

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

MANAGE organized the 9th Convocation Ceremony for its Prestigious PGDM (ABM) Program



MANAGE organized the 9th Convocation 2025 ceremony for its Prestigious Post Graduate Diploma in Management (Agri-Business Management)-PGDM (ABM) to confer degrees on 100 successful students of the program and to award medals to meritorious students, on June 28, 2025, at its campus in Rajendranagar, Hyderabad.

Dr. P. Vidyasagar Reddy, IPoS, Chief Postmaster General, Telangana Circle, graced the event as the Chief Guest. He distributed degrees to students from the 2023-25 batch

of PGDM (ABM) and awarded Gold, Silver, and Bronze medals to the meritorious students.

In his inspiring convocation address, Dr. P. Vidyasagar Reddy, IPoS, Chief Postmaster General, Telangana Circle, congratulated the graduating students and encouraged them to strive continuously for excellence and to become successful agri-techno managers.

He emphasized that their goal should go beyond personal gain, to work towards enhancing productivity, farmers' incomes and employment.

In this issue.....

MANAGE organized the 9th Convocation Ceremony for its Prestigious PGDM-ABM Program	01, 03 & 04
MANAGE Welcomes the 30th Batch of PGDM (Agri-Business Management) Students	05
MANAGE Celebrated its Foundation Day	06
MANAGE NYPDP: Empowering Agri Extension Youth	07
MANAGE organized a Capacity Building Program for CEOs and Board of Directors of FPOs in Jammu & Kashmir	08
Empowering Farmers through Scientific Poultry Rearing at MANAGE	09
Building Sustainable Agribusiness for Women: 4-Day Training at MANAGE	10
Consultative workshop on PGDAEM course curriculum revision	11
MANAGE Organizes 8th Agri-Startup Stakeholders Connect at Kerala Agricultural University (KAU)	12
Delegation from Bankers Institute of Rural Development (BIRD) visited MANAGE	12
Training Program on Maximizing Research Visibility for Agricultural Professionals	13
MANAGE Celebrated International Yoga Day	14
MANAGE Celebrated World Environment Day 2025	15
MANAGE Bid a Farewell to Three of its Family Members	16
MANAGE Saturday Webinars	17
MANAGE In Press	18
MANAGE NYPDP Diaries: Reflections That Cultivate Tomorrow's Agricultural Extension	19



Glimpses of Convocation



MANAGE organized 9th Convocation Ceremony for its Prestigious PGDM-ABM Program

Dr. P. Vidyasagar Reddy, IPoS, Chief Postmaster General, Telangana Circle, encouraged them to embrace emerging technologies like Artificial Intelligence, be prepared for leadership, and view failures as stepping stones to growth. He also advised students to consider entrepreneurial paths and uphold core values such as integrity, humility, discipline, and gratitude towards parents and educational institutions.

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE in his address, highlighted the institute's unwavering commitment to academic excellence and student development. He noted that MANAGE has consistently maintained a phenomenal record of 100% placements. Through its PGDM-ABM program, MANAGE fosters experiential learning, Leadership skills, critical analysis, problem-solving, independent thinking, and sensitivity towards farmers, while providing a congenial academic environment and excellent facilities for holistic growth of student.

Dr. K. Krishna Reddy, Head (SABM) and Director (ICT), MANAGE, coordinated the convocation proceedings. He

highlighted that MANAGE has been one of the top B-Schools in Agriculture sector in the country since the launch of the PGDM-ABM program over three decades ago, with a strong commitment to excellence in agri-business management education.

More than 250 people including students and their parents, MANAGE faculty and staff attended the convocation function. The program concluded with the rendition of the National Anthem.



Glimpse of Convocation



MANAGE Welcomes the 30th Batch of PGDM (Agri-Business Management) Students

MANAGE inaugurated the 30th batch of its flagship Post Graduate Diploma in Management – Agri-Business Management (PGDM-ABM) on June 23, 2025.

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, graced the occasion as Chief Guest and addressed the new batch of students.



program highlighted the transformative role MANAGE plays in shaping agriculture and allied science graduates into competent agri-business leaders. He emphasized the institute's commitment to nurturing innovation, leadership, and industry readiness.

The 30th batch comprises 120 students from 17 different states across India, reflecting the diversity and national reach of the program.

The event was attended by Directors, Deputy Directors, faculty members, staff, and parents, marking the beginning of an enriching academic journey for the students. Dr. Anil Kumar Reddy, Batch Coordinator conducted the program and proposed vote of thanks.

He emphasized the importance of dedication, consistent learning, personal growth, and above all, hard work as the foundation for success in the agri-business sector and on personal front also.

Dr. K. Krishna Reddy, Head, School of Agri-Business Management, welcomed the new batch and provided insights into the structure and academic components of the PGDM-ABM program. He encouraged students to make the most of the learning opportunities offered at MANAGE.

Dr. Anand Reddy, Principal Coordinator of the ABM



MANAGE Celebrated its Foundation Day



MANAGE celebrated its Foundation Day on June 11, 2025, by organizing a solemn pledge ceremony. All MANAGE employees gathered to reaffirm their commitment to the institute's mission and values.

Faculty members also shared their memories and thoughts, marking the occasion with a spirit of unity and commitment.

The English pledge administered by Dr. Saravanan Raj, Director (Agricultural Extension), followed by the Hindi pledge led by Dr. Shailendra, Director (Agricultural Marketing), MANAGE.

On the occasion, Dr. Saravanan Raj reflected on the seminal contributions of former faculty members and emphasized the importance of discipline, dedication, and hard work in achieving greater heights for MANAGE.

Ms. Anitha Partha Saradhi Bobbur, Deputy Director (Administration), expressed her pride in being part of the MANAGE family and encouraged everyone to work together to achieve the institute's vision.



MANAGE NYPDP : Empowering Agricultural Extension Youth

MANAGE organized the 9th batch of the 5-day National Young Professionals Development Program (NYPDP) on New Competencies, Career Opportunities, and Research Priorities in Agricultural Extension, during June 09–13, 2025.

A total of 58 participants, including Ph.D. scholars, M.Sc. Agricultural Extension students, and academicians from across the country attended the program.

In his inaugural address, Dr. Saravanan Raj, Director (Agricultural Extension) and CEO, MANAGE-CIA, highlighted the journey of the NYPDP. He emphasized the importance of professional networking, continuous self-growth, skill enhancement, and learning through consistent small steps and everyday actions.

The program focused on enhancing the competencies of agricultural extension professionals to address emerging challenges through inclusive, digital, and sustainable approaches. Training aimed to build skills in Gender-sensitive Extension, Entrepreneurship, Monitoring & Evaluation (M&E), and evidence-based research.

Key sessions covered new job opportunities, career avenues in KVKs, NGOs, and FPCs, ICTs in extension, agri-



innovation, organic farming, gender equality and community-led models, and research trends.

Participants visited to Access Livelihoods Consulting (ALC) and C-DAC to further enrich their experience. The program was combination of expert-led sessions, networking, group exercises, and hands-on demonstrations. Participants also prepared an action plan as part of the learning process.

Dr. Saravanan Raj, Director (Agricultural Extension) and CEO, MANAGE-CIA served as the director for this program.



MANAGE organized a Capacity Building Program for CEOs and Board of Directors of FPOs in Jammu & Kashmir

The Government of Jammu and Kashmir had inked an MoU in collaboration with MANAGE, for implementing a programme, “Promotion of Economically Viable and Self-Sustainable FPOs in Jammu & Kashmir” under the HADP & JKCIIP.

Under this program, MANAGE has been entrusted with a consultancy assignment to conduct Capacity Building Programmes for officials from relevant line departments, as well as for the CEOs and Boards of Directors (Chairpersons) of both existing and newly formed Farmer Producer Organizations (FPOs) in the region.

The first phase of the programme was successfully conducted from November 2024 to January 2025, during which 540 officers from Jammu and Srinagar received capacity building training for the formation of new Farmer Producer Organizations (FPOs) in the state under HADP. Building on this momentum, the second phase of the initiative commenced with two five-day training



In his address, Dr. K. C. Gunmaagolmath, Director, Monitoring & Evaluation, MANAGE, said that the capacity building programme has been meticulously planned to strengthen the organizational, financial, and managerial capabilities of CEOs and BODs of FPOs in Jammu and Kashmir to ensure sustainable agriculture growth, increased farmers' income, and effective functioning of FPOs.

Prof. Rajinder Peshin, Director Education, SKUAST-Jammu, stressed upon evaluation of capacity building programmes of FPOs for identifying the potential strengths and weaknesses for planning futuristic training programmes.

Dr. A. S. Reen, Director Agriculture, Jammu, in his address, highlighted the role of FPOs in building the socio-economic resilience of farmers in the agriculture ecosystem. Urmil Lata, Deputy General Manager, NABARD, Jammu, stressed upon the active participation of the farmers in FPOs for their socio-economic development.

The programme has been organized under the HADP-20 project entitled "Innovative Extension Approaches for Revitalizing Agriculture in Jammu & Kashmir."



programmes titled “Capacity Building of Chief Executive Officers and Chairmen/Board of Directors of Farmers Producer Organizations (FPOs) across Jammu & Kashmir.” These programmes were organized by MANAGE in collaboration with SKUAST-Jammu and the Department of Agriculture Production & Farmers Welfare, Jammu.

The sessions were held at the Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu, Chatha Campus, from June 16 to 20, 2025, and June 23 to 27, 2025. A total of 35 CEOs and BODs of FPOs across J&K attended the program.

Dr. K. C. Gunmaagolmath, Director, Monitoring & Evaluation, MANAGE; Prof. Rajinder Peshin, Director Education, SKUAST-Jammu; Dr. A. S. Reen, Director Agriculture, Jammu, was the guest of honour, and Urmil Lata, Deputy General Manager, NABARD, Jammu Graced the occasion as a chief guests.



Empowering Farmers Through Scientific Poultry Rearing at MANAGE

MANAGE organized a 3-day training program on “Scientific Poultry Rearing,” during June 23 to 25, 2025. A total of 15 farmers, including 13 women and 2 men, from Nagpur, Maharashtra, attended the training.

waste management, and marketing of poultry products. Program also included sessions on government assistance, poultry integration as a sustainable business model, and the economics of poultry production.



Prof. Dr. Kakasaheb Khose, Head, Department of Poultry Science, CVSc, Parbhani, Maharashtra, and Prof. Dr. Hanumant Rao, Head, Department of Poultry Science, CVSc, Hyderabad, were present for the inaugural session.

Participants visited the field and participated in a demonstration of key poultry farm activities.

The program was designed to enhance the knowledge and skills of farmers in commercial poultry farming, focusing on sustainable practices, breed selection, housing, nutrition, health management, and marketing strategies.

Dr. Shahaji Phand, Deputy Director, & Centre Head, EAAS, MANAGE directed the program in assistance with Dr. Sushrirekha Das, MANAGE Fellow, EAAS, MANAGE.

The training covered the status and scope of commercial poultry production in rural areas, identification of suitable breeds, housing and nutrition management, farm operations, poultry health and



Building Sustainable Agribusiness for Women: 4-Day Training at MANAGE

MANAGE organized a 4-day training program on 'Building Sustainable Agribusiness for Women' scheduled from June 17 to 20, 2025. A total of 35 participants, including Assistant Directors, Veterinary Officers, and Subject Matter Specialists, across the country, attended the program.

In the inaugural session, Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE, briefed the participants about the objectives of the training. She highlighted the importance of sustainability in agribusiness and the need for increased awareness about marketing strategies to empower women entrepreneurs in agriculture.

The training program focused on empowering women through agribusiness development, enhancing their entrepreneurial skills, and facilitating access to markets, finance, and technology. It aimed to build capacity in designing and managing sustainable agribusiness ventures led by women.

The program included sessions on agribusiness scope, trends, and emerging opportunities for women; digital tools and ICT applications for sustainable agricultural



productivity; market linkages and aggregation models such as APMC, eNAM, and FPOs; financial inclusion and access to credit; and government schemes supporting women in agribusiness. Training also covered a branding, packaging, digital marketing, and business plan development.

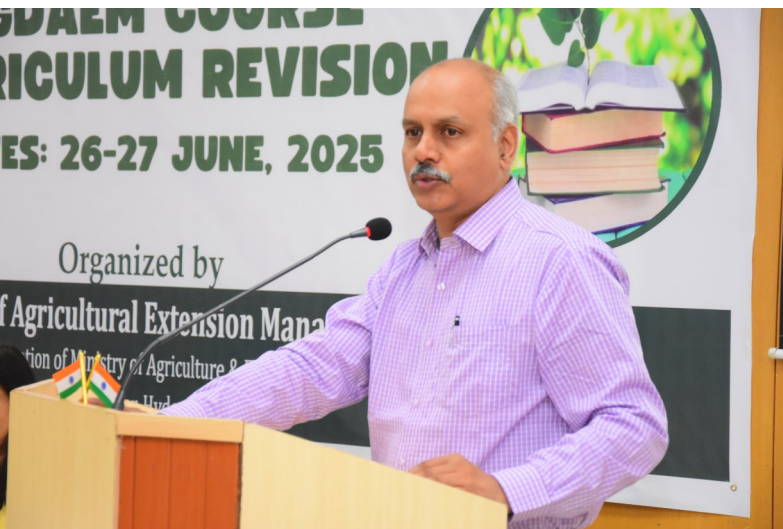
Participants visited to the Confederation of Women Entrepreneurs (COWE), Women Entrepreneurs (WE) Hub, and SERP-supported women-led FPOs and SHGs to further enrich their experience.

Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE directed the program in assistance with Dr. K. Naresh, Academic Associate, MANAGE.



Consultative Workshop on PGDAEM Course Curriculum Revision

MANAGE organized a 2-day consultative workshop on PGDAEM course curriculum revision, during June 26-27, 2025.



A total of 11 subject matter specialists, including distinguished directors, deputy directors, and professors specializing in agricultural extension, participated in the workshop.

Shri. N. Selvem, Joint Director (Extension), Directorate of

Extension, MoAFW, GOI, Dr. Hanuman Sagar Singh, IPoS, Director General of MANAGE graced the inaugural session.

In his address, Dr. Hanuman Sagar Singh, IPoS, Director General of MANAGE, highlighted that the revision and updating of the curriculum reflects the vibrancy of the Institute. He emphasized that every organization should continuously monitor and upgrade its academic programs.

He further stressed the need to incorporate emerging topics such as digital tools, AI applications, farm advisories, mobile apps, and digital solutions for pest and disease management into the course curriculum.

Over the two days, the delegates deliberated on the topic and presented their suggestions through presentations aimed at revising the curriculum of the Post Graduate Diploma in Agricultural Extension Management (PGDAEM). MANAGE Directors are also participated in the workshop

Dr. Veenita Kumari, Deputy Director (Gender Studies) and Principal Coordinator of PGDAEM, MANAGE,



MANAGE Organizes 8th Agri-Startup Stakeholders Connect at Kerala Agricultural University (KAU)



MANAGE, in collaboration with Kerala Agricultural University (KAU), organized the 8th edition of the 'Agri-StartUp Stakeholders Connect – Fostering Collaboration & Partnerships' program at the KAU campus in Thrissur, Kerala, on June 20, 2025.

A total 430 participants, including 21 dignitaries, 100 startups, 225 students, and 84 professionals from diverse stakeholders such as agri-startups, incubation centers, ICAR institutes, KVKs, academic institutions, research organizations, and government departments participated in the connect.

Dr. B. Ashok, IAS, Vice Chancellor of Kerala Agricultural University, graced the inaugural session as Chief Guest.

The event featured a panel discussion on themes such as Collaborative Roots – Incubation Ecosystems in Kerala, Agri-Startup Innovations: Advancing the Production Frontier, and Agri-Startup Synergies: Reinventing Post-Production.

Startup pitching sessions and exhibitions further fostered collaboration and partnerships among key stakeholders, offering a vibrant platform for networking, innovation, and growth within Kerala's agri-startup ecosystem.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, and CEO, MANAGE-CIA, served as the Program Director, with assistance from Ms. Jeena Paul, Intern, MANAGE.

Delegation from Bankers Institute of Rural Development (BIRD) visited MANAGE

A delegation of 30 participants from the Bankers Institute of Rural Development (BIRD), Mangalore, visited MANAGE as part of their Rural Start-ups Ecosystem training program on June 27, 2025. The visit was facilitated by a-IDEA, ICAR-NAARM.

Dr. Saravanan Raj, Director (Agricultural Extension) and CEO, MANAGE-CIA, welcomed the Delegation and presented an overview of MANAGE. Ms. Usha Sree, Manager, MANAGE-CIA, shared information about MANAGE-CIA, its initiatives, supported startups, and ongoing incubation programs.



Training Program on Maximizing Research Visibility for Agricultural Professionals

MANAGE organized a 3-day training program on 'Maximising Research Visibility for Agricultural Professionals,' during June 18 to 20, 2025. A total of 15 participants, including research scholars, Ph.D. students, and academic professionals from the agricultural sector, attended the training.



Dr. Lakshmi Murthy, Former Deputy Director (Documentation), MANAGE; Dr. N. Balasubramani, Director (SA & CA), MANAGE; Prof. Devika Madalli, Director, INFLIBNET, UGC-IUC Gandhinagar; and Dr. A.R.D. Prasad, Former Head & Professor, DRTC, Indian Statistical Institute, Bengaluru, graced the inaugural session.

Dr. Lakshmi Murthy, Former Deputy Director (Documentation), MANAGE, emphasized that research content should reach the maximum number of people, and for this, researchers must be well-versed in open access platforms, citation indexes, social media, SEO, and related tools.

Dr. N. Balasubramani, Director (SA&CA), MANAGE, stressed the importance of selecting the right research topics and publishing in open access journals to effectively reach a broader audience. Prof. Devika Madalli, Director, INFLIBNET, UGC-IUC Gandhinagar, highlighted the need to utilize data in multiple ways to enhance outreach and emphasized the importance of data awareness and its strategic use.

The training focused on enhancing research competencies among agricultural science professionals by introducing tools

and strategies to improve research visibility, integrity, and accessibility. Training covered key topics such as effective reference management, improving research impact, and navigating the open access ecosystem, including understanding Gold, Green, and Hybrid Open Access models, Creative Commons licensing, and identifying predatory journals.

Sessions also covered strategic roles played by institutions like INFLIBNET and the importance of Knowledge Management in advancing research visibility within agricultural organizations. The program also provided an overview of essential research



metrics such as h-index, i10-index, and Altmetrics, equipping researchers to better access and communicate their scholarly impact.

Dr. A. Srinivasacharyulu Deputy Director (KM), MANAGE served as the director for this program with coordination from Mr. Nitesh, Academic Associate (KM) and Dr. Nedhi Rani Sharma, MANAGE Fellow.





MANAGE Celebrated International Yoga Day

MANAGE celebrated International Yoga Day on June 21, 2025, with great enthusiasm, marking the 11th anniversary of this global celebration. This year's theme is "Yoga for One Earth, One Health." The yoga sessions, organized at the scenic MANAGE campus, started at 6:30 am and continued until 7:30 am.

Mr. Rupendra, Yoga Instructor at MANAGE, conducted the session. The atmosphere was filled with serenity and a commitment to wellness as everyone embraced the practice of yoga.

Mrs. Anitha Partha Saradhi, Deputy Director (Admin), MANAGE, along with over 100 participants including students, MANAGE staff, consultants, academic associates, and MANAGE family members, actively participated in the session.



MANAGE Celebrated World Environment Day 2025



In alignment with the guidelines issued by Ministry of Environment, Forest and Climate Change, Govt. of India for World Environment Day 2025, MANAGE organized a series of activities aligned with this year's global theme - "Ending the Plastic Pollution Globally" under Mission LiFE.

As part of the observance, a Tree Plantation Drive conducted at Mandal Parishad Primary School, Vombay Colony, Lakshmi Guda located in Rajendranagar Mandal.

Dr.K.C.Gummagolmath (Director, M&E), Smt. Anita Partha Sarathi, Deputy Director (Admin) and MANAGE staff members participated in the program. The School

staff and 120 students (up to Class V), welcomed the initiative with great enthusiasm. During the drive 70 native saplings, including fruit-bearing trees and avenue species, planted in the school premises to enhance greenery, improve air quality, and support biodiversity.

School headmaster, teachers, students, and local community members actively participated in the drive and took part in the plantation.

The school headmaster expressed heartfelt gratitude to MANAGE for the eco-friendly initiative and assured continuous care for the saplings planted.



MANAGE Bid Farewell to Three of its Family Members



MANAGE bid farewell to three of its family members Dr. A. Srinivasacharyulu, Deputy Director (Knowledge Management); Smt P. Bharathi Rani, Senior Stenographer and Shri B. Sathaiah, Multi-Tasking Staff, on successful completing their superannuation, on June 30, 2025.

Dr. A. Srinivasacharyulu served MANAGE for 30 years and contributed immensely in the areas of case study and success story documentation, agricultural knowledge management, program management, research, field visits, e-extension, agricultural information management, capacity building in agricultural extension, collaboration with Michigan State University (MSU), USA, and ICT in agriculture. His dedication, consistency, hard work, attention to detail, and ability to handle multiple responsibilities will always be remembered with respect and Gratitude.

Smt. P. Bharathi Rani, Senior Stenographer, served MANAGE with dedication for 30 years. Throughout her tenure, she made significant contributions in various capacities, particularly as a Placement Coordinator for

MANAGE's prestigious Post Graduate Diploma in Management (Agri-Business Management) – PGDM-ABM. Her unwavering commitment and tireless efforts played a key role in achieving 100% placements for all PGDM-ABM batches during her tenure. Her contributions are deeply appreciated and will always be remembered with respect and gratitude.

Shri B. Sathaiah, MTS, served MANAGE for 30 years as a Multi-Tasking Staff across various departments. A major part of his service was rendered in the Office of the Director General, MANAGE where he contributed sincerely and with discipline in his role.

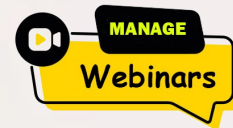
Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE felicitated them with mementoes and handed over terminal benefits.

MANAGE DG Dr. Sagar Hanuman Singh, and MANAGE Faculty, staff members spoke about their association with them and wished them all the best in their future endeavours.



MANAGE Saturday Webinars

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



Startup India Seed Fund for Agri-Startups: Igniting Your Entrepreneurial Journey



MANAGE organised a webinar on 'Startup India Seed Fund for Agri-Startups: Igniting Your Entrepreneurial Journey' on June 7, 2025, featuring Mr. Mrudang Shukla, CEO, DPU Foundation Innovation Incubation & Entrepreneurship, and Mr. Snehanish Sinha, Assistant Manager, Invest India, as key speakers. Speakers highlighted the role of the Seed Fund Scheme in supporting early-stage agri-startups through capital assistance and mentorship. To watch the webinar, click on this link or scan the QR code: https://www.youtube.com/live/JJFdVEA3InI?si=uRlx8ArIXfWq_9pQ



Accelerating Growth: Startup India Support for MSME Entrepreneurs



MANAGE organised a webinar on 'Accelerating Growth: Startup India Support for MSME Entrepreneurs' on June 14, 2025, featuring Mr. Mantri Sal Naresh, Startup Consultant, and Dr. Tanvi Gupta, Founder, Young Mindz, as key speakers. The session explored how agri-startups can leverage MSME schemes under Startup India to scale their ventures. Speakers shared success stories, eligibility criteria, and funding pathways aimed at empowering grassroots innovation in agriculture and allied sectors. To watch the webinar, click on this link or scan the QR code: <https://www.youtube.com/live/HCIKkmbgemA?si=21sZgLv3Hs4DLaqp>



Empowering Agri-Startups through Atal Incubation Centers (AICs): Unlocking Innovation and Growth



MANAGE organised a webinar on 'Empowering Agri-Startups through Atal Incubation Centers (AICs): Unlocking Innovation and Growth' on June 21, 2025, featuring Mr. Sunil Dhadiwal, CEO, AIC Pinnacle Entrepreneurship Forum, and Dr. Chandra Mouli, CEO, AIC-Sri Krishnadevaraya University (AIC-SKU Confederation), as key speakers. The session focused on the support ecosystem provided by NITI Aayog's Atal Innovation Mission to boost innovation, funding, and capacity building for agri-startups across India. To watch the webinar, click on this link or scan the QR code: <https://www.youtube.com/live/l222tEiSi88?si=02DxKspEA5s0bJda>



MeitY Startup Hub: Fostering Innovation and Growth for Next-Gen Startups



MANAGE organised a webinar on 'MeitY Startup Hub: Fostering Innovation and Growth for Next-Gen Startups' on June 28, 2025, featuring Mr. Utkarsh Mathur, Senior Manager, MeitY Startup Hub, as the key speaker. The session provided insights into how agri-startups can benefit from digital innovation support, funding access, and incubation opportunities under the Ministry of Electronics and Information Technology's Startup Hub. Emphasis was laid on leveraging technology for sustainable agricultural transformation. To watch the webinar, click on this link or scan the QR code: https://www.youtube.com/live/atxm_vMVPzA?si=ve2_BN9qBxE3Y5EG



MANAGE Welcomes the 30th Batch of PGDM (Agri-Business Management) Students

23rd June
The National Institute of Agricultural Extension Management (MANAGE), Hyderabad, inaugurated the 30th batch of its flagship Post Graduate Diploma in Management – Agri-Business Management (PGDM-ABM) today (23-06-2025). Dr. Sagar Hanuman Singh, IPos, Director General, MANAGE, graced the occasion as Chief Guest and addressed the new batch of students. He emphasized the importance of dedication, consistent learning, personal growth, and above all, hard work as the foundation for success in the agri-business sector and on personal front also. Dr. K. Krishna Reddy, Head, School



of Agri-Business Management, welcomed the new batch and provided insights into the structure and academic components of the PGDM-ABM program. He encouraged students to make the most of the learning opportunities offered at MANAGE. Dr. Anand Reddy, Principal Coordinator of the ABM program highlighted the trans-

formative role MANAGE plays in shaping agriculture and allied science graduates into competent business leaders. He emphasized the institute's commitment to nurturing innovation, leadership, and industry readiness. The 30th batch comprises 120 students from 17 different states across India, reflecting the diversity

Capacity Building Programme of FPOs in J&K commences at SKUAST-J

■ STATE TIMES NEWS

JAMMU: A five days "Capacity Building Programme for Chief Executive Officers and Chairman/Board of Directors of Farmers Producer Organizations (FPO's) across J&K" commenced at Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu on Monday.

The programme is jointly organized by SKUAST, Jammu and Department of Agriculture Production & Farmers Welfare, Jammu in collaboration with MANAGE-Hyderabad in the Division of Agricultural Extension Education, Faculty of Agriculture, Chatha from 16-20, June 2025. The capacity building programme has been organized under HADP-20 project entitled "Innovative Extension Approaches for Revitalizing Agriculture in Jammu & Kashmir".

Prof. Rajinder Peshin, Director Education, SKUAST, Jammu and Dr. K. C. Gummagolnath, Director Monitoring & Evaluation, MANAGE, Hyderabad were in honour on the occasion.



Officers at Capacity Building Programme of FPOs in J&K
at SKUAST-J.

son, Dr. A. S. Resn, Director Agriculture, Jamnuni was guest of honour and Urnil Lata, Deputy General Manager, NABARD, Jamnuni was special guest on the occasion. Prof. Rajinder Peshin, Director of Agriculture, Jamnuni stressed upon evaluation of capacity building programmes of FPOs for identifying the potential strengths and weakness for planning futuristic training programmes. He also emphasized on establishing a network of FPOs, FPOs, development departments, agricultural universities and other stakeholders for the achievement of objectives of FPOs. Dr. K. C. Gummagolam, Director of Agriculture, Bangalore Managing, Hyderabad said that the capacity building programme has been meticulously planned to strengthen the organizational, financial and managerial capabilities of CEOs and BODs in Jamnuni and Kashmiri to ensure sustainable agricultural growth, increased farmers' income and employment opportunities of FPOs. Dr. A. S. Resn, Director Agriculture, Jamnuni in his address highlighted the role of FPOs in building socio-economic resilience of farmers in agriculture eco-system. He further said that FPOs are playing a crucial role in enhanced market access and bargaining power of the farmers. He reiterated that FPOs are playing a crucial role in improving input supply, reduced cost, value addition, diversification of income to finance and technology. At the outset, Prof. Vinod

Gupta, Professor & Head Division of Agricultural Extension Education and PI of the project formally welcomed all the dignitaries and participants. He highlighted the importance of this training programme with reforms to farming community. He also stated that capacity building of CEO's and BOI's will definitely help the FPO members to focus on their business activities.

Urmil Lata, Deputy General Manager, NABARD, Jammu stressed upon the active participation of the farmers in FPO's for their socio-economic development. She also emphasized the farmers to take advantages of demand driven welfare schemes of the government.

During the training programme, experienced faculty and resource persons from MANAGE, Hyderabad will provide training to the participants.

The training programme was attended by 35 CEO's and BOD's of FPO's across J&K.

The inaugural function was attended by Prof. P. S. Slathia, Prof. Poonam Parihar, staff members and project staff. Vote of thanks was extended by Prof. Jasbir Singh Manhas.

రైతుల ఆదాయాన్ని పెంచే దిశగా
యువ వ్యవసాయ నిపుణులు కృషి చేయాలి

ಡಾಕ್ಟರ್ ಪಿ.ವಿದ್ಯಾಸಾಗರ್ ರೆಡ್ಡಿ

[illegible]

అగ్రశ్రద్ధులలో జాతనయ మేనేజ్మెంట్ డిగ్రీ పూర్తి చేసిన విద్యార్థినికీ పంపిణీ



దీర్ఘ పొందిన సంకోషంలో విద్యార్థులు

అందరినీ పూర్వ ద్వారక నుండి తప్పించి ద్వారక నుండి
హరిహర సింగ్

ఈ ఆగ్రా విజినింగ్ మేనేజ్మెంట్ లో కావాల్సిన మొదలైన కిక్కు
ఇవ్వడం జరిగిందన్నారు. మేనేజ్ మెంట్ అఫ్ ఆగ్రా విజినింగ్
మేనేజ్మెంట్ విభాగాధిపతి ద్వారక కె. శ్రీనివాస్
మహారాష్ట్రకు ముగ్గురు ప్రజాపాలకుల గ్రీన్ మేన్ లో ఆగ్రా

బీటెన్స్ మేనేజ్మెంట్ కార్యక్రమాన్ని ప్రారంభించినట్లు తెలిపారు. దేశంలోని వ్యవసాయ రంగంలో అభివృద్ధికి వ్యవసాయ బీటెన్స్ సూట్లో మేనేజ్ అటవీ గుర్తు చేశారు. వ్యవసాయ వ్యాపార నిర్వాహణపై నిరంతర శిక్షణ కార్యక్రమాలను నిర్వహిస్తూ ముందుకు

100 Agri-Business Students Graduate at MANAGE Convocation

DECCAN NEWS SERVICE
HYDERABAD

The National Institute of Agricultural Extension Management (MANAGE), Hyderabad, held its 9th Convocation Ceremony on Saturday, conferring the Post Graduate Diploma in Management (Agri-Business Management) [PGDM (ABM)] to 100 graduating students of the 2023-25 batch. The event took place at the MANAGE campus in Rajendranagar.

Dr. P. Vidyasagar Reddy, IPOS, Chief Postmaster General, Telangana Circle, graced the occasion as Chief Guest. He presented the degrees and awarded Gold, Silver, and Bronze medals to the top-performing students. In his convocation address, Dr. Reddy congratulated the graduates and urged them to become leaders in agri-business with a sense of purpose and service.



"Strive not just for personal success but for national impact—enhance agricultural productivity, uplift farmers, and generate rural employment. Adopt technologies like Artificial Intelligence and embrace failure as a part of growth," he advised, also calling on students to uphold values like integrity, humility, and gratitude.

Dr. Sagar Hanuman Singh, IPOs, Director General of MANAGE, highlighted the institution's academic excellence and 100% placement track record. "The PGDM-ABM program fosters leadership, problem-solving, independent thinking, and sensitivity to farmers' needs. We aim to produce agri-tech managers who combine innova-

Dr. K. Krishna Reddy, Head (SABM) and Director (ICT), coordinated the ceremony. He noted MANAGE's continued recognition as one of India's top B-Schools in the agri-business sector for over three decades. "The program is built on a foundation of academic rigor, industry relevance, and commitment to rural transfor-



mation," he said.

The convocation was attended by over 250 participants, including students, parents, faculty, and staff. The

ceremony concluded with the National Anthem, marking the proud send-off for the next generation of agri-business leaders.

MANAGE NYPDP Diaries: Reflections That Cultivate Tomorrow's Agricultural Extension



MANAGE NYPDP Diaries: Reflections That Cultivate Tomorrow's Agricultural Extension

National Young Professionals Development Program (NYPDP)

(A program of the MANAGE-University Alliance for Advancing Agricultural Extension and Advisory Services)



National Institute of Agricultural Extension Management (MANAGE)
(An Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad – 500 030, Telangana, India
www.manage.gov.in

MANAGE, in collaboration with 30 agricultural universities, launched the MANAGE-University Alliance to reform agricultural extension education. This initiative aims to develop a practice-oriented and field-relevant curriculum. A key milestone in this journey was the National Workshop on “Agricultural Extension: Time to Change,” held from February 14–16, 2017, at MANAGE. The workshop sparked a national movement for curriculum reform in agricultural extension. As a follow-up, MANAGE constituted a Committee on Agricultural Extension Curricula Reforms. The Committee worked closely with the ICAR-BSMA Committee and various stakeholders. The result was a revised curriculum that emphasizes academic depth and practical relevance.

Building on this foundation, MANAGE launched its flagship National Young Professionals Development Program (NYPDP) in 2024 in collaboration with agricultural universities. The program aims to nurture next-generation competencies, explore emerging career opportunities, and identify research priorities in extension.

To date, 09 NYPDP cohorts have trained 511 young professionals from 60 universities across 22 states of India. This publication, MANAGE NYPDP Diaries, captures participant's journeys and reflections, serving as a source of learning and inspiration for the future of agricultural extension.

To access the full PDF, please click the following link:

<https://www.manage.gov.in/caeira/NYPDP/NYPDP%20Diaries.pdf>

Booklet Published by MANAGE | Editors: Dr. Saravanan Raj (Director - Agricultural Extension, MANAGE & CEO, MANAGE-CIA), Dr. Sandipamu Raahalya (MANAGE Fellow, MANAGE-CAEIRA), Ms. Jeena Paul (Intern, MANAGE-CIA) | Design: Ms. Maithri K (Intern, MANAGE-CIA)

EDITORIAL TEAM

MANAGE BULLETIN is published by

Dr. Sagar Hanuman Singh, IPoS
Director General, MANAGE

National Institute of Agricultural Extension Management (MANAGE)
(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad –500030, India

website: www.manage.gov.in

Follow Us on Social Media



CHIEF EDITOR

Dr. Saravanan Raj
Director (Agricultural Extension),
MANAGE

EDITOR

Dr. G. Bhaskar
S.G. Assistant Director (IT), MANAGE
And Head (Knowledge
Management), MANAGE

ASSOCIATE EDITORS

Mr. Nitesh Kumar
Academic Associate, MANAGE

Mr. Krushna Ramrao
Outreach Specialist, MANAGE