



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



MANAGE Receives the Gold SKOCH Award 2023

MANAGE received the prestigious “Gold SKOCH Award for Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme” at the 95th SKOCH Summit held on November 18, 2023, at the Constitution Club of India, New Delhi. The SKOCH Award is the India’s highest independent honors given to Industry captains, scholars, technocrats, leaders and grassroots workers for outstanding contributions to socio-economic development of people in the country

Dr. P. Chandra Shekara, Director General MANAGE received the award from Shri. Sameer Kochhar, President of SKOCH, and Dr. Gursharan Dhanjal, Vice President of SKOCH. Dr. Shahaji Phand, Principal Coordinator, AC&ABC Scheme, MANAGE also present for the occasion. The Award is given to MANAGE for its outstanding contribution in training more than 87000 unemployed agriculture and science graduates to transform them into Agripreneurs and supporting more than 38000 trained Agripreneurs to start Agri-Ventures in 32 categories in the service of farmers; increasing the income and yield of farmers; and providing employment opportunities in the rural areas.

About Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme

The Agri-Clinics and Agri-Business (AC&ABC), a mega flagship Scheme of Govt. of India implemented in the country in collaboration with NABARD since 2002, aims to transform unemployed youth into self-employed Agripreneurs through a 45 days free residential training at different parts of the country with a provision for availing loan and subsidy from the banks. The AC&ABC Scheme is being implemented by MANAGE, Hyderabad in different states in the country with a network of 131 Nodal Training Institutes (NTIs) spread across all the states. Since inception, a total of 87903 candidates were trained across India and about 38710 ventures were established in 32 categories in the service of farmers till date.

DG's MESSAGE

SKOCH Gold Award to MANAGE for AC&ABC Scheme - A Proud Moment of Increased Responsibility



I very happy to share that MANAGE received the prestigious SKOCH Gold Award 2023 for its significant impact effective in transforming the unemployed agricultural graduates into successful Agripreneurs in India through effective implementation of Agri-Clinics and Agri-Business Centers (AC&ABC) Scheme for more than two decades in the country. We, at MANAGE, feel very proud with this achievement with great responsibility.

We devote this Awards to more than 87000 Agripreneurs who were trained under AC&ABC Scheme, more than 130 Nodal Training Institutes (NTIs) spread across the county, Resource Persons, NABARD, Lead Banks and MANAGE Team for their sincere effort for more than two decades. We sincerely thank the Ministry of Agriculture and Farmers Welfare, Govt. of India for their support and cooperation to MANAGE in implementing their flagship AC&ABC Scheme in India.

This achievement motivates us to continue our dedicated efforts to transform unemployed youth into Agripreneurs and create a responsive and sustainable Agricultural Extension System in the country.

Dr.P. Chandra Shekara
Director General , MANAGE

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Training for *Krishi Sakhis* in Natural Farming Launched



Krishi Sakhis Training Program is launched virtually by Shri Charanjit Singh, Additional Secretary (Rural Development), Ministry of Rural Development and Smt. Yogita Rana, Joint Secretary (INM), Ministry of Agriculture & Farmers Welfare, GOI on November 22, 2023.

During the inauguration, Shri Charanjit Singh, AS (RD) stressed on strengthening the livelihood of grassroots level community resource persons and need to build their capacities for providing various services at the village Smt. Yogita Rana, JS (INM) motivated 'Krishi Sakhis' to undergo

capacity building trainings and become master trainers for Natural Farming. Post training, MANAGE will evaluate the performance of Krishi Sakhis, and certify eligible ones as Para extension workers.

Dr. P. Chandra Shekara, Director General MANAGE showcased the master plan developed for organising five day capacity building program for the Krishi Sakhis and highlighted the key role of Krishi Sakhis as para extension workers. He suggested to translate training material into regional languages.

MANAGE signs MoUs with FICCI and Syngenta Foundation



MANAGE signed two MoUs with Federation of Indian Chambers of Commerce and Industry (FICCI) and Syngenta Foundation (SFI) on November 21, 2023.

Dr. P. Chandra Shekara, Director General, MANAGE and Mr. Bhaskar Reddy, Advisor-Agriculture, FICCI signed the MoU to collaborate for large scale PPP projects in Agriculture by leveraging the private sector investments and bringing convergence of Government schemes.

In the same event, Dr. P. Chandra Shekara, Director

General, MANAGE and Mr. Rajendra Jog, Executive Director, Syngenta Foundation India (SFI) signed the MoU to work together to design and organise 60 days Agri-Entrepreneurship Development Program for rural youth to transform them into Agripreneurs.

The course modules include basic agriculture, integrated pest Management (IPM), Integrated Nutrient Management (INM), and entrepreneurship. MANAGE Faculty and officers from Syngenta Foundation attended the event.



Indian Technical and Economic Co-operation (ITEC) International Training Program Computer Applications in Agricultural Extension



MANAGE organized an international ITEC (Indian Technical and Economic Co-operation) Training Programme on “Computer Applications in Agricultural Extension” during November 2-14, 2023.

Shri. Shobhana Kumar Pattanayak, Former Secretary (Agriculture) Department of Agriculture and Cooperation, Ministry of Agriculture and Farmers Welfare, GOI inaugurated the program as the chief guest.

A total 28 participants from 14 countries namely, Bangladesh, Dominican Republic, Iraq, Kenya, Maldives, Papua New Guinea, Solomon Islands, South Sudan, Sri Lanka, Syria, Tanzania, Tonga, Trinidad and Tobago participated in the program.

Mr. Shobhana Kumar Pattanayak urged the participants to acquire new knowledge, exchange ideas, and gain valuable insights during the training program with a goal to contribute to the growth of agricultural sector in their respective countries. He also discussed how agricultural extension programs have shifted from physical to online or e-extension mode due to the COVID-19 pandemic. He touched upon various technologies like big data, blockchain technology, artificial intelligence and their application in agriculture.

Dr. P Chandra Shekara, Director General MANAGE, emphasized the importance of computer applications

in agriculture to overcome challenges such as insufficient manpower, communication barriers and delays in technology dissemination.

The training program focused on equipping participants with a comprehensive understanding of application of new ICTs and digital initiative in agricultural extension such as GIS, remote sensing, AI, Blockchain Technologies, portals, mobile apps, virtual monitoring systems, social media, weather-based agromet-advisory services etc. Participants were given the opportunity of hands-on experiences through visits to International Institute of Information Technology (IIIT), Hyderabad and T-Hub in Hyderabad. The training also covers topics like e-Crop Digital Crop Booking, Drone Applications, and disruptive innovations in extension advisory services.

Dr. Mantesh Shirur, Deputy Director, MANAGE, coordinated the program with the assistance of Dr. G. Naveen Kumar, Academic Associate MANAGE.



Indian Technical and Economic Co-operation (ITEC) International Training Program Agri-business Incubators in Emerging Economies



MANAGE organized an international ITEC (Indian Technical and Economic Cooperation) Training Programme titled “Capacity Building Program for Agri-business Incubators in Emerging Economies” during November 22 to December 05, 2023. Through this targeted training program, MANAGE aimed to contribute to the development and strengthening of agribusiness ecosystems in emerging economies beyond borders.

A total of 23 participants from 11 Asian and African countries, namely Uganda, Nepal, South Sudan, Malawi, Cambodia, Zimbabwe, Tajikistan, Nigeria, Syria, Niger, and Kenya participated in the program.

In the inaugural address, Dr. P. Chandra Shekara, Director General MANAGE highlighted the importance of innovative solutions emerging from Agri Startups to tackle nutritional security, climate-smart agriculture,

secondary agriculture, FPOs and application of technologies which are leading to new extension models. He shared the RKVY RAFTAAR scheme and encouraged delegates to work for establishment of incubation centers in their countries

Dr. Saravanan Raj, Director (Agricultural Extension), CEO-Centre for Innovation and Agripreneurship, MANAGE, who is directing the program, explained the initiatives of MA&FW, Government of India and MANAGE’s roles as Knowledge Partner to promote #incubation centres and #AgriStartups in the country. He mentioned that MANAGE is promoting Agri Startup ecosystem beyond borders and shared that MANAGE has been a partner in establishing a women incubation center in Malawi through Germany - India - Malawi triangulation cooperation. Mr. Yuvaraju A, Business Manager, MANAGE coordinating the program.



Training Programs on Solar Farming, Climate Change and Natural Farming for Officers of Govt. of Odisha

Solar Farming



In the series of training programs scheduled for the officers of Govt. of Odisha, MANAGE organized three important training programs on the current themes of Solar Farming, Climate Change in Agriculture and Natural Farming in the month of November 2024. The training program on “Solar Farming for Agricultural Officers” of the Department of Agriculture and Farmers Empowerment, Government of Odisha was organized during 6 -10 November, 2023. Twenty four agricultural officers actively participated in this training.

Program focused on exploration of MANAGE’s Hybrid Solar Model, showcasing a blend of traditional wisdom and cutting-edge technology, offering a balanced and efficient energy supply. The hands-on approach extended beyond the classroom, with field visits to institutions like Ni-MSME PJTSAU, Water Technology Centre, and the Rural Technology Park at NIRD&PR providing real insights into solar applications across diverse sectors.

The practical sessions included solar cabinet dryer technology and solar dehydration of fruits and vegetables, demonstrating the environmental friendly and energy-efficient nature of solar drying. It also covered practical applications, including solar-powered irrigation systems, water pumps, drying methods, greenhouse heating, refrigeration, electricity generation etc.

Dr. K. Krishna Reddy, Director (ICT) MANAGE, coordinated the program.

Climate Change in Agriculture

MANAGE organized a five day Training Program on “Climate Change in Agriculture” for Senior Officials of Department of Agriculture, Odisha during 20-24 November 2023. Twenty five Senior Officials of Department of Agriculture, Odisha participated in the program.

The focus of this program was to address the impact of climate change on agriculture, emphasizing the India Meteorological Department’s role in forewarnings, climate-resilient practices, eco-friendly pest management, and Integrated Farming Systems to minimize climate risks. It covers NABARD’s involvement in carbon sequestration, digital advisory services, and innovations from NICRA contribute to building climate-resilient agriculture etc.

Dr. P. Chandra Shekara, Director General MANAGE, highlighted the impact of changing climate, causing increased pests and diseases, disrupting the food chain and affecting farming practices and fisheries, leading to reduced yields. He stressed the need for a contingency plan, urging farmers to adopt zero wastage farming for increased income.

Dr. N Balasubramani, Director (SA&CCA), MANAGE coordinated the program.



Natural Farming

Natural farming which is synonymous with chemical-free and traditional methods, integrates crops, trees, and livestock with functional biodiversity. In India, the Bharatiya Prakritik Krishi Paddhati Programme (BPKP) under PKVYojana champions traditional practices, reducing reliance on external inputs.

Recognizing the significance of natural farming, MANAGE started a five day training program on “Natural Farming” for senior officials of the Department of Agriculture, Government of Odisha, sponsored by the Government of Odisha from November 28 to December 02, 2023. This program included a group of 25 officers.

The training aimed to promote a cropping system for year-round cover, integrating practices such as agroforestry and beekeeping, water conservation, and the pivotal role of FPOs in linking farmers for success, the program also focused on pest management (IPM)



through bio-stimulants and regenerative soil practices. Key elements include on-farm biomass recycling, biomass mulching, cow dung-urine formulations, and excluding synthetic chemicals.

Dr. B. Renuka Rani, Deputy Director (NRM), MANAGE coordinated the program.

Imparting New Competencies for Agricultural Students for Future



MANAGE conducted a ten day Training Program on “New Competencies for Agricultural Students” for the students of Chaudhary Charan Singh Haryana Agricultural University during 16-25 November, 2023. Sixty students attended the program.

The training program focused on enhancing agricultural education by integrating new competencies, innovations, and technological advancements and aimed to cultivate critical thinking, communication skills, leadership, digital literacy, and entrepreneurial capabilities among participants, fostering a holistic approach to prepare students for the evolving landscape

of agriculture sector. The program was designed to emphasize hands-on experiential learning through activity-based sessions.

In the inaugural session, Dr. P. Chandra Shekara, Director General, MANAGE, spoke about prospects in agripreneurship and opportunities of schemes like Agri Clinics and Agri Business Centres Scheme (AC&ABC) and Agri Startups for youth.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE coordinated the program.

Jai Jawan Kisan Program Launched



MANAGE Inaugurated the 2nd batch of “Jai Jawan Kisan” training program, a four-month long program which will run from November 13, 2023 to March 01, 2024 with the support from Directorate General Resettlement, Ministry of Defence, Govt. of India.

The Jai Jawan Kisan program aimed to equip ex-servicemen with the skills and knowledge needed to become agripreneurs, thereby contributing to the growth of our agricultural sector.

Thirty soon to be superannuating Army, Navy, and Air Force officials from different states are attending the program.

Dr. P. Chandra Shekara, Director General, MANAGE, in his inaugural address, expressed his gratitude to the officers for their dedicated services to the nation and urged them to start a new innings in life as agripreneurs and serve agriculture sector. He encouraged officials,

stating that engaging in agribusiness in villages is a promising idea in the context that agriculture sector is offering immense opportunities.

He also detailed that over the span of four months, the participants will undergo comprehensive training delivered in two stages. First - the training modules included acquiring fundamental knowledge about agriculture, and second - mastering the essence of agri-entrepreneurship and agribusiness. He highlighted the potentials of agri-tourism, cold-chain development for agro products, food processing facilities, mechanization of agriculture, preservation equipment, techniques, use of drones in agriculture, and promotion of FPOs along with other business opportunities in agriculture.

Dr. N. Balasubramani, Director (SA&CCA), MANAGE, is the director for this program.



Managerial Skills for MAFSU Faculty

MANAGE inaugurated a 5-day Training Program on “Enhancing Teaching Managerial Skills among the Faculty of MAFSU” (Maharashtra Animal and Fishery Sciences University, Nagpur) from November 28 to December 02, 2023. A group of 25 participants, consisting of Assistant Professors and Associate Professors, is part of this program.

This program focuses on learning and its principles, communication and presentation skills, networking and coordination abilities, self-analysis, academic leadership, personality development, counselling, mentoring, and evaluation. Additionally, the program delves into fostering innovative ideas, entrepreneurship, stress and conflict management, and effective time management. Dr. Shahaji Phand, Deputy Director (Allied Extension) MANAGE



Planning Meeting for the National Conference on Next Generation Agriculture



The International Society for Extension Education and MANAGE organized a strategic meeting regarding planning and preparation for the National Conference on the theme “Next Generation Agriculture: Extension strategies and approaches” to be held at Jabalpur during January 28th-30th, 2024. Dr. K. Narayana Gowda, President, INSEE and Dr. P. Chandra Shekara, Director General, MANAGE chaired the meeting. The meeting emphasized shifting focus from quantitative extension to qualitative extension methodologies for upscaling profitability of the farmers enterprises. Dr. L. Kalantri, Secretary General, INSEE, Dr. N. Balasubramani, Director, (SA&CCA), MANAGE and Dr. S.V. Reddy, President & Executive Director, PRDIS were also present in the meeting.

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