



## MANAGE to Promote Enterprising Agriculture



I am glad to share that several important events happened in the month of August 2022 in the journey of MANAGE. In this month, MANAGE conducted its 6th Convocation 2022 on 26th August 2022 and gave away PGDM (ABM) degrees to 202 students of three batches and medals to the toppers from the hands of Shri Narendra Singh Tomar,

Hon'ble Union Minister of Agriculture & Farmers' Welfare, Gol, and Shri Manoj Ahuja, IAS, Secretary (A&FW), Govt. of India. During the convocation, we also honoured three successful MANAGE Alumni who have been serving the farming community through their agri-ventures. I am also glad to inform that the Hon'ble Union Minister of Agriculture & Farmers' Welfare announced that the number of intake of students in PGDM(ABM) is increased from 66 to 100 from next year onwards to provide Agribusiness Education to more number of students in the country.

I am pleased to inform that Shri Narendra Singh Tomar, Hon'ble Union Minister of Agriculture & Farmers' Welfare, Gol inaugurated the new building "Krishi Chanakya" Block at MANAGE premises on August 26th, 2022. It houses the MANAGE School of Agri-Business Management, which runs the PGDM (ABM) program and it will soon become a Center of Excellence in Agribusiness Education, Agripreneurship and Agri Startup activities in the country. With these milestone developments, MANAGE will surely promote enterprising agriculture in the country.

I am proud to inform that MANAGE received the Best Agribusiness Education Institute Award was presented to MANAGE by ABSA-2022 / Ray Consulting, Hyderabad in August 2022. I congratulate all MANAGE Family Members and PGDM(ABM) Team for their efforts to keep MANAGE flag high.

As the Nodal Organisation and Knowledge Repository, MANAGE is supporting the Govt. of India's mission on Natural Farming in the country. I place on record that during April to August 2022, MANAGE organised 1,149 awareness programs covering a big number of 66,067 Gram Pradhans in the country and supporting the consultation process with the stakeholders on Natural Farming.

We celebrated the 76th Independence Day on August 15, 2022, on the special occasion of Azadi Ka Amrit Mahotsav, commemorating 75 years of Independence with great fervour and gaiety. On this occasion, we honoured MANAGE staff who completed 25 years of service and gave awards to best NTIs and Nodal Officer of ACABC Scheme.

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

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## 202 Agri-Business Managers Awarded Degrees at MANAGE Convocation-2022



MANAGE organised its 6th Convocation 2022 ceremony to award degrees and medals to successful students of the Post Graduate Diploma in Management (Agri-Business Management) - PGDM (ABM) on August 26th, 2022 at its campus in Rajendranagar, Hyderabad.

The Chief Guest Shri Narendra Singh Tomar, Hon'ble Union Minister of Agriculture & Farmers' Welfare, GoI, and the Guest of Honour Shri Manoj Ahuja, IAS, Secretary (A&FW), GoI gave away the degrees 202 students from three PGDM (ABM) batches from the academic years 2018–20, 2019-21 and 2020-22 and awarded gold, silver, and bronze medals to nine meritorious students.

Also, three exceptional alumni of PGDM (ABM) who have been contributing immensely to the farming community through their agri-ventures received awards on the occasion. In addition, six students from PGDAEM and three students from PGDAWM programs also received medals.



### PGDM (ABM) Seats Increased to 100

Shri Narendra Singh Tomar, Hon'ble Union Minister of Agriculture & Farmers Welfare, GoI, addressing the students on the occasion said that Agri Business Students should feel proud while serving the farming community and play a key role in developing an Athmanirbhar Bharat in Agriculture. He explained the initiatives and schemes of Govt. of India for farmers and urged the degree holders to work for the prosperity of agriculture and the farming community along with their regular work.

Hon'ble Minister declared that the number of seats in PGDM(ABM) course will be increased from 66 to 100 from next year onwards in order to promote Agribusiness Management Education in the country and to extend the benefit of the programs to many students.

Dr. P. Chandra Shekara, Director General of MANAGE, addressing the gathering, highlighted that



## Highlights of MANAGE 6th Convocation-2022



apart from ongoing training, research consultancy, policy support and various Government schemes like AC&ABC, DAESI, STRY, and RAFTAAR project, MANAGE will focus on improving the quality and standards of agribusiness education in the country and strive to keep India as a Global Leader in Agriculture .

The Convocation 2022 was also attended by MANAGE faculties, staff, and parents of the students who received awards and medals on the occasion. Convocation 2022 concluded successfully and set the bar for the upcoming batches of students to reach new heights.

### PGDM (ABM) Medalists

#### 2018-20 Batch

	Ms. Josin T Joseph	Gold Medal
	Mr. Sourabh Singh Yadav	Silver Medal
	Ms. Shruti Kunwar	Bronze Medal

#### 2019-21 Batch

	Mr. Vishnuvardhan R	Gold Medal
	Mr. Mohan Ram S	Silver Medal
	Mr. Amit Kumar Sahu	Bronze Medal

#### 2020-22 Batch

	Mr. Sayak Chakraborty	Gold Medal
	Mr. Harman Kaur Chawla	Silver Medal
	Mr. Bhushan	Bronze Medal

### PGDAEM & PGDAWM Medalists

#### 14th Batch of PGDAEM

	Mr. Stephen Chakravarthy	Gold Medal
	Ms. Nikitha J	Silver Medal
	Ms. S. Banumati	Bronze Medal

#### 9th Batch of PGDAEM—MOOCs

	Ms. Saptaparna Karmakar	Gold Medal
	Ms. Sreelakhmi C	Silver Medal
	Mr. Praveen Sabastian	Bronze Medal

#### 5th Batch of PGDAWM—MOOCs

	Dr. Navreet	Gold Medal
	Mr. Yashanjit Singh	Silver Medal
	Mr. Ketan Ashok Sahu	Bronze Medal



## Highlights of MANAGE 6th Convocation-2022



### Outstanding PGDM (ABM) Alumni Who Received Awards Say...



**Mr. Maruti Chapke of Go4Fresh**, expressed joy on receiving the honour and said, "This is really appreciative of MANAGE for honouring us, not just for an academic purpose but also for the entrepreneurial spirit we have garnered over a period of time. And this will definitely help all the students and the upcoming batches to aspire to become entrepreneurs and also get honoured, and create a good impact in the farming community"



**Mr. Anand Chandra of Arya.ag** shared that, "It is a privilege to be here and honoured like this, and I hope that with this award being given to us, it acts as a motivation for others to join the entrepreneurial club and start doing something meaningful for the farming community."



**Mr. Yogesh Thorat of MAHAFPC**, shared, "The idea of honouring the PGDM (ABM) graduates who are particularly working in community-led organisations or in various entrepreneurial activities, definitely this award is a pathfinder and many more postgraduate students will follow the path. This is a motivation and inspiration for the upcoming batches of the students."



## Connection 2022 - Reminiscence Celebrated



MANAGE conducted Connection 2022 Reminiscence to mark the occasion of Silver Jubilee Celebration of PGDM(ABM) and Alumni Meet, at its campus on August 27th, 2022. The occasion was presided over by Dr. P. Chandra Shekara, Director General of MANAGE.

Cash prizes award for excellence in academics sponsored by MANAGE faculty members, private

companies and philanthropists were distributed to meritorious students in the current PGDM(ABM) batches. The details of the awards are given in the table below.

For the students, alumni, and MANAGE Faculty, it was a night of reliving, rejoicing, and reconnecting. The event was a success, with student cultural performances and inspiring speeches.

Award Name	Name of the Topper	Sponsored in the Name of	Award Sponsored by
<b>Batch Toppers</b>			
Batch Topper	Sayak Chakraborty	Late Shri B.Subbarami Reddy	Dr.B.Renuka Rani
First Year Topper	Sayak Chakraborty	Paradeep Phosphates Limited	M/s Adventz Group
Second Year Topper	Harman Kaur Chawla	Paradeep Phosphates Limited	M/s Adventz Group
Trimester - I Topper	Harman Kaur Chawla	Late Dr.Bhuma Seshi Reddy	Dr.B.Renuka Rani
Trimester – VI Topper	Harman Kaur Chawla	Late Shri Suman Mahajan	Shri Suresh Kumar, IAS
<b>Subject Toppers</b>			
Logistics & Supply Chain Management	1. Sanprit Aditya 2. Sayak Chakraborty	Dr.K.C.Gummagolmath	Dr.K.C.Gummagolmath
Infrastructure & Agri Warehousing Management	Mugala Ganesh Yadav	Mr.Suniya Sara George	Mr.Shenoy Methew
Commodity Derivatives & Risk Management	Sayak Chakraborty	Mr.Pavendra Sharma	Mr.Utsav Pavendra
Agri Export Management & IT	Koshika Poojitha	Mrs.Renu Pavendra Sharma	Mr.Utsav Pavendra
Retail Management	1.Harman Kaur Chawla 2.Subhashini Dwivedi	Mr.Suniya Sara George	Mr.Shenoy Mathew
Quantitative Techniques for Agri Business	Shinde Pratik Chandrakant	Late Shri Suman Mahajan	Shri Suresh Kumar, IAS



## Shri Narendra Singh Tomar Inaugurates Krishi Chanakya Block at MANAGE



Shri Narendra Singh Tomar, Hon'ble Union Minister of Agriculture & Farmers' Welfare, GoI inaugurated the "Krishi Chanakya" Block at MANAGE premises, Hyderabad on August 26th, 2022. The Krishi Chanakya Block houses the MANAGE School of Agri-Business Management, which runs the PGDM (ABM) program. He hoped that this new facility would soon develop into a cynosure for agripreneurship and agri-startup activities in the country.

Shri Manoj Ahuja, IAS, Secretary (A&FW), GoI and Dr. P. Chadra Shekara, Director General, MANAGE along with MANAGE Faculty Members, staff and CPWD Officers were present in the inaugural function.

The new "Krishi Chanakya" Block at MANAGE has

classrooms, an auditorium, conference halls, rooms for faculty members and staff.

Prior to the inauguration, Hon'ble Minister and Secretary (A&FW) have planted saplings at the entrance of "Krishi Chanakya" Block



## MANAGE Receives Best Agribusiness Education Institute Award



The Best Agribusiness Education Institute Award was presented to MANAGE by ABSA-2022/Ray Consulting. On August 26, 2022. MANAGE received this honour from the honourable Agriculture Minister of the Government of Telangana. Another achievement for the MANAGE family and ABM team.



## Agriculture Secretary Shri Manoj Ahuja Interacts with MANAGE Stakeholders



Shri Manoj Ahuja, IAS, Secretary (A&FW), GoI, interacted with stakeholders under ACABC, DAESI and Agri Startups being promoted by MANAGE on 26th August 2022 at meeting held at MANAGE. The stakeholders explained about their experiences and

provided suggestions for ease doing business under and policy support. Dr. Chandra Shekara, DG-MANAGE and MANAGE Faculty Members were also present and facilitated the interaction.

## MANAGE Signs MoU with Sathguru Management Consultants Pvt. Ltd



MANAGE signed MoU with Sathguru Management Consultants Pvt. Ltd. (Sathguru), Hyderabad on August 10th, 2022 at MANAGE. Dr. P. Chandra Shekara, Director General, MANAGE Hyderabad, and Dr. Vijay K. Vijayaraghavan, Chairman, Sathguru, signed the MoU. MANAGE faculty members were present on the occasion.

The MoU will facilitate MANAGE and Sathguru to collaborate in the areas of digital agriculture initiatives, international study-cum-exposure visits for extension professionals and Agri-Business Management students, and research and consultancy activities in developing countries.



## MANAGE Organized Nutrition Sensitive Agriculture for EAS Providers



MANAGE organized a five-day training program on Nutrition-Sensitive Agriculture for EAS Providers - MSL, in offline mode, for mid-senior level officers in agriculture and allied sectors. Dr. P. Chandra Shekara, Director General, MANAGE Hyderabad, chaired the event. Twenty participants from the states of Telangana, Andhra Pradesh, Karnataka, Uttar Pradesh, Assam, and Odisha attended the program.

Building the officers' capacities in nutrition-sensitive agriculture and integrating it into the food system was the main goal of the training. In order to institutionalize the UN FAO Project on Strengthening Capacities for Nutrition-Sensitive

Agriculture and Food Systems: Integration of Nutrition into the Training of EAS Agricultural Providers in India, Dr. Veenita Kumari, Deputy Director (Gender Studies), oversaw the training program.

By involving the participants in both individual and group activities, such as photo galleries, logotherapy, word clouds, quizzes, presentations, ice-breaker exercises, etc., the training program was extremely engaging. A Back-at-Work-Plan was developed by each participant. Additionally, the participants went on a field trip to ICRISAT in Hyderabad.



## RKVY-RAFTAAR Scheme AOP and SAIP Training Program Cohort 7 Highlights



The RKVY-RAFTAAR scheme's Agripreneurship Orientation Program (AOP) and Startup Agribusiness Incubation Program (SAIP) Phase 1 training program for the 7th cohort was completed by MANAGE on August 6th, 2022. From July 25 to August 6, the participants attended a residential training program at the MANAGE campus.

The training program included sessions on innovation and agripreneurship, and distinguished experts from the industry gave the participants

enlightening presentations.

The participants also interacted with MANAGE's incubated startups and visited IIMR, ICRISAT, and Sid's Farm incubation facilities. At the conclusion of the phase 1 training program, the participants gave their feedback. This was followed by a group photo and a team lunch. Director of Agricultural Extension Dr. Saravanan Raj gave a valedictory address.





## Natural Farming Training Programs for Gram Pradhans



As more people opt for environmentally friendly lifestyles, natural farming concepts will become the norm in the near future. To encourage this concept, the Ministry of Agriculture and Farmers' Welfare (MA&FW), Government of India, as part of the Azadi Ka Amrit Mahotsav, has been conducting nationwide awareness campaigns on natural farming for Gram Pradhans.

MANAGE was recognised as the nation's nodal organisation and knowledge repository for natural farming. In accordance with this, MANAGE trains Gram Pradhans, compiles best practises and success stories, and creates a knowledge hub on natural farming. In addition to training more than 360 Master Trainers in natural farming, MANAGE has

undertaken a study on natural farming in India that spans nine states: Andhra Pradesh, Himachal Pradesh, Odisha, Uttarakhand, Punjab, Karnataka, Haryana, Bihar, and Sikkim.

Additionally, MANAGE is in charge of organising awareness campaigns for gram pandhans about natural farming. By July 3rd, 2022, MANAGE has successfully trained over 30,000 Gram Pradhans over 750 programmes. With the assistance of SAMETIs, PAMETIs, HAMETIs, BAMETIs, ATARIs, KVKs, and ATMAs from April to August 2022, MANAGE organised 1,149 awareness programmes for 66,067 Gram Pradhans across all of the nation's states. The programmes included training modules and promotional materials.



## MANAGE Beyond Borders - PGDAEM Certificates Distributed in Uganda



Forty eight Ugandan Officers received their certificates on successful completion MANAGE Post-Graduate Diploma in Agricultural Extension

Management on MOOCs platform (PGDAEM-MOOCs) on 29th August, 2022 at the Office of Indian Embassy, Kampala from Shri Jitendra Singh Negi, Head of Chancery, High Commission of India, Kampala, Uganda.

The event was coordinated and organized by Shri Baidyanath Saha, Attache (Education and Visa), High Commission of India, Kampala, Uganda. MANAGE believes that the candidates will apply the knowledge for improving Agricultural Extension System in Uganda and wishes all the best to candidates in their future endeavours.

## Role of Agri Startups Stressed for Honey Export



Dr. P. Chandra Shekara, DG MANAGE, also spoke at the workshop about the "Role of AgriStartups in Encouraging Honey Export Potential." During the session, he discussed the potential of various startups such as Gobuzz-IoT, which works on trust and traceability using blockchain technology, Vgrow, Vellore Electronics, Suruchi Foods, and SACRED honey. He emphasised that the most important factor for export of honey is ensuring the quality of honey.

The National Beekeeping and Honey Mission, MoA&FW, and VAMNICOM, Ministry of Cooperation, hosted a workshop on 'Strengthening the Export Potential of Honey' on August 30, 2022, at VAMNICOM, Pune, Maharashtra.

Dr. Abhilaksh Likhi, Additional Secretary, DA&FW, launched the event with a lamp lighting ceremony. In addition, he and Dr. P. Chandra Shekara, Director General of MANAGE, Hyderabad, launched Bee Wax Products for FPOs/Startups. The opening remarks were delivered by Dr. Hema Yadav, Director of VAMNICOM.





## MANAGE Celebrates 76th Independence Day



MANAGE celebrated the 76th Independence Day on August 15, 2022, on the special occasion of Azadi Ka Amrit Mahotsav, commemorating 75 years of Independence of progressive India and the glorious history of its people, culture, and achievements. Dr P. Chandra Shekara, Director General, MANAGE, Hyderabad, led a unity march across the campus, hoisted the national tri-colour flag, and addressed MANAGE faculty, staff, and students present.

"Be the change you wish to see in the world," says Mahatma Gandhi, and this is the motto our Honourable Director General of MANAGE, Dr. P. Chandra Shekara, wants the MANAGE family to live by.

Remembering the freedom fighters Matangini Hazra and Khudiram Bose's sacrifices for the nation, he highlights the need for our food-secure nation to move toward a more nutrition-sensitive secure nation.

Speaking about his future vision for MANAGE, he aims to make MANAGE the destination for agri-extension professionals and Agri-Business

Management courses. He wishes to promote agri-food based systems through extension services. He highlighted the ABM students' efforts for a sustainable environment through their various initiatives.

Everyone present saluted the flag and paid respects to former freedom fighters in remembrance of their sacrifices for the nation. On this occasion, MANAGE also honoured nine faculty and staff members for successfully completing 25 years of service in MANAGE. Additionally, 12 awards were presented to the best consultants, NTIs, and nodal officers of the month under the ACABC scheme.

The MANAGE Faculty and Staff members honoured were Dr. B. Renuka Rani, Deputy Director (NRM), Dr. P. Lakshmi Manohari, Deputy Director, Shri. G. Bhaskar, Asst. Director, Dr. A. Krishna Murthy, Documentation Asst, Shri E. Rajasekhar, Office Superintendent, Smt. B. Meenakshi, Sr. Stenographer, Smt. P. Jyothi, Sr. Stenographer, Shri M. Siva Kumar, Jr. Accountant, and Smt. M. Bhagya Lakshmi.



The NTI's and Nodal Officer of the Month awards were presented to Sheema Sahar, CED Hyderabad; K Meera Prasad, AWARE Hyderabad; Deepak Mantiretta, JARDS Agri-sub-centre; Sachin Mahadeve Shinde and Rohan Jadav from Mokashi Krishi Vikas Paristan Karad, Shamkumar Bhandari, SGSVP Wadala, Srikant Patil, Family Farming Producer Company Ltd, Ganesh A Kumbar, and also to Parvati Lad Education Society Agriculture Training Institute, Sangli.



## MANAGE Krishi Gyandeeep Knowledge Lecture Series-17 by Dr. Shakuntala

"There is a paradigm shift from Feeding to Nourishing People and Nations," says Dr. Shakuntala Haraksingh Thilsted, Global Lead for Nutrition and Public Health, WorldFish, CGIAR and 2021 World Food Prize Laureate in her talk during the MANAGE Krishi Gyandeeep Knowledge Lecture Series-17 on the theme Aquatic Food Systems for Nourishing People and Nations on August 12, 2022.

For full video [CLICK HERE](#)



## MANAGE Krishi Gyandeeep Knowledge Lecture Series-18 by Prof. S. Venku Reddy



"The most important aspect in agriculture extension is farmer's pride and extension officer's credibility," says Professor S. Venku Reddy - an Agricultural Extension and Rural Development Specialist and Chairman of Sarva Reddy Venku Reddy Foundation for Development (SVFD) in his talk on the topic "Agricultural Extension Management: Past Learnings to guide Future Approaches" for the MANAGE Krishi Gyandeeep Knowledge Lecture Series-18 on August 18, 2022.

Dr. P. Chandra Shekara, DG-MANAGE and MANAGE Faculty Members attended the lecture and felicitated Professor S. Venku Reddy.

For full video [CLICK HERE](#)



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