

PGDM (ABM) 2016-2018 Batch Commences



The inaugural function of the commencement of 21st batch of PGDM (ABM) was conducted at MANAGE on 15th June 2016. The function was chaired by the Director General MANAGE Smt. V. Usha Rani, IAS.

This is a two year Program with an annual intake of 60 students. The program is recognized by AICTE, accredited by NBA and has equivalency certificate from AIU. A unique feature of the program is its pan India character - right from its inception in 1996. The composition of the current batch consists of students from 19 states, 33 universities and 19 disciplines with 56 students from agri and allied background and the remaining from non-agri background. Eighteen of the students are girls and 42 boys. Ten students have work experience.

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MANAGE-CRISP Training Programme on Agricultural Innovation Systems



MANAGE and CRISP jointly organized a training program on “Agricultural Innovation Systems (AIS): Looking beyond ATMA convergence” during 27th June, 2016 to 2nd July, 2016. Thirty-three trainees participated from 17 states of India. The training programme highlighted the process of innovation that seeks to generate, share and utilize knowledge through interactions, resulting in learning among the wide range of actors. All these interactions and learning have been happening in a wider context over a period of time through partnerships, collaborations and linkages across the system.

Agricultural Innovation System (AIS) is thus used as a framework, encompassing all these dynamics in its fold to facilitate its precise understanding. It is being used as a diagnostic tool to figure out the inadequacies within the system at any particular level. For example, it can be used to identify weak linkages or lack of collaboration among the actors in a sector or to elucidate the need for information flow or capacity building of the actors. Thus its applications are diverse and will fill the existing gap in “agricultural systems” context where extension needs to play a proactive role.

MANAGE signs MoU with MAIL, Afghanistan



Smt. V. Usha Rani, IAS, Director General, MANAGE and Mr. Mohammad Rahim Stanikzai, ICT Director, MAIL, Afghanistan exchanging the MoU

MANAGE signed an MoU with the Ministry of Agriculture, Irrigation and Livestock (MAIL), Afghanistan on 31st May, 2016 to strengthen agricultural extension systems in Afghanistan. Under this, MANAGE would collaborate with MAIL to strengthen extension management in Afghanistan through establishment of Farmers Call Center (FCC) based on the principles of Kisan Call Centers (KCC) and other ICT initiatives in India; introduction of Post-graduate Diploma in Extension and Post-graduate Diploma in Agri-business for in-service Afghan professionals; conduct of joint research, seminars,

training programs in the areas of agricultural extension; building institutional capacity of Afghan Agricultural Universities; assist MAIL in establishing the National Agricultural Extension Institute; and exchange of MANAGE faculty for short and medium term assignments.

MANAGE@Social Media

MANAGE Agricultural Extension Network (MAEN) Facebook group is an online professional



network to share extension innovations, encourage conversation, facilitate

development dialogue among MANAGE faculty, extension professionals, farmers, researchers, Agripreneurs, farm input suppliers and other agricultural development stakeholders. It also updates activities of MANAGE.

Join us on MAEN by sending a friend request at:
<https://www.facebook.com/groups/610069809167737/>

Diagnostic Workshop on Extension Reforms



Smt. V. Usha Rani, IAS, Director General, MANAGE addressing the delegates

MANAGE organized a two-day “Diagnostic Workshop on Extension Reforms” during 8-9 June, 2016 with an objective to: discuss and identify the challenges faced by ATMA in implementation of extension reforms, and formulate the strategies for effective implementation of key guiding principles of extension reforms by ATMA.

Thirty one office functionaries who are associated with ATMA mechanism such as State Coordinator, SAMETI Coordinator, Project Director, Deputy Project Director, BTMs, representatives of FTC, Agri and allied sector participated from 8 states i.e., Andhra Pradesh, Chattisgarh, Himachal Pradesh, Karnataka, Maharashtra, Telangana, Tamil Nadu and Rajasthan.

The workshop was inaugurated by the Director General Smt. V. Usha Rani, IAS. During the inaugural address, the Director General highlighted the

conceptual strength of the Extension Reforms Scheme and called upon the delegates to give a feedback of field problems and remedies for betterment of the scheme for promoting demand-driven services to the farmers.

Speaking on the occasion, Dr. P. Chandra Shekara Director (Agricultural Extension), MANAGE explained that Support to State Extension Programmes for Extension Reforms (ATMA Scheme) is currently operational in 639 districts in the country. He mentioned that the key guiding principles such as decentralized decision-making, bottom-up planning, promotion of farmers’ organizations, linking farmers to markets, ICT in agriculture, public-private partnership, gender mainstreaming and cost sharing with beneficiaries would provide immense opportunities for ATMA to re-vitalize and converge extension services under Extension Reforms.

Training Programme on Entrepreneurship Development in Livestock Products



A five-day training program on “Entrepreneurship Development through Value Addition in Livestock Products” was held during 13-17 June, 2016 at MANAGE, Hyderabad. A total 17 middle and senior level officers of Department of Animal Husbandry from the states, namely Andhra Pradesh, Tamil Nadu, Kerala, Karnataka, Puducherry and Maharashtra participated in the program. During the program, exposure visit was organized where participants were exposed to various processes of value addition in milk.

Campus Happenings....

MANAGE Foundation Day celebrated on 11th June, 2016. MANAGE Family vows to re-dedicate themselves for professional excellence in the service of farming community.

International Yoga Day observed at MANAGE on 21st June, 2016. Yoga sessions are regularly conducted at MANAGE under the supervision of a qualified instructor.

A new Gym facility created with state-of-the-art gym equipment at MANAGE on 16th June, 2016. The gym is open to all staff and students.

Group photo of PGDM(ABM) 2016-2018 Batch students with Director General and MANAGE Faculty on the occasion of launching of the program on 15th June, 2016.

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