



**MANAGE International
Conference on**

**Agricultural
Extension and
Advisory Services:
Innovations to Impact**

November 25-27, 2020

MANAGE, Hyderabad, India

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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Agricultural Extension and Advisory Services: Innovations to Impact

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Themes of the Conference

Theme 01

Inducing Innovations: Modernizing extension through institutional reforms and innovations

Theme 02

Reforming Capabilities: Developing agri-institutions and building capacities

Theme 03

Beyond Agriculture: Catering to advisory needs of allied sectors

Theme 04

Entrepreneurship through Market-linked Extension: Incubating innovations and Startups

Theme 05

Looking for better Impact: Navigating ICTs for Agricultural Extension and Advisory Services

Theme 06

New Extension: Climate Smart Agriculture, Gender, Nutrition, and Urban Agriculture



Exhibitions and Demos

Innovations and best practices in agricultural extension and advisory services

Theme 01

Inducing innovations: Modernizing extension through institutional reforms and innovations

With changing dimensions of agricultural extension keeping pace with the global shift in agricultural and rural development scenarios, institutions have come to play an important role in development. While focus in recent times has shifted to innovation and innovation platforms, institutions remain at the heart of it being the main players for extension while the functions may change with players and context. Hence it becomes important to address the various roles and function of extension organizations in the agricultural and rural development context through both theoretical as well as empirical research and learning. The theme will be addressing the following key questions:

- ① What makes institutional innovations effective for agricultural and rural development?
- ① How does innovation platforms accentuate the innovation capacity of extension institutions?
- ① What factors help/hinders innovation capacity of extension institutions?
- ① In what ways can institutional innovations contribute to modernizing extension?

Theme 02

Reforming Capabilities: Developing agri-institutions and building capacities

Capacity development goes beyond transfer of skills to shift in mindset, attitude and behavior to help the stakeholders understand the system they are part of, analyze various perspectives for efficient interactions, learning, and creation of knowledge and opportunities. While it is commonly established that capacity development is required at individual, organizational, and environmental level, articulation of how the process happens at different levels, what interventions work and what don't and why, connection between capacity development and performance needs to be assessed. This theme intends to explore the following questions (through related topics relevant to the discussion are also welcome):

- ① Does and how capacity development influences effectiveness of extension service delivery?
- ① How effective are capacity development frameworks in low and middle income country perspective?
- ① How knowledge, accountability, leadership and institutional arrangements in a system are effected by capacity development?

Theme 03

Beyond Agriculture: Catering to advisory needs of allied sectors

Diversification of portfolio is not a new idea for farmers in developing countries. Livestock serve as liquid assets while fisheries and forestry provide insurance against bad times. But extension system, as it happens, mostly concentrates on crops and often ignores other sectors. Technological innovations are an important aspect in allied sector due to high value of the investment required for the farmers. Policy focus on allied extension is also skewed along with budget allocation because of the under-due attention. In this context, this theme intends to discuss the following issues and other related topics:

- ① Better redressal of the existing lacuna in allied sector extension
- ① How allied sector extension can be better integrated in agriculture extension approaches?
- ① How can allied sector extension address sustainability issues in agriculture?
- ① How equipped is the allied sector extension system at grassroots to cater the needs of the rural populace?

Theme 04

Entrepreneurship through Market-linked Extension: Incubating innovations and Startups

Innovations are critical in sectors like agriculture to increase sustainability in environment friendly manner without compromising on the production and productivity. Market focused extension approaches, the practices and challenges of the sector from the consumers' perspective which altogether makes the process profitable. And that requires looking at agriculture from a business perspective rather than as a mere profession. In the high risk agricultural sector, incubators provide a better environment to the budding businesses and startups to thrive along with opportunities for customization, commercialization, employment, innovations and leadership in emerging economies. Keeping this in view, this theme intends to explore the following questions and other related topics:

- ① How can incubators facilitate stakeholder interaction to optimize the performance of agricultural innovation systems?
- ① How can incubations foster startups balancing profitability and social responsibility?
- ① How best can roles of extension be classified for fostering market-linked agriculture?

Theme 05

Looking for better impact: Navigating ICTs for AEAS

Many marginalized population now have easier access to Information and Communication Technologies (ICTs) making communities more connected and agricultural decisions more informed. In the past two decades, agricultural policy has also embraced the fact that ICTs are indispensable for agriculture development and has integrated it to make the best use of it. But digitalization and increased proliferation of ICTs have also raised many questions. Increased mobile subscription has been translated as increased digitalization of agriculture, while that might have merely been the increased scope. Pushing of digital media on rural communities have not been uncommon either based on this mere assumption which has resulted in increased digital divide, content misinformed of local needs. The disconnect between software developers, content developers and the rural communities is also fairly large, thus raising more questions than they answer and giving rise to more complicated problems. In this context, the current theme intends to discuss the following issues and other related topics:

- ① How can ICTs be best integrated for agriculture development?
- ② Where are the failure stories that ask the right questions?
- ③ Where are the disconnects that inhibit taking full advantage of the potential ICTs have to offer in agricultural development?

Theme 06

New Extension: Facilitating Climate Smart Agriculture, Gender, Nutrition, and Urban Agriculture

Gender and nutrition are two highly correlated issues in developing countries that extension and rural advisory services can address through engagement with community, local administrative bodies, and stakeholders of agriculture and rural development. While strategic agricultural practices can be a solution to nutrition issues in rural areas, in urban areas, inclusion of agriculture can go much beyond. Along with increasing access to nutrition organic food, it will also help in battling pollution, increasing community engagement, and make people more aware about their food. As these issues, independently as well as integrated, can be greatly affected by extension services, this particular topic intends to explore the answers to the following questions to find better solution to the problems:

- ❓ Do we have the right tools to effectively engage and measure the impact of gender-targeted initiatives in agriculture?
- ❓ How can extension service best address nutrition issues in agriculture?
- ❓ How can extension service integrate urban farming for reducing urban poverty and initiate better access to nutrition?
- ❓ What are some unique cases of extension service involvement in development/promotion/adaptation of CSA?

Information for the Participants



About the MANAGE

MANAGE was established in 1987, as the National Centre for **Man**agement of **Ag**ricultural **E**xtension at Hyderabad, by the Ministry of Agriculture & Farmers Welfare, Government of India as an autonomous Institute. In recognition of its importance and expansion of activities all over the country, its status was elevated to that of a National Institute in 1992 and re-christened to its present name i.e., National Institute of Agricultural Extension Management. MANAGE is the Indian response to challenges of agricultural extension in a rapidly growing and diverse agriculture sector. The policies of liberalization and globalization of the economy and the level of agricultural technology becoming more sophisticated and complex, called for major initiatives towards reorientation and modernization of the agricultural extension system. Effective ways of managing the extension system needed to be evolved and extension organizations enabled to transform the existing set up through professional guidance and training of critical manpower. MANAGE is the response to this imperative need. Professional services provided by MANAGE are management training, consultancy, management education, research, and knowledge management services (www.manage.gov.in).



The Conference

International Conference on 'Agricultural Extension and Advisory Services: Innovations to Impact' is to be held at National Institute of Agricultural Extension Management, Hyderabad from November 25-27, 2020. The scope of the Conference is to provide an international platform for exchange of ideas among researchers, academicians, development practitioners, and students in agriculture extension and advisory services. The Conference will address key topics and issues related to governance, policy

environment, capacity and management, advisory methods and cross cutting themes in extension and advisory services.

Selected and presented papers will be published in an edited book with ISBN number.



Conference Venue

MANAGE is a sprawling green campus in Hyderabad, India with the charm of the old city and the pace of the new. It conducts national and international training programmes in agricultural extension and plays a pivotal role in agricultural extension policy formulation and implementation at national scale. The campus provides hospitality facilities, indoor and outdoor sports complex, gyms, spacious parking facilities, free Wi-Fi, ATMs for banking transactions, and a wonderful green space of reserved forests.

It is situated at Rajendranagar, Hyderabad about 20 kms from Rajiv Gandhi International Airport, Hyderabad and nearly 30 kms from Secunderabad Railway Junction.



Conference Important Dates

Abstract
submission
deadline

April 25, 2020

Paper
submission
deadline

June 25, 2020

Acceptance
notification and
review suggestions

July 25, 2020

Final paper
submission

**September 25,
2020**



Abstract and Paper Submissions

We encourage scholars at scientific institutions, universities, public and private sector institutions, developmental departments to submit their abstracts and papers. Abstracts and Papers will be written in English and for publication of the selected papers in ISBN numbered book, they must be presented at the conference. Abstracts should confine to 300-500 words. Selected papers for oral presentation must be in Arial 11 point font, 1.5 spacing, and 1 inch margin at top, bottom and sides and should be submitted through email (saravananraj.manage@gmail.com). The papers should not exceed the range of 6000-8000 words. Papers will be selected through blind peer review based on relevance, quality and novelty of research. Papers will be checked for plagiarism and if found plagiarized, will be rejected.

Visa

Visa requirement for stay in India varies depending on the country of origin and period of stay. Visa will be issued by the Indian Diplomatic Representation in your country. For requirement of relevant document as **Invitation Letter**, please write to us with your passport details.

For details on Visa requirements and following procedures, please check the website of Bureau of Immigration, Ministry of Home Affairs, Govt. of India (<http://boi.gov.in/>).

Accommodation

Accommodation for PG students, and young researchers will be arranged at MANAGE with no-cost basis. For others, accommodation will be arranged at hotels on payment basis.



Contact

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