



## Message from Director General



MANAGE is playing a key role in promoting two important programs of Ministry of Agriculture and Farmers Welfare, GoI. One is popularizing the Agriculture Infrastructure Fund and its benefits to prospective Agripreneurs, Agri Startups and MSMEs and the other one is creating nation-wide awareness on Natural Farming.

The Telangana State Level Conclave on Agriculture Infrastructure Fund was organised at NIMSME, Hyderabad on July 8, 2022. It was attended by more than 400 prospective MSMEs, Agripreneurs, and Agri-Startups to explore opportunities under the scheme. Sh. Samuel Praveen Kumar, JS (Extn, AIF & I& PS), MA&FW, GoI, explained the features of Agriculture Infrastructure Fund and the process for applying for loans under the scheme.

MANAGE has been identified as Nodal Organization and Knowledge Repository on Natural Farming by Ministry of Agriculture & Farmers' Welfare, GoI. I am very glad to inform that MANAGE has so far organised 924 Awareness Programs covering 54,547 Gram Pradhans in all the States in the country with the support of SAMETIs, ATARIs, KVKs, and ATMAs from April to July 2022. MANAGE also developed more than 360 Master Trainers on Natural Farming in the country who can build capacities of stakeholders.

I am happy to share that two PGDM(ABM) students were selected in the "Godrej Loud" season 11 competition held by Godrej Agrovet Limited, a major Agri-Business Giant in the country. Under this, each student will get Rs. 1,70,000 summer internship and PPOs with a CTC of 20 Lakhs per year.

In July 2022, MANAGE signed MoUs with National Coalition for Natural Farming-Revitalizing Rainfed Agriculture (RRA) Network, Hyderabad and Indian Agribusiness Systems Limited (AgriWatch), New Delhi to collaborate with them in the areas of natural farming and FPOs outreach to national and international markets. We, at MANAGE, believe that such partnerships would bring synergy to address emerging needs in agriculture.

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

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## Shri Samuel Praveen Kumar, Joint Secretary (Agri Extn) Visits MANAGE



Shri. Samuel Praveen Kumar, JS (Extn, AIF & I&PS), MA&FW visited MANAGE during 7-9 July 2022. During his visit to the campus, he reviewed the status of several GoI initiatives, including AC&ABC, DAESI, STRY, PGDAEM, and RKVY-RAFTAAR

Keeping with tradition at MANAGE, he planted a sapling in the MANAGE garden. He also interacted with agripreneurs, Agri Startups, Input Dealers from various GoI schemes. In a brief interaction with students of PGDM (ABM), he shared his experiences in the field. On this occasion, he released a special

issue of MANAGE journal of Agriculture Extension Management (JAEM) on Knowledge Management for Agriculture Librarians and Information Professionals and the first issue of MANAGE Ankur - half yearly Hindi Magazine.

On 9-7-22, Dr. P. Chandra Shekara, Director General, MANAGE, Dr. Punam Tiwari, Jt. Director, NGRCA, and Shri. Samuel Praveen Kumar, JS (Extn, AIF & I&PS), MA&FW participated in and engaged with MANAGE Faculty during a discussion on Gender Mainstreaming in Agriculture.

## Consultative Workshop on Revision of Capsule Module on Gender Budgeting



MANAGE conducted a Consultative Workshop on "Revision of Capsule Module on Gender Budgeting" on July 13th, 2022. It was attended by Dr. Punam Tiwari, Joint Director, (Women Program) NGRCA, DoA & FW, MoA & FW, GoI; Shri. Samuel Praveen Kumar, JS (Extn, AIF & I&PS), MA&FW, Dr. P. Chandra Shekara, Director General, MANAGE, Dr. R. Padmaja, ICRIASAT; Dr. Savita Mishra, ICAR-CIWA; Dr. Neela Rani, PJTSAU; and Dr. A. Umarani, DHAN

Foundation and Dr. Veenita Kumari, Deputy-Director (Gender Studies), MANAGE, coordinated the workshop.

The delegates shared different perspectives for the revision of the modules. The committee will further work on the development of gender sensitization modules for different categories of stakeholders in agriculture and allied sectors.





## Agriculture Infrastructure Fund - Telangana State Conclave



The Telangana State Level Conclave on Agriculture Infrastructure Fund was organised at NIMSME, Hyderabad on July 8, 2022. The event was inaugurated by Shri. Samuel Praveen Kumar, JS (Extn, AIF & I & PS), MA & FW, Dr. P. Chandra Shekara, DG MANAGE, Dr Glory Swarupa, DG NIMSME, Shri. Hanumant, IAS Spl Commissioner Agriculture, Sri K. Ramulu, VC & MD, TSAGROS, and senior bank officials.

It was attended by more than 400 prospective MSMEs, Agripreneurs, and Agri-Startups to explore opportunities under the scheme.

The features of the Agriculture Infrastructure Fund and the process for applying for loans under it were emphasised by Sh. Samuel Praveen Kumar, JS (Extn, AIF & I & PS), MA&FW, GoI. He also discussed how the Agriculture Infrastructure Fund interacts with other subsidies, programmes, and top-up features. He also highlighted Telangana state's enormous potential and encouraged qualified organisations to take use of the Agriculture Infrastructure Fund to finance infrastructure development. He emphasised the value of agricultural automation and mechanisation, particularly drones, as well as the help offered through the Agriculture Infrastructure Fund to provide job prospects for young people in rural areas.

In order to build primary processing infrastructure for the major crops cultivated in Telangana, such as cotton and paddy, Sri K. Ramulu, VC & MD, TSAGROS, Govt. of Telangana urged that the qualified organisations apply for Agriculture Infrastructure Fund support.

Speaking at the Telangana State Level Conclave on the Agriculture Infrastructure Fund, Dr. S. Glory Swarupa, Director General, NIMSME, offered assistance to MSME in order to maximise the advantages of the program.

Dr. P. Chandra Shekhara, Director General of MANAGE Hyderabad, highlighted that the Agriculture Infrastructure Fund is a fantastic opportunity for Agripreneurs, Input Dealers, Agri-Startups, and MSMEs to expand their business horizons in Telangana State and capitalise on the potential.

The Agriculture Infrastructure Fund programme was presented in detail by Sh. Y Krishna Rao, CGM, NABARD, who also emphasised the MoU between Manage Hyd, SBI, and NABARD that guaranteed financial aid for Telangana candidates under the AC&ABC scheme.





## New Entrants Assimilation Training (NEAT) Program Highlights



MANAGE held a New Entrant Assimilation Training (NEAT) Program for Coromandel International Limited Executives from July 11 to July 15, 2022. The course focused on various facets of agriculture, input marketing, the value of human relationships in sales, and new skills necessary to operate effectively in the modern agri-input marketing environment.

MANAGE Director General Dr. P. Chandra Shekara emphasised the importance of networking

and lifelong learning in today's agriculture during the inauguration session. In addition to Dr. K. Anand Reddy, Principal Coordinator (PGDM-ABM), and Dr. Shalendra from MANAGE, other attendees at the inauguration session included Mr. T. Sreenivasa Sarma and Mr. Sudheer Kumar Baride from Coromandel. In Phase I of the NEAT Program, 37 Agronomist/Marketing Officers took part.

## MANAGE Signs MoU with RRA Network & National Coalition for Natural Farming



A Memorandum of Understanding was signed between the National Coalition for Natural Farming, MANAGE, and the Revitalizing Rainfed Agriculture (RRA) Network.

On July 13, 2022, the MoU was signed by Dr. P. Chandra Shekara, Director-General of MANAGE; Dr. Sabyasachi Das, National Coordinator, RRA Network, Hyderabad; and Sri. Ravindra A., Steering Committee Member, National Coalition for Natural Farming, Hyderabad.

Dr. N. Balasubramani, Director (SA&CCA) and Dr. B. Renuka Rani, DD (NRM), MANAGE were present.

The Revitalizing Rainfed Agriculture (RRA) Network and the National Coalition for Natural Farming launch a collaborative participatory research project with knowledge management, learning, and evaluation components for the capacity building of various stakeholders, including resource people, master trainers, CSOs, grassroots extension workers, people's representatives, market players, and consumers.



## Natural Farming Training for Gram Pradhans by MANAGE

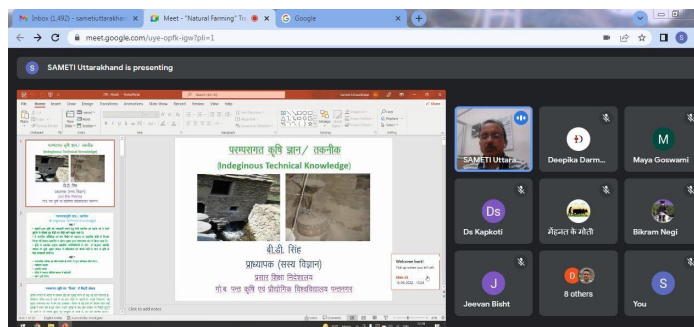


Natural farming concepts will become the norm in the near future as more individuals choose environmentally friendly lifestyles. To reinforce this concept, the Ministry of Agriculture & Farmers' Welfare (MA&FW), Govt. of India, as part of Azadi ka Amrit Mahotsav, is now conducting nationwide awareness campaigns on natural farming for Gram Pradhans.

MANAGE has been identified as the Nodal Organization and Knowledge Repository on Natural Farming in the country. Under this, MANAGE develops Master Trainers, document success stories and best practices and develop a knowledge portal on Natural Farming. MANAGE has completed a Study on Natural Farming in India covering

five states in Andhra Pradesh, Himachal Pradesh, Odisha and Sikkim and trained more than 360 Master Trainers on Natural Farming.

MANAGE is also responsible to organize Awareness Programs on Natural Farming to Gram Phadhans in India. Nodal Organization and Knowledge to target of 30,000 Gram Pradhans were successfully trained by MANAGE through 750 programmes by July 3<sup>rd</sup>, 2022. MANAGE has prepared the training modules and publicity material and organised 924 Awareness Programs covering 54,547 Gram Pradhans in all the States in the country with the support of SAMETIs, ATARIs, KVKs, and ATMAs from April to July 2022.





## State Level Sensitization Workshop on ACBAC Scheme for NTIs and NABARD Officials



MANAGE conducted a State Level Sensitization Workshop on Agri Clinics and Agri Business Centers (ACABC) Scheme for NTIs and Nodal Officers of NABARD on July 21st, 2022 at the NABARD Regional Office, Shivajinagar, Pune.

Participants at the event included Mr. M. J. Srinivasulu, General Manager, NABARD, Mr. S. K. Nanda, General Manager, NABARD, Dr. Pradip

Parate, Dy. General Manager, NABARD, Mrs. Usha Mahesh, Asst General Manager, NABARD, Dr. Shahaji Phand, Principle Coordinator, AC & ABC Scheme, MANAGE, and Mr. Mahesh N Mane, State Consultant, Maharashtra.

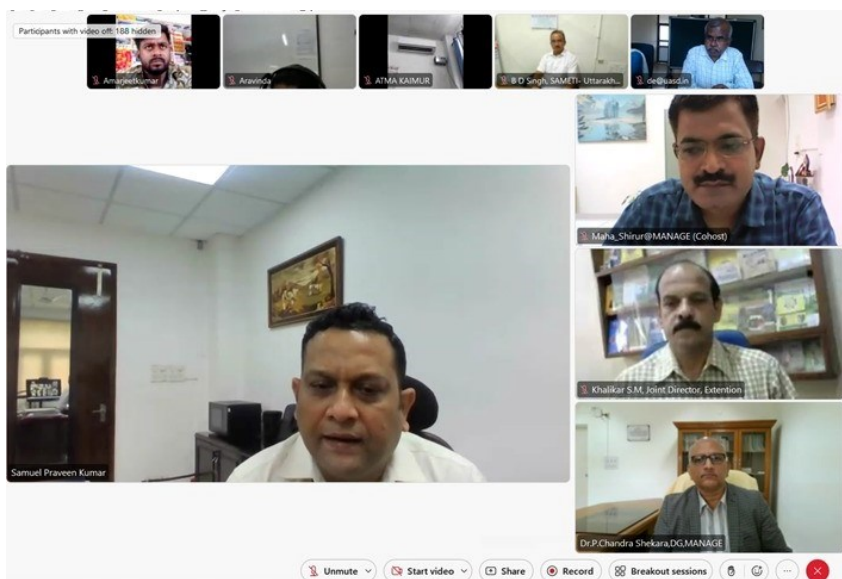
They were joined at the event by 12 bankers from various banks, nodal officers, and the training coordinator for 27 nodal training institutions.

## National Workshop on Effective Implementation and Monitoring of DAESI

The National Workshop on Effective Implementation and Monitoring of DAESI was held by MANAGE on July 26 and 27, 2022.

Shri Samuel Praveen Kumar, Joint Secretary (Extn.) Ministry of Agriculture & Farmers Welfare, Dr. P. Chandra Shekara Director General MANAGE, Dr. Prashanth Armorikar Addl. Commissioner (Extn.), Shri. Sanjay Khalikar Joint Director (Extn.) of DA&FW Dr. Mahantesh Shirur Deputy Director (Agril. Extn.), Shri. N. Mallikarjun Rao AAO, MANAGE, Ms. K. Madhavi (Consultant Finance) from MANAGE were also present. More than 350 participants from 21 SAMETIs across 20 States participated in the workshop.

The workshop placed a strong emphasis on training facilitators and NTIs for effective implementation, converting trained input dealers into para-extension employees to serve as a reliable source of farm information for farmers at the local level.



## “Me & My Plant” Sapling Plantation Drive by MANAGE PGDM (ABM) Students

As part of the induction programme for all 65 students of the 27<sup>th</sup> batch of Post-Graduate Diploma in Management (Agri-Business Management) [PGDM (ABM)]—2022–24, MANAGE conducted a sapling plantation drive called “**Me & My Plant**”.

Me & My Plant is a social initiative, conceived by Dr. P. Chandra Shekhara, Director General of MANAGE, under which each student is urged to plant a sapling in the MANAGE garden and to give it a name tag. Students will take care of their plants over their two years stay at MANAGE, document the growth in various stages with photographs, and then leave their plants as a permanent living bond between them and MANAGE. This endeavour tries to instil in students a sense of environmental responsibility.

Shri K Prakash, Chief Postmaster General of Telangana State, Dr. P. Chandra Shekhara, Director

General of MANAGE; and Dr. K. Anand Reddy, Principal Coordinator (PGDM-ABM), served as the chief guests during the launch of the Me & My Plant initiative on July 22. All 65 of the PGDM (ABM) students took part in planting the saplings in the MANAGE garden and posing for pictures.



## MANAGE Signs an MoU with AgriWatch



MANAGE signed an MoU with the Indian Agribusiness Systems Limited (AgriWatch), New Delhi, on July 28<sup>th</sup>, 2022 at MANAGE Campus. It was signed by Mr. Deepak Parekh, CEO of Indian Agribusiness Systems Limited (AgriWatch), and Dr. P. Chandra Shekhara, Director General, MANAGE Hyderabad. On this occasion, MANAGE faculty members were also present.

The objectives of the MoU, in which MANAGE will serve as a Knowledge Partner and AgriWatch will serve as an Implementation Partner, are to develop opportunities for clients and carry them out in the fields of research, consulting, and advisory in the Indian agriculture, agribusiness, and rural development sectors.

Speaking at the event, Dr. P. Chandra Shekhara,

Director General, MANAGE Hyderabad, praised AgriWatch's efforts to share data-driven information with stakeholders about price forecasting, predictive analysis, and market intelligence. He also emphasised the necessity of market-driven extension operations at the local level and the significance of the capacity building in agri-marketing.

The CEO of AgriWatch, Mr. Deepak Parekh, expressed his appreciation for MANAGE's contributions at the national and international levels and also shared that the MoU would support all the collaborative efforts to strengthen the FPOs' connections to the market, boost the profitability of commodities on domestic and international markets, and also take on all relevant research and consulting projects.



## CFA Candidates Visit MANAGE



Eleven candidates from the Certified Farm Advisor (CFA) Program on Millets being organised at ICAR-IIMR visited MANAGE on July 28<sup>th</sup>, 2022.

The candidates interacted with Dr. P. Chandra Shekara, Director General, MANAGE, who addressed them about the potential contribution of Certified Farm Advisors to the improvement of Agricultural Extension Services. Dr. N. Balasubramani, Director (SA & CCA) MANAGE, and Mrs. Sadalaxmi, MANAGE consultant, were also present.

The candidates also visited MANAGE MOOCs Lab and interacted with Dr. Srinivasachayulu Attaluri, Program Officer to understand more about digital agriculture prospects for empowering farmers and disseminating agricultural information.

## MANAGE PGDM(ABM) Students Win Godrej Loud Competition

Godrej Agrovet Limited, a major Agri-Business Giant, holds the "Godrej Loud" competition every year, which is open to everyone in India. On July 11<sup>th</sup>, 2022, season 11 (the eleventh year of competitive events) officially began.

The event attracted about 2500 students from the top 15 B-Schools (only top IIMs, including IIM A, IIM B, XIMB, and MANAGE, are allowed to participate). 40 students were chosen from the preliminary competitive events to compete in the final round, which was held on August 2 and 3 at the Godrej headquarters in Mumbai. Six of the 40 students who were shortlisted came from MANAGE. Two MANAGE students were chosen in the final round for the sales and marketing roles.

The benefits for these students include the following. Each of them will receive Rs. 170000 summer internship offer depending on how well



they perform throughout their summer internship, PPOs with a CTC of 20 Lakhs per year will be made available. In contrast to last year, when only one student was chosen, this year, two first-year students were chosen. The students were able to win the prestigious fellowships thanks to the exceptional coaching provided to them in areas like case presentation and GD abilities.

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