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MANAGE Young Agricultural Extensionist Programme (MYAEP)

(Skilling Young Agricultural Extension Professionals)

November 1-21, 2017, MANAGE, Hyderabad

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To create highly skilled human resource of young extension professionals, MANAGE is initiating the programme MANAGE30 on its 30th anniversary year in service of the nation.

Smt. V. Usha Rani, IAS
Director General, MANAGE

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National Institute of Agricultural Extension Management (MANAGE)

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

Centre for Agricultural Extension Innovations and Reforms

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To celebrate the 30 years of service of MANAGE to the nation, the organization is aiming to build a stronger extension force in the country through MANAGE30. The MANAGE Young Agricultural Extensionist Programme (MYAEP) or MANAGE30, aims to build an extension force for the future, which will transform the agricultural community through a dynamic approach. Extension goes beyond technology transfer – it capacitates the farmer to be futuristic and for that, we need equally innovative extensionists who do not wait for a silver bullet but creates one when need be.

Why MANAGE30?

The world at present has 1.8 billion young people between the age of 18-24, the largest youth population ever and is an unparalleled opportunity for unprecedented social and economic change. Better still, most are concentrated in developing countries and in the 48 least developed countries across the world. Majority of the population is made up of children and adolescents, giving them a tremendous opportunity to turn things around. India has the largest youth population in the world (10-24 years) - 41% of its total population. Further 24-35 year population also form another major part of the population, work force and present an enormous opportunity.

In a world of growing technological innovations and low employment opportunities in the industrial sector, agriculture can be a profitable business but is one of the last options for many, including those whose family occupation is agriculture. There are hardly any strong messages about why agriculture is attractive and how to make it profitable. Extension service professionals themselves do not believe and so fail to convince farmers on the importance of farming and why it should continue and grow within the families and introduce new farmers to the world. And all this has led to quite a grim scenario where farming population is constantly falling (49.9 % in 1951 to 24.6 % in 2011 in India) and with youth getting disengaged from agriculture. On the other hand, the number of agricultural laborers are continuously increasing (19 % in 1951 to 30 % in 2011). But still, about 600 million (54 %) people in India are engaged in agriculture and allied activities, and mostly for subsistence. Transforming subsistence agriculture into commercial activities for them, will need lot more than technology; it will require empathy, actual involvement at the grassroots and giving a voice to the farming community. And the best people to do that will be the young extensionists who have recently joined the workforce with the vision of creating an improved future for all.



Mission

To inspire positive change in agriculture, making it smart and youthful, through dynamic and innovative youth extension professionals.



Vision

MANAGE Young Agricultural Extensionist Programme (MYAEP) is a programme aimed at providing required training and exposure to extensionists, 24-35 years of age and with 1-3 years of field experience, through a strategically planned activity calendar to form dynamic and innovative extension professionals.

Also, considering the fact that majority of the professionals joining as extensionist in public or private sector are from allied subjects, increasing their knowledge and skill about basic philosophies and principles of field level extension and getting them abreast with the recent extension methodologies, functional skills and their professional development will also be a focus of the programme.



Objectives

- Promote dynamic extension professionals in agriculture and allied sectors
- Functional skill development for young extension professionals
- Increase the research and documentation capacity of extension professionals
- Develop a network of trained extension professionals to encourage and promote management of farms as commercial business ventures
- Develop leadership in extension professionals for efficient involvement at the grassroots



The Programme

MANAGE Young Agricultural Extensionist Programme (MYAEP) is uniquely designed, to make newly recruited extensionists from different disciplines in varied sectors, gain better understanding of the rural environment, develop personally and become an all-round agents of change in the rural areas.

1. Eligibility:

- Young extension professionals (Extension officers/Subject Matter Specialists/Assistant professors/Scientists) between 24-35 years age
- Working in extension in public, private/NGOs or as independent consultant
- 1-3 years of field experience in agricultural extension

2. Selection: Interested applicants will need to register only through MANAGE website and upload their CVs and applications.

3. Duration: MANAGE Young Agricultural Extensionist Programme (MYAEP) is a full time 21 days residential training programme, aimed at familiarizing participants to the principles and philosophies of extension, enhancing their documentation skills, facilitating them in identifying good practices and success stories in extension and keeping records of the same for regular updating online. They will also be networking with various public and private sector organizations to learn the innovative activities carried out in the field and apply them as required upon return to their posts, at the end of their training.

4. Content: Extension personnel require various skills to perform their work efficiently. While technical skills are important for effective and efficient subject knowledge transfer, functional skills help in effective transformation of this knowledge to field application, to increase the income of the farming communities. For an all-round development of the extension professionals, MYAEP focus is on skill development on the following aspects:

- Technical skills:** Subject matter expertise, policy expertise and cultural competency (awareness, understanding, knowledge, interaction and sensitivity)
- Functional skills:** Communication skills, analytical skills, systematic understanding and professional competence

5. Training period: 1 - 21 November, 2017 (21 days)

6. 30 professionals from different public and private domain will be selected. The positions are open for all, though priority will be given to women.

Technical skills: Subject matter expertise on Agricultural Innovation Systems (AIS), Extension Plus, Pluralism in Extension, Policy review tools and advocacy approaches, Performance Appraisal, Monitoring and Evaluation, Knowledge Management, Community Based Extension, Farmer based Organizations, ICTs and digital media, Integrating Gender and Nutrition in Extension, Youth, Value Chain Extension, Extension approaches for Climate Smart Agriculture.

Functional skills:

- Communication skill: listening, writing, speaking, comprehension, coaching, material preparation, facilitating, organizational marketing, and persuasion skills.
- Analytical skills: Audience analysis, problem prioritization, credibility assessment, feedback collection techniques, iterative learning, reflective learning, critical thinking.
- Systematic understanding: Understanding ecological, economic, and social issues and their interactions.
- Professional competence: Community development skills, leadership, negotiation, advocating for change, fundraising, problem solving, service mindset, accountability, and conflict resolution.

- 7. Follow up activity:** Post completion, each trainees will select 30 youth (educated youth/Farmers' Friend in collaboration with ATMA, individual consultant, etc.,) in their place of posting and work towards their skill development, in identified functional and technical areas, to build community experts in a one year period as a voluntary effort and part of the ongoing programme. They are to upload all the related information in the MYAEP website along with creation of individual profiles of the selected youths from the rural communities. Regular posting of photos, blogs and vlogs in the website by the trained extensionists as well as the identified youths, will not only help in archiving of information and advocacy, but will also help increase their communication skills. Yearly photo, blog and vlog contests also will be conducted with cash prize for the winners. The trained professionals will be given necessary support for the skill development of the rural youth and are expected to report periodically to MANAGE with good practices in their work areas, regular documentation of success stories and innovative extension methods applied. The trainees are also expected to form a network of professionals, both online and offline, to share information regularly and act as mentors to others (both agricultural professionals and practitioners) and apply their learning in developing rural India.
- 8. Convergence:** MANAGE will provide the training in collaboration with other organizations in research, extension and training domain of agriculture and allied sectors.
- 9. MYAEP will run training with 30 professionals.** Each professional in turn will voluntarily train 30 youth in their work area, forming a network of 30 skilled professional and 900 skilled community extension agent. This will not only address the manpower issue at the community level in agriculture and allied sectors, but will also help make agriculture attractive to the youth.



Important Dates	Submission of nomination, resume, and NOC : August 30, 2017 Announcement of final list : September 30, 2017 Training date : November 1-21, 2017
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