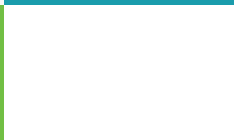
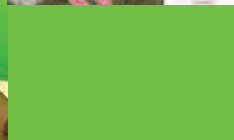
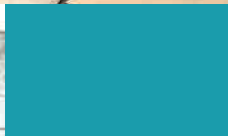


MANAGE ANNUAL REPORT 2016-2017



National Institute of Agricultural Extension Management

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

www.manage.gov.in

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Rajendranagar, Hyderabad – 500 030, Telangana State, India

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Message from the Director General



MANAGE was established in 1987 in response to challenges of agricultural extension in a growing agriculture sector. The real challenge has been to take the latest knowledge and technologies developed by research institutions to the doorstep of the farmers – thus making Extension Management so relevant.


Capacity building of senior and middle level agricultural extension managers through demand-driven training programs has been a core area of MANAGE. In addition to training programs, this year the Institute organized important workshops and policy dialogues on topics of current concern such as doubling farmers' income, extension policy, climate resilient agriculture, pulse-based cropping system, etc.

Among new initiatives, MANAGE launched the Certified Farm Advisor/Certified Livestock Advisor Program which aims to enhance the core competencies of extension professionals in appropriate technologies of agriculture and allied sectors to enable them to deliver effective technical advisory services and address field-level problems faced by farmers. MANAGE Internship is another new program launched this year. This 3-month experiential learning program aims to provide knowledge support to Post Graduate students of Agricultural Extension for pursuing innovative research ideas, learn about recent advances in extension education, gain practical knowledge and applied experience.

MANAGE is also working closely with the States in preparation of State Working Papers on Agricultural Extension. The objective is to understand the current status of extension systems in the state, strengths, opportunities and capacity building needs of Extension personnel, issues and specific interventions required. As a new initiative, MANAGE PGDM (ABM) senior students as a part of their winter projects have taken up problem centered issues for government departments. Winter projects were done by students for the Agriculture Department, Andaman & Nicobar Islands in developing supply chain management for key agri and fisheries products which was very well appreciated. Similarly the project done for the Horticulture Department, Government of Karnataka on Farmer Producer Companies was also well received. This initiative will continue during 2017-18 with much broader participation in terms of both number of students and states.

On the international front, MANAGE participated in the twenty-second session of the Conference of Parties (COP 22), held in Marrakech, Morocco in November 2016, to demonstrate the spirit of multilateral cooperation on climate change. MANAGE organized an event on "Climate Change Adaptation - Sustainable Agriculture Practices". The second phase of Feed The Future India Triangular Training Program funded by USAID and implemented by MANAGE was launched in July 2016 with the objective to address human and institutional capacity gaps in food & nutritional security, in select African and Asian countries. The program will be implemented in 17 African and Asian countries during 2016-20. This year four international programs were organized under the initiative. MANAGE is also collaborating with the Ministry of Agriculture, Irrigation and Livestock (MAIL), Afghanistan for launching the one-year Post-Graduate Diploma in Agricultural Extension Management (PGDAEM), on distance learning mode. The PGDAEM program has also been launched online using Massive Open Online Courses (MOOCs) platform.

Through various initiatives, MANAGE is striving towards Excellence in Agricultural Extension Management. We thank the Ministry of Agriculture & Farmers Welfare, Govt. of India, our General Council, Executive Council and Academic Committee for their continued support. We also value the support from State Departments, State Agricultural Universities and other institutions.


V. Usha Rani, IAS
Director General

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MANAGE – An Overview

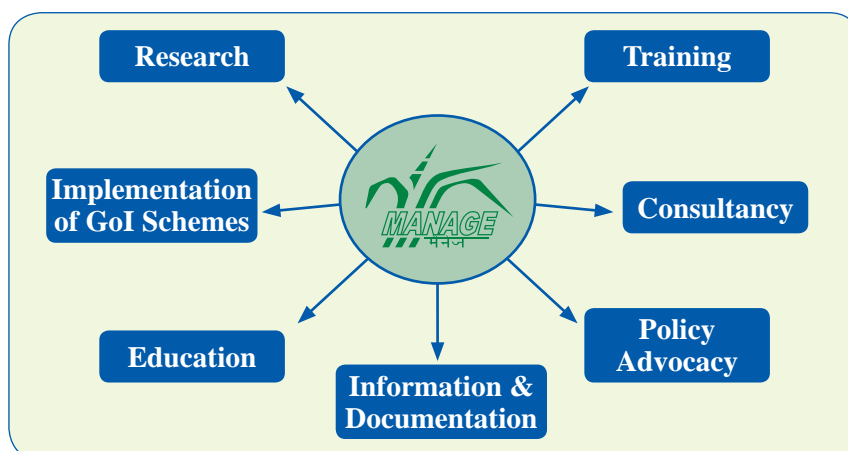


The National Institute of Agricultural Extension Management (MANAGE), is an autonomous organization under the Department of Agriculture, Cooperation and Farmers Welfare (DAC&FW), Ministry of Agriculture & Farmers Welfare, Government of India (GoI). The institute was established in response to the challenges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

of critical manpower. MANAGE was established in response to this need.

MANAGE was registered as a Society on 11th June 1987 under the Andhra Pradesh (Telangana areas) Public Societies Registration Act, 1350 Fasli (Act of 1350F).

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



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, farmer-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

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

Training

Training is an important focus area. MANAGE organizes training programs, workshops and refresher programs for public extension functionaries 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 for private sector executives. Inculcating a positive approach, focus on problem solving and improving performance is the focus of most of the training programs. The programs provide conceptual understanding as well as operational skills on current themes in Agricultural Extension Management. The programs are designed and delivered to prepare the extension functionaries and other professionals to cope with new challenges and for effective implementation of flagship programs of the Government.

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

Research and Consultancy

MANAGE conducts research on contemporary relevant themes in agricultural extension management like role of gender in agricultural extension, market inclusive extension, use of ICTs to reach out to farmers, public-private partnership models in extension, etc. 'Action research' is taken up to pilot-test ideas/concepts/ technologies in field situations on a limited scale and in a limited area. Consultancy is also provided to State departments to achieve goals set in the field of agriculture and allied areas. Monitoring and Evaluation of implementation of various Schemes is undertaken on the request made by Central and State Government Organizations.

Education

A Flagship education program of MANAGE is the Post-Graduate Diploma in Agri-Business Management [PGDM (ABM)], launched in 1996 to prepare business leaders and techno-managers. MANAGE also conducts the "Post Graduate Diploma in Agricultural Extension Management (PGDAEM)" program which is a continuing education program for in-service extension personnel, and offered on a distance education mode.

Government of India Schemes

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

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

Centers at MANAGE

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

Institutional Innovations

Certified Farm/Livestock Advisor Program

The farmer wants scientific advisory that is very specific to his situation. Keeping this in view MANAGE has launched a new initiative - Certified Farm Advisor/Certified Livestock Advisor Program. This program aims to develop Agricultural Personnel into Specialists in a particular Crop/Livestock.

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 the farmers.

MANAGE Internship – Mentoring Next Generation Extensionists

MANAGE Internship Programme for Post Graduate Students of Agricultural Extension is a 3 month experiential learning program to integrate knowledge and theory of extension education with practical application and skill development in a professional setting. Interns get an opportunity to learn about recent advances in extension education and gain valuable applied experience.

The objectives are to provide knowledge support to students for pursuing innovative research ideas, give an opportunity to take up short term topical research, inculcate professional dynamism among the extension students and impart practical knowledge and exposure to GoI schemes.





Institutional News and Events

MANAGE at COP22

The twenty-second session of the Conference of Parties (COP22), was held in Marrakech, Morocco from 7-18 November 2016, to demonstrate the spirit of multilateral cooperation on climate change. The Ministry of Agriculture and Farmers Welfare, Govt. of India nominated a three member delegation to COP-22, led by Mrs. V. Usha Rani I.A.S. Director General, MANAGE, Hyderabad with Dr. B. Rath, Additional Commissioner (RFS) and Dr VP Sharma, Director (ITDP) MANAGE as members, to organize an event on “Climate Change Adaptation - Sustainable Agriculture Practices” on 10th November 2016, at India Pavilion.

The Indian delegation shared various programs implemented in India, policy initiatives, schemes of Ministry of Agriculture & Farmers Welfare, success stories, innovative approaches and extension methods to help farmers adapt to climate change and deal with changing climatic scenarios.

Shri Shobhana K Pattanayak, IAS Secretary (A&C), MoA & FW, GoI and Smt. V. Usha Rani, IAS, Director General, MANAGE interacting with an Agripreneur at the exhibition

First National Agripreneurs’ Convention and Agri-Startups Exhibition

In order to bring together Agripreneurs under the AC&ABC Scheme from different states, create a platform for them to link with business partners and recognize their services to farmers, MANAGE organized the First National Agripreneurs’ Convention, Agri-Startups Exhibition and Award Ceremony at Hyderabad during 7-9th March, 2017. This event was the first of its kind in which 125 Stalls showcased Agri-Startups and Institutional support to Agri-Startups. Over 1000 Agripreneurs participated in the Convention which focused on Business expansion, networking and partnerships. Fifty-three outstanding Agripreneurs representing 25 States were awarded and honored.





MANAGE collaboration with MAIL Afghanistan

Institutional Collaboration

MANAGE collaboration with MAIL, Afghanistan

MANAGE is collaborating with the Ministry of Agriculture, Irrigation and Livestock (MAIL), Afghanistan to strengthen agricultural extension systems in Afghanistan. Under this, MANAGE would collaborate with MAIL to strengthen extension management in Afghanistan through establishment of Farmers Call Center (FCC) based on the principles of Kisan Call Centers (KCC) and other ICT initiatives in India; introduction of Post-Graduate Diploma in Extension and Post-Graduate Diploma in Agri-business for in-service Afghan professionals; conduct of joint research, seminars, training programs in the areas of agricultural extension; faculty exchange; build institutional capacity of Afghan Agricultural Universities etc.

MANAGE-CSIR-CCMB MoU for Study on Samba Mahsuri

MANAGE signed a MoU with CSIR-Center for Cellular and Molecular Biology (CCMB) for a study on the “Socio-Economic Impact Assessment of Improved Samba Mahsuri”. The study will assess the adoption and socio-economic impact of a bacterial blight resistant variety, *Improved Samba Mahsuri*, which was developed and released jointly by CSIR-CCMB and ICAR-IIRR in 2008.

The target states for the popularization of the variety are Andhra Pradesh, Telangana, Tamil Nadu, Karnataka and Chhattisgarh.



MoU with CSIR - CCMB



MANAGE MoU with College of Veterinary Science and Animal Husbandry

MANAGE has taken up a study on Development of ICT enabled Sustainable Information Resource Center for Animal Husbandry. The project will be implemented through the State Department of Animal Husbandry, Telangana State at Divisional Assistant Director Office (DADO), Bhongir. MANAGE has signed MoU with College of Veterinary Science and Animal Husbandry, P. V. Narasimha Rao Telangana State University for Veterinary, Animal & Fisheries Sciences for the content.

Michigan State University Team at MANAGE

A senior level delegation from Michigan State University, USA visited MANAGE on 19th January, 2017. The members of the delegation from Michigan State University were Dr. Steven Hanson, Associate Provost and Dean, International Studies and Programs; Dr. Sanjay Gupta, Dean, College of Business; Dr. Douglas Buhler, Director of Research, AgBio Research; Dr. Jeffrey Dwyer, Director of Extension and Dr. Karim Maredia, Director of South Asia Partnership and World Technology Access Program (World TAP). The team had a discussion with MANAGE Faculty regarding future collaboration.

MANAGE Conclave

A two day MANAGE Conclave on, “Agricultural Extension: Looking for New Directions” was organised during November 19-20, 2016 at Hyderabad. The purpose was to explore new perspectives on agricultural research and extension. The conclave featured eminent speakers like Dr. S. Ayyappan, Dr. Rasheed Sulaiman and Prof. V. Vishwanatham on Innovations in Agriculture Research, Extension: 2.0 and communication and motivation for better professional impact. The Conclave also had “walk the talk” and world cafe sessions on “Extension for Future”.



Award for MANAGE for implementing Official language

MANAGE participated in Rajbhasha Pradarshani organized by South Central Railway, Secunderabad on 21-03-2017 and received ‘Uttam Kaaryalay’ award for implementing Official Language.

MANAGE@Social Media



MANAGE Agricultural Extension Network (MAEN) Facebook group <https://www.facebook.com/groups/610069809167737/> is an online professional network to share extension innovations, encourage conversation, facilitate development dialogue among MANAGE faculty, extension professionals, farmers, researchers, Agripreneurs, farm input suppliers and other agricultural development stakeholders.

Participation in Exhibitions

MANAGE participated in **Rural Technology and Crafts Mela** organized at the National Institute of Rural Development & Panchayati Raj (NIRD&PR).



Smt. Usha Rani, IAS Director General, MANAGE visiting the Agripreneurs (from Telangana, Tamil Nadu & Maharashtra) at the Mela

MANAGE stall was awarded the “Best Government Stall” at **11th KRISHITHON-2016** International Trade Fair & Conference at Nashik, Maharashtra in November 2016.



MANAGE participated in the **Agro Vision Summit** in November 2016, in Nagpur, Maharashtra.



On the Campus

Green Energy

A 100 kWp Rooftop Solar PV Project has been installed in MANAGE on 23rd September, 2016. In the first phase of installation, the plant is designed to meet 40% electricity needs of the Institute. The project is expected to help reduce dependence on grid power supply, generate green power and mitigate GHG emissions. The solar grid PV is equipped to handle the complete power load of the academic block during working hours.



2

Training Programs 2016-17

The core function of MANAGE is to develop capacities of senior and middle level agricultural extension managers through demand-driven training programs, refresher training programs, induction programs and workshops on current and important themes in agriculture. 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 Members from State Agricultural Universities, SAMETIs, EEIs, other public sector development organizations and functionaries of NGOs attend the MANAGE training programs on different themes. MANAGE organizes induction training programs for the newly recruited officers from the Departments of Fisheries, Animal Husbandry, Sericulture and Horticulture on request from the State Governments. MANAGE is also collaborating with USAID to train officers from various African and Asian countries.

The Institute also organizes national workshops and policy dialogues on varied themes of agricultural concerns with an objective to provide policy support and strategies to the Ministry of Agriculture and Farmers Welfare for addressing challenges in agriculture. During the period

under review, MANAGE organized important workshops and policy dialogues on topics such as doubling farmers' income, climate resilient agriculture, extension policy, pulse-based cropping system, skill development in India etc.

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

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



Methodology

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

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

The Academic Committee of MANAGE reviews the proposed training programs and approves the training programs and research studies in its annual meeting. The committee is chaired by Director General, MANAGE. Members are Joint Secretary (Extension), MoAFW or his/her representative, Vice-Chancellors from four SAUs, MANAGE senior faculty, and special invitees comprising eminent professors from reputed management institutions, Directors of EEIs, and scientists / persons who contributed to agricultural development. The Academic Committee approved a total of 190 training programs for the year 2016-17.



Annual Training Planning Workshop

Training Programs Conducted During 2016-17

During the year 2016-17 a total of 207 Programs were organized covering 5899 Participants. These include International training programs under Feed the Future India Triangular Training Initiative.

The Center-wise details of Training Programs, Refresher Programs and Workshops are given below:

S. No.	Name of the Center	Programs Conducted April 2016 - March 2017			Total Programs Organized	No. of Participants
		Trainings	Workshops	Refresher		
1	Center for Agricultural Extension Policy, Private Public Partnership in Extension and International Center of Excellence in Agricultural Extension	18	1	28	47	1281
2	Center for Agricultural Extension Innovations, Reforms & Agripreneurship	10	0	2	12	345
3	Center for Capacity Building of Agri-institutions	22	1	0	23	735
4	Center for Supply Chain Management & Marketing in Agricultural Extension	17	1	0	18	517
5	Center for Extension in Agri-Allied Sectors	26	0	0	26	661
6	Center for Knowledge Management, ICT and Mass Media in Agricultural Extension	32	2	9	43	979
7	Center for Gender in Agriculture, Nutritional Security and Urban Agriculture	18	2	0	20	694
8	Center for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans	17	1	0	18	687
Total		160	8	39	207	5899

International Programs

Launch of Feed the Future India Triangular Training Program

Feed the Future India Triangular Training Program, jointly implemented by USAID representing US Government and MANAGE representing Government of India, was launched on 25th July 2016. This project is to be implemented in 17 African and Asian countries during 2016-20 covering 1400 Executives. 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.

MANAGE established a Program Management Unit (PMU), completed Demand Analysis Report for 17 countries to determine training priorities and initiated the training programs. Two teams of MANAGE visited Cambodia, Vietnam, Tanzania and Mozambique to undertake preliminary survey of training priorities in African and Asian Countries. Standard Operating Procedures (SOP) were developed for effective implementation of the program. During the period under review, four training programs were organized in collaboration with reputed National and International Partner Institutions covering 10 African and Asian Countries and 151 Executives.

MANAGE launched an International e-Bulletin to communicate with over 2000 International Stakeholders. During the period, three issues were published and circulated among stakeholders. A Facebook Page has been initiated which is followed by more than 2800 professionals. A separate web page has been developed to highlight international programs. Implementation of Bi-lateral Agreements with 24 countries is also in progress.

Public Private Partnership in Agricultural Extension Management

Realizing the importance of public and private sector involvement in extension, the first Feed the Future India Triangular Training (FTF ITT) program on “Public Private Partnership in Agricultural Extension Management” was organized at MANAGE during 17 - 31 October 2016 for extension practitioners of African and Asian countries. The program was inaugurated in the presence of His Excellency Jonathan S. Addleton, Mission Director, USAID-India, His Excellency Samuel Panyin Yalley, High Commissioner of Ghana to India, Dr. Bahiru Duguma, Director, Food Security, USAID, India and Smt. V Usha Rani IAS, Director General MANAGE. Twenty nine executives from 8 countries viz., Afghanistan, Cambodia, Mongolia, Kenya, Liberia Malawi, Ghana and Mozambique participated in the program. The executives were from diverse areas viz., Civil services, Agriculture and Rural Development,





Agricultural Economics, Agricultural Extension and allied areas representing universities, public and private organizations in partner countries. Training focus was on various aspects of Public Private Partnership in Agricultural Extension Management. Success stories, case studies were shared, apart from panel discussions and interaction with experts. Field visits to various national and international agriculture organizations were also organized for a practical exposure. Based on the learning, executives presented back at work plans to be executed in their respective countries.

E-Extension: ICT Applications in Agricultural Extension Management

MANAGE organised a 10-day USAID-INDIA-Afghanistan Feed The Future India Triangular International Training (FTF-IIT) Program on ‘e-Extension: ICT Applications in Agricultural Extension Management’ during 10–19 October 2016 at the Ministry of Agriculture, Irrigation and Livestock (MAIL), Kabul, Afghanistan. A total number of 71 delegates representing Ministry of Agriculture, Irrigation and Livestock,

Headquarters staff and officials from all 34 Provinces of Afghanistan attended this program. The program was inaugurated by Mr. Abdul Qadwer Jawad, Hon’ble Deputy Minister of Finance and Administration, Afghanistan.

National e-Governance initiatives of Government of India and major portals including Farmers Portal and m-Kisan Portal of India, success stories from various States in India and international initiatives in e-extension were shared with the executives.



Emerging Trends in Marketing of Fruits and Vegetables

A Training program on Emerging trends in Marketing of Fruits and vegetables was organized for Extension Practitioners of African and Asian Countries during 16 to 30 November 2016 at the CCS National Institute of Agricultural Marketing (NIAM) Jaipur. The objectives of the program were to build capacity of officers, executives and managers in the area of marketing of fruits and vegetables by bringing an understanding of market trends and new developments; bring awareness about the opportunities and challenges in marketing of fruits and vegetables so as to enrich market channels; inform about online marketing and application of IT Tools for marketing of fruits and vegetables so as to design projects and applications to avail these opportunities and provide exposure to best marketing practices in ensuring food safety, managing supply chains and value addition.



Director General, MANAGE addressing executives

There were 27 participants from 9 countries of Asia and Africa (Liberia, Kenya, Malawi, Botswana, Mozambique, Afghanistan, Mongolia and Cambodia). The executives belonged to diverse working areas viz., horticulture, agriculture, marketing, agricultural economics, planning, rural extension service, agronomy etc. representing public sector, universities and private organizations in partner countries.

Agripreneurship Development among Farm Women

The Fourth International FTF ITT training program was organized on ‘Agripreneurship Development among Farm Women’ in partnership with “Kudumbashree” at Kerala Institute of Local Administration (KILA), Thrissur, Kerala, India during 1st - 15th March, 2017.

The specific objectives were to introduce the concept of agripreneurship among farm women; identify the key concepts of successful

entrepreneurship in the farm sector by women; identify the ecosystem approach for agripreneurship; learn from successful models implemented by Kudumbashree in these sectors and develop a work plan for operationalizing agripreneurship among farm women. Twenty five executives from eight countries (Mozambique, Afghanistan, Liberia, Uganda, Ghana, Kenya, Mongolia and Malawi) attended the program.



Center-wise Training Programs Organized

1. Center for Agricultural Extension Policy, Private Public Partnership in Extension & International Center of Excellence in Agricultural Extension

A Total of 47 Programs of various durations including three International programs and a National Workshop, Induction-cum Refresher Programs for the Officers of Department of Agriculture & Cooperation were organized by this Center covering 1281 executives. The details of the Programs and Number of Executives are given in the following Table:

S. No.	Title of the Program	No. of Programs	No. of Participants
1.	Refresher Training Programme on New Dimensions in Agricultural Extension Management for Middle level Extension functionaries	5	76
2.	Diagnostic Workshop on Extension Reforms	1	31
3.	Management Development Program for Women Extension Functionaries	1	25
4.	Agri Extension Management for PGDPHM students of NIPHM	1	10
5.	Extension Strategies for Management of Organic Certification	2	68
6.	Planning and Management for Sustainable Agricultural Livelihoods	2	56
7.	Farmer-to-Farmer Extension	1	13
8.	International Training Program on Emerging Trends in Marketing of Fruits and Vegetables for Extension Practitioners of African and Asian Countries	1	27
9.	Public Private Partnership in Extension Reforms	3	68
10.	Youth Involvement in Agriculture Development	1	33
11.	Youth Involvement in Agriculture Projects	1	28
12.	International Training Program on e-Extension: ICT Applications in Agricultural Extension Management	1	71
13.	International Training Program on Public-Private Partnership in Agricultural Extension Management	1	29
14.	Fourth FTF ITT International training program on Agripreneurship Development among Farm Women	1	25
15.	Skill Development Certificate Program for Rural Youth for Employability in Agriculture - MANAGE-PI Collaborative Program	4	162

S. No.	Title of the Program	No. of Programs	No. of Participants
16.	Workshop on opportunities for Youth in Agriculture Development	1	18
17.	Refresher Training Program on AC&ABC – First National Agripreneurs Convention	2	78
18.	Refresher Programme on Agri-business and Agricultural Advisory Services for established Agripreneurs	3	80
19.	Refresher Programme on Management of Modern Dairies for established Agripreneurs	2	46
20.	Refresher Programme on On-farm production of Bio-control agents and Microbial Bio-Pesticides for established Agripreneurs	3	77
21.	Refresher Programme on Rural Enterprises for established Agripreneurs	2	59
22.	Refresher Programme on Agriculture Banking for established Agripreneurs	2	61
23.	Refresher Programme on Business Opportunities in Horticulture for established Agripreneurs	2	57
24.	Refresher Programme on Modern Poultry Management for established Agripreneurs	2	38
25.	Refresher Programme on Farm Mechanization for established Agripreneurs	2	45
Total		47	1281



2. Center for Agricultural Extension Innovations, Reforms & Agripreneurship

A Total of 12 Programs of various durations including a National Workshop were organized covering 345 executives. The details of the Programs and number of Executives are given in the following table:

S. No	Title of the Program	No. of Programs	No. of Participants
1.	Agricultural Innovations System (AIS): Looking beyond ATMA Convergence	1	33
2.	Extension Plus: Expanding the Roles of Extension	1	24
3.	Navigating ICTs for Agricultural Extension	1	35
4.	Shaping the Future of Extension with Digital Media	1	30
5.	m-Extension: all-in -one Mobile Phones for Agricultural Extension	1	36
6.	Training-cum-workshop on Strengthening Extension-Policy Interface	1	35
7.	Agricultural Extension : Looking for New Directions	1	18
8.	Institutional Innovations in Extension	1	21
9.	Training for Trainers: Capacity Development Needs Assessment, Training and Evaluation	1	28
10.	National Workshop on Agricultural Extension and Nutrition Linkages: Towards Nutrition Security and Better Health	1	42
11.	Refresher Training Programme on New Dimensions in Agricultural Extension Management for Middle level Extension functionaries	1	18
12.	Principles of Plant Health Management	1	25
	Total	12	345



3. Center for Capacity Building of Agri-Institutions

During the year, a total of 23 Programs covering 735 Executives were conducted by the Center. The Themes of the Programs and the Number of Executives who attended are presented in the table below:

S. No.	Title of the Program	No. of Programs	No. of Participants
1.	Capacity Enhancement Training in Agriculture for Officials of Coromandel International Limited	6	189
2.	WTO and its Implications on Indian Agriculture	2	54
3.	Work Ethics for Developmental Professionals	2	67
4.	Self-Management through Personal Profiling	3	121
5.	Happiness Management	1	20
6.	Training Methods for Trainers of Extension Institutes	1	30
7.	Managerial Skills for Extension Functionaries	4	114
8.	Management Games for Trainers	1	37
9.	Management Development Program for Faculty members and Directors of EEIs and SAMETIs	1	18
10.	Facilitation Skills for Selected Officers of PGDAEM	1	26
11.	Annual Training Planning Workshop	1	59
	Total	23	735



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

A Total of 18 Programs including National Workshops were organized by this Center covering 517 Executives. The details are presented in the following table:

S. No.	Title of the Program	No. of Programs	No. of Participants
1.	Linking Farmers to Market	3	93
2.	Supply Chain Management in Agriculture and Allied Sectors	5	145
3.	Agricultural Marketing -The New Paradigms	3	73
4.	Farmer Producers Organizations: Issues & Challenges	5	156
5.	Monitoring and Evaluation of Agriculture Projects	1	27
6.	National Workshop on Good Marketing Practices for Agricultural Produce: Issues & Challenges	1	23
	Total	18	517



5. Center for Extension in Agri-Allied Sectors

The Center organized 26 training programs on the following themes covering 661 participants.

S. No.	Title of the Program	No. of Programs	No. of Participants
1.	Extension Management Approaches for Promotion of Sericulture Industry	2	56
2.	Workshop cum Training Program on Enabling Extension Functionaries to Address Field Level Problems in Animal Husbandry	1	29
3.	Farm Business Management for Sericulture Sector	1	31
4.	Farm Business Management for Livestock Sector	1	34
5.	Entrepreneurship Development Through value Addition in Livestock Products	2	41
6.	Extension Approaches for Climate Resilient Livestock Farming	2	39
7.	Induction Training program for the Newly Recruited Veterinary Assistant Surgeons on Extension Management Approaches for Livestock Development	1	26
8.	Induction Training Program for Newly Recruited Officers in the Department of Horticulture on Plant Health Management and Agricultural Extension	3	118
9.	Farm Business Management for Horticulture Sector	1	27
10.	Sustainable Livelihood through Animal Husbandry	2	44
11.	Extension Approaches for Precision Dairy Farming: A Way Forward for Commercialization	1	12
12.	Extension Management for Precision Dairy Farming	1	20
13.	Refresher Training Program for Middle Level Fisheries Extension officers on New Dimensions in Extension Management	3	53
14.	Induction Training for Newly Recruited Fisheries Extension Functionaries on Extension Management Approaches for Fisheries Development	2	56
15.	Training Program for Aqua-preneurs on Advances in Fisheries Technology and Extension Management for Fisheries Development	3	75
	Total	26	661



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

The Center Conducted 43 Programs including two National Workshops during the year covering 979 Executives. The details of the Programs are presented in the table below:

S. No.	Title of the Program	No. of Programs	No. of Participants
1.	ICTs in Agriculture farmer, mKisan Portals and NeGP-Agriculture and KCC	7	230
2.	Harnessing Social Media for Agricultural Development	4	57
3.	WriteShop for Success Stories	5	82
4.	Agricultural Knowledge Management, ICTs & Knowledge Portals	2	67
5.	Improving e- Governance in Agriculture	3	114
6.	Writing for Print Media and Electronic Media	2	53
7.	Community Radio for Agricultural Development	1	30
8.	Advanced Course in Agricultural Knowledge Management	5	117
9.	Training Programme for officers and staff of Directorate of Economics and Statistics	1	12
10.	Project Planning and Management using MS Project	1	24
11.	Application of Remote Sensing and Geographical Information Systems (GIS) in Agricultural Development	1	24
12.	National Workshop on CCKN-IA	2	61
13.	Training cum Review Workshops for Kisan Call Centers experts Level I and Level II	4	49
14.	Kisan Call Center - Farm Tele Advisor Training Program	5	59
	Total	43	979



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

A total of 20 Programs including a National Workshop were organized by the Center covering 694 Executives. The themes of the Programs are presented in the table below:

S. No.	Title of the Program	No. of Programs	No. of Participants
1.	Training on Terrace / Backyard Gardening	3	110
2.	State level Workshop on Operationalization of DAESI	1	107
3.	Review Workshop on DAESI	1	21
4.	Management Development Program for Women in Development Sector	1	23
5.	Orientation training on DAESI to the Facilitators/Coordinators by MANAGE and NIPHM	3	99
6.	Gender Budgeting for Mainstreaming Women in Agriculture	3	77
7.	Climate Change and Agriculture	3	88
8.	Food and Nutritional Security of the Rural Households - Role of Women	2	88
9.	Urban Agriculture and Food & Nutritional Security	1	16
10.	Workshop on DAESI for Sensitization and Finalization of Targets for 2016-17	1	31
11.	National Workshop on Mainstreaming Climate Change and Adoption in Agriculture and Allied Sectors	1	34
	Total	20	694



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

The Center has conducted 18 Programs including a Workshop covering 687 Executives, as may be seen in the table below.

S. No.	Title of the Program	No. of Programs	No. of Participants
1.	MANAGE RRA Network collaborative Workshop on future collaborations	1	16
2.	Strengthening of Rain fed Production Systems for Sustainable agriculture	2	115
3.	Financial Inclusion, Agricultural Credit and Crop Insurance	1	66
4.	Training of Trainers on Integrated Watershed Management Projects	2	79
5.	Strengthening of Rain fed Production Systems - Comprehensive revival of Millets	1	41
6.	Content Development under CCKN-IA project	2	91
7.	Revitalization of rain fed Agriculture with special reference to Natural Resource Management	3	81
8.	Training of Trainers on Integrated Sustainable Crop Management for Extension Functionaries of Reliance Foundation	3	74
9.	Water Resources - Planning and Management for Agriculture and Allied sectors	1	29
10.	Organic Farming for Sustainable Agriculture	1	34
11.	Workshop and Policy Dialogue on Farmers Situation in rain fed Areas with special Emphasis on Pulse-based Cropping Systems	1	61
	Total	18	687



3

Research and Consultancy

MANAGE takes up research on contemporary relevant themes in Agricultural Extension Management. Consultancy is also provided to state departments to achieve the goals set in the field of agriculture and allied areas. Similarly Monitoring and Evaluation of implementation of various Schemes is undertaken on request made by Central and State Government organizations. Some details of completed and ongoing studies are given here.

1. Analysis of Extension Approaches in Allied Sectors

The objectives of this study were to explore extension approaches and methods adopted by the line department officials of Animal Husbandry, Horticulture, Fisheries and Sericulture in providing extension services to farmers, private and other extension service providers, NGOs and co-operatives in the allied sectors, assess the level of knowledge of officials about various extension approaches, know the perception of farmers towards the delivery of extension services, understand constraints in adoption of extension approaches and in convergence of extension services and suggest strategies for strengthening extension delivery mechanism in allied sectors.

The study was conducted in four states of India namely; Maharashtra, Odisha, Karnataka and Uttar Pradesh during the year, 2014-2016. The study has been completed and the Report was submitted. The study gives an insight into the extension approaches adopted by the allied sector departments which will help economic planners and Government to find out new opportunities in strengthening the allied sector staff as well as to design their strategies.

2. Design and Development of e-Training Needs Analysis (e-TNA) for Extension Functionaries of Agriculture and Allied Departments

Training Needs Assessment (TNA) is a training process aimed at identifying the expressed

or implied organizational needs that could be addressed by conducting appropriate training programs. This study aims to: design and develop a platform for e-TNA (training needs self-assessment online) for agricultural officers at district level; find self-perception of agricultural officers on their training needs and measure the intensity of their self-perception; and find out the perceptions of HoDs, immediate supervisors on their subordinates' training needs. An online e-TNA proforma for assessing training needs of functionaries in the agricultural department was designed and pretested. The e-TNA project has been completed and was presented in the National Training Planning Workshop held on 18th January, 2017 at MANAGE, wherein all states Governments, SAMETIs and EEs were represented. The module was given for customization to Department of Horticulture, Government of Andhra Pradesh and Department of Agriculture, Government of Kerala. The e-module will be made available to all the State Governments.

3. Agripreneurship Development among Rural Youth through establishment of Agri Business Centers on PPP Mode (Action Research in collaboration with Syngenta Foundation India)

Creation of Self-Employment opportunities in Agriculture is critical for Attracting and Retaining Rural Youth in Agriculture (ARYA). Motivation for establishment of agri-ventures requires support of important public and private stakeholders actively during training and also during pre & post-training period. In order to form a consortium to support Self – Employment activities MANAGE joined hands with other partners namely, Syngenta Foundation India for funding and seed money support, Smart Steps for mentoring, IDBI Bank for loans, Pradhan for linking trained Agripreneurs to farmers. MANAGE played a role in capacity building. Twenty nine rural youth representing six states were trained in Pradhan, MP by MANAGE and

Consortium partners were activated. After one year, MANAGE facilitated establishment of 13 agri-ventures by trained youth. The action research establishes that consortium approach on PPP mode is essential for promotion of Agripreneurship development in rural areas. MANAGE – Syngenta Foundation India model can be followed for operationalization,

4. Promotion of Private Extension to supplement Public Extension (Action Research in collaboration with PI Industries)

Rural youth even though unemployed favour jobs over self-employment. Jobs require minimum knowledge and skills which rural youth lack. An effort was made through action research by MANAGE in collaboration with PI Foundation to impart knowledge and skills in agriculture to rural youth in order to make them employable by agribusiness companies.

Rural youth were selected through a rigorous selection process and imparted 45 days basic agriculture training in KVKs. Agribusiness companies were invited at the end of the program to select the trained rural youth for entry level positions in agribusiness companies to work in rural areas with farmers for a salary of Rs. 8000-10000. The first batch of 40 youth were trained in KVK, Jammikunta of which 39 candidates were selected by agribusiness companies for jobs and one opted for pursuing agriculture.

Encouraged by the success, a total of 5 programs were conducted at KVK, Jammikunta for Telangana and RASS, KVK, Tirupati for Andhra Pradesh. The response from agribusiness companies was very good. This MANAGE – PI Foundation model can be adopted for creating employment opportunities for rural youth in agriculture.

5. Role of Regulated Markets in Adopting Modern Instruments of Agricultural Marketing – A Comparative Study

This study aims at ascertaining the impact of market regulation on overall development of agriculture. The objectives of the study were to assess the level of regulation in Agricultural

Marketing in the States of Karnataka and Odisha, find out the relation between the degree of regulation with factors such as crop diversification, export, processing, farmers income and Good Marketing Practices, establish the relation between the degree of regulation and the readiness of a State to absorb the modern instruments of agricultural marketing and suggest measures to overcome the impediments for absorption of modern instruments in the agricultural marketing system.

The relevant secondary data pertaining to the research study have been collected covering various parameters such as area, production and productivity of different crops, information on availability of market infrastructure, details of regulated markets operating in both the States, and data have been analysed. Collection of primary data from various stakeholders viz., farmers, traders and officials of APMC has been completed for Odisha and data analysis is in process.

6. Videos for Farmers

A collaborative research project on “Videos for farmers using mobile phones with low cost SD cards” has been initiated by MANAGE and Bihar Agricultural University (BAU), Sabour with the objectives of finding out the video viewing behavior of the farmers, assess the level of awareness, knowledge, and level of adoption of farm practices due to the digital videos and to evaluate the impact of these videos on farm productivity. The location specific videos were identified by BAU. The videos are focused on agriculture and allied sectors. The project is also expected to bridge the digital divide arising due to internet connectivity and data charges. So far, 2500 SD cards containing 20 videos each have been distributed among the progressive farmers of Bihar state by the KVKs (100 farmers from jurisdiction of each KVK). Data collection has been initiated.

7. A Critical Analysis of Women Entrepreneurs in Farming Sector

This study was undertaken to analyze the experiences of women entrepreneurs in

agriculture and allied sectors. The specific objectives were to document the success stories and analyze the factors contributing for success of the enterprise in the farming sector among women; assess economic and social impact of entrepreneurship on women; analyze gender based barriers in starting and sustaining the enterprise and to suggest strategies for promoting entrepreneurship among women in the farming sector. Three states viz., Andhra Pradesh, Tamil Nadu and Maharashtra were selected for data collection due to the presence of a good number of women entrepreneurs. The women involved in business activities related to agriculture and allied sectors were selected for the study. The sectors covered are Horticulture, Animal Husbandry, Food Processing, Floriculture and Fisheries.

The impact of the enterprise on the women entrepreneurs was categorized into four dimensions namely personal changes, social, economic and psychological. It was found that women entrepreneurs felt independent after the start of the enterprise and enhanced their managerial abilities and entrepreneurial skills. They achieved a wide social network and their participation resulted in enhanced confidence level. Majority of the women entrepreneurs were successful in their enterprises due to which their family income increased, they achieved good standard of living and gained more control over the resources. Starting the enterprise also made the women feel empowered and secure.

Some of the constraints faced by Women Entrepreneurs include difficulty in accessing credit, non-availability of raw material/inputs, lack of adequate infrastructure facilities, problem in marketing of the produce/product, inability to devote enough time for farm activities, inadequate family support and social issues (less mobility, conventional outlook of people etc.). Suggestions by the Women Entrepreneurs include enhancing entrepreneurial skills; involvement in economically productive activities, need for situational analysis before taking the decision about the enterprise, access to advanced

technology / skills, having alternate enterprises, promoting an enterprise as a group, institutional support for technical advice and guidance.

8. A study on Perception of Farmers about Climate Change and their Adaptation & Mitigation strategies

The objectives of this study were to understand the perception of the farmers about Climate Change in agriculture, document Climate Resilient technologies adopted by the farmers and develop strategies for enhancing the resilience of farmers in the face of climate change.

This research was proposed to be undertaken in four states representing North, South, East and West based on the vulnerability to Climate Change. Accordingly, data collection in North (Uttarakhand) and South (Karnataka) has been completed. The data analysis and report writing is in progress. Similarly, states representing East and West are to be identified based on the Vulnerability Index adopted by National Innovations in Climate Resilient Agriculture (NICRA) Project.

9. Socio-economic Impact Assessment of Improved Samba Mahsuri

The study is for assessing the adoption and socio-economic impact of a bacterial blight resistant, improved Samba Mahsuri rice variety, which was developed and released jointly by CSIR-CCMB and ICAR-IIRR. The States of Andhra Pradesh (districts of Kurnool, East Godavari, West Godavari, Guntur and Krishna), Telangana (Nalgonda, Khammam, Karimnagar, Mahbub Nagar Nizamabad and Warangal), Karnataka (Raichur and Gangavathi), Tamil Nadu (Thanjavur, Villupuram, Trichi, Nagapatnam, Thiruvarur) and Chhattisgarh (Raigarh, Janjgir-Champa and Mahasamund) have been selected for the study. Information is being obtained through interviews with farmers, officials of Agriculture Department/KVKs/seed companies, Indian Institute of Rice Research. Data collection is in process.

10. Impact Study of Soil Health Management (SHM)/ Soil Health Card (SHC)/ Paramparagat Krishi Vikas Yojna (PKVY) and Mission Organic Value Chain Development for North Eastern Region (MOVCD for NER)

The Ministry of Agriculture has asked MANAGE to conduct a nationwide impact assessment study of Soil Health Management (SHM)/ Soil Health Card (SHC)/ Paramparagat Krishi Vikas Yojna (PKVY) and Mission Organic Value Chain Development for North Eastern Region (MOVCD for NER) programs.

The objectives are to examine the design of the schemes in terms of implementation, activities, outputs etc., assess the modalities of delivery; level of utilization of these schemes by the farmers; assess the impacts of the scheme on farm profitability and sustainability.

11. Development of ICT Enabled Sustainable Information Resource Center for Animal Husbandry

There are many possibilities for application of ICT in animal husbandry extension. The presence of an institution in the form of Veterinary Clinic/ Dispensaries at grass root level along with professional human resource could be an opportunity to address information needs of livestock farmers. Sustainable Information Resource Centers (SIRCs) in the form of kiosks can be installed in such veterinary clinics/ dispensaries where farmers frequently visit for various livestock related services. The basic concept of SIRC is to supplement and complement the potential of animal husbandry institutions i.e., veterinary clinics and its human resource with the help of modern ICT tools.

Keeping this in view a research study was undertaken to study the feasibility, effectiveness of ICT enabled SIRC among livestock farmers; capacity building of Animal Husbandry

(Veterinary Clinic) personnel in extension management; assess information needs of livestock farmers on various aspects of animal husbandry; develop demand driven computer based information/ Expert system, mobile applications, SMS on animal husbandry practices in the local language, and the constraints in disseminating information through SIRC.

The research project will be implemented through the State Department of Animal Husbandry, Telangana State at Divisional Assistant Director Office (DADO), Bhongir. A MoU has been signed with College of Veterinary Science and Animal Husbandry, P. V. Narasimha Rao Telangana State University for Veterinary, Animal & Fisheries Sciences for the content.

12. Social Media in Agricultural Extension

The objectives of this study were to find out the functions of social media in Agricultural Extension, determine the social media preference of the stakeholders; document the success stories of social media among the stakeholders and to determine suitability and cost effectiveness of social media; organize and conduct training programmes, awareness campaign and workshops for agricultural extension professionals to understand and use social media in a better way based on the research findings and to make policy recommendations based on the findings.

Some of the findings reveal that sharing information and exchanging knowledge was the major purpose of using social media. WhatsApp, Facebook and YouTube were the major social media platforms preferred by the respondents. Majority of the respondents feel that they need training in integration of different types of social media platforms. Over 95 per cent of the respondents agree that social media is useful in agricultural extension and using social media in agricultural extension would help obtain more feedback.

4

Schemes

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

Agri-Clinics and Agri-Business Centers Scheme (AC&ABC) is the flagship program of the Ministry of Agriculture and Farmers Welfare, (MoA&FW) GoI. The Scheme was launched during 2002 to strengthen the transfer of technology and extension services and also provide self-employment opportunities to technically trained personnel. Under the Scheme, MANAGE has been imparting two-month free residential training in Agri-entrepreneurship development for eligible agricultural graduates/diploma holders in their respective states through a network of 81 Nodal Training Institutes (NTIs) across India.



Mr. Shaik Akbar Ali, Agripreneur, signed MoU with Oman Government for Aqua-Consultancy. A delegate from Oman Govt. viewing the work of Akbar Ali in West Godavari district

The objectives of the AC&ABC Scheme are:

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



Shri Longshithung Lotha, Agripreneur from Dimapur, Nagaland, giving technical support to shift tribals from Jhum (Shifting) cultivation to rubber plantation

MANAGE is entrusted with the responsibility of coordinating training and handholding of the selected agricultural professionals under the scheme. The training is followed by one-year handholding support from the NTIs 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.



Shri Sachin Suresh Gawali, Agripreneur involved in Grape cultivation and processing of Raisin

Coverage and Progress of Agri-Clinics & Agri-Business Centers (AC&ABC) Scheme during 2016-17

During the year, 5728 candidates were trained through 81 Nodal Training Institutes (NTIs) and 2806 Agri-ventures were established, under 32 categories of activities, thus achieving a success rate of 48.96%. The details are as follows:

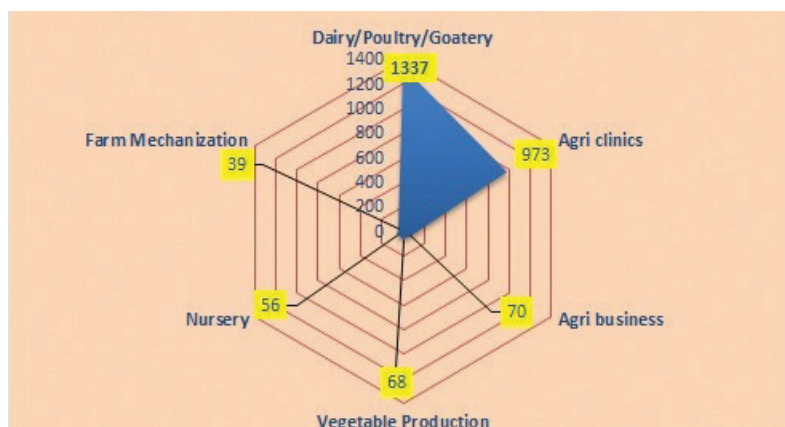
S. No.	State	No. of Candidates Trained	No. of Agriventures established	No. of NTIs
1.	Andhra Pradesh	3	4	1
2.	Arunachal Pradesh	3	0	0
3.	Assam	68	4	1
4.	Bihar	201	58	3
5.	Chandigarh	0	0	0
6.	Chhattisgarh	68	36	4
7.	Delhi	4	1	0
8.	Goa	1	1	0
9.	Gujarat	165	110	2
10.	Haryana	32	18	1
11.	Himachal Pradesh	0	0	0
12.	Jammu and Kashmir	55	0	1
13.	Jharkhand	66	3	2
14.	Karnataka	220	129	7
15.	Kerala	15	0	1
16.	Madhya Pradesh	541	150	7
17.	Maharashtra	1443	996	16
18.	Manipur	1	0	1
19.	Meghalaya	24	0	2
20.	Mizoram	0	0	1
21.	Nagaland	10	0	1
22.	Orissa	21	0	2
23.	Pondicherry	8	7	1
24.	Punjab	35	9	1
25.	Rajasthan	244	108	3
26.	Sikkim	0	0	0
27.	Tamil Nadu	757	435	7
28.	Telangana	127	1	3
29.	Tripura	2	0	0
30.	Uttar Pradesh	1398	689	9
31.	Uttarakhand	44	16	1
32.	West Bengal	172	31	3
	Total	5728	2806	81



*Shri Balmukund Gupta, Agripreneur introduces fresh water pearl culture farming at Varanasi, Uttar Pradesh. Mr. Gupta showing the growth of endemic mussels (*Lamelli dens marginalis*)*



Smt. Sunila Jakhar, Jind, Haryana, running Apiary and Consultancy



Agriventures established under AC&ABC during 2016-17

Progress of Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme (2002 -2017)

Since inception till 31st March 2017, a total of 53,544 candidates have been trained and 23,246 Agri-ventures have been established, thus achieving a success rate of 43.41%. The details are as follows:

S. No.	State	No. of Candidates Trained	No. of Agri-ventures established
1	Andhra Pradesh	849	321
2	Arunachal Pradesh	35	3
3	Assam	700	210
4	Bihar	3623	1304
5	Chandigarh	3	1
6	Chhattisgarh	611	289
7	Delhi	30	4
8	Goa	10	5
9	Gujarat	1531	625
10	Haryana	646	223
11	Himachal Pradesh	418	108
12	Jammu and Kashmir	1388	176
13	Jharkhand	698	165
14	Karnataka	3323	1417
15	Kerala	199	51
16	Madhya Pradesh	1940	726
17	Maharashtra	12438	6174
18	Manipur	438	128
19	Meghalaya	35	3
20	Mizoram	34	0
21	Nagaland	184	21
22	Orissa	542	106
23	Pondicherry	132	84
24	Punjab	601	212
25	Rajasthan	3008	1119
26	Sikkim	9	1
27	Tamil Nadu	6249	3349
28	Telangana	1134	363
29	Tripura	4	1
30	Uttar Pradesh	11281	5616
31	Uttarakhand	458	154
32	West Bengal	993	287
	Total	53544	23246

Progress of the Scheme in Jammu and Kashmir

During the year, 55 candidates were trained in Jammu and Kashmir. Since inception, 1388 candidates have been trained and 176 candidates have established Agri-ventures.

Progress of the Scheme in the North-Eastern States

In the North-Eastern States, during the year, 108 candidates were trained and 4 candidates have established Agri-ventures. Since launching of the Scheme, 1439 candidates have been trained and 367 have established Agri-ventures.

Publication of Agripreneur e-Bulletin

‘Agripreneur’ a monthly e-Bulletin is a comprehensive revival of evidence regarding Agri-Clinics and Agri-Business Centers Scheme and is published every month from CAD-MANAGE. The publication of the e-bulletin started from September 2009. Since inception, a set of eight volumes with 73 issues comprising 73 outstanding success stories of Agripreneurs have been published. This e-Bulletin is published in Hindi as ‘Krishi Udyami’. All the e-bulletins are available on the website: www.agriclinics.net.



Dedicated website for Agripreneurs

The website www.agriclinics.net is updated regularly by MANAGE for the benefit of all stakeholders of the scheme. The website provides real time data on Agripreneurs trained, established, state and district wise categorization, pending projects, success stories of Agripreneurs and Videos, latest government orders and all scheme related information for stakeholders.



Mr. M. Ganapathy Ramu, Agripreneur from Erode, Tamil Nadu, conserving Kangayam Indigenous breed

Toll-free Helpline for Agripreneurs

In order to enhance the quality of services provided to all stakeholders of the AC&ABC Scheme and to obtain feedback from all Stakeholders, MANAGE launched a toll-free helpline 1800-425-1556 in October, 2013. During 2016-17 a total of 150 calls were attended.

The helpline assists the callers on information relating to:

1. NTIs offering AC&ABC training in their State
2. Eligibility criteria to undergo training under the Scheme
3. Loans and subsidy
4. Refresher Training Programmes



Mr. Haridas S. Kumbhar, manufacturing Plant Growth Regulator from seaweed

The Call Center also receives feedback/suggestions on training and handholding, and updates the status of Agri-ventures and the contact details of Agripreneurs.



Shri C. Ramchandran Pillai, Kollam, Kerala involved in consultancy on farm mechanization

Refresher Training Programs in National Institutes

During the year, MANAGE organized 20 Refresher Training Programs covering 513 established Agripreneurs all over the country. The programs were conducted at National Institute of Rural Development & Panchayati Raj (NIRD&PR), Hyderabad, National Institute of Plant Health Management (NIPHM), Hyderabad, State Bank Institute of Rural Development (SBIRD), Hyderabad, National Dairy Research Institute, Karnal, Extension Education Institute (EEI), Jorhat and Deep Narayan Singh Regional Institute of Cooperative Management (DNSRICM), Patna. The training focused mainly on specific sectors besides, sensitization on the revised AC&ABC guidelines, business networking among Agripreneurs and preparation of bankable projects for new / diversified / enhanced business activities of Agripreneurs.

Agripreneurs in National Agri-Exhibitions

In order to provide national exposure and marketing opportunities, MANAGE has been facilitating established agripreneurs to participate in National exhibitions. Two national agri-exhibitions were organized during November 2016, i.e. the Global Rajasthan Agri-tech Meet - 2016 (GRAM) during 9th to 11th November 2016 at Jaipur Exhibition Convention Center (JECC) in Jaipur, Rajasthan and the Rural Technology and Crafts Mela during 24th to 28th November 2016 at Rural Technology Park, National Institute of Rural Development and Panchayati Raj (NIRD&PR), Rajendranagar, Hyderabad, Telangana State.



Smt. V. Usha Rani, IAS, Director General, MANAGE, viewing the products displayed by Agripreneurs at RTP in NIRD&PR, Hyderabad

Participation in Krishi Unnati - 2016

Facilitated by MANAGE and the Ministry of Agriculture & Farmers Welfare, six Agripreneurs, from three states, participated in the Krishi Unnati-2016 held at New Delhi.



Kaushal Vikas Se Krishi Vikas

The Department of Agriculture, Cooperation & Farmers Welfare organized a series of Skill development workshops with one on 05th January 2017 at A.P. Shinde Symposium Hall, NASC Complex, Pusa, New Delhi, and the second one on 20th February 2017, at the Auditorium of the National Academy of Agricultural Research Management (NAARM), Hyderabad. The stakeholders from National Institutes, ICAR, Private Agribusiness Companies, National Training & Research Institutes and farmers participated in the workshop.

In the first workshop, Shri Radha Mohan Singh, Hon'ble Minister of Agriculture & Farmers Welfare, GOI, specified that, "Employment opportunities have been generated for the skilled youth in the fields of agri-warehousing, cold chain, supply chain, dairy, poultry, meat, fisheries, horticulture, agricultural mechanization as well as micro-irrigation". Two Agripreneurs trained under Agri-Clinics and Agri-Business Centers Scheme were invited to the workshop.

The second workshop was inaugurated by Shri Pocharam Srinivas Reddy, Hon'ble Agriculture Minister, Govt. of Telangana. The highlight of the inaugural session was a detailed presentation on the Skill Ecosystem in the country with recommendations. Smt. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad, in the welcome address, highlighted the importance

given by the Union Agriculture Minister to skill development, as a result of which the skill council was set up. The stakeholders from 8 Southern States of India representing SAUs, National Institutes, ICAR, Private Agribusiness companies, National Training & Research Institutes, policy advisors, Agripreneurs and farmers participated in the workshop. The inaugural session was followed by panel discussions on various themes.

First National Agripreneurs' Convention

The First National Agripreneurs' Convention, Agri-Startups Exhibition and Award Ceremony was organized by the National Institute of Agricultural Extension Management (MANAGE) at Hyderabad during 7-9th March, 2017. This was the first of its kind event in which 125 Stalls showcased Agri-Startups and Institutional support to Agri-Startups. More than 1000 Agripreneurs participated and around 5000 visitors visited during the 3 days Agripreneurs Convention which focused on Business expansion, networking and partnerships and 53 outstanding Agripreneurs representing 25 States were awarded and honored. During the convention Shri Shobhana K Pattanayak, Secretary (A&C), MoA&FW, GoI released a Book on Good Governance in Agricultural Extension, Agricultural Films made by Mr. Jagadish Dhanani an Agripreneur from Gujarat, a Book and Videos on Certified Farm Advisor and Millet Calendar 2017.



One day Regional Workshop on skill development held at the Auditorium of the National Academy of Agricultural Research Management (NAARM), Hyderabad during 20th Feb, 2017



First National Agripreneurs' Convention, Agri Start-ups Exhibition and Award Ceremony inaugurated by Shri Shobhana K Pattanayak, IAS, Hon'ble Secretary (A&C), MoA&FW, GoI, in presence of Shri C. Parthasarathi, IAS, Agriculture Production Commissioner, Govt. of Telangana, Smt. V. Usha Rani, IAS, Director General, MANAGE and Dr. David Bergvinson, Director General, ICRISAT, Hyderabad

International Women's Day celebration during National Convention

The International Women's day on 8th March, 2017 was celebrated by inviting 10 successful women agripreneurs from different states of India and encouraging them to share their initiatives and success stories. Successful women Agripreneurs revealed their journey in Agripreneurship mentioning the initial problems they faced and how they overcame those problems with their positive attitude. On the occasion, Director General,

MANAGE Smt. V. Usha Rani opined that, role of women in agriculture is huge and there are opportunities for women in Agripreneurship in the country. Further, Director General highlighted that, presently the environment for Agri-startups and women agripreneurs is immense in the country. "A strong woman helps herself and a powerful woman helps everyone in the Society" said DG, MANAGE.



Director General, MANAGE and Successful Women Agripreneurs at National Agripreneurs Convention

Agri-Startups Exhibition

In order to promote Agripreneurs and Agripreneurship with better networking and business expansion ideas, MANAGE organized the Agri Start-ups Exhibition at Hyderabad. The purpose of the Exhibition was to attract Youth, Farmers and non-Agriculturists towards Agripreneurship and Agribusiness activities and also to create a forum for Agripreneurs to build the linkage between Agripreneurs to develop their businesses through networking.

During the exhibition 125 Stalls showcased Agri-Startups by displaying their products/ services. In addition, there were several Institutional stalls (NIPHM, IIMR, CRIDA, DPR, NAARM, PJTSAU, NABARD, PNB and MANAGE) at the exhibition. The exhibition created a lot of business for all the exhibitors starting from Rs.2.5 Lakh to over a Crore.

Award Ceremony

A total of 202 applications were received from Agripreneurs from 25 states of India through NTIs and individual Agripreneurs. A common criteria for the selection of the Best Agripreneurs from each state was formed broadly under these headings, viz., a) Gender b) Extension coverage c) Intensity of benefits to Farmers d) Employment creation e) Strength of Agribusiness Model. The State level Best Agripreneur Award was presented to 53 Agripreneurs from 25 states and the number of Awards to each state was decided as per the AC&ABC guidelines following number of agri-ventures established in each state under AC&ABC scheme. Fifty-three outstanding Agripreneurs representing 25 States were awarded and honoured by Shri Shobhana K Pattanayak, Secretary (A&C), MoA & FW, GoI. Of 53 awardees, 6 are women Agripreneurs. During the award ceremony successful awardees shared their experiences and success stories.





State level Best Agripreneur Award was presented to 53 Agripreneurs from 25 states at Agripreneurs' Convention

Agripreneurs honored at District Level



Shri Yuvraj Rathod, Agripreneur from Amravati, Maharashtra honoured with Shetinishtha Shetkari Puraskar, 2016 from State Department of Agriculture, Maharashtra



Shri Shailendra Awasthi, Bahraich district of Uttar Pradesh, honored on “Kisan Sanman Diwas” by Chief Minister of Uttar Pradesh



Shri Sanjeev Kumar Singh, Chief Development Officer, Unnao district honored Shri Rajesh Kumar Singh, Agripreneur from Kotara village, Unnao district, Uttar Pradesh with a shield and certificate during a three day Kisan Mela organized from 25th to 27th November 2016 at G.I.C. Ground, Unnao district, Uttar Pradesh

Kisan Call Center

The Kisan Call Center (KCC) Scheme was launched by the Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India, in 2004 with an objective to respond to the issues raised by the farmers across the country, in respective local languages. Queries related to agriculture and allied sectors are being addressed by Subject Matter Specialists from the State Agricultural Universities and the State Departments concerned. As on today, there are 25 such Call Centers operational across the country in different states.

Operational Mechanism

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

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

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

Role of MANAGE

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

Farmer Calls Received by KCC-Hyderabad during 2016-17

S. No.	2016-17 **		
	Month	Landed Calls	Answered Calls
1	April-16	16298	15388
2	May-16	19188	18133
3	June-16	39331	31477
4	July-16	36778	31272
5	August-16	50178	39448
6	September-16	58216	37681
7	October-16	64611	40831
8	November-16	46766	33522
9	December-16	42789	34305
10	January-17	36270	31864
11	February-17	28586	24486
12	March-17	22500	21700
	Total	461511	360107
	Monthly Average	38459	30009
	Daily	1282	1000

** Source: /KKMS/homepage.do

Training Programs

Nine ‘One-day Training-cum–review Workshops’ were organized during April, 2016 to March, 2017 for Level-I and Level-II KCC-Hyderabad functionaries as may be seen in the Table.

S.No.	Date Held	Venue	No. of Participants
1.	April 11, 2016	MANAGE, Hyderabad	13
2.	April 12, 2016	MANAGE, Hyderabad	11
3.	May 23, 2016	MANAGE, Hyderabad	13
4.	May 24, 2016	MANAGE, Hyderabad	12
5.	August 29, 2016	MANAGE, Hyderabad	11
6.	October 27, 2016	MANAGE, Hyderabad	12
7.	October 28, 2016	MANAGE, Hyderabad	13
8.	December 02, 2016	MANAGE, Hyderabad	12
9.	January 06, 2017	MANAGE, Hyderabad	11

State Agricultural Universities (SAUs) conducted 51 Training programs for the assigned State KCC centers. The details are as follows:

Training programs organized by SAUs for KCC Level-I & II (2016-17, Kharif & Rabi)

S.No.	Date Held	Venue	No. of Participants
Assam			
1.	28 July 2016 (Batch-1)	AAU, Jorhat, Assam	14
2.	29 July 2016 (Batch-2)	AAU, Jorhat, Assam	14
3.	8-9 March 2017 (Batch-1)	AAU, Jorhat, Assam	22
4.	10 March 2017 (Batch-2)	AAU, Jorhat, Assam	6
Maharashtra			
5.	26 July 2016 (Batch-1)	MPKV, Rahuri, MH	25
6.	27 July 2016 (Batch-2)	MPKV, Rahuri, MH	25
7.	12 January 2017 (Batch-1)	MPKV, Rahuri, MH	25
8.	13 January 2017 (Batch-2)	MPKV, Rahuri, MH	25
J&K			
9.	11 July 2016 (Batch-1)	SKUAST, Jammu	07
10.	12 July 2016 (Batch-2)	SKUAST, Jammu	07
11.	1 November 2016 (Batch-1)	SKUAST, Jammu	05
12.	2 November 2016 (Batch-2)	SKUAST, Jammu	05
Karnataka			
13.	20 July 2016 (Batch-1)	UAS, Bangalore	15
14.	21 July 2016 (Batch-2)	UAS, Bangalore	15
15.	27 July 2016 (Batch-3)	UAS, Bangalore	15
16.	28 July 2016 (Batch-4)	UAS, Bangalore	15
17.	21 March 2017 (Batch-1)	UAS, Bangalore	14
18.	22 March 2017 (Batch-2)	UAS, Bangalore	11
19.	23 March 2017 (Batch-1)	UAS, Bangalore	12
20.	24 March 2017 (Batch-2)	UAS, Bangalore	12

S.No.	Date Held	Venue	No. of Participants
Punjab			
21.	28 July 2016 (Batch-1)	PAU, Ludhiana, Punjab	21
22.	29 July 2016 (Batch-2)	PAU, Ludhiana, Punjab	19
23.	8 November 2016 (Batch-1)	PAU, Ludhiana, Punjab	21
24.	9 November 2016 (Batch-2)	PAU, Ludhiana, Punjab	19
Tamilnadu			
25.	12 September 2016 (Batch-1)	TNAU, Coimbatore, TN	12
26.	13 September 2016 (Batch-2)	TNAU, Coimbatore, TN	12
27.	15 December 2016 (Batch-1)	TNAU, Coimbatore, TN	20
28.	16 December 2016 (Batch-2)	TNAU, Coimbatore, TN	20
Telangana + AP			
29.	11 April 2016 (Batch-1)	PJTSAU, Hyderabad	8
30.	12 April 2016 (Batch-2)	PJTSAU, Hyderabad	8
31.	23 May 2016 (Batch-3)	PJTSAU, Hyderabad	10
32.	24 May 2016 (Batch-4)	PJTSAU, Hyderabad	10
33.	29 August 2016 (Batch-5)	PJTSAU, Hyderabad	8
34.	27 October 2016 (Batch-6)	PJTSAU, Hyderabad	8
35.	27 October 2016 (Batch-7)	PJTSAU, Hyderabad	12
36.	2 December 2016 (Batch-8)	PJTSAU, Hyderabad	9
37.	6 January 2017 (Batch-9)	PJTSAU, Hyderabad	9
Rajasthan			
38.	4 August 2016 (Batch-1)	SKRAU, Bikaner, RAJ	24
39.	5 August 2016 (Batch-2)	SKRAU, Bikaner, RAJ	25
Gujarat			
40.	29 August 2016 (Batch-1)	AAU, Anand, GUJ	12
41.	30 August 2016 (Batch-2)	AAU, Anand, GUJ	12
Madhya Pradesh			
42.	29 August 2016 (Batch-1)	JNKVV, Jabalpur, MP	27
43.	30 August 2016 (Batch-2)	JNKVV, Jabalpur, MP	24
Orissa			
44.	27 August 2016 (Batch-1)	OUAT, Bhubaneswar	17
45.	29 August 2016 (Batch-2)	OUAT, Bhubaneswar	17
46.	3 October 2016 (Batch-1)	OUAT, Bhubaneswar	12
47.	4 October 2016 (Batch-2)	OUAT, Bhubaneswar	12
Uttar Pradesh			
48.	22 August 2016 (Batch-1)	CSAUAT, Kanpur	35
49.	23 August 2016 (Batch-2)	CSAUAT, Kanpur	35
West Bengal			
50.	10 February 2017 (Batch-1)	SAMETI, Kolkata	18
51.	11 February 2017 (Batch-2)	SAMETI, Kolkata	18
Total No. of Level-I & II functionaries Trained			803

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 the input dealer can pursue the program without

adversely affecting his day-to-day business. The program is spread over a period of 48 weeks, with 40 classroom sessions and 8 field visits to various institutions and farmers’ fields. The classroom sessions and field visits are conducted on Sundays or local market holidays. The field visits are intended to acquaint the input dealers with location-specific field problems and expose them to relevant technologies. 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 classroom.

Evaluation

The performance of the input dealers is evaluated on the basis of 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. In order to qualify for the diploma, the candidate should have minimum 80 per cent attendance and secure minimum 40 per cent marks.





Course Fee

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

Program Implementation

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

Progress during 2016 -17

During 2016-17, a total of 941 input dealers have successfully completed the DAESI program in 24 batches in the states of Andhra Pradesh, Jharkhand, Karnataka, Tamil Nadu, Rajasthan, Uttar Pradesh and West Bengal.

Besides the above programs, a total of 4810 Input dealers are undergoing DAESI course in 118

batches. Of these, 71 batches are with the funding support from Central Sector Plan Scheme, 12 batches from RKVY and the remaining 35 batches under Self-finance mode in the States of Andhra Pradesh, Bihar, Chhattisgarh, Himachal Pradesh, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal. An amount of Rs 272.20 lakh has been released to these fourteen states towards 50% course fee of GOI share under Central Sector Plan Scheme during the year 2016-17.

Upscaling and strengthening DAESI

- A one day Workshop on DAESI for Sensitization and finalization of targets for 2016-17 was organized on 22 April 2016 at MANAGE. A total of 31 delegates representing SAMETI, State Nodal Officers of DAESI program and representatives of agribusiness companies participated in the Workshop from 18 States of the Country.
- A one day Orientation cum Sensitization program on DAESI was organized at SAMETI, Bihar, Patna on 29 June 2016. A total of 109 officials participated including

Joint Directors of Agriculture, District Agricultural Officers, ATMA Officials and other officials of the State Department of Agriculture.

- Study material / Student Manual for DAESI was prepared in the form of a book and the same was released by Shri. Shobhana K. Pattanayak, IAS, Hon'ble Secretary, Dept. of Agriculture, Cooperation & Farmers Welfare, GOI on 12 August 2016. A copy of the book along with a soft copy has been sent to all the SAMETIs and Department of Agriculture for translation in their local language and distribution to the enrolled candidates of DAESI.
- A one day Review Workshop on DAESI was held on 31 August 2016 at MANAGE wherein a total of 21 officials viz., SAMETI Directors, State Nodal Officers of DAESI and Project Directors of ATMA representing 12 States participated. Officials from the Ministry also participated and gave directions for effective implementation of DAESI program in various States.
- A State level Workshop on DAESI program was organized by SAMETI, Narendrapur, West Bengal on 27 October 2016 in which Mrs. V. Usha Rani, IAS, Director General, MANAGE awarded the Diploma for 81 Input dealers who have completed the program.
- A one day State level Workshop on DAESI was organized at SAMETI, Mashobra, Shimla, Himachal Pradesh on 4 November 2016 to sensitize on effective implementation of DAESI program and 27 officials participated.
- Three three-day Training Programs were organized jointly by MANAGE and NIPHM for the Facilitators/Coordinators of DAESI during 27-29 December 2016, 7-9 February 2017 and 7-9, March 2017 to orient about DAESI program and Plant Health Management. A total of 99 delegates participated.
- A Quarterly e-bulletin on DAESI program was initiated in December 2016, which was released by Shri. Ashok M.R. Dalwai, IAS, Addl. Secretary, DAC & FW, GOI on 31 December 2016 at MANAGE. The second issue of the e-bulletin for January – March, 2017 was also brought out, highlighting important events of DAESI in various States.



Director General, MANAGE awarding the Diploma

- MANAGE officials reviewed the implementation of DAESI program in SAMETI - North Karnataka on 1 March 2017 at Dharwad wherein 50 Facilitators / Coordinators of DAESI program participated.
- Three films on DAESI were produced at Nalgonda, Karimnagar and Erode in Telugu and Tamil languages with overall coordination with the NTIs and sent to Joint Secretary (Extension), Ministry of Agriculture & Farmers Welfare, Govt. of India.

Progress of DAESI program in various States during 2016-17

S. No.	State / SAMETI	Completed during 1/4/2016 to 31/3/2017		Progress of DAESI as on 31.3.2017				
		No. of Batches	No. of Input dealers	No. of Batches				No. of Input dealers
				CSPS	RKVY	Self-finance	Total	
1.	Andhra Pradesh	3	114	6	-	-	6	240
2.	Bihar	-	-	4	-	-	4	160
3.	Chhattisgarh	-	-	6	-	-	6	240
4.	Himachal Pradesh	-	-	1	-	-	1	40
5.	Jharkhand	1	42	4	-	-	4	160
6.	Karnataka (South)	4	156	7	-	17	24	960
7.	Karnataka (North)	1	39	9	-	15	24	1050
8.	Madhya Pradesh	-	-	4	-	-	4	160
9.	Maharashtra	-	-	4	-	-	4	160
10.	Odisha	-	-	6	12	-	18	720
11.	Rajasthan	4	154	3	-	-	3	120
12.	Tamil Nadu	4	159	2	-	-	2	80
13.	Telangana	-	-	7	-	1	8	320
14.	Uttar Pradesh	5	195	4	-	-	4	160
15.	West Bengal	2	82	4	-	2	6	240
	Total	24	941	71	12	35	118	4810

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

Skill Training of Rural Youth (STRY) and Farmers Capacity Assessment & Certification (FCAC) are schemes of the Government of India, being implemented through MANAGE. The Ministry of Agriculture & Farmers Welfare, Govt. of India, in compliance with the National Policy on Skill Development & Entrepreneurship 2015, has taken the initiative to implement the Skill Development Component viz., Skill Training of Rural Youth (STRY) and Farmers Capacity Assessment & Certification (FCAC) under Sub-Mission on Agricultural Extension (SAME) of National Mission on Agricultural Extension & Technology (NMAET) during 2015 – 16 and the remaining period of XII Plan.

Skill Training of Rural Youth (STRY) is aimed at imparting skill-based training to rural youth on agri-based vocational areas in agriculture & allied sectors to promote employment in rural areas

and for creation of skilled manpower to perform farm and non-farm operations. Farmers Capacity Assessment & Certification (FCAC) is aimed at providing recognition to the farmers who have acquired desired skills in agriculture & allied areas but continue to be treated as un-skilled in the absence of a certificate. The schemes of STRY and FCAC were entrusted to MANAGE during November / December 2015 for implementation in ten identified States of Arunachal Pradesh, Assam, Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Manipur, Mizoram, Odisha and Uttar Pradesh. Under STRY programme, 15 candidates are to be trained per batch. Under FCAC, ten farmers in each block have to be assessed and certified.

The following table reveals the achievements under the schemes during 2016-17.

Progress of implementation of STRY & FCAC during 2016-17

Unspent balance of 2015-16 carried forward to 2016-17 (₹ in Lakh)	Funds released by the Ministry during 2016-17 (₹ in Lakh)	Financial Targets Achieved (Amount released to States)		Physical Targets achieved under STRY	
		Name of the State	Amount (₹ in Lakh)	No. of programmes (@ 15 participants per programme)	No. of candidates trained
0.28	60.00	Assam	4.20	10	150
		Bihar	5.04	12	180
		Chhattisgarh	5.04	12	180
		Madhya Pradesh	9.24	22	330
		Mizoram	1.68	04	60
		Odisha	5.04	12	180
		West Bengal	4.62	11	165
Total			34.86	83	1245

Unspent balance of 2015-16 carried forward to 2016-17 (₹ in Lakh)	Funds released by the Ministry during 2016-17 (₹ in Lakh)	Financial Targets Achieved (Amount released to States)		Physical Targets achieved under FCAC	
		Name of the State	Amount (₹ in Lakh)	No. of Blocks	Beneficiaries (@ 10 participants per block)
8.20	17.50	Assam	1.50	75	750
		Bihar	3.50	175	1750
		Chhattisgarh	5.50	275	2750
		Jharkhand	2.00	100	1000
		Madhya Pradesh	6.00	300	3000
		Odisha	5.00	250	2500
		West Bengal	2.00	100	1000
		Total	25.5	1275	12750

5

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

With the momentum in economic growth and agricultural development in India, the challenges are getting bigger and more complex, and the market more competitive. Institutions need to keep pace with these changing times. As agriculture moves towards agribusiness, this places significant demand for competent techno-managerial manpower 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 is recognized by the All India Council for Technical Education (AICTE) and accredited by National Board of Accreditation (NBA). The Association of Indian Universities has accorded equivalency to MANAGE PGDM (ABM) with MBA of an Indian University.

Objectives

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

The objectives of the program are:

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

Admission Process

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

Program Design

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

Village Visit

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



Students interacting with farmers

Bridge Course

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

Summer Internship

During the fourth trimester, Summer internship provides practical field experience to the students. During the internship, students take up an assignment offered by Agribusiness companies,

which helps students refine their knowledge and sharpen their managerial skills through hands-on experience in field situations. The summer project is evaluated by the supervisor or an executive from the company. These projects carry 10 credits and are evaluated for 100 marks. All the students of the 2016-18 batch are placed for Summer Internship.

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

Industrial Visit

During the fifth trimester, students undertake an industrial visit, with an objective to approach new 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) 2015-17 batch visited over 150 companies and made presentations to the senior executives.

Spice

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

Final Placement

During the year under review, thirty two companies visited the campus and recruited all the graduates of the 2015-17 batch. The CTC offered ranged from Rs. 5.50 - 18.00 lakhs per annum the average CTC being Rs.7.8 lakhs per annum.

Companies which recruited the students are: “ADM, BASF, Basix, CapAleph Advisors India Pvt. Ltd., Coromandel International Ltd., Cropin, Dhanuka, Dilasa, EM3, Fincare, Go4Fresh,

Gramco Infratech Pvt. Ltd., Indofil Industries, ITC-ABD, Jeevika, Jubilant Lifesciences Ltd., Kilaru Naturals Pvt. Ltd., KRIBHCO, Mahindra & Mahindra, Mahyco, McCain, NBHC, NCCF, Netafim Irrigation India Pvt. Ltd., Safeharvest, PwC, Raasi Seeds, Samunnati, Syngenta India Ltd., Technoserve, Trent Hypermarket, UPL Ltd. and Yes Bank”.

Program Management

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

Ranking of PGDM (ABM)

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

Ranks by OUTLOOK-2016

- 1st Best Sectoral B-school
- 3rd Best B-school in South India
- 7th Best Government B-school
- 18th Best in Top 100 B-schools in India



Interaction with Business Leaders through ‘Samanvay Guest Lectures’

As part of Industry Interface, eminent persons from the Industry and Academia are invited to interact with the students and share their professional and personal experiences. 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 latest industry best practices and challenges faced are familiar to the students. This not only enables the students to develop business competencies but also helps them in enhancing their development perspective. Some of the executives who interacted with students during the year are:

S.No.	Guest	Company
1	Mr. Ajit Joshi, CFO	Apolotus Health Solution, The CFO Center Limited
2	Mr. Basavaraddi. M.R DGM, Agri Business	Deepak Fertilizers & Petrochemicals
3	Ms. Medha Singh Project Coordinator Ms. Godha Govind Asia-Pacific Training Manager	Alltech Biotechnology Pvt. Ltd.
4	Mr. S. K. Pattanayak, IAS Secretary, Agriculture	Ministry of Agriculture and Farmers Welfare, Govt. of India
5	Mr. Mohan Kanda, IAS Retd.Secretary, Agriculture	Ministry of Agriculture and Farmers Welfare, Govt. of India
6	Mr. Kamal Kumar Senior General Manager (Recruitment and Training)	Dhanuka Agritech Limited
7	Mr. Raja. M National Category Head- Branded Staples	Big Basket
8	Mr. Roshan Lal Tamak Executive Director, Sugar	DCM Shriram Industries Ltd
9	Mr. Jayesh Ranjan, IAS Principal Secretary, IT	Govt. of Telangana

S.No.	Guest	Company
10	Mr. Ramdass Velmurugan VP - Seeds Business Mr. Easow Bipin Manager HR	Mahindra Agri Solutions
11	Mr. Aman Sayed MD, South Asia	Alltech Biotechnology Pvt. Ltd.
12	Mr. Rohtash Mal Chairman and MD, EM3 Agriservices Pvt. Ltd.	EM3
13	Mr. Madhab Adhikari General Manager- Sales & Marketing	Coromandel International Ltd.
14	Mr. Maruti Chapke CEO & Founder	Go4Fresh.com
15	Mr. Tushar Garg GM - Business Development	National Innovation Foundation
16	Mr. Binay Kumar Parida General Manager	Yara International
17	Mr. Dinesh Bhosale Director- Regional Sales	AB Vista
18	Mr. Neelakanth Mahi Business Dev. Head	HDFC Bank
19	Mr. Ashok P. Reddy SBU-1 Business Head	UPL Ltd.
20	Mr. S. Srikanthan	Coromandel International Ltd.
21	Mr. Abinash Gupta Director-Agriculture	McCain
22	Mr. Divesh Badhani Founder & CEO	Kiji Foods & Beverages Pvt. Ltd
23	Mr. Ram Kaundinya Independent Director	Axis Bank
24	Mr. Anand Chandra Founder & CEO	Arya Collateral Management
25	Mr. Aravind Thumbur Manager- Systems & Processes	Syngenta Foundation India



Incubation Center

MANAGE entered into a MoU with RenB Mumbai, to set up an incubation center for PG students at MANAGE to maximize the exposure and opportunity for students and alumni and help them to start a business based on their ideas and innovations. This will provide an enhanced platform for students and alumni to shape their ideas into Start-up ventures.

Moments of Pride

The students participated in competitive events at management institutes such as IIT, Kharagpur, IIT, Madras, IIFT, New Delhi, SP Jain, Mumbai, Mahindra Agripreneur, Mumbai, IMT-Hyderabad, VAMNICOM, Pune, School of Petroleum Management, Gandhinagar, etc., and won awards.

MANAGE PGDM (ABM) organized the following events:

- “Krishichanakya”, the B-Fest was conducted on September 3 & 4, 2016 with events such as ‘Akanksha’ (a B-Plan competition), ‘Chakravyuh’ (a Parliamentary debate), ‘Khoj’ (a Social idea), ‘Sushodh’ (a Case study competition), ‘Vishleshan’ (a Financial model), ‘Shikhar’ (an Agri summit) and ‘First Impression’ (an online Photography event). A total of 240 students from around 30 B-Schools such as IIM-A, XLRI, IIT-K, IBS, IMT, etc., participated.
- An intercollegiate Sports Meet, ‘Olympus-2016’ was conducted on September 5 & 6, 2016. Students from MANAGE, students from IBS, TISS, PJSTAU, FABS etc., participated.



- ‘Lit ‘O’ Melange 17’ was organized on February 24 & 25, 2017. Events like ‘Promethean’ for the innovative litterateurs, ‘Collage’ for art enthusiasts, ‘Inquisition’ for the ingenious, ‘Wrangle’ for the assertive ones, ‘Funkytoons’ for the doodlers, ‘Take one’ for the pixel bugs and ‘Dubsmash’ for the jocular ones were conducted.
- ‘Revelation 17’, an online fest was organized during March 17-21, 2017 and the students from IIM Ahmedabad, IIM Lucknow, NIT Karnataka, IIT Guwahati, TNAU, Coimbatore, G.B Pant University of Agriculture and Technology, Pantnagar, BHU, Varanasi, NIAM, Jaipur & NAARM, Hyderabad etc., participated.

The events included ‘Satya Anveshi’ (a case study competition for the business minds), ‘Photofrolic’ (Photography competition for the shutter bugs) and ‘Enuncia’ (Blog writing competition for the agog bloggers), which were open for both undergraduate and post-graduate students. Contests like ‘Agriwizz’ (Quiz competition for the wits) and Ad-O-Holic (Poster making competition for the blazoners) were also conducted.

Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

MANAGE launched a one-year Post Graduate Diploma in Agricultural Extension Management (PGDAEM) on a distance learning mode during 2007-08. The programme is sponsored by the Department of Agriculture and Cooperation (DAC), Ministry of Agriculture and Farmers Welfare (MoA & FW), Government of India, with the objective to equip the extension functionaries with latest tools and technologies for participatory decision making, provide insight into various extension models and developments

in agricultural extension and enhance their techno-managerial competencies.

A total of 15951 candidates, have been enrolled in PGDAEM (in nine batches) since its inception. Of the enrolled candidates, up to the 8th batch, so far 10738 candidates have successfully completed the diploma and the remaining are in the process of completion. The admission for the new batch is in progress. The progress in PGDAEM is as given below:

Progress in PGDAEM as on 31 March 2017

Sl. No.	Batches	No. of enrolled Candidates	Passed	Absent	Partially completed	Pass Percent (from total appeared candidates)	Remarks
1.	2007-08 to 2014-15	14726	10738	2658	1330	88.99	Upto 2014-15
2.	2015-16 (Financial year 2016-17)	1225	680	194	351	65.96	2015-16 batch has grace period up to Dec 2017
	Total	15951	11418	2852	1681	82.12	
3.	2016-17 (Financial year 2017-18)	914 (including 18 Private candidates) applications were received and processed for 10th batch.					

- PGDAEM certificates were issued to 1457 and 265 (regular and supplementary) candidates, who have successfully completed the course.
- A ‘Regional Workshop on Implementation of Central Sector Extension Schemes & Training Planning for N.E. States’ was held at MAMETI, Shillong, Meghalaya during 24th to 25th Feb. 2017. A Presentation was made on the progress and status of PGDAEM in North Eastern states, at the workshop.
- Facilitator Development Training was organized at MANAGE during May 2016 for the candidates, who had successfully completed PGDAEM. Thirty-five candidates participated in this program.

New Initiatives in PGDAEM

PGDAEM in Afghanistan

- MANAGE is collaborating with the Ministry of Agriculture, Irrigation and Livestock (MAIL), Afghanistan for launching a one-year Post-Graduate Diploma in Agricultural Extension Management (PGDAEM), in distance learning mode. A brochure along with the application form was prepared and forwarded to MAIL, Afghanistan for initiating the registration of the candidates.
- A tentative list of 92 candidates has been submitted by MAIL, Afghanistan and the short-listing will be done based on the fulfillment of the criteria. US \$ 900 will be charged for each candidate shortlisted for admission.

PGDAEM-MOOCs

- As per the approval in the 68th meeting of the Executive Council held at MANAGE on 12-8-2016, steps have been taken for starting the online PGDAEM using Massive Open Online Courses (MOOCs) platform. Content development in the form of objective / multiple choice questions is about to be completed.
- Promotional activity was undertaken for Online PGDAEM-MOOCs by sending posters to different universities and institutions in the country, for display. In addition to the letters addressed to the HODs of Department of Agriculture and Allied Sectors, an advertisement in the newspapers, website notification were given and published in the e-bulletins of MANAGE.
- Registration for the program is in progress.

Certified Farm Advisor/ Livestock Advisor Program

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

Module–I: This module, for a period of three months, will deal with sector specific latest technologies and management aspects through an e-platform on important and emerging areas. The study material will be in the form of text, Power point and videos. As Module-I is administered online, hence the officials enrolling for the program will not be disturbed from their regular duties.

Module–II: Based on the need and specialization preferred by the extension functionaries they will be sent to the identified ICAR institutes/SAUs/ Elite institutes for intensive specialized skill oriented training for a period of 15 days, within or outside their respective states.

Module–III: On completion of Module-II, the candidates will try to apply their learning in the field at their respective place of work. The candidate will be provided handholding support for one year by a Mentor Scientist/s from the same Institute where he has undergone Module-II. The hand holding will be in the form of technical guidance to the candidate whenever he faces any problem in the field, while applying his technical

knowledge/skills acquired on the particular crop/ enterprise. This will help the candidate to develop holistic understanding on the practical aspects. By the end of Module-III, the candidate will be competent enough to solve the field problems and will be able to provide better advisory services to the farmers.

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

Expected outcome

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

Eligibility Criteria for Enrolment

Any Extension Officer/Agripreneur with B.Sc (Ag) or Graduation in allied sector, up to the age of 55 years, with functional literacy on computer, is eligible for enrolment.

Fee

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

Progress

- Two Consultative Meets were organized to identify the sector specific thematic areas for Module-I, in Agriculture and Animal Husbandry sectors.
- Accordingly, 22 themes for Agriculture and 28 themes for Animal Husbandry were identified by the experts.
- Suitable Resource Persons were identified for developing the content/write up. The study material and Video lectures for all the 22 themes on Agriculture were prepared with the help of TELAgE Lab of NAARM.
- The study material on the agricultural sector was brought out in the form of a Book. Video lectures and Study material were released by Honorable Secretary Shri. Shobhana K. Pattanayak, IAS, MoA&FW, GOI.
- Development of Study Material and Video lectures for identified 28 themes of Animal Husbandry sector is in progress.
- Communication was sent to Agriculture/ Horticulture/Animal Husbandry departments, agripreneurs and PGDAEM candidates across the country for nominations. A total of 112 applications have been received so far.
- 20 ICAR institutes gave willingness to conduct Module II & III at their respective institutes.



Study material released by Honorable Secretary Shri. Shobhana K. Pattanayak, IAS, MoA&FW, GOI

6

Information and Communication Technology Support

Information and communication technology support is provided through 150 computer systems connected to two leased lines of 100 mbps and 22 mbps with 24 hours Internet connectivity.

Video-conferencing facility is available to facilitate communication with the Ministry and various other institutions. The campus is wi-fi enabled.

MANAGE on the Web

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

MOOCs based e-Learning Platform at MANAGE

MANAGE trains around 3500 Officers every years through its 120-140 training programs organized at its campus at Hyderabad and through off-campus programs. Additionally around 1200

Extension personnel register for our distance learning program-PGDAEM. Thus the total outreach of MANAGE is limited to around 5000 extension personnel per year.

On-Line Learning systems are becoming popular with improved connectivity and learning systems Management Tools. Massive Open Online Courses (MOOCs) are one such initiative. On-Line learning is providing a massive opportunity to MANAGE to improve and augment the outreach of our Educational Programs.

MANAGE has hosted PG Diploma in Agricultural Extension Management (PGDAEM) program on MOOCs platform. MANAGE is taking services of the Indian Institute of Technology (IIT) Kanpur to customize MANAGE-MOOCs Software using Open Source Technologies. IIT Kanpur has customized MOOCs for MANAGE and is now loading the Text, Videos, PowerPoint Presentations and Quizzes developed by MANAGE for PGDAEM on this platform. PGDAEM-on-MOOCs course will be launched on May 1, 2017. MANAGE has decided to offer Certified Farm Advisor (CFA) Course also on the MOOCs platform as soon as the content is ready.



7

Library, Documentation and Publications

MANAGE Library provides information and documentation services to faculty, participants and students in relevant areas and supports training, teaching, research and other projects and programs of the Institute.

Information Resources

The collection includes books, journals, reports, videocassettes, CDs/DVDs in agriculture and allied areas. The focus areas are agricultural extension, agricultural economics, management, marketing, human resource development, project management, natural resource management, participatory approaches, gender studies, agribusiness, trade, information and communication technology etc.

Electronic Databases

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

Information Services

The library operations are managed through Libsys. Information Services include assistance in the use of databases and other information resources; reference services and literature search. The library alerts faculty to the new resources added to the collection by sending information on articles published in current journals on a periodic basis.



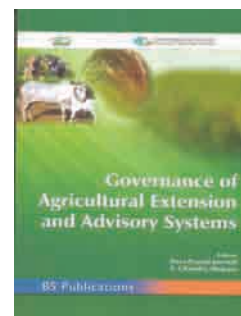
Publications by various Centers

Books

A book on "Governance of Agricultural Extension and Advisory Systems" was released in March 2017.

The book brings together experiences shared by delegates during an International Conference on Good Governance in Agricultural Extension

organized by the Center for Good Governance (CGG), Hyderabad in association with MANAGE, during 3-4 September, 2015. The book covers Good governance in International extension models, public extension, private Extension, ICT led extension and Gender in agricultural extension and is a blend of various public, private and cooperative models shared by participants from Kenya, Liberia, Malawi and India in agricultural extension service delivery.



A Manual on Good Practices in Extension Research and Evaluation is developed as a hands on reference manual to help young researchers, research students, and field extension functionaries in choosing the right research methods for conducting

quality research and evaluation in extension. This is an outcome of a Workshop on 'Good Practices in Extension Research and Evaluation' jointly organised by the ICAR-National Academy of Agricultural Research Management (NAARM), Center for Research on Innovation and Science Policy (CRISP), Agricultural Extension in South Asia (AESAs), ICAR-Central Tuber Crops Research Institute (ICAR-CTCRI), and MANAGE at NAARM, Hyderabad, India, during 29 November - 2 December 2016.



This manual builds on the experiences derived from this workshop and the feedback received. This Manual may be used by researchers to refine and update their knowledge on how to approach research in extension in a more systematic and scientific manner.



Journal and Newsletters

- MANAGE publishes a half-yearly Journal of Agricultural Extension Management to disseminate information relating to extension systems and practices, research on extension, efficient organization of technology transfer and other socio-economic issues concerning agriculture and allied areas for the benefit of policy makers, scientists and extension functionaries. Two issues were published and disseminated during the period.
- **Extension NEXT** is a quarterly bulletin aimed at imparting better understanding about recent developments in agricultural extension. It also intends to develop basic understanding about the role of extension in agricultural and allied sectors and start a dialogue on how to make extension efforts to contribute for better impact. Each issue of the bulletin is on a single topic. One issue was published during the period on “Social Media for Agricultural Extension”.
- A bi-monthly **MANAGE Bulletin** focuses on various activities of MANAGE including training, education, research, consultancy, implementation of schemes, etc. Six issues were published and disseminated. The Bulletin is accessible online.
- **MANAGE International e-Bulletin** is a monthly newsletter documenting and reporting events relating to Feed the Future India Triangular Training (FTF-ITT) Program.
- **Agripreneur** is a monthly e-Bulletin which shares the experiences of Agripreneurs, Nodal training institutes, Agribusiness companies, Extension functionaries, Bankers, Academicians, Researchers and Agribusiness thinkers in the country working for promotion of Agri Entrepreneurship development” under the AC&ABC Scheme.
- **DAESI e-Bulletin** is a quarterly newsletter which documents and disseminates information on the DAESI program and highlights important events under DAESI in various States.
- **Spice**, a quarterly newsletter from PGDM (ABM) features campus news including industry-interface program, guest lectures, events, articles by students.

8

Promotion of Official Language

During the year under review, the Annual Report and Annual Accounts for the year 2015-16 were prepared and placed in both houses of parliament. The Annual Training Calendar for the year 2016-17 was also prepared in bilingual form. Agripreneur e-bulletin is prepared in bilingual form and made available on MANAGE website. Quarterly meetings of the MANAGE Official Language Implementation Committee were conducted during all the three quarters and reports were sent to the Department of Official Language, Ministry of Agriculture, and the Regional Implementation Office, Department of Official Language, South Block, Bangalore.

Correspondence from MANAGE with the States under “Regions A and B” of Official Language Rules was in Hindi and English (bilingual). In compliance with Section 3 (3) of Official Language Act, efforts are being made to prepare the documents in bi-lingual form. To encourage internal notings on files, assessment is being done at the end of every quarter and an individual doing more quantum of work in Hindi and the section performing best in implementation of Official Language are awarded.

MANAGE was given the responsibility of Town Official Language Implementation Committee (TOLIC)-4 of Central Government Organizations

by Department of Official Language, Ministry of Home Affairs, GoI. Forty seven member organizations are covered under this TOLIC. Two half yearly meetings of this committee were conducted during the period under review. A workshop on 16-12-2016 was organized for the TOLIC-4 members on technical aspects of Official Language like Google Voice Typing, enabling Mangal fonts on Desktops, enabling Indian Languages on Android mobile phones, registering their offices on MIS of Dept. of Official Language, MHA, GoI for sending online quarterly progress reports of official language implementation etc.

To promote usage of Official Language, Quarterly Hindi workshops are organized regularly. To encourage Hindi typing in official correspondence, staff are nominated for Basic Computer Training in Hindi organized under Hindi Teaching Scheme.

Hindi Fortnight was organized during September 2016. Various competitions were organized and prizes distributed to the winners. MANAGE participated in Dakshini Kshetriya Rajbhasha Sammelan organized by Dept. of Official Language, GoI on 21-12-2016 at IICT, Hyderabad.



9

Administration and Accounts

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

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

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

Funds

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

Meetings

The following meetings were held during the period under review:

Executive Council

The 68th Meeting of the Executive Council was held on 12th August 2016 at MANAGE under the chairmanship of Shri S.K. Pattanayak IAS, Secretary (A&C), Department of Agriculture, Cooperation & Farmers Welfare, GoI. The Council reviewed the progress of activities of the Institute. Shri Kumar Sanjay Krishna, Additional Secretary & FA, Shri Dinesh Kumar, Joint Secretary (Extension) were also present on the occasion.



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

Academic Committee Meeting

The 21st Meeting of the Academic Committee of MANAGE was held on 27th February 2017, chaired by Smt. V. Usha Rani IAS, Director General, MANAGE. The Committee reviewed and approved the Training Calendar for 2017-18.



Director General, MANAGE Smt. V. Usha Rani, IAS chairing the Academic Committee Meeting

ANNEXURES

General Council Members of MANAGE as on 31/03/2017

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

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
Ex Officio Members			
v	Director General, NIRD	8	Dr. W.R. Reddy, IAS Director General National Institute of Rural Development and Panchayati Raj Rajendranagar, Hyderabad - 500 030
vi	Director General, NIAM	9	Smt. Irina Garg, IRS Director General National Institute of Agricultural Marketing (NIAM), Kota Road, Bambala, Near Sanganer, Jaipur – 303 906
vii	Director General, ICAR	10	Dr. Trilochan Mohapatra Secretary (DARE) & Director General Indian Council of Agricultural Research Krishi Bhawan, New Delhi - 110 011
viii	a) Additional Secretary	11	Shri Raghvendra Singh, IAS Addl. Secretary (Extension) Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India Krishi Bhawan New Delhi – 110 001
	b) Joint Secretary in charge of Extension	12	Shri Amitabh Gautam, IAS Joint Secretary (Extension) Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Krishi Bhawan, New Delhi – 110 001
	c) Financial Adviser in the Ministry / Department of Govt. of India dealing with MANAGE	13	Shri Kumar Sanjay Krishna, IAS AS & Financial Adviser Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India, Krishi Bhawan, New Delhi – 110 001
ix	Agriculture Commissioner, Govt. of India, Department of Agriculture, Cooperation and Farmers Welfare 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	Ms. Sindhushree Khullar Secretary, Planning Commission, Govt. of India, Yojana Bhavan, New Delhi - 110 001

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

Annexure II
Executive Council Members of MANAGE as on 31/03/2017

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

MANAGE Faculty, Officers and Staff

Director General

Smt. V. Usha Rani, IAS
Director General

Faculty

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

Dr. Vikram Singh
 Director
 M.A. (Psychology), M.Phil; Ph.D.
 vikrams@manage.gov.in

Dr. P. Chandra Shekara
 Director (Agricultural Extension) and Center for Agri-Entrepreneurship Development (CAD)
 Ph.D. (Agricultural Extension)
 chandra.manage@gov.in; chandramanage.p@gov.in

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

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

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

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

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

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

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

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

Dr. N. Balasubramani
Deputy Director (OSPM)
M.Sc. (Agri.), Ph.D. (Agricultural Extension), MBA, PGDHRM
balasubramani@manage.gov.in

Dr. Karabasayya C. Gummagolmath
Deputy Director (M&E)
M.Sc. (Agricultural Economics); Ph.D. (Agricultural Economics)
kcgum@manage.gov.in

Dr. B. Renuka Rani
Assistant Director (HRD)
M.S.W.; Ph.D. (Women Studies); PGDPR (Public Relations); PGDAEM
brenuka@manage.gov.in

Shri G. Bhaskar
Assistant Director (IT)
MCA, MBA, MCSE, M.A., Dip. in RDBMS & OOPS, PGDAEM
gbhaskar@manage.gov.in

Dr. P. Lakshmi Manohari
Assistant Director (Agricultural Extension)
M.Sc. (Agricultural Extension); Ph.D. (Communication-Agriculture)
plmanohari@manage.gov.in

Dr. Shahaji Sambhaji Phand
Assistant Director (Allied Extension)
M.V.Sc.(Veterinary Extension Education); Ph.D (Veterinary Extension Education)
PGDMCP (Post Graduate Diploma in Multimedia & Computer Programming)
balraje.shahaji@manage.gov.in

Dr. K. Venkateshwar Rao
Programmer
M.Tech. (CSE); M.Sc (Physics); PGDCA, PhD (Management)
kvrao@manage.gov.in

Dr. K. Sai Maheshwari
Research Associate
M.Sc., PG Diploma in Sericulture; Ph.D (Sericulture); PGDAEM
kmaheshwari@manage.gov.in

Dr. B. Venkata Rao
Research Associate
M.B.A. (Marketing); Ph.D. (Management)
bvrao@manage.gov.in

Dr. P. Kanaka Durga
Research Associate
MA (Economics); M.Phil (Economics); Ph.D. (Economics)
kanakad@manage.gov.in

Dr. A. Krishna Murthy
Documentation Assistant
M.A. (Pub.Admn.); M.L.I.Sc, M.Phil.; Ph.D (Library and Information Science); PGDLAN
krishnam@manage.gov.in

Officers and Staff

Shri Shridhar Khiste Deputy Director (Admn.)	Dr. Srinivasacharyulu Attaluri Programme Officer
Shri Ch. Naga Mallikarjuna Rao Assistant Accounts Officer	Dr. Radha Rukmini Medical Officer
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Dr. K. Srivally Hindi Translator	Shri E. Nagabhushanam Stores Officer
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Shri Sunil Kumar Mess Manager	Shri T. Nagaraju Office Superintendent
Smt. V. Mangamma Sr. Accountant	Shri K. Jagan Mohan Rao Receptionist-cum-caretaker
Shri B. Chakradhar Rao EDP Assistant	Shri M. Srinivasa Rao EDP Assistant
Shri M. Venugopal EDP Assistant	Shri K. Udaya Verma Telephone Operator
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Shri Girjesh Joshi House Keeper	Shri M. Siva Kumar Jr. Accountant
Smt. G. Sandhya Rani UDC	Smt. M. Bhagya Lakshmi Asst. Cashier
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Smt. P. Jyothi Jr. Stenographer	Shri T. Phani Kumar Jr. Stenographer
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Shri B. Mallesha Driver	Shri S. Sathyanarayana Driver
Shri D. Yadaiah Staff Car Driver	Shri MD. Raheem Staff Car Driver
Shri G.S. Padma Rao Binder	Shri N. Raghupathi Plumber
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Shri B. Ellamaiah MTS	Smt. J. Vijaya MTS
Shri N. Sivalingam MTS	Shri B. Ramachander MTS
Shri B. Sathaiah MTS	



National Institute of Agricultural Extension Management

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

Rajendranagar, Hyderabad – 500 030, Telangana State, India

Tel : 040-24015253, 24594509 Fax : 040-24015388

www.manage.gov.in