



Extension Beyond Borders



MANAGE made two important landmark achievements beyond borders and kept India as a Global Leader in Agriculture Innovation and Food Systems.

Under the Triangular Cooperation Program by the Governments of India,

the Republic of Malawi, and German Cooperation, MANAGE, along with other knowledge partners GIZ India and Access Livelihoods, is providing support in establishing Agri-Business Incubator Model for Women in Agriculture in Malawi and promoting Women Agripreneurship in Malawi. MANAGE with its experience as Knowledge Partner of RKVY-RAFTAAR will help the Republic of Malawi and Small and Medium Enterprises Development Institute (SMEDI) of Malawi to establish Women Agri Startups in Malawi.

MANAGE organised a 14-day International Training Program on Climate Resilient Agriculture for Extension Professionals - Indian Experience under the Indian Technical & Economic Cooperation (ITEC) initiative of the Ministry of External Affairs, Government of India in November 2022. The training program was an overwhelming success, with 20 participants representing 12 countries from Asia and Africa. This program provided an unique opportunity for International Executives to understand the policies and programmatic interventions of India to mitigate and adapt to climate change risks and build capacities on various climate resilient agricultural technologies, practices and services.

At National level, MANAGE launched a mission - National Facilitators Development Program (NFDP) with an objective to develop a network of highly committed National Facilitators in order to utilise their expert services in implementing Govt. of India's Programs, Schemes and Agricultural Extension activities by State Government & UTs, Govt. of India and coordinate MANAGE's training programs, research, consultancy and other activities in the country. For this, MANAGE carefully selected competent and committed officers from Agriculture and Line Departments, Faculty Members and Scientists from SAUs, KVKs, NGOs and private sector and transformed them into National Facilitators through a series of rigorous training programs on facilitation skills and emerging issues in agricultural extension. I am glad to inform that so far MANAGE has developed 125 highly competent National Facilitators whose services are made available to strengthen agricultural extension system in the country.

Dr. P. Chandra Shekara
Director General

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Malawian Delegation Visits MANAGE for Women Agri Startups



A five-member delegation led by senior officials from Government of Malawi and Small and Medium Enterprises Development Institute (SMEDI) of Malawi visited MANAGE on 17 November 2022 as part of a study visit to explore partnership for promoting Agripreneurship and Agri Startups in their country. Dr. P. Chandra Shekara, Director General, MANAGE, Shri. Jayesh Ranjan, Principal Secretary (IT), Govt. of Telangana, Agripreneurs, partners representing GIZ, ALC India and NITI Aayog and MANAGE Faculty Members participated in the meeting.

Shri. Jayesh Ranjan, Principal Secretary (IT), Govt. of Telangana participated in the meeting and emphasized need for an actionable Innovation Policy, Creation of Institutions, Leadership and Talented People to encourage Innovation and Entrepreneurship. He shared his experiences of T-HUB, WE-Hub, T-Works, TSIC and RICH in Telangana State in promoting Startup ecosystem and gave answers to queries by Malawian delegates.

Dr. P. Chandra Shekara, Director General, MANAGE stated that “Leadership, focused Schemes, Policy Support and Organizational arrangements are necessary for a sustainable Agri Startup Ecosystem”. He assured MANAGE support to Malawi as a knowledge partner.

During the study visit, Dr. Chintan Vaishnav, Mission

Director, NITI Aayog joined virtually and addressed the Malawi delegation in the workshop organised at MANAGE, as part of triangular cooperation with Asia, an Agri-Business Incubator Model for Women in Agriculture & Foods Systems at Malawi in collaboration with GIZ India and Access Livelihoods. On the same day, the Malawian delegation also interacted participants of Cohort 8 (SAIP & AOP) Training under RKVY-RAFTAAR at MANAGE to know more about Agri Startups.

Background: Under the Triangular Cooperation Program by the governments of India, the Republic of Malawi, and German Cooperation, MANAGE is providing support for Women Agri Startups in Malawi.

Dr. Saravanan Raj, Director of Agricultural Extension, MANAGE visited Malawi in October 2022 to start the pilot's implementation. This trip was intended to learn about, interact with, and evaluate the needs and requirements of the current ecosystem of agribusiness incubators in Malawi, as well as the difficulties that the various participants - particularly the women entrepreneurs who are the focus of this pilot—face on the ground. The objective also included finding collaborators who could serve as institutional backers for sustainable agribusiness incubators and female entrepreneurs.



Expanding MANAGE National Facilitators Network

MANAGE organized a six-day National Facilitators Development Program (NFDP) on October 31, 2022, with the goal of transforming 37 senior agricultural extension professionals from State Departments, State Agricultural, Veterinary and Fisheries Universities, and ICAR Institutes into Facilitators to bolster the Agricultural Extension System in the country. The program sought to equip participants with team-building skills, A Systematic Approach (ASA), leadership and participatory approaches, as well as a deep understanding of innovations in Agripreneurship, FPOs, Agri Startups, Digital Agriculture, and GoI Schemes.



National Facilitators Development Program (NFDP)

MANAGE launched a National Facilitators Development Program (NFDP) with an objective to create a network of highly committed and talented professionals who just work like MANAGE Faculty Members in implementing Govt. of India's Programs, Schemes and Agricultural Extension activities of State Government & UTs and coordinate MANAGE's training programs, research, consultancy and other activities in the country. Under NFDB, MANAGE will identify and train highly competent and committed officers from Agricultural and Line Departments, Faculty Members and Scientists from SAUs, KVKs, NGOs and private sector to shape them into National Facilitators. The NFDP focus on imparting managerial and facilitation skills, orient on emerging

themes and programs in agricultural extension and transform candidates into Master Trainers at State and National levels. It follows highly participatory methods and group activities.

The National Facilitators continue to remain with their respective parent organizations and over time will function as extended MANAGE Faculty Members to provide their services for a short specified period whenever need arises to respective State Governments and MANAGE. So far, MANAGE developed 125 National Facilitators whose services are made available to State Governments & UTs, Govt. of India, MANAGE and other organizations. The contact details of MANAGE National Facilitators are available at MANAGE website: www.manage.gov.in



Dr. P. Chandra Shekara, DG-MANAGE and Faculty Members met participants of National Facilitators Development Program (NFDP) on 5th November 2022 over a lunch and explored future plans and professional connections to strengthen Agricultural Extension in the country - really a food for thought for effective Agricultural Extension System.

Unlocking Innovation with MANAGE AgriEureka 2022



MANAGE Agri-Eureka 2022, a national-level agri-innovation and business plan challenge, was launched by MANAGE to promote innovation and agipreneurship. This initiative provided a platform for 38 agribusiness startups to present their innovative ideas and technology solutions, with the winning innovations and agribusiness plans receiving incubation support, grant-in-aid or funding, and field trial and validation facilities.

The preliminary screening round was conducted to select the 50 best teams with innovative agribusiness ideas and scalable business proposals, and the results were announced on October 26, 2022. The shortlisted teams were then invited to attend a residential mentoring session at the MANAGE campus from November 3–5, 2022.

Participants in this session received mentoring sessions from eminent resource persons on topics such as marketing, finance, business models, and strategic management. Additionally, MANAGE team members led

sessions on pitch deck preparation, design thinking, and pricing strategies.

On November 7, 2022, nine teams competed in the grand finale of the MANAGE Agri Eureka 2022 competition. After a rigorous assessment by the evaluation committee, the three teams were selected as national-level winners. These teams were rewarded with exclusive incubation support, grant-in-aid support, and the opportunity to conduct field trials and access technology validation from our partner R&D institutions.

At the valedictory session, Dr. P. Chandra Shekara, Director General of MANAGE, and Dr. Saravanan Raj, Director of Agricultural Extension at MANAGE, congratulated the winners and all participants. Certificates and trophies were distributed to all the participants and finalists, and the winners were honoured with certificates of recognition.



ITEC Training on Climate Resilient Agriculture Held



Dr. P. Chandra Shekara, Director General, MANAGE in his inaugural address highlighted the potential of the strategies to generate more income for farmers and stressed that the training program should be seen as a platform to learn, customize, and implement strategies to suit the country's climate change adaptation programs and interventions. Furthermore, he emphasized the need for a back-to-work plan for the participants that would transfer the knowledge gained from the training and result in greater yields for their host country without additional manpower or funding support.

MANAGE organised a 14-day International Training Program on Climate Resilient Agriculture for Extension Professionals - Indian Experience under the ITEC initiative of the Ministry of External Affairs, Government of India during 1-14 November 2022. The training program was an overwhelming success, with 20 participants from 12 countries.

During the training program, Faculty Members, Scientists and Eminent People from MANAGE, ICAR-CRIDA, PJTSAU, PoCRA – Maharashtra, NIPHM, ICRISAT and VNMKV - Parbhani taken sessions on different aspects of Climate-Resilient Agriculture. As part of the program, the delegates visited ICAR-CRIDA, ICRISAT, NIPHM and progressive farmers fields to interact with scientists, experts, institute's heads and farmers to know more about on-going projects in climate-resilient agriculture. The program was coordinated by Dr. N. Balasubramani, Director (Sustainable Agriculture & Climate Change and Adaptation), MANAGE.



ITEC Training on Climate Resilient Agriculture Held



Cultural Evening: The International Executives from twelve countries attending the program put on an awe-inspiring cultural evening at MANAGE. The delegates presented their traditional dances and cultural performances, offering a unique opportunity to experience a variety of cultures from around the globe. It was a truly

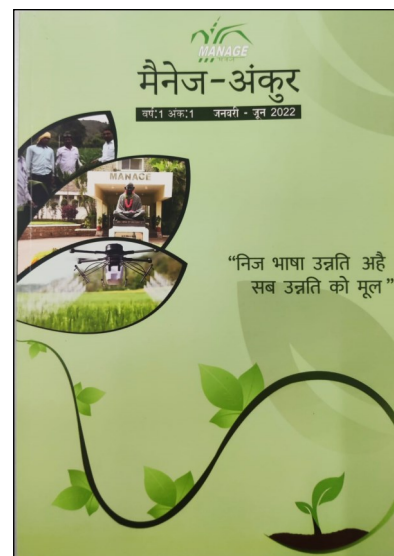
remarkable event that emphasized the significance of global harmony and understanding. The delegates' enthusiasm and passion for their respective cultures were palpable, and the evening was a powerful reminder of the importance of cultural exchange and appreciation.

MANAGE Ankur (Hindi Magazine) Bagged First Prize



MANAGE received the first prize in the category of "Best Printed In-House Technical Magazine in Hindi" for its first issue of **MANAGE Ankur** (Half-yearly) at the Town Official Language Implementation Committee (TOLIC) 4th CGO Meeting on November 21, 2022, at the General Manager's Office of South Central Railway, Secunderabad.

At the same ceremony, MANAGE also won the 2nd Prize for Best Hindi Implementation Office for 2020–21 in the category of offices with under 100 employees.



MANAGE Green Bridge - Response to Climate Change



Climate Change not only impacts Agriculture but also affects the Organisations. During the last year's rainy season, Hyderabad had experienced heavy downpour and flash floods leading to submergence of low-lying areas in and around MANAGE campus. In order to prevent neighbouring habitations from floods, MANAGE demolished a bridge on its campus to give passage for flood water. The floods continued for a long time leaving MANAGE reeling under water.

In order to make the flood-ravaged campus into a beautiful place again, MANAGE has built a Green Bridge as a response to climate change. Dr. P. Chandra Shekara, Director General of MANAGE, inaugurated the Green Bridge on November 10, 2022 at MANAGE along with Faculty Members and Staff. Thanks to the Greater Hyderabad Municipal Corporation (GHMC)



which contributed Rs. 50 lakhs toward building the New Green bridge for MANAGE

The bridge was constructed to provide protection for the residences in underlying areas. Future flash floods will no longer be a problem thanks to the New Green Bridge, making us more climate resilient. Beautiful fresco paintings were drawn on the bridge depicting nature and trees to amply the environment around the bridge. The painting were drawn by Mr. Ramana Vanka, a renowned cine art director and painter.



Then



Now

Shri. Ritesh Chauhan IAS, CEO of PMFBY Visits MANAGE



Shri. Ritesh Chauhan, IAS, Joint Secretary (IC) & CEO -PMFBY, and a team of officials from the Ministry of Agriculture and Farmers Welfare, Government of India, recently visited MANAGE to meet with Dr. P. Chandra Shekara, DG-MANAGE, interact with MANAGE faculty, and tour the MANAGE infrastructure and facilities with the aim of exploring potential future collaborations.

Western Sydney University Explores Collaboration with MANAGE

Western Sydney University (WSU) Vice-Chancellor and President Professor Barney Glover AO and his team visited MANAGE on 24th November 2023 to explore potential areas of collaboration.

Dr. P. Chandra Shekara, Director General of MANAGE, presided over the meeting and identified several areas of collaboration, including Farmer Producer Organizations (FPOs), Agripreneurship, Climate Smart Agriculture, carbon credits for farmers, Aeroponics, student exchange and immersion programs on Asian Agriculture, and international joint training programs.



Karthika Masam Vanabhojanalu at MANAGE



Karthika Vanabhojanalu was organised on the lovely, lush grounds of MANAGE by the women staff members as part of the tradition of Karthika Masam for all MANAGE faculty and staff. Dr. P. Chandra Shekara, Director General of MANAGE, together with faculty and staff, performed puja and enjoyed the lunch that followed.

Vigilance Awareness Week 2022 Celebrations



MANAGE celebrated Vigilance Awareness Week 2022 from October 31 to November 6, 2022. The program began with the Integrity Pledge taken by MANAGE Faculty, Staff, and Trainees on October 31, 2022. The festivities included essay writing, quizzes, and poster competitions.

At the Valedictory Ceremony of Vigilance Awareness Week 2022 celebrations on November 5, 2022, Dr. P. Chandra Shekara, Director General of MANAGE, emphasized that “Home is the first place to instil vigilance awareness and ensure a corruption-free India for a developed nation.”

He distributed prizes and certificates to faculty, staff, and students who had won the quiz, essay writing, and poster competitions. Participants of the NFDP and International Delegates of the ITEC Program also attended the event and shared their thoughts on the importance of vigilance.



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