



# Annual Report 2019-2020

**National Institute of Agricultural Extension Management (MANAGE)**

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

Rajendranagar, Hyderabad-500030, Telangana, India.

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# MANAGE ANNUAL REPORT 2019-2020



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## Message from the Director General



Capacity building of senior and middle level agricultural extension managers through demand-driven training programs has been a core area of MANAGE. During 2019 -2020, MANAGE organized 182 training programs covering 4761 participants. MANAGE also conducted important workshops and Conferences on topics of current concern such as doubling farmers' income, food and nutritional security, new frontiers in agricultural extension, gender sensitization and policy advocacy of gender functionaries etc.

During the year, ten 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. An international training program on Agricultural Extension Approaches for Sustainable Agriculture Development was also organised with under the Indian Technical and Economic Cooperation (ITEC) of the Ministry of External Affairs, Govt. of India. MANAGE, in collaboration with Michigan State University Extension (MSUE), organised an International Workshop on “Pathways of Agricultural Extension for Enhancing Food & Nutritional Security and Development” to bring impact in the farming community for sustainable agricultural and rural development.

As part of strengthening institutional collaboration, MANAGE signed an MoU with the Indian Council of Agricultural Research (ICAR), New Delhi for cooperation in various areas of Agricultural Research, Education, Extension and Training. MANAGE also signed an MoU with German Agricultural Academy, DEULA, Nienburg for areas of expertise for technical and professional training. The Program include developing training programs and improving the quality of professional training; stem management and organizational process for training of technical staff; introduction of innovative training methods, information and advice.

MANAGE has been implementing the flagship programs of Govt. of India which included ACABC, PGDAEM, DAESI, and STRY in the country. During 2019-2020, through these Schemes, MANAGE trained 6955 agripreneurs, 13306 extension professionals, 20920 input dealers and 7500 rural youth respectively. MANAGE is also promoting agri start-ups through incubation activities and implements Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR) Scheme. During this year, 18 agri start-ups were selected and provided grant-in-aid.

I am glad to inform that the Post Graduate Program in Agribusiness Management (PGDM ABM) of MANAGE had 100% campus placements yet again. This year, MANAGE has been ranked as 40th Best College in India, 12th Place Learning Experience and 22nd Place in Living Experience in the country by Business Today 2019.

During 2019-2020, MANAGE offered Internship Program (3 month / 6 month) to eleven students / research scholars from reputed agricultural universities in the country and provided them experiential learning and opportunity to learn recent advances in extension education, gain valuable applied experience, develop professional dynamism and network among the agricultural extension stakeholders.

Our achievements have been made possible because of the unstinted support from the Ministry of Agriculture and Farmers Welfare, Govt. of India, our General Council, Executive Council, Academic Committee. We also value the support from the State Agriculture and Allied Departments, SAMETIs, ICAR Institutions, State Agricultural Universities, EEs and other Institutions in implementing programs and schemes. We hope to receive such support and encouragement in the future too.



**G. Jayalakshmi, IAS**  
Director General

## 1. MANAGE – An Overview



The National Institute of Agricultural Extension Management (MANAGE), is an autonomous organization established in 1987 under the Department of Agriculture, Cooperation and Farmers Welfare (DAC&FW), Ministry of Agriculture & Farmers Welfare, Government of India (GoI). MANAGE was established as the National Centre for Management of Agricultural Extension at Hyderabad in response to the challenges of agricultural extension in a rapidly growing and diverse agriculture sector. In recognition of its importance and expansion of its activities, its status was elevated to that of a National Institute in 1992 and the institute was renamed as National Institute of Agricultural Extension Management.

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 way of improving the knowledge, skills and attitude of extension personnel.

## 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.

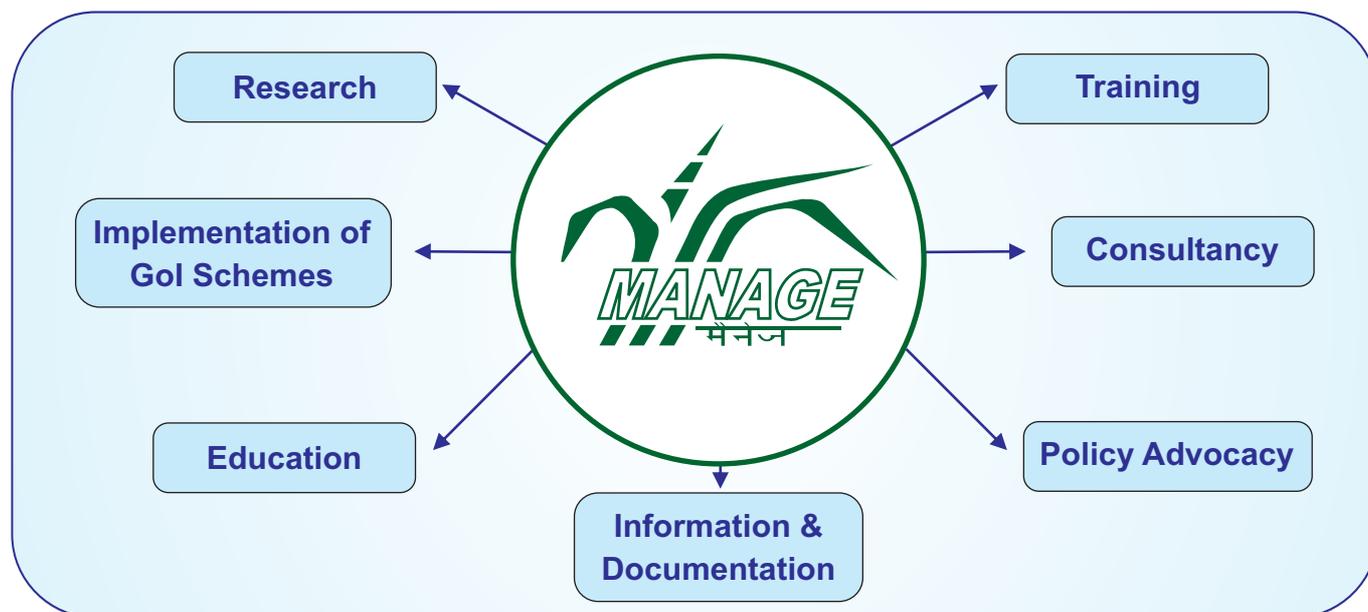
## Mandate

- 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 Center for collecting, storing, processing and disseminating information on subjects related to agricultural extension management.

## Core Values

- User-friendliness
- Client-centered 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

The focus of the Institute is on Training, Education, Research, Consultancy etc., apart from implementing select Central Sector Schemes.



## Training

Training is integral parts of the mandate of MANAGE and is essential to update knowledge and capacities of extension professionals to provide efficient agricultural extension and advisory services to farmers. Extension professionals also need to be equipped with the latest skills to meet emerging challenges. MANAGE organizes need-based training programs, workshops and refresher programs for public extension professionals working in departments of agriculture, horticulture, animal husbandry & veterinary science, fisheries, sericulture departments of different States and UTs, scientists of Krishi Vigyan Kendras (KVK), ICAR Institutions and State Agricultural Universities (SAUs) and executives in the private sector. The programs provide a conceptual understanding on current themes in Agricultural Extension Management as well as operational skills and are designed to prepare the extension professionals to cope with challenges and for effective implementation of flagship programs of the Government. MANAGE training programs are farmer-focused. The strength of MANAGE training programs is based in participatory and experiential learning methodology, case studies, success stories, hands-on practice, field visits, group work, soft skills, communication skills, interactive sessions, discussions, presentations by participants, and technical sessions. MANAGE believes in a problem-solving approach to field level issues faced by farmers, officers and other stakeholders in its training programs.

The Programs are designed based on the recommendations of the Annual Training Planning Workshop which is organized at MANAGE. The workshop provides an opportunity for all stakeholders, viz., Extension Education Institutes (EEIs), State Agricultural Management and Extension Training Institutes (SAMETIs), Departments of Agriculture & Allied areas and scientists of ICAR / SAUs to brainstorm on training requirements of extension professionals across departments and states and plan suitable training programs. MANAGE Programs are also customized in response to specific requests from the GoI/States/UTs and the private sector.

## Research and Consultancy

Research at MANAGE focuses on contemporary areas in agricultural extension management like linking farmers to markets, climate change, food and nutrition security, gender issues, ICT applications, etc. MANAGE takes up 'Action research' to pilot-test ideas/concepts and technologies in field situations. Consultancy is provided to State departments on request. MANAGE also undertakes Monitoring and Evaluation of implementation and impact assessment of various Schemes on request from Central and State Government Organizations.

## Education

Education Programs of MANAGE include the Post-Graduate Diploma in Agri-Business Management [PGDM (ABM)], Post Graduate Diploma in Agricultural Extension Management (PGDAEM), Certified Farm Advisor/ Certified Livestock Advisor (CFA/CLA) and the Post Graduate Diploma in Agri-Warehousing Management (PGDAWM).

PGDM (ABM) is a two-year Flagship program of MANAGE to prepare business leaders and techno-managers. PGDAEM is a one-year continuing education program for in-service extension personnel, offered on a distance education mode with contact classes conducted at respective state headquarters. The Certified Farm Advisor/ Certified Livestock Advisor (CFA/CLA) program aims to develop agricultural extension personnel into specialists on a particular crop/livestock. PGDAWM aims to equip enrolled candidates with requisite knowledge and skills required for efficient management of agri-warehouses.

## Government of India Schemes

MANAGE also implements Government of India Schemes such as Agri-Clinics and Agribusiness Centres Scheme (AC&ABC), Diploma in Agricultural Extension Services for Input Dealers (DAESI), Skill Training for Rural Youth (STRY) and Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR) Scheme.

The AC&ABC Scheme is being implemented for the promotion of agri- entrepreneurship skills among the agri-professionals. The DAESI program was initiated to train input dealers on technical aspects of agriculture on 'Contact class- cum-distance education mode'. The STRY Scheme aims at imparting skill based training to rural youth on agri-based vocational areas. RKVY-RAFTAAR Scheme is aimed at strengthening infrastructure in Agriculture and Allied sectors by building Agripreneurship & Agri-Business ecosystem in the country, facilitating financial aid to potential Agri startups and nurturing a system of business incubation. Another programme is the Aqua Clinics and Aquapreneurship Development Programme (AC&ADP) which is conducted by MANAGE in collaboration with National Fisheries Development Board (NFDB).

## Centers at MANAGE

The programs and activities of MANAGE are carried out by the following Centers along with the School of Agribusiness Management.

These Centers are:

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

## Initiatives and Events 2019-2020

### MANAGE MoU with German Agricultural Academy, DEULA, Nienburg

MANAGE and the German Agricultural Academy, DEULA, Nienburg have agreed to collaborate in areas of expertise for technical and professional training. The areas include developing training programs and improving the quality of professional training; stem management and organizational process for training of technical staff; introduction of innovative training methods, information and advice.

### MANAGE MoU with ICAR

MANAGE inked the Memorandum of Understanding with the Indian Council of Agricultural Research (ICAR), New Delhi on 24 June 2019 at Krishi Bhawan, New Delhi. The MoU is meant for cooperation in various areas of Agricultural Research and Education. ICAR and MANAGE have agreed for collaborative programs in the fields of research, education, training. During the year 2019 -2020, MANAGE has joined hands with the leading ICAR



Institutions and State Agricultural Universities (SAUs) to organise 30 technology-based collaborative training programs. 26 training programs have been successfully completed.

## Important Collaborative Workshops and Training Programs

### MANAGE - MSU Extension International Workshop

In order to share the rich experiences of innovative pathways of agricultural extension, MANAGE and Michigan State University Extension (MSUE) jointly organized the International Workshop on “Pathways of Agricultural Extension for Enhancing Food & Nutritional Security and Development” during 18-19 February 2020 at MANAGE. The objective was collective actions and reforms for strengthening the extension and advisory services to bring impact in the farming community for sustainable agricultural and rural development. Sixty eight delegates representing State Departments, SAMETIs, EEIs, KVKs, ICAR, ATARIs, SAU, ICRISAT, NIN, NIPHM, MANAGE Faculty Members participated in the workshop.

### Feed-the-Future India Triangular Training Programs (FTF ITT)

During 2019-20, a total of 10 Feed-the-Future India Triangular Training Programs (FTF ITT) were conducted covering 257 executives representing 17 countries in Asia and African region. These International Training Programs were organized in collaboration with Indian Council of Agricultural Research Institutions and other reputed organizations in India.

An Indian Technical and Economic Cooperation (ITEC) Training Program on Agricultural Extension Approaches for Sustainable Agriculture Development was also organized at MANAGE.

### Building Evaluation capacity: Short course for Mid-Career Agricultural and Rural Development Professionals: MANAGE-NIRD&PR-MSU

Keeping in view the demand for evaluation of agricultural and rural development projects/ schemes/ programs, two training programmes were designed by MANAGE and National Institute of Rural Development and Panchayati Raj (NIRD&PR) in collaboration with Michigan State University, USA. Training was imparted to officials/faculty/ Scientists to become evaluation experts/ evaluation trainers through capacity building by Prof. Murari Suvedi an international resource person from Michigan State University (MSU) and other resource persons.

### Evaluation of NIRD&PR Training Programme on Sustainable Livelihoods & Adaptation to Climate Change (SLACC)

The Centre for Natural Resource Management (CNRM) from the National Institute of Rural Development & Panchayat Raj proposed a training programme on “Sustainable Livelihoods and Adaptation to Climate Change (SLACC) covering over 200 Community Resource Persons (CRPs) and 100 National Resource Persons (NRPs)/Mission staff. MANAGE is a third party assessment and certifying authority for this programme.

### MANAGE as a Knowledge and Assessment partner for UNDP Disha-Access Livelihoods India Limited (ALC) Business Enterprises Leadership Management Program

To build great communities and transform rural societies, the Access Livelihoods Consulting India Ltd. (ALC India) with the support of DISHA, United Nations Development Programme (UNDP)

initiated the Business Enterprise Leadership Management Programme for creating employment and entrepreneurship opportunities for women in India. MANAGE partnered with ALC and UNDP-DISHA for the assessment and certification of the programme.



***ALC-UNDP-MANAGE Certification of 100 rural women at Indian School of Business (ISB)***

**Knowledge Assessment and Certification of Community Resource Persons- Farm Livelihoods (CRP-FL), DAY-NRLM**

The Ministry of Rural Development (MoRD), Government of India has been actualizing Deen Dayal Antyodaya Yojana – National Rural Livelihood Mission (DAY- NRLM) since June 2011. NRLM Mission seeks to provide continuous support through Community Professionals viz., (i) Pashu Sakhis and (ii) Krishi Sakhis in the promotion of sustainable livelihoods. In order to ensure the quality of services provided by the CRPs, the Mission seeks to put all the trained CRPs into systems of knowledge assessment and certification process. MANAGE is the nodal agency in the establishment of a CRP- Farm Livelihoods knowledge assessment and certification protocol.

A two day National orientation workshop on institutional arrangements and training to Livelihood Local Resource Persons (LRPs) was held on 10th and 11th February, 2020 at MANAGE, Hyderabad in which Mission Managers, Representatives of MoRD, NRPs and LRPs participated to discuss and finalise the methodology and questionnaire for CRP certification.



***Training and Orientation of MANAGE appointed LRPs on the evaluation process of CRPs***

## Internship Program

MANAGE internships intend to provide experiential learning to integrate knowledge and theory of extension education with practical application and skill development in a professional setting. Internships give students the opportunity to learn recent advances in extension education, gain valuable applied experience and facilitate to develop a professional network among the agricultural extension stakeholders. The Internship Programme is for 3 months and 6 months open to M.Sc/Ph.D scholars of Extension Education respectively. MANAGE provided Internship to 11 students / research scholars of reputed universities in the country during June – December 2019.

## Awards

### National Entrepreneurship Awards (NEA) Awards 2019

National Entrepreneurship Awards (NEA) have been instituted by the Ministry of Skill Development and Entrepreneurship (MSDE) to promote entrepreneurial attitude among youth so that there is a cultural shift towards entrepreneurship in India. MANAGE is one of the implementation partners along with 11 other institutions. MANAGE is promoting these awards by creating awareness through events, road shows, and social media.

### Award for Official Language Implementation

MANAGE was awarded second best Implementation Office by the Town Official Language Implementation Committee (TOLIC) of Hyderabad-Secunderabad under the category of offices having staff strength less than 100.

## Distinguished Visitors

### Shri Narendra Singh Tomar, Hon'ble Minister of Agriculture & Farmers Welfare visits MANAGE

Hon'ble Minister of Agriculture & Farmers Welfare, Govt. of India visited MANAGE on 27th September, 2019 and had an interaction with faculty, PGDM (ABM) students and participants.



Shri. D. Arvind, Member of Parliament, Nizamabad, Telangana State and Shri. Rajesh Verma, IAS, Addl. Secretary, Ministry of Agriculture & Farmers Welfare also participated in the interaction. The Heads of neighbouring institutions viz., NIPHM, NAARM, IIMR, IIOR, DPR and ATARI were also present.

### **Shri Kailash Choudhury, Hon'ble Minister of State for Agriculture visits MANAGE**

The Hon'ble Minister of State for Agriculture and Farmers Welfare, Govt. of India, Shri Kailash Choudhury visited MANAGE on 26 June 2019 and had an interaction with Faculty. Shri Sanjay Agarwal, Secretary Agriculture, Ministry of Agriculture and Farmers Welfare, Govt. of India also participated.



### **USAID Teams at MANAGE**

Ms. Pamela Morris, Mr. J Robert Simmons and Dr. Viju Ipe, members of an evaluation team from USAID visited MANAGE on 10th May, 2019. The objective was to measure, document and determine the impact of the Feed the Future India Triangular Training (FTF-ITT) program in addressing the human and institutional capacity gaps in food and nutritional security. The team had a discussion with the Director General MANAGE and Faculty.

Mr. Mark A White, Mission Director, USAID-India, Mr. Mustapha EL Hamzaoui, Director, Food Security Office, USAID India and Mr. Vamsidhar Reddy T.S. Development Assistance Specialist (Agriculture), Food Security Office, USAID India visited MANAGE on 10th June, 2019, to discuss about upcoming trainings and exchange ideas.

Mr. Keith E. Simmons, Mission Director, USAID, India, along with his team visited MANAGE on 1st November, 2019 to discuss about implementation of FTF ITT Program and future programs. The Mission Director and the team had an interaction with the Director General and Faculty of MANAGE.

## 2. Training Programs

MANAGE imparts need-based training on select thematic areas to senior and middle level agricultural extension professionals working in state Departments of Agriculture, Horticulture, Animal Husbandry & Veterinary Services, Fisheries, Sericulture, Scientists of State Agricultural Universities as well as Executives in the private sector. Training Programs, Workshops and Seminars are organized on key areas of current importance to prepare the extension functionaries to cope with new challenges and for effective implementation of various Flagship programs of Governments. MANAGE also organizes customized Induction Training Programs and Refresher Training Programs in response to the requests from the Govt. of India, State Governments & UTs, Organizations and Private Sector Companies.

Senior and middle level officers from Agriculture and Allied Departments from all the States and Union Territories in the country, scientists from ICAR, Krishi Vigyan Kendras (KVKs), Faculty from State Agricultural Universities, SAMETIs, EEIs, other public sector development organizations and functionaries of NGOs attend the MANAGE training programs. MANAGE also offers training to senior executives of Asian and African countries through bi-lateral and multi-lateral Agreements through Govt. of India.

### Design and Planning

MANAGE adopted the following three criteria to design appropriate training and capacity development programs for agriculture extension professionals for the academic year 2019-20 in consultation with the members of the Academic Committee.

**1. Survey:** MANAGE has undertaken a survey on the training needs of agricultural extension professional in the country through a questionnaire. The questionnaires were sent to more than 1000 officers / scientists / academia / practitioners representing State Departments, ATMA functionaries, SAMETIs, EEIs, ICAR, KVKs, ATARIs, DoEs of State Agricultural Universities, NGOs by post as well as made available on-line.

The questionnaire attempts to elicit data / information from the officers / scientists on the importance of the themes / topics for the successful performance of their jobs. It listed 45 themes / topics and requested officers / scientists to rate their importance on a 5-point scale (Not at all important = 1; Very important = 5). Based on the response, the themes / topics were ranked in their order of importance to the officers. The first 20 themes / topics are listed below:

Rank	Theme / Topics
1.	Doubling Farmer's Income
2.	Linking Farmers to Market
3.	Water Management
4.	Farmer Producer Organization
5.	Induction Training to Newly Joined Officers
6.	Climate Change in Agriculture
7.	ICT in Agriculture
8.	Women Agripreneurship
9.	Youth in Agriculture
10.	Organic Farming
11.	Extension in Rainfed Agriculture
12.	Market-led Extension
13.	Documentation Skills
14.	Preparation of Detailed Project Reports (DPRs)
15.	Work Ethics in Extension Profession
16.	Social Skills for Extension
17.	Agricultural Export Management
18.	Agricultural Knowledge Management
19.	Value Chain Management for Agricultural Produce
20.	Social Media in Agriculture

The above important themes / topics are considered in designing the training programs and it is ensured that at least one training program will be organized on each of the above themes during 2019-2020.

**2. Feedback from Trainees:** MANAGE maintains a database of training programs including the feedback of trainees. The feedback of trainees on MANAGE training programs during 2017-18 and 2018-19 was analyzed to know the effectiveness of training programs and identify highly effective training programs to be considered for the academic year 2019-2020 based on the feedback ranking. The trainees' feedback and the rating of individual training programs have been considered while proposing training programs for the academic year 2019-2020. This finding was also used for improving quality in delivering training programs on continuous basis.

**3. Proposals by Faculty:** Faculty Members from MANAGE Centers, with their long experience in training and capacity building in extension, have proposed thematic on-campus training programs and state-specific off-campus training programs in their respective state(s).

**4. Collaborative Programs with ICAR Institutions and SAUs:** MANAGE has also invited 91 ICAR Institutions and 47 State Agricultural Universities (SAUs) to propose Technology-based Training Programs for the Extension Professionals to organize as off-campus collaborative programs. In response, a total of 124 proposals were received from ICAR Institutions and State Agricultural Universities on different emerging agricultural technologies. A Committee chaired by Director General, MANAGE and Directors reviewed the proposals and identified 29 Technology-based Training Programs which are relevant for the Extension Professionals.

The above approaches have been followed to design and plan suitable training programs based on the training needs of extension officers for the year 2019 - 2020.

### Methodology

The strength of MANAGE training programs is based in participatory and experiential learning methodology, case studies, success stories, hands-on practice, field visits, group work, soft skills, communication skills, interactive sessions, discussions, presentations by participants, technical sessions by MANAGE faculty and experts drawn from pioneering Institutions in India. MANAGE believes in problem-solving approach to field level issues faced by farmers, officers and other stakeholders in its training programs. MANAGE also uses videoconferencing, on-line interaction, Skype sessions, webinars, videos besides well prepared reading material and exercises in its training programs.

### Academic Committee

The 23rd Meeting of the Academic Committee of MANAGE was organized on 07th February, 2019 chaired by MANAGE Director General and approved a total of 147 training programs, 35 Scheme based programs and two research studies for the year 2019-2020. The Academic Committee constitutes the Joint Secretary (Extension) or his nominee, MoAFW, Vice-Chancellors from four State Agricultural Universities, two members from MANAGE Executive Council, MANAGE senior faculty, and co-opt members / special invitees comprising of eminent professors from reputed management institutions, Directors of Extension Education Institutes, and scientists / persons who have contributed for agricultural development. The following section gives details of training programs conducted during 2019-2020 and highlights the important international training programs, certified farm / livestock advisory programs.

### Training Programs Conducted During 2019-20

During the year 2019-20 a total of 182 Programs were organized covering 4761 Participants. The Centre-wise details of Training Programs, Workshops, Refresher Training Programs, Feed-the-Future India Triangular Training Program (FTF ITT) and Certified Farm / Livestock Advisor

Program (CFA) are given below:

Sl. No	Name of the Centre	Programs Conducted April 2019 - March 2020					Total Programs Organized	No. of Participants
		Training Programs	Workshops	RTP	FTF-ITT & ITEC	CFAP		
1.	Centre for Agricultural Extension Policy, Public Private Partnership in Extension and International Centre of Excellence in Agricultural Extension	09	02	--	11	--	22	559
2.	Centre for Agricultural Extension Innovations, Reforms & Agripreneurship	14	04	19	--	--	37	1238
3.	Centre for Capacity Building of Agri-Institutions	09	00	--	--	--	09	236
4.	Centre for Supply Chain Management & Marketing in Agricultural Extension	19	02	--	--	--	21	491
5.	Centre for Extension in Agri-Allied Sectors	23	00	--	--	--	23	615
6.	Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension	20	00	--	--	--	20	449
7.	Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture	08	02	--	--	--	10	243
8.	Centre for Climate Change and Adaptation	09	02	--	--	13	24	579
9.	Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans	14	02	--	--	--	16	351
<b>Total :</b>		<b>125</b>	<b>14</b>	<b>19</b>	<b>11</b>	<b>13</b>	<b>182</b>	<b>4761</b>
<b>Grand Total :</b>		<b>182</b>					<b>182</b>	<b>4761</b>

RTP: Refresher Training Program; FTF-ITT- Feed the Future – India Triangular Training; CFAP: Certified Farm / Livestock Advisor Program

## I. International Training Programs

### 1. Feed-the-Future India Triangular Training Program

The second phase of Feed the Future India Triangular Training Program (FTF- ITT) funded by USAID and implemented by MANAGE was launched on 25th July 2016. This project is to be 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 2019-20, a total of 10 FTF-ITT Programs were conducted covering 257 executives representing 17 countries in Asia and African region. These International Training Programs were organized in collaboration with the premier Indian Council of Agricultural Research Institutions and other reputed organizations in India. The details of the training programs are given below:

1. FTF ITT International Training Program on "Agri-Business and Management" during 18 June - 02 July, 2019 at MANAGE, Rajendranagar, Hyderabad, Telangana. Twenty-Six delegates participated in the Program.
2. FTF ITT International Training Program on "Agribusiness – Startup to Scale up" during 10 – 24 July, 2019 at MANAGE, Rajendranagar, Hyderabad, Telangana. Twenty Six delegates participated in the Program.
3. FTF ITT International Training Program on "Climate Smart Agriculture" during 20 Aug – 03 Sep, 2019 at MANAGE & ICAR-CRIDA, Hyderabad, Telangana. Twenty-Seven delegates participated in the Program.
4. FTF ITT International Training Program on "Integrated Technology for Production" during 16 – 30 September, 2019 at ICAR- CTCRI Trivandrum, Kerala. Twenty-Nine delegates participated in the Program.
5. FTF ITT International Training Program on "Agroforestry: Policy, Practice and impact" during 10 – 24 October, 2019 at World Agroforestry Centre, New Delhi. Twenty-Six delegates participated in the Program.
6. FTF ITT International Training Program on "Integrated management strategies for major crop pests & diseases in Developing countries" during 19 Nov – 03 Dec, 2019 at MANAGE, Rajendranagar, Hyderabad, Telangana. Twenty-Six delegates participated in the Program.

7. FTF-ITT Training Program on “Agriculture Policy Formulation, Review and Analysis” during 21 Jan – 04 Feb, 2020 at MANAGE, Rajendranagar, Hyderabad, Telangana. Twenty-Six delegates participated in the Program.
8. FTF-ITT Training Program on “Good Agriculture Practices for Sustainable Agriculture in Developing Countries” during 11 – 25 February, 2020 at ICRISAT, Patancheru, Hyderabad, Telangana. Twenty-Five delegates participated in the Program.
9. FTF-ITT Training Program on “International Training Program on Food Processing and Value Addition Technologies for Agripreneurship” during 03 – 18 March, 2020 at CFTRI, Mysore. Twenty-Three delegates participated in the Program.
10. FTF-ITT Training Program on “Production to Post Harvest Management in Horticultural Crops” during 09 – 23 March, 2020 at UHS, Bagalkot, Karnataka and UAS, Bangalore, Karnataka. Twenty-Three delegates participated in the Program.

## 2. Indian Technical and Economic Cooperation (ITEC) Training

An Indian Technical and Economic Cooperation (ITEC) Training Program on Agricultural Extension Approaches for Sustainable Agriculture Development was held during 17th September to 30th September, 2019 at MANAGE, Hyderabad. Twenty-one participants from 13 developing countries i.e., Burundi, Cambodia, Kenya, Kazakhstan, Malawi, Mongolia, Nigeria, Sri Lanka, South Sudan, Sudan, Tajikistan, Tanzania and Vietnam participated in the program. The main objective of the program was to enhance the knowledge and understanding of participants about India experience in use of computer application in agricultural extension; improved practical knowledge of participants on innovative and emerging trends of ICT applications in agriculture extension; help in making effective extension strategies for using the ICT initiatives in sustainable agriculture development etc.

## II. Important Workshops and Conferences

**During the period under review, MANAGE organized the following national and international workshops and conferences on specific themes of importance:**

- ▶ MANAGE - MSU International Workshop on Pathways of Agricultural Extension for Enhancing Food & Nutritional Security and Development in collaboration with Michigan State University during 18-19 February, 2020 at MANAGE.
- ▶ National Workshop on “New Frontiers in Agricultural Extension (As part of the MANAGE-University Alliance and in collaboration with AESA-CRISP)” at MANAGE, Hyderabad during 29th -31st July, 2019 covering 26 delegates.
- ▶ International Seminar on “Innovative Extension Management for uplifting livelihood of farmers-Status, Initiatives and Way forward” at Madras Veterinary College, Chennai, Tamil Nadu during 27th -28th June, 2019 covering 194 delegates.

- ▶ Workshop on “Doubling Farmers Income: Strategies for Dryland Agriculture” at MANAGE, Hyderabad during 18th -19th November, 2019 covering 29 delegates.
- ▶ National Workshop on “Gender Sensitization and Policy Advocacy of Gender Functionaries” at MANAGE, Hyderabad during 05th-06th December, 2019 covering 27 delegates.
- ▶ National Workshop on Decentralized Extension Systems for Rainfed Agriculture at MANAGE, Hyderabad during 12th -13th February, 2019 covering 27 delegates.
- ▶ National Level Conference-cum-Workshop on “Orienting Production Agencies towards Marketing Extension” during 25 - 26 February, 2020 at MANAGE covering 16 delegates.

## International Training - Glimpses





### III. Certified Farm / Livestock Advisor Program

MANAGE organized 13 “Certified Farm / Livestock Advisor” programs with the help of ICAR institutes/SAUs and other elite Institutes for extension officers in agriculture and allied sectors through a systematic approach covering three modules viz., Module – I: Sector specific Technologies (3 months); Module – II: Intensive Specialized Skill Oriented Training on 20 crops/enterprises at an ICAR institute or SAU (for 15 days); and Module –III: Technical Backstopping by Mentor Scientist.

The details of the Certified Farm / Livestock Advisor Programs conducted during the year 2019-20 are given below:

1. Module – II of Certified Farm Advisor program on Seed Technology during 23 Sep – 07 Oct, 2019 at ICAR - Indian Institute of Seed science, Mau, Uttar Pradesh. Fifteen delegates participated in the Program.
2. Module-II of Certified Farm Advisor Program on Organic Farming (Batch-I) during 10 – 24 October, 2019 at ICAR- Indian Institute of Farming Systems Research, Modipuram, Meerut, Uttar Pradesh. Twenty- Seven delegates participated in the Program.

3. Module-II of Certified Farm Advisor Program on Rice during 10 – 24 October, 2019 at ICAR- Indian Institute of Rice Research , Hyderabad, Telangana. Twenty-Six delegates participated in the Program.
4. Module-II of Certified Farm Advisor Program on Pulses during 10 – 24 October, 2019 at ICAR - Indian Institute of Pulses Research, Kanpur, Uttar Pradesh. Fourteen delegates participated in the Program.
5. Module-II of Certified Farm Advisor Program on Vegetables during 10 – 24 October, 2019 at ICAR - Indian Institute of Vegetables Research, Varanasi, Uttar Pradesh. Thirty delegates participated in the Program.
6. Module-II of Certified Farm Advisor program on Recent advances in production and processing of Spices at 11 – 25 November, 2019 at ICAR - Indian Institute of Spices Research, Kozhikode, Kerala. Twenty - Two delegates participated in the Program.
7. Module-II of Certified Farm Advisor Program on Fruits during 12 – 26 November, 2019 at ICAR- Indian Institute of Horticultural Research, Bangalore, Karnataka. Sixteen delegates participated in the Program.
8. Module-II of Certified Farm Advisor Program on Sheep during 21 November – 05 December, 2019 at ICAR - Central Sheep & Wool Research Institute, Avikanagar, Rajasthan. Twenty delegates participated in the Program.
9. Module-II of Certified Farm Advisor Program on Goats during 26 Nov – 10 Dec, 2019 at ICAR - Central Institute for Research on Goats, Makhdoom, Mathura, Uttar Pradesh. Twenty-Seven delegates participated in the Program.
10. Module-II of Certified Farm Advisor Program on Cattle during 03 – 17 December, 2019 at ICAR - Central Institute for Research on Cattle, Meerut Cantt., Uttar Pradesh. Sixteen delegates participated in the Program.
11. Module-II of Certified Farm Advisor Program on Poultry during 03 – 17 December, 2019 at ICAR - Directorate of Poultry Research, Hyderabad, Telangana. Fifteen delegates participated in the Program.
12. Module – II of Certified Farm Advisor Program on Organic Farming (Batch - II) during 05 – 19 December, 2019 at ICAR - IIFSR, Modipuram, Meerut, Uttar Pradesh. Twenty-Three delegates participated in the Program.
13. Module-II of Certified Farm Advisor Program on Millets during 22 Jan – 05 Feb, 2020 at ICAR - Indian Institute of Millets Research, Hyderabad, Telangana. Twenty-One delegates participated in the Program.

### 3. Research and Consultancy

MANAGE takes up research on contemporary themes in agricultural extension management. Consultancy services are also provided to State Departments and institutions. MANAGE also takes up monitoring and evaluation of implementation of various schemes on requests of Central and State Government organizations. The details of completed and ongoing research and consultancy studies are given below:

#### Completed Studies

1. **An Impact Assessment of Government Schemes – 2019-20** (Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans). The study was conducted in Warangal District of Telangana with the main objective of assessing the impact of different Agricultural Development Programmes being implemented both by the State and Central government.

The research study examined different welfare schemes implemented by central, state and local governments in a village in Telangana, India. Kunkudupamula village was taken as case study. The entire households in the village were surveyed on census basis. The benefits accrued to the villagers were assessed and policy suggestions were made to improve the schemes. The schemes that are popular among the village households are about seven, viz., free electricity, loan waiver, fertilizer subsidy, MGNREGA, PDS, 'aasara' pensions, and gas subsidy.

2. **Making Agricultural Insurance in India Farmer-Friendly and Climate Resilient – Way Forward** (Centre for Supply Chain Management & Marketing in Agricultural Extension). In India, considering the unique nature of agriculture production, crop insurance has remained far from the vulnerable sections of the (small & marginal) farmers in particular and other farm categories in general. In spite of reforms initiated in crop insurance schemes from time to time, this mechanism of risk protection has remained unsuccessful among the farming community in India. Against this backdrop, the Government of India launched Pradhan Mantri Fasal Bima Yojana (PMFBY) in the year, 2016 which is a new version encompassing all the stakeholders of agri-business. This scheme is considered as an improvised version over earlier crop insurance schemes providing for support in terms of crop loss/damage arising out of unforeseen events, stabilizing the farmers' income, encouraging the farmers to adopt innovative and modern agricultural practices and to enhance competitiveness of the agriculture sector. This study critically evaluated various crop insurance schemes implemented by the Government of India. Further, the report also compared the performance of PMFBY with the earlier crop insurance schemes.

### 3. **Household analysis of urban Farming: Alternative Strategy for food and nutritional security (Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture)**

The objectives of the research are: to study profile of the respondents; analyse the practice of urban farming among the respondents; determine the extent of food security met out through 'urban farming' and find out the constraints in adopting this practice.

Findings reveal that a majority (43%) of the respondents were growing 2 to 4 varieties of food groups such as fruits, green leafy vegetables, vegetables and medicinal plants. Majority (45%) of them were growing at least 1 to 5 types of fruits and vegetables at their homes. The results indicated that the primary reasons to practice urban farming was their own interest, passion, background (being from an agriculture family) and to grow organic food for their family. Major problems faced by the urban practitioners was menace caused by insects, birds and monkeys (26%), followed by accessibility of quality seeds (17%).

### 4. **Evaluation of Food and Nutritional Security of the rural Household in the adopted village of MANAGE (Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture)**

The objectives of the research were: to study the socio-economic profile of the respondents; study the cooking methods adopted by the respondents; understand the food habits of the selected respondents; evaluate food and nutritional security of the respondents.

A hundred rural women were randomly selected as respondents from the MANAGE adopted village i.e. Sriramnagar under Moinabad Mandal, Ranga Reddy District of Telangana, India. The general objective of the study was to evaluate nutritional status of rural women. This study was conducted to evaluate the typical food habits and cooking methods of the rural households and to provide an insight into various dietary behaviors as reflected through the findings. The food habits of the respondents showed low consumption of milk, meat, fish and fruits. The most commonly used cooking methods used by them were steaming, poaching, blanching and deep frying. Their food consumption did not meet the recommended energy, protein, calcium, and iron levels. Hence it is necessary to conduct trainings to improve their knowledge regarding food consumption pattern and also to carry out intervention programmes to improve their nutritional status.

#### **On-going Studies**

### 5. **An assessment of models facilitating farmers' access to markets: A Case of Siddipet Rythu Bazar (Farmers Market) in Telangana State (Centre for Supply Chain Management & Marketing in Agricultural Extension).**

A case of Siddipet Rythu Bazar (Farmers Market) in Telangana State is being studied under the models facilitating farmers' access to markets. The main objectives of the study are to assess the status of implementation of farmer-markets in the state; analyse basic aspects of a farmer-market like infrastructure creation, flow of activities and price discovery mechanism;

analyse the factors responsible for farmers to participate in Rythu Bazar, understand the perception of the producer and consumer on the benefits availed and constraints faced by them under the model and to suggest measures and work out strategies for successful implementation of farmer-markets. The review work, interaction with stakeholders and preparation of questionnaire is in progress.

**6. Heatwave Management in Andhra Pradesh and Telangana: Efficacy of Heatwave Guidelines and Heat Wave Action Plans.** (Centre for Climate Change and Adaptation).

The Lal Bahadur Shastri National Academy of Administration (LBSNAA), Mussorie assigned this project to MANAGE. The specific objectives of this study are to evaluate the various components of the State Heat Wave Action Plans and its process of implementation across the departments; analyze the nature and magnitude the heat wave risk in terms of mortality and asset loss including agriculture and livestock across the selected districts of Andhra Pradesh and Telangana; map the risk mitigation strategy being adopted by the population in severely affected districts of Andhra Pradesh and Telangana; analyze the efficacy of State Heat Wave Action Plans in mitigating the risk across the selected districts and suggest key steps to be undertaken in improving implementation of the action plans effectively. Four districts from Andhra Pradesh and four districts from Telangana were selected for data collection. District Level Meetings with various line departments were completed in seven districts and data collection is in progress.

**7. Domestic and Export Competitiveness of major Agri- Commodities in India with special reference to Telangana** (Centre for Supply Chain Management & Marketing in Agricultural Extension).

The objectives were to analyze the growth in area, production and productivity of the selected commodities; analyze both domestic and export competitiveness of the selected commodities from Telangana state; and analyze the direction of trade of the selected commodities at all India level. The Review work, data collection, interactions with stakeholders, data analysis are completed. Report writing is in progress.

**8. Promoting Micro-greens for nutritional Security in Urban Areas** (Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture in collaboration with National Institute of Nutrition (NIN), Hyderabad).

The objectives of the study were to undertake extensive 'micro-greens' cultivation in different media at the center; analyze and compare nutritional composition of the selected 'micro-greens' grown in different media; standardize recipes or product development using 'micro-greens'; study therapeutic impact of micro- greens on the selected subjects; generate awareness and promote 'micro-greens' cultivation among urban public.

Under this study, 10 varieties of seeds were grown in four different media for producing microgreens. Nutritional composition of the samples (40 samples in duplicate) were analyzed at NIN. Most of the samples have been analyzed for their nutritional composition. Ten recipes using microgreens as a key ingredient, were developed, sensory evaluation completed, standardized and given for analysis at NIN. The report is awaited.

## Consultancy

1. **FAO-MANAGE Consultative project on Strengthening Capacities for Nutrition Sensitive Agriculture and Food Systems – Integration of Nutrition into the Training of Agricultural EAS Providers in India** (Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture).

The major activities are to develop a training package on nutrition for agricultural Extension Advisory Service (EAS) providers; pilot test and revise the training package according to the findings and develop a road map for the institutionalisation of the package into their curriculum.

2. **Knowledge Assessment and Certification of Community Resources Persons- Farm Livelihoods (CRP-LH) - NRLM, MoRD, GoI.** (Centre for Agricultural Extension Innovations, Reforms & Agripreneurship).

The Ministry of Rural Development (MoRD), Government of India has been actualizing Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY- NRLM) since June 2011. NRLM Mission seeks to provide continuous support through Community Professionals viz., (i) Pashu Sakhis and (ii) Krishi Sakhis in the promotion of sustainable livelihoods.

In order to ensure the quality of services provided by the CRPs, the DAY-NRLM mission seeks to put all the trained CRPs into systems of knowledge assessment and certification process. MANAGE is the nodal agency in the establishment of a CRP- Farm Livelihoods knowledge assessment and certification protocol.

Since April-2019, MANAGE has undertaken key activities i.e. preparation of Inception report on DAY-NRLM, desk review of the course material and score card, Tab-based application/module for undertaking the assessment, Standard Operating Procedure (SOP) for CRP grading and assessment, Identification and training of Local Resource Persons (Evaluators) and enrolment. A master question bank of Krishi Sakhi and Pashu Sakhi was compiled in six languages i.e Hindi, English, Marathi, Kannada, Tamil and Telugu. A pilot study at Sholapur District is completed and the work at Chandrapur District of Maharashtra

state is in progress. A two day orientation workshop on institutional arrangements and training to Livelihood Local Resource Persons (LRPs) was held on 10th and 11th February, 2020 at MANAGE, Hyderabad to discuss and finalise the methodology and questionnaire for CRP certification.

**3. MANAGE as a Knowledge and Assessment partner for UNDP Disha- Access Livelihoods India Limited (ALC) Business Enterprises Leadership Management Program** (Centre for Agricultural Extension Innovations, Reforms & Agripreneurship).

To build great communities and transform rural societies, the Access Livelihoods Consulting India Ltd. (ALC India) with the support of DISHA, United Nations Development Programme (UNDP) has initiated the Business Enterprise Leadership Management Programme for Creating Employment and Entrepreneurship Opportunities for Women in India. MANAGE has partnered with ALC and UNDP- DISHA for the assessment and certification of the programme. The roles taken up by MANAGE during the six months training programme are to: Function as the academic partner and collaborate with ALC India in the development of the Assessment framework for the training programme and Coordinate with ALC India and conduct the assessment and certification for the 100 business leaders.

MANAGE has completed the evaluation model for the final assessment and certification of 100 rural women after the completion of the programme. The evaluation report was submitted to UNDP and ALC. The second phase of Women Entrepreneurship Programme (WEP) has started in Naganpalle (Telangana), Amethi (UP), Gondia (Maharashtra) and Kalahandi (Odisha). Approval has been obtained for the evaluation of the programme also from September, 2019 to April, 2020.

**4. Evaluation of NIRD&PR training programme on Sustainable Livelihoods & Adaptation to Climate Change (SLACC) for CRPs and NRPs.** (Centre for Agricultural Extension Innovations, Reforms & Agripreneurship).

The Centre for Natural Resource Management (CNRM) at the National Institute of Rural Development & Panchayat Raj has proposed a certified training programme on “Sustainable Livelihoods and Adaptation to Climate Change (SLACC) covering over 200 CRPs (Community Resource Persons) and 100 NRPs (Natural Resource Persons)/Mission staff.

MANAGE is a third party assessment and certifying authority for this programme. Based on the training module, pre and post evaluation was taken up for 297 participants (CRPs and NRPs/Mission staff) of which 292 were certified. The candidates who have been able to meet the assessment criteria (securing more than 40% in the post evaluation) have been certified by MANAGE. Separate pre and post question papers were prepared in Hindi for the CRP Batches.

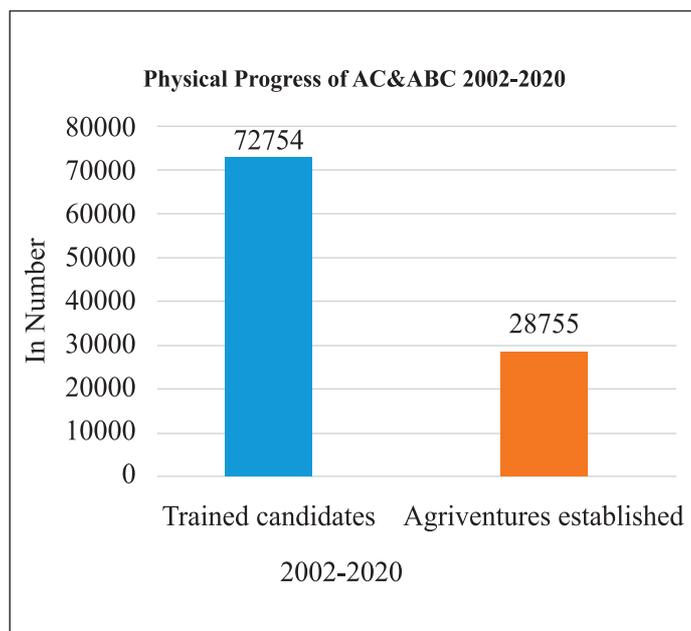
## 4. Schemes

### Agri-Clinics and Agri-Business Centers Scheme (AC&ABC)

#### Introduction

The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of entrepreneurship in the country. In the recent years, a wide spectrum of new programs and opportunities to nurture entrepreneurship have been created by the Government of India across a number of sectors including Agriculture. The Agri-Clinics and Agri-Business Centers Scheme (AC&ABC), the flagship program of the Ministry of Agriculture & Farmers Welfare (MoA&FW), GoI is being implemented for the promotion of agri-entrepreneurship skills among the agri-professionals. Since its launch in April 2002, the initiative has successfully given a head start to numerous aspiring agripreneurs.

MANAGE has been implementing a two month free residential certificate training programme in Agri-entrepreneurship development for eligible agricultural/allied sciences/life sciences graduates, diploma holders and intermediates etc., in their respective states through a network of 140 Nodal Training Institutes (NTIs) across India. 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 fundamental role of Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme is to provide self-employment opportunities and make doorstep agri-advisory affordable. Since inception, a total of 72,754 candidates have been trained and 28755 ventures established, achieving a success rate of 39.53%. From August 2019 onwards the training period is 45 days instead of two months.



#### Training Network

##### MoU with 140 NTIs in 28 States in India

1.	NGOs	76
2.	State Government Institutes	12
3.	State Agricultural Universities	16
4.	Krishi Vigyan Kendras (KVKs)	17
5.	ATMAs, SAMETIs	4
6.	Institute of Co-operative Management	4
7.	Agribusiness Companies	4
8.	ICAR Institutes	3
9.	Other Universities	4
	<b>Total</b>	<b>140</b>

Training Period: 45 Days

Training Module:

<http://www.agriclinics.net/schemetraining.html>

**Progress of AC&ABC Scheme in India:** In the financial year 2019-20, a total of 6955 candidates were trained through 140 Nodal Training Institutes (NTIs).

Sl. No	State	No. of Candidates Trained
1.	Andhra Pradesh	206
2.	Arunachal Pradesh	0
3.	Assam	21
4.	Bihar	123
5.	Chandigarh	1
6.	Chhattisgarh	132
7.	Delhi	3
8.	Goa	0
9.	Gujarat	161
10.	Haryana	25
11.	Himachal Pradesh	1
12.	Jammu and Kashmir	0
13.	Jharkhand	24
14.	Karnataka	172
15.	Kerala	16
16.	Madhya Pradesh	759
17.	Maharashtra	2293
18.	Manipur	33
19.	Meghalaya	1
20.	Mizoram	1
21.	Nagaland	0
22.	Orissa	22
23.	Pondicherry	4
24.	Punjab	10
25.	Rajasthan	338
26.	Sikkim	0
27.	Telangana	151
28.	Tamil Nadu	759
29.	Tripura	0
30.	Uttar Pradesh	1636
31.	Uttarakhand	36
32.	West Bengal	27
	<b>TOTAL</b>	<b>6955</b>

### State-Wise Number of Trainees

Sl. No	State	Sum of Candidates Trained
1.	Maharashtra	18222
2.	Uttar Pradesh	16032
3.	Tamil Nadu	7894
4.	Karnataka	4151
5.	Bihar	4078
6.	Madhya Pradesh	4043
7.	Rajasthan	3833
8.	Gujarat	2065
9.	Telangana	1793
10.	Jammu and Kashmir	1491
11.	Andhra Pradesh	1373
12.	West Bengal	1190
13.	Chattisgarh	905
14.	Jharkand	771
15.	Assam	756
16.	Haryana	721
17.	Punjab	666
18.	Orissa	625
19.	Uttaranchal	506
20.	Manipur	472
21.	Himachal Pradesh	422
22.	Kerala	239
23.	Nagaland	184
24.	Pondicherry	139
25.	Delhi	37
26.	Meghalaya	36
27.	Arunanchal Pradesh	35
28.	Mizoram	35
29.	Goa	13
30.	Sikkim	9
31.	Tripura	5
32.	Chandigarh	4
	<b>Total</b>	<b>72754</b>

## State-Wise Number of Agriventures Established

Sl. No	State	No. of Agriventures Established
1.	Maharashtra	8155
2.	Uttar Pradesh	7152
3.	Tamil Nadu	3689
4.	Karnataka	1619
5.	Madhya Pradesh	1475
6.	Bihar	1392
7.	Rajasthan	1387
8.	Gujarat	767
9.	Telangana	422
10.	Chattisgarh	335
11.	Andhra Pradesh	321
12.	West Bengal	296
13.	Haryana	234
14.	Assam	227
15.	Punjab	218
16.	Jammu and Kashmir	191
17.	Jharkand	186
18.	Uttaranchal	161
19.	Manipur	128
20.	Orissa	114
21.	Himachal Pradesh	108
22.	Pondicherry	84
23.	Kerala	51
24.	Nagaland	21
25.	Goa	7
26.	Delhi	6
27.	Arunanchal Pradesh	3
28.	Meghalaya	3
29.	Chandigarh	1
30.	Sikkim	1
31.	Tripura	1
32.	Mizoram	0
	<b>Total</b>	<b>28755</b>

## Participation in Workshops/Seminars/Training Programs

### NABARD Sensitization Workshops on AC&ABC scheme

One day workshops on Agri-Clinics and Agri-Business centers scheme of the Government of India were organized by the National Bank for Agriculture and Rural Development (NABARD) to sensitize officers in Government Departments and bankers on the salient features of the AC&ABC scheme. MANAGE representatives participated at NABARD sensitization workshops organized at NABARD Regional Offices in Andhra Pradesh and Odisha. The main participants in the workshop were NABARD staff, representatives from MoA&FW, MANAGE, District Agriculture Officers, branch managers of different banks operating in districts, Nodal Training Institutes (NTIs), successful agripreneurs and representatives of various government departments. The major issues of credit-linkages under AC&ABC scheme were discussed and suggestions were noted. Some of the suggestions recommended by different stakeholders at NABARD-RO were enlisted and circulated.

### State Level Bankers Committee (SLBC) Meetings on AC&ABC scheme

One day State Level Bankers Committee meetings on Bank related issues of Agri- Clinics and Agri-Business Centers scheme were organized to identify and discuss issues and challenges related to processing of loan and subsidy. MANAGE representatives participated in the meetings held at Karnataka, Andhra Pradesh, Tamil Nadu and Madhya Pradesh. The participants in the meeting included NABARD staff, lead bank officials, MANAGE, District Agriculture Officers, Branch Managers of different banks operating in districts, Nodal Training Institutes (NTIs), successful Agripreneurs and representatives of various government departments. The major issues of credit-linkages under AC&ABC scheme were discussed and suggestions were noted. Some of the suggestions recommended by different stakeholders were enlisted and circulated.



### 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 designed about 20 theme based Refresher Training Programs for the established agripreneurs under

Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme. Some of the 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 Agricultural Extension Management (MANAGE) in Hyderabad, Telangana; National Dairy Research Institute (NDRI), Karnal, Haryana, ICAR-CISH Lucknow, Uttar Pradesh, SIAET, Bhopal, Madhya Pradesh, SAMETI, Uttar Pradesh, VANAMATI, Nagpur, and Pune, Maharashtra, KVK Kolhapur II Maharashtra, ACRO Kudumiyamalai Tamil Nadu, ABD-Tamil Nadu Agricultural University (ABD-TNAU), and ICAR-CIAE, Coimbatore, Tamil Nadu, Karnataka. During the year 2019- 20, 19 Refresher Training Programs were conducted, wherein 539 Agripreneurs were trained and replenished their experiences to strengthen the agri-ventures.



### **Agripreneurs at Global Farmer Agri Expo: Showcasing Frontier Agri-technologies**

Krishi Vigyan Kendra Narayangaon Pune-II organized Agriculture Technology Week during 9th to 12th January 2020 under the trade name Global Farmers-Live Demos, Agriculture Exhibition and Conference in association with the Dept. of Agriculture, Govt. of Maharashtra, ATMA, NHB, NABARD, MANAGE, RCF Ltd., Zilla Parishad, Pune, Bank of India, Bank of Maharashtra, PDCC Bank, Pune, Shri. Vigna Sahakari Sugar Factory & Bhimashankar Sahakari Sugar Factory and Media Partner Sahydri Doordarshan, Akashwani Pune. More than 90000 farmers, students, Extension workers & dignitaries visited the exhibition. In the Live demonstration 112 crop varieties were grown on 80 acres land of Vasundhara Farm of the KVK. Live Demonstrations of 22 Chrysanthemum varieties, Nutrition Sensitive Kitchen Garden, Protected Cultivation of color Capsicum and Cucumber were the center of attraction. Farmers obtained taking information from various demonstration units of Tofu preparation, Azolla, Hydroponics, Hybrid Napier, Hadga, Maize, including silage, Loose Housing System of Milch animals, Poultry, Fishery, Goat Farming, Sericulture, Urea Briquette preparation, Vermi-Compost, Milk processing, Dal Mill, Mobile Rice Mill, Spiral Separator etc. Six Agripreneurs participated to showcase their activities and market their produce.



### **Agripreneurs at KRUSHIK: Showcasing frontier Agri-technologies**

Krishi Vigyan Kendra, Baramati is a district level Farm Science Centre established under the affiliation of Indian Council of Agricultural Research (ICAR), New Delhi at Agricultural Development Trust Baramati District, Pune. The Agricultural Development Trust's Krishi Vigyan Kendra (KVK) organized a Live Demo & Agri Expo KRUSHIK 2020 during 16 – 19 January 2020. More than three lakh visitors with an even more extensive profile of exhibitors from the entire value chain of the agricultural sector i.e. farming, processing, preserving, quality management, distribution and also Insurance services, from all over the country participated in this 4-day Exhibition spread over 110 acres.

MANAGE participated in this programme to showcase the institute's initiatives, ACABC Activities & Incubation centre. Four Agripreneurs trained under ACABC scheme participated in the Expo and displayed their innovations and services.

### **Participation in National Events/Agri-Exhibition**

MANAGE participated in the four-day long "14th Agricultural Science Congress - 2019" jointly organized by the National Academy of Agricultural Science (NAAS) and ICAR-Indian Agricultural Research Institute (IARI) at National Agricultural Science Centre Complex, New Delhi. Various consultancy programs and schemes implemented by MANAGE were presented and shared on the national platform. MANAGE provided a unique opportunity to the selected agripreneurs trained through AC&ABC scheme to showcase their products, technologies and services for the benefit of farmers. The Congress with its theme "Innovations for Agricultural Transformation" provided the visitors with an opportunity to learn and know about the various schemes being announced by the Government for lessening the agrarian crisis and improving the farmer's welfare by doubling up their income.



Honorable Vice President of India Shri Venkaiah Naidu interacting with MANAGE Faculty Member Honorable Vice President of India, Shri. M. Venkaiah Naidu distributed certificates to trained candidates under the Agri Clinics and Agri-business Centres (AC&ABC) scheme while attending an inauguration program of a Medical Camp at Swarna Bharat Trust, CED, Andhra Pradesh. He quoted the perspective about agricultural entrepreneurship which develops innovative ways to revolutionize the entire food chain and nutritional security. He also highlighted the primary motive of AC&ABC scheme that the Central Government introduced for encouraging unemployed agri graduates and diploma holders to get trained and transforming them as future entrepreneurs.



**Honorable Vice President of India Shri Venkaiah Naidu Interacting with MANAGE Faculty Member**



**Honorable Governor of Telangana and the Vice- Chancellor, PJTSAU at MANAGE Stall**

MANAGE participated and exhibited activities in the Regional Workshop on "Youth as torchbearers of Business-Oriented Agriculture in South India" held at Prof. Jayashankar Telangana State Agricultural University (PJTSAU), Hyderabad during 21 & 22, October 2019. Dr. Tamilisai Soundararajan, Honorable Governor of Telangana inaugurated the two-day workshop. Smt V. Usha Rani, IAS, Director- General graced the inaugural programme. Dr. Saravanan Raj, Director (Agricultural Extension) and Chief Executive Officer, MANAGE – CIA presented the Opportunities for Agri – Start-ups under RKVY- RAFTAAR scheme of Ministry of Agriculture & Farmers Welfare, Govt. of India. Over 500 visitors visited MANAGE stall. Dr. Tamilisai Soundararajan, Honorable Governor of Telangana, Vice-Chancellor, PJTSAU and the Director-General, ICRISAT visited the MANAGE stall.

## **Aqua Clinics and Aquapreneurship Development Programme (AC&ADP)**

Aqua Clinics and Aquapreneurship Development Programme (AC&ADP) is a one- month free residential skill development certificate course sponsored by National Fisheries Development Board (NFDB), Department of Fisheries, Ministry of Fisheries, Animal Husbandry & Dairying, Govt. of India, Hyderabad for providing training to unemployed fisheries and allied subjects graduates and diploma holders. The major objective of entrepreneurship development in AC&ADP is to introduce new and innovative technologies to the aquaculture farmers and create self-employment opportunities by establishing Aqua One Centres (AOCs).

The programme was approved in the year 2018-19 and subsequently 10 programmes were sanctioned to MANAGE to train 300 participants. An amount of Rs.130.50 Lakh was received for training purposes. Out of 300 candidates, 288 were trained in coordination with 10 Nodal Training Institutes (NTIs). By way of success, MANAGE was once again considered and an amount of Rs 405 Lakh sanctioned for the financial year 2019-20 for conducting 30 AC&ADP programmes, in which 900 unemployed fisheries and allied subject graduates were trained through the Fisheries Nodal Training Institutes (NTIs) approved by MANAGE. MANAGE has successfully completed 16 programmes and trained 478 participants till 31st March, 2020.



The NTI wise details are given below:

S. No	Name of the NTIs	State	Number of Participants trained
1	College of Fisheries, Raha, AAU	Assam	30
2	College of Fisheries, Lembucherra, CAU	Tripura	23
3	Fisheries Research Station (FRS), Palair	Telangana	35
4	College of Fishery Science, NDVSU, Jabalpur	Madhya Pradesh	30
5	FISHCOPFED, Bhubaneswar Centre	Odisha	36
6	College of Fisheries, Ratnagiri	Maharashtra	24
7	WBUAFS, Kolkata	West Bengal	25
8	College of Fishery Science, SVVU, Muthukur	Andhra Pradesh	31
9	Fisheries Research Station (FRS), Undi	Andhra Pradesh	35
10	Dr. MGR Fisheries College & Research Institute, TNJFU, Ponneri	Tamil Nadu	30
11	Cochin University of Science and Technology (CUSAT), Cochin	Kerala	32
12	Fisheries Polytechnic, SVVU, Bavadhevarpalli	Andhra Pradesh	30
13	College of Fisheries, Kawardha	Chhattisgarh	30
14	State Institute of Fisheries Technology (SIFT), Kakinada	Andhra Pradesh	28
15	CAS in Marine Biology, Annamalai University, Parangipettai	Tamil Nadu	36
16	ICAR- CIFE Kolkata Centre	West Bengal	23
<b>TOTAL</b>			<b>478</b>

## Aqua One Centres (AOCs)

Aqua One Centre (AOC) is an ICT Enabled Aquaculture Service Centre. It supports farmers with services like advisory and technical services, laboratory testing, Information and Communication Technologies (ICTs) and provides farm input supplies. The unit cost for one AOC is ₹ 20.00 lakh under NFDB subsidiary scheme.

MANAGE – Centre for Innovation and Agripreneurship (CIA) was proposed as an implementing agency for the establishment of Aqua One Centres (AOCs). The participants were trained through AC&ADP centres. Approval and sanction for 60 units of Aqua Once Centres (AOCs) was received. During the year 2019 NFDB revised the subsidy rate to 24% (₹ 4.80 lakh) for General and 36% (₹ 7.2 lakh) for Women and SC/ST categories as per CSS Blue Revolution Guidelines of MoFAH&D, Govt. of India. The state wise AOCs sanctioned are given below:

Sl. No	Name of the State	No of AOCs
1	Andhra Pradesh	5
2	Bihar	5
3	Haryana	1
4	Karnataka	7
5	Kerala	1
6	Madhya Pradesh	5
7	Manipur	2
8	Odisha	1
9	Tamil Nadu	9
10	Telangana	3
11	Tripura	1
12	West Bengal	4
	<b>Total</b>	<b>44</b>

## Training Programmes, Workshops, other Events:

1. A Training Programme on "Entrepreneurship Development in Fisheries & Aquaculture" was organized at the College of Fishery Science, NDVSU, Jabalpur, Madhya Pradesh during 19-22 August, 2019 and 35 unemployed youth and fisheries graduates from Madhya Pradesh participated.
2. MANAGE – KUFOS collaborative training programme on "Entrepreneurship Development in Fish Processing Technologies and Value Addition of Fish and Fishery Products" was organized at the Department of Fish Processing & Technology, Kerala University of Fisheries and Ocean Studies (KUFOS), Panangad, Kochi, Kerala during 2-6 March, 2020 and 40 unemployed women and youth participated.

3. MANAGE participated in the 23rd Annual Session (2019) of the Indian Ocean Tuna Commission (IOTC) and its related meetings organized by National Fisheries Development Board (NFDB) during 09 – 21 June, 2019 at Hyderabad. MANAGE also participated during National Fish Farmers Day Celebration held on 10th July, 2019 at NFDB, Hyderabad.
4. The Institute participated in the "Effective Value Chain in Fisheries & Aquaculture" workshop held on 27th July 2019 at Vijayawada, Andhra Pradesh organized by Smart AgriPost, New Delhi in collaboration with National Centre for Sustainable Aquaculture (NaCSA), MPEDA, Kakinada, Andhra Pradesh.
5. MANAGE – CIA participated and exhibited the Fisheries activities of AC&ADP & AOC and jointly promoted National Entrepreneurship Awards (NEAs) – 2019 & RKVY- RAFTAAR programme during the "National Workshop cum Exhibition on Aqua Aquaria India – 2019" held at Hitex Exhibition Centre, Hyderabad from August 30th to 1st September 2019 organized by "Marine Products Export Development Authority (MPEDA)". His Excellency Shri Venkaiah Naidu, Hon'ble Vice- President of India inaugurated the programme, and Smt. V. Usha Rani, IAS, Former Director General, MANAGE and Dr. Saravanan Raj, Director (Agril. Extn.) participated in the inaugural programme.
6. MANAGE exhibited and presented the fisheries activities of ACADP & AOC, RKVY- RAFTAAR programmes in the "18th Aqua-Tech – Expo" held at Amalapuram, East Godavari, Andhra Pradesh during 28-29 September, 2019. Shri Mopudevi Venkata Ramana, Hon'ble Minister of Fisheries, Govt. of Andhra Pradesh inaugurated the programme and more than 5000 farmers visited the Expo.
7. MANAGE participated and exhibited CIA fisheries activities, AC&ADP and AOCs during the "World Fisheries Day Celebration" organized by National Fisheries Development Board (NFDB), on 21st November at ICAR NASC Complex, Pusa New Delhi. Shri. Giriraj Singh, Hon'ble Union Minister for Fisheries, Dr. Sanjeev Kumar Balyan, Hon'ble Minister of State for Fisheries & Shri Pratap Chandra Sarangi, Hon'ble Minister of State for Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying, Govt. of India participated and distributed the Best farmers and entrepreneurs awards.
8. MANAGE – CIA fisheries activities and RKVY-RAFTAAR programme were exhibited in the "International Conference on Aquatic Resources & Blue Economy (AQUABE- 2019)" held in Kochi, Kerala during 28-30 November, 2019.
9. MANAGE –CIA team participated and presented fisheries activities and the scope of entrepreneurial opportunities in ornamental fishes during the two days training programme on "Ornamental Fish Production & Management" held during 11-12th February, 2020 at College of Agriculture, Professor Jayashankar Telangana State Agricultural University (PJTSAU), Rajendranagar, Hyderabad.

## Diploma in Agricultural Extension Services for Input Dealers (DAESI)

MANAGE launched a one-year “Diploma in Agricultural Extension Services for Input Dealers (DAESI)” in 2003, in order to impart relevant agricultural knowledge to the 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 an 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. They are trained to identify pests, diseases and nutritional disorders. The 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 should attend at least 64 class room sessions and at least 6 field visits to qualify for appearing for the final examination. The candidates who secure a minimum 40 per cent marks are eligible for award of the Diploma.

### Course Fee

MANAGE launched the program on 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, the Govt. of

India has made DAESI a Central Sector Plan Scheme (CSPS) during October 2015, in which the course fee is subsidized to the extent of Rs. 10, 000/- per input dealer.

### **Program Implementation**

As per the guidelines, MANAGE is the National level Implementing agency, and the State Agricultural Management and Extension Training Institute (SAMETI) is the Nodal agency at the State Level. In-turn SAMETI organizes the program through various Nodal Training Institutes such as State Agricultural Universities (SAUs), Agricultural Colleges, Krishi Vigyan Kendras (KVKs), Agricultural Technology Management Agencies (ATMAs), DATC/Farmers Training Centres (FTCs) and NGOs etc. at the District Level.

### **Progress during 2019-20**

During 2019-20, a total of 12954 input dealers have successfully completed the DAESI program enrolled in 332 batches in the states of Andhra Pradesh, Bihar, Chhattisgarh, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Maharashtra, Madhya Pradesh, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand and West Bengal.

Besides the above programs, a total of 20920 input dealers / candidates are undergoing DAESI course in 523 batches. These include 362 batches with the funding support from Central Sector Plan Scheme and the remaining 161 batches under Self- finance mode in the States of Andhra Pradesh, Bihar, Chhattisgarh, Gujarat, Himachal Pradesh, Haryana, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand and West Bengal.

During 2019-20, an amount of Rs.1144.00 lakhs has been released by Govt. of India for DAESI. However, an amount of Rs.795.9 lakhs was utilized for implementation of DAESI program in 18 states.

### **Training of Trainers Program**

A Training of Trainers (TOT) program was organized in collaboration with Centre for Agriculture and Bioscience International (CABI) on CABI Plant-wise Modules for the DAESI Facilitators of Karnataka at KVK, Suttur, Karnataka during 23-27 September, 2019.

Progress of Diploma in Agricultural Extension Services for Input dealers (DAESI) program in various States during 2019-20

S. No	Name of the State / SAMETI	Completed during 1-4-2019 to 31-3-2020		Progress of DAESI as on 31-3-2020			
		No. of Batches	No. of Input dealers	No. of Batches			No. of Input dealers
				CSPS	Self-finance	Total	
1	Andhra Pradesh	14	546	23	14	14	14
2	Bihar	16	618	51	16	16	16
3	Chhattisgarh	15	599	10	15	15	15
4	Gujarat	02	77	04	02	02	02
5	Haryana	00	00	00	00	00	00
6	Himachal Pradesh	07	274	09	07	07	07
7	Jammu and Kashmir	00	00	01	00	00	00
8	Jharkhand	18	710	16	18	18	18
9	Karnataka (South)	40	1567	08	40	40	40
10	Karnataka (North)	30	1177	13	30	30	30
11	Kerala	09	340	09	09	09	09
12	Madhya Pradesh	33	1265	30	33	33	33
13	Maharashtra	41	1629	78	41	41	41
14	Odisha	19	743	07	19	19	19
15	Punjab	02	73	02	02	02	02
16	Rajasthan	12	459	24	12	12	12
17	Tamil Nadu	04	157	04	04	04	04
18	Telangana	11	420	26	11	11	11
19	Uttar Pradesh	35	1376	38	35	35	35
20	Uttarakhand	1	40	01	1	1	1
21	West Bengal	23	884	08	23	23	23
	<b>Total</b>	<b>332</b>	<b>12954</b>	<b>362</b>	<b>161</b>	<b>523</b>	<b>20920</b>

## **Rashtriya Krishi Vikas Yojana-Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY- RAFTAAR)**

All over the world, incubators are receiving attention for developing new enterprises in the fields of technology, service, business ideas etc. in research institutions and universities. The Government of India has also attempted to rejuvenate the technology and business development ecosystem in various sectors through its rejuvenated flagship programs. During 2019-2020, MANAGE-Center for Innovation and Agripreneurship (CIA) supported 15 Social Enterprises of a total of 54 Social Enterprises. These were in the areas of Agriculture, Agriculture Engineering, Veterinary, Food Agro Forestry, Smart Agriculture, Fisheries and Environment. In order to cater to the needs and modalities for agribusiness promotion, a revamped RKVY- RAFTAAR Scheme was launched in 2017-18, by the Department of Agriculture, Cooperation and Farmers' Welfare, Govt. of India, to give impetus to agriculture and allied sectors, through promotion of innovation and agripreneurship by facilitation of financial aid to agribusiness incubation centres.

For this same purpose, 5 Knowledge Partners and 24 R-ABIs (RKVY-Agri Business Incubators) have been constituted for monitoring the establishment of an Innovation and Agri-Entrepreneurship Cell. MANAGE-Center for Innovation and Agripreneurship (CIA) has been recognized as a Centre of Excellence and Knowledge Partner by Ministry of Agriculture and Farmers' Welfare for implementation of RKVY-RAFTAAR Scheme. As a knowledge partner, MANAGE will handhold and demonstrate best practices to RKVY-RAFTAAR Agribusiness Incubators (R-ABI) of 1. Kerala Agricultural University, Thrissur, Kerala (KAU), 2. Indian Institute of Millets Research, Hyderabad, Telangana (IIMR), 3. Tamil Nadu Agricultural University (TNAU), Coimbatore, Tamil Nadu, 4. Agri innovation and Entrepreneurship cell, Acharya N.G Ranga Agricultural University, (ANGRAU), Tirupati, Andhra Pradesh.

### **RKVY-RAFTAAR Programs**

MANAGE is offering two comprehensive training programs under RKVY-RAFTAAR for agri-Startups. These include the Agripreneurship Orientation Program (AOP) and Startup Agri Business Incubation Program (SAIP).

#### **1. Agripreneurship Orientation Program (AOP)**

This program is aimed at providing an opportunity to students/ Youth/Research Scholars to work on their innovative ideas. The objectives are to nurture potential agripreneurs by providing training cum internship with other start-ups to provide them practical, technical and business insights; create and nurture a pipeline of agripreneurs for incubators; make pursuing entrepreneurship related to innovative ideas an attractive career option among other available career choices.

Under this program, 60 hours classroom training is provided with the support of grant-in-aid upto Rs. 5.00 Lakh and a stipend of Rs. 10,000 per month for the selected candidates. Mentoring by experts and internship with niche start-ups will be provided.

**First Cohort of Agripreneurship Orientation Program (AOP):** The First Cohort of AOP was started on 27, February 2019. Out of 195 applications received, 19 startups were selected for this program and they have undergone training on various topics which included sources of new ideas, idea validation, start-up methodology, protection of IP issues, product planning and process, decision process and business model canvas etc.

The program was completed on 26 April 2019. After the completion of the training Program, out of 19 startups, 7 startups were selected and provided Grant -in -Aid of Rs 5 Lakh each.

**Second Cohort of Agripreneurship Orientation Program (AOP):** The second cohort of AOP was scheduled from 25 November 2019. Out of the total 332 applications, 18 start-ups were selected for final evaluation. The shortlisted participants from seven different states were trained in Agripreneurship Orientation Program Cohort II under RKVY-RAFTAAR from 15th November 2019, to 15th January, 2020 at MANAGE, Hyderabad.

A two-day webinar was conducted in which participants were introduced to the two months training program followed by 15 days of field work in which participants worked on their idea feasibility, market survey etc. During the on campus training program, participants refined their ideas, learnt design thinking, market opportunities and strategies for their product/service, forming financial statement and cash flow projection and explored different incubation centres of Hyderabad like T-Hub and ICRISAT-AIP.



In the second phase of training participants were placed for internship at different companies and institutes like ALC India Ltd., Indian Institute of Rice Research (IIRR), Central Research Institute for Dryland Agriculture (CRIDA), Anand Farms, University of Agricultural Sciences (UAS) Bangalore, GKVK etc., After completing the internship, participants were taught to prepare pitch deck by resource persons. On 10th January, 2020 participants presented their sales pitch in front of the CIC Committee.

## **2. Start-up Agribusiness Incubation Program (SAIP)**

This program supports Agri Start-ups working towards employment generation and wealth creation while tapping their innovations and technologies to upshot ventures. The objectives are to ensure seed support to deserving incubatees within R-ABIs; enable translation of minimum viable product (MVP) to marketable stage and scale up the product and business; provide a platform for faster experimentation and modification in their approaches or Minimum Viable Product (MVP) based on innovative solutions/ processes/ products/ services/ business models etc. for scaling up. Under this program, 8 weeks residential training is provided with the support of grant-in-aid up to Rs. 25.00 Lakh for the selected candidates. Two years incubation support will be provided including mentoring by experts and investment facilitation.

### **First Cohort of Startup Agri-Business Incubation Program (SAIP):**

The First Cohort of Startup Agri-Business Incubation Program (SAIP) was started on 22 February 2019. Out of 131 total applications 17 were shortlisted. Training Program for the selected startups was conducted in two phases. The first phase of training was completed by the first week of March and the second phase by April last week. The startups have undergone training on various aspects like Startup ecosystem & Incubator ecosystem, types of start-up ventures, marketing plan and linkages, sources of capital and types of funding, growth strategies in management and life cycle of innovation etc. After successful completion of the program, 11 startups were selected for the Grant-in-aid.

### **Second Cohort Startup Agri-Business Incubation Program (SAIP):**

The Second Cohort of the Startup Agri-Business Program was started in the month of June 2019. Out of a total number of 223 applications 21 startups from different states and with innovative ideas have undergone training. The training was on different topics like marketing, supply chain management, Business plan preparation, pitching. The training program concluded on 29th November 2019.

## MANAGE - Center for Innovation and Agripreneurship (CIA)

- **MANAGE-CIA** runs a regular Incubation Program to facilitate early stage Agri Start-ups to scale up their business. MANAGE - CIA is incorporated as a Section 8 Company. It provides hand holding support to establish business venture and offers business services through Membership Program.
- Through **Krishi Vikas** - an accelerator program, MANAGE – CIA identifies innovations at grassroots level, facilitates funding, mentorship, office space, and access to a network of investors and venture capitalists for up to 100 selected start-ups per year. So far, 150 entrepreneurs were selected from 8 states.
- MANAGE – CIA's **Impulse Program** envisages to enhance the agri- entrepreneurial ecosystem by strengthening the agro-advisory services. It facilitates connectivity of aspiring entrepreneurs with Mentors. It addresses the crucial need of expert guidance to establish agribusinesses in rural India on a larger scale. So far, 200 Mentees and 25 Mentors have enrolled under this program.
- MANAGE-Center for Innovation and Agripreneurship (CIA) has been recognized as a Centre of Excellence and Knowledge Partner by Ministry of Agriculture and Farmers' Welfare for implementation of RKVY-RAFTAAR Scheme.
- In total, MANAGE Incubation activities covered 51 start-ups, 700 members, 27 mentors and trained 83 start-ups / candidates under RKVY-RAFTAAR project.

### Promoting Agripreneurship by MANAGE-CIA

MANAGE-CIA participated in the following important events to promote agripreneurship through setting up its stall to orient and showcase activities under incubation and RKVY-RAFTAAR programs:

- 1st International Summit & Expo: Start & Stand Up North East is a 3-day summit and trade fair organized jointly by MSME Export Promotion Council (supported by Ministry of MSME, Government of India) and the Confederation of the Organic Industry of India (COII) in Guwahati during 17th to 19th January 2020.
- Regional Workshop & Expo at PJTSAU, Hyderabad
- 89th Annual Session of NASI & Symposium on S&T – based Entrepreneurship Development Exhibition from 21st to 23rd December 2019, at ICAR-NAARM, Hyderabad, Telangana.
- A one-day workshop titled “Fostering Opportunities for Youth Entrepreneurship” was organized on 21st December, 2019 at MANAGE. The workshop was organized with the aim to sensitize the students to explore the opportunities in Agri-startup Ecosystem.

## Skill Training of Rural Youth (STRY)

Skill Training of Rural Youth (STRY) is a component implemented under the Sub- Mission on Agricultural Extension (SMAE) of the National Mission on Agricultural Extension & Technology (NMAET). The STRY Scheme, launched during 2015-16, aims at imparting skill based training to rural youth on agri-based vocational areas. The Department of Agriculture, Cooperation and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Government of India, has entrusted the implementation of the scheme to the National Institute of Agricultural Extension Management (MANAGE). The scheme is implemented in the states through the State Agricultural Management and Extension Training Institutes (SAMETIs).

The duration of programs offered under STRY is seven days including one day for travel, with a batch size of 15 participants. Training programs for rural youth are organized through Krishi Vigyan Kendras (KVKs), Farmers Training Centres (FTCs), Agricultural Technology Management Agencies (ATMAs), Nehru Yuva Kendra (NYKs) or any other training institutions identified at State/District level by SAMETIs. The budget for conducting one training program for a batch of 15 candidates is Rs. 42,000/- (Rs. 15x7 days x Rs. 400).

Sl. No	State	No. of programs allotted	Funds Released (Rs lakhs)
1	Assam	40	16.80
2	Manipur	43	18.06
3	Meghalaya	45	18.90
4	Mizoram	33	13.86
5	Nagaland	39	16.38
6	Sikkim	10	04.20
7	Tripura	40	16.80
8	Andhra Pradesh	40	16.80
9	Chhattisgarh	25	10.50
10	Gujarat	20	08.40
11	Jharkhand	25	10.50
12	Karnataka (South)	15	06.30
13	Karnataka (North)	15	06.30
14	Kerala	10	04.20
15	Maharashtra	60	25.20
16	Odisha	20	08.40
17	Punjab	25	09.91
18	Tamil Nadu	40	16.80
19	Telangana	35	14.70
20	Uttarakhand	10	04.20
21	West Bengal	20	08.40
	<b>Total</b>	<b>610</b>	<b>255.61</b>

## Certificate Course on Integrated Nutrient Management (CCINM) for Fertiliser Dealers

### Background

Fertiliser is one of the important agri inputs in Agriculture, which is mostly marketed by the dealers. Most of the farmers are dependent on fertiliser dealers for information related to fertiliser and soil health management. In view of this, the National Institute of Agricultural Extension Management (MANAGE) has been implementing the Certificate Course on Integrated Nutrient Management (CCINM) for Fertiliser Dealers since 2018-19 as a 15 day residential certificate course. The Program aims to equip them to acquire professional competency on plant health management and advisory services thereof. The certificate course is expected to further help the public and private extension systems to utilize these trained candidates as para extension professionals.

### Program Objectives

- To impart technical knowledge on soil health management to the fertiliser / prospective dealers
- To provide knowledge about the rules and laws governing fertilisers
- To develop the fertiliser / prospective dealers as para extension professionals on soil health management

### Methodology

The program is organised continuously for a period of 15 days as a residential program for fertiliser / prospective dealers. Each batch has a total of 30 candidates. The program consists of both class room sessions and hands-on experience by the resource persons from the Agricultural University, Research station, freelancers and other experts on the subject and field / exposure visits to nearby agricultural farms / INM plots of the Agricultural University/ Research Organisations/ KVKs / innovative farmers field, etc. The field visit is meant to help them to acquire knowledge on recent advancements in soil health management.

### Evaluation

The performance of the candidates is evaluated based on a Midterm Examination, Final Examination, Assignment and Viva – Voce.

### Course Fee

The program is conducted on a self-finance basis. The course fee is Rs.12500.00 per candidate for 15 days for a batch of 30 candidates.

## Program Implementation

As per the guidelines, MANAGE is the National level Implementing agency, while SAMETI is the Nodal agency at the State Level. The SAMETI organizes the program through various Nodal Training Institutes such as State Agricultural Universities (SAUs), Agricultural Colleges, KVKs, ATMAs, DATC/FTCs and NGOs etc. at the district Level.

## Progress during 2019-20

During 2019-20, a total of 1710 fertiliser dealers in 57 batches have successfully completed the CCINM program in the states of Bihar, Haryana, Karnataka and Uttar Pradesh. Currently, a total of 2010 fertiliser dealers / candidates are undergoing CCINM program in 67 batches in the states of Bihar, Haryana, Karnataka and Uttar Pradesh.

**Table 1. Details of No. of Candidates who have completed the CCINM Program as on 31.03.2020**

Sl. No	Name of the State	Number of Batches (completed as on 31.03.2020)	Number of Candidates (Completed as on 31.03.2020)
1.	Bihar	12	360
2.	Haryana	06	180
3.	Karnataka	03	901
4.	Uttar Pradesh	36	080
<b>TOTAL</b>		<b>57</b>	<b>1710</b>



## 5. Education

### Post-Graduate Diploma in Management (Agri Business Management) [PGDM (ABM)]

The economic reforms in 1991 brought major structural changes in the economy, which eventually transformed the Indian agricultural landscape in a major way. This has thrown open unparalleled opportunities in the Agribusiness sector in the country.

These and other concurrent forces of changes placed considerable demand for managerial skills in the Agribusiness sector. 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 aims at enabling meritorious agricultural graduates to acquire the critical competencies to function as effective Agri-business managers. The program is recognized by the All India Council for Technical Education (AICTE) and accredited by the 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

Criteria for short-listing and selection of candidates, include the CAT Score, Work Experience, Academic Record, Paper Writing, Group Discussion and Personal Interview.

#### Program Design

The Program combines a 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.



The course curriculum of PGDM (ABM) was reviewed and revised by an expert panel to keep it updated and in tune with changing industry needs. Forty-three subjects (116 credits), 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, Logistics and Supply Chain Management, Brand & Agri Product Management, Rural Advertising and Communication, Commodity Futures, Trading and Options, Participatory Extension Management, Operations Research, Quantitative Techniques for Agribusiness, E-Commerce and Digital Marketing, Consumer Behavior etc.

### **Village Visit**

During the Village Visit students spend a fortnight in the rural areas among the rural folk, which provides 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 the students prepare a report analyzing and identifying the bottlenecks in development and opportunities for growth.

### **Summer Internship**

Summer Internship during the fourth trimester, provides practical field experience to the students. The students take up an assignment offered by Agribusiness companies, which helps 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 2018-20 batch are placed for Summer Internship.

Companies, which offered internship to the students are: "Adama, ASCI, BASF, Bayer Crop Science, Cargill India, Coromandel International Ltd., Corteva Agriscience, CRISIL Ltd., Escorts

Limited, FMC, Godrej Agrovet Ltd., Grow Indigo, ICRISAT, ITC-ABD, ITC-FBD, Mahyco, Nedspice, PwC India, Sam Agritech, Samunnati, UPL Ltd., Technoserve”. The students also take up other short-term projects and assignments.

### **Industrial Visit**

Students undertake an industrial visit during the fifth trimester, 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) 2018-20 batch visited over 150 companies and made presentations to the senior executives.

### **SPICE**

A quarterly newsletter – SPICE is brought out by PGDM (ABM) students. The 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**

Twenty nine companies visited the campus and recruited all the graduates for the 2018-20 batch. The CTC offered ranged from Rs. 5.50 - 18.50 lakhs per annum, the average CTC being Rs.10.05 lakhs per annum.

Companies which recruited the students are: “Agriwatch, BASF, Basix Sub-K iTransactions Ltd., Coromandel International Ltd., CRISIL, Green Agrevolution Pvt. Ltd. (Dehaat), Dhanalaxmi Seeds, Federal Bank, Godrej Agrovet, HDFC Bank, IDFC First Bharat Ltd., IDFC First Bank Ltd., ITC (ABD), Japfa Comfeed, JK Agrigenetics Ltd, Kemin Industries, Mahyco Seeds, Margdarshak Financial Services Ltd., Mordor Intelligence, Namdhari Seeds Pvt. Ltd., Ninjacart, PwC India, Samunnati, Sulphur Mills Ltd., UPL Ltd., Yes Bank”.

### **Winter Internship Program**

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.

In the month of October, 2019, all the students of PGDM (ABM) – Batch 2018-20 took up one month live projects with various agribusiness companies.

### **Program Management**

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

## Ranking of PGDM (ABM)

The program has been ranked by BUSINESS TODAY 2019 as

- 40th Best college in India
- 12th in Learning Experience
- 22nd in Living Experience

## 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 areas such as 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 that 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:

Sl. No	Company	Name and Designation
1.	Mordor Intelligence	Mr. Avinash Desamanagalam, Research Manager - Agriculture and Food & Beverage
2.	Britannia Industries Ltd.	Mr. Unnikrishnan Vijayan, Senior Manager, Purchase
3.	Godrej Agrovet Limited	Mr. Anil Gupta, Head of Marketing Mr. Ritesh Deshmukh, DGM- Crop Protection Business
4.	Sumitomo Chemicals India Ltd.	Mr. Sudheer Kumar, Marketing Lead- Herbicides
5.	Ratnadeep Supermarket Pvt. Ltd.	Mr. KVS Narasimha Rao, Head F&V
6.	Limagrain India	Mr. Satish G S, Managing Director
7.	Nestle India Ltd.	Mr. Mukesh Kumar, HOD Procurement (Commodities & Ingredients), Mr. Ashish Bhatnagar, Manager (Procurement)
8.	Ninjacart (63Ideas Infolabs Private Limited)	Mr. Anto Clinton, Associate Director
9.	Digital Green	Mr. Pritam Kumar Nanda, Regional Manager Ms. Archana, Deputy Head- AP & TS
10.	Japfa Comfeed India Pvt. Ltd.	Mr. Hemant Vagare, AGM HR
11.	Reliance Industries Ltd.	Mr. J.V. Narasimham, Ex- Vice President
12.	DS Group	Ms. Simin Askari, Vice President- Corporate Human Resources
13.	East West Seeds	Mr. Chandramoorthy T., Commercial Director
14.	PwC India	Mr. Ravindra Grover, Associate Director Mr. Ankoor Banerjee, Senior Associate - Campus Relations and Branding - Talent Acquisition
15.	BASF	Mr. Brahmanand Mallik, Head - Business Planning, Crop Protection Division

16.	Coromandel International Ltd.	Mr. Sankarasubramanian, President (Fertilisers) Mr. Kalidas. P, Executive Vice President Marketing (Fert & Org Fert) Mr. Madhab Adhikari, AVP – Sales & Marketing (SND) Mr. Sabyasachi Ray, Sr. GM – HR (CPC BU) Mr.Prabhu Swamy K, Sr. AVP & Head – Formulation – Sales & Marketing (CPC)
17.	Ab In Bev	Mr. Akhil Srivastava, Director South Asia
18.	Samunnati Group	Mr. Ganesh G C, Senior VP, Business Mr. Ram Mohan, VP, Business
19.	UPL Ltd.	Mr. BVS Satish, SBU LEAD, UPL
20.	Corteva Agriscience	Mr. Bibin Philip, Talent Acquisition Leader Mr. Sanjeev Gulati, Field Force Effectiveness Manager ( Seed & Crop Protection) South Asia
21.	CRISIL	Mr. Pushan Sharma, Associate Director
22.	IDFC First Bank & IDFC Bharat	Mr. Guruprasad VR, State Business Head- Karnataka Mr. Venugopala Raju, State Business Head- AP Mr. Amruthavel C, Zonal- HRBP
23.	Cargill Animal Nutrition India	Mr. Kaushik Sinha, Director - Strategic Marketing & Technology
24.	Mahyco Grow	Dr.Chandrakumar Saragur, Business Unit Head Mr. Shankar Nalawade, National Marketing Manager
25.	FMC	Mr. Bakul Joshi, Marketing Head- India
26.	Basix Sub-K	Mr. Chandrasekhar P., DVP-People Management Mr. Gowri Devi, AVP- Operations Mr. Namrata Sehgal, AVP- Marketing & SPM
27.	Sulphurmills Limited	Ms. Lavita Theroth, DGM – HR & Admin Mr. Jayarami Reddy, VP – Sales & Marketing
28.	KPMG	Mr. Nirvana Bhattacharya, Associate Director Mr. Iftekhar Khan, Manager
29.	Bilt Ltd.	Mr. Mukesh C Madhukar, VP - Purchase
30.	Syngenta	Mr. Joydeep Das, Product Manager-Corn Seeds
31.	Herba Life	Mr. Shashi Shekar, Director - Global Strategic Sourcing
32.	Bayer Cropsciences Ltd.	Mr. Arindam Mukherjee, Project Manager, Crop- efficiency APAC
33.	SBI	Mr. Vishal Jain, Regional Sales Manager
34.	Premier Irrigation Adritec Pvt. Ltd. - India	Mr. JV Ratnam, Vice President
35.	ADM India	Mr. Pallav Vibhu, Assistant Manager Branded Oils

### Moments of Pride

The students participated in competitive events in prestigious management institutes and organizations such as IIM-Ahmedabad, IIM-Ranchi, ISB- Hyderabad, IIM- Trichy, IIT-Madras, IIT-Hyderabad, IMT- Ghaziabad, IMT- Hyderabad, NAARM- Hyderabad, CCSNIAM- Jaipur, NMIMS- Bangalore, SIBM Hyderabad, NTPC etc., and won awards..

## Events

### MANAGE PGDM (ABM) organized the following events:

- The B-Fest “Krishi Chanakya” was conducted on August 16 and 17th, 2019 with events such as 'Akanksha' (a B-Plan competition), 'Khoj' (a Social idea), 'Sushodh' (a Case study competition), 'Vishleshan' (a financial model), 'Shikhar' (an Agri summit), 'Dhurina' (Best Manager), 'Arthacharya' (A Business Idea), and HR Workshop. This year's Krishi Chanakya had a new event based on Data Analytics, namely 'Dattansh'. The students from reputed institutions such as IIMs, IITs, XLRI, SIIB, SIMS, and other B Schools participated in the B-School competitions in large numbers.
- 'Unnayan', an online event for Undergraduate students was conducted in January 2020 with events such as 'Quizzard' (Quiz), Bulls & Bears (Simulation), Glimpse (Photography), Paparazzi (Videography), Agrigraphy (Article Writing), Incept (Start-up Idea) and Espansione (Marketing Competition).
- The Literary Fest – 'Lit-O-Mélange' was conducted from February 22-24, 2020. A total of 12 events were organized this year including Debate, Collage, Extempore, Poetry, Tiny Tales and Article writing, Quiz Competition and Business Tambola, with a few online events.
- An inter-college Sports Meet, 'Olympus-2020' was conducted during February 1- 3, 2020. Apart from MANAGE students, the students from IBS, TISS, SIBM, PJSTAU, IIPM and 9 other colleges across the country participated in this mega event.
- Zenith-2020 – a Sports Meet, was conducted from January 21st and 22nd, 2020. The students participated in all the major sports events like shuttle badminton, lawn tennis, squash, volley ball, basketball, table tennis, snooker, and 8 other games.
- Alumni Meet – MANAGE has a strong alumni network of around 900 members, many of them in senior positions in the agribusiness sector. The annual Alumni Meet of PGDM (ABM) was conducted on 18th August, 2019.
- Convocation – The 5th Convocation of MANAGE – PGDM (ABM) was conducted on 18th August, 2019 for the PGDM (ABM) – Batch 2017-19. Shri L.V. Subramanyam, IAS, Chief Secretary, Government of Andhra Pradesh was the Chief Guest on the occasion.



## Other Activities

### Stock Investment Scheme

The 'Stock Investment Scheme' for the students was introduced in 2015 to familiarize the students with the functioning of the Stock Market and to promote the habit of investment. An amount of Rs.2,000/- per student is transferred from students' caution deposit to student teams for investment in the Stock Markets. They are oriented to the dynamics of the Stock Market through mock Stock Trading and through guest lectures from reputed investment bankers.

### Own your Book Scheme

This scheme is being implemented for senior and junior batch students. Under the Scheme, an amount of Rs.5,000/- per year is charged from each student along with the tuition fee and relevant subject specific books are given to the students permanently.

### Health Insurance Scheme

'Health Insurance Scheme' was introduced for all the students in 2014 wherein the students are insured to take care of their in-patient treatment cost during hospitalization.

### MANAGE – Merit-cum-Means Scholarships

The scholarships are given for students whose income does not exceed Rs.6 lakhs per annum and who also excel in academics. Annually 20 scholarships are dispersed, each with a value of Rs.1 lakh.

### Academic Merit Scholarships

There are annual academic merit scholarships for course toppers, attendance toppers, subject toppers for first year and second year students. The value of the scholarships ranges from Rs.7,500/- to Rs.15,000/-.



## Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

A strong, vibrant and responsive extension delivery mechanism with an expanded mandate is a pre-requisite for achieving faster, sustainable and more inclusive growth in agriculture. Agricultural extension needs to assume new challenges and reforms in terms of content, approach, structure, processes and their delivery and implementation. There are around one lakh public extension functionaries in India. These extension functionaries shoulder a challenging responsibility of providing extension support to a large population of farmers. They can play a vital role in addressing serious concerns in Indian agriculture such as majority of farmers being small land holders, huge yield gaps, disparity in use of inputs and deteriorating natural resources. The public extension system is indispensable and needs strengthening to match the pace and diversity of Indian agriculture.

Besides this, there are a large number of private extension players like agribusiness companies, farmers' organizations, agripreneurs, input dealers, NGOs and cooperatives complementing, supplementing and also working in partnership with public extension system at the grassroots level. There is a need to encourage and empower them through capacity building for improving their effectiveness in extension delivery system.

Realizing the paramount importance of public and private extension system, MANAGE had launched a one-year Post-Graduate Diploma in Agricultural Extension Management (PGDAEM) on a distance learning mode in 2007 under the Centrally Sponsored Scheme "Support to State Extension Programme for Extension Reforms." The States get 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 percentage share, is contributed by the concerned State Governments.

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

### Course Structure and Content

The program has 30 credits and is offered in two semesters. One credit is equal to 30 hours of study. There are five courses with five assignments, one in each course in the 1st semester and four courses with one assignment in each course and project work in the 2nd semester. The program is supported with printed reading material, e-learning resources (Pre-Recorded DVD module) and Lecture series-cum-contact classes. The Lecture series-cum-contact classes are

organized at the State Agricultural Management & Extension Training Institutes (SAMETIs) or any identified institute of the respective State for five days in each semester, well in advance of the commencement of examinations.

## Framework of Courses for Semester I & II

### Semester I

Course No	Name of the Course	Credits
AEM 101	Introduction to Agricultural Extension	3 credits
AEM 102	Facilitation for Development	2 Credits
AEM 103	Communication for Development	4 Credits
AEM 104	Gender Mainstreaming for Agricultural Developmen	3 Credits
AEM 105	Leadership and Management Skills	3 Credits

### Semester II

Course No	Name of the Course	Credits
AEM 201	Rural Sociology	2 credits
AEM 202	Farm Business Management	4 Credits
AEM 203	Planning for Agricultural Management	3 Credits
AEM 204	Extension for Sustainable Agricultural Development	3 Credits
AEM 205	Project work	3 Credits

### Eligibility Criteria

Extension functionaries who have graduated in Agriculture and Allied sectors such as Horticulture, Veterinary, Fisheries etc. and other Graduates currently employed in the departments of Agriculture / Allied sectors of Central / State / UT Governments and State Agricultural Universities (SAUs) are eligible to enroll for the program. Preference is given to government extension functionaries in the above Departments. Block & Assistant Technology Managers (BTMs & ATMs) of ATMA and Subject Matter Specialists (SMSs) of Krishi Vigyan Kendras (KVKs) are also eligible for the program. Graduates in Agriculture, Allied subjects and other Graduates working in Agri-business companies, NGOs, Cooperatives, Farmers' Organizations, Agri-entrepreneurs and Input dealers are also eligible.

### Progress

A total of 19172 candidates have enrolled in PGDAEM (in twelve batches), of which 13,306 candidates have successfully completed the diploma program and the remaining are in the process of completion. The progress in PGDAEM is as mentioned below.

## Progress in PGDAEM up to 31.03.2020

S. No.	Batches	No. of enrolled candidates	Passed	Absent	Partially Completed	Remarks
1.	1 to 11 (Financial Years 2007-08 to 2017-18)	18160	13306	3172	1682	88.21 % Pass percentage up to 2017-18 (out of total appeared candidates)
2.	12th batch (Financial Year 2018-19)	1012	<b>2nd Semester Results are awaited</b>			
	<b>Total</b>	<b>19172</b>				
3.	13th batch (Financial Year 2019-20)	Received 554 applications from 14 States and applications from 12 States are yet to be received. The expected enrollment for the 13th batch is 900				

- Certificates were issued in July 2019 to 847 successful candidates of the eleventh batch.
- First semester examinations of 2018-19 (12th) batch and supplementary exams of I & II semesters of 2017-18 (11th) batch were conducted. During February 2020 certificates were issued to 126 candidates of 2017-18 batch who had successfully completed in September 2019. Keeping the change of syllabus in view, opportunity was given to all the backlog candidates to attend the exam.
- The process of curriculum review and revision of syllabus of PGDAEM has been initiated. Content development in English is completed. Translation of the developed content into Hindi and recording of video lessons is under progress.
- The process of enrollment for the 2019-20 (13th) batch was started in November, 2019 and admission process is under progress.

## PGDAEM Afghanistan

The PGDAEM program was launched for the officials of Ministry of Agriculture, Irrigation and Livestock (MAIL), Afghanistan in collaboration with MANAGE, on a distance learning mode in May 2017. Sixty eight candidates had enrolled, of which 48 candidates are continuing. The First & Second semester supplementary examinations were held in July, 2019. Issuing of certificates is under progress for 20 successful candidates. Certificates are kept ready for dispatch.

## Online PGDAEM – MOOCs

### The PGDAEM program is also offered online on MOOCs platform

- A total of 240 candidates enrolled in the 5th and 6th batch 2018-19.
- Registrations for the 7th batch is open from 1st January, 2020 to 31st March, 2020 and 1276 candidates registered up to 31st March, 2020.
- The exams for the 5th batch II semester and 6th batch I semester are completed and the results are awaited.

## 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 was 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 launched the “Certified Farm Advisor/ Certified Livestock Advisor” Program in association with ICAR institutes/SAUs and other elite Institutes for extension officers in agriculture and allied sectors.

The objective is to create a cadre of “Certified Farm Advisors/ Certified Livestock Advisors” by suitably enhancing the core competencies of public and private extension professionals in appropriate technologies of agriculture and allied sectors to enable them to deliver effective “technical advisory services” and thereby address the field level problems faced by farmers.

### Structure of the Program

The program consists of three modules.

**Module – I:** The duration of this Module is three months and deals with sector specific latest technologies and management aspects. This Module is administered through an e - platform (MOOCs) 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 computers is required for enrollment.

**Module –II:** Those who have completed Module –I are 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 try to apply their learnings in the field at their respective place of work. The candidates are provided handholding support for eight months by Mentor Scientists from the same Institute where they have undergone Module-II. The hand holding is in the form of technical guidance to the candidate whenever he/she faces any problem in the field, while applying the technical knowledge/skills acquired on the particular crop/enterprise. This helps the candidate to develop a holistic understanding on the practical aspects of specialization. By the end of Module-III, the candidate is expected to be competent enough to solve the field problems and provide better advisory services to the farmers.

After completing the three Modules, the competency of the candidates is assessed on the chosen their specialization, and he/she is 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 is expected to acquire good knowledge on a particular Crop/Enterprise. After recognizing the candidate as a “Certified Farm / Livestock Advisor”, MANAGE displays their names on its website so that the stakeholders could verify the credentials of the Advisors and avail their services. This program helps 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

Extension Officers/Agripreneurs, up to an age of 55 years, who have graduated in Agriculture, Horticulture, Animal Husbandry and other agriculture related courses, and are computer literate are eligible for enrolment.

## Fee

The course fee for 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 2019-2020

The progress of the Program during April 2019 to March 2020.

1. Final evaluation of Module – III (2018-19) is in progress
2. Letters were sent to the Nominated / State Departments regarding completion of all the three modules and informed to utilize the Certified Farm / Livestock Advisors in Academic, Training of extension functionaries and farmers and extension activities related to their specialization.
3. A total of 228 candidates were enrolled for the academic year 2019 -20.
4. Candidates enrolled for 12 specializations. Thirteen programs of Module –II (15 days training) were scheduled (Organic farming conducted in two batches) with concerned ICAR institutes and successfully completed. Module – III is in progress.
5. Ten success stories of Certified Farm / Livestock Advisor trainees have been uploaded on MANAGE website.
6. Information about Certified Farm/ Livestock Advisors of Medicinal and Aromatic Plants, Fruits and Poultry has been displayed on MANAGE website.
7. Three Videos documenting experiences of Certified Farm / Livestock Advisor program were recorded in MANAGE MOOCs Lab and uploaded on MANAGE “You Tube”.

8. A total amount of Rs.12,80,000 (Rupees Twelve lakhs and eighty thousand only) was collected towards course fee and credited into MANAGE account.
9. A total of 89 applications have been received so far for the academic year 2020-21.
10. As on date a total amount of Rs.2,30,000/-(Rupees two lakhs and thirty thousand only) was received towards course fee from 2020-21 batch and the same has been credited into MANAGE account.

### Details of Module – II Organized at various ICAR institutes

Sl. No	Name of the ICAR Institute	Specialization	Schedule
1.	Indian Institute of Seed Science, Mau, Uttar Pradesh	Seed Technology	23/09/2019 to 07/10/2019
2.	ICAR - Indian Institute of Farming Systems Research, Modipuram, Meerut, Uttar Pradesh	Organic Farming	Batch I: 10 to 24 October, 2019. Batch II: 05 to 19 December, 2019
3.	ICAR- Indian Institute of Pulses Research, Kanpur, Uttar Pradesh	Pulses	10-24 October 2019
4.	ICAR-Indian Institute of Rice Research, Hyderabad, Telangana	Rice	10-24 October 2019
5.	ICAR - Indian Institute of Vegetable Research, Varanasi, Uttar Pradesh	Vegetables	10-24 October 2019
6.	ICAR - Indian Institute of Spices Research, Kozhikode, Kerala	Spices	11-25 November 2019
7.	ICAR-Indian Institute of Horticultural Research, Bangalore, Karnataka	Fruits	12 - 26 November 2019
8.	ICAR-Central Sheep and Wool Research Institute, Avikanagar, Rajasthan	Sheep	21 November to 05 December 2019
9.	Central Institute for Research on Goats, Makhdoom, Mathura, Uttar Pradesh	Goats	26 November to 10 December 2019
10.	Central Institute for Research on Cattle, Meerut, Uttar Pradesh	Cattle	3-17 December 2019.
11.	Directorate of Poultry Research, Rajendranagar, Hyderabad	Poultry	3-17 December 2019.
12.	ICAR - Indian Institute of Millets Research, Rajendranagar, Hyderabad Telangana.	Millets	22January-05 February 2020

## Post Graduate Diploma in Agri-Warehousing Management (PGDAWM)

Understanding the importance of warehousing in agricultural development, MANAGE has introduced an educational program on agri-warehousing management called Post Graduate Diploma in Agri-Warehousing Management (PGDAWM). The program is offered online through MOOCs platform.

### Objective

The Course, introduced during 2018-19, aims at building a pool of warehouse professionals with capacity to manage warehouses efficiently.

### Course Structure and Content

The course covers different components of agri-warehousing. The content is offered over two semesters. Reading material on each subject covered under the program is provided to the students. The content of the program is also offered through video lectures to facilitate easy learning for the enrolled candidates. Submission of assignment in respect of each subject in addition to online examination is mandatory to complete the course. In order to provide field exposure to the enrolled candidates, there is provision of exposure visit, expecting participants to visit a warehouse and prepare a report based on the experience gained. Each candidate is required to undergo the exposure visit for gaining practical exposure and completing the course.

Every year two new batches are announced. A total of 90 candidates have been enrolled in the 2nd batch of the course announced during 2019-20.



## 6. Information and Communication Technology Support

This Centre for Knowledge Management, ICT and Mass Media focuses on developing concepts and operationalizing a Knowledge Management Strategy for agriculture and allied sectors, building capacity on Information and Communication Technologies (ICTs) etc.

Information and communication technology support in the institute 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. There is a Video-conferencing facility to facilitate communication with various institutions. The information on MANAGE training and education programs, projects and publications, is regularly updated on the website at [www.manage.gov.in](http://www.manage.gov.in) both in Hindi and English. Officers can register online for Training programs. Information and updates on Government of India sponsored schemes implemented by MANAGE and other programs are available on the website.

### Training Programs/Workshops

During the year, 16 trainings programs were organized on ICT themes such as e- Extension in Agriculture and Allied Sector, e-Governance, and project management skills etc. one workshop was organized on eNBAT.

#### Research Projects

### 1. Pro-SOIL Project

MANAGE is leading the project “Soil Protection and Rehabilitation for Food Security in India (Pro SOIL)” with GIZ, which aims to implement sustainable approaches to the protection and rehabilitation of degraded soils, including soil fertility, in selected areas of India. In total, an area of 43,000 ha which has previously been under watershed development programmes is being covered in five districts of Maharashtra (Ahmednagar, Amravati, Dhule, Jalna and Yavatmal) and two districts of Madhya Pradesh (Balaghat and Mandla). 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. The project period has been extended to March 2021.

### 2. Implementation of ICT enabled Advisory Services in KfW Project

NABARD is associated with the implementation of a strategically important project, namely – 'Integration of Watershed Development for Rehabilitation of Degraded Soils and Climate Change Adaptation' in collaboration with KfW in partnership with GIZ, as part of the Indo-German Bilateral Cooperation. MANAGE has been implementing the innovative ICT enabled advisory platform “NICE System”, already created under GIZ ProSoil project for implementation of ICT enabled advisory services in the KfW Soil project areas of Andhra Pradesh, Chhattisgarh, Karnataka, Odisha and Telangana to offer quality advisory services to the farmers.

KfW- NABARD envisages to implement ICT based agro-advisory platform in five states covering 24560 farmers in 122 watershed villages of 31 districts.

Advisory is prepared on the major crops grown in the project areas based on issues identified during season and diagnostic field visits. A multimodal advisory including SMS, Video URL's, Posters and documents were prepared and disseminated to the farmers through the niceSSM portal. Crop bulletins covering all the aspects of production, protection and post-harvest were prepared and published in the local language which will be distributed to CRP's in both hard and soft copies to use as a ready resource to provide necessary advisory to the farmers in future. MANAGE has published several videos in its YouTube channel on several aspects of farming.

These video URLs and other video URLs developed by State Agricultural Universities were also shared with CRP's through niceSSM portal. Crop posters were printed in colour by CRP's according to the cropping stage and pasted them at village Knowledge Centres and the places where farmers gather for their work. District Agro Advisory Services bulletins published by IMD twice a week were also shared with CRP's through niceSSM portal. In addition to above, the regular field problems based on the farmers feedback, query and SAUs the need based posters were prepared on real time problems and disseminated to farmers. A total 1868378 SMS have been disseminated to farmers in the form of 2484 advisories. The project period has been extended to December 2020.

### **MOOCs online Learning Programs**

MOOCs: MANAGE initiated an online eLearning program called Massive Open Online (MOOC) courses to address challenges of agricultural extension in a rapidly growing and diverse agriculture sector. The Post Graduate Diploma in Agricultural Warehousing Management (PGDAWM) is a one year online program on MOOCs, initiated for not only Indian officers but also extended worldwide. The PGDAWM MOOCs has course content in the form of Videos, PPTs, lecture notes, quiz etc. to strengthen the knowledge of a learner. At the end of the each semester, the students submit assignments and take the final examination online.



## 7. Library, Documentation and Publications

The library supports training, teaching, research activities and other programs of the Institute through information services in the relevant areas. Library resources include books, journals, reports, articles, databases on focus areas of the Institute. The Library subscribes to online Databases viz., 'Commodities', which provides information on prices, market intelligence, forecasts for agricultural crops and 'India Stats', which gives access to statistical information on India. 'ProQuest' is an e-journal database. These databases can be accessed by faculty, staff and students.

Reference and literature search services, are provided on request. Periodic alerts are sent to faculty to inform about new resources added to the collection and latest journal articles. Abstracting and indexing services are also provided to faculty on focus areas of projects and programs. The Library is sending news alerts on agriculture and allied sectors to faculty and students on a daily basis through email. The database of Library books and articles is maintained through Libsys.

### Documentation and Publications

Information on agricultural extension and allied sectors, approaches, research in extension is disseminated through various publications.

- ▶ The Journal of Agricultural Extension Management is a half-yearly publication which includes articles in the field of agricultural extension and allied sectors. Two issues were published and disseminated during the period under review.
- ▶ The Extension Digest is a synthesis of information on selected themes of current concern in agriculture and allied areas. One issue was published during the period on “Ecologically Sustainable strategies for Pest Management”.
- ▶ MANAGE Bulletin is a bi-monthly newsletter covering updates on MANAGE training, education, research, consultancy, implementation of schemes, events, etc.
- ▶ MANAGE International e-Bulletin, a monthly newsletter reports events pertaining to Feed the Future India Triangular Training (FTF-ITT) Program.
- ▶ Spice, a quarterly newsletter from PGDM (ABM) features campus news, industry-interface program, events and articles by students.

### Publications from Various Centers Discussion Papers

1. Mohit Kumar, Suchiradipta Bhattacharjee and Saravanan Raj (2019). Reshaping the Future of Agriculture: A Youth and Social Media Perspective. Discussion Paper 6, MANAGE, CAEIRA.

2. Anjana, S. R, Suchiradipta Bhattacharjee and Saravanan Raj (2019). Information Sources and Awareness Level of Rural Communities on Food and Nutrition Security. Discussion Paper 7. MANAGE, CAEIRA.
3. Sheikh Shubeena, Suchiradipta Bhattacharjee and Saravanan Raj (2019). Assessment of Core Competencies of Livestock Extension Professionals of Jammu and Kashmir State of India. Discussion Paper 8, MANAGE, CAEIRA.
4. Nagesh, G and Saravanan Raj (2019). Impact of ICTs on Agriculture Growth and Development: Case Studies from Karnataka Region, Discussion Paper 9, MANAGE, CAEIRA.
5. Anupam Anand and Saravanan Raj (2019). Agritech Startups: The Ray of Hope in Indian Agriculture. Discussion Paper 10, MANAGE, CAEIRA.
6. Vincent. A & Balasubramani. N. (2019). Extension Advisory Services for Climate Smart Agriculture- A Case of Anantapur District, Andhra Pradesh, India. Discussion Paper, MANAGE, CCA.

### Books and Reports

1. Extension Guidelines for Pest/Vector Management in Human Habitations. (2019)
2. Making agricultural Insurance in India farmer-Friendly and climate resilient – Way forward – Report. (2019)
3. Scaling Agri-Startups: Promoting Innovations – RKVY – RAFTAAR: Startup Agribusiness Incubation Program (SAIP) (2020).
4. Agri-Startups: Seeding the Ideas - RKVY – RAFTAAR: Agripreneurship Orientation Program (AOP) (2020)
5. District Pest Management (DPMP): Post Project Impact Evaluation Report. (2020).
6. Nimisha Mittal, Rasheed Sulaiman V and N. Balasubramani (2019). Good Practice Notes on DAESI – Capacity development of Agricultural Input dealers in India through the DAESI Programme, Agricultural Extension in South Asia (AESA).



## 8. Promotion of Official Language

MANAGE is committed towards implementation of Official Language of the Union. MANAGE being a training institute focusses on providing training material in bilingual form to its trainees. During the period under report four new training materials were prepared in Hindi and English and distributed to the trainees. Six research report briefs under the Centre for Agricultural Extension Innovations, Reforms and Agripreneurship were prepared in Hindi and uploaded on MANAGE website. A News Letter on Urban Farming was also translated into Hindi Language and distributed to the stakeholders. The Annual Report and Annual Accounts along with Audit Report for the year 2018-19 were prepared in bilingual form and placed in both the Houses of Parliament.

As a regular activity, quarterly meetings of the MANAGE Official Language Implementation Committee were conducted in all the four quarters and reports were submitted online as well as sent to the Department of Official Language, Ministry of Agriculture and Farmers Welfare, 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 bi-lingual form. To encourage the internal notings on files, MANAGE staff are divided into two groups and regular Hindi Classes are scheduled apart from the Quarterly Hindi workshop. Innovatively MANAGE started to show a short film in Hindi once in a month and the terminology of the film is discussed after the show. Improvement in spoken Hindi of faculty, officers and staff is the expected outcome of this initiative.

MANAGE was awarded as second best Implementation Office by TOLIC-4 (CGO) of Hyderabad-Secunderabad under the category of offices having staff strength less than 100. During the period under Report, Hindi fortnight was observed during 4th to 19th September, 2019 by organizing different activities for promotion of the Official Language. Various competitions were organized for the staff and students of PGDM (ABM) and prizes were distributed to the winners on Hindi Day.



## 9. Administration and Accounts

The General Council of MANAGE which is presided over by the Hon'ble Union Agriculture Minister, Government of India exercises overall control and issues policy directions for the efficient management and administration of the Institute. The Hon'ble Minister of State for Agriculture and the Secretary, Ministry of Agriculture 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.

Subject to the overall control and directions of the General Council, the Executive Council of MANAGE oversees the implementation of policy matters and activities of the institute in accordance with the Rules and Bye-laws. The Executive Council is chaired by the Secretary, Ministry of Agriculture and Farmers Welfare, Government of India. The composition of the Executive Council is given in 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.

### Funds

The Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India 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 Gol funds. Implementation of the Right to Information Act, 2005 MANAGE received a total 50 RTI applications including 5 first appeals and 1 second appeal during 2019-20 in the 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 the year.

### Meetings

The following meetings were held during the period under report:

#### Executive Council Meetings

The 72nd Meeting of the Executive Council was held on 5th April 2019 at Krishi Bhawan, New Delhi and the 73rd Meeting was held on 12th February 2020 at Krishi Bhawan, New Delhi, under the

chairmanship of Shri Sanjay Agarwal, IAS, Secretary, Department of Agriculture, Cooperation & Farmers Welfare, GoI. The Council reviewed the progress of activities of the Institute.

### **Academic Committee Meeting**

The 24th Meeting of the Academic Committee of MANAGE was held on 27th February 2020 at MANAGE, Hyderabad. The Meeting was chaired by Smt. G. Jayalakshmi, I.A.S., Director General, MANAGE. Academic Committee included; nominees from the EC members and representatives from Ministry of Farmers Welfare, Vice Chancellors from State Agriculture Universities, eminent Scientists/Researchers from Agricultural Research Institutes, Professors from management institutes, representatives from EEs and MANAGE faculty members. The Director General MANAGE briefed on the progress of training programs, research activities and educational programs of MANAGE during 2019 – 2020 and on programs planned for 2020 – 2021 to address the training and capacity needs of agricultural extension professionals. The Committee reviewed the academic activities of MANAGE and approved the Academic Calendar for 2020-21.



# Annexures



**Annexure I**
**General Council Members of MANAGE**

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 Narendra Singh Tomar Hon'ble Union Minister for Agriculture Ministry of Agriculture & Farmers Welfare Krishi Bhawan, New Delhi – 110 001
ii	Two Vice-Presidents of MANAGE: The Minister of State Agriculture, MOA, GOI and  Secretary, Department of Agriculture & Cooperation, Ministry of Agriculture, GOI	2	Shri Parshottam Rupala Hon'ble Minister of State for Agriculture, Ministry of Agriculture & Farmers Welfare Government of India Krishi Bhawan, New Delhi – 110 001
		3	Shri Sanjay Agarwal, IAS Secretary (Agriculture, Cooperation & Farmers Welfare), Department of Agriculture, Cooperation & Farmers Welfare, MAFW, Govt. of India, Room No. 115, 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	Shri Ramsinh Parmar, 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	Sh. Goli Madhusudhan Reddy S/o. Shri Narayana Reddy, H.No: 7-8-119, Srinagar Colony, Panagal Road, Nalgonda, Telangana – 508 001
		6	Sh. K.V.Kannan, S/o. Shri M. Viswanathan, No.1, Omampuliyur Road, District – Cuddalore, Kattumannarkoli –608301 (Tamilnadu)
		7	Sh. 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
<b>Ex Officio Members</b>			
v	Director General, NIRD&PR	8	Dr. W R Reddy, IAS Director General National Institute of Rural Development and Panchayati Raj Rajendranagar, Hyderabad - 500 030
vi	Director General, NIAM	9	Dr. P. Chandra Shekara 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 Phone: (Off.) 011-23382629, 23386711; Fax: 11-23384773; E-mail: dg.icar@nic.in
viii	a) Additional Secretary b) Joint Secretary incharge of Extension c) Financial Adviser in the Ministry / Department of Govt. of India dealing with MANAGE	11	Smt. Vasudha Mishra, IAS Additional Secretary Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India, Room No. 134, Krishi Bhawan, New Delhi 110 001. Email: asc-agri@gov.in
		12	Shri Atish Chandra, IAS Joint Secretary (Extension/IT) Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India, Room No. 247-A, Krishi Bhawan, New Delhi 110 001. Email: catish@ias.nic.in
		13	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
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
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 (Agri., Govt. of Tamilnadu, 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-781022 (Assam)
xiii	The Director General of MANAGE appointed by the Government of India, Ministry of Agriculture. <b>(Ex Officio Member &amp; Member – Secretary)</b>	22	Smt.V. Usha Rani, IAS (upto 23/10/2019) Smt. G. Jayalakshmi, IAS (from 24/10/2019) Director General National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad -500 030, Telangana
xiv	Two Vice-Chancellors of Agricultural Universities (by rotation) or their nominees not below the rank of Director (Ex-officio Members)	23	Vice Chancellor, Central Agriculture University, Imphal (Manipur)
		24	Vice Chancellor, DAU, Sardar Krushi Nagar, Dantiwada, Banaskantha, Gujarat

## Executive Council Members of MANAGE

Rule No.	Composition of Executive Council	Sl. No.	Name & Address of the Member (Chairman, Officials & Non-official Members)
5.1 (i)	<b>Ex-Officio Members</b>		
a)	Secretary (A & C) as Vice President of the MANAGE shall be chairman of the Executive Council	1	Shri Sanjay Agarwal, IAS Secretary (Agri., Cooperation & Farmers Welfare) Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India, Room No. 115, Krishi Bhawan, New Delhi 110 001. Email: secy-agri@gov.in
b)	Additional Secretary in-charge of Extension in the Ministry/ Department, Government of India dealing with the MANAGE shall be the Vice-Chairman of the Executive Council	2	Smt. Vasudha Mishra, IAS Additional Secretary Department of Agriculture, Cooperation & Farmers Welfare Ministry of Agriculture & Farmers Welfare, Government of India, Room No. 134, Krishi Bhawan, New Delhi 110 001. Email: asc-agri@gov.in
c)	The Director General of MANAGE	3	Smt. V. Usha Rani, IAS (upto 23/10/2019) Smt. G. Jayalakshmi, IAS (from 24/10/2019) 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 Atish Chandra, IAS Joint Secretary (Extension/IT) Department of Agriculture, Cooperation & Farmers Welfare Ministry of Agriculture & Farmers Welfare, Government of India, Room No. 247-A, Krishi Bhawan, New Delhi 110 001 Email: catish@ias.nic.in
		5	Shri B. Pradhan, IAS Additional Secretary & Financial Adviser, Department of Agriculture, Cooperation & Farmers Welfare Ministry of Agriculture & Farmers Welfare, Government of India, Room no. 136, Krishi Bhawan, New Delhi 110 001 Email: b.pradhan@nic.in
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	Sh. Goli Madhusudhan Reddy S/o. Shri Narayana Reddy, H.No: 7-8-119, Srinagar Colony, Panagal Road, Nalgonda, Telangana – 508 001
		7	Sh. K.V.Kannan, S/o. Shri M. Viswanathan, No.1, Omampuliyur Road, District – Cuddalore, Kattumannarkoli – 608 301 (Tamilnadu)

f)	One member to be nominated by the General Council from among the non - official members of the General Council	8	Shri Ramsinh Parmar Chairman Gujarat Co-operative Milk Marketing Federation Ltd (AMUL), Amul Dairy Road, P.B. No. 10, Anand – 388 001, Gujarat gcmmf@amul.coop chairman@amul.coop
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### Director General

1.	<b>Smt. V. Usha Rani, IAS (up to 23/10/2019)</b> <b>Smt. G. Jayalakshmi IAS (from 24/10/2019)</b>
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### MANAGE Faculty, Officers and Staff

2.	<b>Dr. P. Chandrashekara</b> (on deputation with NIAM, Jaipur) Director (Agril. Extn)
3.	<b>Dr. K. Anand Reddy</b> Director (HRD)
4.	<b>Dr. Saravanan Raj</b> Director (Agril Extn)
5.	<b>Dr. Jabir Ali</b> Director
6.	<b>Dr. K.C. Gummagolmath</b> Director (M&E)
7.	<b>Dr. K.N. Ravi Kumar</b> on deputation Director (Agril. Marketing)
8.	<b>Dr. N Balasubramani</b> Director (CCA)
9.	<b>Dr. M.A. Kareem</b> Dy. Director (Agril. Extn.)
10.	<b>Dr. G. Jaya</b> Dy. Director (HRD)
11.	<b>Dr. Lakshmi Murthy</b> Dy. Director (Doc.)
12.	<b>Shri. Shridhar Khiste</b> Dy. Director (Admn.)
13.	<b>Dr. Shalendra</b> Dy. Director (Behavioural Sciences)
14.	<b>Dr. Veenita Kumari</b> Dy. Director (Gender Studies)
15.	<b>Dr. Mahantesh Shirur</b> (on deputation) Dy. Director (Agril. Extn.)

16.	<b>Dr. B. Renuka Rani</b> Deputy Director (NRM)
17.	<b>Shri. G. Bhaskar</b> Asst. Director (Sr. Scale)
18.	<b>Dr. P. Lakshmi Manohari</b> Asst. Director (Sr. Scale)
19.	<b>Dr. A. Srinivasacharyulu</b> Programme Officer
20.	<b>Dr. Shahaji Sambhaji Phand</b> Asst. Director (Allied Extension)
21.	<b>Dr. B. Venkata Rao</b> Asst. Director (Field Coordinator)
22.	<b>Shri Ch. Naga Mallikarjuna Rao</b> Asst. Accounts Officer
23.	<b>Dr. G. Radha Rukmini</b> Medical Officer
24.	<b>Smt. N. Usha Rani</b> PS to Director General
25.	<b>Shri. John Manoj</b> Asst. Engineer (Civil)
26.	<b>Dr. K. Venkateshwar Rao</b> Computer Programmer
27.	<b>Dr. A Krishna Murthy</b> Documentation Assistant
28.	<b>Dr. K. Sai Maheshwari</b> Research Associate
29.	<b>Dr. K. Srivally</b> Hindi Translator
30.	<b>Dr. P. Kanaka Durga</b> Research Associate
31.	<b>Dr. Deshmukh Sagar Surendra</b> Training Associate
32.	<b>Shri E. Nagabhusanam</b> Stores Officer

33.	<b>Shri E. Rajasekhar</b> Office Superintendent
34.	<b>Shri T. Nagaraju</b> Office Superintendent
35.	<b>Shri Sunil Kumar</b> Mess Manager
36.	<b>Smt. V. Mangamma</b> Sr. Accountant
37.	<b>Shri K. Jagan Mohan Rao</b> Receptionist-Cum-Caretaker
38.	<b>Smt. P. Bharathi Rani</b> Sr. Stenographer
39.	<b>Smt. B. Ramani</b> Sr. Stenographer
40.	<b>Smt. K. Uma Maheshwari</b> Sr. Stenographer
41.	<b>Smt. B. Meenakshi</b> Sr. Stenographer
42.	<b>Shri B. Chakradhar Rao</b> EDP Assistant
43.	<b>Shri M. Srinivasa Rao</b> EDP Assistant
44.	<b>Shri M Venugopal</b> EDP Assistant
45.	<b>Shri K. Uday Verma</b> Telephone operator
46.	<b>Shri A. Veeraiah</b> Junior Engineer (Elec)
47.	<b>Dr. Waheeda Munawer</b> Jr. Accountant
48.	<b>Shri P. Rama Murthy</b> Cashier
49.	<b>Shri Girjesh Joshi</b> House Keeper

50.	<b>Shri M. Siva Kumar</b> Jr. Accountant
51.	<b>Smt. G. Sandhya Rani</b> Junior Accountant
52.	<b>Smt. N. Asha Latha</b> Jr. Stenographer
53.	<b>Smt. P. Jyothi</b> Jr. Stenographer
54.	<b>Smt. M. Bhagya Lakshmi</b> Asst. Cashier
55.	<b>Smt. K. Kamala</b> UDC
56.	<b>Shri. T. Phani Kumar</b> Jr. Stenographer
57.	<b>Ms. A. Ronitha</b> Jr. Stenographer
58.	<b>Shri. N. Ramakrishna</b> UDC
59.	<b>Shri M. Sudheer Kumar Yadav</b> UDC
60.	<b>Shri K. Krishna Murthy</b> Staff Car Driver (Grade- II)
61.	<b>Shri B. Mallesha</b> Driver
62.	<b>Shri S. Sathyanarayana</b> Driver
63.	<b>Shri. D. Yadaiah</b> Staff Car Driver
64.	<b>Md. Raheem Staff</b> Car Driver
65.	<b>Shri G.S. Padma Rao</b> Binder
66.	<b>Shri N. Raghupathi</b> Plumber

67.	<b>Shri C.N. Ramesh Yadav</b> Cook
68.	<b>Shri G. Narsimhulu</b> MTS
69.	<b>Shri B. Yadagiri</b> MTS
70.	<b>Shri C. Narayana</b> MTS
71.	<b>Shri G. Rajababu</b> MTS
72.	<b>Shri N.G. Kotaiah</b> MTS
73.	<b>Shri B. Ellamaiah</b> MTS
74.	<b>Smt. J. Vijaya</b> MTS
75.	<b>Shri N. Sivalingam</b> MTS
76.	<b>Shri B. Sathaiah</b> MTS
77.	<b>Shri. A. Hanumanthu</b> MTS
78.	<b>Shri. T. Devaraj</b> MTS

# Annual Report 2019-2020



**National Institute of Agricultural Extension Management (MANAGE)**

(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)  
Rajendranagar, Hyderabad-500030, Telangana, India.

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