



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

**FOCUS: ODISHA**

## TRAINING PROGRAM ON AGRIPRENEURSHIP DEVELOPMENT



MANAGE has organized a 5-day training and exposure visit program on Agripreneurship Development for the Agricultural Officers from Dept. of Agriculture and Farmers Empowerment, Govt. of Odisha during September 25-29, 2023. This training program is the first in the series of 20 training programs on 10 different themes aimed to build capacities and necessary skills of Agricultural Officials for the growth and prosperity of Odisha's agricultural sector.

A total of Twenty-three (23) Agriculture Officers from Odisha attended the program. Addressing the participants, Dr. P. Chandra Shekara, Director General,

MANAGE highlighting the promising opportunities and potential in the field of agripreneurship development within Odisha and also discussed the AC&ABC scheme, which is relevant to the agripreneurship sector. During the training program, theory classes, expert guidance, discussions led by renowned resource persons and field visits were organized. The program also featured a full day dedicated to improving soft skills, early morning talks, and evening group discussions.

Dr. Shahaji Phand, Deputy Director (Allied Extension) MANAGE coordinated the program along with Dr. Sushrrekha Das, MANAGE Fellow.

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## DG'S MESSAGE

# BUILDING CAPACITIES OF 500 OFFICERS IN ODISHA FOR AGRICULTURAL DEVELOPMENT



“MANAGE has signed an MoU with Department of Agriculture and Farmers Empowerment, Govt. of Odisha in June 2023 to train 500 Agricultural Extension Functionaries from the state through a series of 20 training and exposure visit programs (5-day duration) during September-December 2023 on 10 current themes relevant for the state of Odisha”.

MANAGE always respond to the needs of state governments for building capacities of their agricultural officers to improve agricultural extension management. I am glad to inform that MANAGE has signed an MoU with Department of Agriculture and Farmers Empowerment, Govt. of Odisha in June 2023 to train 500 Agricultural Extension Functionaries from the state through a series of 20 training and exposure visit programs (5-day duration) during September-December 2023 on 10 current themes relevant for the state of Odisha.

As part of this, MANAGE provides training and exposure visit to Agricultural Officer on ten themes viz., Climate Change in Agriculture, Sustainable Food Systems, Supply Chain Management, Agripreneurship Development, Innovations in Agricultural Extension Management, Carbon Credits in Agriculture, Digital Agriculture, Drones in Agriculture, Solar Farming and Natural Farming. These themes are highly current today's agriculture sector and more specifically relevant in the context of Odisha State as many agricultural developmental projects and programs in the state deal with these concepts.

I am happy to state that the first two training and exposure visit programs in the series of 20 programs have been started in this month focusing on the themes of Agripreneurship Development and Sustainable Food Systems covering 50 Agricultural Officers from Odisha representing all the districts in the state. During the programs, enough opportunity is provided for field / exposure visits, participatory activities, discussions, group work supported by classroom lectures by subject experts

We, at MANAGE, believe that these training and exposure visit programs covering majority of Agricultural Officers in Odisha State will surely enhance their capacities and performance of Agriculture Cadre in dealing with new concepts at the field level and help improve Agricultural Extension Services to farmers. MANAGE appreciates the initiative taken up by the Dept. of Agriculture and Farmers Empowerment, Govt. of Odisha to build capacities of their officers as an important step towards achieving agricultural development in the state for the future.



**Dr. P. Chandra Shekara**  
Director General



## FOCUS: ODISHA

# TRAINING PROGRAM ON SUSTAINABLE FOOD SYSTEMS



MANAGE, launched a 5-day training program on Sustainable Food Systems for the Agricultural Officers of Dept. of Agriculture and Farmers Empowerment, Govt. of Odisha during September 25-29, 2023. Twenty four (24) Agriculture Officers and Block Agriculture Officers from Odisha attended the program.

Dr. P. Chandra Shekara, Director General, MANAGE, in his valedictory address emphasized the importance of sustainable food systems, which ensure food security and nutrition without compromising economic, social

or environmental factors. The food system approach promotes economic sustainability, broad-based societal benefits, and a positive impact on the natural environment, he said.

Dr. Veenita Kumari, Deputy Director (Gender Studies) MANAGE coordinated the program. The training featured a one-day field visit and four-days of theory sessions, offering participants a good understanding of sustainable food systems.





# MANAGE - GIZ LAUNCHES MOOC PROGRAM ON SOIL MANAGEMENT



MANAGE and GIZ have jointly launched a two-month MOOC program on "Sustainable Soil Management" inaugurated by Dr. P. Chandra Shekara, DG-MANAGE, and Dr. Rajeev Ahal, Director, GIZ India. This comprehensive program comprises nine modules, addressing soil quality parameters, conservation, rainwater utilization, eco-friendly practices, and energy management in agroecosystems which is designed for government officials, researchers, students and farmers with a background in farming and soil management.

## Course Modules

### •Foundation of Sustainable Soil Management

Introduction to concepts and soil physical, chemical and biological quality parameters, strategies, approaches and technologies.

### •Geo-Hydrological and Social Approaches

Sustainable soil management strategies for various Geo hydrological and social units.

### •Energy Management in Agroecosystems

Exploring energy efficient practices and innovations in agroecosystem management

### •Soil and Water Conservation

Top soil erosion control sustainable use of rainwater and water productivity and enhancement

### •Eco-friendly Pest and Disease Management

Utilizing soil microorganisms for sustainable crop cultivation and effective management of pests and diseases.

The program's key attributes include interactive content, animated teaching materials, practical strategies, and expert contributions from leading Indian institutions. Its objectives encompass understanding soil sustainability, topsoil erosion control, water use optimization, social approaches to soil management, eco-friendly pest and disease control, and innovative energy management practices within agroecosystems.

The participants are expected to gain insights into the food-energy-water (FEW) nexus, alternative energy sources, circular economy principles, and waste-to-wealth strategies applicable at both farm and community levels.

The program is free and interested candidates may please visit: <https://www.manage.gov.in/moodleafa/> for registration.





# JAI JAWAN KISAN PROGRAM FOR EX-SERVICEMEN IN TELANGANA



MANAGE inaugurated a 15-day Jai Jawan Kisan training program running from September 4-18, 2023 for 50 retired soldiers from various armed forces in Telangana, sponsored by NABARD, Telangana. The comprehensive program consists of 5 days dedicated to field visits and 10 days of theory sessions, offering expert guidance and panel discussions.

Dr. P. Chandra Shekara, Director General, MANAGE, in his address, detailed the program's objective emphasizing that majority of ex-servicemen are from farming backgrounds, they lacked the necessary knowledge and self-assurance to excel in agriculture. He had highlighted the potential for success through proper knowledge, discussed the Agri-startup under RKVY-RAFTAR, and had showcased opportunities in agripreneurship.

Colonel P. Ramesh Kumar, the Director of Rajya Sainik Welfare in Telangana, in his address underscored the promising prospects awaiting ex-servicemen in the field of agriculture, with the ultimate goal of transforming them into accomplished agripreneurs.

Sri V. S. Sriram, the Deputy General Manager of NABARD, Telangana, extended his encouragement to ex-servicemen, urging them to take on the role of master trainers. This, he believed, would pave the way for them to impart their knowledge and skills to the next generation of farmers, thereby contribute significantly to the agricultural sector.

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





## ITEC INTERNATIONAL TRAINING PROGRAM

# INTEGRATION OF FARMERS WITH MARKETS



MANAGE inaugurated a 15-day International Training Program on "Innovative Strategies to Facilitate Integration of Farmers with Market" from September 5-18, 2023 of the Indian Technical and Economic Cooperation (ITEC), an initiatives of the Ministry of External Affairs (MEA), Govt. of India.

Nineteen executives from different organizations, such as the Ministry of Agriculture and related departments, Agricultural Universities, and Private Sector, came together from 14 countries viz., Syria, Nepal, South Sudan, Mongolia, Uganda, Tanzania, Kenya, Sri Lanka, Tajikistan, Bangladesh, Guyana, Togo, Ghana, and Malawi.

Dr. P. Chandra Shekara, Director General, MANAGE in his address stressed the significant role of Farmer Producer Organizations (FPOs) in increasing market opportunities

and income for their produce. He highlighted the idea that farmers working together in groups can increase their earnings and improve agricultural marketing opportunities.

As the Guest of Honor, Shri Lallan Rai, retired Assistant AMA from the Department of Marketing and Inspection (DMI) under the Ministry of Agriculture & Farmers Welfare, Govt. of India, talked about the positive effects of government-led reforms in agricultural marketing. He emphasized the importance of international cooperation and knowledge sharing to benefit farmers.

Dr. Shalendra, Director (Agricultural Marketing), MANAGE coordinated the program with Dr. Madhulata and Dr. Sangamesh Angari, Consultants at MANAGE.





## MEMORANDUM OF UNDERSTANDING (MoU)

# MANAGE AND HARVESTPLUS JOINED FOR NUTRITIONAL SECURITY



MANAGE and HarvestPlus of IFPRI signed a Memorandum of Understanding (MoU) on September 8<sup>th</sup>, 2023 to collaborate for food and nutrition security through adoption of biofortified crops and other initiatives.

Dr. P. Chandra Shekara, Director General MANAGE, and Mr. Ravinder Grover, Regional Coordinator for Asia representing HarvestPlus signed the MoU. MANAGE Faculty Members and Executives, Dr. Parminder Virk (Head of Crop Development), and Mr. Binu Cherian (Country Manager-India) from HarvestPlus graced the event with their presence.

This MoU opens doors for both organizations to engage in activities such as joint study and exchange visits,

collaborative training, research projects, and the publication of joint works. Furthermore, it aims to extend its reach internationally by partnering with select SAARC countries, including Bangladesh, Bhutan, and Nepal.

The collaboration also includes specific programs tailored for policy-makers and extension workers. It envisions the development of cost-effective Massive Open Online Courses (MOOCs) to benefit extension workers in remote areas. Additionally, it will establish demonstration sites such as Model Villages, Model Farms, Model Farmers' Producer Organizations (FPOs), and Model Farmers to showcase and disseminate best practices related to biofortified crops and natural farming techniques. Dr. Veenita Kumari, Deputy Director (Gender Studies), MANAGE coordinated the program.

## MANAGE AND VYAKTI VIKAS KENDRA INKED FOR NATURAL FARMING



MANAGE and Vyakti Vikas Kendra India – Art of Living entered into a Memorandum of Understanding (MoU) with the shared mission of advancing natural farming, conserving water resources, and empowering farmers to address their unique challenges.

The MoU was signed by Dr. Chandra Shekara, Director General, MANAGE, and Shri. Prasanna Prabhu, Chairman, VVK-India. Dr. N. Balasubramani, Director (SA&CCA) coordinated the program.

## MANAGE FPO ACADEMY PROMOTES FPOs IN SIKKIM

MANAGE has organized a 5-day Training on Organic Agriculture for CEOs of FPOs during September 25-29 2023. This is the second batch of 29 CEOs and Board of Directors of FPOs from Sikkim State attended the program. These FPOs were promoted under the Mission Organic Value Chain Development for North East Region (MOVCDNER).

Dr. K. C. Gummagolmath, Director (M&E) and Head of MANAGE FPO Academy directed the program.



## HINDI DIWAS CELEBRATIONS

### HINDI PAKHWADA AT MANAGE

MANAGE enthusiastically celebrated Hindi Pakhwada from September 14 -28, 2023, involving the entire MANAGE community. Various engaging events, including quiz, essay writing contests, translation challenges, and elocution competitions, were organized, drawing active participation from faculty members, staff, consultants, and students alike.

To honor the talents and efforts of the participants, prizes were awarded to the winners during the Hindi

Diwas Samaroh event held on September 27, 2023. This celebration was organized by Shri. Shridhar Khiste, Deputy Director (Administration) & Rajbhasha Adhikari and Dr. K. Srivally, Assistant Director (Official Language) at MANAGE. It showcased a collective commitment to promoting and appreciating the richness of the Hindi language and its cultural significance.





## NEW APPOINTMENTS

### Dr. Shalendra

#### Director (Agricultural Marketing)

Dr. Shalendra has joined as Director (Agricultural Marketing) at MANAGE on September 12, 2023. He has a Ph.D., in Agricultural Economics from G B Pant University of Agriculture and Technology with 18 years of experience. Prior to this position, he served at MANAGE Deputy Director (Behavioral Science), Asst. Director at CCS NIAM, Jaipur and the Directorate of Marketing and Inspection in Faridabad. He is specialized in Supply Chain Management and Marketing in Agricultural Extension. He has organized various capacity building programs. He is associated with the implementation of STRY and PGDAWM at MANAGE. He published more than 20 research articles and training materials on several topics.



### Dr. Sagar Surendra Deshmukh

#### Assistant Director (Agribusiness Management)

Dr. Sagar Surendra Deshmukh has joined as Assistant Director (Agribusiness Management) at MANAGE on September 5, 2023. He is a Ph.D holder in Agribusiness Management from TNAU. Prior to this position, he worked as Assistant Professor and Training Associate at MANAGE from 2017 to 2022. He has also served as Assistant Professor at K.K.Wagh College of Agriculture Business Management, Nashik, Senior Research Fellow at ICAR-Indian Agriculture Research Institute in Delhi, and Business Manager at ICAR-NAARM. He authored 6 books, 20 research articles, and 10 popular articles of national and international acclaim.



### Mr. Nitesh Kumar

#### Academic Associate (Knowledge Management)

Mr. Nitesh Kumar has joined as Academic Associate (Knowledge Management) at MANAGE on September 22, 2023. He has a Master's degree in Library and Information Science from Documentation Research and Training Centre (DRTC), Bengaluru with 1 year and 5 months of experience. Prior to joining MANAGE, he worked as Library Trainee at NCERT-Regional Institute of Education, Mysuru, and Azim Premji University, Bengaluru.



### Ms. Puja Das

#### Senior Translator

Ms. Puja Das joined as a Senior Translator at MANAGE on September 8, 2023. She holds a first class Master's degree in Hindi from Presidency University, Kolkata and a first-class Post Graduate Diploma in Translation from Indira Gandhi National Open University (IGNOU).



## EDITORIAL TEAM

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