

## International ITEC Training Programme on

### “New Generation Competencies for Agricultural Extension Research Scholars”

(Only for the M.Sc/ Ph.D Research Scholars in Agricultural Extension)

#### (Two-Week Programme)

#### Course details

<b>Course Title</b>	New Generation Competencies for Agricultural Extension Research Scholars		
<b>ITEC Coordinator/ Course Director</b>	Dr. Saravanan Raj Director (Agricultural Extension)		
<b>Course Duration:</b>	October 22-November 04, 2025		
<b>NO. of days of training</b>	Days = 14	112 Learning hrs (approximate):	
<b>Accommodation</b>	Type: Hostel	Distance from Campus	Within campus/
<b>Airport ( nearest)</b>	Location:	RGIA, Shamshabad	Distance from campus/accommodation 15 kms
<b>Batch Size</b>	Minimum Participation =25		Maximum participation =30
<b>Study tour</b>	City	Places	No. of days

**Rationale and justification for the ITEC program at MANAGE, Hyderabad:** The global agricultural landscape is transforming rapidly due to climate change, digitalization, market dynamics, and sustainability imperatives. This evolution demands a new generation of extension professionals equipped with advanced competencies to address complex challenges. Traditional extension approaches are increasingly insufficient to meet these demands, creating a critical need for professionals who can navigate digital technologies, understand global markets, and communicate effectively across cultures. The current skill gaps in extension services, particularly in areas like digital literacy, market orientation, and cross-cultural communication, significantly impact agricultural development and farmer prosperity.

International collaboration through this program offers a unique opportunity to bridge these gaps by facilitating knowledge exchange, sharing best practices, and building

global networks. By bringing together diverse perspectives from different agricultural contexts, the program aims to develop extension professionals capable of delivering innovative, market-oriented, and culturally sensitive solutions. This international initiative will enhance professional capabilities, strengthen global networks, and ultimately improve agricultural productivity and farmer livelihoods across participating nations. The program's focus on new-generation competencies ensures that extension professionals are well-prepared to meet current and future agricultural challenges while promoting sustainable development in the sector.

### **Aims and Learning Objectives of the program**

- To orient participants globally on the emerging areas in extension research, practice, and policy.
- To explore career opportunities in global agricultural development
- To establish international research priorities and collaborative opportunities
- To develop cross-cultural communication skills for effective extension services

### **Tentative Programme Schedule**

<b>Day - 1</b>	
9.30 am – 10:30	Registration
10.30 am – 11:15	Inauguration of the Program
11.15 am	Tea Break
11.30 am	Interactive Session with participants
	Entry level test - Understanding the background and experience of the participants
	Introduction to the program & overview of learning objectives of the program
01.00 pm	Lunch
02.00 pm	Importance of Agricultural Extension and Current Issues and Challenges
03.30 pm	Tea Break
03.45 pm	Journey of MANAGE and extension activities
05:15 pm	Close
<b>Day- 2</b>	
09:30 –11:15	Agricultural Extension: Time for Step Beyond Next Step
11.15 am	Tea Break

11.30 am	New Competencies & Job Opportunities for Agricultural Extension
01.00 pm	Lunch
02.00 pm	New Curriculum in Agricultural Extension: Better Opportunities and Way Forward
03.30 pm	Tea Break
03.45 pm	Group activity
05:15 pm	Close
<b>Day -3</b>	
09:30 – 11:15	Research on Gender in Agriculture: Equality, Social inclusion, M & E
11.15 am	Tea Break
11.30 am	Diversity and Gender in Extension: Skills and Competencies
01.00 pm	Lunch
02.00 pm	Gender and Sustainable Development Goals
03.30 pm	Tea Break
03.45 pm	Group activity
05:15 pm	Close
<b>Day - 4</b>	
09:30 – 11:15	Policy Engagement for Agricultural Extension
11.15 am	Tea Break
11.30 am	Exploring Policy Pathways: Engagement Opportunities and Key Competencies
01.00 pm	Lunch
02.00 pm	Reform Strategy for Effective Agriculture Extension Delivery
03.30 pm	Tea Break
03.45 pm	Activity Based
05:15 pm	Close
<b>Day - 5</b>	
09:30 –11:15 am	Social Science Research & Knowledge Management
11.15 am	Tea Break
11.30 am	Research Priorities in Agricultural Extension
01.00 pm	Lunch
02.00 pm	Advances in Agricultural Extension Research
03.30 pm	Tea Break
03.45 pm	Qualitative Research Methods and Opportunities
05:15 pm	Close
<b>Day-6</b>	

09:30 – 11:15 am	Agricultural Extension in the Times of Climate Change: Community, Markets and Policy
11.15 am	Tea Break
11.30 am	Extension Approaches to Mitigate Climate Change
01.00 pm	Lunch
02.00 pm	Self-Assessment Exercises
03.30 pm	Tea Break
05:15 pm	Developing Next Generation of Extension Workers

<b>Day-7</b>	
09:30 – 11:15 am	New Capacities for Agricultural Extension
11.15 am	Tea Break
11.30 am	Personal and Professional Development Skills and Competencies
01.00 pm	Lunch
02.00 pm	Governance in Agricultural Extension
03.30 pm	Tea Break
05:15 pm	Close

<b>Day - 8</b>	
09:30 – 11:15 am	ICTs & Digital Innovations in Agricultural Extension: Navigating New Frontiers
11.15 am	Tea Break
11.30 am	Social Media in Agricultural Extension
01.00 pm	Lunch
02.00 pm	Digital Competencies for Agricultural Extension
03.30 pm	Tea Break
03.45 pm	Group activity
05:15 pm	Close

<b>Day - 9</b>	
09:30 – 11:15 am	Extension Soft Skills and Competencies
11.15 am	Tea Break
11.30 am	Extension Soft Skills and Competencies
01.00 pm	Lunch

02.00 pm	Human Decision Modelling in Extension Research
03.30 pm	Tea Break
03.45 pm	Group activity
05:15 pm	Close

<b>Day - 10</b>	
09:30 – 11:15 am	Agribusiness, Marketing, and Value Chain Development in Extension: Skills and Competencies
11.15 am	Tea Break
11.30 am	Agribusiness, Marketing, and Value Chain Development in Extension: Skills and Competencies
01.00 pm	Lunch
02.00 pm	Digital Marketing – Building a Digital Footprint for lean Agri-startup
03.30 pm	Tea Break
03.45 pm	Digital Marketing – Building a Digital Footprint for lean Agri-startup
05:15 pm	Close

<b>Day - 10</b>	
09:30 – 11:15 am	Agribusiness Management in a Changing Environment
11.15 am	Tea Break
11.30 am	Agricultural Policy and Agribusiness Management
01.00 pm	Lunch
02.00 pm	Agricultural Policy and Agribusiness Management
03.30 pm	Tea Break
03.45 pm	Group activity
05:15 pm	Close

<b>Day - 11</b>	
09:30 – 11:15 am	Monitoring & Evaluation: Competencies for Extension Professionals
11.15 am	Tea Break
11.30 am	Monitoring & Evaluation: Competencies for Extension Professionals
01.00 pm	Lunch

02.00 pm	Desired Process Skills and Core Competencies and their Assessment
03.30 pm	Tea Break
03.45 pm	Group activity
05:15 pm	Close

<b>Day - 12</b>	
09:30 – 11:15 am	Evaluating Extension Programs and Projects
11.15 am	Tea Break
11.30 am	Evaluating Extension Programs and Projects
01.00 pm	Lunch
02.00 pm	Methods to Conduct Focus Group Discussion – Demonstration
03.30 pm	Tea Break
03.45 pm	Group activity
05:15 pm	Close

<b>Day - 13</b>	
09:30 – 11:15 am	Career Opportunities in Extension Education and Evaluation
11.15 am	Tea Break
11.30 am	Transdisciplinary Research; Conceptual Understanding, Motivations, Advantages and Disadvantages
01.00 pm	Lunch
02.00 pm	Group activity
03.30 pm	Tea Break
03.45 pm	Participant presentation
05:15 pm	Close

<b>Day - 14</b>	
09:30 – 11:15 am	Reflection paper
11.15 am	Tea Break
11.30 am	Presentation by Participants
01.00 pm	Lunch
02.00 pm	Presentation by Participants

03.30 pm	Tea Break
03.45 pm	Feedback and Certificate Distribution
05:15 pm	Close

### **Expected learning outcomes from the course**

- Enhanced understanding of digital technologies and their application in agricultural extension
- Improved ability to implement climate-smart and market-oriented extension approaches
- Developed cross-cultural communication skills for effective global extension delivery
- Strengthened capacity to conduct extension research and policy engagement
- Enhanced skills in project management, monitoring, and evaluation of extension programs
- Improved ability to apply data analytics and digital tools in extension services
- Developed competencies to identify and pursue global career opportunities in extension
- Enhanced capability to build and maintain international professional networks

### **Eligibility Conditions of the Participants**

1. Applicants shall possess physical and mental skills and abilities for completing the program.
2. Graduation/Masters/PhD in Agriculture/Extension/Rural Development or equivalent degree
3. Working knowledge of English is mandatory to understand the training content

### **Additional details for uploading on ITEC portal:**

Educational qualifications of candidates	Graduation with Agriculture/Extension/Rural Development or equivalent degree
Minimum age	21 years
Maximum age	35 years

Target Group (level of participants, target ministries or depts., etc.)	M.Sc/ Ph.D Research Scholars in Agricultural Extension
Number of days of local trips	4 (Tentative)
Number of days for outstation trips	0
Number of nights for outstation trips	0
Places to be visited	Hyderabad, Golkonda,
Mode of transport	AC Bus/ AC Train
Transportation charges (approx.)	50,000/- per batch
Accommodation charges, if the hotel is required to be hired	NA
Entry ticket charges	4500 per candidate

**Course Director Contact Details**

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