



# MANAGE Bulletin

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From the National Institute of Agricultural Extension Management (MANAGE)

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## Honouring Best Agripreneurs with National Awards



I am proud to share that this year's National Youth Day, which coincides with Swami Vivekananda Jayanti, was celebrated by MANAGE on 12 January 2023 at New Delhi in a befitting manner by giving National Awards to 82 best Agripreneurs who were trained under the Central Sector Scheme – Agri-Clinics and Agri-Business (AC&ABC) of Govt. of India for their significant contribution to farmers through agri-clinic and agribusiness services. On the same occasion, 8 Nodal Training Institutes (NTIs) who impart AC&ABC training efficiently also received Awards for their best training, handholding and facilitation activities.

The award ceremony was held at NASC Complex, New Delhi in a grand manner with the participation of more than 850 Agripreneurs from all parts of the country, heads of NTIS, senior officials from Ministry of Agriculture and Farmers Welfare, Govt. of India, MANAGE Faculty, Senior Managers from NABARD, Lead Banks, ICAR Scientists and private Agri-Business Companies.

I am glad to state that MANAGE has been playing a key role in implementing the AC&ABC Scheme relentlessly, with the support of Ministry of Agriculture and Farmers Welfare, Govt. of India in association with NABARD, in the country since more than two decades successfully with an aim to transform unemployed agriculture graduates into self-employed Agripreneurs. Under AC&ABC Scheme, so far, 83,810 agri-graduates were trained under AC&ABC Scheme and about 36,560 have established Agri-ventures in the rural areas in the service of farmers. These successful Agripreneurs have not only been self-employed but also provided jobs to more than 1.86 lakh people in the rural setting in India. Further, these successful Agripreneurs will be a great motivational source to attract youth into agriculture.

MANAGE feels very happy to confer National Awards to the best Agripreneurs who have been the key stakeholders in supplementing and complementing the agricultural extension and advisory services to farmers in the country and realising the stated vision of AC&ABC Scheme "Better Farming by Every Farmer".

**Dr. P. Chandra Shekara**  
Director General

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**National Institute of Agricultural Extension Management (MANAGE)**

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

## MANAGE Honours Best Agripreneurs with Awards on National Youth Day



National Youth Day was celebrated on January 12, 2023 in New Delhi in a befitting manner by presenting National Agripreneurship Awards to 82 best Agripreneurs who were trained under the Central Sector Scheme - Agri-Clinics and Agri-Business (AC&ABC) of the Government of India for their significant contribution to farmers through agri-clinic and agribusiness services. Furthermore, 8 Nodal Training Institutes (NTIs) that provide effective AC&ABC training received Awards for their best training, handholding, and facilitation activities.

The award ceremony, held at NASC Complex Auditorium, New Delhi, was attended by over 850 Agripreneurs from across the country, senior officials from the Ministry of Agriculture and Farmers Welfare, the Government of India, MANAGE, Senior Managers from NABARD, Lead Banks, ICAR Scientists, and private Agri-Business Companies.

In his welcome address, Dr. P Chandra Shekara, Director General of MANAGE, stated that so far 83,810 agri-graduates have been trained under the AC&ABC Scheme, and approximately 36,560 have established Agri-ventures in rural areas. They are able to create jobs for rural youth while also achieving self-employment by providing services to farmers.

Smt. Shubha Thakur, Joint Secretary, MA&FW, GoI, inaugurated the Awards Ceremony and presented awards to the Best Agripreneurs and Best Nodal Training Institutes.

Smt. Thakur stated in her speech that the growing number of Agripreneurs demonstrates that the agricultural sector is attracting young people. She encouraged young people to apply for funding from the Agriculture Infrastructure Fund, NABARD, and the banking sector.



# MANAGE Honours Best Agripreneurs with Awards on National Youth Day



During the presentations and discussions, senior officers from MA&FW, MANAGE, NABARD, Lead Banks, and the Agri-Business Sector shared policy reforms in AC&ABC, latest developments in AC&ABC, subsidy and loans under AC&ABC, and opportunities for Agripreneurs under Agriculture Infrastructure Fund, National Beekeeping and Honey Mission, and RKVY-RAFTAAR.

Senior officials participated in the ceremony included Shri Sajith Kumar Kunhalath, Director, MA&FW; Ms. Nivedita Tiwary, GM, NABARD; Shri Shantanu Pendse, CGM (ABU&GSS) SBI, Mumbai; Shri Manish Saxena; Shri Anil Kumar SG, CEO Samunnati, Senior IT Consultant, AIF PMU; Shri Naveen Kumar Patale ED, NBB; Shri Balram Singh, Joint Director (Extension Reforms), MA&FW; Dr Shahaji Phand, Principal Coordinator, AC&ABC, MANAGE.



## Annual Training Planning Workshop (ATPW) 2023



"Extension combined with technology aids in faster and more effective capacity building of extension functionaries," said Dr. P. Chandra Shekara, Director General, MANAGE, in the inaugural address of the two-day Annual Training Planning Workshop (ATPW) held on 24-25, January 2023 at MANAGE.

More than 70 participants attended the workshop, including Directors of SAMETIs, EEs, Department of Extension from State Agricultural Universities, MANAGE faculty, and MANAGE Facilitators, to brainstorm on training needs and map out a roadmap for capacity building and training programmes for extension functionaries across the country.

Sh. S.M. Khalikar, Joint Director (Extension), MA&FW, Govt. of India, emphasized the importance of aligning training priorities with G20 themes, as well as India's global commitment to climate change and improved nutritional security through the International Year of Millets.

Shri. Praveen Pardeshi, IAS, Member (Admin), Capacity Building Commission, GoI, shared the vision of the Capacity Building Plan for Agriculture Sector and highlighted priority areas for agricultural professional capacity building in the country.

Through the technical sessions and open discussions, MANAGE Faculty Members have shared the Government of India schemes - ACABC, DAESI, STRY, and Agri Startups being

implemented by MANAGE and MANAGE innovative programs like MANAGE-SEVA, MANAGE-NNAJ, FPO Academy, Facilitators Development Program, CSR Forum, Network of Agricultural Extension Management Experts, MANAGE Agri Film Festival etc., with an aim to promote involvement of partner institutes .

Dr. Srinivasacharyulu Attaluri, Program Officer, MANAGE shared the proposed training calendar of MANAGE for the year 2023-24 emphasizing the partnership programs with EEs, SAMETIs, ICAR Institutes, State Agricultural Universities and other Partners. He also presented the training priorities of faculty members of EEs and SAMETIs.

The panel discussions led by MANAGE Faculty and experts from MA&FW, EEs, SAMETIs and DoEs gave key inputs on Agriculture Infrastructure Fund, strengthening ATMA system and capacity needs of Agricultural Extension Professionals.

## Back-to-Basics Banner Program for Agriculture Ministry Officials



Agriculture is a dynamic subject, and it is necessary to gain a thorough understanding of all current issues in agriculture in order to perform effectively in the profession, said Dr. P. Chandra Shekara, Director General, MANAGE, while launching six-days Back-to-Basics-Banner Program on Agricultural Technologies for Officials of Ministry of Agriculture and Farmers Welfare, Govt. of India during 9 - 14 January 2023 at MANAGE.

The programme was attended by 17 officials from the Ministry of Agriculture and Farmers Welfare, Govt. of India, representing all divisions. The Back-to-Basics Program allows officers to gain basic and



advanced knowledge on agricultural subjects, technologies, schemes, and programmes, as well as organizes field trips to research organizations and interactions with farmers and experts. Dr. N. Balasubramani, Director (SA&CCA), MANAGE coordinated the program.

## DG MANAGE Meets Nobel Laureate Professor Michael Kremer



Dr. P. Chandra Shekara, Director General, MANAGE had the esteemed pleasure of meeting Nobel Laureate Professor Michael Kremer and received certificate from him during the Design Thinking Training Program organised for senior officials of Ministry of Agriculture and Farmers Welfare, Govt. of India held at New Delhi during 18-19 January 2023.

Shri. Praveen Pardeshi, Chairman, Capacity Building Commission (CBC), Shri Surendra Nath Tripathi, IAS, Director, Indian Institute of Public Administration (IIPA), and Professor Patrick were also present.

## Shri. Samuel Praveen Kumar, Joint Secretary (Extension) Visits MANAGE



Shri. Samuel Praveen Kumar, Joint Secretary (Extension), MA&FW, Government of India, paid a visit to MANAGE on January 7, 2023. During the visit Dr. P. Chandra Shekara, DG-MANAGE, and Faculty Members engaged in discussions with JS (Extension) regarding the progress of activities and various Govt. of India Schemes being implemented by MANAGE, including ACABC, DAESI, STRY, and Agri Startups under RKVY- RAFTAAR.

He reviewed the programmes and schemes, suggested ways to ensure effective implementation with state government participation, and shared MA&FW's priorities and upcoming programmes.

Additionally, JS (Extension) launched MANAGE's Digital Directory of Women Agripreneurs in Millets and MANAGE Ankur (a bi-annual Hindi magazine) published by the organization.



## Village Stay Program by Senior Officials



Sri. Samuel Praveen Kumar, Joint Secretary (Extension), MA&FW, Government of India, Dr. P. Chandra Shekara, DG-MANAGE, and Sri Hanumant K.Zendage, IAS, Special Commissioner, Dept. of Agriculture, Telangana State Govt., along with his team of officers, stayed at Peddamangalaram village of Ranga Reddy District in Telangana State on the night of January 6, 2023, as part of the Village Stay Program to understand farmers' issues.



During their visit, the officers interacted with farmers in Sri Ramnagar's Moinabad Mandal, reviewing the progress of Government of India schemes with them, creating awareness of opportunities in ongoing schemes and programmes, and receiving feedback from farmers on the implementation of different schemes.

## MANAGE Signs MoU with ICAR-CRIDA



MANAGE and ICAR- Central Research Institute for Dryland Agriculture (CRIDA), Hyderabad signed an MoU to further strengthen their long-standing partnership and collaborative activities. Dr. P. Chandra Shekara, DG-MANAGE, and Dr. Vinod Kumar Singh, Director of ICAR-CRIDA signed the MoU at MANAGE.

Dr. P. Chandra Shekara, DG-MANAGE stated that MANAGE and ICAR-CRIDA are natural partners to bring synergy between Social Resource Management and Natural Resources Management to reach out to farmers, extensionists, policy makers and other stakeholders effectively. Dr. Vinod Kumar

Singh, Director, ICAR-CRIDA expressed that MANAGE's Extension Network would help disseminate technologies and knowledge to different stakeholders at field level to promote integrated farming systems and sustainable food systems.

Both the leaders identified collaborative programs in the areas of dryland agriculture, natural farming, climate-smart agriculture, agro met, training master trainers, agri-startups and international programs. MANAGE Faculty Members and Senior Scientists from CRIDA participated in the event.

## Incubation and Mentoring Program under the RKVY-RAFTAAR Scheme



The two-month Incubation and Mentoring Program of Cohort 8 under the RKVY-RAFTAAR scheme was successfully completed by 26 startups at the MANAGE campus in Hyderabad from November 11, 2022, to January 11, 2023. Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE inspired the startups to work for the betterment of the farming community.

This comprehensive training programme provided participants with invaluable insight into innovation and agripreneurship, with engaging and informative sessions delivered by esteemed industry professionals. Participants also had the opportunity to network with MANAGE-incubated startups and visit incubation centers at IIMR, ICRISAT's Agribusiness & Innovation Platform, and Sids Farm.

## Access Agriculture Equips Young Entrepreneurs with e-Learning Technology



Access Agriculture, an organisation that supports agroecology and natural farming organised a 3-day training program for 18 selected young agri-entrepreneurs known as “Entrepreneurs for Rural Access” (ERAs), and key partners with an innovative e-learning technology and related skills during 23-25, 2023 under the aegis of MANAGE.

"The future of extension services lies in digital media, as digital messages have a greater reach than offline events," says Dr. P. Chandra Shekara, Director General, MANAGE while addressing the participants. He further emphasized the importance of training and equipping rural entrepreneurs with journalistic skills to help them communicate the real issues at the ground level. He noted that digital technology can equip the participants with the tools to provide effective communication through simple answers in an interactive manner, thus increasing their reach.

As part of the program, a portable smart projector kit was distributed to all ERAs and other partners. It contains Access Agriculture’s entire multimedia knowledge resource – with over 3000 high quality farmer-training videos and audio files across 95 languages. It can be used to train farmers even in offline and off-grid environments.

Partner organisations, which have been selected to receive the smart projector, include MANAGE; M. S. Swaminathan Research Foundation (MSSRF); Watershed Support Services Activities Network (WASSAN); Centre for Sustainable Agriculture (CSA);



Green Foundation; Trans-Disciplinary University (TDU); Satat Sampada; International Development Enterprises (IDE-India); Rythu Sadhikara Samstha (RySS); Professional Assistance for Development Action (PRADAN); and AME Foundation.

Access Agriculture Executive Director Josephine Rodgers, said, “We are committed to sharing our knowledge resources and empowering young people from rural India so that they can make their local food systems more resilient, and we realise how much our partnerships are crucial to achieving this shared goal.”

Mr. Phil Malone, Co-founder and Communications Specialist, Access Agriculture; Savitri Mohapatra, Mass Media Officer, Access Agriculture; Dr. N. Balasubramani, Director (SA&CCA), MANAGE and Dr. Srinivasacharyulu Attaluri, Program Officer, MANAGE participated in the program.



## 74th Republic Day Celebrations at MANAGE



MANAGE celebrated the 74th Republic Day on January 26, 2023, commemorating 74 years of progressive India and the glorious history of its people, culture, and achievements. Dr. P. Chandra Shekara, Director General, MANAGE, hoisted the national tri-colour flag and addressed the MANAGE faculty, staff, and students present.

"Be the change you wish to see in the world," says Mahatma Gandhi, and this is the motto that our honourable Director General of MANAGE, Dr. P. Chandra Shekara, wishes to instill in the MANAGE family. In terms of MANAGE's future vision, he hopes to reach out to the unreached at the grassroots level through collaborations and partnerships, and he sees India as a global agricultural leader.

He emphasized the significance of keeping the farmer at the centre of all of the organization's activities. He praised the administrative staff, accounting department staff, engineering team, and gardeners for their efforts in keeping the campus green and sustainable (climate smart), which provides peace and spark to visitors to MANAGE. He commended the MANAGE faculty members who work on various schemes and programmes for their dedication. He also stated that new responsibilities will be added to the MANAGE Charter in the coming



## 74th Republic Day Celebrations at MANAGE



days in order to fulfil India's commitment to G20 Leadership, the International Year of Millets, and Climate Change.

On the occasion, the Mansar Club of PGDM-ABM students contributed to social change by holding a blood donation drive with the Red Cross Society for

MANAGE family members. The celebrations concluded with student performances and awards to students for various competitions held, as well as to consultants working under the CAD section of the AC&ABC scheme for best organiser of the recently held 2nd National Agripreneur Awards in Delhi.



## Buddha Statue Unveiled at MANAGE Campus



Buddha is a symbol of enlightenment, balance and inner peace. On 26th January 2023, Dr. P. Chandra Shekara, Director General, MANAGE has unveiled a Buddha statue at a central location near the Ganga International Guest House on MANAGE Campus as a symbol of peace and enlightenment to further inspire MANAGE family members, trainees and students.

MANAGE Faculty Members, staff, students and consultants participated in the unveiling ceremony.

## New Year's Celebrations 2023 at MANAGE

"Partners' success is MANAGE success," says Dr. P. Chandra Shekara, Director General, MANAGE, while addressing MANAGE Family Members on the occasion of the New Year 2023 celebrations. On this occasion, he released MANAGE New Year Calendar-2023, ushering in the New Year's ongoing activities.

MANAGE faculty members shared their accomplishments from the previous year as well as their future plans and resolutions for 2023-24, while consultants shared their experiences and New Year's resolutions.



## Extension Leadership Award for DG-MANAGE from Banaras Hindu University



Dr. P. Chandra Shekara, Director General of MANAGE, received the Extension Leadership Award from Banaras Hindu University (BHU) at the International Extension Education Conference which was held from January 27-30, 2023 at BHU, Varanasi.



He was recognized for his remarkable contributions to strengthening agricultural extension and communication in India, and for his exceptional leadership in the development of MANAGE as a farmer-centric organization in Agriculture Extension Management in India and the world.

## MANAGE Conducts Training on GeM for Officers and Staff

MANAGE organised a Training Program on GeM (Government e-Market Place) for Procurement of Goods and Services on January 23rd, 2023 for its officers and staff. During the inaugural address, Dr. P. Chandra Shekara, Director General of MANAGE emphasized ease of doing things with great accountability, transparency and efficiency. He highlighted the need for procuring goods and services through GEM. Shri. Shridhar Khiste, Deputy Director (Admn.) coordinated the program.



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