



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

## MANAGE and Michigan State University-Extension Launches Centre for Agricultural Development in the African and Asian Regions



MANAGE and Michigan State University-Extension (MSU-Extension), USA inaugurated the “Centre for Agricultural Development in the African and Asian Regions” at MANAGE, Hyderabad on March 05, 2024.

Dr. P Chandra Shekara, Director General MANAGE and Dr. Quentin Tyler, Director MSU-Extension inaugurated the Centre. The MANAGE-MSU Centre will serve as a platform for undertaking capacity building in agricultural institutions, joint assignments, policy support, and partnership actions to promote agricultural development in the Asian and African regions.

Through this Centre both MANAGE and Michigan State University - Extension (MSU-Extension) promote good agricultural practices for empowering farmers, agripreneurship, agri startups and innovations in



agricultural extension in developing countries in African and Asian Region.

## DG's MESSAGE

### Historic Launch of MANAGE-Michigan University-Extension Center



I am overwhelmed with the historic launch of **MANAGE - Michigan State University-Extension Centre for Agricultural Development in the African and Asian Regions** at MANAGE, Hyderabad on March 05, 2024. The MANAGE - MSU Center is a milestone achievement in the partnership journey of MANAGE and Michigan State University-Extension (MSU-Extension). I thank Executive Council of MANAGE and Ministry of Agriculture and Farmers Welfare, Govt. of India for approving the establishment of MANAGE - MSU Center at MANAGE. I also thank the leadership of Michigan State University - Extension and Team for their persistent efforts to formalize and institutionalize the partnership between MANAGE and MSU-Extension through establishment of a Centre that further strengthen the collaborative actions by MANAGE and MSU-Extension to several developing countries in Asian and African regions.

The MANAGE - MSU Centre is envisaged to address the capacity needs, institutional development and policy support to governments in the most cost effective way to ensure sustainable agricultural development and global food security in developing countries. Through this Center, MANAGE will function as anchor institution for MSU-Extension for Africa and Asian Region to cater the needs of developing countries in the region. MANAGE will provide necessary infrastructure and spare its faculty resources. Whereas, MSU-Extension will place at least two of its experts in the Center to undertake joint activities such as faculty exchange programs, need-based training programs, exposure visits to policy makers, high-level policy dialogues, policy support, research projects, consultancy activities, and transfer of technologies in the advanced areas which transform agriculture sector in developing countries in African and Asian Region. I am sure that the MANAGE - MSU Centre will soon function as an active platform to strengthen Agricultural Extension and address the challenges of smallholder farmers in the Africa and Asian Region.

**Dr. P. Chandra Shekara**  
Director General, MANAGE

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# MANAGE and Michigan State University-Extension Launches Centre for Agricultural Development in the African and Asian



“MANAGE - MSU Centre is a milestone achievement in the partnership journey of MANAGE and Michigan State University. This Centre is envisaged to address challenges of smallholder farmers in developing countries with global expertise”, said Dr. P. Chandra Shekara, DG-MANAGE.

Dr. Karim Mareed, Director, International Programs, College of Agriculture and Natural Resources, MSU said that, “the Centre will be a game changer in the task of diffusing global good practices in several developing countries in the world”.

Dr. Quentin Tyler, Director of MSU-Extension hailed that, “this Centre is a landmark achievement in the partnership of MANAGE and MSU to address agricultural challenges and ensure food security at global level.”

The event witnessed the presence of all MANAGE faculties, staff and experts from Michigan State University.

Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management), MANAGE, coordinated the event.





## MANAGE and MSU-Extension International Conference

# Multidimensional Approach for Accelerating Agricultural Extension



MANAGE and Michigan State University (MSU)-Extension jointly inaugurated a three day International Conference on 'Multidimensional Approach for Accelerating Agricultural Extension' from March 4-6, 2024.

Dr. P Chandra Shekara, DG MANAGE and Dr. Quentin Tyler, Director, MSU-Extension inaugurated the conference along with Dr. Karim Maredia, Director, International Programs, College of

Agriculture and Natural Resources, MSU, Faculty of MANAGE and MSU-Extension.

The Conference discusses multi-dimensions that impact Agricultural Extension across the globe. Both MANAGE and MSU Extension faculty members shared their experiences in the technical sessions, participated in panel discussions, group works and identified areas for future collaborations.





## MANAGE and MSU-Extension International Conference

# Multidimensional Approach for Accelerating Agricultural Extension



Following the inauguration ceremony, presentations, engaging discussions were unfolded on MANAGE and MSU Extension approaches in accelerating agricultural extension, agri startups, assessing agricultural production FPOs, specialised certified extensionists, educating input dealers, 4-H program, digital agriculture, beekeeping, online learning in agriculture, agripreneurship and district level strategies for extension services. Deep insights are drawn from open discussion.

The important outcome of the conference is that both MANAGE and MSU faculties identified areas for collaborative action through group work which included: introduction of certified farm stress advisor program, adopting 4-H concept for youth in the country, building capacities for beekeeping in natural farming, greening agricultural institutions and community nutrition, preparing learning modules on FPOs, agri-warehousing and agribusiness.

MANAGE and MSU will undertake quarterly webinars, joint publications, pilot projects, policy support for agripreneurship, and design of projects for developing countries.

More than 45 participants including nine members from MSU Extension team, MANAGE Faculty members along with stakeholders of Agri Startups, AC&ABC, DAESI, and STRY schemes attended the conference and enriched the proceedings with experience sharing.

During the conference, a new beginning was made with the launching of “MANAGE – MSU Centre for Agricultural Development in the African and Asian Regions” at MANAGE.

Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management), MANAGE coordinated the conference.

### Group Work by MANAGE and MSU-Extension Faculty





# Michigan State University -Extension Team Visits Kattangur Farmers Producer Company



As part of a study visit under MANAGE - Michigan State University (MSU) International Conference on Multidimensional Approach for Accelerating Agricultural Extension, the Michigan State University team has visited Kattangur Farmers Producer Company (KFPC) in Nalgonda District, Telangana.

The team interacted with KFPC leadership, farmers, Officers from Dept. of Horticulture, Agriculture, NABARD, and input companies like Coromandel and IFFCO, besides several service providers to KFPC.

The MSU team members interacted with women farmers, visited input shop, solar drier unit, custom hiring center, drone service, soil testing and weather

forecasting services, cold warehouses, processing units and other facilities of KFPC.

In his remarks, Dr. Quentin Tyler, Director of Michigan State University Extension said that “Kattangur Farmers Producer Company (KFPC) is the ideal model to emulate by small and marginal farmers in many developing countries”.

The MSU team also visited Saroornagar Rythu Bazar to understand the direct market system and interact with farmer vendors.

Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management) and Dr. Waheeda Munawar, Program Assistant, MANAGE coordinated the visit.





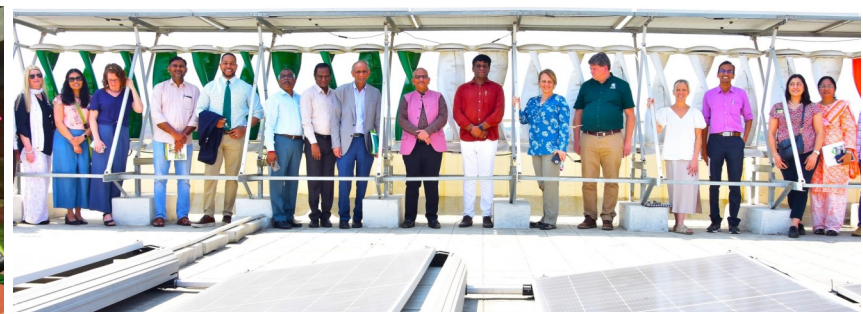
## Memories of Michigan State University-Extension Team at MANAGE



MSU-Extension team has spent a memorable time at MANAGE campus while attending a three day MANAGE-MSU joint conference on "Multidimensional Approach for Accelerating Agricultural Extension" during 4-6 March 2024.

They enjoyed a spectacular performance of Perini Dance – a classical dance of Telangana, performed by

artists in a cultural evening, visited MANAGE's Solar Hybrid plant, along with 30 delegates from 22 countries who are undergoing ITEC International Training Program at MANAGE, planted saplings at MANAGE campus with great enthusiasm to make a living memory of their visit to MANAGE.





## International Indian Technical and Economic Cooperation (ITEC) International Training Program Nutrition Sensitive Agriculture to Address Global Malnutrition



MANAGE inaugurated a 15-day International Indian Technical and Economic Cooperation (ITEC) International Training Program on 'Nutrition Sensitive Agriculture for Addressing Global Malnutrition' with the support of Ministry of External Affairs, GoI, on March 06 2024.

A total 30 participants from 22 countries participating in the program namely Nepal, Lebanon, Mozambique, Tanzania, Tunisia, Lebanon, Ghana, South Sudan, Turkey, Bangladesh, Sri Lanka, Laos, Vietnam, Nigeria, Eritrea, Uzbekistan, Bhutan, Malawi, Ethiopia, Honduras, Syria, Argentina and Tajikistan.

Dr. P. Chandra Shekara, DG-MANAGE, along with special guests Dr. Quentin Tyler, Director of MSU-Extension, Dr. Karim Maredia, Director of International Programs, MSU inaugurated the program.

In his inaugural address, Dr. P Chandra Shekara, DG-MANAGE stressed the need of mainstreaming nutri-sensitive agriculture in order to address multi-dimensional poverty and food security in developing countries.

Dr. Karim Maredia, Director of International Programs, MSU insisted to Engage, Exchange and Extract Knowledge from the training program.

Dr. Quentin Tyler, Director, MSU-Extension said that global malnutrition can be combatted with concerted efforts by all through exchange of knowledge and good practices.

Dr. Veenita Kumari, Deputy Director (GS), MANAGE coordinated the program.





## Valediction Program: ITEC International Training Program

# Nutrition Sensitive Agriculture to Address Global Malnutrition



The 14-day Indian Technical and Economic Cooperation (ITEC) International Training Program on Nutrition Sensitive Agriculture for Addressing Global Malnutrition, supported by Ministry of External Affairs, Govt. of India was concluded on March 19, 2024.

Dr. P. Chandra Shekara, DG-MANAGE, along with special guests Mr. Konda Reddy Chavva, Assistant, FAO Representative, India and Mr. Vinay Singh, Food Security and Nutritional Expert, UN-FAO India, graced the valedictory program and distributed certificates to the participants.

In his valedictory address, Dr. P. Chandra Shekara, DG MANAGE, said that mere production-led

approach will not help to ensure nutritional security and urged participants to become leaders to create awareness on nutritional security.

Mr. Konda Reddy Chavva suggested, in order to stimulate demand for nutritional food and increase their production, it is necessary to provide incentives to farmers. Mr. Vinay Singh highlighted the need to raise awareness among decision makers in both family and society about nutritional security. In the evening, a grand cultural program was organized in which all 22 delegates showcased their performances representing their country.

Dr. Veenita Kumari, Deputy Director (GS), MANAGE coordinated the program.





# Promoting Agri-Startup Ecosystem



## RKVY-RAFTAAR: Cohort-10 Training Program

MANAGE organized a 9-day Start-up Agribusiness Incubation Program (SAIP) and Agripreneurship Orientation Program (AOP) for Cohort 10 Pre-Seed and Seed Stage participants under RKVY-RAFTAAR during 22-30 March 2024. A total 42 representatives from various startups participated in the program.

The training program focused on one-on-one mentoring, business modeling, and business plan development. It covered market research and surveys for startups, innovations in mechanized smart farming, supply chain innovations in agriculture led by startups, and innovations for food and nutritional security.

This Cohort 10 program will be conducted in two phases. The first phase is organized through online mode and the second phase is done through physical mode.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO, Centre for Innovation and Agripreneurship, MANAGE served as the director for this training programs.

## National Conference on Agri-Startups

During the training program, as part of Cohort 10, MANAGE also hosted a three day National Conference on Agri-Startups: Innovations to Impact" on March 26-28, 2024 with the partnership of ANGRAU, KAU, TNAU, and ICAR-IIMR. Special guests Dr K P Sudheer, PI, RKVY-RAFTAAR, KAU; Dr E Somasundaram, PI, RKVY-RAFTAAR, TNAU; Mr A V Gnanasambandam, ED & CEO, ABIS-TBI,TNAU graced the occasion.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE and CEO MANAGE-CIA, provided an overview of the conference, and said, startups play a significant role in advancing innovations and technologies in agriculture.





# Promoting Agri-Startup Ecosystem



Mr. A V Gnanasambandam shared insights into his incubation centre, highlighting key components such as intellectual property rights (IPR), funding, DPIIT registration, and market connections. Dr. E Somasundaram emphasized the importance of loyalty, ethics, and responsibility for new startups.

Dr. K P Sudheer discussed the role of startups and outlined various schemes available to support them. Our commitment towards farmer family is very important for any startups, he said. More than 50+ participants including startups, researchers and students were present for the conference.

## Investment Meet

MANAGE has also organized an Investment Meet with an objective to create awareness about various aspects of funding in the Agri-startup ecosystem including VC funding, Debt funding by Venture Capital and new age opportunities from Banking system. The meet was attended by thirty-five startups from MANAGE and R-ABIs.

In the meet, Mr. Emmanuel Murray, Investment Director, Caspian Ventures spoke about the role of debt funding for the startups at growth stage and how startups should evaluate various funding opportunities in the sector. He also given pointers on VC funding vs Debt funding.

Mr. Vishal, Vice president, Ankur Capital explained What VCs look for in startups while scouting the proposals for funding. Further he emphasized on



already invested Agri-sector startups. Mr. Shaily Varshney, Chief Manager, Indian bank shared information about the initiatives of the Indian Bank for the startups.

Valedictory program served as a momentous occasion to celebrate the accomplishments of the cohort. Founders of Agri Startups shared their remarkable journey of MANAGE mentoring. The events brought together pioneering agritech startup founders, ecosystem enablers and researchers, from across the nation.

Dr. Saravanan Raj, Director, Agricultural Extension MANAGE and CEO MANAGE-CIA coordinated the Program.





# Training-cum-Exposure Visit on Natural Farming



MANAGE is organized a 5-day Training-cum-Exposure Visit on Natural Farming for Master Trainers program aimed at KVK Scientists and Extension Functionaries from various states during March 11 to 15, 2024.

Concurrently, the program was held simultaneously in three separate batches at three distinct locations

viz., MANAGE in Hyderabad, EEI in Anand, and SAMETI in Himachal Pradesh. Dr. P. Chandra Shekara, Director General, MANAGE has inaugurated the programs.

The trained Master Trainers will subsequently engage in capacity-building initiatives pertaining to natural farming within their respective states.





## Portals and Programs Launched Soil Health, Fertilizer Quality and Krishi Sakhis for Natural Farming



On March 7, 2024, Hon'ble Minister for Agriculture & Farmers' Welfare Shri. Arjun Munda and Hon'ble Minister for Rural Development Shri. Giriraj Singh inaugurated jointly four major initiatives at Krishi Bhawan, New Delhi. These initiatives include the Soil Health Card Portal and mobile application, the School Soil Health Programme, the Krishi Sakhi Convergence Program, and the Central Fertilizer Quality Control and Training Institute's (CFQCTI) Portal for Fertilizer Sample Testing

In his address, Shri Arjun Munda highlighted the crucial role of students in maintaining good soil health. He explained that the School Soil Health Programme is a significant initiative to help students understand the importance of soil and the environment. Under this programme, soil laboratories have been established in some Kendriya and Navodaya Vidyalayas situated in rural areas. Students and teachers have been trained to participate in developing their villages and the agriculture sector.

Shri. Giriraj Singh, in his address, expressed that the Krishi Sakhi Training Programme has been launched as a joint initiative to certify Krishi Sakhis as Para-Extension Workers. He highlighted the role of Krishi Sakhis in making farmers aware of sustainable agriculture practices. He said that they would benefit farming, increase its credibility in society,

and boost the confidence of farmers. He also advised the use of organic and natural farming practices for the well-being of all humanity. The program concluded with distribution of certificates to trained Krishi Sakhis.

Dr. P. Chandrashekar, Director General MANAGE, Dr. N. Balasubramani, Director CCA MANAGE along with Natural Farming team attended the inaugural program, virtually.

MANAGE is coordinating Krishi Sakhis training program on Natural Farming and certifying the Krishi Sakhis in the country. The initiative has received positive response from all the stakeholders and is now aimed to scaled up to cover 70,000 Krishi Sakhis to transform them into Para-Extension Workers to promote Natural Farming.





# MANAGE Celebrates International Women's Day 2024



MANAGE jubilantly celebrated International Women's Day 2024 on March 08, 2024 under the theme "Investing in Women: Accelerating Progress." MANAGE staff, especially all the women, and 30 executives from 22 countries participating in the ITEC Training Program on 'Nutrition-Sensitive Agriculture for Addressing Global Malnutrition,' participated in the program.

On this occasion Dr. Salome Yesudas, a freelance nutrition expert, shared her thoughts on women empowerment. She remembered the efforts of the women who fought for women's rights and still advocating to empower suppressed women. Dr. K.C.

Gummagolmath, Director (M&E) MANAGE, briefly elucidated the pivotal role of women in contemporary society and underscored their significance.

Dr. P. Kanaka Durga, Assistant Director, MANAGE highlighted the importance of Women leadership, gender equality, quality education for women, economic empowerment of women & women health. This auspicious day is celebrated with cake cutting and a fun activity wherein women participants made a variety performances and entertained everyone.

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





## रामधारी सिंह 'दिनकर' जी रचित "रश्मिरथी" खंडकाव्य की पुस्तक समीक्षा प्रतियोगिता



दिनांक 14-03-2024 को राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज), राजेन्द्रनगर, हैदराबाद में नराकास-4 की ओर से राष्ट्र कवि दिनकर जी द्वारा रचित 'रश्मिरथी' खंडकाव्य की पुस्तक समीक्षा प्रतियोगिता का आयोजन किया गया। इस प्रतियोगिता में विभिन्न कार्यालयों से आए हुए 24 प्रतिभागियों ने भाग लिया। पुस्तक समीक्षा प्रतियोगिता आयोजित करने का मुख्य उद्देश्य नराकास -4 के सदस्य कार्यालयों में कार्यरत कर्मचारियों में हिन्दी साहित्य के प्रति रुचि जगाना साथ ही पुस्तकें पढ़ने को प्रोत्साहित करना था।

इस कार्यक्रम में दक्षिण मध्य रेलवे; परमाणु खनिज निदेशालय; प्रधान मुख्य आयुक्त आयुक्त कार्यालय; केन्द्रीय रिजर्व पुलिस बल, ग्रूप केंद्र, रंगारेड्डी और केन्द्रीय रिजर्व पुलिस बल, दक्षिणी सेक्टर, जुबिलीहिल्स; हैदराबाद विश्वविद्यालय और मैनेज के

टीमों ने भाग लिया। मैनेज के महानिदेशक डॉ पी चंद्रशेखरा ने इस साहित्यिक प्रतियोगिता में भाग लेने के लिए सभी प्रतिभागियों की सराहना की। उन्होंने कहा कि ऐसे कार्यक्रम भाषा सीखने के माध्यम बनते हैं।

डॉ शैलेन्द्र, निदेशक, मैनेज; श्री श्रीधर खिस्ते, उपनिदेशक व राजभाषा अधिकारी, मैनेज; श्री सतीश कुमार, उपनिदेशक (राजभाषा), ए एम डी ; श्रीमती ममता रानी साहू, उपनिदेशक (राजभाषा), प्रधान मुख्य आयुक्त आयुक्त कार्यालय इस प्रतियोगिता के न्यायनिर्णेतार रहे। कार्यक्रम का संयोजन डॉ श्रीवल्ली, सहायक निदेशक (राजभाषा), मैनेज ने किया।

कार्यक्रम का समापन करते हुए डॉ श्रीवल्ली ने सभी प्रतिभागियों को धन्यवाद दिया और हिन्दी कार्यक्रमों में भाग लेने हेतु अपने कर्मचारियों को प्रोत्साहित करने के लिए सभी कार्यालय प्रमुखों को विशेष धन्यवाद दिया।





## Master Trainers on Natural Farming Visit ICAR-CRIDA

MANAGE organized an exposure visit and hands on experience for Master Trainers on Natural Farming at ICAR-Central Research Institute for Dryland Agriculture (ICAR-CRIDA), Hyderabad on March 01, 2024. A total of 35 Master Trainers nominated by ATARI, Hyderabad underwent a five days training cum exposure visit on Natural Farming at MANAGE.

Dr. Pushpanjali, Dr. G Shrikrishna and Dr. Sudheer of ICAR-CRIDA explained the research activities carried out in Natural Farming. It was an enriching visit, enhancing knowledge of Master Trainers on the role of Natural Farming in improving soil health.



### MANAGE Journal of Agricultural Extension Management Released

A special issue of Journal of Agricultural Extension Management (JAEM), Vol. 24, No. 2 of July - December 2023 is released in February 2024. The issue is devoted to the theme of "Urban and Peri-Urban Agriculture: Good Practices and Innovations". It has 10 select research articles on the theme.

The full Journal may be downloaded freely from: <https://www.manage.gov.in/publications/journal/jul-dec2023.pdf>

### NEW APPOINTMENT

Mr Sivarathri Anil Kumar joined as an EDP Assistant at MANAGE on March 6, 2024. Prior to this role, he served as a System Engineer in Infosys, Hyderabad. He completed Bachelor of Technology in Electronics and Communication Engineering from R.V.R & J.C college of Engineering, Guntur, Andhra Pradesh and Bachelor Degree in Library and information Science (BLISc) from Dr.B.R. Ambedkar Open University (BRAOU), Hyderabad.



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