



Training program on **Value Chain Extension: Agriculture Extension and Entrepreneurship**

23–27 November 2026
MANAGE, Hyderabad



National Institute of Agricultural Extension Management (MANAGE)

(An Organization of Ministry of Agriculture & Farmers Welfare, Government of India)

Rajendranagar, Hyderabad- 500 030, INDIA

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Value Chain Extension: Agriculture Extension and Entrepreneurship

Over the past decades, global agri-food value chains have undergone extensive transformation, contributing to improvements in efficiency, food quality, food safety and market integration. However, many farmers, agripreneurs, primary producers and processors continue to require stronger business-oriented advisory services to participate effectively in evolving value chains.

At the same time, India's agricultural ecosystem is witnessing growing demand for agri-startup mentoring, entrepreneurship development, value addition, market linkage and strengthening of Farmer Producer Organisations (FPOs). These emerging needs require a shift from conventional production-oriented extension towards value chain extension that connects farmers and rural enterprises with markets, technologies, finance, institutions and entrepreneurial opportunities.

Value chain extension can help transform agricultural production into profitable, market-driven and locally anchored enterprises, creating greater value and employment opportunities for farmers, entrepreneurs and rural communities. It encompasses a range of interventions including value chain mapping and analysis, stakeholder facilitation, market intelligence, supply chain management, financial planning, quality standards, contract negotiation, branding, packaging, storage, logistics, marketing and entrepreneurship development.

Against this backdrop, the programme "Value Chain Extension: Agriculture Extension and Entrepreneurship" has been designed to strengthen the capacities of trainers and extension professionals engaged in Agricultural Extension and Advisory Services (EAS). The programme will focus on developing market-oriented extension competencies, strengthening entrepreneurial ecosystems and enabling participants to facilitate more effective linkages among farmers, FPOs, enterprises, startups, markets and support institutions.

Programme Objectives

Build foundational understanding of market dynamics and facilitate the transition from production-oriented extension towards market-driven value chain extension and entrepreneurship.

Develop practical skills in value chain diagnostics and mapping, market-flow analysis and identification of entrepreneurial and value-creation opportunities for farmers and rural enterprises.

Strengthen the capacity to mobilise producers and FPOs and facilitate linkages with institutional finance, technologies, incubation services and relevant government programmes.

Integrate digital capabilities into extension practice, enabling participants to use e-commerce, digital payments, social media and digital decision-support tools for improved market access and business decision-making.

Promote gender-inclusive value chain extension by enabling participants to identify gender-based constraints and develop strategies that support and empower women agripreneurs.



Training Content

- > The Need for Value Chain Extension
- > Extension for the Entrepreneurial Ecosystem
- > Extension for Building Entrepreneurship and Enterprise Development Skills
- > Extension and Value Chain Interventions
- > Role of Extension in Mobilising Producers and Strengthening Collectives
- > Analysing Value Chains for Better Advisory Services
- > Facilitating Finance, Technology and Institutional Linkages
- > Promoting Digital Skills for Value Chain Management
- > Gender-Inclusive Value Chain Extension

Training Methodology

The programme will adopt a participatory and practice-oriented learning approach, comprising:



Presentations
and expert
sessions



Group discussions
and interactive
exercises



Case studies
and field-based
examples



Reflection and
experience-sharing
sessions



Individual/
institutional
action plans

Expected Outcomes

At the end of the programme, participants will be able to:



Map and diagnose agricultural value chains and identify profitable, demand-driven opportunities for farmers and rural enterprises.



Facilitate enterprise development among farmers, FPOs and agri-enterprises through value addition, product diversification, quality standardisation and market positioning.



Facilitate institutional linkages between rural entrepreneurs, producer collectives and financial institutions, government programmes, technology providers and incubation services.



Apply digital tools and platforms, including social media, e-commerce and digital decision-support systems, to improve market access, business efficiency and trade.



Facilitate inclusive value chain development through gender-responsive extension strategies that address barriers faced by women agripreneurs and strengthen their participation across the value chain.

Who Can Participate?

- > Officials of ATMA, EEs and SAMETIs
- > Officers from Agriculture, Horticulture, Fisheries, Animal Husbandry and Sericulture Departments
- > Subject Matter Specialists of KVKs
- > Faculty members from SAUs, CAUs, Deemed Universities and Agricultural Colleges
- > Agricultural Extension Scientists from ICAR, CSIR and other National Institutions
- > Extension professionals from NGOs, CSOs, FPOs and other Development Organisations
- > Field-level Managers and Professionals engaged in Agricultural Advisory Services
- > Agri-entrepreneurs, Startup Professionals and Private-Sector Extension Service Providers
- > Program details
- > The MANAGE will cover training fee, food and accommodation for public sector extension professionals.
- > Private sector participants need to pay Rs. 5000 as training fee which includes food and accommodation.
- > The participants/nominating organization may support the participants travel cost
- > E-mail nomination to: directormanage1@gmail.com
- > Last date for nomination: **10th November 2026**

Program Details

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- > The participants/nominating organization may support the participants travel cost



E-mail nomination to
directormanage1@gmail.com

Last date for nomination:
20th November 2026

Programme Director

Dr. Saravanan Raj

Director (Agriculture Extension)

MANAGE

Saravananraj.manage@gmail.com

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**Training program on
Value Chain Extension: Agriculture Extension and Entrepreneurship**

November 23–27, 2026 at MANAGE, Hyderabad

NOMINATION FORM

(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