
# MANAGE Agricultural Extension
# "Evening4Learning (E4L)" Webinar Series

**Theme:**
**Agricultural Extension: An Exciting profession for Future (for UG students of Agriculture & PG students of Agricultural Extension)**

**Topic:**
**"Agricultural Extension- The Exciting Road Ahead"**

**Schedule:**
**19-08-2025, 16:00-17:30 PM**

MANAGE - Center for Agricultural Extension Innovations, Reforms and Agripreneurship (MANAGE- CAEIRA)
**National Institute of Agricultural Extension Management (MANAGE)**
Rajendranagar, Hyderabad- 500 030, INDIA


## About the Program

The MANAGE Agriculture Extension "Evening4Learning (E4L)" Webinar Series is aimed at enhancing knowledge and professional engagement in the field of agricultural extension. The five-day series is structured with each day focusing on a distinct topic under a common theme, allowing participants to gain comprehensive insights into key areas of extension. The program is intended for a diverse audience, including postgraduate and doctoral students, agricultural faculty, and industry professionals. It covers broad themes ranging from entrepreneurship and sustainability to emerging technologies in agriculture.

## Speaker

**Mr. Srajesh Gupta**
Founder and Director
C-GEM
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Srajesh Gupta

Mr. Srajesh Gupta, is the Founder and Director of C-GEM, a non-profit organization working to scale up agroecology practices/activities through community-focused carbon markets. He has over seven years of experience across agriculture, policy, academia, public policy, and international development. Over the past three and a half years, C-GEM has implemented five large-scale projects across four states, reaching approximately three lakh stakeholders while ensuring carbon market participation to align with community needs and awareness.

## Redefining Agriculture Extension

Agriculture extension is increasingly recognized as a dynamic and future-oriented profession that extends far beyond its traditional role of transferring technologies from laboratories to farmers' fields. Agriculture contributes not only to food production but also to nutrition security, public health, water and natural resource management, market development, and consumer behaviour. Understanding how food is produced, processed, marketed, and consumed is essential for sustainable development, and extension professionals play a critical role in communicating these linkages to both producers and consumers.

Agricultural extension has traditionally followed a "lab-to-land" approach, focusing primarily on improving agricultural production. However, in the current context, agriculture must be viewed as the core of a broader food system that includes biological, economic, social, political, health, and environmental dimensions.

Extension professionals are therefore required not only at the farmer level but at every point where these systems interact. The concept of extension was redefined as "node-to-node extension", emphasizing communication, coordination, and facilitation across systems.

## Emerging Roles of Extension Professionals

1. **Entrepreneurial Extension Professionals** – Works at the interface of agriculture and markets, particularly in agri-startups, agribusiness firms, and organic enterprises, facilitating farmer access to markets, finance, and technology.

2. **Social Extension Professionals** – Engaged in farmer welfare, gender equity, social justice, water management, and community development, primarily through NGOs, and development organizations.

3. **Policy Extension Professionals** – Supports public policy formulation, implementation, and evaluation by translating farmers' perspectives and ground realities into policy-relevant insights.

4. **Health, Nutrition, and Environmental Extension Professionals** – Addresses food safety, nutrition awareness, climate change, biodiversity, and sustainability, and linking farming practices with consumer health outcomes.

## Skill gap and Career guidance

Agriculture extension professionals needs to build both transferable and technical skills such as communication, digital literacy, data analysis, policy research, and market awareness to remain competitive across diverse career pathways and one should align their skill development with career aspirations and adopt a proactive approach to continuous learning.

Career guidance emphasized on skill-based job applications, early resume building, internships, networking, and experiential learning, highlighting the importance of gaining practical experience, even though unpaid opportunities, for long-term professional growth.

## Key highlights

- Agricultural extension is evolving from a traditional lab-to-land model to a node-to-node, food systems–oriented approach, positioning extension professionals as facilitators across agriculture, markets, policy, health, and the environment.

- The profession now offers diverse and emerging career pathways, including entrepreneurial, social, policy, and health–nutrition–environmental roles across startups, NGOs, development organizations, and the private sector.

- Future-ready extension professionals must develop a strong mix of technical and transferable skills, such as communication, digital literacy, data analysis, market understanding, and policy research, supported by continuous learning.

- Early career preparation through internships, project-based learning, networking, and resume building during initial academic stages is critical for improving employability and long-term professional growth.

- Digital platforms, particularly YouTube and WhatsApp, have emerged as the most effective tools for farmer outreach in India, highlighting the growing importance of digital extension strategies.

## Interactive discussion

**1. How can students and fresh graduates gain experience when most job opportunities demand prior work exposure?**

Experience can be gained through internships and project works, at an early stage of one's academic journey. Emphasis should be placed on resume building during college itself, encouraging students and graduates to take up internships, send cold emails, and consider unpaid opportunities initially, as these efforts significantly enhance employability and long-term professional growth.

**2. Considering the current technological trends, is it worthwhile to learn data science in the context of agriculture?**

Data science holds strong present and future relevance in agriculture due to the large volumes of data generated and emerging national agricultural data initiatives. These trends are increasing demand for professionals skilled in both agriculture and data science. Technology companies, particularly value data scientists who can translate agricultural data into actionable insights. Agriculture graduates aiming for data-focused roles were advised to pursue a general data science course and integrate it with their agricultural expertise, clearly highlighting this combination in their resumes.

**3. What are the career options in the private sector for those aspiring to enter the teaching profession, and what skills are required?**

The private sector is witnessing growing opportunities in agricultural teaching as policy changes are gradually allowing private universities to expand beyond undergraduate programs to postgraduate programs. While demand for teaching and extension faculty is increasing, remuneration in private institutions may be limited. Individuals were encouraged to reflect on their motivation to be driven by passion rather than financial returns. Essential skills include strong teaching ability, effective communication and presentation skills, understanding of student behaviour, interpersonal skills, and management capabilities, as teachers also play key roles in mentoring and coordination.

**4. What are the most effective extension tools for reaching farmers and promoting agricultural concepts?**

YouTube is identified as the most effective extension tool in rural India due to its simplicity, wide reach, and strong farmer engagement, followed by WhatsApp for quick and direct dissemination through farmer groups. Local language short video platforms are also effective in specific regions, while Instagram mainly appeals to younger farmers. Agricultural promotion in the private sector is highly regulated and therefore relies on localized approaches such as rural billboards, distributor networks, pamphlets, and targeted digital advertising, with YouTube ads emerging as particularly effective for reaching farmers with region-specific agricultural input information.

**YouTube Link:**
https://youtu.be/x5U_rqNhdXc?t=1

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