



Message from Director General



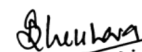
The beginning of the academic year 2022-23 was marked with full of activities. Hon'ble Union Minister for Agriculture & Farmers Welfare Shri Narendra Singh Tomar inaugurated Training Programs on Natural Farming by MANAGE. I am pleased to inform that MANAGE has been recognized as the Nodal Agency and Knowledge Repository on Natural Farming and organize 750 awareness training programs on Natural Farming covering 30,000 Gram Pradhans in the country from April to August 2022. MANAGE also develops Master Trainers on Natural Farming in the country.

As a part of the Kisan Bhagidari Prathmikta Hamari Campaign of the Ministry of Agriculture & Farmers Welfare, MANAGE organized outreach programs to create awareness on Government of India Schemes and covered 3.24 Lakh farmers and stakeholders.

In April 2022, MANAGE organised a two-day National Convention of SAMETIs in physical mode involving Directors

and Faculty Members of SAMETIs. This National Convention helped to discuss issues faced by SAMETIs, their future role, and work out methods to enhance the institutional capacities.

MANAGE has organised two important events with partners which included a National Seminar on Comprehensive Extension Strategies for Sustainable Development of Farmer Producer Organizations : Issues and Challenges with International Society of Extension Education (INSEE) and a National Dialogue on Innovations in Agricultural Extension: A Way Forward at New Delhi in collaboration with TAAS, ICAR, MA&FW and MSU. In both these events more than 450 experts from the fields of Agricultural Extension, FPOs, Academia, Agribusiness Sector, NGOs etc., and brainstormed the issues and enriched the proceedings.



Dr.P.Chandra Shekara
Director General

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Hon'ble Minister Shri. Narendra Singh Tomar inaugurates Training Programs on Natural Farming by MANAGE



Hon'ble Union Minister for Agriculture & Farmers Welfare Shri Narendra Singh Tomar inaugurated the online training program on Natural Farming organized by MANAGE on April 05, 2022. The inaugural program was attended by Hon'ble Minister of State, Shri Kailash Choudhary, Hon'ble Minister of State Shobha Karandlaje, Ministry of Agriculture & Farmers Welfare, Shri Manoj Ahuja, IAS, Secretary (Agriculture), Shri Priya Ranjan, IFOs, Joint Secretary, MA&FW along with other Ministry officials, MANAGE Faculty and resource persons. The program was attended by 225 Master Trainers from different parts of the country.

Speaking on the occasion, the Hon'ble Minister said that MANAGE has been entrusted with the task of organizing 750 awareness programs on Natural Farming covering 30,000 Gram Pradhans (village heads) in the country from April to August 2022 as part of the Azadi Ka Amrit Mahotsav. He said farmers will benefit greatly from natural farming and stressed the importance of FPOs in the promotion of natural farming. He also complimented MANAGE's contribution to the active execution of the Honorable Prime Minister's program.

Explaining the background of the Natural Farming, Hon'ble Union Minister Shri Tomar said that Hon'ble Prime Minister Shri Narendra Modi has taken the initiative to promote traditional Natural Farming in the country. The National Conference on Natural Farming which was organized in Gujarat on December 16, 2021, with lakhs of farmers in attendance, under the leadership of the Prime Minister provided

necessary guidance and roadmap. The government is promoting the Indian Natural Farming System (BPKP) as a sub-scheme of the Paramparagat Krishi Vikas Yojana to encourage traditional indigenous techniques (PKVY). He urged all trainees to advance the Government's mission on Natural Farming in diverse ways.

MANAGE as a Nodal Agency and Knowledge Repository on Natural Farming, besides organizing 750 awareness programs to 30,000 Gram Pradhans, will also develop Master Trainers in Natural Farming drawn from various State Agricultural Universities, ICAR Organizations, SAMETIs, ATARIs, KVKs, and ATMAs, as well as experienced professionals, farmers from civil society and private sector organizations.

The Secretary for Agriculture Shri Manoj Ahuja, Joint Secretary Shri Priya Ranjan and Director General of MANAGE Dr. P. Chandra Shekhara also addressed in the inaugural session. Dr. N. Balasubramani, Director (SA&CCA), Dr. B. Renuka Rani, Deputy Director (NRM), and Dr. Shalendra, Deputy Director (BS), MANAGE are the coordinators of the programs.



“Kisan Bhagidari, Prathamikta Hamari” Campaign by MANAGE



Hon'ble Union Minister for Agriculture and Farmers Welfare Shri Narendra Singh Tomar launched **Kisan Bhagidari Prathamikta Hamari Campaign** from 25th to 30th April 2022 as part of Azadi Ka Arit Mahotsav in association with various organisations under the Ministry of Agriculture & Farmers Welfare and other Ministries of the Government of India to raise awareness about various schemes of Govt. of India and their benefits for the farming community across the country .

The objective of the campaign was to make the farmers aware of key scheme aspects of PMFBY like basic scheme provisions, importance of ensuring the crops and how to avail scheme benefits etc. in the ongoing Kharif Season 2022 along with facilitating farmers in getting benefit of the PMFBY scheme.

During the campaign, the Department of Agriculture and Farmers Welfare organized countrywide programs at the regional level for farmers which included conduct of Krishi Mela at each Krishi Vigyan Kendra and a field exhibition on natural farming, countrywide workshop on crop insurance organised by the common service centre (CSC), webinar on One District One Product (ODOP), and National Atma Nirbhar Bharat Conclave of 75 selected farmers and entrepreneurs besides several workshops, webinars and programs on various schemes of the Government. More than 1 crore farmers and stakeholders have participated in the said campaign through direct (offline) and virtual (online) mediums across the country.

MANAGE also joined the campaign Kisan Bhagidari Prathamikta Hamari Campaign and organised online

awareness programs through 56300 Input Dealers trained under DAESI Programs, 10960 Agripreneurs trended under AC&ABC Scheme and 84 Agri Startups and reached 3.24 Lakh farmers in the country on April 26, 2022.

MANAGE Workshop on Agri Startups



At the behest of Ministry of Agriculture & Farmers Welfare, Govt. of India, MANAGE organised a special program on Agri Startups on 25th April 2022 involving 84 Agri Startup supported by MANAGE under RKVY-RAFTAAR and more than 150 farmers associated with startups. More than 30 Agri Startups were given opportunity through both online and offline mode to introduce their products, business ideas and explain on how Agri Startups are beneficial for farmers.

During the workshop, Dr. P.Chandra Shekara, Director General, MANAGE addressed the Agri Startups and farmers about the different schemes and programs of Government run by MANAGE and explained how MANAGE is supporting the farmers directly and indirectly. Mr. T.N. Venkata Reddy, Retired Prof. GVKV, Bangalore interacted with startups and farmers through the online platform and explained about Government Schemes for supporting farmers and the kind of benefit farmers can get by availing these schemes. Dr. Sarvanan Raj, Director (Agricultural Extension), MANAGE coordinated the workshop.



National Convention of SAMETIs - 2022



MANAGE organised a two-day National Convention of State Agricultural Management & Extension Training Institutes (SAMETIs) during 28 - 29 April, 2022 at its campus. Directors and Faculty Members from 23 SAMETIs from all over the country participated in the National Convention. The National Convention highlighted important innovations in Agri-Institution development in SAMETIs, discussed issues faced by SAMETIs, envisioned their future role, and worked out methods to enhance the institutional capacities of SAMETIs.

In his introductory remarks, Dr. P. Chandra Shekara, Director General, MANAGE stated that there is a need to for bottom-up planning and decentralized decision-making in extension activities involving public, private, NGOs, Agripreneurs and other stakeholders. He stressed need for accountability and efficiency in extension service through beneficiary contribution. SAMETIs should focus on providing policy support to state governments, he said.

Shri. Samuel Praveen Kumar, Joint Secretary (Extension), Ministry of Agriculture and Farmers Welfare, GoI delivered the inaugural address. He stressed that SAMETIs should play a key role in implementing reforms in agricultural extension. He further mentioned that SAMETIs need to focus on convergence, capacity building, communication, commercial outlook and collaboration to improve institutional efficiency.

Shri. Balram Singh, Joint Director (Extension Reforms Cell), Department of Agriculture and Farmers Welfare, MA&FW, GoI joined the programs online and shared the status of SAMETIs and the programs being implemented by them. Later a session on opportunities for SAMETIs to partner with MANAGE programs was organised followed by a Group Work by participants to identify solutions and strategies to overcome the constraints of SAMETIs.

During the two days convention, Heads and Faculty

Members of SAMETIs chaired and co-chaired a series of sessions delivered by MANAGE Faculty Members on the on-going programs and schemes like ACABC, DAESI, PGDAEM, CFA/CLA, CCINM, Agri Startups, Agribusiness Education, Internship Program for PG Students and Ph.D Scholars, Allied Extension, Nutri-sensitive Agriculture, Natural Farming, MANAGE FPO Academy, ICTs, MANAGE Training Calendar 2022-23 for exploring possible collaboration by SAMETIs.

In order to brainstorm issues and come out with solutions, participants carried out Group Works on the challenges of SAMETIs and made presentations on the strategic solutions. A cultural night was organised wherein participants showcased their creative talents. As part of the convention, Dr. C. Vasudevappa, Vice-Chancellor, National Institute of Food Technology Entrepreneurship (NIFTEM), Kundli, Sonapat, Haryana delivered lecture on "Institutional Building in Agriculture" under MANAGE Krishi Gyandeeep Knowledge Lecture Series through virtual platform to the participants.

During the valedictory session, Dr. P. Chandra Shekara, Director General, MANAGE reiterated that MANAGE will extended its cooperation to build SAMETIs as mini-MANAGES in the states and announced that MANAGE will organize the National Convention of SAMETIs every year, if possible in different locations in the country, to provide a platform for SAMETIs to brainstorm issues and strengthen Agricultural Extension System in their respective states. Dr. G. Jaya, Director, Center for Capacity Building of Agri-Institution, MANAGE coordinated the National Convention.



National Dialogue on Innovations in Agricultural Extension



MANAGE co-organised a two-day a “National Dialogue on Innovations in Agricultural Extension: A Way Forward” on 8-9 April, 2022 in jointly with the Trust for Advancement in Agricultural Sciences (TAAS), New Delhi, Indian Council of Agricultural Research (ICAR), Ministry of Agriculture & Farmers’ Welfare (MA&FW), Govt. of India and Michigan State University (MSU), Michigan, USA. The National Dialogue was organised at NASC Complex, New Delhi. Over 250 participants (143 physically, rest virtually) including diverse stakeholders from the Central and State Governments, scientific institutions, SAMETIs, EEIs, ATARIs, KVKs, ATMAAs, private extension service providers, farmer organizations, and policy makers, etc. attended the Dialogue.

A total of 18 presentations were made by expert speakers in four technical sessions including county papers from Bangladesh, Nepal and Sri Lanka. A panel discussion was also conducted involving eminent extension professionals. Dr. P. Chandra Shekara, Director General, MANAGE has made a presentation on the Institutional Innovations in Agricultural Extension and shared the initiatives launched by MANAGE for strengthening Agricultural Extension System.

The key participants of the National Dialogue included Dr R S Paroda, Chairman, TAAS, Dr T. Mohapatra, Secretary, DARE & DG, ICAR; Dr R B Singh, Former, President NAAS; Dr Karim Maredia Director, International Program, Michigan State University (MSU); Dr Rita Sharma, Former Secretary Dept. of Rural development, GoI; Dr P Chandra Shekara, DG, MANAGE; Dr Quentin Tyler, DE, MSU; Dr AK Singh, DDG (Agril.Extn), ICAR; Dr V Sadamate, Former Advisor, Planning Commission; and Dr Arjun Kumar Shrestha, Director (R&E), Nepal; Md Hamidur Rahman, Former DG (Agril. Extn.), Dhaka; Dr Gunasinghum Mikunthan, Sri Lanka and several national stakeholders from ICAR-ATARIs; effective NGOs like Sh Yogesh Thorat, MAHA FPC Pune; BK Singh, BKC Weather Noida; Sh. Shekhar Bhadsavle, Saguna Farms; Sh. Shaik Meera, Digital Agriculture Expert from IFAD; and Basavaraj Girennavar, CAB Pvt Ltd.

The Dialogue discussed major constraints concerning present agricultural extension system, suggested effective and efficient models’ for fruitful dissemination of innovations/technologies and related knowledge among farmers.



National Seminar to Strengthen Farmer Producer Organizations (FPOs)



MANAGE and International Society of Extension Education (INSEE) organised a two-day National Seminar on Comprehensive Extension Strategies for Sustainable Development of Farmer Producer Organization (FPOs): Challenges and Opportunities, during 22-24 April 2022 at MANAGE, Hyderabad. More than 200 participants (60 physically and rest virtually) representing Agricultural Universities, leading FPOs, ICAR Institutions, State Departments, Agripreneurs, NGOs and research scholars attended the seminar.

Shri. Manoj Ahuja, IAS, Secretary (Agriculture), Ministry of Agriculture, Govt. of India inaugurated the seminar. The Director General, MANAGE, Dr. P Chandra Shekara in his welcome address emphasised the need to improve capacities of FPOs to take full advantage of emerging markets.

Dr. K. Narayana Gowda, President, INSEE, Ex Vice-Chancellor, UAS, Bangalore; Dr. R Sinha, Vice President, Founder Member, INSEE; Dr. V. V. Sadamate, Vice President, INSEE, Agricultural Extension Specialist and Captain Dr. L.B. Kalantri, Secretary General INSEE also present in the inaugural session. Dr. S Ayyappan, Padma Shri Awardee, Former Director General, ICAR; Dr. J. P

Sharma, Vice-Chancellor, SKUAST, Jammu, Dr. A. K. Singh, DDG (Extension) ICAR and Dr. Sudhir Kumar Goel, IAS (Retd.), Agriculture Policy Expert also addressed in the seminar.

Dr. Daniel Gustafson, Special Representative of the Director-General at FAO in his special talk on 23rd April 2022, emphasized the need for capacity building, involvement of women and youth, value chain and market orientation, private sector involvement, and use of digital technology in FPOs.

During the conference, participants presented 35 research papers on seven major themes that covered all aspects of FPOs. The best research papers in each theme received awards. A special issue of Journal of Agricultural Extension Management, an half-yearly journal from MANAGE, containing research papers presented in the seminar was released during the inaugural session.

During the Valedictory session, Dr. P. Chandra Shekara, Director General, MANAGE, gave an overview of the day seminar and highlighted the MANAGE FPO Academy will build capacities of FPOs in the country and provide necessary extension support for sustainable development of FPOs.

Dr. Ashok Dalwai, Chairman, Doubling Farmers' Income (DFI) Committee and CEO, National Rainfed Area Authority, Govt. of India in his valedictory address stated that there is a need to dovetail extension strategies for development of FPOs. Shri. Raj Kiran Rai, Managing Director and CEO, Union Bank of India and Dr. Rajendra Prasad Vice-Chancellor, UAS, Bangalore, Guests of Honour addressed the participants. The seminar was coordinated by Dr. K.C. Gummagolmath, Director (M&E), MANAGE.



Round Table Meeting on Strengthening Partnership with Michigan State University (MSU), USA



MANAGE organised a Round Table Meeting on Strengthening Partnership with Michigan State University (MSU) for Agricultural Development on 4th April 2022 at Krishi Bhawan, New Delhi under the chairmanship of Dr. Abhilaksh Likhi, Additional Secretary, DA&FW, Govt. of India.

Dr. Quentin Taylor, Director of MSU-Extension, Dr. Karim Maredia, Director of College of Agriculture & Natural Resources and International Programs at MSU, Dr. P. Chandra Shekara, Director General, MANAGE, Dr. Naveen Kumar Patle, Additional Commissioner (Horti.) & Executive Director, National Beekeeping and Honey Mission, Dr. S. K. Singh, Managing Director of NAFED, Shri Ranjit Singh, Director, IC Division, DA&FW and Senior Officers from Extension Division, DA&FW participated in the Round Table Meeting.

Dr. P. Chandra Shekara, Director General, MANAGE made a presentation on Progress of Partnership Activities with Michigan State University as a follow-up of Study Visit by Dr. Abhilaksh Likhi, Additional Secretary, DA&FW, Govt. of India. Dr. Quentin Taylor, Director of MSU-Extension explained about MSU's initiatives in community engagement in agricultural research, extension and agribusiness system under the Land-Grant Model in the United States of America

In his concluding remarks and way forward message, Dr. Abhilaksh Likhi highlighted the on-going programs and schemes of Govt. of India, policies, reforms, FPO movement, federating agricultural cooperatives, Digital Agriculture, Agri Startups and Honeybee Mission in India. He stated that there is great opportunity to strengthen partnership with MSU for Agricultural Development.

Dr. Daniel Gustafson, FAO Representative Visits MANAGE



Dr. Daniel Gustafson, Special Representative of the Director General, FAO visited MANAGE on 23rd April 2022 and met Dr. P. Chandra Shekara, Director General MANAGE and interacted with Faculty Members to explore opportunities for MANAGE-FAO collaboration.

A detailed presentation on the activities, programs and initiatives by MANAGE to strengthen Agricultural

Extension Systems in India and several developing countries was made.

Dr. Gustafson quoted that MANAGE is an unique institute in the world to address challenges of agricultural extension and appreciated the role played by MANAGE through its innovative activities in strengthening agricultural extension system.

Executive Development Program for Agri Input Marketing Professionals



also taking the advantage of opportunities in an ever changing business environment.

The collaborative AIM-EPD program was formally announced and launched on 1st April 2022, at MANAGE by Dr. P. Chandra Shekara, Director General, MANAGE and Shri. Raj Kumar Agarwal, Founder and CEO of Ray One Agri Consulting signed the MoU.

On the occasion, both MANAGE and Ray One Agri Consulting signed and exchanged a Memorandum of Understanding (MoU) to enable the effective completion of the program's deliverables.

Dr. P. Chandra Shekara, Director General MANAGE, in his inaugural address stated that the program's principal goal was to enhance the ability of agri-input industry leaders on the changing business environment and its requirements. Dr. Shalendra, Deputy Director (BS) coordinates the program.

To provide executive education to middle and senior-level leaders from Agri Input Industry, MANAGE, in collaboration with Ray One Agri Consulting organizes a three-day Agricultural Input Marketing Executive Development Program (AIM-EDP) during May 11-13 May 2022 at MANAGE.

This program will equip middle and senior level leaders in the Agri Input Industry to handle the challenge of sustaining business development while

MSU-Extension Team Visits MANAGE



Dr. Quentin Tyler, Director of Michigan State University (MSU)-Extension, and Dr. Karim Maredia, Director of College of Agriculture & Natural Resources (CANR) & International Programs, from MSU, USA, visited MANAGE during April 5-6, 2022 and interacted with Dr. P. Chandra Shekara, Director General, MANAGE and faculty members to discuss and explore areas for collaboration with MANAGE.

A detailed presentation on the progress of collaborative activities of MANAGE - MSU partnership was made highlighting the joint training programs and activities in the year 2022 -23.

The MSU team also interacted with select MANAGE stakeholders from various initiatives and schemes in the country.

Successful AC&ABC Agripreneurs, Agri Startups, MANAGE Facilitators, Certified Farm/Livestock Advisors (CFA/CLA), DAESI, ACADP candidates, international participants, members of the National Network of Agri Journalists (NNAJ), Service Extension through Voluntary Association (SEVA), National Network of Agricultural Extension Management Experts (NNAEME), and some MANAGE partner institutes including SAMETI, EEI, ICRISAT, NAFED shared collaborative initiatives and experiences.

Agriculture Today Magazine Commends MANAGE



The "Agriculture Today" - a leading agricultural magazine, dedicated its April 2022 issue to Celebrate

the Agripreneurs of India. It featured the success stories of Agripreneurs of AC&ABC Scheme in India and commended the immense efforts of Dr. P. Chandra Shekara, Director General, MANAGE and Dr. Shahaji Phand, Principal Coordinator, AC&ABC in transforming unemployed science graduates into successful Agripreneurs.

Mrs. Mamta Jain, Editor and CEO of Agriculture Today, along with her team, visited MANAGE and shared the special issue with Dr. P. Chandra Shekara, Director General and thanked him for triggering a thought to publish a special issue on Agripreneurs.

MANAGE Krishi Gyandee Knowledge Lecture Series

#14 Innovations and Learnings of MSU Extension



Dr. Quentin R. Tyler, Director, Michigan State University (MSU)-Extension, USA, delivered the MANAGE Krishi

Gyandee Knowledge Lecture Series-14 on "Innovations and Learnings of MSU Extension" on April 6, 2022.

In his presentation, Dr. Tyler compared the University of Kentucky Cooperative Extension Service with the Michigan State University Extension Service in areas such as leadership, personnel, financing, stakeholder involvement, pandemic response, and possibilities and challenges for extensionists.



https://www.youtube.com/watch?v=7EQUEV3NBYM&list=PLKdGSMvJOxVoJWCJ-UjqmWhRhw2_T_F9Hs&index=14

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