



## MANAGE Induction Training Program for Agricultural Extension Professionals

June 5-25, 2024

National Institute of Agricultural Extension Management (MANAGE), Hyderabad

Academic and Research Institutes, State developmental departments, Commodity boards, Central Sector Schemes and Private sector (NGOs, Agri-business companies, Consultancy service providers, Agriculture CSR activities, media, and Civil society organizations (FPOs, SHGs and others) are regularly recruiting human resources for the agricultural extension and agricultural developmental work. Most of them join for jobs after completion of formal agricultural education.

Hence, an induction training is proposed with the following objectives:

- To inculcate better technical and functional competencies among the newly recruited extension professionals.
- Improve the research and documentation capacity of extension professionals.
- To bring positive change in the values and behavior of extension professionals.
- Develop professional leadership capacities and team spirit among the extension professionals.

### Course Content

#### Module 1

##### **Agricultural Development and Advancement in Agricultural Research**

Overview of Indian Agriculture Eco-system/ Indian Food Systems, National Agricultural Policy, Central Sector Schemes for agricultural development, Crop Improvement, Crop management techniques, Soil and water management, Crop protection (Pest and diseases management) Post-harvest, processing and value addition, Agricultural Extension and Marketing management.

#### Module 2

##### **Extension Management**

Public-private partnership, Value chain-based Extension management, Climate Smart Advisory approaches, Integrating Gender in Extension, Nutrition Sensitive approaches, Agri-business management, and Global Good practices.

#### Module 3

##### **Agricultural Extension Methods and Innovations**

Appropriate extension methods and tools, ICT tools and data analytics, Content generation for digital delivery, Monitoring, evaluation and learning tools, Extension methods for climate-smart agriculture, Agri-Journalism, ATMA/ FSR/E and Agro-Tourism and Community Extension Approaches and Extension Innovations.

## Module 4

### Functional Skills

Facilitation skills, community mobilization, multi-channel communication skills, farmer group formation, social communication, digital skills, team building, documentation, business and marketing, negotiation and soft skills.

## Module 5

### Professional Ethics

Principles of ethics-Honesty, trustworthiness, transparency, accountability, confidentiality, objectivity, respect, obedience to the law, and loyalty.

### Eligibility

- Newly recruited agricultural extension professionals (and also those who have less than 3 years of experience in agricultural extension) in public-private agricultural developmental departments.
- The KVKs/Universities/ ICAR Institutes may nominate only agriculture extension specialized professionals with less than 3 years of service experience

### Nomination

State Departments / KVKs/Universities/ ICAR Institutes/ Colleges/ other Institutions can nominate the candidates and forward the nomination forms to the course director's e-mail: [saravanan.raj@manage.gov.in](mailto:saravanan.raj@manage.gov.in)

### Duration

MANAGE induction training program is a full-time 21-day residential program conducted at MANAGE, Hyderabad.

### Training methodology

Participatory experience sharing, learning from the case studies, discussion on good practices, video sessions, hands-on-experience, World Café method, Job improvement plan, recap sessions and field visits.

**Training period:-** June 5-25, 2024; 21 days

### Training Fee, Food and Accommodation

Training fees, food and accommodation will be taken care of by the MANAGE and participants' travel costs may be taken care of by the participants/ nominating organization.

### Forward the Nominations To

Dr. Saravanan Raj  
Director (Agricultural Extension)  
National Institute of Agricultural Extension Management (MANAGE)  
Rajendranagar, Hyderabad- 500030, INDIA  
[saravanan.raj@manage.gov.in](mailto:saravanan.raj@manage.gov.in)



**National Institute of Agricultural Extension Management (MANAGE)**

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