



# Training Calendar

## 2012 - 2013



**Extension Education Institute**  
Southern Region

*At a Glance*

**A Premier Institute  
Born to Train the Development Professionals**



On-Campus Training on Stress Management



Off-Campus Training on Creative Decision Making & Problem Solving



Consultancy Training on SRI



Impact Evaluation Study on Bt Cotton



Followup Study in A.P.



Publications





## About EEI

**T**he Extension Education Institute, Rajendranagar, Hyderabad established in 1962, is a premier regional training institute financed by the Directorate of Extension, Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India for Southern region under the administrative control of ANGR Agricultural University (ANGRAU).

The institute is specialized to cater to the training needs of middle level extension functionaries of line departments of client states viz., Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Odisha, Union Territories of Puducherry, Andaman & Nicobar and Lakshadweep Islands. Besides this, the trainers of training institutes like FTCs, KVKs, SAMETIs are also 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 environment to meet all the training needs of the clientele.

EEI emerged as one of the India's four regional training institutes stands to 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 various line departments of client states and never stops going that extra mile ahead in providing greater value to the training in terms of quality, quantity and promoting 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 cent percent client coverage and satisfaction with respect to quality and quantity.

Apart from the prescheduled programmes, EEI also coordinates with esteemed organizations like

MANAGE, SAMETIs, ICRISAT, DRR, NAARM, AP Biodiversity Board, NGOs, Farmer Federations etc., to provide training to extension functionaries and lead farmers on recent advancements in agriculture and allied enterprises. Since inception upto March, 2012, the institute trained 19,960 officers of development departments of client states, union territories including the farmers. To meet current demands, EEI also undertakes the consultancy services viz., monitoring & evaluation and impact studies on development programmes of the state and centre besides consultancy trainings.

### Mandate of the Institute

- To improve the skills and professional competency of extension functionaries of Development Departments, State Agricultural Universities, 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.

### Management Committee

A management committee under the chairmanship of the Vice-Chancellor, Acharya N. G. Ranga Agricultural University with representatives from DoE, GoI, Line departments of client states, MANAGE, ICAR, Ministry of Rural Development, SAMETIs and farmers from client states as its members meets twice a year to review and fine tune the capacity building activities to help in effective functioning of institute. Director, EEI is the Member Secretary.

### Training Programmes

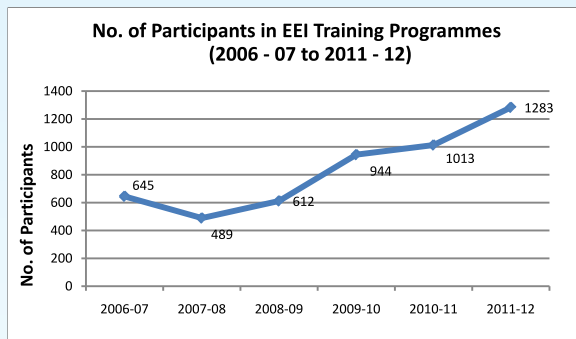
EEI, Hyderabad organizes On-campus and Off-campus training programmes, designed considering the training needs of middle level extension functionaries of client states with a view to improve the overall socio-economic status of farming community with extension backstopping.



## EEI Celebrates a Golden Era

*A face you have at the age of twenty five is the face god gave you, but  
the face you have after fifty is the face you earned - Anonymous*

EEI will mark 50 years of its life, still the golden tree of its life springs ever green. This achievement owes to many renewed extensionists realizing that extension training is a vital element for the agrarian society and it becomes necessary to impart current knowledge and skills to the extension work force. The result was the creation of EEI, Rajendranagar, as an autonomous body with active collaboration of Ministry of Agriculture, GOI and Acharya NG Ranga Agricultural University, Hyderabad to cater to the capacity building needs of development departments of southern region of India.

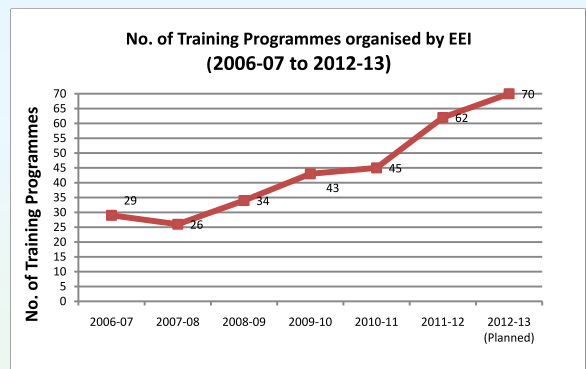


In a span of half a century, the journey has been successful and the achievement with regard to the quality and quantity of training is remarkable. To its credit, the institute has created a record in enhancing the participation from 645 officers in 2006-07 to 1283 in 2011-12, an appreciable cent percent growth. The number of trainings organized by EEI in areas of need and interest also saw an increasing trend from 29 in 2006-07 to 62 in 2011-12 and planned for 70 in 2012-13 which is highly impactful. Besides this, EEI has successfully attracted a large number of client departments and has increased its demand based client coverage.

To sustain the image of the institute, EEI has ventured into consultancy services in 2007-08 and has emerged as an achiever. A number of capacity building trainings

for farmers and extension functionaries and also impact evaluation studies for the client departments have been undertaken by the institute with a lot of zeal. It is also a fact that the findings have been proved to be instrumental in policy decisions and guidelines for the Government.

The faculty, twelve in number specialized in various facets of extension education, are open minded, enthusiastic and committed to serve. Their belief that adult learning is more permanent when teaching is methodology oriented rather than content oriented is what made the institute reliable and reach the peak it is at today. The institute employs the best minds, experienced and professional trainers on the cutting edge of today's agriculture field and later utilizes the most experience hands in offering exposure to the officers on how technology actually works and its applications.



Gradually, EEI emerged as a confluence of the best of professional values with an inbuilt belief that **“You can't just sit there and wait for people to give you that golden dream. You've got to get out there and make it happen for yourself”**.

Today, as EEI marches towards its Golden Jubilee, this belief is still intact...





## On-Campus Training Programmes for 2012-13

| S. No. | Title of the Training                                                                       | Dates                  |
|--------|---------------------------------------------------------------------------------------------|------------------------|
| 1      | ATMA under modified extension reforms                                                       | 28 May - 01 June, 2012 |
| 2      | Change management in extension organizations to meet emerging challenges                    | 04 - 08 June, 2012     |
| 3      | Communication skills for efficient extension delivery                                       | 12 - 16 June, 2012     |
| 4      | Creative Decision making and Problem solving skills for organizational management           | 19 - 23 June, 2012     |
| 5      | Export orientation in Agriculture and Allied sectors                                        | 26 - 30 June, 2012     |
| 6      | Extension management skills for professional excellence                                     | 03 - 07 July, 2012     |
| 7      | Extension methods for effective Transfer of Technology                                      | 09 - 13 July, 2012     |
| 8      | Human Resource Management for proficient extension services                                 | 17 - 21 July, 2012     |
| 9      | ICTs and e-extension for rural transformation                                               | 24 - 28 July, 2012     |
| 10     | Promotion of post harvest technologies and value addition in Agriculture and Allied sectors | 31 July - 04 Aug, 2012 |
| 11     | Training skills for extension professionals                                                 | 06 - 09 Aug, 2012      |
| 12     | Leadership and Team building in extension organizations                                     | 21 - 25 Aug, 2012      |
| 13     | Sequential extension interventions for technology dissemination                             | 27 - 31 Aug, 2012      |
| 14     | Market led extension in Agriculture and Allied sectors                                      | 03 - 07 Sep, 2012      |
| 15     | Mass media utilization for Transfer of Technology                                           | 11 - 15 Sep, 2012      |
| 16     | Monitoring and Evaluation of development programmes and projects                            | 25 - 29 Sep, 2012      |
| 17     | Convergence of Development departments for effective extension services                     | 03 - 06 Oct, 2012      |
| 18     | New Dimensions in Extension for effective services                                          | 08 - 12 Oct, 2012      |
| 19     | Presentation skills for extension professionals                                             | 16 - 20 Oct, 2012      |
| 20     | Participatory extension methods for Transfer of Technology                                  | 29 Oct - 02 Nov, 2012  |
| 21     | Process Documentation skills for information management                                     | 05 - 09 Nov, 2012      |
| 22     | Motivational skills for extension professionals                                             | 14 - 17 Nov, 2012      |
| 23     | Time and Stress management for women extension officers *                                   | 19 - 23 Nov, 2012      |
| 24     | Project management in development sectors                                                   | 26 - 30 Nov, 2012      |
| 25     | Promotion of organic farming for sustainable agriculture                                    | 03 - 07 Dec, 2012      |
| 26     | ATMA under modified extension reforms                                                       | 11 - 15 Dec, 2012      |
| 27     | Public Private Partnership in changing development scenario                                 | 18 - 22 Dec, 2012      |
| 28     | Promotion of Integrated Farming Systems for sustainable livelihoods                         | 26 - 29 Dec, 2012      |
| 29     | Skill development for extension functionaries                                               | 07 - 11 Jan, 2013      |
| 30     | Promotion of mechanization for profitable agriculture and allied sectors                    | 16 - 19 Jan, 2013      |
| 31     | Managerial skills for extension professionals                                               | 21 - 25 Jan, 2013      |
| 32     | Soft skills for personality development                                                     | 29 Jan - 02 Feb, 2013  |
| 33     | Time and Stress management for individual and organizational excellence                     | 04 - 08 Feb, 2013      |
| 34     | Training methods for capacity building of extension functionaries                           | 12 - 16 Feb, 2013      |
| 35     | WTO and its implications on Agriculture and Allied sectors                                  | 19 - 23 Feb, 2013      |

\* For women extension officers only





## Off-Campus Training Programmes for 2012-13

| State/<br>Department   | Title of the Training                                                             | Month           | Place                          |
|------------------------|-----------------------------------------------------------------------------------|-----------------|--------------------------------|
| <b>Andhra Pradesh</b>  |                                                                                   |                 |                                |
| Agriculture            | Change management in extension organizations to meet emerging challenges          | September, 2012 | Peddapuram, East Godavari (Dt) |
| Agriculture            | Time and Stress management for individual and organizational excellence           | December, 2012  | Hyderabad                      |
| Animal Husbandry       | Process Documentation skills for information management                           | May, 2012       | Hyderabad                      |
| Animal Husbandry       | Creative Decision making and Problem solving skills for organizational management | December, 2012  | Hyderabad                      |
| Sugar                  | Creative Decision making and problem solving skills for organizational management | August, 2012    | Vuyyur, Krishna (Dt)           |
| KVKs                   | Process Documentation skills for information management                           | October, 2012   | Gaddipalli, Nalgonda (Dt)      |
| <b>Karnataka</b>       |                                                                                   |                 |                                |
| Agriculture            | Time and Stress management for individual and organizational excellence           | November, 2012  | Babbur / Bijapur               |
| Animal Husbandry       | Human Resource Management for proficient extension services                       | August, 2012    | Raichur                        |
| Animal Husbandry       | Managerial skills for extension professionals                                     | December, 2012  | Sirsi, Uttar Kanada (Dt)       |
| Sericulture            | New Dimensions in Extension for effective services                                | May, 2012       | Bangalore                      |
| SAMETI, UAS, Bangalore | Leadership and Team building in extension organizations                           | October, 2012   | Bangalore                      |
| SAMETI, UAS, Dharwad   | Process Documentation skills for information management                           | September, 2012 | Dharwad                        |
| <b>Tamil Nadu</b>      |                                                                                   |                 |                                |
| Agriculture            | Extension methods for effective Transfer of Technology                            | September, 2012 | Kudumianmalai                  |
| Agriculture            | Training methods for capacity building of extension functionaries                 | November, 2012  | Kudumianmalai                  |
| Horticulture           | Extension methods for effective Transfer of Technology                            | June, 2012      | Coimbatore                     |
| Sericulture            | Time and Stress management for individual and organizational excellence           | May, 2012       | Hosur                          |
| Fisheries              | Communication skills for efficient extension delivery                             | June, 2012      | Chennai                        |







## Off-Campus Training Programmes for 2012-13

| State/<br>Department                 | Title of the Training                                                             | Month           | Place              |
|--------------------------------------|-----------------------------------------------------------------------------------|-----------------|--------------------|
| <b>Kerala</b>                        |                                                                                   |                 |                    |
| Agriculture                          | ATMA under modified extension reforms                                             | June, 2012      | Thiruvananthapuram |
| Animal Husbandry                     | Change Management in extension organizations to meet emerging challenges          | June, 2012      | Thiruvananthapuram |
| Dairy Development                    | Change management in extension organizations to meet emerging challenges          | July, 2012      | Thiruvananthapuram |
| Horticulture                         | Communication skills for efficient extension delivery                             | August, 2012    | Kovalam            |
| Fisheries                            | Creative Decision making and Problem solving skills for organizational management | September, 2012 | Alluva             |
| Fisheries                            | Training skills for extension professionals                                       | November, 2012  | Alluva             |
| <b>Odisha</b>                        |                                                                                   |                 |                    |
| Agriculture                          | Skill development for extension functionaries                                     | October, 2012   | Bhubaneswar        |
| Animal Husbandry                     | Creative decision making and Problem solving skills for organizational management | July, 2012      | Bhubaneswar        |
| Sericulture                          | Managerial skills for extension professionals                                     | December, 2012  | Bhubaneswar        |
| Fisheries                            | Skill development for extension functionaries                                     | November, 2012  | Paradeep           |
| IMAGE                                | Process Documentation skills for information management                           | August, 2012    | Bhubaneswar        |
| <b>Puducherry</b>                    |                                                                                   |                 |                    |
| Agriculture & Allied Depts           | Extension methods for effective Transfer of Technology                            | May, 2012       | Puducherry         |
| Agriculture & Allied Depts           | Market led extension in Agriculture and Allied sectors                            | January, 2013   | Karaikal           |
| <b>Andaman &amp; Nicobar Islands</b> |                                                                                   |                 |                    |
| Agriculture & Allied Depts           | ATMA under modified extension reforms                                             | July, 2012      | Port Blair         |
| Agriculture & Allied Depts           | Extension methods for effective Transfer of Technology                            | January, 2013   | Port Blair         |
| Animal Husbandry                     | Communication skills for efficient extension delivery                             | January, 2013   | Port Blair         |
| Fisheries                            | Time and Stress management for individual and organizational excellence           | July, 2012      | Port Blair         |
| <b>Lakshadweep</b>                   |                                                                                   |                 |                    |
| Fisheries & Allied Depts             | Creative Decision making and Problem solving skills for organizational management | October, 2012   | Agatti             |





## Training Core Content

### 1. ATMA under Modified Extension Reforms (28 May - 01 June, 2012)

Orientation on Extension Reforms & ATMA; Operationalization of ATMA under Modified Extension Reforms; Roles & Responsibilities of different Stake holders; Cafeteria of Activities, Funding and Linkage mechanisms; Preparation of Block, District Action Plans and State Extension Work Plan (SEWP); Farmer groups and Federations; Promotion of Public Private Partnerships in agriculture and allied sectors; Market led extension; Farmer Field Schools; Convergence of extension activities at District and State level; Mass media support and ICTs in agricultural extension; Gender concerns in Agriculture & Allied sectors; Sharing of ATMA field experiences; ATMA status: Operational problems and suggestions; Field and Institutional visits and Back home planning.

### 2. Change management in extension organizations to meet emerging challenges (04 - 08 June, 2012)

Emerging challenges: Need for change management; Extension reforms for managing change in organizations; Managing change at work; Change resistance & overcoming barriers to change; Influencing people for strategic change; Working in teams for change management; Leadership for managing change; Positive attitude for managing change; Organizational commitment and Work culture for managing change; Human Resource Management for organizational change; Change management in agriculture for enhancing productivity; Change management in Horticulture; Managing change in Animal Husbandry extension services; Field visits to relevant institutions and Back home planning.

### 3. Communication skills for efficient extension delivery (12 - 16 June, 2012)

Communication skills for efficient extension delivery: An over view; Oral Communication-Extension talk; Non-verbal Communication; Listening skills; Reading skills; Writing skills; e-Communication; Skill Teaching; Instructional aids for effective communication; Planning and Preparation of Extension talks and Skills by the participants; Presentation and Evaluation of

communication skills; Field visits to relevant institutions and Back home planning.

### 4. Creative Decision making and Problem solving skills for organizational management (19 - 23 June, 2012)

Decision making and Problem solving : Need and importance in organizations; Creative thinking and decision making; Steps in rational decision making and problem solving; Approaches to decision making and problem solving; Types of decisions in organizations; Styles of decision making in organizations; Creative decision making using positive uncertainty; Techniques of decision making and problem solving - Brain storming, Fish bone diagram, Six thinking hats, Delphi technique, Nominal group technique, Decision tree, Parato analysis etc.; Decision making and problem solving in teams; Leadership skills for effective decision making and problem solving; Conflict management and negotiation skills for better decision making and problem solving; Mind tools for problem solving - SWOT analysis and mind mapping; Developing strategies for rational decision making and problem solving by the participants; Back home planning

### 5. Export orientation in Agriculture and Allied sectors (26 - 30 June, 2012)

Need and importance of export orientation in Agriculture and Allied sectors; Importance of AoA; Dumping and Anti dumping laws in relevance to agricultural exports; Food safety measures and quality parameters: SPS and TBT; Standard operating procedures for agricultural exports; Production technologies for quality exports: Commercial crops, Dairy, Meat, Poultry, Fisheries, etc.; Post harvest technologies for exports: Agriculture and allied products; Economics of export oriented agricultural commodities and financial support; Market intelligence; Supply chain management; Role of APEDA in agricultural commodity exports; Linking small farmers to domestic and global markets: Successful farming models; Extension strategies for promotion of export orientation in Agriculture and Allied sectors; Farm and Institutional visits and Back home planning







## Training Core Content

### 6. Extension management skills for professional excellence (03-07 July, 2012)

Agricultural Extension Management in India : An Over view; Role of extension professionals in the changing scenario; Planning skills; Time management skills; Team building skills; Leadership development skills; Interpersonal skills; Negotiating and Conflict management skills; Creative Decision making and Problem solving skills; Communication skills; Motivational skills; Effective meeting management skills; Delegating skills; Networking skills; Creativity in organizational management; Strategies for enhancing managerial skills in extension organizations; Institutional visits and Back home planning.

### 7. Extension methods for effective Transfer of Technology (09-13 July, 2012)

Extension methods for Transfer of Technology : An overview; Extension Talk: Planning & Presentation; Skill teaching : Planning & Presentation; Instructional aids for Transfer of Technology; Small group discussion methods & techniques : Symposium, Panel, Debate, Buzz session, Brain storming, Field days, Campaigns, Farmer Field School, FLDs, On farm trails, Diagnostic field visits, Kisan melas, Exhibitions; ICTs in Transfer of Technology : Internet, Farmers call centre, Video conferencing, Interactive expert system, Information kiosks, Community radio station, e-cultivation; Writing for Farmers : News stories, Success stories; Information materials, Radio and Video scripts : Planning, Preparation and Presentation; Institutional visits and Back home planning.

### 8. Human Resource Management for proficient extension services (17-21 July, 2012)

HRM for proficient extension services: An over view: Process of HRM; Training for Human Resource Development; Career planning and development; Communication and motivation in HRM; Counseling in HRM process; Leadership development skills; Human relations at work; Positive attitude; Team building; Change management for organizational development; Performance appraisal in HRM; Strategies for HRM; Institutional visits and Back home planning

### 9. ICTs and e-extension for rural transformation (24 -28 July, 2012)

ICTs in Agricultural extension: Need and importance; ICT enabled tools for extension services - Information kiosks, Mobile telephony, Rural tele-centres, Farmer call centres, Web portals, Web based discussion forums, Tele and Video conferencing, Offline multimedia CDs, Community radio, TV programmes, Online farm magazines, Farm advisory/Publications/ e-news papers, Decision support systems, Expert systems; Case studies on innovative initiatives of ICTs in agriculture and allied sectors; Constraints in utilization of Information and Communication Technologies (ICT) for agricultural extension; Market intelligence and Role of IT; Building effective partnerships - Public and Private to promote ICTs in Agriculture and Allied sectors; Computer based Agricultural Information systems; Field and Institutional visits and Back home planning

### 10. Promotion of post harvest technologies and value addition in Agriculture and Allied sectors (31 July - 04 August, 2012)

Emerging trends in Post Harvest Technology and Value addition; Post harvest technologies and value addition in Food grains, Horticulture, Dairy, Meat, Poultry and Fisheries; Indigenous technologies for post harvest management and Value addition; Promotion of Rural Agro Processing centres by farmers; Promotion of FIGs for management of PHTs and Value addition; Public Private Partnership for promotion of PHTs and Value addition; Entrepreneurship for promotion of PHTs and Value addition; Extension strategies for popularization of PHTs and Value addition; Institutional visits and Back home planning

### 11. Training skills for extension professionals (06 - 09 August, 2012)

Training skills - An overview; Training need analysis skills; Training design skills; Skills in selection and use of training methods; Training monitoring and evaluation skills; Facilitation skills; Communication and Presentation skills; Listening skills; Documentation skills; Feedback assessment skills; Interpersonal skills; Training room management;





## Training Core Content

Characteristics of a great trainer; Strategies for improving training skills, Institutional & Field visits and Back home planning

### **12. Leadership and Team building in extension organizations (21 - 25 August, 2012)**

Role and Importance of leadership and team building in extension organizations; Leadership styles and skills; Organizational team work and Team building process and skills; Assertive communication, Self esteem, Developing positive attitude; Interpersonal skills for effective leadership and team work; Time management for effective performance; Emotional intelligence; Creative thinking, Decision making and Problem solving skills for effective team work and leadership; Negotiation and Conflict management skills; Motivational skills for organizational success; Strategies for improving leadership and team performance, Institutional visits and Back home planning

### **13. Sequential extension interventions for technology dissemination (27 - 31 August, 2012)**

Orientation on the need for sequential extension interventions under Modified Extension Reforms in India - ATMA; Convergence of departmental activities for effective dissemination of technologies; Gap analysis in crops and commodities for developing sequential extension interventions; Extension interventions for Technology Assessment and Refinement; Extension interventions for awareness creation, knowledge building, attitudinal changes and skill up gradation; Farmer /community mobilization through Groups & Federations and Capacity building for technology outreach; Farm school/Farmer Field School; Promotion of public private partnership in agriculture & allied sectors; Market led extension, Market intelligence, networking for better profitability; Gender mainstreaming in agriculture and allied sectors; Strategies for sequential extension interventions for effective transfer of technologies and Back home planning.

### **14. Market led extension in Agriculture and Allied sectors (03 - 07 September, 2012)**

Market led extension - Issues, challenges and key

reforms; WTO and its Implications on Indian Agriculture and Allied sectors; Agricultural marketing - Infrastructure, levels of marketing and management; Changing roles of Agricultural extension professionals in the context of market led extension; Extension approaches for Market led extension - Farmers groups, organizations and their networking; Public Private Partnership - An approach for remunerative marketing; Effective farming models - Contract, corporate and cooperative models; Information and Communication technology support for Market Led Extension; Quality driven supply chain management in marketing of farm produce; Marketing strategies for poultry & livestock products; Extension strategies for market led extension; Field visits to successful ventures and Development of market oriented action plans and Back home planning.

### **15. Mass media utilization for Transfer of Technology (11 - 15 September, 2012)**

Mass communication: Importance and scope in Transfer of Technology; Role of Print media in ToT; Writing for farm families - News stories, Success stories & Features; Planning and preparation of information materials; Planning, preparation and production of farm radio and video programmes; Electronic media in ToT; Traditional and folk media; ICT and e-communication in agriculture; Interaction with media experts, visits to media centres and farmer fields; Institutional visits and Back home planning.

### **16. Monitoring and Evaluation of development programmes and projects (25 - 29 September, 2012)**

An overview of development programmes and projects in Agriculture and Allied sectors; Monitoring and Evaluation of development programmes/projects - An orientation; Identification and selection of key indicators for monitoring and evaluation; Data collection tools and methods; Process Documentation; Documentation of success stories / case studies; Data processing; Report writing; Practical exposure of participants to the village for monitoring and evaluation of development programmes; Preparation and presentation of reports and Back home planning







## Training Core Content

### 17. Convergence of Development departments for effective extension services (03-06 October, 2012)

Reforms in agricultural extension: Need for convergence; Convergence as a gap filling mechanism under ATMA; Participatory Technology Development models and REF linkages: Scope for convergence; Public-Private-Partnership: An effective approach for convergence and coordination of Organizations; Psychological, communication, networking and other barriers / constraints in effective convergence; Capacity building of extension functionaries towards convergence of activities in agriculture, rural development, marketing and women welfare; Group tasks on Analysis of the profile of agriculture and allied departments for identification of overlapping activities; Identification of key areas of convergence of various development schemes and programmes of different departments; Identification of strengths, weaknesses, opportunities and threats in convergence and developing strategic models to promote effective convergence; Field visits to expose the participants to areas / activities of successful convergence and Back home planning

### 18. New Dimensions in Extension for effective services (08-12 October, 2012)

Agricultural extension: Genesis, process and progress; Modified extension reforms in India; Community mobilization for effective extension delivery; Innovative participatory approaches for TAR & ToT; Group Led extension for sustainable development; Market led extension for better profitability; Farmer led extension for dissemination of technologies; Role of ICT in transfer of technologies; Mass media support for transfer of technologies; Public Private Partnership in agricultural extension; Gender concerns in agriculture and allied sectors; Field visits to relevant institutions and Back home planning

### 19. Presentation skills for extension professionals (16-20 October, 2012)

An overview on Presentation Skills; Non Verbal Communication: Body language and Gestures; Dealing with Nervousness and Confidence building in Oral presentations; Facilitating and Motivating the audience in Oral presentations; Improving voice power; Getting

feedback in Oral presentations; Time management for effective Oral presentation; Designing effective Presentation visuals; ICTs for Transfer of Technology; Planning, preparation and presentation of selected topics by the participants; Evaluation of the presentations; Strategies for effective presentation and Back home planning

### 20. Participatory extension methods for Transfer of Technology (29 October -02 November, 2012)

Participatory extension methods for Transfer of Technology : An overview; Extension Talk: Planning & Presentation; Skill teaching : Planning & Presentation; Instructional aids for Transfer of Technology; Small group discussion methods & techniques : Symposium, Panel, Debate, Buzz session, Brain storming, Field days, Campaigns, Farmer Field School, FLDs, On farm trails, Diagnostic field visits, Kisan melas, Exhibitions; ICTs in Transfer of Technology : Internet, Farmers call centre, Video conferencing, Interactive expert system, Information kiosks, Community radio station, e-cultivation; Writing for Farmers : News stories, Success stories; Information materials, Radio and Video scripts : Planning, Preparation and Presentation; Institutional visits and Back home planning.

### 21. Process Documentation skills for information management (05-09 November, 2012)

Process documentation: Need and importance; Concepts of task, process and process documentation; Skills for process documentation - Listening, Writing, Reading, Questioning and Observing; Process documentation methods: Observation, Interview, Focus group discussion; Case study, PRA, Field diaries & Records; Secondary information and electronic documentation; Facilitation skills required by extension personnel; Preparation of process documents based on field experiences - Collection, Processing, Editing and Analysis of information; Presentation of process documents, sharing of experiences and Back home planning

### 22. Motivational skills for extension professionals (14-17 November, 2012)

Motivation for enhanced performance: An orientation; Theories and Laws of motivation; Methods and techniques of motivation; Team dynamics for





## Training Core Content

motivation; Motivation through leadership; Motivation and Positive attitude; Using feedback to motivate; Motivation towards change management; Communication and interpersonal skills for motivating people; Motivation strategies; Extension approaches for motivation; HRD and capacity building for motivation; Field visits to relevant institutions and Back home planning

### **23. Time and Stress management for women extension officers (19 - 23 November, 2012)**

Time management: Importance in extension organizations; Stress management: An overview; Time analysis: Exercises on time management; Time management: Methods and Techniques; Stress management at work place: Methods and Techniques; Change management to cope up stress; Positive attitude for effective job performance; Emotional intelligence for better interpersonal relations; Conflict management for combating stress; Practical exercises on stress management (Yoga & Meditation); Field visits to relevant institutions and Back home planning

### **24. Project management in development sectors (26 - 30 November, 2012)**

Successful Project Management: An orientation; Dimensions / Areas, Activities and Tools for successful project management; Project planning, designing and scheduling; Team dynamics for successful project management; Project cost, risk, quality and time management; Management skills for project management; Human Resource Management for successful implementation of projects; Project control / Monitoring and Evaluation; Communication and Facilitation skills for people's participation in project planning and implementation; Case studies related to successful project management; Writing project proposals; Report writing; Planning, preparation and presentation of project reports by the participants; Field visits to relevant institutions and Back home planning

### **25. Promotion of organic farming for sustainable agriculture (03 - 07 December, 2012)**

Organic farming : Need, importance and scope for sustainable agriculture; Organic practices and processes in Agriculture; Organic practices and prospects in Horticulture; Organic practices in

Livestock production : Dairy, Meat, Poultry and Fisheries; Organic farming : Role of Bio inputs; Food safety measures and standards; Organic products : Quality parameters and certification standards; Marketing of organic products : Prospects and linkages; Group and Market led extension for promotion of organic farming; Planning and development of extension strategies for promotion of organic farming; Field visits to organic farms & markets and Back home planning.

### **26. ATMA under Modified Extension Reforms (11 - 15 December, 2012)**

Orientation on Extension Reforms & ATMA; Operationalization of ATMA under Modified Extension Reforms; Roles & Responsibilities of different Stake holders; Cafeteria of Activities, Funding and Linkage mechanisms; Preparation of Block, District Action Plans and State Extension Work Plan (SEWP); Farmer groups and Federations; Promotion of Public Private Partnerships in agriculture and allied sectors; Market led extension; Farmer Field Schools; Convergence of extension activities at District and State level; Mass media support and ICTs in agricultural extension; Gender concerns in Agriculture & Allied sectors; Sharing of ATMA field experiences; ATMA status: Operational problems and suggestions; Field and Institutional visits and Back home planning.

### **27. Public Private Partnership in changing development scenario (18 - 22 December, 2012)**

Public Private Partnership: Emerging need in agricultural extension; Modified extension reforms in India : A way forward for Public Private Partnership; Public Private Partnership in the wake of WTO; Scope for Public Private Partnership in agricultural development programmes; Factors influencing Public Private Partnership; Potentials and Limitations of Public, Private, NGOs and Farmers in extension delivery; Public Private Partnership approaches : Contract, Corporate and Cooperative farming; Farmer groups for effective networking; Market intelligence for Public Private Partnership; Experience sharing by the stakeholders; Field visits to relevant institutions and Back home planning.







## Training Core Content

### 28. Promotion of Integrated Farming Systems for sustainable livelihoods (26-29 December, 2012)

Integrated Farming System (IFS) - Scope and importance; Determinants of farming systems; Components of IFS - Crop production, dairy, goat & sheep rearing, piggery, poultry, duck rearing, apiculture, fishery, sericulture, mushroom cultivation, agro forestry, bio-gas etc.; Successful farming system models in India for rural livelihoods; Production and economics of IFS; Natural Resource Management through IFS; Rural livelihood promotion through IFS; Convergence of development departments for promoting IFS; Role of extension professionals in promotion of suitable IFS; Developing extension strategies for promotion of IFSs by the participants and Back home planning

### 29. Skill development for extension functionaries (07-11 January, 2013)

Skills for extension functionaries - An overview; Planning, monitoring and evaluation skills; Facilitation skills; Cultural competency skills; Communication skills; Group and community management skills; Leadership and team building skills; Entrepreneurship development skills; Creative thinking; Decision making and problem solving skills; Motivation skills; Time and stress management skills; Effective meeting management skills; Change management skills; Strategies for enhancing skills for extension functionaries; Institutional & Field visits and Back home planning

### 30. Promotion of mechanization for profitable agriculture and allied sectors (16-19 January, 2013)

Farm mechanization : Importance in agriculture; Pre and Post harvest mechanization for profitable agriculture : Recent Advances, Micro-irrigation and Fertigation in agriculture; Mechanization for water management to enhance water productivity and sustainability; Precision farming : Role of mechanization; Government schemes for promotion of farm mechanization; Drudgery reduction technologies for farm women; Farm mechanization for small land holdings; Extension strategies to promote farm mechanization; Visit to CRIDA, ICRISAT, DRR,

WALAMTARI, AP AGROS, Karshak industries, ANGRAU, Farmer's fields, etc., and Back home planning

### 31. Managerial skills for extension professionals (21-25 January, 2013)

Agricultural Extension Management in India : An Over view; Role of extension professionals in the changing scenario; Planning skills; Time management skills; Team building skills; Leadership development skills; Interpersonal skills; Negotiating and Conflict management skills; Creative Decision making and Problem solving skills; Communication skills; Motivational skills; Effective meeting management skills; Delegating skills; Networking skills; Creativity in organizational management; Strategies for enhancing managerial skills in extension organizations; Institutional visits and Back home planning.

### 32. Soft skills for personality development (29 January-02 February, 2013)

Personality development: Significance of soft skills; Building positive attitude; Developing self confidence; Emotional intelligence; Communication skills; Time and Stress management skills; Leadership development skills; Team building skills; Negotiating and Conflict management skills; Motivational skills; Creative thinking and Problem solving skills; Interpersonal skills; Observation skills; Strategies for enhancing soft skills; Institutional visits and Back home planning.

### 33. Time and Stress management for individual and organizational excellence (04-08 February, 2013)

Time management: Importance in extension organizations; Stress management: An overview; Time analysis: Exercises on time management; Time management: Methods and Techniques; Stress management at work place: Methods and Techniques; Change management to cope up stress; Positive attitude for effective performance; Emotional intelligence for better interpersonal relations; Conflict management for combating stress; Practical exercises on stress management (Yoga & Meditation); Field visits to relevant institutions and Back home planning.







## Training Core Content

### 34. Training methods for capacity building of extension functionaries (12-16 February, 2013)

Capacity building: Training for better performance; Training methods - An overview; Adult learning principles for training; Innovative instructional aids for effective training; Knowledge based methods : Participatory lecture/ Extension talk, Focused Group Discussion, Buzz session, Panel discussion, Workshop method, Symposium, Syndicate groups etc.; Simulation methods : Role plays, Case method, Management games and Instruments etc.; Skill based methods: Assignments/ Exercises, Skill teaching, Method demonstration etc.; Experiential methods : Sensitivity trainings; T.L. groups, Transactional analysis, Exposure visits etc.; Group exercises and sharing of experiences by the participants; Institutional visits and Back home planning.

#### Training Methodology

The Institute follows novel methodologies to impart training which includes training need assessment of participants, ice breaking, sharing of experiences, pre-knowledge and skills assessment, lecture cum discussions, case studies, role plays, individual and group presentations, brain storming, buzz sessions, panel discussions, field and institutional visits, simulated exercises, management games, daily recall sessions, video conferencing, demonstrations, mid-term training reviews, post-knowledge and skills assessment and course evaluation.

#### Follow up Studies

The Institute regularly conducts follow up studies at the client states to find out on the job applicability of trainings organized by EEI and the practical problems encountered while applying. This helps the institute to further refine and to identify emerging training needs in thrust areas for ensuing training programmes finalisation.

#### Consultancy Services

The Institute is bestowed with renewed expertise in providing consultancy to various development agencies. The following consultancy services are proposed for the year 2012-13:

### 35. WTO and its implications on Agriculture and Allied sectors (19-23 February, 2013)

WTO – Evolution and implications of WTO on Indian agriculture; Agreement on Agriculture (AoA); SPS, TBT, TRIPS & IPRs, Dumping and Anti dumping laws and their impact on Indian agriculture; Export potentials and opportunities of Agricultural products; Export competitiveness of livestock products in the wake of WTO; Post harvest management & value addition for export; Role of APEDA in the export of agriculture and allied products; Extension reforms and Govt. initiatives to meet the challenges of WTO; Market intelligence for global and domestic trade; Linking small farmers to domestic and global markets; Successful Public, Private, Farmer Partnerships in agriculture and allied sectors; Extension strategies to derive the benefits of WTO; Institutional visits and Back home planning.

#### Capacity building programmes

“New Dimensions in Agricultural Extension” for the Officers of Department of Agriculture and Allied Sectors, Govt. of Odisha

#### Monitoring and Evaluation of Development Programmes/Projects:

- Third Party Evaluation of RKVY – Agriculture Sector Projects in Andhra Pradesh
- Third Party Evaluation of ATMA in Andaman & Nicobar Islands
- Impact Evaluation of Bt cotton in A.P. State under Mini Mission II – Technology Mission on Cotton (TMC)
- Monitoring and Evaluation of CAPART funded projects in Andhra Pradesh
- External monitoring and evaluation of World Bank funded AP Community Based Tank Management Project (APCBTMP)

#### Development Projects – Formulation and Report writing

#### Preparation of data collection instruments for extension research

#### Providing research guidance to the Ph.D. scholars in Extension Education





## Faculty Profile



### **Dr. R. Ratnakar**, Director

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Mastering professionalism in Agricultural Extension Dr R. Ratnakar gleamed a ray of light in several spheres of extension work such as Training, HRD, Project Management, Communication, Development Journalism, Extension Research and Teaching, Monitoring and Evaluation of on-going schemes and extension reforms in the country.

His dedicated experience of more than 30 years also moulded twenty five post graduate including Ph.D students to proper shape in extension research of greatest importance to the farming society. His powerful pen and voice, besides elevating tunes with strong motivation, encouragement and guidance provided crutches to the architecture of their development. He is well recognized as a consultant to World Bank projects, Food and Agriculture Organization (FAO-UN), The Royal Netherlands Embassy, ICRISAT, IGNOU and a National facilitator to MANAGE. He visited USA, Japan, Philippines, Sri Lanka and Hong Kong and interacted with esteemed professionals in various fields of extension.

Dr. Ratnakar is also a recipient of a International special recognition award for the outstanding contribution in capacity building of CFC-ICRISAT project in Asia and Cash award by the IWMI, Srilanka for the best paper presentation on Group managed irrigation system in A.P. at a International Conference. Crediting 56 research papers and authoring 11 books, he received great appreciation for a seminar presentation to the Research Scholars and Extension functionaries at University of Georgia, U.S.A.

Presently, Dr. Ratnakar is on the Working Group on "Agricultural Extension in Agriculture & Allied sectors" for the Twelfth Five Year Plan (2012-17) of Planning Commission, Govt. of India and Member, External Monitoring and Evaluation Consultant Team of World Bank funded AP Community Based Tank Management Project (APCBTMP).



### **Dr. Dandu Jagannadha Raju**, Professor

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A renowned extensionist who has dedicated majority of his service to the farming community, Dr. Jagannadha Raju is well recognized and appreciated by the farmers of West Godavari dist. of A.P. for his unique services as a Training organizer and Head of Krishi Vignan Kendra, Undi. To his credit, he trained 6900 farmers, worked for farmer to farmer extension, successfully implemented SRI technique during the year 2003-05 in large scale and initiated the seed village concept during the year 2000. As the Assistant Director of Extension, he played a key role in establishing and monitoring the 12 KVKs and 22 DAATT

Centres of the University and become the recipient of the Best Extension Worker Award of the University.

Dr. Raju served as the Registrar (2005-2008) of Acharya N. G. Agricultural University and was instrumental in bringing new reforms in the University and in establishing the newly formed Dr. Y.S.R. Horticultural University, Tadepalligudem, West Godavari district. Being highly empathetic to the farming community, he played a crucial role in establishing new Agriculture, Horticulture, Polytechnic colleges and Research Stations in the state so that more number of professionals are generated for rendering services to farmers. Dr. Raju was acknowledged for successfully organizing the 93<sup>rd</sup> Indian Science Congress and had a honour of receiving dignitaries of highest cadre, Mr. George W Bush, The then President of USA, Dr. A. P. J. Abdul Kalam, The then President of India and Dr. Manmohan Singh, The Prime Minister of India. He also had an opportunity to visit Japan and Malaysia to attend the World Rice Conference in 2004.

Owing to his vast experience with farmers, Dr. Raju has been outstanding in fulfilling the role of a trainer at EEI since 2008. As the Principal Investigator of SRI Capacity Building Project- 2010-12, he has organized 40 training programmes on SRI to 329 officers of State Department of Agriculture, 1573 farmers and 127 NGO's staff of A.P. His unaffected modesty and gentle humour added to his wisdom that leaves a mark of excellence in his trainings. His areas of specialization are Motivation and Capacity Building of extension staff, Entrepreneurship Development, Extension Communication and Management.



## Faculty Profile



### **Dr. M. Surya Mani**, Professor

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Dr. Surya Mani has more than 26 years of experience in Teaching, Training, Research, Extension and served as Consultant for International & National Projects funded and supported by FAO (EU Nations), IFAD (Netherlands), AP Bio-technology, WHO, UNDP, GOI and Govt. of Andhra Pradesh. She has been constituted as Planning Commission Working Group Member for Twelfth Five Year Plan and provided farmer feedback to the group. Guided facilitators and monitored Farmer Field Schools (FFS) on cotton, vegetables and paddy in A.P and ICM paddy in Chattisgarh CTDSP supported by IFAD and sugarcane TOF at RARS, Anakapalle supported by WHO.

She is having expertise in conducting monitoring and evaluation of Rural Development Programmes sponsored by GOI. As an evaluation expert member, Dr. Mani is working in State level Bt Cotton Impact assessment study. She is well experienced in management of programmes connected with Agricultural Extension, Rural Development and worked for formation and strengthening of Self-Help Groups (SHGs). She also handled U.G., P.G and Ph.D. courses for six years besides guiding research scholars and organizing regular training programmes at EEL.

Dr. Mani has number of International and National publications to her credit in addition to, a book on Biotechnology for sustainable agriculture and course material for PGDAEM and a chapter in International Pesticide Policy project-Series No. 9 (FAO, EU IPM programme for cotton Asia) and also manuals for Adopt a village programme of CAPART, GOI and WHO supported ToF programme on Sustainable Sugarcane Production. Her areas of specialization include Farmer Field Schools, Participatory Approaches, Monitoring and Evaluation of Rural Development Programmes, Impact Studies, etc.



### **Dr. B. Jamuna Rani**, Professor

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Dr. Jamuna started her career in the University in 1993 as Assistant Extension Specialist and during the span of eighteen years she rendered her services in the fields of extension (1993-99), research (2000-01), teaching (2001-06) and training (2006 to till date). She maintained good rapport with the farmers and all the functionaries at field and middle level wherever she worked and thus coordinated several activities related to the dissemination of need based technologies through various extension methodologies viz., rythu sadassus, on farm trials, RAWEP, field days, farmer days, kisan melas etc. She coordinated RAWEP for six years where she had an opportunity to work very close with the farming community. As a teacher, she handled U.G. and Ph.D. courses and also was instrumental in framing new syllabus for four year degree programme (B.H.Sc.) and initiated the computer oriented courses related to mass communication.

Owing to her vast experience her areas of specialization are Extension communication and Management, Gender issues and Women empowerment, Formation of women groups and Networking, Promotion of PPP, Computer Applications and ICT. She conducted several need based training programmes which contributed to enhance her services as a good trainer. She has also rendered research guidance of highest quality to the Post Graduates.





## Faculty Profile



**Dr. C. Padma Veni**, Associate Professor

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Dr. Veni, joined ANGRAU as Assistant Professor at SV Agricultural College, Tirupati in 1998 and taught UG and PG students in Agricultural Extension. As a Major advisor, she guided PG students in need based extension research. Later she joined EEI during 2000 and taught Ph.D. students in agricultural extension. She has vast experience in organizing on and off-campus training programmes for the officers of development departments of southern states including Odisha in different areas viz., Communication, Management, Gender, HRD, Personality development, Training management etc.

As Senior Scientist at Farmers Call Centre, ANGRAU she served the farming community by answering queries on their field problems. Presently she is an Associate Professor at Extension Education Institute, Rajendranagar, Hyderabad having a total experience of 14 years. Her strength in ease communication to the audience, whether students or trainees is highly recognized.



**Dr. Ch. Venu Gopal Reddy**, Associate Professor & Officer in-charge (Training)

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Dr. Reddy has a rich academic background and has about 14 years of teaching, training and research experience in Agricultural Extension. He is a recipient of ICAR Best Teacher award for the outstanding contribution in teaching of UG and PG students. Dr. Reddy also awarded Bapatla Agricultural College Silver Jubilee Gold medal in Ph.D. As a major Advisor, he guided about 16 Post Graduate students in the field of Extension Education.

Dr. Reddy contributed over 50 Research Papers to leading national journals and edited two books. He coordinated one research project on popularization of Forest GLVs in Tribal areas and participated in several Regional and National Seminars and Workshops. As a training director, he organized about 10 Pedagogy and Orientation and Refresher trainings for the faculty of ANGRAU. Dr. Reddy trained a number of middle level extension functionaries in core extension management and communication skills at EEI.

He directed several on-campus and off-campus trainings on emerging extension approaches and methodologies. He is associated with five professional bodies of universities in India. His areas of interests are Extension management, Communication, Project management and Extension research. He has greatly involved in monitoring and evaluation of Development Projects such as RKVY - Agriculture and Fisheries, ATMA, High Value Agriculture, CAPART, etc., funded by Ministry of Agriculture and Rural Development.



## Faculty Profile



**Dr. K. Madhu Babu**, Associate Professor

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Dr. Madhu Babu served the farmer and tribal community for a period of 21 years. He is a renowned field extension scientist. In the initial years of his service, as Mandal Development Officer he served tribal community by implementing various rural development activities and extended tireless efforts for creating rural infrastructure facilities by implementing Employment Assurance Scheme in the tribal areas. As a technical officer, IFAD project he got good reputation from the officials of UNOPS, Kaulalampur, Malaysia. He was editor for the prestigious quarterly magazine of ITDA, Bhadrachalam, "SHABARI SRAVANTHI" which got its recognition as a vehicle for creating awareness on various ITDA activities in general and IFAD activities in particular.

In the university, as an extension specialist implemented various innovative field extension programmes. He has given nearly 350 agricultural programmes through electronic and print media. These messages are well received by the farming community. He has developed excellent linkages between farmer and extension units through various mechanisms which created a landmark in solving the field problems and led to elevate the prestige of DAATT centre. He received Best officer award while working in the IFAD project of ITDA for his Yeo-men services, Best Extension Scientist award as Coordinator, DAATT centre, Nalgonda from ANGRAU and Best Officer Award from District Collector, Nalgonda for his farmer centric services. He was recipient of appreciation certificate from Govt. of A.P. during the year 2003 as a member, First Afro-Asian games committee. He participated in National and International conferences, presented papers related to System of Rice Intensification and Agricultural knowledge Management Systems - global experiences.

With his rich experience as field extension specialist, he has been performing the role of trainer at EEI and imparting training to the extension officers of client departments.



**Dr. Kavita Kumari Sharma**, Associate Professor

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Dr. Kavita Sharma started her career as Assistant Professor in the discipline of Home Science Extension Education at College of Home Science, CSKHPKV, Palampur (Himachal Pradesh) in 1993. During the span of two and a half a year, she taught various courses of Extension Education to Under Graduate students. Later, she joined KVK, Mandi at Kamand and worked hard for its establishment and functioning for a period of five years. She played a key role in identification of need based training areas based on comprehensive village survey work. After that she joined her Ph.D in Extension Education at EEI, Rajendranagar, Hyderabad as an In-service candidate under faculty improvement programme. After completing her Ph.d in 2005, she has been promoted as Subject Matter Specialist (Home Science) and posted at KVK, Kangra (H.P). During the span of six years at KVK, Kangra, she maintained good rapport with the farm women and coordinated several activities related to the dissemination of need based home science technologies by adopting various innovative extension methodologies. She introduced different income generating activities for Women Self Help Groups resulted in enhancement of their socio-economic status. She also coordinated Rural Work Experience Programme for Home Science students. She joined as Associate Professor at EEI on deputation basis on 01.06.2011.



## Faculty Profile



**Mrs. P. Vijaya Lakshmi**, Assistant Professor

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Mrs. Vijaya Lakshmi joined the University in 1998 as Assistant Extension Specialist at ARS, Darsi and served farming community. Later, she worked as a Scientist (TOT) in DAATTC, Prakasam, Medak & Rangareddy districts and gained vast experience in organization of RAWEP by guiding a large number of UG students in Agriculture and Horticulture. By maintaining good rapport with farmers and line department officials, she coordinated several extension activities and disseminated the need based farm technologies. She was highly successful in conducting Rythu sadassus, On-farm trails, Kisanmelas, Field days, Farmer scientist interaction programmes, Rythu Chaitanya Yatras and Training programmes to line department officials and farmers. She also contributed in dissemination of SRI technology and direct sowing of paddy with 8 row drum seeder in many mandals of Rangareddy district. She has given number of press notes, radio and TV programmes on various crop related technologies, besides publishing popular articles for the benefit of farming community. In recognition of her contribution in the field of extension, she received an award of appreciation from Government of Andhra Pradesh during 2010.



**Mrs. R. Neela Rani**, Assistant Professor

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Mrs. R. Neela Rani joined the University in January 2001 as an Assistant Professor in the department of Extension Education, College of Home Science, ANGRAU and taught courses to the undergraduate students. She has organized two RHWEF programmes. Mrs. Neela worked on deputation as a Senior Faculty cum Centre Head for Women and Child Development at AMR-Andhra Pradesh Academy of Panchayat Raj and Rural Development, Hyderabad and conducted various training programmes to the state and district level resource persons on HIV/AIDS, INDIRAMMA, Tribal Welfare, Panchayat Raj and Rural Development Programmes. She conducted research and impact studies on Health & Family Welfare programmes and developed related modules and materials. As a Subject Matter Specialist at KVK organized need based training programmes and FLDs for farm women and rural youth. She has rich field experience especially with rural women. She is presently organizing trainings at EEI. Her areas of interest are Gender concerns, Self help and Women development, Participatory approaches and Extension trainings.





## Faculty Profile



**Dr. K. Bhagya Lakshmi**, Assistant Professor

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Dr. Bhagya Lakshmi has excellent academic career with Two Gold Medals from ANGRAU for obtaining highest Overall Grade Point in post graduation. She worked as district resource person for District Rural Development Agency, Srikakulam for Institutionalization of Self Help Groups. Later she also worked with District Water Management Agency (DWMA) and served as a Course Director for District Livelihood Resource Center (DLRC) and conducted several capacity building activities for livelihood enhancement of the people in watershed areas. Her contributions at field level are well recognized and appreciated.

In 2006, she joined ANGRAU as Subject Matter Specialist (Home Science) in Krishi Vigyan Kendra, Amadalavalasa and conducted various vocational trainings, demonstrations and other extension activities. Later in 2008, she joined EEI as Asst. Professor and has outstanding skills in conducting training programmes to the development officers of client states. She is specialized in training areas such as Gender sensitization and Group led extension. Besides training, she is also involved in Impact and Evaluation studies of various central and state schemes and programmes organised by EEI.



**Dr. K. S. Purnima**, Assistant Professor

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Dr. Purnima has a good academic conduct with ICAR-JRF for M.Sc. (Ag.) and highest OGPA for Doctorate from Extension Education Institute, ANGRAU, Rajendranagar. She has joined the University in September, 2007 and worked for a brief period at KVK, Rastakuntabai, Vizianagaram, Andhra Pradesh. During her work period at KVK as Subject Matter Specialist (Extension), she has organized a number of need based training programmes for farmers, women and rural youth in different spheres and also participated in other field activities like FLDs, OFTs and Diagnostic Field Visits.

As Asst. Professor at EEI, she is presently engaged in training middle level extension officers of client states. Her abilities as a trainer are recognized and her areas of specialization are Extension communication and Management, Information and Communication Technologies, Personality development and Trainings in new contemporary areas. Besides training, she is also involved in Impact and Evaluation studies of various schemes and programmes of state and centre, conducted by EEI.

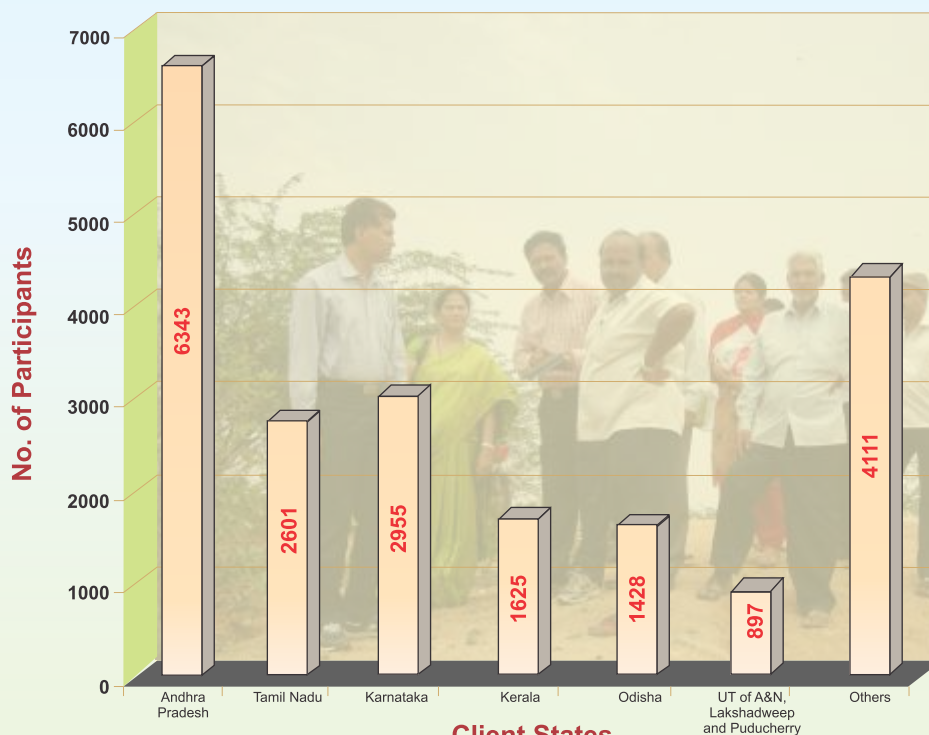


Greater Hyderabad is well connected by Air, Train and Road with all parts of the country. Participants may reach the Extension Education Institute located in Acharya N. G. Ranga Agricultural University Campus, Rajendranagar by Taxi/ Auto / RTC bus.

| From                                                                                                             | Bus Nos.                   |
|------------------------------------------------------------------------------------------------------------------|----------------------------|
| Secunderabad Railway Station                                                                                     | 7/94H, 7/94R, 7/95R, 5/92  |
| Hyderabad Railway Station, Nampally                                                                              | 92R                        |
| Kachiguda Railway Station                                                                                        | 2/94R                      |
| Mahatma Gandhi Bus Station (Imlibun)<br>(Reach Koti, Opp. Osmania Medical College gate by<br>auto and catch bus) | 94R, 94H, 95A, 95P, 94/95R |
|                                                                                                                  |                            |

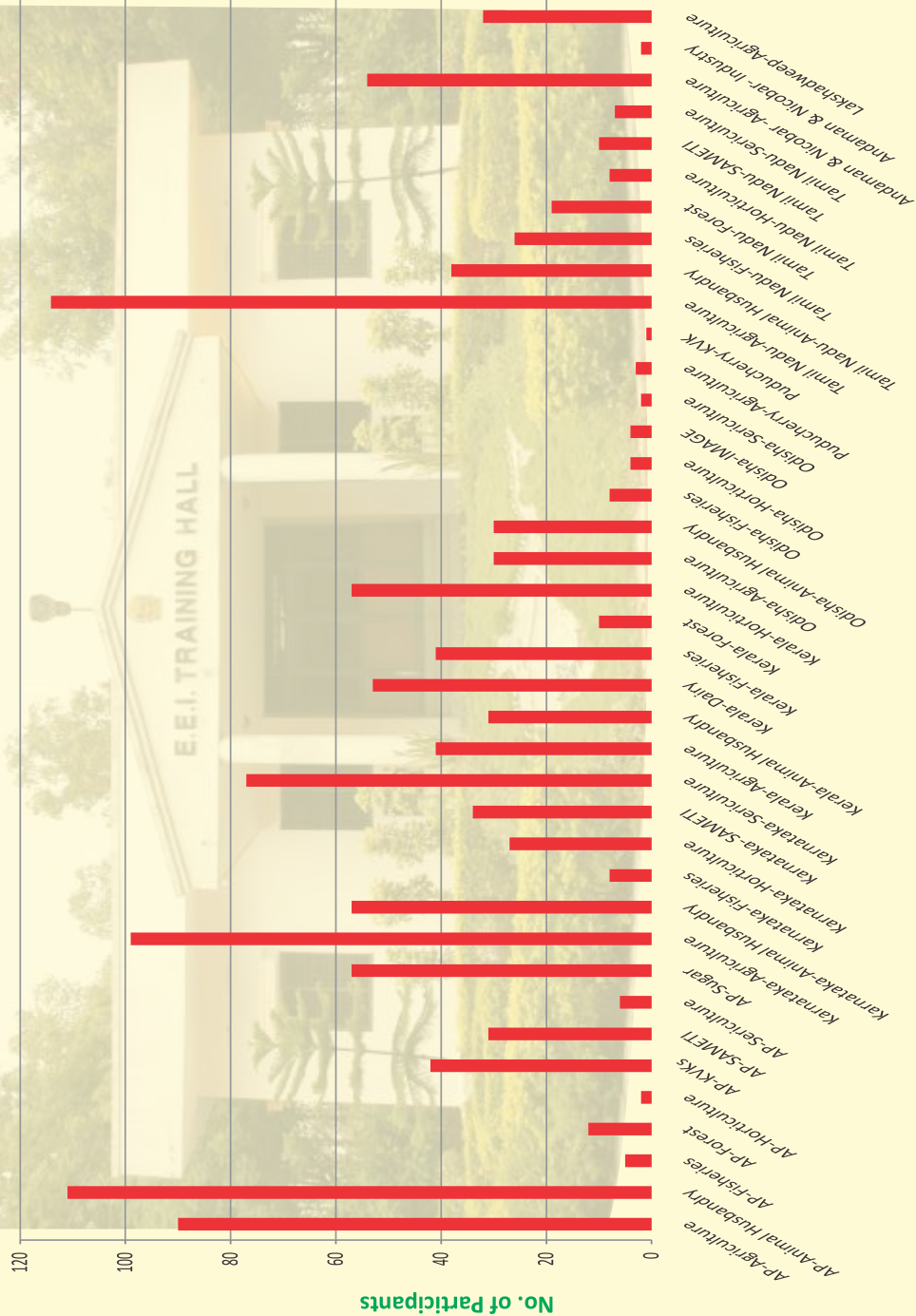
The participants should get down at Extension bus stop located 15 km. from Koti, 25 km from Secunderabad, 15 km from Nampally, 18 km from Kachiguda and 20 km from Rajiv Gandhi International Airport.

**Participation of Client States in EEI Training Programmes  
since inception to March, 2012**





Client State and Sector wise participation in On & Off Campus Training Programmes ( 2011-12 )



Client States and Departments





Ice Breaking



Focussed Group Discussion



Interactive Lecture



Skill Transfer



Management Game



Hands on Experience



Institutional Visit



Field Visit

# Innovative Training Methods



## **Extension Education Institute** (Southern Region)



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

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