



## **Indian Technical & Economic Cooperation (ITEC)**

### **International ITEC Training Program on “Technological Interventions by Agri-Startups for Economic Growth”**

**October 09-22, 2024**

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

**(An autonomous organization of Ministry of Agriculture & Farmers Welfare,  
Govt. of India)**

**Rajendranagar, Hyderabad, India**

**<https://www.manage.gov.in/>**



# Welcome...

Dear Participant,

Greetings from MANAGE, India

We are happy that you have decided to undergo Indian Technical and Economic Cooperation (ITEC) Programme at MANAGE!

We are sure that this experience will be very exciting for you and we want your stay to be as comfortable as possible.

In our Welcome Brochure, you will find information that helps you get started in.

Welcome to India!

Kind Regards,

Dr. Saravanan Raj

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## ABOUT MANAGE

MANAGE was established in 1987, as the National Centre for Management of Agricultural Extension at Hyderabad, by the Ministry of Agriculture & Farmers Welfare, Government of India as an autonomous Institute, from which its acronym 'MANAGE' is derived. In recognition of its importance and expansion of activities all over the country, its status was elevated to that of a National Institute in 1992 and re-christened to its present name i.e., **National Institute of Agricultural Extension Management**. MANAGE is the Indian response to challenges of agricultural extension in a rapidly growing and diverse agriculture sector. The policies of liberalization and globalization of the economy and the level of agricultural technology becoming more sophisticated and complex, called for major initiatives towards reorientation and modernization of the agricultural extension system. Effective ways of managing the extension system needed to be evolved and extension organizations enabled to transform the existing set up through professional guidance and training of critical manpower. MANAGE is the response to this imperative need.

### Professional Services

MANAGE offers its services in the following streams viz.,

- Management Training
- Consultancy
- Management Education
- Research
- Knowledge Management
- Mentoring Agripreneurship and Agri-Startups
- Policy Advocacy

### Infrastructure

The aesthetically landscaped campus, spread over an area of 17 hectares with sprawling beautiful lawns, colorful annuals and captivating perennials creates a unique ambience of serenity, for the pursuit of education and personal growth. It is appreciated by all who visit the campus. The infrastructure includes academic, hostel, sports facilities and residential blocks. The academic block comprises of classrooms, faculty rooms, conference halls, library and computer centre. The air-conditioned classrooms and conference halls are equipped with the latest AV equipment to create a comfortable learning environment. The hostel block is comprised of international guest house and air-conditioned residential facility. The hostel has arrangements for hygienic cosmopolitan food. All the rooms are connected with intercom facility. A few residential quarters are available for faculty and staff on the campus.

### Information Technology Support

MANAGE supports trainees with good Wi-fi facility.

For more details please visit: <https://www.manage.gov.in>



## About ITEC Programme

The Indian Technical and Economic Cooperation (ITEC) Programme was instituted by a decision of the Indian Cabinet on 15 September 1964 as a bilateral programme of assistance of the Government of India. The decision regarding setting up the ITEC programme was predicated on the underlying belief that "it was necessary to establish relations of mutual concern and inter-dependence based not only on commonly held ideals and aspirations, but also on solid economic foundations. Technical and economic cooperation was considered to be one of the essential functions of an integrated and imaginative foreign policy.

The ITEC Programme is essentially bilateral in nature. However, in recent years, ITEC resources have also been used for cooperation programmes conceived in regional and inter-regional context such as Economic Commission for Africa, Commonwealth Secretariat, UNIDO, Group of 77 and G-15. In more recent years, its activities have also been associated with regional and multilateral organizations and cooperation groupings like Association of South East Asian Nations (ASEAN), Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC), Mekong-Ganga Cooperation (MGC), African Union (AU), Afro-Asian Rural Development Organization (AARDO), Pan African Parliament, Caribbean Community (CARICOM), World Trade Organization (WTO) and Indian Ocean Rim - Association for Regional Cooperation (IOR-ARC) and India-Africa Forum Summit.

The ITEC Programme, fully funded by the Government of India, has evolved and grown over the years. Under ITEC, 161 countries in Asia, Africa, East Europe, Latin America, the Caribbean as well as Pacific and Small Island countries are invited to share in the Indian developmental experience acquired over seven decades of India's existence as a free nation. As a result of different activities under this programme, there is now a visible and growing awareness among other countries about the competence of India as a provider of technical know-how and expertise as well as training opportunities, consultancy services and feasibility studies. These programmes have generated immense goodwill and substantive cooperation among the developing countries.

**The ITEC Programme has the following components:**

- Training (civilian and defence) in India of nominees from ITEC partner countries
- Deputation of Indian experts abroad
- Study Tours

For more details please visit: <https://www.itecgoi.in/meaportal/login>



**“Technological Interventions by Agri-  
Startups for Economic Growth” October  
09-22, 2024**

## **Introduction:**

Startups in Agriculture play an instrumental role by solving age-old problems in Agriculture to make the agriculture value chain more efficient. Adaptation of innovative technologies by farmers is key in the success of the Agri Startups. Agri Startups are playing pivotal role not only in India and other emerging economies across the world by their presence across the world.

India, third-largest startup ecosystem in the world, after the US and China both in terms of number of Incubators and number of startups (1.2l+ DPIIT recognized startups) and 5500+ Agri startups.

Besides sharing India's experiences and competence through the ITEC programmes, application of various advanced technologies and, possibility of scaling up of startups in other emerging economies will be explored during the progress. Cross border linkages will be explored for promoting Innovations and Agri-Startups for Agricultural Development.

## **Aim and Learning Objectives of the program**

- To know Indian Agri startup Ecosystem
- To understand various technology innovations adapted by the startups
- To experience the various offerings by Indian startups through experiential learning
- To develop gap analysis for technology adaptation in the home country
- Developing startup ideas for the Agri ecosystem of respective countries
- To develop a Cross border implementation plan for promoting Innovations and Agri-Startups



## General Guidelines

### Before Check-In

- Kindly ensure that the participant is vaccinated against the pandemics like COVID-19, yellow fever etc.
- *Every participant should carry a medical fitness certificate approved by the competent authority*
- MEA will cover medical treatment only for ailments of immediate and emergency nature occurring in India. Prior approval for any such treatment has to be taken from MEA.
- No medical reimbursement will be provided for ailments of chronic nature or for pre-existing medical condition, including treatment related to pregnancy.
- Participants must carry their own medicines for chronic ailments like diabetes, hypertension etc. and they will have to bear the expenditure for medicines and consultations of doctors on their own.
- ***A pre-test questionnaire shall be sent to you shortly via e-mail. All participants are expected to fill it completely and submit carefully.***
- It is to be ensured that return tickets are booked and participants carry Single-entry Student Visa for entire course of journey.
- Kindly ensure that participant arrive before the time of the scheduled flight.
- Participants are also advised to bring extra money with them for any particular individual need such as special dietary needs, shopping and other out of pocket expenses etc.
- It is desired that all participants carry one/two pair of their traditional dress for attending any special event like cultural evening, programme valedictory etc.

### During Check-In

- Be cautious about the baggage you carry and ensure that it is tagged bearing name and place for safety purposes
- During transit, participants must be aware about change in flight timings, boarding gates and other important announcements of your scheduled airlines.
- Electronic devices and personal belongings shall be carried with due caution during entire course of journey

In case you miss a connecting flight or change your flight for any reasons, candidates have to manage these things at their personal level including extra fare if any or seek help from any official of Indian embassy in your country/ or your flight ticket booking agent. MANAGE or program team is not responsible for any of these things.

### After Arrival

- ***The participants shall be received at the Rajiv Gandhi International Airport, Hyderabad by the MANAGE Representative holding a MANAGE placard.***
- ***For any assistance on arrival, please contact: Dr. S. Raahalya (+91 9384408911), Mrs. V. Usha Sree (+91 9398996590)***
- Whatsapp group for all trainees with the MANAGE team is created and shared with the participants for resolving queries and sharing important information

### During the Programme

- Participants are expected to attend all sessions with due diligence. Any deviation in attendance and diligence will be reported to your office and Indian embassy in your country and will make you ineligible for program completion certificate and daily allowance.
- A welcome kit containing welcome brochure, e-books, programme literature, stationary items etc. shall be delivered on the first day of training programme.
- Everyday morning, there will be yoga and meditation session which are to be attended by all participants during the programme.
- The stay for all participants will be arranged at the Ganga International Guest House in the premises of MANAGE. Trainees are not allowed to stay outside MANAGE campus for any reasons.
- Participants are expected to conduct well with co-participants and facilitators of the training program. Since the participants will be from heterogeneous background, it is desired that you have concern for each other and everyone's opinions and dignity are honored.



Hyderabad is the capital city of Telangana State, India. The location is in the south-central region of India.

Qutb Shahi Sultan Muhammad Quli Qutb founded the city of Hyderabad in 1591 CE. Charminar was built and is the centre piece of the town. Hyderabad is the centre for culture and trading for diamonds, pearls etc. For rich history, food, as well as its multi-lingual culture both geographically, as well as culturally Hyderabad, is famous. Hyderabad is blessed because of its unique landscape with spectacular rock, which is about 2,500 million years old and is one of the hardest stones in the world.

The Telangana State and Hyderabad has a rich historical background as well as was inherited cultural diversity. Hyderabad has a unique combination of two different cultures that and religion is Hinduism as well as Islam. Hyderabad has the splendid architecture of mosques as well as genuinely impressive temples. Hyderabad has a Telugu language speaking majority and most of the city population also speak English and other Indian Languages.

### Weather in Hyderabad

The weather in Hyderabad in November is pleasant. The average temperature is expected between 17°C and 30°C, drinking water regularly is advisable.

### For any assistance, contact:

Dr. Saravanan Raj (Course Director) +91 84650 07799; [saravanan.raj@manage.gov.in](mailto:saravanan.raj@manage.gov.in)

Dr. S. Raahalya (+91 9384408911); [sandipamuraahalya@gmail.com](mailto:sandipamuraahalya@gmail.com)

Mrs. V. Usha Sree (+91 9398996590); [fm.rkvy@manage.gov.in](mailto:fm.rkvy@manage.gov.in)

