

# EEI

# ANNUAL REPORT

2021-22



**EXTENSION EDUCATION INSTITUTE**

(Southern Region)

Dept. of Agriculture, Cooperation & Farmers Welfare,  
Ministry of Agriculture & Farmers Welfare, Govt. of India

Professor Jayashankar Telangana State Agricultural University  
Rajendranagar, Hyderabad-500 030





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**Annual Report: 2021 - 22**

**Extension Education Institute**

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**Dr. M. Jagan Mohan Reddy**

Director

**Dr. A. Sailaja**

Professor

Citation

**Annual Report: 2021-22**

Extension Education Institute

Rajendranagar, Hyderabad – 5000 030

Secretarial Assistance

**Mr. J. Santhosh**

JACT





# EXTENSION EDUCATION INSTITUTE

(Southern Region)

Directorate of Extension

Dept. of Agriculture, Cooperation & Farmers Welfare,  
Ministry of Agriculture & Farmers Welfare, Govt. of India  
Professor Jayashankar Telangana State Agricultural University  
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## PREFACE



Farmers need to deal with many problems, like climate change, soil erosion, biodiversity loss, consumer expectations for quality food and many more. Apart from these, heavy investments in farming, adoption of latest technologies, combating global inflation etc., had made agriculture a risky enterprise.

The extension personnel working in public extension system have to gear up to address all these issues by playing the dual responsibility of understanding and transforming the behavioral complex of farming community in terms of changing their knowledge, imparting new skills and altering the mindset of farmers to enhance the rate of adoption of need based and location specific technologies.

In order to empower the farmers and to make agriculture profitable the extension officials have to focus on digital agriculture, open learning, e-marketing platforms, block chains, remote sensing, agripreneurship development, agri-business and market led extension, agri-startup ecosystem and partnerships, value chain based extension, climate smart extension, strengthening FPOs etc.

In this process of bringing change, the middle level extension officials working in agri and allied sectors have to update their technical capability and psychological compatibility with the farmers. To cater this need, Extension Education Institute (EEI), Hyderabad trains the middle level extension officials of the departments of agriculture, horticulture, animal husbandry, dairy development, fisheries, agricultural engineering, agricultural marketing, irrigation, forestry, sericulture, industries, soil and water conservation belonging to Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala, Odisha, and UTs of Puducherry, Andaman & Nicobar islands and Lakshadweep. They are trained in the areas of extension management, extension methodologies, sensitization in contemporary areas and technology related programmes. There had been a paradigm shift in the training programmes conducted by the EEI, Hyderabad by incorporating new areas like natural farming for sustainable agriculture, entrepreneurship development for women officers of agri. & allied sectors, kitchen gardening, terrace gardening and organic cultivation of vegetables, urban and peri urban farming, experiential learning methods, management games, and waste management in agri. and allied sectors. Apart from online, on-campus, off-campus, collaborative and skills training programs, webinars, certificate courses, action research, follow-up studies, consultancy programs are conducted to enrich the knowledge and skill levels of client departments' officials. The present Annual Report illustrates the activities conducted by the EEI, Hyderabad for the year 2021-2022.

**Dr. M. Jagan Mohana Reddy**  
Director, EEI  
Hyderabad





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## 1. Extension Education Institute – Profile

The Extension Education Institute, Rajendranagar, Hyderabad established in 1962 is a premier regional institute for training middle level extension personnel in southern India financed by the Directorate of Extension, Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India under the Administrative control of Professor Jayashankar Telangana State Agricultural University (PJTSAU).

The institute is specialized to cater to the training needs of middle level extension functionaries of line departments of client states viz., Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Odisha, Union Territories of Puducherry, Andaman, Nicobar and Lakshadweep Islands. Besides this, the trainers of training institutes like SAMETI's, FTCs, KVKs and Master trainers of PJTSAU are trained at this institute. EEI is bestowed with experienced faculty in different areas of training with excellent knowledge and communication skills. The institute is provided with a well equipped training and seminar halls to meet all the training requirements of the clientele.

Extension Education Institute (EEI) emerged as one of the India's four Regional training institutes and stands as a notable premier training provider in Southern India with efficient, reliable and cost effective solutions to meet the emerging challenges in agriculture and allied sectors. EEI designs and fine tunes need based training programmes for the line department officials of client states that enable to capitalize on their strengths and work towards facing the current challenges in the respective fields.

EEI as a guiding force shapes the personal and professional outlook of the extension officers of client states and UTs and never stops going that extra mile ahead in providing greater value to the training in terms of quality, quantity and client satisfaction by following a highly application oriented and participative style of training. Only after understanding the quality and skilled work force requirement of the sector, the institute designs the course content. The institute created a record of 170.42 percent client coverage, ensuring client satisfaction with respect to quality and diversity as twin forces in offering the best of professional values in training.

Apart from the prescheduled programmes, EEI also coordinates with esteemed organizations like MANAGE, SAMETIs, ICRISAT, IIRR, NAARM, TS Biodiversity Board, NGOs, Farmer Federations etc., to provide training to extension functionaries and lead farmers on recent advancements in agriculture and allied enterprises. Till date i.e., upto March, 2022, the Institute trained 36,154 officers of development departments of client states, UTs including the farmers. To meet current demands, EEI also undertakes need based consultancy services viz., monitoring & evaluation and impact studies on development programmes of the state and centre.

### Mandate of the Institute

- To improve the skills and professional competency of extension functionaries of development departments, SAUs, private firms and voluntary organizations.
- To demonstrate most effective training techniques useful for the personnel working in development departments.
- To conduct action research and publish information on extension systems.
- To provide consultancy to development agencies.







As per the directives of the Directorate of Extension, Ministry of Agriculture & Farmers Welfare, Govt. of India, a management committee (for the tenure 2015-2021) has been constituted under the chairmanship of the Hon'ble Vice Chancellor, Professor Jayashankar Telangana State Agricultural University with DoE, GOI, PJTSAU, Development departments of client states, MANAGE, NAARM, NIRD, SAMETIs and farmer representatives as its members. The Director, EEI is the Member Secretary. The committee meets once in a year to enhance the quality of training programmes and help in effective functioning of institute.

Besides trainings, EEI Hyderabad is being involved in consultancy services such as trainings and impact evaluation studies. In this context, a number of trainings have been organized on consultancy basis in the client states. Third party monitoring and evaluation studies of important schemes and programmes have been entrusted to EEI. With a vision to serve the farming community, EEI is marching forward with new tasks and endeavors.

Consultancy studies, evaluation studies and need based trainings are important activities of EEI since 2008. These activities have helped the institute attain rich experience, field orientation and faculty exposure to the new dimensions and trends in agriculture. Moreover, EEI corpus was enhanced with income from consultancy projects which was utilized for the face lift and development of EEI.

## 2. General Information and details of man power

- |                                      |  |
|--------------------------------------|--|
| a. Name of the Centre                | : Extension Education Institute (Southern Region)  |
| b. Postal Address                    | : Extension Education Institute (EEI)<br>PJTS Agricultural University Campus<br>Rajendranagar, Hyderabad-500 030 |
| c. Telephone No. with STD Code       | : 040 – 24015368   |
| d. Fax No.                           | : 040 – 24016367   |
| e. e-mail                            | : eei1962@yahoo.in   |
| Year of starting of Extension Centre | : September 1962   |

### NAME OF THE HEAD OF THE EXTENSION CENTRE

S.No	Name	Period	
		From	To
1.	Dr. M. Jagan Mohan Reddy	28- 08 - 2021	Till date







## POSITION OF TEACHING AND NON-TEACHING STAFF AT EEL, RAJENDRANAGAR, HYDERABAD

### Information of Individual Teaching Staff

S.No.	Name of the post	No. of posts sanctioned	No. of posts filled	Name of the Teacher / Scientist working in the filled post
<b>PLAN SCHEME</b>				
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	Professor (Extension Methods & Director)	1	1	Dr. M. Jagan Mohan Reddy Director
2.	Professor (Extension Sciences)	1	Nil	<b>Vacant</b>
3.	Associate Professor (Human Resource Development)	1	1	Dr. I. Sreenivasa Rao Sr. Professor
4.	Associate Professor (Extension Management)	1	Nil	<b>Vacant</b>
5.	Associate Professor (Communication Management)	1	1	Dr. R. Vasantha Professor
6.	Associate Professor (Information Technology)	1	Nil	<b>Vacant</b>
7.	Associate Professor (Training Management)	1	Nil	<b>Vacant</b>
8.	Assistant Professor (Multi & Print Media)	1	1	Dr. A. Sailaja Professor
9.	Assistant Professor (Management Sciences)	1	1	Dr. S. Chandrashekar Professor
10.	Assistant Professor (Monitoring & Evaluation)	1	1	Dr. M. Preethi Professor
11.	Assistant Professor (Computers ICVT)	1	1	Dr. P. Vijaya Lakshmi Professor
12.	Assistant Professor (Organizational Behaviour/ Organizational Development)	1	1	Dr. D. Shireesha Asst. Professor
13.	Assistant Professor (Extension)	1	Nil	<b>Vacant</b>
14.	Librarian	1	1	Sri.N.P.Ravi Kumar Librarian
	<b>Total</b>	<b>14</b>	<b>09</b>	





### For Non-Teaching Posts

S.No.	Name of the post	No. of posts sanctioned	No. of posts filled	Name of the person working in the filled post	No. of post vacant	No. of persons working on outsourcing against sanctioned vacant posts	No. of persons working on contract against non sanctioned vacant posts
<b>PLAN SCHEME</b>							
1	2	3	4	5	6	7	8
1.	Superintendent	1	1	Smt.Noournisa	0	-	-
2.	Artist cum photographer	1	1	Sri. P. Ravinder Reddy	0	-	-
3.	Projector Operator	1	0	1 person working through outsourcing	1	1	-
4.	Senior Technician (Electronic Communication)	1	1	Sri.R.Srinivas	0	-	-
5.	Senior Technician (Production)	1	0	person working through outsourcing	1	1	-
6.	U.D. Accountant (Senior Assistant)	1	0	Vacant	1	-	-
7.	Senior Assistants	3	1	Sri. Syed Sharfuddin	2	-	-
8.	U.D. Stenographers	2	0	Vacant	2	0	-
9.	Junior Assistants	3	3	Sri. J. Santhosh Sri. L. Suresh Sri. R. Sindhu	0	0	-
10.	Junior Assistant (Stores)	1	0	Vacant	1	0	-
11.	Drivers	3	2	Sri.Naimatullah Khan P. Venkatesh & 1 Person working through outsourcing	1	1	-
12.	Attenders	2	2	1. Sri.K.Raju, 2. Sri.M.Narsimha	0	-	-
13.	Watchmen	2	0	2 persons working through outsourcing	2	2	-
14.	Messenger boy	1	1	Sri.M.Raj Kumar	0	-	-
15.	Sweepers	2	2	Smt.T.Padmamma K. Sandhya	0	-	-
16.	Mali	1	0	1 person working through outsourcing	1	1	-
17.	Cleaner	1	1	Sri.K.Narsimha	0	-	-
18.	Runner	2	0	2 persons working through outsourcing	2	2	-
19.	Bearer	1	0	1 person working through outsourcing	1	1	-
20.	Cook	2	0	2 persons working through outsourcing	2	2	-
21.	Helper	1	0	1 person working through outsourcing	1	1	-
	<b>Total</b>	<b>33</b>	<b>15</b>	<b>-</b>	<b>18</b>	<b>12</b>	<b>2</b>

**Note:** Cadre should be specified correctly AO/AR/Supt./Sr. Asst. / JACT/AEO/Rec. Asst. etc.





### INFORMATION OF INDIVIDUAL TEACHING STAFF

S. No.	Name of the employee Designation	Cadre (Asst. Prof./ Assoc. Prof. /Prof.)	CAS/ Direct	Religion	Social status	Disabl ed Y/N	Educational Qualification M.Sc. / Ph.D.	Department (Agronomy / Extension etc.,)
1	3	4	5	6	7	8	9	10
1.	Dr. M. Jagan Mohan Reddy Director	Professor	CAS	Hindu	OC	N	Ph.D.	Extension Management
2.	Dr. I. Sreenivasa Rao	Sr.Professor	CAS	Hindu	BC	N	Ph.D.	Extension Management
3.	Dr. A. Sailaja	Professor	CAS	Hindu	OC	N	Ph.D.	Extension Management
4.	Dr. R. Vasantha	Professor	CAS	Hindu	OC	N	Ph.D.	Extension Management
5.	Dr.S.Chandrashekar	Professor	CAS	Hindu	SC	N	Ph.D.	Extension Management
6.	Dr. P. Vijaya Lakshmi	Professor	CAS	Hindu	SC	N	Ph.D.	Extension Management (Ext)
7.	Dr.M.Preethi	Professor	CAS	Hindu	SC	N	Ph.D.	Home Science (Ext)
8.	Dr. D. Shireesha	Asst. Professor	Direct	Hindu	BC	N	Ph.D.	Agricultural Extension
9.	Sri.N.Ravi Kumar	Asst. Librarian	Direct	Hindu	SC	N	MA	Library & Information Science

### Information of Individual Non-Teaching Staff

S. No.	Cadre (AR/AO/Supdt./Sr. Asst./JACT/Agril. Officer/AEO/Driver s/Office Subordinate	Name of the employee	Date of Birth	Gender	Religion	Social status (SC/ST/OC/ BC (A,B,C,D&E))	Disable d Y/N	Date of joining in the Univ.	Educational Qualification
<b>Plan Scheme</b>									
1.	Superintendent	Smt. Noorunnisa	04-01-1973	F	Muslim	OC	N	02-01-1992	MA
2.	Artist cum photographer	P. Ravinder Reddy	21-04-1965	M	Hindu	OC	N	10-02-1992	Intermediate
3.	Projector Operator	1 person working through outsourcing	-	-	-	-	-	-	-
4.	U.D. Accountant (Senior Assistant)	Vacant	-	-	-	-	-	-	-
5.	Senior Assistant	Sri.Syed Shurfuddin	15-05-1976	M	Muslim	OC	Y	03-11-1997	SSC
6.	U.D. Stenographers	Vacant	-	-	-	-	-	-	-
7.	Junior Assistants	1. Mr. J. Santhosh	12-07-1994	M	Hindu	SC	N	25-05-2022	B. Tech
		2. Mr. L. Suresh	06-07-1994	M	Hindu	ST	N	24-05-2022	B.Com. Computers
		3. Ms. R. Sindhu	18-04-1996	F	Hindu	BC	N	10-06-2022	B.Sc. Computers
8.	Junior Assistant (Stores)	Vacant	-	-	-	-	-	-	-



S. No.	Cadre (AR/AO/Supdt./Sr. Asst./JACT/Agril. Officer/AEO/Driver s/Office Subordinate	Name of the employee and cadre	Date of Birth	Gender	Religion	Social status (SC/ST/OC/ BC (A,B,C,D&E))	Disab d Y/N	Date of joining in the Univ.	Educational Qualification
9.	Senior Technician (Electronic Communication)	Sri. R. Srinivas	30-08-1968	M	Hindu	OC	N	13-08-1992	DECE
10.	Senior Technician (Production)	1 person working through outsourcing	-	-	-	-	-	-	-
11.	Drivers	Sri. Naimatullah Khan	02-02-1965	M	Muslim	OC	N	07-02-1995	8th
		Sri. P. Venkatesh	10-06-1973	M	Hindu	SC	N	28-12-1995	7th
12.	Attenders	1 Person working through outsourcing	-	-	-	-	-	-	-
13.	Watchmen	1. Sri.K.Raju,	19-07-1970	M	Hindu	SC	N	19-07-1995	Nil
		2. Sri.M. Narsimha	11-04-1963	M	Hindu	SC	N	29-11-2012	Nil
14.	Messenger boy	2 persons through outsourcing	-	-	-	-	-	-	-
15.	Sweepers	Sri.M.Raj Kumar	29-09-1980	M	Hindu	BC-A	N	28-07-2010	SSC
16.	Cleaner	Smt. T. Padmamma	04-02-1964	F	Hindu	SC	N	04-02-2004	Nil
17.	Runner	Smt. K. Sandhya	15-10-1992	F	Hindu	SC	N	23-02-2022	Intermediate
18.	Bearer	Sri.K. Narasimha	14-03-1968	M	Hindu	SC	N	17-04-1995	Nil
19.	Cook	2 Persons working through outsourcing	-	-	-	-	-	-	-
20.	Helper	1 Person working through outsourcing	-	-	-	-	-	-	-
21.	Mali	2 Persons working through outsourcing	-	-	-	-	-	-	-
		1 Person working through outsourcing	-	-	-	-	-	-	-
		1 Person working through outsourcing	-	-	-	-	-	-	-

**Cadre: AR/AO/Supdt. /Sr. Asst. /JACT/Agril. Officer/AEO/Drivers/OfficeSubordinate**



## STAFF QUARTERS

Type	Total No. of Staff Quarters	Vacant	Staff Quarters Occupied (Cadre-wise)				
			OC	BC	SC	ST	Minorities
Teaching	-	-	-	-	-	-	-
Non -Teaching	3	3	-	-	-	-	-

If Vacant, specify reasons: None of the staff are residing in staff quarters



### 3. Financial and Physical Progress (2021-22)

#### a. Financial Progress

S. No	Item	Opening balance	Budget sanctioned (Rs.)	Budget released (Rs.)	Expenditure incurred (Rs.)	Unspent balance (Rs.)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>PLAN</b>						
1	Pay & Allowances		5,00,00,000=00		4,53,33,373=00	
2	Travelling Allowances		20,00,000=00		1,274=00	
3	Training Cost		85,00,000=00		11,62,176=00	1,51,86,705=00
4	Recurring Contingencies		80,00,000=00		68,19,937=00	
5	Non Recurring Contingencies		75,00,000=00		74,97,479=00	
	<b>Total (Rs.)</b>	<b>1,03,00,944=00</b>	<b>7,60,00,000=00</b>	<b>6,57,00,000=00</b>	<b>6,08,14,239=00</b>	<b>1,51,86,705=00</b>

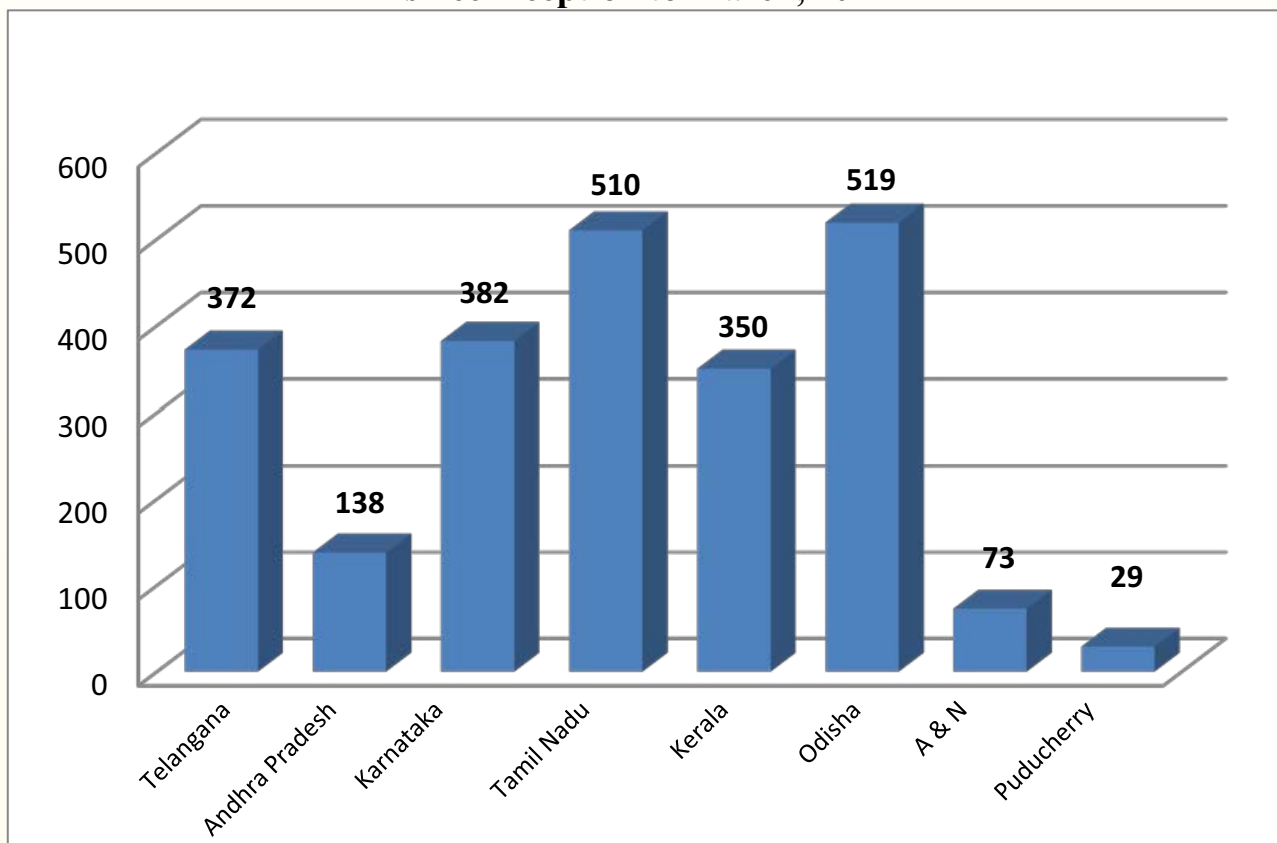
### b. Physical Progress

Type of Training	No. of training programmes targeted for the year 2021-22	No. of training programmes completed for the year 2021-22	No. of participants attended for the year 2021-22	No. of Male Participants	No. of Female participants
Online	71	64	2420	1309	1111
Collaborative	9	9	489	244	245
<b>Total</b>	<b>80</b>	<b>73</b>	<b>2909</b>	<b>1553</b>	<b>1356</b>

Type of Training	Number of trainings completed	Participation		
		Target	Achievement	%
Online	64 (Target-71)	1420	2420	170.42
Collaborative	9 (Target-71)	180	489	271.60

\* Considering allotment as 20 participants per training according to GOI norms

### Participation of Client States in EEI Training Programmes since inception to March, 2022







## 4. Innovative Extension Methodologies

Training and capacity building has been a critical pillar in the time of Covid-19. EEI gave up pushing the pause button on capacity building, and developed new solutions in a short time by exploring alternative digital learning strategies. EEI strongly advocated capacity building programmes utilizing the full power of technology and proved that different teaching methodologies are enabled through the technology and could successfully reach a large number of people across the country

A more fundamental rethinking of the learning experience was done to enable collaborative, interactive social-learning experiences for groups of participants.

EEI procured high-speed internet and education delivery platforms or learning management systems, besides stable IT infrastructure. Online training enabled usage of innovative methods through deployment of online tools. To continue enabling and delivering value-creating efforts, the institute made a number of tactical steps to protect its staff, clientele, adapted programs and delivery, established and expanded virtual live learning.

EEI in a new normal situation adopted a focused, systematic programme of using the power of technology to enable learning. A systems approach is followed in conducting trainings wherein need assessment, objective setting, designing, implementation and evaluation are done and is a continuous process .

Through online trainings, mentoring, interpersonal relationships and brainstorming were incorporated by deploying the technology.

Good learning sessions of all types begin with a good participant experience. During the session, participants were kept engaged and energized through innovative use of technology. For instance, keeping the video option on participants' computers active to create a community feel, ground rules were set up front and online input tools were used to facilitate engagement, such as chat and polling. Features such as virtual breakout rooms and post session feedback were also considered to simulate the in-person experience as much as possible.

Interactions, broadening of ideas, free-flowing open discussions and debates were made possible through creation of customized whatsapp groups.

To embrace, engage and empower the participants the following innovative training methodologies were followed

- Individual and group exercises: Participants were given individual exercises to ponder on with innovative thinking. In mixed groups, group exercises were given to work out holistic solutions. It is a highly active form of learning where development of skills and competencies of participants are focused.
- Role plays: These were conducted online with prior intimation on preparation on the allotted topics. It allows a learner to assume the role or tasks of a job by practicing or simulating real working conditions. It encourages thinking and creativity. The objective of role playing is to learn, improve or develop upon the skills or competencies necessary for a specific position. It is used to teach leadership styles, negotiation skills and other behavioural skills.
- Panel discussion : These were conducted to update the knowledge of the participants Found to be most appropriate if the outcome is development of knowledge on specific topics by exposing participants to a wide range of views and opinions

Thus, the relentless journey of EEI with indomitable spirit succeeded to meet the development needs of its clientele.





## Management games

- Management games help make learning interactive, enjoyable and realistic with key learning points to take back to the workplace.
- Business Games (or Management Games, Business Simulators) refers to the training method for managers. This form of training is based on an artificial environment that simulates the real situation in the management of the organization, whether it's planning, decision making, control, communications or management itself.
- These are conducted online to create virtual experiential learning experience through creation of groups and given an issue to be thought of. These are also conducted in ice breaking sessions.
- During back home planning sessions participants themselves plan to convey concepts in a similar fashion.

## Breakout sessions

- These are virtual rooms created in online training platform. The trainees are grouped into three or five groups with five or six members in each group. Each group is allotted a breakout room and are asked to brainstorm on a problem or work out on a case study or perform a role play so as to present the same in general session. This methodology paved way for good involvement and interaction among trainees.

## Live streaming of demonstration & Visits online/ Virtual tours

- As pandemic limited the scope of conducting field visits, the resource persons could virtually organize virtual tours to the location to be shown so as to provide an effective learning experience to the trainees.

## 5. System of Monitoring and Evaluation

The training programmes offered by EEI, Hyderabad at both on & off campus levels are sieved through systematic procedures of monitoring and evaluation. Our processes are supported with concrete data and information generated through developed and well structured schedules which are administered to the participants with sincerity, purpose and objectivity.

The filled in schedules are interpreted for their reflections are outcome of the programme, in terms of its planning, execution, dexterity of the Course Co-ordinators in general and expertise of the resource personnel in specific, in making the training programmes effective.

The programmes are monitored tightly by the Course Co-ordinators and the Director, from start to end to see that it is conducted as per the schedule with no major deviations in content. Evaluation is done through schedules viz., Pre & Post evaluation, before evaluation, training need assessment and after evaluation. The data thus collected is interpreted for knowledge gain of trainees, suggestions for improvement and new dimensions to be incorporated.

Thus, all the programmes are evaluated for their sustainable training approaches and the effectiveness of training methods used. Also useful clues on the pattern of participation; standards of expertise provided and objective feedback on other relevant aspects are obtained.





## 6. Training programmes of the institute

During the year 2020-21 the Institute organized 45 Online training programmes (including Regional Workshop). The details of the workshops furnished below.

### Online Training Programmes 2021-2022

S. No.	Name of the training Programme	Male	Female	Total	Caste wise			
					OBC	OC	SC	ST
1.	Promotion of Farmer Producer Organizations for the Officers of Horticulture Sector from 03 <sup>rd</sup> to 7 <sup>th</sup> May, 2021	22	25	47	24	13	6	4
2.	Market Led Extension for the Extension Officers of Animal Husbandry and Dairy Development Departments from 18 <sup>th</sup> to 22 <sup>nd</sup> May, 2021	17	9	26	13	10	-	3
3.	Promotion of Public Private Partnership in Agri. and Allied Sectors from 25 <sup>th</sup> to 29 <sup>th</sup> May, 2021	25	10	35	13	14	4	4
4.	Promotion of Export Management for the Officers of Horticulture Sector from 07 <sup>th</sup> to 11 <sup>th</sup> June, 2021	26	34	60	32	14	11	3
5.	Creating Awareness on GoI Schemes in Agriculture Sector from 07 <sup>th</sup> to 11 <sup>th</sup> June, 2021	31	17	48	25	17	6	-
6.	Farm Journalism for Effective Transfer of Technology from 15 <sup>th</sup> to 19 <sup>th</sup> June, 2021	28	17	45	21	9	8	7
7.	Promotion of Export Management for the Officers of Agriculture, Horticulture and Sericulture Sectors from 05 <sup>th</sup> to 09 <sup>th</sup> July, 2021	33	11	44	19	19	6	-
8.	Promotion of Export Management for the Officers of Animal Husbandry and Dairy Development Departments from 05 <sup>th</sup> to 09 <sup>th</sup> July, 2021	31	11	42	15	17	7	3
9.	Creating awareness on GoI Schemes in Horticulture and Sericulture Sector from 27 <sup>th</sup> to 31 <sup>st</sup> July, 2021	18	19	37	19	9	8	1
10.	Promotion of FPO's for Profitable Farming for the Officers of Agriculture Sector from 27 <sup>th</sup> to 31 <sup>st</sup> July, 2021	15	15	30	17	5	8	-
11.	Market Led Extension for the Officers of Agriculture Sector from 03 <sup>rd</sup> to 07 <sup>th</sup> August, 2021	13	20	33	17	7	6	3
12.	Promotion of Farmer Producer Organizations for the Officers of Animal Husbandry and Dairy Development Departments from 09 <sup>th</sup> to 13 <sup>th</sup> August, 2021	24	7	31	7	22	2	-





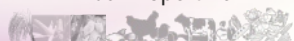
S. No.	Name of the training Programme	Male	Female	Total	Caste wise			
					OBC	OC	SC	ST
13.	Extension Methodologies & Strategies for Promotion of Commercial Horticulture from 24 <sup>th</sup> to 28 <sup>th</sup> August, 2021	12	2	14	2	5	5	2
14.	Planning, Monitoring and Evaluation of Development Programmes and Projects from 24 <sup>th</sup> to 28 <sup>th</sup> August, 2021	27	16	43	17	14	10	2
15.	Promotion of Technologies and Extension Strategies for Value Addition and Post harvest Technologies for the Officers of Fisheries Sector from 14 <sup>th</sup> to 18 <sup>th</sup> September, 2021	19	17	36	17	17	1	1
16.	Market led Extension for the Officers of Horticulture Sector from 21 <sup>st</sup> to 25 <sup>th</sup> September, 2021	11	3	14	6	5	2	1
17.	Waste Management in Agriculture and Allied Sectors from 21 <sup>st</sup> to 25 <sup>th</sup> September, 2021	28	27	55	21	11	15	8
18.	Digital Marketing Strategies for Effective Marketing of Agri and Allied Products from 4 <sup>th</sup> to 8 <sup>th</sup> October, 2021	35	25	60	25	18	8	9
19.	Promoting Nutrition Sensitive Agriculture among Field Level Women Extension Officers from 11 <sup>th</sup> to 14 <sup>th</sup> October, 2021	-	44	44	27	10	6	1
20.	Promotion of Digital Literacy for Middle Level Officers of Development Departments from 18 <sup>th</sup> to 22 <sup>nd</sup> October, 2021 (19 <sup>th</sup> Holiday)	30	13	43	10	12	15	6
21.	Soft Skills and Personality Development for Professional Excellence from 25 <sup>th</sup> to 29 <sup>th</sup> October, 2021	24	21	45	23	15	6	1
22.	Promotion of Technologies and Extension Strategies for Value Addition and Post harvest technologies for the officers of Horticulture Sector from 08 <sup>th</sup> to 12 <sup>th</sup> November, 2021	11	4	15	5	8	1	1
23.	Promotion of Nutrition Management in Livestock & Dairy Sectors from 08 <sup>th</sup> to 12 <sup>th</sup> November, 2021	29	14	43	15	18	8	2
24.	Promotion of Agri. Preneurship and its Management in Agriculture and Allied Sectors from 15 <sup>th</sup> to 20 <sup>th</sup> November, 2021 (19 <sup>th</sup> Holiday)	35	35	70	34	23	10	3
25.	Market led Extension for the Officers of Agriculture and Horticulture Sectors from 23 <sup>rd</sup> to 27 <sup>th</sup> November, 2021	13	16	29	12	8	5	4
26.	Entrepreneurship Development for Women Extension Officers of Agriculture from 23 <sup>rd</sup> to 27 <sup>th</sup> November, 2021	-	22	22	7	9	5	1

S. No.	Name of the training Programme	Male	Female	Total	Caste wise			
					OBC	OC	SC	ST
27.	Extension Strategies for Climate Smart Extension in Agri. and Allied Sectors from 29 <sup>th</sup> Nov to 03 <sup>rd</sup> Dec, 2021	32	29	61	22	26	11	2
28.	Planning, Monitoring and Evaluation of Development Programmes and Projects from 06 <sup>th</sup> to 10 <sup>th</sup> December, 2021	16	24	40	20	8	6	6
29.	Digital Applications for Promotion of Marketing in Agriculture and Allied Sectors from 06 <sup>th</sup> to 10 <sup>th</sup> December, 2021	27	18	45	19	11	11	4
30.	Promotion and Development Strategies for Doubling the Income of Farmers in Agril. & Allied Sectors from 14 <sup>th</sup> to 18 <sup>th</sup> December, 2021	24	27	51	20	13	12	6
31.	Time & Stress Management for Extension Professionals from 20 <sup>th</sup> to 24 <sup>th</sup> December, 2021	21	20	41	19	18	4	-
32.	Values and Work Ethics for Organizational Excellence from 27 <sup>th</sup> to 31 <sup>st</sup> December, 2021	28	26	54	29	18	5	2
33.	Creating awareness on GoI Schemes in Animal Husbandry and Dairy Development Department from 04 <sup>th</sup> to 08 <sup>th</sup> January, 2022	10	5	15	8	6	-	1
34.	Regional Workshop on "Training Need Assessment of Client States" from 11 <sup>th</sup> and 12 <sup>th</sup> January, 2022	30	17	47	Nil			
35.	Extension Strategies to Promote Protected Cultivation in Horticultural Crops from 18 <sup>th</sup> to 22 <sup>nd</sup> January, 2022	12	5	17	7	6	3	1
36.	Urban Farming for Extension Professionals from 07 <sup>th</sup> to 11 <sup>th</sup> February, 2022	35	25	60	27	20	7	6
37.	Profitable Farming through Mechanization from 07 <sup>th</sup> to 11 <sup>th</sup> February, 2022	29	30	59	20	21	14	4
38.	IFS in Creation of Sustainable Livelihoods for Small and Marginal Farmers for the officers of Agriculture, Horticulture & Sericulture Sector from 15 <sup>th</sup> to 19 <sup>th</sup> February, 2022	22	15	37	15	19	2	1
39.	IFS in Creation of Sustainable Livelihoods for Small and Marginal Farmers for the officers of Animal Husbandry & Fisheries Sector from 15 <sup>th</sup> to 19 <sup>th</sup> February, 2022	15	10	25	12	8	4	1
40.	Farm Journalism for Effective Transfer of Technology from 22 <sup>nd</sup> to 26 <sup>th</sup> February, 2022	20	19	39	10	18	9	2
41.	Managerial Skills for Effective Transfer of Technology from 02 <sup>nd</sup> to 05 <sup>th</sup> March, 2022	26	12	38	13	13	11	1
<b>Total:</b>		904	736	1640	684	534	268	107



## Online (On-Campus) Training Programmes 2021-2022

S. No.	Name of the training Programme	Male	Female	Total	Caste wise			
					OBC	OC	SC	ST
1.	Managerial Skills for Effective Transfer of Technology from 13 <sup>th</sup> to 17 <sup>th</sup> July, 2021	34	25	59	21	22	15	1
2.	Soft Skills and Personality Development for Professional Excellence from 09 <sup>th</sup> to 13 <sup>th</sup> August, 2021	29	30	59	22	19	12	6
3.	Extension Strategies for Climate Smart Extension in Agri. and Allied Sectors from 18 <sup>th</sup> to 23 <sup>rd</sup> October, 2021 (19 <sup>th</sup> Holiday)	16	27	43	25	11	6	1
4.	Time & Stress Management for Extension Professionals from 26 <sup>th</sup> to 30 <sup>th</sup> October, 2021	15	18	33	18	8	7	-
5.	Extension Strategies to Promote Water Conservation Technologies to Enhance Water Productivity from 26 <sup>th</sup> to 30 <sup>th</sup> October, 2021	11	22	33	11	13	5	4
6.	Digital Marketing Strategies for Effective Marketing of Agri. and Allied Products from 14 <sup>th</sup> to 18 <sup>th</sup> December, 2021	34	22	56	23	21	9	3
7.	Disaster Management and Mitigation strategies in Agri. and Allied Sectors from 04 <sup>th</sup> to 08 <sup>th</sup> January, 2022	27	34	61	33	16	10	2
8.	Promotion of Agri. Preneurship and its Management in Agriculture and Allied Sectors from 18 <sup>th</sup> to 22 <sup>nd</sup> January, 2022	25	25	50	19	19	9	3
9.	Values and Work Ethics for Organizational Excellence from 18 <sup>th</sup> to 22 <sup>nd</sup> January, 2022	21	30	51	19	20	5	7
10.	Promotion of Digital Literacy for Middle Level Officers of Development Departments from 22 <sup>nd</sup> to 26 <sup>th</sup> February, 2022	18	21	39	22	9	7	1
<b>Total:</b>		230	254	484	213	158	85	28







## Off-Campus Training Programmes 2021-2022

S. No.	Name of the training Programme	Male	Female	Total	Caste wise			
					OBC	OC	SC	ST
1.	Farm Journalism for the Effective Transfer of Technology from 03 <sup>rd</sup> to 06 <sup>th</sup> August, 2021 for the officers of Dairy Development Department, Kerala.	19	15	34	22	10	2	-
2.	Farm Journalism for Effective Transfer of Technology from 9 <sup>th</sup> to 12 <sup>th</sup> August, 2021 for the officers of Horticulture Department, Tamil Nadu.	8	22	30	19	1	10	-
3.	Farm Mechanization in Animal Husbandry Sector from 24 <sup>th</sup> to 27 <sup>th</sup> August, 2021 for the officers of Animal Husbandry Department, Telangana.	14	9	23	13	5	3	2
4.	Promotion of Technologies and Extension Strategies for Value Addition and Post harvest Technologies from 27 <sup>th</sup> to 30 <sup>th</sup> September, 2021 for the officers of Agriculture Department, Telangana.	6	16	22	9	8	3	2
5.	Promotion of Farmer Producer Organizations in Horticulture Sector from 27 <sup>th</sup> to 30 <sup>th</sup> September, 2021 for the officers of Horticulture Department, Karnataka.	22	2	24	8	11	3	2
6.	Promotion of Technologies and Extension Strategies for Value Addition and Post harvest Technologies from 8 <sup>th</sup> to 11 <sup>th</sup> November, 2021 for the officers of Horticulture Department, Telangana.	5	11	16	10	4	2	-
7.	Promotion of Export Management in Sericulture Sector from 06 <sup>th</sup> to 09 <sup>th</sup> December, 2021 for the officers of Sericulture department, Karnataka.	11	7	18	8	8	2	-
8.	Time and Stress Management for Professional Excellence from 14 <sup>th</sup> to 17 <sup>th</sup> December, 2021 for the officers of Agriculture department, Andaman & Nicobar Islands.	16	13	29	9	19	-	1
9.	Planning, Monitoring and Evaluation of Development Programmes and Projects from 20 <sup>th</sup> to 23 <sup>rd</sup> December, 2021 for the officers of Animal Husbandry Department, Telangana.	25	2	27	6	15	5	1

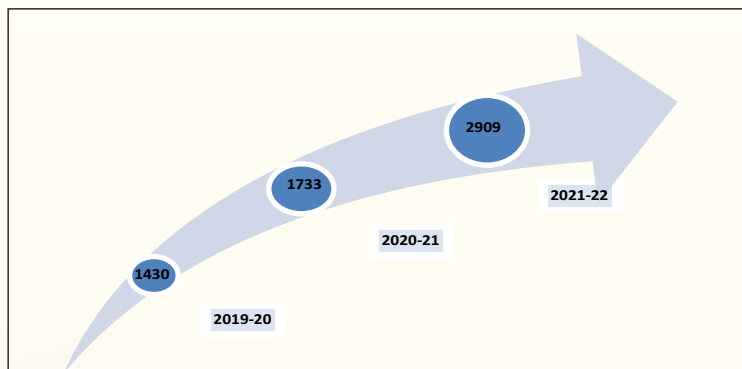


S. No.	Name of the training Programme	Male	Female	Total	Caste wise			
					OBC	OC	SC	ST
10.	Market Led Extension from 15th to 18th Feb, 2022 for the officers of Horticulture Department, Telangana.	10	6	16	10	1	4	1
11.	Time and Stress Management for Professional Excellence from 23 <sup>rd</sup> to 26 <sup>th</sup> March, 2022 for the officers of Agriculture Department, Puducherry.	12	8	20	13	4	3	-
12.	Promotion of Farmer Producer Organizations for the Officers of Horticulture Sector from 28 <sup>th</sup> to 31 <sup>st</sup> March, 2022 Horticulture Department, Tamil Nadu.	13	6	19	17	-	2	-
13.	Promotion of Export Management in Sericulture Sector from 28 <sup>th</sup> to 31 <sup>st</sup> March, 2022 Sericulture Department, Odisha.	14	4	18	5	8	5	-
<b>Total:</b>		175	121	296	149	94	44	9

**Year wise Training programmes organised during last 3 years  
from 2019-20 to 2021-22**

S. No.	Year	No. of Trg. programs Targeted	No. of Trg. programs organised	Target	Achievement
1	2019-20	68	64	1280	1430
2	2020-21	45	45	900	1733
3	2021-22	80	73	1600	2909

**Physical progress for the last 3 years from 2019-20 to 2021-22**



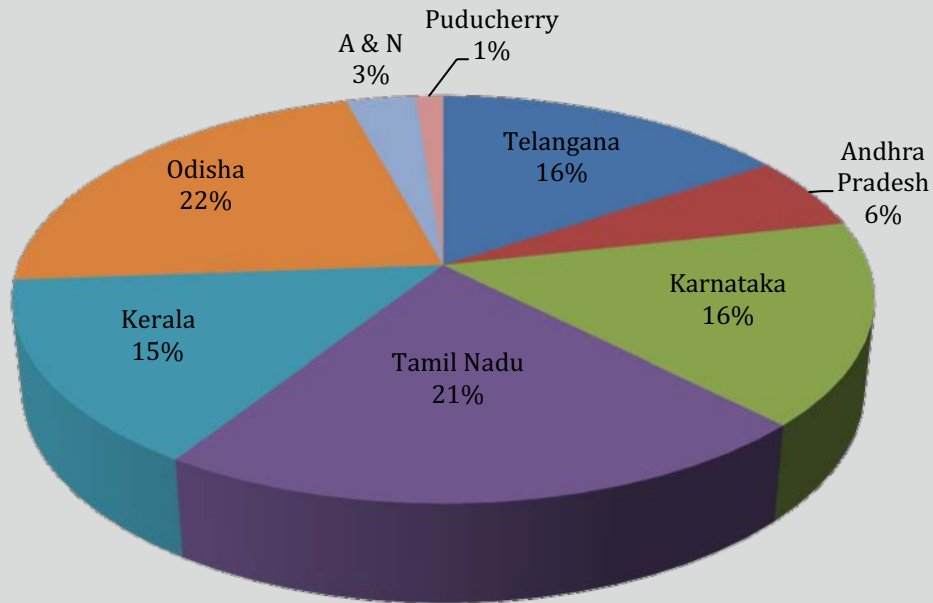
### State and Sector wise client participation in the Online training programmes 2021-22

State/Dept.	Agril.	A.H.	D.D	Fish.	For.	Hor.	Ser.	KVK	DAATTC	SAMETI	NGO's	Engg.	Total
Telangana	72	195	-	-	-	99	-	1	-	4	1	-	372
Andhra Pradesh	80	10	-	8		19		18	3	-	-	-	138
Karnataka	90	28	-	17	-	136	102	9	-	-	-	-	382
Tamil Nadu	299	38	-	-	-	95	9	-	-	11	2	56	510
Kerala	126	81	60	55	1	-	-	-	-	27	-	-	350
Odisha	246	66	-	165	1	23	18	-	-	-	-	-	519
A & N	49	4	-	20	-	-	-	-	-	-	-	-	73
Puducherry	28	1	-	-	-	-	-	-	-	-	-	-	29
Regional Workshop													47
<b>Total:</b>	<b>990</b>	<b>423</b>	<b>60</b>	<b>265</b>	<b>2</b>	<b>372</b>	<b>129</b>	<b>28</b>	<b>3</b>	<b>42</b>	<b>3</b>	<b>56</b>	<b>2420</b>

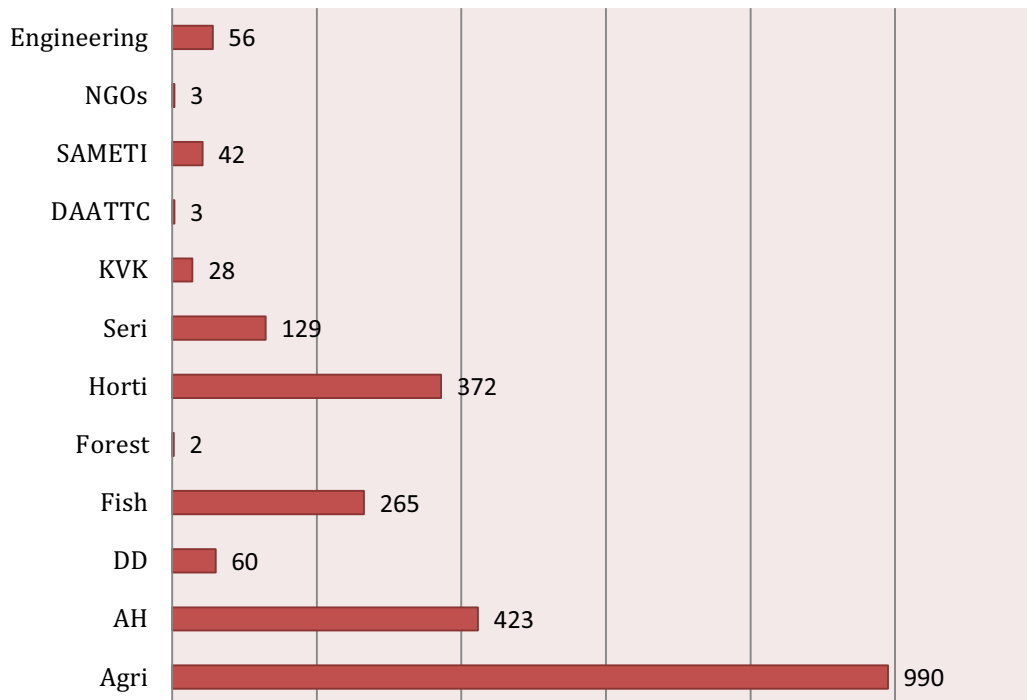
Maximum participation i.e., 519 is observed from Odisha followed by Tamil Nadu (510), Karnataka (382), Telangana (372), Kerala (350), Andhra Pradesh (138), Andaman & Nicobar Island (73) and Puducherry (29). Nine hundred and ninety (990) officers got trained in Agriculture sector followed by Animal Husbandry (423), Horticulture (372), Fisheries (265), Sericulture (129), Dairy Development (60), Agricultural Engineering (56), SAMETI (42), KVK (28), DAATTC (3), N NGOs(3) and Forestry (2).



## State Wise Participants during 2021-22



## Department Wise Participants during 2021-22



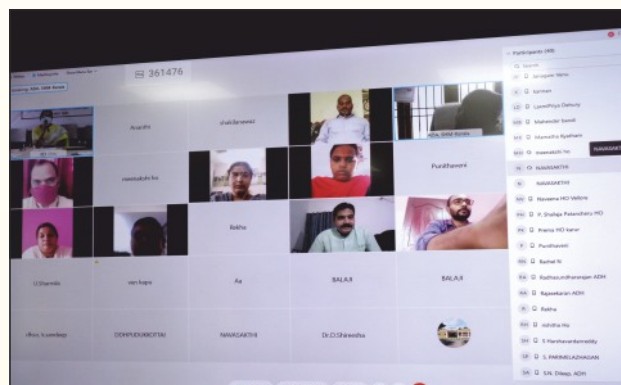
## The detailed report of the Online training programmes as follows:

### 1. Promotion of Farmer Producer Organization for the Officers of Horticulture Sector from 3<sup>rd</sup> – 7<sup>th</sup> May, 2021

Recognizing the problems of small and marginal farmers in India, the government is actively promoting [Farmers Producer Organization \(FPO\)](#). The aggregation of small, marginal, and landless farmers in FPOs has helped enhance the farmers' economic strength and market linkages for improving their income. In the context of the Indian government's push to double farm income by 2022, innovative thinking on smallholder farmer empowerment is needed. FPOs have the potential to give farmers better bargaining power and create a more transparent agri-market, and they need to be nurtured to their full potential. Keeping view of these developments of upgrading Knowledge of field level extension officers who are entrusted with the task of formation and management of FPOs was felt by EEI, Hyderabad. Hence a five day online training programme on “Promotion of FPOs for the officers of Horticulture sector” was organized from 3<sup>rd</sup> to 7<sup>th</sup> May, 2021 for Horticulture officers representing South Indian states. The programme was coordinated by Dr. R. Vasantha, Professor, EEI and Dr. D. Shireesha, Assistant Professor, EEI.

Participants were trained to improve their knowledge on FPO formation, management, supply and value chains, business plans, legal frameworks, Successful FPO Models, Experiences of Sahyadri FPO in the Service of Farmers, Using Information Technology and Digitilization in FPOs for Profitable Farming, New Agri Reforms and Role of NABARD in promoting FPOs in Horticulture Sector, challenges and strategies for sustenance of FPOs.

Extensive interactions have taken place between FPO promoters and participants during the sessions. On the last day participants developed and presented road map for development and promotion of FPOs in their respective states



*Dr. V. Sudha Rani, Director; Dr. A. Sailaja, Professor and Dr. D. Shireesha, Assistant Professor; EEI addressing participants in inaugural programme in the training programme on “Promotion of FPOs for the Officers of Horticulture Sectors from 3<sup>rd</sup> – 7<sup>th</sup> May, 2021*



## **2 Market Led Extension for the Extension Officers of Animal Husbandry and Dairy Development Departments from 18<sup>th</sup> – 22<sup>nd</sup> May, 2022**

A five day online training programme was conducted for the Officers of Animal Husbandry and Dairy Developments of Southern Region from 18<sup>th</sup> – 22<sup>nd</sup> May, 2021. Twenty six officers were participated in the programme. Dr. S. Chandra Shekar and Dr. P. Vijaya Lakshmi, Professors, EEI coordinated the programme.

The programme was tailor made to the officers by incorporating sessions on APLM Act 2017- An Introduction, Marketing reforms 2020, Market Led Extension in Animal Husbandry Sector, Contract farming, PPP in Animal Husbandry Sector, Farmer producer organizations in Animal Husbandry Sector, Backward and forward linkages Farmers to Markets- Harvesting benefits for Farmers, ICT enabled Marketing in Animal Husbandry Sector, Branding and Packaging of Animal Husbandry Products, Value addition and Processing in Animal Husbandry Sector, Development Programmes for Marketing in Animal Husbandry Sector, Direct Marketing in Animal Husbandry Sector. During feedback, participants expressed their immense satisfaction with the contents of the programme.

During the valedictory session Dr. V. Sudha Rani, Director, EEI appreciated participants for their keen interest and cooperation throughout the programme and urged the participants use the learnings at back home situation. Dr. S. Chandra Shekar presented the brief report of the programme and Dr. Vijaya Lakshmi proposed formal vote of thanks.



### 3 Promotion of Public Private Partnership in Agri and Allied Sectors from 25<sup>th</sup> - 29<sup>th</sup> May, 2021

The impact of PPP has been realized through positive changes in marketing aspects of farm produce, reduction of risks and uncertainties, social mobilization, capacity building of farm families and economic empowerment of farmers, knowledge management, High-End Technologies Development, Building Farmer's Resilience to Environmental Shocks and Minimizing Risks and Uncertainties, Farm Mechanization, Social Mobilization—developmental departments develop partnership to create a better social linkage through SHGs, Farmer Interest Groups, commodity groups, farmer's clubs, and farmer's cooperative societies, Productivity Enhancement. Thus keeping in view the potential benefits of PPP it was thought worthwhile to sensitize the officers of line departments of South India and hence an online training on “Promotion of Public Private Partnership in Agriculture and Allied Sectors” was conducted for five days to the officers of Department of Agriculture, Animal Husbandry Horticulture and sericulture, South Indian States during 25<sup>th</sup> – 29<sup>th</sup> May, 2021. Thirty five officers participated in the training from Telangana, Tamil Nadu, Karnataka and Odisha States. Dr. B. Jamuna Rani and Dr. S. Chandra Shekar, Professors, EEI were the course Coordinators.

The contents dealt were emerging needs and importance of PPP in the Changing Scenario in Agriculture and Allied Sectors: PPP Model - Global Experiences in Agriculture and Allied sectors; PPP Model – Experiences and Opportunities in Agriculture and Allied sectors; Contract Farming – Models, Guidelines in Promotion of PPP; PPP in Horticulture – Challenges/Issues: Working models and Experiences; PPP in Animal Husbandry sector – Challenges/Issues: Working models and Experiences; Role of FPOs including Women FPOs in Building PPP; Role of NGOs in PPP in Agricultural Extension Activities; Technologies and Linkage Mechanisms for Promotion of PPP in Extension Organizations; PPP Models – Experiences and Opportunities in Sericulture Sector; Funding Opportunities for PPP Projects under Atmanirbhar Bharat and other Programmes/Schemes of Governments ;Promotion of Nutri Sensitive Agriculture through Partnership; Approaches/ Models of PPP in Extension Services for Agriculture and Allied Sectors.

The participants during their feed back in the valedictory session on 29<sup>th</sup> May 2021 expressed happiness with the content and the methodologies used to deal the content during the workshop which provided rich understanding of the principles involved to promote effective PPPs. They informed that insights were given into the linkage mechanisms for promotion of PPP by the speakers who shared their valuable experiences in developing the workable models of PPP in agriculture and allied sectors .The participants expressed that it is an excellent opportunity for them to interact with eminent national speakers with experience and expertise in their domains. The participants expressed their intuition that the contents of the workshop have several potential benefits to various stake holders in the system. The participants promised that they shall encourage PPPs at their back home situation keeping in view the potential benefits.



Session on Contract Farming – Models, Guidelines in Promotion of PPP by V. Sudha Rani, Director, EEI on 26-05-2021



Dr. B. Jamuna Rani, Professor interacting with Participants in the training programme on “Promotion of Public Private Partnership in Agriculture and Allied Sectors” from 25<sup>th</sup> – 29<sup>th</sup> May, 2021

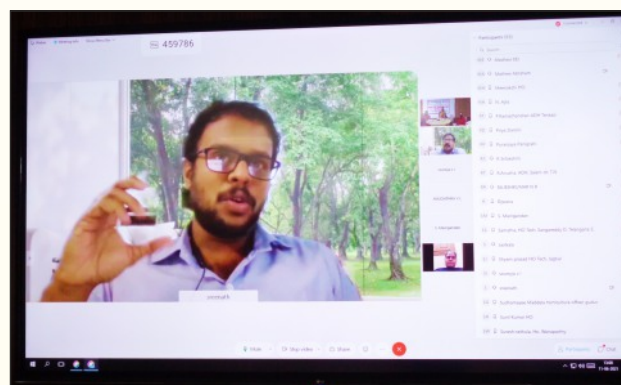


#### 4 Promotion of Export Management for the Officers of Horticulture Sector from 7<sup>th</sup> - 11<sup>th</sup> June, 2021

In view of increasing demand for Indian horticulture produce, fresh and processed products on the global market, the export of horticultural crops at all India level has picked up. Many reforms are needed to shift Indian farming from traditional farming to an agribusiness mode. There is a need to help the farmers to get better returns for their produce to provide better quality, safe and branded foods to the consumers. Keeping this in view a five day online training programme was organized on “Promotion of Export management for the officers of Horticulture sector” from 7<sup>th</sup> – 11<sup>th</sup> June, 2021. Sixty officers were participated from Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala, Odisha and Andaman & Nicobar Islands. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI and Dr. B. Jamuna Rani, Professor, EEI

The course content of the programme includes Fruit and Vegetable Cultivate for Exports; Overview on Export Management of Horticulture Produce; Practical Orientation for the Beginners on Export Trading; Role of APEDA in Horticulture Export; Post Harvest and Value Addition Technologies for Export of Horticulture Products; Supply Chain Management in Horticulture Exports; Sharing of Experiences in Export of Fruits and Vegetables; Export Oriented Cultivation of Flowers; EXIM Policy and Financial Assistance for Exporter; ICTs in Horticulture for Export related Activities; Innovative Models for Exports in Agriculture and Allied Sectors; Role of EIC in Export Trade: Challenges in Fruits and Vegetables Export; Learning Export Process of Horticulture Produce through Video Films.

The programme was appreciated for its methodology. The participants felt that the training programme is helpful to all the participants. The training helped them to broaden their knowledge and skills in export management in horticulture. During the valedictory, the participants gave a positive feedback and thanked EEI for instilling confidence and positivity in them through different sessions by inspiring resource persons. Dr. V. Sudha Rani, Director, EEI congratulated the participants. She urged the officers to utilize all skills learnt and unlock their potential to lead activities in back home situation. Dr. B. Jamuna Rani presented the brief report of training programme. The programme concluded with formal vote of thanks by Dr. D. Shireesha.



*Dr. V. Sudha Rani, Director; Dr. B. Jamuna Rani, Professor and Dr. D. Shireesha, Assistant Professor; EEI addressing participants in inaugural programme in the training programme on “Promotion of Export Management for the Officers of Horticulture Sector” from 7<sup>th</sup> – 11<sup>th</sup> June, 2021*



## 5 Promotion of Export Management for the Officers of Horticulture Sector from 7<sup>th</sup> - 11<sup>th</sup> June, 2021

In India More than 72% of farmers fall into the category of small and marginal farmers; the figure is expected to increase to 90%. Average annual income of small and marginal farmer ranges between Rs. 35,000- 40,000, and the average land holding is around 1.23 ha. Agriculture is one of the prominent sectors of Indian economy providing livelihoods to more than half of India's population. While providing food security, this is the backbone of the country's rural economy. In the first quarter of FY 2020-21, when the Indian economy registered 23.9 percent negative growth, agriculture was the only sector which emerged as a silver lining for India's economic recovery with over 3.4 percent growth. It makes agriculture the most prominent sector in country. And therefore, it needs a lot of public sector support for a sustainable growth. In this connection Extension Education Institute (EEI) organized a five day training program from 7th to 11th June, 2021, to improve the knowledge and skill in the area of “Creating Awareness on GOI Schemes in Agriculture Sector” The Government has rolled out a number of new initiatives like Soil Health Card Scheme, Neem Coated Urea, Paramparagat Krishi Vikas Yojana (PKVY), Pradhan Mantri Krishi Sinchayee Yojana (PMKSY), National Agriculture Market (e-NAM), Pradhan Mantri Fasal Bima Yojana (PMFBY) and Interest Subvention Scheme. These schemes are for the benefit of all farmers.

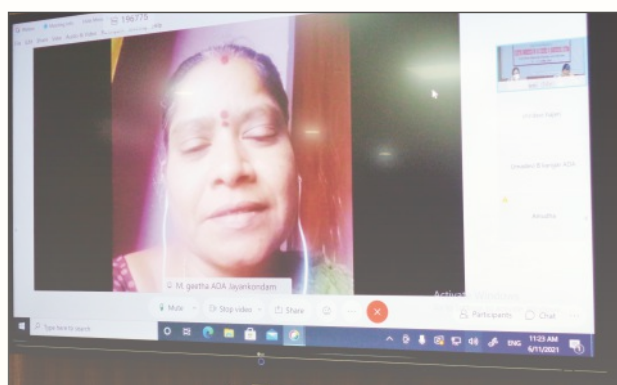
The program was framed with sessions on National Mission For Sustainable Agriculture (NMSA), Pradhan Mantri Krishi Sinchai Yojana (PMKSY), PM Kisan Samman Nidhi Yojana, PM-Kusum, Gramin Bhandaran Yojna, Micro Irrigation Fund (MIF), PM-Kisan Scheme, Pradhan Mantri Kisan Maandhan yojana, Kisan Credit Card (KCC) scheme, PMKSY (Har Khet ko Pani), PMKSY (Watershed), PMKSY(Per Drop More Crop - PDMC), National Agriculture Market (e-NAM), Rainfed Area Development Programme (RADP), Soil Health Card Scheme, Schemes under NMSA, Rainfed Area Development (RAD), Soil Health Management (SHM), Paramparagat Krishi Vikas Yojana (PKVY) , National Rainfed Area Authority (NRAA), National Mission on Oilseeds and Oil Palm (NMOOP) , Rainfed Area Development (RAD), On Farm Water management (OFWM) , National Mission on Agricultural Extension & Technology (NMAET) , Sub Mission on Agricultural Extension (SMAE), Sub Mission on Agricultural Mechanization (SMAM), Sub Mission on Plant Protection (SMPP), Crop Pest Surveillance and Advisory Project (CROPSAP), Strengthening/ Promoting Agricultural Information System, Forty eight officers from Telangana, Karnataka, Tamil Nadu, Odisha and Andaman & Nicobar representing Agriculture department were attended the workshop and the programme was coordinated by Dr. P. Vijaya Lakshmi and Dr. S. Chandra Shekar, Professors, EEI.



Dr. V. Sudha Rani, Director, EEI chaired the Valedictory session held on 11th June, 2021 said that Government of India is giving more priority for welfare of the farmers. In this regard it is implementing several farmers welfare schemes to revitalize agriculture sector and to improve their economic conditions. Therefore, the government has rolled out new initiatives, schemes, programmes and plans to benefit all the farmers. She further stressed that the responsibility of extension functionaries is to strengthen the information support system to the farming community so as to help them to improve their socio economic conditions. All the participants promised that they shall put their obtained knowledge in practice for the benefit of the farming community.



*Dr. V. Sudha Rani, Director and D. P. Vijaya Lakshmi, Professor, EEI addressing participants in inaugural session in the training programme on "Creating Awareness on GoI Schemes in Agriculture Sector" from 7<sup>th</sup> – 11<sup>th</sup> June, 2021*



*Participants Feedback in Valedictory session in the training programme on "Creating Awareness on GoI Schemes in Agriculture Sector" from 7<sup>th</sup> – 11<sup>th</sup> June, 2021*

## 6 Farm Journalism for Effective Transfer of Technology from 15<sup>th</sup> – 19<sup>th</sup> June, 2021

Agriculture is becoming increasingly information intensive. Agricultural journalism is considered as an effective tool in diffusion of agricultural technologies among the farming communities. Various forms of agricultural journalism are used by different organizations in order to address the community problems and provide solutions to them. Extension can reach more clients through mobile-based learning platforms, textual or richer platforms, such as video that provide tips to farmers to improve agricultural skills and knowledge.

An attempt has been made by Extension Education Institute to Organize Online training programme during this present Pandemic Scenario. Hence, as a part of the regular schedule of EEI a five day online training programme was planned to improve the Knowledge and Skills of the extension functionaries in the area of “Farm Journalism for Effective Transfer of Technology” from 15<sup>th</sup> -19<sup>th</sup> June, 2021 coordinated by Dr. V. Sudha Rani, Director and Dr. A. Sailaja, Professor, EEI.

Due to the digital revolution, the topics of relevance on which the participants were refreshed were the basic communication process - its relevance and application to mass media, use of online media and ICT tools, photojournalism, usage of traditional folk media, procedure of writing of success stories, case studies, radio scripts, story board, news stories and feature stories, feature articles along with designing and production of digital content. The officers were also given hands on experience in developing a short film on news/success story using apps like Fillmore and in shot.

On the last day of the training programme, the participants put the knowledge gained into action by writing case studies, success stories, new stories, feature stories and articles besides writing radio scripts.

In her valedictory address the Director, EEI, Dr. V. Sudha Rani, acclaimed the participants to act as catalysts by disseminating right information to right people, at right time through right media in right manner. She also requested the trainees to post the success stories generated in EEI blog.



*Session on Traditional Folk Media by Smt. M. Sugunasri, Consultant AKS, Hyderabad in the training programme on “Farm Journalism for Effective Transfer of Technology” from 15<sup>th</sup> – 19<sup>th</sup> June, 2021*



## 7 Promotion of Export Management for the Officers of Agriculture, Horticulture and Sericulture Sectors from 5<sup>th</sup> – 19<sup>th</sup> July, 2021

A five day online training programme was conducted on Promotion of Export Management for the officers of Agriculture, Horticulture and Sericulture Sectors from 5<sup>th</sup> – 9<sup>th</sup> July, 2021. Forty four officers were participated in the programme. Dr. P. Vijaya Lakshmi, Professor, EEI coordinated the programme.

The programme was tailor made to the officers by incorporating sessions on Birds Eye View on Export Management in Agriculture, Horticulture and Sericulture, Supply chain management in the Export of Agriculture, Horticulture and Silk products, Innovative models for exports in Agriculture, Horticulture and Silk products, ICTs in Export related activities of Agriculture, Horticulture and Silk products, Lessons from the past and way forward in Mango Exports, Challenges in Export Certification of Silk products, Silk scenario in India and Export Potential, Practical orientation for the beginners on Export trading in Silk products, Practical Orientation on Export trading of Agriculture, Horticulture and Silk products, Foreign Trade Policy and Central Trade Financial Assistance Schemes to Exporters of Agriculture, Horticulture and Processed food products, Role of APEDA in Exports of Agriculture, Horticulture and Silk, Success cases of Agriculture, Horticulture and Silk exports and Post-harvest and value addition Technologies for export of Agriculture, Horticulture and Silk products. During feedback, participants expressed their immense satisfaction with the contents of the programme. During the valedictory session Dr.V.Sudha Rani, Director, EEI appreciated participants for their keen interest and cooperation throughout the programme and urged the participants use these learnings at back home situation. Dr. Vijaya Lakshmi presented a brief report of the programme and proposed formal vote of thanks.



*Dr. V. Sudha Rani, Director and Dr. P. Vijaya Lakshmi, Professor, EEI addressing participants during inaugural session of the training programme*

## 8 Promotion of Export Management for the Officers of Animal Husbandry and Dairy Development Departments from 5<sup>th</sup> – 19<sup>th</sup> July, 2021.

Exports of animal products represent an important and significant contribution to the Indian Agriculture sector. The export of Animal Products includes Buffalo meat, Sheep/ Goat meat, Poultry products, Animal Casings, Milk and Milk products and Honey etc. India exports substantial quantity of meat and products thereof about 25% of meat produced in the country is exported. The main markets for Indian meat and other animal products are Vietnam Social Republic, Malaysia, Egypt Arab Republic, Iraq and Saudi Arabia (APEDA, 2020). India needs to focus more on value added products with enhanced shelf life and better packaging in order to compete in international trade market. Policies have been framed for promotion of Indian brands and local stake holders in the dairy and meat sector so as to capture the ever growing international market.

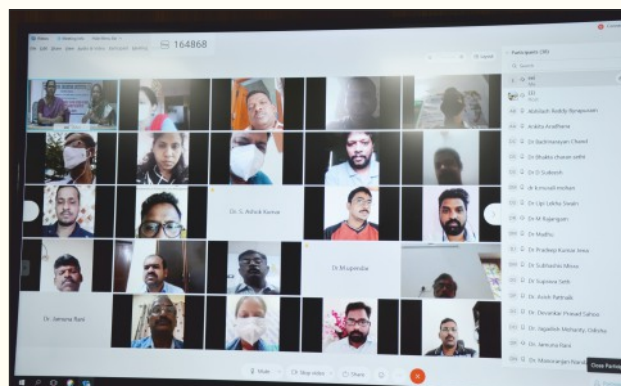
Thus, a deeper knowledge about the determinants of export performance of the livestock sector in India would contribute towards the future livestock development strategy. In this backdrop, an attempt has been made by Extension Education Institute, Rajendranagar, to organize a 5 days Online training programme to improve the knowledge and skill of the extension functionaries in the area of “Promotion of Export Management for the officers of Animal Husbandry and Dairy Development Departments ” from 5<sup>th</sup> – 9<sup>th</sup> July, 2021. Forty two officers from the states of Telangana, Andhra Pradesh, Odisha, Puduchery and Tamilnadu participated in the training. Dr. B. Jamuna Rani is the Course Coordinator of the training programme.

The contents covered during the program were - Export Management in Animal Husbandry Sector- An Overview; Role of APEDA in the Export of Livestock Products; Supply Chain Management in the Export of Animal Husbandry Products; Value Addition and Processing of Meat and related Products; Sharing of Experiences in Export of Poultry; Value Addition and Processing of Dairy Products; India's Livestock Trade: Opportunities and Challenges in WTO Regime; Practical Orientation on Export Trading; Challenges in Export Certification of Livestock Products – EIC Perspective; Branding and Packing of Animal Husbandry Products for Export Marketing; EXIM Policy and Financial Assistance for Exporter; Programmes and Schemes of Government for Exports in Livestock Products.

Dr. V. Sudha Rani, Director, EEI, in her valedictory address on 9th July emphasized the need to empower the development officers of Animal Husbandry department on supply chain management and export policies, programmes, schemes of Government for Exports in Livestock Products where an attempt had been made by EEI. All the officers in their feedback mentioned that it is a wonderful opportunity of connecting directly to the eminent nationwide speakers who are experts in their concerned fields and who have shared their valuable experiences in this on line training program.



*Dr. V. Sudha Rani, Director and Dr. B. Jamuna Rani, Professor, EEI addressing participants during inaugural session of the training programme*

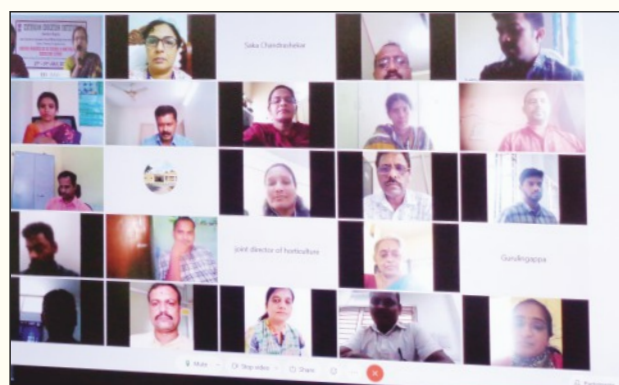


## 9 Creating Awareness on GoI Schemes in Horticulture and Sericulture Sectors from 27<sup>th</sup> – 31<sup>st</sup> July, 2021

In India more than 72% of farmers fall into the category of small and marginal sector. Average annual income of small and marginal farmer ranges between Rs. 35,000- 40,000, and the average land holding is around 1.23 ha. The Government has rolled out a number of new initiatives for the benefit of all farmers. In this connection Extension Education Institute (EEI) organized a five days training program from 27<sup>th</sup> – 31<sup>st</sup> July, 2021, to improve the knowledge and skill in the area of “Creating Awareness on GOI Schemes in Horticulture and Sericulture Sector”.

The program was framed with sessions on Micro Irrigation Fund Scheme (MIF), Programmes & Schemes Initiated under PMKSY (Per Drop More Crop - PDMC), Central sector scheme of financing facility under 'Agriculture Infrastructure Fund', Schemes for Post harvest management in Horticulture crops and Protected cultivation, National Mission on Oilseeds and Oil Palm (NMOOP), Recognition of Horticulture Nursery, NHB Credit Linked Back ended Subsidy Schemes, Programmes & Schemes Initiated by GoI to Promote Agricultural Information System, Government Initiatives and Programmes on Organic Farming, Programmes & Schemes Initiated by GOI to promote e-Trade & e-NAM, National Mission on Integrated Development of Horticulture (MIDH), Promotion of FPOs in Horticulture and Sericulture Sector, and Promotion of large scale tasar - sericulture based livelihoods under MKSP Tasar Project

Dr.V.Sudha Rani, Director, EEI chaired the Valedictory session held on 31<sup>st</sup> July, 2021 and mentioned that Government of India is giving more priority for welfare of the farmers. In this regard it is implementing several farmer welfare schemes to revitalize Agriculture sector and to improve their economic conditions. Therefore, the government has rolled out new initiatives, schemes, programmes and plans to benefit all the farmers. She further stressed that the responsibility of extension functionaries is to strengthen the information support system to the farming community so as to help them to improve their socio and economic conditions. The 110 participants appreciated the training module of the online training in providing valuable, innovative, informative, practical sessions of interest through eminent speakers of the country. All the participants promised that they shall put their obtained knowledge in to practice for the benefit of the farming community.



*Dr. V. Sudha Rani, Director, Dr. S. Chandra Shekar, Professor, EEI addressing participants during inaugural session of the training programme*



## 10 Promotion of FPO's for Profitable Farming for the officers of Agriculture Sector from 27<sup>th</sup> – 31<sup>st</sup> July, 2021

FPOs started taking shape in the country in the recent decade, where 80-90 per cent of the members are farmers with small landholding. According to NABARD, 2017 publication, around 5,000 FPOs are operating in the country, which were formed under various initiatives of the Central Government (including Small Farmers Agribusiness Consortium), State governments, NABARD, and other organisations. Of these, around 3,200 FPOs are registered as Farmer Producer Companies and the remaining as cooperatives/societies, etc.

Governments are banking upon FPOs to achieve their target of doubling the farmers income. Government, NBFC, Civil Societies and other institutions have invested in FPO's. Looking at its future role in rural development, FPOs have potential to act as a catalyst of change in economic system of our country. In order to build the capacities of middle level extension officers an online training programme on “Promotion of FPOs for Profitable Farming for the officers of Agriculture Sector” was organized from 27<sup>th</sup> - 31<sup>st</sup> July, 2021 by EEI, Hyderabad to the officers of Agriculture sector from the states of Telangana, Tamilnadu, Odisha and Andaman & Nicobar Islands. Thirty officers participated in the programme which was coordinated by Dr. D.Shireesha, Assistant Professor, EEI.

The Programme Valedictory was held on 31<sup>st</sup> July, 2021 which was chaired by Dr. V. SudhaRani, Director, EEI who stressed on the eco system of FPOs and its importance in Agriculture Sector. She appealed to the officers to participate in the FPO building process and help farmers realize good price for their produce. The participants were extremely happy with the interactive sessions in the training programme which helped them to clarify many aspects regarding formation of FPOs at field level.



*Dr. V. Sudha Rani, Director, Dr. D. Shireesha, Assistant Professor, EEI addressing participants during inaugural session of the training programme*



*Participants feedback during Valedictory session of the training programme*

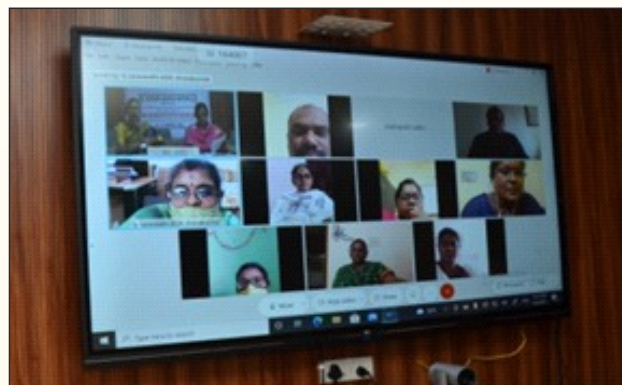


## 11 Market Led Extension for the Officers of Agriculture Sector 3<sup>rd</sup> – 7<sup>th</sup> August, 2021

Even after 60 years of independence, the quality, timely and cost effective delivery of adequate inputs remains a dream for majority of Indian farmers. They are not able to sell their surplus produce remuneratively and there is a plenty of distress sales among farmers of the country. The distribution patterns of income and employment shows that small farm households hold more opportunities in Agriculture. Now a day's awareness on the importance of source of quality food has increased. Sustained income and economic growth, a fast-growing urban population, burgeoning middle-income class, changing lifestyles, increasing proportion of women in workforce, improvements in transportation and storage practices and rise of supermarkets especially in cities and towns are fuelling rapid increases in consumption of processed/ value added food products. Lack of access to organized markets and meager profits, distract farmers from investing into improved technologies and quality inputs. Informal market intermediaries often exploit the producers.

Keeping this in view a five days online training programme was conducted on Market led Extension for the Officers of Agriculture Sector to the middle level extension functionaries of Southern Region from 3<sup>rd</sup> - 7<sup>th</sup> August, 2021. Thirty three officers participated in the online training program which was coordinated by Dr. P. Vijaya Lakshmi, Professor, EEI. The programme was fabricated with sessions on importance of Market Led Extension, Registration, Grading, Packaging and Ware housing of Agriculture products, Changing role of Supply chain amid Covid-19 pandemic and its management, Role of e-Nam in promotion of Agriculture Marketing, Forward, Backward and Market Linkages in Agriculture Supply chain, Export orientation in Agriculture sector, Role of APEDA in Agriculture Exports, FPOs Scope and Opportunity for Market Led Extension in Agriculture Sector, Value addition and Branding of Agriculture Commodities, Agri Processing techniques for Effective Market Led Extension, Role of ICTs in Promotion of Agriculture Marketing and Market Led Extension Success cases.

During the valedictory session the participants expressed immense satisfaction with the content covered in the programme and mentioned that such programmes are need of the hour and that every officer should get trained in these aspects. Dr. V. Sudha Rani, Director EEI, who in her message said that learning outcomes should be implemented at work places. Dr. Vijaya Lakshmi presented the brief report of the programme and proposed formal vote of thanks.



*Dr. V. Sudha Rani, Director, Dr. P. Vijaya Lakshmi, Professor, EEI addressing participants during inaugural session of the training programme*

## 12. Promotion of Farmer Producer Organization for the Officers of Animal Husbandry and Dairy Development Departments from 9<sup>th</sup> – 13<sup>th</sup> August, 2021

COVID 19 pandemic had shackled the growth and development of Animal Husbandry sector thereby affecting the livelihood of millions of farmers. Therefore to rebuild the economy Hon Prime minister of India, Shri Narendramodi in his address to the nation on 12<sup>th</sup> May 2020 called for Atmanirbhar Bharat laying an emphasis on Vocal to local leading to local to global. In line with this, cabinet committee has setup Animal Husbandry Infrastructure Development Fund (AHIDF) to boost up Farmer Producer organisations. India Ranks First in Milk Production, Government Sets National Goal of 300 Million Ton Milk Production by 2024. To achieve this target the role played by Animal husbandry and Dairy development officers is of paramount importance. Hence in order to equip the grossroot level extension functionaries with necessary knowledge a 5 days Online training programme was organized by EEI, Hyderabad on Promotion of Farmer Producer Organizations for the Officers of Animal Husbandry and Dairy Development Departments from 9<sup>th</sup> - 13<sup>th</sup> August, 2021 which was coordinated by Dr. R. Vasantha and Dr. M. Preethi, Professors, EEI and the sessions framed were Formation, Strengthening and Management, Business plans, role of CEO, book keeping, legal frameworks, Challenges and strategies for sustaining FPOs.

### Feed back

Dr. K. Jessie Irvine Raj, Veterinary Assistant Surgeon , PVC, Lokeshwaram , Nirmal, Telangana says “ I am very new to this topic of FPO as i have very less service of just 4 years in the Animal Husbandry department and I am confident enough to say that I have gained sufficient knowledge regarding FPOs which will definitely help in future for discharging my duties.

Dr M. Sujata Hegde said that “Besides on line training, the interaction with farmers and knowing their success stories had helped a lot in clearing our doubts”.

On the day of valediction Dr V. Sudha Rani, Director, EEI congratulated the participants for successful completion of course and opined that every officer attending this training should seriously think of performance and work hard to succeed in formation and sustaining Dairy FPOs in their back home situation and bring laurels to this dream project of Govt. of India.



*Dr. V. Sudha Rani, Director, R. Vasantha, Professor, EEI addressing participants during valedictory session of the training programme*



*Participant feedback during the valedictory session of the training programme*

### 13. Extension Methodologies and Strategies for Promotion of Commercial Horticulture from 24<sup>th</sup> – 28<sup>th</sup> August, 2021

An online training programme on 'Extension Methodologies and Strategies for Promotion of Commercial Horticulture' was conducted at EEI Hyderabad from 24<sup>th</sup> – 28<sup>th</sup> August 2021. Seventeen Horticultural Officers from the states of Karnataka, Telangana and Odisha, attended the programme, which was coordinated by Dr. M. Preethi, Professor, EEI.

The programme was fabricated with sessions on Challenges and Prospects of Commercial Horticulture, Role of APEDA in Commercial Horticulture, Integrated farming systems in Commercial Horticulture, Artificial Intelligence, Advances in Agricultural Mechanization, SHG as an approach, Post harvest management, Extension Strategies, Contract Farming models, e-marketing, End to end support through FPOs, Approaches for fruit and vegetable marketing and Strategies for promotion of Commercial Horticulture.

The valedictory programme was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI who in his address specified the importance of Commercial Horticulture in increasing the national GDP and requested the participant officers to use the learning outcomes of the training programme at their back home situations.

Expressing their impressions about the programme, the participant officers said that the programme had enveloped all the advance concepts related to Commercial Horticulture and sessions on Artificial Intelligence and Post Harvest Management were innovative and excellent. A suggestion to include a session on Export policies related to commercial Horticulture was given by few of the officers.



*Dr. M. Jagan Mohan Reddy, Director and Dr. M. Preethi, Professor, EEI addressing participants during valedictory session of the training programme*



#### 14. Planning, Monitoring and Evaluation of Development Programmes and Projects from 24<sup>th</sup> – 28<sup>th</sup> August, 2021

Good planning combined with effective monitoring and evaluation can play a major role in enhancing the effectiveness of development programmes and projects. It also enhances the contribution of any organization by establishing clear links between past, present and future initiatives. It also helps us in making informed decisions to improve people's lives and expand their choices.

Without effective planning, monitoring and evaluation, it would be impossible to judge if work is going in the right direction, whether progress and success can be claimed and how future efforts might be improved. To justify the costs invested on the programmes, timely monitoring and evaluation would help to a greater extent. With this background, EEI organized a five days online training programme on “Planning, Monitoring and Evaluation of Development Programs and Projects” for the Officers of Departments of Agriculture & Allied sectors, of Southern states from 24<sup>th</sup> - 28<sup>th</sup> August, 2021 coordinated by Dr. A. Sailaja, Professor, EEI.

The cobweb of the training programme was knit by the learned speakers well versed in various areas. The filaments of the cobweb included data collection tools and methods for Planning, Monitoring and Evaluation of development programmes and projects, selection of indicators, methodologies followed in planning which encompassed results based management, Evaluation frameworks and designs viz., Bennett's Hierarchy and Kilpatrick model, PERT & CPM, Data analysis and Process documentation Procedures.

Each session had a mix of training methods woven into it which included ice breakers, energizers, brain storming sessions, lecture followed by a forum, simulation exercises which created an effective knowledge sharing platform. 40 participants derived the benefit of the programme.

The Director EEI, Dr.M.Jagan Mohan Reddy in his valedictory address reminded the trainees regarding the role of participatory planning, efficient and effective use of the tools for the same so as to make the developmental programmes relevant, realistic and sustainable.



*Dr. M. Jagan Mohan Reddy, Director, Dr. A. Sailaja, Professor, EEI addressing participants during valedictory session of the training programme*



*Participant feedback during the valedictory session in the training programme*

## 15. Promotion of Technologies and Extension Strategies for Value Addition and Post Harvest Technologies for the Officers of Fisheries Sector from 14<sup>th</sup> – 18<sup>th</sup> September, 2021

Fisheries is an important sector in India, providing employment to millions of people and contributes to the food security of the country. Presently, India ranks second in aquaculture and third in fisheries production, contributing 1.07% to the national GDP and 5.30% to the Agriculture GDP.

The need for proper handling and processing of fish is important both for the fishing industry and for the consumers. Improvement of the processing and handling of fish in terms of quality, product range and volume results in increased economic activity and employment. It is also one way of stabilizing fish marketing by providing an outlet for surplus and peak catch even during emergency harvest, thereby ensuring high fishing activities and stable prices.

With this background in view, an online five days training programme was organized on “Promotion of Technologies and Extension Strategies for Value Addition and Post Harvest Technologies for the Officers of Fisheries Sector” from 14<sup>th</sup> - 18<sup>th</sup> September, 2021 coordinated by Dr. A. Sailaja, Professor, EEI. 45 officials from all client states of EEI including Union territories participated in the programme.

In his inaugural address The Director, EEI, Dr.M.Jagan Mohan Reddy envisaged that the quality of fish depends on how it is handled from the time it is taken out from the water until it reaches the kitchen. Fish landed is usually subjected to rough handling treatments. He also highlighted that understanding various issues faced by farmers and improvising strategies to address them will contribute to augment production and productivity. He also appealed the participants to assimilate the knowledge of this programme to uplift the lives of fisher folk in the areas of their jurisdiction.

A gamut of speakers at national and international level shared their thoughts on various topics in this trainee centric programme. The speaker galaxy presented Overview of Fish Processing Technology in Value Addition and Fisheries Management and Bird's Eye view of Fish Trade, formation of Marketing Strategies for Fishery Products along with e-trade, Preparation of Fishery products, byproducts & Ready to eat ( RTE) Products, Supply Chain Linkage Mechanism in Fisheries, Quality Control Measures of Fishery Products and its Certification, Export of Fisheries Products and Specifications, Government Schemes for Boosting of Fisheries Sector and sea weed utilization. The participants had an opportunity to keep themselves abreast of the experiences shared by a processing entrepreneur.

The Director, EEI, Dr. M. Jagan Mohan Reddy in his valedictory note delivered that the fisheries sector has enormous opportunities for plummeted growth, provided the trainee professionals translate their learnings by teaching fisher folk on safe handling practices, export standards and procedures for export of fishery products and byproducts. He also elicited the active participation of the officer trainees in furnishing their success stories on application of knowledge gained.



*Dr. M. Jagan Mohan Reddy, Director, Dr. A. Sailaja, Professor, EEI addressing participants during inaugural session of the training programme*



## 16. Market Led Extension for the Extension Officers of Horticulture Sector from 21<sup>st</sup> – 25<sup>th</sup> September, 2021

The liberalization, privatization and globalization of Indian economy during early 1990s led to emergence of new market mechanisms and opened new opportunities for the farmers of the country across different crops. Now markets, not technology have become the primary driver for Agricultural development. There has been limited success of Public Agricultural Extension Systems which gave birth to Market-driven approach in India and other countries. This present pandemic scenario of the country calls for use of new extension approaches involving productivity to profitability, Subsistence to commercial farming, Commodity oriented to Farming systems orientation, local market to export market, Mono cropping to crop diversity and so on.

To improve the knowledge and skill in the area of “Market led Extension” a five days online training programme was organized at Extension Education Institute (EEI), Hyderabad from 21<sup>st</sup> - 25<sup>th</sup> September, 2021 to Horticulture officers of Telangana, Odisha and Karnataka states. 15 officers participated in the online training programme which was co-ordinated by Dr. D. Shireesha, Assistant Professor, EEI.

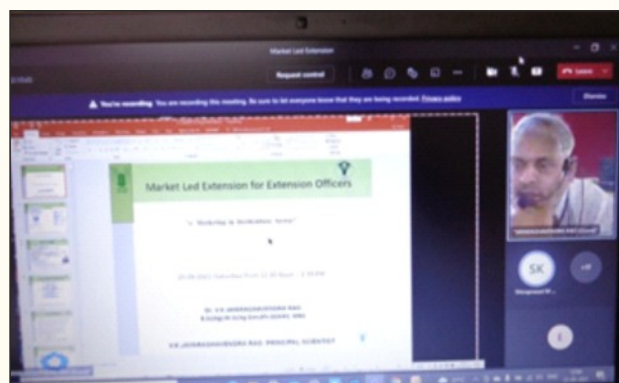
The programme was framed with sessions on Changing role of Supply Chain and its Management in Horticulture Sector, Market led Extension-An Overview, Contract Farming-PPP horticulture Marketing, FPOs-Scope and Opportunity for Market Led extension, Grading and Standardisation in Promotion of Marketing in Horticulture sector, Forward, Backward and Market Linkages in Horticulture Supply chain, Role of e-NAM in Promotion of Horticulture Marketing, Market Intelligence and Market Networking in Promotion of Marketing of Fruits, Flowers, Vegetables crops, Role of Government Mobile apps in Promotion of Horticulture Marketing, Strategies for Market led Extension in Horticulture Sector, Value Addition Branding, Registration, Packing and warehousing of Horticulture Products for Market Led Extension, Existing Developmental programmes and Schemes of State and Central Govt. for Agricultural Marketing in Horticulture Sector and e-marketing in Horticulture sector.

The inaugural programme on 21<sup>st</sup> September, 2021 was graced by Dr.M.Jagan Mohan Reddy, Director, EEI who stressed on the necessity of Market Led Extension in the ensuing days of covid-19 situation prevailing in the country and appealed to the participants to help farmers market their produce during this critical pandemic era.

Director, EEI, also chaired the valedictory session on 25<sup>th</sup> September, 2021 and briefed the participants about the increasing trend of horticultural production in country over food grains and the role of market led extension in making farming a remunerative enterprise. The participants expressed immense happiness and tremendous satisfaction on the conduct & content of the programme.



*Dr. M. Jagan Mohan Reddy, Director, Dr. D. Shireesha, Assistant Professor, EEI addressing participants during inaugural session of the training programme*



*Session on e-Marketing in Horticulture Sector by Dr. Jayaraghavendra Rao V.K Principal Scientist (Agricultural Extension) ICAR – IIHR, Karnataka*

## 17. Waste Management in Agriculture and Allied Sectors from 21<sup>st</sup> – 25<sup>th</sup> September, 2021

A five days online training programme was conducted on Waste Management in Agriculture and Allied Sectors from 21<sup>st</sup> - 25<sup>th</sup> September, 2021. Dr. P. Vijaya Lakshmi, Professor and Dr. I. Sreenivasa Rao, Sr. Professor, EEI coordinated the programme.

56 participants from the states of Telangana, Andhra Pradesh, Tamilnadu, Karnataka, Kerala, Odisha and Andaman & Nicobar Islands attended the programme. The programme was tailor made to the officers by incorporating sessions on Waste management in Agriculture and Allied Sectors – An overview, Composting from Agri Waste – Models and casestudies, Wealth from Waste, Role of Crop Residues in Organic Crop Production, Bio – Energy from Agriculture Waste and Soil Conditioner from Water Hyacinth, Waste Management for Organic Tomorrow, IFS – Resource Recycling, Waste Management in Sericulture, Waste Management in Fisheries Sector, Livestock Waste Management, Production of Bio Formulations using Agriculture Waste, Current Best Practices followed by GHMC in Solid Waste Management and Gender role in waste management.

The valedictory programme was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI Who in his address stressed the importance and need of the Waste management in Agriculture and allied sectors and how to address the hazardous and non hazardous waste materials, innovative methods, various forms of waste disposable techniques. He urged the participants to transfer the knowledge to our farming community. All the participants appreciated the content and methodology of the programme. They said that this is very important and need of the hour. Dr. Sreenivasa Rao gave brief introduction of the programme and Dr. P. Vijaya Lakshmi proposed formal vote of thanks.



*Dr. M. Jagan Mohan Reddy, Director, Dr. I. Sreenivasa Rao, Sr. Professor and Dr. P. Vijaya Lakshmi, Professor, EEI addressing participants during inaugural session of the training*



*Participant feedback during the valedictory session in the training programme*

## 18. Digital Marketing Strategies for Effective Marketing of Agri and Allied Products from 4<sup>th</sup> – 8<sup>th</sup> October, 2021

Several efforts are being taken by the government and other organizations not only to make the farmers aware of modern technologies and techniques like the use of high yielding variety seeds, increasing farm mechanization, usage of organic fertilizers, but also to make them affordable for the farmers. These practices have no doubt helped improve agricultural production over the years, but it has been a constant challenge to provide a market for the marketed surplus and getting fair prices for the same. Thus there arises a need to employ modern techniques in agricultural marketing. Keeping in view the role of Digital marketing in the promotion of Agri and Allied products, an online training program was organized on 'Digital Marketing Strategies for Effective Marketing of Agri and Allied Products' from 4<sup>th</sup> – 8<sup>th</sup> October, 2021.

The contents of the program were - Recent reforms in e- Marketing of agriculture and allied sectors – An overview, digital initiatives in supply chain management in agriculture and allied sectors, market intelligence and agriculture market networking, role of e-NAM in promotion of marketing in agriculture and allied sectors, national level portals in marketing in agriculture and allied sectors, digital initiatives in marketing by FPOs, IT enabled marketing for effective market led extension in agriculture and allied sectors, block chain technology management in agriculture and allied sectors – an advance IOT initiatives, role of govt. mobile apps in promotion of agriculture marketing, ICT initiatives of KVK Baramati in promotion of marketing, remote sensing – GIS and GPS with special focus on marketing and insurance and innovations and strategies for promotion of digital marketing in agriculture and allied sectors.

Dr. M. Jagan Mohan Reddy, Director, EEI in his valedictory address on 8<sup>th</sup> October, 2021 emphasised that the application of ICT in agriculture has positive effects for farmers in terms of accessing market information and promoting agricultural products. In digital world, we can revolutionize agriculture market end to end digitally. As a part of digital agriculture farmers use mobile phones and other digital technologies to access customized, actionable agricultural information in real time which could revolutionize how these communities secure and improve their livelihoods. He appealed the participants to motivate the farming community to make right investments and kick start digital adoption and start to close the income gap that has long held rural areas back.

Majority of the participants expressed during the valedictory that learnings contributed to increase in knowledge and further shall be incorporated to build the capacity of farmers through formation of FPOs, CIGs, FIGs for marketing their produce in organized manner for fetching good price.

Sixty officers from agriculture, animal husbandry, fisheries, agri. marketing and sericulture participated from Andhra Pradesh, Kerala, Karnataka, Tamil Nadu, Odisha and Telangana States. Dr. D. Shireesha, Assistant Professor and Dr. S. Chandra Shekar, Professor, EEI, Hyderabad were the Course Coordinators.



*Dr. M. Jagan Mohan Reddy, Director, Dr. S. Chandra Shekar, Professor and Dr. D. Shireesha, Asst. Professor, EEI addressing participants during inaugural session of the training programme*



## 19. Promoting Nutri Sensitive Agriculture among Field Level Women Extension Officers from 11<sup>th</sup> – 14<sup>th</sup> October, 2021

A four-day online training programme was conducted on 'Promoting Nutrition Sensitive Agriculture among Field Level Women Extension Officers' from 11<sup>th</sup> – 14<sup>th</sup> October, 2021.

The programme was tailor made to the officers by incorporating sessions on nutrition sensitive agriculture for sustainable development, urban kitchen garden for food and nutrition safety, nutrition sensitive value chains, role of bio fortified foods in promotion of nutri sensitive agriculture, innovative practices to promote nutri sensitive agriculture, sharing of real time experiences on promoting nutrition sensitive agricultural practices, promotion of nutrition literacy among farm women to tackle malnutrition, extension strategies to enhance the nutritional status among the rural people, time management skills, food safety and WASH and extension for nutri sensitive agriculture.

During feedback, participants expressed their immense satisfaction with the contents of the programme. During the valedictory session Dr. M. Jagan Mohan Reddy, Director, EEI appreciated participants for their keen interest and cooperation throughout the programme and requested participants to translate these learnings at back home situation.

Forty four officers participated in the programme. Dr. M. Preethi and Dr. P. Vijaya Lakshmi, Professors, EEI, Hyderabad coordinated the programme.



*Dr. V. Sudha Rani, Director of Extension, PJTSAU and Dr. M. Jagan Mohan Reddy, Director, EEI addressing participants during valedictory session of the training programme*

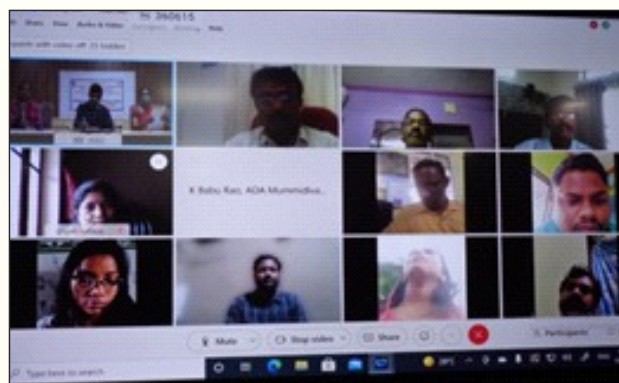
## 20. Promotion of Digital Literacy for Middle Level Officers of Development Departments 18<sup>th</sup> – 22<sup>nd</sup> October, 2021 (19<sup>th</sup> holiday)

A four-day online training programme was organized on Promotion of Digital Literacy for Middle Level Officers of Development Departments from 18<sup>th</sup> – 22<sup>nd</sup> October, 2021 (19<sup>th</sup> October is holiday).

The programme was prepared by incorporating sessions on importance of digital literacy and various digital initiatives for extension officers, digital agri supply chain platform for efficient operations, better market linkages and higher growth, skills in usage of social media platform, kalgudi: an innovative buyer-seller platform for farmers, virtual experience sharing of ICT initiatives of KVK, Baramati, Maharashtra, hands on training on short film production through mobiles, plantix: pest and diseases diagnostic digital app for extension officers and farmers, block chain technology for traceability, participant presentations on ICT initiatives and hands on training on production and dissemination of messages through mobile apps. Participants have prepared 25 short films, 31 pic voice messages, 14 info graphic messages, 11 photo collages and 3 talking presentations by using the knowledge and skills gained during training programme. During feedback, participants expressed their immense satisfaction with the contents of the programme.

During the valedictory session Dr. M. Jagan Mohan Reddy, Director, EEI stressed the need to equip the knowledge and skills by all the participating officers on digital applications for quick dissemination of agri and allied sector information among the farmers for better adoption of respective technologies.

Forty three officers participated in the programme from the Department of Agriculture of Andhra Pradesh, KSSRDI, Karnataka, UAS, Dharwad, Department of Sericulture, Karnataka, Departments of Agriculture and Sericulture, Tamilnadu, Department of Fisheries, Kerala, Department of Animal Husbandry, Kerala, Departments of Agriculture and Fisheries, Odisha. Dr. R. Vasantha and Dr. P. Vijaya Lakshmi, Professors, EEI, Hyderabad coordinated the programme.



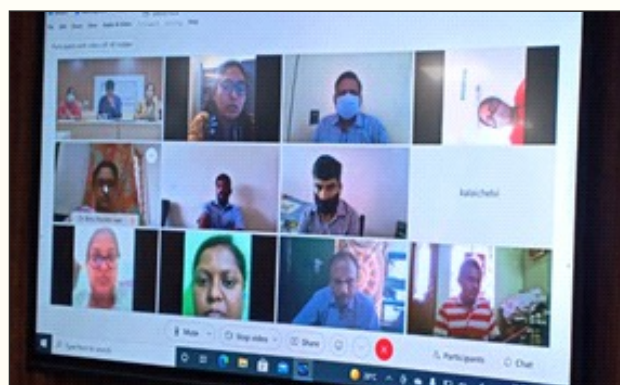
*Dr. M. Jagan Mohan Reddy, Director, Dr. R. Vasantha and Dr. P. Vijaya Lakshmi, Professors, EEI, Hyderabad getting the feedback of the participants during valedictory session of the training programme*



## 21. Soft Skills and Personality Development for Professional Excellence from 25<sup>th</sup> – 29<sup>th</sup> October, 2021

Soft skills enable a person to get the most out of technical abilities. Soft skills complement one's hard/technical skills and it is difficult for anyone to excel if skills of this sort are ignored or not developed. If anyone wants to advance in their career one can't simply rely on their current knowledge and expertise, but have to continually learn if they want to grow. At this Juncture, Extension Education Institute, Hyderabad organized a five-day online training programme on 'Soft Skills and Personality Development for Professional Excellence' from 25<sup>th</sup> - 29<sup>th</sup> October, 2021 to improve the awareness and conceptual clarity of various soft skills among the officers of agriculture and allied sectors belonging to client states.

During the valedictory programme, Dr. M. Jagan Mohan Reddy, Director, EEI mentioned that training on soft skills provide strong practical orientation to the professionals and help them in building and improving their competence in communication, team building, leadership, time management, conflict resolution and inter-personal skills and further requested the trainee officers to fine tune and exhibit their soft skills. While sharing their impressions about the programme, the trainees promised that they will definitely try to implement the learnt soft skills, as they are essential in making innovations in life and developing an efficient personality, which go a long way in achieving success. 45 officers attended the programme. The training was coordinated by Dr. R. Vasantha and Dr. P. Vijaya Lakshmi, Professors, EEI, Hyderabad



*Dr. M. Jagan Mohan Reddy, Director, Dr. R. Vasantha and Dr. P. Vijaya Lakshmi, Professors, EEI interacting with participants during inaugural session of the training programme*

## 22. Promotion of Technologies and Extension Strategies for Value Addition and Post Harvest Technologies for the Officers of Horticulture Sector from 8<sup>th</sup> – 12<sup>th</sup> November, 2021

Value addition in agriculture is needed for the profitability to the farmers, to empower the farmers and weaker sections of the society. Adding value to India's horticultural produce is the need of the hour as it not only enhances profit margins and agri exports of the country but also a right step in the direction of enhancing farmers' income. India's horticultural exports are at a bare minimum, despite being a leading producer of fruits and vegetables. Fruit and vegetable exports contribute merely 2% of the total agricultural exports of India. This is starkly low in comparison to Brazil (30%), USA (70%) and Malaysia (82%).

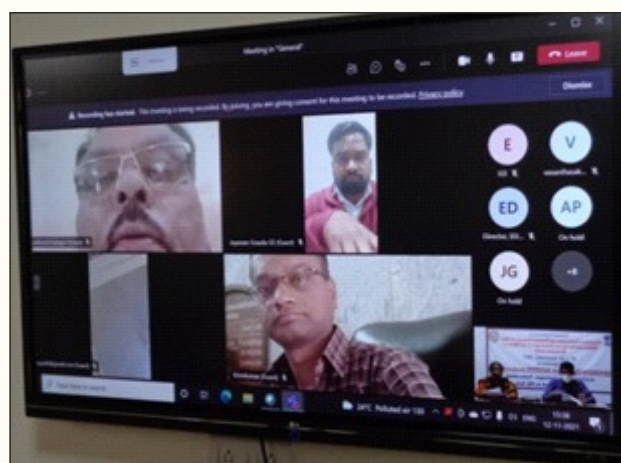
Keeping in view of importance of value addition and processing in Horticultural produce, EEI, Hyderabad organised a five-day online training programme to improve the knowledge of the extension functionaries in the area of 'Promotion of Technologies and Extension strategies for Value Addition and Post Harvest Technologies' for the officers of Department of Horticulture, South Indian States from 8<sup>th</sup> -12<sup>th</sup> November, 2021.

Dr. M. Jagan Mohan Reddy, Director, EEI in his address during the valedictory session opined that Value addition to horticultural products has numerous [advantages](#) for all stakeholders. Besides enhancing the shelf life of the products & reducing food wastage, value addition leads to higher monetary returns for the food & beverage industry. This will also mean higher incomes for [farmers](#) as exports and profits in the sector increase. He urged the participants to use these learnings at back home situation. While sharing the impressions, participants felt that the training programme was immensely useful for them in guiding the farmers in preparation of value added products and selling in domestic and international markets.

Fifteen participants from Kerala, Tamil Nadu, Odisha and Karnataka participated in the programme which was coordinated by Dr. R. Vasantha, Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. R. Vasantha, Course coordinator addressing the participants during valedictory session*



*Participants interaction during Valedictory Session*

## 23. Promotion of Nutrition Management in Livestock and Dairy Sectors from 8<sup>th</sup> – 12<sup>th</sup> November, 2021

Extension Education Institute, Hyderabad organized a five-day online training programme on 'Promotion of Nutrition Management in Livestock and Dairy Sectors' to enhance the awareness about different innovations brought in the nutrition management in livestock and dairy, among the participating officers from 8<sup>th</sup> -12<sup>th</sup> November, 2021.

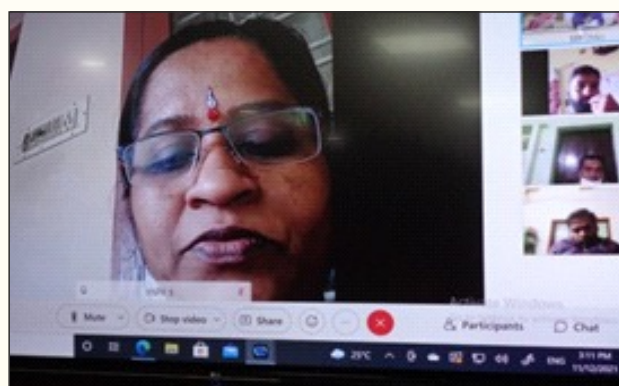
The programme orientated the participants on various aspects related to promotion of nutrition management in livestock and dairy sector like An overview, scientific feeding management for profitable dairy farming, scientific feeding practices for calves, heifers, lactating and pregnant mother, feeding strategies to address low fat and SNF problem, importance of minerals in livestock, bypass protein and fat supplementation in dairy, promoting high yielding varieties of fodder to meet nutritional security, low cost feed formulation, balanced ration diet preparation, season based feeding practices to maintain productivity in dairy animals, managing fodder shortages, hydroponic fodder and silage, precision dairy farming and feeding strategies for ameliorating negative energy balance in postpartum cows.

All the officers in their feedback mentioned that it is a wonderful opportunity to connect directly to the eminent speakers from pan India, who are experts in their concerned fields and shared their valuable experiences during the online training program. Majority of the participants thanked the Director, EEI for providing latest information on the current areas of nutrition management in Animal Husbandry and Dairy Development sectors like scientific feeding management, feeding strategies, bypass protein and fat supplementation, low cost feed formulation, balanced ration diet preparation and precision dairy farming. Dr. M. Jagan Mohan Reddy Director, EEI, Hyderabad in his valedictory address on 12<sup>th</sup> November, 2021 emphasized the need to empower the development officers of Animal Husbandry and Dairy Development departments on nutrition management in livestock and dairy sectors and hence, an attempt had been made by EEI, Hyderabad. He congratulated the participants for successful completion of course and opined that **every** officer attending this training should seriously think to performance were and work hard to excel in nutrition management practices of livestock in their back home situation, as livestock plays a major role in increasing farmers overall income

Forty three officers from Telangana, Tamilnadu, Kerala and Odisha attended the programme which was coordinated by Dr. P. Vijaya Lakshmi, Professor and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director, EEI and Programme Coordinators, interacting with Participants during valedictory session of the training programme*



*Participants feedback during the valedictory session of the training programme*



## 24. Promotion of Agripreneurship and its Management in Agriculture and Allied Sectors from 15<sup>th</sup> – 20<sup>th</sup> November, 2021 (18<sup>th</sup> holiday)

Agripreneurship is the entrepreneurial process taken up in agriculture and allied sectors. It is the process of adopting new methods, processes and techniques for better output and economic earnings. Agripreneurship converts agricultural activity into an entrepreneurial activity, by adopting innovative ideas and drives the changes in rural economy. An agripreneur job is never easy as he/ she takes risk, adopts innovation, creates new ways of doing things and taps new market opportunities. At this juncture, an attempt is made by Extension Education Institute, Hyderabad to organize a five-day online training programme on 'Promotion of Agri-preneurship and its Management in Agriculture and Allied Sectors' to enhance the awareness about the agripreneurship and its mangement among the participating officers from 15<sup>th</sup> -19<sup>th</sup> November, 2021.

The programme was tailored with concepts like An overview of entrepreneurship, agripreneurship and congenial business ecosystems, types of agri-enterprises, agri startups, EDPs, agri incubators and its management, agripreneurship: planning and establishment of enterprises, role of MSMEs in promotion of agripreneurship among rural youth, government programmes/initiative schemes of promoting MSMEs in agriculture sector, business plan preparation for the beginners of agripreneurship, market linkages and support for rural enterprises, micro financing and institutional support to rural enterprises, techniques for market survey and analysis for agripreneurship, prospects of agripreneurship: experience sharing of agripreneur, intellectual property portfolios for agripreneurship, scope of agri tech startup in india and agripreneurship with IT interventions

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad appealed the participants to utilize the knowledge gained in the training programme in their back home situation while addressing them on the importance of guiding and changing the farmers as entrepreneurs by establishing start ups, incubators etc during the valedictory session. Trainees expressed high satisfaction on the content, methodology and usefulness of the training programme in the present agriculture scenario.

During the feedback, many of the participating officers felt that, they realized the vital components and logistics of agripreneurship and its management in agriculture and allied sectors. Some of them expressed that, they find many farmers in their jurisdiction who would like to become entrepreneurs and this training had given all the inputs which they can use to make farmers become entrepreneurs. Some of them said that this programme will be beneficial to officers also as they would like to become entrepreneurs after retirement.

Seventy officers from agriculture, animal husbandry, horticulture, fisheries, SAMETI, KVK and agri engineering departments participated in the programme. The programme was coordinated by Dr. D. Shireesha, Assistant Professor and Dr. P. VijayaLakshmi, Professor, EEI, Hyderabad



*Dr. M. Jagan Mohan Reddy, Director, Dr. P. Vijaya Lakshmi, Professor, and Dr. D. Shireesha, Asst. Professor, EEI addressing participants during inaugural session of the training programme*



## 25. Market Led Extension for the Officers of Agriculture and Horticulture Sectors from 23<sup>rd</sup> – 27<sup>th</sup> November, 2021

Market-led extension considers farmers as an agripreneurs and enables them to get high returns out of the entire farming enterprise. The focus of the extension functionaries need to be extended beyond production. Farmers should be sensitized on various aspects on quality, consumer's preference, market intelligence, processing and value addition and other marketing information. This will help the farming community to realize high returns for the produce, minimize the production costs and improve the product value and marketability. Keeping this in view, a five-day online training programme was organized by EEI, Hyderabad on Market Led Extension for the officers of Agriculture and Horticulture Sectors of South Indian States from 23<sup>rd</sup> – 27<sup>th</sup> November, 2021.

Esteemed PAN India speakers from government, non government organizations and entrepreneurs were robbed in to deliver the topics ranging from basic concept of market to the market integration through various linkages for last mile delivery. The trainees were oriented to the creation of different institutions at various levels, successful marketing models implemented by NGOs & FPOs to meet the needs of domestic and international customers, creation of successful business continuity plan, ways and means of addressing challenges in the supply chain with glaring examples like SAFAL, HOPCOMS, Kadiyam nursery etc., The participants were also enlightened on various e -marketing platforms and apps for promotion of marketing.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad in his inaugural address stated that it is most indispensable for extension professionals to enable farmers to inculcate entrepreneurial skills and help them to undergo metamorphosis as agripreneurs. It is the time for the extension professionals to create 3 P model (procure, process and promote) in their areas of jurisdiction to arrive at sustainable 3 E society (energy, empower, evolve) which results in higher productivity and profitability leading to evergreen revolution. The programme had mix of training methodologies followed viz., interactive lectures, case studies, brainstorming and role play which facilitated effective cross learning among the participants. The participants contributed valuable inputs to overcome the challenges faced in market led extension.

The valedictory programme was formally addressed by the Director, who felt that the extension professionals need to shoulder herculean task of primarily understanding the market dynamics, turbulence and act as facilitators to help the farmers in preparation of feasible, viable production plans for better price realization.

Twenty nine participants were the beneficiaries of the programme. Dr. R. Vasantha and Dr. A. Sailaja, Professors, EEI, Hyderabad coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director, Dr. A. Sailaja and Dr. R. Vasantha, Professors, EEI interacting with participants during valedictory session of the training programme*

## 26. Entrepreneurship Development for Women Extension Officers of Agriculture from 23<sup>rd</sup> – 27<sup>th</sup> November, 2021

The online training programme on 'Entrepreneurship Development for Women Extension Officers' was organized by EEI, Hyderabad from 23<sup>rd</sup> – 27<sup>th</sup> November, 2021.

During the inaugural session Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad mentioned that entrepreneurship development is the need of the hour in our country, for which Government of India and State governments had many institutions and departments to promote entrepreneurship. He further mentioned that women agriculture officers have a major role in making agriculture, a remunerative profession.

The programme was designed with concepts like scope and challenges of entrepreneurship in India, business opportunities in agriculture sector, its ideation and selection, role of incubators, financing and institutional support, SWOT analysis for identification of project ideas, intellectual property rights and portfolios, strengthening women entrepreneurship, digital marketing in agri sector, entrepreneurial preparedness through personality development and development of business plans in agriculture and panel discussion with entrepreneurs.

Addressing the participants, Dr. I. Sreenivasa Rao requested them to implement the learnings of the programme and share success stories of the same so that impact of the programme can be documented.

Twenty two Women Agriculture officers from the states of Tamil Nadu, Karnataka, Telangana, Odisha, and Andhra Pradesh attended the programme. The programme was coordinated by Dr. I. Sreenivasa Rao, Sr. Professor and Dr. M. Preethi, Professor, EEI, Hyderabad.



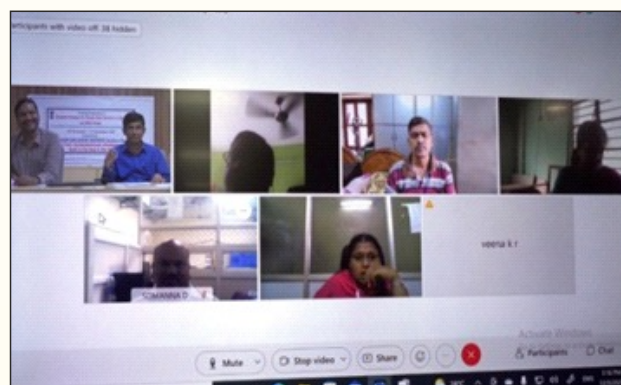
## 27. Extension Strategies for Climate Smart Extension in Agri and Allied Sectors from 29<sup>th</sup> November – 3<sup>rd</sup> December, 2021

Climate change has emerged as one of the crucial issues of present era and exposure to climate-related risks has risen considerably. The effect of climate change on Indian agriculture is manifested through various ways as reducing crop productivity, affecting farm profitability, prices, supply and demand. Keeping the importance in view, an attempt has been made by Extension Education Institute, Hyderabad to organize a five-day online training programme on 'Extension Strategies for Climate Smart Extension in Agri and Allied Sectors' from 29<sup>th</sup> November - 3<sup>rd</sup> December, 2021.

The topics covered in the training programme are - An overview on climate change – effect on agriculture and allied sectors production, climate change adaptation and climate resilient technologies for agriculture, horticulture, sericulture, climate-smart agriculture practices in fisheries and aquaculture, climate-smart agriculture in livestock sector, use of plastics in agriculture and allied sectors – a climate smart initiative, role of integrated farming system in building resilience to climate change, climate smart extension – application of remote sensing and GIS in agriculture, climate smart ITKs, extension strategies to address climate change, risk management strategies in climate change scenario and preparation of action plans on strategies of climate smart extension and presentations by the participants.

The participants felt that topics like use of plastics, IFS, ITK, Farm mechanization; NICRA, GIS and remote sensing are highly useful in their workplace. Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad expressed that extension officers should follow group and community approaches, ICTs and other innovative methodologies to impress the farmers to adopt climate resilient technologies.

The training program was conducted to Agriculture and Allied sector officers of Southern states. Forty five officers of Agriculture, Agriculture Engineering, Animal Husbandry, Sericulture, KVK, Horticulture and Fisheries were participated. Dr. S. Chandrashekar, Professor, EEI, Hyderabad coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director and Dr. S. Chandra Shekar, Professor, EEI addressing participants during valedictory session of the training programme*



## 28. Planning, Monitoring and Evaluation of Development Programmes and Projects from 6<sup>th</sup> – 10<sup>th</sup> December, 2021

Planning, Monitoring and Evaluation are at the heart of learning based approach to management. Project management owes its importance in the present scenario as it enables in effective formulation of development programmes based on obtained feedback. With this backdrop, EEI, Hyderabad organized a five-day online training programme on 'Planning, Monitoring and Evaluation of Development Programmes and Projects' from 6<sup>th</sup> – 10<sup>th</sup> December, 2021 to middle level extension officers of agriculture and allied sectors of South India.

The contents envisaged were various stages of project management cycle, inter-linkages, tools, methods and designs that can be used at each stage of the project management cycle. Usage of GIS in project management was also covered. Technical skills and soft skills in project management were the core contents delivered during five days.

During the valedictory programme, the Director, EEI, Hyderabad Dr. M. Jagan Mohan Reddy reiterated that effective feedback mechanism and back end management needs to be plugged-in into the system for effective project management. He also felt that soft skills as another pertinent area which needs to be imbibed, absorbed and personalized, since the project inception. Project manager needs to encourage, inspire and empower his/her team in granular planning through proper work delegation which forms the basis for successful implementation. The success mantra for a project manager is Read-Reflect and React for smooth functioning of project.

Forty five participants were the beneficiaries of the programme. Dr. A. Sailaja and Dr. R. Vasantha, Professors, EEI, Hyderabad coordinated the training programme.



*Dr. M. Jagan Mohan Reddy, Director, Dr. R. Vasantha and Dr. A. Sailaja, Professors, EEI addressing participants during inaugural session of the training programme*



## 29. Digital Applications for Promotion of Marketing in Agriculture and Allied Sectors from 6<sup>th</sup> – 10<sup>th</sup> December, 2021

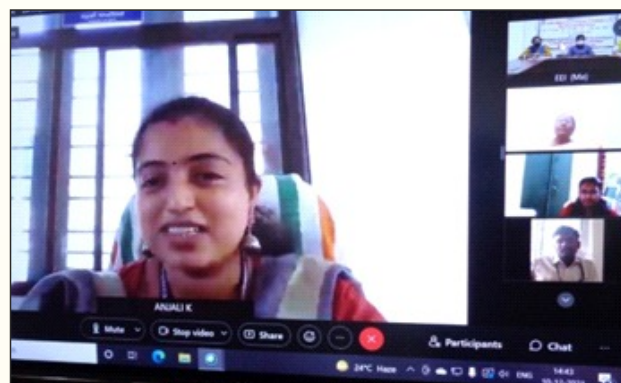
An online training programme on 'Digital Applications for promotion of Marketing in Agriculture and Allied Sectors' was conducted at EEI, Hyderabad from 6<sup>th</sup> - 10<sup>th</sup> December, 2021. The programme was designed with sessions on Awareness on national level portals in agriculture, digital initiatives for marketing by FPOs, e-NAM in promotion of marketing in agri and allied sectors, innovations in traditional and modern ICTs, recent trends in digital technologies, remote sensing role in digital era, IT based marketing, block chain technology, ICT initiatives by KVK Baramati, role of government mobile applications in marketing and stress management techniques.

The valedictory programme was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad and reiterated the need to promote more ICT and digital applications in the marketing of agri and allied sectors. He appealed to the officers to work in alignment with the philosophy of making Digital India. Expressing their impressions about the programme, the participant officers said that the programme had given very useful inputs, which when put in practice would benefit the marketing sector in many ways. They also expressed that the programme was need of the hour as the present pandemic situation calls for use of digital tools in all spheres of life.

Forty seven participants from the states of Kerala, Tamil Nadu, Karnataka, Telangana and Odisha representing Agriculture, Animal Husbandry, Horticulture, and Fisheries sectors attended the programme. The programme was coordinated by Dr. M. Preethi, Professor and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director, Dr. M. Preethi, Professor and Dr. D. Shireesha, Asst. Professor, EEI addressing participants during valedictory session of the training programme*



*Participant's feedback during the valedictory session of the training programme*

### 30. Promotion and Development Strategies for Doubling the Income of Farmers in Agri and Allied Sectors from 14<sup>th</sup> – 18<sup>th</sup> December, 2021

The income earned by a farmer from agriculture is crucial to address agrarian distress and promote farmers welfare. In this background, the goal set to double the farmers income by 2022 is central to promote farmers welfare, reduce agrarian distress and bring parity between income of farmers and those working in non-agricultural professions. Hence, to empower the middle level professionals on extension strategies to be used to achieve the goal of Doubling Farming Income, a five-day online training programme on 'Promotion and Development Strategies for Doubling the Income of Farmers in Agriculture and Allied Sectors' was conducted from 14<sup>th</sup> – 18<sup>th</sup> December, 2021. The methodology included online lectures, interim interactive sessions, group discussions, brain storming, individual and group assignments.

The content encompassed holistic approach with a session on challenges and strategies for doubling of farmers income followed by role of FPOs, ICTs, IFS approaches, non chemical pest management approaches, seed production etc. The lectures were delivered by eminent personalities from governmental and nongovernmental organizations as well as innovative farmers. The lectures have also enlightened the participants on region specific innovative farmer models prevalent in the area. The participants had a bird's eye view of the strategies to be followed in agriculture and allied areas (animal husbandry, horticulture, poultry and fisheries) from agro-ecological point of view.

Course coordinators expressed that the participants need to sensitize the farmers not to dump all the eggs in a single basket and that to follow a holistic approach to double their income. The participants expressed their back home planning strategies on the last day of the programme.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad during his valedictory address suggested that to be successful, the participants need to adopt a cyclical extension process wherein long term goals needs to be split into short term and medium term goals besides continuous review for improvement in Doubling of farmers income.

Fifty one officers from agriculture and allied departments of client states participated. Dr. I. Sreenivasa Rao, Sr. Professor and Dr R. Vasantha Professor, EEI, Hyderabad coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director, Dr. I. Sreenivasa Rao, Sr. Professor and Dr. R. Vasantha, Professor, EEI addressing participants during inaugural session of the training programme*

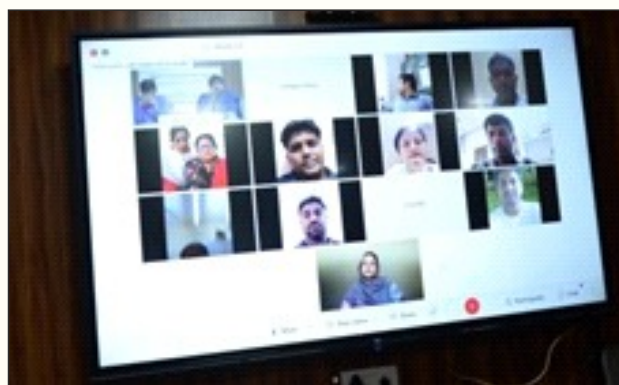
### 31 Time and Stress Management for Extension Professional from 20<sup>th</sup> – 24<sup>th</sup> December, 2021

A four-day online off campus training programme was conducted on 'Time and Stress Management for Professional Excellence' from 14<sup>th</sup> – 17<sup>th</sup> December, 2021 at EEI, Hyderabad.

The content covered in the programme is An overview on time and stress management, time management methods, techniques and time log analysis, positive attitude for personality development, conflict management for combating stress, sources of stress and coping mechanisms, balanced nutrition for healthy and stress free living, emotional intelligence for better living, inter personal relationships –a stress management tool, effective time management strategies for agricultural development professionals in Digital Era, mind and anger management techniques.

During feedback, participants expressed their immense satisfaction on the content and the resource persons who handled the sessions of the programme. This programme was very useful in personal and professional excellence to manage time and to overcome stress effectively and efficiently. During the valedictory session Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad reiterated the importance of time and stress management for personal and professional excellence. He highlighted the important techniques in time and stress management.

Twenty nine officers from Department of Agriculture, Andaman & Nicobar Islands participated in the programme. Dr. M. Preethi and Dr. P.Vijaya Lakshmi, Professors, EEI, Hyderabad coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director and Dr. M. Preethi, Professor, EEI interacting with participants during the valedictory session of Time and Stress Management for Professional Excellence*



### 32. Values and Work Ethics for Organizational Excellence from 27<sup>th</sup> – 31<sup>st</sup> December, 2021

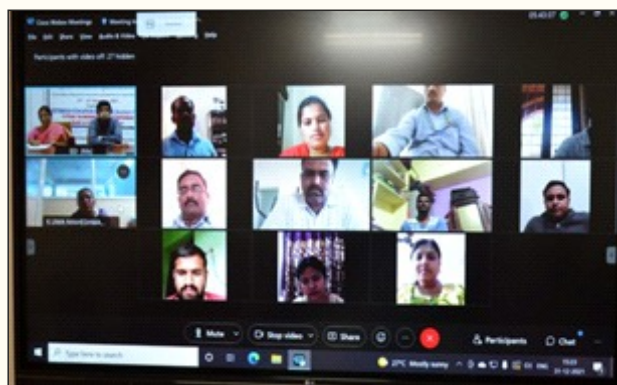
Values and Work Ethics are a set of moral principles that an employee abides by and uses in his/her job performance. It covers an employee's behaviour and attitude towards their job, career, and the workplace. Work ethics are important in ensuring that organizations conduct themselves professionally and treat all staff, customers and shareholders with respect and consideration. Having a list of ethical standards can help organizations remain focused on their vision and maintain a high standard of service. Organizations should embrace ethical practices and behaviours to increase productivity and uphold a good reputation. An added benefit is that, when job roles and expectations are clearly stated, it makes easier to recognize when staff deviate from the path of acceptable behaviour. At this juncture, an attempt has been made by Extension Education Institute, Hyderabad to organize a five-day online training programme to improve the knowledge and awareness of the extension functionaries in the area of 'Values and Work Ethics for Organizational Excellence' from 27<sup>th</sup> – 31<sup>st</sup> December, 2021

In the inaugural address Director, EEI, Hyderabad re-envisioned the significance of 21<sup>st</sup> century skill sets in work place – Communication, Collaboration, Creative Thinking and Connectedness for enhanced productivity.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, facilitated to meticulously plan training contents in consultation with private players. PAN India renowned esteemed speakers addressed various topics on values and work ethics for personal and professional development, work place culture to improve work productivity.

The trainees were oriented on blending traditional and modern perspectives in upholding values and ethics, ethical decision making, time and stress management in goal setting, positive attitude, value driven management for organizational excellence, an innovative method – appreciative inquiry to boost innovations among organizations and change adaptation strategies. In his valedictory address the Director, EEI, Hyderabad Dr. M. Jagan Mohan Reddy reiterated that team building and collaboration mechanisms with ethical values are inevitable for personal, professional and organizational development.

Sixty extension and administration personnel were the participants in the training programme. Dr. M. Preethi and Dr. A. Sailaja, Professors, EEI, Hyderabad coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director and Dr. A. Sailaja, Professor, EEI addressing participants during valedictory session of the training programme*



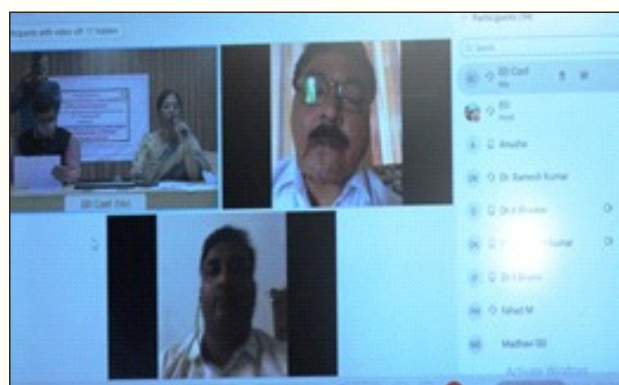
### 33. Creating Awareness on GoI Schemes in Animal Husbandry and Dairy Development Department from 4<sup>th</sup> – 8<sup>th</sup> January, 2022

A four-day online training programme was organized on 'Creating Awareness on GoI Schemes in Animal Husbandry and Dairy Development Departments' from 4<sup>th</sup> – 8<sup>th</sup> January, 2022.

The content covered in the programme was Government initiatives to promote organic farming in dairy; Promotion of startups in animal husbandry sector, Enhanced production and productivity through government initiatives; Artificial insemination for cattle; Mission rural poultry farming for sustainable livelihoods and nutritional security; Nutrition and fodder development for higher productivity; Promotion of mechanization; Promotion of value addition; Sharing of experiences of Delaval and Initiatives of GoI in animal health

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad emphasized that knowledge is power in any field for action. He advised the officials to translate the knowledge gained to improve production and productivity in animal husbandry. Alternative feeds to paddy may be rigorously thought of as paddy straw which is rich in oxalic acid, depletes calcium in animals. Eloquent speakers from nook and corner of the country addressed the participants on the initiatives taken by the government in the area of organic dairy, start-ups in animal husbandry, artificial insemination, value addition in dairy, poultry farming, sustainable animal husbandry and precision farming in dairy.

Twenty veterinary officers working in the departments of Animal Husbandry and Dairy Development of Telangana, Kerala, Odisha and Andaman and Nicobar Islands were attended the programme. Dr. A. Sailaja, Professor, EEI, Hyderabad coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director and Dr. A. Sailaja, Professor, EEI, Hyderabad getting the feedback of the participants during valedictory session of the training programme*

### 34. Regional Workshop on “Training Need Assessment of Client States” from 11<sup>th</sup> – 12<sup>th</sup> January, 2022

A two-day Online Regional Workshop on “Training Need Assessment of Client States” was held at EEI, Hyderabad on 11<sup>th</sup> and 12<sup>th</sup> January, 2022. Sixty two (62) delegates from Southern Indian States took part in the programme. The main purpose of the workshop was to assess the training needs of client sectors of different client states and UTs through brain storming and group discussion techniques for finalization of Annual Training Calendar of EEI, Hyderabad for the year 2022-23.

Dr. M. Jagan Mohan Reddy, Director, EEI, presented the workdone, challenges and training areas to be considered in the forth coming proposal of training calendar 2022-23 and congratulated all the delegates for their meticulous and systematic deliberations and suggestions in delineating not only training needs and areas but also ways to address certain operational issues and problems in organizing online training programmes and suggestions to include in on campus programmes to increase the effectiveness of the training programmes. Earlier Dr. V. Sudha Rani, Director of Extension, PJTSAU in her valedictory address appreciated EEI faculty for their efforts in organizing online training programmes and online regional workshop. Introductory remarks were given Dr. Prashanth Armorikar, Additional Commissioner (Extension), GoI, Extension Division, Ministry of Agriculture & Farmers Welfare Department of Agriculture, Cooperation & Farmers' Welfare, New Delhi. He envisaged that need based training programmes should be included in training calendar of EEI, Hyderabad 2022-2023. Dr. Sanjay Khalikar, Joint Director (Extension), Directorate of Extension, Krishi Vistar Bhawan, Pusa, New Delhi also participated in the regional workshop. Dr. P. Chandra Shekara, Director General, MANAGE also gave introductory remarks for the regional workshop.



*Dr. M. Jagan Mohan Reddy, Director EEI, Hyderabad along with EEI faculty participated in the Regional Workshop*



*Dr. H. Hemnath Rao, Director, StratPol International Advisory Services (OPC) Pvt. Limited interacting with the participants in the Regional Workshop*



### **35. Extension Strategies to Promote Protected Cultivation in Horticultural Crops from 18<sup>th</sup> – 22<sup>nd</sup> January, 2022.**

A five-day online training programme on 'Extension Strategies to promote Protected Cultivation in Horticultural Crops' was organized by EEI, Hyderabad from 18<sup>th</sup> – 22<sup>nd</sup> January, 2022

The impact of abiotic and biotic stresses under the present changing climate dictates the crop production and quality. The foremost constraints in horticultural crop production in Indian conditions are the extremes of temperature, sunlight, water, relative humidity, weeds, nutrient deficiency, wind velocity, carbon dioxide concentration, diseases and insect pest incidence. Protected cultivation means to grow with improved quality, out of season under protected structures, thereby increasing the profitability for the farmer especially in hostile climatic conditions. This technology has a potential to cater for supply of high quality vegetables, flowers and fruits in the peri-urban areas by reducing the transportation time and delivering fresh produce. The programme oriented the participants on various aspects related to Overview of Protected Cultivation in Horticulture Crops, General Specifications for the Protected Cultivation Structures of Horticulture Crops, Sharing of Experiences of Successful Entrepreneur on Hydroponics, Water Management Systems for Protected Horticulture, Protected Cultivation Practices in Flowers, Extension Strategies for Promotion of Protected Horticulture, Protected Cultivation Practices in Vegetables, Plant Protection in Protected Cultivation of Horticultural Crops, Artificial Intelligence for Protected Horticulture, Water Resource Management through Farm Pond and Reservoir Line with Plastic Films, Hi-Tech Nursery raising in Horticulture, Profitable Cropping Systems and Specifications, Soil and its Management for Protected Structures: Plastic Mulching and Soil Solarisation.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad during his valedictory address on 22<sup>nd</sup> January emphasised the need to empower the development officers of Horticulture on various issues related to protected cultivation practices and stressed the need to sensitise farmers. And motivated the officers for the application of modern technologies of protected cultivation for remunerative and competitive price for the produce. Participants were highly satisfied with conduct and content of the training programme. They said that training has given ample knowledge on latest issues like hydroponics, artificial intelligence, water conservation techniques and Hi-tech nursery management, which helps them to disseminate the information to the farmers in an upgraded way.

Seventeen officers from the department of Horticulture of Telangana, Karnataka and Andhra Pradesh states were attended the programme. Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad coordinated the training programme.





### 36. Urban Farming for Extension Professionals from 7<sup>th</sup> – 11<sup>th</sup> February, 2022.

A five-day online training programme on 'Urban Farming for Extension Professionals' was organized from 7<sup>th</sup> – 11<sup>th</sup> February, 2022

Green roof tops with vegetable and fruit plants provide chemical free food, mitigates urban heat, improves the air quality and gives pleasure to city dwellers. They also provide an opportunity for enhancing creativity as well as psychological well being. In addition, terrace gardens change the visual appearance of the building, conceals unwanted pipelines and unappealing scenery. Terrace and balcony gardens are highly popular in Urban and Peri urban middle and upper class families and were found to be leisure time activity. Suspicion about the quality of vegetables available in urban markets and recycling of household waste is the main motivation for these farming. Cultivation and Consumption of vegetables and fruits grown on terraces and balconies facilitates spending quality time among family members that strengthens family bonding. Birds eye view on Urban farming, Smart Urban farming techniques: Vertical farming and Hydroponics, Recent trends in Urban farming, Fruit, Vegetable and Flower nursery raising in Urban areas, Mushroom Farming for balanced diet, Poultry in Urban and Peri-Urban Areas, Experience sharing of successful terrace garden practitioner, Hydroponics and Aquaponics for nutritional security, Experience sharing of successful terrace garden practitioner, Apiculture: A Profitable Hobby for Urban dwellers, Sericulture: An Economic Boon for Urban unemployed, Urban Animal Husbandry Challenges and Opportunities, Organic ways and means to nourish and protect home gardens, Business opportunities for rooftop gardening were the contents covered in the programme.

Speaking during the valedictory Dr. M. Jagan Mohan Reddy, Director, EEI said that many people keep their terraces empty which makes it dirty by accumulated trash, dust, leaves and rainwater. Hence it is a better idea to raise a terrace garden to cover the empty space and give it a cheerful look. Dr Reddy said the main reason for practicing Terrace gardening these days is the urgent need for replacing chemical laden fruit and vegetable diet with organic ones. He urged the Extension officers to teach the importance and process of cultivating terrace and balcony gardens and other enterprises like mushrooms, sericulture, apiculture, aquaponics, hydroponics, urban poultry, and animal husbandry etc., learnt in the training to rural, periurban and urban dwellers in their jurisdiction. During valedictory few enthusiastic trainees belonging to fisheries department, Odisha informed that they will start Aquaponics on their terraces and also trainees from Kerala said that since, they are not aware of preparation procedures of biopesticides, they were using chemicals for terrace plants. After attending and learning from the training, participants said that they will prepare and use the organic products for their terrace plants instead of chemicals.

Sixty two officers from Agriculture, Horticulture, Animal husbandry and Fisheries departments of Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala and Odisha states were attended the programme. The programme was coordinated by Dr. R. Vasantha, Professor, EEI, Hyderabad.



*Dr. M. Jaganmohanreddy, Director, EEI and Dr. R. Vasantha, Course coordinator addressing the trainees during valedictory session*



*Participants interaction during valedictory session*



### 37. Profitable Farming through Mechanization from 7<sup>th</sup> – 11<sup>th</sup> February, 2022

A five-day online on campus training programme on 'Profitable Farming through Mechanization' was organized from 7<sup>th</sup> – 11<sup>th</sup> February, 2022.

Agricultural mechanization helps in increasing production, productivity and profitability in agriculture by achieving timeliness in farm operations, bringing precision in metering and placement of inputs, reducing available input losses, increasing utilization efficiency of inputs (seed, chemical, fertilizer, irrigation, water etc.), reducing unit cost of produce, enhancing profitability and competitiveness in the cost of operation. It also helps in the conservation of the produce and byproducts from qualitative and quantitative damages; enables value addition and employment generation through establishment of agro processing enterprises for additional income. It is one of the important inputs to usher in all round development in the rural India. Course content included like Mechanization for Profitable Agriculture: An Overview, Recent Advances of Mechanization in Horticulture, Women Friendly Technologies, Recent Advances of Mechanization in Field Crops: Rice, Pulses, Oilseeds and Sugarcane, Mechanization Package for Dry land Agriculture, Renewable Energy Technologies, Micro Irrigation Systems, Rainwater Harvesting and Farm Pond and Protected Cultivation Structures, Technology Transfer and Commercialization and Success Stories of Custom Hiring of Agricultural Machinery – Case Studies, Equipment/ Technologies for Post Harvest and Value Addition for Small Farms, Draft Animal based technologies for small farm mechanization, Developmental Programmes and Schemes for Promotion of Farm Mechanization, Processing Opportunities for Agro Processing Centers and Farm Machinery for Precision Agriculture

During the valedictory programme, Dr. M. Jagan Mohan Reddy, Director, EEI mentioned that there is urgent need for all Extension workers to popularize new learnings of this training i.e. information on new Farm Implements and Machinery in Agriculture sector among rural people as there is acute shortage of labour in the rural areas. During their feedback most of the participants expressed that this programme exposed them to various new implements and farm machinery which would be of use in their back home work places.

Fifty nine officers from Agriculture, Animal Husbandry, SAMETIs, Horticulture and Fisheries departments of Telangana, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Odisha were attended the programme. The programme was coordinated by Dr. S. Chandra Shekar, Professor, EEI, Hyderabad



*Dr. M. Jagan Mohan Reddy, Director and Dr. S. Chandra Shekar, Professor, EEI, Hyderabad interacting with participants during the inaugural session of the training programme*

### 38. IFS in Creation of Sustainable Livelihoods for Small and Marginal Farmers for the Officers of Animal Husbandry and Fisheries Sector from 15<sup>th</sup> – 19<sup>th</sup> February, 2022

A five-day online training programme on “IFS in Creation of Sustainable Livelihoods for Small and Marginal Farmers for the officers of Animal Husbandry and Fisheries Sector” was conducted by EEI, Hyderabad from 15<sup>th</sup> -19<sup>th</sup> February, 2022.

Adoption of Integrated Farming System leads to sustainability and stability in farm income through multiple enterprises that aim at maximum utilization of available natural resources to meet the family needs. It aims at generating a threshold level of farm income required for the farm family to maintain sustained interest in farming thus preventing migration of people from farming sector. Integrated farming system, which is a synonym to family farming, provides an opportunity to profitably engage the available man power in the farm family to the fullest extent throughout the year leading to higher income and family satisfaction. A good IFS aims at least dependence on outside resources and efficient recycling of available farm resources. The programme orientated the participants on various aspects related to IFS- The livelihood approach in Indian context. Models in IFS: an overview, Sustainability of livestock integrated farming systems, Field level IFS models integrating livestock, Practical experiences of successful fish farmer, Efficient resource recycling and cost reduction technologies in IFS, Scope and limitations of integrated farming systems – analysis of success stories, National schemes for sustainable fish production, Development of IFS models for different farming situations, Management of livestock component and vertical farming in IFS, Role of farm women for sustainable livelihoods through IFS, Integrated farming system for small and marginal farmers and livelihood analysis, Bankable projects and schemes for IFS and climate resilient IFS: scope and limitations.

Dr. M. Jagan Mohan Reddy Director, EEI, Hyderabad in his valedictory address, emphasized the need to enhance the knowledge of the officers on Integrated farming systems approach in creating sustainable livelihoods and asked the participants to develop IFS units among the small farmers in their back home situation, if not add one or two new enterprises to the existing farming systems. Participants in their feedback revealed that integrated farming systems approach is an emerging issue in present situation to make the farmers profitable. They opined that attending the training programme of EEI has enriched their knowledge on current issues like sustainability of IFS models, efficient resource recycling, cost reduction technologies, bankable projects and schemes for IFS etc., which intern helps them to educate the farmers at their back home situation.

Twenty five officers from the department of Animal Husbandry and Fisheries of Telangana, Karnataka, Tamil Nadu and Odisha participated in the training programme. Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director and Dr. Shireesha, Assistant Professor, EEI, Hyderabad addressing participants during inaugural session*

### 39. IFS in Creation of Sustainable Livelihoods for Small and Marginal Farmers for the Officers of Agriculture and Horticulture Sectors from 15<sup>th</sup> – 19<sup>th</sup> February, 2022.

A five-day online on campus training programme on 'IFS in Creation of Sustainable Livelihoods for Small and Marginal Farmers' was organised by EEI, Hyderabad from 15<sup>th</sup> -19<sup>th</sup> February, 2022.

The structure of Indian agriculture is undergoing transformation. A notable feature of changing farm structure is the dominance of smallholders whose number has increased over time and will continue to do so in the future. The traditional monoculture and disciplinary approach is unable to meet the growing and changing food demand and improve the livelihood of these smallholders on a sustainable basis. Therefore, an integrated approach to farming is critical to sustain agricultural production, maintain farm incomes, safeguard the environment and respond to consumer concerns about food quality issues.

Earlier on 15<sup>th</sup> February 2022, the inaugural session of the training programme was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI who mentioned that Integrated Farming Systems is one approach that would help small and marginal farmers get continuous income all round the year, which in turn would lead to sustainability. Expressing their impressions about the programme, the participant officers said that all the sessions were dealt with precision and expertise and that they have learnt many perspectives of Integrated Farming Systems. The region specific interventions and culture based IFS models presented by different states was an eye opener to many, as models like coconut based, spice based, banana based, millet based and palm oil based IFS models were known to them. Many participants expressed that all the inputs derived from the programme will be highly useful to them.

Thirty nine officers from the department of agriculture of Telangana, Odisha, Tamilnadu, Kerala, Karnataka and Andhra Pradesh were attended the programme. The programme was coordinated by Dr. M. Preethi, Professor, EEI, Hyderabad



*Dr. M. Jagan Mohan Reddy, Director and Dr. M. Preethi, Professor, EEI, Hyderabad interacting with participants during valedictory session*



#### 40. Farm Journalism for Effective Transfer of Technology from 22<sup>nd</sup> – 26<sup>th</sup> February, 2022

A five-day online training programme was organized by EEI, Hyderabad on 'Farm Journalism for Effective Transfer of Technology' from 22<sup>nd</sup> - 26<sup>th</sup> February, 2022.

In the era of knowledge, intensive crop, fisheries and livestock growing farmers need timely and local specific information about latest technologies, consequently the role of farm journalist has become very important. New and young entrepreneurs are using smart phones, get themselves updated from google and other social media tools. So in order to provide rural clientele accurate and scientific information, news related to various sectors around the globe and vital information like govt schemes and announcement has become imperative.

Writing radio scripts, delivering radio talks and developing audio jingles, writing Success stories and news articles, photography, short film production skills in mobiles, identification of values and ethics in journalism by administering psychological tests, dissemination of agri and allied information to farmers using traditional media such as worli, cheriyal arts, folk lore such as Sodhi, chilaka josyam, villupattu etc, pest diagnostic skills using PLANTIX mobile app and production and dissemination of messages using PICVOICE, talking presentations, infographic, photocollage of CANVA and memes were the skills imparted in the program.

##### Major visible impact of 5 days training programme

From the experiential teaching participants have

- ● Developed video films using softwares such as Filmorago.
- ● Developed audio jingles on importance of tank silt
- ● Script writing and delivery of radio talks on vertical gardening, crop insurance, tank silt etc
- ● Sodhi script writing and delivery on fall army worm management, pest management in maize etc
- ● Villupattu folk art on SRI cultivation
- ● Produced and shared messages using PICVOICE, CANVA etc on departmental schemes, mustard cultivation, SRI, PPKP programme demonstrations, goat breeds, Integrated farming, marketing issues faced by farmers and solutions, paddy pest management etc

Speaking on the occasion of valedictory Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad highlighted the role of middle level extension officers working in agri and allied departments as a journalist. By following the principles of journalism, the officials can disseminate right information to right kind of farmers at right time in right form to derive maximum benefit from its applications.

Forty seven officers of the department of agriculture, horticulture, animal husbandry, fisheries and SAUs from all South Indian states attended the programme. Dr. R. Vasantha, Professor, EEI, Hyderabad coordinated the programme.



*PICVOICE message developed by Smt. Binisha, Participant on cowdung enriched Trichoderma demonstration under PPK Programme*



*Brinjal pest diagnosis done by participant Mr Charumitran using PLANTIX app*



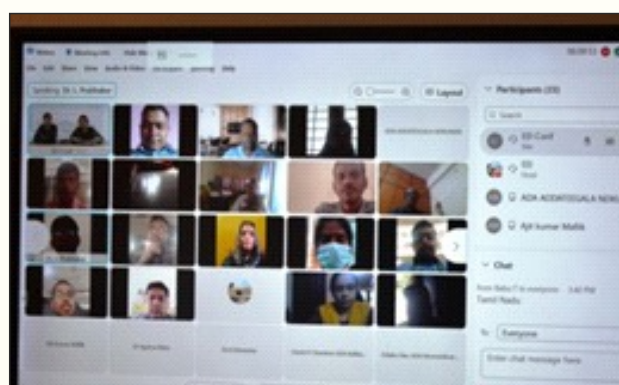
#### 41. Managerial Skills for Effective Transfer of Technology from 2<sup>nd</sup> – 5<sup>th</sup> March, 2022

A four-day online training programme on 'Managerial Skills for Effective Transfer of Technology' was organized by EEI, Hyderabad from 2<sup>nd</sup> - 5<sup>th</sup> March, 2022.

Management skills are certain attributes or abilities that an employee should possess in order to fulfil certain tasks in an organization. They include the capacity to perform or execute duties in an organization while avoiding crisis situations and promptly solving problems when they occur. Management skills can be developed through learning and practical experience as a manager. The skills help the manager to relate with their fellow co-workers and know how to deal well with their subordinates, which allows for the easy flow of activities in the organization. Management skills are crucial for various positions, at different levels of an organization from top leadership to intermediate supervisors to first level managers. The programme had sessions on Managerial skills: an Overview; Communication and interpersonal skills; Conflict management skills; Problem solving and decision making skills; Team building skills; Stress management and soft skills; Emotional intelligence; Leadership skills; Time management skills and lateral thinking skills.

Dr. M. Jagan Mohan Reddy, Director, EEI emphasised to inculcate the skills of planning, organizing, directing, coordinating, budgeting and reporting the results of the work to all the stakeholders immediately after execution. Participants expressed that conflict management, problem solving, decision making and stress management skills, learnt in the training are very useful for them in their professional as well as personal careers. All were felt that, the online exercises conducted were very much beneficial and assessing their performance through these exercises facilitated them to improve the skills required to discharge their regular duties.

Thirty eight officers of agri and allied sectors from Karnataka, Odisha, Kerala, Tamil Nadu Andhra Pradesh and Telangana participated in the training programme which was coordinated by Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad interacting with participants during valedictory session*



## **The detailed report of the Online (On Campus) training programmes as follows**



## 1. Managerial Skills for Effective Transfer of Technology from 13<sup>th</sup> – 17<sup>th</sup> July, 2021

Management skills are certain attributes or abilities that an employee should possess in order to fulfill certain tasks in an organization. They include the capacity to perform or execute duties in an organization while avoiding crisis situations and promptly solving problems when they occur. Management skills are crucial for various positions, at different levels of an organization from top leadership to intermediate supervisors to first level managers.

At this Juncture, Extension Education Institute, Hyderabad organized a 5 days online training programme on “Managerial Skills for Effective Transfer of Technology” from 13<sup>th</sup> -17<sup>th</sup> July, 2021 to the agri and allied sector officers of Karnataka, Odisha, Kerala, Tamil Nadu, Andhra Pradesh, Telangana and A&N Islands. 59 trainees participated in the programme which was coordinated by Dr. I. Sreenivasa Rao, Professor & University Head, EEI.

The programme had sessions on Managerial Skills: An Over View; Communication and Interpersonal Skills; Time Management Skills; Leadership Skills; Team Building Skills; Stress Management and Soft Skills; Crisis Management Skills; Emotional Intelligence; Performance appraisal skills; Monitoring and Evaluation Skills for ToT Programme; Lateral Thinking Skills; Conflict Management Skills and Breakout sessions. Experts from different fields were drawn to share their experiences which enriched the quality of the programme to a greater extent.

Expressing their feed back during the valediction, trainee officers mentioned that sessions on Stress management. Time Management, Communication skills and Leadership skills were exceptionally good while all other sessions had worthy take home learnings. Dr. I. Sreenivasa Rao during the valediction, requested the trainees to apply the skills developed in the training for personal and professional enhancement.



*Dr. V. Sudha Rani, Director, Dr. I. Sreenivasa Rao, Sr. Professor, EEI addressing participants during inaugural session of the training programme*



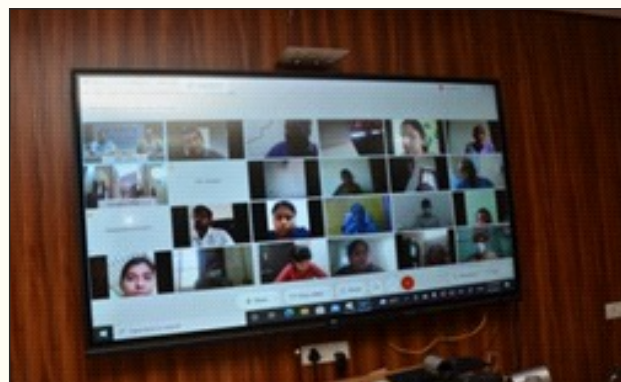
*Participant feedback during the valedictory session of the training programme*

## 2 Soft Skills and Personality Development for Professional Excellence from 9<sup>th</sup> – 13<sup>th</sup> August, 2021

Soft skills provide employees with a strong conceptual and practical framework to build and manage Personality Development. They play an important role in the development of the individuals' overall personality, thereby enhancing their career prospects. Training on soft skills provide strong practical orientation to the professionals and help them in building and improving their competence in communication, team building, leadership, time management, conflict resolution and inter-personal skills.

At this Juncture, Extension Education Institute, Hyderabad organized 5 days on line training programme on '**Soft Skills and Personality Development for Professional Excellence**' from 9<sup>th</sup> -13<sup>th</sup> August, 2021 to improve the awareness and conceptual clarity of various soft skills among the officers of Agriculture and Allied sectors belonging to South Indian States and Union Territories. 59 officers representing Agriculture, Animal Husbandry, Sericulture, Fisheries, and State Agricultural Universities attended the training which was coordinated by Dr. I. Sreenivasa Rao, Professor EEI.

During the valedictory programme, Dr. V. Sudha Rani Director, EEI mentioned that whatever knowledge one has, if not manifested in behaviour, it is like an unread book in the shelf, hence requested the trainee officers to fine tune and exhibit their soft skills. While sharing their impressions about the programme, the trainees felt that soft skills are essential in making innovations in life and developing an efficient personality, which go a long way in achieving success in life.



*Dr. V. Sudha Rani, Director and Dr. I. Sreenivasa Rao, Professor, EEI addressing participants during inaugural session of the training programme*



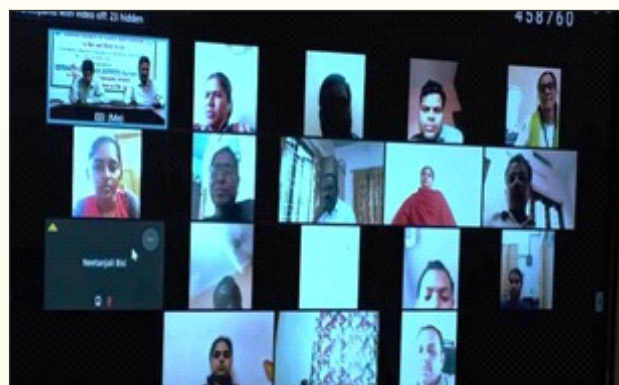
### 3. Extension Strategies for Climate Smart Extension in Agri and Allied Sectors from 18<sup>th</sup> – 23<sup>rd</sup> October, 2021 (19<sup>th</sup> holiday)

Climate change impacts on agriculture are being witnessed all over the world, but countries like India are more vulnerable in view of the huge population dependent on agriculture, excessive pressure on natural resources and poor coping mechanisms. The warming trend in India over the past 100 years had indicated an increase of 0.60°C. The projected impacts are likely to further aggravate yield fluctuations of many crops thus impacting food security. There are evidences of negative impacts on yield of Wheat and Paddy in different parts of India due to increased temperature, increased water stress and reduction in number of rainy days. Keeping such importance in view, an attempt has been made by Extension Education Institute, Hyderabad to organize a five-day online training programme on 'Extension Strategies for Climate Smart Extension in Agri and Allied Sectors' from 18<sup>th</sup> - 23<sup>rd</sup> October, 2021 (19<sup>th</sup> October is holiday).

The topics covered are - An overview on climate change – effect on agriculture and allied sectors production, climate change adaptation and climate resilient technologies for agriculture, climate-smart agriculture practices in fisheries and aquaculture, climate-smart agriculture in livestock sector, use of plastics in agriculture and allied sectors – a climate smart initiative, role of integrated farming system in building resilience to climate change, climate smart extension – application of remote sensing and GIS in agriculture, climate smart ITKs, extension strategies to address climate change, risk management strategies in climate change scenario, experiences of climate change adaptation strategies in NICRA Project, soil and water management strategies for climate smart agriculture and preparation of action plans on strategies of climate smart extension and presentations by the participants

Participants given good feedback about the training program. They felt topics like use of plastics, IFS, ITK, farm mechanization; NICRA, GIS and remote sensing are highly useful in their workplace. Dr. M. Jagan Mohan Reddy, Director, EEI in his valedictory speech emphasised application of technology and learnings in farmers fields. He expressed that extension officers should apply newness in their delivery system. He said that every officer should try to implement different IFS models in their jurisdiction to double the farmers income.

The training program was conducted for agriculture and allied sector officers of clientele states. Forty five officers of Agriculture, Agriculture Engineering, Animal Husbandry and Fisheries departments had participated in the training programme. Dr. S. Chandra Shekar, Professor, EEI, Hyderabad coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director and Dr. S. Chandra Shekar, Professor, EEI addressing participants during inaugural session of the training programme*

#### 4. Time and Stress Management for Extension Professionals from 26<sup>th</sup> – 30<sup>th</sup> October, 2021

Knowing how to manage time properly is important as it brings a number of benefits to work routine and life overall. The competitive world today demands every employee to excel in the performance with less resources being provided including time. If people are ignorant of effective time management strategies life becomes miserable and stressful. When the importance of time management is understood it shall reflect in hard work and motivation, then the time can be well managed by prioritization. Keeping in view the importance of time management for the efficient discharge of roles by the development officers an online training programme entitled 'Time and Stress Management for Extension Professionals' was organized for the officers of Departments of Agri and Allied Sectors of client states for 5 days during 26<sup>th</sup> – 30<sup>th</sup> October, 2021 at EEI, Hyderabad.

The contents covered during the program were: Time management methods and techniques and time log analysis, yoga and meditation techniques, goal setting – an effective tool for time management, emotional intelligence for better living, conflict management for combating stress, values and ethics in personal and professional development, interpersonal relationships – a stress management tool, positive attitude for personality development, balanced nutrition for healthy and stress free living, stress management – tools and techniques and mind and anger management techniques

During the valedictory session Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad emphasised to practice the stress relieving mechanisms and honor the timeliness in daily personal and professional life to get quality outcome in the work. The participants in their feedback expressed that on the first day of the program the major constraint expressed by them was time management. On the fifth and last day of the program the participants had expressed confidence that they can manage their time efficiently by adopting the techniques and lessons learnt during the program. They expressed satisfaction on design, content and conduct of the program. They appreciated that all the speakers who made the sessions very interactive and lively and have given conceptual clarity of the topics delivered by them. Implementable techniques and tips for adoption of time and stress management were the major take home points, as mentioned by the participants.

Thirty three officers representing Karnataka, Kerala, Odisha and Tamil Nadu attended the above said program which was coordinated by Dr. M. Preethi, Professor and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director, Dr. M. Preethi, Professor and Dr. D. Shireesha, Asst. Professor, EEI addressing Participants during inaugural session of the training programme*

## 5. Extension Strategies to Promote Water Conservation Technologies to Enhance Water Productivity from 26<sup>th</sup> – 30<sup>th</sup> October, 2021

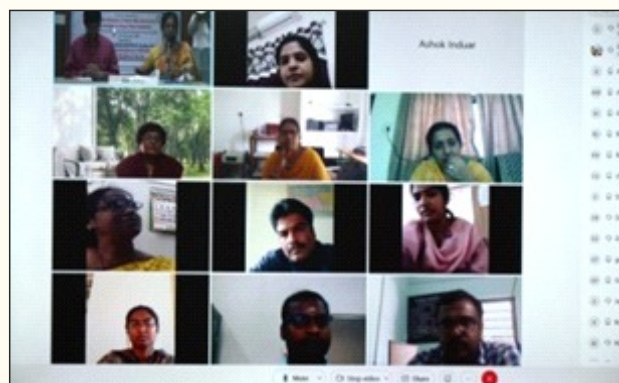
Water is a critical input for agricultural production and plays an important role in food security. Increasing water productivity is an important element in improved water management for sustainable agriculture, food security and healthy ecosystem functioning. Strategies for Water conservation are - decreasing run-off losses, reducing evaporation losses, storing water in soil, reducing irrigation losses, reuse of water and preventing wastage of water. The ways in which Indian farmers can save water and put it to optimum use all through the year are rainwater harvesting, organic mulches, laser leveling, drought-tolerant crops and rotational grazing. At this juncture EEI has taken initiative to conduct a five-day online training programme from 26<sup>th</sup> - 30<sup>th</sup> October, 2021 on 'Extension Strategies to Promote Water Conservation Technologies to Enhance Water Productivity' to the middle level extension officers of agriculture and allied sectors of Client states.

Eminent speakers from nook and corner of the country from government and nongovernmental organizations delivered sessions on contemporary topics like climate change and social aspects of water conservation. The training curriculum included the topics viz., Paradigms in improving water productivity in farming – challenges and options, assessment of water quality in agriculture, technological advancements for more crop per drop, enhancing water productivity and resilience to climate change in rainfed region, planning, monitoring and evaluation of government schemes using GIS, farm ponds – an overview, water management for enhancing water productivity; approaches for enhancing water productivity in horticultural crops, water budgeting as a means for water conservation; group and community approaches for groundwater management, government initiatives for improving water conservations, conflict resolving mechanisms and value chain management for enhancing water productivity in rainfed areas.

The Director, EEI Dr. M. Jagan Mohan Reddy, in his inaugural address reaffirmed that productive utilization of water through community approach helps in enhancement of water productivity. He also reiterated that promotion of managerial skills and abilities of farmers enables effective and efficient utilization of irrigation water.

The EEI follows five 'E' strategy in knowledge delivery to deeply engross, energize, enthuse, enrich and empower participants during five-day training programme through mix of training methods like brain storming sessions, interactive lectures, role plays, buzz sessions and group assignments. This was possible through innovative use of the online platform by organizing trainees into groups in breakout rooms. The back home planning of the trainees was confirmed with various allotted group assignments on the last day of the programme. The Director, EEI, Hyderabad Dr. M. Jagan Mohan Reddy in his valedictory address viewed that water conservation needs a multipronged strategy with a holistic and convergence approach through seven 'R' strategy (restore, rejuvenate and repair water bodies, reduce water loving crops, recycle and reuse water and rethink) to achieve 3E's – equity, ecology and economy for livelihood security of farmers.

Thirty three participants attended the programme. Dr. A. Sailaja, Professor, EEI coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director and Dr. A. Sailaja, Professor, EEI interacting with participants during valedictory session of the training programme*



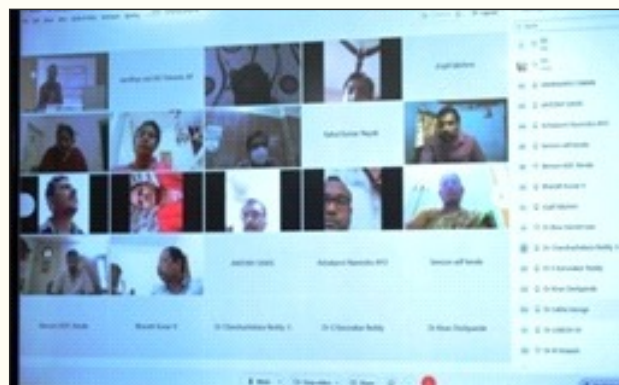
## 6. Digital Marketing Strategies for Effective Marketing of Agri and Allied Products from 14<sup>th</sup> – 18<sup>th</sup> December, 2021

The Government of India had taken up several initiatives, the most significant being the Digital India Movement in 2015, aimed at transforming rural India into a digitally powered economy. This program also strives to increase digital literacy and the adoption of digital services. Applications are developed by the government as well as individuals to educate farmers regarding best farming practices, crop care, and weather forecast. A survey in 2020 shows that 70% of the internet usage data generated from rural households was for e-commerce. This shows the light of hope that people are becoming aware of the possibility of growing business using the internet. Keeping this in view, an attempt has been made by Extension Education Institute, Hyderabad to organize a five-day online training programme on 'Digital Marketing Strategies for Effective Marketing of Agri and Allied Products' from 14<sup>th</sup> – 18<sup>th</sup> December, 2021.

The contents included in the programme were - Recent reforms in e- marketing of agriculture and allied sectors – an overview, digital initiatives in supply chain management in agriculture and allied sectors, market intelligence and agriculture market networking, existing developmental programmes and schemes of state and central govt. for agricultural marketing, role of e-NAM in promotion of marketing in agriculture and allied sectors, national level portals in marketing in agriculture and allied sectors, digital initiatives in marketing by FPOs, IT enabled marketing for effective market led extension in agriculture and allied sectors, block chain technology management in agriculture and allied sectors – an advance IOT initiatives, role of mobile apps in promotion of agriculture marketing, remote sensing, GIS and GPS with special focus on marketing and insurance in agriculture and allied sectors and innovations and strategies for promotion of digital marketing in agriculture and allied sectors

Speaking on the occasion of valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad expressed that programmes like Digital Marketing are introduced by the government for fetching better prices to farmers. He also felt that when everyone sincerely discharges their roles in the implementation of the Digital marketing it would definitely yield intended results in near future.

Fifty six officers from Agriculture, Animal Husbandry, Fisheries, Agri. Marketing and Sericulture participated from Andhra Pradesh, Kerala, Karnataka, Tamilnadu, Odisha and Telangana states. The training was coordinated by Dr. S. Chandrashekar, Professor and Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director and S. Chandra Shekar, Professor, EEI addressing participants during valedictory session of the training programme*



## 7. Disaster Management and Mitigation Strategies in Agri and Allied Sectors from 4<sup>th</sup> – 7<sup>th</sup> January, 2022

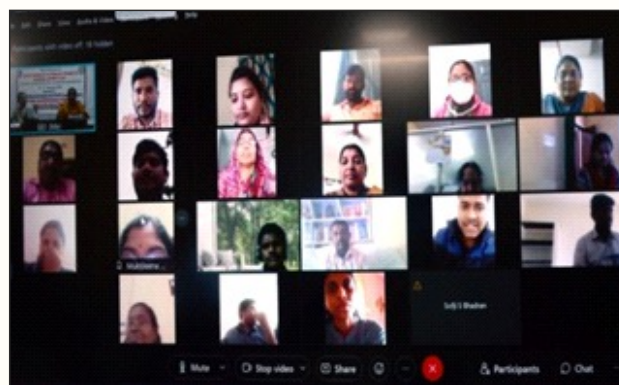
A four- day online training programme on 'Disaster Management and Mitigation Strategies in Agriculture and Allied sectors' was organized by EEI, Hyderabad from 4<sup>th</sup> - 7<sup>th</sup> January, 2022

India is one of the most disaster prone zones in the world due to its peculiar geographical characteristics as well as the poor social conditions in which the communities live which exposes them to the frequent destruction caused by the hazards. Disaster management occupies an important place in India's policy framework, as poor people are most affected by disaster and they are India's predominant population. The steps being taken by the Government emanate from the approach that has been translated into a National Disaster Framework (a roadmap) covering institutional mechanisms, disaster prevention, early warning systems, disaster mitigation, preparedness and response, and human resource development. Dr. M. Jagan Mohan Reddu, Director, EEI said that, National Disaster Management Authority is an agency of the [Ministry of Home Affairs](#) was established through the [Disaster Management Act](#) enacted by the [Government of India](#) in December 2005. The key to reducing loss of human and animal life and damage from natural disasters is widespread public awareness and education. People must be made aware of what natural hazards they are likely to face in their own communities. They should know in advance what specific preparations to make before an event, what to do during a hurricane, earthquake, flood, fire, or other likely event, and what actions to take in its aftermath. Equally important, is the role of public officials and the media viz.. television, radio, and newspapers who need to be fully prepared to respond effectively, responsibly, and speedily to large-scale natural emergencies. They need to be aware, in advance, of procedures to follow in a crisis that threatens to paralyze the entire community they serve, and they need to know how to communicate accurate information to the public during a natural disaster. Special efforts must also be made to reach and plan for the care of particularly vulnerable segments of the population - the farmers and educating them about animals, poultry birds, fisheries, field and orchard crops with information about possible disasters and what to do in an emergency and aftermath.

Speaking on the valedictory, Dr. R. Vasantha, Professor and Course coordinator while briefing the programme said due care was taken to cover the interests of all participants of the training who were from Agriculture and allied sectors by including related topics. She requested the trainees to disseminate the learnings of this training to the farmers and other vulnerable victims of natural disasters of their jurisdiction. During the feedback, R. Vinothkumar, Assit. Engineer, Theni, Tamilnadu, Smt. Jameela Kunnath, Deputy Director of Agriculture, Wayanad, Kerala and Smt. Anitha, ADA (M &E), Ramanagar, Karnataka said that the training was very useful as it addressed important issues faced by them like landslide management, disasters in Agriculture and fisheries sector. Shri. Sofji S. Bhadrar, Asst. Fisheries Extn. Officer, Kollam, Kerala said that as the training on Disaster management was very useful to them, she requested EEI team to

organise a training next time exclusively in Fisheries sector on disaster management and mitigation strategies. Dr. I. Sreenivasa Rao, Sr. Professor and Course coordinator requested the participants to share their needs and interested areas of trainings during EEI regional workshop so that they can be included in the next year calendar. Programme ended with the vote of thanks proposed by Dr R Vasantha, Professor, EEI, Hyderabad.

Sixty nine officers from Agriculture, Animal husbandry, Fisheries, Agri. Engineering and Horticulture departments of Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Odisha and Andaman and Nicobar islands were attended the programme. The programme was coordinated by Dr. I. Sreenivasa Rao and Dr. R. Vasantha, Professors, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director and Dr. R. Vasantha, Professor, EEI addressing the trainees during inauguration*



## 8. Promotion of Agripreneurship and its Management in Agriculture and Allied Sectors from 18<sup>th</sup> – 22<sup>nd</sup> January, 2022

A five-day online training programme on 'Promotion of Agri-preneurship and its Management in Agriculture and Allied Sectors' was organized to enhance the awareness about the agripreneurship and its management among the participating officers from 18<sup>th</sup> – 22<sup>nd</sup> January, 2022.

The entrepreneurial skills of farmers need to be developed and addressed by all stakeholders in the agricultural socio-economic network. There are various strategies available to farmers for survival and changing their economic environment, results in business growth. The social and economic environment of farming should not be underestimated when studying and promoting the development of entrepreneurial skills. Entrepreneurship can only be improved when the entire agricultural socio-technical network is involved in the process. Thus, strategies to stimulate and strengthen the entrepreneurial culture of the farming business and sustainable development in rural areas are needed. The programme was tailored with concepts like An Overview of Entrepreneurship, Agripreneurship and Congenial Business Ecosystems, Entrepreneurial opportunities in Agriculture Sector, SWOT Analysis for Identification of Project Ideas in Agriculture and Allied Sector, Entrepreneurial opportunities in Farm Mechanization and processing Sector, Business Plan Preparation for the Beginners of Agripreneurship, Types of Agri Enterprises, Agri Startups, EDPs, Agri Incubators and its Management, Government Programmes/Initiative Schemes of Promoting MSMEs in Agriculture Sector, Digital Marketing : A New Step in Agri Business, Scope of Agri Tech Startup in India, Entrepreneurial opportunities in Animal Husbandry Sector, Entrepreneurial opportunities in Horticulture Sector, Entrepreneurial opportunities in Fisheries Sector, Micro Financing and Institutional Support to Rural Enterprises.

Dr. M. Jagan Mohan Reddy, Director, EEI during the valedictory session appealed to the participants to utilize the knowledge gained in the training programme in their back home situation, and also stressed on the importance of guiding the farmers to turn as entrepreneurs by establishing start ups, incubators etc. Trainees expressed high satisfaction on the content, methodology and usefulness of the training programme in the present agriculture scenario. Expressing their impressions about the programme, the participant officers said that all the sessions were dealt with precision and expertise and that they have learnt many new concepts through this programme. Some of them expressed that, they find many farmers in their jurisdiction who would like to become entrepreneurs and this training had given all the inputs which they can use to make farmers become entrepreneurs. Some of them said that this programme will be beneficial to officers also as they would like to become entrepreneurs after retirement.

Fifty officers from Agriculture and Animal Husbandry departments of Telangana, KVKs and SAUs of Andhra Pradesh, Agriculture and Horticulture departments of Karnataka, Agriculture department of Tamil Nadu, Agriculture and Fisheries departments of Kerala, and Odisha were attended the programme. The programme was coordinated by Dr. S. Chandrashekar, Professor, EEI, Hyderabad.





## 9. Values and Work Ethics for Organizational Excellence from 18<sup>th</sup> – 22<sup>nd</sup> January, 2022

Workplace values and ethics are established at the helm any organization. Values and ethics define what the organisation perceives as important regarding the behaviour of employee, right from the top-level executive to the employees working with consumers. Companies, large and small, find themselves in public relations nightmares when ethical lines are crossed.

During the inaugural session of the training programme Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad mentioned that Values and Work Ethics provide direction to the employees to work in line with the mission and vision of the organisation. They also inculcate team work. Hence, he appealed to all the participants to attend the programme with dexterity and sincerity and implement the learnings in their back home situation. Expressing their impressions about the programme, the participant officers said that all the sessions were dealt with precision and expertise and that they have learnt many perspectives of values and ethics. The concepts like work place culture, ethical decision making and appreciative inquiry are new and made lot of difference in their thought process. Many participants expressed that all the inputs derived from the programme will be highly useful to them. Addressing the participants during the valediction, Dr. M. Jagan Mohan Reddy said that a professional attitude towards oneself and chosen career is critical. Learn to adapt to the many, multifaceted wonders of life. Be open and accept the changes that come. Let your language show positive ideas. To do these one should inculcate values and ethics of the culture they live in. He further requested the participants to share success stories of the same so that impact of the programme can be documented.

Fifty one officers from Agriculture, Horticulture, Fisheries, Animal Husbandry, Agriculture Food Production and KVK sectors of Telangana, Odisha, Tamilnadu, Kerala, Karnataka, Andhra Pradesh and A & N Islands were attended the programme. The programme was coordinated by Dr. M. Preethi, Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director and Dr. M. Preethi, Professor, EEL, Hyderabad interacting with participants during the inaugural session*





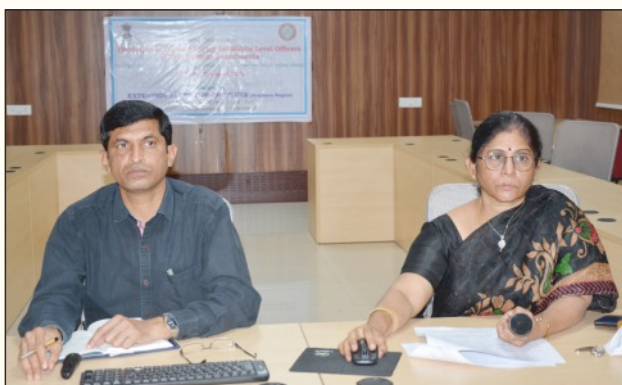
10. **Promotion of Digital Literacy for Middle Level Officers of Development Departments from 22<sup>nd</sup> – 26<sup>th</sup> February, 2022.**

A five-day training programme on 'Digital Literacy for Middle Level Officers of Development Departments' was organized by EEI, Hyderabad from 22<sup>nd</sup> – 26<sup>th</sup> February, 2022

Digital literacy is a literacy via technology. This adds to the complexity since technology is continuously changing the environment we live in. These encompass six C's of 21<sup>st</sup> century – collaboration, communication, critical thinking, creativity, citizenship and character education. The wide array of topics covered were crop health diagnostics using drones, precision agriculture through digitalization, IOT based extension and market strategies, use of social media in agriculture, ICT initiatives by KVK, Baramati, application of GIS in agriculture, mobile apps of GoI in agriculture, digital initiatives in agriculture and allied sectors in supply chain management, digital leadership and hands on experience in video script writing and film making through mobiles

The Director, EEI, Hyderabad in his address to the participants stressed the need to equip necessary skills to reach the farmers through different digital literacy platform, and facilitate farmers to search for digital solutions to create hassle free environment for increasing rate of adoption of production technologies.

Thirty nine officers from the departments of Agriculture, Fisheries, Animal Husbandry departments and KVKs of Andhra Pradesh, Karnataka, Tamil Nadu, Kerala and Andaman & Nicobar Islands participated in the training programme. Dr. A. Sailaja, Professor, EEI, Hyderabad coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director and Dr. A. Sailaja, Professor, EEI, Hyderabad interacting with participants during valedictory session*



## **The detailed report of the Online off campus training programmes as follows**



# 1. Farm Journalism for Effective Transfer of Technology for the officers of Dairy Development Department, Kerala from 3<sup>rd</sup> – 6<sup>th</sup> August, 2021

In the era of information, Dairy farmers need timely and location specific information about high milk production and value addition. Farm journalism can play very crucial role in collection, processing and dissemination of information according to the need of the farmers. So in order to provide them accurate and scientific information, news related to various breeds, mulching equipment etc around the globe and other vital information like govt. schemes and announcements had become very important.

Keeping in view the importance of Farm Journalism for Effective Transfer of Technology which has to be timely, location specific and according to needs of farmers a 4 days Online training programme was organized by EEI, Hyderabad for Dairy development officers of Kerala from 3<sup>rd</sup> - 6<sup>th</sup> August, 2021. Dr. R. Vasantha, Professor, EEI, Hyderabad was the Coordinator of the programme.

## Skills imparted in the programme:

Writing Feature stories and feature articles, Writing Success stories and Popular articles, Photography, Short film production in Mobiles, Radio script writing and Short Film making, Social Media Platforms, Development of messages and videos using Mobile apps like Picvoice, Podcast, Canva (Infograph, Talking presentations and Photo collage) Filmorago etc.

## Feedback

Prinitha. V. K. Dairy Farm Instructor, DESU VAZHAKULAM said that “Through this training we came to know the importance of magic shows and puppet shows and jingles in farm journalism. we could also learn about some mobile apps such as Anchor, Filmorago, Canva and Picvoice which can be used effectively in our farmers contact program and make it attractive. The training improved our abilities on writing success stories and feature stories. “

## Major visible impact of 4 days training programme

- Developed 8 jingles
- 30 picvoice messages
- 2 podcast messages
- 18 CANVA Infographs, talking presentations and Photo Collages
- Video films using softwares such as Filmorago and Lexis audio editor.



*Dr. V. Sudha Rani, Director, Dr. R. Vasantha, Professor, EEI addressing participants during inaugural session of the training programme*



*Magic Show done online in farm Journalism Training to Convince Farmers for Adoption of Dairy Scientific Recommendations*

## 2. **Farm Journalism for Effective Transfer of Technology for the officers of Horticulture Department, Tamil Nadu from 9<sup>th</sup> – 12<sup>th</sup> August, 2021**

Agriculture is becoming increasingly information intensive. At the same time, information and communication technology provides a range of sophisticated methods for enhancing communication with farmers. Internet and mobile are often collectively called as digital media while radio and TV, as broadcast media. Development communication focuses on the socio-economic & cultural interests & needs of the underprivileged and oppressed. In a country like India, where literacy level is low, the choice of communication media is of vital importance. Print, Radio, Television, Internet, Mobile etc., have been acclaimed to be the most effective media for diffusing the scientific knowledge to the masses. Farm journalism is considered as an effective tool in diffusion of technologies among the farming communities. Various forms of farm journalism are used by different organizations in order to address the community problems and provide solutions to them.

An attempt has been made by Extension Education Institute through a 5 days online training programme from 9<sup>th</sup> - 12<sup>th</sup> August, 2021. Which was planned to improve the knowledge and skills of the extension functionaries in the area of “Farm Journalism for Effective Transfer of Technology”. 30 officers from Tamil Nadu participated in the online training programme which was coordinated by Dr.D.Shireesha, Assistant Professor, EEI.

The programme was framed with sessions on Farm Journalism for effective TOT, Hands on training on use of mobile apps for production and transfer of messages, Writing News and Feature stories, Reporting success stories and case studies, Writing scripts for Radio talks, Using social media platforms for farm journalism, Traditional Folk media in Farm Journalism, Powering farm journalism through visuals, Story board writing and making of short films using mobiles and Magic shows in convincing rural folks for better adoption of scientific recommendations.

The online programme started with the inaugural session on 9<sup>th</sup> August, 2021 which was chaired by Dr.V.Sudha Rani, Director, EEI who addressed the participants regarding the importance of Farm Journalism for the transfer of technology especially during the present pandemic scenario in the country.

Participants feedback indicated that, they were satisfied with the excellent orientation provided to them on farm journalism. Participants expressed that the programme provided the needed inspiration to them to utilize the learnt skills in their work place. Dr.V.Sudha Rani, Director, EEI, chaired the valedictory session on 12<sup>th</sup> August, 2021.

During the valedictory address, Director EEI appreciated all the presentations given by the participants followed by few suggestions to improve and also felt happy for the sincerity with which the programme was implemented and appealed to the participants to translate their learnings from the training programme by improving their journalistic skills.



*Dr. V. Sudha Rani, Director and Dr. D. Shireesha, Assistant Professor, EEI addressing participants during inaugural session of the training programme*



### 3. **Farm Mechanization in Animal Husbandry Sector for the Officers of Animal Husbandry Department, Telangana from 24<sup>th</sup> – 27<sup>th</sup> August, 2021.**

Agriculture and Allied sectors contributed approximately to 13.9 per cent of India's GDP during 2013-14. Livestock production is backbone of Indian agriculture and source of employment and ultimate livelihood for 70 per cent population in rural areas. Livestock contributes to about 15-20 per cent to the household income of farmers, which has been steadily increasing during the recent years. India's livestock sector is one of the largest in the world. Livestock population is around 529.7 million and is expected to grow at the rate of 0.55 per cent in the coming years. It has 56.7 per cent of world's buffaloes, 12.5 per cent cattle, 20.4 per cent small ruminants, 2.4 per cent camel, 1.4 per cent equine, 1.5 per cent pigs and 3.1 per cent poultry. The application of mechanization has greatly promoted the disposal efficiency of livestock and poultry farming waste, effectively reduced the pollution discharge, improved the living environment, and laid foundation for the sustainable development for livestock industry.

Keeping this in view, and to make participants aware of various new implements and machinery in the livestock sector, a five days on campus training programme on 'Farm Mechanisation in Animal Husbandry sector' was organized from 24<sup>th</sup> – 27<sup>th</sup> August, 2021. Course content included Introduction to livestock Farm Mechanization, Machinery for Fodder cultivation and their management, Milking machines: Operation and Management, Feed plant machinery: Operation and maintenance, Animal farm waste disposal and valorisation, Milk processing, Packaging and Handling equipment, Abattoir development and Operation machineries, Livestock farm data acquisition, processing and management, Livestock product processing equipment: Principle and applications, Smart livestock systems: High precision–high output, Modern equipment used in dairy farming, Application of Database Management System (DBMS) for farm data management Hydroponic green fodder production – The future of farming, Modern biogas plant technology for manure management and Modern housing systems in Animal husbandry. Dr. S. Chandra Shekar, Professor, EEI coordinated the training programme.

During the valedictory programme, Dr. V. Sudha Rani, Director, EEI mentioned that there is urgent need for all Extension workers to popularize the learnings of this training i.e. information on new Farm Implements and Machinery in Animal husbandry sector among rural people as there is acute shortage of labour in the rural areas. She thanked the participants for the positive feedback and assured that a relook shall be made into future trainings for incorporating the constructive suggestions given by the trainees.

During their feedback most of the participants expressed that this programme exposed them to various new implements and farm machinery which would be of use in their back home work places.



*Dr. V. Sudha Rani, Director of Extension, PJTSAU, Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. R. Vasantha, Professor, EEI addressing participants during valedictory session of the training programme*

#### 4. **Promotion of Technologies and Extension Strategies for Value Addition and Post Harvest Technologies for the Officers of Agriculture Department, Telangana from 27<sup>th</sup> – 30<sup>th</sup> September, 2021.**

Agricultural extension has an important role to play in creating awareness and improving knowledge of stakeholders on proper postharvest handling techniques and value addition. If post-harvest handling technologies are widely disseminated and adopted, the quality and safety of Agricultural perishables will be improved; hence, market competitiveness will be enhanced.

Therefore there is a need to help the farmers to get better returns for their produce, to provide better quality, safe and branded foods to the consumers, to emphasize primary and secondary processing, to reduce post harvest losses and reduction of import and meeting export demands. An attempt has been made by Extension Education Institute to organize online training programmes during this present pandemic scenario. Hence, a four days off campus online training programme was organized to improve the knowledge and skill of the extension functionaries in the area on “Promotion of Technologies and Extension Strategies for Value Addition and Post Harvest Technologies” from 27<sup>th</sup> - 30<sup>th</sup> September, 2021. 36 agricultural extension officers of Telangana were the enthusiastic participants.

In his inaugural address, The Director, EEI stated that in view of increased irrigation facilities in the state, appropriate post harvest management in Agriculture supported with adequate infrastructure provides promising and remunerative returns to the farmers besides rural employment generation.

Galaxy of topics which formed the fabric of the programme were an overview of Value Addition and Post Harvest Management, Post Harvest Management in Rice and its Byproduct utilization; Strategies to upscale Post Harvest Management and Value Addition in different crops, eco-Friendly Processing and dyeing in Cotton, Processing Technologies using Composite Flours, Post Harvest Machinery for Small and Micro Food Processing Enterprises, Processing Technologies in Oilseeds, Branding, Packaging and IT Enabled Marketing of Agricultural Products. ITK's for Post Harvest Management and Value Addition. Distinguished trainers from reputed state and central government institutes, NGOs actively deliberated on the above topics.

The Director, EEI in his valedictory note reiterated that building strong value chains with adequate support system is the need of the hour. He also viewed that there is a need to help the farmers get better returns for their produce



*Dr. M. Jagan Mohan Reddy, Director and Dr. A. Sailaja, Professor, EEI addressing participants during valedictory session of the training programme*

## 5. Promotion of Farmer Producer Organization for the Officers of Horticulture Sector, Karnataka from 27<sup>th</sup> – 30<sup>th</sup> September, 2021.

Collectivization of producers, especially small and marginal farmers into Producer Organisations had emerged as one of the most effective pathways to address the many challenges of Agriculture but most importantly, improved access to investments, technology, inputs and markets. Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India had identified Farmer Producer Organisation registered under the special provisions of the Companies Act, 1956 as the most appropriate institutional form to mobilize farmers and build their capacity to collectively leverage their production and marketing strength. In the recent years, the focus of the Government of India, state governments and the various development agencies has been towards Producer Companies.

In order to train the Extension professionals on initiation and sustenance of FPOs, a Five days training programme was organised for the Horticulture officers of Karnataka state on “Promotion of Farmer Producer Organizations In Horticulture Sector” from 27<sup>th</sup> - 30<sup>th</sup> September, 2021 by the coordinator Dr. S. Chandrashekar, Professor, EEI. The content covered in the training included Farmer Producer Organizations for Profitability – An Overview, Formation, Strengthening and Management of FPOs, Development of Business Plans for FPOs and Supply Chain Development for FPOs, Challenges and Strategies for Sustainability of FPOs., Promotion of Horticulture Entrepreneurship for FPOs, Digitalization and ICT application in FPOs in Horticulture, FPOs – Scope and Opportunity for Market Led Extension, Role of Financial Institutions for Promotion of FPOs and Case Studies/ Success Stories on FPOs in Horticulture and Extension Strategies to help farming Community through FPOs.

The training concluded with a good and encouraging feedback by all the participants who expressed that the training has inspired them to initiate FPOs in their own sectors in the areas of Horticulture fruits, flowers and vegetables etc.,. The programme was much applauded for its professional organisation. Speaking on the occasion of valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI opined that contribution of FPOs will increase economic condition of farmers, and to empower farmers there is a urgent need to start FPOs. He expressed his happiness over the feedback given by the participants that they are inspired to initiate FPOs in Horticulture at their back home work places



*Dr. M. Jagan Mohan Reddy, Director and Dr. S. Chandra Shekar, Professor, EEI addressing participants during inaugural session of the training programme*

## 6. Promotion of Technologies and Extension Strategies for Value Addition and Post Harvest Technologies for the Officers of Horticulture Department, Telangana from 8<sup>th</sup> – 11<sup>th</sup> November, 2021.

The Online training programme on 'Promotion of Technologies and Extension Strategies for Value Addition and Post Harvest Technologies' to Horticulture officers of Telangana was conducted by EEI, Hyderabad from 8<sup>th</sup> -11<sup>th</sup> November, 2021.

The four-day programme was laced with sessions on Emerging challenges in horticulture, ripening and cold supply chain management in horticulture, branding of horticulture commodities, primary processing, advances in mechanization for post harvest management, initiatives of food processing industry in India, extension strategies and value addition in horticulture, end to end support through FPOs, value addition, post harvest management and storage, entrepreneurship and agro processing through post harvest technologies

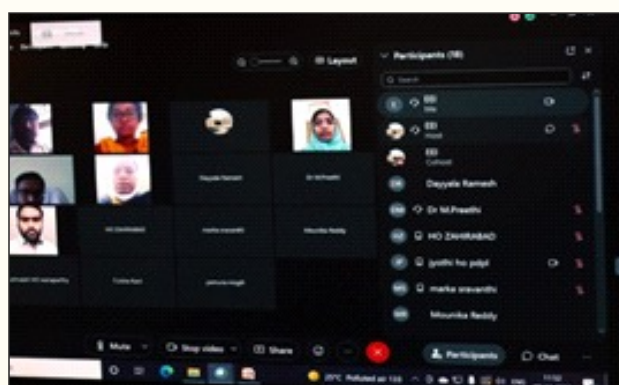
The inaugural programme which was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad was held on 8<sup>th</sup> November, 2021. Dr. Reddy addressed the participants and reiterated the contribution of horticulture sector to GDP of the nation and how proper post harvest management and value addition can enhance the shelf life of the produce which is highly perishable.

During the valedictory programme on 11<sup>th</sup> November, 2021 Dr. S. Chandra Shekar, Professor, EEI mentioned that Value addition and Post Harvest Management of horticulture products is the need of the hour. He further mentioned that though horticulture is contributing to 30% of India's GDP, its income from exports is very low due to low value addition. This can be enhanced through proper post harvest Management and value addition which will bring huge profits to farmers. Expressing their impressions about the programme, the participant officers said that all the sessions were informative with expert advisories and that they have learnt many new dimensions of value addition and post harvest management. They also said that they would definitely integrate the learnings of the training programme in their job roles and take them forward.

Sixteen participants from the Horticulture sector of Telangana State attended the programme which was coordinated by Dr. M. Preethi and Dr. A. Sailaja, Professors, EEI, Hyderabad



*Dr. S. Chandra Shekar and Dr. M. Preethi, Professors, EEI addressing participants during valedictory session of the training programme*





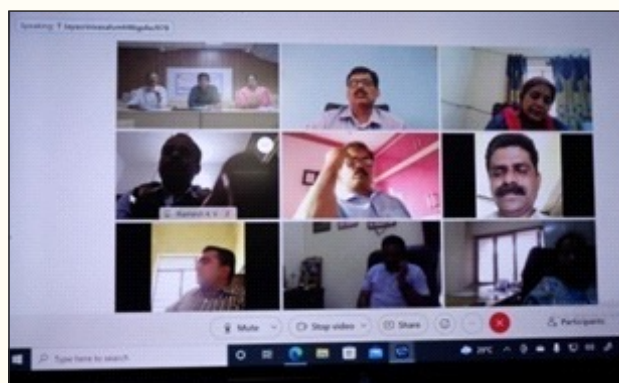
7. **Promotion of Export Management in Sericulture Sector for the Officers of Sericulture Department, Karnataka from 6<sup>th</sup> – 9<sup>th</sup> December, 2021.**

A four-day online off campus training programme was conducted on 'Promotion of Export Management in Sericulture Sector' from 6<sup>th</sup> – 9<sup>th</sup> December, 2021.

The programme was designed to the officers by incorporating sessions on Scenario of silk production in India, formation and strengthening of FPOs to promote seri exports, supply chain management in exports of sericulture products, practical orientation on exports of silk products, EXIM policy and financial assistance for exporters, practical orientation for the beginners on export trading in sericulture sector, seri exports: success cases, promotion of sericulture entrepreneurship and export opportunities, recent developments in silk sector and sustainable livelihoods and Tasar Silk Park, Odisha: interactive session.

During feedback, participants suggested the topics for future training programmes as utilization of protein and medicinal values of seri by products and their marketability to enhance the income of the seri farmers, and interactive sessions with silk exporters. During the valedictory session Dr.M. Jagan Mohan Reddy, Director, EEI, Hyderabad appreciated participants for their keen interest and cooperation throughout the programme and said to translate these learnings at back home situation.

Eighteen officers from Department of Sericulture, Karnataka participated in the programme. Dr. P. Vijaya Lakshmi, Professor and Dr. I. Sreenivasa Rao, Senior Professor, EEI, Hyderabad coordinated the programme



*Dr. M. Jagan Mohan Reddy, Director, Dr. I. Sreenivasa Rao, Sr. Professor and Dr. P. Vijaya Lakshmi, Professor are getting participants feedback during valedictory session of the training programme*

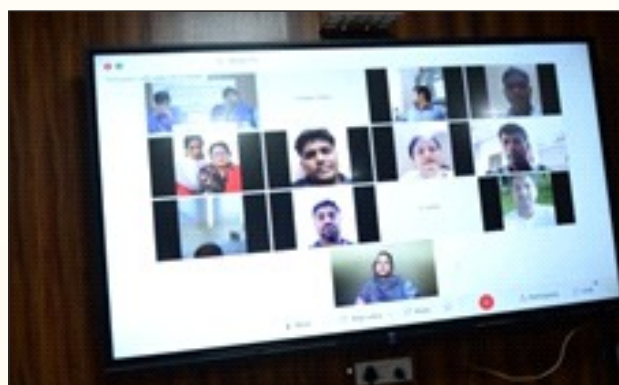
8. **Time and Stress Management for Professional Excellence for the Officers of Agriculture Department, Andaman & Nicobar Islands from 14<sup>th</sup> – 17<sup>th</sup> December, 2021.**

A four-day online off campus training programme was conducted on 'Time and Stress Management for Professional Excellence' from 14<sup>th</sup> – 17<sup>th</sup> December, 2021 at EEI, Hyderabad.

The content covered in the programme is An overview on time and stress management, time management methods, techniques and time log analysis, positive attitude for personality development, conflict management for combating stress, sources of stress and coping mechanisms, balanced nutrition for healthy and stress free living, emotional intelligence for better living, inter personal relationships –a stress management tool, effective time management strategies for agricultural development professionals in Digital Era, mind and anger management techniques.

During feedback, participants expressed their immense satisfaction on the content and the resource persons who handled the sessions of the programme. This programme was very useful in personal and professional excellence to manage time and to overcome stress effectively and efficiently. During the valedictory session Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad reiterated the importance of time and stress management for personal and professional excellence. He highlighted the important techniques in time and stress management.

Twenty nine officers from Department of Agriculture, Andaman & Nicobar Islands participated in the programme. Dr. M. Preethi and Dr. P.Vijaya Lakshmi, Professors, EEI, Hyderabad coordinated the programme



*Dr. M. Jagan Mohan Reddy, Director and Dr. M. Preethi, Professor, EEI interacting with participants during the valedictory session of Time and Stress Management for Professional Excellence*

9. **Planning, Monitoring and Evaluation of Development Programmes and Projects for the Officers of Animal Husbandry Department, Telangana from 20<sup>th</sup> – 23<sup>rd</sup> December, 2021.**

EEI, Hyderabad organized a four-day online training programme on 'Planning, Monitoring and Evaluation of Development Programmes and Projects' from 20<sup>th</sup> - 23<sup>rd</sup> December, 2021.

The contents envisaged were - An overview of planning, monitoring and evaluation of development programmes and projects, planning, monitoring and evaluation of development programmes and projects using GIS, planning for project formulation, planning method – problem base iterative adaptation, developing and indentifying indicators for monitoring and evaluation, Bennett Hierarchy of evaluation with case studies, logical frame work analysis, PRA – data collection tools in monitoring and evaluation, project management – a leadership management perspective, process documentation: data processing, analysis and report writing

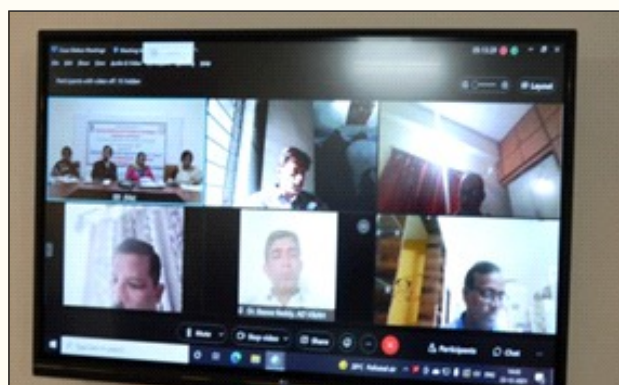
Dr. V. Anitha, Dean of PG studies graced the valedictory programme and said that resource is a very important input which is getting depleted fast; hence for its effective utilisation and equitable distribution, planning is very much needed. She emphasized that management of resources, understanding and addressing the men and machine related issues are very critical for goal attainment.

L. Saravanan trainee from Tamil Nadu speaking during the valedictory said that the training programme is excellent and added that PRA and seasonal calendar tools discussed in the session of Director, EEI, Hyderabad are very useful for them in collecting data. Dr. M. Jagan Mohan Reddy, Director, EEI opined that regular planning, monitoring and evaluation enables an individual and organization to check their progress and identify gaps and make timely amendments to achieve the desired results. He requested the participant officers to take the learnings of this training back home and make use of them in their work places for effective execution of development programmes and projects.

Thirty participants from Animal husbandry department of Telangana state took part in the programme. Dr. A. Sailaja and Dr. R. Vasantha, Professors, EEI, Hyderabad coordinated the training programme.



*Dr. V. Anitha, Dean PG studies, PJTSAU addressing the participants during valedictory session*



*Animal Husbandry officers of Telangana expressing their feed back*

**10. Market Led Extension for the Officers of Horticulture Department, Telangana from 15<sup>th</sup> – 18<sup>th</sup> February, 2022.**

A four-day online off campus training programme on 'Market Led Extension' was organized by EEI, Hyderabad from 15<sup>th</sup> - 18<sup>th</sup> February, 2022.

The content covered in the programme was Market Led Extension – an overview, Existing developmental programmes and schemes of state and central govt. for agricultural marketing in horticulture sector, Entrepreneurship and agro processing through post harvest technologies, Practical orientation on exports of horticulture products, Registration, branding, Packaging, warehousing of horticulture products, Changing role of supply chain and its management in horticulture sector, End to end support to horticulture FPOs, Contract farming – PPP horticulture marketing, Value addition, Post harvest handling and storage in horticulture and role of government mobile apps in promotion of horticulture marketing.

Participants felt that, the training has helped them to broaden their knowledge on existing developmental programmes and schemes of State and Central Govt. for agricultural marketing in horticulture sector, entrepreneurship and agro processing, Value addition, Post harvest handling and Storage in horticulture, exports of horticulture products etc., to motivate the farmers towards market led extension.

Sixteen officers from the department of horticulture of Telangana State participated in the programme which was coordinated by Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director and Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad interacting with participants during the inaugural session*



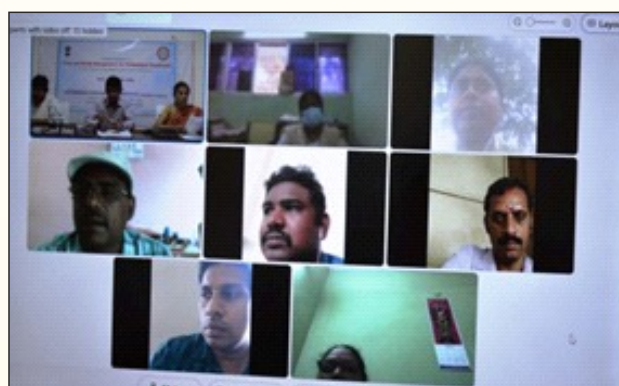
# 11. Time and Stress Management for Professional Excellence for the Officers of Agriculture Department, Puducherry from 23<sup>rd</sup> – 26<sup>th</sup> March, 2022.

A four-day online off campus training programme on 'Time and Stress Management for Professional Excellence' was organized from 23<sup>rd</sup> – 26<sup>th</sup> March, 2022

Time and stress management are two key components for attaining success in life. Creating a system to identify, evaluate, and eliminate distracters and stressors will lead to a more productive and efficient life, in personal and professional lives. We all live a life full of stressors, without finding the equilibrium to manage our time and stress, which ultimately becomes a recipe for disaster for our emotional and mental well-being. Family responsibilities and work pressures are very demanding and are taking control over our life. From ancient times it was perceived that time and stress management are essential for our emotional and mental health and their management occupies a pivotal role in our lives. The programme was weaved with sessions on time and stress management, goal setting skills, interpersonal skills, emotional intelligence skills, positive attitude skills, conflict management skills, work life balance and balanced nutrition.

During the inaugural session of the training programme, Dr. M. Jagan Mohan Reddy, Director, EEI mentioned that time and stress management is the need of the day because stress stems from lack of time management in one's life. He further mentioned that stress is the root cause of many life style diseases in our country. Hence such sensitization programmes are given to government officers to become aware of few techniques to manage time and stress. Further, he appealed to all the participants to attend the programme with dexterity and sincerity and implement the learning's in their back home situation. Expressing their impressions about the programme during the valediction, the participant officers said that they have learnt new techniques of managing time and putting stress at bay. Some participants felt that it was important to learn time management techniques so that even when the stress and pressures are too high, we can know how to be healthier, happier and be more productive. The ultimate goal is work-life balance, stress relief under pressure, and overall mental well-being. Almost all participants expressed that all the inputs derived from the programme are highly useful to them.

Twenty two Agriculture officers from the Union Territory of Puducherry attended the programme. The programme was coordinated by Dr. M. Preethi and Dr. P. Vijaya Lakshmi Professors, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director, Dr. P. Vijaya Lakshmi and Dr. M. Preethi, Professors, EEI, Hyderabad interacting with participants during inaugural session*

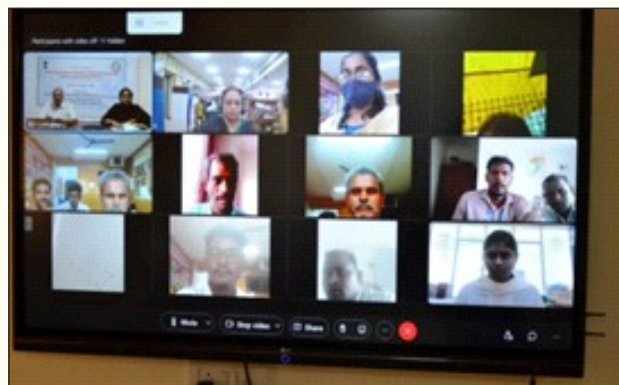
**12. Promotion of Farmer Producer Organizations for the Officers of Horticulture Department, Tamil Nadu from 28<sup>th</sup> – 31<sup>st</sup> March, 2022.**

A four-day online off campus training programme on 'Promotion of Farmer Producer Organisation for the Officers of Horticulture Sector' from was organized from 28<sup>th</sup> – 31<sup>st</sup> March, 2022.

The programme orientated the participants on various aspects related to FPOs for profitability – an overview, challenges and strategies for sustainability of FPOs, development of business plans for FPOs and supply chain and value chain development for FPOs, role of Govt. and Non Govt. organizations in promotion of FPOs, promotion of horticulture entrepreneurship for FPOs, role of financial institutions for promotion of FPOs, modalities of successful FPO models in horticulture, using information technology and digitilization in FPOs for profitable farming and legal frameworks and statutes of FPOs.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad stressed the need to encourage FPOs in taking up enterprises and value addition units in supply and value chain in production, processing and marketing of horticultural products to gain remunerative price. Dr. I. Sreenivasa Rao, Senior Professor, EEI and University Head during his valedictory address emphasized the need to empower the development officers of horticulture on formation and functioning of farmer producer organisation for marketing the horticultural produce under distressed conditions. Participants felt that they came to know many challenges faced by FPOs and the strategies to make an FPO sustainable through this training programme. They also mentioned that knowledge gained on role of Govt, Non Govt organizations and financial institutions will help them to guide the farmers in the right manner and the legal frame works and statutes will help them to form the FPOs in their concerned states.

Twenty horticulture extension officials from Tamil Nadu attended the programme. Dr. I. Sreenivasa Rao, Senior Professor and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad coordinated the programme.



*Dr. I. Sreenivasa Rao, Sr. Professor and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad interacting with participants during valedictory session*

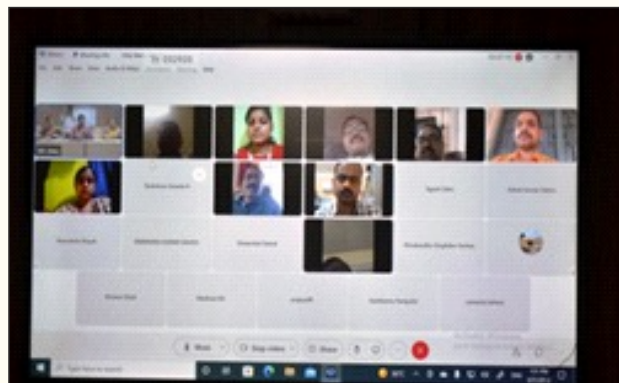
### 13. Promotion of Export Management in Sericulture Sector for the Officers of Sericulture Department, Odisha from 28<sup>th</sup> – 31<sup>st</sup> March, 2022.

A four-day online off campus training programme was conducted by the EEI, Hyderabad from 28<sup>th</sup> – 31<sup>st</sup> March, 2022.

Owing to significance of sericulture which is employment intensive to over 9.1 million people in India with exports reaching US \$243.52 million, EEI conducted training programme in this area to orient sericulture officers in attainment of sustainable development goals. In his inaugural address, the Director, EEI envisaged that the sericulture officers need to gear up to the challenges in the sector and enable the sericulture farmers for higher productivity and profitability through exports. He also reiterated that FPOs need to be promoted and made sustainable to achieve the purpose. Gamut of topics which enveloped the training curriculum were – employment opportunities for women in sericulture, production of bivoltine cocoons – need of the hour, extension strategies for competitiveness in sericulture, sustainability through sericulture, EXIM policy and financial assistance for sericulture exporters, promotion of entrepreneurship in sericulture, formation and strengthening of FPOs to promote seri exports, value chain management in the exports of sericulture products, practical orientation on exports of silk products. The sericulture officers were oriented to existing status, challenges, opportunities and a way forward to encourage exports in the sector. They also got knowledge from scientists of Central Silk Board who could enlighten them on strategic issues like bivoltine silk production, exploring niche markets, diversifying products to meet international demand, brand image promotion and creation of Indian silk museum for export promotion.

The trainees also gained the experience of management consultants in the formation of FPOs and strategies for strengthening them to promote exports. The participants also learnt foreign trade policy, EXIM policy, schemes promoted by GoI for increasing exports besides online certificate programmes in export and import management. In his valedictory address, Dr. M. Jagan Mohan Reddy, Director, EEI restated that the officers have to facilitate farmers to be effective in the economical management of all resources with appropriate strategies like cluster approach and lead farmer concept at their work place to make sericulture profitable. The officers need to advice farmers in silk value chain for 3Ps (to end poverty, protect planet and ensure prosperity) in the sector.

Eighteen sericulture officers from Odisha attended the training programme. Dr. P. Vijaya Lakshmi and Dr. A. Sailaja, Professors, EEI, Hyderabad coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director, Dr. P. Vijaya Lakshmi and Dr. A. Sailaja, Professors, EEI, Hyderabad interacting with participants during valedictory session*





## 7. Consultancy Services

### Collaborative training programme 2021-22

S. No.	Name of the Training Programme	Male	Female	Total	Cast Wise			
					OBC	OC	SC	ST
1	Market Linked Agriculture Reforms in Agricultural Marketing from 26 <sup>th</sup> to 29 <sup>th</sup> April, 2021	21	20	41	15	12	8	6
2	Organic Farming for Sustainable Agriculture from 01 <sup>st</sup> to 05 <sup>th</sup> June, 2021	67	47	114	59	40	11	4
3	Documentation and Writing Skills for Extension Functionaries from 05 <sup>th</sup> to 09 <sup>th</sup> July, 2021	24	32	56	29	11	13	3
4	Empowering Women in Agriculture from 27 <sup>th</sup> to 31 <sup>st</sup> July, 2021	11	56	67	24	27	11	5
5	Promotion of Public Private Partnership in Agriculture and Allied Sectors from 03 <sup>rd</sup> to 07 <sup>th</sup> August, 2021	31	17	48	23	13	9	3
6	Identification Packing Traceability Certification and Branding of Agri. Experts from 14 <sup>th</sup> to 17 <sup>th</sup> September, 2021	18	16	34	13	13	5	3
7	Leadership Development for Enhancing Organizational Efficiency from 21 <sup>st</sup> to 25 <sup>th</sup> September, 2021	33	18	51	28	16	6	1
8	Faculty Development Programme for Extension from 23 <sup>rd</sup> to 27 <sup>th</sup> November, 2021	22	12	34	17	9	6	2
9	Nutri-cereal processing and value addition from 15 <sup>th</sup> to 17 <sup>th</sup> March, 2022	17	27	44	24	9	10	1
<b>Total:</b>		244	245	489	232	150	79	28

The detailed report of the Online collaborative training programmes as follows:





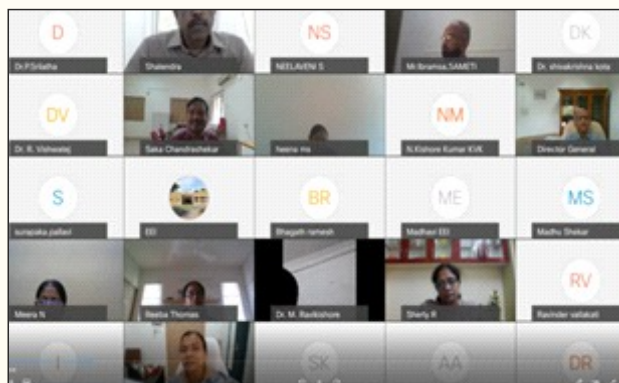
# 1. Market Linked Agriculture Reforms in Agricultural Marketing from 16<sup>th</sup> – 19<sup>th</sup> April, 2021.

An efficient agricultural marketing is essential for the development of the agriculture sector as it provides outlets and incentives for increased production. The marketing the system contribute greatly to the commercialization of subsistence farming. Worldwide, the Governments have recognized the importance of liberalized agriculture markets. Task Force on Agricultural Marketing Reforms set up by the Ministry has suggested promotion of new and competitive Agricultural Market in private and cooperative sectors to encourage direct marketing and contract farming programmes, facilitate industries and large trading companies to undertake procurement of agricultural commodities directly from the farmer's fields and to establish effective linkages between the farm production and retail chains. There is a necessity to integrate farm production with national and international markets to enable farmers to undertake market driven production plan and adoption of modern marketing practices.

In order to train the Extension professionals on marketing reforms in Agricultural Marketing , a four day training programme was organised for the extension officers of Southern states of India in collaboration with MANAGE on “Market Linked Agricultural Reforms in Agricultural Marketing” from 24<sup>th</sup> - 27<sup>th</sup> April, 2021 to the officers of development departments of Southern India by the coordinators Dr. I. Sreenivasa Rao, Senior Professor, EEI and Dr. S. Chandrashekar, Professor, EEI and Dr. Shalendra, MANAGE. Forty One officers from Telangana, Andhra Pradesh, Karnataka, Tamil Nadu and Kerala representing KVKs, DAATTCs, Agriculture and allied departments attended the training. The content covered in the training included Agricultural Marketing in India from Regulations to Reforms, Farm Acts, 2020 Trade and Commerce - Farming Agreement, Modern Marketing Methods – Alternate markets, Direct marketing and Farmers' Organizations in Marketing, Strengthening of Farmer Producer Organisations (FPOs) in view of Marketing reforms, Integrated scheme for Agricultural marketing (ISAM), Agricultural Marketing Strategies as per DFI Report, IT – Based Market Information System, Forward and Futures Market, Warehousing Development & Regulation Act, 2007 and amended essential commodities act 2020 on agricultural warehousing, Extension Strategies for linking farmers with Market, Grading, Standardisation, Packing, Storage and transportation of Agri-Commodities and Role of e-NAM in Promotion of Agriculture Marketing.

The training concluded with a good and encouraging feedback by all the participants who expressed that the training has inspired them to initiate FPOs in their own sectors such as Agriculture, diary and horticulture at their working places to get profit with market reforms.

Also the programme was much applauded for its professional organisation. Speaking on the occasion of valedictory, Dr. V. Sudha Rani, Director, EEI opined that in order to empower farmers there is an urgent need to understand the market reforms to encourage farmers to create new FPOs to catch the market reforms benefits. She expressed her happiness over the feedback given by the participants that they are inspired to initiate FPOs in Agriculture and allied sectors at their back home work places.



*Dr. P. Chandra Shekara, Director General, MANAGE, Dr. V. Sudha Rani, Director, EEI, Dr. S. Chandra Shekar, Professor EEI and Programme Coordinator, Dr. Shalendra, Deputy Director, MANAGE and Programme Coordinator addressing the participants*

## 2. Organic Farming for Sustainable Agriculture from 1<sup>st</sup> – 5<sup>th</sup> June, 2021.

Food quality and safety are the two important factors that have gained ever-increasing attention in general consumers. Conventionally grown foods have immense adverse health effects due to the presence of higher pesticide residue, more nitrate, heavy metals, hormones, antibiotic residue, and also genetically modified organisms. Moreover, conventionally grown foods are less nutritious and contain lesser amounts of protective antioxidants. In the quest for safer food, the demand for organically grown foods has increased during the last decades due to their probable health benefits and food safety concerns. The programme was coordinated by Dr. I. Sreenivasa Rao, Senior Professor and Dr. A. Sailaja, Professor, EEI and Dr. P. L. Manohari, Assistant Director, MANAGE.

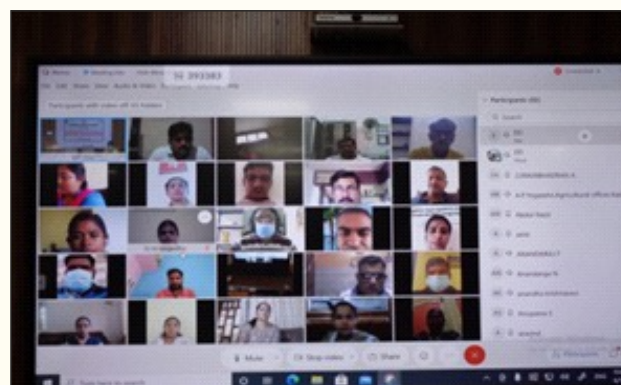
Presently, India has achieved rapid growth in organic agriculture and now becomes one of the largest organic producers in the world. Therefore, organic farming has a great impact on the health of a nation like India by ensuring sustainable development.

Owing to the significance of the topic in the present scenario, EEI in collaboration with MANAGE, Hyderabad organized a five day online training programme from 1<sup>st</sup> – 5<sup>th</sup> June, 2021 on “Organic Farming for Sustainable Agriculture” to PAN India participants who represented various governmental, nongovernmental organizations and farmers. The content encompassed the solutions to grass root problems and was delivered by various speakers of central governmental organizations, NGOs and entrepreneurs. The core areas covered were-Farming systems as an approach & IFS models for sustainable agriculture, soil health management, insitu composting techniques, usage of microbial inoculations, residue management and climate resilient practices for sustainable agriculture. The trainees were also kept abreast of the various flagship programmes of the government to encourage organic farming. The trainees were also enlightened on certification and regulation procedure and the processes beyond production stage which include-branding, packaging and marketing.

The niche area covered to create an understanding on agro-ecology as a concept was -soil nutrition through microbes and weather based prophylactic plant protection. To orient the participants to Biodynamic farming linkages to agro ecological elements, as session on biodynamic farming for sustainability in agriculture was delivered by Dr.V.Clement Joseph, Executive Secretary, Muhil Health Centre.

The participants were also acquainted with the extension strategies for promotion of organic farming. To gain the practical aspects of taking organic farming as an enterprise, the participants were also exposed to sharing the experience of a Shri. T. Sreenivas, entrepreneur in the sector. The various methodologies used to deliver the content were buzz method, brain storming, panel discussion, interactive lectures and forum.

During her valedictory address the Director, EEI, Dr.V.Sudha Rani opined that the knowledge gained needs to be translated in the back home situations and farmers need to be made aware of the importance of farming systems approach, soil health and residue management.



*Dr. A. Sailaja, Professor, EEI and Dr. P. L. Manohari, Assistant Director, MANAGE and Programme Coordinators addressing participants*

### 3. Documentation and Writing Skills for Extension Functionaries from 5<sup>th</sup> – 9<sup>th</sup> July, 2021.

Employees with proficient skills in documentation and writing are essential for any organization. Through good documentation, a field officer can communicate the latest technology to the clientele effectively. Such kind of employees can be produced only through trainings that use proven techniques of communication and documentation. Keeping in mind the objectives of identifying and overcoming the gaps in Documentation and Writing skills, a five day online training programme on Documentation and Writing skills for Extension functionaries was organized by EEI, Hyderabad for South Indian officials in collaboration with MANAGE, Hyderabad from 5<sup>th</sup> - 9<sup>th</sup> July 2021. The programme was coordinated by Dr. R. Vasantha, Professor and Dr. D. Shireesha, Asst. Professor, EEI, Hyderabad. The programme orientated the participants on various aspects related to essential Documentation skills for professionals and various methods and techniques of effective writing.

The participants expressed that this type of programme may be organized on a regular basis to provide opportunities for a wider cross-section of the Department personnel to gain the needed knowledge and skills in documentation and writing that would help them to do the job efficiently and eventually to be successful in their profession.

All the participants felt that the programme was very useful, as it focused on documentation and writing, which are vital for extension professionals. And the training programme met the expectations of the participants, who pointed out that the programme made them to realize their weak areas and thus would help them to do things differently.



*Dr. V. Sudha Rani, Director, Dr. R. Vasantha, Professor and Dr. D. Shireesha, Assistant Professor, EEI addressing participants during inaugural session of the training programme*



*Participant feedback during the valedictory session of the training programme*



#### 4. Empowering Women in Agriculture from 27<sup>th</sup> – 31<sup>st</sup> July, 2021.

Gender equality is essential for attaining food security, nutrition and thereby Sustainable Development Goals. Women form about half of the Agricultural workforce as agents of change and resilience builders. Women are critical agents of change in the fight against rural poverty, hunger and malnutrition. They comprise more than 50 percent of the agricultural workforce in developing countries.

By providing equal provision of rural services and infrastructure, it is possible to facilitate women's access to education, productive resources, and build on their knowledge, skills and abilities in Agriculture and Allied activities. Owing to the significant contribution of women in Agriculture, EEI in collaboration with MANAGE conducted a three days online training programme to Pan India participants from 22<sup>nd</sup> – 24<sup>th</sup> July, 2021 on “Empowerment of Women in Agriculture”. 57 participants attended the programme.

Senior Professor and the Director, EEI Dr. V. Sudha Rani, in her inaugural address reaffirmed that when women are economically and socially empowered, they become agents of change. Right over productive resources, active participation in decision making makes women economically and socially empowered and ensures them a dignified life.

The training programme encapsulated topics on key domain areas of Social and Economic empowerment for farm women in Agriculture and Allied sectors along with Challenges, Role of women in various pre and post harvest practices, Nutritional security, Resilience and cope up Strategies through Farm Mechanization, Scope of Entrepreneurship and Governmental initiatives to encourage women into these sectors. The participants were exposed to the sessions of eminent speakers from the nook and corner of the country which included ICAR scientists, free lance consultants and successful entrepreneurs. The resource persons competent in the niche areas delivered interactive lectures followed by forum, intermittent quizzes to deeply engage, engross and empower the participants in online sessions. Virtual tours to the enterprises were also conducted to give virtual experience to the trainees. The course coordinators of this programme were Dr.A.Sailaja and Dr.M.Preethi, Professors of EEI under the able guidance of the Director facilitated in making the programme eventful.

In the valedictory address, The Director envisaged the trainees to perform reform and transform to achieve all the sustainable development goals.



*Dr. V. Sudha Rani, Director, M. Preethi, Professor, EEI and Guest Speaker Dr. C. S. Rama Lakshmi, Retd. PCC, IFS, Hyderabad participated in the inaugural programme of the training programme*



*Course Coordinators and Director, EEI addressing participants in valedictory session of the training programme*



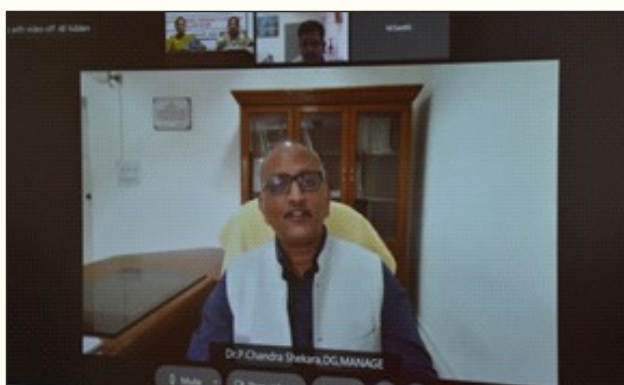
## 5. Promotion of Public Private Partnership in Agriculture and Allied Sectors from 3<sup>rd</sup> – 7<sup>th</sup> August, 2021.

Implications of WTO have provided new dimensions to farmer needs which are changing and diversifying from age old need for food. Traditional public extension system suffers from many limitations and it is not fully capable to keep pace with the changing scenario. The gaps are expanding day by day which have to be bridged by participation of private sector in the extension process. Therefore, Public-Private Partnership is gaining momentum in agricultural development. In view of this, Government of India has laid adequate focus on evolving public private partnership for Agricultural development while implementing the Agricultural Extension Reforms Agenda as delineated in the National Agriculture Policy.

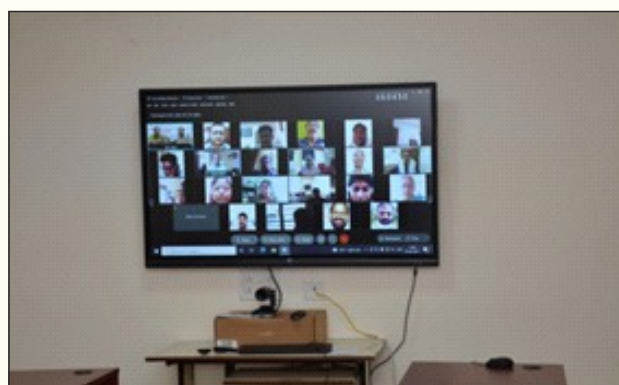
Keeping this in view, and to make participants aware of Public Private Partnership models in Agri and Allied sectors, a five days online training program on Promotion of Public Private Partnership in Agriculture and Allied Sectors was organized in collaboration with MANAGE from 3<sup>rd</sup> – 8<sup>th</sup> August, 2021. Forty Eight officers from southern states representing Agriculture and Allied departments attended the training.

The program was framed with sessions on Emerging Needs and Importance of PPP in the Changing Scenario in Agriculture and Allied Sectors, PPP Model - Global Experiences in Agriculture and Allied sectors, Role of FPO including Women FPOs in Building PPP, Role of NGO's in PPP in Agricultural Extension Activities, PPP in Horticulture – Challenges/Issues; Working Models and Experiences, Contract Farming – Models, Guidelines in Promotion of PPP, PPP in Animal Husbandry Sector – Challenges/ Issues; Working Models and Experiences, PPP Models – Experiences and Opportunities in Agriculture and Allied Sectors, PPP Models – Experiences and Opportunities in Sericulture Sector, Role of PPP in Agriculture Mechanization and Post Harvest Technology, Funding Opportunities for PPP Project under Atmanirbhar Bharat and Other Programmes/ Schemes of Government, Promotion of Nutri Sensitive Agriculture through Partnership and Sharing of Experiences on PPP by a Private Partner Mr. T. P. Shenoy, General Manager, ADM Agro Industries India Pvt Ltd, Gurugram, Haryana

During the valedictory programme, Dr. V. Sudha Rani, Director, EEI mentioned that Public-Private Partnerships (PPP) has gained increasing attention and popularity because they are believed to be effective and efficient strategies. There is an urgent need for all Extension workers to popularise the learnings of this training i.e. information on new Farm Implements and Machinery in Agriculture and Allied sectors among rural people as there is acute shortage of labour in the rural areas. She thanked the participants for the positive feedback and assured that a relook shall be made into future trainings for incorporating the constructive suggestions given by the trainees.



*Dr. P. Chandra Shekara, Director General, MANAGE addressing the participants during inaugural session of the training programme*



## 6. Identification, Packaging, Traceability and Branding of Agri Experts from 14<sup>th</sup> – 17<sup>th</sup> September, 2021.

A four days collaborative online training programme was organized on Identification, Packing, Traceability, Certification and Branding of Agricultural Exports” from 14<sup>th</sup> – 17<sup>th</sup> September, 2021.

Thirty-six officers from Karnataka, Odisha, Karnataka, Odisha, Kerala, Tamil Nādu, Andhra Pradesh and MANAGE, Hyderabad attended the programme which was coordinated by Dr. R. Vasantha and Dr. P. Vijaya Lakshmi, Professors, EEI, Hyderabad and Dr. B. Venkata Rao, Assistant Director, MANAGE, Hyderabad. The content covered in the programme was Introduction to Agri Exports, Role of APEDA in Agri Exports, Post-Harvest Management and Value Addition in Agri and Allied Products, Supply Chain Management in the Export of Agriculture and Allied Products, Types of Packaging for Exports, Process flow in exports from farm to fork, EXIM Policy and Financial Assistance for Agri Exporters, Brand Management, Labelling Design Strategy and Digital branding, Models in Branding, GI Tagging, Branding for New Customer Acquisition and retention, Block Chain Technology for Traceability, Success cases in exports of Agri and Allied products, Market Intelligence on Agriculture and Allied exports and Extension Strategies for Promotion of Exports.

The programme was appreciated for its content and methodology. The participants felt that the training program was very informative. The training helped them to broaden their knowledge and skills in Agri and allied exports. During the valedictory, the participants gave positive feedback and thanked EEI for instilling confidence and positivity in them through different sessions by inspiring resource persons. Dr. Venkata Rao, Assistant Director, MANAGE said that this type of programmes was very much in need. FPOs are playing very important role in exports. Identification of buyers, packing, traceability and branding of agri and allied products are important for exports. Dr. M. Jagan Mohan Reddy, Director, EEI, who graced the valedictory, congratulated the participants. He said that we should know the dynamics of exports and bypass the middle man. We should link the farmer directly to exporter then only farmer will get his share and this type of trainings can change the mind set of people. He urged the officers to utilize all skills learnt and unlock their potential to lead activities in back home situation. Dr. Vasantha gave brief report of training programme and Dr. Vijaya Lakshmi proposed formal vote of thanks.



*Dr. M. Jagan Mohan Reddy, Director, Dr. R. Vasantha and Dr. P. Vijaya Lakshmi, Professors, EEI addressing participants during inaugural session of the training programme*

## 7. Leadership Development for Enhancing Organizational Efficiency from 21<sup>st</sup> – 25<sup>th</sup> September, 2021.

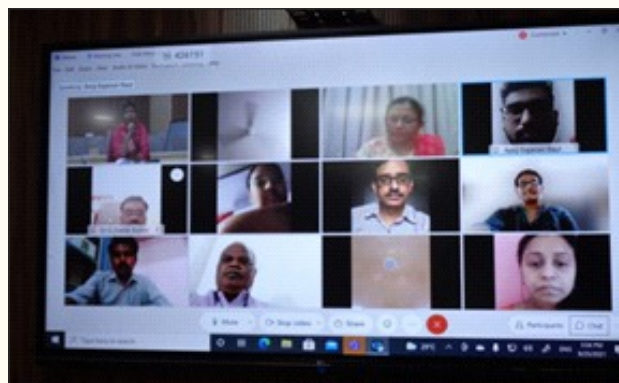
A Collaborative online training programme on “Leadership Development for Enhancing Organizational Efficiency” was conducted at EEI Hyderabad from 21<sup>st</sup> - 25<sup>th</sup> September, 2021. 56 participants from the states of Kerala, Tamil Nadu, Puducherry, Karnataka, Telangana, Odisha, Maharashtra, Bihar and Manipur representing Agriculture, Agriculture Engineering, Animal Husbandry, Horticulture, Agriculture and Food Production sectors attended the programme.

The programme was fabricated with sessions on Leadership development, Employee Relationship Management, Values and Work ethics, Self Managing leadership, Stress management skills, Time Management skills, Decision making and Problem solving skills, Conflict management and Negotiation skills, Integrity and leadership roles and qualities.

The valedictory programme was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI who in his address reiterated the need to develop self leadership. He also said that participant officers should use every opportunity that knocks their door to scale up in both personal and professional lives. He appealed to the officers to be sincere, punctual and honest in their work and become leaders in life.

Expressing their impressions about the programme, the participant officers said that the programme had given very useful inputs, which when put to practice would benefit them in many ways. They also opined that offline programmes were much gainful than online programmes.

The programme was conducted in collaboration with MANAGE, Hyderabad and was coordinated by Dr. M. Preethi and Dr. R. Vasantha, Professors EEI and Dr. G. Jaya, Deputy Director (HRD), MANAGE.



*Dr. M. Jagan Mohan Reddy, Director, Dr. R. Vasantha and Dr. M. Preethi, Professors, EEI addressing participants during inaugural session of the training programme*



## 8. Faculty Development Programme for Extension from 23<sup>rd</sup> – 27<sup>th</sup> November, 2021.

A five-day online collaborative training programme was conducted on 'Faculty Development Programme for Extension' for the officers of Departments of Agriculture and Allied Sectors from 23<sup>rd</sup> – 27<sup>th</sup> November, 2021 at EEI, Hyderabad to enhance process documentation skills, leadership and team building skills, writing skills, problem solving skills and group dynamics among the participating officers.

The programme orientated the participants on various aspects related to research, extension – farmer linkages for effective technology application, innovations in agricultural extension and technology dissemination, process documentation skills, PRA for understanding and prioritizing field problems, leadership and team building skills, effective writing for case studies and success stories, hands on training on usage of mobile apps for production and dissemination of messages, problem solving and decision making skills, group dynamics in extension organizations, communicating science: perspectives for extension and field officers and gender mainstreaming in farm technologies.

During the valedictory session Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad exhorted that the participants should get into the habit of documenting their work which should speak of the output of their activities and urged the participants to use the learnings at back home situation to exhibit professionalism in discharging the delegated official duties at their work place.

All the officers in their feedback mentioned that they got an opportunity to interact with the eminent nationwide speakers who are the experts in their concerned fields and shared their valuable experience in this online training program. Majority of the participants were ecstatic for providing latest information on the current areas of Research-Extension-Farmer linkages, innovations in agricultural extension and technology dissemination, process documentation skills, leadership and team building skills, usage of mobile apps and various skills required for faculty development.

Thirty seven officers from the entire country participated in the programme., which was coordinated by Dr. P. Vijaya Lakshmi, Professor, EEI, Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad and Dr. G. Jaya, Deputy Director (HRD), MANAGE, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director, Dr. P. Vijaya Lakshmi, Professor and Dr. D. Shireesha, Asst. Professor, EEI addressing participants during inaugural session of the training programme*





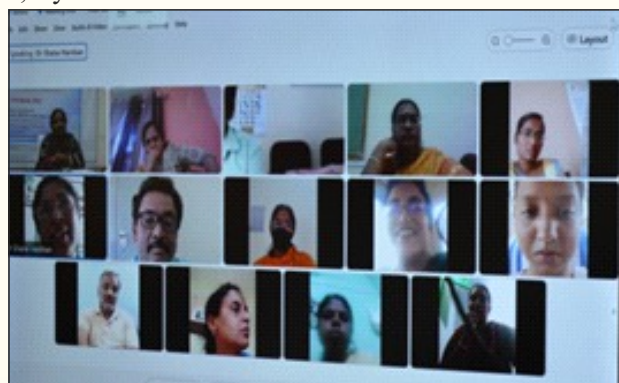
Millets are the small grains cultivated in low-fertile land, mountainous, tribal and rain-fed areas of Andhra Pradesh, Chhattisgarh, Gujarat, Haryana, Madhya Pradesh, Rajasthan, Maharashtra, Karnataka, Uttar Pradesh, Tamil Nadu and Telangana. Due to several reasons such as change in consumption pattern, dietary habits, unavailability, low yield, less demand etc the area under millet cultivation had slowly declined. As a result of this, nutrients like protein, Vitamin-A, iron and Iodine levels fell in women and children.

In order to reduce the malnutrition in the country central and state governments are promoting millets by extending huge support in the form of fund, subsidy, technical advices, marketing facilities, infrastructure etc through many schemes such as Pradhan Mantri Poshan Shakti Nirman (PM POSHAN) Scheme, National Food Security Mission, Poshan Abhiyaan, PM FME (Pradhanmantri Micro Food Enterprises) and through NITI Aayog, APEDA etc

Role of nutri cereals in human health and well being, value addition and incorporation of nutri cereals in daily diets, entrepreneurship potential, production and processing technologies, alternative industrial uses, packing, branding, labeling in nutri cereals, role of FPOs in promotion and marketing, strategies for nutri cereal promotion, supply chain management and scope of nutri cereals in crop diversification were some of the important sessions covered in the programme.

Speaking during the valedictory Dr. M. Jagan Mohan Reddy, Director, EEI has informed the participants to organize several trainings, field days, exposure visits, millet meals, millet food festivals to popularize nutri cereals. He also suggested trainees to organize capacity building programmes on cooking various millet recipes and organise competitions among women for encouragement of consumption of nutri-cereals

Forty seven officers belonging to 10 states and 1 Union Territory viz., Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Chattisgarh, West Bengal, Maharastra, Odisha and Andamans from State departments of Agriculture, Marketing, Forestry and Animal husbandry sectors, and KVK Scientists from ANGRAU, Andhra Pradesh and Kerala and also officers from SAMETIs attended the programme. The programme was coordinated by Dr. I. Sreenivasa Rao, Senior Professor, Dr. R. Vasantha, Professor, EEI and Dr. B. Venkatrao, Assistant Director, MANAGE, Hyderabad



### *Participants interaction during the programme*

## 8. Certificate Course Organized at EEI

### Fruit and Vegetable Terrace Gardening from 16<sup>th</sup> – 18<sup>th</sup> December, 2021.

EEI, Hyderabad had organized an Online Certificate Course on 'Fruit and Vegetable Terrace Gardening' for the beginners in Telugu language from 16<sup>th</sup> - 18<sup>th</sup> December, 2021. The contents covered in this program are importance of terrace gardening, cultivation of creeping vegetables under terrace gardening, do's and don'ts for the beginners in terrace gardening, techniques of seed production in terrace gardening, preparation of organic solutions, pruning and techniques of pollination, nutrient management in terrace gardening, nutri sensitive terrace gardening, space optimization for fruit and vegetable cultivation in terrace gardening, cultivation of fruit plants in terrace gardening, integrated pest management in terrace gardening, cultivation of vegetables in terrace gardening, techniques of growing fruits and vegetables with low cost in terrace gardening by using kitchen waste.

During the inaugural programme, Dr. V. Sudha Rani, Director of Extension, PJTSAU and the Chief Guest of the programme interacted with the trainees on the at-most need of terrace gardening, especially during COVID-19 pandemic. Meanwhile, Dr. M. Jagan Mohan Reddy, Director, EEI emphasized the need inculcate the habit of growing trees in their backyard and plants on terrace, which gives a healthy life style by natural means. The virtual real time demonstrations were conducted in the training as follows: preparation of vermi compost and aerobic composting in homes, preparation of citrus peel extract for good plant growth, preparation of pandals and staking for cucurbitaceous vines, preparation of universal soil mix and pot filling procedure, preparation of bio pesticides, preparation of rich compost from kitchen waste.

The Scientists from PJTSAU and Horticultural University handled the sessions along with successful terrace gardening practitioners. The trainees interacted with the speakers and cleared their doubts, some posted the photos and videos of their infected plants in the what's app and chat box and got clarification for their problems. During the valedictory session excellent feedback was obtained and the trainees expressed their complete satisfaction by expressing that 'after school days they were sitting continuously for the sessions with their own willingness'. Most of the participants requested the organisers to initiate an advance course in which they are interested to enroll.

A total of 41 participants representing various professions (home makers, doctors, students, retired government employees etc) from two Telugu states i.e., Telangana and Andhra Pradesh were attended the certificate course. The Course Coordinators of this online certificate course were Dr. R. Vasantha, Professor, EEI and Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director, Dr. R. Vasantha, Professor, EEI and Dr. Venkateshwar Reddy, Assoc. Professor (Horti) interacting with participants during inaugural session of Certificate Course on 'Fruit and Vegetable Terrace Gardening' at EEI, Hyderabad*



*Session on Kuragayala Saagulo Melukuvalu in Terrace Gardening training programme*

## 9. Webinars Organized at EEI

### 1. EEI, Hyderabad Celebrates Mahila Kisan Diwas – 2021

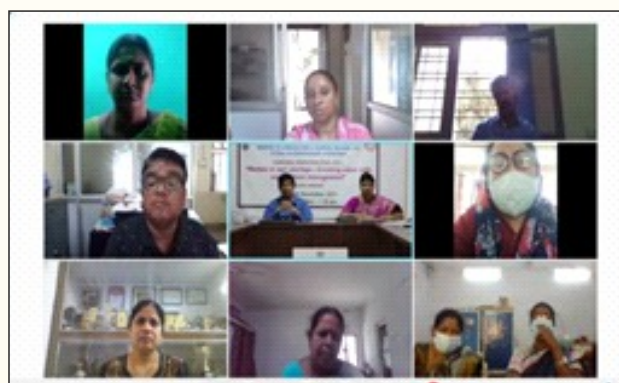
EEI, Hyderabad celebrated Mahila Kisan Diwas – 2021, which falls on October 15<sup>th</sup> every year, by organizing an online webinar on the theme “Women in Agri Startups: Creating Value with Supply Chain Management” on 6<sup>th</sup> November, 2021.

Two lead sessions on “Role of Women in Atmanirbhar Bharat” by Ms. Glory Swaroopa, Director General, ni-msme, Hyderabad and “Creating Value with Supply Chain Management in Agri Startups” by Ms. Sridevi Nune, Director, Urban Entrepreneurship, WE-Hub, Hyderabad were organized as a part of the webinar.

Five women entrepreneurs and 2 women farmers were honored online during the webinar in recognition to their services in agri and allied sectors. These women belonged to different client states and sectors of EEI, Hyderabad.

The webinar was conducted in response to the call given by National Gender Resource Centre, Ministry of Agriculture, Department of Agriculture Cooperation and Farmers Welfare, GoI, New Delhi and was coordinated by Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. M. Preethi, Professor, EEI.

The webinar was attended by 250 participants comprising of officials Shri. Manish Bhatia, Director, Administration and Dr. Punam Tiwari Sharma, Joint Director (WP) from MoA, AC&FW, New Delhi, Director of Extension, faculty, staff and students of PJTSAU and EEI, Hyderabad, officers from all client states (Telangana, Andhra Pradesh, Tamil Nadu, Kerala, Karnataka and Odisha) and UTs (Andaman and Nicobar Islands, Lakshadweep and Puducherry), women entrepreneurs and women farmers.



*Organizing online Webinar on the eve of Mahila Kisan Diwas – 2021 at EEI, Hyderabad*



## 2. 4<sup>th</sup> Adhoc Executive Committee Meeting of Society of Extension Professional (SEP) Convened

Fourth Adhoc Committee of Society of Extension Professionals was convened on 29-12-2021 at EEI, Hyderabad under the leadership of Director of EEI Dr. M. Jagan Mohan Reddy. Dr. R. Vasantha, Professor, EEI extended a warm welcome to esteemed stalwarts of the meeting. Dr. V. Sudha Rani, Director of Extension, PJTSAU was the Chief guest of the function. She re-envisioned the need of this body to serve as a guiding and mentoring force to fuel the young minds in the discipline. She felt that the society with comprehensive and collaborative outlook need to take up innovative strides in future.

In this context, Dr. M. Jagan Mohan Reddy, Director envisioned the roadmap to make the society vibrant and to take it to the pinnacle of knowledge crescendo. He energised and empowered the members to share their experience in the newly created social media platform formed solely for the purpose.

The 4<sup>th</sup> Adhoc executive committee members being the founders of the body were the major invitees of the meeting in addition to the local heads of the extension education units. The followed dignitaries attended the meeting

1. Dr. V. Sudha Rani, Director of Extension, PJTSAU, Hyderabad
2. Dr. P. Gidda Reddy, President, SEP
3. Dr. R. K. Samantha, Vice President, SEP
4. Dr. I. Sreenivasa Rao, Sr. Professor & University Head, Treasurer, SEP
5. Dr. S. V. Reddy, President, PRDIS and Executive Member, SEP
6. Dr. M. N. Reddy, Consultant, PRDIS and Executive Member, SEP
7. Dr. K. Praveena, CEO, VIRCHOW and Executive Member, SEP
8. Dr. M. Jagan Mohan Reddy, Director, EEI and Executive Member, SEP
9. Dr. R. Vasantha, Professor, EEI
10. Dr. A. Sailaja, Professor, EEI

Dr. I. Sreenivasa Rao, Senior Professor and University Head presented the financial statement as on 29-12-2021. The committee brainstormed on membership drive, procedure for constitution of new body and way forward for SEP to resume its lost splendour.

The adhoc meeting anonymously agreed to be dissolved and viewed the future activities of the society to increase its visibility and recognition.

All the attended members of SEP empowered the Director, EEI to initiate activities of the body with an executive committee till the constitution of new body. The executive committee expressed that online nominations may be invited for the constitution of new body.

Dr. A. Sailaja Professor, EEI presented Vote of Thanks.



*Dr. V. Sudha Rani, Director of Extension, PJTSAU participated in the SEP meeting along with SEP Committee members*



*Dr. M. Jagan Mohan Reddy, Director and Dr. I. Sreenivasa Rao, Sr. Professor, EEI participation in Sep meeting*



### 3. EEI, Hyderabad Celebrates National Girl Child Day– 2022

EEI, Hyderabad celebrated National Girl Child Day – 2022, on January 24<sup>th</sup> 2022 by organizing an online webinar.

As a part of the webinar, a talk on *National Girl Child Day 2022 – Significance and Way forward* by Dr. K. Mayuri, Retd. Professor of Human Development and Family Studies, and competitions in three categories namely Painting, Poem and Selfie with Parents with a brief write up were organized to girl children of client states and UTs under EEI, Hyderabad. Almost 50 entries were received which were screened and three winners were adjudged in each category for awarding prizes.

Each category had a first prize carrying a cash award of Rs. 1000 and a certificate, the second prize had a cash award of Rs.600 and a certificate while third prize of Rs. 300 and a certificate. A total of 9 winners were chosen amongst the received entries and certificates were flashed online for applause.

The webinar was conducted in response to the call given by Ministry of Agriculture, National Gender Research Centre, Agriculture, Cooperation and Farmers Welfare, New Delhi and was coordinated by Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. M. Preethi, Professor, EEI.

The webinar was attended by 60 participants comprising of officials viz., Shri. Manish Bhatia, Director, Administration and Dr. Punam Tiwari Sharma, Joint Director (WP) from MoA, AC&FW, New Delhi, faculty, staff and students of PJTSAU and EEI, Hyderabad, girl children and their parents from all client states (Telangana, Andhra Pradesh, Tamil Nadu, Kerala, Karnataka and Odisha) and UTs (Andaman and Nicobar Islands, Lakshadweep and Puducherry), and schools from Telangana



*National Girl Child Day, 2022 celebrated at EEI, Hyderabad*

#### 4. Webinar organised under Society of Extension Professionals (SEP)

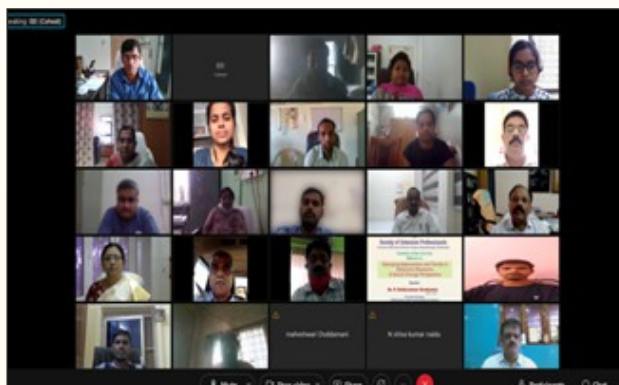
An online Webinar on “Emerging Approaches and trends in Extension Research: A Social change perspective” was organized by EEI, Hyderabad for the delegates and members of Society of Extension Professionals (SEP) on 28<sup>th</sup> January, 2022 through Cisco Webex Platform.

For this webinar Dr. P. Sethuraman Sivakumar, Principal Scientist at CTCRI, Trivandrum, Kerala was guest speaker for delivering the Session. Chief guest for the webinar was Dr. V. Sudha Rani, Director of Extension, PJTSAU and President, SEP. 320 members registered for the webinar and 132 of them attended the webinar. The participants were EEI faculty, faculty of Department of Agricultural Extension, College of Agriculture, Rajendranagar, Extension Scientists of Electronic Wing, AI&CC and Directorate of Extension, PJTSAU Faculty from College of Community Science, Saifabad, M.Sc and Ph.D Students of Extension, Extension Scientists of KVKs, DAATTCs, PJTSAU & ANGRAU, Directors of Extension PJTSAU and ANGRAU, Extension Scientists from PAN India viz., TNAU, Kerala Agriculture University, UAS, Bangalore, UAS, Karnataka, Bihar Agriculture University, IARI, New Delhi, Raipur, Chattisgarh, Odisha, Meghalaya, West Bengal, Gujarat, Rajasthan, Assam, Mumbai, Tripura, Jammu & Kashmir, NDRI, New Delhi, PAU, along with participants from Foreign Countries such as Italy, Bangladesh, Nigeria and Nepal took part in the Webinar.

Dr. R. Vasantha, Professor, EEI Welcomed all the dignitaries and explained about the current status of SEP activities. Opening remarks were given by Dr. V. Sudha Rani, Director of Extension, PJTSAU while activities and future focus of Society of Extension Professionals was elaborated by Dr. M. Jagan Mohan Reddy, Director, EEI. Dr. G.D. Satish Kumar, PS, IIOR, Rajendranagar welcomed the speaker with a brief introduction about him.

Dr. Sivakumar in his talk, explained the issues faced by Indian Agriculture and importance of Agribusiness in Agriculture development. He further narrated that the focus needs to be changed to address Sustainable Development Goals. Later, he enlightened the audience on new extension paradigm and contribution of extension research towards it. He further discussed at length on emerging research approaches and concluded his session by reiterating the goals of scientific research.

The Programme came to an end with the vote of thanks proposed by Dr. K. Madhu Babu, Professor & Head, AED, College of Agriculture, PJTSAU, Rajendranagar, Hyderabad



*Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad interacted with the SEP members in the webinar*

## 5. EEI, Hyderabad Organised Webinar on PRACTICING EXTENSION on 28<sup>th</sup> February 2022

Society of Extension Professionals (SEP) was founded on 12<sup>th</sup> July 2012 with a registration number of 1630 with a mission to advance the cause of extension education and also to facilitate closer association amongst members and other extension personnel working in all Indian states and abroad.

As a part of the regular activities of SEP, it was proposed to organise series of webinars for the benefit of members. 1<sup>st</sup> Webinar on Emerging approaches and trends in Extension research: A social change perspective was conducted on 28/01/2022 in which Dr. P. Sethuraman Sivakumar, Principal scientist, CTCRI, Kerala addressed the august gathering from 2 to 4pm.

2<sup>nd</sup> webinar was organised on 28-02-2022 from 4 to 5.30 pm through CISCO WEBEX Platform in which Dr. P. Chandrashekara, Director General, MANAGE shared his experiences on “Practicing Extension”.

Dr. V. Sudha Rani, President, SEP and Director of Extension, PJTSAU and Dr. I. Sreenivasa Rao, Treasurer, SEP and University Head and Sr Professor participated in the programme.

Dr P. Chandra Shekara shared his rich experiences while working in Academic leadership role for Innovation programmes namely: PPP in Agricultural Extension Management i.e. Hoshangabad model, Agri-clinics and Agri-business center Scheme, DAESI Programme and Feed the future programme of USAID India. He said that the need of the hour was to focus on Nutri Sensitive Agriculture for attaining Nutritional security in rural and urban areas.

He reiterated that keeping the farmers interest in view it is imperative for all Extension professionals to work with private sector in an integrated mode. Participants interacted with the speaker very actively throughout the webinar and got clarifications. Sixty seven extension professionals took part in the webinar actively.

Webinar was organised under the guidance of Dr. M. Jagan Mohan Reddy, General Secretary and Director, EEI was moderated by Dr. R. Vasantha, member, SEP and Professor, EEI, Hyderabad.

The Programme ended with formal vote of thanks proposed by Dr. K. Madhu Babu, Joint Secretary, SEP and Professor and Head, Dept of Agricultural Extension, College of Agriculture, Rajendranagar, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director and Dr. R. Vasantha, Professor, EEI, Hyderabad interacting with SEP members in the webinar*



## 6. EEI, Hyderabad organized Webinar on “Success Saga of Sahyadri FPO: Challenges faced and Strategies adopted for Sustenance”

EEI, Hyderabad as a part of SEP Webinar series organized 3<sup>rd</sup> webinar on Success Saga of Sahyadri FPO: Challenges faced and Strategies adopted for Sustenance on 28<sup>th</sup> March, 2022.

The webinar talk was delivered by Shri. Vilas Vishnu Shinde, CEO and Managing Director, Sahyadri FPO, Maharashtra from 3 to 5pm.

Dr. B. Neeraja, Honorable VC, SKLTSHU, Dr. A. Bhagwan, Director of Research, SKLTSHU, Dr. D. Rajireddy Ex D.E., PJTSAU and other stalwarts from Corporate, NGO sector and State department officials along with scientists, EEI faculty, Students from different Universities took part in the webinar who were 52 in number, took part in the webinar actively.

Dr. R. Vasantha, Professor, EEI, member, SEP briefly explained the importance of FPOs in the current context and welcomed the august gathering.

Dr. M. Jagan Mohan Reddy, Director, EEI and General secretary, SEP in his introductory remarks enlightened the participants on activities and importance of SEP in building the capacities of extension functionaries.

Dr. G. D. Satheesh Kumar, Vice president, SEP introduced the speaker by highlighting the efforts made by Shri Shinde in uplifting the Sahyadri farms.

Speaking on the occasion Shri. Vilas Vishnu Shinde, COE of Sahyadri FPO said “the vision that drove Sahyadri Farms to become India’s largest farmer collective in Fruits & Vegetables sector was to transform the scenario of traditional Indian farming. Sahyadri Farms began with the mission to ensure that the small-land holding farmers of India are given fair compensation for their produce and labour. This was to be achieved while ensuring to adhere to global standards of agricultural practices, world-class infrastructure, international food safety standards, and the will to deliver safe, hygienic, and healthy food to consumers.”

He added that Sahyadri Farms was registered as a Farmer Producer Company (FPC) under the provision introduced in Companies Act. It's a collective that is owned and managed by farmers that aims to ensure fair equity to everyone, while providing value to the end consumer.

He opined “it's now more than ever that we must achieve sustainability for our farmers while ensuring utmost care and quality for our consumers. We have not compromised our ways; rather, we have augmented our strengths and practices to ensure this. Food safety, trust, and transparency throughout the value chain has gained more importance than ever. It has become more important than ever to adhere to strict health and safety norms while growing, storing, and delivering food.”

He reiterated that adherence to new norms of FSSAI were already in place and that they are ensuring safe practices to be followed in the way the food is handled.

Being a Farmer Producer Company, Sahyadri Farms is an initiative fully led and managed by farmers who have complete understanding of the problems faced by the typical small-land holding farmer. He resolved all the queries raised by audience seeking cooperation in procuring and marketing their FPO products, queries on traceability, sustainability issues, student research on FPOs etc.

Webinar was organized under the guidance of Dr. M. Jagan Mohan Reddy, Director, EEI and General Secretary, SEP and moderated by Dr. R. Vasantha, Professor, member, SEP. The webinar was concluded with the vote of thanks proposed by Dr. K. Madhu Babu, Professor and Head, Dept. of Agricultural Extension, College of Agriculture, Rajendranagar and Joint Secretary, SEP.



*Dr. B. Neeraja, Hon., Vice Chancellor, SKLTSHU addressing the gathering*



*Shri Vilas Shinde interacting with participants*



## 10. Meetings and Workshops Organized at EEI, Hyderabad

### 1. 49<sup>th</sup> Management Committee Meeting of EEI was held on 8<sup>th</sup> September, 2021

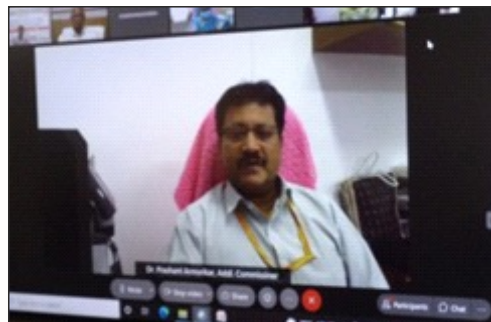
The 49<sup>th</sup> Management Committee Meeting (online) of Extension Education Institute (EEI) was conducted under the chairmanship of Hon'ble Vice-Chancellor, PJTSAU, Dr. V. Praveen Rao on 8<sup>th</sup> September, 2021. 27 (twenty seven) Management Committee Members of EEI comprising three members from PJTSAU, Hyderabad, Telangana, Three from Ministry of Agriculture & Farmers Welfare, GoI, New Delhi, Four from National Institutes viz., MANAGE, NIRD, NAARM & TSIRD, Hyderabad, Four from client states viz., Karnataka, Kerala, Tamil Nadu and Telangana, Nine Directors from SAMETIs of South India and three farmer representatives participated in the meeting. Dr.M.Jagan Mohan Reddy, Director, EEI & Member Secretary, EEI MC, presented the review of work done during 2020-21 and future plans of 2021-22 to the committee members.

The members expressed their views and suggestions on how to improve the quality of the trainings at EEI. One of the farmer representative, Smt.Padala Bhudevi from Srikakulam district, Andhra Pradesh suggested to provide skill based training programmes to the rural youth, so that they can start their own FPO and help their farming community. Meanwhile, Dr.Prashant Armorikar, Additional Commissioner (Extn.) DoE, MoA&FW, GoI in his remarks expressed that EEI should additionally focus more in the areas like one district one product, Sustainable Agriculture for development, Digital technology in Agriculture to improve the capacity of the extension officers. He also informed that GoI in its flagship schemes announced Rs.1.00 lakh crore as Agriculture infrastructure fund for strengthening Agriculture infrastructure across the country targeting 10,000 FPOs by 2023. Annual Report 2020-21 & Training Calendar 2021-22 of EEI were released by the Hon'ble Vice Chancellor, PJTSAU, during the meeting.

In the end, in his closing remarks, Dr.V.Praveen Rao, Hon'ble Vice Chancellor, PJTSAU said that we are at cross roads, as the farming community at global level is moving in two groups, one as Regenerative Agriculture and the other as highly specialized Agriculture. He further said that, a survey on dietary pattern was conducted before & during COVID period and was observed that there is paradigm shift in the dietary patterns followed by the people. Hence, EEIs in their trainings should incorporate the content on how the changes in dietary system affect Agriculture and application of Digital technology and block chain technology to address the contemporary issues in Agriculture and allied sectors. Meanwhile, he informed that, PJTSAU is the only University in the country doing research on drone technology for the past 3 years in the major crops of Telangana state. He emphasized to the august gathering that, revolution in Agriculture should also be carried out as happened in mobiles and IT sector. The meeting concluded with vote of thanks by Dr. A. Sailaja, Professor, EEI.



**Dr.V.Praveen Rao, Hon'ble Vice Chancellor, PJTSAU and Chairman, EEI Management Committee, releasing the Annual Report 2020-21 & Training calendar 2021-22 of EEI, Hyderabad**



**Dr.Prashant Armorikar, Additional Commissioner (Extn.), MoA&FW, GoI, New Delhi offering remarks in the MC meeting of EEI, Hyderabad**



**Dr.M.Jagan Mohan Reddy, Director, EEI presenting the report of EEI, Hyderabad in MC meeting**



**Participation of the prominent dignitaries and members in the MC meeting of EEI, Hyderabad**

## 2. Regional Workshop on Training Need Assessment for the Year 2022-23

A two-day Online Regional Workshop on “Training Need Assessment of Client States” was held at EEI, Hyderabad on 11<sup>th</sup> and 12<sup>th</sup> January, 2022. Sixty two (62) delegates from Southern Indian States took part in the programme. The main purpose of the workshop was to assess the training needs of client sectors of different client states and UTs through brain storming and group discussion techniques for finalization of Annual Training Calendar of EEI, Hyderabad for the year 2022-23.

Dr. M. Jagan Mohan Reddy, Director, EEI, presented the workdone, challenges and training areas to be considered in the forth coming proposal of training calendar 2022-23 and congratulated all the delegates for their meticulous and systematic deliberations and suggestions in delineating not only training needs and areas but also ways to address certain operational issues and problems in organizing online training programmes and suggestions to include in on campus programmes to increase the effectiveness of the training programmes. Earlier Dr. V. Sudha Rani, Director of Extension, PJTSAU in her valedictory address appreciated EEI faculty for their efforts in organizing online training programmes and online regional workshop. Introductory remarks were given Dr. Prashanth Armorikar, Additional Commissioner (Extension), GoI, Extension Division, Ministry of Agriculture & Farmers Welfare Department of Agriculture, Cooperation & Farmers' Welfare, New Delhi. He envisaged that need based training programmes should be included in training calendar of EEI, Hyderabad 2022-2023. Dr. Sanjay Khalikar, Joint Director (Extension), Directorate of Extension, Krishi Vistar Bhawan, Pusa, New Delhi also participated in the regional workshop. Dr. P. Chandra Shekara, Director General, MANAGE also gave introductory remarks for the regional workshop.



*Dr. M. Jagan Mohan Reddy, Director EEI, Hyderabad along with EEI faculty participated in the Regional Workshop*



*Dr. H. Hemnath Rao, Director, StratPol International Advisory Services (OPC) Pvt. Limited interacting with the participants in the Regional Workshop*



### 3. 5<sup>th</sup> Academic Committee Meeting of EEI, Hyderabad

The 5<sup>th</sup> Academic Committee Meeting of EEI, Hyderabad was organised on 10-03-2022 at EEI, Hyderabad.

Dr. Shailesh Kumar Mishra, Director (Extension Training), GoI, New Delhi said that success stories of the farmers of client states have to be documented and published by EEI, Hyderabad and an Off-Campus training programme may be planned on Natural farming and FPOs on Apiculture.

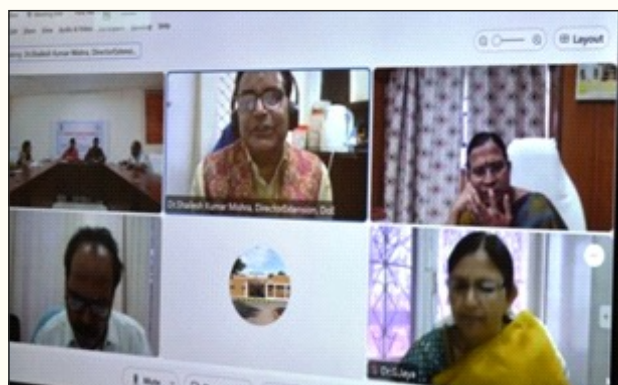
Dr. V. Sudha Rani, Director of Extension, PJTSAU, Hyderabad expressed that the Action Research studies proposed on 'Natural Farming' and 'Crop diversification' have to be modified indicating the extension component in crop diversification. EEI should focus mainly on documentation of success stories of Natural farming and evaluation of Natural farming models may be ignored for the time being. She also said that the proposed consultancy programmes should be demand driven and may be finalised after getting the consent from the respective client departments. EEI, Hyderabad should work as a nodal agency in collaboration with MANAGE and KVKs of Telangana to conduct consultative and collaborative programmes on 'Carbon Credit' and 'Solar farming'. She also insisted to conduct a training programme on Farmer Producer Organization on advance processing technology in Honey bee sector by contacting the National Honey Mission Board.

Dr. N. Balasubramani, Director, Center for Sustainable Agriculture & Climate Change and Adaptation (CSA & CCA), MANAGE, Hyderabad mentioned that MANAGE has enough budget for the purpose of documenting success stories on natural farming. He said that there is every need to work on Carbon Credit Foot Print and Solar farming. Dr. G. Jaya, Director, Centre for Capacity Building of Agri-Institutions, MANAGE, Hyderabad advised to get the clarity on usage of the nomenclature 'Certificate course' for the paid training programmes conducted for a period of 4-5 days. She also narrated the activities of MANAGE, Hyderabad for the benefit of participating officers.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad presented the proposed Training calendar for the year 2022-23 which constituted of 38 On-Campus, 11 Online, 20 Off-Campus, 3 Skill, 11 Collaborative training programmes, 6 Webinars, 5 Follow-up studies, 4 Action Research studies, 5 Consultancy programmes and 3 Certificate courses. He said that Consultancy programmes will be finalized after obtaining the consent from the client departments, while Action Researches on natural farming and crop diversification will be modified as suggested and collaborative programmes/ activities will be planned with MANAGE on natural farming and carbon credit foot print.



*Dr. M. Jagan Mohan Reddy, Director EEI, Hyderabad along with EEI faculty participated in the 5th Academic Committee Meeting*



*Dr. Shailesh Kumar Mishra, Director (Extension Training), GoI, New Delhi, Dr. V. Sudha Rani, Director of Extension, PJTSAU, Hyderabad and faculty of EEI, Hyderabad are seen*





#### 4. International Womens Day Celebrations – 2022 at EEI, Hyderabad

On 8<sup>th</sup> March, 2022 EEI, Hyderabad celebrated International Women's day with pomp and gaiety. To commemorate this event, various literary and cultural activities were conducted for the staff. The staff who showcased their innate hidden talent were duly recognised. The programme started at 10:00 A.M. under the chairmanship of Director, EEI Dr. M. Jagan Mohan Reddy with prize distribution for the winners of the events.

A webinar was also planned on the occasion. The chief guest of the function was Dr. Punam Tiwari Sharma JD (WP), NGRC of MOA, FW & GOI. The Webinar started with the welcome address by Dr. A. Sailaja, Professor, EEI, Hyderabad.

The Director of EEI Dr. M. Jagan Mohan Reddy gave an emphatic speech about significance of International Womens Day (IWD). In his speech, he emphasized that the theme 'Gender equality for a sustainable tomorrow' aims to promote a gender equal world provided it starts at home. This in turn leads to good family, good society & ultimately a good nation.

Dr. V. Sudha Rani, Director of Extension, PJTSAU in her captivating introductory remarks presented an inspiring story of a young girl, Nanda Thai aged 17. She belonged to Anthroli village of Vilhe Mahal block of Pune district, Maharashtra. She mobilised Women into self help groups & established a mango pickle making unit in the village. The pickle was supplied to Praveen Loncha factory who marketed with his brand name. Today this group is federated as women cooperative society. Nanda Thai is unanimously elected as sarpanch and is actively engaged in rural development activities.

The webinar had a talk by Dr. Vibha Gupta, Chairperson, Magan Sangrahalaya, Wardha, Maharashtra on the theme 'empowerment of women for sustainable development goals'. She shared her experiences along her journey to achieve the goal of women empowerment. The first & foremost concern which she emphasized & practiced was maintenance of ecological balance through honey – bee rearing & water shed management.

She firmly believed in group activities as it brings in cosmic reaction & thus was promoting various income generating & entrepreneurial activities for rural women at village level like furniture from *Lantana Camera*, paper board enterprise, agro processing units, Ipomea pesticide unit, seed banks, organic coloring units, oil extraction units, organic sugarcane and organic turmeric unit. She promoted 1200 SHGs in 120 villages and actively lead farm to fabric organic farming movement.

Women were also trained in soil health management, wooden toy making, preparation of organic wheat and millet bakery recipes to prepare herbal medicines, preparation of dried fruits with solar drier, mosquito coil making and photography. She introduced cooker which saves 30% waste in organic turmeric processing with sheer grit, determination and commitment. She spearheads nutrition garden movement and is striving hard to create anaemia free Vidarbha.

As a part of community mobilisation, she conducts meetings at programme, night, awareness camps, workshops relating to one health. Her efforts are also on to develop carbon neutral village and hence sustainable farming practices & e-rickshaws are being used in the area. Cafeteria, organic vegetable shop, organic khadi outlet are being managed by the women in the area with the help & support extended by Magan sangrahalaya.

Commemorating International Womens Day (IWD) celebrations, Felicitation to outstanding women achievers from various client states and UTs was done and e-certificates were awarded.





*Women's Day celebrations at EEI, Hyderabad*



## 11. New Initiatives during 2021-22 by EEI, Hyderabad

- Innovative strides in ICT by using IOT and web connectivity – sessions were made online due to pandemic, but were weaved with virtual tours, breakout rooms, brain storming sessions, panel discussions, quizzes, tests and goggle feedback forms.
- Niche areas like empowerment, market led extension, entrepreneurship development, natural farming, recent trends and application in plant protection for sustainable agriculture, kitchen and terrace gardening, organic cultivation of vegetables, urban and peri-urban farming, experiential methods, management games and waste management in agri and allied sectors were added in the training programmes
- Measuring the effectiveness of training programmes by using Kirkpatrick evaluation model.
- Application of mobile apps for dissemination of agri and allied sectors information was given more thrust.
- Innovative ice breaking exercises were developed to energize and orient the trainees to learning environment.





## 12. Academic Programmes

The faculty are guiding PG students

S. No.	Name of the faculty & Designation	No. of students submitted thesis during 2021-22 (PG & Ph.D)	Title of the thesis
1.	Dr. I. Sreenivasa Rao Senior Professor	2	Value Chain Analysis in Maize
			A Study on Critical Analysis of RKVY in Telangana State
2.	Dr. A. Sailaja Professor	2	A Study on Constraint Analysis of Millet Cultivation in Telangana
			Comparative Analysis of Performance of Sugarcane Industries in Telangana and Maharashtra
3.	Dr. S. Chandra Shekar Professor	1	A Study on Constraint Analysis of Millet Cultivation in Telangana
4.	Dr. M. Preethi Professor	3	New Media Management for Skill Development among KGBC girls of Telangana and Jharkhand State
			A Study on Assessing the Effectiveness of Nutrition Gardens on Food and Nutritional Security in Telangana State
			Critical Analysis on the role of ICT based Support Services among Women Entrepreneurs of Telangana State
5.	Dr. P. Vijaya Lakshmi Professor	1	Critical Analysis of PJTSAU Agricultural Videos of YouTube Channel in Telangana State







EEI Faculty as External Examiner :UG / PG Paper Setting, Thesis Evaluation, conducting Comprehensive or Thesis Viva Voce (Other Universities / ICAR) during 2021-22

Name of the Faculty	Name of the Activity	Name of the University / ICAR Institutes	Year	University Permission (for Viva Voce)
Dr. M. Jagan Mohan Reddy	Conducted Final Viva-Voice Thesis Exam for Ph.D Student (online)	University of Agricultural Sciences, Raichur, Karnataka	2021	-
Dr. A. Sailaja	Conducted Evaluation of PhD Thesis	ANGRAU, Andhra Pradesh	2021	-

EEI faculty as a member in National / State Level Administrative / Research Committees such as task force/ expert/ steering committees etc., formulated by University /Government / Research organizations during 2021-22 - Nil





## EEI Faculty as a major/minor advisors to PG and Ph. D students in the Department of Extension Education

S. No.	Name of the faculty	Name of the PG / Ph. D students with ID No.	Title of the research problem
1.	Dr. M. Jagan Mohan Reddy, Director, EEI	Boppana Jagadeeswari RAD/2020-15	A Study of Farmers Innovation Eco System in Telangana State
		D.R.K. Saikanth RAD/18-07	A Critical Analysis of Livelihood Status of Farmers of Telangana State
		Akula Latha Rani RAD/2020-12	Sustainability and Adoption of Farming Practices in Telangana State: A Critical Analysis
		Uday Kumar Arava RAD/2020-13	Agricultural Extension Service Systems in Telangana: A Stakeholder Analysis
		G.D. Neeraja RAM/2020-18	A Study on the Effectiveness of Telugu Farm Magazines in Telangana State: A Comparative Analysis
		V. Preethi RAM /2020- 19	A Study on Effectiveness of M-Kisan Portal in providing Agricultural Information in Telangana State
		Y.Siri Lakshmi RAM/2020-20	Analysis of yield gaps and adoption of pre- and post-harvest technologies of oilseeds crops under public and private extension systems in Telangana State
		Darigi Rachana RAM/2020-22	A Study on Performance of Village Adoption Programme of PJTSAU in Telangana State.
		B.Rajitha RAM/2020-25	Effectiveness of Agri input dealers in providing Extension Services as perceived by the farmers of Telangana State
2.	Dr. I. Sreenivasa Rao Senior Professor, EEI	Mr. C. Yuvaraj RAD/18-8	A Critical Analysis of Climate Smart Agriculture by the farmers of Telangana State
3.	Dr. R. Vasantha Professor, EEI	K. Rakesh RAD/20-14	Rice Export Ecosystem: A Stakeholders Perspective



S. No.	Name of the faculty	Name of the PG / Ph. D students with ID No.	Title of the research problem
4.	Dr. A. Sailaja Professor, EEI	Mr. Uttej RAD/19-10	Inland Fisheries in Telangana – A Critical Study
		Mr. C. Yuvaraj RAD/18-8	A Critical Analysis of Climate Smart Agriculture by the farmers of Telangana State
5.	Dr. S. Chandra Shekar, Professor, EEI	G. D. Neeraja RAM/2020-18	A Study on the Effectiveness of Telugu Farm Magazines in Telangana State – A Comparative Analysis
		Ms. Pravallika	Course Work
6.	Dr. M. Preethi Professor, EEI	B. Divya, HHM/2020/15	Entrepreneurial Ecosystem Analysis of Agri Startups in Telangana State
		K. Sonali, HHM/2020/17	Gender Concerns and Coping Mechanisms during Covid-19 among Women farmers of Telangana State
		B. Hima Bindu, HHD/2020/03	Isolation and Valorization of Protection from defatted Groundnut and Sesame Oil Seed Cakes for formulation and evaluation of High Protein Composite Mixes
		K. Harika HHM/2020/018	Effectiveness of Micro Credit on the Economic Empowerment of Rural Women
		Prethy Rani HHD/ 2016-008	New Media Management for Skill Development among KGBC girls of Telangana and Jharkhand State
		B. Spandana HHD/2017-04	Critical Analysis on the role of ICT based Support Services among Women Entrepreneurs of Telangana State
		Khushboo Yadav CHD/2021/08	PG3 Preparation



S. No.	Name of the faculty	Name of the PG / Ph. D students with ID No.	Title of the research problem
7.	Dr. P. Vijaya Lakshmi, Professor, EEI	K. Chandra Jyothi RAM/2020-26	A Study on Effectiveness of Training Programme “MAOs as Agronomist” in Telangana
		G. Charan Tej RAM/202-32	Impact of Terrace gardening on Urban Dwellers in Telangana State
8.	Dr. D. Shireesha Assistant Professor, EEI	D. Rachana RAM/2020-22	A Study on Performance Analysis on the Interventions of PJTSAU in the Adopted Villages of Southern Telangana Zone

### 13. EEI faculty as resource person in other institutions

S. No.	Name of the Faculty	Topic	Date	Venue
1.	Dr. M. Preethi Professor, EEI	Agriculture Programme and Policies for Women	07-10-2021	Extension Education Institute, Anand, Gujarat
1	Dr. M. Preethi Professor, EEI	Designing Effective Nutri Sensitive Agricultural Activities	17-11-2021	MANAGE, Rajendranagar, Hyderabad
2	Dr. R. Vasantha Professor, EEI	Effective Communication Skills for Field Functionaries	20-11-2021	MANAGE, Rajendranagar, Hyderabad
	Dr. R. Vasantha Professor, EEI	Leadership Skills	22-12-2021	SAMETI, Hyderabad
3	Dr. M. Preethi Professor, EEI	Conflict Management	14-12-2021	SAMETI, Hyderabad
4	<i>Dr. I. Sreenivasa Rao Senior Professor, EEI</i>	Communication Skills	07-01-2022	<i>NIRDPR, Rajendranagar, Hyderabad</i>
5	Dr. M. Preethi Professor, EEI	Managerial Skills for Extension Professionals	26-02-2022	<i>UAS, Raichur, Karnataka</i>
6.	<i>Dr. A. Sailaja Professor, EEI</i>	Planning in Extension and Identification of Business Opportunity	10-03-2022	AC & ABC Programme at GMR Varalakshmi Foundation, Hyderabad
7.	<i>Dr. R. Vasantha Professor, EEI</i>	Effective Communication Skills for Field Functionaries	11-03-2022	MANAGE, Rajendranagar, Hyderabad
8.	<i>Dr. R. Vasantha Professor, EEI</i>	FFS and Farm Schools	26-03-2022	MANAGE, Rajendranagar, Hyderabad



## 14. Publications brought out by the EEI, Hyderabad faculty

<p><b>Annual Report 2020-21</b></p>	
<p><b>Newsletter (quarterly)</b></p>	
<p><b>EEI Brochures</b></p>	

<p><b>International Women Day</b></p>	
<p><b>Training Calendar 2021-22</b></p>	
<p><b>National Girl Child Day</b></p>	

## 15. Infrastructure development

### 1. Training halls were equipped with state of art facilities



### 2. Golden Jubilee Administration building ambience was developed





3. Indoor gym cum gaming facility with treadmill, carom boards, chess, exercise cycle, table tennis, and shuttle was created for recreation and to create healthy environment for the trainees.





## 16. Articles / Books / Chapters Published

S. No.	Year	Name of the Author	Title of the article	Name of the journal / conference	Page No's	NAAS Rating
1.	2021	Nirmal Ravi Kumar, K. Suresh, C, B <b>Jagan Mohan Reddy, M</b>	Impact of Market Reforms on Technology Adoption and Profitability: The Case of Tomato Farmers in India	Applied Economics Journal, Bangkok, Thailand has been accepted for publication	Vol(28) Issue 2	-
2.	2021	Afifa Jahan Arunjyothi, <b>Jagan Mohan Reddy, M.</b> Prabhakar Reddy.T. M., Rajashekar, Adi Shankar., Rajashekar, B and Ramakrishna,K.	Evaluation of Harvesting <i>Abelmoschus Esculentus</i> (Okra) with improved Technology for Profitable Agriculture compared to Traditional Methods	The Pharma Innovation Journal	10(2):547-549	-
3	2021	SK. Neema Parveen <b>I. Sreenivasa Rao</b> M. Sreenivasulu	Mapping Maize Value Chains in Telangana	The Journal of Research PJTSAU	49(3) 104-107	-
4	2021	B. Rajashekar V. Sudha Rani <b>I. Sreeinivasa Rao</b> G.E.CH. Vidyasagar D. Srinivasa Chary	Profile Characteristics of the Respondents Selected to Study the Rastriya Krishi Vikas Yojana Programme in Telangana State	The Journal of Research PJTSAU	49(3) 108-112	-
5	2022	Dubany Uttej <b>I. Sreenivasa Rao</b> M. Sreenivasulu A. Sailaja	Aspiration of Rural Youth in Agriculture and Allied Sectors	Asian Journal of Agricultural Extension, Economics and Sociology	40(10) 110-116	-

S. No.	Year	Name of the Author	Title of the article	Name of the journal / conference	Page No's	NAAS Rating
6	2022	Uttej, D <b>Srinivasa Rao, I.</b> Sreenivasulu, M. A. Sailaja	Relationship between profile characteristics and participation of youth in agri and allied sectors	The Pharma Innovation Journal	11(4): 489-493	5.23
7	2022	Yuvaraj. C Ravi Shankar <b>I. Sreenivasa Rao</b>	A study on Adoption and Factors determining the adoption of recommended Climate Smart Agriculture (CSA) Practices by the Farmers of Telangana state	International Journal of Environment and Climate Change	12(5)	5.23
8	2022	Uttej, D Srinivasa Rao, I. Sreenivasulu, M. <b>A. Sailaja</b>	Relationship between profile characteristics and participation of youth in agri and allied sectors	The Pharma Innovation Journal	11(4): 489-493	5.23
9	2022	Dubany Uttej I. Sreenivasa Rao M. Sreenivasulu <b>A. Sailaja</b>	Aspiration of Rural Youth in Agriculture and Allied Sectors	Asian Journal of Agricultural Extension, Economics and Sociology	40(10) 110-116	-

## 17. Linkages of EEI with other Institutions

S. No.	Institution	Details
1.	PJTSAU	Administrative control
2.	Other EEIs	Exchange of information, reading materials and in conducting research projects etc.
3.	MANAGE	Exchange of resource persons and organizing collaborative training programmes
4.	SAMETIs of client states, and client departments SMILDA, IMAGE, STAMIN	Deputing resource persons from EEI, for conducting Off- campus training programmes and in assessing training needs of their departments
5.	NAARM	Exchange of resource persons, reading materials
6.	APEDA	Field visits, resource persons to EEI
7.	PRDIS	Deputing resource persons from EEI
8.	ICRISAT & CRIDA	Sponsored trainings in coordination with EEI
9.	Dr. MCR HRD IAP	Institutional visits
10.	NIRD	Field visit to RTP and as resource persons to EEI
11.	CAPART	Consultancy services
12.	All line departments of client states	On and Off-campus training programmes, follow up visits
13.	SAU's-KAU, TNAU, KVK's, GKVK, OUAT	To acquaint the trainees with successful research results to be popularized & for Guest lectures
14.	Research & management institutes - ICAR - CIAE (Head & regional centres), CFTRI, CSB, KSSRDI, CSR&TI, IIHR, IIFSR (Head & regional centres), NRSC, APEDA, CSB, EICI, IIM, Spices board, IIP	To seek the technical expertise in training curriculum formulation (sector specific programmes) & design besides acting as resource persons.
15.	Directorates - Marketing & inspection division	Resource expertise on Marketing reforms & e-Marketing
16.	Traditional universities - TISS, Osmania, EFLU, IGNOU	To allow the new blood to seep in into the training design a mixed bag is carried in the training module.

S. No.	Institution	Details
17.	HRD institutes - CDAC, BIRD, ASCI, MCHRD	To provide exposure on successful models for creation of healthy organisational climate.
18.	Entrepreneurship development institutes- NIMSME, Khadi, Gramodyog, RUDSETI	Facilitated in EDP course formulation, provided technical expertise in conducting skill oriented programmes and extended hand holding support in enterprise building.
19.	Advisors to & Members in Ministries of Agriculture, Marketing, Swach Bharat Mission, Organic farming, KADA	To acquaint the trainees with policies and procedures in vogue, certification process and end to end facilitation support to farmers to make farming profitable and sustainable.
20.	Fisheries & Animal Husbandry - IVRI, NRC on meat, ICAR-NDRI, NFDB, NARFBR, RAGACOVAS	Provided intellectual wisdom in formulation of effective training module and presentation.
21.	Media organisations AIR, Doordarshan, Private channels, EMRC	Imparted effective script writing skills besides multimedia mix skills for effective ToT.
22.	Private organisations AEGIS technologies G-COT, MABIF, Karvy comtrade, Hester Biosciences, BRIC & solutions Vasudhaika software, Vinayaka agritech & suvarna florex, TEZ	To abreast the knowledge of trainees on successful business models which can be replicated.
23.	Consultants - Swasth farms, Agribiz, AKS, Naturopathy, Indbro farms	To share their experiences with the trainees.
24.	NGO's - Bastar Se Bazaar tak, Chetna organic, CSA, DDS, VIKASA Kisan sanchar, Aditi Millets, A4 Agro fresh, Ekalavya Foundation, e-fresh agri solutions, Desh Pande foundation, Digital green, SPAAIAS, CTRAN, VISHWAS, MAARI, IRDS	To share the successful TOT models, procedures followed in credit lending and winning credibility farmers.
25.	Successful FPO's - Sahyadri, F3, Saahaj Milk Producer company	To know the strategies followed in community organisation, supply chain linkage so as to build sustainable and successful FPO's.
26.	Farmer practitioners, Free lance trainers, entrepreneurs & international export import traders	To impart the tips in urban farming, natural farming, IFS and the challenges faced in their journey.



S. No.	Institution	Details
27.	Export Inspection Council, GoI, New Delhi.	To familiarize the trainees with the quality standards demanded by exporting and importing countries.
28.	Personality development institutes/ Prashanthi counselling and HRD centre, School of mind management, Abhivyakthi, Victoria training foundation, Brahmakumaris institute.	Invited as resource persons to guide trainees on holistic development and well being.
29.	Export institutions like Sam Agrotech, Alkabeer	Orienting trainings on real time export environment through field visits
30.	Samunnati Foundation	Projects and skill training programmes are being designed

EEI faculty is regularly participating as Resource Persons / Guest Speakers to deliver lectures in the areas concerned at MANAGE, NAARM, SAMETI, PRDIS, ICRISAT, WALAMTARI and Swamy Ramananda Teertha Institute of Rural Development etc.











# EEI

## EXTENSION EDUCATION INSTITUTE

(Southern Region)

Directorate of Extension

Dept. of Agriculture, Cooperation & Farmers Welfare,  
Ministry of Agriculture & Farmers Welfare, Govt. of India  
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