

Mid-Career Professional Development Training on Advancing Agricultural Extension

20–24 July, 2026



National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)

Rajendranagar, Hyderabad – 500 030, Telangana, India

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About the Publication

MANAGE has conducted Mid-Career Professional Development Training on Advancing Agricultural Extension for the extension professionals from the Departments of Agriculture and Horticulture representing 11 institutions across six states of India. The programme aimed to strengthen technical and functional competencies, leadership, teamwork and professional effectiveness. It covered emerging digital skills, knowledge management, behavioural competencies, and transformative approaches to extension, with exposure to good practices, startups, digital innovations, climate-smart, gender- and nutrition-sensitive, and ICT-enabled extension. Institutional visits provided practical insights into innovative agriculture, rural technologies, entrepreneurship and emerging digital technologies.

This report presents the activities of the Mid-Career Professional Development Training on Advancing Agricultural Extension conducted from 20–24 July, 2026

Report Prepared by

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MANAGE Fellow

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Disclaimer

This report has been prepared based on the sessions, interactions, and activities conducted during the training programme. While every effort has been made to ensure accuracy and completeness, the views and interpretations presented are those of the organisers/ resource persons and do not necessarily reflect the official positions of MANAGE or the participants.

1. What is Mid-Career Professional Development?

Mid-Career Professional Development refers to structured learning interventions for experienced professionals who have moved beyond the entry-level stage. It focuses on strengthening advanced knowledge, skills, attitudes, leadership, strategic thinking and adaptive capacities required to address emerging organisational and developmental challenges. In agricultural extension, it enables professionals to enhance their capabilities in programme planning, stakeholder engagement, knowledge management, innovation facilitation and effective service delivery.

Unlike induction or routine refresher training, mid-career development emphasises strategic, transformational and leadership competencies required for higher responsibilities.

2. Who are Mid-Career Professionals?

Mid-career professionals in agricultural extension are experienced personnel with 8 to 20 years of experience who are increasingly taking on responsibilities related to planning, supervision, programme management, coordination and decision-making. They generally possess substantial field experience and are transitioning from operational roles to strategic and managerial responsibilities.

3. Why is Training Needed for Mid-Career Professionals?

Agricultural extension is rapidly evolving due to climate change, digital and precision agriculture, changing markets and value chains, farmer-centric approaches, and emerging innovation ecosystems. This requires continuous upgrading of professional competencies.

The transition which is expected at the mid-career stage is from:

- Field Functionaries → Change Agents
- Technology Disseminators → Innovation Facilitators
- Programme Implementers → Programme Designers
- Technical Advisors → Institutional Leaders
- Knowledge Providers → Knowledge Managers

This transition is critical for strengthening extension effectiveness and contributing to sustainable agricultural development and requires competencies beyond technical knowledge.

Thus, mid-career professional development enables experienced extension personnel to remain competent, adaptive and future-ready, while strengthening their ability to lead transformative and farmer-centric extension systems.





“The transformation of agricultural extension from a technology-transfer mechanism to a farmer-centric, participatory, and future-ready system empowers rural communities, strengthens livelihoods, and drives sustainable agricultural development.”

Shri Sanjay K Agarwal, IAS
Joint Secretary (Extension)

Department of Agriculture & Farmers Welfare,
Ministry of Agriculture & Farmers Welfare, and
Director General, MANAGE

Inaugural Address

Shri Sanjay K Agarwal, IAS, Joint Secretary (Extension), Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, and Director General, MANAGE emphasized the critical responsibility of agricultural professionals in strengthening farmers' livelihoods through effective extension services. He highlighted that agricultural extension should move beyond the conventional transfer-of-technology approach and evolve into a dynamic process that empowers individuals, transforms farming systems, and fosters resilient rural communities.

He further underscored the need for extension systems to be responsive, participatory, and future-ready, enabling farmers to address emerging challenges while harnessing new opportunities for sustainable agricultural development. He noted that the success of agricultural transformation depends on the ability of extension professionals to connect innovation with grassroots realities and facilitate meaningful and lasting improvements in rural livelihoods.

The programme seeks to contribute to this vision by equipping extension professionals with the knowledge, skills, and perspectives required to drive agricultural transformation and enhance the effectiveness of extension service delivery.



Introduction to the Training Programme

MANAGE has conducted Mid-Career Professional Development Training on Advancing Agricultural Extension for extension professionals from the Departments of Agriculture and Horticulture representing 11 institutions across six states of India.

The programme aimed to strengthen the technical and functional competencies of the professionals while enhancing leadership, teamwork and professional effectiveness. It focused on emerging digital skills, documentation and knowledge sharing, behavioural competencies, and transformative approaches for more effective extension service delivery. Participants were exposed to key areas including the evolving role of agricultural extension, global and local good practices, startup ecosystem, digital innovations, climate-smart agriculture, gender- and nutrition-sensitive extension, ICT-enabled extension, and essential soft skills and leadership competencies. Institutional exposure visits further enriched the learning experience by providing practical insights into innovative agricultural practices, rural technologies, entrepreneurship and emerging digital technologies.

Programme 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 service 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



The programme equips mid-career extension professionals with contemporary technical, managerial, digital, and behavioural competencies to deliver more effective, farmer-centric, inclusive, and transformative agricultural extension services.



Dr. Saravanan Raj
Director (Agricultural Extension)
MANAGE

Beyond Technology Transfer: Extension as a Catalyst for Agricultural Transformation

Agricultural extension is evolving from a technology-transfer approach to one that empowers farmers to make informed decisions and build resilient livelihoods. Participants emphasized the need for timely, need-based, and two-way communication through appropriate channels, while promoting value addition, post-harvest management, entrepreneurship, market linkages, farmer-to-farmer learning, and stronger FPOs and SHGs. They highlighted the importance of engaging women and youth, leveraging local languages and digital media, and strengthening the capacities of extension professionals. The discussion underscored the adoption of climate-smart, market-led, and participatory approaches that position farmers as active partners in co-creating solutions, supported by community learning, success stories, and direct marketing opportunities. Ultimately, extension professionals must remain accountable and closely connected to farming communities to foster sustainable and inclusive agricultural development.



Agricultural extension must move beyond technology transfer to become a farmer-centric, climate-smart, and market-oriented process that empowers farmers as informed decision-makers through inclusive, participatory, and digitally enabled approaches.



Dr. Saravanan Raj
Director (Agricultural Extension)
MANAGE

Global and Local Relevant Good Practices in Agricultural Extension

Community Radio: Nammur Banuli (Karnataka)

Channel no: 90.8 FM

Timing: 06:00 – 08:00 AM

06:00 – 08:00 PM

Impact: Reduced Human Trafficking, Child marriages, Open defecation,
Domestic violence

MahaVISTAAR App (Maharashtra)

AI enabled app which provides personalised advice on crop, weather updates, market information, disease and pest identification and management in local language.

Impact: Reached 25 lakh users

Reduced dependency on external advisories

Location specific SOPs



Agrimachinerypb.com (Punjab)

Provides technical information in local languages using through two-way communication, facilitating interaction between farmers and experts, including scientists and extension officers.

Impact: Increase in number of beneficiaries for Crop Residue Management subsidy

Digital Extension (Karnataka)

To enhance the digital skills of agricultural department staff and facilitate effective delivery of agricultural information to farmers through AI powered content creation and delivered through videos

Impact: Trained 250+ staff
Developed 500+ agriculture related videos

KVK Chhatrapati Sambhajnagar Youtube Channel (Karnataka)

Launched in 2019 to disseminate timely agricultural information to farmers, extension personnel, and farm women.

Impact: Developed 251 videos
More than 18k subscribers



GROUP-1 [ICT BASED MODEL FOR EXTENSION & ADVISORY SERVICES]

COMMUNITY RADIO: NAMMOR BANULI

To provide:
Need: a) Agri. Employment
b) Education
c) Welfare etc.
related info
to 98 villages.

CONTENTS: PROVIDE INFO
RELATED TO ABOVE
THROUGH EXPERTS

DELIVERY: Radio Channel
No: 90.6 FM.
DURING: 6-8 AM
8-6 PM

IMPACT:
↓
HUMAN TRAFFICING
↓
Child Marriage
↓
Open Defecation
↓
DOMESTIC
↓
Violence

IMPROVEMENT:
• Health
• Sanitation

Mahavistar App

Need / Problem statement
- Lack of timely & location specific
advisory
- poor access to information

Content / about the App
- As powered Advisory- personalised
advice on crop, weather, Disease
& pest identification & Management
Market prices & Govt schemes
in local language

Impact / Result
- Reached to 25 lakh users
- a form solely facilitated 3000+
farmers to use it
- Reducing the dependancy on
external experts, saving costs
- Toll free No. to call local
experts
- stage wise sop & Agency
crops- location specific



CRS

Integrated Social Media Extension Services Model in Punjab

Example - Agriamacharya.com

Objectives: To use social media as a digital tool for providing timely, accurate, and location-specific advisory services to farmers in Punjab.

Component	Description	Activities	Impact / Result
Content Development	Content tailored to the needs of farmers in Punjab.	• Daily FB activities • WhatsApp groups (Community Groups) • QR codes • SMS Alerts	• Reached 25 lakh users • a form solely facilitated 3000+ farmers to use it
Social Media Dissemination	Share through multiple digital platforms.	• WhatsApp • Facebook • YouTube • Email • SMS	• Reached 25 lakh users • a form solely facilitated 3000+ farmers to use it
Feedback Mechanism	Feedback from farmers to improve the service.	• WhatsApp • Facebook • YouTube • Email • SMS	• Reached 25 lakh users • a form solely facilitated 3000+ farmers to use it

Key Features:
• Daily FB activities
• WhatsApp groups (Community Groups)
• QR codes
• SMS Alerts
• WhatsApp
• Facebook
• YouTube
• Email
• SMS

Impact / Result:
• Reached 25 lakh users
• a form solely facilitated 3000+ farmers to use it
• Reducing the dependancy on external experts, saving costs
• Toll free No. to call local experts
• stage wise sop & Agency crops- location specific

Group No. 03: Videos in Agriculture

Program: Digital Extension in Agriculture in Karnataka State (Dept. of Agriculture)

Problem Addressed:
- No Digital Skills
- Low AI adoption
- Limited farmer outreach
- Continued Vacancies (Staff) in Dept.

Innovation:
- Skill Development for staff
- Smartphone Videography
- AI powered Content Creation (Storytelling Based)

Beneficiaries:
- 250+ staff Trained.
- Thousands of Farmers.
- 500+ Videos on dept. Youtube channel.

Challenges:
- Equipment/limited devices
- Internet Access/Software
- Resistance to change

Impact:
- MORE QUALITY AGRICULTURE VIDEOS
- BETTER DIGITAL EXTENSION
- WIDER FARMER REACH
- BETTER UNDERSTANDING

Program Name: KVK Youtube channel for Transfer of Authentic Agri. Information

Problems addressed:
1. During lockdown period need to provide agri. advisory to farmers.
2. Lack of Authentic information.
3. Crop based & timely advisories to farmers.
4. Awareness about various extra activities.

Perceptions: Farmers, Extension personnel, farm women, etc. formed QR code for awareness.

Impact: Started in 2019

Year	Local Videos	Uploaded	Total Videos	Views
2019	41	174,835	174,835	4157
2020	12	840,435	840,435	4217
2021	38	1,93,597	1,93,597	3791
2022	30	1,48,413	1,48,413	1200

Challenges:
- Professional video making skills
- Limited budget
- Limited time
- Limited resources

Building Effective Agricultural Professionals: Soft Skills, Motivation and Leadership

The session highlighted the importance of positive psychology, soft skills and self-motivation in enhancing the effectiveness of agricultural extension professionals. It emphasized that effective extension requires not only technical knowledge but also effective communication, emotional intelligence, self-awareness, empathy, curiosity, clarity, credibility, adaptability, positive thinking and continuous self-development. Participants explored how generative thinking and positive affirmations can build confidence, foster a growth mindset and strengthen relationships with farmers and colleagues. The session also highlighted the role of attentive listening, courtesy and appreciation in building trust and harmony within teams and farmer groups. Discussions on internal and external factors influencing motivation reinforced the importance of purpose, compassion and self-belief in sustaining professional motivation, enabling extension professionals to overcome challenges, inspire others and lead positive change in the agricultural sector.



“

The success of agricultural extension depends as much on positive psychology, soft skills, and self-motivation as on technical expertise, enabling professionals to build trust, inspire farmers, and drive meaningful change.

”



Mr. Tirumal Reddy
Learning and Development
Professional

Building Stronger Teams: An Experiential Team-Building Exercise

To reinforce the importance of teamwork and collaboration in the workplace, participants engaged in an interactive team-building exercise. The activity demonstrated how planning, strategic thinking, communication, coordination, trust, mutual support and shared responsibility contribute to effective team performance. It also helped participants identify common barriers to teamwork and understand the importance of clear roles, collective decision-making, adaptability and mutual respect in building cohesive and high-performing teams. The exercise highlighted that strong teamwork enhances problem-solving, strengthens workplace relationships and improves the overall effectiveness of agricultural extension professionals.



Technology-Driven Rural Transformation: Learning Insights from NIRD&PR

The visit highlighted the institute's role in supporting aspiring entrepreneurs through training, technology dissemination and enterprise development where the participants gained insights into its initiatives in rural entrepreneurship, skill development, capacity building and sustainable livelihood promotion.

The visit to Rural Technology Park, provided first-hand exposure to innovative and sustainable rural technologies and enterprise models. Demonstrations covered neem seed oil extraction, honey processing, pearl cultivation, mushroom production, biogas generation, bamboo-based housing, and eco-friendly leaf plates and cutlery. The exposure provided practical insights into low-cost, locally adaptable and sustainable technologies with potential for rural enterprise development, livelihood enhancement and employment generation.



Fostering Agri-Innovation through Incubation and Entrepreneurship

Participants were introduced to MANAGE-CIA (Centre for Innovation and Agripreneurship) and MANAGE-FishHub, highlighting their role in promoting agribusiness innovation, entrepreneurship and technology-driven solutions. MANAGE-CIA, a leading Centre of Excellence, has supported 734 startups, and 1293 agripreneurs, and serves as a Knowledge Partner for RABIs such as IIMR-Nutrihub, ANGRAU Poshan Incubator, ABIS-TBI, TNAU and Agri Business Incubator, KAU. Key initiatives, including the Pre-Incubation Mentoring Programme, Digital Marketing Training, Agri-Eureka Innovation Challenge and Agri Startup Stakeholder Connect, were discussed.



Participants also learned about MANAGE-FishHub's efforts to nurture fisheries-based startups and innovations in aquaculture, processing and value addition, demonstrating how incubation can translate innovative ideas into viable enterprises and solutions for real-world agricultural challenges. Key activities includes, programmes like Aqua Yuva, Aqua Udhyami, Aqua Reach, FISHTech Webinars and FISHub Fisheries Fortnightly Friday (F3) Webinars.



Innovation, incubation, and entrepreneurship ecosystems helps in transforming creative ideas into sustainable agri-enterprises, empowering startups and agripreneurs to develop technology-driven solutions for agriculture and allied sectors.



Mrs. Usha Shree
Manager
MANAGE

Climate-Smart Agriculture: Reorienting Extension for Resilient Farming

The session focused on the impacts of climate change on agricultural production especially the EL Nino condition affecting indian agriculture, particularly its influence on cropping patterns, rainfall variability, pest incidence and crop productivity. The importance of strengthening climate resilience, adaptive capacity and sustainable farming practices was emphasized. Participants discussed practical approaches such as natural farming, organic farming, multiple cropping, application of biochar, mulching and pre-monsoon dry sowing of pulses, cereals and oilseeds to conserve moisture, improve soil health and sustain productivity. Biochar was highlighted as a simple, low-cost practice that enhances soil moisture retention, improves soil carbon and microbial activity. Participants shared regional experiences and discussed the need for location-specific contingency planning and preparedness to address increasing climate-related risks and natural calamities.



“

There is an urgent need to build climate-resilient agriculture through adaptive and sustainable farming practices, enabling farmers to better cope with climate variability, El Niño impacts, and increasing weather-related risks.

”



Dr. N. Balasubramani
Director (CCA)
MANAGE

Reorienting Agricultural Extension through Gender and Nutrition Perspectives

The session highlighted the importance of adopting a gender- and nutrition-sensitive approach to agricultural extension, recognizing women's multiple roles as producers, farm workers, processors, marketers and household caregivers. It was emphasized that socio-cultural norms, access to technology and resources, and prevailing institutional and economic arrangements can create gender-based inequalities that influence both livelihoods and nutritional outcomes. The need for Nutrition-Sensitive Agricultural Programmes (NSAPs) to consider the multiple responsibilities and trade-offs faced by women was discussed.



It was also emphasized the importance of engaging men in household responsibilities, promoting inclusive community approaches to address gender norms and importance of food platter. The session highlighted strategies such as technical capacity building, women's group-based interventions and gender-transformative approaches to strengthen women's participation and improve nutrition and livelihood outcomes. Participants actively shared their experiences and perspectives, making the session highly interactive and reflective.



There is a need for integrating gender and nutrition considerations into agricultural extension, promoting equitable participation, shared responsibilities, and inclusive approaches that enhance both livelihood security and nutritional well-being.



Dr. Veenita Kumari
Deputy Director (Gender Studies)
MANAGE

Digital Pathways for Multi-Stakeholder Communication: Connecting People, Knowledge and Action

The session highlighted the role of digital pathways in strengthening multi-stakeholder communication and collaboration in agriculture by enabling real-time information exchange, knowledge sharing and collaborative decision-making. Participants explored how digital platforms can connect farmers, extension personnel, researchers, entrepreneurs and other stakeholders across the agricultural value chain, while promoting the inclusion of smallholders, women and youth.

A debate on digital versus traditional approaches in agriculture provided an opportunity to examine the strengths and limitations of both approaches. The discussion emphasized the need to integrate digital and traditional communication methods to enhance the reach, inclusiveness and effectiveness of agricultural extension.



There is a need combining digital innovations with traditional extension approaches to strengthen multi-stakeholder collaboration, improve information access, and ensure more inclusive, effective, and farmer-centric agricultural extension services.



Dr. Raahalya S
Innovation Scaling Specialist
MANAGE

Workplace Dynamics: Navigating Challenges and Creating Opportunities

Participants were divided into two groups and asked to identify the key challenges and opportunities encountered in three areas farmer interactions, administration and teamwork and develop practical action plans to address the identified challenges and leverage available opportunities.

Farmers Interaction

Challenges	Opportunities	Action Ideas
- Limited participation/inclusion - Low adoption/replication of technologies - Local politics - Unethical demands	- Motivation and trust-building with progressive farmers - Demonstrations - Government vigilance/interventions	- Rapport building - Awareness creation - Inclusive approach - Community interaction

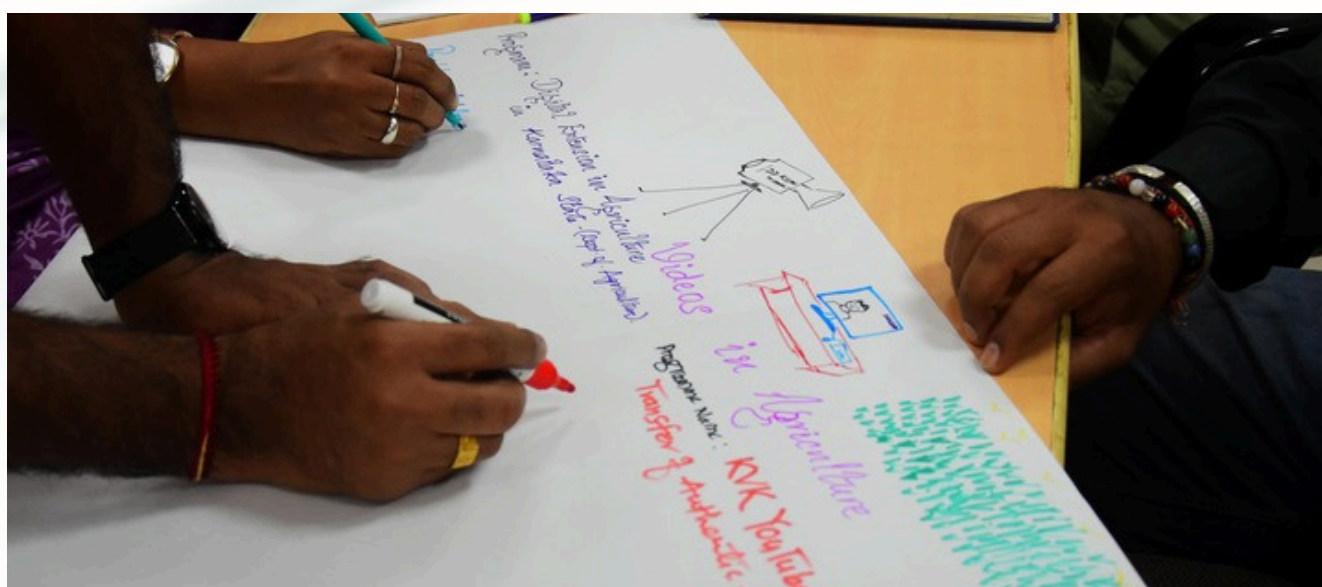


Team work

Challenges	Opportunities	Action Ideas
- Non-cooperation - Lack of decentralisation of work - Unnecessary work - Ego-related issues	- Cooperation - Decentralisation of work/power - Clear job responsibilities	- Collaboration - Working as a team - Greater involvement of team members “Not me, but us” attitude

Administration

Challenges	Opportunities	Action Ideas
• Delay in release of funds • Autocratic leadership • Manpower/HR issues • Basic amenities and infrastructure gaps • Non-supportive leadership	• Timely disbursement of funds • Patient and effective leadership • Timely recruitment of skilled resources • Enabling work environment/facilities • Establishment of legal cells	• Training • Seasonal/regional-specific funds • Supportive and collaborative work environment



Digital Transformation in Agricultural Extension: ICT and Social Media

The session highlighted the transformative role of ICTs, digital technologies and social media in strengthening agricultural extension and enabling timely, accessible and effective communication with farmers and other stakeholders. The importance of digital competencies among extension professionals was emphasized to effectively access, create, evaluate and disseminate credible agricultural information through digital platforms. Social media was discussed as an important tool for farmer outreach, knowledge sharing, stakeholder engagement, promotion of innovations and real-time dissemination of advisories, making extension services more responsive and inclusive. Participants also explored the need for skills in digital communication, content creation, platform selection and responsible use of social media. Through interactive discussions, participants shared region-specific digital and social media practices and reflected on how these platforms can be strategically used to enhance farmer engagement, strengthen knowledge exchange and improve the impact of agricultural extension services.



The growing importance of digital literacy, ICTs, and social media is transforming agricultural extension into a more timely, interactive, and inclusive system, enhancing farmer engagement and the effectiveness of advisory services.



Dr. Saravanan Raj
Director (Agricultural Extension)
MANAGE

Digital Innovations: Experience Sharing

The session provided a platform for participants to share experiences and best practices in using digital innovations and ICTs for agricultural extension and advisory services (EAS) across different regions and organizations. They also evaluated the suitability of different digital tools for key extension functions, including information dissemination, farmer advisories, capacity building, market linkages, feedback collection and stakeholder engagement. Through group discussions and presentations, participants emphasized the importance of selecting context-specific digital tools based on the target audience, purpose, accessibility and local conditions. The exercise fostered peer learning, critical thinking and cross-learning, enabling participants to reflect on practical experiences and identify opportunities for more effective use of digital technologies in agricultural extension.



Assessing ICTs in Agricultural Extension: A SWOC Perspective

As part of a group exercise, participants conducted a SWOC analysis to assess the strengths, weaknesses, opportunities and challenges associated with ICT-enabled extension.

Strengths	Weakness
• Data are curated, customised and accurate • Maximum outreach • Real-time feedback loop • Documentary proof available at any time	• Credibility issues • Absence of information monitoring • Damage caused by wrong messages cannot be easily rectified • High initial investment

Opportunities	Challenges
• Collaboration with multiple partners • Multilingual communication possible • Scope for additional revenue generation • Integration of multiple programmes • Scope to enhance usage	• Digital illiteracy • Misuse can be health-hazardous • Lack of personal space/privacy • Irrational and abusive feedback, including trolling



ICT-Enabled Agriculture: Advancing Digital Governance and Farmer Services

The session focused on the role of ICT initiatives and e-Governance platforms in strengthening agricultural extension and improving farmers' access to timely information and services. Key initiatives, including the Farmer Portal, mKisan Portal, Kisan Call Centre, Soil Health Card, PMFBY, WINDS, CROPIC and Kisan Rath, were discussed, highlighting their applications in weather advisories, crop management, market intelligence, insurance and other farmer-centric services. Particular emphasis was placed on Bharat VISTAAR (National Digital Extension Platform), an AI-powered digital agriculture platform designed to provide personalized, multilingual and data-driven advisories. The session highlighted its potential to deliver location-specific recommendations, support informed decision-making and strengthen linkages among farmers, extension personnel and other stakeholders.



ICTs, e-Governance initiatives, and AI-enabled digital platforms have significant potential to deliver personalized, timely, and location-specific agricultural advisories, enhancing farmers' access to information and supporting informed decision-making.



Dr. G. Bhaskar
Assistant Director (IT)
MANAGE

Advancing Agricultural Digitalisation: Insights from C-DAC, Hyderabad

The visit to Centre for Development of Advanced Computing (C-DAC), Hyderabad, a premier institution engaged in advanced research, technology development and capacity building in emerging areas of information and communication technologies provided exposure to key domains such as artificial intelligence, cybersecurity, quantum computing, embedded systems, IoT, image and speech processing, health informatics and software technologies. Participants learned about the practical applications of these technologies in agriculture, environmental management and digital governance, and explored how emerging digital solutions can improve data-driven decision-making, service delivery and stakeholder engagement.



The visit enhanced participants' understanding of the potential of advanced technologies in developing innovative, efficient and future-ready approaches to agricultural extension and rural development.



Promoting Well-being: Health and Stress Management for Professionals

The session emphasized the importance of physical and mental well-being for professional effectiveness. Participants discussed workplace stress, its impact on health and performance, and practical strategies including time management, physical activity, adequate rest, healthy lifestyle practices, relaxation techniques and a positive outlook. The session also highlighted work-life balance, emotional resilience and supportive workplace relationships as essential for sustaining motivation and productivity.



Managing workplace stress and enhancing professional effectiveness require healthy lifestyle practices, a balanced work-life approach, emotional resilience, and positive interpersonal relationships.



Dr. T. Sindhura
Physician
MANAGE

Value Chain-Based Extension: Driving Farmer Income and Rural Prosperity

The session highlighted the changing dynamics of agricultural markets, evolving consumer preferences and emerging opportunities across agricultural value chains. The session emphasized the need to move beyond production-centric extension approaches towards market-oriented strategies focusing on value addition, aggregation, branding, quality improvement and stronger market linkages.

Participants gained insights into the role of farmers, extension professionals and institutions in responding to changing market demands through innovation, entrepreneurship and value-chain thinking. The discussion highlighted the role of agricultural extension in facilitating market access, strengthening farmer–market linkages, enhancing competitiveness and supporting income enhancement, thereby contributing to sustainable rural prosperity.



Agricultural extension must increasingly adopt a market-oriented approach that supports value chain development, value addition, entrepreneurship, and stronger farmer-market connections to enhance incomes and rural livelihoods.



Dr. Shalendra
Director (Agricultural Marketing)
MANAGE

Strengthening FPOs: From Farmer Mobilisation to Market Connect

The session highlighted the role of Farmer Producer Organisations (FPOs) in promoting collective action, reducing transaction costs, achieving economies of scale and improving farmers' bargaining power and market access. MANAGE FPO model was discussed on how it connects farmers with markets while creating value through aggregation, processing, storage, branding and market linkages. Participants explored the key stages of farmer mobilisation, FPO formation, institutional strengthening and market connect, along with the importance of networking, collaboration, capacity building and access to Government of India schemes and programmes. The session also emphasized collective procurement, value addition and market-oriented production as pathways to enhance farmer incomes.

An interactive discussion on successful FPOs and their best practices enabled participants to share experiences and identify factors contributing to effective FPO functioning. The role of extension professionals in mobilising farmers, strengthening FPO capacities, facilitating institutional and market linkages, and promoting sustainable farmer-led enterprises was also emphasized.



By fostering collective action and strengthening market linkages, FPOs contribute significantly to value addition, improved bargaining power, and enhanced farmer incomes.



Dr. K.C. Gummagolmath
Director (Monitoring & Evaluation)
MANAGE

Building Farm Resilience: The Role of Livestock in Risk Management

The session focused on the major risks faced by farmers, including climate variability, market fluctuations, production uncertainties and resource constraints, and the importance of effective risk management for sustainable and profitable farming. diversifying the farm unit with livestock in farm income and mitigating risks, providing households with income, employment, nutrition and financial security during crop failures, adverse weather and market uncertainties. Participants explored the integration of livestock with crop production to develop diversified and resilient farming systems. The discussion reinforced the importance of livestock-based diversification in enhancing farm incomes, strengthening livelihood security and building climate-resilient agricultural systems.



Integrating livestock with crop production is a key strategy for diversifying farm income, reducing risks, strengthening livelihood security, and building resilient and sustainable farming systems.



Dr. Shahaji Phand
Deputy Director & Incharge head
of the Center for Extension in
Agricultural Allied Sectors
MANAGE

Interaction with Ministry Officials

Dr. Shailesh Kumar Mishra, Director (Extension); Shri Kumar Sundaram, Under Secretary (Extension); Dr. Pooja Saini, Joint Director (Extension); Dr. Poornima S., Extension Reforms Unit; and Smt. Shivani Ramdev, Section Officer (Extension), Ministry of Agriculture and Farmers Welfare, interacted with the participants and sought their feedback on the training programme. The officials engaged with the participants on various aspects of the programme, including the relevance of the sessions, applicability of the knowledge and skills gained, effectiveness of the training methodology, and overall learning experience.

Participants actively shared their experiences, key takeaways, and perspectives on how the learning could be applied in their respective areas of work. The interaction provided an important platform for dialogue between the Ministry officials and participants, enabling a better understanding of the practical needs and emerging competency requirements of agricultural extension professionals. The feedback and suggestions shared by the participants during the interaction provided valuable insights for further strengthening the relevance, quality, and effectiveness of future capacity-building and professional development initiatives.



Participants Profile



Mr. Vivekanand Kerur
Assistant Director of Horticulture
SADH (ZP), Ballary
Karnataka



Mr. Mohan Gayakwad
Assistant Director of Horticulture
Biocenter Belagavi
Karnataka



Mr. Jaydeepsinh R Vaghela
BTM (Block Technology Manager)
ATMA-Surendranagar, Farmer Training Centre
Gujarat



Dr. Rahul Laxman Kadam
SMS (Extension Education)
Krishi Vigyan Kendra (KVK), Jalna (II) Vasantarao
Naik Marathwada Krishi Vidhyapeeth, Parbhani
Maharashtra



Mrs. Kumuda HP
Agri Business Consultant and Trainer
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Dr. Prakash Dattatraya Mali
Founder
Reboot Agri
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Dr. Basvraj Limbraj Pisure
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Mr. Mridul Srivastava
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Mr. Amritpal Singh
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Mr. Manpreet Singh
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Mid-Career Professional Development Training on Advancing Agricultural Extension Participants list

Sl. No	Name
1	Mr. Jaydeepsinh R Vaghela BTM (Block Technology Manager) ATMA-Surendranagar, Farmer Training Centre, Gujarat
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MANAGE

The National Institute of Agricultural Extension Management (MANAGE), Hyderabad, established in 1987 as an autonomous organization under the Ministry of Agriculture and Farmers Welfare, Government of India, is organizing a series of training programmes for agricultural extension professionals across the country. MANAGE serves as a premier institution for strengthening agricultural extension systems through Capacity Building, Management Education, Implementation of Flagship National Programmes, Incubating and Mentoring Agri-Startups, National Young Professionals Development Program (NYPDP), Consultancy Services, Research, Knowledge Management, and Policy Advocacy in Agricultural Extension Management.

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About the Programme

MANAGE conducted the Mid-Career Professional Development Training on Advancing Agricultural Extension for extension professionals from the Departments of Agriculture and Horticulture representing 11 institutions across six states of India. The programme aimed to strengthen technical, functional, and leadership competencies while enhancing teamwork and professional effectiveness. Participants gained insights into evolving extension systems, digital and ICT-enabled extension, startup ecosystems, climate-smart agriculture, gender- and nutrition-sensitive approaches, documentation, and soft skills. Institutional exposure visits further enriched learning by providing practical exposure to innovative agricultural practices, rural technologies, entrepreneurship, and emerging digital solutions.

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