

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

Shri Sanjay Kumar Agarwal, IAS, Joint Secretary (Extension & Pulses Mission), MoA&FW, GOI, virtually interacted with MANAGE Faculty and Officers



Shri Sanjay Kumar Agarwal, IAS, Joint Secretary(Extension & Pulses Mission), MoA&FW, virtually interacted with MANAGE faculty and officers.

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, led the interaction and briefed the Joint Secretary about MANAGE activities.

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Glimpses of ITEC program



MANAGE Celebrated India's 79th Independence Day



MANAGE celebrated India's 79th Independence Day on August 15th, 2025. Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, hoisted the national flag and extended warm wishes to the MANAGE family and students.

In his address, he paid tribute to the freedom fighters who sacrificed their lives for India's independence. He urged everyone to respect this hard-earned freedom by following rules, fostering a sense of belonging, and demonstrating sensitivity towards their work and institution.

He further stressed that, the progress of rural and agricultural sectors is very important for the nation's

growth and everyone should work for their development and be a responsible citizens.

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE also presented merit awards to PGDM-ABM students and also released the book titled "The Science of Beekeeping: From Biology to Business", authored by Dr. Shahaji Phand, Deputy Director (Agri-Allied Extension), and Dr. Susrirekha Das, MANAGE Fellow. Blood Donation camp in collaboration with Red Cross society was also organised.

All the MANAGE faculty, consultants, MANAGE fellows, all staff members and international ITEC Program participants from Uganda were present for this Independence Day celebration.



Glimpses of 79th Independence Day



ITEC International Training Program : Climate Smart Dairy Farming



MANAGE organized a two-week Indian Technical and Economic Cooperation (ITEC) international training program on Climate Smart Agriculture in Dairy and Related Value Chain, during August 6 to 19, 2025. The program was supported by the Ministry of External Affairs, Govt. of India. A total of 20 participants from Uganda attended the program.

Prof. M. Gnana Prakash, Vice Chancellor, P.V. Narsimha Rao Telangana Veterinary University, Hyderabad, graced the occasion as the Chief Guest, along with Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, and Dr. M. Srikanth, Director (ABM), MANAGE & Principal Coordinator, ITEC.

During the inaugural session, the book titled “Sustainable Dairying in the Era of Climate Change” was released by the Chief Guest and dignitaries present on the dais.

In his inaugural address, Prof. M. Gnana Prakash, P.V. Narsimha Rao Telangana Veterinary University, Hyderabad, said, Dairy products contribute significantly to India's GDP; therefore, it is essential to enhance sensitization and awareness among stakeholders, those engaged in the livestock sector to effectively address these emerging challenges.

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, emphasized that climate change is not only affecting agricultural production but is also significantly impacting post-production processes, value chains, and

allied sectors. Dr. M. Srikanth, Director (ABM), MANAGE, and Principal Coordinator – ITEC, mentioned that livestock income is perennial and supports rural economies. To improve livestock longevity and strengthen the value chain of their products, he referred to the importance of the 6Ms: Manpower, Material, Machinery, Methods, Money, and Markets.

The program focused on understanding the impact of climate change on the Indian dairy sector and on promoting climate-resilient and sustainable dairy farming practices. Key themes included an overview of the Indian dairy sector, supply chain management, climate-smart agriculture in dairy, mitigation and adaptation measures, and the role of livestock in climate-resilient agriculture.

Sessions covered topics such as manure and emission management, housing and shelter design for climate resilience, nutritional management of dairy animals under varying climatic conditions, safeguarding animal health, climate risk management and finance, and the promotion of agri-entrepreneurship for sustainable development. As part of the practical exposure, participants visited Masqati Dairy Farm, a city-based dairy marketing setup.

Dr. Shahaji Phand Deputy Director, (EAAS), MANAGE served as the director for this program in assistance with Dr. Sushriekha Das MANAGE Fellow, (EAAS), MANAGE



Training Program on Business Planning and Digital Transformation for PACS from Telangana

MANAGE organized a two-day training program for CEOs and members of Primary Agricultural Cooperative Credit Societies (PACS) from Telangana on Business Planning, Market Strategies, and Digital Transformation, during August 21–22, 2025. The program was sponsored by the Telangana Cooperative Union Limited.

In the current program, 78 PACS members participated simultaneously in two batches (Batch I: 42; Batch II: 36), while the remaining participants will be covered in subsequent sessions.

The training was designed to strengthen participants' knowledge about the agribusiness ecosystem with a special focus on FPO-led inclusive business models. It covers critical aspects such as value creation, delivery systems, revenue generation, and cost management. Sessions emphasized identifying and tapping agribusiness opportunities, processing of agricultural and allied

products, and applying marketing analytics to address real market challenges. Participants are also introduced to digital platforms for marketing, digital tools for FPO management, preparation of business and DPR plans, and strategies to mitigate market risks.

Dr. K. C. Gummagolmath, Director (M&E), MANAGE, served as the Course Director, and Dr. B. Venkata Rao, Assistant Director (M&E), MANAGE, served as the Course Co-ordinator.



National Workshop on the Revision of DAESI Study Material and the Preparation of a Question Bank

MANAGE organised a three-day national workshop on the revision of DAESI study material and the preparation of a question bank, during August 21–23, 2025. A total 19 professionals including ICAR-Scientist, Professors and experts in agriculture contributed in the workshop.

The program focused on the revision of DAESI study material and the preparation of the question bank. Professionals delivered presentations on their respective topics and contributed in content to compile the revised DAESI study material.

While sharing his thoughts with the expert participants, Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, suggested that the DAESI study material should include case studies, reports, and evidence-based content

The presentation sessions was designed to cover a wide range of important themes, including basics of agriculture, agro-ecological situations, soil health management, crop production technologies, weed management, integrated pest management, safe application of agro-chemicals, irrigation and watershed management, seed and seed production, farm

mechanization, agricultural value chains, latest technologies in agriculture, allied sectors, extension approaches, and agri-entrepreneurship development.

In addition, discussions focused on business ethics and regulations, government schemes in the agricultural sector, and organic and natural farming. The program concluded with participants Suggestions.

Dr. M Srikanth, Director, Agribusiness Management and Principal co-ordinator-DAESI, served as the course director and Dr. G. Naveen Kumar, Academic Associate, was the course co-ordinator.



Me and My Plant Initiative at MANAGE

Under the "Me and My Plant" initiative, 120 students of the PGDM-ABM batch 2025–27 planted saplings on the serene MANAGE campus on July 7, 2025.

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, graced the occasion and also planted a sapling, along with Dr. K. Krishna Reddy, Head (SABM) & Director (ICT), faculty members, and staff of MANAGE. As part of the initiative, each student is responsible for nurturing their sapling over the next two years.

On this occasion, Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, advised the students that planting alone is not enough; we must take personal responsibility for the growth and care of each plant.

Mr. John Manoj, Assistant Engineer, along with his team and the Horticulture Team at MANAGE, taken efforts to ensure the success of this program.



MANAGE organized Training Program on Gender Responsive Extension Services at SKUAST Jammu

MANAGE in collaboration with State Agricultural Management and Extension Training Institute (SAMET-J) Directorate of Extension, SKUAST-Jammu, successfully organized a three-day training program on "Gender Responsive Extension Services" at SKUAST Jammu from 18–21 August 2025.

and provided a platform for cross-learning and exchange of experiences. The training was designed with the objective of mainstreaming gender concerns in agricultural extension delivery. It emphasized the need for inclusive approaches that recognize and address the specific challenges faced by women in agriculture, while also highlighting opportunities for enhancing their participation and leadership in extension systems. Dr. Veenita Kumari, Deputy Director, (GS) MANAGE served as the Course Director.



The program brought together participants from diverse States across the country, representing various institutions and organizations engaged in agricultural development and extension. Their active participation and meaningful interactions enriched the deliberations



Phase II: **MANAGE** Capacity Building Program for FPO CEOs and Board Members in J&K

The Government of Jammu and Kashmir, in collaboration with the MANAGE is implementing the programme titled “Promotion of Economically Viable and Self-Sustainable Farmer Producer Organizations (FPOs) in Jammu & Kashmir” under the Holistic Agriculture Development Programme (HADP) and JKIP. Under this initiative, MANAGE has been assigned a consultancy role to conduct capacity building programmes for officials from relevant line departments, as well as for the Chief Executive Officers (CEOs) and Chairpersons/Board of Directors (BODs) of both existing and newly formed FPOs in the region.



The first phase of the programme was successfully conducted from November 2024 to January 2025, during which 540 officers from Jammu and Srinagar received training on the formation and strengthening of new FPOs under HADP. Building on this foundation, the second phase of the initiative commenced in June 2025 with two programmes focused on the capacity building of CEOs and BODs of FPOs across Jammu & Kashmir.

As part of this second phase, a programme was held from 7th to 11th July 2025 at the Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu (SKUAST-J), Chatha Campus, Organized by MANAGE in collaboration with SKUAST-Jammu and the Department of Agriculture Production & Farmers Welfare, Jammu. The programme

was inaugurated by the Mission Director (HADP) and concluded in the presence of the Vice Chancellor of SKUAST-Jammu.

As part of the Srinagar leg of the programme, four capacity building programmes were conducted over two weeks at the SKUAST-Kashmir Campus, Shalimar. Two simultaneous batches were organized at separate venues within the campus, with alternating resource persons.

The first two programmes were held from 21st to 25th July 2025 and were coordinated by Dr. Venkata Rao, Assistant Director, and Mr. Sainath, Programme Executive. The following two programmes took place from 28th July to 2nd August 2025, coordinated by Dr. P. Kanaka Durga, Assistant Director, and Dr. Vignesh Kumar, MANAGE Fellow. These sessions featured a diverse panel of resource persons, including development experts, company secretaries, and practitioners from Maharashtra and Telangana.

The programmes concluded with encouraging feedback from the participants. Dr. K.C. Gummagolmath, Director (MSE), MANAGE heading the Project.



Agricultural Marketing Officers from AP and Telangana Visited MANAGE

Agricultural Marketing officers from Andhra Pradesh and Telangana states who are presently undergoing training for 45 days "Market Secretaries Training Course" Directorate of Marketing & Inspection (DMI) visited MANAGE on August 11, 2025.

Dr. Waheeda Munawar, SO, Co-ordinated the Visit and delivered sessions on MANAGE Centre activities and Functions of MANAGE. Further Marketing Officers visited to MANAGE-CIA Incubation Center, PGDM-ABM, Library, MOOCS Lab etc. Dr. Shalendra, Director (Agricultural Marketing), and Dr. Saravanan Raj, Director (Agricultural

Extension), MANAGE and CEO, MANAGE-CIA, interacted with participants. The visit was coordinated by Mr. Santosh, Sr. Marketing Officer, from DMI.



MANAGE Saturday Webinars



The webinars, organized by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE with the assistance of Dr. Rahalya S, MANAGE Fellow

ASPIRE Scheme: Promoting Rural Innovation and Livelihood Entrepreneurship

MANAGE organised a webinar on **'ASPIRE Scheme: Promoting Rural Innovation and Livelihood Entrepreneurship'** on August 2, 2025, featuring Dr. Rajeev Sharma, Associate Professor, Entrepreneurship Development Institute of India, and Dr. Santanu Mohan Deka, Associate Faculty, Indian Institute of Entrepreneurship (IIE), as the key speakers. The session focused on how the ASPIRE Scheme fosters innovation, supports rural industries, and promotes entrepreneurship for strengthening the agri-startup ecosystem. To watch the webinar, click on this link: https://www.youtube.com/live/NjYVbXk4aIY?si=mGvvp_K39sRXv9sc



Animal Husbandry Infrastructure Development Fund (AHIDF)

MANAGE organised a webinar on **'Animal Husbandry Infrastructure Development Fund (AHIDF)'** on August 9, 2025, featuring Shri T. T. Vinayagam, Group Head (Finance), National Dairy Development Board (NDDB), as the key speaker. The session focused on how the AHIDF scheme supports infrastructure development in the animal husbandry sector by providing financial assistance, promoting value addition, and encouraging entrepreneurship for strengthening the agri-startup ecosystem. To watch the webinar, click on this link : https://www.youtube.com/live/Zp_h9XmUlhs?si=StpQ_OzHeqw5-IQc



Waste-to-Wealth in Agriculture: Empowering Agri-Startups with Circular Economy Solutions

MANAGE organised a webinar on **'Waste-to-Wealth in Agriculture: Empowering Agri-Startups with Circular Economy Solutions'** on August 16, 2025, featuring Mr. Sumeet Popli, Founder, Biome Sustainability Ventures Pvt. Ltd., and Mr. Mahendra Kalyan Senapati, Founder, Echra Innovations, as the key speakers. The session highlighted how agri-startups can leverage circular economy models to convert agricultural waste into valuable resources, promote sustainability, and create profitable business opportunities. To watch the webinar, click on this link : <https://www.youtube.com/live/B36RCUSIJA?si=OSRAWIG3b-TV9APY>



Leveraging Agricultural Waste – How Agri-Startups Can Create Value from By-products

MANAGE organised a webinar on **'Leveraging Agricultural Waste – How Agri-Startups Can Create Value from By-products'** on August 23, 2025, featuring Dr. Saji Varghese, Founder, Sunbird Straws, and Dr. Sidharth Arora, Founder & CEO, Fermentech Labs Pvt. Ltd., as the key speakers. The session focused on innovative approaches by agri-startups to transform agricultural by-products into sustainable solutions, enabling value creation, reducing waste, and fostering circular economy practices in agriculture. To watch the webinar, click on this link : <https://www.youtube.com/live/kQXztVTqtZU?si=6OrADMI8bjhL4A-q>



Success Story of Agri-Startups

MANAGE organised a webinar on **'Success Story of Agri-Startups'** on August 30, 2025, featuring Mr. Pankaj Pandey, Founder, Cropcoin Technologies Pvt. Ltd. (Pehle Jaisa), and Mr. Gaurav Dixit, Co-Founder, GoHemp Agro Ventures Pvt. Ltd., as the key speakers. The session highlighted agri-startups turning farm waste into profitable ventures. To watch the webinar, click on this link : <https://www.youtube.com/live/kGWHECicAMA?si=b6vNnZl2PAi9K-id>





MANAGE M-FISHub Fortnightly Webinar Series

The webinars, organized by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO M-FishHub, MANAGE with the assistance of Dr. Rahalya S, MANAGE Fellow

Startups in Fisheries

Webinar: 01

MANAGE organised a webinar on '**Startups in Fisheries**' on August 15, 2025, featuring Mr. Neelkanth Mishra, CEO, Jaljeevika, and Ms. Devleena Bhattacharjee, Director, ClimaCrew Pvt. Ltd., as the key speakers. The session focused on how fisheries startups are driving innovation, creating sustainable solutions, and strengthening the fisheries entrepreneurship ecosystem under PMMSY through the M-FISHub initiative. To watch the webinar, click on this link: <https://www.youtube.com/live/4DVFkPBEEdM?si=NnDyGya62O5HumGe>

Startups in Fisheries

Webinar: 02

MANAGE organised a webinar on '**Startups in Fisheries**' on August 29, 2025, featuring Mr. Murugan Chidhambaram, Head of Digital Transformation, Aquaconnect, and Mr. Razaqul Islam, CEO, Aqua Blue Global Pvt. Ltd., as the key speakers. The session focused on how fisheries startups are leveraging technology, innovation, and sustainable practices to enhance productivity, efficiency, and entrepreneurship opportunities under PMMSY through the M-FISHub initiative. To watch the webinar, click on this link: <https://www.youtube.com/live/X2nUUEyZLUU?si=MDTWNldgsnFAwkOt>



Register to attend the webinars: <https://www.manage.gov.in/trgModule/emailRegn-webi-fishhub.asp>

EDITORIAL TEAM

MANAGE BULLETIN is published by

Dr. Sagar Hanuman Singh, IPoS
Director General, MANAGE

National Institute of Agricultural Extension Management (MANAGE)
(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad –500030, India

| CHIEF EDITOR | EDITOR-IN-CHIEF | MANAGING EDITOR | EXECUTIVE EDITOR |
|---|--|--|---|
| Dr. Saravanan Raj Director (Agricultural Extension), MANAGE | Dr. G. Bhaskar S.G. Assistant Director (IT), MANAGE & i/C (Centre for Knowledge Manage- ment), MANAGE | Mr. Nitesh Kumar Academic Associate, MANAGE | Mr. Krushna Ramrao Outreach Specialist, MANAGE |

