



## Message from Director General

MANAGE heartily welcomes a new batch of 66 students of Post Graduate Diploma in Management (Agri Business Management). This is the 26<sup>th</sup> Batch of PGDM (ABM) of 2021-current batch of students represent 16 states, 30 universities and 12 disciplines. The PGDM (ABM) program aims at enabling, meritorious agricultural graduates acquire the critical competencies to function as effective Agri-business managers. I am glad to share that MANAGE is ranked as 3<sup>rd</sup> Best Sectoral B School in 2021 by Agriculture Today. We, at MANAGE, feel proud that inspired by the success of PGDM(ABM) program of MANAGE, today 132 higher education institutions in the country have started Agri Business Education program.



I congratulate the Agri-Clinics and Agri-Business Centers (AC&ABC) Team for successfully completing training of 75000 unemployed Agricultural Graduates, Agricultural Diploma Holders and Science Graduates which coincides with Azadi ka Amrit Mahotsav celebration commemorating 75 Years of Independence. The Chief Guest Secretary of Agriculture, Ministry of Agriculture and Farmers Welfare, Govt. of India Shri. Sanjay Agarwal expressed happiness that outreaching to 75000 rural unemployed candidates through AC&ABC Scheme in the country while we are celebrating Azadi ka Amrit Mahotsav is remarkable.

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MANAGE celebrated 75<sup>th</sup> Independence Day on 15<sup>th</sup> August 2021 on the special occasion of "Azadi Ka Amrit Mahotsav" commemorating 75 Years of Independence of progressive India and the glorious history of its people, culture and achievements. On this occasion, MANAGE felicitated the staff who had completed 25 years of service in MANAGE, Best NTI (Nodal Training Institutions) of the month and Best Consultant of the month under AC&ABC Scheme. We, at MANAGE, rededicate ourselves to improve agricultural extension system in collaboration with our stakeholders to provide better services to farmers.

**Dr.P.ChandraShekara**  
Director General

## MANAGE Welcomes Students of PGDM (ABM) - 2021-23 Batch

The Director General MANAGE inaugurated the 26<sup>th</sup> Batch of PGDM (ABM) consisting of 66 students on 2<sup>nd</sup> July, 2021. In an online inaugural event, the newly admitted students along with their family members interacted with Director General, Faculty and Staff of MANAGE.

The Principal Coordinator, PGDM (ABM), Dr.K.Anand Reddy presented the outline of the PGDM (ABM) program and a brief profile of the students. While introducing the batch he informed that current batch of students represent 16 states, 30 universities and 12 disciplines. The batch is also having noticeable gender balance with 36 boys and 30 girls. Director General in his inaugural speech expressed his pleasure to announce that the MANAGE is ranked as 3rd Best B-School next only to IIMA and IIML by Outlook for the year 2020. He congratulated MANAGE Faculty, Staff and all stakeholders for making this possible.

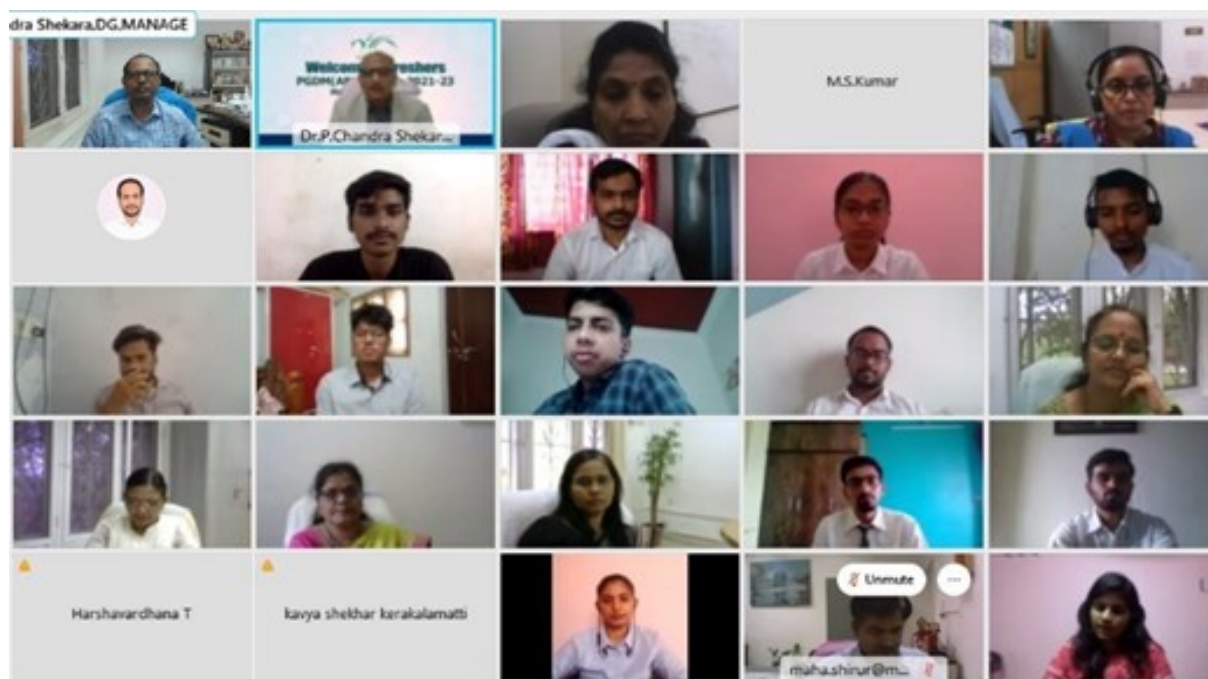
He expressed confidence that it is only a question of time that MANAGE will occupy the top position. He congratulated the PGDM(ABM) team for this achievement reiterating the importance of teaching pedagogy and faculty in every successful academic programs. He said that MANAGE inviting eminent faculty from best B-Schools and IIMS made this program compete with top B-Schools in the country.

Having pioneered the program in the county and setting a benchmark within the country, MANAGE PGDM (ABM) is aiming to achieve international



standards. He said, Student Exchange Program with top universities in the world will help in this direction. The current batch will have an opportunity to participate in the Student Exchange Program offered by universities.

To recognize the students merit in academic subjects and to encourage the students in co-curricular activities, MANAGE has instituted cash prizes sponsored by MANAGE and Corporates. DG also exhorted the freshers to excel in academics and vie for a place in the Hall of Fame, where all academic toppers find a place. While concluding his inaugural address, Director General congratulated the freshers for succeeding in getting admission in this prestigious institution and complimented the batch that they will be the first batch to occupy the exclusive state-of-art new academic building that is ready.





**75000**

## **MANAGE Celebrates Training of 75,000 Unemployed Agri Graduates**



As part of *Azadi ka Amrit Mahotsav* celebration commemorating 75 Years of Independence, MANAGE organised an online function on 23<sup>rd</sup> August 2021 to mark the occasion of training 75000 unemployed Agricultural Graduates, Agricultural Diploma Holders and Science Graduates under the Agri-Clinics and Agri-Business Centers (ACABC) Scheme of Government of India. The ACABC Scheme was started in 2002 with an aim to promote Agripreneurship among unemployed educated rural youth and to strengthen Agricultural Extension Services to farmers. About 250 participants representing successful Agripreneurs, Farmers, Nodal Training Institutions, Officials of Ministry of Agriculture and Farmers Welfare, MANAGE Faculty Members attended the function. The Secretary of Agriculture Shri. Sanjay Agarwal, IAS., participated in the function as the Chief Guest.

Director General MANAGE Dr. P. Chandra Shekara made a presentation on the progress of AC&ABC Scheme highlighting the role of MANAGE, provisions under the Scheme, state-wise progress, types of projects undertaken by Agripreneurs, impact, challenges and shared success stories of Agripreneurs. Successful Agripreneurs, Farmers and Representatives of Nodal Training Institutions shared their experiences and journey with AC&ABC Scheme.

Speaking on the occasion, Joint Secretary (Extension), Ministry of Agriculture and Farmers Welfare, Govt. of India Ms. Alaknanda Dayal congratulated MANAGE for training 75000 candidates under AC&ABC Scheme.. She suggested that the trained Agripreneurs should be oriented to immense opportunities provided by Schemes such as Mission on Oil Palm, Agriculture Infrastructure Fund, Organic Farming and different components of new programs of Government of India for availing maximum benefit. She also felt there is a need to promote partnership of Agripreneurs with Agricultural Technology Management Agencies (ATMAs) at district level to provide better Extension and Marketing Services to farmers.



The Chief Guest Secretary of Agriculture, Ministry of Agriculture and Farmers Welfare, Govt. of India Shri. Sanjay Agarwal, IAS., expressed happiness that outreaching to 75000 rural unemployed candidates through ACABC Scheme in the country while we are celebrating Azadi ka Amrit Mahotsav is remarkable. He appreciated MANAGE and Nodal Training Centres for their efforts in training 75000 candidates and transform them into Agripreneurs.

We need to sensitize established Agripreneurs on the new Agricultural Schemes of Govt. of India to avail benefits and expand their services to farmers, he said. He emphasized we should establish a dynamic interface between Agripreneurs and Farmers through a robust Digital Ecosystem to improve access to agricultural services to farmers. Secretary also explained that there is a provision under Agriculture Infrastructure Fund to support Agripreneurs to undertake projects on post-harvest management, establish Farmer Producer Organizations and launch Agri Startup. He mentioned that Government of India is easing access to institutional credit for Agripreneurs through portal services for low interest rates within 60 days. He opined that Agripreneurs will play a greater role in Empowering Farmers and contributing to Agricultural Development in the country.

## MANAGE Jai Jawan Kisan (Soldiers for Agriculture)

The armed forces of India are the second largest force in the world. It has more than 1.4 million active personnel in the Army, Navy, and Air Force. It is estimated that approximately 60,000 armed personnel are retired every year. They are well trained, disciplined, motivated, experienced, active, energetic, systematic and exposed to hard and adverse conditions. Though they are retired, they have potential to take up second career. They are also in need of livelihood opportunities as the pension alone cannot meet their families' requirement. It necessitates the need for creating an opportunity for second or subsequent occupations.

### Attracting Ex-Servicemen (ESM) to Agriculture

The Directorate General Resettlement (DGR) is making efforts towards resettlement by organizing Employment Seminars /Job Fairs and skill development training in collaboration with various organizations and creating employment avenues for ESM. In addition to the current efforts of DGR in creating job avenues, there is wider scope for involving them in agriculture and allied sectors through appropriate training and other capacity building programs. **A field study conducted by Taneja. V (2016) reveals that 80.6 per cent of ESM reside in rural areas post retirement and most of them prefer to work closer to their homes.** This is an added advantage for them to easily get trained on agriculture and allied sector-related occupations. As there is a wide range of opportunities and innovations in modern-day agriculture, secondary agriculture will provide them a livelihood opportunity as their second occupation, while also contributing to the development of agriculture.

Further, agricultural sector needs a considerable investment as the present day farming is technology intensive. At the time of retirement, ESM will be having substantial savings for investment and look for better avenues to invest. The recent initiative namely Atmanirbhar Krishi and Aatmanirbhar Bharat create several opportunities in the field of micro enterprises (2 lakh entrepreneurs are expected to be trained every year). The current ecosystem, enabling policies and programme in agriculture are more favorable for ESM to invest

their skills, experiences and energies in the field of agriculture. However, they need to be supported with adequate and systematic training and capacity



building for enhancing their knowledge and skill coupled with sufficient handholding to venture into potential agri related activities.

### Aim of Jai Jawan Kisan Program

To enhance the skill set of Ex-Servicemen to take up development of agri and allied sector related activities as their second career post-retirement to create self-employment, enhance livelihood opportunities and make agricultural sector more vibrant.

### Objectives

- ◆ To train Ex-Servicemen in agriculture for improving their knowledge and skills on an additional income generating specialized area of agriculture and allied sectors.
- ◆ To help them find out livelihood opportunities in agriculture and focusing on secondary agriculture.

### Methodology

The program will be conducted in three phases for providing a requisite skill set for ESM to venture into additional income generating agri related activities.

#### Phase I - Orientation on Basic Agriculture

The training on basic agriculture will be given through Nodal Training Institutes (NTIs) for a period of 15 days as a residential program. The training covers basic knowledge on soil, water, weather, pests, diseases, weeds, mechanization, post-harvest activities

including marketing, storage, value addition, horticulture, animal husbandry, fisheries etc. In addition, an over view of potential agri-ventures will also be provided. The NTIs which are conducting Agriclincs and Agribusiness Center (ACABC) Scheme, Diploma in Agricultural Extension Services for Input Dealers (DAESI), Certificate Course on Integrated Nutrient Management (CCINM) and Skill Training for Rural Youth (STRY) will be engaged for training to the candidates of this program. However, preference will be given to Agricultural Universities, Krishi Vigyan Kendra (KVKs), Farmers Training Centres (FTCs) as these institutes have adequate training facilities and appropriate manpower. SAMETI will be a state-level nodal implementing agency. The batch size may consist of 25 ESM.

### Phase II – Experiential Training on Agri venture

ESM who have completed the training in basic agriculture will select their specialization i.e. agri venture based on potential in their area. Further, they will be trained on their chosen agri venture of their choice for a period of 15 days with the help of specialized ICAR Institute, Agricultural University, Private Organization etc. During the specialized training programme, they will be given an intensive

practical and hands-on experience to build their techno-managerial competency and confidence to establish their chosen agri venture of their choice with 360 degree knowledge.

### Phase III – Mentoring establishment of Agri ventures

MANAGE or the respective specialized organization of Phase-II will give technical backstopping, mentoring and necessary handholding in terms of technological support, preparation of DPR, facilitation for credit support, convergence with schemes and programmes, networking with relevant stakeholders etc. for a period of six months to facilitate successful establishment of agri venture.

### Publicity and Reach

The details of ESM will be obtained from the Directorate General Resettlement (DGR). The e-platform will be created by MANAGE and the interested ESM may register in the e-platform. MANAGE at the national level will coordinate with registered ESM and identified NTIs based on their accessibility and proximity to the NTIs and organize the training related to all the three phases and mentoring the ESM for successful establishment of

## MANAGE Krishi Gyandeeep Knowledge Lecture Series-5

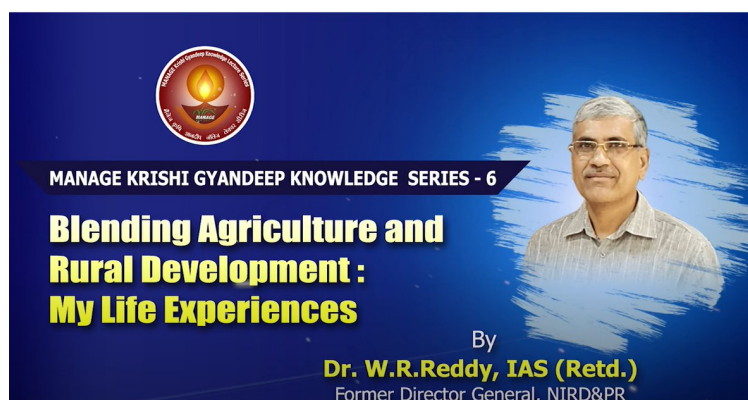
### “Opportunities and Challenges in Agricultural Development – My Experiences” by Dr. Shobhana K Pattanayak, IAS (Retd)



Dr. Shobhana K Pattanayak, IAS (Retd) Former Secretary, Ministry of Agriculture & Farmers Welfare, Government of India has delivered MANAGE Krishi Gyandeeep Knowledge Lecture Series-5 on the topic “Opportunities and Challenges in Agricultural Development – My Experiences” on 7<sup>th</sup> August, 2021.

In his lecture, he mainly focused on making India as Nutrition Secure by boosting food grain and pulses production. He has highlighted technologies and mechanisms used in farming like seed treatment, rainfed agriculture, selecting or rematuring of crop varieties and critical irrigation where fruiting takes place etc. He also showed a way how can India become a surplus in food production. To make this dream into reality we have to focus on post-harvest technology and extension marketing sector. For full video visit our MANAGE YouTube channel: [https://www.youtube.com/watch?v=YN\\_8cmrcBsw](https://www.youtube.com/watch?v=YN_8cmrcBsw)

## “Blending Agriculture and Rural Development: My Life Experiences” by Dr. W.R. Reddy, IAS (Retd)



Dr. W.R. Reddy, IAS (Retd) Former Director General, NIRDPR has delivered MANAGE Krishi Gyandeeep Knowledge Lecture Series-6 on the topic “Blending Agriculture and Rural Development: My Life Experiences” on 31<sup>st</sup> August, 2021.

In his lecture, he focused on areas like dimensions of rural development issues, agricultural landscape and participatory

approach in Panchayat Raj system He spoke on present field situations, challenges and issues faced in rural areas. He also suggested approaches to increasing farmer’s income in rural areas. For full video visit our MANAGE YouTube channel: [https://www.youtube.com/watch?v=VGu7vt\\_L1\\_A](https://www.youtube.com/watch?v=VGu7vt_L1_A)

## “Azadi Ka Amrit Mahotsav” - 75<sup>th</sup> Independence Day

### MANAGE Celebrates 75<sup>th</sup> Independence Day

MANAGE celebrated 75<sup>th</sup> Independence Day on 15<sup>th</sup> August 2021 on the special occasion of "Azadi Ka Amrit Mahotsav" commemorating 75 Years of Independence of progressive India and the glorious history of its people, culture and achievements.



Dr.P.Chandra Shekhara, Director General, MANAGE hoisted the National tri-colour flag and addressed MANAGE faculty, staff and students. On this special occasion, MANAGE felicitated the staff who had completed 25 years of service in MANAGE, Best NTI (Nodal Training Institutions) of the month and Best Consultant of the month under Agri-Clinics and Agri-Business Centers (ACABC) Scheme.



MANAGE released the following publications:

- ◆ **Farmer Producer Companies-led Sustainable Agriculture through Organic Farming in India: Issues and way Forward** by Dr.Abhilaksh Likhi
- ◆ **Climate Smart Technologies & Practices for Increasing the Soybean Productivity** by Dr.B.U.Dupre, Dr.Savita Kolhe and Dr.N.Balasubramani
- ◆ **Climate Smart Dairying in the Context of Global Warming** by Dr.M.K. Narayanan, Dr. Shahaji Phand, Dr.V.Beena, Dr. S. Harikumar and Dr. Aziz Zarina.
- ◆ **Sheep Wool & Mutton: Production and Value Addition** by Dr. Arvind Soni, Dr. Shahaji Phand, and Dr. Arun Tomar
- ◆ **Coping with Covid-19 - "Strategies for Agriculture Sector"** by Dr.K.C.Gummagolmath, Dr.S.B.Ramya Lakshmi and Mr.Ch.Bala Swamy.
- ◆ **Value Chain Management of Grapes and Covid-19 - A Glimpse on India's Responses** by Dr.K.Nirmal Ravi Kumar, Dr.K.C.Gummagolmath and Dr.Suresh Chandra Babu.
- ◆ **Impact Assessment of Farmer Producer Companies (FPCs) in Maharashtra – A Case Study** by Dr.K.C.Gummagolmath, Dr.S.B.Ramya Lakshmi and Mr.Krushna Kulkarni.
- ◆ **Domestic and Export Competitiveness of Major Agricultural Commodities in India with Special Reference to Telangana** by Dr.K.Nirmal Ravi Kumar and Dr.K.C.Gummagolmath

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## 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](mailto:jaem@manage.gov.in)



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