

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

MANAGE Celebrated the 80th Independence Day of India



The National Institute of Agricultural Extension Management (MANAGE), Hyderabad, proudly celebrated the 80th Independence Day of India on 15 August 2026.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, hoisted the National Flag and extended warm Independence Day greetings to the entire MANAGE family and students.

In his address, Dr. Saravanan Raj highlighted the vital role of agricultural extension in India's development journey, emphasising MANAGE's continued efforts in capacity building, knowledge dissemination and promotion of innovations for farmers and agricultural extension functionaries across the country.

He also stressed the importance of equipping the next generation of ABM students and agricultural professionals with the knowledge and skills required to shape the future of agriculture and agri-business.



Remembering the sacrifices of our freedom fighters, he called upon everyone to carry forward their ideals through social inclusion, knowledge, innovation and agricultural transformation.

Dr. Saravanan Raj also acknowledged the dedicated contributions of contractual, outsource support staff—whose commitment contributes significantly to the smooth functioning and success of MANAGE.

The celebration was attended by MANAGE faculty, consultants, MANAGE Fellows, staff members and participants.

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MANAGE Organized Training Programme on Advancing Agricultural Extension for Technical Officers of the Department of Horticulture Government of Haryana



MANAGE Inaugurated Training Programme on Advancing Agricultural Extension for Technical Officers of the Department of Horticulture Government of Haryana

The National Institute of Agricultural Extension Management (MANAGE), Hyderabad, inaugurated a five-day Training Programme on "Advancing Agricultural Extension" on 03 August 2026 for 19 Technical Officers from the Department of Horticulture, Government of Haryana.



The inaugural session was addressed by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, who introduced the programme framework and highlighted the critical role of extension professionals in promoting innovation, digital

transformation, climate resilience, and farmer-centric advisory services.

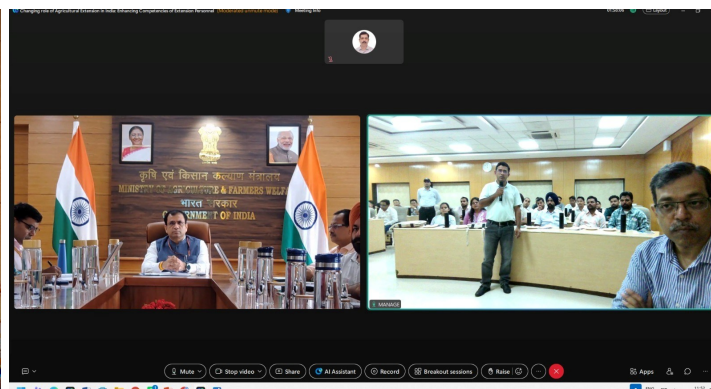
The Programme is designed to strengthen professional competencies through expert lectures, interactive learning, institutional visits, and practical exposure to emerging areas including digital agriculture, AI-enabled extension, climate-smart agriculture, innovation ecosystems, ICT applications, leadership, and FPO development.

MANAGE remains committed to empowering extension professionals with the knowledge and skills required to build resilient, inclusive, and future-ready agricultural extension systems.

Program Director: Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and CEO MANAGE-CIA.



MANAGE organized a five-day training program on “Changing Role of Agricultural Extension in India: Enhancing Competencies of Extension Personnel”



A five-day training program on “Changing Role of Agricultural Extension in India: Enhancing Competencies of Extension Personnel” on 10th August 2026. The program brought together 37 extension professionals from the States of Gujarat, Chhattisgarh, West Bengal, Arunachal Pradesh, Bihar, Punjab, Mizoram and Himachal Pradesh.

The program aims to enhance their competencies, strengthen their field-level extension approaches and equip them with contemporary tools and strategies to effectively address the emerging needs and challenges of Indian agriculture.

The inaugural session was graced by Shri Sanjay Kumar Agarwal, IAS, Joint Secretary (Extension), Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, and Director General, MANAGE. In his address, he emphasized the need to strengthen the effectiveness and outreach of Assistant Technology Managers (ATMs) and Block Technology Managers (BTMs) in delivering extension services at the grassroots level.

He highlighted the importance of leveraging social media and digital agriculture to improve communication, knowledge dissemination and access to timely agricultural information. He also stressed the need to focus on income enhancement and livelihood improvement of farmers, along with strengthening

training and capacity-building initiatives for extension personnel. Special emphasis was placed on engaging and supporting youth and women farmers and creating greater opportunities for their participation in agriculture.

The Director General interacted with the participants, listened to their field-level experiences and challenges and encouraged them to adopt innovative approaches and make effective use of digital tools and available resources to strengthen agricultural extension services.

The five – day program focuses on strengthening the competencies of extension personnel to address emerging national priorities through technology-driven, market-oriented, inclusive and innovative agricultural extension approaches. It combines food-security concerns, digital agriculture, FPOs and market linkages, entrepreneurship and agri-startups, gender and nutrition-sensitive extension, and innovative learning methodologies, with strong emphasis on success stories, field experiences, peer learning and practical application.

Dr. Shalendra (Agricultural Marketing), MANAGE, with the support of Dr. Nidhi Sharma and Shri Rajesh from MANAGE coordinated the program.



Valedictory Programme of Jai Jawan Kisan (JJK) – 7th Batch Held at MANAGE



MANAGE, Hyderabad, successfully conducted the 7th Batch of Jai Jawan Kisan (JJK) from 27 April to 14 August 2026 Sponsored by the Directorate General Resettlement (DGR), Ministry of Defence, Government of India, the four-month programme was organised to equip retiring defence personnel with knowledge, skills and practical exposure to pursue agripreneurial opportunities in agriculture and allied sectors. A total of 39 personnel from the Indian Army, Navy and Air Force representing various states participated in the programme

participants and encouraged them to utilise the JJK alumni network, initiate enterprises and gradually expand their ventures based on experience, resources and market opportunities. He also appreciated the efforts of the MANAGE faculty and staff in successfully conducting the programme.

The participants shared their feedback and reflected on their learning experiences and future aspirations. The programme concluded with the distribution of certificates and a group photograph.



In the valedictory program Dr. N. Balasubramani, Director (CSA & CCA), MANAGE, highlighted the objectives, structure and outcomes of the programme and emphasised its role in preparing retiring defence personnel for entrepreneurial opportunities.

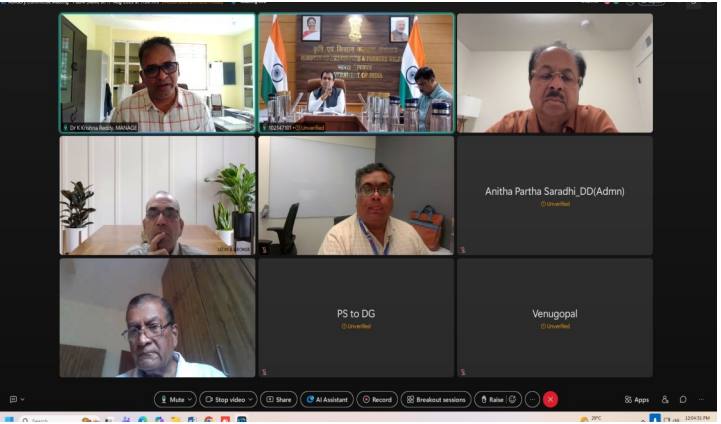
The valedictory was graced by Major Sandeep Dhillon, Instructor, Artillery Centre, DGR, Hyderabad, congratulated the

MANAGE has so far conducted eight batches of the Jai Jawan Kisan Training Programme, including six programmes sponsored by DGR, Ministry of Defence, and two sponsored by NABARD, Telangana and Andhra Pradesh.

Dr. N. Balasubramani, Director (CSA&CCA), MANAGE is the Director for this program with support of Dr. Jagadeeswari and Dr. Ch. Saikiran as Coordinators.



MANAGE PGDM (ABM) Advisory Committee Meeting



The MANAGE PGDM (ABM) Advisory Committee Meeting was held on 17th August 2026 through online mode under the Chairmanship of Shri Sanjay Kumar Agarwal, IAS and Director General, MANAGE

The meeting focused on reviewing the academic and non-academic activities of PGDM (ABM), along with key discussions on admission criteria, syllabus revision, internship and placement opportunities, and establishing MANAGE as a Centre of Excellence for Agri. & Allied Sectors.

MANAGE hosted the Seychelles Delegation



MANAGE hosted the Seychelles Delegation for an engaging discussion on collaboration in agriculture, fisheries and the Blue Economy, in the presence of Mr. Wallace Cosgrow, Hon'ble Minister for Fisheries, Agriculture and Blue Economy, Republic of Seychelles.

Faculty members from MANAGE participated in the interaction, focusing on capacity building, value-chain development, entrepreneurship and strengthening FPOs.



MANAGE Inaugurated a five-day training programme on “Changing Role of Agricultural Extension in India: Enhancing Competencies of Extension Personnel”



The National Institute of Agricultural Extension Management (MANAGE), Hyderabad, inaugurated a five-day training programme on “Changing Role of Agricultural Extension in India: Enhancing Competencies of Extension Personnel” on 17 August 2026. The programme brought together 41 extension professionals from seven States—Gujarat, Himachal Pradesh, Chhattisgarh, Mizoram, Bihar, West Bengal and Punjab.

The programme focused on strengthening the competencies of extension personnel to effectively address emerging challenges and opportunities in Indian agriculture.

Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE and Course Director, highlighted the evolving roles of ATMs and BTMs in grassroots extension and emphasised competencies in digital and climate-smart agriculture, market-oriented extension, gender-responsive approaches, FPOs,

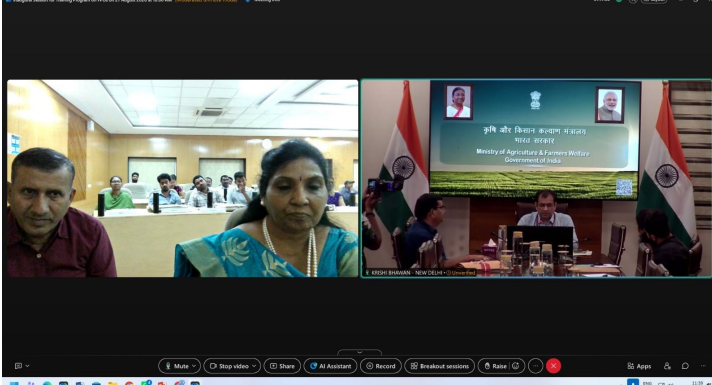
value-chain development, entrepreneurship and participatory communication.

She stressed that effective agricultural extension begins with listening to farmers, understanding local realities and providing demand-driven, context-specific solutions. The programme aims to enhance the capacity of extension professionals to adopt contemporary approaches and deliver more responsive and effective services at the field level.

Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE coordinated the program with the support of Dr. K. Naresh, Academic Associate (GS) and team member.



MANAGE organized a three-day training programme on “Transforming Agriculture: The Power of FPOs”



The training covered key areas including FPO formation and mobilisation, governance, leadership, business opportunities, financial management, value-chain development, collective marketing, branding and packaging, e-commerce, institutional buyers and action planning for strengthening FPOs.

The inaugural session concluded with a vote of thanks by Dr. P. Kanaka Durga, Assistant Director (M&E), MANAGE.

A three-day training programme on “Transforming Agriculture: The Power of FPOs” on 27 August 2026 for 28 officers of the Department of Agriculture, Government of Andhra Pradesh.

The programme was inaugurated by Shri Sanjay Kumar Agarwal, IAS, Director General, MANAGE and Joint Secretary, who emphasised the importance of strengthening existing Farmer Producer Organisations (FPOs) for their long-term sustainability.



In his address, the Director General highlighted the need to strengthen leadership, business planning, market linkages, agribusiness, value addition and value-chain-centric approaches to enhance farmers' incomes through FPOs.

Dr. K. C. Gummagolmath, Director (M&E), MANAGE is the Course Director of the program and Dr. P. Kanaka Durga, Assistant Director (M&E), MANAGE is coordinating the program.

Dr. K. C. Gummagolmath, Director (M&E), MANAGE, welcomed the participants and outlined the objectives of the programme.



MANAGE organized a four-day training programme on “Strengthening Women Collectives for a Better Agriculture”



MANAGE, Hyderabad, inaugurated a four-day training programme on “Strengthening Women Collectives for a Better Agriculture” on 31 August 2026, with 20 extension professionals from Telangana, Andhra Pradesh, Tamil Nadu, Uttar Pradesh and Bihar participated.

The programme was organised as part of the International Year of Women Farmers 2026, with the objective of strengthening the capacities of women farmers and collectives in leadership, institutional support, financial services, technology, markets and sustainable agricultural livelihoods.

Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE and Course Director, In her inaugural address highlighted the significant contribution of women farmers to agriculture and allied sectors and the challenges they face in

accessing resources, technology, finance, markets and institutional support. She emphasised the importance of effective mobilisation, collective action and a shared vision among women farmers, along with gender-responsive approaches in agricultural extension.

The programme focused on strengthening the role of extension professionals in facilitating linkages between women farmers and government schemes, institutions, technologies, financial services and markets.

Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE coordinated the programme with the support of Dr. K. Naresh, Academic Associate (Gender Studies), and team members.



MANAGE conducted a three-day training programme on “Application of Remote Sensing and Geographical Information System in Agricultural Development”



MANAGE conducted a three-day training programme on “Application of Remote Sensing and Geographical Information System in Agricultural Development” from 31 August to 02 September 2026 at MANAGE.

The programme was inaugurated by Dr. K. Krishna Reddy, Director (ICT), MANAGE and Dr. G. Bhaskar, SG, Assistant Director (IT) & Head (Knowledge Management).

In his inaugural address, Dr. G. Bhaskar highlighted the importance of geospatial and digital technologies in strengthening agricultural planning, monitoring and decision-making. The programme provided participants with knowledge and practical exposure to Remote Sensing and GIS, satellite and drone-based crop health assessment, agricultural drone applications and SOPs, watershed project monitoring, Bhuvan GIS, QGIS and GPS applications in agriculture and allied sectors. The training aimed to strengthen the capacity of agricultural professionals to effectively utilise geospatial technologies,

satellite data, drones and digital tools for evidence-based agricultural planning, resource management, monitoring and informed decision-making.

Dr. G. Bhaskar, SG, Assistant Director (IT) & Head (Knowledge Management), MANAGE coordinated the programme with the support of his team members



MANAGE Saturday Webinars

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



MANAGE organised Webinar on **“University-based Incubation Centers: Opportunities and Challenges”** on Saturday, August 02, 2026, from 11.00 am to 12.00 noon. The session was conducted as part of the 6th Year of Collaborations and Partnerships initiative by the MANAGE–Centre for Innovation and Agripreneurship (CIA). The webinar featured Dr. Sudheer K P, Head, RAFTAAR Agribusiness Incubator & ICAR National Fellow at KAU and Dr. Danish Tamuly, Assistant Professor, Assam Agricultural University (AAU), Assam. The discussion focused on to explore how these centers promote innovation, technology commercialization, and entrepreneurial success.

To register/watch the webinar, click on the link: https://www.youtube.com/watch?v=ro_92DekHXE&list=PLMo-iyYCszp8RQ1o3qW4kLUBX_9Ygpkdn&index=7

MANAGE organised Webinar on **“Research-based Incubation Centers: Opportunities and Challenges”** on Saturday, August 08, 2026, from 11.00 am to 12.00 noon. The session was conducted as part of the 6th Year of Collaborations and Partnerships initiative by the MANAGE–Centre for Innovation and Agripreneurship (CIA). The webinar featured Mr. Praful Sharma, Manager, NIIFTEM and Dr. Kumar Siddharth Singh, Chief Manager, BioNEST Incubation Centre, IIT Patna. The discussion focused on to explore the potential, opportunities, and challenges of research-driven incubation ecosystems.

To register/watch the webinar, click on the link: https://www.youtube.com/watch?v=N1valgKHEYA&list=PLMo-iyYCszp8RQ1o3qW4kLUBX_9Ygpkdn&index=6

MANAGE organised Webinar on **“Rural incubation models”** on Saturday, August 15, 2026, from 11.00 am to 12.00 noon. The session was conducted as part of the 6th Year of Collaborations and Partnerships initiative by the MANAGE–Centre for Innovation and Agripreneurship (CIA). The webinar featured Mr. Anand Kannan, National Director, IFIA , Dr. Santanu Mohan Deka, Faculty Member, IIE and Mr. Kumar Harshvardhan, Head Project – ASPIRE, IIE.

To register/watch the webinar, click on the link: https://www.youtube.com/watch?v=q7sO-l2sMaQ&list=PLMo-iyYCszp8RQ1o3qW4kLUBX_9Ygpkdn&index=5

MANAGE organised Webinar on **“Incubation Lifecycle”** on Saturday, August 22, 2026, from 11.00 am to 12.00 noon. The session was conducted as part of the 6th Year initiative by the MANAGE–Centre for Innovation and Agripreneurship (CIA). The webinar featured Dr. Shaik Salman Ashraf Head – Incubation Ratan Tata Innovation Hub – AIT and Mr. Satya Kedar Illa, Head, YUVA Programs, Deshpande Startups. The discussion focused on discover how a structured incubation lifecycle can transform ideas into impactful and sustainable agri-startups.

To register/watch the webinar, click on the link: https://www.youtube.com/watch?v=YpnmMIZP4Dk&list=PLMo-iyYCszp8RQ1o3qW4kLUBX_9Ygpkdn&index=4

MANAGE organised Webinar on **“Rural & Social Entrepreneurship Incubation”** on Saturday, August 29, 2026, from 11.00 am to 12.00 noon. The session was conducted as part of the 6th Year initiative by the MANAGE–Centre for Innovation and Agripreneurship (CIA). The webinar featured Mr. Praveen Rajan, Project Lead, TN-RISE and Mr. Shalabh Mittal, CEO, School for Social Entrepreneurs India. The discussion focused on how to explore opportunities for building a stronger and more inclusive rural entrepreneurship ecosystem.

To register/watch the webinar, click on the link: https://www.youtube.com/watch?v=bg8NYCa-FxM&list=PLMo-iyYCszp8RQ1o3qW4kLUBX_9Ygpkdn&index=3



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

MANAGE organised Webinar on **“Technical Consultancy and Farm Management Services: Business and Startup Opportunities”** on Friday, August 14, 2026, from 11.00 am to 12.00 noon. The session was conducted under the Pradhan Mantri Matsya Sampada Yojana (PMMSY) by the MANAGE Fisheries Innovation and Startup Hub (M-FISHub), a National Fisheries Incubation Centre supported by the Ministry of Fisheries, Animal Husbandry and Dairying, Government of India. The webinar featured Dr. P. Ram Mohan Rao, Chief Consultant, Sun Rise Aqua Lab, Mr. Shaik Akbar Ali, Founder, POND CARE and Mr. Anjaneyulu Kuppam, Technical Consultant, Hendrix Genetics., as the key speakers. The discussion on explore how technical consultancy and farm management services are creating new business opportunities, expanding market access, and accelerating the growth of fisheries startups.

To register/watch the webinar, click on the link: <https://www.youtube.com/watch?v=5mqApUqRo&list=PL4G41x3BKm6keZlPoC3O8685dMF1pU61i&index=3>

MANAGE organised Webinar on **“Modern Innovations in Ornamental Aquascaping: Business and Startup Opportunities”** on Friday, August 28, 2026, from 11.00 am to 12.00 noon. The webinar featured Mr. Mohan Kannan, Founder, Aquasolution and Mr. Sagar Vora, Founder, Dharampeth Aquarium ., as the key speakers. The discussion highlighted that Climate-smart and predictive aquaculture are shaping the future of sustainable fish farming by integrating scientific innovations, resilient farming practices, and data-driven technologies to tackle climate challenges in aquaculture .

To register/watch the webinar, click on the link: <https://www.youtube.com/watch?v=iPUiPnuDY5s&list=PL4G41x3BKm6keZlPoC3O8685dMF1pU61i&index=2>

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



EDITORIAL TEAM

MANAGE BULLETIN is published by

Shri. Sanjay Kumar Agarwal, IAS
Joint Secretary (Extension), DA&FW and
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 & Head, Centre for Knowledge Management	Mr. Nitesh Kumar Academic Associate, MANAGE	Mr. N. Raja Shekhar Goud Program Executive MANAGE

