



MANAGE believes that partnership is essential to bring in synergy among various institutions in order to address different challenges in agriculture and in achieving organisational goals. MANAGE is keen to join hands with several leading organisations in public, private and NGO sectors to undertake collaborate activities and programs.

In December 2021, MANAGE signed MoUs with three different organisations viz., Sri Aurobindo Institute of Rural Development, Krishi Vignan Kendra (SAIRD-KVK), Gaddipally; ICFAI Business School (IBS) Hyderabad; and ICICI Bank Ltd, Hyderabad. Through these partner organisations, MANAGE will pilot test innovative concepts at the field level, sharpen managerial perspective to improve productivity and efficiency of agricultural extension professionals and farmers; and facilitate loans for PGDM(ABM) students respectively.

MANAGE conducted its 74<sup>th</sup> Meeting of Executive Council at New Delhi under the chairmanship of Shri Sanjay Agarwal, IAS, Secretary, Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare (MA&FW) Government of India with the participation of senior officials of the MA&FW. The meeting appreciated the efforts of



MANAGE in carrying out the training, research, education and scheme implementation activities especially during the pandemic period.

MANAGE is always at the forefront to promote innovations in technologies and management which improve effectiveness of agricultural extension. MANAGE in collaboration with Professor Jayashankar Telangana State Agricultural University (PJTSAU), Hyderabad, organised an innovative training program on Mobile Journalism (MOJO) for Agricultural Extension Professionals which was highly appreciated and well received. I am glad to inform that MANAGE will organise such timely and need-based capacity building programs in future.

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

## 74<sup>th</sup> Meeting of Executive Council of MANAGE Held

74<sup>th</sup> Meeting of Executive Council of MANAGE was conducted on 22<sup>nd</sup> December, 2021 at Krishi Bhawan, New Delhi. Under the Chairmanship of Shri Sanjay Agarwal, IAS, Secretary, Department of Agriculture & Farmers Welfare, Government of India. The meeting was attended by Dr. Abhilaksh Likhi, IAS, Additional Secretary, Shri Sanjiv Kumar, IAS, Additional Secretary (FA) and Ms. Alaknanda Dayal, IAS, Joint Secretary (Extension), DA&FW, Ministry of Agriculture and Farmers Welfare, GoI.



Dr. P. Chandra Shekara, Director General, MANAGE made a brief presentation on Progress of Academic Activities and innovations initiated at MANAGE. EC appreciated MANAGE for its achievements especially during the pandemic period.

On the same occasion, Shri Sanjay Agarwal, IAS, Secretary, DA&FW, MA&FW, GoI released three MANAGE publications entitled 1. Urban Farming: An Alternative Strategy for Food and Nutritional Security ; 2. Extension and Advisory Services by Certified Farm Advisors during COVID-19; and 3. Interventions and Advisory Services by Certified Livestock Advisors-Success Stories.

### Academic Highlights....

Besides the administrative and financial items, the EC meeting considered and approved the following academic proposals.

- MANAGE will allow international participants to attend one day Webinars and online training programs free of charge. However, they need to pay US \$500 as course fee and also pay lodging and boarding charges for physical training programs of 3-5 days duration at MANAGE campus. They also need to pay fee for MOOC-based courses.
- MANAGE will collaborate with universities abroad for Student Exposure Program on self-finance basis for the students of PGDM (ABM) Program.
- MANAGE will launch a 45 days self-financed Certificate Program for CEOs of Farmers Producer Organisations

## MANAGE Signs MoU with KVK Gaddipally



MANAGE signed an MoU with Sri Aurobindo Institute of Rural Development, Krishi Vignan Kendra (SAIRD-KVK), Gaddipally, Suryapet District, Telangana on 3rd December 2021 at MANAGE.

Both the organizations together work on issues of rural transformation in general, and transformation of agriculture and agri-enterprises in particular. Under this MoU, MANAGE would explore possibilities to utilise

SAIRD-KVK as a Social Laboratory to pilot test innovative concepts and implement new programs.

DG-MANAGE Dr. P. Chandra Shekara, Chairman of SAIRD-KVK Dr. M. N. Reddy and Secretary Dr. Satyanarayana Reddy, Member Director Dr. Pratap Reddy, Scientists of KVK and MANAGE Faculty were present in the MoU signing ceremony.

## MANAGE Signs MoU with ICFAI Business School



MANAGE signed an MoU with ICFAI Business School (IBS) Hyderabad, a constituent of the ICFAI Foundation for Higher Education (IFHE), Hyderabad, on 29<sup>th</sup> December 2021 at MANAGE. The MoU was signed by Dr. P. Chandra Shekara, Director General, MANAGE and Dr. C.S. Shylajan, Dean, IBS Hyderabad, ICFAI Foundation for Higher Education.

Speaking on the occasion, Dr. C.S. Shylajan, Dean, IBS, Hyderabad, said that in-depth experience of management faculty at IBS will be channeled in the form of Management Development Programs, consultancy projects, joint research initiatives, student internships, strengthening incubation centers, conferences, workshops, and seminars at regular intervals.

Dr. P Chandra Shekara, Director General of MANAGE,

opined that the MoU presages a new era in knowledge management at IBS and empowers MANAGE to investigate opportunities to integrate management innovations and technology with Agriculture Extension Management towards improving the productivity and efficiency of extension professionals and farmers.

The meeting discussed the possibility of working together to develop case studies and teach through the case methodology in the areas of agribusiness management, with insights from general management.

The Department of Economics Head, Prof. T. Koti Reddy, faculty members Prof. G. Ramakrishna and Dr. M. Aruna of IBS, Hyderabad; Dr. K. Ananda Reddy, Director (HRD), Dr Srinivasacharyulu Attaluri, Program Officer and MANAGE faculty members attended the event.

## MANAGE signs MoU with ICICI Bank

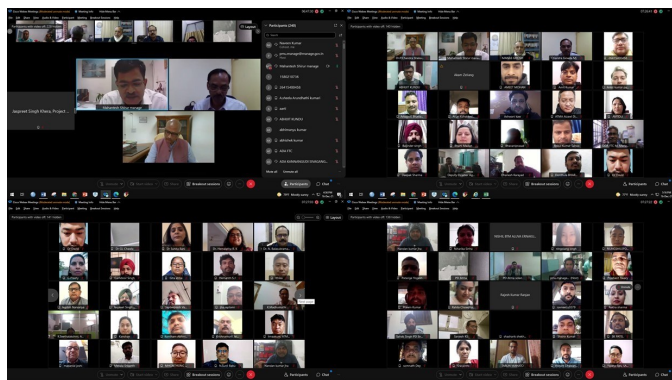
MANAGE signed a Memorandum of Understanding (MoU) with ICICI Bank Ltd on 16 December 2022 at MANAGE. Dr. P. Chandra Shekara, Director General, MANAGE and Smt. Laxmi Saroja, City Head, ICICI Bank Ltd, Hyderabad have signed the MoU.

ICICI Bank agreed to provide unsecured educational loans upto Rs. 20.00 Lakhs to students of PGDM (ABM) program of MANAGE.

Senior officials from ICICI Bank, Dr. Anand Reddy, Director (HRD) & Principal Coordinator of PGDM (ABM) and MANAGE Faculty Members were present on the occasion.



## Webinar on Innovations under ATMA For Enhancing Farmers Income



MANAGE organized an online National Workshop on 'Innovations under ATMA for enhancing Farmers' Income' during 15-16 December 2021. The Workshop was organised to identify, document and disseminate successful innovations and agri-extension strategies by different ATMAs across the country. Further, the challenges faced by the ATMA officials and suggestions to overcome these challenges were elicited. A total of nine thematic areas were selected, based on ATMA

activities, to address the overall objective of the workshop. These areas include: overview of ATMA, opportunities and challenges; innovations in promoting Farmer Organizations/Commodity Interest Groups; promoting Market Led Extension in the district; promotion of Farmer Friend/Agripreneurs/Farm School; Climate Smart Strategies and ICT Applications; Gender Mainstreaming; Innovations in Convergence of institutional efforts; effective implementation of SREP; and promotion of Public Private Partnership (PPP).

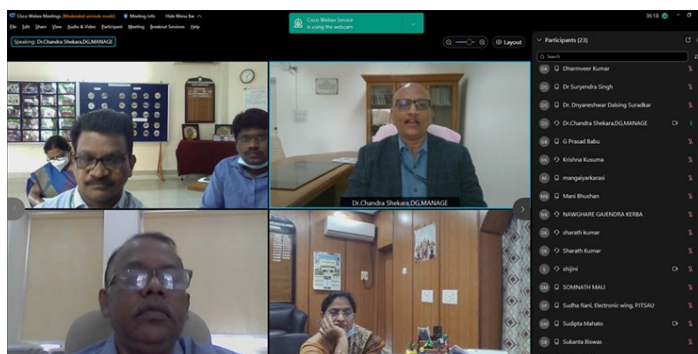
Feedback was obtained from the participants to understand their constraints and suggestions for strengthening extension strategies through ATMA. The participants were Block Technology Managers, Assistant Technology Managers, Project Directors, Deputy Project Directors, officials representing KVKs, National and DAESI facilitators etc. The webinar was organised by Dr. Mahantesh Shirur, Deputy Director (Agricultural Extension), MANAGE.

## Training on Mobile Journalism (MOJO) Organised

MANAGE, in collaboration with the Electronic Wing, Professor Jayashankar Telangana State Agricultural University (PJTSAU), organized an innovative online training programme on "Mobile Journalism for effective Transfer of Technology for Extension Officers" from 14-17 December, 2021. A total of 26 selected agricultural extension officers attended the program.

Inaugurating the program, Dr. P. Chandra Shekara, Director General, MANAGE stated that mobile is a powerful tool to disseminate timely agricultural extension and advisory services to the farmers. There is need for Agricultural Extension Professionals and Scientists to acquire skills to produce creative digital content for mobile users with the help of available tools and techniques, he said.

The training focused on advances and practical steps in Mobile Journalism (MOJO) for effective transfer of agricultural technology, audio journalism, video



journalism, script writing and video editing on smart phones, photo journalism, mobile story telling etc., through practical demonstrations and short assignments to participants.

Dr. Srinivasacharyulu Attaluri, Program Officer, MANAGE and Dr. M. Sreenivasulu, Professor & Coordinator, Electronic Wing, PJTSAU jointly organised the program.

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