

National Young Professionals Development Program (NYPDP) for

Professional Learning to Unlock
Specialisation in Agricultural
Extension (P.L.U.S)

Research Methodology in Agricultural
Extension

**MANAGE-University Alliance for Advancing
Agricultural Extension and Advisory Services**



Program Objectives

- To strengthen participants' competencies in designing rigorous and contemporary research studies by applying appropriate qualitative, quantitative, and mixed-method research
- To equip participants with practical skills in research methods, data collection, analysis, and scientific writing using advanced analytical tools, digital technologies, and AI enabled research applications.
- To enhance participants' capacity to develop quality research proposals and publications that address emerging challenges and contribute to evidence based agricultural extension policy and practice.

DAY 1: September 07, 2026

Session I: Shaping Professional Identity and Research Frontiers in Agricultural Extension

This opening session introduces participants to the evolving landscape of agricultural extension research and professional opportunities. Through networking and expert interactions, scholars will explore emerging research frontiers, strengthen their professional identity, and understand pathways for impactful research. The session also highlights strategies for transforming research into high-quality publications, inspiring participants to connect research, professional growth and extension practice.

Duration	Particulars	Speaker/Activities
09.00-09.15	MANAGE at a Glance: Vision, Legacy and Impact	Team MANAGE
09.15-09.30	Journey with NYPDP: A Launchpad for Next-Gen Extension Professionals	Team MANAGE
09.30-10.00	Speed Networking: Meet Your Tribe	Participants
10.00-11.00	Shaping Our Professional Identity through Research in Agricultural Extension	Dr. Saravanan Raj Director (Agricultural Extension) MANAGE
11.00-11.30	Group Photo, Networking & High Tea	
11.30-13.00	Exploring New Frontiers in Agricultural Extension Research	Dr. Saravanan Raj Director (Agricultural Extension) MANAGE

13.00-14.00	Lunch Break	
14.00-15.00	From Research to Publication: Strategies for Writing and Publishing High-Quality Research Papers	Dr. Rasheed Sulaiman Director CRISP
15.00-15.30	DG Inaugural Remarks	Shri. Sanjay Kumar Agarwal, IAS Director General MANAGE
15.30-16.00	Tea Break	
16.00-17.30	Data Mining in Social Science Research	Dr. S. Raahalya Innovation Scaling Specialist MANAGE
DAY 2: September 08, 2026		
Session II: Advanced Research Methods in Extension Education This session equips scholars with advanced research skills essential for rigorous social science and agricultural extension research. Participants will explore Social Network Analysis and textometry for analysing relationships and textual data, while developing expertise in research gap identification, theory building, and scale development and validation. The sessions emphasize methodological rigour, analytical depth, theoretical grounding, and robust measurement for impactful research.		
09.00-09.30	Recap Session	Team MANAGE
09.30-11.00	Social Network Analysis in Agricultural Extension Research	Dr. Sreeram Vishnu Assistant Professor Kerala Agricultural University Thrissur
11.00-11.30	Tea Break	
11.30-13.00	Textometry -A Qualitative Method for Social Science Research	Dr. Sreeram Vishnu Assistant Professor Kerala Agricultural University Thrissur
13.00-14.00	Lunch break	
14.00- 15.30	Research Gap Identification & Theory Building	Dr. Murugan Pattusamy Assistant Professor School of Management Studies University of Hyderabad
15.30-16.00	Tea Break	
16.00-17.30	Scale Development & Validation in Social Science Research	Dr. Murugan Pattusamy Assistant Professor School of Management Studies University of Hyderabad
17.30-18.00	Tea Break	
18.00-19.30	Integrating GenAI into Agricultural Extension Research Methodology	Dr Aditya Sinha Associate Professor cum Senior Scientist Bihar Agriculture University

DAY 3: September 09, 2026**Session III: Systematic Review, Artificial Intelligence and Responsible Scientific Writing**

This session develops scholars' advanced research competencies through systematic literature review, evidence synthesis and critical engagement with Artificial Intelligence in research methodology. Participants will explore opportunities, ethical considerations and challenges associated with AI, followed by practical guidance on the responsible use of Generative AI in scientific writing. The session emphasizes research rigour, ethical scholarship and emerging AI-enabled approaches to contemporary agricultural extension research.

09.00-09.30	Recap Session	Team MANAGE
09.30-11.00	Research Methodology in the Age of Artificial Intelligence: Opportunities, Ethics and Challenges	Dr. Santosh Mahapatra Associate Professor Department of Humanities and Social Sciences, BITS Pilani Hyderabad Campus
11.00-11.30	Tea Break	
11.30-13.00	Scientific Writing: Responsible Use of Generative AI	Dr. Santosh Mahapatra Associate Professor Department of Humanities and Social Sciences, BITS Pilani Hyderabad Campus
13.00-14.00	Lunch break	
14.00 – 17.30	Systematic Literature Review: From Research Question to Evidence Synthesis	Dr. Paul Mansingh J. Professor Vellore Institute of Technology (VIT), Vellore
18.00-21.00	Exploring Hyderabad City	

DAY 4: September 10, 2026**Session IV: Advanced Qualitative and Quantitative Methods in Agricultural Extension Research**

This session strengthens scholars' research capabilities through complementary qualitative and quantitative approaches. Participants will explore qualitative research design, fieldwork and interpretation, alongside learning from case studies and good practices in agricultural extension. The session culminates in an in-depth exploration of Structural Equation Modelling, equipping scholars with advanced analytical tools to examine complex relationships and develop rigorous, evidence-based extension research.

09.00-09.30	Recap Session	Team MANAGE
09.30-11.00	Qualitative Research Methodology: Design, Fieldwork and Interpretation	Dr. Aparna Rayaprol Professor Department of Sociology University of Hyderabad
11.00-11.30	Tea break	
11.30-13.00	Learning from the Field: Case Studies and Good Practices in Agricultural Extension	Dr. Saravanan Raj Director (Agricultural Extension) MANAGE

13.00-14.00	Lunch break	
14.00-17.30	Structural Equation Modelling for Extension Research	Dr. Paul Mansingh J. Professor Vellore Institute of Technology (VIT), Vellore
17.30-18.00	Tea Break	
18.00-20.00	Research Colloquium (An optional session for participants to present postgraduate research methodology and receive expert feedback)	Participants

DAY 5: September 11, 2026

Session V: Advanced Data Analytics, Visualisation and Research Translation

This session strengthens scholars' capabilities in advanced data analysis and evidence-based research communication. Participants will explore predictive modelling beyond regression for agricultural extension research and learn to transform complex research data into meaningful insights through data visualisation and storytelling. The session concludes with Commitment Cards and an Action Plan, enabling participants to translate their learning into concrete research and professional actions.

09.00-09.30	One Word, One Reason-Recap Session	Team MANAGE
09.30-13.00	Beyond Regression: Predictive Modelling for Agricultural Extension Research	Dr. Paul Mansingh J. Professor Vellore Institute of Technology (VIT), Vellore
13.00 - 14.00	Lunch break	
14.00 -15.30	Research Data Visualisation & Storytelling: From Data to Evidence-Based Insights	Dr. Puram Praveen Assistant Professor Department of Entrepreneurship & Management, IIT Hyderabad
15.30 -16.00	Tea break	
16.00 -16.30	Commitment Cards (Head, Heart, Hands)	Participants
16.30 -18.00	Take Home Message and Action Plan	Participants and Team MANAGE

Program Director

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