



Indian Agricultural Extension Network

Professional Leadership – Networking – Knowledge Management – Policy Advocacy

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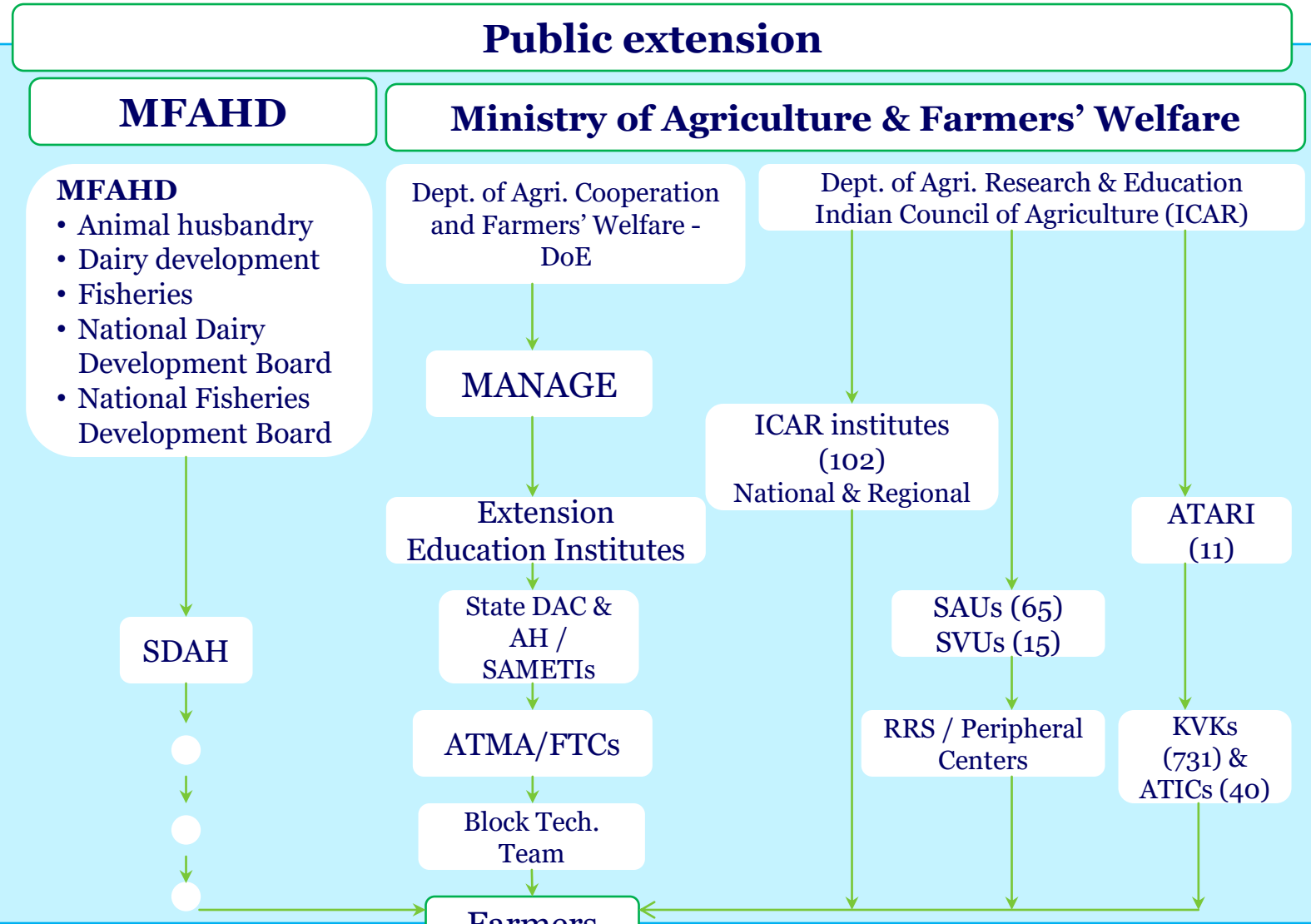
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Pluralistic Extension System in India

Organized



Private Extension

- 1. **Private Companies**
 - Input dealers
 - Producer companies
- 2. **NGOs/VOs**

Mass Media

- TV channels**
- Radio**
- Newspaper**
- Publications**

Only 5% of farm households access any information on animal husbandry against 40% farm households accessing information on crops (NSSO, 2005)

Unorganized



ATARI - Agricultural technology Application Research Institutes
 ATIC - Agricultural Technology Information Centre
 MANAGE - National Institute of Agricultural Extension Management

MFAHD - Ministry of Fisheries, Animal Husbandry and Dairying
 RRS - Regional Research Station
 SAMETI - State Agricultural Management and Extension Training Institute

Agricultural Extension Defined

- The committee on Doubling Farmers' Income (DFI) by 2022 has defined Agricultural extension:

*“Agricultural Extension is **an empowering system of sharing information, knowledge, technology, skills, risk & farm management practices**, across agricultural sub-sectors and along all aspects of the **agricultural supply chain**, so as to enable the farmers to realize higher net income from their **enterprise** on a **sustainable basis**”*

- Agriculture including animal husbandry, Fisheries be seen as **an enterprise** to enhance **farmers' income** towards **farming viability & sustainability**
- How this can be achieved?
- Agricultural Extension Best Practices can help this faster

Activities of IAEN



**Facebook group with
4000+ members**



**Contribution to AESA
knowledge management
with blogs & GP notes
(90%)**



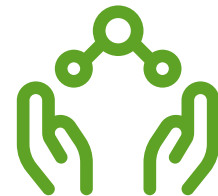
**Led Extension curricula
reforms in collaboration
with ICAR**



**Promotion of AESA on
multiple forums of
research institutions &
Agri universities**



**Capacity building for
future extensionists viz.
field functionaries,
young researchers &
students**



Promotion of NELK

Glimpses of IAEN Meetings

1st IAEN Meeting



2nd IAEN Meeting



Mobilized Content for AESA

IAEN Contribution to AESA

- Meeting Notes
- Face to Face Meetings
- Good Practices
- Blogs
- Facebook - AESA Group Members
- Book Reviews
- Distribution of AESA Updates
- Facebook posts: Posting regular updates to AESA, GFRAS and Agricultural Extension in India

highlight experiences on successful strengthening of capacities from the Asia-Pacific Region has been published. AESA also organized a webinar on 'Strengthening Agricultural Innovation Systems (AIS) in Asia-Pacific: Research-Extension Interface' on 21 June 2022, to showcase good practices from the region that have successfully addressed some of these challenges in strengthening AIS.



AESA organised the first Meeting of the APIRAS-APAARI-FAO Working Group (WG) on Agroecology on 10 June 2022. The WG members deliberated on the challenges in mainstreaming agroecology in the research, extension and education agencies in Asia-Pacific and ways of strengthening these capacities to promote agroecology, which could then be supported by both Regional Research and Extension Organizations in Asia-Pacific (APAARI and APIRAS).

Networking

Dr. Mahesh Chander, Head, Division of Extension Education, ICAR-Indian Veterinary Research Institute and Dr. Saravanan Raj, Director (Agricultural Extension), National Institute of Agricultural Extension Management (MANAGE), interacted with students and faculty of Agricultural Extension at the Navsari Agricultural University, Gujarat, India on 6 September 2022 and discussed about GFRAS and AESA networks and the new extension competencies that are needed currently. AESA supported the Regional Consultation for Transformative Pathways for Rural Advisory Services in the Near East and North Africa that was held on 29-30 June 2022; and with other GFRAS Regional Networks participated in the discussion on establishment of a new regional network of Rural Advisory Services at the North Africa and Near East (NENA) region.

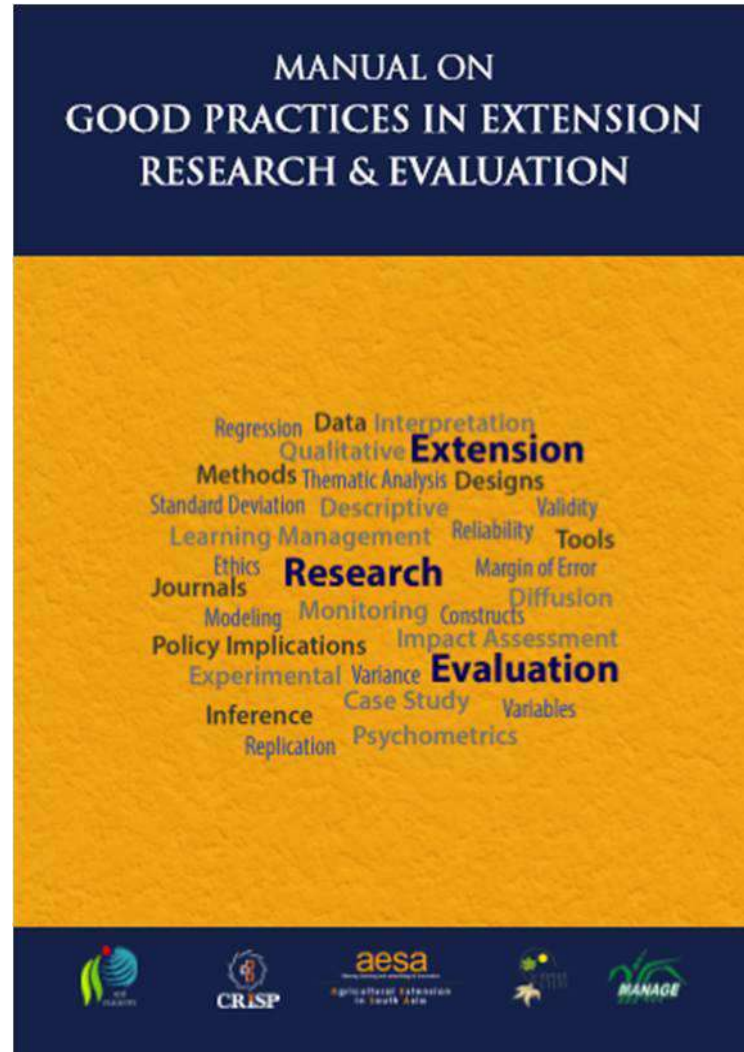


Knowledge Management

AESA, through its website, published 12 blogs, two Good Practices Note, one book review, and four meeting notes, during the last six months.

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Marketing of AESA Documentation



Promotion of New Extensionist

- ▶ **The ideas mentioned in the New extensionist position paper of GFRAS about New Roles, new challenges and solutions were highlighted in important forums like National Academy of Agricultural Sciences/meetings/major conferences**
- ▶ **The concept of Agricultural Innovation system (AIS) was promoted through publications, meetings, conference presentations**



Online Seminars

10



MANAGE
Agricultural Extension
Webinar Series


19-30 November 2022
19.00-20.30 pm (IST)

MANAGE Evening for Learning Webinar No.9
Global Good Practices in Agricultural Extension
27 November, 2022
07.00 PM - 09.30 PM IST

Dr. Mahesh Chander
Head, Division of Extension Education, IARI

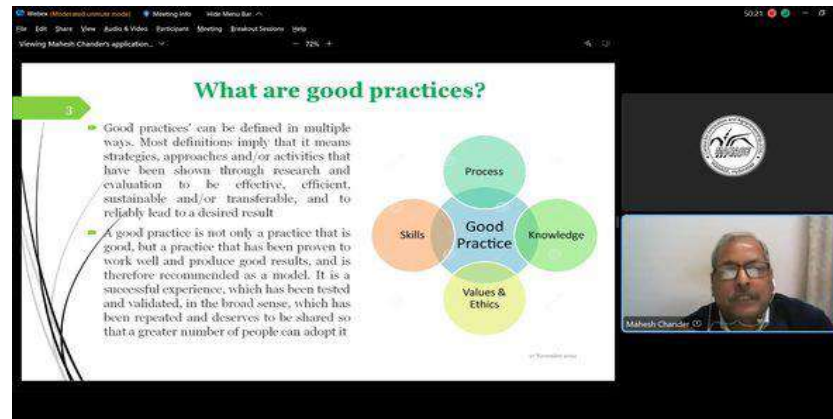
Dr. Saravanan Raj
Director Agricultural Extension, MANAGE

Keywords: Agricultural Extension, Social Media, Value Chain, New Extensionists, Global Good Practices, Research in Extension, Climate Resilient Agriculture.



"Global Good Practices" Defined:

Techniques, principles, or approaches used in RAS in a "best-fit" manner that allow programmes to be effective, efficient, and meet goals

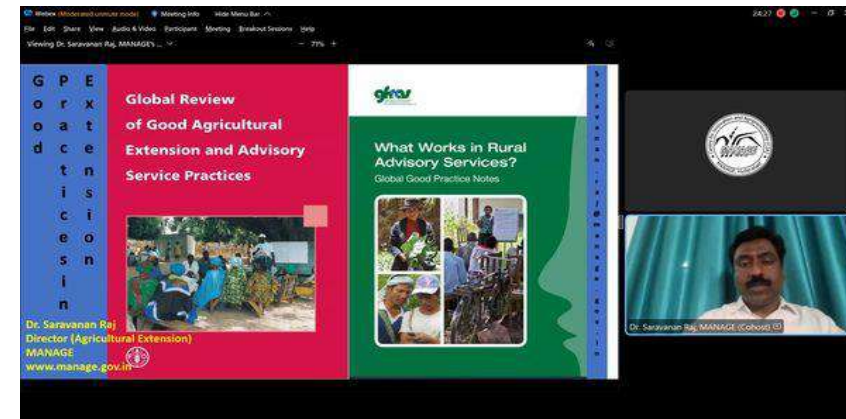


What are good practices?

- Good practices' can be defined in multiple ways. Most definitions imply that it means strategies, approaches and/or activities that have been shown through research and evaluation to be effective, efficient, sustainable and/or transferable, and to reliably lead to a desired result
- A good practice is not only a practice that is good, but a practice that has been proven to work well and produce good results, and is therefore recommended as a model. It is a successful experience, which has been tested and validated, in the broad sense, which has been repeated and deserves to be shared so that a greater number of people can adopt it.

Diagram: A central circle labeled "Good Practice" is surrounded by four other circles: "Process", "Knowledge", "Values & Ethics", and "Skills".

Dr. Mahesh Chander



Global Review of Good Agricultural Extension and Advisory Service Practices

What Works in Rural Advisory Services?
Global Good Practice Notes

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Dr. Saravanan Raj, MANAGE (Gohod)

Contributed to GFRAS Good Practices Notes



4 Authors

IAEN Members are part of various professional development activities



MANAGE
Agricultural Extension
Webinar Series
(Online)

19-30 November 2022
19.00-20.30 pm (IST)

Agricultural Extension
To meet the new challenges in the agri-food systems

MANAGE Agricultural Extension Webinar Series
12 topics that covers the multidimensional aspects of evolving extension

Inviting Registrations
From the agricultural extension students, faculty, scientists, subject matter specialists and extension professionals of public- private and civil society organisations.

Agro Tourism FPO
Natural Farming ICT FPO
Social Media
Value Chain Extens
New Extensionis
Global Good Practices Agripreneurs
Research in Extension
Startups IC
agricultural extension
Climate Resilient Agriculture
New Extensionist

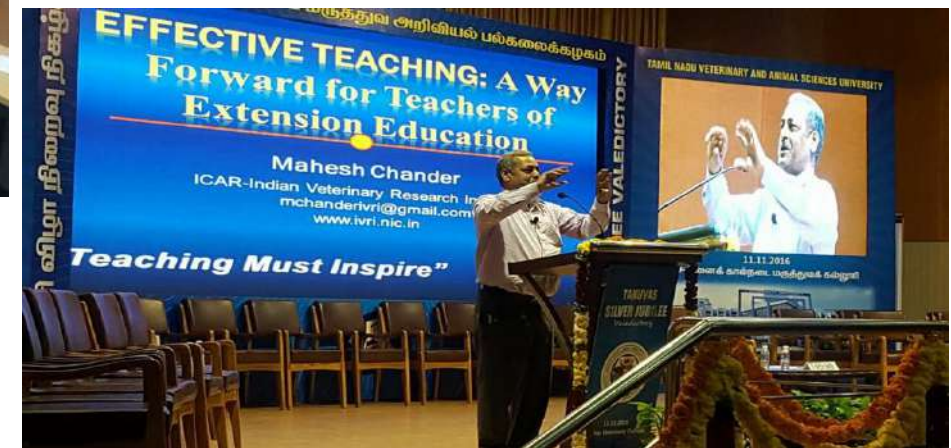


**WORKSHOP ON GOOD PRACTICES IN
EXTENSION RESEARCH AND EVALUATION**
29 NOVEMBER -2 DECEMBER 2016, HYDERABAD

Qualitative Methods Variance Validity Descriptive
Psychometrics Regression Monitoring Extension
Experimental Designs Regression Modeling Impact Assessment
Policy Implications Tools Case Study Ethics Journals
Evaluation Constructs Inference Diffusion
Standard Deviation Learning Management Interpretation

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Extension Curricula Development



Contributed to capacity building of extension professionals@ different platforms



Capacity infusion in the younger generation



Thank You!