



From the National Institute of Agricultural Extension Management

February 2021

Message from Director General



The nationwide lockdown to control the spread of COVID-19 in the country had also led to shutdown of educational and training activities. The online and digital technologies have provided immense opportunities to continue the training programs with more focus on the emerging themes covering more number of trainees.

MANAGE Faculty Members quickly shifted to virtual mode of training focusing on the challenges of COVID-19 to Agriculture Development with special reference to Agricultural Extension Strategies. MANAGE organized webinars, online training programs and MOOC-based training programs during June 2020 - February 2021 on different themes and

completed 106 training programs covering a total of 12071 participants. Further, I am glad to share that MANAGE Faculty Members put their efforts to best utilize the pandemic period on research and documentation activities and produced a record number of 56 publications which included research articles, discussion papers, working papers, reports, books, book chapters, seminar papers, policy briefs and report to share latest knowledge on a variety of topics related to agricultural extension.

With the improving situation and relaxation of the COVID guidelines, MANAGE accelerated its online activities from September 2020 onwards to implement flagship programs and schemes such as DAESI, STRY, CCINM, PGDAEM, ACABC besides regular training programs. I am also glad to inform that MANAGE has offered Rs. 4 Crore grant for Agri start-ups under RKVY-RAFTAAR program for promoting innovations and agripreneurship. MANAGE has also completed online admission process for the students of PGDM (ABM) and started physical classes for them in February 2021. The annual event Krishi Chanakya - B Fest was also organized through online mode involving premier Management Institutions.

MANAGE has also done exercise to plan for next year's training programs and research studies. The Annual Training Planning Workshop (ATPW-2021) involving State Departments, EEs, SAMETIs, SAUs, ICAR, ATARIs and KVKs to assess the training needs of agricultural extension professionals and find collaborative training programs with them. The 25th Meeting of the Academic Committee of MANAGE was also held on 24th February 2021 to finalize the training and research studies for the year 2021-2022. I am pleased to inform that MANAGE has conceived 13 New Initiatives (details are on page 4 and 5) for implementation which give a fillip to agricultural extension system and position India as Global Leader in Agriculture.

Dr.P.Chandra Shekara
Director General

National Institute of Agricultural Extension Management

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

MANAGE Welcomes Dr.P.Chandra Shekara, Director General, MANAGE

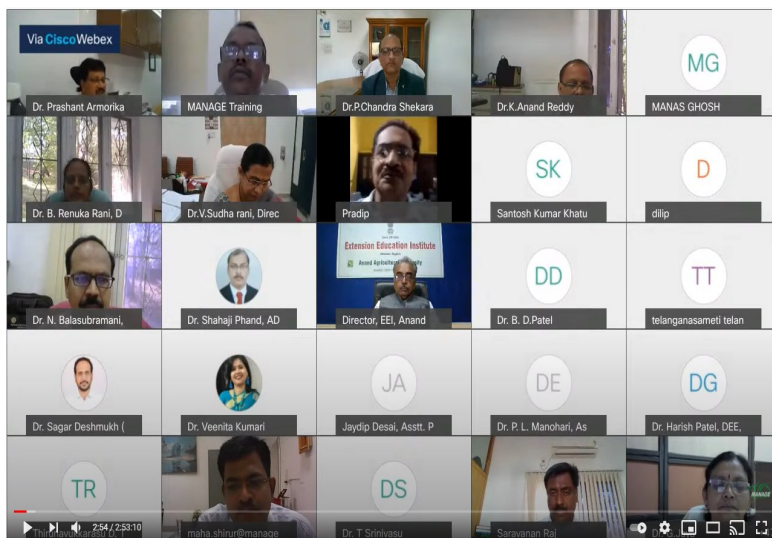


MANAGE family extends hearty welcome to Dr. P. Chandra Shekara as Director General, MANAGE. He assumed the charge of Director General, MANAGE on 13th November, 2020. Prior to this assignment, he worked as Director General of National Institute of Agricultural Marketing (NIAM), Jaipur and Director (Agricultural Extension) in National Institute of Agricultural Extension Management (MANAGE), Hyderabad. He is a globally well-known agricultural extension professional with several publications and he is experienced in implementation of important schemes and programs of Govt. of India in MANAGE.

During his tenure as Director (Agricultural Extension) at MANAGE he rendered his service as Centre Head for Centre for Agricultural Extension Policy, Public Private Partnership and International Centre of Excellence and was Program Director for US-India collaborative program “Feed The Future India Triangular Training (FTF ITT)”. MANAGE faculty and staff wish him on his new responsibility as Director General.

National Workshop

MANAGE Annual Training Planning Workshop – 2021

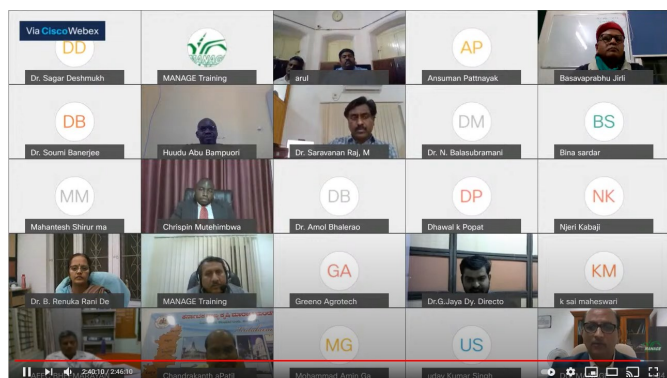


MANAGE - Annual Training Planning Workshop 2021

MANAGE conducted the Annual Training Planning Workshop 2021 through online at MANAGE, Hyderabad during February 05, 2021. A total of ninety five participants including Dr. P.S. Armorikar, Director (Extension Training) Ministry of Agriculture & Farmers' Welfare, Directors of four Extension Education Institutes (EIs), faculty from 15 State Agricultural Management and Extension Training Institutes (SAMETIs), Directors of Directorates of Extension Education from State Agricultural Universities, senior officers from State Departments, scientists from KVKs and MANAGE

faculty participated in the workshop. The workshop provided an opportunity to share the proposed training calendars of MANAGE, EIs and SAMETIs and explore possibilities for collaborative programs.

National Farmers Day 2020 Celebrated



MANAGE, Hyderabad celebrated the National Farmers Day on 23rd December through a webinar at MANAGE, Hyderabad. More than 80 delegates that included farmers, farm women, fishermen, agripreneurs, innovating start-ups, input dealers and trainees from different states participated and shared their field level experiences and gave suggestions to improve extension and entrepreneurship in agriculture.

The officers, scientists, faculty members and extension professionals from state departments, ICAR, KVKs, SAMETIs, EEIs, NGOs, FPOs, students of different MANAGE educational courses and international trainees from Uganda, Kenya, Mozambique and Bangladesh attended this live webinar and shared their professional experiences and expressed their expectations from MANAGE.

Dr. P. Chandra Shekara, DG, MANAGE emphasised on the need for everyone to work together to build better institutions, better programs and better approaches in order to develop a better farmer and better extension worker in the country. He shared that MANAGE has introduced innovative programs like SEVA (Service Extension through Voluntary Association)-MANAGE to involve retired agricultural professionals in agricultural development, National Network of Agri-Journalists for rapid communication of agri news and Krishi Gyandeeep Knowledge Lecture Series for motivating extension professionals in India. MANAGE is willing to work with all its partners to rededicate itself for the welfare of farmers, he said.

25th Meeting of the Academic Committee of MANAGE



The 25th Meeting of the Academic Committee of MANAGE was held on 24th February 2021 through online mode at MANAGE, Hyderabad. Dr. P. Chandra Shekara, Director General, MANAGE and Chairman of the Academic Committee chaired the Meeting. A total of 22 Members attended the meeting through WebEx virtual platform. For better interaction from MANAGE side, the Chairman & Director General of MANAGE and the Center Heads of MANAGE had gathered in the

Round Table Conference Hall at MANAGE. Shri. Anil Jain, Deputy Secretary (Extension) from Ministry of Agriculture and Farmers Welfare, Govt. of India and Dr. A.K. Singh, Deputy Director General (Extension), ICAR have also participated in the Meetings. The Meeting approved a total of 431 training programs and 8 research studies for the academic year 2021 –2022.

1. SEVA - MANAGE (Service Extension through Voluntary Association – MANAGE) – to provide a platform for retired agricultural professionals from public and private sector to involve in implementing schemes, programs and activities of Govt. of India and MANAGE. About 500 professionals have already registered in the database and MANAGE has started utilising their services.

2. MANAGE Krishi Gyandeeep Knowledge Series – to invite eminent people in the field of agriculture to MANAGE to share their knowledge through lectures and talks which will be recorded and disseminated as videos through MANAGE YouTube Channel to reach out to every extension professional in the country. Twelve MANAGE Gyandeeep Knowledge Series are planned in 2021 -2022.

3. NNAJ – MANAGE (National Network of Agri Journalists – MANAGE) – to provide a dynamic platform for the agricultural journalists in support to agricultural extension services with an objective to facilitate rapid communication of agricultural information, new technologies, innovations, policy issues and share best practices in agri / farm journalism. This network comprises of about 150 officers / scientists who were trained by MANAGE and EEIs.

4. MANAGE FPO Academy – An online Academy with the participation of public and private organizations aims in building capacity of different FPO stakeholders and also to conduct research studies, policy advocacy, documentation of success stories and models and consultancy activities and other related aspects to help government achieve the target of creating 10000 farmer-organisations over next five years and undertake training of 46.25 lakh stakeholders of FPOs in the country.

5. Soldiers for Agriculture - Jai JawanKisan – to provide a platform for the retired soldiers and facilitate them to involve in agricultural development activities in the rural areas. Sixty thousand soldiers are retiring from the service every year who can be considered under this program.

6. Awards for Best M.Sc & Ph.D Thesis and Best Book in Agricultural Extension – to improve the professional recognition to the agricultural extension discipline and to motivate young people and professionals to produce quality thesis and books in agricultural extension.

7. Agri Idea Bank – to create a platform (virtual bank) to store new agricultural ideas generated by different stakeholders and facilitate state governments, agri-business companies, private sector, NGOs and others to access and utilize new ideas.

8.Sensitizing M.Sc and Ph.D Scholars on researchable issues in Agricultural Extension – to sensitize young research scholars in the universities, prior to the design of their research studies, to identify and pursue the most relevant researchable topics that would solve field levels problems in agriculture. It will cover 2000 research scholars in the universities every year to undertake useful research that would solve field level problems.

9.Attracting the Toppers of Agricultural Universities – to sensitize and attract the toppers in agricultural universities to take up the agricultural extension profession. A national level sensitization program for all toppers in the agricultural universities will be organized.

10.National Facilitators Development Program (NFDP) – to develop a Network of National Facilitators as Master Trainers and Resource Persons to implement Govt. of India's Programs, Schemes and Training Programs of MANAGE and other partners (SAMETIs, EEIs, ICAR Institutes, State Departments) in the States and UTs. About 100 National Facilitators will be developed through a multi-stage selection process in 2021-2022.

11.Awards to Agri Startups, Agripreneurs and Students of PGDM (ABM) – Awards for the best Agri Startup and Agripreneurs and best students of PGDM (ABM). The awards will be given to students who score highest marks in every year, in every subject and in every semester.

12.Agri Film Festival – to organize a national agri film festival to promote and give awards to agricultural films produced by public organizations, private sector and NGOs MANAGE will establish a repository of the best agricultural films in the country and provide access to them through different media.

13.MANAGE CSR Knowledge Forum – to create a platform to share the experiences, ideas, innovations, models, technologies, policy framework to attract more CSR funds for agriculture development.



Vigilance Awareness Week -2020



Vigilance Awareness Week was observed at MANAGE during 28 October - 02 November 2020. The week began with an Integrity pledge by faculty, officers and staff of the Institute. There were competitions on essay writing, slogan writing and elocution. A guest lecture was organized on "Vigilant India, Prosperous India" by Shri N.Anjani Kumar, Chief Administrative and Accounts Officer & Vigilance Officer, Atomic Minerals Directorate for

Exploration and Research, Begumpet, Hyderabad on 02 November 2020.

Krishi Chanakya – The Annual B-Fest by PGDM (ABM)

"KrishiChanakya- the B-Fest to revolutionize Agribusiness" was organized with youthful fervour during 27-28 November 2020 at MANAGE. Thirty eight student delegates from reputed institutions like IIMR, IIT-K, SIBM, XIMB, NAARM, CCSNIAM etc., participated in the event. This two-day event provided a platform for students to share new ideas and innovations in the field of agribusiness. After inaugural address by the Director General MANAGE, Dr. P. Chandra Shekara, the Principal Coordinator PGDM (ABM) Dr. K. Anand Reddy enlightened the participants on the potential of the B-fest and its impact on the Agri-business front.



Telangana Innovation Leadership Award 2020

Manage received Telangana Innovation Leadership Award 2020 by World CSR Professionals body. This award was given to MANAGE for providing better leadership in Agricultural Extension through its programs and schemes.



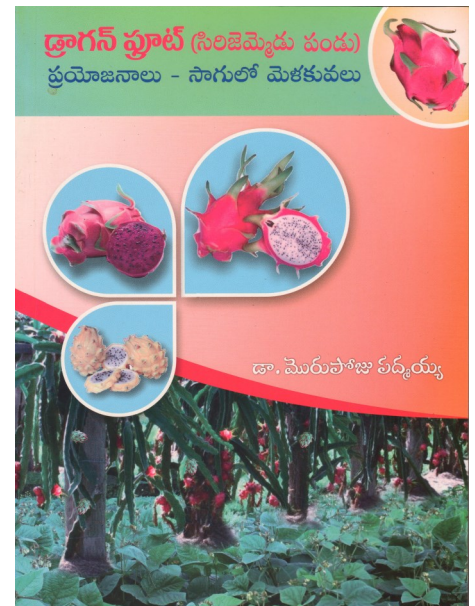
Second-best office in implementation of Hindi as Official Language

MANAGE is awarded as second-best office in implementation of Official Language by Town Official Language Implementation Committee-4 (CGO). MANAGE received this award for progressive use of Official Language in its day to day official work and its prompt submission of quarterly progress report to the Department of Official Language, Govt. of India.



Dragon Fruit Uses - Cultivation Techniques (Telugu)

A new book “ **Dragon Fruit Uses— Cultivation Techniques (in Telugu)**” authored by Dr.M.Padmaiah, Retired Principal Scientist, IIOR, Hyderabad was released at MANAGE on 8th January 2021. The book was released by Dr.V.Praveen Rao , Vice-Chancellor, PJTSAU and Dr.P. Chandra Shekara, Director General, MANAGE, Hyderabad. The book highlights the successful practices and guiding principles based on 6 years of research and experimentation by the author.



“Innovations in Agricultural Extension” by Michigan State University and MANAGE



A book entitled “Innovations in Agricultural Extension” jointly published by MANAGE – Michigan State University (MSU) Extension was released on 23rd February 2021 in a virtual book launch function. Dr.P. Chandra Shekara, Director General, MANAGE, Dr. Jeff Dwyer, Director, MSU-

Extension and Dr. Karim Maredia, Director of CANR International Programs, MSU along with Faculty Members from MANAGE and MSU-Extension attended the book release function. This book has brought together with diverse experiences, best practices, innovations, case studies and success stories which are discussed in 20 Chapters by more than 50 authors including 22 authors from India. The book can be downloaded from <https://www.canr.msu.edu/resources/innovations-in-agricultural-extension>

Superannuations

Dr. M.A.Kareem, Deputy Director retired from service on superannuation on 30th June, 2020. He served MANAGE for over 27 years, 6 months and contributed in the areas of Farming Situation Based Extension, Reforms in Agricultural Extension and Allied Extension. He was instrumental in implementing NATP project especially in building capacities of officers to prepare Strategic Research and Extension Plans (SREPs) for the States. MANAGE wishes him all the best for his future endeavours.



Dr. Lakshmi Murthy, Deputy Director retired from service on superannuation on 31st August, 2020. She served MANAGE over 31 years 9 months. She is a Fulbright Scholar in Library and Information Science with advanced Diploma in French Language. She contributed immensely for the development of Library and Information Services at MANAGE and provided documentation and editorial services to bring out MANAGE publications besides organizing training programs in agricultural knowledge management. MANAGE wishes her all the best.



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