



MANAGE Induction Training for Extension Professionals

November 16-30, 2023 (15 days)



National Institute of Agricultural Extension Management (MANAGE)

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

Rajendranagar, Hyderabad – 500030

www.manage.gov.in

MANAGE Induction Training for Extension Professionals

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

Hence, an induction training is proposed with 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 values and behaviour 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 development, 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.

Module 6

Service Rules and Regulation

Administrative rules- employee entitlements, service benefits, pay fixation, roles and responsibility, pension, grievances and Liable for disciplinary action, RTI, vigilance, ACR, Increment, Punishment and rewards, submission of proposals. Basic accounting GFR, Tour report, UC, Income tax filing and PF etc.

Eligibility

Newly recruited extension professionals (and also those who are having less than 3 years of experience in agricultural extension) in public-private agricultural developmental departments, KVKs, Agri-Business Firms and NGOs or professionals involved in agriculture-based CSR activities and civil society organizations.

Nomination

State Departments/ Institutions can nominate the candidates or interested applicants can also email their nomination to the course directors' e-mail: [saravanan.raj@manage.gov.in/](mailto:saravanan.raj@manage.gov.in)
saravananraj.manage@gmail.com

Duration

MANAGE induction training programme is a full time 15 days programme conducted at MANAGE, Hyderabad

Training period

November 16 - 30, 2023 (15 days)

Training methodology

Participatory
Experience sharing
Learning from the Case studies/ Good practices
Video sessions
Field visits

Hands-on-Experience
World Café method
Job improvement plan
Recap sessions

Training Fee

Rs. 20,000 (Including GST) per participant

Accommodation and Food Charges

Rs. 1250 per day (Including GST) per participant



Course Director

Dr. Saravanan Raj

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