



MANAGE Bulletin

www.manage.gov.in



From National Institute of Agricultural Extension Management (MANAGE)

February 2022

Message from Director General



MANAGE is already preparing for the next year activities while focusing on the timely completion of scheduled programs, schemes, research studies in 2021-22. On 10th February 2022, we have organised the 26th Meeting of MANAGE Academic Committee

through virtual mode involving senior officers from the Ministry of Agriculture and Farmers Welfare, Govt. of India, Scientists from ICAR, VCs from State Agricultural Universities, Professors from leading IIMs and IITs, MANAGE Faculty Members and Directors from select EEs as members. The Academic Committee approved 431 training programs for 2022-23. I am glad to inform that MANAGE is organising 167 training programs in collaboration with SAMETIs, EEs, SAUS, ICAR and MoU Partners during 2022-23, which is a significant shift from solo training programs to collaborative training program with more than 80 partner institutes in the country.

In order to give a fillip to trained Input Dealers, MANAGE launched DAESI 2.0 Program at Shivamogga. It is envisaged that DAESI 2.0 would expand the role of Input Dealers as an effective para-extension professionals.

I am very happy to inform that MANAGE is launching a 45-days Certificate Program for CEOs of FPOs from April 2022 onward for improving their all-round capacities to run FPOs effectively. I am sure many FPO leaders and other office functionaries in the country will make use of this program.

MANAGE always motivates students and scholars and strive to shape them as Future Extensionists. I am pleased to announce that MANAGE started offering a 2-month Internship Program, with stipend, from February 2022 onwards for those who completed Post-Graduation and Ph.D., in Agricultural Sciences and other important disciplines. During the Internship Program, the selected candidates will closely work with MANAGE Faculty Members on output-oriented projects and research studies. I am sure that many enthusiastic young minds will utilise this opportunity.

In this Issue....

- MANAGE 26th Academic Committee Meeting
- DAESI Convocation Held at Davangere
- DAESI 2.0 Launched
- Sensitization Workshop for Nodal Training Institutes (NTIs)
- Conference on Knowledge Management for Agricultural Librarians
- MANAGE Signs MoU with BIPA to Promote Eco-friendly Agriculture
- DG-MANAGE Receives KSTA Fellowship
- Certificate Program for CEOs of FPOs
- MANAGE Internship Program for PG and Ph.D., Candidates
- National Workshop on Agri Journalism Held
- MANAGE Krishi Gyan Deep Knowledge Lecture Series - #10

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)

MANAGE 26th Academic Committee Meeting Held



The 26th Meeting of Academic Committee was held on 10th February 2022 through virtual mode under the Chairmanship of Dr P. Chandra Shekara, Director General, MANAGE to discuss and finalise the research and training programs of the Institute of the year 2022 – 23.

Members of the Academic Committee Mr. Anil Jain Deputy Secretary (Extension) representing Ministry of Agriculture and Farmers Welfare, GoI; Dr. A. K. Singh, Deputy Director General (Extension), ICAR; Dr. M.J. Chandre Gowda, Principal Scientist (Agricultural Extension), ATARI, Bengaluru; Prof. Pingali Venugopal, Dean, XLRI, Jamshedpur; Prof. PRS. Sarma, IIM-Visakhapatnam; Prof. Sridhar, IIM-Kozhikode; MANAGE Faculty Members and special invitees to the meeting Dr. Baldev Singh, Former Vice-Chancellor, Punjab Agricultural University; Dr. M. Jagan Mohan Reddy, Director, EEI-Hyderabad and Prof. Nasib Singh, Director, EEI-Nilokheri participated in the meeting.

Dr P. Chandra Shekara, Chairman of the Academic Committee and Director General, MANAGE briefed the progress made in the most difficulty pandemic period and shared achievements of innovative initiatives started by MANAGE in 2021-22 which included SEVA-MANAGE, MANAGE-NNAJ, FPO Academy, MANAGE Krishi Gyandeeep Knowledge Lecture Series, Sensitizing Agri Students towards Agricultural Extension, Awards for best books and theses in agricultural extension, National Facilitators Development Program MANAGE CSR Forum, Awards for best Agri Sartups and Agripreneurs, MANAGE Agri Film Festival and Agri Idea Bank.

Dr P. Chandra Shekara stated that MANAGE has brought a paradigm shift in training planning and research design during 2021-22. The important changes followed included 1. From Solo Training Program to Collaborative Training Programs with partners like EEIs, SAMETIs, ICAR Institutes and SAUs 2. From Physical Training Programs

to Online Training Programs 3. From Regular Training Themes to highly focused Monthly / Weekly Webinars and 4. From Regular Research Topics to Applied Research in partnership with other Institutes. He informed that this approach resulted into conduct of technology-based extension training programs highly relevant for extension professionals at the field level, improving synergy of institutional efforts and maximising knowledge resources. Based on the successful experience of this approach, MANAGE will expand its collaboration with SAMETIs, EEIs, ICAR, SAUs and MoU partners for organising joint training programs and research for 2022-23, he added.

Dr Srinivasacharyulu Attaluri, Program Officer, MANAGE submitted the action taken report on the decisions taken by the 25th Meeting of the Academic Committee held on 24th February 2021 and presented the progress of research, training and consultancy activities of MANAGE during 2021-22. He also presented the proposal for training programs and research studies for the year 2022 -23 for approval of the Committee.

The Committee Members expressed satisfaction on the progress made by MANAGE and appreciated MANAGE faculty and staff for their efforts especially during the difficult times of pandemic. The Members also appreciated the innovative initiatives started by MANAGE to strengthen Agricultural Extension System and recognise professionals who contribute to Agricultural Extension in the country.

After a thorough discussion and review on the proposal, the committee approved 431 training programs which includes 167 collaborative online training programs with 16 SAMETIs, 4 EEIs, 31 ICAR Institutes, 18 SAUs and 10 MoU Partner Organisations. The Committee also approved seven need-based research studies proposed for the year 2022-23.

DAESI Convocation Held at Davangere



The Institution of Agricultural Technologists Bengaluru, District Chapter Davanagere in collaboration with UAS Bengaluru, UAHS Shivamogga and Karnataka State Department of Agriculture has organized a convocation program to distribute diploma certificates to DAESI Students of 5th and 6th Batch of IAT Davanagere on 19th February 2022. An awareness workshop on PM Formalization of Micro Food Processing Enterprises (PMFME) was also conducted for farmers in partnership with KAPPEC, Bengaluru, and technical help from Lead Bank, Davanagere, and NABARD Davanagere.

Shri. B.C.Patil, Hon'ble Minister for Agriculture of Karnataka State, launched the program. He advised DAESI students to place the utmost focus on delivering assistance to the agricultural community and to provide proper recommendations useful to farmers. He appreciated the new role of DAESI-trained input dealers as para-extension workers in the service of farmers.

Dr. P. Chandra Shekara, Director General of MANAGE, presenting certificates to DAESI students and explained how DAESI students can perform the role of an extension professional in transfer of technologies and ensuring sustainable agriculture and more income to farmers.

Dr. Glory Swarupa, Director General of the National Institute for MSME, inaugurated the stalls installed by PMFME Scheme Beneficiaries and addressed the audience. She guided the participants about the loans, subsidies, and advantages available from the Govt. of Karnataka for the establishment of small and medium-scale food processing companies at the district

level. She also emphasized the significance of Farmers Producer Organizations (FPOs) and how they may effectively provide services to shareholders.

Sri. S. A. Ravindranath, Hon'ble M.L.A. of Davanagere, presented gold medals to the rank holders and spoke to the students. He emphasized the importance of implementing an integrated farming system in order to achieve long-term agricultural growth. The convocation was attended by Dr. Devakumar, Director of Extension, UAS-Bangalore; Dr. Hemalanaik, Director of Extension, UAHS, Shivamoga; Dr. G. Pennobalaszamy, Professor and DAESI Nodal Officer, UAS-Bangalore, Dr. G. Eshwarappa, Retired Director of Extension and Vice President of IAT Bengaluru, Sri. Sushruth D Shasthri, Lead Bank Manager Dr. Srinivas Chintal V, Davanagere's Joint Director of Agriculture and President of IAT.

Sri. Nagaraj Lokikere, President of the District Inputs Dealers Association Davanagere, and Smt. Gowramma Girish, Hon'ble member of the Municipal Corporation of Davanagere were also present.



DAESI 2.0 Launched



A one-day event was held at the College of Agriculture, Keladi Shivappa Nayaka University of Agricultural and Horticultural Sciences, Shivamogga, to mark the launch of the DAESI 2.0 Program. More than 100 pesticide dealers and 80 final year students participated in this workshop.

The program's goal was to emphasize the significance of the DAESI 2.0 initiative. The program was chaired by Dr. M. K. Naik, Vice Chancellor, KSNUAHS Shivamogga, Dr. P. Chandra Shekara, Director General, MANAGE, Dr. S. Glori Swarupa, Director General, NIMSME, Hyderabad, and Dr. Kiran Kumar, Joint Director of Agriculture, Shivamogga were the guests of the occasion. Dr. M. Dinesh Kumar,

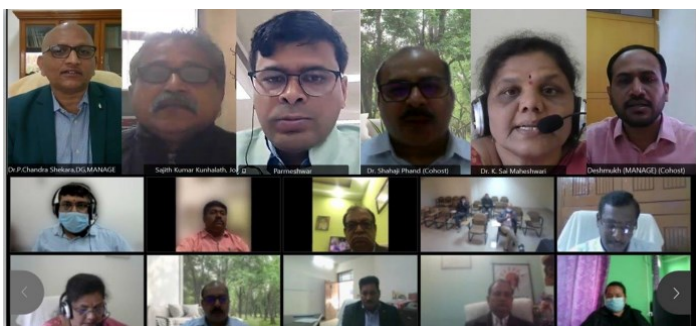
Dean (PGS), KSNUAHS Shivamogga, Dr. R. C. Jagadeesha Dean (Agri), College of Agriculture, Shivamogga, and Dr. Pradeep S, Head Organic Farming Research Centre, Shivamogga presided over the program.

Dr. P. Chandra Shekara, DG-MANAGE in his address briefed final year students on the importance of DAESI 2.0 to pesticide dealers in order to provide real-time information to farmers, and the opportunities for agriculture entrepreneurship to the final year students.

Dr. S. Glori Swaroop, Director General, NIMSME, briefed the students about research fields, flagship programs, and the advantages of training. She invited students and faculty members to attend training at the NIMSME. Dr. M. K. Naik, Vice Chancellor, asked dealers to provide accurate information to farmers to minimize the cost of plant protection so that farmers' returns may be improved.

The welcome address was given by, Dr. R. C. Jagadeesha Dean (Agri) and vote of thanks by DR. S. Pradeep anchored by Dr. Sharanabasappa S Deshmukh.

Sensitization Workshop for Nodal Training Institutes (NTIs)



A two-day sensitization workshop for Nodal Training Institutes (NTIs) under the Agri-Clinics and Agri-Business Centres (AC&ABC) scheme was conducted through virtual mode on 2-3 February 2022.

The program, which lasted two days and featured eight sessions on "Overview of the AC&ABC scheme," "Good Practices of the AC&ABC scheme," "Discussion on Financial and Account elements of the AC&ABC scheme," and "Experience Sharing," drew 127 Nodal Training Institutes (NTIs).

The workshop was graced by the presence of Dr. P Chandra Shekara, Director General, MANAGE who also chaired the workshop while the workshop was attended by Shri. Sajith Kumar Kunhalath, Joint Director, Ministry of Agriculture & Farmer's Welfare, GoI, Shri Parmeshwar Poddar, Manager, National Bank for Agriculture and Rural Development (NABARD)

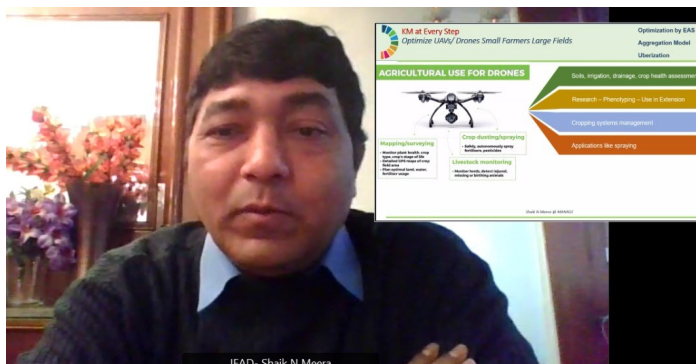
Dr. Shahaji Phand, Principal Coordinator, AC&ABC, Dr. K Sai Maheshwari, Assistant Director (ACABC), and Dr. Sagar Deshmukh, Faculty, MANAGE along with the entire team of AC&ABC were also present.

Conference on Knowledge Management for Agricultural Librarians

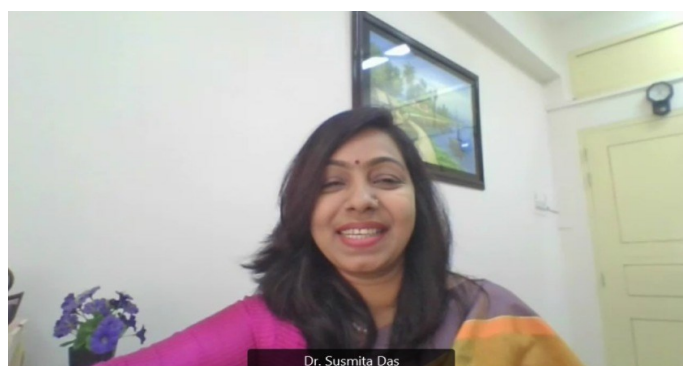


Realizing the significant role of agricultural librarians and information professionals in the ICAR Institutions, SAUs, NGOs and other organisation in sharing agricultural knowledge and innovations, MANAGE organised a two-day virtual "Conference on Knowledge Management for Agricultural Librarians and Information Professionals" virtually during February 16-17, 2022. Over 100 Agri-Librarians, Information Specialists, Knowledge Managers, and Extension Specialists from ICAR Institutions, SAUs, NGOs, Agrioperneurs, and Agri Startups attended the conference.

The keynote speaker Dr. Shaik N. Meera, Senior Technical Expert, Digital Agriculture International Fund for Agricultural Development (IFAD), Cairo, said librarians need to play an important role in the digital agricultural transformation taking place around the globe. He explained how application of AI, Machine Learning, Unmanned Aerial Vehicles, Big data Analytics, Remote Sensing devices are helping in managing agri-food systems. He further elaborated how effectively KM integration is happening in data-driven farming through global examples. He stressed that agricultural libraries should transform into learning labs.



The Keynote speakers Dr. Sridhar Gutam Senior Scientist from Indian Institute of Horticultural Research, Bengaluru and Dr. Susmita Das, Principal Documentation Officer from Bangladesh Agricultural Research Council (BARC), Dhaka, Bangladesh presented the status on Open Access in Agricultural Research Information in South Asia. They pointed out the importance of open access in pandemic times and noted that data archives are a treasure for the future. Apart from three important keynote presentations by the specialists, 29 technical papers were presented in the conference by participants under four technical themes followed by discussions.



Dr. R. C. Agrawal, Deputy Director General (Education), ICAR, graced as the Chief Guest in the valedictory session. He highlighted the importance of ICT applications in agricultural libraries and shared the initiative of ICAR in maximising the sharing and using of knowledge resources and capacity development programs targeted to agricultural library professionals.

Dr. P. Chandra Shekara, Director General of MANAGE, in his concluding remarks stated that agri-librarians and information specialists are key partners in disseminating knowledge resources to farmers to solve their problems at the grassroots level. Efforts should be made to take agricultural libraries services to the doorsteps of farmers, he said.

The conference was organised by Dr. Srinivasacharyulu Attaluri, Program Officer and Dr. A. Krishna Murthy, Documentation Assistant, MANAGE and coordinated by Smt. Aparna V. R, MANAGE Fellow.

MANAGE Signs MoU with BIPA to Promote Eco-friendly Agriculture



MANAGE signed an MoU with BioAgri Input Producers Association (BIPA), Hyderabad on 12th February 2022 at a function in Hyderabad. Dr. P. Chandra Shekara, Director General, MANAGE and Dr. KRK. Reddy, President, BIPA signed the MoU in presence of Dr. V. Praveen Rao, Vice-Chancellor, Profession Jaishankar Telangana State Agricultural University (PJTSAU) and Faculty from MANAGE, PJTSAU and BIPA Members.

The MoU will facilitate both MANAGE and BIPA to undertake collaborative activities such as joint training programs, workshops, research projects, support to Agri Startups, agriprenuership development, extension activities and other programs to promote the use and application of bio-agri inputs for sustainable agriculture.

Speaking on the occasion, Dr. P. Chandra Shekara, Director General, MANAGE highlighted that there is a need to work in partnerships to support Govt. of India's mission on Eco-Friendly Farming throughout the country. He suggested that there are immense opportunities to promote BioAgri Products and Methods through Agriprenuers, Input Dealers, Certified Farm Advisors, Agri-Business Education and Agricultural Extension Programs initiated by MANAGE.

In the same event, Profession Jaishankar Telangana State Agricultural University (PJTSAU) has signed MoU with BIPA to undertake collaborative activities to promote Bio-Agri inputs and innovative technologies for an eco-friendly sustainable agriculture.

DG-MANAGE Receives KSTA Fellowship



In a function held on 22 February 2022 at Bengaluru, Dr. P. Chandra Shekara, Director General, MANAGE received Fellowship from Karnataka Science and Technology Academy (KSTA) - a unit of the Department of Science and Technology Government of Karnataka for his contributions in the areas of Science & Technology for promotion of agricultural development in the country.

Certificate Program for CEOs of FPOs



Recognizing the need of imparting skills to increase rural entrepreneurship and the long-term viability of FPOs, to lessen their reliance on external promoters. A 45-day certificate programme for CEOs of FPOs has been proposed by MANAGE.

The certificate program begins in April for the academic year 2022–23. Candidates participating in this certificate program will learn about General Management Principles, PFC Management, FPC Legal Provisions, Business Plan, Project Appraisal, Accounts, and Finance.

Over the course of 45 days, the candidates will receive

training in business and institution building skills. The training is open to people of all ages. Graduates from any discipline are able to enroll for the program. However, preference will be given to graduates in Agriculture, Science, Engineering, Commerce, B.Tech (Agriculture), and Veterinary Medicine, as well as existing FPC CEOs. Priority will be given to applicants who are presently employed in FPCs. The program fee is Rs. 96,000/-, which includes tuition, boarding and housing, study materials, field trips, and other expenses. English is the language of teaching, as well as a few regional languages.

The program brochure is available at:
<https://www.manage.gov.in/fpoacademy/ceofpo.pdf>

For more details, please contact:

Dr.K.C.Gummagolmath
Director (Monitoring and Evaluation)
National Institute of Agricultural Extension Management
(MANAGE)
Rajendra Nagar, Hyderabad - 500030
Office: 040 – 24594 545

MANAGE Internship Program for PG and Ph.D., Candidates

MANAGE offers a two-month Internship Program for Post-Graduate and Ph.D., candidates at its campus from February 2022. The Internship Program will integrate theory and application of agricultural extension management. In addition to gaining valuable applied experience, interns will learn about recent advances in agricultural extension management, develop professional dynamism, and network with agricultural extension stakeholders. The Internship program open throughout the year.

Those who completed Ph.D., and Post-Graduation with good academic background and writing skills are eligible for the Internship Program. Selected Ph.D., candidates will get a stipend of Rs. 35,000/- per month and M.Sc. candidates will get Rs. 25,000/- per month with chargeable boarding and lodging at MANAGE.

Interested candidates should have the qualification of Ph.D or Postgraduates within the mentioned areas of:

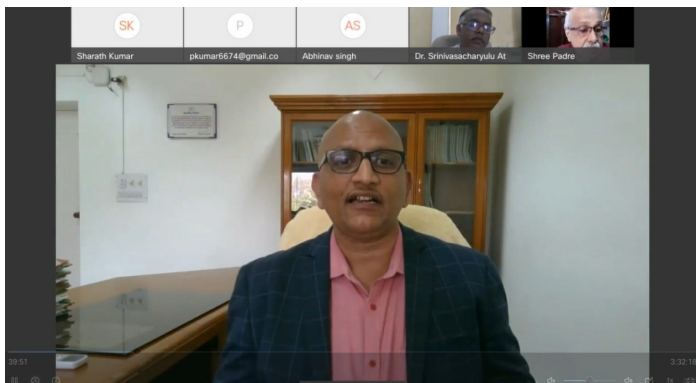
Agricultural Extension, Agricultural Marketing, Home Science Extension, Agri Business Management, Agricultural Economics, Farming Extension, Fisheries Extension, Forestry, Food Technology, Agricultural Engineering, Mass Communication and Journalism, Information and Technology and Food processing..

For more details, please contact:

Dr. B.Venkata Rao
Assistant Director
National Institute of Agricultural Extension Management
(MANAGE)
Rajendra Nagar, Hyderabad - 500030

Mobile:9848308114
E-mail: bvrao@manage.gov.in

National Workshop on Agri Journalism Held



MANAGE organized a virtual National Workshop on Agri-Journalism on 14 February 2022, for the MANAGE-National Network of Agricultural Journalists (NNAJ). Sixty participants including members of MANAGE-NNAJ attended the workshop.

In his inaugural address, Dr. P. Chandra Shekara, Director General, MANAGE, emphasized the importance of agri-journalism in strengthening agricultural extensions in reaching out to farmers. He linked MANAGE initiatives with the Agri Journalism and laid the way ahead for MANAGE-NNAJ Members to contribute for agricultural development through creative content in print, electronic and social media platforms.

Shree Padre, Executive Editor, Adike Patrike and Founder of Self Help Journalism Movement, spoke on the challenges of Agri Journalism. He shared journey at Adike Patrike - a 34 years old successful agricultural magazine run by the contributions of many innovative farmers.

Prof. S. K. Kashyap, Dean, G.B. Pant University of Agriculture & Technology (GBPUAT), Pantnagar explained role of agricultural communication and shared the success story of "Patnagar Janvani" - Community Radio Service of GBPUAT

Mr. Subramani Ra Mancombu, Head- Commodities and Agri-Business, The Hindu Business Line, spoke on journalism's role in agriculture extension, things to consider while writing content for farmers and the changing roles of extension professionals.

The workshop provided good time for the participants to interact and discuss issues on the future plans of MANAGE-NNAJ. The workshop was organised by Dr. Srinivasacharyulu Attaluri, Program Officer, MANAGE and Coordinated by Mr. Sharath Kumar, Consultant (Journalism and Mass Media), MANAGE.

MANAGE Krishi Gyandeeep Knowledge Lecture Series-#10



MANAGE Krishi Gyandeeep Knowledge Lecture Series -10 was delivered by Dr. Suresh Babu, Senior Research Fellow/ Head of Capacity Strengthening (IFPRI), Washington, DC, USA, on "Global Good Practices in Agricultural Extension Management" on 14 February, 2022.

He talked about broad trends in extension and advisory services by giving examples of drones, commercial agriculture and others. Further, he spoke on models of market-led agriculture, a new move that has been in trend lately, shared global experiences in

extension management. Also pointed out that extension policies should also reflect the Country's stage of transformation and gave concluding thoughts with a focus on Market engagement, training of extension professionals and reorienting public extension. The video is accessible at MANAGEIndia YouTube Channel.

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 Editor

Aparna VR
MANAGE Fellow