

## Message from the Director General



Smt. V. Usha Rani, IAS  
Director General

Working in the Agriculture sector is very exciting especially during the current times, when the activities of MANAGE are so diversified.

All our young Agri Business Management students of four batches 2013-17 were awarded diplomas by our beloved Secretary, Agriculture, Government of India. Gold medals were awarded to brilliant students. We are thrilled to see these young people full of hope for the future. Agriculture definitely has a bright future in days to come with such young management graduates coming out with brilliant ideas.

While International training programs are in full swing, MANAGE off campus training at Uganda in collaboration with Kudumbasree, Kerala is a feather in the cap of MANAGE. MANAGE team felt very nostalgic when the Indian national anthem, was played at Uganda and all participants stood up. Mahatma Gandhi was praised which made us very proud. The heritage and culture of India was very well appreciated at Uganda.

Yet another exciting program organized during the period is MANAGE 30. This is an innovative program of MANAGE to train young people to become extension professionals while MANAGE attains 30 years. The 30 trained and highly motivated youth will contribute to agricultural extension by training 30 rural youth each, creating a network of community extension personnel for better extension services, in a cascading manner in rural India.

During the regular training programs, we find some highly motivated government officers full of enthusiasm

and working relentlessly for the welfare of farmers. When we meet such people, it is felt that nothing is impossible if every Government servant works with such dedication and honesty.

Let farmer's life and income be better in the New Year 2018 through better knowledge management and better opportunities for them.



(Smt. V. Usha Rani, IAS)  
Director General

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## International Programs

### Entrepreneurship Development among Rural Women

An International Training Program on “Entrepreneurship Development among Rural Women” was organized during 13-22nd November, 2017 at St. Augustine Training Institute, Nsambya, Kampala, Uganda. The inauguration was in the presence of Special Guest, Hon'ble Minister of State for Primary Education, Uganda, Mrs. Rosemary Seninde.



*Director General, MANAGE receiving certificate of appreciation from the Hon'ble Minister of State for Higher Education, Uganda*

The program included field visits and class room sessions. Executives visited Ssesse Farm Institute, located in Western Uganda, which acts as a training center for children to familiarize with agricultural and allied services through hands-on-training for a period of 2 years. During the training, program executives were exposed to the concept of Agripreneurship among farm women, significance of collectives in entrepreneurship and agripreneurship for collective bargaining, value addition, marketing, agri value chain, impact of adoption of best technological practices in India and Introduced to the significance of a strong community institution mechanism to provide a conducive atmosphere to promote women entrepreneurship. Fifty six executives of Uganda participated in the training program.

The valedictory program was graced by Dr. John Christom Muyingo the Hon'ble Minister of State for Higher Education, Uganda and Mrs. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad.

### Post-harvest Technology in Horticulture Crops

The International Training Program on “Post-harvest Technology in Horticulture Crops” was organized during 06-20th November, 2017 at ICAR- Indian Institute of Horticultural Research (IIHR), Bengaluru, Karnataka, India. Twenty six executives from 12 countries, i.e. Afghanistan, Botswana, Cambodia, Ghana, Kenya, Liberia, Malawi, Mongolia, Mozambique, Myanmar, Sudan and Uganda participated in the program.



The program included both class room sessions and field visits. Executives visited ICAR-IIHR experimental plots and various infrastructural facilities, such as Referral food testing laboratory, poly houses and other laboratories connected with Postharvest technology. They also visited companies dealing with domestic supply and export of fresh horticultural crops, processing units and processing machinery manufacturers. Executives were oriented on technologies namely waste valorization/ by-product/ residue management in horticultural crops, cost effective technologies for processing and value-addition of important horticultural crops, different storage systems and retailing of fruits and vegetables largely grown in Afro Asian countries.

## MANAGE30 - building a Network of Community Extension Personnel

MANAGE Young Agricultural Extensionist Program (MYEAP) or MANAGE 30 was initiated to commemorate 30 years of service of MANAGE to the nation in building a strong extension system in agriculture and allied sectors. MANAGE 30 is specifically aimed at building a Community of Practice (CoP) at the grassroots level to build a network of community extension personnel/rural resource persons trained by participants of the program. The vision of MYEAP is to provide required training and exposure to extensionists.



Twenty-six extension professionals between the age of 24 to 35 years were selected to attend the program during November 1-21 at MANAGE, Hyderabad. The program followed participatory training methodologies with field visits to national and international institutions to familiarize with recent technologies as well as interactive lectures. A three-day field trip to Mulkanoor Cooperative Society in Karimnagar District was also organized to practically understand farmer aggregates, their problems, and real-time solutions to those. MANAGE30 website ([www.manage30.net](http://www.manage30.net)) was launched to help document the activities of the trained participants and create a web-archived database for the activities. The trained participants in the next phase are engaged with identifying and training 30 rural youth each for creating a grassroots level network of resource persons for easy access to information and advisory for the farming community, creating a nationwide impact for better extension services.

## Launch of Network for Information on Climate (Ex)Change (NICE) Mobile Application under District Pest Management Plan (DPMP)

A one day program for launching of the Network for Information on Climate (Ex)Change (NICE) Mobile Application under District Pest Management Plan (DPMP) was organized jointly by MANAGE, NIPHM, Department of Agriculture and Horticulture, Government of Telangana on 29th November 2017 at BalaVikas, Warangal. The meeting was held under the Chairmanship of Ms. Amrapali Kata, IAS, District Collector, Warangal Urban & Mr. Patil Prashant Jeevan, IAS, District Collector, Warangal Rural, Smt. G. Jayalakshmi, IAS, Director General, NIPHM and Smt. V. Usha Rani, IAS, Director General, MANAGE. One hundred and forty participants including Director (AE), MANAGE, Director (PHM), NIPHM and other faculty from NIPHM and MANAGE, District Agriculture Officer, DHSO, PD



(ATMA), Project Director, KVK, AOs, AEOs, HOs and HEOs participated in the meeting. E-Tablets were distributed among 62 Officials for the implementation of NICE application under DPMP. This was followed by an orientation program on NICE application wherein the services such as SMS, Video Url, Posters and Voice SMS formulated for end users (Farmers) were demonstrated to the participants.

## MANAGE Internship Program for Post Graduate Students of Extension Education

The third batch of MANAGE Internship Program for Post Graduate Students of Extension Education started in December 2017 with five Post Graduates from Home Science Extension, Veterinary Extension and Agricultural Extension. The internship program is aimed at increasing research competency of extension education students as well as giving them an exposure to recent developments in extension – both academically and at the field level – through mentoring sessions with internal and external experts as well as topical field research.

## Joint Secretary (Extension) visits MANAGE

Shri. Paban Kumar Borthakur, IAS, Joint Secretary (Extension), DAC&FW, Govt. of India visited MANAGE on 8-9 November 2017. He had a discussion with MANAGE Faculty and delivered the Samanvaya Guest Lecture on “Sustainable Agriculture – A New Era in Agribusiness” to faculty and PGDM(ABM) Students. The Joint Secretary visited the Kisan Call Centre and also interacted with the participants of the training program MANAGE30. The Joint Secretary released a compilation of cases focusing on “Good practices in Agricultural Extension and Advisory services with Agripreneurship”.



## Training

### Extension for Agri Export Management

MANAGE organized a Training Program on “Extension for Agri Export Management”, in collaboration with APEDA, from 13th – 16th November, 2017. The key objectives of the program were to orient the participants on the export potential of Agriculture and Allied Sectors; potential of Agri Export Entrepreneurship; broad outline of regulatory and procedural framework for exports and on the role of APEDA in Agri Exports Promotion. About 20 officers working in state agricultural and allied departments, marketing departments, faculty of Agricultural Universities and KVKs attended the program. The program received an excellent feedback from the participants for its practical orientation.

### Orientation Program on District Pest Management Plan (DPMP) and Responsible Usage of Pesticides – A Public Private Partnership initiative

A one day orientation program was organized for Input dealers of Warangal Urban and Rural Districts under District Pest Management Plan (DPMP), jointly by MANAGE, NIPHM, Department of Agriculture, Government of Telangana & Dow-DuPont Agro Science Pvt. Ltd. in association with Interface Agriculture Technologies Pvt. Ltd on 14th December 2017 at Warangal. Around 200 input dealers and Department officers of Warangal Urban & Rural districts attended the program. Experts



from MANAGE, NIPHM, Department of Agriculture, Dow-DuPont & Interface Agriculture Technologies Pvt. Ltd. educated the input dealers about Do's and Don'ts in Pesticide usage. Input dealers were also provided with Pesticide Protection Equipments. This Public Private Partnership model may be tried with different public & private partners. This Program tried to address the most serious problem faced by farmers.

### Training Consultants in DPR Preparation

Transforming subsistence farming into commercial farming and encouraging agri-preneurship are important means to bring about increase in the farmer's income. In this transformational effort, preparing a good Bankable Detailed Project Report (DPR) is crucial for getting financial support from banks. However, there is dearth of expertise in DPR preparation. With the objective of training consultants in DPR preparation a seven day training program was organized at MANAGE from 27th November – 3rd December, 2017. The focus of the training program was on imparting skills related to preparing a Detailed Project Report. About 12 participants have undergone the training which focused on DPR preparation for the Food Processing Sector.

## Krishi Emerging Leaders Program

A Management Development Program was organized for 26 Middle Level Managers of Krishi Rasayan Exports Pvt. Ltd. during 23rd – 25th November, 2017 at MANAGE. The focus of the Training was on building leadership capabilities along with several other soft skills-motivation, team building and work life balance etc. The highlight of the training was the 'fire-walk' wherein participants were made to realize their potential for doing the so-called impossible by overcoming fears.



## Linking Agricultural Extension with Agrotourism and Agripreneurship

This training program organised in December, 2017 for senior and middle level officials aimed at introducing the concept of agritourism and developing an understanding about the same with regard to agripreneurship. Interaction sessions with some very successful agripreneurs with established agritourism farms viz., Mr. Samir Bordoloi from Assam, Mr. Pandurang Taware from Maharashtra, Mr. Kishore Indukuri from Telangana and Mr. Ramesh Kaladkar from Maharashtra as well as field visits to such farms were organized so that the participant extension officials could understand better how such farms work and how best to promote the concept among the rural farmers.

## Entrepreneurship in Rainfed Aquaculture

MANAGE is collaborating with WASSAN for conducting a series of training programs for Community Resource Persons (CRPs), progressive fish farmers and entrepreneurs in their respective premises for implementing aquaculture practices in Rainfed areas.

One of the initiatives of WASSAN is Revitalizing Rainfed Agriculture Network (RRA Network) to develop Rainfed areas and working with CRPs who can educate the farmers. MANAGE has also been working on Watershed Management in Rainfed areas since a long time.

The first training program on “Entrepreneurship in Rainfed Aquaculture” was organized at MANAGE, Hyderabad from 14-16 December, 2017. Around 33 participants from Andhra Pradesh, Telangana, Tamil Nadu and Odisha participated. The objectives of the program were to bring out new and innovative culture technologies in the Rainfed areas, farming practices, selected species, investment and profit. Focus of the modules was on opportunities in rainfed aquaculture, entrepreneurship in rainfed aquaculture, technical consultancy in Fish farming, suitable technologies for rainfed aquaculture, Integrated fish farming along with agriculture crops, MANAGE initiatives in watershed management and rainfed aquaculture, entrepreneurship in business perspective, WASSAN (RRA Network) initiatives in rainfed aquaculture. There was an exposure visit to National Fisheries Development Board and to a fish farm at Valigonda, Yadhadri District, Telangana State.

## Training on Aquafarming Practices and Entrepreneurship Development

A training program on Aquafarming Practices and Entrepreneurship Development was organized from 20-23 December, 2017 at Fisheries Research Station, Sri Venkateswara Veterinary University (SVVU), Bhimavaram, West Godavari, Andhra Pradesh.

Around 45 participants including fish and shrimp farmers, entrepreneurs, qualified fishery graduates participated from states of Andhra Pradesh, Telangana, Karnataka and Maharashtra. Technical Sessions focused on economically important diseases in fish culture, fish culture practices, disease management in fish & shrimp farming, entrepreneurship in Aquaculture, Government Schemes for entrepreneurs, organic shrimp farming, initiatives and activities under the Central Sector Scheme on Blue Revolution. Field visits were also organized.



## Improving technology Awareness : Demonstration of Direct Seeding with Drum Seeder

MANAGE adopted Sriramnagar village in Moinabad Mandal, Ranga Reddy district, Telangana. As part of improving agriculture related activities in the adopted village, a demonstration of direct sown rice with drum seeder was conducted on 16<sup>th</sup> December, 2017 in the village. The farmers of Sriramnagar village are not taking up paddy cultivation, as it is a labour intensive crop and there is less availability of irrigation water. MANAGE with the support of Indian Institute of Rice Research (IIRR), Rajendranagar, demonstrated Seed Drum technique of paddy sowing in 0.5 acre of a farmer's field. This technology will allow farmers to save water, money and time by skipping nursery preparation, labor intensive transplantation activities and manual thinning and weeding in case of direct sown paddy by broadcasting method.



MANAGE Consultant along with Scientists from IIRR, visited the farmer's field prior to the demonstration and educated him on land preparation and basal dose of fertilizers. IIRR provided the farmer with Zn fortified DRR Dhan45 variety seed and seed drum equipment for this demonstration. On the day of demonstration the sprouted seeds were filled in the drumseeder and pulled on the leveled paddy field. As the seeds are sown in definite spacing, uniformity in plant population is achieved and there is sufficient space to run weeders in rows. This would allow the farmer to carry out field operations with ease. With this technology intervention, input cost will be drastically reduced. IIRR will be supporting the farmer technically throughout the crop period.

## Interface of Agripreneurs with Bankers in Maharashtra

An interface of agripreneurs with bankers of Maharashtra State was organized under AC & ABC scheme on 21st December, 2017 at College of Agriculture, Pune, where 260 agripreneurs, bankers and Nodal Training Institutes of Maharashtra participated. Dr. P. Kanaka Durga, Faculty and Mr. Mahesh Mane, Consultant from MANAGE attended the Interface. Shri V. U. Mhaske, General Manager, Agri, FI & Convener SLBC, Maharashtra inaugurated the Interface. The banks represented were : State Bank of India, Central Bank of India, Union Bank of India, Bank of Maharashtra, Canara Bank, Syndicate Bank, Dena Bank, Bank of Baroda, IDBI Bank, and Bank of India.



Overall, the interface has sown some seeds of hope among agripreneurs that they would receive support under the AC & ABC scheme.

## National Workshop on ICTs in Agriculture

Pervasive and innovative use of ICTs is important to disseminate information and to popularize appropriate technologies and practices among farmers. A number of ICT initiatives have been undertaken by Ministry of Agriculture and Farmer's Welfare, Government of India and State agriculture and allied departments. In order to review these initiatives and explore ways to enhance their reach to the maximum number of farmers, a National Workshop on ICTs in Agriculture was organized at MANAGE on 12 and 13 December 2017. The workshop was inaugurated by Joint Secretary (IT) Shri K. S. Srinivas, IAS, Ministry of Agriculture and Farmers Welfare and Director General MANAGE Smt. V. Usha Rani, IAS. The presentations and discussions focused on improving the reach and impact of ICT initiatives.



*Joint Secretary (IT) Shri K S Srinivas, IAS, addressing the gathering*

## Convocation 2017



The National Institute of Agricultural Extension Management (MANAGE) conducted its 3rd Convocation for the Post Graduate diploma in Management (Agri-Business Management) for the batches 2012-14 to 2015-17 on 19th November, 2017. A total of 240 students were awarded their diplomas at the convocation ceremony, with four students receiving Gold medals. The Chief Guest for the Convocation was the Hon'ble Secretary, Department of Agriculture and Cooperation & Farmers Welfare, Shri. S.K. Pattanayak, IAS. Also present on the occasion were the heads of agricultural institutions and Agri-business companies.

The program commenced with an academic procession with Director General and other dignitaries from the academic fraternity. Smt. V. Usha Rani IAS, Director General MANAGE addressed the gathering. This was followed by an address by the Secretary (Agriculture) Shri S.K. Pattanayak. The Secretary in his speech called upon the students to make every effort, in all circumstances, to uphold the dignity of their profession and integrity of their character. He exhorted MANAGE Alumni, students and faculty to make the institution a center of excellence in Agri-Business management. He iterated the reasons for running the ABM program with the objective of preparing bright youngsters to serve twin purposes of serving the needs of the farming community as well as catering to the human resource needs of the Agri-Business companies. The Principal Coordinator Dr. Anand Reddy presented every batch for award of the diploma and gold medals for the best academic performance. The students who were awarded Gold Medals are Ms. Kritika Kumar, 2012-14, Ms. Isha P. Shingte, 2013-15, Mr. Arnab KR.Ghosh, 2014-16 and Mr. Armaan Kataria, 2015-17.

MANAGE has been successful in providing 100% campus placements to its students since inception. This year, as per the rankings in Outlook magazine, MANAGE has been ranked as 1st Best sectoral B-school in agriculture, 3rd best B-school in south India and 25th best institution in the country.



## MANAGE Participation in Events

### World Fisheries Day

MANAGE participated in the “World Fisheries Day” celebration organised by NFDB on 21st November, 2017 at New Delhi and exhibited fisheries related activities. The Department of Animal Husbandry, Dairying & Fisheries Govt. of India has been organizing “World Fisheries Day” for promoting the fisheries sector.

*Honorable Union Minister of Agriculture & Farmers Welfare  
Shri Radha Mohan Singh and Smt Rani Kumudini, IAS,  
Chief Executive, NFDB, visiting MANAGE stall*



### Indian Fisheries and Aquaculture Forum

MANAGE participated in the 11th Indian Fisheries and Aquaculture Forum (IFAF) hosted by ICAR-Central Institute of Fisheries Technology (ICAR-CIFT) in collaboration with Asian Fisheries Society Indian Branch (AFSIB), during November 21-24, 2017 at Kochi and showcased activities and initiatives under AC&ABC and Incubation Center.

### Gram Udaipur 2017

MANAGE participated in Gram Udaipur 2017, a Global Rajasthan Agritech Meet (GRAM) organised by the Government of Rajasthan and Federation of Indian Chambers of Commerce and Industries (FICCI) during November 2017 in Udaipur, Rajasthan.

### Vigilance Awareness Week

Vigilance Awareness Week was observed at MANAGE during 30 October to 4 November 2017. The week began with an Integrity pledge by faculty, officers and staff of the Institute. There were competitions on essay writing, slogan writing and elocution.

There was a guest lecture on “My Vision – a Corruption free India” by Sri Swami Bodhamayananda, Director, Vivekananda Institute of Human Excellence, Ramakrishna Math, Hyderabad on 2 November 2017.



### Faculty News



Dr. V.P. Sharma, Director (Information Technology, Documentation & Publications) and Chairman, Centre for Agricultural Knowledge Management, ICTs and Mass Media, retired from service on superannuation, on 31<sup>st</sup> December 2017. He had over 28 years of experience in Training, Teaching, Research and Consultancy.

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