

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

Shri D. Manikandan, IAS, Secretary, Government of Puducherry, visited the MANAGE



Shri D. Manikandan, IAS, Secretary, Tourism & Fisheries Department, Govt. of Puducherry, visited the MANAGE on September 8, 2025. He warmly welcomed by Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE.

The discussion focused on how MANAGE can contribute to strengthening the fisheries sector through capacity building, training, entrepreneurship development, and innovative interventions. Dr. Shahaji Phand, Deputy Director, and Ms. Usha Sri from MANAGE, gave detailed presentations highlighting initiatives and activities dedicated to the fisheries sector.

During the interaction, Shri Manikandan expressed

interest in MANAGE's support for fish cluster formation, training of fishermen on group dynamics and cooperative models, integrated programs combining fisheries with tourism, seaweed cultivation, initiatives for fisherwomen, and enhanced marketing and networking opportunities in the fisheries sector.

Dr. Sagar Hanuman Singh assured full support from MANAGE and emphasized exploring long-term collaborations with the Puducherry Fisheries Department. The meeting concluded with a fruitful discussion and exchange of ideas.

In this issue.....

• Shri D. Manikandan, IAS, Secretary, Government of, Puducherry, visited the MANAGE	01
• MANAGE Inaugurated 5th batch of Jai Jawan Kisan Training Program	03
• ITEC Training Program: Transforming Agriculture for Smallholders through Efficient Marketing	04
• Training Program on Building Institutional Capacity: Faculty Development Program for Extension Professionals	05
• MANAGE organized National Workshop on PMFBY and KCC Strategy Implementation	06
• MANAGE and BIS organized a Program on Market Linkages	06
• MANAGE NYPDP: National Young Professionals Development Program at Veterinary College, Bengaluru	07
• MANAGE NYPDP: National Young Professionals Development Program at AAU, Anand, Gujarat	07
• Training Program on Agricultural Credit Schemes of Government of India	08
• मैनेज में मनाया गया हिंदी पखवाड़ा	08
• MANAGE Saturday Webinars	09
• MANAGE In Press	10
• MANAGE M-FISHub Fortnightly Webinar Series	11

Glimpses of ITEC Program



MANAGE Inaugurated 5th batch of Jai Jawan Kisan Training Program



MANAGE inaugurated a 4-month “Jai Jawan Kisan” training program scheduled from September 08, to December 26, 2025. Welcoming 43 soon superannuating Army, Navy and Air Force officials from different states with the support from Directorate General Resettlement, Ministry of Defence, Govt. of India.

The Jai Jawan Kisan program aims to equip ex-servicemen with the skills and knowledge needed to become agripreneurs, thereby contributing to the growth of our agricultural sector. Previously, MANAGE conducted four batches of the “Jai Jawan Kisan” Training program for the officials of defence personnel besides that MANAGE also conducted two batches of Jai Jawan Kisan for the Ex-service men sponsored by NABARD, regional Office, Telangana and Andhra Pradesh.

Dr. Sagar Hanuman Singh, IPOs, Director General, MANAGE; Lt.Col.Akash Gera, Lieutenant Colonel, Artillery Centre Hyderabad and Dr. N. Balasubramani, Director (CSA & CCA), MANAGE Graced the occasion as chief guest.

In his inaugural address, Dr. Sagar Hanuman Singh, IPOs, Director General, MANAGE, highlighted that the program will provide exposure to core agricultural concepts and Agri-allied sectors such as fisheries, dairy, composting, polyhouse cultivation, marketing, FPOs, agri-startups, and related technologies. These learnings will help participants to explore entrepreneurial opportunities in agriculture.

He further noted that leadership is a unique strength of the Indian Armed Forces and expressed expectation that the participants will emerge as leaders in agri-entrepreneurship after the course.

Lt. Col. Akash Gera, Lieutenant Colonel, Artillery Centre, Hyderabad, emphasized the importance of discipline and promptness in the learning process. He noted that the knowledge gained through this program would support participants as they begin the next phase of their lives after retirement, and he wished them the very best for their journey ahead.

Dr. N. Balasubramani, Director (CSA & CCA), MANAGE, welcomed the participants and provided an overview of the four-month program. He mentioned that the training will be delivered in two stages: first, building a foundation in agricultural knowledge, and second, focusing on agri-entrepreneurship and agribusiness.

Further he highlighted success stories from previous batches who have established ventures in agriculture and allied sectors. MANAGE faculty and consultants were present for the program.

Program Director: Dr. N. Balasubramani, Director (CSA & CCA), MANAGE

Program Co-ordinators: Dr. Sreelakshmi, Academic Associate, MANAGE and Ms. B. Priyadarshini, Consultant, MANAGE.



ITEC Training Program : Transforming Agriculture for Smallholders through Efficient Marketing

MANAGE organized a two-week Indian Technical and Economic Cooperation (ITEC) International training program on Transforming Agriculture for Smallholders through Efficient Marketing during September 10 – 23, 2025. Ministry of External Affairs, GoI supported the program. A total of 27 participants from 15 countries namely Ecuador, Ethiopia, Fiji, Iran, Kenya, Malawi, Mauritius, Nigeria, South Africa, Sri Lanka, Tanzania, Thailand, Uganda, Zambia and Zimbabwe participated in the program.



During the interaction with participants, Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, highlighted the importance of global collaboration in transforming agriculture, particularly for smallholder farmers. He referred to several government and private initiatives such as Minimum Support Price (MSP), e-NAM, Farmer Producer Organizations (FPOs), Contract Farming, ICT, and Digital Agriculture, which are enabling smallholders to access better markets and enhance their incomes. Further he advised participants to effectively utilize the knowledge and insights gained during the training and implement the same in their respective countries to strengthen support for smallholder farmers.

Dr. M. Srikanth, Director (ABM), MANAGE and ITEC Coordinator, shared the background of the ITEC

programs. He emphasized that as a agricultural officials, the primary responsibility lies in empowering farmers by sensitizing them to new initiatives, technologies, and platforms, which play a vital role in enhancing the incomes of smallholder farmers.

Dr. Shalendra, Director (AM), MANAGE provided an overview of the program and outlined the main objective of the program to equip participants joining from different countries with knowledge and strategies for improving agricultural marketing systems for the benefit of smallholder farmers.

The program focused on various aspects of agricultural marketing covering reforms, alternative marketing



models, agri-warehousing, national agricultural market, farmers market, grading and assaying, contract farming and institutional arrangement to support marketing of agricultural produce. The program also covered arrangements like farmer organisations, agri start-ups and incubation required to empower farmers. A number of field visits have also been planned to facilitate the learning experience of the participants.

Program Director: Dr. Shalendra, Director (AM), MANAGE
Program co-ordinators: Dr. Sangamesh Angadi, Dr. Nidhi Sharma, Mrs. Kaveri, Mr. A Nagadurga Rao and Mr. Rajesh.



Training Program on Building Institutional Capacity: Faculty Development Program for Extension Professionals

MANAGE organised a 3-day Training program on Building Institutional Capacity: Faculty Development Program for Extension Professionals during September 01-03, 2025. Total 25 Participants from KVKs, ATMA's, SAMETI's and State Government officers across the country attended the training.



In his inaugural address, Dr. Sagar Hanuman Singh, IPoS, Director General MANAGE emphasized the judicious use of fertilizers and pesticides and the vital role of extension professionals in promoting it. He further highlighted that agriculture is continuously evolving, with Artificial Intelligence (AI) increasingly shaping the future of next-generation farming.

He also mentioned two app's – **APAIMS**, a digital platform that streamlines agricultural services such as seed distribution, subsidies, pest alerts, and market linkages, while enabling real-time field monitoring, farmer issue tracking and advisories for transparent, data-driven governance; and **NPSS**, a pest surveillance app by the Ministry of Agriculture that uses AI and ML to help farmers identify crop pests and diseases through image uploads, providing real-time expert advisories to reduce crop loss and pesticide dependence.

Dr. Shailendra, Director (AM), MANAGE and Head, CAIB, briefed the participants about the program and outlined its objectives.

The program focused on strengthening the market orientation of agricultural extension to meet the evolving needs of farmers and the agricultural sector. To equip extension professionals with innovative approaches, digital tools, and strategies for promoting sustainable and inclusive farming practices was the objective of program.



The program also covered a sessions on next-generation extension, organic and natural farming awareness, present-day strategies, and innovations in agri-startups and incubation with MANAGE experiences for EELs/SAMETIs.

The program emphasized agribusiness opportunities in value chain development, farmer aggregation models, and success stories, alongside digital agriculture transformation through VISTAAR, nutrient orientation, and awareness of government schemes, use of digital content and video documentation for IoT, IECHO India platform, extension approaches for allied sectors to enhance income, gender-responsive sustainable farming models, and digital tools for smallholder support.

Program Director: Dr. Shailendra, Director (AM), MANAGE.

Program Co-ordinator: Dr. Nedhi Sharma, MANAGE Fellow and Mr. Rajesh, Program Executive, MANAGE



MANAGE organized National Workshop on PMFBY and KCC Strategy Implementation

MANAGE organized one day workshop on Brainstorming and strategy for Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) and Kisan Credit Card (KCC) through SAMETIs and Nodal Training Institutes of AC & ABC Schemes on September 04, 2025. Total 20 Participants Including Members from SAMETIs, Agricultural officers, Deputy Director, Nodal officers, Training coordinators, Technical officers across the India attended the workshop.



Mrs. Kamna Sharma, Additional Commissioner, Crop Insurance Division, MoA&FW, GoI (Virtual); Dr. Pallavi Sawant Mali, Capacity Building and Knowledge Management Analyst, UNDP; and Dr. K.C. Gummagolmath, Director (M&E), MANAGE, attended the program as the Chief Guests.

In her opening remarks, Dr. Pallavi S. Mali, Analyst, UNDP, mentioned that PMFBY and KCC are interlinked,

as KCC provides farmers with timely and affordable credit while PMFBY protects them against crop losses, and together these schemes strengthen farmers financial sustainability.

In her inaugural address, Mrs. Kamna Sharma, Additional Commissioner, Crop Insurance Division, MoA&FW, GoI, said that PMFBY is the Ministry's flagship scheme to protect farmers from crop losses and strengthen their financial security. Dr. K.C. Gummagolmath, Director (M&E), MANAGE, highlighted that farmers face multiple challenges for that risk-mitigating mechanism is crucial. Earlier crop insurance scheme provided risk mitigation, but now the PMFBY playing a stronger role in protecting farmers, he said.

The workshop focused on strengthening the implementation of the PMFBY through orientation, capacity building, and knowledge dissemination. Key themes included an overview of the scheme, institutional roles, farmer awareness strategies, and the importance of Training Need Assessment (TNA) for PMFBY and Kisan Credit Card trainings. Discussion covered organizational responsibilities, training guidelines, state-specific implementation strategies, and preparation of a training calendar. Group activities highlighted the role of SAMETIs and NTIs in information dissemination and linking TNA with PMFBY modules and AC&ABC training programs.

Program Director: Dr. Shahaji Phand, Deputy Director and Head, EAAS, MANAGE

Program Co-ordinator: Dr. Sushrirekha Das, MANAGE fellow EAAS.

MANAGE and BIS organized a Program on Market Linkages

National Agriculture Code (NAC) Sectional Committee constituted by Bureau of Indian Standards (BIS), New Delhi has suggested various panels to develop different chapters. A panel has also been constituted to develop a chapter on "Market Linkages".

A program was organised by BIS in association with MANAGE, Hyderabad on September 03, 2025 to discuss different aspects of the market linkages. Shri Debasish Mahalik from BIS made a presentation on the National Agriculture Code, its requirements, and the process of developing the national code and structure of the chapter on Market Linkages.

Members of the Panel, faculty from MANAGE and experts on the subject shared their inputs to develop a comprehensive

structure of the document on market linkages so that it can fulfil the requirement of different stakeholders including farmers. Dr Shalendra from MANAGE is associated with the process as Convener of the Panel on Market Linkages.



MANAGE NYPDP: National Young Professionals Development Program at Veterinary College, Bengaluru

MANAGE in collaboration with the Karnataka Veterinary, Animal and Fisheries Sciences University (KVAFSU), Bidar, organized the National Young Professionals Development Program (NYPDP) on “New Competencies, Career Opportunities and Research Priorities in Agricultural Extension” from September 8–12, 2025, at the Veterinary College, Hebbal, Bengaluru.

A total of 42 participants from across the country attended the program. The inaugural session was graced by Prof. K. C. Veeranna, Vice Chancellor, KVAFSU, Bidar.

And Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE.

The program aimed to build next-generation competencies, explore emerging career pathways, and identify research priorities in agricultural extension. Key sessions included Next-Gen Extension Methods and Competencies, Research Priorities in Agricultural Extension, Facilitation for Development, and Digital Competencies for Extension Professionals, key aspects of the discipline, including emerging trends, research traditions, and innovative tools. Participants engaged in

interactive group activities such as “The Extension Marketplace” and “Challenges & Opportunities in Agricultural Extension.” A field visit was organized to the NaaViC Agri-Business Incubation Centre, ICAR-NIVEDI, where Dr. Baldev Raj Gulati, Director, shared insights on agri-startups and innovation.

Program Director: Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE

Program Coordinators: Dr. Rahalya S, MANAGE Fellow; and from KVAFSU, Dr. Prakash Kumar Rathod, Dr. Manjunatha L, and Dr. V. Jagadeeswary



MANAGE NYPDP: National Young Professionals Development Program at AAU, Anand, Gujarat

MANAGE in collaboration with Anand Agricultural University (AAU), Anand, Gujarat, organized the National Young Professionals Development Program (NYPDP) on “New Competencies, Career Opportunities and Research Priorities in Agricultural Extension” from September 22–26, 2025.



A total of 50 participants from 12 agricultural universities across 7 states took part in the program, fostering learning, networking, and professional growth. Key themes included New Competencies and Job Opportunities for Agricultural Extension Research Priorities in Agricultural Extension, Institutional Innovations, Climate Change and Extension, Social Research Methods, Gender and Youth Inclusion, Organic

Farming, and Agri-Innovation & Startups. Interactive group exercises focused on “Challenges & Opportunities in Agricultural Extension”, exploring job prospects and specialization opportunities. Field visits to AMUL Dairy, Anand, and an FPO in Boriavi provided hands-on exposure to cooperative and farmer-led models. The program emphasized future-ready competencies, career exploration, and engagement with emerging research frontiers in agricultural extension.

Program Director: Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE.

Program Coordinators: Dr. Rahalya S, MANAGE Fellow; and from AAU, Dr. A. P. Ninama, Assistant Professor, Extension Education Institute, AAU.



Training Program on Agricultural Credit Schemes of Government of India

MANAGE organised a 3-day training program on Agricultural Credit Schemes of Government of India, during September 24-26, 2025. A total 22 participants including Bank Professionals and Extension Officials from state governments across India attended the training.

In his inaugural address, Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE, highlighted the journey of the credit system in India, emphasizing how nationalization of bank made institutional credit more accessible to farmers. He referred to the Government's Pradhan Mantri Fasal Bima Yojana (PMFBY), a crop insurance scheme designed to provide financial protection to farmers against crop losses caused by natural calamities, pests, and diseases. He further underlined the importance of sensitizing both farmers and officers to remain prepared for challenges arising from climate change.

The training focused on providing an overview of agricultural credit in India and various aspects of risk management in agri-finance. Key topics included the Pradhan Mantri Fasal Bima Yojana (PMFBY), Restructured Weather Based Crop Insurance Scheme (RWBCIS), and empowering farmers through Kisan Credit

Card (KCC) and Agriculture Infrastructure Fund (AIF) for timely access to credit, along with case studies. The program also covered project financing, cultivation of gerbera flowers under MIDH, and credit support for food processing enterprises under the MSME sector. Further, program highlighted rural growth, infrastructure, and innovation through RKVY-RAFTAAR, flagship credit schemes of the Government of India, best practices in agri-financing, government support for FPOs, and practical insights from real-life case studies.

Program Director: Dr. M Srikanth, Director (ABM), MANAGE

Program Co-ordinators: Dr. G Naveen Kumar, Academic Associate, MANAGE and Dr. H. Dimashree, MANAGE Fellow.



मैनेज में मनाया गया हिंदी पखवाड़ा

मैनेज में दिनांक 29 सितम्बर, 2025 को हिंदी दिवस मनाया गया, जिसकी अध्यक्षता डॉ. सागर हनुमान सिंह (आई.पी.ओ.एस.), महानिदेशक, मैनेज ने की। संस्थान में दिनांक 14 से 29 सितम्बर, 2025 तक हिंदी पखवाड़ा मनाया गया।

हिंदी पखवाड़े के दौरान मैनेज के राजभाषा प्रकोष्ठ ने सभी कर्मचारियों के लिए एक दिवसीय हिंदी कार्यशाला, ई-ऑफिस में अधिक से अधिक हिंदी भाषा में टिप्पण लेखन प्रतियोगिता, शब्दज्ञान प्रतियोगिता, स्मृति आधारित प्रतियोगिता, हिंदी प्रश्नोत्तरी प्रतियोगिता तथा पीजीडीएम (एबीएम) के छात्रों के लिए स्लोगन लेखन प्रतियोगिता जैसी कई प्रतियोगिताओं का आयोजन किया। इन प्रतियोगिताओं का उद्देश्य कर्मचारियों और छात्रों के बीच हिंदी भाषा के प्रति जागरूकता बढ़ाना और इसके उपयोग को प्रोत्साहित करना था।

डॉ. सागर हनुमान सिंह (आई.पी.ओ.एस.), महानिदेशक, मैनेज; डॉ. सरवणन राज, निदेशक (कृषि विस्तार), मैनेज; तथा डॉ.

शैलेन्द्र, निदेशक (कृषि विपणन), मैनेज ने हिंदी दिवस के अवसर पर प्रतियोगिताओं के विजेताओं को पुरस्कार वितरित किए। मैनेज के स्टाफ और संकाय सदस्य इस विशेष हिंदी दिवस समारोह में उपस्थित थे। डॉ. के. श्रीवल्ली, सहायक निदेशक (राजभाषा), मैनेज ने इस कार्यक्रम का समन्वय किया।



MANAGE Saturday Webinars

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



Turning Waste Materials into Valuable Products and Resources

MANAGE organised a webinar on 'Turning Waste Materials into Valuable Products and Resources' on September 6, 2025. The session featured Mr. Akhil Raj Pottekkat, Founder & CEO, NEIOX ECO CYCLE, and Ms. Mahi Singh, Co-Founder & COO, Cancrie Private Limited, as the key speakers. The discussion highlighted innovative approaches to converting agricultural and industrial waste into valuable resources, promoting sustainability and circular economy practices in the agri-startup ecosystem.

To watch the webinar, click on this link: <https://www.youtube.com/live/I42QlziYh1M?si=-42SB13WJ8JprQ37>



Protecting Your Innovation – Intellectual Property Rights for Startups

MANAGE organised a webinar on 'Protecting Your Innovation – Intellectual Property Rights for Startups' on September 13, 2025. The session featured Mr. Srinivas Maddipati, Managing Director, Eeva Patent Services, and Mr. Mamillapalli Sudheer, Patent & Trademark Attorney, Volksphantom IP Solutions Pvt. Ltd., as the key speakers. The discussion focused on the importance of intellectual property rights (IPR) in safeguarding innovations, trademarks, and patents, helping startups build a strong legal foundation for their businesses.

To watch the webinar, click on this link: : <https://www.youtube.com/live/rAcLYWUPEAI?si=nrwKolVWAHFcmGXI>



Navigating Legal Aspects of Venture Capital and Angel Investment

MANAGE organised a webinar on 'Navigating Legal Aspects of Venture Capital and Angel Investment' on September 20, 2025. The session featured Ms. Sampriti Sridhar, Corporate Lawyer and Partner, Esplora Legal, as the key speaker. The discussion provided valuable insights into the legal procedures, compliance requirements, and best practices involved in venture capital and angel investment, helping agri-startups make informed financial and strategic decisions.

To watch the webinar, click on this link: https://www.youtube.com/live/pjvGr-IV6_U?si=ja_ny1YSwYU4SAys



Regulations for Equity and Debt Financing in Agricultural Ventures

MANAGE organised a webinar on 'Regulations for Equity and Debt Financing in Agricultural Ventures' on September 27, 2025, under the MANAGE-CIA Saturday Webinar Series for Agri-Startup Ecosystem (260th Webinar). The session featured Ms. Ragini Shah, Managing Partner, AMD Law India, as the key speaker. The discussion focused on the legal and regulatory aspects of equity and debt financing, guiding agri-startups on compliance, investment structuring, and financial management for sustainable growth. To watch the webinar, click on this link: https://www.youtube.com/live/dMh3_YSw4Yk?si=3KOgsLeMOI1Ka40B



10



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 September 12, 2025, featuring Mr. Gopi Krishna O, Founder, Agrin Eco Farming Pvt. Ltd., Mr. Muthuraj, CEO, Infinite Inland Farmers Pvt. Ltd., and Mr. Suvo Sircar, CEO, SNRAS Systems, as the key speakers. The session highlighted the role of fisheries startups in developing innovative technologies, promoting sustainable aquaculture, and creating livelihood opportunities under the Pradhan Mantri Matsya Sampada Yojana (PMMSY) through the M-FISHub initiative. To watch the webinar, click on this link: <https://www.youtube.com/live/SEBdvm8S-LY?si=MZdiifPjdXSDSlcp>



Startups in Fisheries

MANAGE organised a webinar on 'Startups in Fisheries' on September 26, 2025, featuring Ms. Muripa, Founder, Marvels Fish Research and Solutions LLP, and Mr. Bhargav Bhagawati, Proprietor, Pabhoi Fish Farm, as the key speakers. The session focused on how fisheries-based startups are driving innovation, enhancing productivity, and contributing to sustainable fishery enterprises under the PMMSY through the MANAGE Fisheries Innovation and Startup Hub (M-FISHub). To watch the webinar, click on this link: <https://www.youtube.com/live/uMHZni8Q0xM?si=fJJH5hjP-qE-ZeHu>



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

EDITORIAL TEAM

MANAGE BULLETIN is published by

Dr. Sagar Hanuman Singh, IPoS
Director General, MANAGE

National Institute of Agricultural Extension Management (MANAGE)
(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad –500030, India

CHIEF EDITOR	EDITOR-IN-CHIEF	MANAGING EDITOR	EXECUTIVE EDITOR
Dr. Saravanan Raj Director (Agricultural Extension), MANAGE	Dr. G. Bhaskar S.G. Assistant Director (IT), MANAGE & i/C (Centre for Knowledge Manage- ment), MANAGE	Mr. Nitesh Kumar Academic Associate, MANAGE	Mr. Krushna Ramrao Outreach Specialist, MANAGE

