



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

CONSULTATIVE WORKSHOP

DIGITALIZATION OF AGRICULTURAL EXTENSION SYSTEM



MANAGE hosted a one-day Consultative Workshop on Digitalization of the Agricultural Extension System in India on 15th April 2023 with an objective to sensitize and chalk-out a plan for implementing a National Digital Platform for Agricultural Extension through a public-private partnership model in 10 select states in the country.

The workshop was chaired by Shri. Samuel Praveen Kumar, Joint Secretary (Extension), MA&FW, GoI and attended by over 50 delegates representing MA&FW,

Nodal Officers from State Governments of Andhra Pradesh, Bihar, Telangana, Jharkhand, Odisha, Karnataka, Rajasthan and Uttar Pradesh, and team members from partner organizations Digital Green, MANAGE, Tekdi and Gram Vaani.

The proposed National Platform will provide timely flow of reliable information through audio / video tools to farming community with local context and

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DG's MESSAGE

PIONEERING AGRI-BUSINESS MANAGEMENT EDUCATION IN INDIA



MANAGE has pioneered Post-Graduate Diploma in Management (Agri-Business Management) program in the year 1996 on a self-finance basis. Since then, the PGDM(ABM) program has become a standard and benchmark in the Agri-Business Education and many other reputed institutions in the country followed the path of MANAGE in launching similar programs. So far, MANAGE produced 1228 Techno-Managers to Agri-Business Industry in 27 batches since the inception of the program. We, at MANAGE, feel proud that many of our students are now in top managerial positions in the leading national and international Agri-Business Companies doing excellent performance.

I am very glad to inform that Shri Narendra Singh Tomar, Hon'ble Union Minister of Agriculture & Farmers Welfare, Govt. of India, in his inaugural address during the 6th Convocation-2022 held at MANAGE on 26th August 2022, declared that the number of seats in PGDM(ABM) program will be increased from 66 to 100 from 2023 year onwards in order to promote Agribusiness Management Education in the country and to extend the benefit of the program to many students. Accordingly, the number of seats in PGDM (ABM) has been increased to 100 per year from the batch 2023-25 onwards and the admission process for the same has been successfully completed.

“the PGDM(ABM) program has become a standard and benchmark in the Agri-Business Education and many other reputed institutions in the country followed the path of MANAGE in launching similar programs”

New innovations have been introduced into the program over the years to make it current and to meet the requirements of various stakeholders. These new innovations have spanned across teaching pedagogy, industry interface, selection process, placements and so on. From the academic year 2023, an MoU has been signed with Nottingham University, Malaysia for “Student Exposure Program”. The PGDM(ABM) students will be visiting Nottingham University under this program from 3rd to 18 July, 2023 where they will be exposed to dynamics of international agri-business.

The program is recognized by AICTE, accredited by National Board of Accreditation (NBA) and has equivalency from Association of Indian Universities (AIU). As per the recent rankings of Agriculture Today, MANAGE PGDM (ABM) is ranked as No.3 Sectoral B-School in the country, next only to IIMA and IIML. True to its image, the program has been having 100% placements since inception with ever increasing CTC on year to year. For the just concluded batch 2021-23, the average CTC was Rs. 12.15 lakhs, highest being 20 lakhs. For international placements the CTC offered was Rs. 45 lakhs.

MANAGE always makes strenuous efforts to improve the quality and standard of PGDM(ABM) in order to meet the demands of Agri-Business Sector and pioneer Agri Business Management education in the country to keep India as a Global Leader in Agriculture.

Dr. P. Chandra Shekara
Director General

RELEASE OF RESEARCH ARTICLES

IMPACT OF *MANN KI BAAT* ON ORGANIC / NATURAL FARMING AND AGRI-STARTUPS



MANAGE released two research articles that examined the impact of the "Mann Ki Baat" program on Organic/Natural Farming and Agri-Startups in India at a ceremony held on 27 April 2023 at MANAGE. These articles were published in the Journal of Agricultural Extension Management (January-June 2023 issue), an half-yearly journal published by MANAGE.

The first article **"Study on Impact of Mann Ki Baat Programme on Organic and Natural Farming"** was a pan-India study that investigated the effect of "Mann Ki Baat" on the promotion of Organic/Natural Farming among farmers and consumers. The study found that the program has had a significant impact in raising awareness about Organic/Natural Farming in India. The program has helped to increase the number of farmers who are practicing organic farming methods and has also led to an increase in the demand for organic products among consumers.

The second article **"Case Studies on Agri-Startups in India: Inspiration from Mann Ki Baat, Innovations**

and Impact" focused on the impact of "Mann Ki Baat" on promoting Agri-Startups in India through five case studies. The study found that the program has played a crucial role in promoting Agri-Startups in India by highlighting the success stories of startups and inspiring new entrepreneurs. The program has also provided a platform for startups to showcase their products and services and has helped to connect them with potential investors and customers.

During the ceremony, the authors of the research articles presented their findings, which were received with great interest by the audience. The articles are available for download on the MANAGE website, and they offer valuable insights into the impact of "Mann Ki Baat" on the promotion of Organic/Natural Farming and Agri-Startups in India.

These research articles provide valuable insights into the impact of Mann Ki Baat program on agricultural development and offer useful information for policymakers, farmers, entrepreneurs, and researchers in these sectors.



IMPACT OF *MANN KI BAAT* ON ORGANIC / NATURAL FARMING AND AGRI-STARTUPS

Study on Impact of Mann Ki Baat Program on Organic and Natural Farming

ABSTRACT

The objective of the study is to assess the impact of Mann Ki Baat programme on three sets of stakeholders' viz. KVK functionaries, farmers and consumers. The paper aims to analyze the extent of awareness, participation, trickledown effect as well as adoption of natural farming practices by farmers. The study covered the selected KVKs based on the substantial involvement in promotion of organic/natural farming covering 10 ATARI zones across the country. The farmers and consumers who have participated directly and indirectly in the episodes of organic/natural farming covered in Mann Ki Baat programme were randomly selected by the selected KVKs. The key finding is that about 92 per cent of the farmers were interested to change the farming practices, 82 per cent have made follow-up visit to learn further, 78 per cent have shared the information with other fellow farmers and about 78 per cent of the farmers were happy to listen to Prime Minister directly on organic/natural farming. Whereas about 88 per cent of the consumers awareness level increased, and 63 percent convinced towards organic / natural farming products after listening to Mann Ki Baat Program. Majority of the KVKs (88%) have organized 1-10 nos of Mann Ki Baat Program both in on campus and off campus. Whatsapp and mobile SMS were used to popularise the Mann Ki Baat program and KVKs have taken various follow up activities to give handholding support to the farmers to adopt organic/natural farming.

Authors: N. Balasubramani, P.Chandra Shekara, Samuel Praveen Kumar, C. Sreelakshmi and S.K. Jamanal.

Case Studies on Agri-Startups in India: Inspiration from Mann Ki Baat, Innovations and Impact

ABSTRACT

Innovation is the key to successful startups. Startups are developing technology and innovations supported by improvements in several activities of the agri-food systems. As a major support pillar for the startups, national startup policy, programs and the PM's 'Mann Ki Baat' also had an impact on entrepreneurs to take innovation into action. The study has included 5 startups such as *Atma leather*, Sonarpur, West Bengal, *Bariflo Labs*, Bhubaneswar, Odisha, *Tribe Grown*, Amravati, Maharashtra, *Pashupaala. com*, Bangalore, Karnataka, *Eco Agripreneurs*, Devanagere, Karnataka are got influenced by the same. Selected startups are working on innovations and technologies like: banana leather, AI-IoT Robotic aeration device for aquaculture, wild honey with better supply chain and creating tribal entrepreneurs, online marketplace with value chain support for livestock trading and Eco-residue less rice. The case study on agri-satrtups includes the innovations to farm improvement, the evolving process from the idea to implementation, stakeholder involvement, incubation support and the impact of startups among the farmers and other stakeholders.

Authors: Saravanan Raj, Yuvaraju Atmakuri, Amit R. Kale, Praveen H.J, Saurabh Kumar and Anju Abraham

NATIONAL CONSULTATION

STRENGTHENING KVK AND ATMA IN EXTENSION DELIVERY



MANAGE hosted a two-day **National Consultation on KVK and ATMA in Extension Delivery** on April 24th and 25th, 2023. The event was inaugurated with the participation of 25 senior Extension Management Experts from SAMETIs, EELs, ICAR, Directorate of Extension from State Agricultural Universities, and eminent Extension Professionals who have contributed to Agricultural Extension in the country.

implemented to make the KVK and ATMA systems more effective in delivering services to farmers.

The technical sessions and open discussions focused on sharing experiences and shaping the future strategies for extension reforms, policy advocacy, promoting PPP, use of emerging digital technologies, capacity building, and convergence of efforts to strengthen KVK and ATMA systems. The consultation discussed on how to address farmers' issues and support the ongoing programs and schemes of the Govt. of India through KVKs and ATMAs. The outcome of the consultation will contribute to the ongoing efforts to strengthen the agricultural extension in the country.

The program was coordinated by Dr. Saravanan Raj, Director (Agricultural Extension), and Dr. N. Balasubramani, Director (SA&CCA), MANAGE.



The objective of the consultation was to develop a roadmap for improving the delivery of agricultural extension services specifically through KVKs and ATMAs. The consultation brought together experts from various fields to discuss and develop innovative strategies for improving agricultural extension services. The technical sessions and discussions were aimed at generating new ideas that can be



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language; build capacities of extension professionals; and develop a digitized feedback mechanism in order to strengthen agricultural extension system.

The National Digital Platform is a unified platform which works on the true model of convergence. It has three important components viz. 1. Content Management System that has components of audio/visual and reference reading materials on agriculture and allied sectors, govt. schemes. 2. Learning Management System of frontline extension workers through a self-paced, interesting easy to use modules, and 3. Feedback Management System that helps to collect timely feedback that can be analyzed at all levels for strengthening the content and capacity for the extension system.

During the workshop, the participants were divided into four Working Groups -Capacity Group, Training Group, IT Group, and Artificial Intelligence (AI) Group to brainstorm and come out with strategies for implementation of the initiative with timelines in the select 10 States in the country.

Dr. Srikanth, Senior Scientist (Digital Agriculture), ICRISAT, Shri Hanumant Kondiba Zendage IAS, Assistant Secretary, Telangana, Dr. Shaik N. Meera, Director (ATARI), Mr. Krishnan, MD, Digital Green, Mr. Anand, Mission Leader @ Apurva.ai & Chief Platform Advisor, Societal Thinking at EkStep Foundation, and Dr. K. Krishna Reddy, Director (ICT), MANAGE, attended and addressed the delegates and sensitized them on latest developments in agricultural extension and digital applications.

MA&FW and EkStep Foundation Signs MoU to Power Agricultural Extension through AI

Along the sidelines of the consultative workshop, Ministry of Agriculture and Farmer's Welfare, Govt. of India signed an MoU with EkStep Foundation, Bengaluru. Shri. Samuel Praveen Kumar, Joint Secretary (Extension), MA&FW, Govt. of India, and Mr. Anand, Mission Leader at Apurva.ai & Chief Platform Advisor for Societal Thinking at EkStep Foundation.

The MoU is intended to leverage Artificial Intelligence (AI) to transform the agricultural extension system in India. With the increasing importance of technology in agriculture, the collaboration between the Ministry of Agriculture and Farmer's Welfare and EkStep Foundation will provide farmers with access to relevant information, innovative tools and technologies to improve their agricultural practices.



WORKSHOP

EFFECTIVE IMPLEMENTATION OF DAESI SCHEME IN MADHYA PRADESH



MANAGE organized a state-level workshop on the effective implementation of the DAESI (Diploma in Agricultural Extension Services for Input Dealers) program in Madhya Pradesh on 19.04.2023. The workshop was held at SIAET Bhopal and was attended by 42 participants, including facilitators and data entry operators.

The objective of the workshop was to discuss the effective implementation of the DAESI program in Madhya Pradesh and to identify ways to improve the quality of training and certification for input dealers. The program is aimed at providing comprehensive knowledge and skills to input dealers for better delivery of inputs to farmers and improving farm productivity.

During the workshop, the participants shared their experiences and best practices in implementing the DAESI program. They discussed the challenges faced

by input dealers in the region and identified ways to overcome these challenges. The facilitators provided training on various aspects of the program, including input quality, product knowledge, and customer service.

The workshop was successful in bringing together stakeholders from the agriculture sector to share their experiences and best practices. The DAESI program is an important tool for improving the quality of inputs delivered to farmers, and the workshop emphasized the need for its proper implementation. The participants left the workshop with a better understanding of the program and a renewed commitment to its effective implementation.

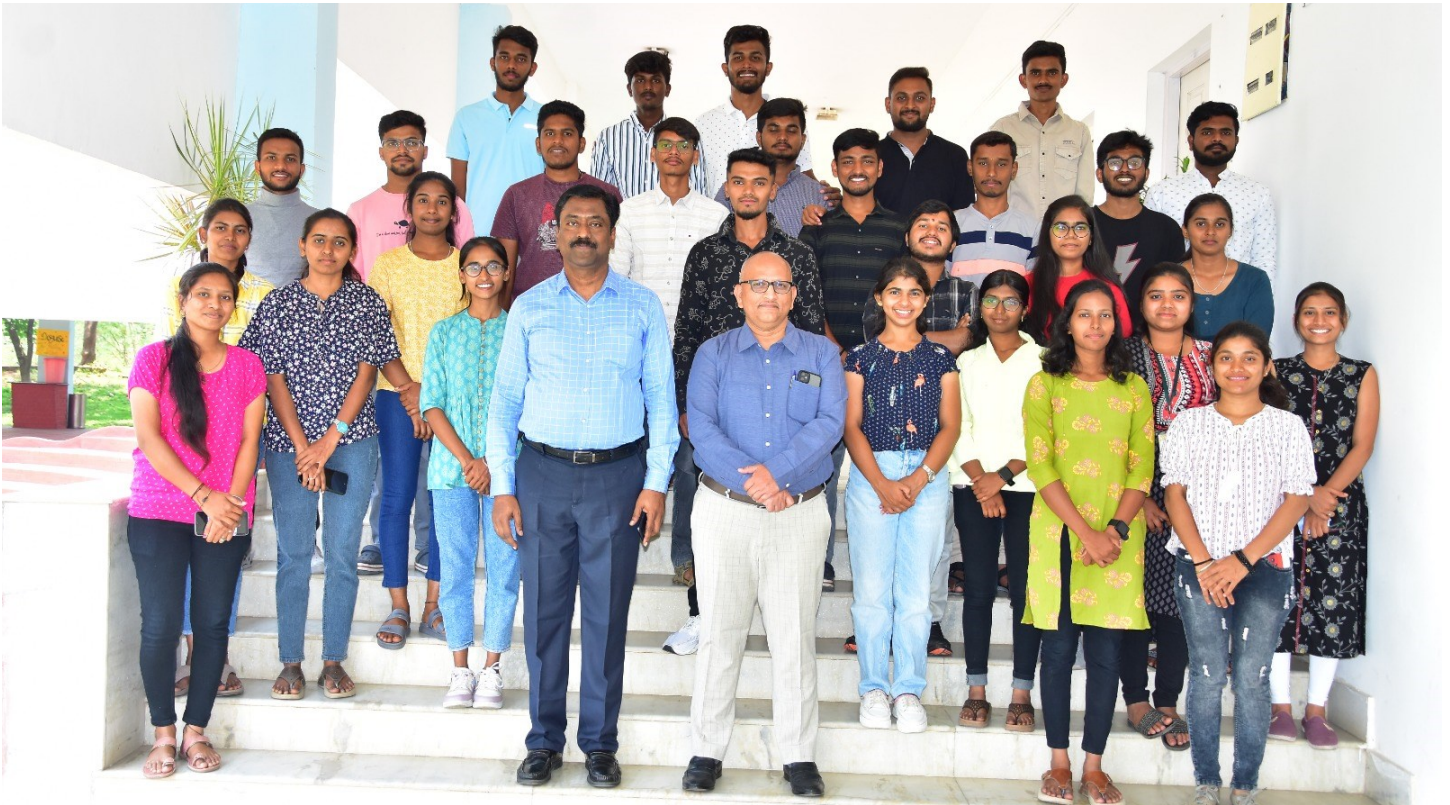
In conclusion, the state-level workshop on the effective implementation of the DAESI program in Madhya Pradesh was a valuable opportunity for participants to share their experiences and best practices.

Dr. Mahantesh Shirur, Deputy Director (Agricultural Extension) & Principal Coordinator, DAESI at MANAGE coordinated the workshop.



INTERNSHIP PROGRAM

AGRI-STARTUPS FOR HORTICULTURE STUDENTS



MANAGE organised a 10-day Internship-cum-Training Program on Agri-Startups and Entrepreneurship for 30 final year B.Sc., students of University of Horticultural Sciences (UHS), Bagalkot during April 18-27, 2023.

The Internship Program provided students with practical experience by connecting them with founders of six selected Agri-Startups and Agripreneurs. The startups included Sid's Farm, LR Natural Products, Millenova Foods, Coastal Foods, Fishy Farmers, and Parikshit Foods.

The program helped students improve their business models and gain valuable knowledge on digital media, team building, communication, and new competencies.

Students gained a thorough understanding of the ecosystem of running startups and were required to submit a presentation, case study, and a common report on field visits. The program was hands-on and interactive, allowing students to learn by doing.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE coordinated the program.



WORKSHOP

COMPETITION LAW AND PUBLIC PROCUREMENT



The Competition Commission of India (CCI) conducted an Advocacy Programme on Competition Law and Public Procurement for MANAGE officers and staff on 28 April 2023 at MANAGE. The workshop was aimed at promoting competition culture and enforcing Competition Law to ensure a fair marketplace.

Dr. P. Chandra Shekara, Director General, MANAGE, in his inaugural address, highlighted the challenges related to public procurement and emphasized the need for awareness and the use of the GeM portal for public procurement.

The workshop had various sessions delivered by experts in the field, including Shir. Pankaj Kumar, Director FA,

Competition Commission of India, New Delhi, R. C. Kumar, State Resource Person, and V. Prasanna, State Resource Person from CCI, Telangana, Hyderabad. The sessions focused on importance of promoting competition culture and enforcing Competition Law to ensure a level playing field for all market players.

The experts highlighted the need for transparency in public procurement and the importance of using the GeM portal to ensure fair and transparent procurement processes. The workshop also emphasized the role of MANAGE in creating awareness about Competition Law and Public Procurement among its officers and staff. The sessions were interactive, and participants had the opportunity to ask questions and clarify their doubts.

The workshop was coordinated by Shir. Shridhar Khiste, Deputy Director (Administration), MANAGE.

FAREWELL TO DR. JAYA AND DR. LAKSHMI MONOHARI

MANAGE bid farewell to Dr. G. Jaya, Director & Head (Centre for Capacity Building of Agri-Institutions) and Dr. P. Lakshmi Manohari, Deputy Director, on their successful completion of superannuation on March 31st, 2023. MANAGE wishes them all the best in their future endeavours. Dr. P. Chandra Shekara, Director General of MANAGE, felicitated the retiring officials with mementoes at a farewell function. The event was attended by MANAGE faculty, staff and family members of the outgoing officers. MANAGE Family wish them all the very best in their future endeavors and hope they continue to inspire and influence the agricultural extension sector with their knowledge and experience.



Dr. G. Jaya, an HRD Expert, has served in different capacities for more than three decades and her contributions especially in the areas of Participatory Approaches, Agri Institutional Building and Capacity Development of Extension Professionals have been commendable.



Dr. P. Lakshmi Manohari, an Agricultural Extension Expert, has served MANAGE and contributed immensely in the areas of Extension Strategies, Organic Farming, Farm Business Management, and Participatory Adoptive Research in Agriculture.

NEW FACULTY MEMBERS



Dr. M. Srikanth
Director (Agri Business Management)

Dr. Srikanth has a Ph.D in Management Studies from Jawaharlal Nehru Technological University (JNTU), Hyderabad. He has 22 years of work experience in banking and finance sector specialised in Agricultural Banking, Corporate Banking, Foreign Exchange, Micro Finance, Project Finance, Treasury operations and Rural Development. Before joining MANAGE as Director (Agri Business Management), he served as Registrar & Director (Admin), NIRD&PR, Hyderabad; Faculty Member at IIM Shillong; and AGM, IDBI Bank Ltd. He has 26 research papers in the national / international journals, 6 case studies, 8 books / book chapters and more than 40 popular articles in all leading newspapers.

Dr. K. Krishna Reddy
Director (ICT)

Dr. Krishna Reddy has a Ph.D in Agricultural Economics from Justus Liebig University, Giessen, Germany. He has 15 years of work experience in Agricultural Economics, Natural Resource Management, Environmental Economics, Water and Land management, Climate Change and Adaptation and Up-scaling of Agricultural Technology. Prior to joining as Director (ICT) at MANAGE, he served as Special Project Scientist & Regional Researcher in India for International Water Management Institute (IWMI), Delhi; and Associate Professor, NIRD&PR, Hyderabad. He has 28 research articles, 5 books, 17 book chapters, 7 reports and 4 policy briefs to his credit.



Dr. Srinivasacharyulu Attaluri
Deputy Director (Knowledge Management)

Dr. Srinivasacharyulu has a Ph.D in Library & Information Sciences from Osmania University, Hyderabad. He has 25 years of experience in the areas of Agricultural Information and Knowledge Management, Digital Agriculture, Documentation, Editing & Publishing, MOOCs, Communication & Outreach and Capacity Building. Prior to joining as Deputy Director (Knowledge Management), he served at MANAGE as Program Officer, Research Associate; Coordinator for Agricultural Research Information System at Asia-Pacific Association of Agricultural Research Institutions (APAARI), Bangkok, Thailand; and Information Specialist at SAARC Agriculture Center, Dhaka, Bangladesh. He has 25 research publications to his credit and coordinated more than 15 international workshops / seminars.

Dr. A. Krishna Murthy
Assistant Director (Knowledge Management)

Dr. Krishna Murthy has a Ph.D in Library & Information Sciences from Sri Venkateswara University, Tirupathi. He has more than 25 years of experience in the areas of Agricultural Information and Knowledge Management, Digital Libraries, Library Automation and Networking, Database Management, Documentation Services and Training of Library Professionals. Prior to joining MANAGE as Assistant Director (Knowledge Management), he served MANAGE as Documentation Assistant and led the MANAGE Library and Documentation Services. He has 10 articles to his credit on different aspects of agricultural library and information services and expertise in handling online databases / journals.



EDITORIAL TEAM

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