



# MANAGE Bulletin

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From the National Institute of Agricultural Extension Management (MANAGE)

May 2022

## Message from Director General



I am glad to inform that MANAGE has participated in the World Bee Day 2022 Celebrations held at Ekta Nagar, Gujarat on 20th May 2022 inaugurated by Shri. Shri. Narendra Singh Tomar, Hon'ble Union Minister of Agriculture and Farmers Welfare, GoI. On the occasion, MANAGE has organized a Technical Session on Honey Bee-based R&D on Production, Innovations and Agri-Startups involving Researchers, Agripreneurs and AgriStartups in Beekeeping Sector from public and private sectors.

During May 2022, MANAGE signed MoUs with three partners viz. Rythu Sadhikara Samstha (RySS) of Govt. of Andhra Pradesh, Acharya N.G. Ranga Agricultural University (ANGRAU), Andhra Pradesh and HDFC Bank Ltd. This will facilitate exchange of knowledge & faculty, study visits, students internship programs, promote joint activities in the areas of natural farming and ensure banking support to agripreneurs, agri startups, input dealers and FPOs and strengthen agricultural extension.

With an aim of providing quality management education to middle and senior level leaders from Agri Input Industry, MANAGE organized a three-day residential program on Agricultural Input Marketing Executive Development Program (AIM-EDP) collaboratively with Ray Consulting. The program was appreciated well by the participants and sponsoring companies.

MANAGE always believes that awareness on importance of agriculture is need of the hour especially for young school children. MANAGE hosted a 10-day International Summer Camp at its campus for school children organised by Skill Edu VARSITY. MANAGE has taken sessions on emerging topics in agriculture to inspire young minds.

**Dr.P.Chandra Shekara**

**Director General**

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**National Institute of Agricultural Extension Management (MANAGE)**

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

## World Bee Day 2022 Celebration in Gujarat



The Ministry of Agriculture and Farmer's Welfare (MA&FW), Government of India celebrated World Bee Day on 20<sup>th</sup> May, 2022 at Ekta Nagar, Narmada, Gujarat and Shri Narendra Singh Tomar, Hon'ble Union Minister of Agriculture and Farmers Welfare graced the event. The MoA&FW celebrated this momentous day by promoting beekeeping for the benefit of the country's small farmers.

Shri Kailash Choudhary and Ms Shobha Karandlaje, Hon'ble Minister of State for Agriculture & Farmers Welfare, Agriculture Minister, Govt. of Gujarat, Sushri Mateja Vodeb, Ambassador, Embassy of the Republic of Slovenia, Sushri Konda Reddy Chavva, FAO representative of India, senior officers of MA&FW, Gol, Government of Gujarat and all related stakeholders associated with honey production participated in the program.

During this celebration, many stalls were set up by beekeepers, processors and different stakeholders of beekeeping sector in the Exhibition to showcase the diverse varieties of honey bee and different products in beekeeping sector which was opened by Hon'ble Minister of Agriculture and Farmers Welfare Shri. Narendra Singh Tomar, along with seven Honey Testing Laboratories and Processing Units in virtual mode from Gujarat at Pulwama, Bandipura, and Jammu in Jammu and Kashmir, Tumkur in Karnataka, Saharanpur in Uttar Pradesh, Pune in Maharashtra, and Uttarakhand. A stall was also set up by the Indian Bank, the implementing agency for 'Madhukranti' Portal for the live Registration of Beekeepers on the Portal during this event.

Technical sessions on "Production Technology and Research & Development of Scientific Beekeeping - Experience Sharing and Challenges" and "Marketing Challenges and Solutions (Domestic/ Global) & Discussion" was organized to upgrade the scientific knowledge of beekeeping among the farmers/ beekeepers.

The program is aimed at promoting beekeeping nation-wide through National Beekeeping & Honey Mission (NBHM) of the Govt. of India under Aatma Nirbhar Bharat and to achieve the goal of "Sweet Revolution".

### MANAGE at World Bee Day-2022



MANAGE has organized a Technical Session on Honey Bee-based R&D on Production, Innovations and Agri-Startups involving Researchers, Agripreneurs and AgriStartups in Beekeeping Sector from public and private sectors.

Dr. P. Chandra Shekara, DG-MANAGE in his introductory address stated that beekeeping will play a major role in providing solutions to challenges of climate change in agriculture, ensuring additional income to farmers and promoting nutri-sensitive agriculture through its medicinal and pharmaceutical values.

## Executive Development Program for Agri Input Marketing Executives



A 3-day residential program on Agricultural Input Marketing Executive Development Program (AIM-EDP) was jointly organized by MANAGE and Ray Consulting, was inaugurated on 11 May 2022 at MANAGE.

The program was aimed at providing quality management education to middle and senior level leaders from Agri Input Industry to meet the challenge of sustaining business growth and avail opportunities offered by the ever changing business environment mainly after COVID pandemic. Twenty eight Executives from Input Companies like ICL, Rivulis, East West Seeds, Sri BioAesthetics, Tanuyuva Enterprises, IIFCO, Seed Works, Verdesian Life Sciences, DCM SriRam, NAACL, Godrej Agrovet, Agri Life, Dhanuka, Bayer and Prism attended this EDP program.



Dr. P. Chandra Shekara, Director General, MANAGE during the inaugural address on Marketing Linkages for Agri Inputs Marketing spoke about the 34 years of journey of MANAGE, emphasized on importance

of working on new ideas and how institutional innovations play a key role to reach large number of stakeholders. He explained that how schemes like ACABC, DAESI, Agri Startups, PGDAWM, MANAGE FPO Academy and other innovative activities implemented by MANAGE can help in networking.

Dr. Shalendra, Deputy Director, MANAGE, spoke about the goals of the AIM-EDP, and Raj Kumar Agarwal, Founder and CEO of Ray One Agri Consulting, presented a brief overview of the program, highlighting the significance of network learning, vision and mission of organizing the event. Dr. Vasanth P Gandhi, Professor, Indian Institute of Management, Ahmedabad, underlined the relevance of interactive learning, the value of inputs and their availability, and the role that companies play in productivity.

During three days, the program covered topics such as supply chain systems, policies, the economy and society, as well as oriented participants on emerging business trends with a focus on entrepreneurship, designing a Start-up idea, developing a business plan, connecting with financial institutions and government support.

The program was implemented with a well thought of structure with participation of academicians, industry experts and policy makers. Participants from different industries and backgrounds also facilitated the discussions and learning process.

## MANAGE and RySSb entered into MoU



MANAGE and Rythu Sadhikara Samstha (RySS) of Government of Andhra Pradesh signed a Memorandum of Understanding (MoU) in a ceremony held at MANAGE, Rajendranar on 25 May 2022 in the presence of Shri. Kakani Govardhan Reddy, Hon'ble Minister of Agriculture, Co-operation, Marketing & Food Processing, Government of Andhra Pradesh to promote Natural Farming through collaborative activities.

Dr. P. Chandra Shekara, Director General, MANAGE and Shri. T. Vijaya Kumar, IAS (Retd.), Executive Vice-Chairman of RySS signed the MoU. More than 25

farmers from Andhra Pradesh, Senior officers from RySS and MANAGE were present on the occasion.

Speaking on the occasion, Hon'ble Minister Shri. Kakani Govardhan Reddy stated that partnership between MANAGE and SySS would create better awareness on Natural Farming across India. He mentioned that the experiences of Andhra Pradesh Community managed Natural Farming (APCNF) program and platforms like Rythu Bharosa Kendras (RBKs) are good models for popularising Natural Farming in the country.

Dr. P. Chandra Shekara, Director General, MANAGE speaking on the occasion informed that MANAGE was identified as the Nodal Agency and Knowledge Center on Natural Farming by the Ministry of Agriculture, Government of India with a mission to train 30,000 Gram Pradhan's through 750 training programs on Natural Farming. He stressed the importance of Farmer Producer Organizations (FPOs), Input Dealers, Agripreneurs and Skilled Youth in promotion of Natural Farming. Later, Hon'ble Minister Shri. Kakani Govardhan Reddy interacted with farmers and taken their experience and feedback on Natural Farming practices.

## MANAGE and ANGRAU inked MoU



MANAGE and Acharya N.G. Ranga Agricultural University (ANGRAU), Andhra Pradesh signed an

MoU on 28th May 2022 at ANGRAU, Lam, Guntur during Dr. A. Adivi Reddy Memorial Lecture.

Dr. P. Chandra Shekara, Director General, MANAGE and Dr. T. Giridhara Krishna, Registrar, ANGRAU signed the MoU. Hon'ble Vice-Chancellor Dr. A. Vishnuvardhan Reddy was present on the occasion.

The MoU facilitates exchange of knowledge, faculty exchange programs, study visits, students internship programs and collaborative activities in agricultural extension, market-led extension, agribusiness management etc., between MANAGE and ANGRAU.

## MANAGE and HDFC Bank signed MoU



MANAGE and HDFC Bank signed a Memorandum of Understanding (MoU) on the 26 May 2022 to facilitate MANAGE and HDFC Bank to undertake collaborative activities to promote Agripreneurs, Agri Startups, Input Dealers, Jai Jawan Kisan, Farmers Producer Organisations (FPOs), Agri Film Festival and other extension activities. Faculty from

Dr. P. Chandra Shekara, Director General, MANAGE and Dr. Deepak Mohanty, Business Head-Rural

Banking Group and Senior Executive Vice President signed the MoU. MANAGE and HDFC Bank officials attended the program.

Dr. P. Chandra Shekara, Director General, MANAGE, said the collaboration with HDFC Bank will ensure banking support to Agripreneurs, Input Dealers, FPOs and Agri Startups and help agricultural development in the country.

## Nurturing Young Minds for Future Agriculture

SKILL Edu VARSITY, Hyderabad organised its first International Summer Camp for students of grades 4-12 during 16-25 May 2022 at MANAGE. The objectives of the international summer camp are:

- To give young students a chance to learn about agriculture literacy and the science of modern technology (STEM) during this summer.
- To assist children in recovering from post-covid trauma and reconnect with life, nature, society, sports, and inquisitive learning.
- To give them an overview of various areas and to determine which is the best for their future studies.
- To build students' profiles for admission to top universities and colleges around the world.

During the dine with the Mentor event, children had the opportunity to interact with Director General of MANAGE Dr. P. Chandra Shekara, and learned a variety of things from him, including the



importance of agriculture and farmers, an overview of Indian agriculture, and MANAGE's role in agriculture, extension, and agribusiness. It prompted young minds to be grateful to farmers and work for their wellbeing. At the valedictory celebration, they performed the drama Annadatha Sukhibhava to demonstrate what they had learned from DG's transformative talk and summer camp sessions.



Dr. Srinivasacharyulu, Program Officer, used his amusing and profound cartoons to give a presentation about farming. Students enjoyed the characters and messages in each cartoon and took notes on the slides.

made in agriculture to feed a nation of 1.49 billion people, and inspired them to map their learning to build solutions for agriculture and its stakeholders.

Students gained knowledge while having fun. Starting their day with yoga at 5 a.m. and playing till 8 a.m. Agriculture with field trips to PJTSAU's Horticulture Garden and College Farm, Arduino Board, 3D Printing, Space Science with a visit to the Birla Science Museum, Hyderabad First Aid, PJTSAU's Ag-Hub, Virgin Forest exploration at MANAGE Soft skills include self-awareness, time management, and self-discipline in daily life. Photography.

Dr Chandra Shekara Director General MANAGE, Dr Kalpana Sastry Managing Director AgHub of PJTSAU, Dr Srinivasacharyulu Program officer MANAGE, Prof. Surender Reddy garu – Consultant ESCI, Trainers & Mentors of the Summer Camp, and parents of the summer school students attended the Valedictory function on May 25, 2020. Students performed classical dance, veena, music, and a skit during the valedictory event. Each student earned approximately 15 certificates for successfully completing all of the summer school courses, as well as a special gift from the MANAGE in Photography contest, in which they captured stunning scenery and life at MANAGE.



## DG MANAGE delivers first Dr. A. Adivi Reddy Memorial Lecture at ANGRAU



Dr. P. Chandra Shekara, Director General, MANAGE delivered the first Dr. A. Adivi Reddy Memorial Lecture on Rejuvenating Agricultural Extension: Opportunities for Actions, in a hybrid program organized by Acharya N.G. Ranga Agricultural University, Lam, Guntur District, Andhra Pradesh on 28 May 2022.

Dr. A. Vishnuvardhan Reddy, Vice-Chancellor of ANGRAU, presided over the lecture. Dr. Gurava Reddy, Scientist at ANGRAU, gave a brief bio of Dr. A. Adivi Reddy, and Krishna Mohan Reddy, Dr. A. Adivi Reddy's son, recalled his father's experience.

During the lecture, Dr. P. Chandra Shekara cited few quotes from Dr. A. Adivi Reddy famous book titled "Extension Education", adding that it has

helped him shape his career besides guiding countless students and extension workers in the country. "Agriculture extension should play a role in doubling the farmers' income and transformation of technologies to farmers," the DG said.

The DG further touched upon various topics, such as Redefining Agricultural Extension, Revisiting Job Chart of Extension Workers, Revitalize Extension Approaches, Private Extension Service Providers, Meeting the New Challenges – Broadening the Extension Perspectives, Extension through Agricultural Universities, New Dimensions in Agricultural Extension, among others. He discussed the need to empower ATMA, strengthen agricultural extension programs and shared MANAGE Innovations.

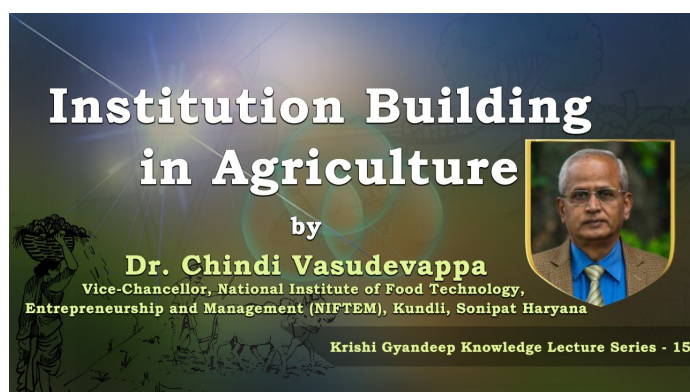
Dr. P. Rambabu, Director of Extension – ANGRAU, Dr. Vijaya Abhinandan, HOD Agriculture Extension, University officers, Associate Director of Research, Scientists, students and others were present.

**The full lecture is available at:**



<https://www.youtube.com/watch?v=VLIN4A2qksk&t=124s>

## Krishi Gyandeeep Knowledge Lecture Series-15



Dr. C. Vasudevappa, Vice Chancellor, National Institute of Food Technology Entrepreneurship and Management (NIFTEM), Haryana delivered MANAGE Krishi Gyandeeep Knowledge Lecture

Series-15 on "Institution Building in Agriculture" on 29 April 2022.

Dr. Vasudevappa in his lecture focused on the need for a vision, mission, importance of visionary leaders in institution building, recognizing people in the organization, meeting stakeholder requirements, importance of outreach, addressing sustainability issues and other aspects.

**The full lecture is available at:**



[https://www.youtube.com/watch?v=D-qYBkCZC7k&list=PLKdGSMvJOxVoJWCUIqgmWhRhw2\\_T\\_F9Hs&index=15](https://www.youtube.com/watch?v=D-qYBkCZC7k&list=PLKdGSMvJOxVoJWCUIqgmWhRhw2_T_F9Hs&index=15)

## MANAGE Announces National Agripreneurship Awards



The banner features the Government of India emblem, the MANAGE logo, and a green plant icon. A gold ribbon graphic runs across the top and right sides. The text is centered and uses a mix of bold and regular fonts.

### National Agripreneurship Awards

National Institute of Agricultural Extension Management, (MANAGE)  
is inviting Nodal Training Institutes (NTIs) and Agripreneurs under Agri-Clinics and Agri-Business Centres (AC&ABC) Scheme to apply for the National Agripreneurship Awards

**National Institute of Agricultural Extension Management (MANAGE)**  
(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)  
<https://www.manage.gov.in/> | <http://www.agriclinics.net/>

For more information  
Visit: <https://www.manage.gov.in/>

Awards for the Years 2017-18, 2018-19, 2019-20, & 2021-22

For more details and registration: <https://www.manage.gov.in/acabcawards/>

## MANAGE - Samunnati Agri Startup Awards 2022 Announced



The banner features a central image of a trophy with a star, a drone, a tractor, a cow, and solar panels. The text is arranged around the image, including a table of awards and prizes, and a registration button.

Awards	Prizes
29 State Awards	25,000 Each 7,25,000
Women Startup Award	1,00,000
National Award 3 <sup>rd</sup> Place	25,000
National Award 2 <sup>nd</sup> Place	50,000
National Award 1 <sup>st</sup> Place	1,00,000

**MANAGE Samunnati Agri Startup Awards 2022**

Get Recognized in the National Agri Forum and Win Exciting Prizes !!

**REGISTER NOW**

For full details and registration : <https://www.managesamunnatistartupawards.in/>

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