

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

MANAGE's 36TH FOUNDATION DAY CELEBRATED



MANAGE celebrated its 36th Foundation Day on June 11, 2023, as a testament to our unwavering dedication to excellence in agricultural extension. The entire MANAGE Family came together on June 12, 2023, to reaffirm our commitment to upholding MANAGE's values and striving for global standards, with a strong focus on the welfare of farmers.

Dr. P. Chandra Shekara, Director General, MANAGE administered the oath to all Faculty Members and Staff to rededicate for the welfare of farmers with sincerity, commitment and honesty. In his speech he

emphasized that MANAGE's impact is visible throughout the nation and even beyond through its



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DG'S MESSAGE

EXPANDING THE HORIZON OF AGRI-BUSINESS MANAGEMENT EDUCATION



MANAGE has been the pioneer in Agri-Business Management Education in the country. Recognizing the need for Techno-Managers for Agri-Business Sector, we started the Post-Graduate Diploma in Management (Agri-Business Management) course for the first time in India in 1996. Since then, MANAGE has been making efforts to keep the PGDM(ABM) course vibrant and successful in all respects. Over the years, the PGDM(ABM) has expanded its horizon in terms of its curriculum, pedagogy, placements, involving teachers from reputed institutes and students international immersion programs.

The declaration of Shri Narendra Singh Tomar, Hon'ble Union Minister for Agriculture & Farmers Welfare, Govt. of India in the 6th MANAGE Convocation to increase the number of seats of PGDM(ABM) from 66 to 100 is another significant step towards expansion of Agri-Business Management Education at MANAGE. Accordingly, we have increased the number of seats PGDM(ABM) to 100 from the year 2023 to offer the Agri-Business Education to more number of students in the country.

“The declaration of Shri Narendra Singh Tomar, Hon'ble Union Minister for Agriculture & Farmers Welfare, Govt. of India in the 6th MANAGE Convocation to increase the number of seats of PGDM(ABM) from 66 to 100 is another significant step towards expansion of Agri-Business Management Education at MANAGE”

I am glad to inform that MANAGE has inaugurated 28th batch of PGDM (ABM) - 2023-2025 with 100 students from 19 states, representing 46 agricultural universities in the country, marking another significant milestone.

MANAGE is also proposing to expand its PGDM(ABM) activities beyond borders. During July 2023, the fist batch of PGDM(ABM) students are proceeding on an International Summer School-2023 at University of Nottingham Malaysia. MANAGE is preparing to open the course to 20 international students also in the near future.

We are proud to share that, so far MANAGE produced 1228 highly competent Techno-Managers who occupied key positions in all leading Agri-Business Companies in India and abroad. We are sure that MANAGE's success story inspires many organizations and guide future Agri-Business Management Education in the country.

Dr. P. Chandra Shekara
Director General

AWARDS FOR BEST THESIS AND BOOKS

3RD MANAGE AGRICULTURAL EXTENSION AWARDS-2022



The 3rd MANAGE Agricultural Extension Awards ceremony was held on June 13, 2023, at MANAGE, Hyderabad to present awards to the best thesis and books in agricultural extension.

Shri. Samuel Praveen Kumar, Joint Secretary (Extension), Ministry of Agriculture and Farmers Welfare, Govt. of India, graced the occasion as Chief Guest and distributed awards and citations to the winners. In his address, he emphasized the importance of aligning agricultural research with national priorities and on-going schemes of Govt. of India.

Dr. P. Chandra Shekara, Director General of MANAGE, highlighted the need to address field level challenges faced by farmers through applied research. We are

delighted to announce the well-deserved winners in each category:

Best Post Graduation Thesis in Agricultural Extension:

- **First prize:** A Content Analysis of Video Strategies Adopted by Popular Farming YouTubers by Ms. Ankita Kumari from Bihar Agricultural University
- **Second prize:** Role of Direct Benefit Transfer (DBT) in Enhancing Livelihood of Small and Marginal Farmers: A special reference to the PM-KISAN Scheme of Government of India by Mr. Bhaskar Ghosh from Indian Agricultural Research Institute (IARI).



AWARDS FOR BEST THESIS AND BOOKS

3RD MANAGE AGRICULTURAL EXTENSION AWARDS-2022



- **Third prize:** A Study on Adoption of Natural Farming Practices in Northern Transition Zone of Karnataka by Ms. Shameem Kaoser from the University of Agricultural Sciences, Raichur

Best Ph.D. Thesis in Agricultural Extension:

- **First prize:** The Estimation of Ecological Services in terms of Energy, Climate and Knowledge Management: The Dynamics of Social-ecology of Conservation Agriculture by Dr. Riti Chatterjee from Bidhan Chandra Krishi Viswavidyalaya, West Bengal.
- **Second prize:** Social Ecology of Conservation Agriculture in terms of Water-Nutrient-Carbon Management: The Analysis and Interpretation by Dr. Anwsha Mandal from BCKV, West Bengal.
- **Third prize:** Analysis of marketing interventions in vegetables for the promotion of marginal and smallholder farmers by Dr. Nadhika K from Kerala Agricultural University.

Best Book in Agricultural Extension:

- **First prize:** A-Z of Pig Farming by Dr. Vivek Kumar Gupta and their team.
- **Second prize:** Entrepreneurship Development and Business Communication by Dr. Shankara M.H. and their team .
- **Third prize:** Fundamentals of Agricultural and Animal Husbandry Extension by Dr. Mahesh Chander and Dr. Prakashkumar Rathod.

Dr. N. Balasubramani, Director (CSA & CCA), MANAGE coordinated the awards ceremony.

MANAGE congratulates the talented awardees for their exceptional research and contributions to Agricultural Extension!



MANAGE PARTICIPATION IN NATIONAL SEMINAR

EXTENSION FOR SECONDARY AGRICULTURE



MANAGE actively participated in the 3-day India Society of Extension Education (ISEE) National Seminar 2023 on **Evolving Extension Science towards Secondary Agriculture for Sustainable Development**, held during 22-24 June 2023 at the University of Agricultural Sciences, Bangalore (UAS-Bangalore).

Ms. Shobha Karandlaje, Hon'ble Union Minister of State for Agriculture and Farmers Welfare, Govt. of India inaugurated the seminar. Dr. Ashok Dalwai, CEO, NRAA; Dr. P. Chandra Shekara, DG-MANAGE; Dr. U.S. Gautam, DDG (Extension), ICAR; Dr. Suresh, VC-UAS Bangalore; Dr. Eswarappa, President, ISEE (KC); Dr. Venkatasubramanian, Director, ATARI, Bengaluru and Y.N. Shivalingiah,

Organising Secretary taken part in the inaugural ceremony. More than 750 delegates from all over the country attended the seminar.

Dr. P. Chandra Shekara, DG-MANAGE in his inaugural remarks highlighted the need to sensitize, Agripreneurs, Input Dealers, FPOs, Extension Professionals at ATMA/SAMETI/EEIs, scientists, faculty and students on Secondary Agriculture.

He delivered a lead presentation titled "Innovative Pathways in Agricultural Extension for Strengthening Secondary Agriculture: Experiences of MANAGE" at the seminar. He highlighted the extensive trained manpower



MANAGE PARTICIPATION IN NATIONAL SEMINAR

EXTENSION FOR SECONDARY AGRICULTURE



and the availability of experts and concepts related to MANAGE's innovative initiatives, such as MANAGE-SEVA, Network of Agri Journalists, FPO Academy, CSR Foundation, Awards for the best Agripreneurs and Agri Startups, Books and Thesis in Agricultural Extension, and Agri Films. He encouraged the effective adoption of these initiatives to promote Secondary Agriculture.

Setting the roadmap for Secondary Agriculture, Dr. P. Chandra Shekara stressed that commodity-specific ICAR Institutes /SAUs need to prepare Detailed Project Reports (DPRs) on value chain models for each commodity and made them available on their websites to foster Secondary Agriculture. He added that in order to promote Secondary Agriculture, it is necessary to establish a

Project Facilitation Centre at each KVK, an online platform to support direct marketing by farmers and make a mandatory purchases of Secondary Agriculture products by public institutes like hostels, schools, hospitals, jails etc.

MANAGE Exhibition: MANAGE showcased its activities, programs, and schemes through three stalls at the exhibition during the seminar. The stalls featured services and products from Agripreneurs and Agri Startups who have been trained and mentored by MANAGE. The stalls attracted more than delegates including scientists, faculty members from Agricultural Universities, Agripreneurs, Agri Startups, farmers, students, and scholars, seeking information and opportunities for collaboration.



MANAGE'S 36TH FOUNDATION DAY CELEBRATED



extensive network, partners, collaborative institutes, and beneficiaries. MANAGE should continue to function like a concept nursery, innovate new ideas and nurture them for improving agricultural extension.

On this occasion, MANAGE Innovation Festival was organised wherein every faculty member and staff of MANAGE was asked to share innovative ideas to improve performance and right impact at three levels viz., personal level, division or center level and Intuitional level. A jury comprising of senior faculty members scrutinized the entries and

announced the winner who proposed innovative ideas. Dr. Sagar Deshmukh, Academic Associate (1st prize), Dr. Srikanth, Director -Agri-Business Management (2nd prize), and Ms. Divyata Joshi, Consultant (3rd prize) received MANAGE Innovation Festival Award and certificates of appreciation for their remarkable ideas.

Faculty and Staff Members also took the opportunity to share their personal experiences, their journey at MANAGE and contributions which made a positive and transformative impact on agricultural extension in the country.

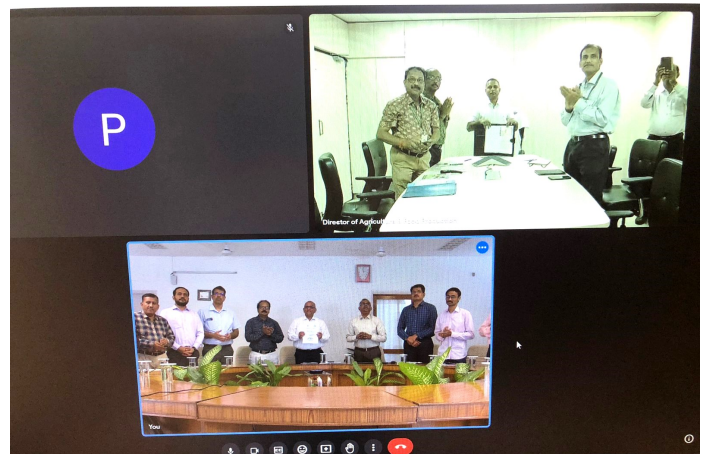


MEMORANDUM OF UNDERSTANDING (MoU) WITH DEPARTMENT OF AGRICULTURE & FARMERS' EMPOWERMENT, GOVT. OF ODISHA TO TRAIN 500 OFFICERS



MANAGE and the Department of Agriculture & Farmers' Empowerment (DA&FE), Government of Odisha, signed an MoU on 26 June, 2023 to collaborate training programs. Under this agreement, MANAGE will conduct 20 training programs, each lasting five days, to enhance the skills and knowledge of 500 Officers from the Agriculture Department in the Odisha government. The training will cover ten important themes, including climate change, supply chain management, carbon credits, digital agriculture, solar farming, natural farming, sustainable food systems, agripreneurship, and innovations in extension.

The MoU was signed by Dr. P. Chandra Shekara, Director General of MANAGE, and Shri. Prem Chandra Chaudhary, IAS, Director of Agriculture and Food Production, Govt. of Odisha. Faculty members from MANAGE and officers from the Department of Agriculture, Govt. of Odisha, were present at the signing ceremony. This partnership aims to equip officers with valuable knowledge and skills to address challenges and seize opportunities in the agricultural sector, ultimately benefiting farmers and contributing to the overall development of Odisha's agriculture.



WITH FEED FOR AGRI EXPORT PROMOTION



MANAGE signed an MoU with Farm to Foreign Exports Entrepreneurship Development Multi-State Cooperative Society LTD (FEED), Andhra Pradesh on 13 June, 2023. The agreement was signed by Dr. P. Chandra Shekara, Director General of MANAGE, and Shri. Vamsi, CEO of FEED. This collaboration aims to extend comprehensive support to Farmer Producer Organizations (FPOs) aspiring

to export their agricultural commodities to foreign countries.

The MoU outlines a commitment to offer end-to-end solutions to these FPOs, facilitating their successful entry and growth in global markets. By combining the expertise and resources of MANAGE and FEED, the partnership seeks to empower FPOs with the necessary knowledge, skills, and support to excel in international trade.

Through this joint effort, MANAGE and FEED aspire to foster the development of a robust agricultural export ecosystem, promoting the growth of FPOs and enhancing India's presence in the global market. This initiative holds the potential to uplift the livelihoods of farmers and contribute to the overall prosperity of the agricultural sector in Andhra Pradesh and beyond.

LINKING AGRIPRENEURS WITH FARMERS PRODUCER ORGANIZATIONS IN TELANGANA STATE



A meeting was held on Linking Agripreneurs with Farmers Producer Organizations on June 6th 2023 at Regional Office of NABARD-Hyderabad with an objective to converge Agripreneurs trained under AC&ABC Scheme with FPOs in the Telangana State. Dr. P. Chandra Shekara, Director General, MANAGE, Mrs. Susheela Chintala, CGM-NABARD, Nodal officers, Agripreneurs, and FPO representatives participated in the meeting.

In his opening remarks, Dr. P. Chandra Shekara, DG, MANAGE said that the Agripreneurs are part of Agricultural Development and linking them with Farmers Producer Organizations (FPOs) will expand their contribution to farming community. It will benefit both has been Agripreneurs and FPOs, he said.

Mrs. Susheela Chintala, CGM-NABARD stressed that mapping of Agripreneurs trained under ACABC Scheme with FPOs in Telangana is necessary in order to bridge the gap between farmers, industry, and consumers to support demand and supply.

The NABARD Official gave a detailed presentation and highlighted that during the mapping of FPOs in Telangana State, a total 377 FPOs are under NABARD altogether, of which 250 FPOs engaged in the procurement of bulk inputs. These FPOs were mapped against 148 Agripreneurs throughout the entire state of Telangana. The meeting ended with a discussion on the roadmap for implementation of activities in the future.

MEETING ON SEEDS OF HIGH YIELDING VARIETIES

MANAGE, led by Dr. P. Chandra Shekara, Director General, and Dr. N. Balasubramani, Director (CCA), had the privilege of attending the Meeting on Production of Seeds of High Yielding Varieties at Krishi Bhawan, New Delhi. The event, chaired by Shri. Faiz Ahmad Kidwai, Additional Secretary (Extension), DA&FW, Gol, took place on June 2, 2023. During the meeting, Dr. P. Chandra Shekara presented on Strengthening the role of KVKs in Seed Multiplication and On-Farm demonstration.



INAUGURATION

MANAGE WELCOMES THE 28TH BATCH OF PGDM (ABM) STUDENTS



MANAGE celebrated the inauguration of the 28th batch (2023-2025) of the Post Graduate Diploma in Management (Agri-Business Management) (PGDM-ABM) program, marking another significant milestone in admissions for the year 2023. A total of 100 students from 19 states, representing 46 agricultural universities, have embarked on their two-year journey at MANAGE.

During the inauguration, each student had the opportunity to share their hobbies and goals in life, expressing their hopes that MANAGE would be instrumental in fulfilling their dreams. Dr. P. Chandra Sekhara, Director General of MANAGE, congratulated the new students and assured them that MANAGE would provide a platform for their overall development, enabling them to make meaningful contributions to the agribusiness sector. He encouraged the students to set ambitious goals and make the most of the opportunities available at MANAGE, including learning about schemes like ACABC (Agricultural Credit Advisory Committee) and

engaging with innovative programs such as "Me & My Plants," "Meet & Greet," and "Walk & Talk." Dr. Sekhara emphasized the importance of nurturing oneself and establishing connections with industry experts. He also urged the students to always prioritize the prosperity of farmers in their actions and future endeavors.

The inaugural program was attended by key individuals, including Dr. Anand Reddy, Program Coordinator for PGDM (ABM), Dr. M. Srikant, Director (ABM), and other faculty members and staff, who participated in the event.

This inauguration marked the beginning of a transformative journey for the students, as they commence their studies at MANAGE. With the guidance and support of the institute's faculty and resources, these students are poised to develop into dynamic professionals, ready to contribute to the agribusiness sector and make a positive impact on the lives of farmers.



MANAGE



TRAINING PROGRAMS

CLIMATE RESILIENT SEED SYSTEMS IN RAINFED AREAS



MANAGE, in collaboration with the RRA Network, successfully conducted a training program focused on Climate Resilient Seed Systems in Natural Farming in Rainfed Areas. We are pleased to announce that the 3rd batch of this program took place from 1st to 3rd June 2023, with the active participation of 23 enthusiastic individuals. The participants shared updates of the

ongoing initiatives. Stay tuned for further information on the impactful work we are doing in the field of agricultural development and resilience.

Dr. B. Renuka Rani, Deputy Director (NRM) at MANAGE coordinated the program.

VALUE CHAIN-BASED AGRICULTURAL EXTENSION

MANAGE inaugurated a comprehensive 5-day training program titled "Value Chain-based Agricultural Extension by FPOs and Agri-Startups" on 12 June, 2023. The main objective of this program was to equip agricultural extension workers with essential knowledge and skills related to value chain development, with a particular focus on empowering Farmer Producer Organizations (FPOs), supporting agricultural startups, and enhancing community extension systems.

Throughout the training program, 26 participants had the opportunity to attend sessions conducted by industry experts. They also had the privilege of visiting ICRISAT (International Crops Research Institute for the Semi-Arid Tropics) and various agricultural businesses, gaining practical insights into real-world practices and approaches. Additionally, the participants were inspired by listening to success stories shared by accomplished entrepreneurs.



This training initiative by MANAGE aimed to strengthen the capabilities of agricultural extension workers, fostering their understanding of value chain dynamics and empowering them to make a positive impact on the agriculture sector. The program's emphasis on supporting FPOs and agri-startups underscores the importance of collaboration and innovation in ensuring the sustainable growth of agriculture and rural communities.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE coordinated the program.

MANAGE AT NATIONAL TRAINING CONCLAVE 2023



MANAGE is thrilled to have participated in the National Training Conclave 2023 in New Delhi, which was inaugurated by the Honorable Prime Minister of India, Shri Narendra Modi, on 11 June, 2023.

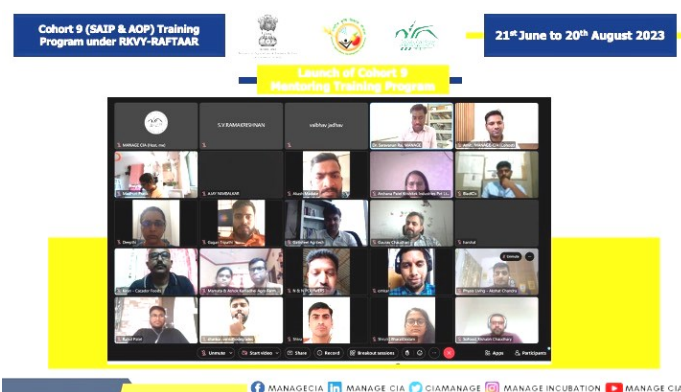
Representing MANAGE, Dr. P. Chandra Shekara, the Director General of MANAGE, along with Dr. N. Balasubramani, the Director, (SA&CCA) and Dr. Srinivasacharyulu Attaluri, the Deputy Director (Knowledge Management) MANAGE, had the privilege of attending this prestigious event.

The Conclave served as a valuable platform for training institutes from across the country to develop comprehensive capacity building plans, foster the creation and sharing of digital learning resources, and exchange best practices in



human resource management. These endeavors aim to enhance the efficiency and effectiveness of civil servants in India.

COHORT 9 PROGRAM LAUNCHED FOR AGRI INNOVATORS



MANAGE - Centre for Innovation & Agripreneurship is proud to announce the launch of Cohort 9's Mentoring Training Program on 21st June 2023. The virtual inaugural session witnessed the presence of 60

participants who were selected under the AOP & SAIP category of the RKVY-RAFTAAR Program.

Dr. Saravanan Raj, Director (Agricultural Extension) and CEO of MANAGE-CIA, warmly welcomed the participants and delivered an inspiring inaugural speech. He engaged with the participants, encouraging them to dedicate themselves to their individual startups and ideas, emphasizing the importance of supporting farmers.

During the session, the participants received an overview of the Cohort 9 training program. The MANAGE-CIA team was available to answer any queries raised by the participants, ensuring a comprehensive understanding of the program and its objectives.

TRAINING PROGRAM

PROMOTION OF AGRI-BASED SMEs



MANAGE- Centre for Agri-Business Management is inaugurated a 3-day training programme on "Promotion of Agri-based SMEs through Institutional Credit" to be held from June 26-28th, 2023 at MANAGE. The objective of the programme is to facilitate the promotion of agri-based Micro & Small Enterprises through access to

institutional credit from banks and financial institutions. It also aims to explore the utilization of various government flagship schemes in this context.

The programme has attracted 25 participants from 16 states. Dr. P. Chandra Shekara, Director General, MANAGE inaugurated and highlighted the importance of Kisan Credit Cards for the farmers since finance is main input for the cultivation of crops; he felt that agriculture needs to be viewed as an enterprise rather than a mere activity. He urged the participants by making best use of the programme by learning the art of credit and extend the same while performing their duties as extension officers. He also mentioned that business plan of SMEs should focus on credit, market linkages and digital aspects of the firm to make it bankable.

The programme is coordinated by Dr. M Srikanth, Director of ABM, with assistance from Dr. K Naresh, the Academic Associate.

TRAINING PROGRAM

NUTRITION-SENSITIVE AGRICULTURE FOR FIELD FUNCTIONARIES

MANAGE launched a 5-day training program, "Enhancing Nutrition-Sensitive Agriculture Capacities of Field Functionaries (FLS)," held from June 19th- 23rd, 2023. This program is designed to strengthen the implementation of nutrition-sensitive practices in agriculture.

A total of 21 participants attended the sessions, gaining valuable insights. Dr. P. Chandra Shekara, the Director

General of MANAGE, delivered an inaugural speech focusing on the importance of nutrition, value addition, essential hygiene actions, combating malnutrition, and the significance of balanced diet practices in making agriculture more nutrition-sensitive. He also emphasized the role of nutrition marketing in promoting healthier agricultural practices.



WORKSHOP

CAPACITY BUILDING OF FACILITATORS TO TRANSFORM INPUT DEALERS INTO FARMERS FRIEND



MANAGE organized a two-day National Workshop on Capacity Building of Facilitators of the Diploma in Agricultural Extension Services for Input Dealers (DAESI) Program on June 27, 2023, at its premises. The event saw active participation from approximately 28 facilitators and state nodal officers representing Andhra Pradesh, Telangana, Karnataka, Kerala, and Tamil Nadu.

During the inauguration of the workshop, Dr. P. Chandra Shekara, Director General of MANAGE, emphasized the transformation of the image of input dealers from mere exploiters to becoming friends, guides, and mentors to farmers in the evolving agricultural landscape. He

highlighted the significant role that input dealers can play in facilitating farmers' access to various benefits, including #FPOs (Farmer Producer Organizations), the Agriculture Infrastructure Fund (AIF), Agri Logistics, and cutting-edge technologies such as Drones.

The workshop was effectively coordinated by Dr. Mahantesh Shirur, Deputy Director (AE) and Principal Coordinator of the DAESI program, with valuable assistance from Dr. Naveen, an Academic Associate at MANAGE.

INTERNATIONAL CONSULTANT DR. POLIAKOV VISITS MANAGE



Dr. Evgueni Victorovich Poliakov, Consultant (Economic Development), World Bank and FAO, Netherlands Economic Observatory (NEO), the Netherlands met DG-MANAGE Dr. P. Chandrashekara and interacted with MANAGE faculty on 23.06.2023. The discussion focused on emerging challenges of agricultural extension and the Indian innovations to improve extension delivery system

in India. The possible ways to deliver climate resilient agricultural practices among a large number of farmers through FPOs, digital technologies, Public-Private partnership was also deliberated at length during the meeting.

PROMOTION OF HINDI LANGUAGE

HINDI TRANSLATION COURSE ORGANISED

MANAGE organized a 5-day Translation Course (Outreach) in partnership with the Central Translation Bureau, collaborating with the Town Official Language

to enhance participants' translation skills and foster effective communication.



Implementation Committee-4 (CGO) and the General Manager's Office, South Central Railway from 5th to 9th June 2023. The course witnessed enthusiastic participation from 22 officials representing member organizations of TOLIC and certificates were distributed to all attendees.

MANAGE expresses sincere appreciation for the active involvement and dedication of all attendees and extends warm wishes for their continued success in their language endeavors.

During the inaugural session, Dr. P. Chandra Shekara, the esteemed Director General of MANAGE, underscored the significance of delivering messages effectively through translation, taking into account the target audience.



The program, skillfully coordinated by Shri. Shridhar Kisthe, Deputy Director (Admn), and Dr. K. Srivally, Assistant Director (Official Language) at MANAGE, aimed

WORKSHOP ON PROMOTION OF HINDI LANGUAGE



MANAGE organized the Quarterly Hindi workshop for the period of April-June 2023 on June 27, 2023. The workshop aimed to address grammatical aspects of the Hindi language for non-Hindi speaking staff. Additionally, participants practiced using Official Language terminology and note-taking in Hindi. The session was conducted by Dr. Bela Kakkad, a Resource Person from the Hindi Teaching Scheme.

The coordination of the workshop was led by Shri. Shridhar Khiste, Rajbhasha Adhikari & DD (Admn.), and Dr. Srivally, Assistant Director (Official Language) at MANAGE.

ROLLOUT WORKSHOP ON YES-TECH AND WINDS



The Rollout Workshop on YES-TECH and WINDS, organized by the Credit Division, MA&FW, at MANAGE, Hyderabad on June 12, 2023, showcased the remarkable impact of technology in transforming the agricultural sector.

Bringing together government officials, agricultural research institutes, industry experts, and stakeholders, the workshop delved into the immense potential of YES-

TECH and WINDS to revolutionize Indian agriculture. Dr. C. S. Murthy, Director of MNCFC, highlighted the integration of technology as crucial in addressing climate change and equipping farmers with effective tools to overcome agricultural challenges.

Shri. Ritesh Chauhan, JS PMFBY, emphasized the government's commitment to transparency in crop insurance. The approval of YesTech and Winds Manuals will bridge the gap between the government and private sectors, ensuring wider outreach and seamless implementation.

Dr. P. Chandra Shekara, Director General of MANAGE, underscored the significance of blending technology with crop insurance to foster transparency, accuracy, and credibility. He also stressed the need to enhance the capacity of extension professionals in utilizing these tools effectively.



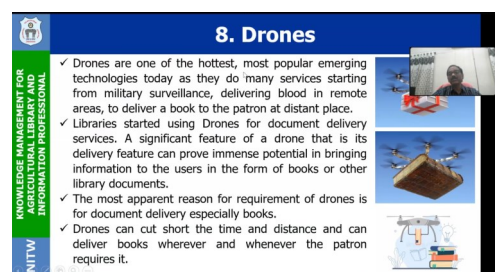
WEBINAR KNOWLEDGE MANAGEMENT FOR AGRICULTURAL LIBRARIANS

MANAGE successfully organized a webinar session titled "Knowledge Management for Agricultural Library and Information Professionals" on June 26, 2023. Dr. K. Veeranjanyulu, a distinguished Librarian from the Central Library, National Institute of Technology, Warangal, shared his wealth of experience and the latest trends in Agricultural Knowledge Management.

He delivered a captivating presentation on harnessing new technologies such as AI, IoT, Big Data, Cloud Computing, Augmented Reality, Blockchain,

Robotics, Drones, and 3D printing in the library context. He highlighted their potential to enhance services, improve resource accessibility, and shared practical details on creating institutional repositories, designing user interfaces, and fostering interlibrary cooperation.

The webinar attracted 53 participants, fostering a rich exchange of knowledge among agricultural library and information professionals. Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management), MANAGE coordinated the program.



INTERNATIONAL YOGA DAY CELEBRATED



MANAGE celebrated the occasion of International Yoga Day on June 21, 2023, with great enthusiasm. The event saw active participation from Dr. P. Chandra Shekara, the Director-General of MANAGE, as well as the dedicated faculty and staff members.

The Yoga Sessions, organized at the scenic MANAGE campus, commenced at 6:30 am and continued until 7:30 am. Mr. Rupendra, Yoga Instructor, MANAGE conducted Yoga Sessions. The atmosphere was filled with serenity and a shared commitment to wellness as everyone embraced the practice of Yoga.



WORLD BLOOD DONOR DAY OBSERVED AT MANAGE



MANAGE, in partnership with the Red Cross Blood Bank, successfully organized a blood donation camp on June 14, 2023, to mark the significance of World Blood Donor Day. The primary objective of the camp was to raise awareness about the critical importance of blood donation, while also recognizing and appreciating the invaluable contribution of voluntary blood donors in saving lives and promoting better health. The event witnessed enthusiastic participation from

MANAGE faculty, staff, and consultants, who wholeheartedly embraced the cause. United as the MANAGE family, they pledged to make a difference and save lives through their selfless act of donating blood. Their commitment and generosity hold the potential to bring hope and happiness to those in need, further emphasizing the power of collective efforts in creating a positive impact on society.

ENVIRONMENT DAY MANAGE FACULTY PLEDGES TO PROTECT THE PLANET



MANAGE joyfully celebrated the beauty of our planet and reaffirmed its commitment to its protection during Environment Day on June 5, 2023. Led by Dr. P. Chandra Shekara, Director General, the faculty of MANAGE planted boguanvilia saplings as a symbolic gesture towards climate change mitigation. Their ambitious goal is to create a breathtaking green bridge adorned with blooming flowers by the following year, showcasing their

dedication to preserving the environment's magnificence.

During the event, Dr. Chandra Shekara emphasized the significance of reducing plastic waste and proposed the establishment of a no plastic zone at MANAGE. These proactive measures underline MANAGE's dedication to sustainable practices and a cleaner environment.



STUDENTS' STUDY TOUR TO MANAGE



Under Mission LIFE, LiFEStYle For Environment' MANAGE hosted 48 B.Sc. Agriculture Honors students from Vivekananda Agriculture College, Hiwara bk, Maharashtra on the eve of World Environment Day!

The study tour was a part of Mission LIFE, providing

invaluable insights into modern agricultural techniques and sustainable farming practices.

MANAGE Faculty engaged with the students, showcasing MANAGE's contributions to the agricultural sector and promoting eco-friendly farming.

SUPERANNUATION FAREWELL TO DR KRISHNA MURTHY



MANAGE extends heartfelt congratulations to Dr. A. Krishna Murthy, Assistant Director (Knowledge Management), on his successful completion of his superannuation on the June 30, 2023.

With over 26 years of dedicated service to MANAGE, Dr. Krishna Murthy made significant contributions to the development of the library, documentation, and

information services, benefiting faculty, students, and participants alike.

Dr. Saravanan Raj, Director (Agricultural Extension), and Shri Shridhar Khiste, Deputy Director (Administration), MANAGE, felicitated Dr. Krishna Murthy, presenting him with mementos and conveying their heartfelt congratulations. During the farewell event, faculty and staff members of MANAGE spoke fondly about their experiences and association with Dr. Krishna Murthy, expressing their best wishes for his future endeavors.

Dr. Krishna Murthy expressed his gratitude to Dr. P. Chandra Shekara, Director General of MANAGE, and the entire MANAGE family for their unwavering support and cooperation throughout his tenure. The farewell function was made even more special as the family members of Dr. Krishna Murthy were also present, sharing in the celebration of his remarkable career.



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