

FROM THE NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)

(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

## MANAGE Unveils Third Batch of "Jai Jawan Kisan" Training Program



MANAGE inaugurated the 3rd batch of the "Jai Jawan Kisan" training program on April 26, 2024 which aims at empowering 40 retired soldiers from the army, navy, and air force with agricultural entrepreneurship skills. Supported by the Directorate General Resettlement, Ministry of Defence, Govt. of India, this initiative spans from April 22nd to August 9th, 2024, providing comprehensive training to excel in the agricultural sector.

Dr. P. Chandra Shekara, Director General of MANAGE, extended heartfelt gratitude to the soldiers for their dedicated service and underscored the program's mission to empower them in their post-service journey. He emphasized that while agriculture stands as the sole source of food production and an evergreen enterprise, the program's aim is not to involve participants in production, but to engage them in agricultural

enterprises. He promised participants comprehensive training equivalent to four years of agricultural education. Stressing the interconnectedness of agricultural topics, he underscored the importance of comprehensive



## DG's MESSAGE

### Transformative Change through Jai Jawan Kisan Program



I am glad to inform that one of the MANAGE's Innovation - Jai Jawan Kisan Program is making a transformative change in the lives of ex-servicemen. The Jai Jawan Kisan Program, though started as a small concept, gained the momentum over the last one year and now received support and appreciation from all corners. The Directorate General Resettlement, Ministry of Defence, Govt. of India has identified the Jai Jawan Kisan Program as one of the suitable program to transform ex-servicemen into agripreneurs and supported two programs (4 months duration each) in 2023 in which 79 ex-servicemen undergone training at MANAGE. Similarly, the NABARD, Hyderabad has supported one program (15 days duration) for 50 ex-servicemen in Telangana State. The impact of these programs is very significant and it strengthened our conviction that the Jai Jawan Kisan Program will surely contribute in transforming ex-servicemen into successful agripreneurs.

I am happy to share success stories of ex-servicemen who have been trained under Jai Jawan Kisan Program and supported by NABARD, Hyderabad. Eleven ex-servicemen have started "Sainik Khetihar" - a retail outlet in Hyderabad. The Sainik Khetihar adopts an innovative business model of procuring chemical free millets and other agri products directly from Farmers Producer Organisations (FPOs) and supplying natural farm produce to consumers at reasonable rates. It procures naturally cultivated millets from Telangana, Andhra Pradesh and Chhattisgarh and provides market linkages to tribal farmers. Mr. A. Srinivas Reddy, an ex-serviceman, is embarking for a Goat Farming project valued at one crore Rupees. He is seeking support under the National Livestock Mission (NLM) scheme and aims to avails its 50 per cent subsidy and 40 per cent loan provisions. Further, he has also pursued a comprehensive training at ICAR-Central Institute for Research on Goats in Mathura to gain technical know-how. Mr. N. Rama Rao is another ex-serviceman who is launching a Dairy Farming venture with 100 animals with a project cost of Rs 84 Lakhs supported under the PMEGP scheme. Two ex-servicemen Mr. Mukesh Kumar Ray and Mr. K. Shivaji have joined DAESI program (Diploma in Agricultural Extension Services for Input Dealers) for Agri-Input Dealership. The list of success stories is growing. Looking at these impact stories, I am sure that the Jai Jawan Kisan Program will opens up a second career door for Ex-servicemen in agriculture. With this spree of success, MANAGE has started the 3rd Batch of Jai Jawan Kisan Program in April 2024 for 40 retired soldiers from the army, navy, and air force with the support from the Directorate General Resettlement, Ministry of Defence, Govt. of India. I am sure that Jai Jawan Kisan Program will stand out as an innovative program that not only transforms ex-servicemen into agripreneurs but also creates a well disciplined cadre of trained professionals for the agriculture sector in the country.

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

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understanding to bridge any knowledge gaps and encouraged proactive engagement with financial institutions for funding. He also envisioned the institutionalization of the program to accommodate retiring military personnel, potentially impacting the nation significantly.

Guests of Honour at the inaugural function included Col. P. Ramesh Kumar (Retd.), Director of Rajya Sainik Welfare, Col. HS Grewal, SO Land, HQ 47 Infantry Brigade Welfare, and Mr. Sanjay Kumar, Asst.General Manager, SBI. Col. Ramesh Kumar highlighted the success stories of previous

participants and encouraged the Armed Forces to embrace agricultural entrepreneurship.

Col. HS Grewal emphasized understanding local needs and leveraging substantial financial support from SBI, including recent reports of sizable loans with fifty percent subsidy. Mr. Sanjay Kumar elaborated on SBI's role in the agricultural sector and areas of financing to support agri-enterprises.

The "Jai Jawan Kisan" program is coordinated by Dr. N. Balasubramani, Director (SA&CCA), along with Mrs. Bammidi Ujjwala, Consultant, MANAGE.



## Brigadier Rohit Mehta Appreciates Jai Jawan Kisan Program



Brigadier Rohit Mehta, Additional Director General (ADG), Directorate of Resettlement (South Zone), Ministry of Defence, GoI, visited MANAGE on April 30, 2024 to learn about activities helping defense personnel transition into agripreneurs through the Jai Jawan Kisan Program, sponsored by the Directorate General Resettlement (DGR).

He appreciated the Jai Jawan Kisan Program for transforming the lives of ex-servicemen and shared

ideas to improve the post-training handholding support for defence personnel.

Dr. N. Balasubramani, MANAGE Director (SA&CCA), briefed him on MANAGE's activities and the JJK program's success stories, particularly the launch of ex-servicemen's enterprises under NABARD sponsorship in Telangana. Brig. Mehta also addressed the candidates of the ongoing 3rd batch of the JJK program at MANAGE.





## REVIEW OF JAI JAWAN KISAN PROGRAM



The Jai Jawan Kisan Program's Project Monitoring and Implementation Committee convened at MANAGE on April 4, 2024, to assess the program's advancement. Dr. P. Chandra Shekara, Director General of MANAGE, presided over the meeting, joined by Dr. N. Balasubramani, Director (CCA) of MANAGE, and PMIC members Ms. Swati Tiwari, Deputy General Manager at NABARD, and Col. Ramesh Kumar, Director of Sainik Welfare, Telangana State reviewed the Jai Jawan Kisan Program.

The Jai Jawan Kisan Program, conducted from September 4th to 18th, 2023, aimed to equip ex-servicemen with agricultural and allied sector skills to foster post-retirement self-employment opportunities. Dr. N. Balasubramani delivered a

comprehensive presentation on the program's objectives, progression, and impactful stories. Ms. Swati Tiwari and Col. Ramesh Kumar suggested documenting program insights and creating a short film showcasing successful candidates' journeys.

Dr. P. Chandra Shekara endorsed these suggestions and proposed program enhancements, including stringent screening, post-training mentorship, banking assistance, and the integration of border tourism and agri-tourism into the curriculum.

Following the training, PMIC members engaged with Jai Jawan Kisan participants, who shared their learnings and progress. This marked the sixth and final physical review meeting for the participants.





## Indian Technical and Economic Cooperation (ITEC) International Training Program

### AgriTech Startup Program for Indonesian Officials



MANAGE commenced a two-week International Training Program (ITEC) of Ministry of External Affairs, Govt. of India on “AgriTech Startups for Enhancing the Agri Value Chain”. The program, running from April 19 to May 02, 2024, welcomed twenty-five agricultural officials from Indonesia. Its objective was to familiarize participants with the Indian Agri-startup Ecosystem, spotlight innovations in AgriValue Chains, and inspire them to cultivate similar ecosystems in their home countries. The agenda included sessions led by Agri Startup experts and field visits to Agri Startups in Hyderabad. During the inauguration Dr. P. Chandra Shekara, DG MANAGE, shed a light on how opportunities,

challenges and mechanization in agriculture opening the doors for agri-startups. He provided examples of crops such as coconut, coffee and arecanut explaining how advancements in harvesting technology and post-harvest processes presenting better opportunities for agri-startups.

Dr. Saravanan Raj, Director (Agriculture Extension), MANAGE and CEO, MANAGE-CIA, director of the program, discussed how startups in India are now connected with digital innovations, modern research and technologies. Highlighting MANAGE’s contribution in promoting Agri Startups beyond borders, he mentioned about efforts of MANAGE in establishing a Women Agri-Startup in Malawi in partnership with India-Germany-Malawi initiative for Women Empowerment in Agriculture and Food Systems. Faculty members from MANAGE were also present at the program.





## National Young Professionals Development Program

### New Frontiers in Agricultural Extension



MANAGE launched five-day National Young Professionals Development Program on April 22, 2024, titled New Frontiers in Agricultural Extension. The program aimed to enhance and advance agricultural extension and advisory services. With a total of 46 participants, including Assistant Professors, Teaching Associates, MSc students, and PhD Students, actively engaged in the initiative.

The primary objective of this program was to

uncover the vast potential within Agricultural Extension on a global scale, while also identifying promising job opportunities, essential skill sets, and strategies for enhancing competencies in the field.

The program delved into various topics, including qualitative research methods, gender equality in agriculture, policy engagement, social inclusion, monitoring and evaluation in agricultural extension, and digital innovations. Participants had the opportunity to visit the Centre for Sustainable Agriculture (CSA) to observe community extension efforts and explore ICT applications in agriculture at the Centre for Development of Advanced Computing (C-DAC).

The program was directed by Dr. Saravanan Raj, Director, Agricultural Extension, MANAGE and CEO, MANAGE-CIA.





## Natural Farming

# MANAGE Hosts Review Meeting on Natural Farming



MANAGE hosted a review meeting on Natural Farming with the Joint Secretary (INM), MoA&FW, Gol. Dr. Yogita Rana, IAS, Joint Secretary (INM), MoA&FW, paid a visit to MANAGE on April 01, 2014 to assess various activities conducted under the Natural Farming project.

Led by Dr. P. Chandra Shekara, Director General, MANAGE, the Natural Farming team actively participated in the session. Dr. N. Balasubramani, Director (SA& CCA), MANAGE, who directs the Natural Farming project, briefed the Joint Secretary (INM) about significant project milestones. These include the training of 309 Master Trainers,

empowering 1897 trainers to execute Krishi Sakhis programs at the district level, certifying approximately 20,000 Krishi Sakhis in Natural Farming, and documenting farmers' best practices for nationwide adoption. The meeting also delved into the annual action plan for the financial year 2024-25.

In her concluding remarks, the JS (INM) highlighted the significance of MANAGE's one-year Certified Natural Farming Advisor program in enhancing the expertise of extension functionaries in Natural Farming.

## MANAGE Hosts 5-Day Natural Farming Training at GKV, Bengaluru



MANAGE conducted a 5-day training and exposure program on Natural Farming at GKV, Bengaluru. The event, which took place from March 25 - 29, 2024, attracted 49 scientists from Gujarat, Maharashtra, and Karnataka. The primary objective of the program was to enrich the expertise of professionals in the realm of Natural Farming. By sharing valuable insights

and fostering knowledge exchange, the initiative aimed to empower participants to upscale Natural Farming practices throughout India. This collaborative effort signifies a significant step towards sustainable agricultural development in the region.

## MANAGE Inks MoUs with Isha & Patanjali



MANAGE entered into two distinct Memorandums of Understanding (MoUs) with Isha Outreach and Patanjali Organic Research Institute (PORI) during an online meeting held on April 16, 2024. Dr. P. Chandra Shekara, Director General, MANAGE, signed the MoU with Shri Swami Kalaghata, Isha Outreach, and concurrently, another MoU was signed by Dr. P. Chandra Shekara, Director General, MANAGE with Shri. Pawan Kumar, Chief General Manager, Patanjali Organic Research Institute (PORI).

The objectives of both agreements encompass the promotion of Natural Farming, Nutritional Security,



as well as the enhancement of Plant & Soil Health and conservation efforts.

These MoUs were aimed at facilitating the collaboration between MANAGE and both organizations to develop training programs focused on Nutritional Security, Plant and Soil Health Management, soil conservation, and Natural Farming. Dr. N. Balasubramani, Director (CCA & CSA) MANAGE, the Natural Farming Project Team, and representatives from Isha Outreach & Patanjali Organic Research Institute attended the event virtually.

## MANAGE Trained Certified Natural Farming Advisor Mrs. Latha at Farmers' Mela

MANAGE offers a one-year course on Certified Natural Farming Advisor (CFA-NF) program to enrich the knowledge and skills of extension functionaries in Natural Farming. As part of Module-III, the agricultural officer Mrs. Latha participated in a farmers mela at Erode, Tamil Nadu organized by the Department of Agriculture and Farmers Welfare, Government of Tamil Nadu and sensitized farmers on Natural Farming practices. Mr. Vengatesan, Joint Director of Agriculture of Erode district, inaugurated the function along with Deputy Director of Agriculture (Agribusiness) Mr. Mahadevan and Agricultural officers Mrs. Sumathi.



More than 200 farmers participated in the mela and enthusiastically visited exhibition stalls which displayed various natural farming products.



## MANAGE Organizes Free Health Camp for Its Employees



MANAGE hosted a health camp on April 26th, 2024 in collaboration with Zoi Hospitals, Attapur, Hyderabad. This initiative aimed to prioritize the well-being of MANAGE employees (including contractual & outsourced) along with their family members and residents within the MANAGE campus.

At the health camp, free Ophthalmology, Dental, and ENT check-ups were provided, ensuring comprehensive

care for MANAGE employees and their families.

Dr. P. Chandra Shekara, Director General of MANAGE along with MANAGE Staff, Col. P. Ramesh Kumar (Retd.), Director of Rajya Sainik Welfare, Col. HS Grewal, SO Land, HQ 47 Infantry Brigade Welfare, and Mr. Sanjay Kumar, Asst. General Manager at SBI, as Guests of Honour, along with 40 participants of Jai Jawan took part in the Medical Camp.



### Automatic Roti Making Machine at MANAGE

MANAGE has set up an automatic Roti Making Machine in its hostel on 6th April 2024. DG MANAGE, Dr. P. Chandra Shekara inaugurated the machine. It can produce 1000 rotis per hour. During the inauguration, hostel staff demonstrated the machine's operation. All the staff and MANAGE faculty members were present in the event.

## EDITORIAL TEAM

**MANAGE BULLETIN** is published by

**Dr. P. Chandra Shekara**

Director General

National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad –500030, India

website: [www.manage.gov.in](http://www.manage.gov.in)

### CHIEF EDITOR

**Dr. P. Chandra Shekara**

Director General, MANAGE

### EDITOR

**Dr. Srinivasacharyulu Attaluri**

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### ASSISTANT EDITOR

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MANAGE Fellow, MANAGE