



Message from Director General



“Agricultural Extension is central to Agricultural Development”. Training and capacity development are essential to update knowledge and improve efficiency of agricultural extension professionals. MANAGE strongly believes that training and capacity building activities need synergy and collaboration of its partner institutions for greater impact.

For the Academic Year 2021 -2022, MANAGE has shifted the focus of its training and research activities from 1). Solo Training Programs to Collaborative Training Program with its partners such as Extension Education Institutes (EIs), State Agricultural Management and Extension Training Institutions (SAMETIs), State Agricultural Universities (SAUs) and India Council of Agricultural Research (ICAR) Institutions; 2). Physical Training Programs to Online Training Programs; 3). Regular

Training Programs to Monthly and Weekly Webinars on Emerging Themes to address Current Issues; 4). Production-led Training Programs to Market-led and Value Chain-wise Extension; 5). Individual Training Programs by Faculty to Group Approach by organizing Training Programs on Farmer Producer Organizations (FPOs) and 6). Regular Research Topics to Application oriented Research Topics to Strengthen Agricultural Extension System. I feel this paradigm shift would ensure more inclusiveness and synergy of our partners in addressing the training needs of extension professionals.

With this new approach, MANAGE proposes 431 training programs for the Academic Year 2021-2022 which included – Thematic Training Programs, National Workshops, Training Programs on FPOs, Online Training Programs, MOOC-based Training Programs, Online Collaborative Training Programs with EIs, SAMETIs, SAUs and ICAR Institutions, Monthly Webinars, Weekly Webinars, Refresher Training Programs (RTPs) under Agri-Clinics and Agri Business Centers (ACABC) Scheme and Certified Farm Advisor / Certified Livestock Advisor Program (CFA / CLA). I am glad to inform that MANAGE released its Training Calendar 2021 –2022 on 31st March 2021 and widely distributed to its stakeholders and shared the same on MANAGE website.

I am sure that the new training opportunities provided by MANAGE in 2021 –2022 would enable State Government Departments, ICAR Institutions, SAUs, KVKs, SAMETIs, EIs, Farmers’ Producer Organizations, NGOs and Private Sector to nominate their officers, scientists, extension functionaries, faculty members, administrators, project managers and researchers to participate in suitable training programs and workshops in order to develop their capacities and skills to deliver agricultural extension services to farmers effectively.

Come, let’s join hands to empowering Farmers, powering Agriculture and position India as Leader in Global Agriculture.



Dr.P.Chandra Shekara
Director General

National Seminar on “Em(Powering) Farm Women, Powering Agriculture”

The National Seminar on “Em (Powering) Farm Women, Powering Agriculture” was successfully held during March 8-9, 2021 at MANAGE, Hyderabad, to mark the celebration of “International Women’s Day”. The inaugural address was given by Dr. Ashok Dalwai, CEO, NRAA, Chairperson – DFI, MoA&FW, GoI, NewDelhi. He stated Empowerment varies from society to society, we should understand the changes of society and adopt to it. If we want change it should be ecosystem change. He focused on the issues of Equality, Gender gap and Feminization in agriculture. This was followed by the keynote address by Dr. Shoba Naganur, Prof. & Head, HECM, CCS, UAS, Dharwad, Karnataka on “**Agripreneurial Opportunities for Livelihood Development of Farm Women**”. During the presentation she focused on the topics like Secondary agriculture production, Vermi composting and highlighted some technologies that are easing the work in secondary agriculture production. The presidential address was given by Dr. P. Chandra Shekara, Director General, MANAGE. During the seminar, women from two FPOs i.e. Maha FPO from Pune and Aaranyak Agri Produce Company Ltd. Purnia, Bihar were



invited to share their experiences through virtual mode. The National Seminar is a forum to bring together researchers, scientists, extensionists and students to discuss innovative ideas on diverse topics and generate pool of knowledge and learnings to further research and scientific/ academic activities. Hundreds of attendees (online), paper presenters, keynote and tutorial participants, students had benefited in many ways from this seminar.

Researchers presented their papers under the six following themes.

- ⇒ Women’s empowerment through agriculture.
- ⇒ Access to assets, resources and knowledge: policies and strategies.
- ⇒ Agricultural innovation for reducing drudgery of women.
- ⇒ Market linkage of women farmers/agripreneurs.
- ⇒ Empowering farm women through group approach FIGs/CIGs/SHGs/FPOs, etc.
- ⇒ Women and household food and nutritional security.

Of the 27 participants registered for paper presentation, 14 speakers presented their papers. Among the 14 presentations, three stood out technically and scientifically from the rest and were awarded best papers. The details of the best papers are given below:

- Swarm Intelligence based Group decision making: Potential Intervention for strengthening Farmers' Self Help Groups by Pragya Goswani, G B Pant Agriculture University.
- An empirical study on gender differences in the access to economic and productive resources in the farm-households of Manipur by Meghajit Sharma Shijagurumayum, UAS, Bangalore.
- Gender Responsive Agricultural Market Linkages by Dr. Niva Chirukuri .



MANAGE invited Deccan Development Society (DDS) Community Media Trust women Zaheerabad, Medak district, Telangana for video recording of the event. This was an attempt to showcase the extraordinary achievements of rural illiterate farm women who have empowered themselves in media field. Both the DDS women Smt. Mallamma, Ecological Farmer & Seed Conserver and Smt. Narsamma, Manager, Sangham Radio were felicitated on the occasion.

MANAGE Krishi Gyandeeep Knowledge Lecture Series-1

“My Experiment and Experience in Agricultural Development: Message to Extension Workers by Dr. Ashok Dalwai



MANAGE started a program Krishi Gyandeeep Knowledge Lecture Series to invite eminent people in the field of agriculture to MANAGE to share their knowledge through lectures and talks which will be recorded and disseminated as videos through MANAGE YouTube Channel to reach out to every extension professional in the country. As part of this, First series of lecture given by Dr. Ashok Dalwai, IAS (Rtd.), CEO, NRAA on 8th March, 2021 on “**My Experiment and Experience in Agricultural Development: Message to Extension Workers**”. He explored real life situations that had faced by him and the stories which inspired him in developing some innovative ideas for doubling the income. For Full video visit our MANAGE YouTube channel:

<https://www.youtube.com/watch?v=v0ZnTDqLS68&t=4s>

Andhra Pradesh Integrated Irrigation and Agriculture Transformation Project (APII & ATP)

MANAGE has been identified as an implementing organisation in the “Andhra Pradesh Integrated Irrigation and Agriculture Transformation Project” (APII&ATP), a World Bank sponsored project with DEA (Department of Economic Affairs, GoI) and the Government of Andhra Pradesh (GoAP). MANAGE will implement the component C



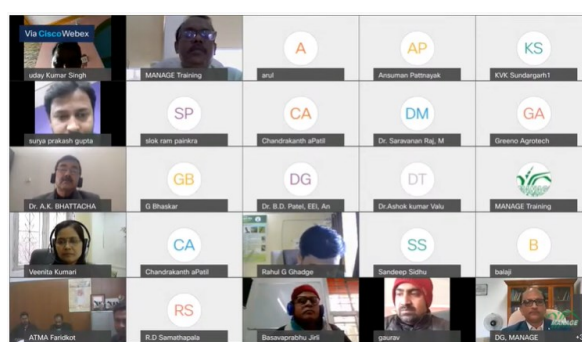
“Post-Harvest Management Market Agribusiness Promotion” of the APII&ATP in five districts viz., Srikakulam, Vizianagram, Vishakhapatnam, East Godavari and West Godavari in Andhra Pradesh. MANAGE will mainly focus on how to enhance farmers’ profitability by improving farmer’s access and linkages to markets through alternate marketing channels and promoting farm level aggregation, post-harvest management and value addition for agricultural crops. The project will support farmer producer organizations (FPOs); develop their capacity and skills for accessing wider input and output markets; and investment support to the FPOs for establishing common service centers for aggregating agriculture produce. This component will focus on a resilient value chain and address gaps in the value chain and facilitate the linkage of FPOs and value chain operators to local, national and international market to organize communities to leverage collective bargaining for farm produce for enhancing the profitability of the farmer. During January – March 2021, MANAGE has undertaken the following initiatives in the project:

- An extensive desk research has been done and a report on situational analysis with district wise production potential crops has been prepared using secondary data.
- The interview schedules and questionnaires for different stakeholders to conduct a baseline survey have been prepared.
- The concept note on setting up of marketing cell has been prepared and the detail project report is under construction.
- A website is being designed with help of NIC and will be launched in consultation with Commissionerate of Agriculture, Andhra Pradesh.
- A one day consultative workshop was organized on Identification of FPOs for interventions-A perspective for APII&AT project.
- The extensive survey has been carried out for collecting information on FPOS and Five FPOs will be identified from project districts.
- A Case study of women FPO, Susag Millets Producer Company Limited in Anakapalli (Visakhapatnam) has been documented.
- Agencies like agri Samunnati and SAVe Foundation, APMAS are identified and on boarded for providing the end to end solutions to the identified FPOs.

Training Programs and Knowledge Sharing in 2020 –2021

The Corona pandemic has disturbed the pace and method of education, training and research activities in organisations the world over. MANAGE is not an exception. During this difficulty period, MANAGE has not stopped its training and knowledge dissemination activities. MANAGE has adopted the power of virtual technologies to organise training programs as scheduled for the year 2020 – 2021.

Realising the need for preparing the agricultural extension professionals to cope up with the agricultural challenges in the context of COVID-19. During April - July 2020, MANAGE has organised several webinars and online programs highlighting coping strategies during COVID –19 through important themes such as Extension NEXT: Future of Agricultural Extension, Challenges for Farmer Producer Organisations (FPOs), Ensuring Food & Nutritional Security and Food Safety Measures for Rural People, Risk Mitigation in Agriculture through Extension Approaches, Climate Change and Building Resilient Supply Chain for Fresh Fruits, Linking Farmers to Markets etc. These timely online webinars provided orientation to many officers, scientists, extension professionals, researchers, NGOs, students on the impact of COVID-19 on Indian Agriculture and helped them to re-imagining the way forward. An online MANAGE Dialogue 2020 : Future of Agricultural Extension Advisory Services was organized with an objective to brainstorm issues and create awareness on



MANAGE Faculty Members had quickly adapted to virtual / online training methodologies to organise the approved training programs for the year 2020–2021 through different online platforms to reach out to many stakeholders. MANAGE has also exploited the potential of Massive Open Online Courses (MOOCs) platform to organise training programs on “Extension MOOCs” platform of MANAGE developed fully by in-house expertise.

During 2020–2021, out of 152 approved training programs, MANAGE organised 184 training programs which included webinars, online thematic training programs, national workshops, Refresher Training Programs (RTPs), Certified Farm / Livestock Advisor Programs and training program under RKVY-RAFTAAR project for agripreneurs and Agri Startups covering a big number of 19225 participants representing State Departments, SAMETIs, EEs, Krishi Vigyan Kendras (KVKs), ICAR Institutes, State Agricultural Universities, NGOs, Private Sector and Research Scholars from Universities.

MANAGE Faculty Members have fully utilized the pandemic period to focus on producing a good number of publications. A total of 56 publications that included research articles, discussion papers, book chapters, books, reports, working papers, policy brief and workshop / seminar papers etc. Also, 180 video films were produced by MANAGE Faculty Members to use in their MOOC-based training programs in addition to 60 video on Agripreneurs and Agri Startups under RKVY-RAFTAAR Program. These videos are made available on MANAGE YouTube Channel.

MANAGE-ICRISAT Partnership Meet



Dr. Arvind Kumar, Deputy Director General-Research, Ms. Joanna Kane-Potaka, Assistant Director General, Strategic Marketing and Communications, and Ms. Lakshmi Pillai, Manager-Grants Management of ICRISAT visited MANAGE on 15th March 2021 to explore partnership between ICRISAT and MANAGE. Dr. Sreenath Dixit, Theme Leader, ICRISAT Development Center has also joined the meeting virtually.

Dr. P. Chandra Shekara, Director General, MANAGE along with Heads of MANAGE Centers participated in the Partnership Meeting. MANAGE made a presentation on its on-going activities and future programs in the areas of training, research, policy advocacy, agri-business education and consultancy with pointers to collaboration with ICRISAT. ICRISAT

also made a presentation of its present activities and flagged possible areas for collaboration with MANAGE. Both the ICRISAT Team and MANAGE Faculty Members discussed on the priority areas. The Corporate Social Responsibility in Agricultural Development, Climate Smart Agriculture and Gender and Nutrition and Agri Innovation Platform were identified as important areas for collaboration. It was also agreed that MANAGE and ICRISAT would join hands as knowledge partners to share experiences and faculty resources in the on-going activities.

Training Program

Training programme on “Enhancing Teaching and Managerial Skills among the faculty of TANUVAS”

A consultative training program on “Enhancing Teaching and Managerial skills among the Faculty of TANUVAS” has been organized at MANAGE, Hyderabad in two phases during 8-12 March 2021 & 15-19 March 2021 respectively under sc-sp of Agricultural Education Division scheme on "strengthening and Development of Higher Education in India".



The Director General of MANAGE Dr.P. Chandrashekara and CEO of National Rainfed Area Authority (NRAA) Dr. Ashok Dalwai inaugurated the training programme. Director General in his speech appreciated the efforts of Director of Extension Education of TANUVAS collaborating with MANAGE in strengthening and Development of Higher Education in India through training programs for State Veterinary Professors.

Participants are from different department of Tamil Nadu Veterinary and Animal Sciences University. The major objectives of these capacity building training programs are to develop teaching skills of participants for effective presentation, to develop managerial skills of participants for effective performance and to orient the participants on new dimensions in extension management.



MANAGE released its Training Program Calendar for the year of 2021-2022 on 31st March 2021. This training calendar contains a list of 431 training programs scheduled for the year 2021–2022. The highlights of the calendar includes that each MANAGE Center organizes Monthly / Weekly Webinars on Emerging Topics. Each Faculty Member organizes a National Level Workshop on Farmer Producer Organizations (FPOs) besides regular training programs of important themes.

MANAGE also organizes 120 online collaborative training programs with partners like SAMETIs, EEIs, SAUs and ICAR Institutions covering varies themes specialized by those organisations and highly relevant for the agricultural extension professionals. Considering the pandemic situation, MANAGE adopted online and MOOC-based training technologies to reach out to a large number of agricultural officers, scientists, researchers, agripreneurs, NGOs, scholars and private sector personnel. You may please download MANAGE Training Calendar at:

<https://www.manage.gov.in/trainings/trgCalendar.pdf>

New Publications by MANAGE

MANAGE released the following publication on 8th March,2021 at a function at its campus by Dr. Ashok Dalwai, IAS (Rtd.), CEO, NRAA and Dr. P. Chandra Shekara, Director General, MANAGE.

- ◆ [Success Stories on Women Farmer Producer Organisations](#) Compiled by Dr. Veenita Kumari, Deputy Director (Gender studies), MANAGE, Dr M.S Chaitanya Kumari, Professor, CCSc, ANGRAU, Interns of B.Sc. (Hons.) Community Science (2020), ANGRAU, Ms. C. Likhitha, Ms. K. Varshitha, Ms.N. Bhavani.
- ◆ [Organic Microgreens](#) Compiled by Dr.Veenita Kumari, Deputy Director (Gender studies), MANAGE, Dr M.S Chaitanya Kumari, Professor, CCSc, ANGRAU, Interns of B.Sc. (Hons.) Community Science (2020), ANGRAU.
- ◆ [Microgreens - A Source of Micronutrients](#) Compiled by Dr.Veenita Kumari, Deputy Director (Gender studies), Interns of B.Sc.(Hons.) Community Science.
- ◆ [Impact Assessment of Farmer Producer Companies \(FPCs\) in Maharashtra- A Case study](#) by Dr.K.C.Gummagolmath, Director (CSA, M&E), Dr.S.B.Ramya Lakshmi, Consultant (CSA, M&E), Ms.Priyanka Patra, Consultant (CSA, M&E).
- ◆ [Domestic and Export Competitiveness of Major Agricultural Commodities in India with Special Reference to Telangana](#) by Dr.K.Nirmal Ravi Kumar, Professor, ANGRAU, Andhra Pradesh, Dr.K.C.Gummagolmath, Director (CSA, M&E)
- ◆ [Value Chain Management of Grapes and COVID-19- A Glimpse of India's Responses](#) by Dr.K.Nirmal Ravi Kumar, Professor, ANGRAU, Andhra Pradesh, Dr.K.C.Gummagolmath, Director (CSA, M&E), Dr.Suresh Chandra Babu, Head, Capacity Strengthening, IFPRI.

Book Talk

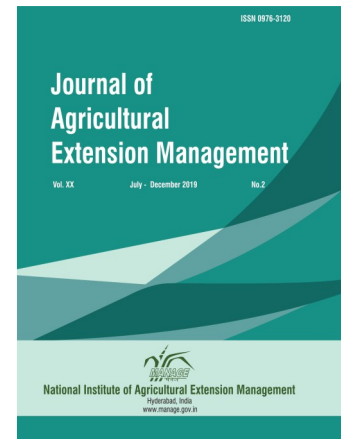
A Book Talk program was held at MANAGE Institute Library on 22nd March, 2021. A book titled, **“Alibaba: the house that Jack Ma built”** written by “Duncan Clark” was reviewed by Dr. Shalendra, Deputy Director (Behavioural Sciences) & In charge Head of the Center for Supply Chain Management and Marketing in Agricultural Extension. He said that the book reveals around Alibaba’s founder Jack Ma, how he became a biggest E-commerce company by overcoming the various problems and highlighted some key points. For full video visit our MANAGE India YouTube channel:

<https://www.youtube.com/watch?v=8vc35AcYI44>



Contribute to Journal for Agricultural Extension Management

The journal of Agricultural Extension Management, a half yearly publication from MANAGE, aims to disseminate information relating to extension systems and practices, research on extension, innovations in technology transfer and other socio economic issues concerning agriculture and allied areas. MANAGE welcomes articles on new developments, concepts and their application in effective extension work. Authors may submit their articles to the Executive Editor, Journal of Agricultural Extension Management, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad. Articles may also be sent by email to : jaem@manage.gov.in



Superannuations

Shri E. Nagabhushanam joined MANAGE in the year 1991 as Junior Accountant on deputation basis and subsequently absorbed in MANAGE from 1994. During his service in MANAGE he was associated with PAR Project at Utnoor and Adilabad Districts of Telangana State and WILL project at Amaravathi, Maharashtra. After working in various capacities for 26 ½ years in MANAGE, he retired from service as Stores Officer. MANAGE wishes him happy and healthy retired life.



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Dr.P.Chandra Shekara, Director General

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Rajendranagar, Hyderabad –500030, India.

Tel: 040-24594509, Fax: 040-24015388

Chief Editor

Dr.P.Chandra Shekara

Editor

Dr.A.Srinivasa Charyulu

Associate Editor

Dr.K.Srivally

Compilation and Design

Ms.Y.Jahnavi