



Message from Director General



We all know that COVID- 19 pandemic is creating chaos in the world. The severity of the second wave of COVID-19 is coming down but the threat is not over. The pandemic has hit all sectors, including agriculture. We, at MANAGE, feel that as an agriculture extension institute, we have a Institutional Social Responsibility to **“Fight against COVID-19 for Farmers”** who play an important role in feeding the nation in the most difficult situation. We feel that it is utmost important to save our farmers from the pandemic in order to ensure agricultural production and food security in the country.

In order to create sensitization among farmers and agricultural extension professionals in the country, MANAGE has launched an **Fight COVID—Save Farmers** - an Outreach Program in collaboration with CARE Hospitals, Hyderabad on 1st May 2021. An educative presentation with information on symptoms of COVID-19, Dos and Donts at workplace and home, and Nutrition Advice and Preventive & Safety Measures to contain the spread of pandemic was prepared . It

included special advisories issued by the Ministry of Agriculture and Farmers Welfare, Government of India; India Council of Agricultural Research (ICAR); and ICAR- Indian Veterinary Research Institute to farmers to create awareness on safety and preventive measures in the farming and livestock activities during the pandemic period.

MANAGE involved all its partners in this massive outreach campaign to Fight COVID—Save Farmers. They included trained candidates under different schemes, programs, educational programs like PGDM(ABM), ACABC, DAESI, PGDAEM, STRY and Agri Startups and networks like SEVE-MANAGE, NNAJ-MANAGE and FPO Academy Members etc., and courses, alumni, students and collaborative institutions - SAMETIs, EEs, SAUs, ICAR Institutions, National Training Institutions to organise online sensitization programs by using the presentation made by MANAGE.

I am glad to inform that we shared the awareness presentation with 85500 stakeholders in the country through this massive outreach program. The feedback is encouraging from the field. Our partners used innovative approaches in organising sensitization programs in the field. It is reported that about 300 outreach programs have been conducted through Zoom meetings, posters, display of flex at public places, sharing short videos through WhatsApp groups, meeting with small groups of farmers by following COVID guidelines covering 45450 farmers and agricultural extension professionals in the field. Our partners have translated MANAGE awareness presentation into Hindi and other local languages to organise sensitization programs. We profusely thank our partners for their helping hand in fighting against COVID for farmers. We, at MANAGE, hope that our small initiative would help our farmers and other stakeholders to take care of themselves and their families from the pandemic and able to contribute for agricultural development.



Dr.P.Chandra Shekara
Director General

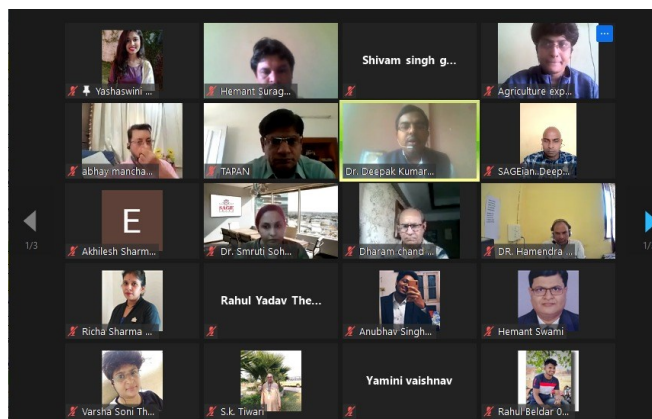
MANAGE Fight Against COVID for Farmers

MANAGE deeply feels that the health and safety of our important stakeholders, especially the farmers are utmost important to ensure food security to feed the entire nation in the pandemic period. MANAGE believes that, as an Extension Organisation, we too have a Scientific Social Responsibility in the Fight Against COVID-19 by creating awareness on preventive measures and healthcare to contain spread of COVID-19 guidance to agricultural officers, academia in agricultural universities and institutions, agricultural extension professionals, agricultural researchers / scientists, functionaries in agricultural markets, agripreneurs, input dealers, development workers of NGO sector and through them to farmers in the country.

In order to create awareness on COVID-19, MANAGE has taken up a massive outreach program to its important stakeholders and especially farmers in all the states in India. MANAGE, in collaboration with CARE Hospitals, Hyderabad has prepared a brief presentation on symptoms of COVID-19, Dos and Donts at workplace and home, and Nutrition Advice and Preventive & Safety Measures to contain the spread of pandemic. Special advisories issued by the Ministry of Agriculture and Farmers Welfare, Government of India; India Council of Agricultural Research (ICAR); and ICAR- Indian Veterinary Research Institute to farmers have also been included in the presentation to create awareness on safety and preventive measures in the farming and livestock activities during the pandemic period.

MANAGE has shared this Awareness Presentation to its partner institutions which included 40 State Agricultural Management and Training Institutes (SAMETIs), four Extension Education Institutes (EIs), 69 State Agricultural Universities (SAUs, including State Veterinary, Animal Husbandry and Horticulture Universities), and 25 collaborative ICAR Institutions and asked them to include a sensitization sessions on COVID-19 in their on-going training programs and organise awareness programs for farmers through online method.

MANAGE has been implementing important flagship programs of Govt. of India through a strong network of institutions in India. The Awareness Presentation was also shared with 140 Nodal Training Institutions (NTIs) which run training programs under Agri-Clinics and Agri-Business Centers Scheme (ACABC); 300 Facilitators who coordinate training programs under Diploma in Agricultural Extension for Input Dealers



Fight COVID—Save Farmers

To penetrate upto farmers level, MANAGE has also shared the Awareness Presentation to more than 30000 Agripreneurs who were trained under ACABC Scheme, 20000 candidates who passed out Post-Graduate Diploma in Agricultural Extension Management (PGDAEM), 23000 Youth who were trained under STRY, 600 candidates of the Certified Farm / Livestock Advisor Programs, 1100 Alumni of Post-Graduate Diploma in Management (Agri-Business Management) [PDGM(ABM)] who settled in senior positions in the leading agribusiness companies in India and also 132 current students of PGDM (ABM), 500 candidates who passed the Post-Graduate Diploma in Agri-Warehousing Management (PGDAWM), 300 Agri Starups mentors by MANAGE under the RKVY-RAFTAAR Project, 9000 Officers / Faculty Members in State Departments and Agricultural Universities who got trained in different training programs during 2020 -2021 by MANAGE and asked them to undertake awareness and sensitisation programs for farmers by using MANAGE presentation through online mode or through displaying it as posters in public places or share as hand-outs and pamphlets in local languages. The Awareness Presentation was also shared with specialised networks such as 375 active retired agricultural professionals of MANAGE – Service Extension through Voluntary Association (MANAGE –SEVA) and 200 Agri Journalists of the National Network of Agri Journalists - MANAGE (NNAJ – MANAGE) and 50 members of MANAGE FPO Academy to spread the awareness movement. MANAGE has also offered its WebEx platform freely to its stakeholders to organise



awareness programs for farmers and other functionaries at the field level. The Awareness Presentation and other Advisory issued for Farmers have been made available on MANAGE website for free download at:

<https://www.manage.gov.in/fightagainstcovid-19.asp>

MANAGE has scheduled 430 training programs during 2021-2022. Out of which, 120 programs are being



organised as collaborative training programs with SAMETIs, EELs, SAUs and ICAR Institution through online mode. A large number of agricultural officers, agricultural extension professionals, scientists, researchers and faculty members participate in these training programs. MANAGE has included a special session on creating awareness on COVID-19 in all its training programs by using the Awareness Presentation. MANAGE gives utmost importance to the health and safety of its staff members who have been contributing immensely even during the most difficulty pandemic period.

MANAGE shared the Awareness Presentation to almost 85500 stakeholders by the end of first week of May 2021 through e-mails, WhatsApp and other online means. The feedback by different stakeholders for MANAGE's initiative is encouraging. Our stakeholders have translated MANAGE Awareness Presentation into Hindi and other local languages. Reports are being received from states like Tamil Nadu, Uttar Pradesh, Maharashtra and Andhra Pradesh about the conduct of online sensitization programs on COVID for farmers, display of posters in public places and use of Awareness Presentation in all the ongoing training programs and workshops.

It is reported that about 300 outreach programs have been conducted through Zoom meetings, posters, display of flex at public places, sharing short videos through WhatsApp groups, meeting with small groups of farmers by following COVID guidelines covering 45450 farmers and agricultural extension professionals in the field.

We, at MANAGE, hope that our small initiative would help our farmers and other stakeholders to take care of themselves and their families from the pandemic and able to contribute for agricultural development.

MANAGE Krishi Gyandeeep Knowledge Lecture Series-3

“Towards Smart Farming” by Prof.S.Ayyappan, Chancellor, CAU, Imphal.

Prof.Ayyappan, Chancellor of Central Agricultural University, Imphal, Former Director-General of Indian Council of Agricultural Research (ICAR), Secretary to Government, Department of Agricultural Research and Education (DARE) delivered MANAGE Krishi Gyandeeep Knowledge Lecture Series-3 on the topic “Towards Smart Farming” on 25th May 2021.



He explored various areas that farmers can be smart, make their income double, and gave examples like Climate-smart Farming, Innovations in water management (Solar-powered irrigation pumps) etc., and mentioned some local innovations in agriculture. He highlighted some new technologies that are used in agriculture like Big Data Analytics, IoT in Farming, GIS and Remote Sensing, Digital Farming, Block Chain Technology and Agri-Voltaics. He stressed on Urban Agriculture and cited successful example of Terrace Farming in

Kerala. He insisted that Agriculture should be added to NEP 2020 and make it more inclusive.

He stated that farmers are being affected by pandemic, biotic stresses, volatile markets etc., stressed the need to help them to enhance their self-esteem and put our concerted efforts to “de-stress their distress”. For full video, visit MANAGE YouTube channel: <https://www.youtube.com/watch?v=hKae17iyQb8&t=6s>.

Upcoming Training Programs Webinars/Workshops

- **National Webinar on Agri-Tourism:** Get back to Nature by Mr.Pandurang Bhagvanrao Taware, Managing Director, Agri Tourism development Corporation ATDC, Maharashtra by Dr. Shahaji Sambhaji Phand, Asst Dir (Allied Extn) & In-charge Head of the Center for Extension in Agricultural Allied Sectors on 18 June, 2021.
- **AI, ML, IoT and Blockchain in Agriculture: The Future of Smart Farming** by Dr.Saravanan, Raj, Director (Agriculture Extension) on 19 June, 2021.
- **Government Schemes for Agri-Startups** by Dr.Saravanan, Raj, Director (Agriculture Extension) on 26 June, 2021.
- **Process Documentation for Effective Dissemination of Agricultural Innovations** by Dr. Srinivasacharyulu Attaluri, Program Officer 21-24 June, 2021.
- **Refresher Training Program on Management of Modern Dairies** by Dr. Shahaji Sambhaji Phand, Asst Dir (Allied Extn) & In-charge Head of the Center for Extension in Agricultural Allied Sectors on 22-24 June, 2021
- **Webinar on Promotion and Implementation of Farmer Producer Organizations** in Maharashtra by Dr.K.C.Gummagolmath, Director (M&E) on 29 June, 2021.
- **Training Program on Agricultural Extension: An Exciting Profession for Future** by Dr.Saravanan, Raj, Director (Agriculture Extension) on 30 June, 2021- 02 July, 2021.

Please visit MANAGE website <http://www.manage.gov.in> to register for the above programs.



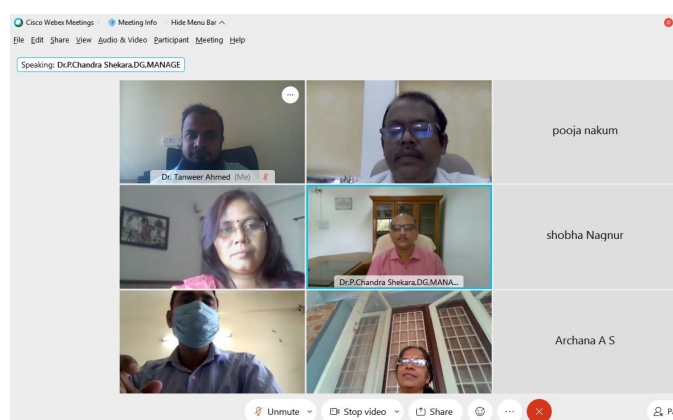
MANAGE believes that Agricultural Journalists play an important role in communicating news and information to farmers, officers and other stakeholders. Agricultural Journalists are very helpful to undertake mass campaigns on agricultural programs, schemes, technologies, pest control, marketing issues especially when time is very short and coverage is more. They will also play a crucial role in providing right feedback from farmers to scientists, policy makers and administrators. With the advent of new electronic and digital technologies, the importance of agricultural journalists has grown much and their contribution in strengthening agricultural extension is now widely recognised.

In order to give a fillip to Agricultural Journalism in the country, MANAGE has conceptualized and established a **National Network of Agri Journalists - MANAGE (NNAJ-MANAGE)** with an objective to provide a dynamic platform for the agricultural journalists with an objective to facilitate rapid communication of agricultural information, new technologies, innovations, policy issues and sharing of best practices in Agri Journalism

Initially, NNAJ-MANAGE has been started with 165 members, who were trained by MANAGE and Extension Education Institutions (EIs) on Agricultural Journalism. / Farm Journalism They represent all most all the states in India. The network members share their ideas and exchange news on agriculture, technologies, innovations, important events, and government policies etc., through a WhatsApp group. It is helping network members to know about latest information and happening in every state and enabling them to disseminate through press, electronic and digital platforms.

MANAGE organized an introductory online meeting with the members of NNAJ-MANAGE on 27 May, 2021 to chalk out the future programs of the network and plans for expanding the network in the country for fostering the role of Agri Journalists in delivering

agricultural and advisory services to farmers. It was decided to organize a monthly webinar on a specific topic of current concern for farmers, young agripreneurs and other stakeholders. In order to strengthen the network activities and improve exchange of information, eleven B.Sc., (Community Science) students of University of Agricultural Science

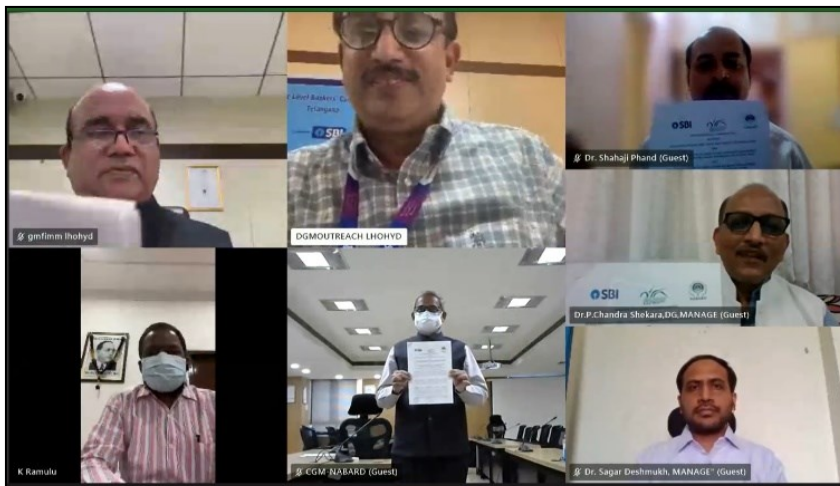


(UAS), Dharwad, who are undergoing an internship program with MANAGE, have been attached to the network members. The intern students will provide weekly information updates to the network members and strengthen the process of dissemination of latest agricultural information in the states.

MANAGE envisages that NNAJ-MANAGE will emerge as an important Community of Practice (CoP) for Agricultural Journalists in India to act as an immediate response mechanism to disseminate messages and information to farmers and several other stakeholders in Agricultural Development in the country. NNAJ-MANAGE will facilitate dialogue on issues related to “agricultural journalism support to agricultural extension” ; provide opportunity to Agri Journalists to improve their skills and techniques in reporting and documenting agricultural news; and function as a Community of Practice (CoP) to share ideas, best practices and encourage collective action to make Agricultural Journalism effective in the country.

Empowering Agripreneurship in Telangana

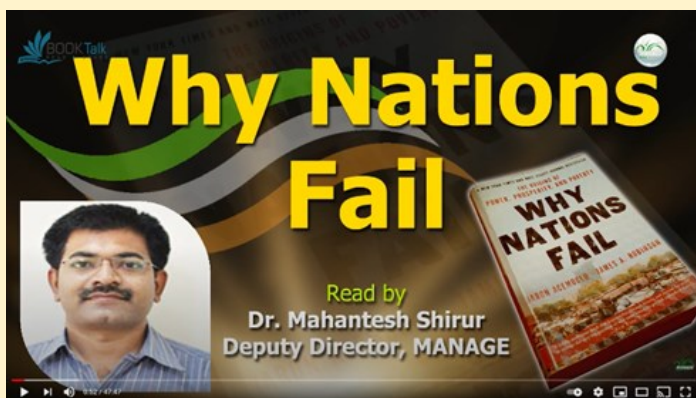
MANAGE Signs MoU with NABARD and SBI



A historic MoU was signed between National Institute of Agricultural Extension Management (MANAGE), Hyderabad, State Bank of India (SBI), Hyderabad and National Bank for Agriculture and Rural Development (NABARD), Hyderabad on May 13th, 2021 through a virtual ceremony. The MoU will provide better development of resources and opportunities in enhancing the establishment of agri-ventures which would generate employment for the agricultural graduates in Telangana State.

The ceremony was graced by the presence of Dr P Chandra Shekara, DG, MANAGE, Shri Prafulla Kumar Jena, Deputy General Manager, FIMM Sales Head, SBI, LHO, Hyderabad, Shri Krishnan Sharma, General Manager, SBI, LHO, Hyderabad, Shri Y K Rao, CGM, NABARD, TRO, Hyderabad Dr. Shahaji Phand, Principal Coordinator, AC&ABC and Shri K Ramulu, MD, TSAGRO, Telangana.

Book Talk



A Book Talk programme was organised by MANAGE Library on 3 May 2021 on the WebEx online platform. The book entitled “**Why Nations Fail: The Origins of Power, Prosperity, and Poverty**” by Daron Acemoglu and James A Robinson, a well-known economist, was reviewed by Dr. Mahantesh Shirur, Deputy Director (Agricultural Extension). The book includes 15 chapters on Why Nations Fail. Dr. Mahantesh Shirur described the book in a well-organized manner. He says it is easy to read, with lots of interesting historical stories about different countries. It makes an argument in a simple way that countries with “inclusive” (rather than

“extractive”) political and economic institutions are the ones that succeed and survive over the long term. The reviewer stresses that the author's view is simple: nations must build inclusive economic and political institutions to achieve prosperity.

For full video, visit MANAGE YouTube Channel: <https://www.youtube.com/watch?v=jd4cxBm85ZU&t=6s>.

MANAGE Bulletin is published by

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