



# ANNUAL REPORT 2020-2021



**National Institute of Agricultural Extension Management (MANAGE)**  
(An Autonomous Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)  
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# MANAGE Annual Report 2020-2021



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

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

Rajendranagar, Hyderabad, Telangana, India 500030.

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# Message from Director General



The year 2020 -21 has been a difficult period which witnessed the greatest challenge ever faced by humankind. The COVID-19 pandemic has completely disrupted our lives and caused catastrophe in every sector including governance, administration and institutional activities. Agriculture is the only sector that stood strong during the pandemic and able to produce a record 303.34 mt.<sup>o</sup> of food grains even in the crisis situation when almost all other sectors paralyzed. There was no shortage of food in the country. Thanks to farmers and agricultural scientists and extension workers who continued their relentless efforts and could feed the entire nation in the most adverse situation.

Agriculture professionals have shown greatest resilience in the COVID situation and continued their field level activities and learning process in their own innovative ways while most of the sectors reeling under unprecedented disaster. At MANAGE, we took the challenge of pandemic as an opportunity and pursued innovative ICT-led approaches to continue our teaching, training, research, policy advocacy and publications activities with unabated conviction to backup agricultural extension professionals in the difficult phase. MANAGE faculty members had quickly adopted to online platforms, MOOC technologies and social media applications to continue training activities and reach out to maximum number of

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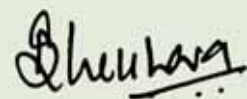
agricultural professionals in a most cost effective manner. MANAGE faculty members have best utilized the pandemic time and produced a good number of 57 publications in agricultural extension which included research articles, books, book chapters, review and discussion papers, policy briefs, success stories, case studies and workshop proceedings and shared them widely with extension professionals.

During 2020 -21, MANAGE has organised a record number of 185 online training programs, MOOC-based training programs, webinars, virtual conferences and workshops covering 19,225 participants who included officers from state departments, faculty from EEs, SAMETIs, state agricultural universities, scientists from ICAR and KVKs, representatives of FPOs, NGOs, scholars and students and several international participants. MANAGE could complete the admission process for PGDM (ABM) for batch 2020 – 22, examinations and 100 percent placements for students of 2019 – 21 batch with better package than the previous year successfully through a transparent online procedure. Similarly, the flagship programs such as ACABC, PGDAEM, DAESI, STRY and Agri Startups being implemented in collaboration with our partner institutions have streamlined the activities through online mode and able to achieve the milestones.

The virtual programs of MANAGE have promoted technology-led capacity building and broken the geographical boundaries and able to attract a large

number of 57,525 agricultural professionals and experts from all over the country and world to actively participate in the online training programs, webinars, schemes, programs, mentoring and sensitization activities during 2020 -21. Thanks to all participants, stakeholders and our partners for their full cooperation and support without which activities would have not been possible especially in the difficult times.

I sincerely thank the Ministry of Agriculture and Farmers Welfare, Govt. of India, the General Council, the Executive Council and the Academic Committee for their continued support and guidance to our programs during the difficult times. I also thank all MANAGE partner institutions – EEs, SAMETIs, ICAR, SAUs, NGOs, Agripreneurs, Agri Startups, Nodal Training Institutions other national and international organizations – who joined hands with MANAGE to implement collaborative training programs, Govt. of India schemes, educational programs and research activities successfully during the pandemic and enabled us to achieve our mandate and come out with flying colours in the most difficult period.



**Dr. P. Chandra Shekara**  
Director General, MANAGE





# Progress at a Glance 2020 - 21

## Total Outreach:

MANAGE outreached to 57525 agricultural professionals and improved their capacities, knowledge and skills through online training programs, webinars, schemes, programs, mentoring and sensitization activities.

## Training Programs:

185 training programs organized on online mode covering 19225 participants representing State Agriculture and Allied Departments, Scientists from ICAR and KVVKs, Faculty Members from SAMETIs, EEIs and State Agricultural Universities, Agripreneurs, Agri Start-ups, Rural Youth, Agribusiness Sector, NGOs, FPOs, Research Scholars and Students from Agricultural Colleges and Universities.

## Webinars on COVID Challenges to Agriculture:

30 special webinars organized to address the issues and challenges of COVID-19 in agricultural extension, agricultural marketing, climate change, farmers' distress and exchanged innovations by Extension Professionals Agripreneurs and Startups during the critical period.

## ACABC Scheme:

1190 unemployed graduates / diploma holders were trained through the Agri-clinics and Agri-Business Centres (AC&ABC) Scheme. 2473 Agri Ventures established by the trained candidates in more than 32 categories.

## PGDM (ABM):

100% placements for all 66 students of Batch 2019-21 of Post-Graduate Diploma in Management (Agri-Business Management) [PGDM (ABM)] have been completed with highest salary of Rs.16 lakhs per annum and average salary Rs.10.07 lakhs per annum.

## DAESI:

9688 input dealers completed Diploma in Agricultural Extension Services for Input Dealers DAESI program.

## PGDAEM:

13833 agricultural professionals from State Departments, Agribusiness Sector and NGOs received Post-Graduate Diploma in Agricultural Extension Management (PGDAEM).

## STRY:

A total of 6414 rural youths were trained under Skill Training of Rural Youth (STRY) scheme

## Agri Startups:

240 Agri Startups promoted by MANAGE and a total of 59 Startups have been sanctioned a grant amount of Rs. 614.05 Lakh.

## CFA / CLA:

115 candidates were trained as specialized Extension Professionals in rice, organic farming, vegetables, cattle, floriculture, sheep, millets and poultry through Certified Farm Advisor /Certified Livestock Advisor (CFA / CLA) Program.

## CCINM:

2717 candidates were trained through Certificate Course on Integrated Nutrient Management for Fertiliser Dealers (CCINM).

## ACADP:

657 unemployed fisheries allied subject graduates trained through the Aqua-Clinics and Aquapreneurship Development Program (ACADP).

## Research Studies:

13 research studies have been completed and reports were submitted. The studies were carried out in the areas of integrated pest management, public-private partnership, agricultural marketing, climate change, ICT-enabled services, e-NAM, and nutritional security etc. and provided useful suggestions for better agricultural extension system.

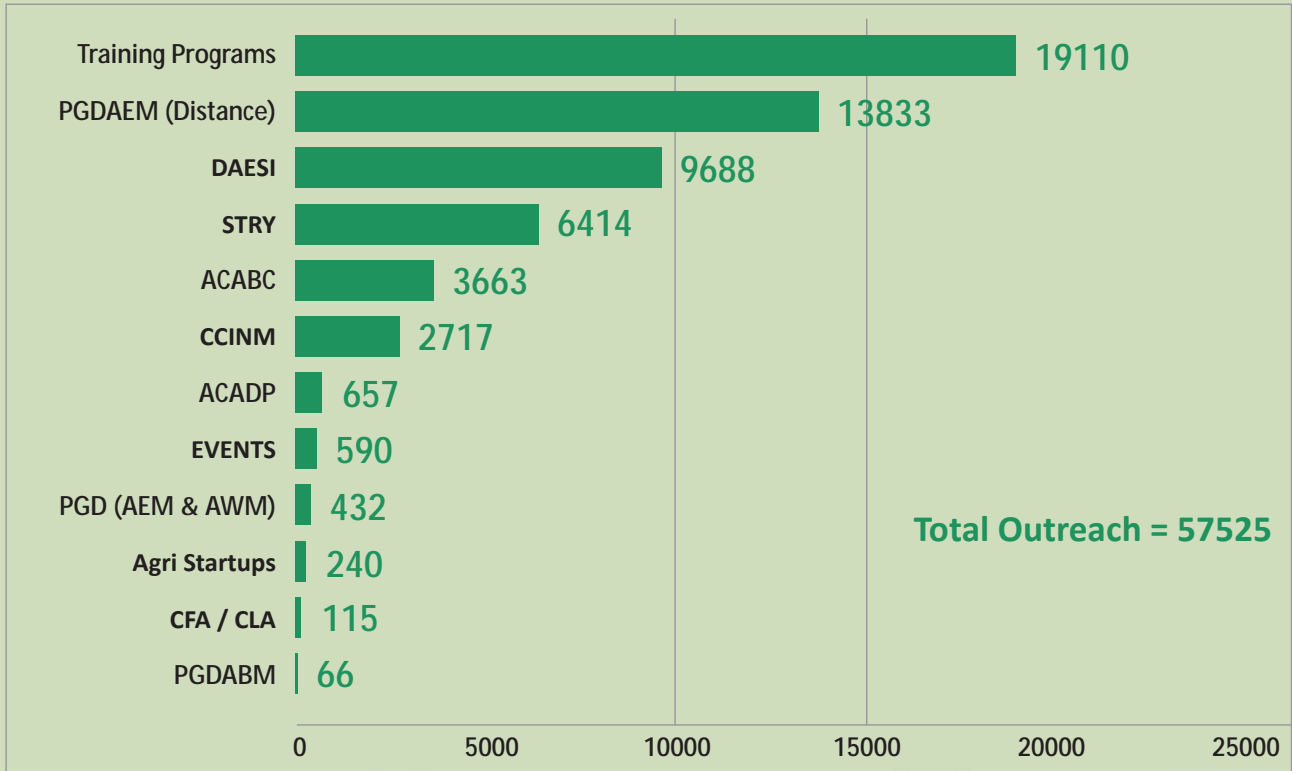
## Publications:

MANAGE Faculty Members have fully utilized the pandemic period to focus on producing research articles, book chapters, books, reports, working papers, policy brief and workshop / seminar papers. A total of 57 publications have been published by Faculty Member

## MANAGE on Social Media:

MANAGEIndia YouTube Channel increased its subscriber base to 24000, added a total of 750 useful videos. The videos cover training programs, webinars, lectures by experts, success stories Agripreneurs and Agri Startups under RKVY-RAFTAAR Program, DAESI, PGDAEM, STRY, AC&ABC schemes. MANAGE actively share information through its Facebook and Twitter accounts.

## Progress at a glance – 2020 – 2021



# About MANAGE

The **National Institute of Agricultural Extension Management – MANAGE** was established as an autonomous Institute in 1987 at Hyderabad by the Ministry of Agriculture & Farmers Welfare, Government of India to strengthen Agricultural Extension System in the country to address the challenges in a rapidly growing and diverse agriculture sector.

The focus of agriculture has shifted from achieving food security to enhancing profitability to farmers and ensuring sustainable development and nutritional security to all. This calls for a vibrant agricultural extension system with innovative approaches which address the emerging challenges in agricultural development. Further, promotion of market-linked agriculture through empowering farmers, youth, agripreneurs and private sector and application of advanced agricultural technologies require modern management approaches

in agricultural extension system. This demands for highly competent agricultural extension professionals with up-to-date knowledge and improved capacities with the support of professional guidance and policy advocacy. MANAGE was established as an autonomous organisation under the Andhra Pradesh (Telangana Area) Public Societies Registration Act, 1350 Fasli (Act of 1350F) to address these needs.

MANAGE is envisioned as a pioneering agricultural management institution in the world with a mission to impart managerial and technical skills to extension professionals in agriculture and allied sectors besides functioning as a technical arm for the Ministry of Agriculture and Farmers Welfare, Govt. of India to provide inputs on matters of agricultural extension. MANAGE follows a set of core values to give a human face to its works and put the farmer first in all its activities.



## Vision

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

## Mission

MANAGE Mission is to facilitate the acquisition of managerial and technical skills by Extension Officers, Managers, Scientists and Administrators in all sectors of agricultural economy to enable them to provide most effective support and services to Farmers and Fishermen for practicing Sustainable Agriculture and ensuring better income for their produce.

## Core Values

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

## Mandate

- » Developing linkages between prominent state, regional, national and international institutions concerned with agricultural extension management
- » Gaining insight into agricultural extension management systems and policies
- » Forging collaborative linkages with national and international institutions for sharing faculty resource
- » 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
- » Serving as an international documentation center for collecting, storing, processing and disseminating information on subjects related to agricultural management.



# Functions

MANAGE will assist the Govt. of India, State Governments and Union Territories to improve delivery agricultural extension and advisory services to farmers. The Institute undertakes training for national and international stakeholders, action research, policy advocacy, implementation of Govt. of India schemes, agri-business education, agri startup development, consultancy and knowledge outreach activities.



MANAGE, in its 34 years of journey, as a harbinger of Agricultural Extension introduced several concepts that brought systemic changes in agricultural extension system in India and in developing countries in Asia and Africa. The process and institutional innovations led by MANAGE have promoted pluralism, partnership and convergence of efforts in Agricultural Extension.



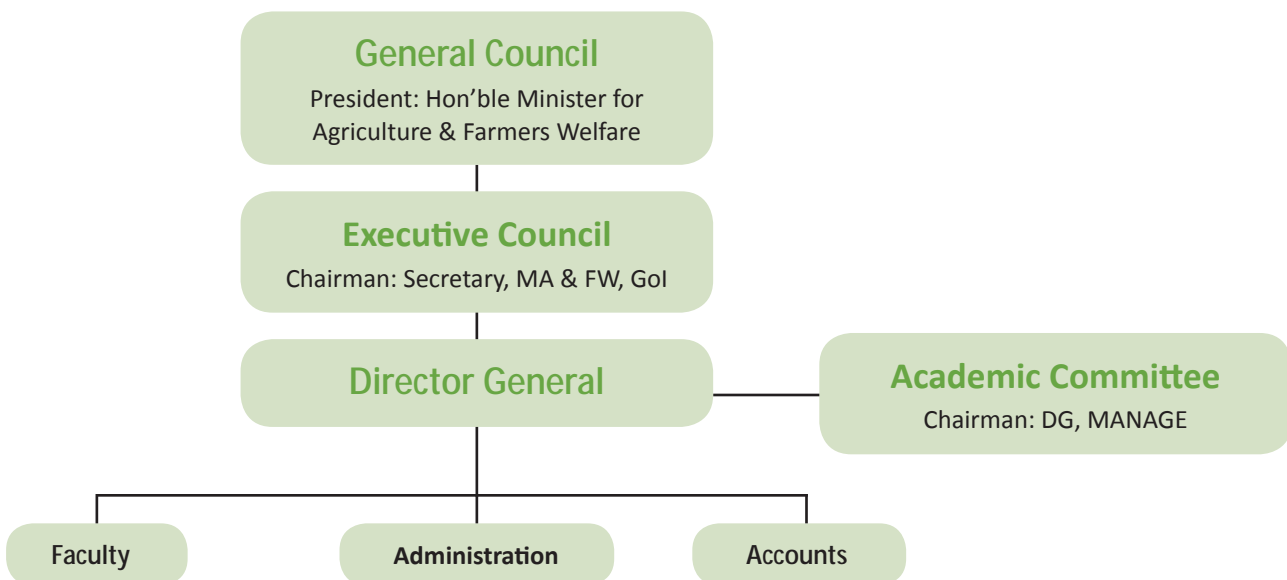
## Governance of MANAGE

The General Council (GC) of MANAGE headed by the Hon'ble Minister for Agriculture & Farmers Welfare, Govt. of India as its President with Hon'ble Minister of State for Agriculture & Farmers Welfare and the Secretary (Agriculture & Farmers Welfare) as its Vice-Presidents. The members of GC included Senior Officers from the Ministry and other reputed institutes, Agricultural Universities and the Director General of MANAGE. The GC exercises general control and issues directions for the efficient management and administration of MANAGE.

The Executive Council (EC) of MANAGE is headed by the Secretary, Ministry of Agriculture & Farmers Welfare, Govt. of India as its Chairman with Additional Secretary (Extension) as Vice-Chairman. Senior Officers from the Ministry, eminent scientists, progressive farmers, academia who contributed to agricultural development

and the Director General of MANAGE are members. The EC is responsible for management and administration of the affairs of MANAGE. It approves annual budget, annual accounts, and reports. It prepares and executes plans and programs to realize the mandate of MANAGE. It appoints the senior faculty positions / officers, and approves grant-in-aid, research projects and international programs.

The Academic Committee (AC) of MANAGE, headed by the Director General of MANAGE as its chairman with members from Ministry of Agriculture and Farmers Welfare and academia and scientists from reputed management institutions, agricultural universities and research institutions and MANAGE Faculty Members approves the annual training programs, research studies, collaborative research projects, consultancy and academic matters.



## Institutional Linkage and Networking

MANAGE has established organic linkages with State Agricultural Management and Extension Training Institutions (SAMETIs), Extension Educational Institutes (EElIs) and Agricultural Technology Management Agencies (ATMAs) at District level, ICAR- Agricultural Technology Application Research Institute (ATARI) and Krishi Vigyan Kendras (KVKs). It created a very responsive institutional network for agricultural extension in India. MANAGE, as an apex institute, will cater the knowledge, training and capacity needs of agricultural extension professionals in these organizations and ensure convergence of efforts and resources to improve agricultural extension system at the field level.

MANAGE has established linkages with Indian Council of Agricultural Research (ICAR) Institutions, National Institute of Agricultural Marketing (NIAM), National Institute of Plant Health Management (NIPHM), National Institute of Rural Development & Panchayat Raj (NIRD&PR) and State Agricultural Universities, Horticultural and Veterinary Universities in India. It also established partnerships with the regional and international organizations like SAARC, USAID, World Bank, UNDP, FAO, GIZ, Michigan State University, ICRISAT, (Global Forum for Rural Advisory Services (GFRAS), Asian Productivity Organization (APO) to organize collaborative workshops / conferences and faculty exchange programs in the field of agricultural extension.

# The Journey of MANAGE

MANAGE has been a “Concept Nursery” since its inception generating several new ideas and initiatives, most of them for the first time in India, continuously to address challenges in agricultural extension system. It conceived and pilot tested innovative concepts, launched demand-driven educational programs, adapted modern management philosophy to sharpen agricultural extension, promoted farmers’ participatory approach in extension that fine-tuned agricultural schemes, research, education and marketing functions.

## Important Contributions

- » **Training Programs** – Since its inception in 1987, MANAGE has trained 2.98 lakh Extension Functionaries in agriculture and allied sectors in the country. At present, MANAGE builds capacity of around 50,000 Extension Functionaries, Agripreneurs, Input Dealers, Agri-Startups, FPOs, NGOs, Rural Youth, Scientists, Academia every year through its training programs, education programs, schemes and research activities.
- » **International Training Programs** – MANAGE has expanded its horizon to more than 20 developing countries in Asia and Africa to build capacities of their 1273 senior executives vigorously under US-India-Africa Triangular Training Programs (2013-15) and the Feed-the-Future India Triangular Training Programs (2016-20) with the support of USAID. These programs promoted Indian agricultural innovations in several developing countries and strengthened Govt. of India’s mission.
- » **National Participatory Watershed Guidelines** – 1995. The guidelines were implemented in all watershed projects in the country.
- » **Post Graduate Diploma in Management (Agri-Business Management)** – 1996. Aims to produce highly competent Techno-Managers to cater the needs of agri-business sector. MANAGE has emerged as the Best B-School in agri-business education in the country and successfully produced more than 1100 candidates who occupied top positions in national and international agri-business companies.
- » **Agricultural Technology and Management Agency (ATMA)** – 1997. ATMA was conceived and implemented to promote bottom-up planning, farmers’ participation, institutional collaboration and strategic research and extension planning at district level. Now, ATMA is being implemented in all the districts in the country.
- » **Cyber Extension** – 1997. It gave birth to several e-Agriculture initiatives, expert systems in agriculture, interactive multimedia learning in agriculture, networking of training institutions and agricultural departments, use of mobiles in agriculture and e-Extension.
- » **Agri-Clinics and Agri-Business Centers Scheme (ACABC)** – 2002. Aims to convert unemployed agriculture graduates into self-employed Agripreneurs. It created a cadre of 75000 trained professionals and helped 31378 Agripreneurs to establish agri-ventures who can provide professional extension services to farmers in the rural areas in the country.
- » **Post-Graduate Diploma in Agricultural Extension for Input Dealers (DAESI)** – 2003. Aims to transform input dealers in to para-extension workers. It produced 31000 trained input dealers in the country who can understand basic agriculture issues and provide extension advisories to farmers
- » **Post-Graduate Diploma in Agricultural Extension Management (PGDAEM)** – 2007. Aims to offer continuous education through distance learning mode to agricultural officers and professionals to improve their job perform. This programs popular and 13,830 candidates received degrees.
- » **Market-led Extension** – 2007. The concept gained importance and inculcated extension perspective in agricultural marketing domain and lead to the genesis of concepts like linking farmer to markets, aggregation of farmers, value chain-wise extension and farmers producer organisations which now became drivers to increase farmers income.



- » **Public-Private Partnership (PPP) in Agricultural Extension** – 2007. Aims to promote partnerships to improve delivery of agricultural extension services to farmers in a win-win situation. The concept was pilot tested successfully in Hoshangabad Model in Madhya Pradesh with the department of agriculture and an agri-business company as partners. This model later paved way for encouraging NGOs, private companies and Agripreneurs to partner in public extension programs being done by government departments.
- » **Certified Farm / Livestock Advisor Program (CFA/ CLA)** – 2017. Aims to through developing specialised extension advisors in major crops, commodities and livestock. These certified farm and livestock advisors provide specialised technical advisory services to farmers and Govt. Departments. This program is professionalizing agricultural extension services in the country.
- » **MANAGE Incubation Center** – 2017. It was established to provide infrastructure, capacity building, technical and business mentoring, networking, funding, IPR assistance and advisory services to innovators to launch Agri Startups. About

700 members enrolled in the Incubation Center. MANAGE is a Knowledge Partner for Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation (RKVY-RAFTAAR) to promote Agri Startups. MANAGE is providing training and handholding support to four RKVY-RAFTAAR Agri-Business Incubation (R-ABIs) ICAR-Indian Institute of Millets Research (ICAR-IIMR), Tamil Nadu Agricultural University (TNAU), Kerala Agricultural University (KAU) and Acharya N.G. Ranga Agricultural University (ANGRAU), Tirupati. MANAGE promoted 267 Agri Startups under the scheme.

- » **MOOC-based Courses** - 2019. MANAGE adapted Massive Open Online Courses (MOOCs) technology to introduce Post-Graduate Diploma in Agricultural Extension Management (PGDAEM) and Post-Graduate Diploma in Agri-Warehousing Management (PGDAWM) through online platform to outreach to many candidates in public and private sectors. For this, MANAGE has established a state-of-the-art MOOCs Laboratory to produce digital course materials. The MOOC courses are highly successful and later the platform was used to organise scheduled calendar training programs during the pandemic situation in 2020.





# Innovative Programs

There is a need to involve new kind of actors to contribute for agricultural development in the country through innovative programs. It's important to ensure diversity, equity and inclusion in agricultural extension in order to promote pluralism, partnership and convergence of efforts for agricultural development. During 2020-2021, MANAGE has initiated the following innovative programs:

## 1. SEVA – MANAGE (Service Extension through Voluntary Association – MANAGE)

- a platform created for Retired Agricultural Professionals from Universities, NGOs and Private Sectors to contribute for Agricultural Development in the country. Services of SEVA-MANAGE members are made available to training, research, consultancy and implementation of Govt. Schemes. A total of 387 members registered so far. MANAGE has organised orientation workshops to finalise the modalities and explore possibilities for contribution. A Project Facilitation Centre was established at MANAGE for SEVA-MANAGE members to provide an institutional support that will facilitate to ideate, develop, implement and scale up projects of their interest and expertise. MANAGE will facilitate the SEVA members to submit the project proposals to the suitable sponsoring organisations/agencies to seek funding support. The projects will be implemented by concerned SEVA members through MANAGE on a revenue sharing basis.

## 2. NNAJ – MANAGE (National Network of Agri Journalists – MANAGE)

- a platform created for Agri Journalists to act as an immediate response mechanism to disseminate messages and information to farmers and other stakeholders in Agricultural Development in the country through mass media. 200 Agri Journalists trained by MANAGE joined NNAJ-MANAGE. MANAGE is organising sensitisation webinars to network members on current concerns in the field agricultural development and encouraging them to write agricultural content for print, electronic and social media.

## 3. MANAGE Krishi Gyandeeep Knowledge Lecture Series

– a series of lectures to capture rich knowledge of Experts in Agriculture to disseminate to the last mile Extension Professionals. Eminent persons in the agriculture are invited to give lecture talks on their experiences for the benefits of agricultural extension functionaries at the field level. It is planned to produce one video per month and these videos are expected to reach more than 24000 subscribers on MANAGEIndia YouTube channel and about 1 Lakh agricultural extension functionaries in the county.

## 4. MANAGE FPO Academy

– MANAGE has established FPO Academy to provide training, research, policy advocacy, consultancy support, and documentation of success stories on FPOS to support 10,000 FPOs being promoted by Govt. of India. State-specific FPO Programs are being conducted. MANAGE FPO Academy is also proposing to launch 45 days Course for CEOs of FPOs.

## 5. MANAGE National Facilitators Program

- MANAGE is strongly believe that agricultural officials, academia, extension professionals from state departments, state agricultural universities, KVKs, NGOs and private sector have rich expertise to offer in implementing agricultural extension programs in the country. MANAGE envisioned to develop a network of 100 National Facilitators in the county who can assist to implement Govt. of India's Programs, Schemes and Training Programs for MANAGE, State Government and UTs. MANAGE will identify and train highly competent and committed officers from Agricultural and Line Departments, Faculty Members and Scientists from SAUs, KVKs, NGOs and private sector to shape them into National Facilitators. The process for applying for the position of National Facilitators is in progress.

## 6. Jai Jawan Kisan (Soldiers for Agriculture)

MANAGE strongly feels that the Ex-Service Men who are well trained, disciplined, motivated, experienced, active, energetic, systematic and exposed to hard and adverse conditions with their roots in the rural areas will surely contribute to agricultural development in the country. It is pertinent to note that about 60,000 ESM are retiring every year. They can immensely contribute to agriculture sector if their capacities are built to undertake a variety of agri enterprises and establish agri ventures. MANAGE has initiated Jai Jawan Kisan program to provide training, technical backstopping, mentoring and necessary handholding for retired ex-service men.

## 7. Establishment of MANAGE

**CSR Forum** – Section of 135 of the Companies Act 2013 makes it mandatory for Corporate Companies to spend at least 2% of the average net profit in the Corporate Social Responsibility activities. Agriculture sector has the potential to absorb high investment to address the complex situation of agriculture and large number of farmers. But the CSR initiatives in agriculture are not encouraging. MANAGE believes that there is a need to sensitize and influence corporate sector to come forward to invest into agricultural development in the country. In order to foster the role of corporate sector in agriculture, MANAGE has established CSR Forum to act as a platform to leverage more CSR funds in Agriculture through policy advocacy, brainstorming, pilot testing of projects and sharing of knowledge. It also acts as an aggregation platform and facilitates identification and selection of promising NGOs and other implementing agencies.

## 8. MANAGE-Samunnati Awards for Best Agri Startups

– MANAGE has instituted annual Awards for the best Agri Startups in the country to encourage innovators in 2021. The MANAGE-Samunnati Agri Startups Awards 2021 are scheduled on 11 June 2021 on the occasion of the Foundation Day of MANAGE.

## 9. Awards for Best Book, Best Ph.D., and Best M.Sc., Theses in Agricultural Extension

– MANAGE strongly believes that Agricultural Extension should be recognised as an important disciplines. The excellent work done by academia in the universities and researchers in the field of Agricultural Extension should be appreciated in order to boost their morale and give highest recognition for their efforts at the national level. MANAGE, being the premier Agricultural Extension Management organisation, has instituted annual Awards for Awards for Best Book, Best Ph.D., and Best M.Sc., Theses in Agricultural Extension. The Awards for 2021 are scheduled on 11 June 2021 on the occasion of the Foundation Day of MANAGE.

## 10. Agri Startup Idea Bank

– Many innovators, Agripreneurs, students and professionals are looking for right source for information on Agri Startups and bright ideas that can transform agriculture in India. To cater the needs of such people, MANAGE has created a platform to share innovative ideas of Agri Startups in the country. About 100 Agri Startup ideas shared on this platform.

## 11. Agri Film Festival

– With the proliferation of social media, the role of videos is gaining importance in the learning process in any field. The role of videos in transformer of technologies, disseminating innovations, spreading success stories, and promoting good agricultural practices is immense. Many public sector organisations, private companies, NGOs and media professionals are producing very useful videos and films on their projects, experiences, field level innovations and success stories for dissemination. It is necessary to recognise their best works should be recognised and kept them safely for future generations. MANAGE has proposed to organise Agri Film Festival in February 2022 to give away Awards to best video / films in the field of agriculture and allied sectors. MANAGE has also initiated to create an archive of agricultural videos.

MANAGE, in its 33 years of journey, as a harbinger of Agricultural Extension introduced several concepts that brought systemic changes in agricultural extension system in India and in developing countries in Asia and Africa. The process and institutional innovations led by MANAGE have promoted pluralism, partnership and convergence of efforts in Agricultural Extension

# MANAGE Academic Centers

Agricultural Extension is not static. It has been evolving with the times and embracing different branches of knowledge cutting across disciplines that included modern management, marketing, entrepreneurship, information and communication technologies, monitoring and evaluation, climate change, gender studies, public policy, human resource management, health and nutritional security and many more to address emerging challenges in agricultural development. MANAGE has fused several new foci to agricultural extension domain to improve the effectiveness of agricultural extension management.

Realizing the need to dovetail the emerging subjects with agricultural extension system and institutionalize the efforts, MANAGE has established 10 thematic Centers to focus on research, capacity development, consultancy, policy advocacy, implementation of programs and networking of knowledge and resources. Each MANAGE Center is headed by a senior faculty member with a team of professionals. Each Center is a think tank and functions as a knowledge center in its domain. The vision, mandate and activities of each MANAGE Center are given in the following section.



## 1

## MANAGE Center for

# Agricultural Extension Policy, Public Private Partnership in Extension and International Center of Excellence in Agricultural Extension

### Vision:

To provide policy inputs and technical advice to Govt. of India and State Governments for better decision-making in agricultural extension management and promote partnerships in agricultural development through policy advocacy and capacity building.

### Mandate:

- » To design and evaluate agricultural extension policy and programs
- » To promote the public-private partnership in agricultural extension and advisory services.
- » To undertake the training and capacity development of extension personnel of developing countries.
- » To support the Government of India in bilateral collaborations with partner countries of India.

### Areas of activity:

- » Training and capacity development of agricultural professionals in developing countries
- » Policy advocacy and analysis
- » Collaboration with international organisations
- » Promotion of public-private partnership in agricultural extension
- » Supporting SAMETIs/ ATMA for program implementation

## International Training Programs

The Center of Excellence in Agricultural Extension Management undertakes capacity building of agricultural extension professionals from several developing countries and supports the mission of Govt. of India under bilateral agreements with 40 countries. During 2013-2015, the Center has successfully organised 4 US-India-Africa Triangular Programs for Kenya, Liberia and Malawi covering 129 senior executives. During 2016 – 2020, it organised 44 Feed-the-Future International Triangular Training (FTF-ITT) Program with the support of USAID in collaboration with Indian Council of Agricultural Research (ICAR) on different themes covering 1144 senior executives from African and Asian countries. The countries included Afghanistan, Bangladesh, Botswana,

Cambodia, DRC, Ghana, Kenya, Lao PDR, Liberia, Malawi, Mongolia, Mozambique, Myanmar, Nepal, Sri Lanka, Sudan, Tanzania, Rwanda, Viet Nam and Uganda.

The FTF-ITT programs have made remarkable impact in the Asian and African countries through its trained executives. The international training programs helped to transfer Indian Agricultural Innovations to several developing countries in Asia and Africa.

The Center was also identified by Indian Technical & Economic Cooperation (ITEC) Program of the Ministry of External Affairs, Govt. of India to train officers from developing countries. The Center 45 senior officers from 12 countries through 2 ITEC programs in 2018 – 2020.



## Collaboration with National and International Organisations

The Center establishes linkages with national and international organizations to undertake collaborative programs to strengthen agricultural extension system for ensuring sustainable agriculture and global food security. It works closely with World Bank, FAO, GIZ, Michigan State University, UNDP, USAID, ICRISAT and leading national institutes through Memorandum of Understanding (MoUs), letter of intent and agreements to take up collaborative programs and assignments.

## Capacity Building and Training

The Center implements one-year Diploma in Agricultural Extension Services for Input Dealers (DAESI) – a Govt. of India Scheme aimed at transforming input dealers into para extension workers through training on market holidays. MANAGE is leading the implementation of DAESI program since 2003 in the country through a network of

600 nodal training institutes comprising of ATMAs, KVKs, agricultural colleges and NGOs and trained 30,836 input dealers who can work as para extension worker to provide services to farmers.

The Center organizes training programs, workshops and seminars for the officials from state department of agriculture and allied departments, KVKs, SAUs and ICAR. The training focuses on the need-based areas related to agricultural extension policy, public private partnership in agriculture, strategic research and extension planning, risk mitigation through agricultural extension strategies, extension strategies to promote FPOs. The Center also organizes collaborative training programs with ICAR Institutions on advanced technologies in agriculture and allied sector and jointly organize training programs with EEs and SAMETIs on agricultural extension. During 2020 – 2021, the Center has organised three international webinars and four online training programs covering 679 participants.

# 2

## MANAGE Center for

# Agricultural Extension Innovations, Reforms and Agripreneurship

### Vision:

To facilitate innovations and reforms in agricultural extension and create an ecosystem to promote agripreneurship development and Agristartups in the country in collaboration with public, private and NGOs sectors.

### Mandate:

- » To create an enabling environment for innovations in agricultural extension system.
- » To facilitate institutional and process reforms in agricultural extension for effective delivery of extension services to farmers.
- » To promote and provide support to agripreneurship and agri startups in agriculture and allied sectors.
- » To establish linkages with prominent national and international institutions concerned with agricultural extension management.
- » To undertake training and capacity development of extension personnel and rural youth towards agripreneurship.

### Areas of activity:

- » Training and capacity development of agricultural extension professionals, agripreneurs and aquapreneurs
- » Incubating and mentoring agri startups
- » Promoting innovations in agricultural extension system
- » Facilitating reforms in agricultural extension and supporting SAMETIs/ ATMA for program implementation
- » Partnership with private organizations towards achieving the goals of fostering the Agricultural Extension
- » Internships for Post Graduate and PhD students in agricultural extension

### Incubator Program

This Center houses MANAGE Incubation Center – a launchpad for agri startups which aims to provide a one-stop solution for creating successful ventures in agriculture & allied sectors. It offers infrastructure, capacity building, technical and business mentoring, networking, funding, IPR assistance and advisory services to aspiring enthusiasts, innovators and entrepreneurs. About 700 innovators enrolled as members with MANAGE Incubation Center.

The Center also functions as a Knowledge Partner for Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation (RKVY-RAFTAAR) to promote Agri Startups. It is mentoring Regional Agribusiness Incubators in Kerala, Karnataka, Tamil Nadu, Telangana, Andhra Pradesh, Maharashtra and Gujarat and incubated 216 Agri Startups. The Center also implements Aqua-Clinics and Aquapreneurship Development Program (ACADP) with support of National Fisheries Development Board (NFDB) and supported 20 Aqua One Centers (AOCs) which provide ICT-enabled fisheries advisory services and other support to the fish farmers operating in the 10 states in the country.

During 2020 – 2021, the Center has organised a total number of 57 programs which included online training programs, workshops, conferences, webinars and dialogues. The important programs which were highly appreciated included MANAGE Dialogue-2020, Extension Plus: Expanding the Roles of Extension and MANAGE International Conference on Agricultural Extension and Advisory Services: Innovations to Impact which focused on strategies for improving agricultural extension management especially in the context of pandemic situation. A total of 8276 participants representing academia, extension professionals, aquapreneurs, Aqua One Centers (AOCs), agri startups, aqua startups, scholars and students from agricultural universities participated in these programs.

## 3

## MANAGE Center for

Capacity Building of  
Agri-Institutions**Vision:**

To build capacities of agri institutions, extension functionaries and other stakeholders to attain excellence in their performance in teaching, training, research and leadership in agricultural extension for development.

**Mandate:**

- » To build the capacities of agri-institutes, faculty members of extension trainers, extension functionaries in agriculture and allied sectors.
- » To assess the training needs of agricultural extension professionals in various departments and support SAMETIs in preparation of training modules.
- » To build capacities of agricultural institutions in research, extension and education system and establish linkages among MANAGE, EEIs, SAMETIs, KVKs and SAUs for better coordination to bring about unison and concerted efforts.
- » To conduct the need-based Management Development Programs to enhance the leadership and behavioural skills of extension functionaries.

**Areas of activity:**

- » Training and capacity development
- » Training need analysis of extension professionals in agriculture and allied sectors
- » Building capacities of agricultural institutions towards excellence
- » Consultancy training programs for public and private organizations
- » Supporting SAMETIs/ ATMA for program implementation

**Capacity Building and Training**

The Center focuses on leadership skills, behavioural change, work ethics, team work, self-management, communication skills and facilitation skills that promote individual and institutional excellence.

During 2020 – 2021, the Center has organised 12 training programs which included online training programs and webinars on participatory training methods for effective learning, leadership skills for improving performance in agri and allied sectors, sustainable farmers-friendly transferable technology to enhance income of farmers in arid zones and enhancing teaching and managerial skills of Tamil Nadu Veterinary and Animal Sciences University (TANUVAS) faculty members. A total number of 344 candidates representing faculty members of EEIs, SAMETIs, State Agricultural Universities, and KVKs participated.



## 4

## MANAGE Center for

## Supply Chain Management and Marketing in Agricultural Extension

**Vision:**

To develop models and practices for market-led extension, linking farmers to markets and orient agricultural extension professionals to advances in marketing and agriculture supply chain processes at micro and macro levels.

**Mandate:**

- » To build models and practices for market-led extension
- » To embed extension in marketing and agriculture supply chain management
- » To build linkages among MANAGE, EEIs, SAMETIs, KVKs, and SAUs
- » To conduct capacity building and training programs on agricultural marketing to extension personnel.

**Areas of activity:**

- » Training and capacity development on agricultural marketing and supply chain management
- » Educational programs on agricultural marketing for the budding extension professionals.
- » Consultancy programs for public and private organizations on agricultural marketing and supply chain management
- » Supporting ICAR, SAU, CAU, EEI, SAMETIs, ATMAs and states departments for program implementation

**Training and Capacity Development**

The Center organises capacity building and training programs in the areas of market-led-extension, supply chain management, reforms in agricultural marketing, value chain management, agri-warehousing and linking farmers to markets. It offers a one-year MOOCs course on Post-Graduate Diploma in Agri-Warehousing Management (PGDAWM) for the agri-warehousing functionaries in the country.

This Center is also implements Skill Training of Rural Youth (STRY) – a Govt. of India scheme aimed at imparting skill-based training to rural youth on agri-based vocational since 2015 in the country in collaboration with SAMETIs, ATMAs, KVKs, NYKs, FTCs and other identified training institutions at State / District level. A total of 22500 rural youths were trained through 1500 training programs during 2015-2020.

During 2020 – 2021, the Center has organised 16 programs which included online training programs, webinars and MOOC-based training programs on market led extension, farmers' distress, value chain management, export competitiveness, agriculture mechanisation, doubling farmers' income, policies and strategies to build capacity of extension personnel. A total of 1357 candidates representing state departments, state agricultural marketing boards, ICAR, state agricultural universities, FPOs, warehouses from public and private sector, NGOs and agripreneurs participated in the programs.



## 5

## MANAGE Center for

## Extension in Agri-Allied Sectors

### Vision:

To improve extension management system and approaches for allied sectors towards achieving a broad-based growth in agricultural development through enhanced socio-economic status, nutritional security and sustainable income to farmers and fishermen.

### Mandate:

- » To develop system, concepts and practices for extension management for horticulture, fisheries, animal husbandry, dairy, agro-forestry, poultry and sericulture farming systems
- » To organize need-based training programs for senior and middle level agri-allied extension functionaries
- » To promote entrepreneurship development in agri-allied sectors
- » To conduct action research and evaluation studies on agri-allied extension management
- » To develop linkages between prominent state, regional, national and international institutions concerned with agri-allied extension management.

### Areas of activity:

- » Training and capacity development on agri-allied extension.
- » Action research, survey, evaluation studies in animal husbandry, fishery, horticulture and sericulture sector.
- » Support to state departments of agri-allied sector in planning, organising training programs on extension management.
- » Consultancy training programs on allied sector for public and private organizations
- » Entrepreneurship development programs in agri-allied sectors

### Training and Capacity Development

The Center coordinates the implementation of Agri-Clinics and Agri-Business Centres (ACABC) Scheme – a Govt. of India flagship program aimed at providing training and handholding support to unemployed agri and science graduates to transform them into agripreneurs. MANAGE is leading the implementation of ACABC scheme since 2002 through a network of more than 110 nodal training institutions in the country and trained 74520 candidates and facilitated establishment of 31378 agri ventures by the trained candidates.

The Center focuses on key areas that impact agri-allied sectors which included integrated farming system, sustainable farming, climate change adoption and mitigation, feed and fodder production, conservation of indigenous livestock breeds, entrepreneurship development in agri-allied sector, skill development to rural youth in agri-allied sector and teaching and managerial skills of animal husbandry and veterinary faculty members.

During 2020 -2021, the Center has organised 10 training programs on various need-based themes covering 808 participants from state department of animal husbandry, fisheries, horticulture and sericulture, faculty of veterinary/ fisheries/ horticulture and sericulture colleges and universities, Subject Matter Specialists (SMSs) of KVKs, agripreneurs, research scholars and students.



# 6

## MANAGE Center for

# Knowledge Management, ICT and Mass Media in Agricultural Extension

### Vision:

To promote use and application of new ICTs and knowledge management in agricultural extension system in order to improve access to agricultural information and knowledge by farmers and other stakeholders.

### Mandate:

- » To build capacities of senior and middle level extension professionals on ICTs, knowledge management, social media and documentation skills to enable them to provide effective extension support and services to farmers
- » To prepare master trainers from SAMETIs, EEIs and state agricultural universities on ICTs and knowledge management in agriculture
- » To design strategies for e-agriculture, knowledge management and advanced ICTs for strengthening agricultural extension system
- » To implement projects on ICTs and mass media to strengthen agricultural extension services and undertake action research / evaluation studies
- » To develop linkages with ICT leaders and collaborate with national and international organisations who deal with ICTs and knowledge management in agriculture

### Areas of activity:

- » Training and capacity building on ICTs and knowledge management in agriculture and allied sectors
- » Creating awareness and capacities in application of Remote Sensing, Geographic Information Systems, Artificial Intelligence, Internet of Things (IoT) mobile apps and e-Governance in agriculture
- » Promoting ICT-based project management, e-resources and e-learning in agriculture

- » Software development for implementation of schemes, programs and activities in agricultural extension
- » Consultancy services to implement ICT projects and capacity building activities for public and private organizations

### Training and Capacity Development

The Center coordinates ICT-enabled advisory platform NICE system under ProSOIL project of GIZ which aims to agricultural extension and advisory services to 20,843 farmers in five districts of Maharashtra and two districts in Madhya Pradesh. It provides capacity building and technical support to KVK scientists, faculty from state agricultural universities, community resource persons (CRPs) and NGOs. Through this platform a total of 26.85 lakhs SMS messages have been delivered to farmers in local language. It works closely with GIZ, and NABARD who lead the project and partner with ICRISAT, ICAR, SAU, KVKs and NGOs in a consortium mode to implement the project.

During 2020 -2021, the Center has organised 27 programs on varied themes covering 2445 participants. The themes included online training programs, webinars and MOOC-based training programs on e-Extension, application of ICTs in agriculture, NICE System and Mobile App, e-resources, e-learning and Internet of Things (IoT), e-Governance in agriculture. Training programs on process documentation, agri journalism, video production skills, digital techniques for extension, documentation of success stories and social media in agriculture were organised in order to improve skills of agricultural professionals in state departments, ICAR, SAUs, KVKs, NGOs, agripreneurs, scholars and students from agricultural universities. A total of in these training programs.

## 7

## MANAGE Center for

## Gender in Agriculture, Nutritional Security and Urban Agriculture

### Vision:

To mainstream gender in agricultural development process, promote nutrition-sensitive agriculture and popularise urban agriculture among urban and peri-urban households for food and nutritional security.

### Mandate:

- » To sensitise extension functionaries on the importance of gender in agriculture and build their capacity on mainstreaming gender in agricultural development
- » To promote nutrition-sensitive agriculture through awareness building, training and policy intervention
- » To promote urban agriculture in urban and peri-urban areas to ensure healthy and nutritional food security in the urban and peri-urban areas
- » To conduct action research in gender studies, urban agriculture and nutrition-sensitive agriculture.
- » To establish linkages with national and international institutions working in the areas of gender studies, women in agriculture and nutrition science.

### Areas of activity:

- » Training and capacity development on gender in agriculture
- » Management Development Program for women officers and induction programs for newly appointed gender coordinators
- » Promoting innovative technologies in food systems and nutrition
- » Improving livelihood of farm women
- » Preparing training modules on gender mainstreaming and nutrition-sensitive agriculture for effective agricultural extension services
- » Consultancy services to implement projects and research studies

### Training and Capacity Development

The Center coordinates implementation of Post Graduate Diploma in Agricultural Extension Management (PGDAEM) – a continuing distance education scheme of Govt. of India which aims to professionalise extension functionaries in public, private and NGO sectors. MANAGE is implementing PGDAEM since 2007 in distance learning mode, supported with print material, contact classes, e-learning materials in collaboration with SAMETIs in India and awarded diploma to 13833 extension professionals in the country.

During 2020 -2021, the Center has organised 20 programs which included online training programs, webinars, MOOC-based training programs and seminars on gender mainstreaming in agriculture and allied sectors, empowering farm women, food and nutritional security, nutrition-sensitive agriculture, sustainable food systems, organic farming, urban agriculture practices, management development programs for women officers and induction programs for gender coordinators. A total of 1339 participants representing state departments, SAUs, ICAR, KVKs, NGOs, agripreneurs, scholars and students from agricultural universities.



# 8

## MANAGE Center for

# Monitoring and Evaluation of Programs and Plans

### Vision:

To design and develop monitoring and evaluation system for agricultural development projects and provide policy inputs for better impact of schemes and programs in agriculture and allied sectors.

### Mandate:

- » To promote an understanding on concepts, tools and techniques of monitoring and evaluation
- » To sensitize and train extension workers on the participatory monitoring and evaluation approaches
- » To impart training on results-oriented monitoring and evaluation techniques to all stakeholders in agricultural development
- » To undertake consultancy services in agricultural marketing, FPOs and project monitoring and evaluation for public and private organisations
- » To establish collaboration with state governments, state agricultural universities, ICAR, pioneering FPOs, financial and bank institutions, NGOs and private sector companies.

### Areas of activity:

- » Capacity building and training on M&E tools and techniques, market-led extension, supply chain management in agriculture
- » Capacity building of CEOs and office bearers of Farmer Producer Organization (FPOs)
- » M&E strategies and action plans for agricultural projects
- » Policy inputs to the Govt. of India on doubling farmers' income, crop insurance schemes, performance of agricultural schemes and programs
- » Research studies on impact of agricultural programs, FPOs,

### Training and Capacity Development

The Center leads MANAGE FPO Academy which aims to provide training, research, policy advocacy, consultancy support, and documentation of success stories on FPOs to support 10,000 FPOs being promoted by Govt. of India. Members of MANAGE FPO Academy included MANAGE Faculty, Public and Private Sectors representative and leading FPOs in the country. It organizes webinars on current issues of farmer producer organization and state-specific FPO programs.

During 2020 -2021, the Center has organised 14 programs which included online training programs, webinars, MOOC-based training programs and seminars on Farmer Producer Organizations (FPOs), monitoring and evaluation of agricultural projects, ICTs and knowledge management in agriculture, extension strategies for water management and rainfed agriculture and supply chain management. A total of 603 senior and middle level officers from agriculture and allied sectors of different states and various stakeholders of FPOs participated in the programs.



## 9

## MANAGE Center for

# Sustainable Agriculture and Climate Change and Adaptation

### Vision:

To enhance resilience and adaption to climate change in agriculture and ensure sustainable agriculture through effective extension management and capacity building.

### Mandate:

- » To build capacity in the area of climate change adaptation, sustainable agriculture and natural resource management
- » To provide policy inputs and undertake research in the field of climate change adaptation, natural resource management and sustainable agriculture.
- » To promote Corporate Social Responsibility for agricultural development
- » To establish collaboration with SAUs, ICAR Institutes, EEs, SAMETIs, ATMAs, KVKs, private organisations, corporate companies and NGOs and national and international bodies such as ICRISAT, National Rainfed Area Authority (NRAA) and several networks.

### Areas of activity:

- » Climate-smart agriculture, adaptation and mitigation to climate change in agriculture and innovations in climate resilient agriculture
- » Sustainable agriculture, natural resource management, watersheds, rainfed agriculture and water resource management,
- » Farmer level innovations and extension management in climate smart agriculture, natural resource management and sustainable agriculture
- » Corporate Social Responsibility for agricultural development
- » Developing professionalism through Certified Farm Advisor/Certified Livestock Advisor (CFA/CLA) program and Certificate Course on Integrated Nutrient Management (CCINM)

### Training and Capacity Development

The Center hosts MANAGE CSR Forum which aims to act as a platform to leverage more CSR funds in Agriculture through policy advocacy, brainstorming, pilot testing of projects and sharing of knowledge. MANAGE CSR Forum is an innovation hub that functions as a special purpose vehicle which facilitate corporate sector to identify and pilot test projects for agricultural development in collaboration with promising partners like research organizations and NGOs.

The Center implements a one-year Certified Farm Advisor/Certified Livestock Advisor (CFA / CLA) program from 2017 with an objective to develop Agricultural Extension Personnel into Specialists in a particular Crop / Livestock. A total of 510 candidates were certified as farm advisors / livestock advisors and their services are made available to farmers and state departments. It also offers Certificate Course on Integrated Nutrient Management for Fertilizer Dealers (CCINM), a 15 days residential program on a self-finance basis, meant to equip fertilizer dealers with professional competency in integrated nutrient management, advisory services, and technical knowledge on soil health management. A total of 2330 fertilizer dealers completed the course since its inception in 2019.

During 2020 -2021, the Center has organised 21 programs which included online training programs, webinars, MOOC-based training programs and seminars on various themes such as climate change risks management, climate resilient development, climate change adaption, disaster risk reduction, strengthening rainfed agriculture, extension approaches for water management, social skills for extension management, CSR for agricultural development etc. A total of 3374 extension functionaries from state departments, scientists from KVKs, ICAR institutes, SAUs, faculty from EEs and SAMETIs, development workers from NGOs and private sector have participated in the programs.

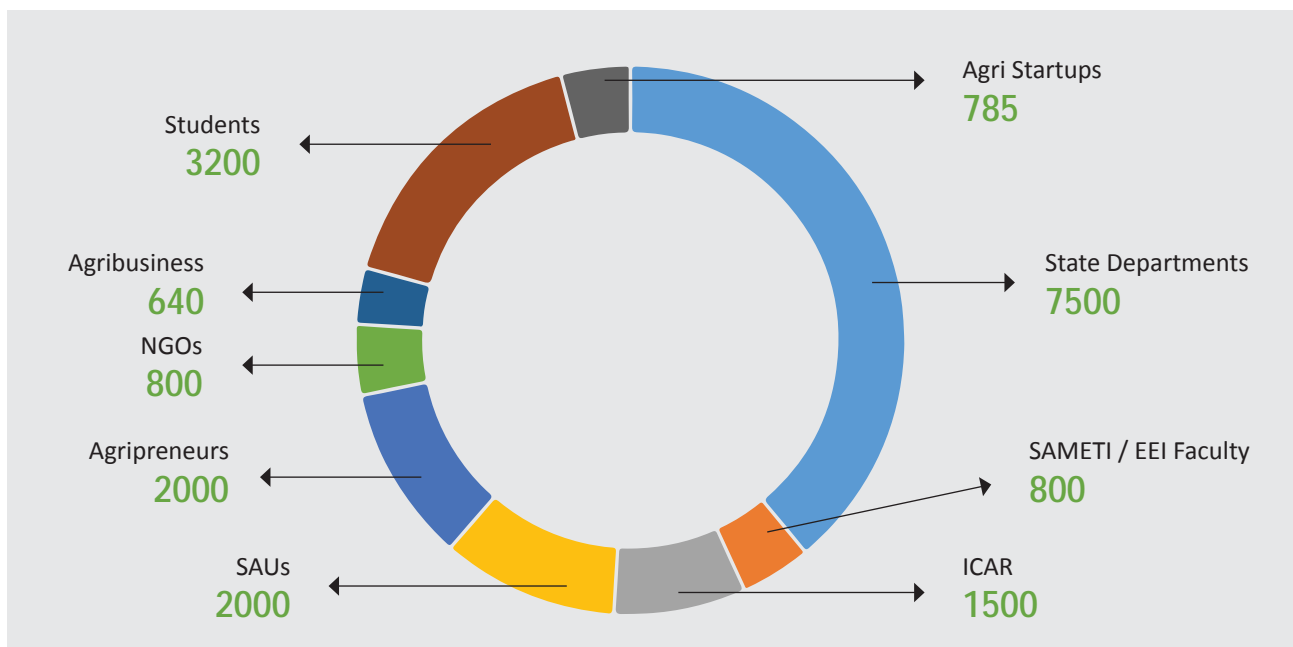
# Training Programs – 2020-2021

MANAGE had adopted online technologies swiftly and able to continue its training activities even in the difficult pandemic situation during 2020 - 2021. MANAGE converted its physical programs to virtual format and organised online training programs, webinars and MOOC-based courses to reach out to a large number of stakeholders.

During April - July 2020, realizing the need for preparing the agricultural extension professionals to cope up with the agricultural challenges in the context of COVID-19, MANAGE has organised webinars and online programs highlighting coping strategies during pandemic period for agricultural extension professionals. The topics included Extension NEXT: Future of Agricultural Extension, Challenges for Farmer Producer Organizations (FPOs), Ensuring Food & Nutritional Security and Food Safety Measures for Rural People, Risk Mitigation in Agriculture through Extension Approaches, Climate Change and Building Resilient Supply Chain for Fresh Fruits and Linking Farmers to Markets etc., with special reference to COVID situation.

These timely online webinars provided orientation to many officers, scientists, extension professionals, researchers, NGOs, students on the impact of COVID-19 on Indian agriculture and helped them to re-imagining the way forward. An online MANAGE Dialogue 2020: Future of Agricultural Extension Advisory Services was also organized with an objective to brainstorm issues and create awareness on innovations in agricultural extension during the pandemic.

During 2020–2021, against 152 approved training programs, MANAGE organised 185 online programs which included 115 thematic online training programs, 40 MOOC-based training programs and 30 national webinars covering a big number of 19225 participants representing State Departments, SAMETIs, EEIs, Krishi Vigyan Kendras (KVKs), ICAR Institutes, State Agricultural Universities, NGOs, Agripreneurs, Agri Startups, Private Sector and Student Scholars from Universities.



## Centers-wise number of training programs organised

Sl. No	Name of the Centre	No. of Programs Organised	No. of Candidates Participated
1.	Centre for Agricultural Extension Policy, Public Private Partnership in Extension and International Centre of Excellence in Agricultural Extension (AEPIC)	07	679
2.	Centre for Agricultural Extension Innovations, Reforms & Agripreneurship (AEIR )	57	8276
3.	Centre for Capacity Building of Agri-Institutions (CBAI)	12	344
4.	Centre for Supply Chain Management & Marketing in Agricultural Extension (SCM)	17	1357
5.	Centre for Extension in Agri-Allied Sector (EAAS)	10	808
6.	Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension (KMICT)	27	2445
7.	Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture (GANS)	20	1339
8.	Centre for Climate Change and Adaptation (CCA)	21	3374
9.	Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans (SAME)	14	603
	<b>Total</b>	<b>185</b>	<b>19225</b>







## Training Planning for 2021 -2022

MANAGE found the virtual mode of training as an opportunity to reach out to agricultural professionals effectively in the pandemic situation. The experience gained in organizing virtual programs helped to plan for more number of highly relevant online training programs, webinars, and virtual conferences in collaboration with partners like EEs, SAMETIs, ICAR and SAUs for the academic year 2021 - 2022 to build capacities of stakeholders in effective manner.

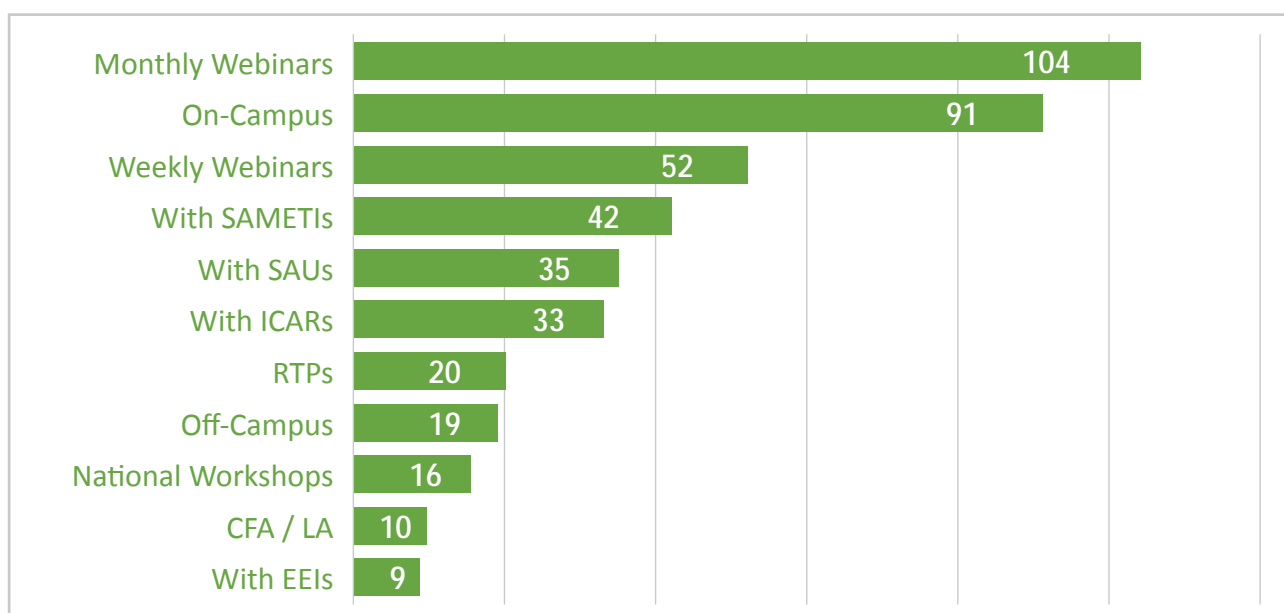
With the input from the Annual Training Planning Workshop 2021 and brainstorming with faculty members, MANAGE has taken a paradigm shift in implementing research and training programs for academic year 2021 -2022. This shift promotes greater collaboration between MANAGE and partners institutions to organize demand-driven joint training programs and undertake applied research to strengthen agricultural extension in the country.

### From To

- Solo Training  Collaborative Training Programs with ICAR, SAUs, EEs and SAMETIs
- Physical Training  Online and MOOC Training Programs
- Regular Themes  Monthly Webinars on Emerging Themes by MANAGE Centers
- Production-led Themes  Market-led and Value Chain-Wise Extension Themes
- Individual Focus  Group Approach. Every MANAGE Faculty Member to organize a Training on Farmers Producer Organizations (FPOs)
- Regular Research Topics  Application oriented Research Topics to Strengthen Agricultural Extension System

The Academic Committee of MANAGE in its 25th Meeting held on 24th February 2021 thoroughly discussed and approved 431 training programs for the academic year 2021-2022. The training programs are designed as need-based, ensures synergy of partners in training activities and focus on emerging topics through online mode.

### Training Programs for 2021 – 2022



Most of the collaborative training programs with ICAR institutes and SAUs focus on extension approaches in advanced agricultural technologies, crop specific farming practices and livestock management techniques useful for extension professionals and scientists.



# Important Events

## National Farmers' Day 2021

MANAGE celebrated “National Farmers Day” on 23rd December, 2020 on virtual mode. More than 80 delegates that included farmers, farm women, fishermen, agripreneurs, innovating start-ups, input dealers and trainees from different states participated and shared their field level experiences and gave suggestions to improve extension and entrepreneurship in agriculture. The officers, scientists, faculty members and extension professionals from state departments, ICAR, KVKs, SAMETIs, EEIs, NGOs, FPOs, students of different MANAGE educational courses and international trainees from Uganda, Kenya, Mozambique and Bangladesh attended this live webinar and shared their professional experiences and expressed their expectations from MANAGE.

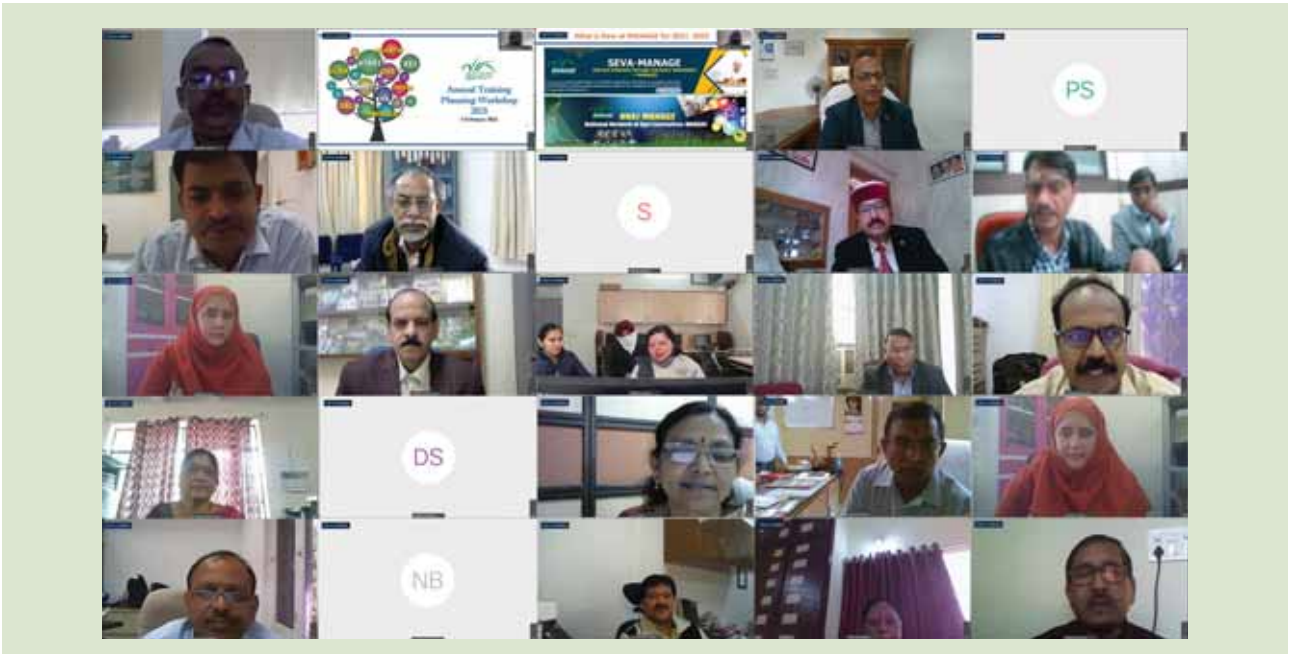


Dr. P. Chandra Shekara, DG, MANAGE emphasized the need for everyone to work together to build better institutions, better programs and better approaches in order to develop a better farmer and better extension worker in the country.



## Annual Training Planning Workshop 2021

A one-day Annual Training Planning Workshop 2021 was organised on 5th February 2021 on virtual mode to assess the training needs of agricultural extension professionals. A total of 95 delegates represented by senior officials from the Ministry of Agriculture and Farmers Welfare, State Departments, Faculty and Scientists from EEs, SAMETIs, discussed on the training needs of agricultural extension professionals. The workshop provided an opportunity to share the proposed training calendars of MANAGE, EEs and SAMETIs and explore possibilities for collaborative training and research activities for the academic year 2021 – 2022.



In the workshop, EEs and SAMETIs identified collaborative training programs with MANAGE for 2021 – 2022. Besides training programs, suggestions were made to undertake a research study on the performance of SAMETIs in the country and organize national and international study-cum-exposure visits for the faculty of SAMETIs to expose them to innovations in agricultural extension, modern training methodologies and agri institutional building. Dr. P. Chandra Shekara, Director General, MANAGE informed that most of the proposals for collaborative training programs of EEs, SAMETIs, ICAR and SAU with MANAGE have been considered and accommodated in the training calendar of MANAGE for year 2021-2022.

## Academic Committee Meeting

The 25th Meeting of the Academic Committee of MANAGE was held on 24th February 2021 through online mode at MANAGE, Hyderabad. The meeting was chaired by Dr. P. Chandra Shekara, Director General, MANAGE and Chairman of the Academic Committee. Shri. Anil Jain, Deputy Secretary (Extension) from Ministry of Agriculture and Farmers Welfare, Govt. of India and Dr. A.K. Singh, Deputy Director General (Extension), ICAR have also participated in the Meetings. A total of 22 Members comprising of Vice-Chancellors and their representatives, EEI Directors, Faculty / Heads of Management Institutes and MANAGE Faculty Members attended the meeting through virtual platform. The Meeting approved a total of 431 training programs and 15 research studies for the academic year 2021 –2022.



## MANAGE-ICRISAT Partnership Meet

Dr. Arvind Kumar, Deputy Director General-Research, Ms. Joanna Kane-Potaka, Assistant Director General, Strategic Marketing and Communications, and Ms. Lakshmi Pillai, Manager-Grants Management of ICRISAT visited MANAGE on 15th March 2021 to explore partnership between ICRISAT and MANAGE. Dr. Sreenath Dixit, Theme Leader, ICRISAT Development Center has also joined the meeting virtually. Dr. P. Chandra Shekara, Director General, MANAGE along with Heads of MANAGE Centers participated in the Partnership Meeting. Both MANAGE and ICRISAT made presentations on their on-going activities and discussed areas for collaboration.



The Corporate Social Responsibility in Agricultural Development, Climate-Smart Agriculture, Gender & Nutrition and Agri Innovation Platform were identified as important areas for collaboration. It was agreed that MANAGE and ICRISAT would join hands as knowledge partners to share experiences and faculty resources in the on-going activities.

## National Seminar on “Em(Powering) Farm Women, Powering Agriculture

MANAGE National Seminar on “Em (Powering) Farm Women, Powering Agriculture” was successfully held during March 8-9, 2021 to mark the celebration of “International Women’s Day”. Dr. Ashok Dalwai, CEO, NRAA, Chairperson – DFI, MoA&FW, Govt. of India, in his inaugural address, stated that equality, gender gap and feminization in agriculture are the key elements in empowering women in agriculture. Dr. P. Chandra Shekara, Director General, MANAGE, in his presidential address stressed need for mainstreaming gender in agricultural development process. Dr. Shoba Naganur, Prof. & Head, HECM, CCS, UAS, Dharwad, Karnataka gave a keynote speech on “Agripreneurial Opportunities for Livelihood Development of Farm Women”.



During the seminar, women from two FPOs i.e. Maha FPO from Pune and Aaranyak Agri Produce Company Ltd., Purnia, Bihar shared their experiences through virtual mode. About 60 delegates and more than 200 candidates participated online. The delegates presented 14 research papers, out of 3 papers received best paper awards.

### MANAGE Krishi Gyandeeep Knowledge Lecture Series

MANAGE started Krishi Gyandeeep Knowledge Lecture Series to spread the experience and knowledge of eminent persons in the field of agriculture to the last mile extension professionals through videos. The first lecture in the series is given by Dr Ashok Dalwai, IAS, Chief Executive Officer (CEO) of National Rainfed Area Authority (NRAA) and Chairperson – Doubling Farmers Income, Ministry of Agriculture & Farmers Welfare, Govt. of India on 8th March, 2021 on “My Experiment and Experience in Agricultural Development: Message to Extension Workers” at MANAGE. He shared his experiences from his service in different capacities and explained the role of extension in agricultural development process. He highlighted innovative ideas and strategies for doubling the income of farmers and addressed questions raised by the participants. The event was coincided with the International Women’s Day celebrations held at MANAGE.

The Director General, MANAGE Dr. P. Chandra Shekara and guests Dr. S. Glory Swarupa, Director General, National Institute for Micro, Small and Medium Enterprises (NIMSME); Dr. C. Suvarna, IFS, CEO of National Fisheries Development Board (NFDB) and Dr. Shoba Naganur, Professor of UAS, Dharwad and about 200 participants attended the event. The video lecture was later shared with more than one lakh agricultural extension professionals through social media and MANAGEIndia YouTube channel.



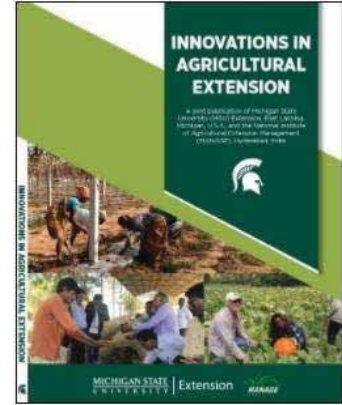
### Release of Book on Dragon Fruit

A book entitled “Dragon Fruit Uses— Cultivation Techniques (in Telugu)” authored by Dr.M.Padmaiah, Retired Principal Scientist, ICAR-Indian Institute of Oilseeds Research, Hyderabad was released at MANAGE on 8th January 2021. The book was released by Dr.V.Praveen Rao, Vice-Chancellor, Professor Jayashankar Telangana State Agricultural University and Dr.P. Chandra Shekara, Director General, MANAGE,. The book highlights the successful practices and guiding principles based on 6 years of research and experimentation by the author.



## Release of Book on Innovations in Agricultural Extension

A book entitled “Innovations in Agricultural Extension” jointly published by MANAGE – Michigan State University (MSU) Extension was released on 23rd February 2021 in a virtual book launch function. Dr.P. Chandra Shekara, Director General, MANAGE, Dr. Jeff Dwyer, Director, MSU- Extension and Dr. Karim Maredia, Director of CANR International Programs, MSU along with Faculty Members from MANAGE and MSU-Extension attended the book release function. This book has diverse experiences, best practices, innovations, case studies and success stories which are discussed in 20 Chapters by more than 50 authors across the world including 22 authors from India. The book is made available on MANAGE and MSU websites.



## Telangana Innovation Leadership Award 2020

MANAGE was conferred with Telangana Innovation Leadership Award 2020 by World CSR Professionals Body in Hyderabad on 20th November 2020. This award was given to MANAGE for providing better leadership in Agricultural Extension through its programs and schemes.

## Award for implementation of Official Language Hindi

MANAGE was awarded as the second-best office in implementation of Hindi as Official Language by Town Official Language Implementation Committee-4 (CGO) in Hyderabad on 22nd January 2021 in a function held at Atomic Minerals Directorate for Exploration and Research, Hyderabad. MANAGE received this award for progressive use of Official Language Hindi in its day to day official work and its prompt submission of quarterly progress reports to the Department of Official Language, Govt. of India.



# Research Programs

MANAGE gives importance to action research that addresses field level problems and generates new knowledge to promote application of innovations, best practices and management approaches to improve agricultural extension system in the country. During 2020 – 2021, MANAGE Centers have completed a total of 13 research studies and submitted reports. The studies were carried out in the areas of Integrated Pest Management, Public-Private Partnership, Agricultural Marketing, Climate Change, Farmers Producer Organizations, ICT-enabled services, e-NAM and Nutritional Security etc. The studies provided useful suggestions to improve agricultural extension system and put forth new areas for further research. The details of research studies completed are given below:

## Research Studies Completed

- 1. Impact of District Pest Management Plan on Agricultural Extension Functionaries and Farmers in collaboration with NIPHM** - by Centre for Agricultural Extension Policy, Public Private Partnership in Extension and International Centre of Excellence in Agricultural Extension.
- 2. Impact of Public-Private Extension Driven Development** by Centre for Agricultural Extension Innovations, Reforms & Agripreneurship in collaboration with CTCRI, Thiruvananthapuram.
- 3. Role of Regulated Marketing in Adopting Modern Instruments of Agricultural Marketing – a comparative study of Karnataka and Odisha** by Centre for Supply Chain Management & Marketing in Agricultural Extension.
- 4. A Study on Perception of Farmers about Climate Change and their Adaptation and Mitigation Strategies** by Center for Sustainable Agriculture and Climate Change and Adaptation.
- 5. Commodity Outlook and Situation Analysis** by Centre for Monitoring and Evaluation of Programs and Plans.
- 6. Impact Study of Improved Samba Masuri Variety** by Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans.
- 7. Development of ICT Enabled Sustainable Information Resource Centre (SIRC) for Animal Husbandry**  
by Center for Extension in Agri-Allied Sector.
- 8. Study of Livestock Extension Service Delivery Models in Selected Indian States** by Center for Extension in Agri-Allied Sector.
- 9. Case study of Sahyadri Farmer Producer Company, Nashik, Maharashtra** by Centre for Supply Chain Management & Marketing in Agricultural Extension).
- 10. Study on Leading e-NAM Markets in Telangana (Suryapet, Nizamabad, Kesamudram, Mahbudnagar and Badepally)** by Centre for Supply Chain Management & Marketing in Agricultural Extension.
- 11. Study on Impact of Crop Diversification on Farm Income under H.P. Crop Diversification Promotion Project (HPCDP), Himachal Pradesh** by Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans.
- 12. Evaluation of Food and Nutritional Security of the rural Household in the adopted village of MANAGE** by Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture).
- 13. An Impact Assessment of Government Schemes – 2019-20** by Centre for Sustainable Agriculture, Monitoring and Evaluation of Programs and Plans.

MANAGE gives utmost priority to critical issues in the present agricultural extension system, on-gong schemes and institutional processes and tries to address them through focused research studies. During 2021- 2022, the Academic Committee of MANAGE in its 25th meeting held on 24th February 2021 approved a total of 15 research studies which directly deal with issues related to capacity development of extension trainers, farmers' stress, climate change, nutritional security, linking farmers to markets, value chain wise extension, role of agripreneurs in extension, ICTs strategies for SAMETIs, ATMAs and analytical studies on extension in livestock sector and agri startups. The on-going research studies for the year 2021-2022 are given below:

## On-Going Research Studies

1. **Capacity Mapping and Grading of SAMETI Faculty** by Centre for Capacity Building of Agri-Institutions
2. **Coping-up with Adverse Situations: A case study of Rajasthan and Maharashtra farmers** by Centre for Capacity Building of Agri-Institutions
3. **Decentralized Extension System for Climate Resilient Rainfed Agriculture** by Centre for Sustainable Agriculture and Climate Change and Adaptation
4. **Promoting Micro-greens for Nutritional Security in Urban Areas** by Centre for Gender in Agriculture, Nutritional Security and Urban Agriculture in collaboration with National Institute of Nutrition (NIN), Hyderabad.
5. **An Assessment of Models Facilitating Farmers' Access to Markets** by Centre for Supply Chain Management & Marketing in Agricultural Extension.
6. **Documentation and Analysis of Extension Models Adopted in Promoting Climate Smart Agriculture** by Centre for Sustainable Agriculture and Climate Change and Adaptation.
7. **Value Chain Management of Nutritionally Important Crops – Millets, Drumstick, & Jamun in Telangana and Andhra Pradesh** by Center for Monitoring and Evaluation of Programs and Plans.
8. **Innovative Extension Approaches through Agripreneurs** by Centre for Agricultural Extension Innovations, Reforms & Agripreneurship.
9. **Implementation of NICE advisory services in ProSoil Project in Maharashtra and Madhya Pradesh** by Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension.
10. **Transforming Common Service Centres (CSCs) into Agricultural Extension Centres for Effective Delivery of Advisory Services to Farmers** by Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension.
11. **ICT Infrastructure for Model SAMETIs and ATMAs** by Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension.
12. **Developing Training Module on Use of ICTs by Farmers** by Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension.
13. **Study on Status of Extension Services in Livestock Sector** by Centre for Extension in Agri-Allied Sector.
14. **A Study on the Problems of First Generation Agri Start Ups** by Centre for Agricultural Extension Innovations, Reforms & Agripreneurship.
15. **Impact of FTF ITT Programs** by Centre for Agricultural Extension Policy, Public Private Partnership in Extension and International Centre of Excellence in Agricultural Extension.



# Consultancy

MANAGE takes up consultancy assignments at the request of state governments, development organisations, private sector, corporate companies and NGOs to provide its expertise in implementing projects and build capacities of personnel working in different agricultural development projects. During 2020 – 2021, MANAGE has under taken four important consultancy activities in the areas of promoting farmers producer organisations, developing women entrepreneurs, building capacities on nutrition-sensitive agriculture for extension services and ICT-enabled information services on soil health to farmers. The details of the on-going consultancy activities are given below:

## 1. Andhra Pradesh Integrated Irrigation & Agriculture Transformation Project (APII&ATP) supported by World Bank.

The objective of APII&ATP is to enhance agricultural productivity, profitability and resilience to climate variability in selected tank systems of Andhra Pradesh. MANAGE focuses on the sub-component climate-friendly market and agribusiness promotion which aims at bringing the producer and consumer closer for locally produced goods and services by strengthening local farmers markets and developing alternate marketing channels to improve farm level post-harvest management and value addition. The project will support development of farmer producer organizations anchored in water user associations and facilitate public-private partnerships to enable direct buying arrangements at the local level. Under this project, MANAGE is facilitating the linkage of FPOs and value chain operators to local, national and international markets.

The total funding of the project is Rs.297.18 Lakhs for the period of 4 years. As part of consultancy work, the following activities were carried out:

- » A report on situational analysis of district-wise production of potential crops has been prepared and shared with Commissioner of Agriculture, Andhra Pradesh.
- » A Workshop on “Agribusiness Opportunities in Andhra Pradesh: a Perspective for APII&ATP -Marketing Component” was conducted for the project officials.
- » A one-day consultative workshop was organized on Identification of FPOs for Interventions - A perspective for APII&ATP by MANAGE team and experts of national repute. Five FPOs have been identified in the project districts and a Detailed Project Report (DPR) is under construction.
- » Agencies like Agri Samunnati, SAVE Foundation and APMAS were identified to provide the end-to-end solutions in market linkages both for domestic and export markets and provide solutions for value addition and processing to the identified five FPOs.

## 2. Building Capacities for Nutrition-Sensitive Agriculture and Food Systems supported by Food and Agriculture Organisation (FAO) India.

The project aims to introduce nutrition-sensitive agriculture and food systems in capacity development and training curricula for efficient Extension Advisory Services (EAS). Under this project, MANAGE will develop training packages on nutrition for EAS, pilot test the training packages and develop a roadmap to institutionalize training packages curriculum. It also establishes partnership with

other organizations for successful integration of nutrition into EAS training curriculum.

The total funding support for the project is Rs. 35.55 Lakhs for the period of 15 months. As part of the project work, the learning need-assessment, a survey report and finalization of training package have been completed. The preparation of training module is in progress.

## 3. Business Enterprise Leadership Management Program for Rural Women supported by UNDP Disha-Access Livelihoods India Limited (ALC)

The Business Enterprise Leadership Management Program - Women Entrepreneurship Program (WEP), a pilot micro MBA program for rural women to build empowered communities and transform rural societies, was initiated by Access Livelihoods Consulting India Ltd. (ALC India), with support from DISHA-United Nations Development

Programme (UNDP). MANAGE, as an academic and evaluation partner, undertakes the assessment and certification of women after completion of the training program. The project locations included Naganpalle (Telangana), Amethi (UP), Gondia (Maharashtra) and Kalahandi (Odisha).





The total funding of the project is Rs.20.56 Lakhs for the period of 3 years. The project is implemented in three WEP Phases. During WEP Phase-1, MANAGE has developed evaluation model for the final assessment and certified 100 rural women entrepreneurs after completion of the training. A total of 45 women from Amethi (29),

Naganpalle (10) and Kalahandi (6) were certified in the convocation held on 30th March 2021 in WEP Phase -2. In WEP Phase-3, the curriculum revision meetings were completed and the preparation for evaluation of 350 women is in progress.

#### **4. Implementation of ICT enabled Advisory platform “NICE System” ProSoil Project supported by GIZ**

The Network for Information on Climate Exchange (NICE) System - a web-based open source platform, that allows a multimodal approach and enables two-way communication between farmers and knowledge expert - aims to provide Agricultural Extension and Advisory Services to farmers under “Pro SOIL” Project which aims to implement sustainable approaches to the protection and rehabilitation of degraded soils, including soil fertility, in selected areas of India. The project is implemented in five districts of Maharashtra (Ahmednagar, Amravati, Dhule, Jalna and Yavatmal) and two districts of Madhya

Pradesh (Balaghat and Mandla). The project covers 20,843 farmers. Under this project, MANAGE provides capacity building and technical support to stakeholders which included KVK Scientists, Faculty Members from State Agricultural Universities, CRPs and NGOs.

The total funding support for the project is Rs. 232 Lakhs. As part of the project work, 6 training programs were organised covering 120 project stakeholders and 26.85 lakh SMS messages were sent to farmers in local languages.

# Agribusiness Education

MANAGE offers a two-year residential Post Graduate Diploma in Management (Agri Business Management) – PGDM (ABM). The programme launched in 1996, is recognized by the All India Council for Technical Education and accredited by NBA. On completion of the programme, successful candidates are awarded with the Post Graduate Diploma in Management (Agri-business Management). The Programme is accredited by the National Board of Accreditation (NBA) and the programme has 100% placement for the students. MANAGE is rated as the 3rd Best B-School in Agri-Business Education Sector in India.

## Post Graduate Diploma in Management (Agri Business Management)

The main objective of the program is to develop young students as competent professional managers for agriculture, food, rural, and allied sectors. The program caters to the needs of enterprises serving these sectors, both national and international. The program specifically attempts to: To equip students with requisite knowledge, skills, and attitudes for managerial decision making. To acquaint the participants on the latest developments in the field of agriculture and allied sectors. To acquire

sufficient operating, analytical, problem solving and decision making skills in using modern management tools and techniques in different functional areas through emphasis on cases that simulate real life situations. To develop application skills of management techniques appropriate in the unique context of Agri-Business and to develop values, ethics and attitudes among the students which make them responsible and suitable for serving the business world as well as the farming community.



The PGDM (ABM) program combines rigorous case-based approach, lectures, simulation games and industry sponsored summer and live projects to enable the students to absorb and apply management concepts in agri and other business environments. The program has been designed keeping in view the needs of the agribusiness sector, and is divided into VII trimesters covering 116 credits. The entire course curriculum of PGDM (ABM) was reviewed and revised by an expert panel to keep it update and in tune with changing industry needs. Forty-three subjects (116 credits), are covered in the academic curriculum and distributed into basic, functional, sectoral and general courses.

From the academic year 2019-20, specializations are offered in four areas viz., Finance, Marketing, Procurement and Analytics. A student should score 75% on an average in any five of the regular courses related to the specialization with a minimum percentage of 70% in all the required courses to qualify for a given specialization.



**Marketing**



**Finance**



**Procurement**



**Analytics**

## Admission Process

The candidate must hold a Bachelor's Degree in Agriculture Sciences or in Agriculture related disciplines, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to Scheduled Caste (SC)/Scheduled Tribe (ST), Persons With Disability (PWD) category] of any of the Indian Universities recognized by Government.

Criteria of admission process is shortlisting and selection of candidates, include the CAT score, work experience,

academic record, paper writing, group discussions and personal interview.

The PGDM (ABM) program is a self-financed program without any support from Government or any other agency. The total fee for the program for two years for the just concluded year 2020 is Rs. 8,00,000/- which includes Tuition fee, boarding and lodging and other expenses like library fee, health insurance, caution deposit etc.,

## Educational Visits

**Village Visit** during the seventh trimester, students spend a fortnight in the rural areas among the rural folk, which provides students an opportunity to understand the constraints faced by the farmers as well as the potential areas for development in agriculture. At the end of the study visit the students prepare a report analyzing and identifying the bottlenecks in development and opportunities for growth.

**Industrial Visit** during the fifth trimester, with an objective to connect to the agri-business companies and appraise them about the features and strengths of PGDM (ABM) program. They also explore possibilities for final placement and summer internship with these companies. Students of PGDM (ABM) 2019-2021 batch visited over 50 companies and made presentations to the senior executives.

## Internships

**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 2019-21 batch are placed for Summer Internship.

### Winter Internship

impart 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, 2020, all the students of PGDM (ABM) – Batch 2019-21 have taken up one month live projects with various agribusiness companies

## In house Publication

**SPICE** a quarterly newsletter bring out by PGDM (ABM) students. 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.

## During the period 2020-2021, the progress in PGDM (ABM) is as follows:

For the Batch 2019 – 2021, final placements have already been completed with the highest salary of Rs.16.00 Lakh per annum and average salary of Rs.10.07 Lakh per annum. For the Batch 2020 – 2022, the course is in progress. For the Batch 2021 – 2023, the admission process is already completed. The Batch consists of students representing 17 states and 30 Universities having different educational backgrounds.

All the 66 students from the batch 2019-21 and batch 2020-22 have completed their summer internships. All the 66 students from the batch 2019-21 have completed their winter internships. 40 Samanvay Guest Lectures have been arranged in virtual mode involving eminent speakers from national and international Agribusiness Companies.

IDFC First Bank has awarded scholarships to 08 first year students @ Rs.2, 00,000/- per student for two years. Bayer Crop Science Ltd. has conducted Aptitude Test for first Year students and awarded scholarships to two students @ Rs.50,000/- per student.

The B-Fest “Krishi Chanakya” was conducted online from November 27 - 29, 2020. The students from reputed institutions such as IIMs, IITs, ISB, XLRI, SIIB, IRMA, NMIMS, IMT and other B-Schools have participated in large numbers.

The “Wall of Fame” was started to recognize the academic excellence of the toppers. The Wall of Fame showcases the photograph of the gold medalist of every batch of MANAGE since its inception in 1996.

## 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 2020-21.

### 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 2020-21.

### 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 dispersed, each with a value of Rs.1 lakh.

### Academic Merit Scholarships

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

# Continuing Education for Extensionists

The need for better extension and latest information by farmers is on raise as the focus is shifting from subsistence to profit making in agriculture. This necessitates extension professionals to adequately equip with up-to-date knowledge and skills to perform effectively in their job. But, most of the in-service extension professionals working in government departments and NGO sector depend on the prior knowledge which they acquired during their studies long ago to carry out their jobs. Due to their multifarious activities they hardly find an opportunity to continue their education to update their knowledge which is needed to address the current challenges in agriculture. In other words, there is a gap

**between what extension professionals know and what farmers really need at the field level.**

There are more than one lakh in-service extension functionaries in public sector who render extension and advisory services mostly to small and marginal farmers. Also, there is a large number of private extension players like agripreneurs, input dealers, agribusiness companies, farmers' producer organizations, NGOs and cooperatives working in partnership with public extension system at the grassroots level. They are all required to update their knowledge for effective delivery of extension services to farmers

## PGDAEM – a distance education initiative

Realizing the importance to provide continuing education to in-service extension professionals, MANAGE is offering a one-year Post Graduate Diploma in Agricultural Extension Management (PGDAEM) on a distance learning mode since 2007 in collaboration with SAMETIs. The program aims to update knowledge of extension professionals on all spheres of agricultural extension management that included from basics on important aspects to applied topics like facilitation, communication, gender mainstreaming, leadership, project planning, management skills, farm business management, market-led extension, sustainable agriculture etc., and a project work which are essential for a new extensionist. The program has 30 credits and is offered in two semesters through printed reading material, e-learning resources, video lessons and contact classes. The contact classes and examinations are held at SAMETIs for five days in each semester well in advance of the commencement of examinations.

Extension functionaries who have graduated in agriculture and allied subjects such as horticulture, veterinary, fisheries etc., and other graduates currently employed in the agriculture and allied sectors of central, state and UT governments and State Agricultural Universities (SAUs), Block & Assistant Technology Managers (BTMs & ATMs) of ATMA and Subject Matter Specialists (SMSs) of KVKs are eligible for the program. Graduates of agriculture and allied subjects working with agri-business companies, NGOs, cooperatives, farmers' producer organizations, agripreneurs and input dealers are also eligible to enroll in this program. Govt. of India is sponsoring 60%, 90% and 100% of the course fee for the candidates in general states, north-eastern and three Himalayan states and UTs respectively under the Centrally Sponsored Scheme "Support to State Extension Program for Extension Reforms". The course fee for private sector candidates is Rs. 15,000/ per candidate.



So far, a total of 13833 candidates have successfully completed the program out of 20832 candidates who enrolled for the program in thirteen batches. The admission process for the fourteenth batch was already commenced. **The PGDAEM program could build new capacities in in-service agricultural extension professionals to support farmers to deal with the dynamic changes that are happening in agriculture.** It provided an opportunity to many in-service agricultural officers in the state departments to get higher education in agricultural extension to improve their knowledge and qualification. In order to encourage officers to pursue the course, some state departments have considered the diploma as a criteria in career promotions and other incentives.

## PGDAEM in Afghanistan

This program is highly relevant for the agricultural extension professionals in several developing countries. During 2017, the Ministry of Agriculture, Irrigation and Livestock (MAIL) of Afghanistan enrolled its 68 extension officers in the PGDAEM program and 20 candidates have successfully completed the program.

## PGDAEM on MOOCs

In order to reach out to more number of candidates, MANAGE has launched PGDAEM programs on Massive Open Online Courses (MOOCs) online platform in 2017 with the same curriculum. The MOOCs platform provides course-wise study material, video lectures, presentations, quizzes, and assignments for self-learning by candidates. The course fee for PGDAEM on MOOCs is Rs. 7000/- per candidate. So far, 986 candidates have enrolled for PGDAEM on MOOCs in eight batches and a total of 375 candidates have passed out the programs.



# Professionalizing Extension Services

There is a change in the approach towards agricultural extension management in the world with a greater emphasis on public-private partnership, privatization, and commercialization of agricultural extension services so as to meet the current challenges in agriculture in a more professional manner. This trend encouraged government organizations, private companies, NGOs, cooperatives and farmers' organizations to render extension and advisory services to farmers on payment basis through innovative cost sharing arrangements. In other words, there is a huge demand for quality professional extension

services by farmers for which they pay for. This demands for high technical knowledge in specialized areas and professionalism in extension workers in all the sectors.

**It is necessary to develop extension professionals into specialists in a particular crop or livestock through highly focuses training programs in order to address the specific field-level problems faced by farmers.** Promoting professionalism in agricultural extension services will improve technical capacities of extension workers and ensure delivery of quality of services to farmers.



## CFA / CLA Program

Realizing the need for professionalizing extension services, MANAGE has launched Certified Farm Advisor/Certified Livestock Advisor (CFA / CLA) Program from 2017 with an objective to develop agricultural extension professionals into specialists in a particular crop or livestock. The CFA / CLA is a one-year program consists of three Module viz. Module – I at MANAGE for 3 months through MOOCs platform ; Module – II at ICAR Institute for 15 days; and Module - III with handholding support by Mentor Scientist for 8 months.

Extension officers or agripreneurs with graduation in agriculture, horticulture, animal husbandry and other agricultural related courses with basic computer knowledge and up to 55 years are eligible to register in the program. A nominal fee of Rs. 5000/- per candidates from government departments and Rs. 15,000/- per candidate from private and NGOs is charged for this program.

## Certified Advisors

Candidates who completes this program will acquire core technical competencies on a particular crop or livestock or enterprise apart from agricultural extension management. After completing all the three modules, the competency of the candidate will be evaluated through on-line tests, quizzes, assessments as per the criteria on their specialization and the successful candidates will be recognized as “Certified Farm Advisor or Certified Livestock Advisor” jointly by the concerned ICAR institute and MANAGE. MANAGE will share their names, contacts and specializations to stakeholders in the country to avail their professional advisory services.

From the inception, 685 candidates from government departments, private and NGOs sectors have enrolled for the program in 15 specializations viz., rice, pulses, millets, forage crops, medicinal and aromatic plants, seed technology, organic farming, fruits, vegetables, spices, floriculture, cattle, sheep, goats and poultry. So far, 138 candidates have successfully completed the program and declared as the certified farm advisors / certified livestock advisors in major crops, commodities and livestock. During 2020-21, a total of 115 candidates have enrolled and 26 candidates were certified. **The CFA / CLA program has created a cadre of Certified Farm and Livestock Advisors to provide specialized technical advisory services to farmers and government departments.**





# Agripreneurship Development

The agricultural extension services are largely provided by government departments in India. But it is known fact that it is difficult to provide extension services to 130 million farmers by less than 0.15 million agricultural extension officers. One of the most effective ways to overcome gaps in extension is to transform agriculture into agribusiness and turn unemployed rural youth into agripreneurs. MANAGE promotes the concept of agripreneurship with a twin objective of strengthening agricultural extension system in the country and providing self-employment opportunity for unemployed rural youth in agriculture sector through Agri-Clinics and Agri-Business Centres (ACABC) Scheme - a mega program launched by the Government of India in association with NABARD in the country with a motto for better farming by every farmer.

## ACABC Scheme

MANAGE has been implementing ACABC Scheme in the country from 2002 with an objective to transform unemployed graduates, polytechnic and diploma holders in agriculture & allied subjects and biological sciences into self-employed agripreneurs. The scheme offers 45 days free residential training through a network of

111 Nodal Training Institutes (NTIs) across the country. Under the scheme, a loan upto Rs. 20.00 Lakhs with 36% to 44% subsidy from banks is being offered to establish agripreneurships with one year handholding support to the trained candidates.



A total of 74320 unemployed candidates have been trained and 31,228 agriventures were established by trained candidates covering 32 areas since the inception of the scheme. The Agri-Clinics provides expert advice and services to farmers on various product technologies such as soil health, cropping practices, plant protection, crop insurance, post-harvest technology and clinical services for animals, feed and fodder management, prices of various crops in the market etc., which will ensure increased income to farmers. Whereas the Agri-Business Centres are commercial ventures which sell inputs and other services in agriculture and allied sectors including maintenance and custom hiring of farm equipment, post-harvest management, market linkages and entrepreneurship development.

The ACABC Scheme has made a significant impact in the agricultural extension ecosystem in the country. In addition to their venture activities, the agripreneurs play a key role in providing extension and advisory services farmers effectively to ensure better farming by every farmer. A third party evaluation study indicates that the established agriventures are offering value-added extension services

to 1.80 crore farmers in the country and increased yield by 17.4% and raised income of farmers by 28.8%. The agripreneurs are not only self-employed but they have also created jobs for 1.88 Lakh rural youth in the country and invested Rs.2500 crores in agriventures.

The agripreneurship development advocated by MANAGE inculcated the agribusiness perspective among farmers and rural unemployed youth in the country. It attracted especially the unemployed rural youth into agriculture and helped them to become agripreneurs. The ACABC Scheme has created huge cadre of trained agripreneurs which could supplement and complement agricultural extension system in the country.

During 2020 -2021, a total of 1190 candidates were trained and 2473 agriventures have been established by the trained candidates. In order to give a fillip to this successful scheme, it is necessary to strengthen the loan and subsidy support by adopting One Branch - One Agriclinic approach where each branch of the bank is mandated to support at least one agripreneur every year and involve agripreneurs in ATMA's cafeteria of activities to deliver extension services to farmers.



# Aquapreneurship Development



The aquaculture sector has significant potential to create business opportunities, employment generation besides ensuring nutritional and food security. In order to harvest the full potential of this sector, there is a **need to promote aquapreneurship among different stakeholders, especially unemployed fisheries and allied subject graduates to establish aqua ventures** in the country. Realizing this need, MANAGE has been offering

Aqua-Clinics and Aquapreneurship Development Program (ACADP) - a one-month free residential skill development certificate course sponsored by National Fisheries Development Board (NFDB) since 2018 - with an objective to inculcate technical skills and business acumen to unemployed fisheries graduates through a network of 10 nodal training institutions comprising of leading fisheries institutions and universities in the country.

## ACADP

The ACADP program would provide technical skills for rearing important finfish / shellfish species, including hatchery management, seed production, best management practices (BMPs) in respect to water quality management and analysis, feed strategies, feed formulation and manufacturing, health management, bio-security measures and disease diagnosis and treatment. The course would also focus on post-harvest handling, processing / value addition, preparation of detailed project report and business plan so as to provide essential utility services to the farmers. Under this program, MANAGE organized 22 programs and trained 657 unemployed fisheries and allied subject graduates.

## Aqua One Centers (AOCs)

MANAGE is also collaborating in promoting Aqua One Centers (AOCs) at different strategic locations across the country by involving reputed service providers having proven track record in fisheries development and technical competence. The AOC is an ICT-enabled aquaculture service center. It provides services like advisory and technical services, feed and disease management, laboratory testing, construction of hatcheries and its management, production of fish spawn and distribution of fish seed and supplies farm. The unit cost for one AOC is 20.00 lakh under NFDB subsidiary scheme.



At present, there are 20 AOCs operating in 10 states supported by NFDB and MANAGE. MANAGE released 1st instalment of 50% amount as per the provision to 20 AOC beneficiaries. The AOC beneficiaries have procured the equipment and started providing the online training and consultancy services to the fish farmers. **The AOCs play a key role as an interface between NFDB, seed producers and fish farmers and also complement the existing fisheries extension system in the country.** Besides technical services, AOCs also undertake extension works which included training and awareness programs on aquapreneurship for fish farmers, women and rural youth; disseminate information services through social media and organize farmers' meets, field demonstrations and exhibitions.



# Para-Extension by Input Dealers

The input dealers not only sell inputs like seeds, fertilizer, pesticides and equipment etc., to farmers but they also provide knowledge and advisory to them on day-to-day basis. But, most of the input dealers neither have degree / diploma in agriculture nor good knowledge on agricultural sciences to guide farmers on technical matters. Therefore, the extension advisory provided by input dealers is usually very general in nature without any scientific basis and often dominated by business interest. It is imperative that an input dealer who is trained in agriculture and allied subjects will surely change his attitude towards agricultural problems and provide services to farmers as a para extension worker.

## DAESI

Realizing the important need to educate input dealers, MANAGE started one-year Diploma in Agricultural Extension Services for Input Dealers (DAESI) in 2003 with an objective to transform input dealers into para extension workers. It is being successfully organised at district level in collaboration with SAMETIs through contact classes in local languages by agricultural experts and practitioners on market holidays at more than 770 nodal training institutes comprising of SAUs, agricultural colleges, KVKs, ATMA, farmers training centers and NGOs.



The course covers agricultural and allied subjects, location-specific crop production technologies, pest management, laws governing regulation of agricultural inputs, ethical business practices including practical sessions on site-specific farming activities etc. The diploma candidates are expected to submit sketch book, problem solution registers and assignments every week. The performance of the input dealers is evaluated based on bi-monthly quizzes, half- yearly and annual examinations. A practical examination consists of skill demonstration, identification of specimens of pests, diseases and nutritional disorders followed by a viva-voce is also conducted to assess their knowledge and skills to serve as para extension workers.

The course fee is Rs.20,000/- per candidate. The Govt. of India has made DAESI programs as a Central Sector Plan Scheme (CSPS) during October 2015 and subsidized the course fee to the extent of Rs.10,000/- per input dealer. However, where agribusiness companies sponsors candidates, the company will contribute Rs.10,000/- and the balance Rs.10,000/- will be contributed equally by Govt. of India and the input dealer.

So far, 60000 input dealers enrolled for the course since its inception and 30836 input dealers have completed the course and received diplomas. During 2020 -2021, a total number of 9688 input dealers completed DAESI program in 21 states. An assessment study shows that after obtaining the diploma, the input dealers have changed their mind-set towards agricultural challenges and able to provide appropriate extension advisory to farmers based on scientific reasons while doing their business. **The DAESI program has made input dealers into an effective source of farm information and function as a one-stop shop at the village level for the farmers.** Some of the DAEISI input dealers established 'extension counters' in their shops to disseminate latest information through display of farm magazines, market prices, latest information brochures, pamphlets and farmers handbooks etc., for use by farmers. The trained input dealers are playing an effective role in rendering agricultural extension services to farmers in the rural areas and strengthening agricultural extension system in the country.

# Fertilizer Dealers as Para Extensionists

The depletion in soil fertility due to imbalanced and unscientific use of fertilizer is one of the major constraints in improving crop productivity. The fertilizer use efficiency may be increased by following integrated nutrient management involving combined use of fertilizers, organic manures, bio-fertilizers etc. There is a need to create awareness among farmers on the importance of balanced (beyond NPK), efficient (value added products) and integrated (fertilizers, biofertilizers, organic manure etc.) use of plant nutrients to maintain soil health and increase crop productivity.

It's a fact that most of the farmers are dependent on fertilizer dealers for information related to fertilizer application, dosage and soil health management. But majority of fertilizer dealers do not have agricultural knowledge or degrees to advise farmers on scientific use of fertilizers. Hence, there is a need to educate fertilizer dealers on judicious use of fertilizers, soil health and update their knowledge especially on the approaches like integrated nutrient management in order to ensure they render right para extension services to farmers.

## Certificate Course on INM

In accordance with the orders of the Ministry of Agriculture and Farmers Welfare, Govt. of India, MANAGE has started a 15-day residential Certificate Course on Integrated Nutrient Management (CCINM) for Fertilizer Dealers from 2018 – 2019. The objectives of CCINM program is to impart technical knowledge on soil health management, integrated nutrient management, rules and laws governing the fertilizers and transform them into para extension workers. The program runs on a self-financing mode with course fee Rs.12,500/- per candidate. Govt. of India has made it a mandatory course for the fertilizer dealers to get their authorization.

MANAGE implements the programs through SAMETIs at several nodal training institutes such as SAUs, agricultural

colleges, KVKs, ATMA, DATC / FTCs and NGOs etc., at district level. The performance of the candidate is evaluated based on midterm examination, final examination, assignment and viva-voce and the successful candidates are awarded with CCINM certificates. A total of 4615 candidates completed the course since inception which includes 2717 number of fertilizer dealers during 2020-21 from six states in the country.

The certified fertilizer dealers complement the public and private extension systems and function as para extension workers to provide critical information and extension advisory services to farmers on integrated nutrient management and soil health management.



# Skill Training of Rural Youth

Agriculture sector in India needs quality manpower to face the challenges of changing climate with increased variability in production parameters and transformations in international agriculture markets. Imparting skills to rural youth engaged in organized and unorganized segments of agriculture & allied Sectors is very important in order to promote employment of rural areas and for creation of skilled manpower to perform farm and non-farm operations.

## STRY Scheme

MANAGE implements Skill Training of Rural Youth (STRY) scheme under Sub-Mission on Agricultural Extension (SAME) of National Mission on Agricultural Extension & Technology (NMAET) from 2015-16. The program imparts 7 days free skill-based training to rural youth on agri-based vocations in 50 skilling areas in agriculture, horticulture, animal husbandry, dairy and fisheries to promote self-employment in rural areas and create skilled manpower

in agriculture and allied sectors. Rural youth of the age group of 18 years and above with minimum qualification up to 5th standard are eligible for training under STRY program. The training activities are implemented through SAMETIs at State level & coordinated through ATMA at District level. The training to rural youths is imparted through KVKs, Nehru Yuvaka Kendras, FTCs and any other identified training institutions at State / District level.



The Skill Training of Rural Youth (STRY) scheme created a pool of 22,500 skilled manpower through more than 1500 training programs to perform on-farm, off-farm and non-farm income generating activities in the rural areas. During 2020 – 2021, a total of 6414 rural youths were trained in 410 training programs under STRY scheme. The STRY program enabled rural youth to practice farming in a better way, realize best possible price for their produce and diversify towards new crops or enterprise to improve income. A large number of success stories have been created through STRY programs. In order to facilitate the process of capturing these success stories and taking them to all relevant stakeholders, MANAGE has introduced a 'STRY Success Story Webinars Series' on 25th February 2021 involving officers from the Ministry of Agriculture and Farmers Welfare, more than 100 officers and coordinators from SAMETIs and training institutions.



# Agri Startups

The startup ecosystem in India contributes immensely to economic prosperity in enhancing the growth of the nation. In recent time, Indian startups are gradually progressing and evolving into global entities formulating business products, and solutions for the international market. Agricultural startups in India are still at a nascent stage, with about 700 startups trying to solve multiple emerging problems in agriculture and agribusiness ecosystem. There is a need to support creative innovations to pursue promising avenues at the frontier of the technology and make Agriculture an attractive sector for the country's best brains.

## MANAGE Incubation Center

In order to give a fillip to agri startups in the country, MANAGE has established an Incubation Center in 2017 at Center for Innovation and Agripreneurship (CIA) with a mission to promote the development of innovative products of startups which cater to the most disruptive problems in the agricultural sector. MANAGE Incubation Center provides a working environment, capacity building,

technical and business mentoring, networking, funding, IPR assistance and advisory services to innovators. It offers a 22-days pre-incubation mentoring program to agri startups, aspiring agripreneurs, students and youth interested in agripreneurship and agricultural extension professionals. About 700 innovators enrolled as members with MANAGE Incubation Center.



## Knowledge Partner for RKVY-RAFTAAR Program

MANAGE is a Knowledge Partner for Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sectors Rejuvenation (RKVY-RAFTAAR) launched in 2018-19, by the Ministry of Agriculture and Farmers Welfare, Govt. of India to give impetus to agriculture and allied sectors, through promotion of innovation and agripreneurship by facilitation of financial aid to agribusiness incubation centers.

As knowledge partner, MANAGE is responsible for handholding support to four RKVY-RAFTAAR Agri-Business Incubation (R-ABIs) ICAR-Indian Institute of Millets Research (ICAR-IIMR), Tamil Nadu Agricultural University (TNAU), Kerala Agricultural University (KAU) and Acharya N.G. Ranga Agricultural University (ANGRAU), Tirupati. MANAGE has also been given the responsibility of evaluating startups all its R-ABIs.

MANAGE Incubation Center offers two flagship programs viz., Startup Agribusiness Incubation Program (SAIP) – a two-month comprehensive training & mentoring program plus one-on-one mentoring with professionals and matured startups with a grant support of up to D 25 lakh and Agripreneurship Orientation Program (AOP) - a two-month mentoring cum hands-on internship with other startups with a provision for grant-in-aid of up to Rs.5 Lakhs.

During 2020 – 21, MANAGE as knowledge partner and evaluation agency under RKVY-RAFTAAR, trained 240 agri startups through 10 training programs conducted by four R-ABIs. A total of 63 people got sanctioned grant in-aid amount of Rs. 594.50 lakhs. Due to COVID-19 restrictions in 2020-2021, online training was conducted for 35 candidates in AOP and 24 candidates in SAIP selected in the 4th cohort.





## Promoting Agri Startups

MANAGE Incubation Center organizes review workshops, selection & review committee meetings and workshops for R-ABIs to monitor the progress of grant utilization by agri startups, evaluation of startups and recommend startups for grants on regular basis for each cohort. In addition, MANAGE Incubation Center organizes investment meets to support all the grantees, startups of MANAGE and all other agri startups from R-ABIs; mentoring the mentors to guide the R-ABIs in the documentation process for the release of the grant-in-aid for startups, setting up milestones and review of the training programs.

**MANAGE Incubation Center undertakes several initiatives to create a favourable ecosystem for agri startups in the country and develop awareness and capacities of**

**aspirants.** It organizes webinars on agri startups which are open to all aspirants who would be interested in agripreneurship. It offers an Accelerator Program for agri startups with an objective to give startups a platform where they are given dedicated support with a focus on growth.

MANAGE Incubation Center organizes agri startup weekly webinar series on Saturdays in order to create awareness on agri startups among innovators and entrepreneurs across the country. The Agri Startup Weekly Webinars are open to all and they cover a wide spectrum of topics useful for agri startups delivered by experts cutting across disciplines.



# Extension MOOCs

Massive Open Online Courses, or MOOCs, are online courses that allow participants free access and unrestricted participation to any course or training program of their choice. Besides the conventional modes of training such as lectures, videos and reading material, MOOCs also provide a platform for greater interaction by the participants through forums and other interesting applications. MOOCs ensures full engagement of participants in the courses and encourage self-paced learning. These qualities made MOOCs technologies very popular in online teaching and training quiet for some time.

Realizing the power of MOOCs, MANAGE has been offering its long term and short term courses since 2017 to reach out to participants. In order to strengthen online education and training activities MANAGE has established a state-of-the-art MOOCs Laboratory in 2019 to support its MOOC-based courses. The MOOCs Lab at MANAGE provides shooting video lessons in a modern studio environment with professional online cameras and lighting systems. I has full editing suit for online recording, editing, mixing and adding special effects by technical professionals. It has a digital classroom with electronic boards and facility to relay the program to the outside world.

## MANAGE MOOCs

### PGDAEM on MOOCs:

MANAGE offers one-year Post Graduate Diploma in Agricultural Extension Management (PGDAEM) on MOOCs platform since 2017 - 18 which is an identical PGDAEM course being offered through distance education mode. The PGDAEM on MOOCs uses the same curriculum of the distance education and provides course-wise study material, video lectures, presentations, quizzes, and assignments for self-learning by candidates. The course fee for PGDAEM on MOOCs is Rs. 7000/- per candidate. So far, 986 candidates have enrolled in eight batches and a total of 375 candidates have received degrees.

### PGDAWM on MOOCs:

MANAGE launched a one-year Post Graduate Diploma in Agri Warehousing Management (PGDAWM) on MOOCs platform from 2018 - 19 for with an objective to build a pool of warehousing professionals with capacities to manage warehouses efficiently. The program is the personnel working in the agri warehouses and cold storages managed by public and private sector in the country. The course fee for PGDAWM on MOOCs is

Rs. 7000/- per candidate. So far, a total of 325 candidates have enrolled in four batches since inception and a total of 57 candidates have obtained the degrees.

### Training on MOOCs:

The COVID pandemic has completely changed the education and training scenario forever. It forced all organizations and individuals to engage in use of virtual learning with the help of highly interactive platforms and applications coupled with the power of social media tools. For MANAGE, it's an opportunity to fully harness the MOOC technologies and the available infrastructure for organizing online training programs to reach out to a large number of participants with a cost effective manner. During 2020 -2021, in the most difficult phase of COVID, MANAGE has organized 40 scheduled training programs on MOOC platform and covered a large number 4454 of participants from state departments, EEIs, SAMETIs, SAUs, ICAR, KVKs, scholars and students from universities and agricultural development professionals from NGOs and private sectors.



# Publications & Outreach

MANAGE Faculty Members have fully utilized the pandemic period to focus on producing different types of publication which included success stories, working papers, discussion papers, books, book chapters, case studies, reports, proceedings and research articles to share new knowledge. Some of the publications highlighted the coping strategies and innovative approaches by farmers, extension workers, agripreneurs, input dealers and other stakeholders during COVID-19 pandemic. A total of 57 publications have been published and disseminated widely with agricultural extension professionals, academia, researchers and research scholars. The details of the publications are given below:

## Publications

### MANAGE-RKVY RAFTAAR Agri Startup Stories:

1. Saravanan Raj, Sagar Deshmukh, Gautami Kongara and Lakshmi Murthy (2020). Innovative Solar Solutions for Farmers, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad
2. Saravanan Raj, Sagar Deshmukh, Gautami Kongara and Lakshmi Murthy (2020). Precision Agriculture: Automating Farm Irrigation, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad
3. Saravanan Raj, Sagar Deshmukh, Gautami Kongara and Lakshmi Murthy (2020). Value-added Consumer Goods from Farm Produce, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad
4. Saravanan Raj, Sagar Deshmukh, Gautami Kongara and Lakshmi Murthy (2020). Agri Business Yuva: Increasing Income of Farmers, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad.

### Agri Startups Compendiums:

5. Saravanan Raj, Sagar Deshmukh, Augustine Rajendran, and Devakrupa, M. (2020). A Ritzy Glimpse on Startups: Igniting Innovations@MANAGE, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad
6. Saravanan Raj, Sagar Deshmukh, Usha Rani, B., and Lekhashree, B. R. (2020). Agri-Startups: Mentoring the Ideas@ MANAGE, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad
7. Saravanan Raj, Sagar Deshmukh, Mohan Chandran, P., Usha Rani, B., and Sriveda Baswapoor (2020). Agri-Startups: Seeding the Ideas, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad

8. Saravanan Raj, Sagar Deshmukh, Mohan Chandran, P., Usha Rani, B., and Sriveda Baswapoor (2020). Scaling Agri-Startups: Promoting Innovations, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad

### Working Papers:

9. Saravanan, R., Ashwini, D. and Darshan, N.P., 2020. Agricultural Extension and Advisory Services: Serving Farming Community by Agripreneurship amid COVID-19. Working Paper 4, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad.
10. Vincent, A. and Saravanan, R. 2020. Agricultural Extension and Advisory Systems in Tamil Nadu. Working Paper 3, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad.
11. K. C. Gummagolmath, S. B. Ramya Lakshmi and Priyanka Patra, (2021) Coping with Covid-19 "Strategies for Agricultural Sector, Working Paper, MANAGE, Hyderabad.

### Discussion Papers:

12. Anjum Afroz and Saravanan Raj (2020). Bamboo for Life and Livelihood in Purnia, Bihar, Discussion Paper 19, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad.
13. Reshma Sara Sabu and Saravanan Raj (2020). Farmer Collectives: A Case Study on Kudumbashree, VFPC and FPCs in Kerala, Discussion Paper 18, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad.
14. Dharmaraj B. M. and Saravanan Raj. (2020) Good Practices in Agricultural Extension in South Karnataka, India, Discussion Paper 16, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad.



15. Neha D. Kale and Saravanan Raj. (2020). Agricultural Extension in Western Region of Maharashtra, Discussion Paper 15, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad.
16. Manisha Ohlan and Saravanan Raj (2020). Agri-Startups and Agribusiness for the Development of Agriculture in Maharashtra, Discussion Paper 14, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad.
17. Kumaresh Tikadar and Saravanan Raj (2020). Agricultural Extension in Nagpur and Amravati districts of Maharashtra State, India, Discussion Paper 13, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad.
18. Anju Kapri and Saravanan Raj (2020). Role of Extension Services in Adaptation to Climate Change in Himachal Pradesh, Discussion Paper 12, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad.
19. Aakanksha Tiwari and Saravanan Raj (2020) Natural farming: A Game Changer in the Era of Social, Economic and Ecological Crisis, Discussion Paper 11, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship MANAGE, Hyderabad.
20. Vincent. A & Balasubramani. N (2020). Extension advisory services during COVID-19 – A case of DAESI input dealers from Karnataka state, MANAGE Discussion paper 2, MANAGE Centre for Climate Change and Adaptation (CCA), MANAGE, Hyderabad.
21. Vincent A, and Dr N Balasubramani. (2020). Input dealers support farmers during the COVID-19 crisis. Field Notes 11, MANAGE-Centre for Climate Change and Adaptation (CCA), MANAGE, Hyderabad.
22. Sumanth, Nalina, Sanjay, Pradnya, Kaveri, Kalyan Roy, Moitreyee, Sai Sree and Saravanan Raj. (2020), Agricultural Extension and Support Systems in India: An Agricultural Innovation Systems (AIS) Perspective (Karnataka, Maharashtra and West Bengal States of India). Discussion Paper 20, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship, MANAGE, Hyderabad.
23. Balasubramani, N., Vincent A., and Anju Babarao Waghmare. (2020). Virtual Workshop on CSR for Agricultural Development: Successful Agricultural Projects Replication and Upscaling. MANAGE, Hyderabad.
24. Balasubramani, N., Vincent A., and Anju Babarao Waghmare. (2020). Virtual Workshop on CSR for Agricultural Development: Farmer Producer Organizations Issues and Challenges. MANAGE, Hyderabad.

### Books:

25. Innovations in Agricultural Extension (2021). Jointly published by Michigan State University and MANAGE, East Lansing, Michigan, USA.
26. K. Nirmal Ravi Kumar, K C Gummagolmath and Suresh Chandra Babu, (2021). Value Chain Management of Grapes during Covid-19 - A Glimpse on India's Responses, MANAGE, Hyderabad.
27. K N Ravi Kumar, K C Gummagolmath and Satish Chandra Babu, (2021). Domestic and Export Competitiveness of Major Agricultural Commodities in India with Special Reference to Telangana, MANAGE, Hyderabad.
28. K C Gummagolmath, S. B. Ramya Lakshmi and Ms. Priyanka Patra, (2021). Impact Assessment of Farmer Producer Companies (FPCs) – a case study of Maharashtra, MANAGE, Hyderabad.
29. Shirur M, Dharmaraj B M, Jyothi S S P and Sharath H N. (2020). Technological Inspirations from Indian Agriculture: Documentation of Success Stories of FTF ITT. MANAGE, Hyderabad.
30. Vinay Kumar H M and Mahantesh Shirur. Editor. (2020). Climate Change and Resilient Food Systems: Issues, challenges and way forward. Published by Springer.

### Book Chapters:

31. Saravanan, Raj. Garlapati S. (2020). Extension and Advisory Services for Climate-Smart Agriculture. In: Venkatramanan V., Shah S., Prasad R. (eds) Global Climate Change: Resilient and Smart Agriculture. Springer, Singapore.
32. Suchiradipta, B., and Saravanan, R. (2020). ICTs for Agricultural Development and Food Security in Developing Nations. In Management Association, I. (Ed.), Environmental and Agricultural Informatics: Concepts, Methodologies, Tools, and Applications (pp. 462-484). IGI Global.
33. Mahantesh Shirur, Anupam Barh and Sudheer Kumar Annepu (2020). Sustainable Production of Edible and Medicinal Mushrooms: Implications on Mushroom Consumption. Climate Change and Resilient Food Systems: Issues, challenges and way forward. Springer.

### Workshop Proceedings:

23. Balasubramani, N., Vincent A., and Anju Babarao Waghmare. (2020). Virtual Workshop on CSR for Agricultural Development: Successful Agricultural Projects Replication and Upscaling. MANAGE, Hyderabad

34. Phand S., Pankaj P.K. (2021) Climate-Resilient Livestock Farming to Ensure Food and Nutritional Security. In: Hebsale Mallappa V.K., Shirur M. (eds) Climate Change and Resilient Food Systems. Springer, Singapore. [https://doi.org/10.1007/978-981-33-4538-6\\_15](https://doi.org/10.1007/978-981-33-4538-6_15)
35. Shahaji Phand (2020). Sustainable Information Resource Centre (SIRC): ICT based Extension Approach for Animal Husbandry, In "Innovations in Agricultural Extension" A joint publication of Michigan State University (MSU) Extension, East Lansing, Michigan, U.S.A., and MANAGE, Hyderabad, India- Published in January-2021.
36. Shalendra, K N Ravi Kumar, Patrick Cudney, Thomas S Lyons, Erin Moore, Sethuraman Sivakumar, Jiju P Alex and Sunil Madan (2021) Entrepreneurship through Market-Linked Extension: the Role of Institutional Innovations. In "Innovations in Agriculture Extension" A joint publication of Michigan State University (MSU) Extension, East Lansing, Michigan, U.S.A., and MANAGE, Hyderabad, India- Published in January-2021.

### Case Studies:

37. Saravanan Raj and Jyoti Sahare (2020). CITRUS 500 Club: An Innovation Platform for Farm Value Chain Management and Community Immune, Case Study 5, Vol 2, Good Practices in Agricultural Extension and Advisory Services with Agripreneurship (Agricultural Extension Response to COVID-19), MANAGE, Hyderabad.

### Reports:

38. Mahantesh Shirur and Jyothi SSP (2020). Report on Feed-The-Future India Triangular Training (FTF ITT).
39. Ramesha M N and Mahantesh Shirur (2020). Conservation and Management of Natural Resources in Ramasagara Watershed, Molakalmuru Taluk, Chitradurga District, Karnataka, India. Compilation.
40. Shahaji Phand, P. Chandra Shekara, R. Vijayan and Deepika Jangeti. (2021). A Diagnostic Study on Performance of Aqua-One Centre (to be publish by MANAGE in March 2021)

### Policy Brief:

41. Saravanan Raj and Vincent, A. (2020). Agricultural Extension and Advisory Systems in Tamil Nadu. Policy Brief No 2, MANAGE Centre for Agricultural Extension Innovations, Reforms and Agripreneurship (CAEIRA), MANAGE, Hyderabad

### Seminar / Conference Papers:

42. Shirur Mahantesh (2020). Lead paper on "Training extension field functionaries from Africa and Asia: Experiences and experiments from Feed-The-Future India Triangular Training of MANAGE. National Conference (Online) on Transformation of Agricultural Extension- Strategies for Effective Reformation (TAESERE 2020) organized by Agriculture College, Bapatla, (AP) from 20-21 August, 2020.
43. Veenita Kumari (2020). Status of Indian Farm Women: Challenges And Strategies in 21st Century: National Conference – TAESERE 2020, 20-21 August 2020: 160-168.
44. Veenita Kumari (2020). Global Scenario of Farm Women in Agriculture: Cross cutting Issues. National Workshop on Gender Issues and Atmanirbhar Bharat in Agriculture. Proceedings and Abstracts 15th to 17th October 2020, 26:41.

### Research Articles

45. Veenita Kumari and Junuthula Shirisha. (2021). Socio-Economic Profile and Expenditure Pattern of the Practitioners of Urban Agriculture. Indian Res. J. Ext. Edu. , vol. 21(1), January, 2021: 71-77.
46. Sadiq Mohammed Sanusi, Singh Invider Paul, Ahmad Muhammad MAKARFI, Kumari Veenita (2020). Effect of Gender on Income Gap among Fish Farmers in Nigeria's Kogi State, Journal of Women's Studies, E-ISSN 2687-5225, July-December 2020, Volume 2, Issue 2: 27-45.
47. Saravanan Raj and Ashwini Darekar. (2020). Farming 2.0: Digitising Agri Value Chain, Kurukshetra, Vol.69 (2), December 2020.
48. Mahantesh Shirur (2020). Promoting Mushroom Production and Consumption through Taglines: A Case Study of Crowd Sourcing the Tagline Creation in India, Indian Res J. Ext. Edu. 20 (2&3), April - July, 2020
49. Mahantesh Shirur, Anupam Barh and Sudheer Kumar Annepu (2019). Standardization of Training Modules on Mushroom Cultivation Technology, Journal of Agricultural Extension Management, Vol. 19(2), July-Dec 2019.
50. Lakshmi Manohari P, Shahaji Phand and M. A. Kareem (2019). Constraints in Adoption of Extension Approaches by the Animal Husbandry Department as perceived by Veterinary Officers in Four Indian States . Journal of Agricultural Extension Management, Vol. 19(2), July-Dec 2019.



51. Shirur Mahantesh, Barh Anupam and Sudheer Kumar Annepu. (2019). Standardization of Training Modules on Mushroom Cultivation Technology. *Journal of Agricultural Extension Management*, Vol. XX No. (2); 103-117.
52. Shirur Mahantesh and Barh Anupam. (2020). Promoting Mushroom Production and Consumption through Taglines: A Case Study of Crowd Sourcing the Tagline Creation in India. *Indian Research Journal of Extension Education*, 20 (2&3); 106-113.
53. G. Jaya, S. B. Ramya Lakshmi and K. C. Gummagolmath (2021). Human Resource Facets in Farmer Producer Companies in Maharashtra State. *Research Journal of Agricultural Sciences*, 12(1), 2021
54. S.B Ramya Lakshmi, G. Jaya and K. C. Gummagolmath (2020). SWOT Analysis of Farmers' Perceptions on Farmer Producer Companies: A Study in Maharashtra, India. *Current Journal of Applied Science and Technology*, 39(48), 2020.
55. K. C. Gummagolmath, S. B. Ramya Lakshmi and Ashwini Darekar (2021) "Role of Institutions in Augmenting Farmers Income," Accepted for presentation in the forthcoming National Conference on Agricultural Marketing," by Indian Society of Agricultural Marketing.
56. G. Jaya, S. B. Ramya Lakshmi, K. C. Gummagolmath and R S Bhawar, (2020) "Strategies for Promoting Farmers Producer Organization in India," *Journal of Agricultural Extension Management*, Volume – XXI (1), Jan-June, 2020
57. S. B. Ramya Lakshmi, Priyanka Patra and K. C. Gummagolmath, (2020) "Impact of Doubling Farmers' Income on Area, Production and Productivity of Pulses in India" *Current Journal of Applied Science and Technology* 39 (28), September.

## Outreach

MANAGE is actively disseminating agricultural extension literature, information about institutional activities and disseminate innovations through its regular publications and social media platforms.

MANAGE publishes the *Journal of Agricultural Extension Management* (a peer-reviewed half-yearly), *MANAGE Bulletin* (Monthly), *Spice* (Quarterly) and e-Newsletters from FTF-ITT programs, schemes like ACABC, DAESI and STRY to disseminate research papers and news about activities.

MANAGE is active on social media platforms to quickly share information with its stakeholders. It maintains Twitter and Facebook accounts to reach out to extension professionals. MANAGEIndia YouTube Channel has 460 useful videos on agricultural technologies, expert talks, interviews, lectures and success stories and it is subscribed by 24400 persons.

# The Campus

MANAGE Campus is designed aesthetically, with sprawling lawns and an ambience of of serenity for the pursuit of educational and professional development. It is spread over 42 acres of land and dotted with a variety of colorful trees, green lawns natural rock formations and splendid water bodies, which together create an aura of stunned silence. The institute located in the heart of Hyderabad city but tucked away into a quiet corner, the verdant campus offers a supremely tranquil environment.

MANAGE has well-furnished blocks comprising of classrooms, faculty rooms, training halls, hostel rooms, international guest house, library, computer centre and health centre. The spacious amphitheatre-style, air-conditioned classrooms and training halls are equipped with the latest audio visual equipment to provide the most conducive atmosphere for dynamic and focused learning.

MANAGE has a dedicated 200 MBPS leased line connectivity which allows Wi-Fi enables throughout the campus. It is very helpful to work from any block/building and receive the same speed of data transfer.

MANAGE MOOCs laboratory for sharing and networking of information and knowledge by the faculty, trainees and students of the various programs. MANAGE MOOCs

training programs are very useful for delivering learning content online to any extension professional/scholars/ students who wants to take a course, with no limit on attendance.

MANAGE library has a specialized collection of books, journals, databases, videos and CDs in the field of agriculture and allied aspects. MANAGE disseminates its publications and services through its website and social media platforms like MANAGEIndia YouTube Channel, Facebook and Twitter to reach stakeholders.

MANAGE has a Health Centre on campus that caters to the medical requirements of its staff and students. It has provides timely first aid and emergency as well as regular medical care to the students, staff and their families and also participants attending the training programmes.

MANAGE Sports complex with facilities of indoor and outdoor games, including a well-equipped gymnasium. Yoga classes are conducted for the training participants and the students daily in the early hours at MANAGE campus.

MANAGE is an unique kind of institution for developing professional excellence in agricultural extension management









# Administration and Accounts

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

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

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

## Funds

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

## Implementation of the Right to Information Act, 2005

MANAGE received a total 22 RTI applications during 2020-2021 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.

## Academic Committee Meeting

The 25th Meeting of the Academic Committee of MANAGE was held on 24th February 2021 through online mode at MANAGE, Hyderabad. The meeting was chaired by Dr. P. Chandra Shekara, Director General, MANAGE and Chairman of the Academic Committee. Shri. Anil Jain, Deputy Secretary (Extension) from Ministry of Agriculture and Farmers Welfare, Govt. of India and Dr. A.K. Singh, Deputy Director General (Extension), ICAR have also participated in the Meetings. A total of 22 Members comprising of Vice-Chancellors and their representatives, EEI Directors, Faculty / Heads of Management Institutes and MANAGE Faculty Members attended the meeting through virtual platform. The Meeting approved a total of 431 training programs and 15 research studies for the academic year 2021 –2022.

# Promotion of Official Language

MANAGE Official Language Implementation Committee (MOLIC) under the chairmanship of Director General is constituted to look after the implementation of Hindi in official work. All directors, heads of training, administration and accounts wings are members of this committee. This committee monitors the implementation of official language policy and schedule the activities as per the annual program issued by Department of Official Language, Ministry of Home Affairs, Govt. of India.

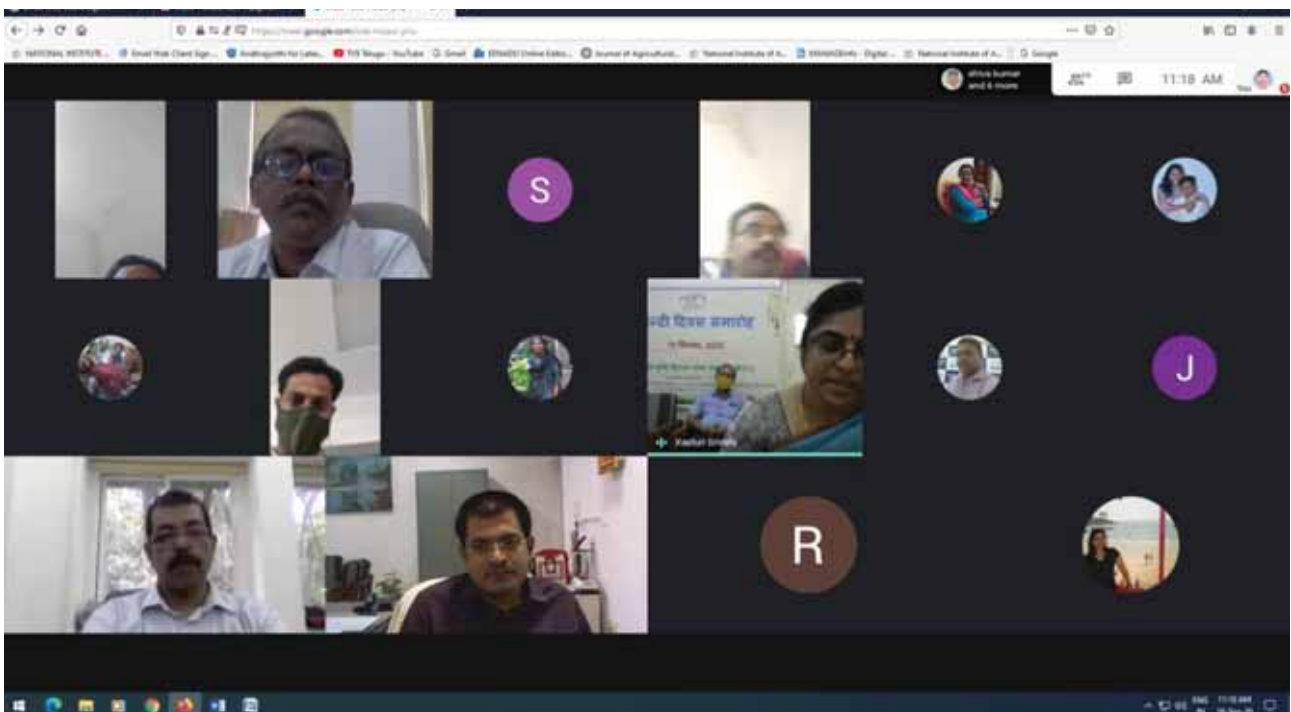
MANAGE being a training institute focusses on providing training material in bilingual form to its trainees. Office orders, tenders, rules, circulars, replies to parliamentary questions etc., were prepared in Hindi and English. MANAGE extensively uses Hindi and other Indian Languages during its live training sessions. The reading material provided to the participants is prepared in both English Hindi languages. MANAGE Knowledge Series No: 1 prepared in Hindi and uploaded on MANAGE website. Reading material and video lessons of PGDAEM are also provided in both English and Hindi languages. The Annual Report and Annual Accounts along with Audit Report for the year 2019-2020 were prepared in bilingual form and placed in both the Houses of Parliament.

As a regular activity, quarterly meetings of the MANAGE Official Language Implementation Committee were conducted in all the four quarters and reports were

submitted online as well as sent to the Department of Official Language, Ministry of Home Affairs, Government of India, the Regional Implementation Office, Department of Official Language, South Block, Bangalore and Official Language Division of DA & FW. MANAGE is organizing Prabodh, Praveen, Pragya Hindi classes as per the requirement in coordination with Hindi Teaching Scheme, Hyderabad. To encourage the internal notings on files, MANAGE staff are divided into two groups and special Hindi Classes are scheduled apart from the Quarterly Hindi workshop.

MANAGE consecutively for the third time has received 2nd Best implementation award from Town Official Language Implementation Committee (CGO-4), Hyderabad - Secunderabad under the category of offices having less than 100 staff strength.

Prerana and Protsahan are the two important components out of 12 Pra's strategy introduced by Department of Official Language for successful implementation of Official Language Hindi. MANAGE also follows this strategy by giving incentives to the staff doing best implementation of Hindi in their official work in every quarter and best implementation award once in a quarter to one of its theme based centres. Various competitions were organized for the staff and students of PGDM (ABM) and prizes were distributed to the winners on Hindi Day.





# Annexures





# Annexure - I

## General Council Members

### President

#### **Shri. Narendra Singh Tomar**

Hon'ble Union Minister for Agriculture  
Ministry of Agriculture and Farmers Welfare, Government of India  
Krishi Bhawan, New Delhi.

### Vice-Presidents

#### **Shri. Parshottam Rupala**

Hon'ble Minister of State for Agriculture  
Ministry of Agriculture and Farmers Welfare, Government of India  
Krishi Bhawan, New Delhi.

#### **Shri Sanjay Agarwal, IAS**

Secretary, Ministry of Agriculture and Farmers Welfare  
Government of India.  
Krishi Bhawan, New Delhi.

### Ex Officio Members

#### **Director General**

National Institute of Rural Development and Panchayat Raj  
Rajendranagar, Hyderabad, Telangana.

#### **Director General**

National Institute of Agricultural Marketing (NIAM)  
Kota Road, Jaipur, Rajasthan.

#### **Director General**

Indian Council of Agricultural Research and Secretary (DARE)  
Krishi Bhawan, New Delhi.

#### **Additional Secretary**

Department of Agriculture and Farmers Welfare  
Ministry of Agriculture and Farmers Welfare, Government of India.  
Krishi Bhawan, New Delhi.

#### **Joint Secretary (IC, Extension and Policy)**

Department of Agriculture and Farmers Welfare  
Ministry of Agriculture and Farmers Welfare, Government of India  
Krishi Bhawan, New Delhi.

#### **Additional Secretary and Financial Adviser**

Department of Agriculture and Farmers Welfare  
Ministry of Agriculture and Farmers Welfare, Government of India  
Krishi Bhawan, New Delhi.

#### **Agriculture Commissioner**

Department of Agriculture and Farmers Welfare  
Ministry of Agriculture and Farmers Welfare, Government of India  
Krishi Bhawan, New Delhi.

#### **Chief Executive Officer**

National Institution for Transforming India (NITI)  
NITI Aayog, Sansad Marg, New Delhi.

### Secretaries to the State Governments/ Union Territories

#### **Secretary (Agriculture)**

Agriculture Cooperation Department  
Government of Telangana, Telangana Secretariat  
Hyderabad, Telangana.

#### **Secretary (Agriculture)**

Agriculture Welfare and Agricultural Development  
Department  
Government of Madhya Pradesh, Vallabh Bhawan,  
Bhopal, Madhya Pradesh.

#### **Secretary (Agriculture)**

Secretariat, Subhash Marg, Government of Uttarakhand  
Dehradun, Uttarakhand.



**Secretary (Agriculture)**

Meghalaya Civil Secretariat  
Government of Meghalaya  
Shillong, Meghalaya.

**Secretary (Agriculture),**

Secretariat, Government of Goa  
Porvorim, Goa.  
Director (Agriculture and Food Production)  
Government of Odisha  
Bhubaneshwar, Odisha.

**Ex-officio Members**

**Vice-Chancellors of Agricultural Universities**

**Vice-chancellor**

Kerala Agricultural University (KAU)  
Vellanikkara, Thrissur  
Kerala.

**Vice-Chancellor**

Chaudhary Charan Singh Haryana Agricultural University  
(CCSHAU)  
Hisar, Haryana.

**Member-Secretary**

**Director General**

National Institute of Agricultural Extension Management  
(MANAGE)  
Rajendranagar, Hyderabad  
Telangana.





## Annexure - II

# Executive Council

### Chairman

**Shri. Sanjay Agarwal, IAS**

Secretary (Agriculture and Farmers Welfare)  
Department of Agriculture and Farmers Welfare,  
Ministry of Agriculture and Farmers Welfare, Government  
of India.

### Vice-Chairman

**Shri. Vivek Aggarwal, IAS**

Additional Secretary (Agriculture and Farmers  
Welfare)  
Department of Agriculture and Farmers Welfare  
Ministry of Agriculture and Farmers Welfare, Government  
of India

### Members

**Additional Secretary and Financial Adviser**

Department of Agriculture and Farmers Welfare  
Ministry of Agriculture and Farmers Welfare, Government  
of India.

**Ms. Alaknanda Dayal, IAS**

Joint Secretary (IC, Extension and Policy)  
Department of Agriculture and Farmers Welfare  
Ministry of Agriculture and Farmers Welfare, Government  
of India.

### Member Secretary

**Dr. P. Chandra Shekara**

Director General  
National Institute of Agricultural Extension Management  
(MANAGE)  
Rajendranagar, Hyderabad  
Telangana.





## Annexure - III

# MANAGE Faculty and Staff

## Director General

**Smt. G. Jayalakshmi, IAS**

Director General (From 01/04/2020 to 12/11/2020)

**Dr. P. Chandra Shekara**

Director General (From 13/11/2020)

## Faculty

**Dr. K. Anand Reddy**

Director (HRD)

**Dr. R. Saravanan Raj**

Director (Agricultural Extension)

**Dr. K.C. Gummagolmath**

Director (Monitoring and Evaluation)

**Dr. N Balasubramani**

Director (Climate Change and Adaptation)

**Dr. M.A. Kareem**

Deputy Director (Agricultural Extension) (Retired on 30/06/2020)

**Dr. Lakshmi Murthy**

(Deputy Director (Documentation))

(Retired on 31/08/2021)

**Dr. G. Jaya**

Deputy Director (HRD)

**Dr. Veenita Kumari**

Deputy Director (Gender Studies)

**Dr. Shalendra**

Deputy Director (Behavioral Sciences)

**Dr. B. Renuka Rani**

Deputy Director (Natural Resource Management)

**Dr. Mahantesh Shirur (Deputation)**

Deputy Director (Agricultural Extension)

**Shri. G. Bhaskar**

Assistant Director (Sr. Scale)

**Dr. P. Lakshmi Manohari**

Assistant Director (Sr. Scale)

**Dr. Shahaji Sambhaji Phand**

Assistant Director (Allied Extension)

**Dr. K. Sai Maheshwari**

Assistant Director

**Dr. B. Venkat Rao**

Assistant Director (Field Coordinator)

**Dr. P. Kanaka Durga**

Assistant Director

**Dr. Deshmukh Sagar Surendra**

Training Associate



## Staff

**Shri. Shridhar Khiste**

Deputy Director (Admn.)

**Dr. A. Srinivasacharyulu**

Program Officer

**Shri Ch. Naga Mallikarjuna Rao**

Assistant Accounts Officer

**Dr. Radha Rukmini**

Medical Officer

**Shri. John Manoj**

Assistant Engineer (Civil)

**Dr. K. Venkateshwar Rao**

Computer Programmer

**Dr. A Krishna Murthy**

Documentation Assistant

**Dr. K. Srivally**

Senior Translator

**Shri. E. Nagabhushanam**

Stores Officer

**Shri. E. Rajasekhar**

Office Superintendent

**Shri. Sunil Kumar**

Mess Manager

**Shri. T. Nagaraju**

Office Superintendent

**Smt. V. Mangamma**

Sr. Accountant

**Shri. K. Jagan Mohan Rao**

Receptionist-cum-caretaker

**Smt. P. Bharathi Rani**

Sr. Stenographer

**Smt. B. Ramani**

Sr. Stenographer

**Smt. K. Uma Maheshwari**

Sr. Stenographer

**Smt. B. Meenakshi**

Sr. Stenographer

**Shri. B. Chakradhar Rao**

EDP Assistant

**Shri. M. Srinivasa Rao**

EDP Assistant

**Shri. K. Uday Verma**

Telephone operator

**Shri. M Venugopal**

EDP Assistant

**Shri. A. Veeraiah**

Junior Engineer (Electrical)

**Dr. Waheeda Munawer**

Jr. Accountant

**Shri P. Rama Murthy**

Cashier

**Shri Girjesh Joshi**

House Keeper

**Shri M. Siva Kumar**

Jr. Accountant

**Smt. G. Sandhya Rani**

Junior Accountant

**Smt. N. Asha Latha**

Sr. Scale Stenographer (CAD)

**Smt. P. Jyothi**

Junior Stenographer

**Smt. M. Bhagya Lakshmi**

Asst. Cashier

**Smt. K. Kamala**

UDC

**Ms. A. Ronitha**

Junior Stenographer

**Shri. N. Ramakrishna**

UDC

**Shri. M. Sudheer Kumar Yadav**

UDC

**Shri. K. Krishna Murthy**

Staff Car Driver (Grade- II)

(Died in service on 09/09/2020)

**Shri. B. Mallesha**

Driver

**Shri. S. Sathyanarayana**

Driver

**Shri. D. Yadaiah**

Staff Car Driver

**MD. Raheem**

Staff Car Driver

**Shri. N. Raghupathi**

Plumber

**Shri. C.N. Ramesh Yadav**

Cook

**Shri. G. Narsimhulu**

MTS

**Shri. B. Yadagiri**

MTS

**Shri. C. Narayana**

MTS

**Shri. G. Rajababu**

MTS

**Shri. N.G. Kotaiah**

MTS

**Shri. B. Ellamaiah**

MTS

**Smt. J. Vijaya**

MTS

**Shri. N. Sivalingam**

MTS

**Shri. B. Sathaiah**

MTS

**Shri. A. Hanumanthu**

MTS

**Shri. T. Devaraju**

MTS





SBI ATM

JHELUM





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

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

Rajendranagar, Hyderabad – 500 030, Telangana, India.

[www.manage.gov.in](http://www.manage.gov.in)