



Message from Director General

I am happy to inform you that MANAGE successfully completed the final placements for the 25th batch of the Post Graduate Diploma in Management (Agri-Business Management) (PGDM-ABM). This year too, we achieved 100% placements.

The Agro Industrial Attachment (AIA) Program, a new initiative, concluded this month. It was an integrated, four-week, student-centric program organized in collaboration with MAHAFFPC. The idea was to orient students to the social dynamics of groups through a study of FPOs.

We organized our Annual Training Planning Workshop 2022 to identify training needs of agricultural extension professional involving the Ministry of Agriculture and Farmers Welfare, Govt. of India, State Government Departments, our partner institutes EEs, SAMETIs, ICAR and SAUs. The workshop provided opportunity to identify relevant themes and forge partnership to organize collaborative training programs for the year 2022-23.

In this Issue....

- ◆ MANAGE Silver Jubilee Batch achieves 100% Placement.
- ◆ Technology Backstopping for Agri Extension - sharing Indian experiences.
- ◆ Family Farmer Concept -- Linking Rural Farmers to Urban Consumers.
- ◆ MANAGE Annual Training Planning Workshop
- ◆ Carbon Finance for Agriculture towards Climate Risk Mitigation.
- ◆ Agro Industrial Attachment (AIA) Program.
- ◆ National Facilitator Development Program.
- ◆ MANAGE Krishi Gyandeeep Knowledge Lecture.
- ◆ Training on New Age Skills for Agri-Startup and Agripreneurship Ecosystem Enablers.
- ◆ Workshop on AgriStartup Ecosystem: Opportunities and Challenges .
- ◆ MANAGE MoU with NCDEX
- ◆ MANAGE Celebrates Republic Day



This month, MANAGE signed an MoU with the NCDEX Institute of Commodity Markets and Research (NICR) for academic collaboration.

We are in the process of developing a national pool of master trainers through the National Facilitator Development Program. MANAGE plans to develop about 100 national facilitators. These experts will partner with MANAGE to effectively implement government programs across the country. A series of four programs is scheduled during January - March 2022 to identify suitable Facilitators. One facilitator development program was organized during this month. I wish these trained would assist and contribute in implementing MANAGE programs, Govt. of India's Schemes and State Government programs.



Dr. P. Chandra Shekara
Director General

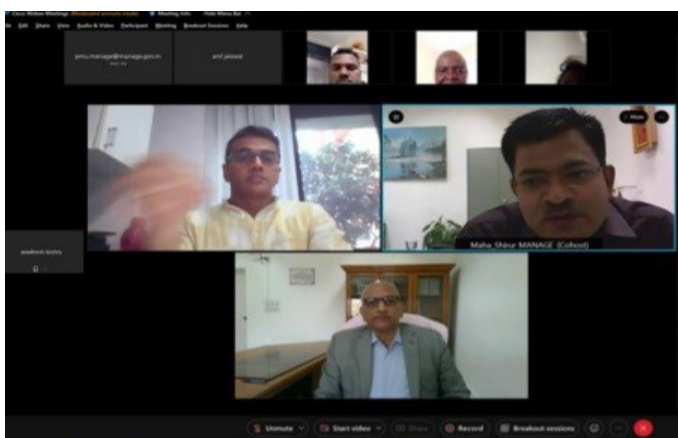
MANAGE Silver Jubilee Batch achieves 100% Placement

The National Institute of Agricultural Extension Management (MANAGE) has successfully completed the final placements for the 25th batch of the Post Graduate Diploma in Management (Agri-Business Management) (PGDMABM). This year too, MANAGE has successfully upheld its position of having 100% placements since the inception of PGDMABM. A total of 66 students opted for placements this year, for whom altogether 27 companies extended the offers. The highest package offered this year stood at Rs.18 lakh per annum and this year's average stood at Rs.11.51 lakh per annum. This is not only a feather in the cap of MANAGE but is also proof of quality of students offered by the college and the increasing trust among the corporates.

Twenty-seven recruiters visited the campus, of which nine were first-time recruiters. These recruiters are from several spheres in the agribusiness space such as Agri Input, Agri Output, NBFCs, BFSIs, Retail, Animal Feed Sector etc. The highest paying recruiter this year was Godrej Agrovet Limited (GAVL). Other premier recruiters included ITC, Adani Wilmar, PwC India, KPMG India, BASF, Coromandel International Limited, UPL, PI Industries, BigBasket, Future Group, Noveltech feeds, IDFC Bank, HDFC Bank and Fullerton Credit and Co. Speaking on occasion, the Director General MANAGE Dr. P. Chandra Shekara congratulated the MANAGE Alumni, the Principal Coordinator Dr. K. Anand Reddy and the Placement Committee for this remarkable achievement.



Technology Backstopping for Agri Extension - Sharing Indian experiences



MANAGE has been organizing an International webinar series on Technology Backstopping for Agri Extension – sharing Indian experiences. The webinar explores opportunities for institutional collaboration in Research and Training.

The 10th Webinar in the series on 31st January 2022 showcased the activities and technologies developed by Kudumbashree State Mission, Thiruvananthapuram, Kerala. Officers from partner countries of Africa and Asia attended the program.

Family Farmer Concept - Linking Rural Farmers to Urban Consumers



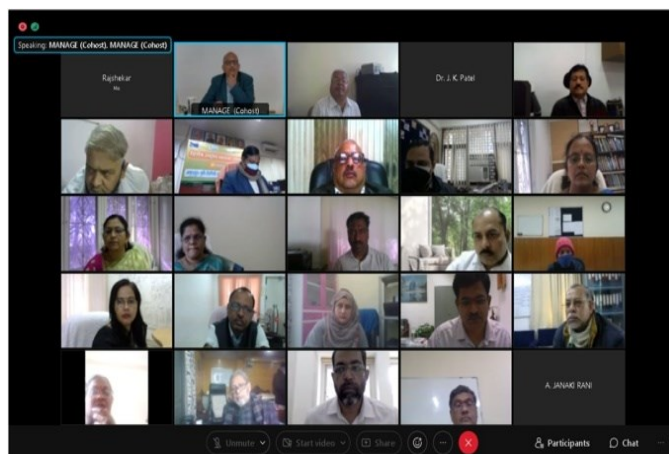
A 3-day online training program on Family Farmer Concept - Linking Rural Farmers to Urban Consumers was organized by MANAGE from 17 to 19 January 2022. The program's objectives were to sensitize participants about the emerging concept of Family Farmer and impart knowledge on the concept for wider popularization across the country. The focus was on the concept, its relevance to small and marginal farmers, models of Family Farmer in India and other countries.

During the inaugural session on 17th January 2022, His Excellency, Governor of Gujarat, Shri Acharya Devvrat ji addressed delegates on 'Natural Farming for a Healthy Nation'. Sharing experiences in Natural Farming, the Hon'ble Governor called upon MANAGE to promote natural farming and integrate it into training. Dr Z.P. Patel, Vice-Chancellor, Navsari Agricultural University, gave the opening remarks. Dr. P. Chandra Shekara, Director General MANAGE, delivered the inaugural address.

MANAGE Annual Training Planning Workshop—2022

MANAGE organized the Annual Training Planning Workshop online, on 7 January 2022. There were 95 participants representing the Ministry of Agriculture & Farmers Welfare, Extension Education Institutes (EIs), State Agricultural Management and Extension Training Institutes (SAMETIs) and ICAR institutions, Dr. Prashant Armorikar, Additional Commissioner (Extension), DAF&W,GoI represented the Ministry of Agriculture and Famers Welfare. Heads of Centres at MANAGE presented their new initiatives. The MANAGE Program division shared the proposed training

calendar and research studies. Participants expressed their ideas on training needs of agricultural extension professionals and extension functionaries at the field level, building a partnership in extension research and blending extension and technology modules in training and on partnerships for strengthening extension for agricultural development. Around 442 programs are proposed for 2022-23, including MANAGE thematic and collaborative programs with partner institutions like EEs, SAMETIs, SAUs, ICAR institutes and MANAGE MoUs partners.



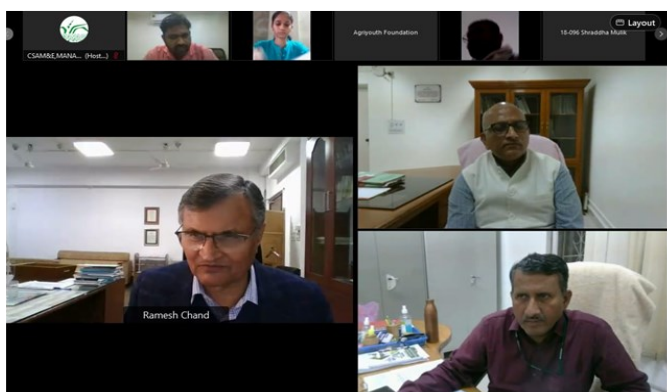
Carbon Finance for Agriculture towards Climate Risk Mitigation



Greenhouse Gas (GHG) emission has become an important global and national agenda. It leads to a rise in temperature, reduction in the groundwater table, increased fire threats, frequent drought, etc. MANAGE organized a webinar on “Carbon Finance for Agriculture towards climate risk mitigation” on 20 January 2022 to facilitate the extension functionaries to know about the current scenario of the carbon market, potential practices in agriculture to attract carbon finance, understand carbon sequestration projects and potential carbon credits in the agricultural

sector. The webinar focused on the need to tap carbon finance through carbon trading, adopt sustainable agricultural practices and technologies for carbon sequestration and reduce GHG emission through mitigation measures. Eminent national and international experts shared experiences. There were over 500 participants, including extension functionaries from agriculture and allied departments, scientists from ICAR institutes/ KVKs, corporate sector officials, NGOs, entrepreneurs, etc.

Agro Industrial Attachment (AIA) Program-2021



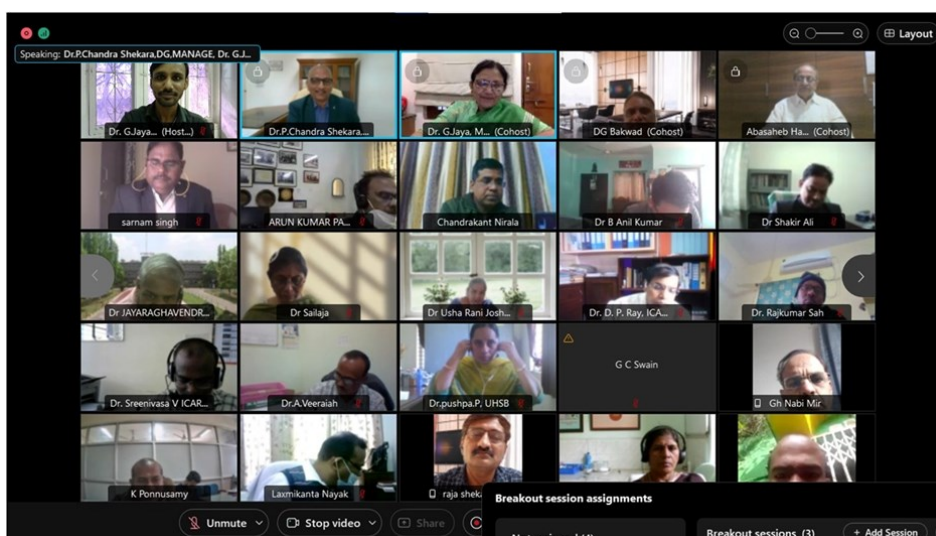
A conventional Rural Agricultural Work Experience (RAWE) program provides exposure to a few socio-economic aspects as students work with the farm families, identify their problems and use various extension tools for transferring the latest agricultural technologies. However a thought was given to orient these students to social dynamics of groups through a

comprehensive study of Farmer Producer Organizations (FPOs).

MANAGE and MAHAFPC, Pune jointly initiated an Agro Industrial Attachment (AIA) Program in 2021. AIA is an integrated, four-week, student centric program to orient students on FPO ecosystems and to offer Market led Extension services to Farmers. In all 227 students from 13 colleges under three State Agricultural Universities viz., MPKV, Rahuri University, PDKV, Akola University and VNMKV, Parbhani University were attached to 97 FPCs working with MAHAFPC across Maharashtra.

During the valedictory function of the program held on 29 January 2022, Prof. Ramesh Chand, Member, NITI Ayog addressed the students and appreciated the innovative program by MANAGE.

National Facilitator Development Program - developing a Network of Master Trainers



MANAGE is in the process of developing a national pool of experts who would be partnering with MANAGE for strengthening the agricultural extension system.

MANAGE National Facilitator Development Program aims to develop a network of facilitators as master trainers and resource pool who will be actively associated with MANAGE to implement government programs across the country. About 100 national

facilitators will be developed through a multi-stage selection process. One such National Facilitator Development program was organized during 17-22 January 2022 and oriented participants to managerial skills, emerging trends in agricultural extension, and sensitized on different Flagship programs of the Ministry of Agriculture & Farmers Welfare, Govt. of India, like DAESI, AC&A and PGDAEM.

MANAGE Krishi Gyandeeep Knowledge Lecture Series-8

"Agricultural Extension through KVKs: Challenges and Opportunities" by Dr. A.K. Singh, DDG, ICAR

MANAGE initiated the Krishi Gyandeeep Knowledge Lecture Series to invite eminent people in agriculture to MANAGE to share their knowledge. The lectures are recorded and disseminated through MANAGE YouTube Channel to reach every extension professional in the country.

As part of this series Dr. A. K. Singh, Deputy Director General (Agricultural Extension), ICAR, delivered a lecture on "Agricultural Extension through KVKs – Challenges and Opportunities" on 27th January 2022. Dr. Singh focused on the role of KVKs in the effective implementation of programs. He touched upon various initiatives and models of extension, the need for convergence between research and extension and how KVKs can bring convergence in policies and plans at the district level.



For the full video please visit our MANAGE YouTube channel at <https://www.youtube.com/watch?v=KxefZyclTO4&t=31s>

Training on New Age Skills for Agri-Startup



MANAGE organized a three-day training program on “New Age Skills for Agri-Startup and Agripreneurship Ecosystem Enablers” for faculty of the University of Horticultural Sciences (UHS), Bagalkot, Karnataka from, January 05 to 07, 2022. The program aimed to impart the required skills for setting up the Incubation



center and covered various aspects of the Startup and Incubation Ecosystem. There was experience sharing sessions by MANAGE incubated start-ups to help understand the startup landscape in the sector. The training program was well received by the participants.

Workshop on AgriStartup Ecosystem: Opportunities and Challenges

A workshop on “AgriStartup Ecosystem: Opportunities and Challenges” was conducted by MANAGE on January 11 2022, for students of the University of Horticultural Sciences, Bagalkot? The program aimed at making students aware of opportunities for Entrepreneurship in the AgriStartup Ecosystem and how various ecosystem enablers are facilitating the startups to progress at various levels. Dr Indiresh KM, Vice-Chancellor of University of Horticultural Sciences,

Bagalkot graced the occasion as the Chief Guest. Students were oriented to various aspects of the Startup ecosystem and opportunities in the Agricultural sector for farmers. The focus was on Agri Startup Ecosystem in India & MANAGE Experiences, Idea generation and validation, Opportunities for Innovation in the Agri sector, Converting Idea to Business, AgriStartup Landscape in India – Outlook for the Sector and Entrepreneurship Qualities.

MANAGE Webinar Series on Agri Startups

MANAGE Centre for Innovation and Agripreneurship has initiated “Saturday Webinar Series” to address various topics relevant to the Agri-Startup Eco-System and create awareness among the Agri-Startups, Agri Entrepreneurs, Faculty, Scholars and Students across India. The following webinars were organized during January 2022:

- ◆ Startups in Farm Mechanization - 1 January
- ◆ Agri-Startups on Precision farming - 8 January
- ◆ Fishery technological Interventions and entrepreneurial opportunities in Fishery Sector - 15 January
- ◆ Agri-Fintech Startups: Opportunities in Agriculture - 22 January.

MANAGE signs MoU with NCDEX



NICR
NCDEX Group Company

MANAGE signed an MoU with NCDEX Institute of Commodity Markets and Research (NICR) on 11 January 2022 for collaboration in the areas of training, education and other knowledge-based activities covering faculty support for programs, Research and Consultancy, etc.

MANAGE Celebrates Republic Day



MANAGE celebrated the 73rd Republic Day on 26 January, 2022. Dr. P. Chandra Shekara, Director General, the Chief-Guest, hoisted the National flag. Addressing the gathering, he mentioned the importance of the Indian constitution and praised Dr. B. R. Ambedkar's contributions to it. He spoke about the various achievements of MANAGE



during last year, further mentioning the various centres of the Institute that were performing well, adding to the growth of the nation. Congratulated all MANAGE family members for successfully conducting the programs even during the outbreak of Covid-19 and mentioned the future goals of MANAGE.

Contribute to Journal for Agricultural Extension Management

The Journal of Agricultural Extension Management, a half-yearly publication from MANAGE, aims to disseminate information relating to extension systems and practices, research on extension, innovations in technology transfer and other socio economic issues concerning agriculture and allied areas. MANAGE welcomes articles on new developments, concepts and their application in effective extension work. Authors may submit their articles to the Executive Editor, Journal of Agricultural Extension Management, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad. Articles may also be sent by email to : jaem@manage.gov.in



MANAGE Bulletin is published by

Dr. P. Chandra Shekara, Director General

National Institute of Agricultural Extension Management (MANAGE)

Ministry of Agriculture & Farmers Welfare, Govt. of India.

Rajendranagar, Hyderabad -500030, India.

Tel: 040-24594509, Fax: 040-24015388

Chief Editor

Dr. P. Chandra Shekara
Director General, MANAGE

Editor

Dr. A. Srinivasa Charyulu
Program Officer