



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

27TH ACADEMIC COMMITTEE MEETING OF MANAGE



In his welcome address Dr. P. Chandra Shekara, Director General, MANAGE and Chairman of the Academic Committee highlighted MANAGE initiatives such as National Facilitators, partnerships with organizations, consultancy activities, implementation of AC&ABC, DAESI, STRY, and RKVY-RAFTAAR and international training programs.

He informed the committee members that MANAGE has been identified as a Knowledge Partner / Nodal Organization / Central Nodal Agency (CNA) by the Ministry of Agriculture and Farmers Welfare, Govt. of India for several flagship schemes and programs like Agriculture Infrastructure Fund (AIF) Scheme, National Mission on Natural Farming, RKVY-RAFTAAR program, Digital Agriculture, National Beekeeping & Honey Mission (NBHM) and Learning Management System for the Credit and Insurance.

The 27th Meeting of the Academic Committee of MANAGE was held on 20th March 2023 at MANAGE, Hyderabad. Dr. P. Chandra Shekara, Director General, MANAGE and Chairman of the Academic Committee chaired the Meeting. The attendees included members from the Ministry of Agriculture & Farmers Welfare, Government of India, ICAR, IIT-Bombay, and MANAGE Faculty. Shri. Sanjay Kumar, Additional Commissioner (Extension) from MoA&FW, Govt. of India attended the Meeting.

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HIGHLIGHTS OF THE MONTH

27th Academic Committee Meeting of MANAGE

MANAGE conducted its 27th Meeting of its Academic Committee Meeting on 20 March 2023. The Committee reviewed the progress for 2022-23 and approved 436 training programs, a MOOC program on Natural Farming and 12 research studies for 2023-24.

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International Seminar on Urban and Peri-Urban

MANAGE organized an international seminar on "Urban and Peri-urban Agriculture- Good Practices and Innovations" on March 14, 2023. Over 90 delegates from 26 countries participated in the seminar, presented technical papers and shared experiences

3

AC&ABC: National Workshop for NTIs

MANAGE hosted a two-day National Level Workshop for Nodal Training Institutes (NTIs) under the AC&ABC Scheme on March 16, 2023. More than 120 NTIs attended the workshop and discussed about issues

4

International Women's Day: Digital Literacy for Women

On the eve of International Women's Day 2023, MANAGE conducted a one-day workshop on "Digital Literacy for Bridging Digital Gender Disparity: By the Women, for the Women (Farmers)" on March 6, 2023. Women entrepreneurs shared their success stories.

5

DG's MESSAGE

NODAL RESPONSIBILITIES FOR MANAGE



MANAGE has been a technical arm of the Ministry of Agriculture and Farmers Welfare, Govt. of India and providing support for implementing its national level flagship schemes, programs and national missions for agricultural development in the country. In its 36 years of journey as a harbinger of agricultural extension management in India and worldwide, MANAGE has led reforms and innovative ideas ATMA, AC&ABC, DAESI, PGDAEM, Agri-Business Education, Market-led Extension, Public-Private Partnership in Extension, e-Extension, Certified Farm/Livestock Advisors and many more. MANAGE has always been redefining its role and taking new responsibilities to address the national priorities and goals set by Ministry of Agriculture and Farmers Welfare, Govt. of India.

MANAGE is recognised as Nodal Organisation by MoA&FW, Govt. of India to function as a Knowledge Partner or Nodal Agency to implement its important programs / schemes on mission-mode at national level.

MANAGE has been identified as Knowledge Partner to implement RKVY-RAFTAAR and provide handholding support to four RKVY-RAFTAAR Agri-Business Incubation (R-ABIs). So far, MANAGE promoted 503 Agri Startups and a total of 106 Startups have been sanctioned a grant amount of Rs. 10.72 Crore. MANAGE has been identified as Nodal Organization and Knowledge Repository on National Mission on Natural Farming. Under this, MANAGE organised 1009 Awareness Programs covering 56,808 Gram Pradhans in all the States and also trained 665 Master Trainers on Natural Farming in the country.

Recently, MANAGE has been notified as Central Nodal Agency (CNA) for Agriculture Infrastructure Fund (AIF) Scheme of the Ministry of Agriculture and Farmers Welfare, Govt. of India. As knowledge partner, MANAGE, along with MoA&FW, Govt. of India, Digital Green, ICAR, SAUs, KVKs, and State Governments involved in Digitalisation of Agricultural Extension System in the country in 10 pilot states in the country. MANAGE is identified as Monitoring Agency to promote National Beekeeping & Honey Mission (NBHM) and submits project proposals to the MoA&FW, Govt. of India for evaluation and approval. MANAGE is also associated with the Credit Division of MoA&FW, Govt. of India in developing Learning Management System for Crop Insurance and Credit.

I am glad to inform that, considering the competency of MANAGE, Hon'ble Minister of Agriculture and Farmers Welfare, Govt. of India desired to utilise the expertise and services of MANAGE to assess the impact of flagship programs of different divisions and departments of MoA&FW. An office order to this effect was issued to all divisions / departments in the MoA&FW, Govt. of India to avail the services of MANAGE for interim appraisal or impact /evaluation of the schemes. As a result, MANAGE has undertaken an evaluation study on PMFBY and involved in other impact studies which are in pipeline.

MANAGE feels that with the new roles its responsibility has increased manifold and it will provide greater opportunity to strengthen agricultural extension system in the country in the service of farmers.

A handwritten signature in black ink, appearing to read 'P. Chandra Shekara'.

Dr. P. Chandra Shekara
Director General

“MANAGE has always been redefining its role and taking new responsibilities to address the national priorities and goals set by Ministry of Agriculture and Farmers Welfare, Govt. of India”

INTERNATIONAL SEMINAR

URBAN AND PERI-URBAN AGRICULTURE



MANAGE organized an international seminar on "Urban and Peri-urban Agriculture- Good Practices and Innovations" in a hybrid mode on March 14, 2023. Over 90 delegates from 26 countries participated in the seminar, presented technical papers, and shared their experiences on urban agriculture.

At the event, Dr. P. Chandra Shekara, Director General of MANAGE, stressed the importance of developing strategies to promote and utilize urban and peri-urban agriculture to strengthen it. He also highlighted that expert advice and time management are necessary for this type of food production to thrive.

Dr. B. Neeraja Prabhakar, the Vice Chancellor of Sri Konda Lakshman Telangana State Horticultural University, was the chief guest and highlighted the growing importance of Urban and Peri-urban Agriculture, particularly in horticulture. She emphasized the benefits of horticulture in urban and

peri-urban areas in addressing food security and improving the livelihoods of the urban poor.

The valedictory programme was also held in a hybrid mode on March 14-15, 2023, and nearly 100 national and international participants attended, including representatives from countries such as the United States, Malawi, Uganda, and Afghanistan.

Dr. V Praveen Rao, ex-Vice Chancellor of PJTSAU, Hyderabad, was the Chief Guest and presented mementos and certificates to the participants, chairs, co-chairs, five rapporteurs, lead paper presenters, and best paper presenters. Dr. Chandra Shekara Director General, MANAGE concluded the session by proposing an action plan to further strengthen the concept of Urban Agriculture at various stakeholder levels. Dr. Veenita Kumari, the Deputy Director (Gender Studies), MANAGE, coordinated the seminar.



AGRI-CLINICS & AGRI-BUSINESS CENTERS (AC&ABC) SCHEME

NATIONAL WORKSHOP FOR NODAL TRAINING INSTITUTES



MANAGE hosted a two-day National Level Workshop for Nodal Training Institutes (NTIs) under the Agri-Clinics and Agri-business Centers (AC&ABC) Scheme on March 16, 2023. The workshop was conducted in a hybrid mode, with more than 120 NTI heads and representatives attending physically and another 30 participating virtually.

During the workshop, Dr. P. Chandra Shekara, Director General of MANAGE, presented the presidential remarks and shared his vision for the future of the AC&ABC scheme. His plans include establishing agri-clinics in every village, increasing the number of Nodal Training Institutes, raising

awareness among stakeholders, involving state authorities, and creating professional association forums (National Agripreneurs Associations) for redressal.

The inaugural address was delivered by Sri Sajith Kumar K, Director of Farm Information at the Department of Agriculture and Farmers Welfare, Govt. of India. He emphasized that the Nodal Officers are the backbone of the AC&ABC scheme, and their facilitation has become the most crucial aspect of serving stakeholders through the scheme. MANAGE Faculty, staff, and consultants were also attended the event.



INTERNATIONAL WOMEN'S DAY - 2023

DIGITAL LITERACY TO ADDRESS GENDER DISPARITY



On the eve of International Women's Day 2023, MANAGE conducted a one-day workshop on "Digital Literacy for Bridging Digital Gender Disparity: By the Women, for the Women (Farmers)" on March 6, 2023.

More than 20 women entrepreneurs and farmers from Telangana state gathered in person for a special workshop hosted by MANAGE to discuss digital literacy and its implications for gender disparity. The event included a series of interactive sessions to explore the complexities of digital literacy, with a particular focus on the differences between genders.

Dr P. Chandra Shekara, Director General of MANAGE, delivered the inaugural address. He stated, "Digital literacy is an essential step towards a more equitable future, and at MANAGE, we feel we have an obligation to ensure that this is available for everyone."

During the inaugural session, the Guest of Honour, Shri Manish Bhatia, Head of NGRCA, DoE, DoA&FW, GoI, delivered the opening remarks. He emphasized the crucial role of the rural sector in the country's growth and how em-

powering rural women with access to digital tools can help achieve this goal.

It was followed by the Felicitation of Outstanding Women Farmers/ entrepreneurs graced by the presence of the esteemed Chief Guest, Dr. Neeraja Prabhakar, Vice-Chancellor of Telangana Horticultural University in Hyderabad. Dr. Prabhakar also highlighted the issue of gender disparity, which often leads to limited access to digital technology for women. She stressed the importance of digital payments in today's world and urged women to learn how to access them. She also discussed the role of technology in empowering women, particularly through the formation of Farmer Producer Organizations (FPOs) and farm mechanization.

Women entrepreneurs from Hyderabad Smt. Indira Reddy, Sacred Honey, Mrs. Anusha Jookuri, Honey House, and Mrs. Soumya Mandarapu, Millennova shared their success stories

Dr Veenita Kumari, Deputy Director (Gender Studies), coordinated the workshop.



280 INPUT DEALERS RECEIVE CERTIFICATES



International Fertilizer Development Center (IFDC), Syngenta Foundation of India (SFI) and Agri Entrepreneur Growth Foundation (AEGF) organized a certificate distribution ceremony for the trainees of one of their agripreneurship program at MANAGE, Hyderabad on March 1, 2023.

Over 280 input dealers attended the ceremony. The event was graced by the presence of senior officials from Walmart, IFDC, and AEGF, who also used the opportunity to discuss potential collaborative activities between the organizations and MANAGE.

Dr. P. Chandra Shekara, Director General of MANAGE, chaired the event and highlighted the importance of good

leadership and respect for small-scale entrepreneurs in promoting a more equitable and prosperous society. MANAGE faculty and staff, consultants, and master trainers who trained the input dealers also attended the event.

The event featured the unveiling the publication titled Capacity Building of Agri-Input Dealers through Need-Based Training Programs - A Report authored by Dr. Mahantesh Shirur, Deputy Director (Agricultural Extension) MANAGE, and Dr. Aravinda, Consultant of MANAGE, as well as the training manuals compiled during the training programs. The PCs, coordinators, AEMs, and master trainers were all recognized and commended for their dedication and hard work.



TRAINING AND EXPOSURE VISIT ON NATURAL FARMING FOR ASSAM OFFICERS



MANAGE to strengthen the concept of Natural farming organized a three-day Natural Farming Training and Exposure Visit for 20 officials from the Government of Assam from 02-04th March 2023.

Inaugurating the event, Dr. P. Chandra Shekara, Director General, MANAGE, delivered an inspiring opening speech to the participants. He discussed various aspects and advantages of organic farming, emphasizing the importance of adopting it for food production. He also emphasized the harmful effects of fertilizers on soil

health and the potential health hazards they can cause to human health.

Dr. N. Balasubramani, CCA Director, MANAGE, delivered the keynote address at the opening ceremony of the program and gave a brief overview of the training held over the next three days. The three-day training program included lectures from various resources, field visits and expert discussions, both theoretical and practical.

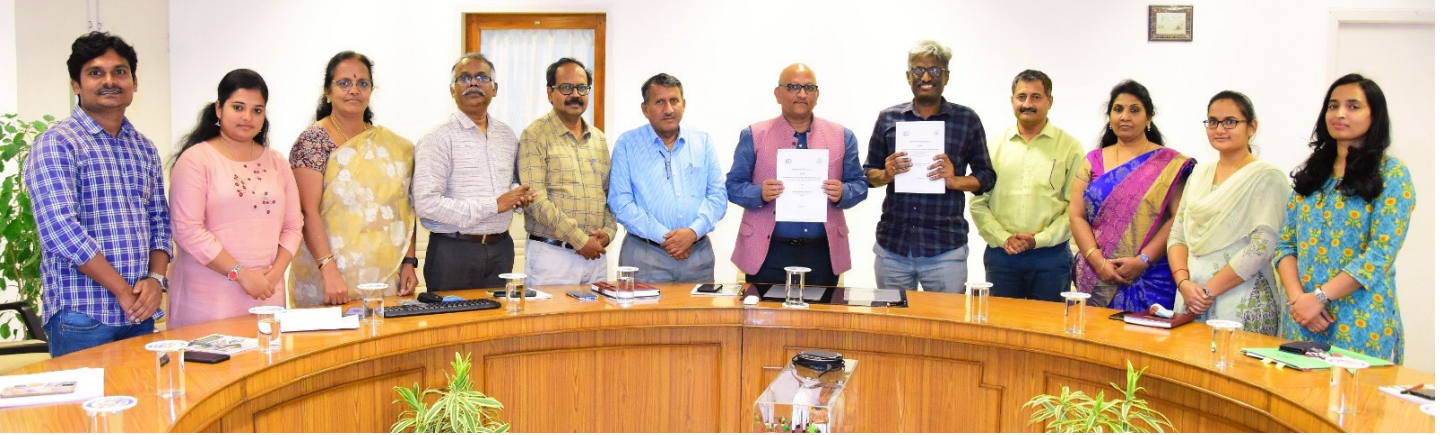
MANAGE KRISHI GYANDEEP KNOWLEDGE LECTURE –22

YOGESH THORAT SPEAKS ON FARMERS' PRODUCER COMPANIES



As part of the MANAGE Krishi Gyandeeep Knowledge Lecture Series (KGKLS-22) talk was organized in hybrid mode on March 13, 2023. Shri. Yogesh Thorat, CEO of Maha Farmers Producer Co. Ltd., gave a talk on "My Experiences with FPCs: Opportunities and Challenges." He emphasized the importance of taking direct action in the agricultural industry and shared his journey of learning from community-based organizations and implementing changes in villages. Mr. Thorat also highlighted the importance of market linkages with FPOs for farmers in Maharashtra and discussed the various shifts in the process of building FPCs.

MANAGE AND CSA SIGNS MoU TO PROMOTE SUSTAINABLE AGRICULTURE



A Memorandum of Understanding (MoU) was signed between MANAGE and the Centre for Sustainable Agriculture (CSA), Hyderabad on March 6th, 2023 to work collaboratively on several critical areas, including natural farming, farmers producer organizations (FPOs), Agripreneurship development, and carbon credits for farmers.

Through this MoU, both organizations can undertake joint training programs, research, documentation, and projects related to these areas. The MoU was signed by Dr. P. Chandra Shekara, Director General of MANAGE, and Dr. G.V. Ramanjaneyulu, Executive Director of CSA.

NABARD GM SUSEELA CHINTALA VISITS MANAGE



Smt. Suseela Chintala, Chief General Manager, NABARD, and Shri. Selvan, General Manager, NABARD visited MANAGE on March 13, 2023 and interacted with DG-MANAGE Dr. P. Chandra Shekara and Faculty Members.

Dr. P. Chandra Shekara, DG-MANAGE gave the NABARD officers a comprehensive overview of the organization's activities. The meeting helped

MANAGE and NABARD to identify areas for collaboration. The possibility of internship of PGDM (ABM) students with FPOs; holding a feedback meeting with NABARD and ACABC candidates; and mapping Agripreneurs trained under ACABC Scheme with FPOs in Telangana etc. were proposed in order to bridge the gap between farmers, industry, and consumers to support demand and supply, which has been disrupted in recent years.

CONSULTATIVE WORKSHOP ON REVISION OF MODULES ON GENDER MAINSTREAMING AND BUDGETING



MANAGE organized a Consultative Workshop on "Revision of Capsule Module on Gender Mainstreaming and Budgeting" on March 10, 2023 on hybrid mode. provided an overview of the workshop's agenda and extended a warm welcome to all dignitaries in attendance.

During the workshop, Dr. P Chandra Shekara, Director General of MANAGE, stressed the importance of developing Gender Advisors at the district level to enhance Gender Mainstreaming efforts. Dr. Punam Sharma Tiwary, the Joint Director of Women Component at DoA&FARMERS, MoA&FW, Govt. of India, shared the initiatives and efforts of the Ministry of Agriculture & Farmers Welfare, Govt of India towards Gender Mainstreaming through various programs and schemes.

Distinguished participants from a various National and International organizations actively engaged in the workshop's proceedings, and collaborated to finalize

content modules for the four categories of stakeholders. The workshop concluded with the development of a comprehensive roadmap for future action plans.

Dr. Veenita Kumari, the Deputy Director (Gender Studies), MANAGE coordinated the workshop.



TRAINING ON AGRI-SUPPLY CHAIN MANAGEMENT



MANAGE organised a two-day training program on Issues and Challenges of Agri-Supply Chain Management in India on March 27-28, 2023. The training was attended by 11 participants.

The program covers topics such as supply chain management strategies, logistics, transportation, procurement, and quality control. The participants were exposed to cutting-edge technologies, innovations in the field of agri-supply chain management and practical solutions to the prevalent issues faced in the industry. Dr. B. Venkata Rao, Assistant Director, MANAGE coordinated the program.

TRAINING ON POST-HARVEST MANAGEMENT



A training program on "Post-Harvest Management" was conducted by MANAGE for officials of the SMART project of Govt. of Maharashtra which was sponsored by VANAMATI from 13–17 March, 2023 at MANAGE. The event was graced by Chief Guest Smt. Suseela Chintala, Chief General Manager and Shri. Selvan, General Manager from NABARD.

During the program, Dr. P. Chandra Shekara, Director General of MANAGE, delivered a speech highlighting the importance of food security in the Indian agriculture system and the need to address the challenges faced by small and marginal farmers. He emphasized that creating an ecosystem that supports farmers through technology, skills training, and finance can ensure food security for all.



Smt. Suseela Chintala, Chief General Manager of NABARD, emphasized the importance of sustainable food production in India, which can benefit both farmers and consumers. She stressed the need for inclusive growth, value chain, and infrastructure development, which can increase industry and provide employment opportunities and jobs for youth.

Dr. K. C. Gummagolmath, Director (M&E), MANAGE coordinated the program.

MILLET WALKATHON

MANAGE Faculty Members consultants, fellows, interns, and PGDM (ABM) students participated in the Millet Walkathon. The Millet Walkathon was jointly organized by PJTSAU and ICAR-IIMR on March 3, 2023 to sensitize the participants about the potential health benefits of consuming millet food and its nutritional values.

More than 1200 enthusiastic the presence of students from the College of Agriculture, Rajendranagar, staff from Research Stations located in PJTSAU Rajendranagar campus, students from Veterinary College, and staff from all the ICAR and Govt. of India institutes in Rajendranagar, including IIOR, IIRR and NAARM.



AGRIPRENEURSHIP EXHIBITION FOR FARM WOMEN



The Ministry of Agriculture Farmers Welfare of the Government of India in collaboration with MANAGE held an Awareness on Agripreneurship Exhibition for Farm Women on March 28, 2023. The exhibition was sponsored by the Department of Agriculture Farmers Welfare, Govt. of Punjab and took place at PAMETI, Ludhiana, on the Punjab Agricultural University Campus.

Over 350 farm women agripreneurs from all 23 districts in Punjab. Pickles, masalas, honey, handmade jewellery, kantha dresses, crochet bags, amla products, phulkari dupatta, murrabba, millets cookies and other millet products, moringa powder, cocopeat, vermicompost, planters and nursery products, jute products, and other items were on display at the exhibition.

Dr Veenita Kumari, Deputy Director (Gender Studies), MANAGE coordinated the event.



27TH ACADEMIC COMMITTEE MEETING OF MANAGE

► From P1

Dr. Srinivasacharyulu Attaluri, Program Officer, MANAGE presented the Agenda items and Action Taken Report on the decisions made in the 26th meeting of the Academic Committee. He also proposed the training programs and research studies for the year 2023-24.

The Academic Committee after a review of the proposed training programs and research studies, approved a total of 436 training programs, a MOOC-based program on Natural Farming and 12 research studies for the year 2023-24 and authorised the Director General & Chairman, Academic Committee to rationalise the programs and research studies as per the requirement.

The Committee Members discussed key issues and provided recommendations to strengthen ATMA system, a course of Agri-Entrepreneurship Management, establishing suitable infrastructure and manpower at

MANAGE to meet the growing demands due to increase in the number of PGDM(ABM) seats, program and activities, rechristening the CFA/CLA as Certified Organic Farming Advisor, Certified Floriculture Advisor, Certified Sheep & Goat Advisor etc., reflecting the specialization in the course.

In his concluding remarks, Dr. P. Chandra Shekara, Director General-MANAGE and Chairman thanked all the Members of the Academic Committee, MANAGE Faculty Members for their participation and valuable suggestions. He also thanked Ministry of Agriculture and Farmers Welfare, Govt. of India for the support and having confidence in MANAGE to declare it as Nodal Organization / Knowledge Partner for implementing important flagship programs of Govt. of India.

The meeting ended with a vote of thanks by Dr. Srinivasacharyulu Attaluri, Program Officer, MANAGE.

OLYMPUS-2023 : PGDM (ABM) SPORTS EVENT



OLYMPUS –2023, the Annual Inter-Collegiate Sports Event during March 10-12, 2023 was conducted at MANAGE by PGDM(ABM) Students Sports Committee. Dr. P. Chandra Shekara, Director General, MANAGE, inaugurated the event.

Over 200 athletes from nine colleges competed in seven different sports such as Basketball, Volleyball, Throwball, Badminton, Table Tennis, Chess, and Snooker. The total prize money for the event is worth Rs. 1,00,000, which made it even more exciting.

Since its inception in 2016, Olympus has been a highly successful and much-loved annual inter-college sports fest organized by MANAGE. It has gained popularity



among reputed B-schools from all over the country, making it a highly competitive and prestigious event.

EDITORIAL TEAM

MANAGE BULLETIN is published by

Dr.P.Chandra Shekara

Director General

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

CHIEF EDITOR

Dr.P.Chandra Shekara

Director General, MANAGE

EDITOR

Dr. Srinivasacharyulu Attaluri

Program Officer, MANAGE

ASSISTANT EDITORS

Veena Pulapaka

Outreach Specialist, MANAGE

Aparna V. R

MANAGE Fellow, MANAGE