

FROM THE NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)
(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

MANAGE HOSTS BUYER-SELLER MEET FOR JAMMU & KASHMIR



MANAGE hosted a one-day Buyer-Seller Meet on 10th July 2023 for the Department of Horticulture Planning & Marketing, Government of Jammu & Kashmir for promoting agricultural, horticultural, processed products helping the farmers, growers, processors, exporters/, entrepreneurs and agri startups of J&K.

The Meet was participated by around 250 people including sellers from various districts of J&K and Buyers from Hyderabad, Mumbai, Karnataka and Kerala.

Shri. Vikas Sharma, Director Horticulture Planning &

Marketing, J&K, in his inaugural address, informed that J&K is bestowed with a variety of agriculture and horticulture produces and is the leading producer of apples in the country with large varietal spectrum and harvest ranging from July till November, besides having a unique position in the global market.

Shri. Arun Manhas, Managing Director, J&K Agro Industries Development Corporation addressed the gathering by highlighting the role and significance of the department and stressed upon the potential avenues of Agri/Horti products of J&K and how the government, growers and traders can work in unison to take this sector to new heights.

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DG'S MESSAGE

MANAGE TO FOCUS ON LINKING FARMERS TO MARKETS



“In order to strengthen farmer producers and expand their business opportunities, MANAGE FPO Academy is providing its support to state governments on demand”.

MANAGE is in forefront to promote farmer producers through its innovative approaches to sell their produce for more profits in competitive markets in the country. As an extension management organization, MANAGE tries to link farmers to markets through its FPO Academy activities.

MANAGE FPO Academy focuses on capacity building, research, policy support, training and documentation of success stories on Farmers Producer Organizations (FPOs). In order to strengthen farmer producers and expand their business opportunities, MANAGE FPO Academy is providing its support to state governments on demand. In the month of July 2023, we have hosted a buyer-seller meet for the Department of Horticulture Planning & Marketing, Government of Jammu & Kashmir for promoting agricultural, horticultural, processed products helping the farmers, growers, processors, exporters, entrepreneurs and agri startups of Jammu & Kashmir.

Through this event, MANAGE FPO Academy provided a platform for more than 250 delegates which included Sellers, Leaders of Fruit and Vegetable Associations, Storage and Transporters from various districts of J&K and Buyers from Hyderabad, Mumbai, Karnataka and Kerala besides participation of Senior officers of Department of Horticulture Planning & Marketing, Government of J&K. About 40 potential sellers from different districts of J&K displayed their products in the exhibition. The major products displayed includes Apples, Basmati Rice, Rajma, Walnut, Honey, Saffron, Cherry, Plum and other processed food items and spices.

The event helped both sellers and buyers to establish linkages and made trade agreements mutually. MANAGE believes that through such interface meetings, the linking of famers to markets can be ensured effectively across the borders. MANAGE FPO Academy continue to support to such initiatives which empower producers in search of potential markets.

A handwritten signature in black ink, appearing to read 'Shekara'.

Dr. P. Chandra Shekara
Director General

MANAGE HOSTS BUYER-SELLER MEET FOR JAMMU & KASHMIR



Dr. P. Chandra Shekara, DG-MANAGE highlighted the need for aggressive campaigns to showcase the exceptional quality and specialization of Jammu & Kashmir products through FPOs.

Mrs. Lakshmi Bai, the Director of the Agriculture Marketing Department, Government of Telangana, emphasized the importance of such meetings in promoting premier quality commodities and facilitating inter-state trading. She highlighted the effectiveness of eNAM in overcoming trade barriers between the state and assured providing facilities to J&K growers at the upcoming Koheda market in Telangana to expand their business.

Shri. Arun Manhas, Managing Director, J&K Agro Industries Development Corporation suggested that government department, growers and buyers need to

work together to promote J&K products in the country. The event was coordinated by Dr. K.C. Gummagolmath, Director (M&E), from MANAGE side.

Senior officers of Department of Horticulture Planning & Marketing, Government of J&K, presidents of C.A Storage Association Kashmir and various Fruit and Vegetable Associations of J&K and local markets participated in event.

More than 40 sellers from different districts of J&K displayed their products in the exhibition. The major products displayed includes Apples, Basmati Rice, Rajma, Walnut, Honey, Saffron, Cherry, Plum and other processed food items and spices. Traders from Hyderabad and Adjoining states made connections and trade agreements with the sellers during the exhibition.



NATIONAL WORKSHOP

DEVELOPMENT OF NATURAL FARMING MODULES



MANAGE successfully hosted a transformative 6-day National Workshop for Natural Farming Module Development. This event unfolded from 24-29 of July 2023, serving as a dedicated platform to cultivate a framework for Natural Farming.

The workshop stood as an embodiment of collaboration, uniting experts from organizations such as WASSAN, NCONF, NCFN, Patanjali, and Art of Living, all of whom have assumed leading roles in steering Natural Farming practices to the forefront of modern agriculture.

Dr. P. Chandra Shekara, DG-MANAGE, highlighted its importance, advocated blending traditional and modern techniques, and emphasized creating a national knowledge repository for natural farming insights during the inaugural speech.

The workshop aimed to integrate wisdom and science, fostering a sustainable approach and driving positive change in Indian agriculture. It aimed to unite experts, practitioners, and stakeholders to develop study material and encourage nationwide adoption of Natural Farming.

RESTRUCTURING ODISHA'S SOIL CONSERVATION AND WATERSHED DEVELOPMENT DEPARTMENT

MANAGE has been given the important task of restructuring the Odisha Soil Conservation and Watershed Development Department through consultancy work. Dr. P. Chandra Shekara, DG-MANAGE, and Center Heads came together on July 24, 2023 to collaborate and brainstorm about this transformative initiative. Two officials from the Department of Soil Conservation and Watershed, Government of Odisha, delivered an informative presentation and engaged in thorough discussions for restructuring the process.



NATIONAL WORKSHOP FOR DAESI FACILITATORS



MANAGE organized a two-day National Workshop on Capacity Building for DAESI Facilitators for 43 facilitators, course coordinators, and state nodal officers from across the nation on July 13-14, 2023, .

Dr. P. Chandra Shekara, the Director General of MANAGE, emphasized the crucial role of DAESI-trained Input Dealers in extending agricultural services to farmers. He stressed the imperative of converging efforts through DAESI 2.0 to effectively deliver

extension services to farmers and highlighted the urgency to train around 2.0 Lakh DAESI dealers in the forthcoming years. The workshop underlined the pivotal responsibility of DAESI Input Dealers in sharing agricultural knowledge with farmers,

Dr. Mahatesh Shirur, Deputy Director (AE) and Principal Coordinator of DAESI coordinated the workshop.



WORKSHOP

STRENGTHENING FPOs FOR SUSTAINABLE GROWTH



MANAGE hosted a 3-day “Strategy Workshop on FPOs for Nodal Officers of NABARD, Consultants and POPIs” during 26-28 July 2023 focusing on Farmer Producer Organizations (FPOs) with an overarching objective to collectively contribute towards empowering farmers and driving agricultural growth. The workshop was organized by The Farm Sector Development Department (FSDD) of NABARD.

The event brought together Nodal Officers of NABARD, Consultants and Producer Organization Promoting Institutions (POPIs). The workshop enjoyed participation from approximately 26 Regional Heads of NABARD and representatives from Community Based Business Organizations (CBBOs). The central theme of this workshop revolved around advocating and reinforcing the role of FPOs within the agricultural landscape.

During the opening address, Dr. P. Chandra Shekara, Director General, MANAGE underscored the crucial aspect of sustainability within the FPO framework. He highlighted on the pivotal need for smaller FPOs to collaborate and establish federations as a strategic move to enhance their business opportunities. Additionally, he

proposed a synergistic approach by integrating entities such as ACABC, agri-startups, and DEASI input dealers with FPOs. This proposed integration aimed to facilitate seamless communication channels and foster a reciprocal exchange of innovative ideas.

By advocating the concept of Farmer Producer Organizations, participants aimed to create a positive and sustainable impact on the agricultural sector. Through collaborative efforts, knowledge dissemination, and strategic partnerships, this initiative aimed to uplift farmers and stimulate the overall progress of agriculture.



MEMORANDUM OF UNDERSTANDING (MOU) MANAGE AND CGIAR GENDER PLATFORM COLLABORATE



MANAGE and the CGIAR GENDER Platform at the International Livestock Research Institute (ILRI), Nairobi, Kenya signed a Memorandum of Understanding (MoU) to collaborate on closing the global gender gap in agriculture.

The MoU was signed by Prof. Appolinaire Djikeng, Director General of ILRI Impact Platform, and Dr. P. Chandra Shekara, Director General of MANAGE. The event at MANAGE was attended by Dr. Nicoline de Haan, CGIAR GENDER Impact Platform Director, and Dr. Ranjitha Puskur, Evidence Module Leader under CGIAR GENDER

Impact Platform, along with women Agripreneurs and MANAGE Faculty Members.

Dr. Nicoline de Haan highlighted that partnering with MANAGE offers access to a vast agricultural extension system, enabling the sharing of solutions and knowledge for the benefit of India's women farmers.

Dr. P. Chandra Shekara emphasized that collaborating with CGIAR GENDER platform could bring Indian agricultural extension innovations to address global gender mainstreaming challenges. Dr. Veenita Kumari, Deputy Director (Gender Studies) at MANAGE, coordinated the event.

KOREAN DELEGATION VISITS MANAGE



A Korean Delegation led by Dr. Jonghyun Ko from Korea Agriculture Technology Promotion Agency (KOAT), visited MANAGE on July 17, 2023. They met Dr. P. Chandra Shekara, DG-MANAGE, to discuss promoting revolutionary agricultural technologies in areas like food

processing, cost-effective storage, high-yield varieties, and smallholder-friendly farm machinery in India. The delegation included Mr. Juntae Jung from KBIZ, Mr. Inseob Kim from Dream Bio Tech Co., Ltd, and Ms. Kumhee Cho from Ilssang Industry Co., Ltd.

PLANTATION DRIVE "ME & MY PLANT"



MANAGE organized a sapling plantation drive called “Me & My Plant” for the students of 28th batch of Post-Graduate Diploma in Management (Agri-Business Management) (PGDM-ABM) on 05 July 2023. The event involved all 100 students of the batch planting trees on the MANAGE campus.

The Me & My Plant initiative aims to highlight climate change issues and strengthen the bond between students and the campus. Throughout their two-year stay at MANAGE, the students will take care of their respective

plants, fostering a sense of responsibility and connection with the environment.

Dr. P. Chandra Shekhara, the Director General of MANAGE, Dr. M. Srikanth, Director (Agri-Business Management), and Dr. K Anand Reddy, Principal Coordinator (PGDM-ABM), were present during the event. All 100 students actively participated, planting saplings in the MANAGE garden and capturing the moment through photographs.



AWARD

YOUNG HORTICULTURIST AWARD TO MR. RAHEEM KHAN



Mr. Raheem Khan, Consultant in Horticulture at MANAGE, has been honored with the esteemed "Young Horticulturist Award - 2023" at the CCI 2023 conference hosted by Sher-e-Kashmir University of Agricultural Sciences and Technology (SKUAST-K) in Srinagar, Jammu and Kashmir, India.

This recognition applauds his remarkable contributions to the field of horticulture, particularly in the context of climate change and its repercussions. The entire MANAGE community extends their heartiest congratulations and best wishes to Mr. Khan for his well-deserved achievement.

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