



Mid-Career Professional Development Training on Advancing Agricultural Extension MANAGE , Hyderabad 20-24 July 2026

Agricultural extension in India has progressively transitioned from a linear, technology-transfer model to a dynamic and pluralistic system that integrates agricultural research, markets, policies, digital platforms, private sector participation, and community-based institutions. This transformation has been accelerated by climate variability, rapid digitalization, commercialization of agriculture, and increasing diversification of farming and livelihood systems. In this evolving landscape, extension professionals are no longer mere disseminators of technology; they are expected to be motivated and ethically grounded change agents who function as facilitators of innovation, promoters of entrepreneurship, enablers of value-chain development, catalysts for agribusiness incubation, and capacity builders. At the same time, they must uphold professional ethics, ensure accountability to farmers and institutions, and effectively strengthen linkages among diverse stakeholders to deliver inclusive, transparent, and farmer-centred extension services

Mid-career agricultural extension professionals constitute the backbone of the extension system, as they occupy critical leadership, coordination, and implementation roles at district, state, and national levels. Their decisions and competencies directly influence the effectiveness, reach, and impact of extension interventions. Continuous professional capacity building is therefore essential to ensure that these professionals remain relevant, competent, and responsive to emerging and complex challenges. However, many mid-career personnel were trained under earlier extension paradigms that emphasized top-down approaches, and they now require systematic reorientation to address contemporary priorities such as digital and AI-enabled advisory services, climate-smart agriculture, market-led and value-chain-based extension, impact assessment, and inclusive, gender- and youth-sensitive development. In this context, the Mid-Career Professional Development Training on Advancing Agricultural Extension is conceived as a strategic capacity-building initiative.

The training aims to bridge the gap between traditional extension practices and modern, innovation-driven, farmer-centric extension systems. By fostering strategic thinking, problem-solving abilities, interdisciplinary perspectives, and leadership capacities, the programme seeks to empower mid-career professionals to design and implement responsive, resilient, and future-ready extension strategies that effectively address the evolving needs of farmers and accelerate sustainable agricultural development.

Objectives



Reorient mid-career extension professionals to emerging paradigms in agricultural extension

Strengthen self-motivation, professional ethics, and accountability among extension professionals toward farmer-centric services and outcomes

Strengthen leadership, governance, and managerial competencies for inclusive extension

Build capacities in digital, entrepreneurship, and climate-smart extension approaches

Enhance extension effectiveness in implementation, programme monitoring, and impact assessment

Thematic Areas



Reorientation of Agricultural Extension Systems



Digital and AI-Enabled Extension



Agribusiness, Value Chain and Entrepreneurship Promotion



Programme Management and Impact Assessment



Research-Extension-Farmer-Market Interface



Gender, Social Inclusion and Community Development



Climate-Smart, Sustainable and Nutrition-Sensitive Extension



Strategic and Leadership Development



Professional Excellence by Motivation, Ethics, and Accountability





Methodology



Expert lectures and practitioner dialogues



Case studies and group discussions



Experience sharing and peer learning- field visits



Presentations and interactive sessions



Expected Outcomes

By the end of the programme, participants are expected to demonstrate:

- Improved understanding of modern, pluralistic, farmer-centric and market-led agricultural extension approaches
- Enhanced leadership, governance, and strategic management skills for effective extension planning and implementation
- Strengthened capacities in digital and AI-enabled extension, climate-smart agriculture, value-chain development and entrepreneurship promotion
- Improved ability to implement, manage programmes, and conduct monitoring, evaluation, and impact assessment using evidence-based approaches
- Greater competence in strengthening research-extension-farmer-market-customer/consumer linkages for inclusive, innovative and future-ready extension services



Who can Participate

- Agricultural extension professionals of ATMA
- Extension Officers and Assistant/Deputy Directors
- Officers from Agriculture, Horticulture, Fisheries, Animal Husbandry and Sericulture departments
- Subject Matter Specialists of KVKs
- Agricultural extension scientists from ICAR, CSIR and other national institutions
- Agricultural extension faculty from SAUs/CAUs, Deemed Universities and Colleges
- Agricultural extension professionals from NGOs, FPOs and field-level managers



Eligibility

Participants should have 8–20 years of service experience



Last date for Nominations

10-07-2026



E-mail nominations to

directormanage1@gmail.com



Programme Details

- Registration Fee: Rs.5000/- (Payment can be made after confirmation of nomination)
- The MANAGE will cover food and accommodation.
- The participants/ nominating organization may support the participants' travel costs.

Organising Team

Program Director

Dr. Saravanan Raj

Director (Agricultural Extension)

National Institute of Agricultural Extension Management (MANAGE)

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Programme Coordinator

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MANAGE Fellow

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<https://www.manage.gov.in/>



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“Mid-Career Professional Development Training on Advancing Agricultural Extension”

July 20-24, 2026 at MANAGE, Hyderabad

✓	If nomination is confirmed, I agree to pay ₹5,000 (Five thousand Rupees only) towards food and accommodation charges for 5 days.

N O M I N A T I O N F O R M

(Please fill-up completely)

1. Name (CAPITAL LETTERS) : _____
2. Designation : _____
3. Specialization (Major) : _____
4. Gender : ☐ Male ☐ Female
5. Education : _____
6. Total Service (in Years) : _____
7. Uni./Organisation : ☐ ATMA ☐ KVK ☐ Extension Officer ☐ Assistant/Deputy Directors
☐ Officers from Departments ☐ ICAR/CSIR ☐ CAU ☐ SAU
☐ Deemed Uni. ☐ Colleges ☐ FPO ☐ NGO ☐ Others
8. Uni./Organization : _____
Name & Address : _____
District : _____
State : _____
9. Mobile : _____
E-mail : _____
10. WhatsApp No. : _____
11. Nature of Job : Extension/ Training/ Research/Teaching

Date:

Signature

Forwarded and recommended by:

Signature