



# MANAGE BULLETIN

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MANAGE



July 2024

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



## MANAGE Solar Power: Illuminating the Path to a Sustainable Future



MANAGE installed 75 kWp Solar Rooftop Grid Connected system at the Academic Building, enhancing institutes self-sufficiency in power consumption to 75%.

With this latest installation, MANAGE's total capacity for solar rooftop grid-connected systems now is 225 kWp, and making it the first institute in Rajendranagar to achieve this capacity.

On this occasion, Dr. P. Chandra Shekara, DG MANAGE, highlighted that, institute is on track to become a 100% green campus and will set a benchmark for institutional greening. For this event, MANAGE faculty Members, staff, consultants and MANAGE family members were present.

Mr. John Manoj, Assistant Engineer, MANAGE and his team coordinated the program.



# Leading the Way in Institutional Greening

In the last month as we celebrate the completion of 37 remarkable years, it gives me immense pride to highlight MANAGE's significant strides towards becoming a 100% green campus. We have successfully installed a total 225 kWp Solar Rooftop Grid Connected Systems at the campus, making us the first institute in Rajendranagar to achieve this milestone. This achievement highlights our unwavering commitment to sustainability, with 75% of our energy needs now possibly met through this newly installed Solar Rooftop Grid Connected System.

Our efforts towards sustainability extend beyond energy independence. Under Our "Me and My Plant" initiative every year students of PGDM-ABM batch, actively participate in sapling plantation, and fostering a deep connection with nature and contributing to a greener campus. We are also proud to introduce Vistaar Lawns, a new scenic garden featuring a fountain, ambient lighting, and a music system. This green space is designed for a variety of activities, including MANAGE events, group activities, yoga sessions, cultural programs, daily walks, and official outdoor gatherings.

Our Green Initiatives don't stop there. We have expanded our efforts to include Bamboo plantations, Plastic free campus, Vermicomposting, Birds bath point, Solid Waste Management and introduction of an Electric Buggy at campus. Such projects, solidify our dedication to setting benchmarks for Institutional Greening initiatives. As we commemorate our achievements, we reaffirm our commitment to fostering sustainable agricultural practices and empowering our stakeholders to contribute to a greener future. We look forward to continuing this journey towards sustainability and inspiring others to follow in our footsteps.

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

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## Transforming Horticulture Sector in Odisha: Training on Production, Processing and Marketing of Button Mushroom



MANAGE organized a 8-day Training-cum-Exposure Visit Program on “Production, Processing and Marketing of Button Mushroom” on July 02-09, 2024 for Horticultural officers, Horticultural Extension Workers and Farmers from Odisha sponsored by Directorate of Horticulture, Govt. of Odisha.



This is the first program with 53 participants in the series of 24 programs scheduled in 2024-25 covering a total of 1500 officers and farmers from Odisha.

Dr. P Chandra Shekara, DG-MANAGE, in his inaugural address highlighted the high demand for mushrooms in urban areas due to their health benefits, including immunity-boosting substances

and vitamins, antioxidants etc. He stressed need to federate farmers, create cold storage facilities, harness digital marketing platforms and avail schemes of Govt. of Odisha to get more profits in mushroom cultivation.

The program focuses on the nutritional significance and value-added products from mushrooms. It includes the cultivation of button mushrooms, management and waste disposal practices, and business plan preparation for setting up a mushroom enterprise.

Participants received hands-on training in sanitation of area & straw sterilization, pest and disease management, and digital marketing for button mushrooms. The program provides more opportunity for hands-on practice and exposure visits to mushroom units, private mushroom enterprises and technology parks to understand practical issues.

At the end of the program, officers and farmers will prepare back-at-work plans for implementation in next 6 month when they go back to their state. Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE served as Director for this program.



## Transforming Horticulture Sector in Odisha: Globally Accepted Best Horticulture Practices



MANAGE organized 8-day Training cum exposure visit Program on “Globally Accepted Best Horticulture Practices” on July 13- 19, 2024 for Horticultural Officers of Odisha State. A total 27 officials from the Directorate of Horticulture from Odisha participated in the program.

The program focused on recent advancements in fruits & vegetable crop production technologies, entrepreneurial opportunities & horticultural value chain development management.

Participants gained hands on experience through a series of exposure visits, including Fruit Research Station in Sangareddy, SKLTSHU, Deccan Exotics, Kattangur Farmer Producer Company Ltd. in Nalgonda, the Centre of Excellence for Fruits in Mulugu, and

Kalagura Gampa, a successful woman entrepreneur's enterprise specializing in horticultural produce processing & value addition. Additionally, an exposure visit to the Floricultural Research Station at SKLTSHU was also organised.

In his valedictory speech, Dr. P Chandra Shekara, DG-MANAGE, underscored the pivotal role of collectives such as FPOs, SHGs, and CIGs in advancing agricultural practices. He highlighted the importance of storage, processing, and value addition in enhancing the agricultural value chain and emphasized the integration of digital platforms to empower farmers and improve their access to markets and information.

Dr. N. Balasubramani, Director (SA&CCA), MANAGE served as director for this program.





## Training Program on Promotion of Agri-based Small and Medium Enterprises



MANAGE organized three day Training Program on “Promotion of Agri-based Small and Medium Enterprises (SMEs) through Institutional Credit Flow” on July 03-05, 2024. Total 17 participants including an assistant professors and professionals from agricultural extension and FPOs across India, are participated in the program

Dr. K. C. Gummagolmath Director (M&E), MANAGE graced the occasion as a chief guest. He underscored the pivotal role of SMEs in driving economic growth, especially in rural areas, through job creation, local development stimulation, and increased farmer income. Furthermore, he highlighted the criticality of adopting modern marketing strategies and optimizing supply chain

management to bolster the competitiveness and profitability of SMEs.

The program focuses on credit appraisal for SMEs, creating effective market linkages in the food processing sector, exploring flagship government schemes for SMEs, identifying business opportunities in agri-based industries, implementing value chains-based models, visiting T-Hub to interact with agri-startups and entrepreneurs, discussing innovative ideas in the livestock sector, and exploring SME export potential, especially in commercial crop produce.

Dr. M. Srikanth, Director (ABM), MANAGE served as director for this program.

## Farewell to Dr. B. Renuka Rani and Shri. C. Narayana



MANAGE bid a farewell to two of its family members Dr. B. Renuka Rani, Deputy Director (NRM) and Shri. C. Narayana, Multi-Tasking Staff on successful completing their superannuation on July 31, 2024.

Dr. B. Renuka Rani served MANAGE for more than 28 years and contributed immensely in the areas of Participatory Watershed Development, Women Self-Help Groups, Natural Resources Management and Social Resource Management in agriculture.



Shri. C. Narayana, served MANAGE for more than 32 years as a multi-tasking staff in key departments like Accounts, PGDM (ABM) and DG's Office with dedication. Dr. P. Chandra Shekara, Director General, MANAGE felicitated them with mementoes and handed over terminal benefits.

MANAGE DG Dr. P Chandra Shekara and MANAGE Faculty, staff members spoke about their association with them and wished them all the best in their future endeavours.

## Agri-Startup Stakeholders Connect: Fostering Collaboration & Partnerships

### AIHSEW, Coimbatore



Agri-Startup Stakeholders Connect: "Fostering Collaboration & Partnerships Program," was jointly organized by MANAGE-CIA, and Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on June 28, 2024. The program was held with the aim of bringing together various stakeholders in the agricultural sector, the event witnessed active participation from several startups & agriculture stakeholders from Coimbatore. The program was meticulously designed to create a platform that united researchers, incubators, policymakers, agripreneurs, startups, agro-industries, investors, extension functionaries, students, and other partners from the state.

Dr. Saravanan Raj, Director (Agricultural Extension) & CEO, MANAGE-Centre for Innovation and Agripreneurship coordinated the event and gave a keynote address to orient

on innovations in agri startups and motivated the participants.

The event saw enthusiastic participation from over 450 attendees, including distinguished figures such as the Principal Scientist and Head (I/c) of ICAR Regional Station, the Managing Director of Applied Genomics Pvt. Ltd., the Principal Scientist and OIC of ICAR – SBI, the Executive Director & CEO of ABIS-TBI, the Associate Lead of AIC Incubation Center, an Associate Professor from KITS, Karunya University, and scientists from ICAR – KVK, all based in Coimbatore.

The event also included participation from 22 startups in agricultural and allied sectors, as well as 400 students pursuing MBA, Ph.D., B.Sc., and M.Sc. degrees in Agriculture.

## ICFAI University, Tripura



MANAGE-CIA, in collaboration with ICFAI University Tripura, organized the Agri-StartUp Stakeholders Connect- "Fostering Collaboration & Partnerships." The occasion saw enthusiastic participation from numerous start-ups and agriculture stakeholders from Tripura.

This event provided a platform for startups, experts, and government representatives to engage in productive dialogue, exchange ideas, and collectively contribute to the growth and development of the startup landscape. The

gathering also featured startups from various sectors, whose presence added significant value to the discussions by bringing diverse perspectives to the forefront. Dr. Saravanan Raj, Director (Agricultural Extension) & CEO, MANAGE-Centre for Innovation and Agripreneurship coordinated the event and made a keynote address on the innovations in agri startup ecosystem to motivate the participants.

The event drew enthusiastic participation from more than 200 attendees, including distinguished figures & 16 startups from agricultural & allied sectors, as well as 100 B.Sc. & M.Sc. Agriculture students.





## Workshop on Open-Access Publishing



MANAGE Organized a two-day workshop on “Open-Access Publishing” in collaboration with Open Research Funders Group and Central University of Himachal Pradesh on 30 July 2024. More than 35 librarians, publication editors, faculty members, researchers and scholars from Agricultural Universities, Research Organizations, Engineering Colleges, and Universities participated in the workshop.

The workshop covers topics such as Open Access in Agriculture, technical sessions on the importance of open access and ethical standards, an introduction to OJS (Open Journal Systems) and ORCID API, and included an online quiz for participants. In his inaugural speech, Dr. P. Chandra Shekara, DG MANAGE, highlighted that MANAGE's philosophy of dissemination of knowledge to



all is close to the principles of Open Access Movement. He emphasized that Open Access is relevant in the context of highly useful knowledge which is generated from several stakeholders from the field. He shared several initiatives of MANAGE – Agri Film Festival, Krishi Gyandeeep Lectures, National Network of Agri Journalists etc., which promote open access in agriculture.

Dr. Lakshmi Murthy, Former DD, MANAGE, Dr. Mohit Garg, Assit. Librarian, IIT Delhi, Dr. Shridhar Gautam, Principal Scientist, ICAR-IIHR, Bengaluru also spoke on the importance of open access publishing, platforms, ethical and policy issues to popularize open access movement in the country. Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management) and Mr. Nitesh Kumar, Academic Associate (KM), MANAGE coordinated the workshop.

## MANAGE Signs MoU with CCS-NIAM



Shri Faiz Ahmed Kidwai, IAS, Additional Secretary, Ministry of Agriculture & Farmers Welfare, Govt. of India & Director General CCS National Institute of Agricultural Marketing (CCS-NIAM), Jaipur and Dr. P. Chandra Shekara, Director General, MANAGE

signed a Memorandum of Understanding (MoU) at Krishi Bhawan, New Delhi on July 10, 2024.

The MoU aims to foster collaboration in promoting capacity building, skill development, and the empowerment of human resources in agricultural extension and marketing, post-harvest management, Value Chain, Supply Chain, Branding, Digital marketing, and agri-business management.

The MoU will also facilitate collaboration between MANAGE and CCS-NIAM in organizing training programs, workshops, seminars, conferences, knowledge sharing and policy dialogues.

## Extension Strategies to Promote Skill Development of Rural Youth



MANAGE organized a two day National Workshop on “Extension Strategies to Promote Skill Development of Rural Youth” on July 11, 2024. A total 40 participants including Directors, Deputy Directors, Horticultural officers from SAMETI’s and Agricultural officers across the country participated in the program.



The workshop covers issues like crop insurance for risk management, post-program support under STRY, skill opportunities in plant protection, and reorienting the extension system for skill development.

In his inaugural address, Dr. P Chandra Shekara, Director General MANAGE, emphasized the importance of skill development for rural youth and its potential to transform the agricultural sector. He highlighted the significant role that young people play in rural development and underscored the necessity of their active participation in the workforce to meet economic targets. He pointed out that addressing current issues like climate change, green technologies, and digital literacy in agriculture through skill development can generate employment opportunities for rural youth.

Aligning training programs with government schemes and the specific needs of farmers is crucial, he said. Dr. Sanjay Kumar, Additional Commissioner, MA&FW, GoI highlighted the rise of startups with new technologies in



modern agriculture, stressing the need for skilled manpower and the importance of aligning training programs with these advancements. Dr. Shailendra, Director (Agricultural Marketing), MANAGE coordinated the workshop

### Training Program on Climate Change Adaptation with ICT Applications

MANAGE organized a five day training program on “Climate Change Adaptation with ICT Applications” from July 22-26, 2024. Total 15 participants including Assistant director, Assistant professors, assistant commissioners and deputy directors from different agricultural organizations were participated were present for the program. The program covers an overview of climate change, AI tools for agriculture, ICT solutions for agriculture, and IoT in agriculture crop-based models and remote sensing and geographic Information Systems (GIS) for monitoring climate change impacts.

Participants also explored digital applications for weather-based agriculture and advisory services, and visit INCOIS for ocean forecasting and PJTSAU for agri-photovoltaic systems. The program aims to equip participants with advanced tools and knowledge to address climate change in agriculture effectively. Dr. Krishna Reddy, Director, ICT, MANAGE directed the program .





## KGKL30: How to Strengthen Farmer Producer Organization (FPO)



Dr. K. Narayana Gowda, President, INSEE & Former Vice Chancellor, UAS Bangalore, delivered the 30th MANAGE Krishi Gyandeeep Knowledge Lecture Series (KGKLS) on the topic “How to strengthen Farmer Producer Organization” on July 22, 2024 at MANAGE.

In his lecture, Dr. K. Narayana Gowda said that Farmer Producer Organizations (FPOs) should be formed based on commodity-specific needs, with members sharing common goals and facing similar challenges. He highlighted the importance of strong leadership which can effectively convert problems into solutions and stressed need to link FPOs with marketing, economic, and financial institutions to enhance their effectiveness. Continuous support, monitoring, and guidance from the Ministry of Agriculture and Farmers Welfare are crucial to strengthen FPOs, he said. He added that to eliminate the exploitation, farmers should unite and form organizations to increase their income.

Dr. P. Chandra Shekara, DG-MANAGE, expressed his gratitude to Dr. K. Narayana Gowda for his unwavering efforts in strengthening FPOs across India and for his contributions to the standardization of the university examination system. He emphasized that the insights from such esteemed professionals are invaluable in aiding extension workers and farmers to refine their strategies.

Dr. V.V. Sadamate, Agricultural Extension Specialist & Former Advisor, Planning Commission, Govt. of India was also present. Dr. B. Renuka Rani, Deputy Director (NRM), MANAGE coordinated the program.

**To watch complete lecture, click on:**

[https://youtu.be/c5TTR-9Q\\_Jw?si=NJ1x\\_dMtTFM8vkQA](https://youtu.be/c5TTR-9Q_Jw?si=NJ1x_dMtTFM8vkQA)





## KGKL31: Practicing Agricultural Extension: My Experiences



Dr. P Chandra Shekara, Director General, MANAGE delivered the 31th MANAGE Krishi Gyandeeep Knowledge Lecture Series (KGKLS) on the topic “Practicing Agricultural Extension: My experiences” on July 30, 2024 at MANAGE.

In his insightful lecture, Dr. P. Chandra Shekara, Director General MANAGE, shared that learning and preaching extension will not be enough but it requires practice at the field, sensitizing stakeholders and involving public-private partnership for better impact.

Drawing from his career, he said that challenges in extension should be viewed as opportunities to achieve success. By giving examples from his life as an agriculture extension practitioner, he shared valuable lessons like connecting the dots, engaging stakeholders, adapting and evolving in the given situation, planning for integration, and recognizing achievements are important to excel in extension profession.



Dr. P. Chandra Shekara, recounted memories of his journey as an extension professional at MANAGE and other organisations. He illustrated how initiatives such as the AC&ABC, DAESI schemes, ATMA and international programs at MANAGE have evolved through effective good agricultural extension practices.

MANAGE faculty, staff members, consultants, MANAGE fellows, trainees from the Jai Jawan Kisan batch, and students of the PGDM-ABM 2024-26 batch were present for the session and had a very fruitful discussion with Dr. P. Chandra Shekara through their queries. Dr. B. Renuka Rani, Deputy Director (NRM), MANAGE coordinated the program.

**To watch complete lecture, click on:**

[https://youtu.be/vm\\_3gEqhmsU?si=3xUXujX93FLttoWW](https://youtu.be/vm_3gEqhmsU?si=3xUXujX93FLttoWW)





## Greening MANAGE: Me and My Plant



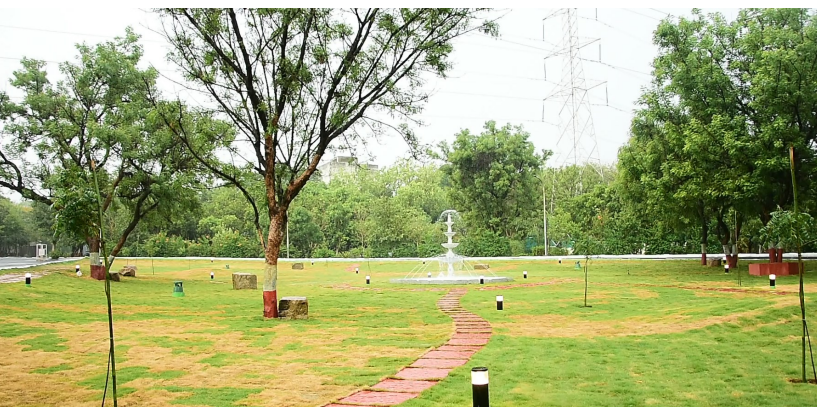
Under the "Me and My Plant" initiative led by Dr. P. Chandra Shekara, Director General MANAGE, 120 students of PGDM-ABM batch 2024-26 planted saplings on July 09, 2024 alongside DG MANAGE, Dr. K. Anand Reddy, Principal Coordinator PGDM-ABM and Faculty Members. In this initiative each student plants a sapling and care for it over the next two years.

On this occasion, Dr. P. Chandra Shekara, DG MANAGE

highlighted that, climate change is a pressing global issue and this initiative is small step by MANAGE to address it.

In the future, when students visit MANAGE, their plants will welcome them and serve as strong memories for them, he said. MANAGE Faculty, Staff members were present for this sapling planting. Mr. John Manoj, Assistant Engineer, along with his team and the Horticulture Team at MANAGE, taken efforts to ensure the success of this program.

## Greening MANAGE: Vistaar Lawns



MANAGE established a new green scenic garden named **Vistaar Lawns**, featuring a fountain, ambient lighting and music system, inaugurated by Dr. P. Chandra Shekara, DG-MANAGE, on July 5, 2024.

This garden is designed for various activities, including MANAGE events, group activities, yoga, cultural programs, daily walks, and official outdoor gatherings. DG-MANAGE appreciated the efforts of Mr. John Manoj, Assistant Engineer and his team and the Horticulture Team at MANAGE who worked hard to develop this garden.





# Hoarding Showcasing MANAGE Milestones Unveiled



A hoarding showcasing the 37 Years of MANAGE Journey, Milestones, and Innovations was opened by Dr. P. Chandra Shekara, Director General, MANAGE on July 29, 2024. The hoarding captured the important contributions made by MANAGE since its inception in 1987 in pursuit of making agricultural extension system vibrant and responsive.

On this occasion, Dr. P Chandra Shekara, DG MANAGE said, this hoarding will serve as an Institutional Memory and



## New Smart Workspace for Natural Farming Team

MANAGE established a new smart workspace for its Natural Farming Project Team, inaugurated by Dr. P. Chandra Shekara, DG-MANAGE on July 05, 2024. This workspace is equipped with modern cubicles with computers, printers, storage, intercom and group meeting facilities. MANAGE is identified as the Nodal Agency to promote Natural Farming at national level capacity building, trainings, research, workshops,

documentation and serves as a knowledge sharing activities.

This new workspace will house all activities of Natural Farming project under one roof. DG-MANAGE appreciated Dr. N. Balasubramani, Director (SSA&CCA), his Natural Farming Team, and Mr. John Manoj, Assistant Engineer and his team for completing the works in time.





## Fifth Book Reading Session



The 5th book reading session, hosted by Mr. Nitesh Kumar, Academic Associate (Knowledge Management), MANAGE took place on July 27, 2024. The event brought together consultants, MANAGE fellows, and MANAGE staff for an enriching literary experience.

Mr. Krushna Dabholkar, Outreach Specialist, MANAGE, initiated the session by discussing the book "Ikigai: The Japanese Secret to a Long and Happy Life" by Hector Garcia & Francesc Mirales. He highlighted the book's

four key elements: what we love, what we are good at, what the world needs, and what we can get paid for. The book integrates ancient Japanese culture with modern insights, particularly focusing on the longevity and lifestyle of Okinawa's people. Book emphasizes finding joy in small things, nurturing relationships, and being present for others, he said.

Following this, Mr. Nitesh Kumar introduced the concept of "Techofeudalism: What Killed Capitalism" the book by Yanis Varoufakis. He summarized the book that capitalism has been replaced by a new economic system where tech giants and platform owners wield unprecedented power. He said, According to Varoufakis, these entities control markets, data, and interactions, leading to digital feudalism. The session concluded with engaging discussions and fresh perspectives, making it a resounding success.

## Dr. Sindhura joins MANAGE as Medical Officer

Dr. Sindhura Tungala joined MANAGE as Medical Officer on July 31, 2024. She has previously worked at prestigious medical institutions such as AIIMS, JIPMER, NIMS, and HN Reliance, with her most recent position being a Medical Officer at JIPMER. Dr. Sindhura earned her MBBS with First Class from KIMS, Amalapuram. MANAGE welcomes her to its family and wishes her all the best.



## EDITORIAL TEAM

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