

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

INTERACTION ON NATURAL FARMING PRACTICES



MANAGE organized an interactive meeting on natural farming practices in India on May 2nd, 2023 with an objective to improve collaboration among farmers, practitioners, experts and policy-makers to promote natural farming practices in the country.

The meeting was graced by Smt. I. Rani Kumudini, IAS, Spl. Chief Secretary to Government, Labour, Employment Training and Factories, Telangana. MANAGE Faculty Members and leading natural farming advocator Dr. Ramanjaneyulu, Director (CSA) Hyderabad, and Mr. Thota Srinivas Rao, a

farmer renowned for his natural farming practices in Telangana shared their wealth of knowledge and experiences.

Smt. I. Rani Kumudini emphasized the significance of natural farming in preserving soil health, enhancing crop productivity, and promoting environmental sustainability. The event highlighted the crucial aspects of soil management, plant growth, and plant protection in the realm of natural farming.

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DG'S MESSAGE

PROMOTING PUBLIC-PRIVATE- PRODUCER PARTNERSHIP FOR ATMANIRBHAR KRISHI



Promotion of public-private-producer partnership involving agripreneurs, input dealers, FPOs and government departments would ensure inclusiveness in agricultural development and Atmanirbhar Krishi.

In a countries like India, the Agricultural Extension Services are largely done by public sector or government departments. But it is known fact that the Extension Worker and Farmers ratio is 1:1162 in the country and agricultural extension officers with meagre funding support from governments can't provide services to farming community. A vibrant agricultural system involving unemployed agricultural graduates and input dealers from private sector would surely bridge the gap between extension services and farmers in the country. Further, promotion of public-private-producer partnership involving agripreneurs, input dealers, FPOs and government departments would ensure inclusiveness in agricultural development and Atmanirbhar Krishi.

Govt. of India has been promoting Agripreneurship in order to provide self-employment opportunity to unemployed rural youth in agriculture sector through a mega scheme Agri-Clinics and Agri-Business Centres (AC&ABC) in the country since 2002. The AC&ABC offers 45 days residential free training through 135 Nodal Training Institutes (NTIs) across the country. Under the scheme, a loan upto Rs. 20.00 Lakhs with 36% to 44% subsidy from banks is being offered with one year handholding support to the trained candidates. A total of 84,783 candidates were trained and 37,658 Agriventures were established under the scheme since its inception. The established Agri-Ventures are offering value-added Extension Services to 1.80 Crore farmers in the country and increased yield by 17.4% and increased income of farmers by 28.8%. The Agripreneurs are not only self-employed but they have also created jobs for 2.24 Lakh rural youth in the country. In addition, private investment of Rs. 1.40 Lakh Crores were invested by these Agripreneurs in Agriculture sector.

The AC&ABC Scheme has been adopting innovative approaches in order to implement the scheme effectively by establishing strong linkages between Agripreneurs and Banks for loans and subsidies; efforts like mapping Agripreneurs trained under AC&ABC Scheme with the Farmers Producer Organisations (FPOs); and linking Agripreneurs with Agriculture Infrastructure Fund (AIF) for diversifying their agribusiness activities and provide more value-added services to farmers would promote partnership among Agripreneurs-Banks-State Departments-FPOs-Govt. of Schemes leading to sustainable inclusion of smallholders in agricultural value chains.

The DAESI 2.0 is envisaged to expand the scope of DEASI Input Dealers as para-extension professionals in partnership with State Departments, State Agricultural Universities, KVKs, FPOs, Agri-Business Sector would bring in coherence and promote greater partnership in rendering extension services to farmers.

There are about 3.00 Lakh Input Dealers operating in the country who are the prime source of farm information to the farming community. The input dealer is often the first person for farmers to seek any extension advisory services. Realizing the important need to educate input dealers in order to transform them into Para-Extension Workers and change their approach towards challenges faced by farmers and agricultural problems, MANAGE started one-year Diploma in Agricultural Extension Services for Input Dealers (DAESI) in 2003. The course covers agricultural and allied subjects, pest management, government Acts, ethical business practices including practical sessions on site-specific farming activities etc. It is being successfully organised at District level through contact classes in local languages on market holidays through 600 Nodal Training Institutes (NTIs) comprising of ATMAs, KVKs, Agricultural Colleges, NGOs etc. The course fee is Rs.20,000/- per candidate with 50% Govts assistance.

A total of 71,342 Input Dealers were trained under the schemes since its inception and 24,240 Input Dealers have been undergoing the course. The trained Input Dealers are providing extension services to 1.42 crore farmers. Influenced by the course, some of the trained Input Dealers under DAESI have created Extension Corners (Information Booths) in their shops with a provision for displaying agricultural magazines, latest literature on agricultural schemes, market prices and offering information services to farmers. Some of the input dealers have also undertaken agricultural extension activities in partnership with Agricultural Technology Management Agencies (ATMAs) of State Departments. The DAESI 2.0 is envisaged to expand the scope of DEASI Input Dealers as para-extension professionals in partnership with State Departments, State Agricultural Universities, KVKs, FPOs, Agri-Business Sector would bring in coherence and promote greater partnership in rendering extension services to farmers.

The candidates trained under both Agri-Clinics and Agri-Business Centres (AC&ABC) and Diploma in Agricultural Extension Services for Input Dealers (DAESI) Schemes have great potential to partner with bankers, state agriculture departments, district level ATMAs, KVKs, training institutes, FPOs, and NGOs to foster convergence of agricultural extension activities for effective delivery of extension services to farmers. In the next ten years, the role of trained Agripreneurs and Input Dealers in providing sustainable agricultural extension services will pave a way for greater Public-Private-Producer Partnership in Agriculture and ensure Atmanirbhar Krishi.



Dr. P. Chandra Shekara
Director General

FORGING PARTNERSHIP WITH INDO-GERMAN PROJECT PROMOTING AGRO-ECOLOGICAL TRANSFORMATION



MANAGE had the privilege of hosting a meeting on 18th May 2023 with Ms. Ute Rieckmann, Project Director of the Indo-German project "Support to Agroecological Transformation Processes in India (SuATI)."

The purpose of the meeting was to explore potential collaboration between MANAGE and the SuATI project, implemented by GIZ and the Ministry of Agriculture and Farmers' Welfare (MoA&FW), Government of India.

Dr. P. Chandra Shekara, Director General, assured that MANAGE's commitment to fostering partnerships and exploring innovative approaches to

enhance the well-being of farmers and promote sustainable agricultural systems.

The SuATI project aims to enhance the agro-ecological transformation of agricultural and food systems at the national and state level, with a specific focus on market development and the promotion of farmer cooperatives.

By joining hands with SuATI, MANAGE aims to contribute to the agro-ecological transformation of India's agriculture sector. Collaborative efforts will strengthen market linkages and empower farmers through the development of sustainable farming practices and farmer-centric approaches.

► From P 1

INTERACTION ON NATURAL FARMING PRACTICES



The event showcased MANAGE's commitment to promoting sustainable agriculture and fostering collaboration among experts, practitioners, and farmers. The focus was on sharing successful natural farming techniques from various regions of India.

MANAGE plans to undertake additional initiatives to advance natural farming practices, including research, capacity building, and partnerships to support farmers in implementing sustainable techniques. Dr. N. Balasubramani, Director (SA & CCA), MANAGE coordinated the meeting.

WORLD BEE DAY

MANAGE CELEBRATES WORLD BEE DAY –2023



MANAGE celebrated the World Bee Day in a grand way at Raja Bhoj Agriculture College in Waraseoni, Balaghat, Madhya Pradesh on May 20, 2023. The event, aimed at promoting beekeeping nationwide as part of the Atma-Nirbhar Bharat initiative, was graced by Shri Narendra Singh Tomar, Hon'ble Union Minister of Agriculture and Farmers Welfare, Govt. of India and attended by various agricultural dignitaries.

The celebration showcased the commitment of MANAGE incubated honey startups to fostering the growth of the honey production and beekeeping sector. Dr. P. Chandra Shekara, Director General of MANAGE, and Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, hosted technical sessions and engaged the attendees.

The event featured an impressive exhibition with over 100 stalls, displaying diverse honeybees and related products. It attracted a large number of participants,

including farmers, beekeepers, processors, entrepreneurs, and stakeholders associated with honey production.

A highlight of the event was the recognition of outstanding individuals and enterprises in the honey production and beekeeping sector. Mrs. Anusha Jookuri, Founder of LR Natural Products, an incubated startup of MANAGE, received the prestigious "Best Honey Startup" Award from Shri Narendra Singh Tomar. Her startup operates with 1500 beehive colonies and extracts 5 to 6 tons of pure honey under the brand name "BeeFresh." The products are available in her own outlets in Hyderabad and on prominent online platforms. In addition to honey, manufactures handmade beeswax lip balms, soaps, and lipsticks. Mrs. Anusha actively contributes to the pollination process, assisting farmers in achieving better crop yields.

The World Bee Day celebration received significant support from the Ministry of Agriculture and Farmers Welfare (MoA&FW), Government of India. Shri Narendra Singh Tomar's presence, along with other dignitaries, emphasized the government's commitment to promoting beekeeping as an essential agri-business activity. The National Beekeeping & Honey Mission (NBHM), implemented through the National Bee Board, supports scientific beekeeping, entrepreneurship among small farmers, infrastructure development, and research.



WORLD BEE DAY 2023

MANAGE SUPPORTED STARTUP RECEIVES BEST HONEY AGRI-STARTUP 2023 AWARD



MANAGE takes immense pride in recognizing the remarkable achievements of Mrs. Anusha Jookuri, Founder of LR Natural Products, an incubated startup supported by MANAGE for receiving the Best Honey Startup Award from Shri Narendra Singh Tomar, Hon'ble Minister of Agriculture and Farmers Welfare, Govt. of India, on the celebration of World Bee Day at Raja Bhoj Agriculture College, Waraseoni Balaghat, Madhya Pradesh on May 20, 2023.

Mrs. Anusha's journey is an inspiration to aspiring entrepreneurs and a testament to the potential of beekeeping as a lucrative agri-business activity.

LR Natural Products, incubated and supported by MANAGE, has emerged as a prominent player in the honey production and beekeeping sector. Under the brand name "BeeFresh," they extract 5 to 6 tonnes of pure honey from their 1500 beehive colonies. Mrs. Anusha's unwavering commitment to quality and innovation has positioned LR Natural Products as a trusted brand in the market. Their products are not only available in their own outlets in Hyderabad but also on popular online platforms such as Amazon, Flipkart, and Reliance Jiomart. Additionally, LR Natural Products has secured export orders from renowned players like Amazon, Walmart, and eBay in the USA.

What sets LR Natural Products apart is their diversified range of offerings. In addition to honey, they manufacture handmade beeswax lip balms, soaps, and lipsticks. This expansion into personal care products showcases Mrs. Anusha's entrepreneurial acumen and her ability to tap into the growing demand for natural and sustainable alternatives. Moreover, her startup actively contributes to

the pollination process, thereby helping farmers achieve higher crop yields.

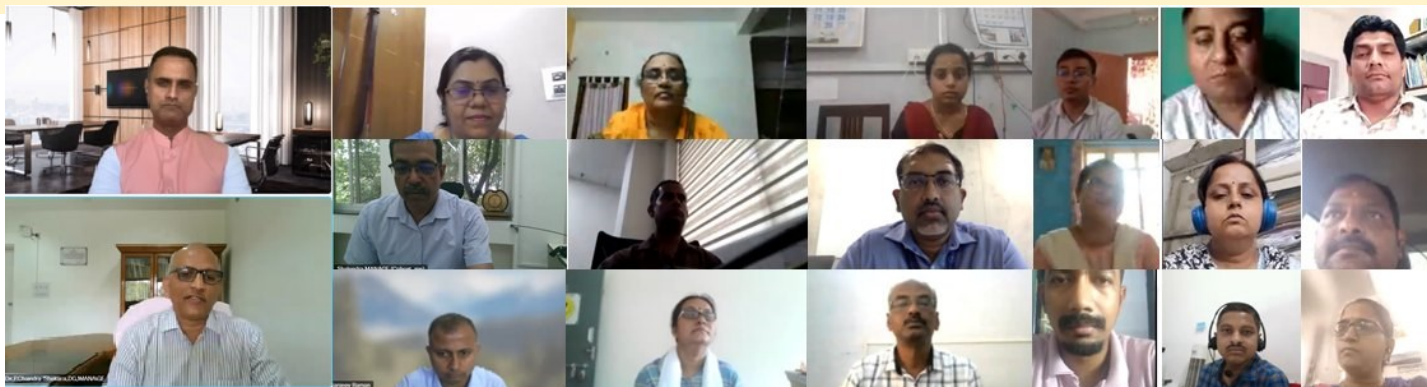
Mrs. Anusha's achievements are a testament to the support and guidance provided by MANAGE. MANAGE has been instrumental in incubating and nurturing LR Natural Products, enabling its growth and success. This collaboration exemplifies the government's commitment to fostering entrepreneurship and promoting beekeeping as a vital agri-business activity.

Mrs. Anusha's success story serves as a shining example for aspiring entrepreneurs and individuals interested in the honey production and beekeeping sector. Her dedication, innovation, and commitment to quality have not only positioned LR Natural Products as a leading brand but have also contributed to the growth of the industry as a whole. MANAGE congratulates Mrs. Anusha on her well-deserved recognition and wishes her continued success in all her future endeavors.

For more information about LR Natural Products, please visit their website: <https://beefreshhoney.com/>



MANAGE WEBINAR AGRICULTURAL CREDIT AND CROP INSURANCE



MANAGE, in collaboration with the Credit Division of Ministry of Agriculture and Farmers Welfare (MA&FW), Government of India organised a webinar, first in the series of four webinars, on Agricultural Credit and Crop Insurance on 30th May, 2023. More than 380 candidates which included Extension Functionaries, officials from SAMETIs, KVKs, ATMA, and State Governments participated in the webinar.

In the inaugural address, Dr. P. Chandra Shekara, Director General, MANAGE highlighted the significance of credit accessibility in transforming agriculture into a sustainable and profitable sector, emphasizing the need to recognize agriculture credit as a key input, similar to seed and fertilizers.

Shri. Ritesh Chauhan, IAS, Joint Secretary (Credit) and CEO of the Pradhan Mantri Fasal Bima Yojana (PMFBY), MA&FW, Govt. of India in a special address underscored the importance of credit and crop insurance in empowering farmers and ensuring their financial stability. He emphasized

the government's commitment to supporting farmers and achieving complete financial inclusion through various initiatives and policy measures.

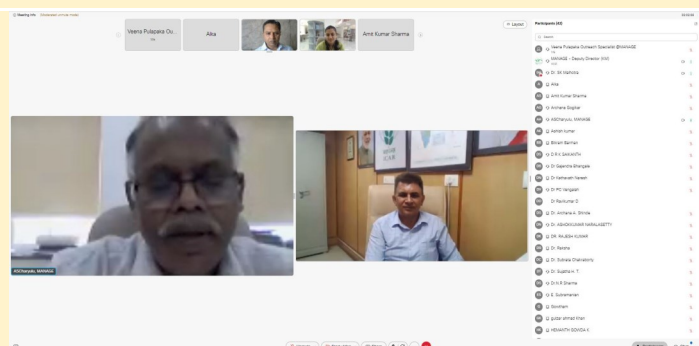
The webinar covered key topics, including an overview of agriculture credit in India, the ecosystem of the Kisan Credit Card (KCC), the process of availing the KCC from banks, government initiatives and support, and the role of state government officers and functionaries (SAMETIs, KVKs, ATMA) in reaching out to farmers. The session concluded with an interactive Q&A session, addressing participants' queries.

Expert resource persons, including officials from the MA&FW viz., Shri. Umesh Kumar Sharma, Ms. Pallavi Mali, and Shri. Sunil Kumar, as well as Shri. Sanjeev Raman, a Faculty Member from the Bankers Institute of Rural Development (BIRD) in Lucknow, shared their knowledge enriching the discussions during the webinar. Dr. Shalendra, Deputy Director (BS), MANAGE coordinated the webinar.

MANAGE WEBINAR PUBLISHING SKILLS FOR AGRICULTURAL PROFESSIONALS

MANAGE organized a webinar on 'Enhancing Publishing Skills for Agricultural Professionals' on May 25, 2023 with Dr. S. K. Malhotra, Project Director (DKMA), ICAR - New Delhi as a key resource person. More than 60 candidates comprising of Agri Journalists, National Facilitators, scientists, MANAGE Fellows, and Consultants participated in the webinar.

Dr. Malhotra shed light on the existing gaps in available literature and underscored the importance of producing scientific, popular, and action-oriented content to address these gaps effectively. He provided valuable guidance on how to write scientific articles and shared insights into various publishing platforms, including open journals. He covered essential aspects such as publishing skills, plagiarism awareness, and editorial issues. Additionally, he shared



pertinent information about ICAR's textbook printing procedures and offered guidance on submitting articles for ICAR magazines. Dr. Srinivasacharyulu Attaluri, Deputy Director (Knowledge Management), MANAGE coordinated the webinar.

TRAINING PROGRAM UNDER LIFE SOIL ADVISORY SERVICES AND NATURAL FARMING



A training program titled "Soil Testing, Soil Advisory Services, and Natural Farming" was organized by SAIRD KVK-Gaddipally in Telangana sponsored by MANAGE under the Mission Lifestyle for Environment - LiFE. The inaugural meeting was chaired by Sri B. Lavakumar, Senior Scientist & Head (I/c) of KVK Gaddipally. Dr. B. Venkata Rao, Assistant Director and Dr. K. Naresh, Academic Associate at MANAGE, participated in the training program. A total of 155 farmers from twenty-one mandals in the Suryapet district participated in the program.

Dr. B. Venkata Rao addressed the importance of soil conservation techniques, natural farming practices, and the use of natural inputs to improve soil quality and achieve better crop yields. He encouraged the adoption of natural farming methods as they eliminate the use of chemical pesticides, contributing to human health. He also advised farmers against burning crop stubbles and instead recommended incorporating them into the soil to increase the natural carbon percentage. Furthermore, he suggested adopting integrated nutrient management practices, including vermicomposting, neem cake, and bio-inoculants.

Dr. K. Naresh, Academic Associate at MANAGE provided an overview of the training program and emphasized the significance of using fertilizers based on soil tests specific to the crops grown by farmers.

Shri B. Lavakumar, Senior Scientist and Head (I/C), explained the various programs undertaken by KVK for the

benefit of the farming community. He highlighted the importance of using bio-fertilizers and bio-pesticides in agriculture to obtain quality products and improve soil health.

Sessions were conducted by experts from the field. Dr. K. Chandrashekar, Scientist in Soil Science from KVK-Kampasagar, spoke about the importance of soil testing and the methods for collecting soil samples for agricultural and horticultural crops. Shri. A. Kiran, Scientist in Soil Science, covered soil advisory services, including the history, scope, importance, classification, and use of bio-fertilizers in agriculture. Shri. B. Lavakumar conducted a session on livestock integration in natural farming, highlighting how integrating livestock and crops enhances nutrient recycling and improves soil quality indicators and biodiversity conservation.

Shri. D. Adarsh, Scientist in Plant Protection, provided insights on the uses and applications of microbial bio-pesticides in agriculture and the ecological management of pests and diseases using bio-control agents.

A practical session was conducted by Sri. A. Kiran, Scientist in Soil Science, demonstrating soil testing, soil advisory, natural farming, application and use of bio-fertilizers, seed treatment, seedling root dip methods, and soil application methods of bio-fertilizers for the attending farmers. The program had the participation of Ch. Naresh, Scientist in Horticulture; Dr. T. Madhuri, Scientist in Sericulture; N. Sugandhi, Program Assistant as resource persons

During the valedictory session, Dr. B. Venkata Rao, Assistant Director, MANAGE emphasized the importance of practicing soil test-based fertilizer application, utilizing soil advisory services, and adopting natural farming to achieve quality yields while maintaining good soil health. Shri. D. Adarsh, Scientist in Plant Protection, proposed a vote of thanks.



TRAINING PROGRAM

VALUE-ADDITION AND MARKETING OF ASHWAGANDHA



MANAGE, in collaboration with ICAR-CTRI, successfully organised a training program on Value-Addition and Marketing of Ashwagandha during 15-18 May 2023. Dr. Sheshu Madhav, Director of CTRI, actively engaged with participants during the inauguration, emphasizing the significance of adopting Good Agricultural Practices (GAP).

The program, designed to meet the increasing demand for Ashwagandha, covered essential aspects such as seed selection, organic farming techniques, post-harvest processing, and effective marketing strategies.

The collaboration between MANAGE, a renowned agribusiness management institute, and ICAR-CTRI, a leading research institution, aimed to equip participants with the necessary knowledge and skills for successful Ashwagandha cultivation.

Dr. Sheshu Madhav's insightful interactions provided valuable insights and practical guidance to the participants, enhancing their understanding of this medicinal plant.

Dr. Shalendra, Deputy Director (BS), MANAGE coordinated the program.

DG-MANAGE MEETS HON'BLE UNION MINISTER FOR AGRICULTURE SHRI. NARENDRA SINGH TOMAR



Dr. P. Chandra Shekara, Director General, MANAGE met Shri. Narendra Singh Tomar, Hon'ble Minister of Agriculture & Farmers Welfare, Govt. of India at Hyderabad on 14 May 2023.

He shared innovative thoughts on improving Agricultural Extension Systems in the country with Hon'ble Minister. The Hon'ble Minister patiently heard and gave valuable guidance to make Agricultural Extension responsive to farmers' needs.

KRISHI GYANDEEP KNOWLEDGE LECTURE SERIES #23

NUTRITION-SENSITIVE AGRICULTURE BY DR. LALITA BHATTACHARJEE



Dr. Lalita Bhattacharjee, Senior Nutrition Advisor at the Food and Agriculture Organization of the United Nations (FAO), Regional Office for Asia and the Pacific, Bangkok, Thailand, delivered an engaging MANAGE Krishi Gyandeeep Knowledge Lecture Series – 23 on Nutri-Sensitive Agriculture on 10th May 2023 through online mode. This lecture focused on valuable insights to

professionals and practitioners in the agriculture and nutrition sectors.

Dr. Bhattacharjee shared her extensive knowledge and expertise on the subject, emphasizing the critical role of agriculture in enhancing nutritional security.

Highlighting the significance of nutrition-sensitive agriculture, Dr. P. Chandra Shekara, Director General of MANAGE, in his introductory remarks, stressed the importance of sustainable development and improving the well-being of farmers and communities through effective extension approaches.

The lecture series, hosted by Dr. B. Renuka Rani, Deputy Director (NRM), MANAGE, witnessed the participation of 85 professionals from the agriculture and nutrition sectors.

KRISHI GYANDEEP KNOWLEDGE LECTURE SERIES #24

REFORMS IN AGRICULTURAL POLICIES: PAPER TO PRACTICE BY DR. VIJAYA SARDANA

Dr. Vijaya Sardana, Techno Legal Expert and Advocate in the Supreme Court delivered MANAGE Krishi Gyandeeep Knowledge Lecture Series – 24 on Reforms in Agricultural Policies: Paper to Practice at MANAGE on 24th May 2023. More than 100 members including MANAGE Faculty, Fellows, Facilitators, Consultants and others participated in the event including online and offline mode.

Dr. Vijaya Sardana, a seasoned Techno-Legal Expert on Agricultural Policies, emphasized the importance of understanding agricultural issues in a specific context in order to go for policy reforms in the sector. He demystified the idea of food and nutritional security with facts and figures and stressed need for a food security policy for every state in the country to meet the food demand by the population in 2047 in the country. Suggesting solutions. He highlighted the importance of building capacities and skills of farmers and reorienting agricultural research to ensure commercial success of technologies, income to farmers, and nutritional security to consumers in reasonable price.

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

presided over the lecture and appreciated Dr. Vijaya Sardana for his conviction in highlighting the need for state-level food security plans and understanding the context of agriculture for the benefit of farmers. Dr. B. Renuka Rani, Deputy Director (NRM), MANAGE coordinated the program.



WOMEN STARTUP AMAYIHUB SUPPORTED BY MANAGE RECEIVES AWARD AT MALAWI INTERNATIONAL TRADE



MANAGE, in collaboration with GIZ and ALC, is proud to announce that Small and Medium Enterprises Development Institute (SMEDI) and AmayiHub, mentored initiatives, have won the prestigious Best SME Award at the Malawi International Trade Fair. From May 17th to May 26th, 2023, the Trade Fair showcased exceptional innovations and entrepreneurial endeavors, where SMEDI and AmayiHub shone brightly among their peers.

The Agribusiness Incubator model in Malawi 'AmayiHub' was established under India-Germany- Malawi Triangular Cooperation for Women Empowerment in Agriculture and Food Systems. MANAGE congratulates the teams on this remarkable achievement and feels proud to have played a part in their journey, providing guidance and support along the way. MANAGE extends its gratitude to the partners - GIZ Access Livelihoods, SMEDI for their valuable collaboration and support in nurturing these initiatives in Malawi.

NEW APPOINTMENT

Dr. K. Srivally

Assistant Director (Official Language)

Dr. K. Srivally has joined as Assistant Director (Official Language) at MANAGE on 20 April 2023. She has a Ph.D in Hindi from University of Hyderabad with more than 25 years of experience as Hindi Lecturer, Hindi Translator, Hindi Instructor and Senior Translator in addition to administrative responsibilities. She worked as Hindi Instructor at Sardar Vallabhbhai Patel National Police Academy, Hyderabad on deputation from October 2010–November 2013 with the responsibility to teach Hindi to the IPS probationers and to look after the implementation of Official Language policy in the Academy. She has received Gold Medal in M.A. (Hindi) and Director's Commendation Award from Director, SVP National Police Academy for best performance in Official Duties. She has 8 publications, 3 paper presentations and translated 10 Study/Training Material/ Books. She is an Editorial board Member and also teaches Hindi to staff and conducts workshops and seminars on Hindi language.



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