

Online Training Programme in Collaboration with MANAGE on

Leadership Skills for Agricultural Extension Management

For the Officers of Department of Agriculture and Allied Sectors of Southern States
(21st – 25th June, 2022)



Course Coordinators

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Directorate of Extension

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Agricultural extension workers are personnel who are responsible for meeting the goals of extension system. However, there have been less data on the roles and performance of extension workers in the country, even though there are sporadic studies on criticism that extension was not being able to perform the necessary changes in the rural community. Realising this situation therefore it is very critical to know the leadership competencies of extension workers and how do these competencies influence their performance since personnel performance is regarded as an important element of extension organisation behaviour. There is a strong necessity to determine further the relationships between the qualities of leader such as competencies in human development learning, leadership development, communication methods, extension program planning, and extension program implementation extension program evaluation, as well as organizational commitment and extension workers' performance.

Leadership is crucial in agricultural extension services. Interest in the concept of leadership has been steadily increasing among scholars, public and private organisations since late 20th century. Generally, leadership involves influencing other individuals to act towards the attainment of a goal or goals. In the field of agricultural extension, leadership has critical strategic importance since it deals with developing groups of farmers in the community. Agricultural extension worker in this sense serves as an administrative leader and coordinator for formulating, developing, implementing and evaluating agricultural extension programmes as well as develop farmers in managing resources in the rural areas. He guides the extension education activities for farmers as groups or individuals towards the purposeful pursuance of given objectives within a particular situation by means of extension communication methods

Extension workers, who possess the desire to lead, may enhance their skills and abilities required for the leadership role that might influence their performance and successes. Furthermore, the importance of the leadership skills has become widely acknowledged as explanation of personnel and organisational performance in the various employment sectors. In the context of agricultural extension organisation, skilled extension workers are needed to coordinate human, capital and material resources required to accomplish the goals of agriculture extension services. So, leadership in extension contexts is indeed a social function which is necessary for the achievement of collective objectives.

It can be said that the agricultural extension leadership within a rural community is not just a position in a hierarchy or a chain of commands in extension system, but it involves actions of the extension worker as a leader. It is a kind of mutual interaction between extension worker and farmers. At this Juncture, an attempt is made by Extension Education Institute, Hyderabad to organize a 5 days Online Training Programme in Collaboration with MANAGE on 'Leadership Skills for Agricultural Extension Management' for the Officers of Department of Agriculture and Allied Sectors of Southern States from 21st -25th June, 2022.

Objectives of the training:

At the end of the training the participants will be able to

1. Enlist different Competencies needed for an Effective Leader
2. State the characteristics of a Leader
3. Describe the Organizational Commitment needed for a Leader
4. Explain the Extension Programme Planning, Implementation and Evaluation Skills needed for an Extension Professional
5. Indicate Relevance of Strategic Leadership for Organizational Change

Course content

Challenges in Agri Extension Management, Essential Leadership Qualities, Motivation Techniques, Communication Competencies, Planning Skills in Extension Programme Formulation, Skills Needed for Effective Implementation of Extension Programmes, Evaluation of Extension Programmes, Human Development Competencies, Leadership Skills, Strategic Leadership for Goal Achievement, Stress Management, Time Management Skills, Values and Work Ethics for Self Managing Leadership, Coordination Skills of a Leader, Appreciative Inquiry as an Approach for Leadership Development, Creative and Lateral Thinking Skills for Problem Solving and Organizational Commitment.

Methodology

- * Presentation by eminent speakers/experts.
- * Interim interactive sessions.
- * Interim Group discussions.
- * Brain storming.
- * Individual and Group presentations by participants

Participating Officers:

Officers of Agriculture and Allied sectors of South Indian states and Union Territories

Duration: 21st – 25th June, 2022 (both days inclusive) in online mode.

Compiled by

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