



MANAGE Induction Training Program for Early Career Agricultural Extension Professionals

National Institute of Agricultural Extension Management (MANAGE)
Hyderabad

August 5-25, 2026

Agricultural extension systems are increasingly expected to address the complex and evolving challenges facing contemporary agriculture, including climate change, food and nutrition security, market uncertainties, rural unemployment, digital transformation, and sustainable natural resource management.

At the same time, academic institutions, government departments, research organizations, commodity boards, NGOs, agribusiness firms, farmer organizations, and private sector agencies are continuously recruiting professionals to support agricultural development and advisory services. However, many newly recruited extension professionals enter the workforce immediately after formal agricultural education with limited exposure to the practical, institutional, managerial, and participatory dimensions of extension practice. This transition highlights the growing need for structured induction and professional orientation programmes that can strengthen technical competencies, functional skills, ethical values, leadership capacities, and field-level problem-solving abilities among young professionals.

In response to this need, the MANAGE Induction Training Programme for Agricultural Extension Professionals has been designed as a comprehensive capacity development initiative to equip early-career extension professionals with practical knowledge, contemporary extension approaches, digital competencies, communication skills, and collaborative learning experiences required to effectively engage with farmers, institutions, markets, and rural communities in an increasingly dynamic agricultural landscape.



Objectives

Strengthen the technical, functional, and managerial competencies of newly recruited agricultural extension professionals

Develop professional values, ethical orientation, leadership qualities, and team-building skills among extension personnel

Promote innovation-oriented, inclusive, and farmer-centred extension practices suited to emerging agricultural and rural development challenges



Enhance capacities in research, documentation, communication, and evidence-based extension practice

Equip participants with practical skills in facilitation, community mobilization, multi-channel communication, and stakeholder engagement

Course Content

Module 1 Agricultural Development and Research Systems

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 Contemporary 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 Extension Methods and Innovations

Participatory extension methods and communication tools, ICTs, digital platforms, and data analytics in extension, Content development for digital advisory services, Monitoring, evaluation, and learning frameworks, Extension approaches for climate-smart agriculture, Agri-journalism, agro-tourism, and community-based extension innovations.

Module 4 Functional and Professional Skills

Facilitation and community mobilization techniques, Multi-channel communication and stakeholder engagement, Farmer group formation and social communication, Digital skills, teamwork, and documentation practices, Business communication, negotiation, and soft skills.

Module 5 Professional Ethics and Leadership

Ethics, accountability, and transparency in extension practice, Professional conduct, trustworthiness, and confidentiality, Leadership development and team-building approaches, Strengthening professional values and institutional responsibility.



Eligibility

The programme is open to newly recruited agricultural extension professionals and early-career practitioners (up to three years of experience) from public and private agricultural development organizations, including State Departments, ATMA, KVKs, ICAR Institutes, Agricultural Universities, NGOs, FPOs, and agribusiness organizations.



Nomination

State Departments /ATMA/ KVKs/Universities/ ICAR Institutes/ Colleges/ other Institutions can nominate the candidates and forward the nomination forms to the course director's e-mail: directormanage1@gmail.com





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

August 5-25, 2026
21 days



e-mail Nominations to:

directormanage1@gmail.com



Training Fee (Including Food and Accommodation): Rs. 20, 000 (Including GST) for 21 days

Program Director

Dr. Saravanan Raj

Director (Agricultural Extension)

National Institute of Agricultural Extension Management (MANAGE)

Rajendranagar, Hyderabad- 500030, INDIA

saravanan.raj@manage.gov.in

Program Coordinator

Dr. Sandipamu Raahalya

Innovation Scaling Specialist

National Institute of Agricultural Extension Management (MANAGE)

Rajendranagar, Hyderabad- 500 030, INDIA

National Institute of Agricultural Extension Management (MANAGE)

(An organisation of Ministry of Agriculture and Farmers Welfare , Govt.of India)

Rajendranagar, Hyderabad - 500030 , Telangana State, India

<https://www.manage.gov.in/>



MANAGE-CAEIRA



MANAGE-CAEIRA



MANAGE-CAEIRA



National Institute of Agricultural Extension Management
Rajendranagar, Hyderabad – 500 030 Telangana, India, www.manage.gov.in

=====

**MANAGE Induction Training Program for
Early Career Agricultural Extension Professionals**
August 5-25, 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. Age (Yrs) : _____
4. Gender (Male or Female) : _____
5. Total Service (Yrs) : _____
6. Sector (✓) : Agriculture Horticulture Sericulture AH & Vet.
 Fisheries ICAR SAUs KVK ATMA
 NGOs Others, specify
7. Organization Name : _____
8. Organization Address : _____
- District : _____
- State : _____
9. Telephone Off. : _____ Mobile: _____
- Email : _____

10. After confirmation of the nomination, the training fee need to be deposited to the
MANAGE account

Date: _____ **Signature**

Nomination forwarded by:

Date: _____ **Signature**