



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

MANAGE Celebrates 75th Republic Day



MANAGE celebrates the 75th Republic Day on 26th January 2024 with great fervor and gaiety. Dr. P. Chandra Shekara, Director General, MANAGE unfurled the tri-colour national flag on the occasion and addressed MANAGE Family Members.

In his message, he stated that the Indian Constitution provides equal opportunity to all and urged all faculty and partners to reach out the unreached in the country with more efforts. He heralded MANAGE's growing activities in the areas of training krishi sakhis on natural farming, conservation of traditional seed for the futurity, agriculture for school children, digital agriculture, crossing the landmark of



DG's MESSAGE

Gearing Up for Next Year



The academic year 2023-24 is ending fast prompting us to gear up for planning for next year's programs. MANAGE, with its stakeholders, has organised the Annual Training Planning Workshop-2024 at its campus to chalk out next year's training and research activities. More than 60 key professionals representing Ministry of Agriculture & Farmers Welfare, Govt. of India, EEs, SAMETIs, State Agricultural Universities and MANAGE faculty members besides 25 MANAGE Facilitators, who joined the event online, gathered in the consultative workshop to brainstorm on emerging training and capacity needs of agricultural extension professionals, opportunities for collaborative training, and joint research with partner institutes. The workshop provided opportunity for MANAGE, EEs and SAMETIs to present and share their training proposals for the year 2024-25, deliberate around future capacity needs, especially in the emerging areas in agriculture, and prioritise training themes.

The academia from State Agricultural Universities, faculty from EEs and SAMETIs and officers from State Departments put forth their training needs, expectations from MANAGE and collaborative training proposals. The panel discussions by MANAGE Faculty helped to promote involvement of EEs, SAMETIs, SAUs, ICAR, other stakeholders in taking forward the ongoing schemes of Govt. of India and MANAGE innovations, align with the priorities of MA&FW, GoI and annual capacity building plan of Capacity Building Commission. With this consultative workshop, MANAGE has geared up its training planning exercise for the year 2024-25 to address new capacity needs and meet the aspirations of partner institutes. I am sure that it also helped all stakeholders and partner institutes to design appropriate programs for the next year.

Dr. P. Chandra Shekara
Director General, MANAGE

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training one lakh input dealers in the country through DAESI program, training 60,000 rural youth on agricultural skills, agripreneurship through AC&ABC scheme, successful completion of international immersion program and placement of PGDM(ABM) students. He thanked faculty, staff, partner organizations and other stakeholders who contribute for successful implementation of MANAGE's programs.

On the occasion, students performed cultural programs underlining the patriotism and sacrifices of great leaders. DG-MANAGE distributed certificates to PGDM(ABM)

students who successfully completed internship program at Nottingham University, Malaysia in 2023, awards to winners of sports events organized for MANAGE staff and students and best Nodal Training Institutes (NTIs) under AC&ABC Scheme.

MANAGE faculty, staff, consultants and students participated in the event with special attendance of foreign executives of ITEC Program and soldiers of Jai Jawan Kisan Program. A blood donation camp organized with Red Cross Society.



New Year 2024 Celebration at MANAGE



MANAGE Family Members welcomed the New Year 2024 in a get-together event with full joy and new hopes. While extending New Year Greetings, Faculty Members and Staff shared their achievements in 2023 and future plans in the New Year. Dr. P. Chandra Shekara, Director General, MANAGE extended New Year Greetings to faculty, staff, consultants, partner institutes and other stakeholders who collaborate with MANAGE schemes and programs for the welfare of farmers.

In his New Year message, he shared the increasing horizon of MANAGE in the International Training through ITEC programs and collaboration with Michigan State University. He highlighted milestones reached in Govt. of India Schemes like AC&ABC, DAESI, STRY, PGDM(ABM)

and consultancy activities. He outlined the future roadmap for MANAGE in the New Year for effective implementation of flagship programs of Govt. of India especially Natural Farming, Agriculture Infrastructure Fund, Agri Startups and Digital Agriculture besides focus on state-specific training programs for the officers of Odisha on important themes and Jammu & Kashmir on FPOs.

On the occasion, Dr. P. Chandra Shekara, DG-MANAGE released the New Year 2024 Calendar which shows a mosaic of major activities of MANAGE. MANAGE faculty members and officers from army, navy and airforce of the on-going Jai Jawan Kisan program participated in the event.

Ex-servicemen, trained by MANAGE launched the 'SainiKhetihar' Enterprises Pvt Ltd



Ex-servicemen, trained by MANAGE under Jai Jawan Kisan Program supported by NABARD launched the logo and enterprise of "SainiKhetihar Enterprises Pvt Ltd" a millet-focused venture in Hyderabad on January 08, 2024 at MANAGE. The venture was established by 11 ex-servicemen of Telangana for promoting millet retail outlets in Hyderabad.

Dr. P. Chandra Shekara, Director General, MANAGE, Shri. V. S. Sriram DGM, NABARD, Dr. C. Tara Satyavathi,

Director, ICAR-IIMR, Ms. Swati Tiwari, DGM, NABARD, Dr. N. Balasubramani, Director SA&CCA, MANAGE. Sri. Rama Rao, an Ex-Serviceman and CEO of the enterprise were present in the launching event. DG-MANAGE in his address suggested to harness digital marketing, utilise food delivery platforms, and collaborate with public and private organization for reaching out the millet products to all.

MANAGE Annual Training Planning Workshop-2024



MANAGE organized its Annual Training Planning Workshop-2024 during 9-10, January, 2024 to assess the training needs of agricultural extension professionals and chalk out training programs for 2024-25. A total of 60 professionals representing MA&FW, GoI, EEIs, SAMETIs, State Agricultural Universities and MANAGE faculty members besides 25 MANAGE Facilitators who joined online in the event.



In inaugural address Dr. P. Chandra Shekara, Director General, MANAGE shared MANAGE roadmap for 2024 focusing on partnership opportunities for SAMETIs, EEIs, SAUs, NGOs, Private Sector and other partners in implementing collaborative training programs, Govt. of India schemes, joint research, and taking forward MANAGE innovations to empower ATMA, FPOs, agripreneurs and rural youth. Shri Sajith Kumar Kunhalath, Director (Farm Information) and Shri Anil Jain, Deputy Secretary (Extension) MA&FW, GoI suggested to focus on latest agricultural technologies, digital agriculture and technologies like AI, drones, sensors in agriculture.



In a series of panel discussions, MANAGE Faculty Members highlighted innovations in agricultural extension and changing capacity needs of agricultural extension professionals. They also made presentations on on-going schemes – Agri Startups- RKVY-RAFTAAR, AC&ABC, PGDAEM, DAESI, STRY and programs – PGDM (ABM), CFA/CLA, Natural Farming, Digital Agriculture etc., and oriented participants on how SAMETIs, EEIs and SAUs increase their involvement in MANAGE's activities and flagged issues.



The panel discussion chaired by DG-MANAGE brainstormed new topics – Future Farmers of Bharath, International Exposure Visits for State Extension Officers, Community Management of Traditional Seed Varieties and Digital Agriculture under VISTAAR project.

During the valedictory session, Dr. P. Chandra Shekara, DG-MANAGE invited SAMETIs and EEIs to organize their Faculty Rejuvenation Program at MANAGE and stressed need to rejuvenate ATMA and its functionaries, focus on quick research for addressing immediate problems in the field, increase joint publishing activity and exchange of SAMETI and EEI information through MANAGE website.

A memorable Bonfire Network Dinner was hosted by DG-MANAGE at Bodhi Garden on the campus to strengthen connections of participants. Dr. Srinivsacharyulu Attaluri, Deputy Director (Knowledge Management), MANAGE coordinated the workshop.



New Dimensions of Agri-warehousing in India



MANAGE organised a four day training program on “New Dimensions of Agri-warehousing in India” sponsored by Food Corporation of India FCI on January 08 to 12, 2024. There are 20 depot Managers participated in this program.

The program emphasized on Agriculture Marketing and Agri Warehousing, covering government policies, risk management, and operational aspects. It covered field visits to Bubba Storage Cold Care Pvt Ltd and TSIC

Hyderabad to understand modern practices and digital applications in warehousing management. Added focus is given to managing abiotic factors in grain storage, including prophylactic and curative treatments for pest control. The curriculum combines theory and practical exposure for a comprehensive understanding of agricultural warehousing.

Dr. Shalendra, Director (Agricultural Marketing), MANAGE coordinated the program.

Market-Driven Millets Production, Processing, and Value Addition Technologies

MANAGE and ICAR-IIMR, Hyderabad jointly organized an online program on “Market-Driven Millets Production, Processing, and Value Addition Technologies” during January 16-18, 2024, to provide knowledge on millet production & its marketing. More than 100 candidates participated from different organizations including the Ministry. The program was organized as per the suggestions of the Capacity Building Commission of Govt. of India.

The program also focused on policies and programs of the government to promote development of millet value chains and market integration. The case of Odisha State Millet Mission was also shared with the participants.

The experts from ICAR-IIMR and Odisha Millet Mission shared their experiences. Dr. Shalendra, Director (Agricultural Marketing), MANAGE coordinated the program.



Certified Millet Advisor Program



MANAGE & ICAR-IIMR jointly inaugurated the Certified Millets Advisor Program Module- II which run from January 22 to February 05, 2024.

The program aims to develop Certified Millet Advisors who can provide expert extension services to farmers, state governments, central government or others on millets. The module – II covers issues germplasm collection, improved cultivation practices in millets, nutritional security, climate-resilient millet technologies and value chain development through practical sessions.

It includes hands-on training on millet primary processing, visits to ICAR-IIMR and ICRISAT, Hyderabad to get exposure on Millets Gene Bank, advanced cultivation practices, Crop Improvement Unit, Millets Demo Unit and Millet Incubation Centre.

Dr. P. Chandra Shekara DG- MANAGE, Dr. Rajesh and Dr. Sangappa, Scientists from ICAR-IIMR participated in the inaugural session. Dr. N. Balasubramani, Director (SA&CCA), MANAGE is the director for this program.

Training on Carbon Credits for Odisha Officers

MANAGE organised a four day training program on “Carbon Credits in Agriculture” sponsored by Government of Odisha, for twenty-five Officials from the Department of Agriculture, Odisha on January 08-12, 2024.



The training program focused on addressing global warming and climate change through sustainable agricultural practices. Topics included carbon sequestration, experiences with carbon credits, and upscaling climate-resilient agriculture for carbon neutrality.

The curriculum covered initiatives like the Core Carbon Sustainable Rice Initiative and practical insights into carbon market mechanisms. Participants also explored the potential of sustainable agricultural practices in reducing greenhouse gas emissions, with case studies and experiences from organizations like Kosher Climate and Boomitra. Dr. N. Balasubramani, Director (SA&CCA) served as the director for this program.

Indian Technical and Economic Co-operation (ITEC) International Training Program Agri-Tech Startups for Enhancing the Agri Value Chain



MANAGE organized an international Training Program on “Agri-Tech Startups for Enhancing the Agri Value Chain” on 17-30, January 2024 under Indian Technical and Economic Cooperation (ITEC) initiative of the Ministry of External Affairs, Government of India. A total 30 executives from 14 countries viz., Ethiopia, Iraq, Tunisia, Kazakhstan, South Sudan, Vietnam, Nigeria, Tanzania, Mauritius, Uganda, South Africa, Nepal, Bangladesh and Sri Lanka.

The program aims to explore the Indian Agri-startup Ecosystem, focus on innovations in Agri Value Chains and inspire participants to promote and establish Agri Startup ecosystem in their countries. It provides sessions by Agri Startup practitioners and exploratory visits to Agri Startups in Hyderabad.

During the valedictory, Dr. P Chandra Shekara Director General, MANAGE highlighted the importance Innovations & startups, their blending with agriculture, cost effective processing technologies and employment opportunities particularly in the field of climate change adaptations, food processing, production systems and logistics to generate employment. He motivated participants to take up ideas from the program and implement them in their respective countries.

Dr. Saravanan Raj, Director (Agriculture Extension), MANAGE and CEO, MANAGE-CIA, who has coordinated the programs shared an overview of activities that took place during the program and highlighted visits to NIRD, ICRISAT, NFDB, L R Naturals, T-Hub, and the Hyderabad startups ecosystem along with their outcomes.



KGKLS Series: Lecture No. 26:

Self Help Group Movement: What Next



Smt. C S Ramalakshmi, IFS (Retd.) delivered the 26th MANAGE Krishi Gyandeeep Knowledge Lecture Series (KGKLS) on the topic “Self Help Group Movement: What Next” on January 23, 2024. She is known for her seminal contribution in developing Self Help Groups in the united Andhra Pradesh, shared the genesis, issues and challenges she faced in taking forward Self Help Movement for women empowerment in an interesting storytelling manner.

She quoted many anecdotes related to achievements of Women Self Help Groups in agriculture, health, education, mid-day meal program, initiatives during COVID, and small and medium enterprises. She highlighted that the human capital and social capital created through women SHG Clusters and Federations can be utilised for establishing sustainable Farmers Producer Organisations (FPOs).

She said that women are stronger together and can establish effective leadership and stated that there is a large scope to link women SHGs with activities in the

areas of agri tourism, sericulture, poultry, dairy, agro forestry, climate resilient agriculture and natural resources management.

She stressed the need to enable SHGs to function independently, lifelong learning through capacity building, ranking of SHGs based on various criteria other than only loan recovery and a foolproof financial and auditing system; and rewarding achievements through awards. To realise the quote ‘be the change that you wish to see in the world’ of Mahatma Gandhi, she stated that one need to think out of the box to impact lives of people.

Dr. P. Chandra Shekara, DG-MANAGE in his remarks commended the contribution of Smt. C S Ramalakshmi that brought significant change in the lives of women. Dr. B. Renuka Rani, Deputy Director (NRM), MANAGE coordinate the program.

To watch the full video click on the below link:

https://youtu.be/Kalkz3Z_hl0?si=E4KqWi9pUsU1Ldye



KGKLS Series: Lecture No. 27:

Challenges and Opportunities in Agriculture Cooperatives



Shri. A. Praveen Reddy, President, Mulkanoor Cooperative Marketing Society, Telangana, delivered the 27th MANAGE Krishi Gyandeeep Knowledge Lecture Series (KGKLS) on the topic “Challenges and opportunities in Agriculture Cooperatives on January 25, 2024.

He narrated the success story of Mulkanoor Cooperative Society and its services to member farmers since more than six decades. He opined that the success of any cooperative depends on the ownership by its member farmers and repayment of loans. He explained that cooperatives should not limit only to providing credit to farmers and should offer services to provide fertilizers, pesticides, custom hiring facilities, quality seeds, storage facilities, insurance, technical support and should engage in grading, branding and value-addition activities.

Shri. A. Praveen Reddy also shared initiatives by Mulkanoor Cooperative Society which included educational loan to children, medial loans, marriage loans, home loans and financial assistance in critical situations like death of members that gained faith and bonding with the cooperative. He also explained how Mulkanoor Cooperative Society expanded its operations through rice mill, ginning mill, Cooperative Bank and Mulkanoor Mahila Dairy Cooperative to serve its members.



Dr. P. Chandra Shekara, DG-MANAGE in his remarks appreciated the leadership of Shri. A. Praveen Reddy in shaping Mulkanoor Cooperative Society as a successful model cooperative in the country. There is a lot to learn from Mulkanoor Cooperative Society in order to apply local thinking and global action, he said.

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

To watch the full video click on the below link:

<https://youtu.be/7QkBBhxyrBY?si=yu7om50fhBEUMtwY>

MANAGE and NIRD & PR sign MoU



MANAGE and NIRD&PR signed MoU for greater collaboration in Agriculture and Rural Development. Dr. P. Chandra Shekara, Director General, MANAGE and Dr. G. Narendra Kumar, IAS, Director General, NIRD&PR signed an MoU on January 01, 2024 at MANAGE to collaborate in the areas of Agriculture for a better Rural Livelihoods in the country. Faculty Members of MANAGE and NIRD&PR team participated in the event and discussed the scope for collaboration.

In their remarks, both the Director Generals shared that there is great scope for collaboration between MANAGE

and NIRD&PR in planning Agriculture and Allied activities in GPDP, training and handholding of SHGs to development them into Agri-based Rural Micro Enterprises, convergence of self-help groups under NRLM and ATMA, orientation of Rural Development and Panchayati Raj functionaries on Agriculture, training programs and conferences on FPOs, Bamboo development, social audit, agriculture labour, agro tourism, drones in agriculture and joint research projects besides faculty exchange programs, students internship and joint publications.

MANAGE and NITTE University sign MoU



Dr. P. Chandra Shekara, Director General, MANAGE and Dr. A.P. Achar, CEO, AIC, Nitte Incubation Center, NITTE University signed a Memorandum of Understanding (MoU) at MANAGE on January 08, 2024.

The MoU aims to foster collaboration in promoting Agri Startups, Incubation activities in agriculture, capacity building of FPOs, students' internship program, joint conferences / training programs in agri value chains and agripreneurship. Faculty members from MANAGE attended the program.

Internship Program for Students on Natural Farming



Eight students from College of Community Science, Acharya N. G. Ranga Agricultural University, Andhra Pradesh completed a two-month internship program on documentation skills and understanding of Natural Farming principles at MANAGE.

During the internship program, interns were divided into four groups and connected with natural farming practicing farmers in Andhra Pradesh. They produced 160 success stories and 160 videos during field visits, spotlighting Natural Farming practices and their documentation in four districts of Andhra Pradesh. The students made a presentation on the success stories and

videos produced by them in the internship program to MANAGE Faculty.

Dr. P. Chandra Shekara DG MANAGE distributed certificates to the interns on successful completion of internship program.

Dr. N. Balasubramani, Director (SA&CCA) coordinated the program. Natural Farming Team, Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management) and MOOCs Team provided the inputs in the program.



MANAGE Shines at Krishi Unnati Mela 2024



The Ministry of Agriculture and Farmers Welfare is hosted the Krishi Unnati Mela on January 1, 2024, in Kharsawan district, Jharkhand, with the distinguished presence of Shri. Arjun Munda, Hon'ble Union Minister of Agriculture for its inauguration.

During the event, Hon'ble Union Minister engaged in

insightful conversations with the MANAGE-CIA grantees, Prakriti O Prakriti Consumer Products Pvt. Ltd and Tisya Agri Ventures LLP. The startups showcased their products and emphasized their remarkable achievements, creating a significant impact in the agricultural sector.

NEW APPOINTMENT

Mrs. Kiranmayi Dhenuvakonda joined as an Academic Associate at MANAGE on January 4, 2024. She completed Bachelor in Fisheries Science and Master's in Fisheries Extension. Currently, she is pursuing her Ph.D. in Fisheries Extension from ICAR-Central Institute of Fisheries Education, Mumbai. She has developed an Android-based mobile application for fish farmers in Telangana and IoT prototype for Biofloc Fish Culture. Furthermore, she has passed (qualified) the National Eligibility Test (UGC-NET) in the Adult Education subject. She has authored four research papers and two abstracts in proceedings of national/international seminars. Additionally, she has written three popular and technical articles in magazines and manuals.



EDITORIAL TEAM

MANAGE BULLETIN is published by

Dr. P. Chandra Shekara

Director General

National Institute of Agricultural Extension Management (MANAGE)
(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad -500030, India

website: www.manage.gov.in

CHIEF EDITOR

Dr. P. Chandra Shekara

Director General, MANAGE

EDITOR

Dr. Srinivasacharyulu Attaluri

Deputy Director (Knowledge Management), MANAGE

ASSISTANT EDITOR

Krushna Dabholkar

Outreach Specialist, MANAGE