

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

## MANAGE Organised a Two-Week ITEC International Training on Application of ICTs in Agriculture; Participants From 16 Countries Leveraged the Training



MANAGE organised a two-week Indian Technical and Economic Cooperation (ITEC) training program on “Application of ICTs in Agriculture” during November 12-25, 2025.

The Program is supported by the Ministry of External Affairs, GoI. A total of 27 participants from 16 countries namely Mauritius, Belize, Ghana, Egypt, Cuba, Tanzania, Algeria, Sri Lanka, South Sudan, Nigeria, Jordan, Turkey, Liberia, Zimbabwe, Zambia and Nepal, attended the training.

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, graced the occasion as the Chief Guest. In his inaugural address, he highlighted the integration of

scientific knowledge in agriculture, addressing farmers’ challenges from cultivation to harvesting, and highlighted AI applications in precision agriculture, fisheries, and early warning systems that provide timely alerts and precautionary measures to prevent potential harms. He also mentioned the innovative app “**Godaam Sense**”, developed by Godaam Innovations, an agri-tech startup, which uses IoT technology to detect onion spoilage before it begins.

Dr. M. Srikanth, Director (ABM) and ITEC Programs Coordinator, MANAGE briefed the participants on the journey of ITEC programs at MANAGE.

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Dr. M. Shrikanth also highlighted the “**Saagu Baagu**” project, a Telangana Govt. initiative aimed at transforming agriculture through technology, particularly in soil health management and precision farming.

The program aimed to enhance participants understanding of digital technologies and their role in improving efficiency, productivity, and sustainability in agriculture. Training focused on key areas such as digital agriculture in India, ICT in rice production, IoT-based crop advisory models like *Harita Priya*, Geo-AI in rural development, and GIS, GPS, and remote sensing applications in agriculture.

The training also covered digital weather-based agro-advisory services and the use of ICT for effective extension delivery.



To enrich their learning experience, participants visited institutions such as T-Hub, T-Works, PJTSAU Drone Academy, Soil and Land Use Survey of India, NIRDPR, ICAR-IIMR, INCOIS, ICRISAT-iHub, C-DAC, ICAR-CRIDA, and Palte Srujana. Participants explored grassroots-level ICT initiatives like Digital Green and Farmer Call Centres.

The program included a study tour to historical sites in Hyderabad. In the final stage, participants prepared a Back-at-Work Plan.

**Program Director:** Dr. K. Krishna Reddy, Director (ICT), MANAGE

**Program Co-ordinator:** Ms. Kiranmayi, Academic Associate, MANAGE





## MANAGE organised Training Program on Farmer Producer Organizations (FPOs) for NRLM Master Trainers of Meghalaya



MANAGE organized 5-day training program on Farmer Producer Organizations (FPOs) for NRLM Master Trainers of Meghalaya, during November 03-07, 2025. Total 30 trainers including Young Professionals, Assistants, and Projects Managers attended the training.

The training was designed to build conceptual clarity on Farmer Producer Organizations (FPOs) and strengthen participants' understanding of their governance, management, and legal compliances.

Training aimed to develop practical skills in business planning, financial management, and market linkages, while enhancing the capacity to mentor CEOs, Boards of Directors, and farmer members for effective functioning of FPOs.

A key objective of the training was to create a cadre of Master Trainers to ensure the sustainable scaling up of FPOs across NRLM. The training covered a wide range of thematic areas including the concept, need, and significance of FPOs, challenges faced by smallholders, and the role of collective action in strengthening their position in the value chain. Training further focused on group mobilization and formation strategies, extension approaches, leadership and group dynamics, and effective management and administration practices.

Participants gained insights into the roles and responsibilities of Boards of Directors, CEOs, and other

key stakeholders, along with the procedures for conducting board and shareholders' meetings and passing resolutions. Additionally, the program emphasized financial and accounting management, post-harvest handling and management of agricultural produce, and the preparation of viable business plans, equipping participants with the necessary knowledge and skills to guide and strengthen FPOs at various levels.

Dr. K.C. Gummagolmath, Director (M&E), MANAGE, briefed the participants on the overview of the program and emphasized the essential requirements for successful FPOs, including strong leadership, effective group dynamics, farmer mobilization, business plan preparation, and systematic group formation.

To inspire the young trainers, he shared the success stories of AMUL and Sahyadri Farms, narrating their journeys from beginnings to becoming renowned international brands, exemplifying the power of collective effort and visionary leadership in transforming farmer institutions.

**Program Director:** Dr. K.C. Gummagolmath, Director (Monitoring & Evaluation) MANAGE

**Program Co-ordinator:** Dr. P. Kanaka Durga, Assistant Director, MANAGE.



## MANAGE Organized a National Workshop for DAESI Facilitators



MANAGE organised a two-day national workshop on Capacity Building of Facilitators of the DAESI Programme during November 19–20, 2025. A total of 24 participants from across the country attended the workshop.

The program emphasized improving DAESI records and strengthened participants' skills to support agricultural extension and entrepreneurship. Key sessions covered record keeping and documentation, capacity building and cross-learning, planning and assessment, mobilising DAESI-trained candidates to work as para-extension professionals, and integrating Agri-input dealers with Farmer Producer Organisations (FPOs) to strengthen advisory and input supply systems.

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, emphasized the significance of the DAESI programme and highlighted the digital innovations that

were adopted across states, such as Karnataka's use of the ESAP app and Andhra Pradesh's deployment of a similar digital platform for training and monitoring.

He stressed that facilitators should actively use advanced digital media tools, AI platforms, and contemporary knowledge to enhance the training of input dealers. Further, he stated that facilitators must focus on proper record maintenance and document success stories to strengthen the overall impact of the programme.

**Program Director:** Dr. M. Srikanth, Director (Agri Business Management), MANAGE, and Principal Co-ordinator DAESI.

**Program Co-ordinator:** Dr. G. Naveen Kumar, Academic Associate, MANAGE.

## PGDAWM – 14th Batch Orientation Successfully Conducted

The orientation program for the candidates enrolled in the 14th batch of Post Graduate Diploma in Agri-warehousing Management (PGDAWM) was organised on 7th November 2025. More than 70 candidates attended the online program. PGDAWM is completely online program with focus on agri—warehousing management.

Dr. Sagar Hanuman Singh, Director General, MANAGE addressed the candidates and highlighted the crucial role to be played by warehouses in ensuring food and nutritional security and enabling farmers to have access to credit at better terms.

He emphasized on the importance of modern storage solutions to tackle biotic and abiotic stresses grains are exposed to after harvesting. He also emphasised on the requirement of sound and reliable warehousing

system to counter the issues of price fluctuation and post-harvest losses.

PGDAWM team oriented the candidates on different aspects of the program and effective utilisation of the learning material created under the program.





## MANAGE Celebrated 150 Years of “Vande Mataram”



MANAGE proudly organized a mass singing of “Vande Mataram” as part of the nationwide celebrations commemorating the 150th anniversary of this iconic national song.

Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE, and CEO, MANAGE-CIA, led the event and addressed the gathering. He highlighted the historical significance of ‘Vande Mataram,’ recalling that ‘Bankim Chandra Chatterjee’ composed the poem in 1875 and later included it in his Bengali novel “Anandamath”.

He emphasized that Vande Mataram became a powerful symbol of India’s freedom struggle, inspiring countless patriots to fight for independence, and urged everyone to carry forward the spirit of patriotism and dedication to the nation through such heartfelt renditions.

All faculty members, staff, consultants, and Agri-Business Management (ABM) students enthusiastically participated in the rendition.

## MANAGE Commemorated Constitution Day

On November 26, 2024, MANAGE commemorated the Constitution Day, a momentous occasion to honor the adoption of the Constitution of India and reaffirm our dedication to its core values.

The event brought together employees of MANAGE, who collectively read the Preamble to the Constitution, underscoring their commitment to justice, liberty, equality, and fraternity-the guiding principles of our nation.

The English rendition of the Preamble read by Dr. Saravanan Raj, Director (Agricultural Extension) and CEO MANAGE-CIA, while Dr. Shalendra, Director (Agricultural Marketing), administered the Hindi version.





# MANAGE Celebrated Library Week 2025

## MANAGE Organised a Book Exhibition

MANAGE organised a one-day Book Exhibition on November 15, 2025.

The event brought together several leading distributors and publishers, including Pearson Publications, BS Publications, Shah Book House Pvt. Ltd., Hyderabad Book Trust, and South Side Books. A wide range of books were showcased at the exhibition, covering domains such as Agricultural Extension Management, Agribusiness Management, Agricultural Economics, Agricultural Sciences and Management, Information Technology, Basic Sciences, Climate Change and Agriculture, as well as Hindi literature and novels. MANAGE faculty, staff, consultants and PGDM-ABM students visited the Exhibition.

**Exhibition Co-ordinator:** Mr. Nitesh Kumar, Academic Associate, MANAGE



## Workshop on One Nation One Subscription

MANAGE organised a workshop on One Nation, One Subscription (ONOS) on November 20, 2025. The session was led by Mr. Nitesh Kumar, Academic Associate, MANAGE.

During the workshop, he explained the extensive access MANAGE provides to journals, research papers, magazines, and other scholarly resources. He also highlighted the key features and benefits of the One Nation, One Subscription initiative, emphasizing its role in strengthening research accessibility across academic institutions.



## ICRISAT ITEC Trainees Visited MANAGE to Explore MANAGE Agri-Innovation Ecosystem

ITEC training participants from International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), Hyderabad visited MANAGE on 24 November 2025 as part of their training programme on “Fostering Innovation and Entrepreneurship in Agriculture for Sustainable Development.”

Dr. Shalendra, Director (Agricultural Marketing), MANAGE, facilitated the visit and briefed the participants about the MANAGE Institute and its key initiatives. Ms. Ushasree, Manager, MANAGE-CIA, briefed the participants about the programmes under MANAGE-CIA, including the MANAGE-CIA Incubation Program, Digital Marketing Skills for Agri-

Startups, the MANAGE-CIA Saturday Webinar Series, the Agri-Startups supported under MANAGE-CIA, and the programmes under the MANAGE Innovation Fish Hub.





# MANAGE Saturday Webinars

The webinars, organized by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE with the assistance of Dr. Rahalya S, MANAGE Fellow



MANAGE organised a webinar on **'Clean Labelling Trends – Natural Ingredients as Preservatives and Flavour Enhancers'** on November 01, 2025. The session featured Prof. Rajni Chopra, Head, Food Science and Technology, NITEM, as the key speaker. The discussion highlighted emerging clean labelling trends with a focus on vegan ingredients, natural preservatives, and natural flavour enhancers in agro-processing for improved consumer trust and product value.

To watch the webinar click on the link: <https://www.youtube.com/live/b-w4y-MKLC4?si=XUMN3cZs4Pww7CPs>



MANAGE organised a webinar on **'Consumer Trends in Organic and Locally Produced Food'** on November 08, 2025. The session featured Mr. Y. S. Gangadhar, Founder, Kanhaka Natural; Mr. Vishnu, Founder, Meet Your Family Farmer; and Mr. Rakesh Kumar Siripuram, Assistant Category Manager, Reliance Retail, as the key speakers. The discussion highlighted emerging consumer trends, growing demand for organic and locally produced food, and opportunities for agripreneurs in the evolving market landscape. To watch the webinar click on the link: <https://www.youtube.com/live/83kW59c4WTA?si=qtEPgu45uZSsVCQK>



MANAGE organised a webinar on **'Sustainable Packaging Solutions – Agri-startups Developing Edible, Biodegradable, or Reusable Packaging'** on November 15, 2025. The session featured Mr. Robin Rathore, Co-Founder, Suspack Technologies, and Mr. Prathipan Shanmugham, Founder & CEO, Paconia Packaging, as the key speakers. The discussion highlighted innovative sustainable packaging solutions and the role of agri-startups in promoting edible, biodegradable, and reusable packaging alternatives for a greener future. To watch the webinar click on the link: <https://www.youtube.com/live/zBBCiL9wV40?si=77EQqC8hqdxLKS0Z>



MANAGE organised a webinar on **'Food Traceability and Transparency – Agri-Startups Leveraging Blockchain Technology'** on November 22, 2025. The session featured Mr. Shreedhar Bhat, Managing Director, Scalion Commerce Pvt. Ltd., and Mr. Gaurav Somwanshi, CEO, Emertech Innovations Pvt. Ltd., as the key speakers. The discussion highlighted the growing importance of blockchain-based solutions in enhancing food traceability, transparency, and consumer trust across agri-value chains.

To watch the webinar click on the link: <https://www.youtube.com/live/7zOZYc3jbw?si=-10hnJnjoxi857e2>



MANAGE organised a webinar on **'Partnering with Research Institutions for Product Development'** on November 29, 2025. The session featured Dr. P. Sethuraman Sivakumar, Principal Scientist and Incharge, ICAR–CTCRI Ag-Business Incubator, and Mr. Praful Sharma, Manager, NIFTEM Technology Innovation and Business Incubation Foundation, as the key speakers. The discussion highlighted the importance of research–industry collaborations, showcasing how partnerships with leading research institutions can accelerate product development and strengthen agri-startup innovation. To watch the webinar click on the link: <https://www.youtube.com/live/aYaU6HwaraA?si=RObabpLzgF8G2IKI>





## MANAGE Facilitators Corner

### Strengthening Agri-Skills through NMNF & JKCIP

Dr. Parveen Kumar, Scientist (Ag. Extension) and MANAGE National Facilitator contributed to two important missions operational at the national level (NMNF) and the JKUT level (JKCIP).

He supported KVK-Ramban in conducting a series of sensitization and training programmes for higher-secondary and college students. A boot camp on Agri-Preneurship opportunities under the Jammu & Kashmir Competitiveness Improvement of Agriculture and Allied Sectors Project (JKCIP) was organized at Government Degree College, Ramban, in which more than 60 students participated.

The programme focused on enhancing awareness on skill development, innovation, and emerging employment avenues in agriculture and allied sectors. Under the National Mission on Natural Farming (NMNF), multiple training programmes

were conducted for farmers, farm women, youth and students on natural farming practices.

Participants received hands-on demonstrations on the preparation of natural farming inputs and were encouraged to adopt sustainable and commercial agriculture through Natural Farming and Agri-Preneurship.



### Hands-On Agri Learning for Rural Youth

Mr. Arun Khajuria, MANAGE National Facilitator committed to launching the “Catch Them Young” Program as part of the state-level action plans discussed during the MANAGE workshop. The initiative aims at exposing rural students to modern, sustainable and technology-driven agricultural practices, including precision farming, organic/natural farming and IPM-based agri-tech.

The program has achieved notable progress with more than fourteen workshops and internship drives conducted, benefiting nearly five hundred students. Participants were involved in hands-on learning modules such as vermicomposting production, apiculture (beekeeping), mushroom cultivation and nursery raising.

These practical sessions enhanced their confidence and provided exposure to viable income-generating agri-enterprises.







## MANAGE Inaugurates Two-Week ITEC

International Training on Application of ICTs in Agriculture

► Participants from 16 Countries to Leverage the Training

National Institute of Agricultural Extension Management (MANAGE), Hyderabad inaugurated a two-week Indian Technical and Economic Cooperation (ITEC) training program on "Application of ICTs in Agriculture" scheduled on November 12-25, 2025. The Program is supported by the Ministry of External Affairs, GoI. A total of 27 participants from 16 countries Viz., Mauritius, Belize, Ghana, Egypt, Cuba, Tanzania, Algeria, Sri Lanka, South Sudan, Nigeria, Jordan, Turkey, Liberia, Zimbabwe, Zambia and Nepal, are attending the training. Dr. Hanuman Sagar Singh, IPos, Director General, MANAGE, graced the occasion as the Chief Guest. In his inaugural address, he highlighted the integration of scientific knowledge in agriculture, addressing farmers' challenges from cultivation to harvesting, and highlighted AI applications in precision agriculture, fisheries, and early warning systems



that provide timely alerts and precautionary measures to prevent potential harms. He also mentioned the innovative app "Godam Sense", developed by Godaam Innovations, an agri-tech startup, which uses IoT technology to detect onion spoilage before it begins. Dr. M. Shrikanth, Director (ABM) and ITEC Programs Coordinator, MANAGE briefed the participants on the journey of ITEC programs at MANAGE. He also highlighted the "Saagu Baagu" project, a Telangana Govt. initiative aimed at transforming agriculture through technology, particularly in soil health management and precision

farming. The program aims to enhance participants understanding of digital technologies and their role in improving efficiency, productivity, and sustainability in agriculture. Training focuses on key areas such as digital agriculture in India, ICT in rice production, IoT-based crop advisory models like Harita Priya, Geo-AI in rural development, and GIS, GPS, and remote sensing applications in agriculture. The training also covers digital weather-based agro-advisory services and the use of ICT for effective extension delivery. To enrich their learning experience, participants will

visit institutions such as T-Hub, T-Works, PITSAU Drone Academy, Soil and Land Use Survey of India, NIRD-PR, ICAR-IIMR, INCOIS, ICRISAT-iHub, C-DAC, ICAR-CRIDA, and Palae Srujana. Participants will also explore grassroots-level ICT initiatives like Digital Green and Farmer Call Centres. The program includes a study tour to historical sites in Hyderabad. In the final stage, participants will prepare a Back-at-Work Plan. Dr. K. Krishna Reddy, Director (ICT), MANAGE directing the program in coordination with Ms. Kiranmayi, Academic associate, MANAGE.

मैनेज ने 16 देशों के लिए कृषि में आईसीटी पर आईटीईसी प्रशिक्षण कार्यक्रम शुरू किया

అంతర్జాతీయ శిక్షణ కార్యక్రమం ప్రారంభం



హైదరాబాద్, 12 నవంబర్ (స్వతంత్ర వార్తా). రాష్ట్రీయ కృషి విస్తార ప్రబంధన సంస్థాన (మేనేజ) నే భారత సర్కార కే విదేశ మంత్రిాలయ ద్వారా సమర్థిత "కృషి మే ఆర్ఎస్ఐటీ కే అనుప్రయోగ" పర్ దో సమాహ కే భారతీయ తక్నీకీ ఆర్ ఆర్థిక సహయోగ (ఆర్ఎస్ఐటీ) ప్రశిక్షణ కార్యక్రమ కౌ ఉద్ఘాటన కియై. 12 సే 25 నవంబర్, 2025 తక్ ఆయోజిత ఇస్ కార్యక్రమ మే మరీషస్, ఘానా, మిక్స ఆర్ నేపాల సహిత 16 దేశో కే 27 ప్రతిభాగీ భాగ లే రుహే హై. కార్యక్రమ కౌ ఉద్ఘాటన కరనే కే బాద్ ఒక సభా

కో సంబంధిత కరతే రుహ, మేనేజ కే మహానిదేశక డా. హనుమాన్ సాగర్ సింహ నే కృషి మే ఆర్ఎస్ఐటీ ఆర్ ఆర్థిక కీ పర్వర్తనకారి భూమిక పర్ ప్రకాశ డాలా - సరీక ఖతీ సే లెకర్ పూర్వ ఛేతావనీ ప్రణాళియో తక్.

అన్హొనే ప్యాజ్ కే ఖరబాబ్ హొనే కౌ పతా లగానే వాలే ఒక ఆర్ఎస్ఐటీ-ఆధారిత ఉపకరణ 'గోదామ్ సెన్స' ఐపి ఆర్ తక్నీక-సంచాలిత కృషి పర్వర్తన కే లిఫ్ తెల్లంగానా కీ 'సాగు బాగు' పహల జేసే నవాచారో కౌ హవాలా దియై. ప్రతిభాగియో కౌ భారత కే డిజిటల్ కృషి

పారిస్థితికీ తన్త్ర కౌ అనుభవ గ్రాస్ హొగా, ఇస్మే జియో-ఆర్ఎస్ఐ, హరితా ప్రియా జేసీ ఐఐఐఐ-ఆధారిత ఫసల పరామర్శ ప్రణాళియో ఆర్ రిమోట్ సెన్సింగ్ అనుప్రయోగ జేసే విషయ శామిల్ హొగే. క్షేత్రీయ భ్రమణో మే టీ-హబ్, పీజీఐఐఎస్ఎస్ డ్రోన్ అకాడమీ ఆర్ ఆర్ఎస్ఐఐఆర్ సంస్థానో జేసే ప్రముఖ నవాచార కేంద్రో కౌ దోరా శామిల్ హొగా. కార్యక్రమ కౌ సమాపన "వాపస్ కార్యస్థల యోజనా" కే సాథ్ హొగా తాక్ వి అపనే-అపనే దేశో మే సీఓఐ గర్ బాతో కౌ లాగు కర సక్నే.



శిక్షణలో పాల్గొన్న వివిధ దేశాల ప్రతినిధులు

రాజేంద్రనగర్, నవంబరు 12 (ఆంధ్రజ్యోతి): అంతర్జాతీయ శిక్షణ కార్యక్రమం బుధవారం ప్రారంభ మైంది. రాజేంద్రనగర్లోని జాతీయ వ్యవసాయ విస్తరణ నిర్వహణ సంస్థ (మేనేజ్)లో రెండు వారాల పాటు నిర్వహించనున్న శిక్షణ కార్యక్రమం విదేశీ వ్యవహారాల మంత్రిత్వ శాఖ సహకారంతో జరుగుతోంది. 16 దేశాలకు చెందిన 27 మంది ప్రతినిధులు పాల్గొంటున్నారు. కార్యక్రమంలో పాల్గొన్న మేనేజ్ డైరెక్టర్ జనరల్ డాక్టర్ హనుమాన్ సాగర్ సింగ్ మాట్లాడుతూ, శాస్త్ర సాంకేతిక పరిజ్ఞానాన్ని వ్యవసాయంలో వాడుకోవడం ద్వారా ఆదీక లాభాలు ఉంటాయన్నారు. గోదామ్ సెన్స్ అనే వినియోగదారు యాప్ ను గురించి ఆయన మాట్లాడారు. కార్యక్రమంలో వివిధ రంగాల నిపుణులు డాక్టర్ ఎం.శ్రీకాంత్ పాల్గొన్నారు.





# MANAGE M-FISHub Fortnightly Webinar Series

The webinars, organized by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE & CEO M-FishHub, MANAGE with the assistance of Dr. Rahalya S, MANAGE Fellow

## Startups in Fisheries

MANAGE organised a webinar on **'Startups in Fisheries'** on November 7, 2025. The session featured Dr. Debtanu Barman, CEO & Founder, Aqua Doctor Solutions, and Mr. I. N. Joshi, Managing Director, Oceanic Seaweeds Pvt. Ltd., as the key speakers. The discussion highlighted innovations and entrepreneurial opportunities in the fisheries sector under the MANAGE Fisheries Innovation and Startup Hub (M-FISHub), a National Fisheries Incubation Centre supported by the Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India. To register for upcoming webinars, click on the link: [https://www.youtube.com/live/egNOnQqq1o4?si=\\_7EuTw7\\_jvfpvRFZ](https://www.youtube.com/live/egNOnQqq1o4?si=_7EuTw7_jvfpvRFZ)



## Startups in Fisheries

MANAGE organised a webinar on **'Startups in Fisheries'** on November 21, 2025. The session featured Mr. Shaurya Agarwal, CEO & Co-Founder, Blue Wave Aquaculture, and Mr. Amey Naik, Founder and CEO, Longshore Technologies Pvt. Ltd., as the key speakers. The discussion focused on innovations and emerging opportunities in the fisheries startup ecosystem under the MANAGE Fisheries Innovation and Startup Hub (M-FISHub), a National Fisheries Incubation Centre supported by the Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India. To register for upcoming webinars, click on the link: <https://www.youtube.com/live/9oyYgElqOnc?si=jf9pt25tLhX2lQa>



Register to attend the webinars: <https://www.manage.gov.in/trgModule/emailRegn-webi-fishhub.asp>

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