



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



Agricultural extension in India has shifted from a linear technology-transfer approach to a dynamic, pluralistic system integrating research, markets, policies, digital platforms, private actors, and community institutions. Driven by climate change, digitalization, and diversification, extension professionals are now expected to serve as ethical change agents—facilitating innovation, entrepreneurship, value chains, and capacity building—while ensuring accountability, strong stakeholder linkages, and inclusive, farmer-centred service delivery.

Mid-career agricultural extension professionals form the backbone of the extension system, holding key leadership, coordination, and implementation roles that shape the reach and impact of interventions. As many were trained under earlier top-down paradigms, continuous capacity building and systematic reorientation are essential to equip them for emerging priorities such as digital and AI-enabled advisories, climate-smart and market-led extension, impact assessment, and inclusive development—making the Mid-Career Professional Development Training on Advancing Agricultural Extension a strategic necessity.

The training bridges traditional extension practices with modern, innovation-driven and farmer-centric approaches by strengthening strategic thinking, problem-solving, interdisciplinary perspectives, and leadership skills. It empowers mid-career professionals to design and implement responsive, resilient, and future-ready extension strategies that address evolving farmer needs and support sustainable agricultural development.

Programme Objectives

The programme aims to:

- ♣ 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



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Day 1- July 20, 2026, Monday**Session 1: Introduction to Next-Generation Agricultural Extension: Orientation, and Evolving Roles**

The session orients participants to the training programme through networking and collaborative learning. It explores the evolving role of agricultural extension in addressing emerging challenges and opportunities, with a focus on next-generation methods, digital tools, innovative technologies, and participatory approaches to strengthen farmer engagement, technology adoption, and extension effectiveness.

Time	Particulars	Resource Person/ Activities
09.00 – 09.20	MANAGE at a Glance: Vision, Legacy and Impact	Team MANAGE
09.20 – 09.45	Self-Introduction	Participants
09.45 – 10.15	Expectation from the training	Card Exercise (Individual)
10.15 – 10.30	Introduction to the Training	Dr. Saravanan Raj Director (Agricultural Extension) MANAGE
10.30 – 11.00	Group Photo, Networking and High Tea	
11:00 – 11:30	Inauguration	Shri. Sanjay Kumar Agarwal, IAS Joint Secretary (Extension), DA & FW, GoI and Director General, MANAGE
11:30 – 13:00	Reimagining Agricultural Extension: From Transfer of Technology to Transformation Systems as facilitators and innovation brokers	Dr. Saravanan Raj Director (Agricultural Extension) MANAGE
13.00 – 14.00	Lunch	
14:00 – 16:30	Global Good Practices in Agricultural Extension	Dr. Raahalya S Innovation Scaling Specialist & Dr. Vavilala Priyanka MANAGE Fellow
16.30 – 17.00	Tea Break	
17.00 – 17.30	Presentation of Group Practices	Participants

Day 2 – July 21, 2026, Tuesday**Session 2: Soft Skills and Self-Motivation for Agricultural Professionals and field exposure**

The session develops essential soft skills for effective agricultural extension and professional growth, focusing on communication, emotional intelligence, adaptability, motivation, teamwork, leadership, coordination, and collaborative problem-solving to build resilient, high-performing teams. A field visit to NIRD&PR provides practical exposure to successful rural development and extension practices.

Time	Particulars	Resource Person/ Activities
09.00 – 09.30	Recap Session	Dr. Raahalya S Innovation Scaling Specialist



09.30 – 11.00	Soft Skills for Agricultural Professionals	Mr. S. Tirumal Reddy Learning & Development Professional
11.00 – 11.30	Tea Break	
11.30 – 13.00	Self-Motivation for Agricultural Professionals	Mr. S. Tirumal Reddy Learning & Development Professional
13:00 – 14:00	Lunch	
14:00 – 17:00	Visit to the National Institute of Rural Development and Panchayati Raj (NIRD&PR) • Rural development strategies and governance • Best practices in rural development and the role of Panchayati Raj institutions in local governance • Effective implementation of rural policies and programs, and community development initiatives • Capacity building for rural stakeholders, and sustainable development approaches tailored for rural areas	

Day 3 – July 22, 2026, Wednesday

Session 3: Extension Strategies for Gender, Climate, Innovation, and Resilient Agriculture

The session explores gender-responsive, nutrition-sensitive, climate-smart, and natural farming approaches for inclusive agricultural development. It covers equitable value chains, modern and participatory extension methods, incubation and startups for innovation and technology transfer.

Time	Particulars	Resource Person/ Activities
09:00 – 09:30	Recap Session: What I learned in one word	Dr. Raahalya S Innovation Scaling Specialist
09:30 – 11:00	Democratising Innovation and Technology Transfer: Agri-Innovation through Incubation and Startups	Ms. Usha Shree Manager, MANAGE CIA
11:00 – 11:30	Tea Break	
11:30 – 13:00	Extension Strategies for Climate Smart Agriculture	Dr. N. Balasubramani Director (CCA), MANAGE
13:00 – 14:00	Lunch Break	
14:00 – 15:00	Integrating Gender and Nutrition in Agricultural Extension	Dr. Veenita Kumari Deputy Director (Gender Studies) MANAGE
15:00 – 16:00	Digital Pathways for Multi-Stakeholder Communication	Dr. Raahalya S Innovation Scaling Specialist
16:00 – 16:30	Tea break	
16:30 – 17:30	Navigating Challenges, Creating Opportunities: A Group Exercise on Workplace Dynamics	Dr. Raahalya S Innovation Scaling Specialist & Dr. Vavilala Priyanka MANAGE Fellow



Day 4 – July 23, 2026, Thursday**Session 4: ICTs, Digital Skills, e-Governance, and Digital Innovation in Agriculture**

This session highlights the role of ICTs, digital skills, and e-governance in strengthening agricultural extension. It covers national ICT initiatives, digital platforms, social media, and emerging technologies for farmer engagement, market-led extension, and supply chain management. Participants also explore data-driven agriculture and digital innovations, with a field visit to C-DAC for practical exposure to advanced ICT applications in agriculture.

Time	Particulars	Resource Person/ Activities
09:00 – 09:30	Recap Session: Draw and Guess	Dr. Raahalya S Innovation Scaling Specialist
09:30 – 10:30	Navigating ICTs for Agricultural Extension Digital Skills and Social Media for Agricultural Extension	Dr. Saravanan Raj Director (Agricultural Extension) MANAGE
10:30 – 11:30	Digital Innovations Experiences Sharing	Participants
11:30 – 12:00	Tea Break	
12:00 – 13:00	National ICT Initiatives and e-Governance for Agriculture	Dr. G. Bhaskar Assistant Director (IT) MANAGE
13:00 – 14:00	Lunch Break	
14:00 – 17:00	Institutional Visit to Centre for Development of Advanced Computing • ICT applications and digital innovations in agriculture • Artificial Intelligence (AI), Blockchain technology, Machine Learning (ML), and Big Data in Agriculture • Software applications developed for agriculture purpose • Application to grow in the areas of Research & Development, Training, Services, Outreach, and Business	

Day 5 – July 24, 2026, Friday**Session 5: Extension Strategies, Farmer Mobilization and Well being**

The session focuses on marketing, value chain, and the role of FPOs in farmer mobilization, collective action, institutional development, market linkages, and supply chain management. Participants also engage in health and stress management strategies for personal and professional resilience.

Time	Particulars	Resource Person/ Activities
09:00 – 09:45	Health and Stress Management	Dr. T. Sindhura Physician, MANAGE
09:45 – 11:15	Transforming Agricultural Extension: Value Chain Approaches for Income Enhancement and Rural Prosperity	Dr. Shalendra Director (Agricultural Marketing) MANAGE
11:15 – 11:30	Tea Break	
11:30 – 13:00	FPOs: Farmers Mobilisation- Formation- Market Connect	Dr. K.C. Gummagolmath Director (M&E), MANAGE



13:00 – 14:00	Lunch Break	
14:00 – 15:00	Farming Risk Management: Role of the Livestock Sector	Dr. Shahaji Phand Deputy Director, MANAGE
15.00 – 16.00	Feedback Session and Action Plan from the Participants	Dr. Raahalya S Innovation Scaling Specialist & Dr. Vavilala Priyanka MANAGE Fellow
16.00 – 17.00	Valedictory Session	Dr. Saravanan Raj Director (Agricultural Extension), MANAGE

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