

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

MANAGE organized a two-day Workshop on Strengthening Agricultural Marketing Systems



A two-day workshop on “Role of Production Departments in Strengthening Agricultural Marketing System for Enhanced Farmers’ Market Access” was organized 03–04 July 2026.

The workshop brought together 30 participants and experts, including Directors, Deputy Directors, Agriculture, Horticulture and Marketing Officers from various States, along with private-sector representatives.

The workshop deliberated on market-oriented agricultural production, market linkages, digital transformation, e-NAM, ONDC, FPOs, Agri-Tech ecosystems, policy reforms and repositioning agricultural extension for market-responsive production.

Dr. Shalendra, Director (Agricultural Marketing), MANAGE, welcomed the participants and outlined the workshop objectives.

Dr.K.C.Gummagolmath, Director (Monitoring & Evaluation), MANAGE, highlighted the importance of regulatory marketing systems, e-NAM, digital innovations and institutional convergence for enhancing farmers’ incomes.

Dr. G. V. Ramanjaneyulu, Executive Director, Centre for Sustainable Agriculture (CSA), Hyderabad, emphasised strengthening FPOs, buyer–seller linkages, market-oriented production and policy reforms to align agricultural production with market demand.

The Programme was coordinated by Dr. Shalendra, with support of Dr. Sangamesh Angadi, MANAGE Fellow.

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MANAGE organized a Refresher Training Program on Gender Sensitization for Gender Thematic Champions towards Women Empowerment



A Refresher Training Program on Gender Sensitization for Gender Thematic Champions towards Women Empowerment was organized during 7–9 July 2026, sponsored by the Better Cotton Initiative (BCI), New Delhi.

The three-day programme brought together 28 field-level professionals from Andhra Pradesh, Telangana, Karnataka, Maharashtra, Punjab, Rajasthan and Gujarat, working closely with women farmers, particularly in cotton cultivation.

In the inaugural session, Dr. Veenita Kumari, Deputy Director

Ms. Pallavi Bhat, Senior Program Coordinator, BCI, India, emphasised the importance of empowering women farmers and strengthening their participation at community and institutional levels. Ms. Krutika, Program Officer, BCI, India, encouraged participants to actively engage in discussions and learning sessions.

The programme reflected MANAGE's continued commitment to gender equality, women's empowerment and strengthening gender-responsive agricultural extension.



(Gender Studies), MANAGE, highlighted the importance of communication, skill development and behavioural change in advancing gender sensitization. She also stressed the practical application of tools such as Community Score Cards and Empowerment Pathway Tools at the field level.



Program Coordinator: Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE was coordinated the program with the support of Dr. K. Naresh, Academic Associate (GS) and team members.

MANAGE organized Training Programme on Visual Content Creation for Agricultural Extension



A three-day Training Programme on “Visual Content Creation for Agriculture Extension Professionals” during 08–10 July 2026, with the participation of 23 agriculture extension professionals.

The Programme was inaugurated by Dr. G. Bhaskar, AD SG & Head (KM), MANAGE, who highlighted the growing importance of visual and digital content in transforming agricultural extension. He emphasised the transition from traditional one-to-one extension approaches to AI-enabled digital advisory services, including initiatives such as Bharat Vistar, and the role of multimedia in effectively reaching farmers.

Mr. Nitesh Kumar, Academic Associate, MANAGE welcomed the participants and provided an overview of the Programme.

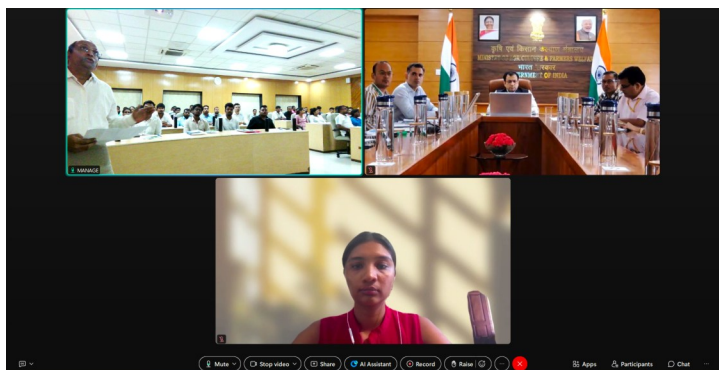
The training covered editing, scriptwriting and storyboard development, Canva-based design, social media strategies, digital storytelling, photography and videography, mobile video production and YouTube channel creation and video publishing. Participants also undertook hands-on video production and editing exercises.

Through expert sessions, practical assignments and field-oriented learning, the Programme strengthened participants’ capabilities in creating impactful digital content for farmer outreach, knowledge dissemination and effective agricultural extension.

Program Coordinator: Dr. G. Bhaskar, AD SG & Head (KM), MANAGE with the support of Mr. Nitesh Kumar, Academic Associate, MANAGE and his team members.



National Training Programme on Attracting and Retaining Youth in Agriculture



MANAGE, Hyderabad, in collaboration with FAO India, inaugurated a three-day National Training Programme on “Attracting and Retaining Youth in Agriculture and Transformation of Agri-food Systems” on 13 July 2026.

The programme brought together young professionals from across India to strengthen their knowledge, leadership and entrepreneurial skills for building sustainable and resilient agri-food systems.



Dr. M. Srikanth, Director (ABM), MANAGE, emphasized the importance of making agriculture profitable, technology-driven and entrepreneurship-oriented to attract and retain youth in the sector.

Mr. Taka, FAO Representative, India, highlighted the vital role of youth in addressing climate change, food security and sustainable agriculture, and encouraged their engagement through initiatives such as the World Food Forum (WFF).



Addressing the inaugural session, Shri Sanjay Kumar Agarwal, IAS, Joint Secretary (Administration & GC, Extension and Pulses Mission), Department of Agriculture & Farmers Welfare, Government of India, encouraged participants to become job creators rather than job seekers by leveraging innovation and government support to establish successful agribusiness enterprises.

The training covered agripreneurship, climate-smart agriculture, digital agriculture, artificial intelligence, agri-tourism, agribusiness financing, government support schemes and risk management, reaffirming the commitment of MANAGE, FAO India and the Government of India to empower the next generation of agricultural leaders.



MANAGE Conducted a three-day Training Programme on Natural Farming for Sustainable Agriculture

A three-day Training Programme on “Natural Farming for Sustainable Agriculture” from 14–16 July 2026, with the participation of 38 officials from 10 States representing Agriculture and allied departments, KVKs, ATMA and extension organizations.

Dr. N. Balasubramani, Director, CCA, MANAGE, inaugurated the programme and highlighted the role of natural farming in restoring soil health, reducing external inputs, enhancing climate resilience and promoting sustainable agriculture. He also emphasized the role of extension professionals in scaling up natural farming.

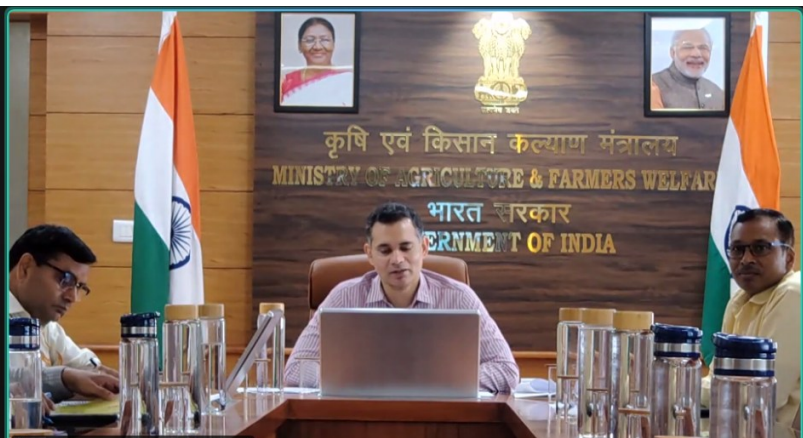
The programme covered natural farming principles and

practices, Bio-Input Resource Centres (BRCs), soil health, beneficial microbes, certification and branding, and extension strategies.

Program Director: Dr. N. Balasubramani, Director (CSA&CCA), MANAGE is the Director for this program with **Program Co-coordinators:** by Dr. Sreelakshmi, Academic Associate and Dr. Saikiran Chintakindi, Consultant, MANAGE.



MANAGE in collaboration with FAO India, inaugurated a three-day National Training Programme on Attracting and Retaining Youth in Agriculture and Transformation of Agri-food Systems



Three-day National Training Programme on "Attracting and Retaining Youth in Agriculture and Transformation of Agri-food Systems" on 16 July 2026.

The programme brings together young farmers, agripreneurs, rural youth, and agricultural professionals from across the country to strengthen their knowledge, entrepreneurial skills, and leadership in transforming India's agri-food systems.

The inaugural session featured:

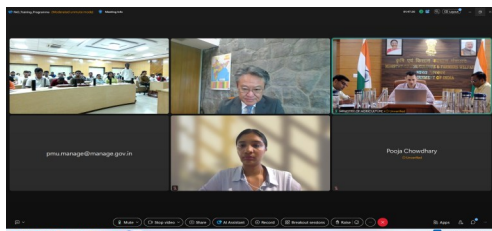
Dr. M. Srikanth, Director (ABM) emphasized making agriculture profitable, technology-driven, and entrepreneurship-oriented while outlining the programme's focus on climate-smart agriculture, digital agriculture, AI, agripreneurship, agri-tourism, financing, and risk management.

Mr. Takayuki Hagiwara, FAO India, highlighted the vital role of youth in building sustainable and resilient agri-food systems.

Shri. Avinash Lavania, IAS, serves as the director in the department of agriculture & Farmers welfare under the MoA&FW, encouraged participants to become innovators and job creators by leveraging technology, sustainable farming practices, and government support initiatives. He also called upon youth to actively contribute to the proposed World Food Forum (WFF) India Youth Chapter.

Through expert sessions, interactive discussions, and field exposure, the programme aims to inspire the next generation of agricultural leaders and entrepreneurs who will shape the future of Indian agriculture.

Program Coordinator: Dr. M. Srikanth, Director (ABM), MANAGE was the program with the support of his team members.



Mid-Career Professional Training on “Advancing Agricultural Extension” Held at MANAGE



A five-day Mid-Career Professional Training Programme on “Advancing Agricultural Extension” from 20–24 July 2026. The programme brought together 18 mid-career professionals from 11 institutions across six States of India.

transform agricultural extension from traditional technology transfer into a farmer-centred and transformative process that strengthens farming systems and promotes sustainable rural development.



Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, provided an overview of the Programme and highlighted the importance of strengthening the knowledge, leadership and professional competencies of extension personnel to address emerging challenges in Indian agriculture.

The five-day Programme featured expert-led sessions, interactive discussions and knowledge-sharing, focusing on building a future-ready cadre of extension professionals capable of promoting innovation, resilience and inclusive agricultural development.

The Programme was inaugurated by Shri Sanjay Kumar Agarwal, IAS, Joint Secretary (Extension), Director General, MANAGE. In his inaugural address, he emphasized the need to

Program Coordinator: Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE with the support of his team members.



MANAGE organized a National Faculty Development Program on “Agri-Innovation and Incubation Ecosystem to Mentor Agri-Startups and Agri-Business”



The National Institute of Agricultural Extension Management (MANAGE), Hyderabad, through its Centre for Innovation and Agripreneurship (MANAGE-CIA), organized a five-day National Faculty Development Program (NFDP) on “Agri-Innovation and Incubation Ecosystem to Mentor Agri-Startups and Agri-Business” from 20–24 July 2026.

The Programme was inaugurated by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, and CEO, MANAGE -CIA, who provided an overview of India’s evolving startup and

incubation ecosystem. He emphasized the need to expand the reach of incubation initiatives to rural areas and encouraged participants to learn from the unique strengths and specializations of different incubation centres through meaningful institutional interactions.

The Programme focused on strengthening the mentoring capabilities of professionals associated with agribusiness incubation centers, covering startup incubation, innovation management, technology commercialization, investment readiness, business development, legal frameworks, and sustainable enterprise growth.

Participants engaged in expert sessions, mentoring simulations, case-based learning, interactive discussions, and institutional visits to Nutrihub (IIMR), Agri Innovation Platform (ICRISAT), T-Hub, a-IDEA (ICAR-NAARM), and WE-Hub.

The Programme was directed by Dr. Saravanan Raj, with the support of Ms. V. Usha Sree, Manager (PM-RKVY), and Ms. Kajal Soni, MANAGE-CIA Intern.



MANAGE conducted a four-day Induction Training Programme for Newly Recruited Agriculture Officers of Odisha

A four-day Induction Training Programme on Agricultural Extension Management for Newly Recruited Agriculture Officers of the Government of Odisha was organized from 28–31 July 2026.

The Programme was inaugurated by Dr. Shahaji Phand, Deputy Director, MANAGE and Course Director, who welcomed the participants and highlighted the important role of Agriculture Officers in promoting innovation, sustainable farming practices



and farmer-centric agricultural development.

The training focused on strengthening the professional competencies of the newly recruited officers through expert sessions on agricultural extension management, communication and leadership, strategic planning, artificial intelligence in agriculture, agricultural marketing, climate-resilient agriculture, Farmer Producer Organizations (FPOs), innovation ecosystems and gender-responsive extension. An



exposure visit to T-Hub, Hyderabad was also organised.

The Programme brought together experts from MANAGE and other premier institutions to provide participants with practical knowledge and skills to effectively address emerging challenges in agriculture and strengthen extension services at the field level.

Program Director: Dr. Shahaji Phand, Deputy Director and Centre Head, EAAS and Principal Coordinator (AC&ABC), MANAGE, directed the program in co-ordination with Dr. Susrirekha Das, MANAGE Fellow.



MANAGE Saturday Webinars

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



A Webinar on **“Promoting Grassroots Innovation through the National Innovation Foundation”** on Saturday, July 04, 2026, from 11.00 am to 12.00 noon. The session was conducted as part of the 6th Year of Collaborations and Partnerships initiative by the MANAGE–Centre for Innovation and Agripreneurship (CIA). The webinar featured Dr. Satya Singh, Innovation Manager (VARD & IPM–Agriculture), NIF, Mr. Hariman Sharma, Apple Innovator & Padma Shri Awardee and Dr. Sandip Vishram Ghole, Director, Sandip Pyaz Bio Organics, Patas, Pune., as the key speakers. The discussion focused on explore how government initiatives are empowering youth to build successful agripreneurial ventures through innovation, incubation, and entrepreneurship support.

To register/watch the webinar, click on the link: https://www.youtube.com/watch?v=dUjdrfMMYg&list=PLMo-iyYCszp8RQ1o3qW4kLUBX_9Ygpkdn&index=10



A Webinar on **“Supporting Early-Stage Innovation in Agriculture through BIRAC Incubation and Grant Programs”** on Saturday, July 11, 2026, from 11.00 am to 12.00 noon. The session was conducted as part of the 6th Year of Collaborations and Partnerships initiative by the MANAGE–Centre for Innovation and Agripreneurship (CIA). The webinar featured Dr. Kumar Siddharth Singh, Chief Manager, BioNEST Incubation Centre, IIT Patna and Dr. Parul Sarwalia, Scientist & Senior Embryologist, Neelam Healthcare Pvt. Ltd., as the key speakers. The discussion focused on how to Gain valuable insights into BIRAC's incubation ecosystem, incubation support, and grant opportunities that help early-stage agricultural innovations grow into successful ventures.

To register/watch the webinar, click on the link: https://www.youtube.com/watch?v=BDTaVh6dTOW&list=PLMo-iyYCszp8RQ1o3qW4kLUBX_9Ygpkdn&index=9



A Webinar on **“Role of Incubators in Nurturing Innovation”** on Saturday, July 18, 2026, from 11.00 am to 12.00 noon. The session was conducted as part of the 6th Year of Collaborations and Partnerships initiative by the MANAGE–Centre for Innovation and Agripreneurship (CIA). The webinar featured Mr. Mittu Tigi, Director, Merstra Foundation, NDDB and Dr. Sumit Kumar, Business Manager, IIM. The discussion focused on Explore the "Role of Incubators in Nurturing Innovation" and discover how incubation support empowers startups through mentorship, networking, funding opportunities, and business growth.

To register/watch the webinar, click on the link: https://www.youtube.com/watch?v=XpocqlymN7Y&list=PLMo-iyYCszp8RQ1o3qW4kLUBX_9Ygpkdn&index=8



A Webinar on **“Mentoring Agri-Startups: Role of Agricultural Universities and Research Institutions”** on Saturday, July 25, 2026, from 11.00 am to 12.00 noon. The session was conducted as part of the 6th Year initiative by the MANAGE–Centre for Innovation and Agripreneurship (CIA). The webinar featured Mr. A. V. Gnanasambandam, Managing Director & CEO, ABIS-TBI TNAU-TBI, TNAU, Coimbatore. The discussion focused on Explore how Agricultural Universities and Research Institutions are nurturing innovation, strengthening the startup ecosystem, and empowering agripreneurs through mentorship, research, incubation, and technology transfer.

To register/watch the webinar, click on the link: https://www.youtube.com/watch?v=4K8vG_k9Nbs&list=PLMo-iyYCszp8RQ1o3qW4kLUBX_9Ygpkdn&index=7





MANAGE M-FISHub Fortnightly Webinar Series

The webinars, organized by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO M-FishHub, MANAGE with the assistance of Dr. Rahalya S, MANAGE Fellow

Startups in Fisheries

A Webinar on **“Artificial Intelligence (AI) and the Internet of Things (IoT) are reshaping aquaculture and unlocking new business possibilities”** on Friday, July 03, 2026, from 11.00 am to 12.00 noon. The session was conducted under the Pradhan Mantri Matsya Sampada Yojana (PMMSY) by the MANAGE Fisheries Innovation and Startup Hub (M-FISHub), a National Fisheries Incubation Centre supported by the Ministry of Fisheries, Animal Husbandry and Dairying, Government of India. The webinar featured Dr. Jayraj P – Assistant Professor, IIT Kharagpur and Mr. KARTHICK KANNAN K RAJU – Head – Farming & Technical, AquaExchange., as the key speakers. The discussion highlighted that how AI-powered analytics, IoT-enabled smart monitoring, automation, and precision farming technologies are revolutionizing aquaculture. Gain valuable insights into emerging business models, technology-driven innovations, and startup opportunities that are shaping the future of the fisheries sector.

To register/watch the webinar, click on the link: <https://www.youtube.com/watch?v=QaasortPqQQ&list=PL4G41x3BKm6keZlPoC3O8685dMFpU61i&index=5>

A Webinar on **“Digital Traceability and Supply Chain Transparency: Business and Startup Opportunities”** on Friday, July 17, 2026, from 11.00 am to 12.00 noon. The webinar featured Dr. Chanikya naidu – Senior Technical Officer, ICAR-CIFT, Kochi and Mr. Karthik Gowda – Founder & CEO, FresSea Pvt. Ltd. ., as the key speakers. The discussion highlighted how digital traceability systems are enhancing transparency, food safety, quality assurance, and consumer trust across the fisheries value chain. Learn how emerging technologies are enabling smarter supply chain management, improving market access, ensuring regulatory compliance, and opening up innovative business and startup opportunities in the fisheries sector.

To register/watch the webinar, click on the link: <https://www.youtube.com/watch?v=hUmJ2hRifUE&list=PL4G41x3BKm6keZlPoC3O8685dMFpU61i&index=4>

A Webinar on **“Smart Marketplaces and E-commerce for Fisheries: Business and Startup Opportunities”** on Friday, July 31, 2026, from 11.00 am to 12.00 noon. The webinar featured Mr. Sangram Sawant, CEO & Founder, Pescafresh and Mr. Surajit Kashyapi, CEO & Founder, Bharat Fishmate., as the key speakers. The discussion highlighted that how smart marketplaces and e-commerce are creating new business opportunities, expanding market access, and accelerating the growth of fisheries startups.

To register/watch the webinar, click on the link: <https://www.youtube.com/watch?v=tXUtQW7YKhU&list=PL4G41x3BKm6keZlPoC3O8685dMFpU61i&index=3>

MANAGE-FISHub
Fisheries Fortnightly Friday (F3) Webinar No. 24

AI and IoT for Precision Aquaculture: Business and Startup Opportunities

Friday 03rd July, 2026
11.00 am to 12.00 nn

Registration Link: <https://www.manage.gov.in>

MANAGE Fisheries Innovation and Startup Hub (M-FISHub)
(A National Fisheries Incubation Centre Supported by the Ministry of Fisheries, Animal Husbandry and Dairying, Govt. of India)

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Fisheries Fortnightly Friday (F3) Webinar No. 25

Digital Traceability and Supply Chain Transparency: Business and Startup Opportunities

Friday 17th July, 2026
11.00 am to 12.00 nn

Registration Link: <https://www.manage.gov.in>

MANAGE Fisheries Innovation and Startup Hub (M-FISHub)
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Fisheries Fortnightly Friday (F3) Webinar No. 26

Smart Marketplaces and E-commerce for Fisheries: Business and Startup Opportunities

Friday 31st July, 2026
11.00 am to 12.00 nn

Registration Link: <https://www.manage.gov.in>

MANAGE Fisheries Innovation and Startup Hub (M-FISHub)
(A National Fisheries Incubation Centre Supported by the Ministry of Fisheries, Animal Husbandry and Dairying, Govt. of India)

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Register to attend the webinars: <https://www.manage.gov.in/trgModule/emailRegn-webi-fishhub.asp>

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