



ANNUAL REPORT 2018-2019



National Institute of Agricultural Extension Management
(An Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)
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MANAGE ANNUAL REPORT 2018-2019



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Rajendranagar, Hyderabad - 500 030, Telangana State, India

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Message from the Director General



Capacity building of agricultural extension managers is a core area of MANAGE apart from consultancy, research, management education and implementation of Schemes of the Government of India. During the year MANAGE organized 223 Programs covering 5626 participants. These included twelve international training programs under Feed-the-Future India Triangular Training (FTF ITT) initiative, in collaboration with premier Indian Council of Agricultural Research Institutions and other reputed organizations in India.

Extension through Innovation being the buzzword, global innovations and institutional reforms are a prerequisite in the existing extension system. We need to incubate innovations in agriculture, focus on climate smart extension approaches and other issues and challenges in agriculture and also share experiences of agricultural extension and advisory services in different countries. Keeping this in view, during the year, MANAGE in collaboration with Michigan State University organized an international conference on “Agricultural Extension and Advisory Services: Innovation to Impact”, bringing together stakeholders representing various countries like USA, Uzbekistan, Kyrgyzstan, Afghanistan and India.

Among new initiatives, was the launch of an online educational program, on Agri-Warehousing Management, on MOOCs platform. The program aims at building a pool of warehouse professionals with capacity to manage warehouses efficiently. MANAGE signed an MoU with Central Warehousing Corporation, New Delhi for developing a sustainable arrangement for providing practical exposure to the candidates enrolled in the program. MANAGE also entered into a MoU with National Cooperative Development Corporation (NCDC), New Delhi.

Yet another milestone was the launching of a one-month free residential professional certificate training course Aquaclinics & Aquapreneurship Development Programme (AC&ADP) which is conceptualized and funded by National Fisheries Development Board (NFDB). The objective is to establish Aqua Clinics/Aqua One Centres (AOC) to support fish/shrimp farmers as well as promote self-employment.

The prestigious PGDM (ABM) Program offered by MANAGE since 1996 has received the appreciation of one and all and this year too, MANAGE has been ranked as one of the best B-Schools in the country.

MANAGE is a knowledge partner of the Department of Agriculture, Cooperation and Farmers Welfare for execution of Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY-RAFTAAR) scheme of Government of India which aims at making farming a remunerative economic activity through strengthening the farmers’ effort, risk mitigation and promoting agri-business entrepreneurship.

MANAGE with limited faculty is reaching a large number of senior and middle level officers by networking with various institutions. We thank the Ministry of Agriculture & Farmers Welfare, Govt. of India, our General Council, Executive Council and Academic Committee for their continued support for our various initiatives. We also value the support from State Departments, State Agricultural Universities and other institutions.

A handwritten signature in blue ink, appearing to be 'Usha Rani'.

V. Usha Rani, IAS
Director General



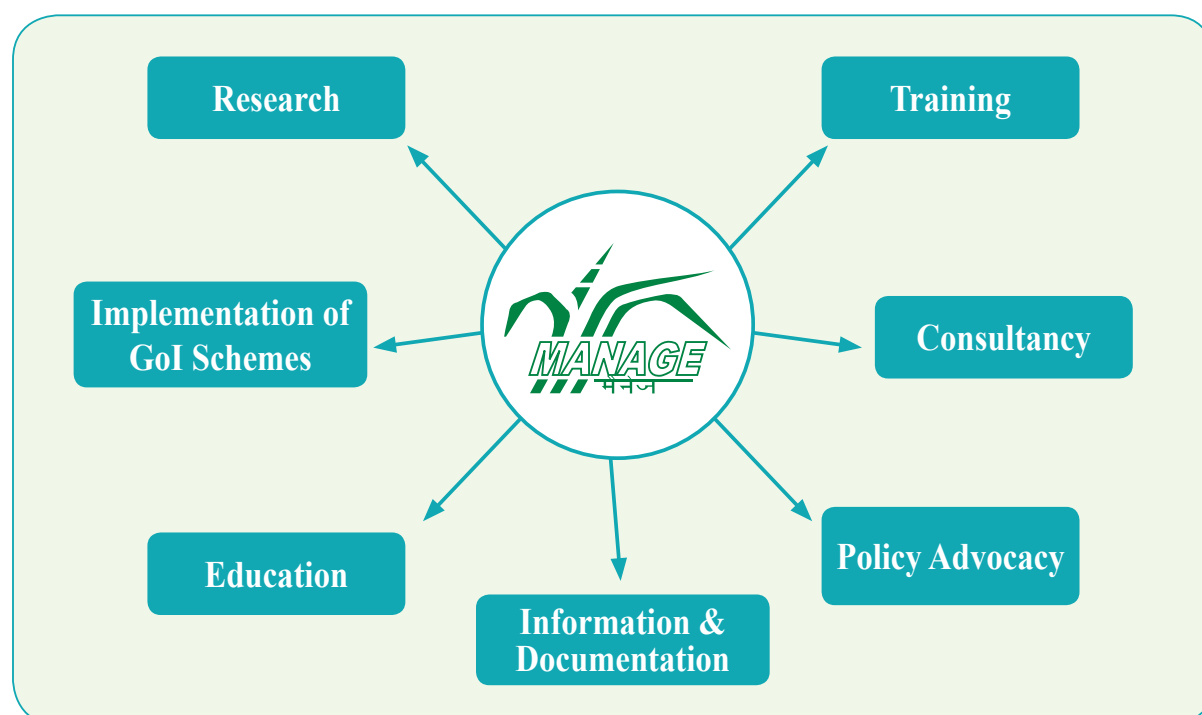
MANAGE

1. MANAGE - An Overview

The National Institute of Agricultural Extension Management (MANAGE), an autonomous organization under the Department of Agriculture, Cooperation and Farmers Welfare (DAC&FW), Ministry of Agriculture & Farmers Welfare, Government of India (GoI) was established in 1987, as the National Centre for Management of Agricultural Extension at Hyderabad in response to the challenges of agricultural extension in a rapidly growing and diverse agriculture sector. The policies of liberalization and globalization of the economy and the level of complexity of agricultural technology, called for major initiatives towards reorienting and modernizing the agricultural extension system. Effective ways of managing the extension system were needed to transform the existing set-up through professional guidance and capacity development of critical manpower. MANAGE was established

in response to this need. In recognition of its importance and expansion of its activities, its status was elevated to that of a National Institute in 1992 and the institute was renamed as National Institute of Agricultural Extension Management. MANAGE was registered as a Society on 11th June 1987 under the Andhra Pradesh (Telangana areas) Public Societies Registration Act, 1350 Fasli (Act of 1350F).

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

The activities of MANAGE 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

There is need to continuously equip extension professionals with the latest skills to meet emerging challenges. MANAGE organizes need-based training programs, workshops and refresher programs for public extension professionals working in departments of agriculture, horticulture, animal husbandry & veterinary science, fisheries, sericulture departments of different States and UTs, scientists of Krishi Vigyan Kendras (KVK), ICAR Institutions and State Agricultural Universities (SAUs) and executives in the private sector.

The programs provide a conceptual understanding on current themes in Agricultural Extension Management as well as operational skills and are designed to prepare the extension professionals to cope with challenges and for effective implementation of flagship programs of the Government. MANAGE training programs are farmer-focused. The strength of MANAGE training programs is based in participatory and experiential learning methodology, case studies, success stories, hands-on practice, field visits, group work, soft skills, communication skills, interactive sessions, discussions, presentations by participants, and technical sessions. MANAGE believes in a problem-solving approach to field level issues faced by farmers, officers and other stakeholders in its training programs.

The Programs are designed based on the recommendations of the Training Planning Workshop which is organized annually at MANAGE. The workshop provides an opportunity for all stakeholders, viz., Extension Education Institutes (EETs), State Agricultural Management and Extension Training Institutes

(SAMETIs) Departments of Agriculture & Allied areas and scientists of ICAR/ SAUs to brainstorm on training requirements of extension professionals across departments and states and plan suitable training programs. MANAGE Programs are also customized in response to specific requests from the GoI/ States/ UTs and the private sector.

Research and Consultancy

Focus of research at MANAGE is on contemporary areas in agricultural extension management like market led extension, gender issues, ICT application, food and nutrition security, etc. 'Action research' is taken up to pilot-test ideas/ concepts and technologies in field situations. MANAGE provides Consultancy to State departments on request and also undertakes Monitoring and Evaluation of implementation and impact assessment of various Schemes on request from Central and State Government Organizations.

Education

The Management Education Programs by MANAGE include PGDM (ABM), PGDAEM, CFA/ CLA and PGDAWM. The Post-Graduate Diploma in Agri-Business Management [PGDM (ABM)], is a Flagship program of MANAGE launched in 1996 to impart education to meritorious agricultural graduates in the areas of agribusiness management, human resource management, entrepreneurship, financial management, marketing management etc. to prepare business leaders and techno-managers.

The Post Graduate Diploma in Agricultural Extension Management (PGDAEM) is a one-year continuing education program for in-service extension personnel, offered on a distance education mode with contact classes conducted at respective state headquarters. The Certified Farm Advisor/ Certified Livestock Advisor" Program is organized in association with ICAR institutes/ SAUs and other Institutes for extension officers in agriculture and allied sectors. A new online

education program of one-year duration has been launched this year-the Post Graduate Diploma in Agri-Warehousing Management (PGDAWM) which aims to equip the enrolled candidates with requisite knowledge and skills required for efficient management of agri-warehouses.

Government of India Schemes

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

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 train input dealers on technical aspects of agriculture on 'Contact class-cum-distance education mode'. MANAGE is also implementing Skill Training for Rural Youth (STRY) Scheme to promote employment in rural areas.

Centers at MANAGE

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

These Centers are:

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

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

9. Centre for Climate Change and Adaptation

10. School of Agribusiness Management

Institutional News and Events 2018-19

Visit of Honourable Vice President of India Shri M. Venkaiah Naidu to MANAGE

Shri M. Venkaiah Naidu, Honourable Vice President of India, visited the National Institute of Agricultural Extension Management (MANAGE) on May 19, 2018. The Deputy Chief Minister of Telangana, Shri Mohammad Mahmood Ali and other dignitaries were also present on the occasion. The Honourable Vice President visited the Knowledge Incubation center, Urban Greening stalls, Photo Exhibition, interacted with Agripreneurs of ACABC scheme, trainees of Input Dealers Course, released a Handbook on Important Insect Pests and Diseases of Major Crops in India and launched MANAGE India YouTube Channel.

International Programs

During 2018-19, a total of 12 Feed-the-Future India Triangular Training Programs (FTF ITT) were conducted covering 307 executives representing 17 countries in Asia and African region. These International Training Programs were organized in collaboration with premier Indian Council of Agricultural Research Institutions and other reputed organizations in India. The First Indian Technical and Economic Cooperation (ITEC) Training Program on "Computer Application in Agriculture" was also organized during the year.

MANAGE-MSU Conference

MANAGE organized an "International Conference on Agricultural Extension and Advisory Services: Innovation to Impact" in collaboration with Michigan State University during 12-14 February, 2019 with an objective to make collective actions and reforms for strengthening the extension and advisory services to bring impact in the farming community for sustainable agricultural and rural development. There were interactive presentations and panel

discussions on seven important themes viz., Modernizing Extension through Institutional Innovations; Developing Extension Systems: Capacity Building Approach; Beyond Agriculture: Catering to Advisory Needs of Allied Sectors; Entrepreneurship through Market-linked Extension: Incubating innovations in Agriculture; Looking for better impact: Navigating ICTs for AEAS; New Extension: Facilitating Climate Smart Agriculture, Gender, Nutrition, and Urban Agriculture and on Policy for inclusive development: National extension policy for Agriculture and Rural Development.

MANAGE-FAO Workshop

The Food and Agriculture Organization (FAO) and MANAGE organized a workshop on Strengthening Participatory Agricultural Extension and Advisory Services in India - FAO Perspectives, to explore areas for collaboration in strengthening extension and advisory services in India. The workshop focused on sharing international experiences and tools around three broad areas: Participatory extension and experiential learning; Nutrition-sensitive agriculture and extension; and Innovative farmer education approaches on water management, including surface and ground water management.

DPMP project in Warangal

As part of implementation of District Pest Management Plan (DPMP) in Warangal Rural and Urban district, activities were undertaken to educate the farmers and sensitize the extension officials on pest management practices in Paddy, Chilli and Cotton, by providing advisories and some inputs as part of Demonstrations. A Jeep campaign was inaugurated by the Director General MANAGE and Director General NIPHM on 27 July, 2018 at Warangal Rural Collectorate. The campaign covered 226 villages in 26 mandals of Warangal rural and urban districts. During the campaign a 15 minute audio was played, which explained in detail about the control of Pink bollworm, sucking pest control in cotton, use of pseudomonas and ecological engineering in paddy and use of Trichoderma in cotton and chilli. Posters were developed on

three important crops namely chilli, cotton and paddy and displayed at strategic locations.

Activities at MANAGE Adopted Village

MANAGE adopted Sriramnagar village in Moinabad Mandal, in Ranga Reddy District, Telangana State. In the adopted village, cotton is a major crop in *Kharif* season. Technical gaps in cotton farming were identified and strategies were proposed in the *Kharif* action plan. As part of implementing the action plan, two activities were performed viz. Cotton Seed treatment with *Trichoderma viride* and capacity building through agricultural video shows. The cotton farmers are facing problems with wilt (seed borne) which severely affects at early stages and Anthracnose throughout the crop period. Informative posters with colour pictures of crop problems along with advise, SMS were sent to the registered farmers of Sriramnagar village through Network for Information on Climate Exchange (NICE) platform. Educational videos on Cotton production technologies, Pest and disease management, Compost preparation were presented in the village Panchayat office. A seed treatment demonstration was also conducted.

Visitors

Seychelles Minister at MANAGE

The Agriculture and Fisheries Minister of Seychelles H.E. Mr Charles Bastienne and his team visited MANAGE on 25 Oct, 2018 to discuss possible areas of collaboration.

Tanzanian delegates visit MANAGE

A five member delegation from Tanzania viz., Ms. Maryam Abdalla Sadalla, Principal Secretary, Ministry of Agriculture, Natural Resources, Livestock and Fisheries, Zanzibar; Mr. Mohamed Ramia Abdiwawa, Ambassador and Foreign Relations, Finance & Economic Adviser to the President of Zanzibar; H.E. Mr. Baraka H Luvanda, High Commissioner of Tanzania to India; Mr. Alfian Othman Maalim, Director General, Tractors & Farm Equipment Agency; and Dr. Suleiman Mohamed, Agricultural Research Institute, Zanzibar visited MANAGE on 8 November, 2018. The team discussed about collaborative efforts of the Governments of

Tanzania and India to bring positive changes in the agriculture sector of both the countries.

Vietnamese delegates at MANAGE

Senior officials from Vietnam visited MANAGE on 7 August, 2018 for an interaction with the Director General, MANAGE, Smt. V. Usha Rani IAS and faculty. The objective of the visit was to have an overview on the implementation of ICT in Agricultural Extension at the National Level.

Brazilian officials at MANAGE

Senior officials from Brazil visited MANAGE on 29 August, 2018, to have an overview of the activities and initiatives in Agricultural Extension.

New Programs

Online Education program on Agri Warehousing Management

MANAGE launched a one-year online Post Graduate Diploma on Agri-Warehousing Management. The Course aims at building capacity of warehouse professionals to manage warehouses efficiently. The course is designed to equip the candidates with skills on different aspects of warehouse management such as inventory operations, logistics and collateral management, etc. The contents of the program have been developed through a consultation process with the experts from different sections of the warehousing sector. The program is being implemented through MOOCs platform.

An MoU was also signed between MANAGE, Hyderabad and Central Warehousing Corporation, New Delhi for developing a sustainable arrangement for providing practical exposure to the candidates enrolled in the program. The arrangement will help enrolled candidates to visit any CWC agri-warehouse and observe various warehousing operations under the supervision of the warehouse manager.

Aqua Clinics & Aquapreneurship Development Program (AC&ADP)

MANAGE AC&ABC Incubation Centre, Hyderabad launched a one month free residential professional certificate training course “Aqua

Clinics & Aquapreneurship Development Programme (AC&ADP)” sponsored by National Fisheries Development Board (NFDB), DADE, MoA&FW, Govt. of India, Hyderabad. This programme is especially meant for Diploma holders in Fisheries and Graduates in allied subjects including Zoology. The objective is to establish Aqua Clinics/Aqua One Centres (AOC) to support fish/shrimp farmers as well as promote self employment.

Knowledge Partner for RKVY-RAFTAAR

Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation (RKVY-RAFTAAR), a scheme of the Government of India, Ministry of Agriculture and Farmers Welfare (MOA&FW) aims at strengthening infrastructure in Agriculture and Allied sectors to promote Agripreneurship and Agri-business by facilitating financial aid and nurturing a system of incubation. MANAGE Incubation centre is assisting Department of Agriculture, Cooperation and Farmers Welfare (DAC&FW) as a Knowledge Partner by providing expert advice for the smooth and efficient execution of the scheme, handhold RKVY-RAFTAAR Agribusiness Incubators (R-ABIs); which include Indian Institute of Millet Research (IIMR), Tamil Nadu Agricultural University (TNAU), Acharya N.G. Ranga Agricultural University (ANGRAU) and Kerala Agricultural University (KAU) and demonstrate best practices to the eco-system partners during the implementation of the scheme.

As part of this, “Agripreneurship Orientation Program” and “Startup Agri-Business Incubation Program have been launched. Agripreneurship orientation program is aimed at providing an opportunity to students/ Youth/Research Scholars to work on their innovative ideas. Start-up Agri-Business Incubation Program supports Agri Start-ups working towards employment generation and wealth creation while tapping their innovations and technologies to upshot ventures.

Activities on the Campus

MOOCs Lab Inaugurated

In view of the increasing number of programs offered on MOOCs, a MOOCs Lab was established at MANAGE in March 2019.

MANAGE YouTube Channel

MANAGE YouTube channel has been launched to share videos on agricultural technologies, farmers' success stories, agricultural innovations, extension approaches, agricultural expert talks, agricultural training sessions, interviews of eminent persons in agriculture for farmers, agricultural students and agricultural extension professionals.

Urban Agriculture initiatives at MANAGE

The vegetable production-cum-demonstration units viz. model Vegetable Garden, for year round production of vegetables (7 m. X 7m.) for a family of four; Organic vegetable garden, protected vegetables cultivation unit and balcony garden units are being maintained by the Center for Gender in Agriculture, Nutritional Security and Urban Agriculture. The produce is sold to MANAGE staff. The overall production for the year April, 2018 - March, 2019 was 1430.38 kgs.

The Centre's Mushroom Production Cum Demonstration Unit produced 104.23 kgs of oyster mushrooms during the same period and sold to MANAGE faculty and staff.

Hydroponics was initiated to demonstrate soilless vegetable cultivation. A Portable Hydroponic model suitable for urban households was set up and exotic leafy vegetables like lettuce, roselle,

malabar spinach etc, are grown using Nutrient Film Technique (NFT).

Microgreens, is a new initiative of MANAGE Urban Garden, to promote nutritional security. The Centre is experimenting on suitability of growing microgreens on different media like coco peat, vermicompost, potting mix and tissue paper. An initiative on assessing nutritional values of 10 selected seed varieties of microgreens grown on 4 different media (Cocopeat, potting mix, Tissue paper and Hydroponics) has been taken up by the Centre through collaborative research with NIN, Hyderabad. Nutritional composition of the samples is being analyzed at NIN. Twenty seven samples have been sent to NIN for analysis and results received for the same. Developing and standardization of recipes using microgreens are in progress.

A Herbal garden has been initiated and about 400 herbal plants of 29 varieties including medicinal and aromatic plants were procured and transplanted.

The total income generated from the sale of the produce from MANAGE Urban Farming units for the period April 2018-March 2019 is Rs. 43,530/-. Exposure visits to these Units/ demo-models are being organized for the trainees of MANAGE.



2. Training Programs

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

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

MANAGE training programs are farmer-focused. The strength of MANAGE training programs is based in participatory and experiential learning methodology, case studies, success stories, hands-on practice, field visits, group work, soft skills, communication skills, interactive sessions, discussions, presentations by participants, technical sessions by MANAGE faculty and experts drawn from pioneering Institutions in India. MANAGE believes in

problem-solving approach to field level issues faced by farmers, officers and other stakeholders in its training programs. MANAGE also uses videoconferencing, on-line interaction, skype sessions, videos besides well prepared reading material and exercises in its training programs.

To know the training and capacity development needs of agricultural extension professionals, MANAGE organized an Annual Training Planning Workshop on 16 and 17 January, 2018. The Directors of SAMETIs and EETIs, training coordinators of Agriculture & Allied Departments, Scientists of ICAR and SAUs participated in the workshop and shared information on training needs assessment, themes of the programs proposed and explored possibilities for collaboration for joint training and research activities with MANAGE. The workshop provided an opportunity for all stakeholders to brainstorm on the training needs and plan for suitable training programs for the consideration of the Academic Committee.

The 22nd Meeting of the Academic Committee of MANAGE was organized on 27th February, 2018 chaired by MANAGE Director General and approved a total of 200 training programs and three research studies for the year 2018-2019. The members of the Academic Committee include the Joint Secretary (Extension) or his nominee, MoAFW, Vice-Chancellors from four State Agricultural Universities, two members from MANAGE Executive Council, MANAGE senior faculty, and co-opted members / special invitees comprising of eminent professors from reputed management institutions, Directors of Extension Education Institutes, and scientists/ persons who contributed for agricultural development. The following section gives details of training programs conducted during 2018-2019, highlights the important international training programs and certified farm/ livestock advisory programs.

Training Programs Conducted During 2018-19

During the year 2018-19 a total of 223 Programs were organized covering 5626 Participants. The Centre-wise details of Training Programs, Workshops, Refresher Training Programs, Feed-

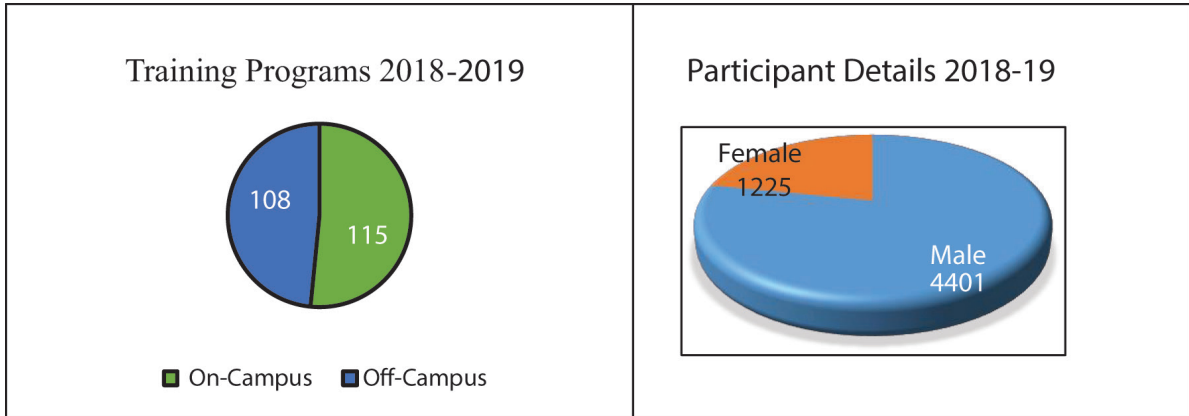
the-Future India Triangular Training Program (FTF ITT) and Certified Farm / Certified Livestock Advisor Program (CFA/CLA) are given below:

Sl. No.	Name of the Centre	Programs Conducted April 2018 - March 2019					Total Programs Organized	No. of Partici-pants
		Trg	WS	RTP	FTF-ITT	CFAP		
1	Centre for Agricultural Extension Policy, Private Public Partnership in Extension and International Centre of Excellence in Agricultural Extension	10	01	-	12	-	23	567
2	Centre for Agricultural Extension Innovations, Reforms & Agripreneurship	31	06	20	-	-	57	1511
3	Centre for Capacity Building of Agri-institutions	13	-	-	-	-	13	394
4	Center for Supply Chain Management & Marketing in Agricultural Extension	17	03	-	-	-	20	534
5	Centre for Extension in Agri-Allied Sectors	20	01	03	-	-	24	579
6	Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension	31	-	-	-	-	31	652
7	Center for Gender in Agriculture, Nutritional Security and Urban Agriculture	06	02	-	-	-	08	175
8	Center for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans	19	01	-	-	-	20	604
9	Center for Climate Change and Adaptation	11	02	-	-	14	27	610
Total :		158	16	23	12	14	223	5626
Grand Total :		223					223	5626

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

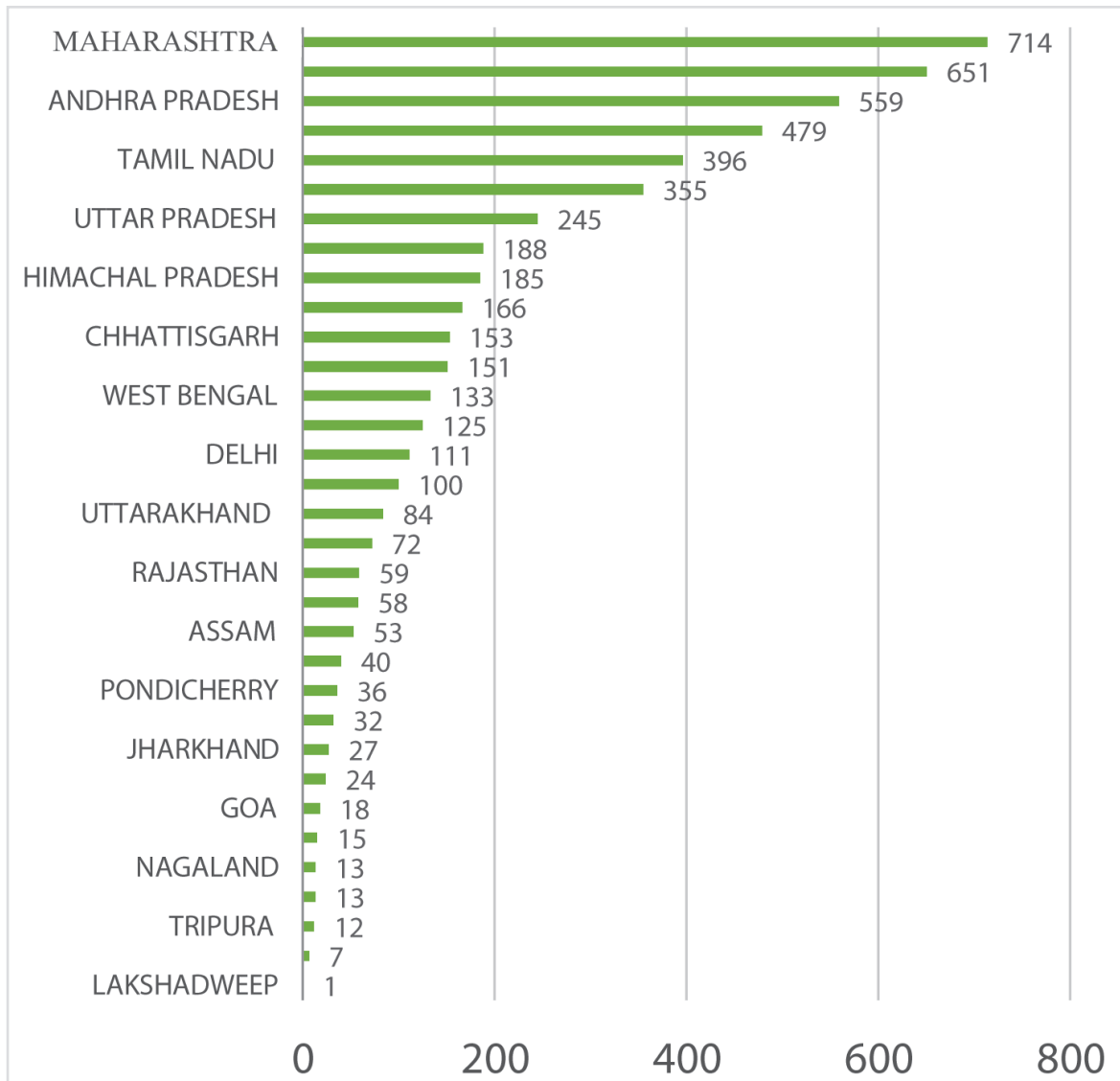
Training Programs at MANAGE





State-wise Participation in Training Programs 2018-19

Total No. of Participants covered = 5626



International Training Programs

1. MANAGE organized an “International Conference on Agricultural Extension and Advisory Services: Innovation to Impact” in collaboration with Michigan State University during 12-14 February, 2019 at MANAGE. The objective was to make collective actions and reforms for strengthening the extension and advisory services to bring impact in the farming community for sustainable agricultural and rural development.

2. The First Indian Technical and Economic Cooperation (ITEC) Training Program on “Computer Application in Agriculture” was held during 18th February to 6th March, 2019 at MANAGE, Hyderabad. Twenty three (23) participants from 13 developing countries i.e., Burundi, Cambodia, Kenya, Kazakhstan, Malawi, Mongolia, Nigeria, Sri Lanka, South Sudan, Sudan, Tajikistan, Tanzania and Vietnam participated in the program. The main objective of the program was to enhance knowledge and understanding of participants about the Indian experience in computer application in agricultural extension; improve practical knowledge on innovative and emerging trends; help in making effective extension strategies for using ICT in sustainable agriculture development etc.

Feed-the-Future India Triangular Training Program

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

During 2018-19, a total of 12 FTF-ITT Programs were conducted covering 307 executives representing 17 countries in Asia and African region. These International Training Programs were organized in collaboration with the premier Indian Council of Agricultural Research Institutions and other reputed organizations in India. The details of the training programs are given below:

1. FTF ITT International Training Program on “Management of Dairy Cooperatives” during 10 - 24 April, 2018 at ICAR-National Dairy Research Institute (NDRI), Karnal, Haryana. Twenty-Two delegates participated in the Program.
2. FTF ITT International Training Program on ‘Entrepreneurship Development in Food Processing’ during 17 April, 2018 - 01 May, 2018 at Indian Institute of Food Processing Technology (IIFPT), Thanjavur, Tamil Nadu. Twenty delegates participated in the Program.
3. FTF ITT International Training Program on Modern Poultry Management during 01 - 15 May, 2018 at ICAR-Directorate of Poultry Research (DPR), Hyderabad, Telangana. Twenty-nine delegates participated in the Program.
4. FTF ITT International Training Program on Entrepreneurship Development among Rural Women during 09 - 23 May, 2018 at Kudumbasree, Thiruvananthapuram, Kerala. Twenty-Three delegates participated in the Program.
5. FTF ITT International Training Program on - Value Addition in Spices during 15 - 29 May, 2018 at ICAR - Indian Institute of Spices Research (IISR), Calicut, Kerala. Twenty-Two delegates participated in the Program.
6. FTF ITT International Training Program on Modern Storage Technologies in Agriculture during 11 - 25 June, 2018 at ICAR - Central Institute of Post-Harvest Engineering & Technology (CIPHET), Ludhiana, Punjab. Twenty-One delegates participated in the Program.

7. FTF-ITT Training Program on “Value Chain and Innovations in Agriculture Marketing” during 01 - 15 October, 2018 at CCS National Institute of Agricultural Marketing (NIAM), Jaipur, Rajasthan. Thirty delegates participated in the Program.
8. FTF-ITT Training Program on Entrepreneurship Development among Rural Women during 06-20 November, 2018 at Kudumbashree Mission, Thiruvananthapuram, Kerala. Twenty-Six delegates participated in the Program.
9. FTF-ITT Training Program on “Plant Health Management, Bio-security and Quarantine” during 27 November - 11 December, 2018 at National Institute of Plant Health Management (NIPHM), Rajendranagar, Hyderabad, Telangana. Twenty delegates participated in the Program.
10. FTF-ITT Training Program on Modern Dairy Technology, Management and Cooperatives during 05 - 19 February, 2019 at ICAR-National Dairy Research Institute (NDRI), Karnal, Haryana. Twenty-Nine delegates participated in the Program.
11. FTF-ITT Training Program on Seed Production, Processing and Commercialization during 12 - 26 February, 2019 at National Seed Research and Training Centre (NSRTC), Varanasi, Uttar Pradesh. Thirty-One delegates participated in the Program.
12. FTF-ITT International Training Program on ICT Applications in Agricultural Extension Management (Farmers Call Centre) for Afghanistan Officials during 11 - 25 March, 2019 at MANAGE. Thirty-Four delegates participated in the Program.



International Training - Glimpses





Certified Farm / Certified Livestock Advisor Program

MANAGE organized 14 “Certified Farm / Certified Livestock Advisor” programs with the help of ICAR institutes/SAUs and other elite Institutes for extension officers in agriculture and allied sectors through a systematic approach covering three modules viz., Module-I: Sector

specific Technologies (3 months); Module - II: Intensive Specialized Skill Oriented Training on 20 crops/ enterprises at an ICAR institute or SAUs (for 15 days); and Module-III: Technical Backstopping by Mentor Scientist.

3. Research Studies

Research at MANAGE focused on contemporary topics in areas relating to agricultural extension management, information and communication technology applications, gender issues, agricultural marketing, food and nutrition security, urban farming etc. MANAGE also takes up evaluation of implementation of various Government programs and Schemes on a request from Central and State Governments in order to assess their impact. Consultancy is also provided to state departments to achieve the goals set in the field of agriculture and allied areas.

The details of completed and on-going research studies are given below:

1. Case study of Sahyadri Farmer Producer Company, Nashik, Maharashtra *(Centre for Supply Chain Management & Marketing in Agricultural Extension)*

Aggregation of the farmers, especially small and marginal farmers, into producer organizations has been identified as a solution to address many of the traditional ills of the agriculture sector. The Department of Agriculture, Cooperation and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Govt. of India has identified Farmer Producer Company (FPC) as an appropriate institutional form of aggregation of farmers. FPCs have performed extremely well in states like Maharashtra, Madhya Pradesh and Kerala. Studies have revealed that farmers have been able to realize higher returns for their produce. This case study of Sahyadri Farmer Producer Company operating in Nashik District of Pune, focuses on the best practices of the FPC. It is hoped that the study will be useful for policy makers and different stakeholders of the agriculture sector. The study has been completed.

2. e-NAM: a beginning in the right direction - a case study of Telangana. *(Centre for Supply Chain Management & Marketing in Agricultural Extension)*

This study analyses the different aspects of implementation of the National Agricultural Market based on the lessons learnt from its implementation in Telangana State. The study covered three leading markets of the state namely Nizamabad, Suryapet and Mahbubnagar. The findings of the study suggest that the selected Mandis have been able to capture 100 per cent arrivals in the markets along with price discovery on electronic platform (e-tendering) leading to better prices for farmers. The increase in average number of bids per lots suggests competitive price discovery in markets. E-tendering has also brought about efficiencies in the form of shortening of trade cycle hours in the Mandi and the Mandi is also in a position to handle large number of lots in a day. The Mandis, however, find it challenging to integrate services like grading and assaying, online payments, weighing of the produce, etc. with the electronic portal. The study has been completed.

3. Study on Impact of Crop Diversification on Farm Income under H.P. Crop Diversification Promotion Project (HPCDP), Himachal Pradesh *(Centre for Supply Chain Management & Marketing in Agricultural Extension)*

Himachal Pradesh Crop Diversification Project (HPCDP) is an initiative of Govt. of Himachal Pradesh and funded by Japan International Cooperation Agency (JICA) during 2011-12. As requested by Project Management Unit (PMU) of HPCDP, an impact Assessment of “Crop Diversification of HPCDP project on Farmers’ Income” was carried out by MANAGE to study the extent of shift in crop area from traditional cereal based cropping system to high value crops. Besides, increase in income levels of the farmers and other benefits attained by the respondents after implementation of the project were also studied. The study was undertaken through a field survey using a pre-

structured schedule and by conducting Focus Group Discussions (FGDs) in the five operating districts under the Project viz. Hamirpur, Una, Bilaspur, Kangra and Mandi. Information was collected from 436 sample respondents on various aspects of crop shift, change in yield and income and other benefits attained due to implementation of the project.

The findings of the study revealed that there is a decline in area under cereals, whereas, area under vegetables and fruit crops increased considerably. Almost all the crops have shown a positive growth in yield levels due to the technical support and training received by the respondents. Share of the vegetables in total cultivated area increased from 13.92 per cent to 42 per cent, whereas, share of cereals declined from 68.92 per cent to 43.21 per cent during the study period. This finding is supported by the crop diversification index which increased to 0.62 from 0.48. Maximum average income earned from vegetable crops also increased from Rs. 2.5 lakh to Rs. 4.41 lakh in *rabi* season where as in *kharif* season, the income generated from vegetables crops has scaled up from Rs. 1.18 lakh to Rs. 2.73 lakh. Nearly 70% of the respondents have attained self-sufficiency in food grains, milk and vegetables, while, 62.16 per cent of the respondents are able to have marketable surplus in vegetables, 57.11 per cent in milk and 45.87 per cent of respondents have surplus of food grains for marketing. The study has been completed.

4. Role of Agricultural Marketing in Adopting Modern Instruments of Agricultural Marketing - A comparative Study of Karnataka and Odisha (*Centre for Supply Chain Management & Marketing in Agricultural Extension*)

This research aimed at making a comparative study of the States, which have adopted full-fledged regulation with those which have not, to ascertain the readiness of the latter to absorb modern instruments of agricultural marketing and recommend measures for putting in place good marketing practices in these States.

It is revealed from the study that the agriculture marketing system in Karnataka was better compared to Odisha state. The regulatory measures were implemented in the right spirit of provisions of Agricultural Produce Market Regulation (APMR) Act in the case of Karnataka. On the other hand, the provisions of APMR Act in the case of Odisha were not implemented properly. Hence, there was a glaring difference in terms of infrastructure relating to agricultural marketing. The requisite infrastructure may be created in RMCs and markets owned by other agencies. Hence, it is recommended that the provisions of regulation in the case of Odisha may be properly implemented to induce Good Marketing Practices on the lines of Karnataka state. The study has been completed.

5. Implementation of District Pest Management Plan (DPMP) at Warangal (*Center for Agricultural Extension Policy, Public Private Partnership and International Centre of Excellence in Agricultural Extension*).

District Pest Management Plan (DPMP) was implemented as a joint Pilot Project of MANAGE and NIPHM in two districts in Warangal Urban and Warangal Rural located in the central Telangana zone of Telangana state, in 2016-17. The objective was to identify extension gaps in Pest Management Practices adopted by farmers and focusing extension activities to fill the gaps. Five villages from Warangal (Urban) & Warangal (Rural) districts were selected under DPMP. As the district covers 59 per cent of area under Rice and Cotton, while Chilli is also an important crop cultivated by farmers in Warangal district, management of pest and disease in these crops was given priority in Warangal (Urban) & Warangal (Rural). NIPHM is the nodal agency for implementation of the DPMP and MANAGE is the extension knowledge partner.

The post project impact analysis showed that there was a significant increase in knowledge among the DPMP implemented villages over the non-implemented villages. The farmers in

the implemented villages developed favorable attitude towards IPM practices and thus found improvement in the quality and quantity of their farm produce. The majority of respondents agreed that IPM practices enhance yield in the cotton, chilly and paddy.

The farmers in the implemented villages adopted good agriculture practices compared to the control group. The usage of physical, cultural and biological measures of pest and disease control increased by 36.67%, 56.67% and 76.67% respectively in the paddy crop villages. Similar observations were found in cotton and chili crop in the project area. Based on the results of the study a district pest management model was developed.

State Working Papers on Extension Strategies

State Working Papers are envisaged to provide State-specific Extension Strategies and a Roadmap with an objective to re-vitalize Agricultural Extension System in the States. In order to prepare the State Working Papers, critical issues related to research-extension-market linkages, potentialities of agricultural and allied enterprises in the State, training needs, manpower issues, implementation of Govt. schemes etc., were identified by involving experts in agricultural extension in the State, Officials of Agriculture & Allied Depts., Faculty and Scientists of SAMETI, SAUs, KVKs, representatives of NGOs, industry/private sectors.

Draft Working Papers have been prepared for Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chhattisgarh, Goa, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Manipur, Odisha, Puducherry, Punjab, Rajasthan, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand and West Bengal.

On-Going Studies

1. **AP Integrated Irrigation and Agricultural Transformation Project (APII&ATP)**, Guntur, Andhra Pradesh (*Center for Supply Chain Management & Marketing in Agricultural Extension*).
2. **Coping up with stress - A case study of farmers of Rajasthan and Maharashtra** (*Center for Capacity Building of Agri-Institutions, Center for Extension in Agri-Allied Sectors and Center for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans*).
3. **Developing Community-based Extension Strategies for Rainfed Areas.** (*Center for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans*).
4. **Household Analysis of Urban Farming: Alternative Strategy for Food and Nutritional Security** (*Center for Gender in Agriculture, Nutritional Security and Urban Agriculture*).
5. **Promoting Micro-greens for nutritional Security in Urban Areas** (*Center for Gender in Agriculture, Nutritional Security and Urban Agriculture in collaboration with National Institute of Nutrition (NIN), Hyderabad*).
6. **Evaluation of Food and Nutritional Security of the rural Households in the adopted village of MANAGE** (*Center for Gender in Agriculture, Nutritional Security and Urban Agriculture*).
7. **Impact Study of different Agricultural Development Programmes** (*Center for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans*).

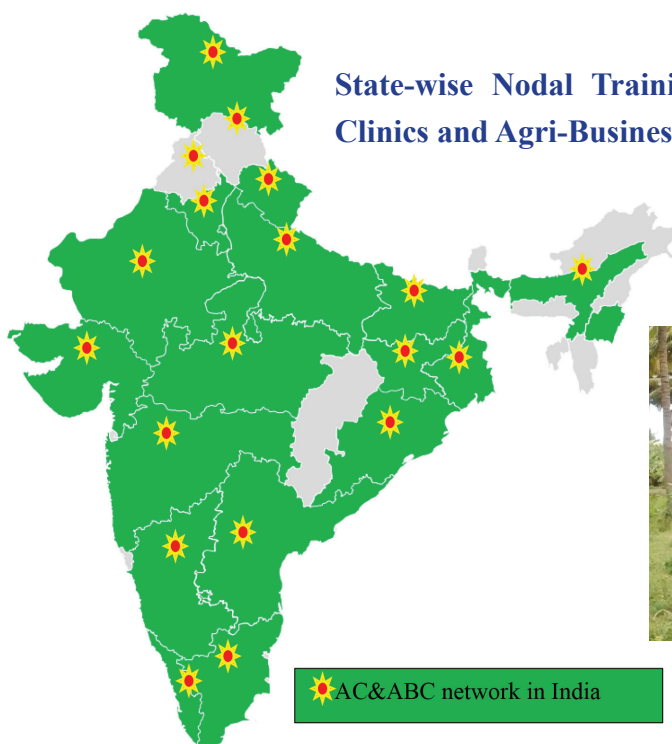
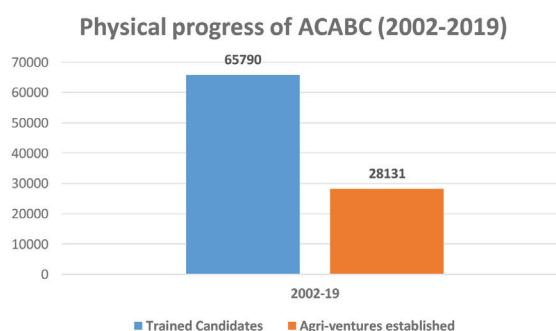
4. Schemes

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

Introduction

The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of entrepreneurship in the country. In the recent years, a wide spectrum of new programs and opportunities to nurture entrepreneurship have been created by the Government of India across a number of sectors including Agriculture. The Agri-Clinics and Agri-Business Centers Scheme (AC&ABC), the flagship program of the Ministry of Agriculture & Farmers Welfare (MoA&FW), GoI is being implemented for the promotion of agri-entrepreneurship skills among the agri-professionals. Since its launch in April 2002, the initiative has successfully given a head start to numerous aspiring agripreneurs. MANAGE has been implementing a two month free residential certificate training in Agri-entrepreneurship development for eligible agricultural/allied sciences/life sciences graduates, diploma holders and intermediates etc. in their respective states through a network of 131 Nodal Training Institutes (NTIs) across India. After the training,

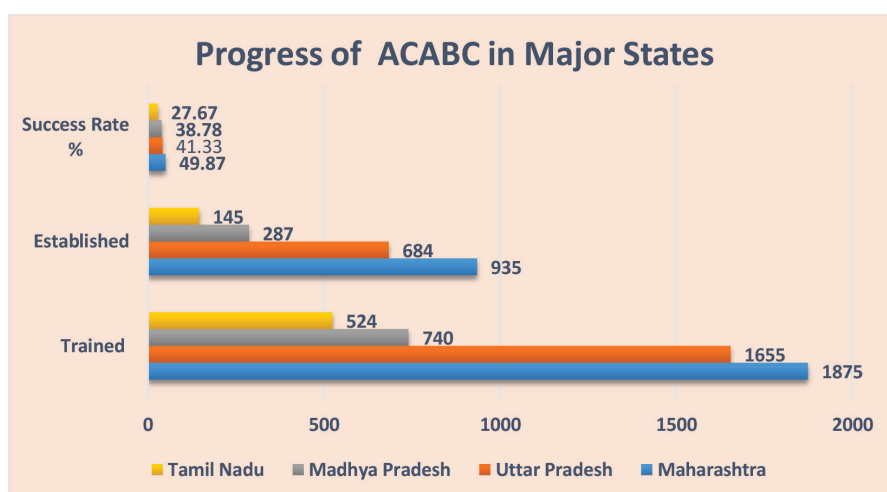
one-year handholding support is given by the NTIs to the trained candidates for establishing Agri-ventures. The trained agripreneurs are also assisted through start-up loans and credit-linked back-ended composite subsidy through banks and NABARD. The fundamental role of Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme is to provide self-employment opportunities and make doorstep agri-advisory affordable. Since inception, a total of 65,790 candidates were trained and 28131 ventures were established achieving success rate of 42.75%.



Progress of AC&ABC Scheme in India: In the financial year 2018-19, a total of 6600 candidates were trained through 131 Nodal Training Institutes (NTIs) and 2392 Agri-ventures were

established, under 23 categories of activities, thus achieving a success rate of **36.24%**. The details are as follows:

Sl. No	State	No. of Candidates Trained	No. of Agri-Ventures established	No. of NTIs
1.	Andhra Pradesh	237	0	8
2.	Arunachal Pradesh	0	0	1
3.	Assam	0	0	1
4.	Bihar	154	47	2
5.	Chandigarh	0	0	0
6.	Chhattisgarh	57	13	2
7.	Delhi	1	0	0
8.	Goa	1	0	0
9.	Gujarat	219	67	4
10.	Haryana	18	4	3
11.	Himachal Pradesh	1	0	0
12.	Jammu and Kashmir	35	9	3
13.	Jharkhand	0	0	2
14.	Karnataka	267	56	9
15.	Kerala	24	0	2
16.	Madhya Pradesh	740	287	11
17.	Maharashtra	1875	935	26
18.	Manipur	1	0	1
19.	Meghalaya	0	0	2
20.	Mizoram	0	0	1
21.	Nagaland	0	0	1
22.	Orissa	21	1	4
23.	Pondicherry	2	0	1
24.	Punjab	21	0	2
25.	Rajasthan	381	125	6
26.	Sikkim	0	0	2
27.	Telangana	317	15	9
28.	Tamil Nadu	524	145	13
29.	Tripura	1	0	0
30.	Uttar Pradesh	1655	684	13
31.	Uttarakhand	4	4	0
32.	West Bengal	44	0	2
		6600	2392	131

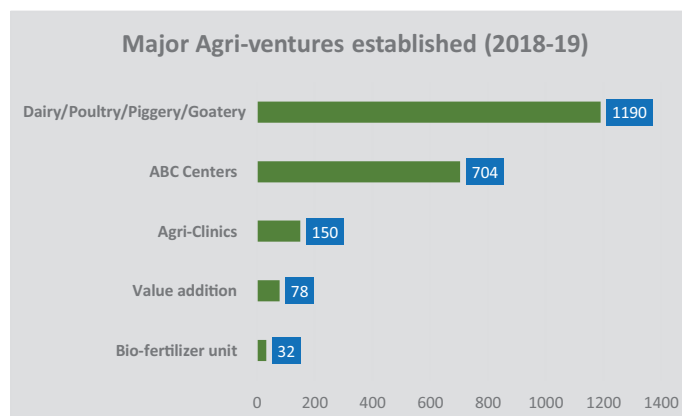


Progress of activity-wise agri-ventures established under AC&ABC during 2018-19

S. No.	Agri-venture	Number
1	Agri-Clinics	150
2	Agri-Clinics and Agri-Business Centres	704
3	Agro-Eco-Tourism	1
4	Bio-fertilizer Production and Marketing	32
5	Floriculture	2
6	Farm Machinery Unit	13
7	Fisheries Development	14
8	Landscaping + Nursery	2
9	Nursery	20
10	Organic Production/ Food Chain	18
11	Pesticides Production and Marketing	1
12	Value Addition	78
13	Fishery clinic	1
14	Seed Processing and Marketing	10
15	Soil Testing Laboratory	5
16	Vegetable Production and Marketing	62
17	Vermicomposting / Organic manure	19
18	Veterinary Clinics	16
19	Crop Production	36
20	Dairy/Poultry/Piggery/Goatery	1190
21	Agri Journalism	2
22	Sericulture	7
23	Mushroom Cultivation	9
	Total	2392

Percentage of top agri-ventures by location in India (2018-19)

Agri-ventures	MS	UP	TN	RAJ	MP	KAR
Dairy/Poultry/Piggery/Goat farming (1190)	26.05%	33.94%	7.39%	8.73%	16.63%	3.41%
Agri-Business Centers (704)	59.52%	19.46%	4.12%	0.49%	3.41%	2.74%
Agri-Clinics (150)	67.33%	91.33%	4.00%	2.66%	1.3%	2.00%
Value addition (78)	50.00%	11.53%	16.66%	2.65%	14.10%	0.00%
Bio-fertilizer production unit (32)	25.00%	37.50%	6.25%	3.12%	3.12%	9.37%



AC&ABC Publications

Realizing the importance of dissemination of Information on current events, research studies, success stories under Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme, MANAGE is actively engaged in publishing and disseminating information on status of entrepreneurship skill development. So far, MANAGE has published over 3 books, 97 issues of an e-Bulletin, mid-term evaluation report, research studies, infographics, AC&ABC leaflet and 19 videos on various aspects of entrepreneurial skill development. All publications are available at www.agriclinics.net.



e-Bulletin

‘Agripreneur’, a monthly e-Bulletin is a comprehensive revival of evidences regarding Agri-Clinics and Agri-Business Centers Scheme published every month from MANAGE.

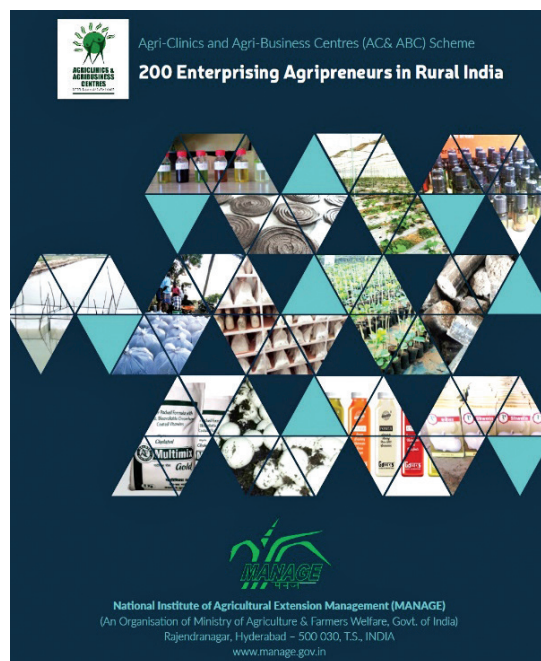


The publication of the e-bulletin started from the month of September 2009. Since then, a set of 10 volumes with 97 issues comprising 133 outstanding success stories of Agripreneurs have been published. Agripreneur e-Bulletin is

published in Hindi Language as ‘Krishi Udyami’. All the e-bulletins are available on the website: www.agriclinics.net.

Compendium

On the occasion of Republic day 2019, a compendium of “200 Enterprising Agripreneurs in Rural India” was released.



The compendium highlights 200 successful agri-ventures, which are economically viable, ecologically sustainable and replicable for aspiring agripreneurs. The compendium details the stories on agri-clinics, agri-business centers, vet-clinics, fish-clinics and agri-tourism; innovative stories on manufacturing unit of bio-fertilizer, plant growth regulator and panchgavya; in horticulture, landscaping, nursery, polyhouse, shade-net, open field floriculture, fruit nursery, spices and so on. In animal husbandry, ventures feature a successful unit on dairy (more than 100 lit/day milk collection), poultry (5000 birds), layer farming, piggery, goat farming for multiplying and trading of Sirohi, Osmanabadi, Jamunapari breeds. Fishery, aquaculture, fish culture, value addition unit in dairy, spices, vegetables, fruits, cashew, jaggary, pepper and many more enterprises are discussed in this compendium. The soft copy is available in English and Hindi versions at: <http://www.manage.gov.in/publications/200%20Stories-MANAGE2019.pdf>



Participation in Workshop/ Seminar/ Training

Global Agriculture & Food Summit- 2018

Global Agriculture & Food Summit- 2018 was organized by the Agriculture, Animal Husbandry & Cooperative Department, Govt. of Jharkhand to showcase the strength of Jharkhand's Agri and Food: virgin land scape for investors & entrepreneurs for back to back integration, during 29-30 November, 2018 at Khelgaon, Ranchi, Jharkhand.



The summit witnessed policy makers, illustrious mentors, experts and practitioners from the agriculture sector to help, inspire, equip and empower the aspiring 'Agripreneurs'. A representative from MANAGE participated in the Summit and shared experiences on "Agri-Startup and Agripreneurs ecosystem".

Interaction with Secretary (AC&FW) and Agripreneurs

The Secretary (AC&FW) chaired an interaction meeting with established agripreneurs under Agri-Clinics and Agri-Business Centers Scheme, on November 02, 2018 at Kisan Bhavan, Krishi Mantralya, New Delhi.



The meeting was attended by 24 agripreneurs selected from NCR covering Delhi, Uttar Pradesh and Haryana states, Nodal Officers from NCR, Officials from MANAGE and NABARD. Feasibility of roping in the Agripreneurs in the current Government schemes like i.e. Pradhan Mantri Fasal Bima Yojana (PMFBY), Kisan Credit Card (KCC), Soil Health Card (SHC) was explored during the meeting.

Agripreneurs @ AGRITEX-2018 International Conference and Exhibition

The 6th Edition of Agritex-2018 India was held during October 4th to 6th, 2018 in conjunction with Food Processing India at Hi-tech City, Hyderabad. This event provided a comprehensive range of new agricultural technologies and innovations, with focus on sustainability, as well as bringing together players in the food processing and manufacturing industry to do business face-to-face. MANAGE provided this unique opportunity for nine selected Agripreneurs trained through AC&ABC scheme to showcase their products/innovations.



NABARD sensitization workshop on AC&ABC scheme

One day workshop on Agri-Clinics and Agri-Business centers scheme of Government of India was organized by the National Bank for Agriculture and Rural Development (NABARD) to sensitize Government Departments and bankers on the salient features of AC&ABC scheme. MANAGE representatives participated at NABARD sensitization workshop organized at NABARD Regional Offices at Andhra Pradesh, Madhya Pradesh, Telangana, Odisha, Gujarat, Kerala and West Bengal.



The participants in the workshop were NABARD staff, representatives from MoA&FW, MANAGE, District Agriculture Officers, branch managers of different banks operating in districts, Nodal Training Institutes (NTIs), successful agripreneurs and representatives of various government departments. The major issues of credit-linkages under AC&ABC scheme were discussed and suggestions were noted. Some of the suggestions recommended by different stakeholders at NABARD-RO were enlisted and circulated.

Refresher Training Program: Strengthening Skills



The Refresher Training Program (RTP) for Agripreneurs is intended to follow up, refresh and extend the knowledge and skills acquired during the initial training session. MANAGE designed about 20 theme based refresher training programs for the established agripreneurs under Agri-Clinics and Agri-Business Centers (ACA&BC) Scheme. Some of the renowned research and training institutes have become national partners in implementation of RTP pan India. A few are the National Institute of Plant Health Management (NIPHM), Directorate of Poultry Research, (DPR), National Institute of Rural Development and Panchayati Raj (NIRD&PR) in Hyderabad, Telangana; Central Farm Machinery Training and Testing Institute (CFMTTI), National Dairy Research Institute (NDRI), Karnal, Haryana, SAMETI-Nagpur, Maharashtra, National Institute of Post-Harvest Technology (NIPHT), Pune, Maharashtra, Central Institute of Medicinal and Aromatic Plants (CIMAP), Lucknow, Uttar Pradesh and ABD-Tamil Nadu Agricultural University (ABD-TNAU), Coimbatore, Tamil Nadu, State Institute of Agricultural Extension and Training (SIAET), Bhopal, Madhya Pradesh. During the year 2018-19, 20 refresher training programs were conducted, wherein 509 agripreneurs were trained and replenished their experiences to strengthen the agri-ventures.

Agripreneurs at KRUSHIK: Showcasing frontier agri-technologies

Krishi Vigyan Kendra, Baramati is a district level Farm Science Center established on 1st August, 1992 under the affiliation of Indian Council of Agricultural Research (ICAR), New Delhi

at Agricultural Development Trust Baramati District, Pune. The Krishi Vigyan Kendra (KVK) organized India's Biggest Live Demo & Agri Expo KRUSHIK 2019 during 17-20 January, 2019.



More than three lakh visitors for 'KRUSHIK' with an even more extensive profile of exhibitors from the entire value chain of the agricultural sector i.e. farming, processing, preserving, quality management, distribution and also Insurance services, from all over the country participated in this 4-day Exhibition spread over 110 acres. Over 20 Agripreneurs trained under ACABC scheme participated in the Expo and displayed their innovations and services.

Women Agripreneurs honored at Celebration of 'Mahila Kisan Diwas'

15th October is celebrated as 'National Women Farmer's Day or Rashtriya Mahila Kisan Diwas' in India. Every year, on this day, activities and programmes are organized mainly to empower women in the field of agriculture. Mahila Kisan Diwas was celebrated on 15th October, 2018 at the National Agriculture Science Complex (NASC) PUSA, New Delhi to increase the participation of women in agriculture. It was a proud moment for the AC&ABC trained women agripreneurs who were honored with hundreds of women farmers who had gathered from across India. Ms. Geetashory Yumnum, from Imphal Manipur, Mrs. Sangeetha Swalakkhe, from Yeotmal, Maharashtra and Ms. S. Sellaponnu, from Madurai, Tamil Nadu were nominated by the Ministry of Agriculture & Farmers Welfare (MoA&FW) and recognized for their unconditional efforts in agricultural development and timely delivery of extension services for the betterment of the farming community.



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. Based on the impact of the program, Govt. of India made DAESI a Central Sector Plan Scheme (CSPS) in 2015.

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 classrooms.

Evaluation

The performance of the input dealers is evaluated based on bi-monthly quizzes, half-yearly and annual examinations and a final practical examination comprising of skill demonstration, identification of specimens of pests, diseases and nutritional disorders followed by a viva-voce. Each candidate should attend at least 64 class room sessions and at least six (6) field visits to qualify for appearing for the final examination. The candidates who secure minimum 40 per cent marks are eligible for award of Diploma.

Course Fee

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

Program Implementation

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



Progress during 2018-19

During 2018-19, a total of 7576 input dealers have successfully completed the DAESI program in 193 batches in the states of Andhra Pradesh, Bihar, Chhattisgarh, Himachal Pradesh, Jharkhand, Karnataka, Maharashtra, Madhya Pradesh, Odisha, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal.

Besides the above programs, a total of 19120 Input dealers/ candidates are undergoing DAESI course in 478 batches. Of these, 347 batches are with the funding support from the Central Sector Plan Scheme, 3 batches from RKVY and the remaining 128 batches under Self-finance mode in the States of Andhra Pradesh, Bihar, Chhattisgarh, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand and West Bengal.

During 2018-19, an amount of Rs. 1020.00 lakhs was released by Govt. of India for DAESI. However, an amount of Rs. 1076.00 lakhs was utilized for implementation of DAESI program in 18 states.

Progress of Diploma in Agricultural Extension Services for Input dealers (DAESI) program in various States during 2018-19

S. No.	Name of the State / SAMETI	Completed during 1/4/2018 to 31/3/2019		Progress of DAESI as on 31/3/2019				
		No. of Batches	No. of Input dealers	No. of Batches				No. of Input dealers
				CSPS	RKVY	Self-finance	Total	
1.	Andhra Pradesh	12	511	17	-	5	22	880
2.	Bihar	13	501	28	-	-	28	1120
3.	Chhattisgarh	6	234	13	-	3	16	640
4.	Gujarat	0	0	3	-	-	3	120
5.	Himachal Pradesh	4	153	10	-	-	10	400
6.	Jharkhand	17	663	22	-	4	26	1040
7.	Karnataka (South)	37	1421	14	-	25	39	1560
8.	Karnataka (North)	22	917	16	-	15	31	1240
9.	Kerala	0	0	10	-	-	10	400
10.	Madhya Pradesh	11	399	40	-	2	42	1680
11.	Maharashtra	8	302	59	-	14	73	2920
12.	Odisha	7	275	17	-	2	19	760
13.	Punjab	0	0	3	-	-	3	120
14.	Rajasthan	6	234	17	3	1	21	840
15.	Tamil Nadu	3	117	5	-	1	6	240
16.	Telangana	12	463	22	-	1	23	920
17.	Uttar Pradesh	15	592	48	-	12	60	2400
18.	Uttarakhand	0	0	1	-	-	1	40
19.	West Bengal	20	794	2	-	43	45	1800
	Total	193	7576	347	3	128	478	19120

Other activities

- Three Training Programs on Sensitization on DAESI and Plant Health Management for the Facilitators/Coordinators on DAESI were organized at MANAGE, Hyderabad during 10-13 April, 2018, 12-14 June, 2018 and 29-31 October, 2018. A total of 92 delegates participated in the training programs.
- A Review Workshop on DAESI was organized on 15th February, 2019 at MANAGE, Hyderabad, in which 29 delegates participated, which included Directors of SAMETIs, Nodal Officers of DAESI and Facilitators.
- DAESI e-bulletin for the quarters of April - June, 2018, July - September, 2018 and October - December, 2018 have been brought out.

Kisan Call Center

The Department of Agriculture, Cooperation and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Govt. of India launched Kisan Call Centers (KCC) 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 21 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 get a response to his/her queries and access the services, 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, functionaries at Level-I 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, and those relating 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 at Level-II, these are escalated to a Central Institute (functioning in the state) designated as Level-III by Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India for responding to such queries within 72 hours of their receipt.

MANAGE Role and Interventions

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

Farmer Calls Received

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

S. No.	2018-19 **		
	Month	Landed Calls	Answered Calls
1	April-18	14583	12890
2	May-18	10527	9777
3	June-18	17944	16768
4	July-18	22319	20439
5	August-18	25899	21336
6	September-18	27373	19551
7	October-18 [#]	16773	12908
8	November-18	23760	22343
9	December-18	20157	19207
10	January-19	15649	15010
11	February-19	14589	14044
12	March-19	12240	11650
	Total	221813	195923
	Monthly Average	18484	16326
	Daily	1540	1360

** Source: /KKMS/homepage.do

From October-2018 AP & TS had separate KCC-Centres

Training Programs

Five One-day Training-cum-review Workshops were organized during the year for Level-I and Level-II KCC-Hyderabad functionaries. MANAGE also facilitated video interactions between district-level agriculture officers and KCC functionaries on four occasions to discuss field level problems and solutions. The details are as follows:

S. No.	Date Held	Venue	No. of Participants
1.	June 14, 2018	MANAGE, Hyderabad	12
2.	July 11, 2018	MANAGE, Hyderabad	12
3.	Aug 18, 2018	MANAGE, Hyderabad	12
4.	Dec 13, 2018	MANAGE, Hyderabad	10
5.	Jan 09, 2019	MANAGE, Hyderabad	10

Skill Training of Rural Youth (STRY)

Skill Training of Rural Youth (STRY) Scheme, launched during 2015-16, aims at imparting skill based training to rural youth on agri-based vocational areas in compliance with the National Policy on Skill Development and Entrepreneurship 2015, in agriculture & allied areas to promote employment in rural areas. STRY, a skill development component is under the Sub-Mission on Agricultural Extension (SMAE) of the National Mission on Agricultural Extension & Technology (NMAET).

The Department of Agriculture, Cooperation and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Government of India, has entrusted the task of implementation of the scheme to the National Institute of Agricultural Extension Management (MANAGE). The scheme is implemented in the states through the State Agricultural Management and Extension Training Institutes (SAMETIs).

The objective of STRY is to offer modular skill training opportunities to rural youth including farmers and farm women, based on local needs and to create a pool of skilled manpower to perform farm and non-farm operations. Rural youth of the age group of 18 years and above with minimum qualification, preferably 5th standard (not mandatory) are eligible for skill training.

The duration of STRY training program is 6+1 days (including one day travel). Fifteen participants are trained in a programme. Training programs for rural youth are organized by KVKs, FTCs, ATMA, NYKs or any other identified training institutions at State/District level through SAMETIs. The cost of one training program for a batch of 15 candidates is Rs. 42,000/- (Rs. 15x7 days x Rs. 400).

The progress implementation of STRY during 2018-19 is furnished as under:

Sl. No.	State	No. of programs allotted	Funds released (Rs. in lakh)
1.	Andhra Pradesh	40	16.80
2.	Chhattisgarh	20	8.40
3.	Gujarat	25	10.50
4.	Himachal Pradesh	10	4.20
5.	Jharkhand	20	8.40
6.	Karnataka	10	4.20
7.	Kerala	10	4.20
8.	Odisha	19	7.98
9.	Punjab	27	11.34
10.	Tamil Nadu	40	16.80
11.	Telangana	30	12.60
12.	Uttarakhand	8	3.36
13.	West Bengal	22	9.24
	Total (1)	281	118.02

North Eastern States			
1.	Arunachal Pradesh	15	6.30
2.	Assam	29	12.18
3.	Manipur	47	19.74
4.	Meghalaya	31	13.02
5.	Mizoram	42	17.64
6.	Nagaland	42	17.64
7.	Sikkim	16	6.72
8.	Tripura	22	9.24
	Total (2)	244	102.48
	Grand Total (1+2)	525	220.50



5. Education

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

Post 1991, India was catapulted on to a higher growth trajectory with unleashing the forces of liberalization, privatization and globalization. This opened up new opportunities for the Indian industrial sector. Along with the main stream industries, these changes also brought about new opportunities to the agri-business sector giving it a major boost.

As agriculture moved towards agribusiness, the demand for competent techno-managerial manpower started increasing. MANAGE, in response to this need, launched a two-year residential Post Graduate Diploma in Management (Agri Business Management) in 1996 on a self-financing basis. The program is recognized by the All India Council for Technical Education (AICTE) and accredited by the National Board of Accreditation (NBA). The Association of Indian Universities has accorded equivalency to MANAGE PGDM (ABM) with MBA of an Indian University.

Objectives

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

The objectives of the program are:

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

Admission Process

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 117 credits. Forty-three subjects (116 credits), are covered in the academic curriculum and distributed into basic, functional, sectoral and general courses. Courses with focus on Agribusiness Management include Agri-input Marketing, Agri Export Management and International Trade, Procurement Management, 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. One credit is exclusively allotted to ‘Sports and Games’.

Village Visit

A fortnight spent in the rural areas among the rural folk provides the students an opportunity to

understand the constraints faced by the farmers as well as the potential areas for development in agriculture. At the end of the study visit a report is prepared analyzing and identifying the bottlenecks in development and opportunities for growth.

Bridge Course

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

Summer Internship

During the fourth trimester, Summer Internship provides practical field experience to the students. During the internship, students take up an assignment offered by Agribusiness companies, which helps students refine their knowledge and sharpen their managerial skills through hands-on experience in field situations. The summer project is evaluated by the supervisor or an executive from the company. These projects carry 10 credits and are evaluated for 100 marks. All the students of the 2017-19 batch are placed for Summer Internship.





Companies, which offered internship to the students are: “Adama, Basix Sub-K, Bayer Crop Science, Ballarpur Industries Ltd. (BILT), Britannia, Cocos India Pvt. Ltd., Coromandel International Ltd., Dayal Group, Drools (IB Group), FMC, Godrej Agrovet Ltd., Go4fresh, Gramophone, ICCOA, ITC-ABD, Kemin Industries, Mahindra Agri Solutions Ltd., Mahindra Greenyard Pvt. Ltd., Mahyco, MTR Foods, PI Industries, PwC, Rasi Seeds, Samunnati, Shreeja MMPC, Skylark Hatcheries, Spar Hypermart, Trouw Nutrition and Yes Bank”. The students also take up other short-term projects and assignments.

Industrial Visit

During the fifth trimester, students undertake an industrial visit, with an objective to connect to the agri-business companies and appraise them about the features and strengths of PGDM (ABM) program. They also explore possibilities for final placement and summer internship with these companies. Students of PGDM (ABM) 2017-19 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, twenty nine companies visited the campus and recruited all the graduates for the 2017-19 batch. The CTC offered ranged from Rs. 5.50 - 18.50 lakhs per annum the average CTC being Rs. 8.75 lakhs per annum.

Companies which recruited the students are: “Aditya Birla Retail Ltd., BASF, BFIL, Ballarpur Industries Ltd. (BILT), Basix Sub-K, BRLPS, Coromandel International Ltd., Crystal Crop Care, Eka Software, HDFC Bank, ICICI Bank, IDFC First Bank, IDFC Bharat Ltd., IKSL, IRC Agro Chemicals Pvt. Ltd., ITC-ABD, Mahindra Greenyard Pvt. Ltd., NABCONS, Namdhari Seeds, Ninjacart, Samunnati, Stree Nidhi Credit Cooperative Federation, Shreeja MMPC, Skylark Hatcheries, Sulphur Mills Ltd., Tierra Seeds, UPL Ltd, Waycool and Yes Bank”.

Winter Internship Program

To inculcate problem solving skills among the students, a new window of opportunity was opened to take up Winter Projects in the month of October. Under the Winter Internship Projects, students have been taking up problem centric topics for Corporates.

In the month of October, 2018, all the students of PGDM (ABM) - Batch 2017-19 have taken up one month live projects with various agri business companies.

Program Management

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

Ranking of PGDM (ABM)

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

OUTLOOK-2018

- 1st Best Sectoral B-School (Agriculture)
- 3rd Best College in South India
- 11th Best College for Return on Investment
- 26th Rank 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 and share their professional and personal experiences with the students. The executives speak on a variety of topics covering areas such as finance, marketing, operations and procurement. Senior executives and professionals from government are invited to share the policies framework, schemes, programs and their implications for agricultural growth and development. This ensures 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.	Name & Designation	Company
1.	Mr. Unnikrishnan Vijayan, Senior Manager-Sourcing	Britannia Industries Ltd
2.	Mr. Anil Kumar, CEO	Samunnati Financial Intermediation & Services Pvt. Ltd.
3.	Mr. Anand Chandra, Executive Director	Arya Collateral Warehousing Services Pvt. Ltd.
4.	Mr. Krishana Mohan, President	Yes Bank Ltd.
5.	Mr. G. V. Subba Reddy, VP & Divisional head	Coromandel International Limited
6.	Mr. Sameer Tandon, Regional Director India	UPL Ltd.
7.	Mr. Pradeep Kumar, Vice President - HR	Coromandel International Limited
8.	Mr. Karuppanchetty Somasundaram, Senior Manager	E&Y
9.	Mr. Mihir Jyoti Mohanta, General Manager (SCM)-International Business	Mother Dairy
10.	Mr. Rakesh Dogra, CEO-Crop Protection Business & Astec Lifesciences	Godrej Agrovet Ltd.
11.	Mr. Sourav Sengupta, Managing Partner- Innovation and Transformation group	Tata Consultancy Services
12.	Mr. Akhilesh Gupta, Head of Operations	Kheyti Pvt. Ltd.
13.	Mr. Nitin Gaikwad, Manager	PwC
14.	Mr. Kamal Kumar, Sr. GM(Talent Acquisition)	Dhanuka Agritech Pvt. Ltd
15.	Mr. Srinivas Kuchibhotla, Partner-Food and Agri Business division	KPMG
16.	Mr. Abhishek Rai, Head Human Resources and Marketing	NERL
17.	Mr. Vignesh Kumar Manogaran, Executive Vice President	Waycool
18.	Mr. Santibrata Sarkar, General Manager	Indorama

19.	Mr. Sasidhar Thumuluri, CEO & MD	Basix Sub-K iTransactions Ltd.
20.	Mr. Jayatheertha Chary, CEO	Shreeja Mahila Milk Producer Company
21.	Mr. Sachin Sharma, General Manager	ITC Ltd.
22.	Mr. Anshumam Kumar, HR Head	Skylark Hatcheries Ltd.
23.	Mr. Kumar Anshumaly, GM	BRLPS
24.	Mr. Arvind Sadasivan, Associate Director - Global Human Resources	Eka Software
25.	Mr. Saurabh Shekhar, General Manager	Trouw Nutrition
26.	Mr. Samsundar Palaparathi, Lead - Talent Acquisition, HR	BASF India
27.	Mr. Sanjay Mohapatra, Manager	Go4fresh
28.	Ms. Kiran Ganti, Head Talent Management & HR Business Partner	Crystal Crop Care Ltd.
29.	Mrs. Lavita Theroth, Assistant DGM - HR & Admin	Sulphur Mills Ltd.
30.	Mr. Manish Agarwal, Head F&V, ABRL	Aditya Birla Retail Ltd.



Moments of Pride

The students participated in competitive events in the prestigious management institutes and organizations such as IIM-Ahmedabad, IIM-Indore, IIM-Raipur, IIM-Ranchi, IIM-Sambalpur, IIM-Amritsar, IIT-Madras, NIT-Silchar, NIAM, NAARM, SIBM Hyderabad, SIMS Pune, SP JAIN, SRCC Delhi, BITS Pilani, Yes Bank, NTPC, The World Bank Group, etc., and won awards.

Events

MANAGE PGDM (ABM) organized the following events:

- The B-Fest “Krishi Chanakya” was conducted on August 24 & 25, 2018 with events such as ‘Akanksha’ (a B-Plan competition), ‘Khoj’ (a Social idea), ‘Sushodh’ (a Case study competition), ‘Vishleshan’ (a financial model), ‘Shikhar’ (an Agri summit), ‘Dhurina’ (Best Manager), ‘Arthacharya’ (A Business Idea) and HR Workshop. The students from reputed institutions such as IIMs, IITs, XLRI, SIIB, SIMS, and other B Schools have participated in the B-School competitions in large numbers.



- The ‘Unnayan’ online event was conducted in February, 2019 with events such as ‘Quizzard’ (Quiz), Bulls & Bears (Simulation), Snapshot (Photography), Agrigraphy (Article Writing) and Incept (Start-up Idea).
- The Literary Fest - Lit-O-Mélange was conducted from February 25-27, 2019. Various events viz., Collage Making, Extempore, Group Discussion, Debate, Literary Treasure Hunt, and Quiz were organized. Prizes were distributed to the winners.
- An intercollege Sports Meet, ‘Olympus-2018’ was conducted on August 18 & 19, 2018. Apart from MANAGE students, the students from IBS, TISS, SIBM, PJSTAU, FABS etc. participated.
- A College Sports Meet, ‘Zenith-2019’ was conducted From January 16-25, 2019. The students participated in all the major sports events like shuttle badminton, lawn tennis, squash, volley ball, basketball, table tennis, snooker, rangoli etc.



- **Alumni Meet** - MANAGE has a strong alumni network of around 800 members, many of them in senior positions in the agri business sector. The annual Alumni Meet of PGDM (ABM) was conducted on 11th August, 2018.
- **Convocation** - The 4th Convocation of MANAGE - PGDM (ABM) was conducted on 12th August, 2018 for the PGDM (ABM) - Batch 2016-18. Dr. W.R. Reddy, Director General, NIRD&PR was the Chief Guest on the occasion.

Other Activities

- **Stock Investment Scheme:** To familiarize the students with the functioning of the Stock Market and to promote investment habit, the 'Stock Investment Scheme' for the students was introduced from the year 2015. Under the Scheme, an amount of Rs. 2,000/- per student is transferred from students' caution deposit to student teams for investment in the Stock Markets. They are also oriented to the dynamics of the Stock Market through mock Stock Trading and through guest lectures from reputed investment bankers. This scheme is also introduced for the junior batch in the year 2018-19.
- **Own your Book Scheme:** To promote self-study and more in-depth study of the topics

that are being covered in the classroom, the 'Own your Book Scheme' was introduced from the year 2014. Under the Scheme, an amount of Rs. 5,000/- per year is charged from each student along with the tuition fee and relevant subject specific books are purchased and given to the students permanently. This scheme is being implemented for senior and junior batch students.

- **Health Insurance Scheme:** From the academic year 2014, 'Health Insurance Scheme' for all the students was introduced wherein all the students are insured to take care of their in-patient treatment cost during hospitalization. This has been implemented in the academic year 2018-19.
- **MANAGE - Merit-cum-Means Scholarships:** The scholarships are given by MANAGE for students whose income does not exceed Rs. 6 lakhs per annum and who also excel in academics. Annually 20 scholarships are disbursed, each with a value of Rs.1 lakh.
- **Academic Merit Scholarships:** Annual academic merit scholarships for course toppers, subject toppers, attendance toppers for first year and second year students are disbursed. The value of scholarships ranges from Rs. 7,500/- to Rs. 15,000/-.



Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

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

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

A total of 18160 candidates, have been enrolled in PGDAEM (in eleven batches) of which 12484 candidates have successfully completed the diploma and the remaining are in the process of completion. The admission process for the twelfth batch has commenced. The progress in PGDAEM is given below:

Progress in PGDAEM as on 31.03.2019

Sl. No.	Batches	No. of enrolled candidates	Passed	Absent	Partially completed	Remarks
1	1 to 10 (Financial Years 2007-08 to 2016-17)	16948	12484	2976	1488	89.35% Pass percentage up to 2016-17 (out of total appeared candidates)
2	11 th batch (Financial Year 2017-18)	1212	Results are awaited			
	Total	18160				
3	12 th batch (Financial Year 2018-19)	Received 644 applications from 15 States and applications from 10 States are to be received and the expected enrollment for 12 th batch is 1013				

Progress in PGDAEM during 1.4.2018 to 31.3.2019

Enrollment of candidates for 2017-18 (11th) batch was completed in May 2018.

PGDAEM study material and e-learning material for I & II semester were provided to the 11th batch candidates.

Results of December 2017 examinations were compiled from February to May 2018 and PGDAEM certificates were issued to 662 successful candidates in June and July 2018.

The I semester examinations of 2017-18 batch and supplementary exams of I & II semesters of 2016-17 batch were conducted successfully in July 2018. The results were received and compiled. In December 2018, PGDAEM

certificates were issued to 97 candidates of 2016-17 who successfully completed PGDAEM in July 2018.

The II semester examinations of 2017-18 batch and supplementary exams of I & II semesters of all the batches were conducted successfully in December 2018, giving another opportunity to the backlog candidates of 2007-08 to 2016-17 batches. Results of December 2018 examinations received from 21 States during January to March 2019 were compiled, verified and uploaded on the MANAGE website. Results from remaining States are awaited.

The process of curriculum review and revision of syllabus of PGDAEM has been initiated and the content development is under progress.

Compilation of review reports of 27 PGDAEM Project Reports was completed for publication as “A Compendium of PGDAEM-MANAGE Projects’ Review”.

The process of enrollment for the 2018-19 (12th) batch in November, 2018 and the admission process will be completed by April 2019.

PGDAEM Afghanistan

The one-year Post-Graduate Diploma in Agricultural Extension Management (PGDAEM) was launched for the officials of the Ministry of Agriculture, Irrigation and Livestock (MAIL), Afghanistan in collaboration with MANAGE, on a distance learning mode in May 2017 in which 68 candidates had enrolled, out of which 61 candidates are continuing.

The second semester contact classes were conducted in August 2018.

The II semester examinations and I semester supplementary examinations were held during the

last week of October, 2018. Online examinations for some of the candidates who were outside Afghanistan were held in January 2019. Assignments and Project reports received during February and March 2019 were sent for evaluation.

Online PGDAEM - MOOCs

- A total of 216 candidates enrolled in the 3rd and 4th batch 2018-19.
- The 5th batch registrations were opened from January 2019 - March 2019 and 309 candidates had registered.
- The 3rd batch II semester and 4th batch I semester exams for international candidates were completed and exams for National candidates were postponed due to elections. All batch results are awaited.
- Online updation of candidate’s details, ID no., exam marks entry was done for all the batches till date.



Certified Farm Advisor / Certified Livestock Advisor Program

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

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

Module -II: Those who have completed Module -I will be sent to the identified ICAR institutes/ SAUs/Elite Institutes (based on the need and

specialization preferred by the extension functionaries) for intensive specialized skill oriented training for a period of 15 days, within or outside their respective states.

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

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



Expected outcome

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

Eligibility Criteria for Enrollment

Any Extension Officer/Agripreneur who has graduated in Agriculture, Horticulture, animal husbandry and other Agriculture related courses, up to an age of 55 years is eligible for enrollment. Functional literacy on computers is required.

Fee

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

Progress

The progress of Certified Farm/Livestock Advisor during April 2017 to March, 2018:

1. Final evaluation of Module - III (2017-18) on Rice, Medicinal and Aromatic plants, Seed Technology, Pulses, Forage crops and Sheep has been conducted through SKYPE. The remaining are in progress.
2. Letters were sent to the Nominated / State Departments regarding completion of all the three modules and informed to utilize the Certified Farm / Livestock Advisors in Academics, Training of extension functionaries and farmers and extension activities related to their specialization.
3. A total of 160 candidates were enrolled for the academic year 2018-19 batch.
4. Candidates enrolled for 13 specializations. All the 13 programs of Module - II (15 days training) were scheduled with concerned ICAR institutes and successfully completed. Module - III is in progress.
5. Five success stories of CFA/CLA trainees have been uploaded on MANAGE website.
6. Information about Certified Farm Advisors of Rice, Medicinal and Aromatic Plants and Pulses and Seed Technology have been displayed on the MANAGE website.



Details of Module - II Organized at various ICAR institutes

Sl. No.	Name of the ICAR Institute	Specialization	Schedule
1	Central Institute for Research on Cattle, Meerut Cantt., Uttar Pradesh	Cattle	11- 25 September, 2018
2.	Indian Institute of Rice Research, Hyderabad, Telangana	Rice	24 September - 8 October, 2018
3.	Indian Institute of Millets Research, Hyderabad, Telangana	Millets	27 September - 11 October, 2018
4.	Indian Institute of Vegetables Research, Varanasi, Uttar Pradesh	Vegetables	I batch -1-15 October, 2018.
5.	Indian Institute of Vegetables Research, Varanasi, Uttar Pradesh	Vegetables	II batch - 27 November-11 December, 2018
6.	Central Institute for Sub tropical Horticulture, Lucknow, Uttar Pradesh	Fruits	3-17 October, 2018
7.	Indian Institute of Pulses Research, Kanpur, Uttar Pradesh	Pulses	3-17 October, 2018
8.	Indian Institute of Farming Systems Research, Modipuram, Meerut, Uttar Pradesh	Organic Farming	4-18 October, 2018
9.	Directorate of Floricultural Research, Pune, Maharashtra	Floriculture	14-28 November, 2018
10.	Directorate of Poultry Research, Hyderabad, Telangana	Poultry	22 October - 5 November, 2018
11.	Central Institute for Research on Goats, Makhdoom, Uttar Pradesh	Goats	27 November - 11 December, 2018
12.	Central Sheep & Wool Research Institute, Avika nagar, Rajasthan	Sheep	14-28 November, 2018
13.	Directorate of Medicinal and Aromatic Plants Research, Boriavi, Gujarat	Medicinal & Aromatic Plants	14-28 November, 2018
14.	Indian Institute of Spices Research, Kozhikode, Kerala	Spices	21 January - 04 February, 2019



Post Graduate Diploma in Agri-Warehousing Management (PGDAWM)

The changing agricultural scenario of the country calls for organized agri-warehousing backed by state-of-the-art technology. This, in turn, will give rise to demand for technically qualified manpower to manage different aspects of warehousing such as logistics, supply chain, inventory management, collateral management, etc.

Realizing the importance of trained manpower in the sector, MANAGE has launched an online educational program of one-year duration i.e., Post Graduate Diploma in Agri-Warehousing Management (PGDAWM). The program is offered online on MOOCs platform.

The Program

The Program envisages to equip the enrolled candidates with knowledge and skills required for efficient and effective management of agri-warehouses. The course is intended to improve employment prospects of successful candidates in areas like warehouse management, inventory management and collateral management.

Objective

The objective of the Course is to create a pool of warehouse professionals with capacity to manage agri-warehouse efficiently and to help them have latest knowledge and understanding of different aspects of agri-warehousing.

Course Structure and Contents

The course covers different components of agri-warehousing. The content is offered in one year over two semesters. Reading material on each subject covered under the program is provided to the students. In order to enhance participation of candidates there is provision of assignments and internship. Submission of assignments in respect of each course is mandatory to complete the course. Each candidate is required to complete internship for gaining practical exposure.



Figure 1 Structure of the Course

Content Development

The scope of the program and content coverage was worked-out based on the deliberations held in a consultative workshop. The workshop was organized on 27th April, 2018 by inviting experts from Central Warehousing Corporation, State Warehousing Corporations, Food Corporation of India and private players like NCML and DCSL.

Workshop on addressing Skill-gaps in Agri-Warehousing

A workshop on 'Addressing the Skill-gaps in Agri-Warehousing' was also organized by MANAGE on 24th November, 2018 to deliberate on the issue of skill gap in the sector and work out a strategy to address the same. Different aspects related to importance and format of an educational program on agri-warehousing management were discussed during the workshop. Representatives from different organizations like Warehousing Development and Regulation Authority, State Warehousing Corporations, National Commodity and Derivatives Exchange, Warehousing Service Providers, Banks and MANAGE faculty participated in the discussion.

Progress

The first batch of the program commenced from 1st January, 2019. A total of 51 candidates from different states have enrolled for the Course.



Mrs. V Usha Rani, IAS Director General in a discussion during Consultative Workshop on Agri-Warehousing Management



Inauguration of the Workshop on 'Addressing the Skill-gaps in Agri-warehousing'

6. Information and Communication Technology Support

The Centre for Knowledge Management, ICT and Mass Media at MANAGE, provides information and communication technology support in the institute through 150 computer systems connected with two leased lines of 100 mbps and 50 mbps for 24 hours Internet connectivity. The campus is wi-fi enabled. Video-conferencing facility is available to facilitate communication with various institutions. All classrooms and seminar halls are well-equipped with modern ICT tools for effective academic learning.

The information on MANAGE training and education programs, projects and publications, is regularly updated on the website at www.manage.gov.in both in Hindi and English. The Academic Calendar is available on MANAGE website and officers can register online for Training programs. Information about Government of India sponsored schemes implemented by MANAGE, and MANAGE Research and Consultancy projects is also updated on the website.

e-Learning Platform at MANAGE on MOOCs

MANAGE has launched Massive Open Online Courses called MANAGE Extension MOOCs. MANAGE Extension MOOCs is an online platform designed to train senior and middle level agricultural extension functionaries, students and other stake holders to acquire and enhance knowledge and skills in the domain of agricultural extension. The platform provides free access to quality courses online, offered by renowned faculty from premier institutes in the country. The intent is to reach out to a large number of learners through MOOCs thus enabling access to higher agricultural education.

PGDAEM MOOCs

The Post Graduate Diploma in Agricultural Extension Management (PGDAEM) program by MANAGE was hosted on MOOCs platform in

May 2017. IIT Kanpur has customized MOOCs for MANAGE and the content in the form of Text, Videos, PowerPoint Presentations and Quizzes were developed by MANAGE for PGDAEM MOOCs.

PGDAWM MOOCs

MANAGE launched an online one-year program - Post Graduate Diploma in Agri-Warehousing Management (PGDAWM) on MOOCs during January 2019. The objective of the Course is to create a pool of warehouse professionals with capacity to manage agri-warehouses efficiently and to help them have latest knowledge and understanding of related aspects like inventory, logistics and collateral management.

Certified Farm Advisor (CFA) and Certified Livestock Advisor

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

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

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

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

Objectives

The overall objective of this project is to create and disseminate localized, timely and quality content around climate change adaptation in agriculture sector using the NICE platform. The specific objectives are to establish a network of expert institutions like SAUs, KVKs, IMD, ATARI etc. to provide localised and validated advisories to farmers; ensure farmers get up-to-date advisories based on local farming systems and related weather forecasts, to enable them take timely corrective measures; establish a two-way flow of communication to generate and exchange localized, quality content on agriculture and capacity building of stakeholders to better understand specific local needs around the farmer, develop advisories and respond to specific farmer queries.

NICE System

The Network for information on Climate (EX) change (NICE) is a web-based open source platform, that allows multimodal approach and enables a two-way communication to link farmers' needs to knowledge experts on a real time basis. The farmers receive advisories through SMS; field agents also use tablets to disseminate advisories to farmers. NICE allows a peer-review mechanism from content aggregation, expert validation and subsequent translation and dissemination of the content. Finally the content created on NICE is disseminated to the farmers. The NICE system has the facility to capture the farmer's basic and socio-economic details including, land details,

crops grown for the season etc.

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

Scientists at State Agricultural Universities, KVK and field functionaries are involved in content generation, validation and dissemination process. The feedback from field level functionaries is assessed and based on the need and requirement, the content is generated by the KVK subject matter experts. The generated content is validated by the university scientists and approved. The validated content is disseminated to the farmers and field agents through SMS. The farmers' queries, which are received from the field agents for a specific farmer or the entire village, are taken up by the subject experts and resolved. The resolved query advisories are sent to farmers and also to the field agents.

MANAGE has been implementing two more projects on the lines of ProSoil project to provide agro-advisory services to farmers under CCARAI and NABARD KfW Soil projects in Tamil Nadu, Telangana, Odisha, Chhattisgarh, Karnataka, Andhra Pradesh.

Implementation of ICT enabled advisory services in Climate Change Adaptation in Rural Area of India (CCARAI) of GIZ

The project titled 'Climate Change Adaptation in Rural Areas of India (CCARAI) being implemented under the bilateral cooperation of Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India and GIZ, Germany, aims to integrate climate adaptation and mitigation measures into the

national and state development planning. It will also develop concrete pilot experiences on adaptation measures together with Indian state development programmes and supports up-scaling of successful technical and financial adaptation approaches. CCARAI envisages implementation of ICT based agro-advisory platform in two of its partner states Telangana (2 districts/2 blocks/6 villages) and Tamil Nadu (4 districts/5 blocks/24 villages) targeting in total 10,000 farmers. The project seeks the role of MANAGE as a National Consortium Facilitating Agency (NCFA) for implementing ICT enabled localized advisories in the two project states in collaboration with State Agricultural Universities and KVKs.

Implementation of ICT enabled Advisory platform “NICE System” in KfW Project states of NABARD

As part of the Indo-German Bilateral Cooperation, NABARD is associated with the implementation of a strategically important project, namely

- ‘Integration of Watershed Development for Rehabilitation of Degraded Soils and Climate Change Adaptation’ in collaboration with KfW in partnership with GIZ. MANAGE has been identified as the National Consortium Facilitating Agency (NCFA) for implementation of ICT enabled advisory services in the project areas of KfW. NABARD and MANAGE are jointly implementing the ICT enabled advisory platform “NICE System” created under GIZ ProSoil projects for implementation in the KfW Soil project areas of Andhra Pradesh, Chhattisgarh, Karnataka, Odisha and Telangana to offer quality advisory services to the farmers. KfW-NABARD envisages to implement ICT based agro-advisory platform in five states covering 48930 farmers in 122 watershed villages of 31 districts. The overall objective of NABARD KfW project is to create and disseminate localized, timely and quality content around climate change adaptation in agriculture sector using the NICE platform.



7. Library, Documentation and Publications

MANAGE library provides access to information resources and services and supports training, teaching, research activities and other projects and programs of the Institute. The library has been providing information and documentation services to faculty, staff, students, executive trainees in relevant areas.

Resources

The Library provides access to resources including books, reports, journals, articles, electronic databases, CDs on focus areas of the Institute.

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

Information Services

The library provides reference services, literature search services, assistance in the use of databases and other information resources. The library alerts faculty to the new resources added to the collection and articles published in current journals on a periodic basis. Abstracting and indexing services are provided to faculty covering new resources added to the collection on focus areas of projects and programs. The Library is sending news alerts on agriculture and allied aspects to faculty on a daily basis through email. Management of library operations is through Libsys. The Library is also digitizing MANAGE publications to make them accessible online.

MANAGE Publications

- MANAGE publishes the 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 under review.

- **Extension NEXT** is a bulletin aimed at imparting an understanding about recent developments in agricultural extension. It also intends to develop basic understanding about the role of extension in agricultural and allied sectors and start a dialogue on how to make extension efforts to contribute for better impact. One issue was published during the period on “Extension and Advisory Services for Climate Smart Agriculture”. This issue focuses on various approaches in agricultural extension and advisory services to facilitate Climate Smart Agriculture.
- **Extension Digest:** This publication aims to disseminate information on extension systems and practices, research on extension methods, efficient organization of technology transfer and current concerns in the area of agriculture. Two issues were published during the period on “Farmer Producer Companies: Issues and Challenges” and “Agri Allied Sector Extension: present status and way forward”. The first issue focused on the rationale for Farmer Producer Organization/ Companies; concept and genesis of FPOs/ FPCs; policy issues for promotion of FPOs/ FPCs and presents some Success stories of these Organizations. The second issue looked into challenges in agri-allied sector, extension approaches, constraints and strategies for strengthening extension delivery mechanism in the agri-allied sector with emphasis on Animal Husbandry.

Newsletters

- **MANAGE Bulletin** is a bi-monthly newsletter covering news on MANAGE training, education, research, consultancy, implementation of schemes, etc. Six issues were published and disseminated during the period.

- **MANAGE International e-Bulletin**, a monthly newsletter reports events relating to Feed the Future India Triangular Training (FTF-ITT) Program. The e-Bulletin updates on training programs and events.
- **Agripreneur**, is a monthly e-Bulletin from the Centre for Agricultural Extension Innovations, Reforms and Agripreneurship which covers news on AC&ABC Scheme, experiences of Agripreneurs, Nodal training institutes, success stories under the Scheme and other developments.
- **DAESI eBulletin**, a quarterly newsletter disseminates information on DAESI program and highlights events under the program in various States.
- **Spice**, is a quarterly newsletter from PGDM (ABM) which features campus news, industry-interface program, events and articles by students.
- **Urban Farming** Newsletter focuses on initiatives in Urban Agriculture.

Publications from various Centres

- **Book on “Technological Inspirations from India: Success Stories of Feed The Future India Triangular Training (FTF ITT) Program”**

MANAGE is implementing FTF ITT program in collaboration with reputed national and International organizations in India and abroad. This book shares the impact created at grass root level in different countries by trained executives. The publication includes success stories of FTF ITT executives adopting technological advances and innovative solutions to address Food Security Challenges in Asia and Africa.

- **Handbook on Important Insect Pests and Diseases of Major Crops in India**

This Handbook has been brought out by MANAGE with technical inputs from the scientists of NIPHM. This covers one hundred important insect pests and diseases of major crops of India. Information is furnished in this

handbook for each pest along with ecological tips for their management for food security and environmental safety.

- **200 Enterprising Agripreneurs in Rural India**

This is a compilation of 200 success stories of Agripreneurs who have established their enterprises under the Agri Clinics and Agri-Business Centres (AC&ABC) Scheme of Department of Agriculture, Cooperation and Farmers Welfare, Government of India. The compendium highlights 200 successful agri-ventures, which are economically viable, ecologically sustainable and replicable. These have been collected across the country and expected to motivate rural youth to think in an optimistic manner about opportunities available in the agriculture sector.

- **eNAM - a beginning in the right direction: a case study of Telangana**

This report studies the functioning of eNAM in three major markets of Telangana viz., Nizamabad, Suryapet and Mahbubnagar. The study has identified the issues for successful implementation of eNAM and arrived at steps to be taken for making it a success.

- **Inspiring Stories from Innovative Farmers**

There are a number of farmers who have been highly successful and are flourishing due to their innovations and efforts, despite facing challenges and constraints. This is a compilation of stories of 25 farmers who have transformed their own lives and that of others too.

- **A Compendium of PGDAEM-MANAGE Projects' Review**

The Post Graduate Diploma in Agricultural Extension Management (PGDAEM) program of MANAGE, as part of project work provides an opportunity to the candidates to field test the learnings related to extension management skills that he/she has acquired from the program. This document captures field level experiences of the

extension functionaries and salient details of outstanding, useful and replicable projects. The publication provides some insights on successful models, case studies, challenges faced, innovative ways of farming and implementation of extension activities / schemes in different parts of the country.

Discussion Papers

- **MANAGE Discussion Paper 4: Urban Farming: Good Practices and Knowledge Management**

Urban farming is a novel initiative which has been encouraged across urban areas so as to recreate urban areas as clean, green and sustainable in the near future. A majority of the urbanites have been practicing urban farming, be it roof top gardening, backyard gardening, kitchen gardening, gardening on exclusive land areas within the urban areas, or on the lands in the city outskirts. This study focuses on good practices and approaches followed in urban farming in the twin cities of Hyderabad and Secunderabad. The study encompasses replicable and viable practices.

- **MANAGE Discussion Paper 5: Climate Smart Agriculture towards Triple Win: Adaptation, Mitigation and Food Security**

Agriculture and allied sectors are found to be the most sensitive to climate change. Any degree of change in weather parameters, i.e., temperature, rainfall and relative humidity poses a significant impact on productivity in agriculture and allied sectors, which is an important measure of socio-economic development of the farmers and hence, food security of the nation. This study was undertaken with the objectives to get a comprehensive assay of all the stakeholders involved in climate smart agriculture programs and the assessment of barriers and incentives while adopting climate smart agricultural practices by all the stakeholders involved. The research was taken up in Hamirpur and Bilaspur districts of Himachal Pradesh.

8. Promotion of Official Language

MANAGE focuses on providing new information on Agricultural extension to its stakeholders through publications. MANAGE publications like Extension Digest, Extension Next are published in Hindi language and distributed to the stakeholders of Hindi speaking areas. Publications like 'Good Practices' - in Agricultural Extension and Advisory Services with Agripreneurship, Success Stories-under urban agriculture, Research Report Briefs of different topics are prepared in Hindi and published on MANAGE website under Publications. Apart from this, during the period under report, a book on 100 Startups by Agripreneurs, 200 Enterprising Agripreneurs from Rural India, Inspiring Stories of Innovative farmers were published in Hindi and distributed across the country. The Annual Report and Annual Accounts for the year 2017-18 were prepared and placed in both Houses of Parliament. The Annual Training Calendar for the year 2019-20 was also prepared in bilingual form for information to the participants and uploaded on MANAGE website.

As a regular activity, quarterly meetings of the MANAGE Official Language Implementation Committee were conducted in all the three quarters and reports were sent to the Department of Official Language, Ministry of Agriculture & Farmers Welfare and the Regional Implementation Office, Department of Official Language, South Block, Bangalore. Correspondence from MANAGE with the States under "Regions A and B" of Official Language Rules was in Hindi and English (bilingual). In compliance with Section 3 (3) of Official Language Act, efforts are on to prepare the documents in bilingual form. To encourage the internal notings on files, individuals doing more quantum of work in Hindi and the section best performing in implementation of Official Language is awarded during Hindi Day celebrations.

MANAGE was awarded as best Implementation Office by TOLIC-4 (CGO) of Hyderabad-Secunderabad under the category of offices having staff strength less than 100. MANAGE was holding the responsibility of TOLIC-4 till November, 2018. During its tenure as TOLIC-4 Chairman office it has encouraged all its member offices towards promotion of official language. As a part of it, MANAGE has brought out the first volume of AKSHAR BHARATHI a TOLIC-4 magazine. To promote usage of Official Language and to encourage Hindi typing in official correspondence by the staff of TOLIC member-institutions two workshops were organized and participants were trained in tools like Google Voice-typing, creating template files for daily use, creating data base using MS-Excel in Hindi etc. Competitions were conducted on the occasion of Hindi Day for the organizations of TOLIC-4 and prizes were distributed to the winners.

During the period under Report, Hindi fortnight was observed during September, 2018 by organizing different activities for promotion of Official Language. Various competitions were organized for the staff and students of PGDM (ABM) and prizes were distributed to the winners.



9. Administration and Accounts

The general supervision of MANAGE is vested with the General Council presided over by the Hon'ble Union Agriculture Minister, Government of India. The Hon'ble Minister of State for Agriculture and the Secretary, Ministry of Agriculture and Farmers Welfare, Government of India are the two Vice Presidents of the General Council. The 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**.

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

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

Funds

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

Implementation of the Right to Information Act, 2005

A total 58 RTI applications were received. MANAGE also received 4 appeals during 2018-19 in the RTI Cell seeking information under the Right to Information Act, 2005 and replies were sent to the applicants in time.

Vigilance cases

No Vigilance cases against the employees of MANAGE were pending during the year 2018-19.

Audit Para

Audit has observed that prior period expenditure was not shown separately which was included in the current year expenditure. This will be followed in the annual accounts of the Institute for the financial year 2019-20.

Meetings

The following meetings were held during the period under report:

Executive Council Meetings

The 70th Meeting of the Executive Council was held on 22 May, 2018 at MANAGE and the 71st Meeting was held on 12th September, 2018 at Krishi Bhawan, New Delhi, under the chairmanship of Dr. S.K. Pattanayak IAS, Secretary, Department of Agriculture, Cooperation & Farmers Welfare, GoI. The Council reviewed the progress of activities of the Institute.

Academic Committee Meeting

The 23rd Meeting of the Academic Committee of MANAGE was held on 7 February 2019, chaired by Smt. V. Usha Rani IAS, Director General, MANAGE. The Committee reviewed and approved the Training Calendar for 2019-20.



Executive Council Meeting



Academic Committee Meeting

Annexures

Annexure I

General Council Members of MANAGE as on 31/03/2019

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	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 for Agriculture, MOA & FW, GOI and	2	Hon'ble Minister of State for Agriculture, Ministry of Agriculture & Farmers Welfare, Government of India Krishi Bhawan, New Delhi - 110 001
	Secretary, Department of Agriculture, Cooperation and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, GOI	3	Shri. Sanjay Agarwal, IAS Secretary (Agriculture, Cooperation & Farmers Welfare) Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government 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	Shri. Ramsinh Parmar, Chairman Gujarat Co-operative Milk Marketing Federation Ltd. (AMUL), Amul Dairy Road, P.B. No. 10, Anand - 388 001, Gujarat
iv	Three eminent persons who have made noteworthy contributions in the field of agricultural development and allied subjects.	5	Shri. Goli Madhusudhan Reddy S/o. Shri. Narayana Reddy, H. No: 7-8-119, Srinagar Colony, Panagal Road, Nalgonda, Telangana - 508 001
		6	Sh. K.V. Kannan, S/o. Shri M. Viswanathan, No.1, Omampuliyur Road, District-Cuddalore, Kattumannarkoli-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
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	Dr. P. Chandra Shekara, Director General National Institute of Agricultural Marketing (NIAM) Kota Road, Bambala, Near Sanganer, Jaipur - 303 906
vii	Director General, ICAR	10	Dr. Trilochan Mohapatra Secretary (DARE) & Director General Indian Council of Agricultural Research Krishi Bhawan, New Delhi - 110 011

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
viii	a) Additional Secretary	11	Smt. Vasudha Mishra, IAS Addl. Secretary (Agril. Extn.) Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India Krishi Bhawan, New Delhi - 110 001
	b) Joint Secretary in charge of Extension	12	Shri. Atish Chandra, IAS Joint Secretary (Agricultural Extension) Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Krishi Bhawan, New Delhi - 110 001
	c) Financial Adviser in the Ministry / Department of Govt. of India dealing with MANAGE	13	Shri. B. Pradhan, IAS, AS & Financial Adviser, Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India, Krishi Bhawan New Delhi - 110 001
ix	Agriculture Commissioner, Govt. of India, Department of Agriculture, 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	Secretary, Planning Commission, Govt. of India, Yojana Bhavan, New Delhi - 110 001
xi	Four Secretaries to the State Governments / Union Territories In charge of Agricultural Production (in rotation) or their nominees not below the rank of Deputy Secretary to the State Govt.	16	Principal Secretary (Agriculture), Govt. of Maharashtra, Room No. 510, Mantralaya Annexe, Mumbai - 400 032 Maharashtra
		17	Principal Secretary (Agriculture), Govt. of Madhya Pradesh, Farmers Welfare & Agri. Development Department, Vallabh Bhawan, Mantralaya, Room No. 302, Bhopal 462 001-Madhya Pradesh
		18	Agriculture Production Commissioner & Secretary (Agriculture), Govt. of Tamil Nadu, Agriculture Department Secretariat, St. George Fort, Chennai - 600 009, Tamil Nadu
		19	Principal Secretary (Agriculture), Govt. of Gujarat, New Sachivalaya Complex, Block- 5, 1 st Floor, Gandhi Nagar - 382 010 Gujarat

Rule No. 3(a)	Composition of General Council	Sl. No.	Name & Address of the Member
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 and Farmers Welfare (Ex Official Member & Member-Secretary)	22	Smt. V. Usha Rani, IAS Director General National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad -500 030 Telangana
xiv	Two Vice-Chancellors of Agricultural Universities (by rotation) or their nominees not below the rank of Director (Ex-officio Members)	23	Dr. Moirangthem Premjit Singh, Vice Chancellor, Central Agriculture University Imphal, Manipur
		24	Dr. Ashok Ambalal Patel, Vice Chancellor, DAU, Sardar Krushi Nagar, Dantiwada, Banaskantha, Gujarat

Annexure II**Executive Council Members of MANAGE as on 31/03/2019**

Rule No.	Composition of Executive Council	S. No.	Name & Address of the Member (Chairman, Officials & Non-official Members)
5.I (i)	Ex-Officio Members		
a)	Secretary (Agriculture, Cooperation & Farmers Welfare) as Vice President of MANAGE shall be chairman of the Executive Council	1	Shri. Sanjay Agarwal, IAS Secretary (Agriculture, Cooperation & Farmers Welfare) 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	Smt. Vasudha Mishra, IAS Additional Secretary 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. Atish Chandra, IAS Joint Secretary (Extension) Department of Agriculture, Cooperation & Farmers Welfare Ministry of Agriculture & Farmers Welfare, Government of India, Room No. 247-A, Krishi Bhawan, New Delhi -110 001
		5	Shri. B. Pradhan, IAS Additional Secretary & Financial Adviser, Department of Agriculture, Cooperation & Farmers Welfare Ministry of Agriculture & Farmers Welfare, Government of India, Krishi Bhawan, New Delhi -110 001.
e)	Non-official Members Two eminent persons who have made note-worthy contributions in the fields of agricultural development/and allied subjects; to be nominated by the Government of India from among the members of the General Council	6	Shri. Goli Madhusudhan Reddy S/o. Shri Narayana Reddy, H. No: 7-8-119, Srinagar Colony, Panagal Road, Nalgonda, Telangana - 508 001
		7	Shri. K.V. Kannan, S/o. Shri M. Viswanathan, No.1, Omampuliyur Road, District - Cuddalore, Kattumannarkoli - 608 301 Tamil Nadu
f)	One member to be nominated by the General Council from among the non-official members of the General Council	8	Shri Ramsinh Parmar, Chairman Gujarat Co-operative Milk Marketing Federation Ltd (AMUL), Amul Dairy Road, P.B. No. 10, Anand - 388 001, Gujarat

Annexure - III

MANAGE Faculty, Officers and Staff

Director General

Smt. V. Usha Rani, IAS
Director General

Faculty

Dr. P. Chandra Shekara
 Director (Agricultural Extension) (on deputation to NIAM, Jaipur)
 Ph.D. (Agricultural Extension)

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

Dr. B.K. Paty (Superannuated on 28th February, 2019)
 Director (OSPM)
 Ph.D, M.B.A, M.Com
 bkpaty@manage.gov.in

Dr. K. Uma Rani (Superannuated on 31st May, 2018)
 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 (Repatriated on 4th September, 2018)
 Director (Monitoring and Evaluation)
 M.Sc. (Agricultural Economics); Ph.D. (Agricultural Economics)
 amarender.anugu@manage.gov.in

Dr. Jabir Ali
 Director (IT)
 M.Sc., Ph.D. (Agricultural Economics and Business Management)
 jabir.ali@manage.gov.in

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

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

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Shri. D. Yadaiah Driver	Shri. Mohd. Raheem Driver
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