



National Writeshop on Case Studies and Good Practices on Agricultural Extension and Agri-Startups

14 - 18 December 2026 , MANAGE, Hyderabad, India

Background Note

Agricultural extension is a dynamic, practice-oriented field where practitioners continuously respond to complex, evolving challenges through experimentation, adaptation, problem-solving, and context-specific decision-making. These experiences generate valuable practical knowledge that needs to be systematically captured, documented and shared to strengthen learning and improve future interventions. There is a growing need to recognise field-based experiences as an important source of knowledge and to create greater opportunities for reflection beyond routine implementation, monitoring and reporting.

In this context, documenting case studies and good practices can provide a structured way to capture the processes, experiences, and lessons underlying successful interventions. Good practices represent effective processes, techniques, principles or approaches that have been tested and refined under field conditions. While they may not be directly replicable across situations, documenting the “recipe” behind their success, including the context, process, adaptations, challenges, resources, costs and outcomes, can facilitate their best-fit application in other settings.

The National Writeshop on Case Studies and Good Practices on Agricultural Extension and Agri-Startups is therefore envisioned as a platform to identify, document and disseminate valuable practice-based knowledge. It will bring together extension professionals, researchers, practitioners, students and Agri-startup stakeholders to transform field experiences into concise, evidence-based and accessible knowledge resources. Such documentation can support learning, knowledge sharing, capacity building and informed decision-making, while recognising practitioners as important creators of knowledge and strengthening the connection between practice, research and policy.

Objectives

- To identify, discuss, and systematically document promising practices and field experiences in agricultural extension and Agri-startups.
- To enhance the capacity of extension professionals to understand, adapt, and apply context-specific practices through experiential and peer learning.
- To develop a curated compendium of documented case studies and good practices for wider dissemination among extension stakeholders.

Proposed Themes

The workshop invites case studies and good practices that focus on emerging and promising practices in agricultural extension and Agri-startups across the following broad thematic areas

1. Governance in Extension

Financial sustainability of extension; Accountability mechanisms; pluralistic and private extension; decentralized and demand-driven extension; multi-stakeholder partnerships and networking; farmer–extension–research linkages; institutional and strategy development.

2. Innovative Extension and Advisory Approaches

Farmer-to-farmer extension; community-based extension; Farmer Field Schools; Farmer Producer Organisations; innovation platforms; business development services; participatory and experiential extension; demand-driven advisory services

3. Digital and ICT-enabled Extension

Digital advisory platforms; mobile-based extension; web portals; social media; videos and multimedia; mobile applications; IoT and emerging technologies; AI-enabled advisory services; digital knowledge platforms; Management Information Systems; digital inclusion

4. Agri-Startups, Entrepreneurship and Innovation

Farmer-centric Agri-startup technologies & services; Precision farmer advisory; startup–farmer linkages; startup–extension partnerships; incubation and acceleration; sustainable business models; market and value-chain innovations; financing and scaling of Agri-startups

5. Capacity Development, Knowledge Management and Learning

Capacity needs assessment; capacity development of extension personnel; professional development; curriculum and training material development; performance management; monitoring, evaluation and learning; knowledge management; institutional learning; organizational culture and staff management

6. Inclusive, Sustainable and Resilient Extension

Gender-responsive extension; youth engagement; climate-smart extension; natural resource management; nutrition-sensitive extension; plant health extension; value-chain and market-oriented extension; inclusion of smallholders and marginalized groups; risk management and resilience; sustainable agricultural practices

Who Can Participate

- Extension practitioners of Agriculture & Allied sectors
- Faculty from SAUs
- Scientists of ICAR
- SMS from KVKs
- Extension functionaries from the private and NGOs
- Students from agriculture extension/veterinary extension/fisheries extension, social work and Developmental studies
- Startup founders, Agripreneurs, consultants and farmer representatives from civil society organizations (FPOs, SHGs, associations, etc.).

Participant Contribution

Participants may submit either a Case Study or a Good Practice (10 pages) related to the Writeshop themes.

1. Case Studies

A case study can document the story of a real experience, intervention, innovation, initiative or field-level solution covering its context, implementation journey, challenges, outcomes and lessons.

Suggested Case Study Format

Title → Context & Challenge → Intervention / Story → Stakeholders → Outcomes & Impact → Challenges → Lessons Learnt → Way Forward

*This is a suggested framework and not a rigid format.

2. Good Practices

A good practice is an effective process, technique, principle or approach that has been tested and refined under field conditions and offers useful lessons for adaptation or wider application.

Suggested Good Practice Format

Authors → Context → Good Practice → Implementation → Partners & Technology → Outcomes & Impact → Challenges → Lessons Learnt → Sustainability & Scaling → Future Plans → Conclusion → Additional resources → Acknowledgement

* A brief written Good Practice Note should be prepared using this framework. It will form the basis for workshop documentation and the final compendium.

Kindly Send Your Submissions to:

saravananraj.manage@gmail.com

Participants may submit relevant contributions related to the workshop themes on or before 14 November 2026. Selected contributions will be invited for presentation and included in the workshop documentation.

Timeline for Proposal Submission



Submission of case study/
good practice draft

On or before
November 14, 2026



Review and feedback on
proposal:

November 30, 2026



Submission of final good
practice note (10 pages):

On or before
December 07, 2026

Selection Criteria

Contributions will be considered based on:

- Relevance to the Writeshop themes
- Practical significance
- Innovation and originality
- Evidence of outcomes or impact
- Quality of learning and lessons
- Stakeholder engagement
- Sustainability and potential for scaling
- Clarity of presentation

Expected Outcome

- Documentation of valuable case studies and good practices
- Sharing of practical experiences and lessons learnt
- Strengthened capacity for knowledge documentation
- Peer learning, networking and collaboration
- Identification of practices with potential for scaling
- Development of a curated knowledge compendium



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14-18 December 2026 @ MANAGE

Academic Year: 2026-27

REGISTRATION

(Please fill-up completely)

1. Name (CAPITAL LETTERS): _____

2. Designation : _____

3. Age (Yrs) : _____

4. Gender (Male or Female) : _____

5. Total Service (Yrs) : _____
(If applicable)

6. Group : A ☐ B ☐ Other ☐

7. Sector (✓) : ☐ Agriculture ☐ Horticultur ☐ Sericulture ☐ AH & Vet.
☐ Fisheries ☐ ICAR ☐ SAUs ☐ KVK ☐ College/University
☐ NGOs ☐ Others, specify _____

8. Startup Name : _____

9. Startup Address : _____

District : _____

State : _____

10. Telephone Off. : _____ Mobile: _____

Email : _____

Date:

Signature