Manipur
		24	Dr. Ashok Ambalal Patel, Vice Chancellor, Dantiwada Agricultural University, Sardar Krushi Nagar, Dantiwada, Banaskantha, Gujarat

Annexure II
Executive Council Members of MANAGE as on 31/03/2018

Rule No.	Composition of Executive Council	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-official Members)
5.I (i)	Ex-Officio Members		
a)	Secretary (A & C) as Vice President of MANAGE shall be chairman of the Executive Council	1	Shri Shobhana K Pattanayak, IAS Secretary (Agri. & Cooperation) Department of Agriculture, Cooperation & Farmers Welfare Ministry of Agriculture & Farmers Welfare Government of India, Krishi Bhawan, New Delhi 110 001.
b)	Additional Secretary in-charge of Extension in the Ministry/ Department, Government of India dealing with MANAGE shall be the Vice-Chairman of the Executive Council	2	Shri Jalaj Shrivastava, IAS Additional Secretary (Extension) Department of Agriculture, Cooperation & Farmers Welfare Ministry of Agriculture & Farmers Welfare, Government of India, Krishi Bhawan, New Delhi 110 001.
c)	The Director General of MANAGE	3	Smt. V. Usha Rani, IAS Director General National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad – 500 030
d)	Joint Secretary in-charge of Extension and Financial Adviser in the Ministry / Department, Government of India dealing with MANAGE	4	Shri Paban Kumar Borthakur, IAS Joint Secretary (Extension) Department of Agriculture, Cooperation & Farmers Welfare Ministry of Agriculture & Farmers Welfare, Government of India, Krishi Bhawan, New Delhi 110 001.
		5	Shri B. Pradhan, IAS Additional Secretary & Financial Adviser, Department of Agriculture, Cooperation & Farmers Welfare Ministry of Agriculture & Farmers Welfare, Government of India, Krishi Bhawan, New Delhi 110 001.
e)	Non-official Members Two eminent persons who have made note-worthy contributions in the fields of agricultural development/and allied subjects; to be nominated by the Government of India from among the members of the General Council	6	Shri Goli Madhusudhan Reddy S/o. Shri Narayana Reddy, H.No: 7-8-119, Srinagar Colony, Panagal Road, Nalgonda, Telangana – 508 001
		7	Shri K.V. Kannan, S/o. Shri M. Viswanathan, No.1, Omampuliyur Road, District – Cuddalore, Kattumannarkoli – 608 301 (Tamil Nadu)
f)	One member to be nominated by the General Council from among the non-official members of the General Council	8	The Chairman Gujarat Co-operative Milk Marketing Federation Ltd (AMUL), Amul Dairy Road, P.B. No. 10, Anand – 388 001, Gujarat

MANAGE Faculty, Officers and Staff

Director General

Smt. V. Usha Rani, IAS
Director General

Faculty

Dr. V.P. Sharma
Director (ITDP)
M.Sc. (Statistics); M.A. (Economics); MBA (Operations Management); Ph.D.
vpsharma@manage.gov.in

Dr. P. Chandra Shekara
Director (Agricultural Extension)
Ph.D. (Agricultural Extension)

Dr. K. Anand Reddy
Director (HRD) and Principal Coordinator - PGDM (ABM)
M.A. (Economics); Ph.D. (Management)
anandreddy@manage.gov.in

Dr. B.K. Paty
Director (OSPM)
Ph.D, M.B.A, M.Com
bkpaty@manage.gov.in

Dr. K. Uma Rani
Director and Principal Coordinator - PGDAEM
Ph.D. (Home Science, Extension Education)
kumarani@manage.gov.in

Dr. Saravanan Raj
Director (Agricultural Extension)
M.Sc. (Agricultural Extension); Ph.D. (Agricultural Extension)
saravanan.raj@manage.gov.in

Dr. A. Amarender Reddy
Director (Monitoring and Evaluation)
M.Sc. (Agricultural Economics); Ph.D. (Agricultural Economics)
amarender.anugu@manage.gov.in

Dr. M.A. Kareem
Deputy Director (Agricultural Extension)
M.Sc. (Agricultural Extension); Ph.D. (Agricultural Extension)
makareem@manage.gov.in

Dr. G. Jaya
Deputy Director (HRD)
M.B.A.; Ph.D. (Management Science); PGDAEM
gjaya@manage.gov.in

Dr. Lakshmi Murthy
Deputy Director (Documentation)
M.A. (Economics); M.L.I.Sc.; Ph.D. (Library and Information Science);
Advanced Diploma in French; PGDAEM
lakshmi@manage.gov.in

<p>Dr. N. Balasubramani Deputy Director (OSPM) M.Sc. (Agri.), Ph.D. (Agricultural Extension), MBA, PGDHRM balasubramani@manage.gov.in</p>
<p>Dr. Karabasayya C. Gummagolmath Deputy Director (M&E) MSc. (Agricultural Economics), Ph.D. (Agricultural Economics) kcgum@manage.gov.in</p>
<p>Dr. Shalendra Deputy Director (BS) M.Sc. (Agricultural Economics); Ph.D. (Agricultural Economics) shalendra@manage.gov.in</p>
<p>Dr. B. Renuka Rani Assistant Director (HRD) M.S.W.; Ph.D. (Women Studies); PGDPR (Public Relations); PGDAEM brenuka@manage.gov.in</p>
<p>Shri G. Bhaskar Assistant Director (IT) MCA, MBA, MCSE, M.A., Dip. in RDBMS & OOPS, PGDAEM gbhaskar@manage.gov.in</p>
<p>Dr. P. Lakshmi Manohari Assistant Director (Agricultural Extension) M.Sc. (Agricultural Extension); Ph.D. (Agricultural Extension) plmanohari@manage.gov.in</p>
<p>Dr. Shahaji Sambhaji Phand Assistant Director (Allied Extension) M.V.Sc.(Veterinary Extn. Edu.); Ph.D (Veterinary Extn. Edu.) shahajiphand@manage.gov.in</p>
<p>Dr. K. Sai Maheshwari Research Associate M.Sc., PG Diploma in Sericulture; Ph.D (Sericulture); PGDAEM kmaheshwari@manage.gov.in</p>
<p>Dr. B. Venkat Rao Research Associate M.B.A. (Marketing); Ph.D. (Management) bvrao@manage.gov.in</p>
<p>Dr. P. Kanaka Durga Research Associate MA (Economics); M.Phil (Economics); Ph.D. (Economics) kanakad@manage.gov.in</p>
<p>Dr. Deshmukh Sagar Surendra Training Associate B.V.Sc. & A.H., MBA (Agribusiness Mngt.); Ph.D. (Agribusiness Management) sag.deshmukh@manage.gov.in</p>

Officers and Staff

Shri Shridhar Khiste Deputy Director (Admn.)	Dr. Srinivasacharyulu Attaluri Programme Officer
Shri Ch. Naga Mallikarjuna Rao Assistant Accounts Officer	Dr. Radha Rukmini Medical Officer
Smt. N. Usha Rani PS to Director General	Shri P. John Manoj Asst. Engineer (Civil)
Dr. K.V. Rao Programmer	Dr. A. Krishna Murthy Documentation Assistant
Dr. K. Srivally Hindi Translator	Shri E. Nagabhushanam Stores Officer
Shri E. Rajasekhar Office Superintendent	Shri T. Nagaraju Office Superintendent
Smt. V. Mangamma Sr. Accountant	Shri K. Jagan Mohan Rao Receptionist-cum-caretaker
Smt P. Bharathi Rani Sr. Stenographer	Smt. B. Ramani Sr. Stenographer
Smt. K. Uma Maheshwari Sr. Stenographer	Smt. B. Meenakshi Sr. Stenographer
Smt. N. Asha Latha Sr. Scale Stenographer (CAD)	Shri B. Chakradhar Rao EDP Assistant
Shri M. Srinivasa Rao EDP Assistant	Shri M. Venugopal EDP Assistant
Shri K. Udaya Verma Telephone Operator	Shri Veeraiah Junior Engineer (Elec)
Shri Sunil Kumar Mess Manager	Smt. Waheeda Munawer Jr. Accountant
Shri P. Rama Murty Cashier	Shri M. Siva Kumar Jr. Accountant
Smt. G. Sandhya Rani UDC	Shri Girjesh Joshi House Keeper
Smt. P. Jyothi Jr. Stenographer	Smt. M. Bhagya Lakshmi Asst. Cashier

Smt. K. Kamala UDC	Shri V. Vamseekrishna UDC
Shri N. Rama Krishna UDC	Shri T. Bala Prakash UDC
Shri T. Phani Kumar Jr. Stenographer	Ms. A. Ronitha Jr. Stenographer
Shri K. Krishna Murthy Staff Car Driver (Grade-II)	Shri B. Mallesha Driver
Shri S. Sathyanarayana Driver	Shri D. Yadaiah Staff Car Driver
Shri MD. Raheem Staff Car Driver	Shri G.S. Padma Rao Binder
Shri N. Raghupathi Plumber	Shri G. Narsimhulu MTS
Shri B. Yadagiri MTS	Shri C. Narayana MTS
Shri G. Rajababu MTS	Shri N.G. Kotaiah MTS
Shri B. Ellamaiah MTS	Smt. J. Vijaya MTS
Shri N. Sivalingam MTS	Shri B. Ramachander MTS
Shri B. Sathaiah MTS	Shri A. Hanumanthu MTS