



GenNEXT Extension: Innovations and Practices

A Five-Day Training Program for Extension Professionals



August 03-07, 2026



Kerala Agricultural University (KAU)
Vellanikkara, Thrissur, Kerala

Context

Agricultural extension and advisory services are undergoing a significant transformation from traditional top-down approaches toward more responsive, context-specific, innovative and participatory systems of engagement. Contemporary extension is no longer limited to the transfer of technologies; rather, it is increasingly expected to respond to the diverse and evolving needs of smallholder farmers, women, youth and marginalized communities through inclusive and farmer-centred approaches.

The current extension landscape is shaped by multiple and interconnected challenges, including climate variability, natural resource degradation, widening inequalities in access to information and services, rapid digitalization, market uncertainties and changing consumer preferences. Simultaneously, extension delivery has become increasingly pluralistic, with services now provided not only by public agencies but also by Non-Governmental Organizations (NGOs), Farmer Producer Organisations (FPOs), cooperatives, private agribusiness firms, agri-startups and agri-influencers.

In this evolving scenario, extension professionals must broaden their competencies beyond conventional communication and technology dissemination methods. The next-generation extension practitioner requires expertise in user-centric digital and AI-driven platforms, participatory and farmer-led approaches, demand-responsive programme design, innovation scaling through pluralistic governance, agripreneurship facilitation, value-chain integration and market connectivity.

Against this backdrop, **GenNEXT Extension: Innovations and Practices** emerges as a timely and strategic capacity-building initiative. The programme is designed to provide a structured, reflective and practitioner-oriented learning platform through which extension professionals can critically reassess their roles, adopt emerging practices and develop actionable roadmaps for the digital, social, economic and ecological transformation of agriculture. By nurturing future-ready competencies and fostering innovation-driven practice, the GenNEXT programme seeks to prepare extension professionals to lead meaningful change in contemporary agricultural systems.

Objectives

In alignment with the shifting professional mandate, the Training aims to



Analyse Paradigm Shifts: Develop a critical understanding of the transition from top-down dissemination to demand-driven, digitally enabled and gender-transformative advisory systems



Advance Digital Competencies: Strengthen practical expertise in deploying AI-powered platforms, IoT and co-innovation frameworks within diverse field-level contexts



Reform Professional Outlook: Reorient the practitioner's role from prescriptive message delivery to farmer-centred facilitation, recognizing farmers as primary co-creators of knowledge



Architect Inclusive Programs: Build institutional capacity to design climate-smart, farmer-centric, market-linked and youth-inclusive extension models tailored to diverse agrarian realities

Content

Participatory and Farmer-Led Extension Approaches



Innovation scaling through pluralistic governance systems

Demand-Driven and Context-Specific Extension Strategies



Inclusive, Climate-Resilient and Sustainable Extension Practices

Farmer-Centric Digital and AI-Driven Extension Advisory Systems



Agripreneurship, Value-Chain Integration and Market Connectivity



Mode of Delivery



Presentations



Group discussions



Case studies



Exposure visits







Reflection sessions



Action plans

Key Takeaways

Upon successful completion of the training, participants will demonstrate synthesized proficiency across the following domains:

-  Deepened understanding of the transition from top-down to participatory, demand-driven, digitally enabled, farmer-centric and gender-transformative extension systems
-  Enhanced ability to deploy farmer-centric digital and AI-enabled tools and connect climate-resilient agricultural practices with sustainable livelihood and market opportunities
-  Strengthened capacity to scale innovations through multi-stakeholder collaboration, institutional partnerships and pluralistic extension governance for wider adoption and impact
-  Built competences in agripreneurship, value-chain integration and adaptive facilitation skills to address emerging agricultural challenges effectively

Who Can Participate

This training is designed for professionals actively engaged in agricultural extension, research or governance who are ready to be challenged, contribute fully and commit to systemic change

Applications are invited from:

-  Extension Professionals from State Agriculture and Allied Departments and ATMA officials
-  Scientists and Subject Matter Specialists (SMSs) from KVKs & ICAR Institutions
-  Faculty Members from State Agricultural Universities (SAUs) & Central Agricultural Universities (CAUs)
-  Directors and Faculties from SAMETIs and EEIs
-  Farmer-Producer Organisations (FPOs) engaged in Agricultural Extension and Farmer Advisory Services
-  Programme Directors and Staff from NGOs engaged in Agricultural and Rural Development





Training Fee, Food and Accommodation



Training fees and food will be taken care of by MANAGE, and accommodation will be arranged by Kerala Agricultural University. Participants' travel costs may be covered by the participants or their nominating organization.

Kindly send your nominations to



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Last date for submission: July 10, 2026

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A Five-Day Training Program for Extension Professionals

August 03-07, 2026, at Kerala Agricultural University (KAU), Vellanikkara, Thrissur

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. Age (yrs) : _____
4. Educational Qualification : _____
5. Gender (Male or Female) : M F
6. Total Service (yrs) : _____
7. Category of Officer : Group A (Rank of Assistant Director and above Group A)
Group B (Rank below Assistant Directors)
Others (NGOs, Private Sectors etc.,)
- Sector Agriculture Horticulture Sericulture AH & Vet.
 Services Fisheries ICAR SAUs Marketing ATMA
 Rural Devt. NGOs SAMETIs/EEIs Others (Specify)
6. Organization Name & Address : _____

- District : _____
- State : _____
6. Mobile Number : _____
(WhatsApp Number) : _____
7. E-mail : _____

Date :

Signature