



## Message from Director General

MANAGE celebrated its 34<sup>th</sup> Foundation Day on 11<sup>th</sup> June 2021 in a befitting manner, of course, through a virtual mode of events. On this occasion, we the MANAGE Family, pledged to rededicate ourselves to work with commitment and uphold the values of the Institute, keep farmer central in thinking and actions and strive to attain global standard to make MANAGE as a pioneering Institute.

To mark the 34<sup>th</sup> Foundation Day Celebration, MANAGE announced Awards for Best Book in Agricultural Extension, Best Ph.D., Thesis and Best M.Sc., Thesis in Agricultural Extension in India. Ten authors, three Ph.D., scholars and three M.Sc., students received Awards. These Awards are instituted by MANAGE to motivate professionals and appreciate their intellectual contribution to the field of Agricultural Extension. I am happy to inform that MANAGE will continue these Awards every year from now onwards.

I am also glad to inform that MANAGE associated with Samunnati Agro Solutions Private Limited and announced MANAGE - Samunnati Agri Startup Awards 2021 on the occasion of MANAGE Foundation Day. Twenty best and innovative Agri Startups received these Awards. The Agri Startup Awards are instituted to encourage innovative and successful Agripreneurs and promote the Agri Startup ecosystem in the country.

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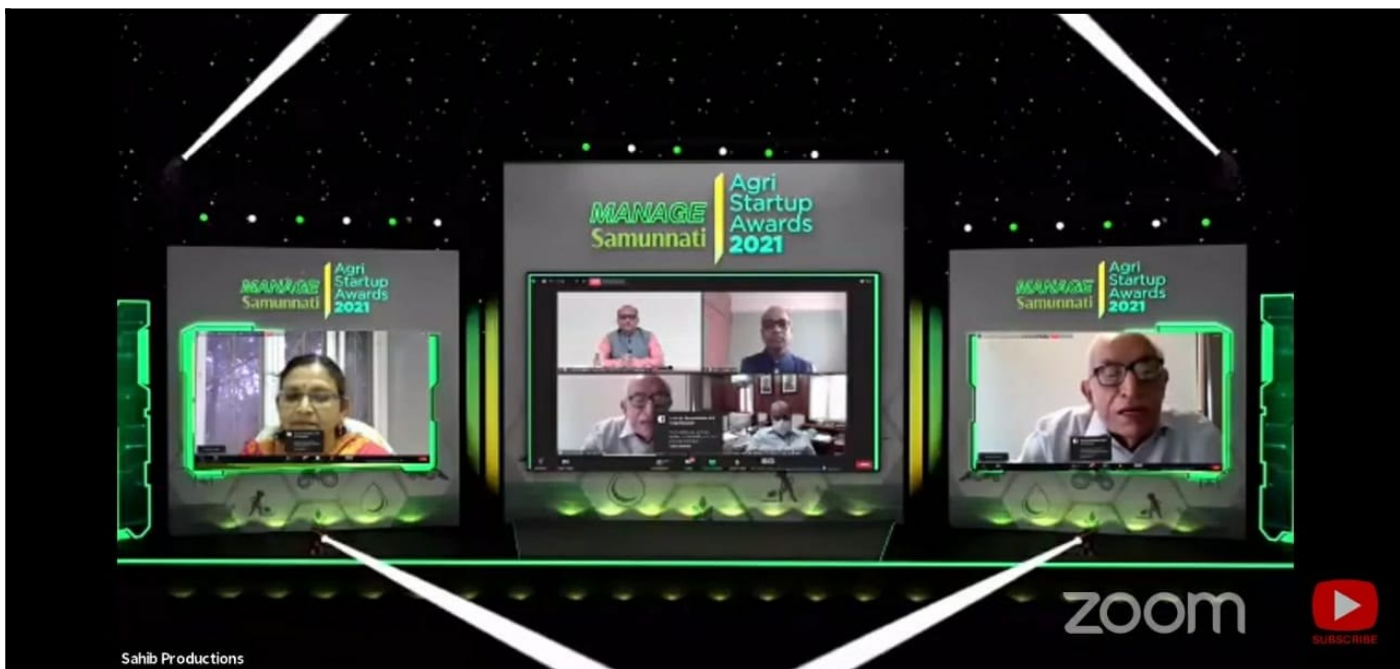
In a virtual function held on 11<sup>th</sup> June 2021, Chief Guest Sri Sanjay Agarwal, IAS, Secretary (Agri. Coop & Farmers Welfare), Govt of India gave away these Awards to the winners. Guest of Honour and Founder Director General of MANAGE Shri. Suresh Kumar, IAS (Retd.) addressed the participants. More than 600 professionals representing Agricultural Universities, ICAR Institutions and Stakeholders from State Government Departments participated in the event. I thank the Ministry of Agriculture and Farmers Welfare, Govt. of India, all stakeholders and MANAGE Family Members for their unstinted support and cooperation to MANAGE in its journey to serving farmers.



Dr.P.Chandra Shekara  
Director General

## 34<sup>th</sup> Foundation Day of MANAGE Celebrated

### MANAGE - Samunnati Agri Startup Awards : : Awards for Best M. Sc., Ph.D., Theses and Best Book in Agricultural Extension



MANAGE celebrated its 34th Foundation Day on 11<sup>th</sup> June, 2021 in a befitting manner with its faculty, staff and stakeholders. To mark this occasion, MANAGE announced MANAGE–Samunnati Agri-Startup Awards and the Best Thesis in M.Sc (Agricultural Extension), Ph.D (Agricultural Extension) and Best Book in Agricultural Extension. In a colorful virtual event, Chief Guest Sri Sanjay Agarwal, IAS, Secretary (Agri. Coop & Farmers Welfare), Govt of India distributed the Awards to the winners. The details of the winners are given on page 3.

The Guest of Honour Mr. Suresh Kumar, IAS (Retd.), Founder Director General of MANAGE; Shri. S. G. Anil Kumar, CEO, Samunnati and Dr. P. Chandra Shekara, Director General-MANAGE were present in the celebrations. More than 530 participants including Winners of Awards participated in the event.

While congratulating the Awardees, Sri Sanjay Agarwal, IAS, Secretary (Agri. Coop & Farmers Welfare), Govt of India, has indicated that Prime Minister is giving utmost importance to agriculture sector. Even in COVID difficult times, all the required and timely support to the farmers have been provided. All the efforts have been aimed at doubling the income of farmers in the country, he added. He urged that MANAGE needs to strengthen Extension System to address challenges of agri-eco system,

marketing, post-harvest, farm laws etc., which are the need of the hour in the country. He reiterated the support of Government of India to the Agri Startups ecosystem and insisted that Agri-startups should reach all the corners of the country to provide better services to farmers and help farmers in doubling their income levels.

Dr .P. Chandra Shekara, Director General, MANAGE mentioned that MANAGE takes pride in serving farmers and thanked the Ministry of Agriculture and Farmers Welfare for its support to MANAGE. He also thanked MANAGE family members for their remarkable contributions in achieving the vision and mission of MANAGE. As part of Foundation Day Celebration, DG-MANAGE and staff members planted trees on the campus.





## MANAGE - Samunnati Agri Startup Awards

National Level Winners	
Winner	SNRAS System, Pune, Maharashtra.
First Runner-up	Udaya Agro Farm, Kumbakonam, Tamil Nadu.
Second Runner-up	Delmos Research Pvt.Ltd, Karnal, Haryana.

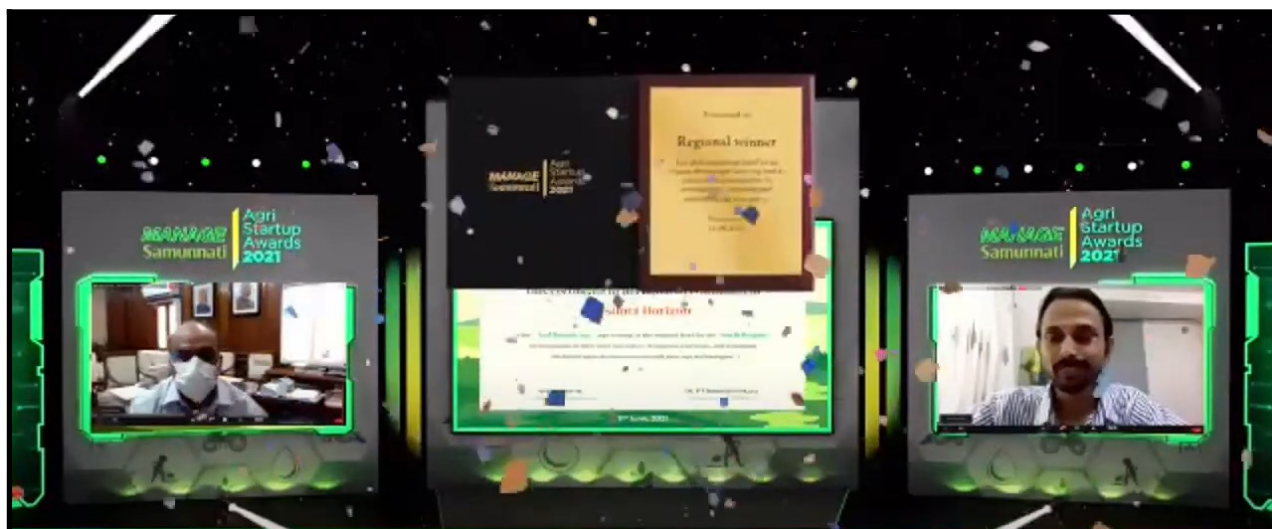
North Region Winners	
Winner	Biotrends India Pvt Ltd, NewDelhi.
First Runner-up	Daybest Research Pvt Ltd, Patna, Bihar.
Second Runner-up	Distinct Horizon Pvt Ltd, Lucknow, Uttar Pradesh.

North-East Region Winners	
Winner	Green Biotech Eco Solutions Pvt Ltd, Manipur, India.
First Runner-up	Innotech Agropostikam Private Limited, Assam.
Second Runner-up	Chamuah Engineering and Machinerics Pvt. Ltd, Assam.

South Region Winners	
Winner	Fasal, Bangalore, Karnataka.
First Runner-up	Kisan Saathi, Gulbarga, Karnataka.
Second Runner-up	Natura Crop Care, Bengaluru, Karnataka.
Second Runner-up	Miklens Bio Pvt.Ltd, Bangalore, Karnataka.

East Region Winners	
Winner	Bright Crop Agro Products Pvt Ltd, Kolkatta, WestBengal.
First Runner-up	Gooric Advisory Pvt Ltd. Kolkata, West Bengal.
Second Runner-up	Duosis Bio-Innovations Pvt. Ltd, Kanpur, Uttar Pradesh.
Second Runner-up	Tribe Delight Pvt.Ltd, Gopalpur, Odisha.

West Region Winners	
Winner	Kheti Gaadi,Pune, Maharastra.
First Runner-up	Asha Mahila Milk Producer Company Ltd, Rajasthan.
Second Runner-up	Jovaki Agro Foods Pvt Ltd, Mumbai, Maharashtra.



## Awards for Best Books in Agricultural Extension & Best Ph.D., and M.Sc., Theses in Agricultural Extension

Best Books in Agricultural Extension		
<b>First Prize</b>	Yes, You can launch your own enterprise: Beginners Guide	Dr.J.P.Sharma. Dr.Nishi Sharma, Dr.Reshma Gills, Dr. Pratibha Joshi, Dr. Girijesh Mahra and Dr.P.Punitha
<b>Second Prize</b>	Communication Technologies in Agriculture	Dr.P.Jaisridhar and Ms.M.Surudhi
<b>Third Prize</b>	Veterinary and Animal Husbandry Extension Education at a Glance	Dr.Santosh S. Pathade and Dr.Ramsesh Nukala

Best Ph.D. ,Theses in Agricultural Extension		
<b>First Prize</b>	Assessment of farm Typologies for targeting extension intervention applying multidimensional analysis and geographic information system in Agro-climatic Zone IV of Jharkhand	Dr.Aditya, Bidhan Chandra Krishi Viswavidyalaya (BCKV), MOhanpur, Nadia,West Bengal.
<b>Second Prize</b>	Ecosystem Analysis of Krishi Vignan Kendras in Southern India	Dr.N.Bhuvana, College of Agriculture, Professor Jayashankar Telangana State Agricultural University (PJTSAU), Hyderabad.
<b>Third Prize</b>	Socio Economic Analysis of Peste Des Petits Ruminants (PPR): A value Chain Approach	Dr.M.S.Kannadhasan from Division of Extension education, ICAR-Indian Veterinary Research Institute (IVRI). Izatnagar, U.P.

Best M.Sc., Theses in Agricultural Extension		
<b>First Prize</b>	Assessment of the utility behavior of Uzhavan app among farmers and extension officers in Tamilnadu	Mr.S.Aravindh Kumar , Agricultural College & Research Institute (AC&RI),Killikulam, Tamilnadu Agricultural University (TNAU), Coimbatore.
<b>Second Prize</b>	A Study on the Effectiveness of Climate Resilient Agricultural Technologies in Nalgonda District	Mr. Pabba Akshith Sai, College of Agriculture, Professor Jayashankar Telangana State Agricultural University (PJTSAU), Hyderabad.
<b>Third Prize</b>	Socio Economic Impact of E-Tendering System on Arecanut Growers in Karnataka	Mr. M. C. Vivek, College of Agriculture, University of Agricultural and Horticultural Science, Navile, Shivamoga, Karnataka.

# DAESI - Diploma in Agricultural Extension Services for Input Dealers

Agri-Input Dealers are a prime source of farm information to the farming community, besides the supply of inputs and credit. However, majority of these dealers do not have formal agricultural education. In order to build their technical competency in agriculture and to facilitate them to serve the farmers better and to act as para-extension professionals, National Institute of Agricultural Extension Management (MANAGE) has launched a self-financed "One-year Diploma in Agricultural Extension Services for Input Dealers (DAESI) Program" during the year 2003 with a course fee of Rs.20,000/- to the input dealers. After seeing the positive impact of the program, Ministry of Agriculture & Farmers' Welfare, Government of India has approved to implement this program for Input dealers in all the States of the country.



## Objectives of DAESI Program

- Orientation of input dealers on location-specific crop production technologies of broad-based agriculture with reference to field problems.
- Building the capacity of input dealers in efficient handling of Inputs.
- To impart knowledge about the laws governing regulation of agricultural Inputs.
- To make input dealers an effective source of farm information at the village level (one stop shop) for the farmers.

## Implementation

The program is implemented by MANAGE through State Agricultural Management and Extension Training Institutes (SAMETIs). The Department of Agriculture, Cooperation & Farmers' Welfare (DAC & FW), GoI, will subsidize the course fee (50%) to the extent of 10,000/- per Input dealer. However, where

Agribusiness companies are involved, the company will contribute Rs.10,000/- and the balance Rs.10,000/- will be contributed equally by DAC and Input Dealer @ Rs.5000/- each. The technical information is delivered through weekly Contact Classes in designated Nodal Training Institutes by Agricultural Experts & Practitioners at district level on Sundays or Market holidays. The programme of 48 weeks includes 80 sessions and eight field visits spread over a year.

## Monitoring

MANAGE at national level, SAMETIs at state level and ATMAs at district level will monitor the implementation of DAESI through the network of Nodal Training Institutes (NTIs). MANAGE has created a DAESI cell for continuous monitoring and support to SAMETIs and NTIs and conducting the examinations through qualified consultants.

## Assessment

The diploma candidates are expected to submit/present sketch book, problem solution registers and assignments every week. At the end of all the sessions, the candidates will appear for final examinations. The examination consists of a theory exam and practical components like spotting, specimen identification and viva voce to assess their knowledge and skill to serve as extension para-extension worker. The candidates who pass successfully will be issued the Diploma.

## Progress

Since its inception, more than 60,000 candidates have enrolled through 996 batches for DAESI program across the country. Currently 549 programs are ongoing (For all financial years together) and are in different phases of implementation. With the support from Ministry of Agriculture and Farmers' Welfare, 32,266 candidates have taken the benefit of subsidy under CSPS scheme.





### Agricultural Development through PPP and FPCs: My Experiences by Dr. Sudhir Kumar Goel, IAS (Retd.)



Dr. Sudhir Kumar Goel, IAS (Retd.), Former Additional Chief Secretary, Agriculture and Marketing, Government of Maharashtra delivered MANAGE Krishi Gyandeeep Knowledge Lecture Series-4 on the topic “Agricultural Development through PPP and FPCs: My Experiences” on 11<sup>th</sup> June 2021.

In his lecture, he mainly focused on increasing farmers’ income, improving standard of living and self-esteem of farmers. He spoke about verticals and horizontals in farming and also pointed

that farmers should move to horizontals. He expressed his views on how the eminent institutions like MANAGE, NIAM, IIMs etc. can take their step in developing the manpower in horizontals in farming and gave examples of Agri Architects, Social entrepreneurs etc. He also stressed to focus on projects rather than programs. For full video visit our MANAGE YouTube channel: <https://www.youtube.com/watch?v=hTTCI8SugEc>

## International Day of Yoga Celebrated

MANAGE celebrated the International Day of Yoga on 21<sup>st</sup> June, 2021. On this occasion a yoga class was organised through virtual mode for MANAGE Faculty, Staff and their family members by Mr.Rupender, Yoga Instructor of MANAGE.



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