

Message from the Director General



Smt. V. Usha Rani, IAS
Director General

I am happy that MANAGE is full of activities during the last two months at both National and International level. New ideas keep us moving with enthusiasm and commitment. Every day is a learning day at MANAGE.

We keep learning from field visits, other experiences and successes. "Extension Education" is an ever changing concept as per the requirements of farmers and other stakeholders. To empower farmers is an important process in democracy, as they play a vital role in the development of the nation.

Keeping farmers in focus, MANAGE organized a workshop for developing a road map for promotion of Krishi Mitras. Mahila Kisan Diwas was celebrated at Sriramnagar mandal, Ranga Reddy, Telangana on 15th October 2017. Farmer scientist interactions were organized to address farmers' problems. An exhibition was also organized on drudgery reducing farm implements for farm women.

During the last two months we have organized three International programs under Feed the Future India Triangular Training covering 70 executives from Africa and Asia. I am happy to share that, during the period,

MANAGE team visited Michigan State University and decided to collaborate on a long term basis.



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

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Executive Council Meeting



The 69th Meeting of the Executive Council of MANAGE was held on 25th September 2017 at MANAGE. The Meeting was chaired by Shri. Shobhana K.Pattanayak, Secretary, Department of Agriculture, Cooperation and Farmers Welfare, Govt. of India. The members reviewed the progress of activities of the Institute. Shri. Amitabh

Gautam, Joint Secretary (Extension), Ministry of Agriculture & Farmers Welfare was also present on the occasion. Other members included Shri. Goli Madhusudhan Reddy and Shri. K.V. Kannan.

The Secretary also laid the Foundation stone for the International Hostel, interacted with some of the Incubatees at MANAGE Incubation centre and inaugurated a Mushroom Unit.

The Secretary also released MANAGE publications including 100 start ups by Agripreneurs, Handbook on Food Processing technologies, Directory of Direct Marketing Agribusiness companies, Module on Certified Livestock Advisor and a Policy paper for Tripura.

Inauguration of Mushroom unit

A Mushroom production unit is established in MANAGE as a part of Urban Agriculture initiative of the "Center For Women, Household Food and Nutritional Security, Urban Agriculture & Edible Greening". The unit would serve as a demonstration unit for training extension functionaries who visit MANAGE. Partially controlled environmental conditions are maintained inside the unit to suit the mushroom species to be grown. The unit

which has an area of 1500 sqft, is suitable for producing Oyster and Milky mushrooms.

There is a separate structure (room) for preparatory works like drying the hay, bedding and spawning after sterilization of the medium. The prepared beds are transferred to the main unit for incubation and cropping. It is proposed to initially cultivate Oyster mushroom (*Hypsizygus ulmarius*).



International Collaboration

MANAGE Team Visits Michigan State University



A three-member MANAGE delegation led by Smt. V. Usha Rani, IAS, Director General, and comprising of Dr. V. P. Sharma, Director (ITDP) and Dr. Srinivasacharyulu Attaluri, Program Officer visited Michigan State University (MSU) during 10-15 September 2017, with an objective to study the Innovations in MSU Extension and explore possible areas for collaboration between MANAGE and MSU. MANAGE delegation met the leaders of MSU Extension, AgBio Research, MSU Business College and held interactive meetings to understand Extension, Research and Agri-Business Education at MSU.

The Director General, MANAGE made a presentation on “Building Agricultural Extension and Innovation Capacities through Partnerships” in a public seminar wherein faculty members and research scholars from MSU Extension, College of Agriculture and Natural

Resources and Asian Studies Center, MSU participated. The presentation highlighted the Indian agricultural research, extension, education and marketing systems; reforms; role of MANAGE in improving the extension system and current activities; Govt. of India initiatives such as Soil Health Card, Skill Development in India, eNAM, Farmers' portal, mKisan etc. The presentation emphasized areas and activities for collaboration.

The team members made extensive field visits to Research Centers, MSU Product Center, Incubation Centers, Sugar Cooperative (Sugarbeet), Food Processing and Innovation Center and interacted with Extension Experts, Scientists and Farmers to study and understand the comprehensive role of MSU Research – Extension – and Outreach activities. MANAGE delegates had the opportunity to learn about the strengths of MSU Extension System through interactions with Extension Educators on specialty crops (apple, sugarbeet and dry bean etc.) and focus on problem-solving approach in research. The role of common incubation centers for agripreneurship and response of Extension in marketing with a focus on developing local markets and local foods / products are noteworthy. Interactions with 4-H Program Volunteers gave insights into MSU Extension and Outreach activities targeted to children and youth through health and nutrition programs.

MANAGE Faculty Visit to Democratic Republic of Congo

Dr. P. Chandra Shekara, Director (Agricultural Extension), MANAGE visited Democratic Republic of Congo (DRC) during 9th to 17th October, 2017. The purpose of the visit was to facilitate the participation of Democratic Republic of Congo, one of the Partner Countries in 'Feed the Future India Triangular Training (FTF ITT) Program', to identify the Point of Contact, partner institutions, identify training priorities and to understand the opportunities for investment in agriculture. During the visit, Dr. P. Chandra Shekara met Mr. Georges Kazadi Kabongo, Hon'ble Agriculture Minister of DRC in the presence of His Excellency Indian Ambassador Mr. Ashok Warriar, Cabinet Director of the Agriculture Ministry; Mrs. Ifemo Basele Marie-Caroline, Deputy



Director in Ministers office; Dr. Mwewa Beya Odette, Hon'ble Minister of Agriculture, Lubumbashi and Mr. Rasheed Patel, one of the leading Indian Industrialists and President of Federation of Enterprises in Congo.

International Training Programs

International Training Program under Feed The Future India Triangular Training (FTF ITT) at ICAR - Central Institute of Post-Harvest Engineering & Technology (CIPHET), Ludhiana

The Ninth International Training Program on "Modern Storage Technologies in Agriculture" was organized during 01-15th September, 2017 at ICAR - Central Institute of Post-Harvest Engineering & Technology (CIPHET), Ludhiana, Punjab, India. The inauguration was graced by Dr. Chindi Vasudevappa, Vice Chancellor, NIFTEM; Dr. R.K. Gupta, Director, CIPHET; Dr. Chandra Shekhara P., MANAGE, Hyderabad and other faculty from CIPHET. Twenty executives from 11 countries of Asia and Africa, i.e. Afghanistan, Botswana, Cambodia, Ghana, Kenya, Liberia, Malawi, Mongolia, Myanmar, Sudan and Uganda participated in the program.



International Training Program under Feed the Future India Triangular Training (FTF ITT) at National Institute of Plant Health Management (NIPHM), Hyderabad

The tenth International Training Program on "Plant Health Management Technologies and Approaches" was organized during 04-18th September, 2017 at the National Institute of Plant Health Management (NIPHM), Hyderabad, Telangana, India. Twenty four executives from 10 countries, i.e. Afghanistan, Botswana, Ghana, Kenya, Malawi, Mongolia, Mozambique, Myanmar, Sudan and Uganda participated in the program.



The valedictory program was graced by the presence of Ms. Upma Srivastava, IAS, Additional Secretary, DAC&FW, Government of India; Mr. Ziaulhaq Akhondzada, Second Secretary, Embassy of the Islamic Republic of Afghanistan; Mr. Mustapha Hamzaoui, Director, Food Security, USAID, India; Mr. Vamshidhar Reddy, Project Management Specialist, USAID, India; Smt. G. Jayalakshmi IAS, Director General, NIPHM; Smt V. Usha Rani, IAS, Director General, MANAGE; Dr. K. Vijayalakshmi, Director (PHM), NIPHM; Dr. P. Chandra Shekhara, Program Director, MANAGE and other faculty members from NIPHM.



International Training Program under Feed the Future India Triangular Training (FTF ITT) at ICAR- Institute Central Institute of Fisheries Technology (CIFT), Cochin

The eleventh International Training Program on "Recent Trends in Harvest and Post-Harvest Technologies in Fisheries" was conducted during 12-26th September, 2017 at ICAR- Institute Central Institute of Fisheries Technology (CIFT), Cochin, Kerala, India. The inauguration was graced by the presence of Dr. P. Rajendran, Vice Chancellor, Kerala Agricultural University; Dr. Ravishankar C.N., Director, ICAR-CIFT, Cochin; Dr. A.K. Mohanty, Head, EIS Division, ICAR-CIFT; Dr. Ravi Nandi, Program Manager, MANAGE, Hyderabad; and other faculty from ICAR-CIFT. Twenty two executives from 8 countries, i.e. Afghanistan, Ghana, Kenya, Liberia, Malawi, Mongolia, Sudan and Uganda participated in the program.

Mahila Kisan Divas Celebrations

The Ministry of Agriculture and Farmers Welfare, Government of India (GoI) declared 15th October as Mahila Kisan Divas, to felicitate farm women who contribute enormously to agriculture and rural development. MANAGE celebrated Mahila Kisan Divas-2017 at Sriramnagar village, Moinabad Mandal, Rangareddy dist., Telangana.

As part of the event, Farmer – Scientist interactions were organised to understand the agricultural situation in the village and identify gaps in the crop cultivation practices carried out by farmers. Agriculture crops namely Cotton, Maize, Jowar, Paddy and horticulture crops like vegetables and flowers are grown in the area. Scientists recommended solutions to mitigate problems in crop cultivation.

Theme based competitions were also organized in the village, in order to motivate the rural women by addressing their talents. These included: Rangoli competition (on the concept of Farm women); Speech/Public speaking competition (concept of Importance of women in Agriculture) and a Singing competition (concept of rural women empowerment, role of farm women).

Prizes were distributed to the winners of the competitions by the Chief Guest, Smt. V. Usha Rani, Director General, MANAGE. The Director General, MANAGE addressed roles of women farmers in agriculture and advised on incorporating trap cropping practices. The DG also emphasized that farmers should inculcate the habit of gaining agricultural knowledge from authentic sources, restrict indiscriminate use of



pesticides, emphasized on ground water conservation, production of low cost on-farm products etc. The Director General announced that MANAGE would adopt Sriramnagar Village and ensured to provide training for farmers to achieve sustainable agriculture.

An Exhibition was organized by AICRP department on drudgery reducing farm implements that enhance productivity and can be easily handled by farmwomen. Implements like weeders, battery operated Cotton picker, Harvesting bags, Seedling carrier basket and seedling transplanter, Milking machine, Fertilizer dispenser, Pesticide protective Apron, bhendi cutters etc were displayed. Value added products of millets like cookies, jowar biscuits, vermicelli and other products were exhibited by Indian Institute of Millets Research (IIMR).

A Household Vermiwash model unit, that can harvest vermiwash concentrate which can be used on crops as nutrient rich spray; and Microgreens – nutrient dense tiny sprouts from non- treated seeds that can be consumed as salad to fight vitamin deficiencies in human beings, were also exhibited by MANAGE.

15th Globelics International Conference

'Innovation and Capacity Building in the context of Financialization and Uneven Development of the Global Economy: New Roles for the State, Productive Sector and Social Actors' was the theme of the 15th Globelics international Conference from 11-13 October, 2017 at Athens, Greece. The conference, attended by about 400 participants from across the globe, discussed the role of actors in innovation systems across industries. Dr. Suchiradiptha Bhattacharjee, MANAGE Fellow presented a paper titled "'Linkage of food security: Social network analysis and stakeholder analysis in agricultural innovation systems in North Eastern India" co-authored with Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE.

Training

Training Workshop for Promoting 'The New Extensionist Learning Kit'

A Training Workshop for Promoting 'The New Extensionist Learning Kit' was organized by MANAGE, AESA, IAEN, CRISP, on October 5-6, 2017. Based on the GFRAS Position Paper on New Extensionist and the core competencies brief, fifteen modules were developed by global experts on varied competencies that are a must for extensionists in the emerging world agricultural scenario. Each module consists of a lecturer's guide, manual, workbook and presentation. The workshop was attended by scientists, academicians, researchers and field extensionists from the public and private sector.



Extension Strategies for Promotion of Climate Smart Livelihood Opportunities



Climate change is a major challenge for Agriculture, Food Security and rural livelihoods. As indicated in the Intergovernmental Panel on Climate Change (IPCC) in its Fifth Assessment Report released in March 2014, poor, marginalized and rural

communities are likely to be hit hardest by climate impacts. For these vulnerable groups, climate change acts as a "risk multiplier" worsening existing social, economic, political and environmental stresses. There is need for strategies to promote climate smart opportunities. To address this issue MANAGE organized a Collaborative Training Programme on "Extension Strategies for Promotion of Climate Smart Livelihood Opportunities for AP and Odisha States" during September 12-14, 2017 in collaboration with CRIDA and KVK Yagantipalli. The objectives were to appraise the changes happening in livelihood patterns due to Climate change and to understand the performance of climate resilient technologies.

Journal of Agricultural Extension Management

The Journal of Agricultural Extension Management, a half yearly publication from MANAGE, aims to disseminate information relating to extension systems and practices, research on extension, innovations in technology transfer and other socio economic issues concerning agriculture and allied areas.

MANAGE welcomes articles on new developments, concepts and their application in effective extension work. Authors may submit their articles to the Executive Editor, Journal of Agricultural Extension Management, National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad. Articles may also be sent by email to: jaem@manage.gov.in

Developing Krishi Mitras for Need Based Agriculture Services to Farming Community



A Workshop on Krishi Mitra was organized jointly by MANAGE, Reliance Foundation and Krishi Vigyan Kendras on 4th September 2017 at MANAGE. The objectives were to introduce the activities of Reliance Foundation in the areas of Food and Nutritional Security and sustainable agriculture to selected KVKs for paving the way for working together with KVKs across India by developing a road map for promotion of Krishi Mitras and identifying the roles of Reliance Foundation, MANAGE and KVKs in this process.

The workshop resulted in improved clarity on preparation of training modules, content, duration, period, roles of Reliance Foundation, Krishi Mitras, MANAGE and KVKs and came out with a road map for developing Krishi Mitras.

MANAGE presence in National Agri-Exhibitions

MANAGE participated at AGRITEX 2017 and National Oilseeds Kisan Mela-2017 and showcased its programs. AGRITEX 2017 an International Agricultural, Dairy and Food Processing Trade Fair, was organized from 7-9 September, 2017 at HITEX Exhibition Center, Hyderabad. This was an opportunity for those involved in the fields of Agriculture, Dairy and related activities to expand and diversify their business in India. Over 150 agri-exhibitors showcased their products and services. National Oilseeds Kisan Mela-2017 was organized during September 10-11, 2017 by ICAR-Indian Institute of Oilseeds Research at Rajendranagar, Hyderabad, in collaboration with National Mission on Oilseeds and Oil Palm (NMOOP), Department of Agriculture,

Major Highlights

- It was decided that MANAGE would be the interface between KVKs and Reliance Foundation (RF)
- KVKs agreed to develop Krishi Mitras as extension service providers jointly with RF and MANAGE
- KVKs would nominate the nodal officers for connecting with Krishi Mitras, developing model farms in RFs operational areas, documentation, studies, etc.
- Training content would be developed jointly by KVKs with RF and MANAGE
- This pilot would serve as a model for policy advocacy with government on strengthening extension services in the country.

The Training Modules would focus on package of practices of major crops, seed selection and treatment, soil health improvement, water budgeting; Integrated Nutrient Management, integrated pest, diseases, weed management, Farming Situation Based Extension; Integrated Farming Systems, nutrition, farm mechanization, schemes of government, etc. Director General, MANAGE assured all support in developing Krishi Mitras.

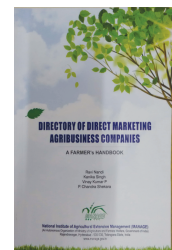


Cooperation & Farmers Welfare, Government of India. In both the exhibitions a number of farmers, youth and women visited the MANAGE stall and learnt about the AC&ABC scheme and AC&ABC Incubation center. The visitors not only evinced keen interest in the products displayed but also about the Agripreneurs and their activities.

New Publications!

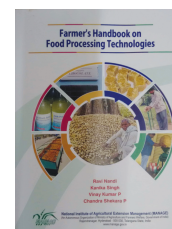
Directory of Direct Marketing Agribusiness Companies: a Farmers Handbook

The Directory provides information about major direct marketing companies which are procuring agricultural commodities directly from the farmers. The information would guide farmers in finding the market for their produce.



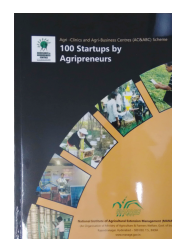
Farmer's Handbook on Food Processing Technologies

The Handbook provides information about primary processing hand equipment or machinery, processing and preservation of major crops, product development of commercial importance developed by various national research institutes in India.



100 start ups by Agripreneurs

This Publication encapsulates stories of 100 startups by agri-entrepreneurs who have succeeded in setting up of agri-clinics and agri-business centres, under the Agri Clinics and Agri-Business Centres scheme.

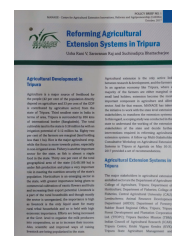


Agricultural Extension Systems in Tripura

This working paper is based on the scoping study conducted in the state as part of MANAGE initiative to understand and improve the existing extension systems in the states. The study identified the stakeholders of extension systems in the state, explored their current manpower status, activities and policy structure, and gave an insight on their strengths and weaknesses. The working paper gives a series of policy recommendations for amelioration of the extension systems in the state.

Reforming Agricultural Extension Systems in Tripura; a policy brief

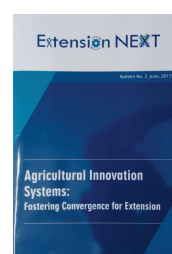
The Policy Brief is based on the scoping study conducted in Tripura to understand its existing extension systems as well as the consecutive Multi-Stakeholder Consultative Workshop conducted in the state to further the dialogue on revamping the extension system. The policy brief gives concrete policy recommendations for the state, for an effective extension system in agriculture and allied sectors.



Extension Next

Agricultural Innovation Systems: Fostering Convergence for Extension

The 2nd issue of the Extension NEXT bulletin series for 2017 delves into what Agricultural Innovation System is, how it operates, diagnostic framework, capacity development for stakeholders in AIS, shortfalls of AIS and its implications on extension and advisory services.



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