



MANAGE Bulletin

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From the National Institute of Agricultural Extension Management

March 2022

Message from Director General



31 ICAR Institutions, 18 SAUs, 4 EEs and 16 SAMETIs and 10 Partner Organizations who signed MoU with MANAGE to organize 167 Online Collaborative Training Programs in 2022-23 on emerging technical themes. MANAGE also introduced new training topics which included ODOP, FPOs, Nutri-Sensitive Agriculture, Natural Farming, Drones in Agriculture, Digital Agriculture, One Health, Mobile Journalism, Agroforestry, Carbon Credits in Agriculture, Solar Technologies in Agriculture, Design Thinking in Agri Startups, Agricultural Labour, Study-cum-Exposure Visit etc. It would diffidently provide orientation to agricultural extension professionals on these new topics and align them to national priorities.

During March 2022, MANAGE inked an MoU with ICRISAT with the approval of Ministry of Agriculture and Farmers Welfare, GoI. The MoU will facilitate both MANAGE and ICRISAT to conduct collaborative activities in the areas of research, training and extension. I am sure that the strengths of both institutions will be leveraged for agricultural development in several developing countries.

Dr.P.ChandraShekara
Director General

The fourth quarter of the Academic Year - 2021-22 was marked by MANAGE Agri Film Festival-2022, a novel and first-of-its-kind event in the country that was highly appreciated and well received by all. I am glad to share that SAUs, ICAR Institutes, SAMETIs, KVKs, Agricultural Colleges, Agri Media Houses, FPOs, Farmers Cooperatives, Agripreneurs and Private Companies participated actively in MANAGE Agri Film Festival -2022 with more than 270 films from 20 states in 11 Indian languages. The best films received awards for their creative and informative content. I am delighted to inform that MANAGE will continue to host MANAGE Agri Film Festival as an annual event.

I am happy to inform that MANAGE released its Training Calendar for 2022 -23 after a wider consultation with our stakeholders - state departments, SAMETIs, EEs, SAUs, ICAR, MoU partner institutions and after the approval by MANAGE Academic Committee. For the year 2022-23, MANAGE proposes to organize 431 training programs which cater to the training needs of agricultural extension professionals. MANAGE established strong partnership with

In this issue

- ◆ MANAGE Agri Film Festival-2022
- ◆ MANAGE Signs MOU with ICRISAT
- ◆ MANAGE Signs Tripartite MoU
- ◆ HarvestPlus Team at MANAGE
- ◆ MANAGE Celebrates International Women's Day
- ◆ MANAGE Krishi Gyandeeep Knowledge Lecture Series
- ◆ International Workshop on Evidence-Based Gender Equitable Agriculture
- ◆ Zenith- 2022
- ◆ MANAGE Training Calendar—2022-23 Release
- ◆ Lit O' Melange- 2022

National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)



The MANAGE Agri Film Festival-2022, an innovative and first-of-its-kind event in India, was organised on March 11, 2022 at MANAGE, Hyderabad. with an objective to promote creative films on agriculture and allied themes, provide a single window platform for easy access to all agricultural films in India and recognize and honor the best agricultural films with awards.

A total of 273 agricultural films from 107 participants in 11 Indian languages from 20 states were received for the contest. There was a good response from government organizations, research institutes, State Agricultural Universities, ICAR Institutes, KVKs, SAMETIs, NGOs, Media Houses, Agri startups, agripreneurs, FPOs, Co-operatives, Agribusiness Companies, the private sector, Agri Journalists, Agri Students and individual specialists across the country.

Shri B. C. Patil, Hon'ble Agriculture Minister, Government of Karnataka and the Chief Guest for MANAGE Agri Film Festival - 2022 event gave away awards to winners of the film festival in different categories. A total of 16 prizes were given out, split into three categories as the Top 3 best films, 3 Jury Prizes and 10 Best Language films. The Best 10 Language Films received a certificate and a memento, the Jury Prizes received a cash prize of Rs. 10,000 including a certificate and memento for each awardee. The 3 top films i.e., 1st, 2nd and 3rd prize

winners received a cash prize of Rs. 50,000, Rs. 30,000, and Rs. 20,000 respectively along with certificates and mementos. All the winners participated along with their team members participated in the event and received the awards. Forty five jury members from the fields of agriculture and media evaluated and selected the films for awards.

In his inaugural address, Dr. P. Chandra Shekara, Director General of MANAGE, stressed the importance of establishing a single platform for providing seamless access to agricultural films produced in the country in different languages for the benefit of farmers and extension professionals.

Shri B. C. Patil, Hon'ble Agriculture Minister, Government of Karnataka, congratulated the awardees and lauded the initiative of MANAGE in organizing the first ever Agri Film Festival in the country. He stated that each film is unique and conveys valuable message to farmers across the country. Dr. M. V. Venkatesh, Commissioner, Smt. C. N. Nandini Kumari, Director of Agriculture, Government of Karnataka and MANAGE Faculty attended the event. MANAGE Agri Film Festival—2022 was organised by Dr. Srinivasacharyulu Attaluri, Program Officer, MANAGE.

The details of award winning films are mentioned on page 3.

TOP 3 BEST FILMS	
1st PRIZE	
Name	Shri. Nitesh Kumar Mishra
Title of the Film	Smart Kheti Apnayie Khushian Upjayie
Organisation	Krishak Bharati Cooperative Limited (KRIBHCO), Gautam Buddha Nagar, Uttar Pradesh
2nd PRIZE	
Name	Dr. Karam Chand
Title of the Film	Faane Nahi Jalayenge -A Awareness Film on Crop Residue Management
Organisation	Haryana Agricultural Management and Extension Training Institute (HAMETI), Jind, Haryana
3rd PRIZE	
Name	Shri. Mohan Dhuldhar
Title of the Film	Pheromone Trap (Eco-friendly Pest Management)
Organisation	Watershed Organisation Trust (WOTR), Pune, Maharashtra

3 JURY PRIZES	
JURY PRIZE-1	
Name	Dr. Dollu Pari Naidu
Title of the Film	Kashayalu Dravanaalu
Organisation	Jattu Trust, Vizianagaram, Andhra Pradesh
JURY PRIZE-2	
Name	Shri. G.S.Unnikrishnan Nair
Title of the Film	Bravo Banana
Organisation	Farm Journalist & Farm Film Maker, Thiruvananthapuram, Kerala
JURY PRIZE-3	
Name	Coordinator, Electronic Wing, Rajendranagar
Title of the Film	More Crop Per Drop-Community Drip Irrigation in Tank Command Areas of Telangana-A Success Story
Organisation	Professor Jayashankar Telangana State Agricultural University, Hyderabad, Telangana



10 BEST LANGUAGE FILMS			
S. No	Name / Organisation	Title of the Film	Language
1.	Shri. Parshant Bakshi, SKUAST-Jammu, Jammu & Kashmir	Walk and Talk in Dogri: Strawberry Organic farming	Dongri
2.	Ambarisha B N, Srushti Media, Bangalore, Karnataka	Prospects of Gherkin Industry in India	English
3.	Ms. Reema Nanavaty, Self Employed Women's, Association Ahmadabad, Gujarat	Sun of Gold	Gujarati
4.	Shri. Hemant Kumar Singh, Krishi Vigyan Kendra, Kishanganj, Kishanganj, Bihar	Dragon Fruit Cultivation of Bihar	Hindi
5.	Mr. Shashidhar M, VIKASANA Institute for Rural and Urban Development, Mandya, Karnataka	Jangama Jagari Ratha	Kannada
6.	Dr. Anil Kumar, Odesa Studio, Kerala	Nenmakam Documentury Malayalam	Malayalam
7.	Shri. Akshata Adinath Annadate, Ahmadnagar, Maharashtra	SHE"TI"	Marathi
8.	Dr. Jaswinder Singh, Guru Angad Dev Veterinary & Animal Sciences University, Ludhiana, Punjab	Zoonosis-Disease between Animals and Human	Punjabi
9.	Dr. N. K. Sudeep Kumar, Directorate of Extension Education Tamil Nadu Veterinary and Animal Sciences University, Chennai, Tamil Nadu	Organic Farming a Boon to Tribal Farmers	Tamil
10.	ANNADATA, Eenadu Television Pvt.Ltd., Rangareddy, Telangana	Innovation of Automatic Feeder in Prawn Tanks- by young farmer of Vuyyur	Telugu

MANAGE Signs MoU with ICRISAT



MANAGE signed Memorandum of Understanding (MoU) with ICRISAT (International Crops Research Institute for the Semi-Arid Tropics) on 24th March 2022 at ICRISAT. Dr. P Chandra Shekara, Director General of MANAGE and Dr. Jacqueline d'Arros Hughes, Director General of ICRISAT signed the MoU.

The MOU will facilitate both MANAGE and ICRISAT to conduct collaborative activities on research for agricultural development, training and academic activities. Furthermore, it is hoped that the strengths of both institutions will be leveraged for agricultural development in developing countries.

Dr. Arvind Kumar, Deputy Director General - Research & Regional Director, Asia, ICRISAT and Senior Faculty from

MANAGE and ICRISAT were present on the occasion.

Prior to the MoU signing ceremony, MANAGE Faculty Members visited experimental fields, agri-business incubation center, soil-testing laboratories, gene bank of ICRISAT and interacted with the scientists to identify collaborative activities.



MANAGE Signs Tripartite MoU



MANAGE signed a tripartite Memorandum of Understanding (MoU) between HDFC Bank Ltd., Corporate Office, Mumbai and National Bank of Agriculture and Rural Development (NABARD), Regional Office, Telangana on 28th March 2022 at MANAGE.

Dr. P. Chandra Shekara, Director General, MANAGE Mr. Bere Ramakrishna, Vice President, Rural Banking Group, HDFC Bank Ltd., and Mr. Krishna Murthy Apuri, Regional

Manager, NABARD Inclusive Banking Initiative Group signed the MoU.

The MoU will strengthen collaborative approach among the organizations to enhance rural prosperity through the convergence of institutional lending and ongoing development initiatives thereby benefiting all the stakeholders. It will also clear the path for agripreneurs to get ample and timely credit support from the banking system through a single window with flexible and streamlined processes.

Dr. Shahaji Phand, Principal Coordinator (AC&ABC), Dr. K. C. Gummagolmath, Director (M&E), Dr. K. Sai Maheshwari, Assistant Director, MANAGE, and Dr. Sagar Deshmukh, Faculty, MANAGE were present on the occasion.

HarvestPlus Team at MANAGE



Mr. Arun Baral, CEO of HarvestPlus India and his team, visited MANAGE, on March 24, 2022 and interacted with Dr. P. Chandra Shekara, Director General, MANAGE, and the faculty members.

Both MANAGE and HarvestPlus discussed and explored the possible opportunities for collaboration on bio-fortification, which will be helpful for breeding staple crops to have higher levels of essential nutrients either

through selective breeding or genetic modifications .

HarvestPlus is a global non-profit agricultural research organisation that has been operating in India since 2011. It is part of the CGIAR and is based at the International Food Policy Research Institute (IFPRI) and works with partners to tackle hidden hunger on a global scale by breeding.

MANAGE Celebrates International Women's Day



MANAGE celebrated the International Women's Day on March 8, 2022 in collaboration with Sri Aurobindo Institute of Rural Development, Krishi Vignana Kendra (SAIRD-KVK), Gaddipally at MANAGE. On this occasion, a Financial Literacy Experiential Workshop for Women Farmers was organised. Twenty five women farmers from Gaddipally participated in the event besides other dignitaries and MANAGE Faculty Members.

Dr. P. Chandra Shekara, Director General MANAGE in his inaugural address highlighted the importance of financial literacy for women empowerment, digital literacy, importance of the group approach, leadership development and the need to think beyond production to processing and marketing and shift focus from agriculture to agribusiness. He also

added that there is a need to focus on Nutri-sensitive agriculture.

On this occasion, MANAGE also recognized and felicitated Smt. D. Manemma, a woman farmer from Gaddipally, who is running a millet processing enterprise and is supporting the livelihood security of her family.

Shri K. V. Ramana, Retd. Senior Manager, Canara Bank, Hyderabad gave a talk on financial literacy for women. Dr. T. Jyothirmayi, Senior Principal Scientist and Head, CFTRI Hyderabad, Mrs. N. Sugandhi, from KVK Gaddipally and MANAGE Faculty attended the program. Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE coordinated the program.

#11 Technology Adoption-Learnings from Global Experience by Dr. C. L Laxmipathi Gowda, Former DDG,ICRISAT



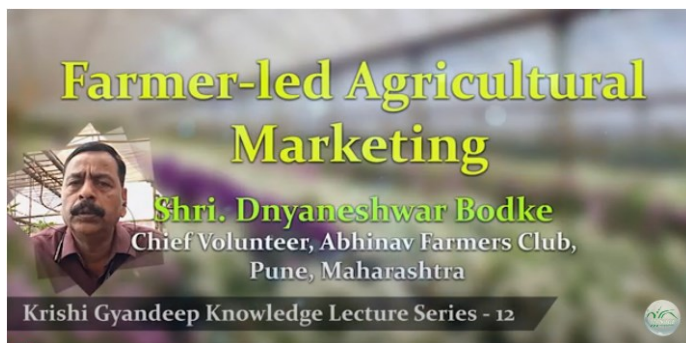
Dr. C. L. Laxmipathi Gowda, Former Deputy Director -General, ICRISAT, gave a lecture on "Technology

Adoption-Learnings from Global Experience" as part of MANAGE Krishi Gyandeeep Knowledge Lecture Series-11 on March 25, 2022. In his lecture, he shared his experiences on different aspects of technology adoption viz., adoption of chickpea varieties in different countries; public-private partnership to enhance technology adoption of hybrid seeds of sorghum and pearl millet; seed production and distribution systems and on-farm adaptive research.



<https://youtu.be/f64U4dtsB80>

#12 Farmer-led Agricultural Marketing by Shri. Dnyaneshwar Bodke, Abhinav Farmers Club



Shri. Dnyaneshwar Bodke, Chief Volunteer, Abhinav Farmers Club, Pune, Maharashtra share his experiences on "Farmer-led Agricultural Marketing"



<https://youtu.be/ZOYnRzRv2CM>

as part of MANAGE Krishi Gyandeeep Knowledge Lecture series -12 on 31 March 2022. He is the founder of Abhinav Farmers Club and his motto behind group based organic farming is to empower small-holding capacity farmers with hi-tech farming strategies. He was awarded the National Award for Best Farmers' Club in 2008 and has received several other accolades. During his presentation he shared his experiences with the group approach and his journey from production to marketing.

#13 Translating Fish-for-all into Action - Extension Perspective by Dr. M. Vijay Gupta, WorldFish Center



MANAGE Krishi Gyandeeep Knowledge Lecture Series -13 was also held on March 31, 2022. Dr. M. Vijay Gupta, a World Food Prize winner, Sunhak Peace Prize Laureate, and former Assistant Director-General, WorldFishCenter (CGIAR), delivered his

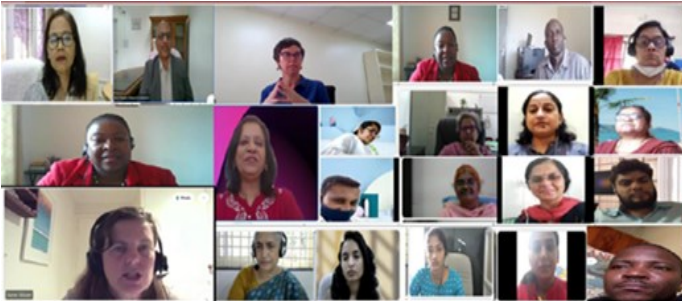
lecture on "Translating Fish-for-all into Action - Extension Perspective". For over six decades, Dr. Vijay Gupta has been active in fisheries research and development in India and other Asian, Pacific, and African nations.

His lecture focused on ways to increase fish production, extension methodologies in fisheries, the importance of farmer to farmer extension, and related aspects.



<https://youtu.be/8HaUQuZe-3w>

International Workshop on Evidence-Based Gender Equitable Agriculture



MANAGE hosted a three-day virtual International Workshop on Evidence-Based Gender Equitable Agriculture and Food Systems during March 28-30, 2022,

The objectives of the workshop is to demonstrate the importance of evidence in designing and implementing innovations to support gender equitable agriculture and food systems; identify options to promote evidence-based research and development practice on

gender equitable agriculture and food systems. The workshop was attended by national and international scientists, academia, research scholars, policymakers/influencers from the agricultural and associated sectors.

The workshop discussed topics like Women's Land Tenure and Property Rights, Gender and Climate Change, Gender and Policy Advocacy, Gender and Nutritional Security, and Gender and Climate Change

Dr. Els Lecoutere, Science Officer at the CGIAR Gender Platform in Belgium, Dr. Jane Alver, Director of Effectiveness and Engagement at the Australian Council for International Development, Dr. Surya Rathore, Principal Scientist (Extension Information Systems), NAARM made keynote speeches.

The workshop was coordinated by Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE.

Zenith– 2022



The intra-collegiate Annual Sports Fest “ZENITH” was conducted by the Sports Committee of PGDM (ABM) Program this year during February 28 - March 3, 2022 at MANAGE.

The event was inaugurated by Dr. P. Chandra Shekara, Director General of MANAGE, amidst the presence of all MANAGEites. Badminton, Lawn Tennis, Table Tennis, Squash, Carrom, Tennikoit, Snooker, Chess, Shot put, Kho Kho, Throwball, Volleyball, Basketball, Box Cricket, Tug of War, and Marathon were among the 16 games included. Shotput was a new addition this years sports and it was a huge success, with over 50 men and women participating. The event's tryouts lasted a month, with

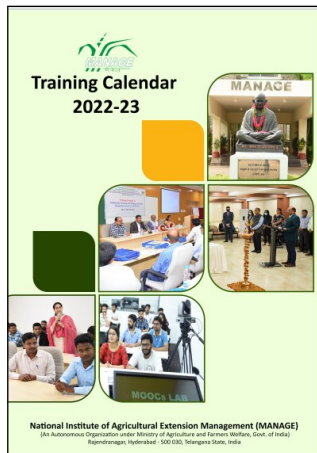


competitors competing in qualifying rounds to earn a spot in the semi-finals and finals.

More than 120 students competed in the various sports event . The winners and runner-ups in various sports received Rs. 1,42,150 as prize money. During the Sports fiesta, several food and entertainment stalls were set up, making ZENITH'22 no less than a Sports carnival. The best Sportswoman and Sportsman titles and prizes were awarded to the most consistent players.

Dr. K. Anand Reddy, Principal Coordinator PGDM (ABM) Dr. K. Anand Reddy, Placement Coordinator Mrs. P. Bharathi Rani organised the events.

MANAGE Training Calendar 2022-23 Released



MANAGE released its Training Calendar for the year 2022-23 on 31st March 2022. MANAGE proposes to organize 431 training programs in the academic year 2022-23 on different themes which address the training needs of agricultural extension professionals. MANAGE established partnerships with 31 ICAR Institutions, 18 SAUs, 4 EEIs and 16 SAMETIs and 10 Partner Organizations who signed MoU with MANAGE to organize 167 Online Collaborative Training Programs on emerging technical themes which are of importance to agricultural extension professionals. Besides technical themes.

MANAGE Training Calendar 2022-23 is available for free downloading at: <https://manage.gov.in/trainings/trgCalendar.pdf>

Lit O' Melange– 2022



The PDGM(ABM)-Literary Club MANAGE organized its 8th Annual 'Lit O' Melange, an intra-collegiate literary and art fest that celebrated the creativity, flair and artistry abilities of the MANAGEites in all forms during March 4-6, 2022.

This year, a total of 13 events were held, which included Online events like - Ink your tales- Writing Competition and Snapshot- Photography Competition, Battle Glory-

Online Gaming Competition and Offline events- Open mic (which included various performing arts like singing, dancing, poetry recitation, stand-up comedy), Sail the Sale- Ad making competition, Word Mania- The vocabulary trivia, Quizzle- Quiz Competition, Tackle- Debate competition, Jam On- Extempore Competition, Colorize- Face painting, competition, Splish Splash- Painting competition, Pieces- Collage making, competition, Sneak Peek- Treasure Hunt and prize money of Rs. 56,000 was awarded to the winner.



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Dr.P.Chandra Shekara, Director General

National Institute of Agricultural Extension Management (MANAGE)
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Rajendranagar, Hyderabad –500030, India.

Tel: 040-24594509, Fax: 040-24015388

Chief Editor

Dr.P.Chandra Shekara
Director General, MANAGE

Editor

Dr. Srinivasacharyulu Attaluri
Program Officer, MANAGE

Assistant Editor

Aparna V. R.
MANAGE Fellow

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