



National Institute of Agricultural Extension Management (MANAGE)

Training Program on

Extension NEXT: Changing Roles and Innovations in Agricultural Extension

**MANAGE, Hyderabad
21–25 September, 2026**

Agricultural extension systems are undergoing rapid transformation, shifting from a traditional technology-transfer approach to a more inclusive and innovation-oriented system that brings together research, extension agencies, farmers, markets, private actors, and digital platforms. This transformation is driven by climate challenges, expanding market linkages, digital technologies, policy reforms, and diversified farming systems. In this changing landscape, extension professionals are no longer mere information providers but serve as facilitators of innovation, knowledge connectors, market enablers, and agents of change. Emerging approaches such as digital advisory services, farmer producer organizations, agri-startups, public-private partnerships, and participatory innovation platforms are redefining extension practice, highlighting the need for new competencies along with strong professional ethics, sustained motivation, and clear accountability to effectively respond to the dynamic needs of farmers and agribusiness stakeholders.

The purpose of the Extension NEXT: Changing Roles and Innovations in Agricultural Extension training programme is to strengthen the capacity of agricultural extension professionals to adapt to emerging roles and innovations within extension systems. The programme aims to enhance participants' understanding of contemporary extension paradigms, digital and institutional innovations, and farmer-centered approaches, while fostering motivation, professional ethics, and accountability in service provision.

By aligning extension practice with current and future agricultural challenges, the training seeks to equip professionals with the skills and perspectives required to reorient, design, deliver, and manage inclusive, responsive, and impact-oriented extension services that contribute to sustainable agricultural development and improved farmer livelihoods.



Objectives



Understand emerging roles and responsibilities of extension professionals in dynamic agri-food systems



Build capacities in innovation-led, market-oriented, and digitally enabled extension approaches



Strengthen research-extension-farmer-market-consumer linkages



Enhance professional motivation, ethical conduct, and accountability towards farmers and stakeholders



Develop leadership, coordination, and change-management skills for effective extension delivery

Thematic areas



Changing Paradigms in Agricultural Extension

Critical checkpoints tracking progress from planning through final delivery stages



Emerging Roles of Extension Professionals

Facilitators, knowledge brokers, market linkers, and change agents



Digital and ICT-enabled Extension Innovations

Digital advisory services, data-driven extension, social media and mobile platforms



Market-led and Farmer-Centric Extension Approaches

Value chains, agribusiness linkages, FPO-led extension



Institutional Innovations and Partnerships

Public-private partnerships, start-ups, NGOs, and multi-stakeholder platforms



Participatory and Inclusive Extension Methods

Co-creation, innovation platforms, gender- and youth-inclusive approaches



Future-ready Extension Systems

Climate-smart extension, sustainability, and resilience building



Professional Ethics, Motivation, and Accountability

Ethical service delivery, performance, and farmer responsiveness



Methodology



Expert lectures and thematic presentations



Case studies, experience sharing and field visits



Group discussions and problem-solving exercises



Reflection sessions and action planning



Interaction discussions and mentoring

Expected Outcomes



Enhanced understanding of current and future roles and competencies of extension professionals



Strengthened capacity to design and implement innovative, farmer-centric extension interventions



Better integration of digital tools, market intelligence, and stakeholder partnerships



Development of actionable institutional and field-level extension strategies



Improved motivation, ethical orientation, and accountability in extension service provision



Creation of a network of forward-looking extension leaders and change agents



Participants

The participants in the programme would include

- Officials of ATMA, EEI and SAMETI
- Officers from Agriculture, Horticulture, Fisheries, Animal Husbandry, and Sericulture departments
- Subject Matter Specialists of KVKs
- Agricultural Extension faculty in the SAUs/ CAUs, Deemed Universities, Colleges
- Agricultural Extension scientists from ICAR, CSIR, and other national institutions
- Agricultural extension professionals from NGOs, CSOs, FPOs, and field-level managers
- Agri-entrepreneurs, start-up professionals, and private sector extension service providers

Programme Details

The MANAGE will cover training fees, food and accommodation.

The participants/ nominating organization may support the participants' travel costs

E- mail nominations to
directormanager1@gmail.com

Last date for Nominations: **20-08-2026**

Organising Team

Programme Director

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National Institute of Agricultural Extension Management (MANAGE)

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

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“Extension NEXT: Changing Roles and Innovations in Agricultural Extension”

September 21–25, 2026 at MANAGE, Hyderabad

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. Uni./Organisation : ☐ ATMA ☐ KVK ☐ SAMETI ☐ EEI ☐ Extension Officer
☐ Assistant/Deputy Directors ☐ Officers from Departments
☐ ICAR/CSIR ☐ CAU ☐ SAU ☐ Deemed Uni.
☐ Colleges ☐ FPO ☐ NGO ☐ Others
7. Uni./Organization : _____
Name & Address : _____
District : _____
State : _____
8. Mobile : _____
E-mail : _____
9. WhatsApp No. : _____
10. Nature of Job : Extension/ Training/ Research/Teaching

Date:

Signature

Forwarded and recommended by:

Signature