

डॉ. सरवणन राज  
निदेशक (कृषि विस्तार)



TE

Dr. Saravanan Raj  
Director (Agricultural Extension)

051909

MNG/CAEIR-18/GPE/2016-17  
December 5, 2016

Dear Sir/Madam,

Greetings from MANAGE!

Sub: National Workshop on "Good Practices in Extension" during January 30-01 February, 2017 (three days) at MANAGE, Hyderabad – nominations requested

The National Institute of Agricultural Extension Management (MANAGE), an apex autonomous organisation under the Ministry of Agriculture & Farmers Welfare, Govt. of India, is scheduled to conduct a National Workshop on "Good Practices in Extension" during January 30-01 February, 2017 (three days) at MANAGE, Hyderabad.

The extension practitioners from the Departments of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, faculty from Agricultural Universities, Scientists of ICAR, SMS from KVKs, private extension professionals, agri-business firms, agri-consultancies and NGOs are requested to participate in the workshop. The workshop objectives are to:

1. Discuss and document the good practices in extension, and
2. Create awareness, and popularisation of good practices among other extension functionaries.

In this context, you are requested to kindly identify and nominate the officials working on "Good Extension Practices" or "Extension Innovations" from your department / institution. The nominated officials along with the contact details may kindly be sent to the undersigned in order to reach the official directly for further correspondence. MANAGE will provide free board and lodging during the above program period and there is no course fee. However, TA/DA of the nominated official(s) has to be borne by the sponsoring authority.

Further, nominated official(s) may be informed to bring power point presentation (video, posters, etc.) and *write-up on Good Extension Practices*, innovative extension activities, success stories etc. (for more information, please refer attached brochure).

Thanking you,

Yours sincerely,

(Saravanan Raj)

Encl. Training brochure

To

The Director of Agriculture  
Department of Agriculture  
Government of Kerala  
Vikas Bhawan  
Trivandrum – 695 001  
Kerala

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का संगठन, राजेन्द्रनगर, हैदराबाद - 500 030 टी.एस., भारत)

**NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)**

(An organization of Ministry of Agriculture and Farmers Welfare, Government of India)

Rajendranagar, Hyderabad - 500 030, T.S., India

Ph : +91-40-24016693 (Direct), +91-40-24016702-708 Extn. 255. Mobile : +91-8465007799 9436054939

Enclt No. TEC2) 51909/16 Dt 21/12/16

Copy communicated to Director SAMETI, All project directors for furnishing the willingness of faculties of SAMETI, Project directors/ Deputy Project Directors of ATMA. It may be also be certified that they have not undergone similar trainings during the one year. The nominations shall reach this office by 31.12.16 positively. The nominations should be submitted with recommendation of the Controlling officer. More details on the training is available in the official website of the department at [www.keralaagriculture.gov.in](http://www.keralaagriculture.gov.in). As desired by MANAGE, the nominated officers should make power point presentation on innovative extension activities of ST. Email: [jdating@gmail.com](mailto:jdating@gmail.com)

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IT cell for  
uploading in  
the website

*[Signature]*

*[Signature]*  
For director of Agriculture  
and farmers welfare  
Department.

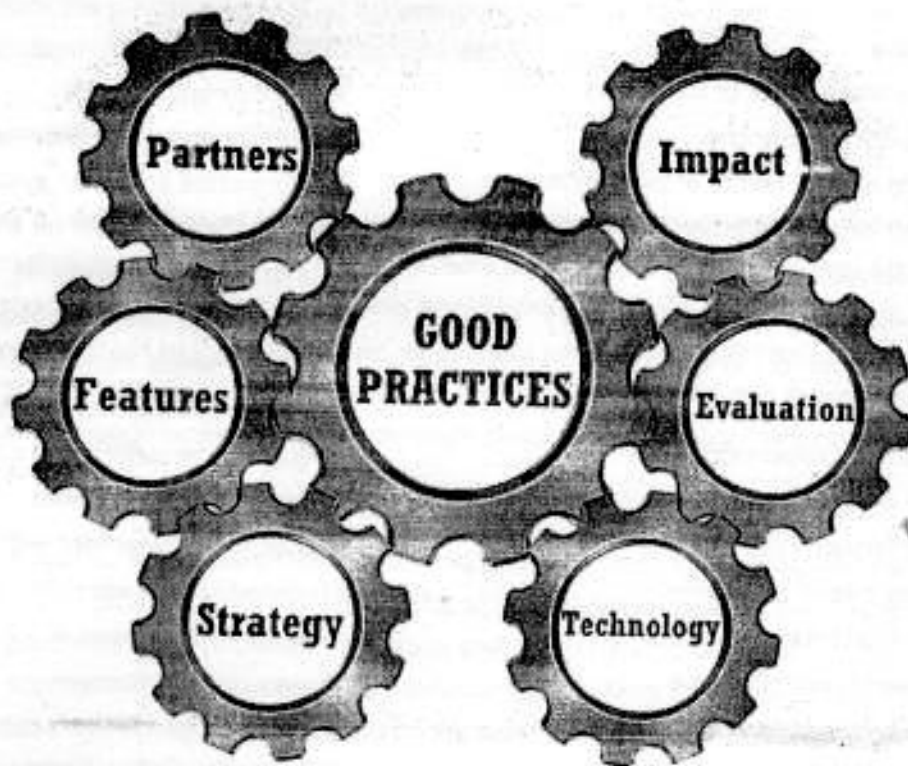
Asst Director of Agriculture (A&F)  
Directorate of Agriculture,  
Vikas Bhavan, Thiruvananthapuram

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**National Institute of Agricultural Extension Management (MANAGE)**



**National Workshop on  
“Good Practices in Extension”**

**January 30-31 & February 1, 2017**

**MANAGE, Hyderabad**

## National Workshop on Good Practices in Extension

The National Workshop on Good Practices in Extension will take place on January 30-31, & February 1, 2, at National Institute of Agricultural Extension Management (MANAGE), Rajendranagar, Hyderabad. The link for registration is available on the institute website ([www.manage.gov.in](http://www.manage.gov.in)). The objectives of the workshop are

- To invite, discuss and document the good practices in extension
- To create better understanding, and popularization of good practices to other extension functionaries

The workshop aims at providing the participants ample learning opportunities to contribute and share their experience and knowledge and learn from each other. The participants are requested to contribute good practices in extension on any of the following topics:

### **Governance**

Financial sustainability of extension  
Accountability mechanism  
Partnership and pluralism in extension  
Multi-stakeholder linkage and networking  
Private extension provisions  
Farmer-extension-Research linkage  
Strategy development in extension  
Decentralized extension  
Demand driven extension

### **Advisory methods**

Farmer to farmer extension  
Community based extension  
Farmer field school  
Farmer based organizations  
Business development services  
Comprehensive internet platforms  
ICTs for extension (web portals, mobiles, videos, social media, mApps, IoT, etc.)  
Mass media in extension  
Innovation platforms in extension  
Management information system

### **Policy environment**

Policy dialogue and extension

Policy review tools

Advocacy approaches

### **Capacity and management**

Performance appraisal system  
Material development for extension  
Monitoring and evaluation  
Performance based management  
Capacity needs assessment  
Capacity development of field staff  
Organization culture and staff management  
Curriculum development  
Capacity development with ICTs  
Knowledge management  
Management advice

### **Cross cutting themes**

Integrating gender in extension  
Engaging youth in extension  
Value chain linkage through extension  
Climate smart extension  
Addressing nutrition through extension  
Extension methods and philosophies  
Plant health extension  
Any others

([www.betterextension.org](http://www.betterextension.org))



Participants can provide any kind of input and experience sharing on the above topics during workshop and experience sharing sessions through

- a. Short presentation about a good practice
- b. Showcase a video in a video corner
- c. Contribute with any other creative input (group presentation, exhibition, poster, hard talk, theatre, etc.)

**Participants:**

The participants in the program would include extension practitioners of Agriculture, Horticulture, Animal husbandry, Sericulture, Fisheries, faculty from SAUs, Scientists of ICAR, SMS from KVKs, extension functionaries from the private and NGOs, agripreneurs, consultants and farmer representatives from civil society organizations (FBOs, SHGs, associations, etc.).

**Application procedure**

**Context**

"Good practices are processes or methodology that represents the most effective way of achieving a specific objective". Agricultural challenges are diverse and so are the solutions that emerge from various extension approaches, giving rise to promising innovations. And even though exact replication of them might not always help, but having the "recipe" of success might prove successful when tweaked with depending on the situation to get the "best fit". So, documenting and sharing these "good practices" with diverse range of extension professionals from research scholars to policy makers will help in learning and re-using knowledge.

The "good practices" as techniques, principles, or approaches used in agricultural extension in a "best-fit" manner. Good practices are practice oriented. The aim of proposed workshop is to present approaches and knowledge on good extension practices in concise and understandable format that helps the practitioners to implement the approach. Good practices are evidence based. They have been tested and improved in field condition and can therefore provide evidence on impacts, strengths and weaknesses, and estimated costs of the approach along with the target group and impact ([www.betterextension.org](http://www.betterextension.org)).

**Submission of proposal**

Participants are requested to submit a proposal about the good practice following the guidelines below:

- A. **Synopsis:** Summary of the key points in 200-250 words
- B. **Contact details of author/presenter**
- C. **Context:** The problem or challenges that was addressed including its nature and scope. A detailed history helps in understanding the problem/challenges in context, highlighting the key factors that led to the decision to develop the extension initiative, including opportunities and partnerships that made the 'good practice' possible.
- D. **Good practice:** Discuss in detail
  - a. **Partners:** Identify all the stakeholders including institutions, units, and individuals involved and describe the roles placed by them in relation to overall initiative

- b. **Good practice:** Describe the goals and outcomes of the practice, its design or characteristic features, and framework selected to evaluate it.
- c. **Implementation:** A step by step implementation narrative to address any hurdles, distractions, or other expected or unexpected challenges that arose during implementation and how these were overcome.
- d. **Supporting technologies:** Describe the supporting technologies used during planning or implementation, their identification and selection procedure, and their importance/impact in the good practice.
- E. Evaluation and impact:** Describe the institutional outcome of the good practice and the evaluation process. To what degree the practice contributed to solving the problem or intended development? How fairly it met the initial goals? Does it ultimately address the problem/challenge?  
*Case study boxes with beneficiary quotes are to be included. But only add cases or success stories that can be connected to a larger narrative or solution*
- F. Sustainability and scaling up:** How viable is the solution? What measures need to be taken to ensure its physical and financial sustainability? What are the steps that needs to be followed to suit it for a larger scale?
- G. Analysis:** What were the essential factors (partners, policy, networks, relationship management, resource availability, decision making) leading or contributing to eventual outcomes?
- H. Lessons learnt:** What lessons were learnt in executing the practice?
- I. Future plans:** What are the plans for ongoing development, iteration, integration and growth? On hindsight, what could have been done differently?
- J. Conclusion:** Final thoughts and considerations regarding the practice
- K. Additional resources:** Web links, references, etc.
- L. Acknowledgement(s),** if any.

#### Timeline for proposals

Submission of draft good practice note	<b>December 25, 2016</b>
Review and feedback on proposal	<b>December 31, 2016</b>
Submission of final good practice note (10-15 pages)	<b>January 15, 2017</b>

#### Workshop Director

Dr. Saravanan Raj

Director (Agricultural Extension)

National Institute of Agricultural Extension Management (MANAGE)

Rajendranagar, Hyderabad - 500030, Telengana, India

e-mail:saravanan.raj@manage.com/saravananraj@hotmail.com

Ph. No.:040-24016693; Mobile: 8465007799

#### Workshop proposal may be mailed to:

Dr. Suchiradipta Bhattacharjee

MANAGE Fellow

Centre for Agricultural Extension Innovations and Reforms

MANAGE, Rajendranagar, Hyderabad - 500030, Telengana, India

e-mail:suchiradipta@hotmail.com/ suchiradipta.cau@gmail.com