



FROM THE NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)
(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

HIGHLIGHTS OF THE MONTH

ITEC Program on FPOs for 17 Countries

MANAGE hosted a 15-day international training on Issues and Challenges in the Promotion of Farmer Producer Organizations for 28 executives from 17 countries under the International Technical and Economic Cooperation (ITEC) initiative of the Ministry of External Affairs, Government of India.

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G20 - Promoting Women Agripreneurs

MANAGE organised the G20 Side Event-National Convention on Women Agripreneurs and Agri-Startups-led Agriculture Development under the aegis of Ministry of Agriculture and Farmers Welfare, Govt. of India, in collaboration with SIAET in Bhopal, Madhya Pradesh.

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Certified Poultry & Millet Advisors Programs

Realising the importance of professionalising Extension and Advisory Services, MANAGE organised Certified Poultry Advisor program in collaboration with ICAR-Directorate of Poultry Research and Certified Millet Advisor program in collaboration with ICAR-Indian Institute of Millet Research.

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MoUs with NABARD, HDFC and Coconut Board

MANAGE signed MoU between NABARD, MANAGE, and HDFC to support agripreneurs in the country and facilitate credit flow to agripreneurs trained under the AC&ABC scheme. An MoU was also signed with Coconut Development Board to strengthen the coconut extension in the country.

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EXPANDING MANAGE FACILITATORS NETWORK



MANAGE envisages to develop a network of National Facilitators to strengthen Agricultural Extension System and cater the needs of Govt. of India, State Govts. / UTs and other stakeholders in implementing Agricultural Schemes, Programs, Training Programs. MANAGE considers National Facilitators as an Extended Family of MANAGE Faculty. Through several rounds of rigorous training programs, MANAGE developed a pool of 115 National Facilitators across the country.

In order to expand the network of National Facilitators Network in the States and UTs where it is currently inadequate, MANAGE organized a six-day National Facilitators Develop-

ment Program (NFDP) for Agricultural Extension Management from January 30th to February 4th, 2023. The program was attended by 20 officers, scientists and faculty members from State Departments, Agricultural Universities, SAMETIs and Private Sector. Dr. G. Jaya, Director (HRD), MANAGE coordinated the program.

The program equipped participants with the necessary managerial skills and extension innovations to enable them to play a pivotal role as facilitators, trainers, and resource persons in agricultural development at both national and state levels.

With this program, MANAGE expanded its National Facilitators to 125 covering all the states and UTs in the country and they were properly grounded in the States and the required guidance is being offered to them to support activities at State level. The details of 125 National Facilitators are made available on MANAGE website for availing their services.

DG'S MESSAGE

SUCCESS THROUGH PARTNERSHIP



“ We attach great value and importance to our partner organisations who join hands with MANAGE in strengthening agricultural extension system in the country and the worldwide ”

We believe that partnership is the key for success of MANAGE. We attach great value and importance to our partner organisations who join hands with MANAGE in strengthening agricultural extension system in the country and the worldwide. I am glad to state that MANAGE has made a determined effort to partner with key organisations in the country for implementing flagship programs / schemes of Govt. of India, and undertake massive awareness programs, educational courses, quick impact studies, collaborative national and international training programs.

MANAGE partner with 134 Nodal Training Institution (NTIs) to implement Agri-Clinics & Agri-Business Centres Scheme (AC&ABC) across the country. These NTIs represent Agricultural Universities, ICAR institutes, KVKs, NGOs, Agri-Business Companies, Central Govt. Organisations and Professional Associations and provide training, handholding and mentoring support to agripreneurs in the country under AC&ABC Scheme. Similarly, MANAGE implements Skill Training of Rural Youth (STRY) scheme through SAMETIs across the country in collaboration with 400 organisations comprising of KVKs and ATMAs to impart vocational training of rural youth for income generation activities in agriculture and allied sectors.

MANAGE organises the Diploma in Agricultural Extension Services for Input Dealers (DAESI) program at district level through contact classes on market holidays through a network of 600 NTIs comprising of KVKs, ATMAs, NGOs and Agricultural Colleges in India with an objective to transform input dealers into Para-Extension Workers. MANAGE implements Post Graduate Diploma in Agricultural Extension Management (PGDAEM) - a one year program, through SAMETIs in the states. MANAGE also organises Certified Farm Advisor / Livestock Advisor Program (CFA / CLA), a one year certificate course for the public, private, NGOs and private sector personnel, with an objective to produce commodity specific extension experts in the country in collaboration with State Agricultural Universities / leading ICAR Institutions in the country.

During 2022-23, MANAGE established partnerships with more than 80 organizations which include ICAR Institutions, SAUs, EEIs and SAMETIs and Partner Organizations who signed MoU with MANAGE to organize 170 online collaborative training programs successfully on emerging technical themes which are of importance to agricultural extension professionals.

In order to make the partnership more action-oriented, during the last two years, MANAGE has signed MoUs with more than 37 different organisations. These included Stat Governments, Agricultural Universities, ICAR Institutes, KVKs, Commodity Boards, NGOs, Professional Bodies and Agri-Business Companies and international organisations like FAO, ICRISAT, Michigan State University etc., to work together in the areas of faculty exchange, study visits, knowledge sharing and capacity building activities. MANAGE also signed MoUs with NABARD, leading banks like SBI, HDFC and ICICI to facilitate and ease the process of extending credit to Agripreneurs who were trained under the AC&ABC scheme.

We feel proud of our partner organisations and their immense contribution in the success of MANAGE. We, at MANAGE, believe that partners' success is MANAGE's success.

Dr.P.Chandra Shekara
Director General

ITEC INTERNATIONAL TRAINING ON FARMER PRODUCER ORGANIZATIONS (FPOs)



MANAGE hosted 27 executives representing the Ministry of Agriculture and Allied Departments, and Agricultural Universities from 16 countries (Azerbaijan, Bangladesh, Ethiopia, Ghana, Kazakhstan, Mozambique, Nigeria, Nepal, Sudan, South Sudan, Tajikistan, Tanzania, Uganda, Uzbekistan, South Africa, and Zambia) to participate in the International Training Programme on “Issues and Challenges in the Promotion of Farmer Producer Organizations (FPOs)” from 13-27 February 2023.

This event was held at the MANAGE Hyderabad campus as part of the Indian Technical and Economic Cooperation (ITEC) programme, an initiative of the Ministry of External Affairs, Government of India. This was an amazing opportunity for participants to acquire useful insights into the marketing of FPOs and network with peers from around the world.

Dr. P. Chandra Shekara, Director General of MANAGE, and Dr. G. R. Chintala, Ex-Chairman of NABARD, inaugurated the Programme. Dr. Chintala gave the inaugural address and shared his international experience and identified key issues such as a lack of awareness, inadequate institutions, a small banking network, high-interest rates, a lack of power supply, poor road connectivity, and other factors that are impeding agricultural sector growth in various countries. He highlighted the role of FPOs in India and suggested the way forward for farmers collectives in developing countries.

Shri. Ritesh Chauhan, Joint Secretary (Credit) & CEO, PMFBY and International Cooperation, MoA&FW, GoI also met with the participants during his visit to



MANAGE on 17 February 2023. He expressed his hope that this international training will lead to South-South cooperation, with the exemplary experiences of Indian FPOs serving as a role model for other Asian and African countries.

Dr. P. Chandra Shekara also presided over the valedictory event and presented certificates to the graduating international participants. At the event, Dr. P. Chandra Shekara highlighted the importance of combining social, economic, and technological initiatives to make it easier to form an FPO.

Dr. K C Gummagolmath, Director (M&E), MANAGE, and Dr. Kanaka Durga, Assistant Director, MANAGE coordinated the Programme. The international executives shared their key observations, suggestions, back-to-work plans, memories, and feedback on the program, expressing their gratitude to MANAGE for the successful execution of the program.

CULTURAL EVENING - CULTURE FOR GLOBAL HARMONY WITH INTERNATIONAL DELEGATES



MANAGE held a cultural event in the beautiful evening of 24 February 2023 as part of the Culture for Global Harmony initiative for international participants of the Indian Technical and Economic Cooperation program. This event was held as part of the International Training Programme on “Issues and Challenges in Promotion of Farmers Producer Organizations” organized by the Ministry of External Affairs from February 13-27, 2023 at MANAGE.

27 delegates from 16 countries and students of PGDM-ABM showcased their traditional dances and cultural

performances. The event offered a delightful evening of food, music, and cultural exchange.

The event featured cultural performances from different countries such as Ghana, Nepal, Uganda, South Sudan, and Tajikistan, as well as Indian and Western semi-classical dances by PGDM ABM students. The audience enjoyed watching traditional dances and a fusion of Indian and Western styles, making it a memorable evening of culture and entertainment.





NATIONAL CONVENTION ON WOMEN AGRIPRENEURS AND AGRI-STARTUPS



MANAGE organised a G20 Side Event - National Convention on Women Agripreneurs and Agri-Startups Led Agriculture Development with the Ministry of Agriculture and Farmers Welfare, Government of India, on February 7, 2023, at the State Institute of Agriculture Extension and Training (SIAET) in Bhopal, Madhya Pradesh. More than 220 Women Agripreneurs and Startups from Madhya Pradesh attended the event.

This convention aimed to recognize and celebrate the achievements of women agripreneurs and agri-startups in agricultural development in the country. The presentations made by the women entrepreneurs were inspiring and informative. They shared their success stories and the challenges they faced while starting their businesses. The convention also provided an opportunity

for networking and collaboration among the participants. The MoA&FW, Government of India, has been taking several initiatives to promote women's participation in agriculture. This convention was a part of their efforts to empower women in the agricultural sector.

During the event, a historic MoU was signed between MANAGE, NABARD, Bank of India, Central Bank of India, State Bank of India, and Madhya Pradesh Gramin Bank to facilitate funding support to Agripreneurs trained under AC&ABC Scheme.

The event was a significant step towards promoting gender equality in the agricultural sector towards fulfilling the mandate and commitment of India's presidency to G20.



CERTIFIED MILLET ADVISORS PROGRAM



MANAGE and ICAR-IIMR Hyderabad jointly organized a Certified Farm Advisor program on Millets at MANAGE, with the aim of developing experts in millets at the grassroots level and propelling the momentum of millets in support of the International Year of Millets 2023. The program was held from February 2-16, 2023, and was attended by extension officers from across the country.

Dr. P. Chandra Shekara, Director General of MANAGE, interacted with the participants and emphasized the importance of millets for greater nutritional security of the nation. He highlighted that

this program could be instrumental in achieving the objectives of the International Year of Millets 2023.

The program provided an invaluable opportunity for extension officers to gain expertise in millet cultivation, which will help them promote the International Year of Millets 2023 and contribute to the growth of the millet industry. Participants also learned about the nutritional benefits of millets and their role in promoting food security. Overall, the Certified Farm Advisor program on Millets was a great success.

CERTIFIED POULTRY ADVISORS PROGRAM



Dr P. Chandra Shekara, Director General of MANAGE, engaged in a productive discussion with 14 participants hailing from six different states across India. These states include Andhra Pradesh, Nagaland, Uttar Pradesh, Kerala, Mizoram, and

Haryana. The participants are all part of the Certified Poultry Advisors program, which is facilitated by the Indian Council of Agricultural Research-Directorate of Poultry Research (ICAR-DPR).

During the interaction, he shared his valuable insights and expertise on the poultry industry, providing the participants with a wealth of knowledge and practical advice. The discussion was highly informative and engaging, with participants actively taking part and asking questions.

Overall, the session was a great success, with all participants leaving with a deeper understanding of the poultry industry and the skills necessary to succeed as certified poultry advisors.

IN NEWS: CERTIFIED SHEEP AND GOAT ADVISOR PROGRAM



The MANAGE-sponsored Certified Livestock Advisor Module-II 15-day training program on Sheep and Goat Specialization, held at the ICAR-Central Sheep and Wool Research Institute in Avikanagar, Rajasthan, concluded on February 22nd, 2023.

The program saw the participation of 25 veterinarians from nine states, who gained valuable insights and knowledge on the subject matter.

During the valedictory ceremony, Dr. Arun Kumar, Director of ICAR-CSWRI, urged the participants to share their newfound knowledge with the farmers in their respective states.

This training will be beneficial in improving the overall quality of livestock farming and contribute to the growth of the industry.

The training program was a great success, and the participants were able to enhance their skills and expertise in the field of sheep and goat specialization.

The MANAGE-sponsored initiative has been instrumental in providing quality training to veterinarians and livestock advisors, and has helped in promoting sustainable livestock farming practices across the country.

IN NEWS: CERTIFIED VEGETABLES ADVISOR PROGRAM

MANAGE sponsored the Certified Vegetable Advisor Module-II, a 15-day training program held at the Indian Institute of Vegetable Research in Varanasi, Uttar Pradesh from February 13th to 27th, 2023. The program was attended by seventeen officers from the state agriculture department and private extension professionals, all of whom were eager to enhance their knowledge and skills in the vegetable specialization.

Throughout the program, participants were exposed to a wide range of topics related to vegetable cultivation, including soil management, pest control, and post-harvest handling. They also had the opportunity to engage in hands-on activities and field visits, allowing them to apply their newfound knowledge in real-world settings.

This training program was a success, providing valuable insights and practical skills to all who attended. The participants of the program assured look to continue their efforts to promote excellence in agriculture and support the growth of India's vegetable industry.



MANAGE & COCONUT DEVELOPMENT BOARD SIGN MoU



MANAGE and the Coconut Development Board (CDB) have signed a MoU to strengthen the Coconut Extension. The MoU was signed by Dr. P. Chandra Shekara, Director General of MANAGE, and Dr. Vijaya Lakshmi Nadendla, IAS, Joint Secretary (Marketing) and CEO of CDB, MA&FW, Govt. of India, during the inaugural session of the two-day International Conference on Trade and Marketing of Coconut Products (27-28, 2023) held in Hyderabad.

This partnership will enable MANAGE and CDB to collaborate in various areas such as joint training, research, conferences/seminars, policy dialogues, case study development, documenting success stories, faculty exchange, and knowledge sharing. The aim is to strengthen the coconut extension in the country.

The MoU is a significant step towards promoting the growth of the coconut industry in India. It will provide a platform for both organizations to share their expertise and knowledge, which will ultimately benefit the coconut farmers and the industry as a whole. This partnership will undoubtedly lead to the creation of new opportunities and the growth of the industry, which will have a positive impact on the economy and the livelihoods of the people involved in the coconut industry.

MANAGE SIGNS MoU WITH NABARD & HDFC

On February 16th, 2023, a historic MoU was signed between NABARD, MANAGE, and HDFC to support agripreneurs in the country. The ceremony took place at NABARD in Mumbai and aimed to streamline and facilitate credit flow to Agripreneurs trained under the AC&ABC scheme. The event was chaired by Shri. Vivek Sinha, CGM of NABARD, and represented by Dr. P. Chandra Shekara, Director General of MANAGE, Shri. Sandeep Chavan, Senior Vice President, and Shri. Ashay Agarwal, Senior Vice President of HDFC in Mumbai.

Dr. Sanjay Kumar, Additional Commissioner, and Shri. J. P. Yadav, Joint Director (Extension) from MoA&FW, Govt. of India, as well as Shri. Kameswararao Adiraju, DVP; Shri. Kanhei Dandsena, DVP; Shri. Naveen Shankar, DVP; and Shri. Jayesh C Patil, AVP from HDFC bank, graced the occasion. Ms. Nivedita Tiwary, GM of NABARD in Mumbai, welcomed the dignitaries, Ministry Officials, Nodal Officers, and over 120 participants who joined the event online from across the country.

The MoU signing marks a significant step towards supporting agripreneurs in the country. The agreement will help to streamline and facilitate credit flow to those trained under the AC&ABC scheme, providing them with the necessary resources to succeed in their endeavors. This partnership between NABARD, MANAGE, and HDFC is a testament to their commitment to supporting the growth of the agricultural sector in India.



MILLET FOOD FESTIVAL AT MANAGE



Dr. P. Chandra Shekara, Director General of MANAGE, presided over the event and defined the way forward for MANAGE in the IYOM -2023 as “Millet, Mahila, and MANAGE”. “Prioritizing millets is crucial,” he stressed, highlighting their significance in Indian culture and cuisine.

The festival was an exciting and informative event, providing a unique opportunity for the International Executives and MANAGE Faculty to learn about the importance of millet in Indian culture and cuisine. It was a successful event that showcased the potential of millets in promoting optimal health and well-being.

MANAGE hosted a Millet Food Festival on February 24, 2023 in honour of the international executives from 17 countries who attended the Indian Technical and Economic Cooperation (ITEC) International Training Programme on "Issues and Challenges in Promotion of Farmers Producer Organisations" organised from February 13–27, 2023 at MANAGE. The festival showcased more than 20 types of millet dishes, highlighting the importance of consuming a variety and diversity of millets for optimal health.

The Chief Guest of the event, Dr. Mamatha Shekar, Digital Health Advisor and Board Member of the International Indo-American Chamber of Commerce, USA, emphasized the power of using food as medicine for a healthier, happier, and longer life. She applauded the efforts of MANAGE in promoting millets globally.



MILLET TASTING EVENT AT SILICONE VALLEY



Dr. Mamatha Shekar, a distinguished Digital Health Advisor and Board Member of the International Indo-American Chamber of Commerce, USA, spearheaded a Millet Tasting Event in the heart of Silicon Valley, Saratoga, CA, USA on February 4th, 2023. This noble initiative was organized to commemorate the

International Year of Millets 2023, a global campaign aimed at promoting the consumption and cultivation of millets. Over 160 participants in attendance the events

The event featured a keynote address by Dr. Khader Vali, a Padma Shri award recipient, who emphasized the crucial role of millet cultivation in water conservation, as well as the numerous health benefits of millets. Joining him was Shri. Shyam Prasad Reddy, a passionate advocate for millet adoption in rural communities, who has been instrumental in helping villages switch to millet as a staple diet for a healthier lifestyle.

MANAGE appreciates the efforts of Dr. Mamatha Shekar and the Indian diaspora for their enthusiastic celebration of the International Year of Millets 2023 in the United States.

TECHNICAL TRAINING ON YES-TECH, WINDS AND CROPIC



The Credit Division of Ministry of Agriculture and Farmers Welfare, Govt. of India, in collaboration with Mahanobis National Crop Forecast Center (MNCFC) and MANAGE has organised a 3-day “Technical Training and Handholding on Implementation of YES-TECH, WINDS and CROPIC under Pradhan Mantri Fasal Bima Yojana (PMFBY)” during 15-17 February 2023 at MANAGE. About 90 participants representing State Governments, Insurance Companies, Mentor Organisations, and Agriculture and Remote Sensing Experts took part in the training program.

The inaugural event was graced by the esteemed presence of Dr. P. Chandra Shekara, Director General, MANAGE; Sri M. Raghunandan Rao, I.A.S., APC & Secretary, Agriculture, Govt. of Telangana; Dr. C. S. Murthy, Director, MNCFC; Dr. V.K. Singh, Director, ICAR-CRIDA, and Dr. Prakash Chauhan, Director, NRSC.

The Govt. of India has taken up many initiatives to improve crop yield estimation procedures ever since the launch of PMFBY in 2016. Yield Estimation System based on Technology (YES-TECH), Weather Information Network & Data System (WINDS) and Collection of Real Time Objects & Photographs of Crops (CROPIC) for enabling large scale adoption of technology-based solutions under PMFBY/RWBCIS. This training is aimed at providing orientation and hands-on technical support to stakeholders for better understanding and clarity on different technology models to be adopted.

This 3-day training provided a platform to discuss and analyse the various challenges faced in the implementation of PMFBY and the best ways to overcome them through the use and application of YES-TECH, WINDS and CROPIC platforms. The training provided more time for practical sessions on these platform by participants with the help of technical experts.

The concluding session was held at MANAGE, and the event's chair, Shri. Ritesh Chauhan, JS (Credit) & CEO, PMFBY, MoAFW, GoI, engaged in conversation with the participants and clarified their doubts on implementation strategies of the scheme.

Participants addressed their concerns and offered suggestions on the draft SOP manuals of YES-TECH and WINDS developed by the Expert Committees based on the practical training they received in the program.



DG-MANAGE PARTICIPATION IN INTERNATIONAL CONFERENCE FOOD AND NUTRITION IN SAARC COUNTRIES



Dr. P. Chandra Shekara, Director General of MANAGE, attended an International Conference on “Food and Nutritional Security for Achieving Sustainable Development Goals (SDGs) in SAARC Countries: Revisiting Extension Approaches and Strategies” from February 2nd to 4th, 2023 at BRAC in Dhaka, Bangladesh. The Conference was organized by the Society for Bangladesh Agricultural Extension Network (BAEN) and the Participatory Rural Development

Initiatives Society (PRDIS), Hyderabad, India in collaboration with international and national level institutions. The conference was attended by agricultural extension experts from SAARC countries.

The Conference focused on the challenges and policy reforms needed to achieve food and nutritional security in SAARC countries, as well as innovations, good practices, and programs in agricultural extension for achieving SDG-2 in SAARC countries. Additionally, the Conference discussed extension approaches and strategies to promote sustainable, climate-resilient, nutrition-sensitive, diversified agriculture and allied sectors.

Dr. P. Chandra Shekara shared Indian Extension Innovations such as AC&ABC, DAESI, Agripreneurship, Agri Startups, FPOs, CFA/CLA, and other programs led by MANAGE and presented the way forward for strengthening agricultural extension systems in SAARC countries. He also chaired a technical session on “Strengthening delivery of extension and advisory services for agriculture and allied sectors.”



DG-MANAGE PARTICIPATION IN INTERNATIONAL CONFERENCE

INNOVATIONS TO TRANSFORM DRYLANDS AT ICRISAT



Dr. P. Chandra Shekara, Director General, MANAGE attended the International Conference, 'Innovations to Transform Drylands' organized by International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) at ICRISAT's headquarters in Hyderabad from 21st to 23rd February 2023.

He also participated in the discussion on Roadmap for Transforming Dryland Agriculture held on 23 Feb 2023. Speaking on occasion he emphasized that, "To sustain livelihoods of smallholder farmers in drylands, we need to mobilize them into groups, call it SMEs, FPOs, FPCs or

SHGs and link them to the local markets."

The event was hosted as a part of the ICRISAT's Golden Jubilee celebrations to recognize and celebrate the significant advances made to dryland agri-food systems by ICRISAT in collaboration with its valued partners.

It brought together global experts from research, academia, industry, MSMEs, Food processing startups, policymakers and NGOs to coalesce new and innovative approaches and scientific innovation to capitalize on the opportunities while addressing the challenges inherent in the drylands.



OPPORTUNITIES OF PRIVATE EXTENSION



Dr. P Chandra Shekhara, Director General, MANAGE, delivered a captivating speech on the topic of Private Extension in Command Areas: Opportunities and Challenges at the seminar on Private-Led Extension in Command Area and Opportunities in Odisha, held in Bhubaneswar as part of Krushi Odisha-2023 from February 16 - 18, 2023.

During his presentation, he highlighted the impressive progress made in Odisha, where approximately 2,500 Input Dealers have been trained as para-extension workers, with an additional 500 currently undergoing training under DAESI program. He also discussed the free residential training on Agri-entrepreneurship for professionalizing Agricultural Extension under the AC&ABC Scheme, noting that 645 professionals have been trained in Odisha and 115 Agri-ventures have been established. He stressed the need to harness their potential in strengthening agricultural extension delivery services to farmers effectively in Odisha.

The audience was also treated to valuable insights from other industry experts, including Mr. Karan Sharma, Director of GT Bharat, Dr. Shivam Sharma from Absolute, and Mr. Vinnay Jaju from SwitchOn Foundation. Their contributions added depth and diversity to the seminar, making it a truly enriching experience for all attendees.



PGDM (ABM): LIT 'O' MELANGE-2023



The PGDM ABM Students Annual Literary and Arts Festival - Lit 'O' Melange-2023, a three-day extravaganza was held from February 15th to 17th, 2023, it was inaugurated with great pomp and show. The event aimed to celebrate and encourage creativity, literary skill, and artistic capabilities of individuals while fostering participation among students.

The Director General of MANAGE, Dr. P. Chandra Shekara, graced the occasion and inaugurated the event by lighting a lantern and cutting the ribbon. He addressed the students on the importance of literary skills for an individual, inspiring them to explore their creative potential.

The event kicked off with an Open Mic, which featured a variety of spectacular performances in three categories - poetry, dance, and singing. The participants showcased their talents with great enthusiasm, setting the tone for the rest of the festival.

Lit 'O' Melange-2023 was an exciting and engaging event, with a range of activities and competitions lined up for the students. The festival provided a platform for students to showcase their skills and talents, and encouraged them to explore their creative potential.



MANAGE IN NEWS

MANAGE was featured in EDEN HORTI Magazine, a publication dedicated to the Indian Agriculture. The magazine showcased several informative articles, including the activities of MANAGE and its vision for the future of Indian Agricultural Extension.

The article carried the interview of DG-MANAGE Dr. P.Chandra Shekara emphasising the need to focus on market-led extension opportunities, to promote sustainable and profitable agriculture in India.



The Agriculture Today magazine in its January 2023 issue carried the interview of Dr. P. Chandra Shekara, Director General, MANAGE on 'Millets, Mahila and MANAGE' approach in response to the International Year of Millets 2023.

"Efforts towards identifying women farmers, self-help group members, and training of women FPOs for equipping them in agro-processing, financial support, and marketing of millets could bring the best women entrepreneurs in millet and also justify the objectives of the International Year of Millets. Furthermore, to create a better market for millet products, sensitization on millets." he said.

Triple M approach, focuses on the power of Millets, Mahila, and MANAGE's initiatives in empowering women and nourishing communities.

EDITORIAL TEAM

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