



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

MANAGE Awards Ceremony 2024

Best Input Dealers

Best Agri Startups

Best Agri Films



MANAGE Awards Ceremony 2024 was hosted on 22 February 2024 at MANAGE campus to give away Awards to 95 winners in three categories which included Input Dealers trained under DAESI (Diploma in Agricultural Extension Services for Input Dealers) program, innovative Agri Startups that completed the program under RKVY-RAFTAAR scheme of Government of India, and creative producers of Agri Films.

Chief Guest Shri. Faiz Ahmed Kidwai, IAS, Additional Secretary, Ministry of Agriculture & Farmers Welfare, Govt. of India and Dr. P. Chandra Shekara, Director General, MANAGE presented the awards to the winners.

Under DAESI Awards 2024, MANAGE honoured five Best Input dealers, fifteen best facilitators who have

organized the highest number of DAESI Programs in each state and four top performing states who have trained highest number of Input Dealers under DAESI program.

Under Agri Startup Awards 2024, MANAGE gave awards to four best Agri-Startups at national level (including one women agri startup) and ten state level best Agri-Startups. Also, certificates were given to 30 Agri Startups who have been incubated and graduated under Agripreneurship Program of RKVY-RAFTAAR.

Under Agri Film Festival Awards-2023, MANAGE distributed awards to best films in 13 Indian languages, 11 awards to best films produced by agricultural institutions and top 3 awards to best films at national level.

Celebrating Awards and Achievements



The month of February, 2024 has witnessed a gala of celebration of awards and achievements at MANAGE. I am glad to inform that MANAGE has honoured outstanding Agri Films, Agri Startups and Input Dealers with Awards on 22 February 2024 at the MANAGE Awards Ceremony-2024. Shri. Faiz Ahmed Kidwai, IAS, Additional Secretary, Ministry of Agriculture & Farmers Welfare, Govt. of India graced the ceremony and distributed awards to 27 Agri Films in the categories of national, language and institutional levels; 14 best Agri Startups at national and state levels; 30 Agri Startups graduated from MANAGE; and 5 best DAESI Input Dealers, 15 best Facilitators and 4 best State NTIs under DAESI scheme. I congratulate all the winners of MANAGE Awards Ceremony -2024.

I am also happy to announce that MANAGE achieved 100% placement for its PGDM(ABM) students of 2022-24 batch. The highest salary offered by companies is Rs. 20.00 LPA, average salary is Rs. 12.33 LPA and median salary is Rs. 11.60 LPA. I thank all recruiters for their continued support and trust in MANAGE's academic curriculum and the competence of its students. We, at MANAGE, congratulate all the winners of MANAGE Awards and PGDM(ABM) students who have secured good jobs in reputed agri-business companies. We wish them all the best.

Dr.P.Chandra Shekara
Director General, MANAGE

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MANAGE AWARD Ceremony 2024

MANAGE Presents Awards to Outstanding Agri Films, Agri Startups and Input Dealers



Chief Guest Shri. Faiz Ahmed Kidwai in his address stated that input dealers play a key role in bridging the gap between farmers and agricultural technologies and stressed the need to educate more than 3 lakh input dealers in the country through DAESI program. We need to promote Agri Startup ecosystem through proper mentoring, technical support, investment and policy advocacy for the benefit of farmers and young entrepreneurs,

he said. Highlighting the importance of videos in agricultural extension, he appreciated the MANAGE Agri Film Festival which bring all useful agricultural films onto a platform for use by all and encouraged to produce more films on field related issues.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE has briefed about the innovative projects of winners of Agri Startup Awards and successful



MANAGE AWARD Ceremony 2024

MANAGE Presents Awards to Outstanding Agri Films, Agri Startups and Input Dealers

Winner of Agri Film Festival-2023



candidates who have been graduated under Incubation Program. Dr. K. Anand Reddy, Coordinator, PGDM(ABM), MANAGE has presented the progress of DAESI programs and briefed about DAESI award winners.

More than 200 esteemed guests attended the ceremony including winners from government organizations, research institutes, agricultural

universities, ICAR Institutes, KVKs, SAMETIs, NGOs, Media Houses, Agri startups, agripreneurs, FPOs, Co-operatives, agri students, media professionals and MANAGE Faculty Members were present.

Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management), MANAGE, coordinate the program.

“On wheels Healthy Store” Launched



On 22nd February 2024, on the sidelights of MANAGE Awards Ceremony 2024, Shri. Faiz Ahmed Kidwai, IAS, Additional Secretary, Ministry of Agriculture & Farmers Welfare, Govt. of India and Dr. P. Chandra Shekara, Director General, MANAGE inaugurated “On wheels Healthy Store” by Ancient Foods – an innovative business model started by women millet entrepreneur Mrs. Lakshmi Haritha Bhavani – which aims the reach of healthy and chemical free food products to doorsteps of every consumer. Mrs. Lakshmi Haritha Bhavani is a certified Incubatee of Indian Institute of Millets Research (IIMR), Hyderabad. The Ancient Foods is recently recognized as One among Top 100 "Inspiring and successful Startups in India" by ICAR-IIMR.

International Conference

Food & Nutritional Security through Agriculture Ecosystem



MANAGE in collaboration with International Rice Research Institute (IRRI), International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), International Potato Center (CIP), and HarvestPlus inaugurated two days International Conference on "Food & Nutritional Security through Agriculture Ecosystem" on February 1, 2024. More than 250 delegates representing scientists, extension professionals, research scholars and academia including experts participated in the event.



The conference was inaugurated by Dr. P Chandra Shekara, Director General, MANAGE; Dr Victor Afari-Sefa, Deputy Director General, Research, ICRISAT; Dr. Jonna Kane- Potaka, Deputy Director General, IRRI, Dr Samarendu Mohanty, Asia Regional Director, CIP;

Dr. Binu Cherian, Country Manager, Harvest Plus and Dr Veenita Kumari, Deputy Director (Gender Studies), MANAGE.



International Conference

Food & Nutritional Security through Agriculture Ecosystem



During the inaugural address, Dr. P. Chandra Shekara, DG-MANAGE stated that food and nutritional security are not goals but a necessity. It becomes everyone's responsibility to design and implement policies to ensure food and nutritional security in the world, he said. He mentioned that MANAGE is mainstreaming food and nutritional security initiatives in its agricultural extension programs and schemes like training Input Dealers, Agripreneurs under AC&ABC, RKVY-RAFTAAR, and digital agriculture schemes.

Dr. Jonna Kane- Potaka said that we can't work in silos and we need to integrate our specializations to address food and nutritional security. She highlighted the on-going breakthrough research in

rice at IRRI and stressed need for greater collaboration to ensure a transformational change at farmers level.

Dr. Binu Cherian shared the importance of biofortified crops and the on-going research at HarvestPlus and stressed need for value chain approach to promote biofortified crops. Dr. Samarendu Mohanty stated that achieving food security is possible only through a multi-disciplinary approach to address issues like climate change, soil health, water management and nutritional security. Dr. Victor Afari-Sefa discussed the imperative of collective action to address food and nutritional security through sustainable food systems and improved seed systems coupled with data-based farming.

Women Agripreneurs Exhibition

MANAGE was also organized the National Level Women Agripreneurs Exhibition-2024, featuring 25 women agripreneurs from 10 states across India. The exhibition showcased a diverse array of product. The exhibition showcased different value added products of millets, honey, coconut, mushroom, fruits and spices.



International Conference

Food & Nutritional Security through Agriculture Ecosystem



As part of the conference more than 90 research papers were presented under seven important themes. Panel discussions were held on Exploring Agriculture Ecosystems for Global Food Security and Intersection of Gender and Food Security wherein distinguished panelists shared their viewpoints and generated fruitful discussions. This conference served as a platform for sharing knowledge, discussing innovative solutions, and fostering collaborations to address the challenges faced by the global community.

During the valedictory session, Chief Guest Dr. G Narendra Kumar, IAS, Director General NIRD&PR, addressed the imperative aspects of Food and Nutritional requirements within the context of contemporary challenges such as climate change. He emphasized the need for climate-mitigating

production systems, efficient distribution channels in the food system. He underscored the imperative need for the development of a comprehensive understanding at the global, national, and local levels to effectively address the inherent complexities in ensuring a sustainable and resilient food system.

Dr. G. Narendra Kumar, IAS, Director General of NIRD&PR distributed certificates to the Women Agripreneur Keynote speakers and presenters of the best research papers in the conference.

A memorable Bonfire Network Dinner was hosted by DG-MANAGE to strengthen connections with Agri-professionals.

Dr Veenita Kumari, Deputy Director (Gender Studies), MANAGE coordinated the Conference.



MANAGE Achieves 100% Placements for its Agri-Business Management Students



MANAGE achieved 100% Placement for its Agri-Business Management Students in the 27th batch of Post Graduate Diploma in Management (Agri-Business Management)-PGDM (ABM) on February 08, 2024.

Continuing its remarkable outstanding record of 100% placements since more than two decades, MANAGE once again emerges as a pinnacle of excellence in the field of Agri-Business Management Education. The highest salary offered by companies is Rs. 20.00 LPA, Average Salary: Rs. 12.33 LPA, Median Salary: Rs. 11.60 LPA.

Godrej Agrovet Limited (GAVL) is the highest paying recruiter and other premier agribusiness recruiters included ITC (FBD), Olam, and EY India, Drools alongside agri-input companies such as Advanta, BASF, Coromandel, PI Industries, Prasad Seeds, Sequoia Biosciences; animal nutrition sector companies like DeHeus India, Kemin, Nutreco, consultancy and market research sphere giants such as EY, CRISIL, KPMG extended offers to MANAGE students.

Additionally, banking and financial sector recruiters like IDFC First Bharat, Midland Microfinance, SarvaGram Fincare, Spandana Spoorthy, IndusInd Bank, Ujjivan Small Finance Bank and various other recruiters from allied sectors actively participated in the recruitment process.

Sector-wise percentage of students who secured placements: Banking, Financial Services, and Insurance (BFSI): 31.75%, Agri-Input: 30.16%, Animal Nutrition: 14.29%, Consultancy: 9.52%, Procurement: 6.35%, FMCG: 4.76%, Commodity Trading: 1.59%, & Development: 1.59%.

Dr. P. Chandra Shekara, DG MANAGE extended congratulations to the placement committee, alumni, faculty, and staff for their concerted efforts in achieving this milestone. He thanked all recruiters for their continued support and trust in MANAGE's academic curriculum and the competence of its students.

Certified Natural Farming Advisor Program



MANAGED organized Certified Natural Farming Advisor Program, Module II on February 12 – 26, 2024.

A total of 22 Agri professionals participated in the program. The program aimed to develop Certified Natural Farming Advisors who could provide expert extension services to farmers, state governments, central government, or others on Natural Farming.

The Module-II covered Concept, Principles, Terminology, and Components of Natural Farming,

Preparation and use of Bio-inputs in Natural Farming, Water, Pest & Disease management, Use of Local Landraces, Video Mediated Extension, use of Social Media, and Agroecology for natural farming. Dr. N. Balasubramani, Director (SA&CCA), MANAGE served as the director for this program.

Online Program for Master Trainers on Natural Farming



MANAGE organized a two day online orientation program for master trainers who will train the Krishi Sakhis on Natural Farming on February 9 –10, 2024.

More than 170+ master trainers from pan India participated in the training. The aim is to reach 70,000 Krishi Sakhis nationwide. The role of Krishi Sakhi is envisioned as farmers' friend at gram panchayat level, with all necessary information, skills and abilities to advise them on various aspects of Natural Farming, and providing capacity building in emerging areas of Natural Farming.

Dr. P. Chandra Shekara, Director General MANAGE, stated that MANAGE is ready to empower Krishi Sakhis as proficient para-extension workers by building a pool

of trained master trainers. The Krishi Sakhis knowledge will be improved, evaluated, and the most capable ones will be assigned tasks to implement program of MA&FW at the grassroots level, he said.

During the program, Dr. N. Balasubramani, Director (SA&CCA) MANAGE, provided a detailed procedure for conducting a 5-day training program for Krishi Sakhis to over 170 trainers. He stated, these trainers will undergo upskilling technical sessions on natural farming by Natural Farming Team at MANAGE.

The Team Leader Dr. Ishwar Poojar coordinated the program and team members of natural farming project attended the program.

Training-cum-Exposure Visit Program on Natural Farming



MANAGE organized a five day Training-cum-Exposure Visit Program on “Natural Farming” for the Master Trainers who will train the Krishi Sakhis all over India. The program taking place from February 26 to March 01, 2024. A total 31 scientists from different KVKs participated in the program. In this training, the master trainers acquitted on the conceptual knowledge of Natural Farming including soil health management,

pest and disease management, integration of livestock in Natural Farming, cropping and cropping systems, local seed system and planting materials etc.

In his inaugural remarks, Dr. P. Chandrashekara, DG-MANAGE briefed the trainees on importance of communicating science in simple language to the farmers. He also stressed on the effort put into by MANAGE for homogenization of content for teaching Natural Farming to farmers. He further, asked the master trainers to play a key role in generating mass awareness, develop a community resource persons, model farmer and model villages on Natural Farming.

Dr. Balasubramani, Director (SA&CCA), MANAGE, coordinated the program & briefed about the training program, highlighting the importance of knowledge, sustainability, and the challenges associated with natural farming practices.

Agricultural Marketing and Post-harvest Management

MANAGE organized a five day training program on Agricultural Marketing and Post-harvest Management, on February 12-16, 2024. Seventeen officers from Grading & Packaging, Marketing & Horticultural Departments, Gov. of Jammu and Kashmir participated in the program.

The program emphasized on Agricultural Marketing, soft skills, processing and value addition, especially for crops which are significant in Jammu and Kashmir. Program included field visits to Sam Agri Tech Ltd. and Yellows and Greens Agri Fresh pvt. Ltd.

Program also covered practices like Value Chain Management, Quality standards like HACCP, ISO, and AGMARK, and sustainable handling/storage of horticultural produce.

In his inaugural address, Dr. P. Chandra Shekara, DG MANAGE, highlighted the success of Nashik based ‘Sahyadri’ FPO company and stressed the need for farmers aggregation, group farming, and homogeneous farmer groups to address farming issues

comprehensively. To develop the post-harvest management chain, we should encourage co-operatives and FPOs to start their own cold storage facilities, he said.

Dr. Shalendra, Director (Agricultural Marketing), MANAGE is served as the director for this Program.



Gender Budgeting in Agriculture under Mission Shakti



MANAGE organized a three day training program on 'Gender Budgeting' under 'Mission Shakti' of Ministry of Women and Child development, GOI, on February 27-29, 2024.

Total 36 agricultural officials from ten different states namely Bihar, Sikkim, Maharashtra, Punjab, Telangana, Jharkhand, Karnataka, Madhya Pradesh, Himachal Pradesh & Andhra Pradesh actively participated in the program.

The program addressed gender concepts and stereotypes, gender budgeting, an overview of gender budgeting in India and women's empowerment in agriculture, including an analytical framework, highlighting the identification of gender issues through

gender checklists and integrating gender into budget allocation.

On this occasion, MANAGE – DG, Dr. P. Chandra Shekara stressed the need for a Certified Gender Advisor training program to address women's issues. He highlighted the hidden contributions of women in agriculture and proposed leadership development, mechanical specialization plans, income generation training, a responsible role in FPO, and involvement in food value chain decisions for women.

Shri. Manish Bhatia, Director, NGRCA, MA&FW, GoI gave the opening remarks explained the importance of Gender Budgeting in Agriculture for inclusive growth . Dr Veenita Kumari, Deputy Director (Gender Studies), MANAGE directed the program.

Gender Sensitization in Agriculture

MANAGE organised three day training program on "Gender Sensitization in Agriculture" under the 'Mission Shakti' scheme of Ministry of Women and Child Development, GoI on February 5-7, 2024.

A total of 20 agricultural officials from 10 different states, namely Andhra Pradesh, Maharashtra, Bihar, Himachal Pradesh, Nagaland, Sikkim, Madhya Pradesh, Uttarakhand, Telangana, and Punjab participated in the program. Participants acquired the skills in utilizing gender analysis tools, working with gender-disaggregated data, and learned implementing gender budgeting and auditing to integrate gender considerations in accordance with government policies.

In the inaugural event, Dr. P. Chandra Shekara, DG-MANAGE said, creating a gender sensitization is

important to change people's attitude towards gender issues. Women play crucial role in food security but lacks skills in production, processing, post-harvest techniques, and business management. He further emphasized the role of SHGs and referred to successful models such as Kudumbashree and AMUL to motivate participants. Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE directed the program.



Faculty Development Program New Frontiers in Agricultural Extension

MANAGED organized a five day National Faculty Development Program on New Frontiers in Agricultural Extension from February 26 to March 01, 2024 in collaboration with universities to enhance and advance agricultural extension and advisory services.

A total of 17 participants including Assistant and Associate Professors and Officers from KVKs participated in the program.

The program's main objective was to familiarize participants with the latest trends in extension research, practice, and policy while also exploring effective strategies for integrating these advancements into extension teaching and training.



The program focused on Agricultural Extension Innovations, New competencies for agricultural Extension, Policy Engagement, and Agripreneurship and Ecological Agriculture. Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE served as the Director for the Program.

Workshop: How to Communicate Natural Farming Easily

MANAGE organized a one day Workshop on Behaviour Change Communication Tools developed by Vertiver Pvt. Ltd to promote Natural Farming on February 26, 2024. MANAGE Natural Farming team and 22 Agri professionals have attended the event. The workshop aims to orient on the communication tools that simplify the complexity of the social and scientific dimensions of Natural Farming through interesting games, role play, storytelling, drama and other cultural formats.

“Before changing any practice of farmers, trainers should change the mind-set of farmers about natural farming”, said Dr. P Chandra Shekhara, Director General, MANAGE who has also participated in the program. He urged

trainers to utilize diverse approaches such as songs, dramas, or cultural activities to convey information effectively, ensuring that farmers comprehend the concepts of natural farming. Make the natural farming science so simple for farmers and trainer should satisfy the farmers by answering their questions, he said.

An interesting demonstration of the snake and ladder game which explains natural farming concepts was organized in the workshop. Dr. N. Balasubramani, Director (SA&CCA), MANAGE coordinated the program.



KGKLS Series: Lecture No. 28:

Farmers Producers Company: Success Criteria for Excellence

by Shri. Vilas Shinde, CMD, Sahyadri Farmers Producer Co. Ltd.



Shri. Vilas Shinde, CMD, Sahyadri Farmers Producer Co. Ltd, delivered the 28th MANAGE Krishi Gyandeeep Knowledge Lecture Series (KGKLS) on the topic “Farmers Producers Company: Success Criteria for Excellence” on February 06, 2024 at MANAGE.

In his lecture, Shri. Vilas Shinde, emphasized the importance of fostering a conducive ecosystem, commitment, leadership and competitive approach for running a successful FPO. He added, to ensure profitability in the agricultural sector, FPOs should have a robust value chain, clear vision, high value crop production plan, and a global outlook.

He outlined key criteria for successful FPOs highlighting commodity, cluster-specific approaches,

entrepreneurial mind-set, Collective Responsibility and technology adoption. He stated that with the help of technology we can create brand identity for product through a cost-effective strategy with minimal investment. He quoted the example of AMUL’s a success story, and emphasized the necessity of transitioning from individual to collective agriculture for addressing challenges.

Dr. P. Chandra Shekara, DG-MANAGE, commended Shri. Vilas Shinde for his dedication and efforts in establishing India's largest integrated fruits and vegetables value chain FPO. He emphasized that insights from such experienced personalities aid extension workers and farmers in refining their strategies.

Dr. B. Renuka Rani, Deputy Director (NRM), MANAGE coordinated the program.

To watch full video click on Below link:

https://www.youtube.com/watch?v=Fp_DkQmowAg



KGKLS Series: Lecture No. 29:

Challenges and Opportunities in Agriculture Cooperatives

by Dr. G.Narendra Kumar, IAS, DG NIRD&PR



Dr. G. Narendra Kumar, IAS, DG NIRD&PR, delivered the 29th MANAGE Krishi Gyandeeep Knowledge Lecture Series (KGKLS) on the topic “Convergence opportunities for Rural Development & Agriculture” on 7 February 2024 at MANAGE.

Dr. G. Narendra Kumar eloquently highlighted the concept of convergence, providing subtle information in a conceptual manner. He clarified development and growth from the rural development perspective and underscored the necessity of equitable distribution of the assets to rise opportunities in rural areas and stressed that rural residents should reinvest their earnings back to rural areas instead of channeling them into cities.

He suggested some convergence to generate sustainable employment opportunities including small dairy unit development, infrastructure creation for Agriculture and Natural Resources Management through MGNREGA scheme. Further, he mentioned that agriculture based industries like cold storage facility can be set up with the financial help and training through DDU-GKY Yojna and NRLM program. The takeaway message he provided is the need for indigenous solutions to rural challenges, and avoiding reliance on external aid.

In his concluding remarks, Dr. P. Chandra Shekara, DG-MANAGE, said that to avert alarming migration we should focus on creating urban environments and amenities within rural areas. MANAGE faculty, staff, consultants and soldiers of Jai Jawan Kisan Program attended the lecture.

Dr. B. Renuka Rani, Deputy Director (NRM), MANAGE coordinated the program.

For full video, please check: https://www.youtube.com/playlist?list=PLKdGSMvJOxVojWCJUjgmWhRhw2_T_F9hs



MANAGE signs MoU with ICAR-Central Institute for Research on Goat



MANAGE signs MoU with ICAR-Central Institute for Research on Goats, Makhdoom, Farah, Madhura, Uttarpradesh to strengthen goat husbandry, extension and employment generation. Dr. P. Chandra Shekara, Director General, MANAGE and Dr. Manish Kumar Chatli, Director, ICAR-CIRG signed the Memorandum of Understanding (MoU) at MANAGE on February 12, 2024.

The MoU aims to nurture collaboration between MANAGE and ICAR-CIRG to undertake Capacity

Building / Training Programs, Skill Development, Extension Programs, Entrepreneurship Development and Empowering the Human Resources in Goat for ensuring livelihood and nutritional security.

DG-MANAGE, Director, ICAR-CIRG and MANAGE Faculty brainstormed on strengthening the on-going Certified Goat Adviser Program, Collaborative Training Programs on Veterinary Extension, and Refresher Training Program on Goaterly under AC&ABC Scheme.

Strengthening Bond Between MANAGE and KVKs



Dr. Shaik N. Meera, Director, ICAR-ATARI, Zone-X, Hyderabad and his team visited MANAGE and met DG-MANAGE Dr. P. Chandra Shekara and Faculty on 13 February 2024 to explore opportunities for collaboration between MANAGE and KVKs in the on-going skilling and agripreneurship development programs.

Detailed presentations were made followed by a thorough brainstorming to identify areas for collaboration. The areas for collaboration included –

capacity building programs for KVK scientists on Agripreneurship and Project Preparation, collaborating training programs, digital agriculture, natural farming, and quick surveys on current issues in agriculture and joint publications.

Insightful discussion was held on how MANAGE and KVK system work together to foster Agri Startups, FPOs, Agripreneurship Development, PPP in Extension and strengthening ATMA.

Jai Jawan Kisan Program

MANAGE Celebrates Success of Ex-Servicemen



Ex-servicemen trained by MANAGE under Jai Jawan Kisan training program, supported by NABARD, launched a "Jay Jawan Kisan- Farm 2 Kitchen" millet-based premium natural farm products store at Hyderabad on February 14, 2024 in the auspicious presence of Dr. P. Chandra Shekara, Director General MANAGE, Dr. N. Balasubramani, Director (SA&CCA), MANAGE, Dr. Sangappa, Scientist, ICAR-IIMR and other guests.

This store is led by SainiKhetihar Ent Pvt Ltd, an enterprising venture established by 11 ex-servicemen of Telangana to promote millet retail outlets in Hyderabad. This venture has adopted a very innovative business model of procuring chemical free millets and other agri-produce directly from FPOs and supplying natural farm products to the consumers at reasonable price.

It sources naturally cultivated millets from tribal farmers of Andhra Pradesh and Chhattisgarh, and provides market linkages to tribal farmers and realize better farm gate price. The venture aims to expand its retail outlets in different locations of Hyderabad, and upscale this to pan India, in near future.

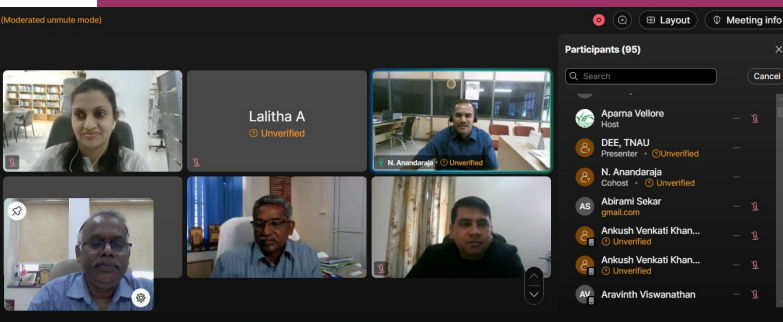


Video production Skills for Extension Functionaries

MANAGE and Tamil Nadu Agricultural University (TNAU) organised a 5-day collaborative online training program on "Video production Skills for Extension Functionaries" on February 13 – 17, 2024.

It covered topics such as creating scripts, shooting, editing, how to use mobile for video making, sharing videos on social media, exploring agri media entrepreneurship and marketing. Program focused on practical tips and techniques.

Dr. A. Srinivasacharyulu, Depty Director (KM), MANAGE and Prof. Anandaraja, Prof & Head (Training Division), DoEE, TNAU coordinated the program. Dr. P.P. Murugan, Director-DoEE, TNAU is served as director for this program. Mrs. Aparna, MANAGE Fellow facilitated the program.



28th Academic Committee Meeting of MANAGE Held



The 28th Meeting of Academic Committee of MANAGE was held on February 28, 2024 at MANAGE.

Dr. P. Chandra Shekara, Director General, MANAGE & Chairman, MANAGE Academic Committee chaired the meeting. Members from the Ministry of Agriculture & Farmers Welfare, Govt. of India, Academia from IIT-Bombay, XLRI-Jamshedpur, ICAR-CIFE, Mumbai, EEI-Hyderabad and MANAGE Faculty members attended the meeting.

The meeting reviewed the action taken report of 27th Academic Committee Meeting, reviewed activities of 2023-24 and approved 441 training programs and 6 research studies for 2024-25.

The members provided valuable suggestions to improve quality and delivery of training programs, strengthen ATMA, agricultural education for school students, design of faculty rejuvenation program, increasing consultancy activities, mainstreaming fisheries and gender in extension programs and documentation of traditional knowledge, and collaboration with management institutes for joint research.

Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management), MANAGE acted as member secretary for the meeting.

EDITORIAL TEAM

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