MERCURY

Advanced Techniques in Agricultural Extension Service Delivery and Management

15 – 26 August 2027
Doha (Qatar)



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Advanced Techniques in Agricultural Extension Service Delivery and Management

Ref: 15660_1065511 **Date:** 15 – 26 August 2027 **Location:** Doha (Qatar) **Fees:** 9900 Euro

Introduction:

This Advanced Techniques in Agricultural Extension Service Delivery and Management course is designed for professionals and stakeholders involved in agricultural extension services. It aims to equip participants with knowledge and practical skills to enhance the effectiveness of agricultural extension, focusing on innovative service delivery methods and management techniques.

This Advanced Techniques in Agricultural Extension Service Delivery and Management course emphasizes advanced techniques for defining agricultural extension services and their role in agriculture. Agricultural extension services play a role in the growth of the agricultural sector. Participants will explore the meaning of agricultural extension and understand its purpose in fostering innovation and knowledge dissemination among farming communities.

Participants in this Advanced Techniques in Agricultural Extension Service Delivery and Management training will elucidate the principles of agricultural extension and its importance by examining real-world applications and evaluating the outcomes of agricultural extension models. The essence of agricultural extension will be further explained through interactive sessions, ensuring participants can clarify the meaning and relevance of the terms in modern agriculture.

Target Groups:

- Agricultural extension officers.
- Rural development practitioners, agricultural advisors, NGOs, and government officials.
- Researchers and other stakeholders involved in agricultural extension services.

Course Objectives:

At the end of this Advanced Techniques in Agricultural Extension Service Delivery and Management course, the participants will be able to:

- Understand the role and importance of agricultural extension services.
- Implement effective service delivery strategies tailored to diverse stakeholders.
- Enhance communication and outreach techniques for better farmer engagement.
- Develop and execute farmer education and training programs.
- Monitor and evaluate agricultural extension programs to assess impact and improve service delivery.

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Targeted Competencies:

By the end of this Advanced Techniques in Agricultural Extension Service Delivery and Management training, the participant's competencies will:

- Knowledge of agricultural extension services and their role in rural development.
- Skills in innovative service delivery and stakeholder engagement.
- Proficiency in communication and outreach techniques.
- Capability to design and implement effective training programs for farmers.
- Expertise in monitoring, evaluating, and improving extension programs.

Course Content:

Unit 1: Introduction to Agricultural Extension Services:

- History and evolution of agricultural extension services.
- Roles and responsibilities of extension officers.
- Importance of agricultural extension in rural development.
- Key challenges and opportunities in agricultural extension.

Unit 2: Effective Service Delivery Strategies:

- Identifying and understanding farmer needs.
- Developing tailored service delivery approaches.
- Building trust and relationships with farmers.
- Leveraging technology for service delivery.
- Measuring and improving service effectiveness.

Unit 3: Communication and Outreach Techniques:

- Principles of effective communication.
- Developing communication plans and strategies.
- Utilizing mass media and digital platforms for outreach.
- Conducting field visits and demonstrations.
- Engaging with farmer groups and cooperatives.

Unit 4: Farmer's Education and Training Methods:

- Adult learning principles and methods.
- Designing and delivering effective training programs.
- Use of participatory training techniques.
- Developing training materials and resources.
- Evaluating training effectiveness.

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Unit 5: Extension Program Planning and Implementation:

- Steps in program planning and development.
- Setting objectives and goals.
- Resource allocation and management.
- Implementing extension programs.
- Risk management in program implementation.

Unit 6: Monitoring and Evaluation of Extension Programs:

- Importance of monitoring and evaluation M&E.
- Designing M&E frameworks.
- Data collection and analysis methods.
- Reporting and using M&E findings.
- Continuous improvement through M&E.

Unit 7: Farmer Advisory Services:

- Role of advisory services in agriculture.
- Types of advisory services technical, financial, marketing.
- Providing personalized advice and support.
- Leveraging data and analytics for advisory services.
- Building advisory service networks.

Unit 8: Sustainable Agriculture Practices:

- Principles of sustainable agriculture.
- Promoting conservation agriculture.
- Integrated pest management IPM techniques.
- Soil and water conservation practices.
- Climate-smart agriculture practices.

Unit 9: Community Engagement and Stakeholder Collaboration:

- Importance of community involvement in agriculture.
- Building partnerships with stakeholders.
- Techniques for effective community engagement.
- Collaborative project planning and implementation.
- Conflict resolution and management in agricultural projects.

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Unit 10: Case Studies and Best Practices:

- Review of successful agricultural extension programs.
- Lessons learned from various case studies.
- Best practices in extension service delivery.
- Adapting best practices to local contexts.
- Developing a repository of knowledge and resources.