



MANAGE Bulletin

www.manage.gov.in



From the National Institute of Agricultural Extension Management (MANAGE)

December 2022

Hit Refresh for Better Agricultural Extension System

Individuals and Institutions must transform and “hit refresh” in their persistent quest for new energy, new ideas, and continued relevance and renewal. MANAGE Faculty Members gathered in the serene fold of Dandeli Wildlife Sanctuary in Karnataka for two days in December 2022 to rejuvenate and think afresh about institutional approach for better Agricultural Extension in the future. This Faculty Rejuvenation Program provided opportunity to MANAGE Faculty Member to interact with farmers to understand field level issues, scheme-related challenges, and spend quality time in group activities focusing on teamwork and openness.



During the program, Faculty Members brainstormed on personal goals, organisational goals and charted salient features of MANAGE DNA. Further, they carried out visioning and foresight exercise to identify appropriate strategies for better Agricultural Extension System for future involving all stakeholders in the country. I am glad to state that this rejuvenation program helped MANAGE and its Faculty Members to move ahead with field level realities, new ideas with fresh energy.

Dr.P.Chandra Shekara
Director General

In this Issue....

- Faculty Rejuvenation Program for Visioning the Future Extension
- ToT on Gender-Inclusive Community Nutrition
- Kisan Diwas 2022 Celebrated
- MANAGE at Smart Agri Summit
- MoU with SBI for Agripreneurship Development
- MoU with Annamalai University for Natural Farming
- MoU with Adrise for Digital Agricultural Education
- MANAGE Krishi Gyandeeep Knowledge Lecture Series (KGKLS) 21
- Prof Karim Maredia, Michigan State University Visits MANAGE
- Swachhata Pakwada Celebrations 2022 at MANAGE
- Amayi Hub - Women Agribusiness Incubator Inaugurated in Malawi
- Awards for Outstanding Certified Farm Advisors of MANAGE

National Institute of Agricultural Extension Management (MANAGE)

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

Faculty Rejuvenation Program for Visioning the Future Extension



MANAGE organised a two-day Faculty Rejuvenation Program during 2-3 December 2022 for its Faculty Members at Dandeli Wildlife Sanctuary in Karnataka. Director General Dr. P. Chandra Shekara and all Faculty Members participated in this event. During the program, MANAGE team interacted with farmers, met with faculty members of University of Agricultural Sciences (UAS) - Dharwad and actively participated in the group works, management games and visioning & foresight exercises.

In the onward journey to Dandeli, MANAGE Faculty Members had the chance to interact with farmers from Honnapur Village in the Dharwad District to gain a thorough understanding of their cropping systems, activities under the Agricultural Technology Management Agency (ATMA), marketing issues, challenges, and the status of beneficial schemes. Each Faculty Member explained about on-going activities undertaken by them at MANAGE and taken feedback of farmers.

At Dandeli, MANAGE Faculty Members participated in a motivational session and management games organised by a professional coach.

During program, MANAGE Faculty Members conducted brainstorming sessions to identify MANAGE DNA and values that are being practiced at MANAGE. Each Faculty Member shared his / her experiences and highlighted a set of characteristics that define MANAGE DNA. This exercise resulted into a collection of more than 40 traits that symbolises MANAGE DNA. It was decided to document these as MANAGE DNA indelibly after taking inputs from MANAGE Staff Members.

MANAGE Faculty Members have carried out a visioning exercise in order to envisage the Agricultural Extension in future and devise a strategic approach for MANAGE to meet the future challenges. This exercise was done as group work by faculty members and it really ended up with good





outcomes insights. The groups presented their findings in the panel session. This exercise helped to leap forward and envisage the Agricultural Extension in future and chalk out institutional preparedness, policy support, strategies for use of digital technologies and building capacities to strengthen skills, processes and institutional development in agriculture.

In the last leg of the program, MANAGE Faculty Members interacted with Faculty of University of Agricultural Sciences (UAS) - Dharwad for future collaboration activities.

This program refreshed Faculty Members with new ideas and synergy.



Training of Trainers on Gender-Inclusive Community Nutrition



In partnership with GIZ, MANAGE organized a series of three two-day pilot training courses for Training of Trainers to Integrate Gender into Community Nutrition Programs during December 13-21, 2022 in Madhya Pradesh.

The first training program, which was held on December 13-14, 2022, in Barwani, Madhya Pradesh, focused on how gender is incorporated into community nutrition programs. The training included a range of activities, such as analyzing the gender context, engaging in gender power walks, reviewing Module 1, working with gender transformative changes, and exploring personal mental models. The event was attended by 17 participants.

The second edition, which took place in Chhatarpur, Madhya Pradesh on December 16-17, 2022, involved 18

participants who were trained on incorporating gender into community-level nutrition programs through various activities. The aim of the training was to sensitize the participants so that they could, in turn, sensitize the SHG members.

The third edition was held in Sheopur, Madhya Pradesh on December 20-21, 2022, and had 12 participants. The training aimed to educate the participants on the importance of integrating gender into community-level nutrition programs through engaging activities.

By the end of the training, the participants had a better understanding of how to effectively incorporate gender into their nutrition programs, creating more equitable and inclusive initiatives..



Kisan Diwas 2022 Celebrated



MANAGE celebrated National Farmers Day, also known as Kisan Diwas, on December 23rd, 2022, in accordance with tradition to commemorate the birth anniversary of former Prime Minister of India, Shri Choudhary Charan Singh.

As part of the celebration, four farmers from Siddipet, Mulugu district in Telangana, namely Shri. Babu Miya, Shri. Srinivas Reddy, Smt. Rama, and Smt. Kavita, were invited to share their experiences with the MANAGE Family, and were felicitated on the occasion.

Dr. P. Chandra Shekara, Director General of MANAGE, presided over the event and emphasized

that "Agricultural extension professionals must work for the welfare of the farmer who in turn contributes to the welfare of the country." MANAGE faculty, staff, consultants, and project staff were also present to grace the occasion.



MANAGE at Smart Agri Summit



Dr. P. Chandra Shekara, Director General of MANAGE, addressed the first-ever SmartAgri Summit cum Exhibition 2022 on Management Skills – A Key to Leveraging Market organized by the Bengal Chamber of Commerce and Industry (BCC&I) on December 9, 2022, in Hyderabad. The summit's theme was Sustainable Agriculture through AgriTech Solutions, and it was inaugurated by Shri. Singireddy Niranjan Reddy, Hon'ble Agriculture Minister, Telangana Govt. Several notable figures were present at the event, including Dr. Ashok Dalwai, CEO of NRAA, Ministry of Agriculture and Farmers' Welfare & Chairman of the Commission of Doubling Farmers' Income, Susheela Chintala, CGM of NABARD, Sachin Sharma, VP of ITC Ltd., Sabir Chakravarthy, President of BCC, Mr. T Narayan Reddy, President of APMA, and Mr. Jayanta Chakraborty, Chairperson of BCC.

MANAGE Signs MoU with SBI for Agripreneurship Development



MANAGE and the State Bank of India (SBI) signed a Memorandum of Understanding (MoU) on December 17, 2022 at the SBI Headquarters in Mumbai to promote the Agri Clinics & Agri-Business Centres (ACABC) scheme. The main objective of the MoU was to simplify the process of extending credit to Agripreneurs who were trained under the ACABC scheme.

The Director General of MANAGE, Dr. P. Chandra Shekara, and the General Manager of SBI, Mr. K. Shantharam Pai, signed the MoU. The event was attended by a total of 108 stakeholders, including officials from the Ministry of Agriculture and Farmer's Welfare, the State Bank of India, the Nodal Training Institutes, and the MANAGE Faculty, in a hybrid mode.

MANAGE Signs MoU with Annamalai University for Natural Farming



Dr. P. Chandra Shekara, Director General of MANAGE and Prof. Raman, Director of Centre for Natural Farming and Sustainable Agriculture (CNFSA) at Annamalai University signed a Memorandum of Understanding (MoU) to promote natural farming.

The MoU aims to facilitate transformative work, collaborative development, and research projects, and build institutional capacities through various activities such as training, agribusiness, agrilinic

activities, demonstrations, documentation of best practices, and short courses.

Dr. P. Chandra Shekara highlighted that the MoU can offer research and community-verified data, as well as scientifically validated data, to support farmers and government officials in implementing natural farming more effectively.

MANAGE Signs MoU with Adrise for Digital Agricultural Education



MANAGE and Adrise India Pvt. Ltd. signed a Memorandum of Understanding (MOU) with the aim of enhancing digital agricultural education by providing online training programs and courses for various stakeholders such as farmers, rural youth, agripreneurs, agricultural extension functionaries, Farmers Producer Organizations (FPOs), NGOs, and others.

The MOU was signed by Dr. P. Chandra Shekara, Director General of MANAGE and Shri. Prasad Kulkarni, Director of Adrise. Dr. P. Chandra Shekara emphasized the importance of leveraging current technologies to reach a new generation of stakeholders and strengthen digital agriculture education.

MANAGE Krishi Gyandeeep Knowledge Lecture Series (KGKLS) 21

Shri Anil Kumar S G, Director and CEO of Samunnati Foundation gave KGKLS-21 talk on 'Indian Problems and Indian Solutions in Value Chain Financing' at MANAGE on December 7, 2022. He stressed the importance of optimizing agri-value chains and making markets work for smallholder farmers to achieve a higher equilibrium.

The event was presided over by Dr. P. Chandra Shekara, Director General of MANAGE, who stressed the importance of global thinking and local action in providing market linkages and advisory services to smallholder farmers. The talk was attended in person by MANAGE faculty, staff, and trainees, while more than 40 agricultural extension professionals participated virtually.



[Click HERE to see full video](#)

Prof Karim Maredia, Michigan State University Visits MANAGE



Prof. Karim Maredia, Director of College of Agriculture and Natural Resources (CANR) International Programs and Senior Global Scholar, Michigan State University, visited to MANAGE on December 12, 2022, and met with Dr. P. Chandra Shekara, Director General, MANAGE, to discuss on expanding the MANAGE-MSU Extension partnership and planning collaborative activities for the coming year to strengthen global agricultural extension systems.

Swachhata Pakwada Celebrations 2022 at MANAGE



Swachhta Pakhwada Celebrations held from 16 to 31 December 2022, and as part, a pledge ceremony was held. Dr. P. Chandra Shekara, Director General of MANAGE, presided over the event and administered the Swachhta Pledge to the faculty, staff, consultants, project staff, and students of MANAGE and OUAT, Bhubaneswar.

During the ceremony, he emphasized the importance of cleanliness in our daily lives and commended the efforts of the MANAGE employees who maintain the campus's lush green surroundings and implement various climate-smart initiatives.

MANAGE also organised a plantation drive at the Zilla Parishad High School in Rajendranagar as part of the

Swachhta Pakhwada Celebrations from December 16 to December 31, 2022.



Students were taught about the importance of swachhta (cleanliness) in everyday life. They were also educated on the importance of trees in our lives. A few saplings were distributed, and the students pledged to keep the school

Amayi Hub - Women Agribusiness Incubator Inaugurated in Malawi

The first ever Agribusiness Incubator model in Malawi 'AmayiHub' was inaugurated at Small and Medium Enterprises Development Institute (SMEDI), Lilongwe, Malawi on 16 December 2022 under India - Germany - Malawi Triangular Cooperation for Women Entrepreneurs in Agriculture and Food Systems

MANAGE is one of the partners in the project along with GIZ, Access Livelihoods and SMEDI in Malawi.



Awards for Outstanding Certified Farm Advisors of MANAGE



Mr. Mukesh Kamboj, a MANAGE Certified Farm Advisor (CFA) programme participant from Haryana who specialises in Organic Farming, was recently awarded the prestigious Krishi Rattan Award 2022 by the Haryana Agricultural University (HAU) Hisar on 23rd December 2022. The award was presented by Haryana's Minister of Agriculture and HAU Hisar's Vice Chancellor.

This honour recognises Mr. Kamboj's dedication and expertise in the field of organic farming. MANAGE wishes him the best of luck in his future endeavours.



Dr Tapas Roy Chandra receives a certificate of recognition with distinction for the Certified Farm Advisor (CFA) on Millet's programme for sharing valuable knowledge as an expert at the National Symposium on Millets 2022, jointly organised by Mahatma Gandhi State Institute of Public Administration (MGSIPA), Punjab, Dept. of Community Medicine, and School of Public Health, PGIMER, Chandigarh on 2nd September, 2022.

This honour recognises Dr. Tapas Roy Chandra's commitment to millet research and expertise. MANAGE wishes him all the best in his future endeavours.



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.
Tel: 040-24594509, Fax: 040-24015388
www.manage.gov.in

Chief Editor
Dr.P.Chandra Shekara
Director General, MANAGE

Editor
Dr. Srinivasacharyulu Attaluri
Program Officer, MANAGE

Assistant Editors
Veena Pulapaka
Outreach Specialist, MANAGE
&
Aparna V. R
MANAGE Fellow, MANAGE