



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), DA&FW, GOI, Visited MANAGE



Shri Sanjay Kumar Agarwal, IAS, Joint Secretary (Extension), Department of Agriculture & Farmers Welfare (DA&FW), Government of India, visited the MANAGE on December 18, 2025.

Dr. Sagar Hanuman Singh, IPoS, Director General MANAGE, warmly welcomed the Joint Secretary and presented a brief overview of MANAGE and its key activities.

A brief on MANAGE's training programmes, ongoing schemes, flagship events, international programmes, IECHO training initiatives, implementation of Government of India schemes,

knowledge management and outreach activities, and educational programmes was also presented during the meeting.

Shri Sanjay Kumar Agarwal, IAS, interacted with MANAGE faculty and provided valuable suggestions on strengthening training programmes and related extension initiatives.

MANAGE faculty members, officers, and staff were present during the meeting and actively participated in the interaction.

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MANAGE organised Aqua-Eureka 2025 and Incubation Program (Cohort-1) for Fisheries Startups



MANAGE Organized Two 5-Day Training Programmes: MANAGE Aqua-Eureka 2025 and Incubation Program (Cohort-1) during December 15–19, 2025. A total 33 and 21 participants attended the trainings respectively.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and CEO, MANAGE-MFish Hub, briefed the participants on both training programmes. He welcomed the participants and stated that this marks the launch of the first cohort under the MFish Hub, with a focused emphasis on the fisheries sector. He explained that the core objective of this cohort is to integrate ideas, innovations, and facilities from a wide range of stakeholders into a unified innovation ecosystem.

The programme brings together two categories of innovators—those who are already operating businesses in areas such as data, services, or IT-based solutions, and those who are currently at the idea stage. For existing

innovators are working on IoT-based solutions and value addition of products to develop sustainable business models in the fisheries sector.

The Aqua Eureka programme focused on strengthening early-stage startups and innovators in the fisheries sector through a structured mentoring framework. The programme developed entrepreneurial, regulatory, and innovation capabilities while familiarising participants with the startup ecosystem.

The training promoted peer learning, networking, and collaboration among ecosystem stakeholders. Key themes included programme orientation, startup visioning, networking, and business plan preparation. Sessions covered startup certification, intellectual property rights, legal structures, and regulatory compliance. The programme also highlighted government schemes, pitch deck development, and business model design to enhance market readiness. A field exposure visit provided practical industry insights. The training concluded with final startup presentations, mentoring, and participant reflections to support idea validation, prototyping, and business scaling.

The Incubation Cohort-1 programme focused on startup orientation, networking, and business plan development to strengthen entrepreneurial readiness in the fisheries sector. It included sessions on startup certification, intellectual property protection, legal structures, and regulatory compliance to ensure lawful and sustainable operations. Participants were exposed to government schemes and sector-specific opportunities, along with practical inputs on pitch deck preparation and business model development using structured frameworks.

Experience-sharing sessions by startups provided real-world insights into entrepreneurial journeys and challenges. The programme also features field exposure visits to fisheries enterprises and startup support systems to enhance practical understanding. It concludes with mentoring, reflection, and consolidation of learnings to support idea refinement, validation, and business growth.

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



entrepreneurs, the Hub aims to support business expansion and scaling, while early-stage innovators will be guided to refine their ideas and progress to the next level.

Selected participants under the incubation and integration programme will be mentored and connected with relevant achievers and experts, enabling them to develop their concepts into working prototypes. He further informed that the centre planning to launch another series focusing on technologies developed by ICAR institutes, universities, and colleges, with the objective of commercialising these technologies and converting them into viable business opportunities.

In his inaugural address, Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, stated that such programmes provide a valuable platform for sharing ideas and interacting with diverse stakeholders. He highlighted that many

MANAGE organized training Program on New Competencies, Career Opportunities and Research Priorities in Agricultural Extension



MANAGE organised a six-day National Young Professionals Development Programme on "New Competencies, Career Opportunities and Research Priorities in Agricultural Extension" from December 22 to 27, 2025. A total of 55 agricultural students from eight states across India participated in the programme.

During the inaugural interaction with the participants, Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and CEO, MANAGE-CIA, stated that young agricultural extension students should actively seek diverse opportunities, explore their potential, and develop an understanding beyond academic learning. He highlighted that agricultural extension is not merely about communication or technology transfer, but a powerful driver of change and development with growing global relevance. The programme focused on preparing next-

generation agricultural extension professionals for emerging global opportunities and evolving roles in the extension system. The objective of the programme was to help participants understand career pathways, essential competencies, and professional excellence in agricultural extension.

The training covered themes such as new competencies and job opportunities in agricultural extension, professional specialisation, ICTs and digital competencies, next-generation extension methods, research priorities, monitoring and evaluation, Delphi technique, focus group discussion methods, social network analysis, textometry, extension for entrepreneurship, gender equality, organic farming, development sector opportunities, agri-innovation through incubation, and policy engagement.

The programme also included exposure to innovation and digital knowledge ecosystems. The programme concluded with participants developing individual action plans for future professional engagement in agricultural extension.

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



ISO 9001:2015 Surveillance Audit Conducted at MANAGE

Mr. P. N. Murthy, Auditor, M/s BSI Group of India Private Limited ISO 9001:2015 Surveillance Audit conducted at MANAGE over a two-day period (29 and 30 December, 2025). The interaction focused on MANAGE's institutional vision, key initiatives, capacity-building programmes, and quality management practices adopted across academic, training, and administrative functions.

The ISO surveillance audit was led by Dr. Shalendra, Director & ISO Management Representative, who provided an overview of compliance mechanisms and continual improvement measures in line with ISO 9001:2015 standards. Mr. B. Rajesh effectively coordinated the audit proceedings in close collaboration with the MANAGE team, ensuring smooth

conduct of interactions, documentation review, and process verification.



MANAGE concluded four-month "Jai Jawan Kisan" Training Programme for Defence Personnel



MANAGE concluded the four-month "Jai Jawan Kisan" training programme on December 26, 2025. The training was conducted from September 8 to December 26, 2025.

A total of 41 soon-to-be superannuating officers from the Army, Navy, and Air Force, representing different states, attended the programme with the support of the Directorate General Resettlement, Ministry of Defence, Government of India. The programme aimed to equip ex-servicemen with the skills and knowledge required to become agripreneurs, thereby contributing to the growth of the agricultural sector.

Previously, MANAGE conducted four batches of the "Jai Jawan Kisan" Training program for the officials of defence personnel besides that MANAGE also conducted two batches of Jai Jawan Kisan for the Ex-service men sponsored by NABARD, regional Office, Telangana and Andhra Pradesh.

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE; Lt. Col. Sidhant Shekhar, Hyderabad; Dr. C. Kathiresan, Associate Professor and Head (NIRD&PR); and Dr. N. Balasubramani, Director (CSA & CCA), MANAGE, graced the occasion.

In his Valedictory address, Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, congratulated all the participants on successfully completing the programme. He highlighted that agriculture offers numerous opportunities such as vermicomposting, sustainable housing, plant nurseries, apiculture, handmade paper manufacturing, aquaponics, post-harvest processing, value-added agri-products, and many

more, which can be pursued as a second phase of life. He also emphasized the scope in post-production technologies, particularly through value addition to agricultural products.

Lt. Col. Sidhant Shekhar, Hyderabad, stated that service to the nation does not end with retirement; rather, it marks a transition to continued service in new forms. He emphasized that agriculture is a prominent sector through which one can meaningfully extend his service. He further advised the participants to utilize the knowledge gained during the training programme for the benefit of the needy and the wider society.

Dr. C. Kathiresan, Associate Professor and Head (NIRD&PR), highlighted the participants visit to NIRD&PR and the exposure they gained to sustainable agricultural techniques. He also stressed the potential areas where they can establish start-ups.

Dr. N. Balasubramani, Director (CSA & CCA), MANAGE, outlined the four-month journey of the programme and explained that the training was conducted in two stages: the first focused on building a strong foundation in agricultural knowledge, while the second emphasized agri-entrepreneurship and agribusiness. He also highlighted the key topics, thematic sessions, and exposure visits to national institutes that further enriched the participants' knowledge. He extended his best wishes to all the participants for their future endeavours.

The participants shared their feedback on the four-month training programme and enthusiastically outlined their future plans to pursue new career opportunities in agriculture. They also reflected on how the programme transformed their mindset towards agriculture by exposing them to its modern dimensions of agriculture and pathways to becoming successful agripreneurs.

MANAGE faculty and consultants were present for the programme.

Program Director: Dr. N. Balasubramani, Director (CSA & CCA), **Program Co-coordinators:** Dr. Sreelakshmi, Academic Associate, MANAGE, and Ms. B. Priyadarshini, Consultant, MANAGE.



MANAGE Organised Agri-Startup Stakeholders Connect Program at ICAR-CIAE, Bhopal

MANAGE organized the Agri-Startup Stakeholders Connect Programme in collaboration with ICAR-Central Institute of Agricultural Engineering (CIAE), Bhopal on December 12, 2025, at ICAR-CIAE, Madhya Pradesh. The programme was conducted under the National Agricultural Innovation Fund – Agri-Business Incubation Centre (NAIF-ABIC) framework.



The programme witnessed participation from Agri-startups, incubators, researchers, KVKs, financial institutions, NABARD, academic institutions, and government stakeholders. The programme focused on strengthening the agri-startup ecosystem, bridging information gaps, fostering partnerships, and promoting farmer-centric innovations across the agricultural value chain.



Major themes included Agri-entrepreneurship development, technology transfer, incubation and mentoring, digital and precision agriculture, mechanization, value addition, startup financing, and market linkages. Key sessions comprised the Inaugural Session, Technical Session-I: Experience Sharing, Startup Exhibition and Networking, and Technical Session-II: Startup Pitching.

The programme provided a platform for showcasing innovations, sharing startup journeys, and facilitating collaborations among stakeholders.

Program Co-ordinators: Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and CEO-MANAGE-CIA and Dr. Uday R. Badegaonkar, In-Charge, Technology Transfer Division, ICAR-CIAE, Bhopal, with support from MANAGE and partner institutions.



MANAGE organized Cardiology & Nephrology Screening Camp on 23 December 2025



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 '**Building Strategic Partnerships with Corporates and NGOs**' on Saturday, December 06, 2025, 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. Puran, Co-founder & COO, EF Polymer, and Mr. Rishabh Chaudhary, Co-founder, Sofood Pvt. Ltd., as the key speakers. The discussion focused on the importance of strategic collaborations between agri-startups, corporates, and NGOs to strengthen innovation, scale impact, and build sustainable agri-entrepreneurial ecosystems. To register/watch the webinar, click on the link: <https://www.youtube.com/live/jw9s9XbUwvQ?si=gXVO8psGscI5GJXF>



MANAGE organised Webinar on '**Understanding Market Demands through Collaboration with Local Farmers and Consumers**' on Saturday, December 13, 2025, 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. Rajasekhar Reddy, Chief Business Development Officer, Krishikan, and Ms. Payal Kardikar, Co-founder and Marketing Manager, Agrozee Organics Pvt. Ltd., as the key speakers. The discussion highlighted how collaboration with local farmers and consumers helps agri-startups better understand market demands, align products with consumer needs, and build sustainable and inclusive agri-business models.



To register/watch the webinar, click on the link: <https://www.youtube.com/live/hLevDWdZfqw?si=qU2e3Yw0WDmt2hNW>

MANAGE organised Webinar on '**Collaborative Advantage: The Benefits of Agri-Startup and Corporate Partnerships**' on Saturday, December 20, 2025, 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. Sachin Farfad Patil, Founder & CEO, GromQ, and Mr. Tridibesh Bandyopadhyay, Director & CEO, InQube Group, as the key speakers. The discussion focused on how strategic partnerships between agri-startups and corporates can enhance funding opportunities, market access, innovation, and sustainable business growth.



To register/watch the webinar, click on the link: <https://www.youtube.com/live/PI2kj5tXmQ?si=BjVhwB56J6r5clzV>

MANAGE organised Webinar on '**Effective Digital Marketing for Agri-Tech Products**' on Saturday, December 27, 2025, 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 Ms. Sowmya S, Digital Marketing Subject Matter Expert, and Ms. Neha Kapoor, Co-Founder & CMO, DGTL Innovations, as the key speakers. The discussion focused on effective digital marketing strategies for agri-tech products, including the use of SEO, online branding, and data-driven marketing approaches to enhance market reach and business growth.



To register/watch the webinar, click on the link: <https://www.youtube.com/live/zlkH65xhLc8?si=U8kGaRVLaFlbQjq8>



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 '**Startups in Fisheries**' on Friday, December 05, 2025, 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 Mr. Nik Mulakkal, Founder & CEO, ZEWA Ecosystems Pvt. Ltd., and Dr. Madhavan Vasudevan, Founder & CEO, Theomics International Pvt. Ltd., as the key speakers. To register/watch the webinar, click on the link: https://www.youtube.com/live/pkOQ42GpDvU?si=tMiqHPo6v0td_gAh

MANAGE-FISHub
Fisheries Fortnightly Friday (F3) Webinar No. 9

Startups in Fisheries
Friday 05th December, 2025
11.00 am to 12.00 nn

Registration Link: <https://www.manage.gov.in>

MANAGE Fisheries Innovation and Startup Hub (M-FISHub)
(A National Fisheries Incubation Centre Supported by the Ministry of Fisheries, Animal Husbandry and Dairying, Govt. of India)

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(An Autonomous Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad-500030, Telangana, India
<https://www.manage.gov.in>

MANAGE organised Webinar on '**Startups in Fisheries**' on Friday, December 19, 2025, from 11.00 am to 12.00 noon. The webinar featured Mr. Mohan A. Reddy, CEO, Amiti Empiric Technologies, and Mr. Mayur Dev, Managing Partner, Aquarium Products India, as the key speakers. The discussion highlighted entrepreneurial opportunities, technological innovations, and business models driving growth in the fisheries startup ecosystem.

To register/watch the webinar, click on the link: <https://www.youtube.com/live/8Ba0KdZCPtM?si=hKjH6NGTgDIUOcHi>

MANAGE-FISHub
Fisheries Fortnightly Friday (F3) Webinar No. 10

Startups in Fisheries
Friday 19th December, 2025
11.00 am to 12.00 nn

Registration Link: <https://www.manage.gov.in>

MANAGE Fisheries Innovation and Startup Hub (M-FISHub)
(A National Fisheries Incubation Centre Supported by the Ministry of Fisheries, Animal Husbandry and Dairying, Govt. of India)

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<https://www.manage.gov.in>

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

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