

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

MANAGE Launches JAI JAWAN KISAN Program



MANAGE inaugurated the 4-month Jai Jawan Kisan Training Program, set to run for the first time in India from August 14 to December 1, 2023 welcoming 40 retired soldiers from army, navy and airforce from different states with the support from Directorate General Resettlement, Ministry of Defence, Govt. of India. The Jai Jawan Kisan program aims to equip ex-servicemen with the skills and knowledge needed to become Agripreneurs, thereby contributing to the growth of our agricultural sector.

Dr. P. Chandra Shekara in his inaugural address expressed his gratitude to the soldiers for their dedicated service

and emphasized the program's mission to give back by empowering them in their post-service journey. He recounted the inspiration behind the Jai Jawan Kisan program and its noble goal.

He also detailed over the span of four months, the participants will undergo comprehensive training delivered in two stages. First - the training modules include acquiring fundamental knowledge about agriculture, and second - mastering the essence of agri-entrepreneurship and agribusiness, and honing the skills needed to craft effective project reports. He explained about opportunities like Agriculture Infrastructure Fund,

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DG'S MESSAGE

JAI JAWAN KISAN PROGRAM - TRANSFORMING EX-SERVICEMEN INTO AGRIPRENEURS



I am glad to inform that MANAGE has launched an innovative 4-month long Jai Jawan Kisan Training Program, first of its kind in the country, in this month for ex-servicemen with an objective to transform them into successful agripreneurs with the support of Directorate General Resettlement, Ministry of Defence, Govt. of India. We, at MANAGE, believe that Jai Jawan Kisan Program will surely empower ex-servicemen to start an exciting career as Agripreneurs in their second innings of life.

The first batch of 40 ex-servicemen from army, navy and airforce across the country joined the program at MANAGE. They will be learning basic agricultural knowledge covering Agro Ecological Situations, Soil Health Management, Rainfed Farming, Seed & Seed Production, Irrigation Techniques and their Management, Weed Management, Farm Implements and Machinery, Pest and disease Control in Agriculture, Crop Production Technology of major crops, Extension Approaches and Methods, Major Schemes and Programs etc.

They will be also exposed to Entrepreneurship development in agriculture and allied sectors such as Organic farming, Vermicomposting, Seed Production, Tissue Culture Unit, Food Processing and Value Addition, Nursery, Landscaping, Farm Machinery Unit/ Custom Hiring Centre, Production & Marketing of Bio-Control Agents and Bio-Fertilizer, Contract Farming, Mushroom Cultivation, Apiary, Medicinal and Aromatic Plants, High Tech Agriculture/Protected Agriculture, Exports of farm produce, Processing, establishment of godowns / warehouse and their management, Agro-Eco Tourism, Fingerlings production, Animal Feed Unit, Milk Chilling Plant, Dairy/Poultry/Piggery/Goatary, silk reeling etc. During this Phase, they also will be oriented on preparation of bankable Detailed Project Report (DPR) of various enterprises to get the funding support from the institutional credit.

MANAGE will also provide technical backstopping, mentoring and necessary handholding candidates for a period of six months to facilitate them to establish their chosen Agri Ventures.

I am also glad to inform that the second batch of ex-servicemen is scheduled from 13 November 2023. MANAGE has also scheduled a 15-days Jai Jawan Kisan Program during 4-18 September 2023 for the ex-servicemen of Telangana State with the support of NABARD. I am very sure that with Jai Jawan Kisan Programs, the ex-servicemen will harness immense opportunities in modern-day agriculture and excel as successful Agripreneurs while contributing to the development of agriculture and farmers in the country.

“ We, at MANAGE believe that Jai Jawan Kisan Program will surely empower ex-servicemen to start an exciting career as Agripreneurs in their second innings of life”.



Dr. P. Chandra Shekara
Director General

MANAGE LAUNCHES JAI JAWAN KISAN PROGRAM



existing schemes and programs of Govt. of India to expand agri-business. He highlighted the potentials of agri-tourism, direct marketing, custom hiring centers, solar farming, use of drones in agriculture, promotion of FPOs along with other business opportunities in agriculture.

Guest of Honour Shri. V. Hari Babu, Deputy Vice President of HDFC; Shri. Balanand, Deputy General Manager of SBI; Shri. Srinivasulu, Chief Manager of SBI; Shri. Rajashker Reddy, Deputy Vice President of HDFC participated in the inaugural function.

Shri. Hari Babu shared valuable insights into financial

support mechanisms, highlighting special benefits and schemes such as Kisan Shaurya and Mudra loans that can fuel the expansion of these budding Agripreneurs. Shri. Balanand, Deputy General Manager of SBI, delved into the strategic aspects of implementing ideas from a banker's perspective, guiding the participants on making informed and profitable choices. The event witnessed the esteemed presence of MANAGE's faculty and staff.

The Jai Jawan Kisan program is coordinated by Dr. N. Balasubramani, Director (SA&CCA), MANAGE with Dr. Sreelakshmi. C, Academic Associate, MANAGE.



MANAGE CONVOCATION-2023

66 AGRI-BUSINESS STUDENTS RECEIVES DEGREES



MANAGE organized its 7th Convocation 2023 ceremony to award degrees and medals to successful students of Post Graduate Diploma in Management (Agri-Business Management) - PGDM (ABM) on August 12th, 2023 at its campus in Rajendranagar, Hyderabad.

Shri Manoj Ahuja, IAS, Secretary (Agriculture & Farmers Welfare), GoI and Chairman, Executive Council of MANAGE as Chief Guest distributed degrees to 66 students for 2021-23 batch of PGDM (ABM) and presented gold, silver and bronze medals to meritorious

students. He also awarded three outstanding Alumni of PGDM (ABM) viz., Mr. Praveen Vecha, IDFC FIRST Bharath Ltd; Mr. Sanjeev Bisht, ITC; and Mr. K. Srinivas, KPMGIndia for their contribution to agricultural development.

He has also distributed medals to 10 students of Post-Graduate Diploma in Agricultural Extension Management (PGDAEM) and 6 students from Post-Graduate Diploma in Agri-Warehousing Management (PGDAWM) programs offered by MANAGE.



MANAGE CONVOCATION-2023



During his convocation address, Shri Manoj Ahuja said that growth in India need to be fuelled through agri-business and rural enterprises for inclusive development. He said that there is a great demand for innovative solutions and inputs from India by farmers in several countries. The outgoing students have a key role to play to keep India as a leader in global agriculture by harnessing every opportunity in agri-business sector. He insisted that students should keep curiosity to learn, maintain relationship with others and adhere to core values to succeed in their future endeavours.

Dr. P. Chandra Shekara, Director General, MANAGE in his

opening address highlighted MANAGE students are excelling in agri-business sector and informed that they have received the best package than previous year. The intake of students is increased to 100 from this year onwards as decided by the Hon'ble Minister of Agriculture & Farmers Welfare, Govt. of India, to provide opportunity to more number of students, he said.

Dr. Anand Reddy, Principal Coordinator, PGDM (ABM) coordinated the proceedings of the convocation. More than 275 people including students and their parents, heads of neighbouring institutes, MANAGE faculty and staff attended the convocation function.



ITEC TRAINING PROGRAM

PROMOTION OF FARMERS PRODUCER ORGANISATIONS (FPOs)



MANAGE organized an International Indian Technical and Economic Cooperation (ITEC) Training Program of Ministry of External Affairs, Government of India, on "Issues and Challenges in the Promotion of Farmer Producer Organizations (FPOs)" from August 8 to 21, 2023. The program welcomed 27 executives from 16 countries, emphasizing the significance of FPOs in agricultural development.

The inauguration featured an MoU signing between Dr. P. Chandra Shekara and Dr. Ashok Sangappa Alur, aiming to promote the FPO ecosystem in India.

The valedictory function marked the end of the program, with certificates awarded to the 26 participants from 16 countries. Dr. P. Chandra Shekara encouraged them to apply their knowledge in their respective countries, and Dr. L. Narasimha Murthy discussed India's fisheries sector and its relation to FPOs.



Dr. P. Chandra Shekara, Director General of MANAGE, highlighted the vital role of small and marginal farmers in global food security. He stressed the importance of group-led approaches for these farmers to access technology, infrastructure, and modern agricultural practices, emphasizing the need for FPOs to establish links with research institutions and financial organizations.

Guest of Honour, Dr. Ashok Sangappa Alur, Vice Chancellor of Kodagu University, Karnataka, discussed India's pioneering role in FPOs and successful models.

Throughout the program, participants engaged in sessions on financial risk management, Indian FPO success stories, and business plan development. They also interacted with Shri Manoj Ahuja, Secretary of DA&FW, Ministry of Agriculture & Farmers' Welfare, and explored various aspects of FPOs, including legal aspects and India's National Policy for their promotion.

Dr. K.C. Gummagolmath, Director (Monitoring & Evaluation), MANAGE coordinated the program.



NATIONAL WORKSHOP

TAKING SKILL TRAINING OF RURAL YOUTH (STRY) TO NEXT LEVEL



MANAGE hosted a national workshop titled Role of Skill Development in Tapping Business Potential of Agriculture on August 1st-2nd, 2023. Over 55 officials from various agricultural sectors, including MA&FW, SAMETIs, KVKs, ATMAs, Departments, and SAUs, actively participated in the workshop. They engaged in discussions on crucial skill development aspects aimed at unlocking the full potential of agriculture and propelling it to new heights.

During the event, a book titled "Empowering Rural Youth through Skill Development" was unveiled. This book shares 100 inspiring success stories from the STRY initiative, showcasing how skill development has transformed the lives of rural youth and contributed to the growth of agriculture.

You can access the book at : <https://www.manage.gov.in/.../SuccessStories-STRY100.pdf>

The workshop celebrated a significant achievement, with more than 50,000 rural youth already trained under the STRY (Skill Training for Rural Youth) program, spanning 26 states and encompassing 50+ skilling themes.



Dr. P. Chandra Shekara, Director General of MANAGE, highlighted the profound impact of short-duration, skill-based programs in modern agriculture. He emphasized key areas of skill development, such as digital literacy, agri-tourism, business plan development, and storage management, aligning these with current trends in agriculture.



TRAINING PROGRAM

SOFT SKILLS AND ENTREPRENEURSHIP DEVELOPMENT FOR STUDENTS



MANAGE and Keladi Shivappa Nayak University of Agricultural and Horticultural Sciences, Shivamogga, jointly organized a 10-day training program on Soft Skills and Entrepreneurship Development as part of the NAHEP -IDP project from August 2nd to 11th, 2023.

The program focused on enhancing essential non-technical skills including communication, teamwork, leadership, problem-solving, adaptability, and emotional intelligence crucial for both personal and professional growth.

A total of 95 BSc (Agri.) students participated in the program. The inaugural function was graced by Dr. B. Hemla Naik, Director of Education, as the Chief Guest. Dr. M. Srikanth, Director of Center for Agri-Business Management, MANAGE & Program Director, emphasized the paramount importance of soft skills in the workplace and shared inspiring success stories that underscore the synergy between soft and technical skills. Dr. K. Naresh, Academic Associate, MANAGE coordinated the program.

MANAGE AGRI-EUREKA 2023 AWARDS



MANAGE hosted a Valedictory and Award Ceremony on August 25, 2023 to present awards and trophies to the winner of MANAGE Agri-Eureka 2023 - a National level Agri-Innovation and Business Plan Challenge and two months Incubation Mentoring Program of Cohort 9 under RKVY-RAFTAAR.

Dr. P. Chandra Shekara, Director General, MANAGE, and Dr. Saravanan Raj, Director, (Agricultural Extension), MANAGE, presented the MANAGE Agri Eureka 2023 winners with trophies and certificates.



STUDY VISITS

TELANGANA CADRE IAS PROBATIONERS' VISIT TO MANAGE



A group of 8 young IAS Probationer Officers from the Telangana Cadre, currently in training at the Dr. Marri Channa Reddy Human Resource Development Institute of Telangana, visited MANAGE for an exposure visit. Dr. P. Chandra Shekara, Director General of MANAGE, delivered a presentation on the institute's activities and highlighted opportunities for collaboration among various stakeholders, including Agripreneurs, Input Dealers, Certified Farm Advisors, national facilitators, and retired agricultural professionals at the district level to promote inclusive agricultural development.

He stressed the importance of promoting Farmers Producer Organizations (FPOs) and ensuring their sustainability by linking them with government hostels, hospitals, jails, institutes, function halls, schools, and colleges, aiming to maximize profits for farmers and

consumers. The visiting officers also engaged with MANAGE faculty members, discussing topics related to FPOs, Agri Startups, and Public-Private Partnerships in agriculture.

Furthermore, the officers had the opportunity to interact with 26 international delegates representing 16 countries from Asia, Africa, and Latin America. These delegates were part of a 15-day Indian Technical & Economic Cooperation (ITEC) program organized by the Ministry of External Affairs, Government of India, focusing on Farmers Producer Organizations (FPOs) at MANAGE. This exchange allowed the officers to gain insights into agricultural conditions and practices in their respective countries. The group also visited the MOOCs Lab and Library facilities at MANAGE.



INDEPENDENCE DAY - 2023

MANAGE CELEBRATES 77TH INDEPENDENCE DAY



Dr. P. Chandra Shekara, the Director General, MANAGE celebrated India's 77th Independence Day on August 15th, 2023, with a flag hoisting ceremony extending warm wishes to MANAGE Family members, students, international trainees of the ITEC program, defense personnel of Jai Jawan Kisan Program, and nodal officers of partner institutes. In his address, he paid homage to the great leaders who sacrificed for India's independence and commended the tireless efforts of farmers, scientists, and extension workers in ensuring food security and sovereignty.

Dr. P. Chandra Shekara, invoked Mahatma Gandhi's famous quote, "Be the change you wish to see in the

world," urging everyone to take inspiration from it. He emphasized the importance of making agriculture profitable, generating rural employment through initiatives like AC&ABC Scheme, DEASI, and enhancing the skills of youth through STRY for secondary agriculture benefits.

He highlighted the need for both "Healthy Agriculture and Wealthy Agriculture" to ensure the prosperity and well-being of farmers. He also acknowledged the retired soldiers participating in the Jai Jawan Kisan training program, recognizing their role in instilling discipline in agriculture.



MANAGE CELEBRATES 77TH INDEPENDENCE DAY



Furthermore, he discussed MANAGE's expanding role in implementing government programs such as the Natural Farming, Agriculture Infrastructure Fund, Digital Agriculture, and impact studies of flagship schemes of Govt. of India. He mentioned MANAGE's contributions in providing policy support and capacity development for Agricultural Extension Officers in Odisha, as well as research studies in states like Assam and Himachal Pradesh.

MANAGE honored six faculty and staff members for their 25 years of dedicated service and presented 16 awards to outstanding consultants, National Training Institutes, and

Nodal Officers under the ACABC scheme. Awards were also given to SAMETIs (SIAET, Bhopal; VANAMATI, Nagpur; and BAMETI, Patna) for their remarkable achievements in training Input Dealers through the DAESI program.

The event featured the release of a book titled "Shashwat Sheti Vikas Pratishthan - Success Stories of 60 Agripreneurs" by Dr. P. Chandra Shekara and Dr. Shahaji Phand, Deputy Director (A&AS) & SSVP Nodal Officer. Cultural programs presented by PGD (ABM) students added to the festive atmosphere of the occasion.



MANAGE KRISHI GYANDEEP KNOWLEDGE LECTURE –25

LINKING FARMERS TO MARKETS THROUGH DIGITAL TOOLS



MANAGE Krishi Gyandeeep Knowledge Lecture Series (KGKLS) No. 25, held on August 10, 2023, featured Mrs. Pragati Gokhale, Founder of Market Mirchi and Chief Mentor of Mission Mera Mobile Mera Marketing. She discussed "Linking Farmers to Market through Digital Tools - Opportunities and Challenges."

Mrs. Pragati Gokhale shared insights into the development of the "Market Mirchi" app/portal, an innovative B2B platform connecting sellers and buyers, especially benefiting farmers and FPOs. The app, supported by an IIT Bombay Project funded by Coal India, provides a free platform for showcasing products, with 26 product categories and multilingual accessibility, expanding market reach in rural India.

Dr. P. Chandra Shekara, Director General of MANAGE, emphasized the potential of tools like Market Mirchi to bridge market gaps, enhance transparency, and involve various stakeholders in the agricultural value chain. He proposed expanding the platform's user base to include jails, marriage halls, agricultural experts, lawyers, and facilitators. Dr. B. Renuka Rani, Deputy Director (NRM), MANAGE, coordinated the event.

The full video is available on MANAGEIndia YouTube Channel [HERE](#)

EDITORIAL TEAM

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