



Message from Director General



We are happy to welcome the Minister of State, Ministry of Agriculture and Farmers Welfare, Govt. of India Sushri Shobha Karandlaje at MANAGE. The Hon'ble Minister interacted with the Heads of leading Agricultural Institutes and MANAGE Faculty and emphasized the need for greater collaboration between agricultural organizations for addressing the issues of farmers.

Continuing our international partnership, USAID Mission Director in India Ms. Veena Reddy, visited MANAGE with a team of officials for an Interface Meeting and emphasized the need to strengthen cooperation between MANAGE and USAID for agricultural development in developing countries.

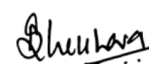
With the support from the National Bee Board (NBB) and Ministry of Agriculture & Farmers Welfare, GoI, MANAGE is promoting Bee-Keeping Sector as an activity for doubling the farmers' income and ensuring sustainable agriculture. MANAGE will focus on Extension Services and build capacities of Farmers, Agripreneurs and Agri Startups on beekeeping, processing technologies and marketing to promote the sector and undertake studies to know the forward and backward linkages for funding under Beekeeping and Honey Mission.

I am glad to share that MANAGE with the help of its MoU partners SBI and NABARD, Hyderabad is able to

arrange approval of bank loans to 26 ACABC trained candidates of NTI-CED, Hyderabad along with the training certificates on the valedictory day.

On the training front, MANAGE, in collaboration with Michigan State University-Extension (MSU-E) jointly organized an online International Course on "Innovations in Agricultural Extension Management" successfully focusing on sharing experiences on Innovation-led Agricultural Extension Approaches from India and developing countries. With this experience, MANAGE and MSU-Extension have planned international training programs on quarterly basis in 2022.

We are happy to inform that "MANAGEIndia YouTube channel has crossed 25000 subscribers mark. This has been a channel for sharing informative videos on agricultural practices, innovative farmers, success stories etc. for the benefit of farmers, agricultural students and agricultural extension professionals.



Dr.P.Chandra Shekara
Director General

In this Issue

- ◆ Strengthening AC&ABC in Telangana State
- ◆ MANAGE - MSU Joint International Course on Agricultural Extension
- ◆ Workshop on Promotion of Bee-Keeping Sector in Southern Region
- ◆ Hon'ble State Minister Sushri Shobha Karandlaje Visits MANAGE
- ◆ H.E. Ms. Veena Reddy, USAID Mission Director visits MANAGE
- ◆ MANAGE - ICAR Joint Training Program on Climate-Smart Agriculture
- ◆ MANAGE Krishi Gyandeeep Knowledge Lecture Series - 7
- ◆ Krishi Chanakya - 2021
- ◆ MANAGE YouTube Channel Crossed 25,000 Subscribers Mark

Strengthening AC&ABC in Telangana State



The tripartite agreement signed between MANAGE, State Bank of India (SBI), Hyderabad and NABARD, Regional Office, Hyderabad has started to bear fruit. The MoU has resulted in the training and loan approval of principal amount for 26 candidates from Nodal Training Institute (NTI) - Centre for Entrepreneurship Development (CED), Hyderabad. This has created a milestone in the history of AC&ABC scheme in empowering Agripreneurship in Telangana.

In a valedictory function graced by Dr. P. Chandra Shekara, DG-MANAGE and officials of SBI-Hyderabad, TSAGROS and CED held at Swarna



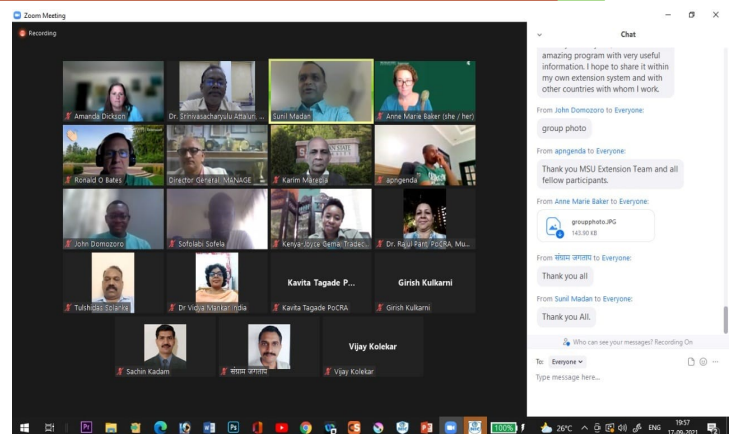
Bharathi Trust, Hyderabad on 24th September 2021, the principle approval of loan along with training certificates were given to 26 out of 30 candidates of NTI - CED, Hyderabad.

MANAGE - MSU Joint International Course on Agricultural Extension

MANAGE, in collaboration with Michigan State University Extension in the MSU's College of Agriculture and Natural Resources (CANR) organised a joint "Online International Short Course on Innovations in Agriculture Extension Management" during 13-17 Sept 2021.

Fifteen senior agricultural extension professionals from USA, India, Rwanda, Ethiopia, Ghana and Kenya participated in this online course. The course focused on the land-grant model of agricultural extension and shared best practices in the planning, design, implementation, management and evaluation of agricultural extension programs serving farmers from India and other developing countries.

Faculty Members from MSU-Extension, MANAGE and Experts from Nigeria, Uzbekistan and Kyrgyzstan shared their experiences through case studies, presentations, success stories and video films on innovations in agricultural extension.



As part of the course, an "International Panel Discussion on Innovation-led Agricultural Extension Management" was organised with Dr. Chandra Shekara, DG-MANAGE Dr. Quentin Tyler, Director MSU Extension Dr. Karim Maredia, Director, CANR International Programs, Dr. Ronald Bates, Director, AABI, MSU Extension and Dr. Charles Akhigbe, Marine and Engineering Services Ltd, Nigeria as panellists.

Workshop on Promotion of Bee-Keeping Sector in Southern Region



A one-day workshop on “Promotion of Bee-Keeping Sector in Southern Region” was organized jointly by MANAGE and National Bee Board (NBB), New Delhi on 3rd September 2021 at MANAGE, Hyderabad. More than 250 stakeholders which included senior officers from the Ministry of Agriculture and Farmers Welfare, Govt. of India, National Beekeeping and Honey Mission (NBHM), National Bee Board (NBB), NCDC, Cooperatives, Banks, Directors / Commissioners of State Agriculture / Horticulture Departments, MANAGE Faculty, Agri Startups and National Training Institutes under ACABC Scheme participated in the workshop both through physical and online mode.

Director General, MANAGE Dr. P. Chandra Shekara in his welcome address highlighted the importance of honeybees and beekeeping in doubling the farmers’ income and ensuring sustainable agricultural practices. He felt there is a great need to provide Extension Services and build capacities of Farmers, Agripreneurs and Agri Startups on beekeeping, processing technologies and marketing to promote the sector.

The Chief Guest Dr. Abhilaksh Likhi, IAS, Additional Secretary, Ministry of Agriculture and Farmers Welfare, Government of India stressed need to treat Beekeeping / Honeybee as an input in Agriculture to boost crop productivity through pollination and ensure sustainable agriculture in the country. Considering the importance of Beekeeping/



Honeybees, ICAR institutions, State Agricultural Universities and Departments of Agriculture, Horticulture in States and UTs need to work together in a Mission Mode. He desired that MANAGE may create a database of Agri Startup and Agripreneurs in Beekeeping / Honeybees sector and undertake a study on potentials of Beeswax to know the forward and backward linkages for funding under Beekeeping and Honey Mission.

He highlighted Madhu Kranti portal established by MoAFW to support small and marginal farmers and other stakeholder across the value chain. He stated that there is a need to promote FPO, Societies and Cooperatives to accelerate Beekeeping and Honey Mission in the country. Dr. Abhilaksh Likhi informed that 9000 MT honey is being produced from the Southern Region and to promote the activities further, 14 districts in the Southern Region have been identified to develop infrastructure to improve value chain activities in honeybee and beekeeping sector. He stressed the need for training and capacity building on scientific beekeeping, intensive technical training, improving skills and use of blockchain technologies and QR code through State Agricultural Universities, MANAGE and Regional Cooperative Institutions.

Workshop on Promotion of Bee-Keeping Sector in Southern Region



He released honey and beeswax-based products manufactured by seven Honey-based Agri Startups promoted by MANAGE under the RKVY- RAFTAAR Project of Govt. of India. The CEOs of these Agri Startups shared their experiences in organic comb honey, honey production during non-flowering period, natural preservation techniques, processing, packing, marketing, smart beehive monitoring system, use of block chain and QR based technology, IoT controlled bee box system for app-based management etc. They desired that awareness, training and opportunities need to be provided to promote Beekeeping / Honeybee in the country.

Dr. S.K. Malhotra, Agriculture & Horticulture Commissioner, GoI gave an overview of National Beekeeping and Honey Mission (NBHM) and urged agricultural research, agricultural universities, state governments, agripreneurs and farmers to make concerted efforts to implement the Beekeeping and Honey Mission in the country. He highlighted the pollination services in agriculture. He felt the role of partners and value-addition, processing technologies and training are very important in taking forward the mission in the country.

Dr. N.K. Patle, Addl. Commissioner (Hort.) &

Executive Director, National Bee Board (NBB) stated that Beekeeping and Honeybees will not only provide income to farmers but also enhance crop productivity through pollination in an eco-friendly manner. He informed that the NBB is striving to implement the recommendations of the high-level Beekeeping Development Committee (BDC) and asked ICAR, State Agricultural Universities, Departments of Agriculture/ Horticulture of State Governments & UTs and other organizations to accelerate the Beekeeping and Honey Mission in the country.

During the technical sessions, Dr. Unnikrishnan, GM of NAFED shared the NAFED strategy for Apiculture. Dr. Saravanan Raj, Director (Agri. Extension), MANAGE explained about the Agri-Startups in Honey Sector and discussed the opportunities and challenges in the sector. Mr. Jai Prakash of Indian Bank, New Delhi made a presentation on the traceability of source of honey and other beehive products. L. Venkatram Reddy, Director of Horticulture & Sericulture, Govt. of Telangana presented horticulture, beekeeping and honeybee programs being implemented by the state government.

Hon'ble State Minister Sushri Shobha Karandlaje Visits MANAGE



Sushri Shobha Karandlaje, Hon'ble Minister of State, Ministry of Agriculture and Farmers Welfare, Govt. of India visited MANAGE on 11 September 2021. She interacted with the Heads of leading Agricultural Research Institutes which included ICAR – NAARM, ICAR-IIMR, ICAR-IRRI, ICAR-IIOR, NIPHM,

ICAR-CRIDA, ICAR-NRCM and Faculty Members of MANAGE and reviewed the on-going activities of each organisation. She emphasised need for greater collaboration between agricultural organisations for addressing the issues of farmers.

H.E. Ms. Veena Reddy, USAID Mission Director visits MANAGE

USAID - MANAGE Interface Meeting



Her Excellency Ms. Veena Reddy, USAID Mission Director in India visited the National Institute of Agricultural Extension Management (MANAGE), Hyderabad on September 21, 2021 with a team of USAID officials to participate in an Interface Meeting to strengthen cooperation between MANAGE and USAID for agricultural development in developing countries.

Speaking on the occasion, she emphasised that there is a need for USAID and MANAGE partnership to address global problems in agricultural development and challenges posed by the COVID pandemic. There is great scope for India to promote leadership in agriculture at the global level through promotion of new technologies, innovations and expertise, she said. She mentioned that 48 Feed-the-Future International Triangular Training (FTF ITT) Programs organised by MANAGE with the support of USAID covering 1273

executives from 20 Asian and African countries are a good example of partnership between India and US. She stressed the need for greater cooperation between USA and India to promote agricultural development in the Asia and African region.

Dr. P. Chandra Shekara, Director General, MANAGE made a presentation on MANAGE activities and shared the impact created by Feed-the-Future International Triangular Training (FTF ITT) Programs in Asian and African countries. He proposed the way forward for MANAGE and USAID partnership in developing the capacities of agricultural professionals and partner institutions in third countries for securing global food security and sustainable agriculture. More than 12 senior officers from Asian and African countries who were trained by MANAGE interacted with the USAID Mission Director and shared their success stories through the online platform.

MANAGE-ICAR Collaborative Program on Climate-Smart Technologies for Improving Farm Productivity



MANAGE organized an online training program on Climate-Smart Technologies for Improving Farm Productivity, in collaboration with ICAR- Research Complex for Eastern Region, Patna, Bihar during 14 to 17 September 2021.

The modules focused on Climate Smart agriculture for livelihood security in eastern Indo Gangetic Plains, innovations in climate resilient farm

mechanization in eastern India, fish production under farming system mode for doubling farmers income under climate change scenarios, climate smart village and its role in mitigating climate change and related aspects. There were 57 participants including scientists from ICAR institutions, officials from line departments and other extension professionals.

MANAGE Krishi Gyandeeep Knowledge Lecture Series - 7

“Intentions of Agricultural Extension: My Experiences” by Dr. V. V. Sadamate, Former Agriculture Advisor, Planning Commission, GoI

MANAGE started the Krishi Gyandeeep Knowledge Lecture Series to invite eminent people in the field of agriculture to MANAGE to share their knowledge through lectures and talks. These lectures are being recorded and disseminated through MANAGE YouTube Channel to reach out to every extension professional in the country.

Dr. V. V. Sadamate, Former Agriculture Advisor, Planning Commission, Government of India delivered a lecture on ‘Intentions of Agricultural Extension: My Experiences’ as part of MANAGE Krishi Gyandeeep Knowledge Lecture Series on 8th September, 2021.



He focused on the extension models in operation in various countries and the need to study these models, identify merits and draw lessons for internalisation. About 100 participants including DG MANAGE, Faculty Members and Research Staff attended the lecture. His lecture is available on MANAGE YouTube Channel at:

https://www.youtube.com/watch?v=3wa4RI-pE6E&list=PLKdGSMvJOxVoJWCJUJqmWhRh2_T_F9Hs&index=7

Krishi Chanakya—2021



The Annual B-Fest “Krishi Chanakya” was conducted during September 17 - 19, 2021 at MANAGE with events such as ‘Dattansh’ (Data Analytics competition), ‘Akanksha’ (a B-Plan competition), ‘Khoj’ (a Social idea), ‘Sushodh’ (a Case study competition), ‘Vishleshan’ (a financial model),

‘Shikhar’ (an Agri summit), ‘Dhurina’ (Best Manager), ‘Arthacharya’ (A Business Idea), Photofrolic, Campus ambassador and HR Workshop. The students from reputed institutions such as IIMs, IITs, ISB, XLRI, SIIB, IRMA, NMIMS, IMT and other B-Schools have participated in large numbers.

MANAGE YouTube Channel Crossed 25,000 Subscribers Mark



MANAGE YouTube Channel “MANAGEIndia” was launched on 19 May 2018 by Shri M. Venkaiah Naidu Garu, Honourable Vice President of India . It has crossed 25000 subscribers mark on 16th September 2021. It has more than 800 informative videos on agricultural topics, interviews by eminent people in agriculture, innovative farmers, successful agripreneurs, success stories of innovative technologies, farming practices, workshop proceedings, seminars, discussions and exclusive collection of short videos by Agripreneurs and Agri Startups under RKVY-RAFTAAR Program.



<https://www.youtube.com/manageindia>

MANAGE Bulletin is published by

Dr.P.Chandra Shekara, Director General

National Institute of Agricultural Extension Management (MANAGE)

Ministry of Agriculture & Farmers Welfare, Govt. of India.

Rajendranagar, Hyderabad –500030, India.

Chief Editor

Dr.P.Chandra Shekara
Director General, MANAGE

Editor

Dr.A.Srinivasacharyulu
Program Officer