



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



Udyan Utsav 2025

**Discover the Magic of flowers, Plants and Green Serenity
at Rashtrapati Nilayam, Bolarum, Secunderabad**



Rashtrapati Nilayam, Bolarum, Secunderabad hosted a 12-day Flower and Horticulture Festival – 'Udyan Utsav: Discover the Magic of flowers, Plants and Green Serenity at Rashtrapati Nilayam from January 02-13, 2025.

The event, organized in collaboration with the Department of Agriculture and Farmers Welfare, National Institute of Agricultural Extension Management (MANAGE), Hyderabad, and the Indian Council of Agricultural Research (ICAR), to celebrate nature,

promote environmental conservation, and encourage sustainability through people's participation.

The festival provided a platform for visitors to explore innovations and technological advancements in agriculture and horticulture. Thematic stalls showcased cutting-edge developments in the sector, while interactive workshops enabled participants to engage with experts and learn about sustainable practices.

Dr. Sagar Hanuman Singh Assumes Additional Charge as Director General of MANAGE



Dr. Sagar Hanuman Singh, IPoS (1995 batch), Director General, National Institute of Plant Health Management (NIPHM), Hyderabad, assumes additional charge as Director General of MANAGE, Hyderabad.

Dr. Sagar Hanuman Singh holds an M.Sc. and Ph.D. in Entomology and has extensive experience in India Post, Indian Army, and leadership roles, including HR, policy formulation, and institutional management.

All the faculty and staff members warmly welcomed him to MANAGE.

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Discover the Magic of flowers, Plants and Green Serenity at Rashtrapati Nilayam, Bolarum, Secunderabad

Udyan Utsav 2025 inaugurated by progressive farmer Chintapalli Suresh Kumar Reddy along with a Shri Samuel Praveen Kumar, Joint Secretary, Department of Agriculture & Farmers Welfare, GOI; Shri Shivendra Chaturvedi, Director, President's Secretariat, Delhi; and Dr. K. Rajani Priya, Manager, Rashtrapati Nilayam, Telangana.

Integrated Pest & Disease Management, Advanced Technologies in Floriculture, Pests, and Disease Management, Vertical Gardening and Hydroponics and Digital Marketing and Linking Floriculture/Horticulture Farmers were conducted to encourage farmer participants to adopt modern agricultural practices.

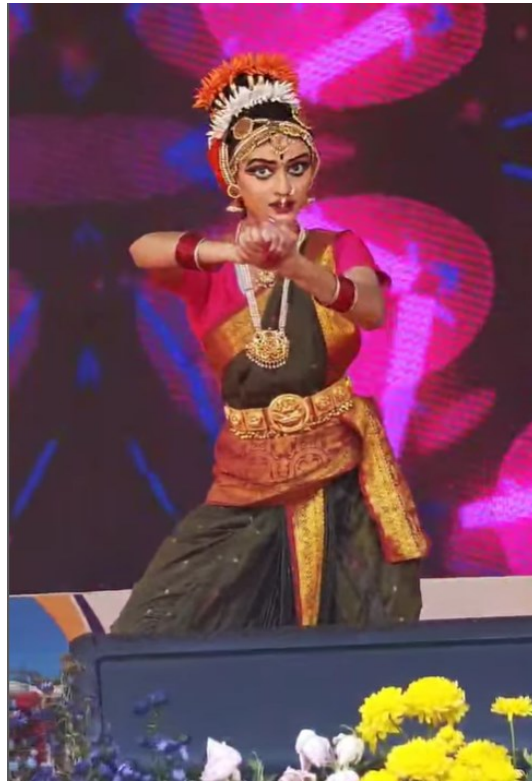
Udyan Utsav attracted over 1,00,000 visitors, including school and college students, curious citizens, farmer groups, FPOs, self-help groups, cooperatives, and distinguished personalities such as Governor of Telangana Shri Jishnu Dev Varma, Mr. Prabhakar Rao, Retd. DSP from Kadapa, Eetela Jamuna, wife of MP Eetela Rajender, Dr. G. Narendra Kumar, IAS, Director General, National Institute of Rural Development and Panchayati Raj (NIRD&PR), and Dr. Prashant Armorikar, Additional Commissioner, DA&FW.

The 12-day Utsav featured a vibrant floral exhibits, horticulture stalls, GI-tagged products, eco-friendly products, traditional crafts, cultural performances, and South Indian cuisine.

During the Utsav MANAGE organized interactive activities, including a Green Wall Pledge, a seed ball preparation demonstration, and a quiz for school children and a demonstration of drone applications in agriculture to promote environmental awareness and sustainability. Additionally, sessions on National Horticulture Mission and Urban Gardening, Agrotechniques for Higher Productivity in Vegetables and



Glimpses of Udyan Utsav



MANAGE Celebrates the 76th Republic Day



MANAGE celebrated the 76th Republic Day on 26th January 2025 with enthusiasm and patriotic spirit. Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, unfurled the national flag and addressed the MANAGE family on this special occasion.

In his message, Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, highlighted the Indian Constitution as a guiding framework for justice, equality, liberty, and fraternity. He acknowledged the contributions of visionaries who incorporated global principles into the Indian Constitution while addressing the nation's unique cultural and societal needs. He reflected on India's remarkable progress over 75 years, transitioning from a food-importing nation to a global leader in agricultural exports.



He emphasized the strength of Indian democracy, unity in diversity, ensuring accountability while safeguarding constitutional principles. He urged everyone to honor the sacrifices of our forefathers by upholding their values, goals, vision, and work for a strong, inclusive, and united India.

On the occasion, students performed cultural programs underlining the patriotism and sacrifices of great leaders. DG-MANAGE distributed certificates & awards to winners of sports events organized for students.

MANAGE faculty, staff, consultants, and students, along with agriculture officers and farmer participants from the Training Program on Canopy Management, Rejuvenation, and Replanting in Old Orchards for Odisha, attended the celebration. A blood donation camp organized with Red Cross Society.



Glimpse of Republic day



MANAGE concludes the fourth batch of the 4-month 'Jai Jawan Kisan'



MANAGE organized the fourth batch of the 4-month 'Jai Jawan Kisan' training program on January 10, 2025. The program included participation from 50 soon-to-retire officials from the Army, Navy, and Air Force, representing various states, with support from the Directorate General Resettlement, Ministry of Defence, GOI. The Jai Jawan Kisan initiative is designed to provide ex-servicemen with the skills and knowledge necessary to become agripreneurs, and to contribute to the advancement of the agricultural sector.

In his valedictory address, Dr. Sagar Hanuman Singh, IPOs, Director General, MANAGE and NIPHM,



commended the initiative undertaken by MANAGE and the Ministry of Defence. He urged the participants to disseminate the knowledge and information acquired during the training to farmers at the village level. He also encouraged them to utilize government schemes effectively and begin a new start in agripreneurship or farming, creating additional sources of income. He extended his best wishes for their future endeavors.

Dr. Prashant Armorikar, Additional Commissioner (Extension), DA&FW, stated that after completing the training, the participants should connect with KVKs and

agricultural institutions like ICAR to gain additional knowledge. He also mentioned ICAR schemes such as ARYA (Attracting Rural Youth in Agriculture) and suggested forming a group to establish self-help groups or FPOs. He encouraged Jawans to explore opportunities in startups, including agro-tourism, as part of the next phase of their journey.

The Guest of the Valedictory Function, Lieutenant Colonel (LPC) Iqbal Singh, encouraged the participants to utilize the knowledge and skills acquired during the training to create awareness among farmers at the grassroots level. He urged them to apply their knowledge effectively and explore opportunities to start a new phase in agribusiness, farming ventures etc.

Previously, MANAGE conducted three batches of the Jai Jawan Kisan Training program for ex-servicemen, with two sponsored by the Ministry of Defence, Government of India, and one by NABARD, Telangana. Dr. N. Balasubramani, Director (SA&CCA), MANAGE is served as the director for this program with co-ordination by Dr. Aravinda, MANAGE Fellow.



Annual Training Planning Workshop (ATPW-2025) and National Convention of EEIs and SAMETIs



MANAGE organised a 2-day Annual Training Planning Workshop – 2025 (ATPW-2025) and National Convention of EEIs and SAMETIs on January 09-10, 2025 to assess the training needs of agricultural extension professionals and chalk out training programs for 2025-26. A total of 50 professionals representing MA&FW, GoI, EEIs, SAMETIs, State Agricultural Universities and MANAGE faculty attended the workshop.

In his inaugural address, Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE and NIPHM underlined the need for MANAGE, EEIs and SAMETIs to design training programs that align with farmers needs at field level.

He also emphasized need for a thorough mechanism for assessment of training programs and wished that the workshop will brainstorm on latest technologies, digital applications, and national priorities and come up with strategies for designing practical and appropriate training programs.

Dr. Saravanan Raj, Director (Agricultural Extension),



MANAGE highlighted the changes in agriculture sectors and new stakeholders and stressed the need to adopt innovative, diversified approaches, such as blended learning methods to improve quality of training programs for better impact.

Dr. Prashant Armorikar, Additional Commissioner (Extension), DA&FW, emphasized the need to align training with on-going missions and schemes of Govt. of India.



He highlighted the role of AI tools like ChatGPT, agricultural portals, and online applications in disseminating information and stressed the importance of research institutes in designing effective training modules

around these emerging technologies.

The two-day workshop focused on foresighting future trends in agricultural extension, addressing capacity needs, innovative training methodologies, and collaborative approaches.



Annual Training Planning Workshop (ATPW-2025) and National Convention of EEs and SAMETIs



Discussions included aligning training programs with emerging needs, leveraging digital tools, strengthening institutional linkages, enhancing networking for knowledge sharing, improving documentation, and exploring the Karmayogi Mission – Transforming Future Training through the iGoT platform and AI for transformative training.

In his valedictory address, Dr. Sagar Hanuman Singh, IPOs, Director General, MANAGE, suggested using the iGoT Platform to acquire functional skills; foster networking and collaboration among MANAGE, EEs, SAMETIs, SAUs, and other partners; and harness digital advances such as apps and AI tools to make training more effective and productive.

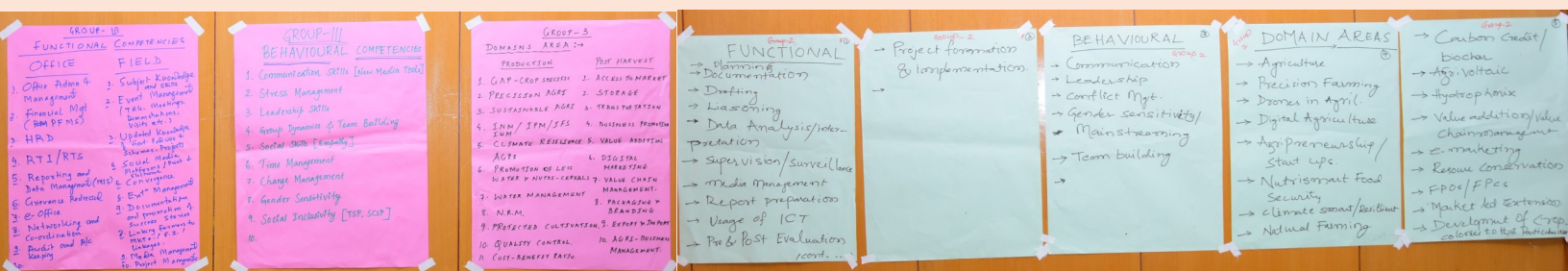
Dr. Prashant Armorikar, Additional Commissioner (Extension), DA&FW, GoI, emphasised the need for monitoring and assessment of training programs and suggested including the priorities of the Government of India in capacity-building programs.

Additionally, participants explored strategies for competency development, infrastructure enhancement, and impact measurement to transform extension training for the future.

Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management), MANAGE, coordinated the program with Dr. Nedhi Sharma, MANAGE Fellow.



Competency Framework by Participants Groups – ATPW 2025



Indian Technical and Economic Cooperation (ITEC)

Training Program on New Generation Competencies for Agripreneurs



MANAGE organized the two weeks Indian Technical and Economic Cooperation (ITEC) training Program on New Generation Competencies for Agripreneurs on January 15-28, 2025, supported by the Ministry of External Affairs, GOI. Total 21 participants from 14 countries viz Mauritius, Ghana, Ethiopia, Morocco, Tajikistan, Thailand, Nigeria, Uzbekistan, Malawi, Zimbabwe, Republic Democratic of Congo, Sri Lanka, Bhutan, Bangladesh, Eritrea are participated in the program.

In his inaugural address, Dr. Sagar Hanuman Singh, IPOS, Director General, MANAGE, highlighted that this program will be highly beneficial in enhancing knowledge and skills related to agripreneurship. He emphasized the importance of agripreneurship as a key driver of development. Further, he shed light on various aspects, including access to business credit, availability of resources, challenges faced by new startups, access to technology, relevant policies and regulations, and opportunities for trade and networking in the agribusiness sector. When you go back, use the knowledge you have gained here to train and empower more people in your country, he said.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and CEO MANAGE-CIA, provided an overview of the program, emphasizing that the training program has



exclusive participation by women delegates. He highlighted that the program will equip participants with essential competencies for agripreneurship, offer visits to incubation centers, and provide opportunities to gain valuable experience and adopt new skills.

The training focused on enhancing agripreneurship through exposure to Indian agribusiness trends, startups, leadership strategies, and value chain innovations. The program aimed to develop competencies in financial and risk management, sustainable practices, and digital farming. Key sessions included leadership development, gender-specific entrepreneurship, and innovation in value chains.

Participants visited institutions like NIMSME, Rural Tech Park (NIRDPR), T-Hub, ICRISAT, and MANAGE's Incubation Centre, Urban Kisaan R&D, CoE Jeedimetla, and LR Naturals Apiary to further enrich their experience. Participants prepared a back-at-work plan.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO, MANAGE CIA, served as Director for this program, with coordination by Dr. Rahalya S, MANAGE Fellow.



Workshop on Advancing Agricultural Marketing Through Synergy & Reforms



MANAGE organized a two-day workshop on Forging the Future of Agricultural Marketing in India: Synergy Between Marketing and Production Departments to Facilitate Reforms in Agricultural Marketing on January 16-17, 2025. A total 40 participants including Directors, Assistant Directors, Agricultural Officers from State Agriculture Departments, and private sector representatives in agri-marketing from across the country participated in the workshop.

In his inaugural address, Dr. P. G. Chengappa, former Vice-Chancellor, University of Agricultural Sciences (UAS), Bangalore, and Chief Guest of the inaugural program, emphasized the need for a market revolution through the integration of market-driven extension and marketing elements. He encouraged the participants to implement the solutions and gained during the workshop upon returning to their respective states.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, and CEO-MANAGE CIA, emphasized the need to integrate technology with public-private partnerships (PPP) to implement emerging new models of marketing. He stressed that extension and marketing departments should collaborate to add creativity and innovations to

marketing models. Dr. K. C. Gumagolmath, Director (Monitoring & Evaluation), MANAGE, provided a brief overview of the program and shed light on the Act of Regulation of Agricultural Marketing enacted in 1886 and the cooperative movement in India. Additionally, he emphasized the need to empower farmers to effectively compete in international markets.

The program was structured around three main themes: a critical appraisal of marketing reforms in the context of the roles of line departments, exploring economies of scale for small and marginal farmers, and addressing challenges and issues in supply chain integration.

The panel discussions focused on the direction of agricultural marketing reforms in India, highlighting the role of production departments, the use of aggregation to facilitate the marketing of agricultural produce, institutional arrangements for market orientation, and the components of supply chain marketing.

Dr. K. C. Gumagolmath, Director (M&E), MANAGE, Dr. Shalendra, Director (AM), MANAGE, coordinated the workshop along with Dr. Sangamesh, MANAGE Fellow.



Capacity Building for Krishi Sevaks and Sevikas of FPOs under MOVCDNER-Sikkim



MANAGE Organised the two weeks training program on Capacity Building of Krishi Sevaks and Krishi Sevikas of Farmer Producer Organization (FPOs) promoted under MOVCDNER-Sikkim on January 07-21, 2025 at WALAMTARI, Hyderabad. Total 64 participants including 19 Sevikas and 45 Sevaks from Sikkim Agriculture Department attended the training.

In his valedictory address, Dr. Saravanan Raj, Director (Agricultural Extension) MANAGE and CEO MANAGE-CIA, encouraged the participants to effectively apply the knowledge gained during the training on Farmer Producer Organizations (FPOs). He advised them to understand the farmers' needs, the cultural environment, and the community approach to enhance the performance of FPOs.

The training program focused on key areas such as legal compliance for FPOs/FPCs/cooperatives in India, institutional and organizational development of FPOs, value chain development, accounting and auditing procedures, export documentation for organic products, input-output management, marketing strategies, organic product certification, FPO governance, business development strategies, and linking FPOs to climate change initiatives. Participants also visited IIMR, RTP, and PJTAU to further enrich their experience.

Dr.K.C.Gummagolmath, Director (M&E), MANAGE served as the director of this training program with the co-ordination by Dr.Kanaka Durga, Assistant Director, MANAGE.

Capacity Building on Integrated Pest Management in Horticulture for Odisha Officials & Farmers



MANAGE organized a 8-day Capacity Building Program on Integrated Pest Management in Horticulture for Group A, B, and C officers of DA&FE and farmers from Odisha on January 4 -11, 2025, at WALAMTARI, Hyderabad.

The inaugural session was graced by Mrs. M. Anitha, Director General, WALAMTARI, as the Chief Guest. Dr. K.C. Gummagolmath, Director (M&E), MANAGE, and Dr. P. Kanaka Durga, Assistant Director, MANAGE, extended a warm



welcome to the participants. Dr. S.A. Hussain, Professor, PJTSAU, served as the Guest of Honour and provided an overview of the program.

The program included 26 officers (Group B & C) and 26 farmers, combining three days of classroom sessions with five days of field exposure visits. Dr. S. Vignesh Kumar, MANAGE Fellow, coordinated the program and expressed gratitude to the dignitaries and participants for their active engagement.

Training on Canopy Management and Orchard Rejuvenation for Sustainable Horticulture



MANAGE organized an 8-day training program on “Canopy Management, Rejuvenation, and Replanting in Old Orchards,” sponsored by the Government of Odisha, on January 22-29, 2025. A total of 50 participants, including 25 agriculture officers and 25 farmers from Odisha, attended the training.

In his inaugural address, Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, shed a light on canopy management, microenvironment management in horticultural crops, and optimizing fertilizer use efficiency. He encouraged participants to actively engage in sessions and apply the knowledge gained during the training to their farming practices.

The program focused on enhancing participants knowledge and skills in advanced canopy management and integrated orchard management for horticultural

crops. The program aimed to optimize orchard productivity and sustainability through modern techniques and best practices. Key topics included advanced canopy management for crops such as Guava, Dragon fruit, Pear, Peaches, Citrus, Pomegranate, Sapota, and Mango.

Additionally, the program covered nutrient and water management, along with effective pest and disease management strategies for old orchards. Participants visited the Fruit Research Station, Sanga Reddy, Grape Research Station, Rajendranagar, and Kapil Agro Farms to further enrich their experience.

Dr. N.Balasubramani Director (CSA & CCA), MANAGE served as the director for this program with co-ordination by Dr. Sreelakshmi. C, Academic Associate (CCA), MANAGE.



New Year 2025 Celebration at MANAGE



The MANAGE family welcomed the New Year 2025 with joy and hope at a get-together event. Faculty and staff shared their 2024 achievements and plans for the year ahead while exchanging New Year greetings.

Dr. Saravanan Raj, Director General, MANAGE, extended heartfelt New Year greetings to faculty, staff, consultants, partner institutes, and stakeholders who collaborate with MANAGE programs for the welfare of farmers.

In his New Year message, he appealed to prioritize personal life and professional life for effective contribution in the organisation. He emphasized to invest time in organization's growth and continue the legacy of MANAGE in all situations.

Further, he added that there is a need to refocus, reinvent, build new partnerships, and explore innovative approaches to contribute to the ever changing global agricultural welfare. Faculty, Staff, consultants were present for the celebration.

Dr. Suresh Babu, IFPRI, Visits MANAGE

Dr. Suresh Babu, an Economic Researcher at IFPRI, had a brief interaction with MANAGE faculty members to explore opportunities for future collaborations.

A discussion was held on the need for agricultural extension to develop localized and context-specific

Climate-Smart Agriculture practices to support Nationally Determined Contributions (NDCs) and National Adaptation Plan (NAPs).

Strengthening institutional capacity and human skills was highlighted as a key factor in achieving this goal.



MANAGE Saturday Webinars

The webinars organized by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, with the support of Dr. Rahalya S, MANAGE Fellow.



FoodTech Startups



MANAGE conducted a webinar on 'FoodTech Startups' on January 04, 2025, featuring Dr. Shital Somani Kasat, Co-Founder & Chief Growth Officer, S4S Technologies; Dr. Sharmilee Pratap Mane, Founder & CEO, PureMe Organics Private Limited; and Ms. Parul Soni, Chief Business Officer, ClearMeat, as key speakers.

The webinar highlighted the role of women entrepreneurs in transforming FoodTech startups through innovative solutions in sustainable food systems, waste management, nutrition innovation, and value-added products. **To watch the webinar, click on this link or scan the QR code: <https://surl.li/lordoy>**



Farm Mechanization and Innovations



MANAGE conducted a webinar on 'Farm Mechanization and Innovations' on January 11, 2025, featuring Ms. Monali Mathur, Founder, Rentit4me, and Dr. Dola Sinha, Founder, Ankuran, as key speakers.

The webinar showcased how women entrepreneurs are revolutionizing Farm Mechanization startups through innovations in sustainable agricultural practices, precision farming, resource optimization, and advanced machinery. **To watch the webinar, click on this link or scan the QR code: <https://surl.li/rlsru>**



Success Stories of Women Startups



MANAGE conducted a webinar on 'Success Stories of Women Startups' on January 18, 2025, featuring Ms. Sai Sudha, CEO and Co-Founder, Bilvam Jaganmaata Herbals Pvt Ltd, and Ms. Archana Patel, Managing Director, Krishitek Industries Pvt Ltd, as key speakers. The webinar highlighted the transformative role of women-led startups in agriculture, showcasing their contributions to precision farming, soil health, value chain management, and sustainable practices. These entrepreneurs are not only enhancing farm productivity and financial inclusion but also empowering rural communities. By leveraging technology and breaking barriers, they are reshaping the agri-startup ecosystem and driving meaningful change. **To watch the webinar, click on this link or scan the QR code: <https://shorturl.at/6dR85>**



Ideation



MANAGE conducted a webinar on 'Ideation' on January 25, 2025, featuring Dr. Latika Dhuria, Assistant Vice President, Atal Incubation Centre, Banasthali Vidyapith, and Ms. Neha, Fellow Urban Innovation, WE Hub, Govt. of Telangana, as key speakers. The webinar highlighted the pivotal role of women mentors in the agri-startup ecosystem, showcasing how they guide entrepreneurs in ideation, precision farming, sustainability, and value chain management. These mentors empower startups to transform ideas into impactful solutions, tackle rural challenges, enhance productivity, and promote financial inclusion. **To watch the webinar, click on this link or scan the QR code: <https://surl.li/bsaejb>**



Honoring Dr. K. Sai Maheswari on Her Superannuation



Dr. K. Sai Maheswari, Assistant Director, MANAGE, superannuated on January 31, 2025. On this occasion, Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, felicitated her, marking the completion of 26 years of dedicated service.

The MANAGE family expresses its sincere appreciation for her contributions and extends best wishes for her future endeavors.

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