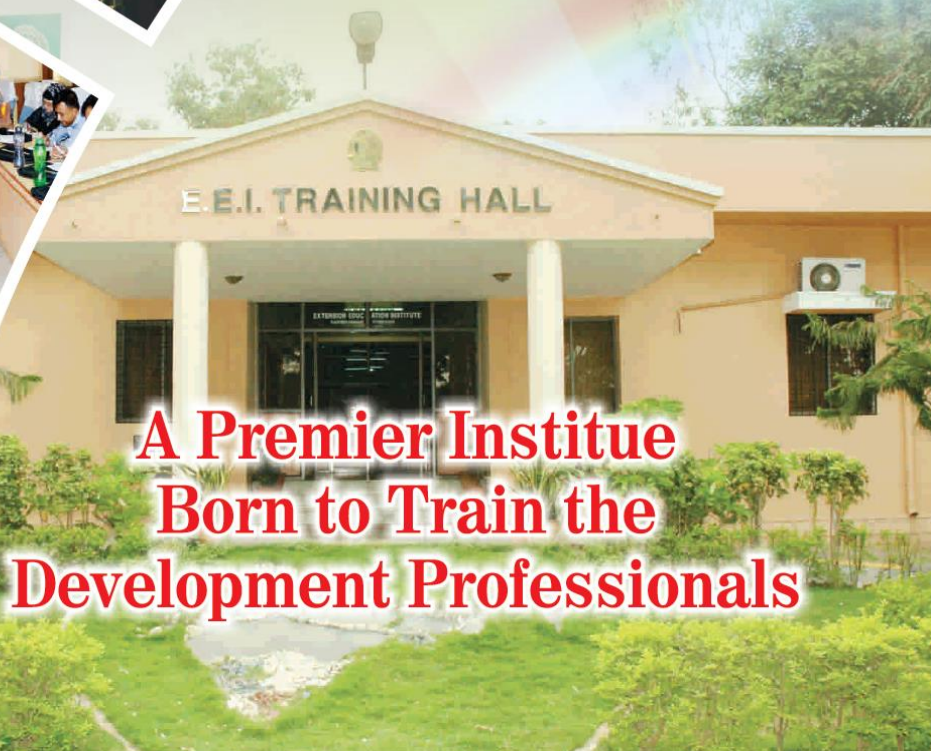


# Training Calendar 2017-2018

**Extension Education Institute**

**Southern Region**

*At a Glance*



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





Honorable Minister for Agriculture Sri. Pocharam Srinivas Reddy giving certificate to MAO participant during the valedictory programme



Delegates of National conference during the invocation song in the inaugural programme



Honorable Vice Chancellor Dr. V. Praveen Rao lighting the lamp during the inauguration of 1st batch MAOs programme at EEI



Dr. K. Anand Singh, Director of Extension, PJTSAU giving his remarks during the Regional Workshop on TNA



Dr. M. Surya Mani, Director, EEI addressing the 45th MCM at EEI, Hyderabad



The Hon'ble Vice-Chancellor, Dr. V. Praveen Rao, distributing the certificates to the International participants of Bangladesh



## MESSAGE



*Confidence comes from discipline and training.*

*Robert Kiyosaki*

Human learning and growth is a complex process. It represents a constant interchange between a shared social and cultural pattern of a society, community or group on one hand personal behaviour and attributes of an individual on the other. Thus, learning as a process and as an activity is as much a socially shared endeavour as it is an individual effort. Extension programmes and extension agents are part of the development of rural societies. It is therefore, important to understand the term development and to see how its interpretation can affect the extension work. If shortcomings and weakness are addressed, it is obvious that extension agents' performance improves.

In an ever changing and fast paced world, training and development has an indispensable function. Training is one of the lowest things on the priority list in organizations. There is enormous value in organizing proper training and development sessions for Development Professionals. Training allows them to acquire new skills, sharpen existing ones, perform better, increase productivity and be better development leaders. Training and development goes a long way in getting employees up to date with new technology, use existing ones better and then discard the outdated ones, facilitating in getting things done efficiently and in the most productive way.

Development Professionals who have attended the right trainings need lesser supervision and guidance. Training develops necessary skill sets in employees and enable them to address tasks independently and also allow the management to focus on more pressing areas. Any organization that invests in training and development generally tends to have satisfied employees. However, the exercise has to be relevant to the employees and one from which they can learn and take back something.

EEI facilitates different training sessions, based on various learning methodologies. The results from our training and development initiatives have been very positive and encouraging. I appreciate the commendable services of faculty and staff of this Institute for making EEI, Hyderabad, achieve qualitative milestones in performance. I express sincere gratitude to all our client participants for the strong faith and affection bestowed on our Institute and I whole heartedly request them to make sincere efforts to utilize the opportunities provided by EEI for overall excellence in their professional life.

With Best wishes for every one who are stakeholders for the committed effort.

A handwritten signature in black ink, appearing to read 'M. Surya Mani'.

(M. Surya Mani)  
Director





## About EEI

The Extension Education Institute, Rajendranagar, Hyderabad established in 1962, is a premier regional training institute financed by Dept. of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India under the administrative control of Professor Jayashankar Telangana State Agricultural University (PJ TSAU).

The institute is specialized to cater to the training needs of middle level extension functionaries of Southern region 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 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, one of the India's four regional training institutes, stands out 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 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 hundred 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, NIRD, NGOs, Farmer Federations etc., to provide training to extension

functionaries and lead farmers on recent advancements in agriculture inception up to March, 2017, the institute trained 26,644 officers of development departments of client states and union territories in addition to targeted farmers. To meet current demands, EEI also undertakes 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 competencies 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, Professor Jayashankar Telangana State 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 meet at least once a year to review and fine tune the capacity building activities to help in effective functioning of institute. Director, EEI is the Member Secretary.

### Academic Committee

An academic committee was constituted with the two officials representing from DoE, GoI, Director of Extension, PJ TSAU, Director (HRD), MANAGE, any other Director, MANAGE and Director, EEI to finalize and approve the training calendar of EEI from the year 2015 onwards.

### Training Programmes

EEI, Hyderabad organizes On-campus and Off-campus training programmes, designed on the basis of 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.







## On-Campus Training Programmes for the year 2017-18

S.No.	Title of the Training	No. of Days	Dates
1	Innovative training methods for effective extension delivery	5	30 - 3 June, 2017
2	Water conservation techniques to improve water use efficiency	5	5 - 9 June, 2017
3	Values and work ethics for development professionals	5	12 - 16 June, 2017
4	Climate smart extension for extension professionals	5	19 - 23 June, 2017
5	Harnessing nano technology in agriculture and allied sectors	5	3 - 7 July, 2017
6	New media technological tools for agriculture and allied sectors *	5	18 - 22 July, 2017
7	Skills for profitable agriculture through mechanization *	5	25 - 29 July, 2017
8	Time and stress management for extension officers	5	1- 5 Aug, 2017
9	Climate resilient technologies for agriculture and allied sectors *	5	1 - 5 Aug, 2017
10	Experiential learning methods and management games	5	7 - 11 Aug, 2017
11	Value chain and supply chain management for enhancing profitability	5	7 - 11 Aug, 2017
12	Agro tourism- a way forward for profitability *	4	16 - 19 Aug, 2017
13	Solid-waste management in agriculture and allied sectors *	4	21- 24 Aug, 2017
14	Marketing extension for agriculture & allied sectors *	4	28 - 31 Aug, 2017
15	Good agricultural practices for major crops grown in south India	5	12 -16 Sep, 2017
16	Communication & documentation skills for professional excellence	5	12 - 16 Sep, 2017
17	Documentation and writing skills for extension professionals	5	3 - 7 Oct, 2017
18	Approaches and strategies for start-ups in agriculture and allied sectors *	5	9 - 13 Oct, 2017
19	Harnessing social media in agriculture and allied sectors	5	9 - 13 Oct, 2017
20	Public private partnership in agriculture & allied sectors	5	24 - 28 Oct, 2017
21	Presentation skills for professional excellence	5	30 Oct - 3 Nov, 2017
22	Testing and certification procedures for organic, agriculture and allied commodities *	5	30 Oct - 3 Nov, 2017
23	Leadership and team building for organizational excellence	5	6 - 10 Nov, 2017
24	Managerial skills for extension professionals	5	6 - 10 Nov, 2017
25	Integrated farming systems approach for sustainable livelihoods *	5	14 - 18 Nov, 2017
26	Farmer producer organizations for sustenance agriculture	5	21- 25 Nov, 2017
27	ICTs for effective knowledge and extension delivery	5	4 - 8 Dec, 2017
28	Soft skills for personality development	5	12 - 16 Dec, 2017
29	Training management skills for extension professionals	5	18 - 22 Dec, 2017
30	Regional workshop on "Training Need Assessment of Client States"	2	December, 2017
31	Participatory extension methods for effective service delivery	5	2 - 6 Jan, 2018
32	Extension programme planning and implementation for effective extension delivery *	5	8 - 12 Jan, 2018
33	Human resource development for professional excellence	5	30 Jan - 3 Feb, 2018
34	Time and stress management for women extension officers **	5	30 Jan - 3 Feb, 2018
35	Disaster management & mitigation strategies for extension professionals	5	5 - 9 Feb, 2018
36	Value chain and supply chain management for enhancing profitability	5	20 - 24 Feb, 2018

\* New Programmes

\*\* For Women Extension Officers

**Consultancy Programmes:** Training Programmes on "Agrotechnologies for Productive and Profitable Agriculture in Telangana State" (MAO's as Agronomists) for the officers of Dept. of Agril, Govt. of Telangana.

**Collaborative Programmes:** Collaborative Programmes with NIRD in offering Off-campus Training Programmes on Farmer Producer Organizations across the country.







## Off-Campus Training Programmes for the year 2017-18

State / Department	Training area	Venue
<b>Telangana State</b>		
Agriculture	Capacity building of extension functionaries to meet emerging challenges	SAMETI, Malakpet, Hyderabad
Animal Husbandry	Communication techniques and interpersonal skills for professional excellence	SMILDA, Hyderabad
Horticulture	Farmer producer organizations for sustenance agriculture	Hyderabad
<b>Andhra Pradesh</b>		
Animal Husbandry	Entrepreneurial development skills in livestock sector *	RHTC, Visakhapatnam, A P
Agriculture	Values and work Ethics for development professionals	SAMETI, A P
<b>Karnataka</b>		
Animal Husbandry	Capacity building of extension functionaries to meet emerging challenges in animal husbandry sector	Bangalore, Karnataka
University of Agriculture and Horticultural Sciences, Shivmoga	Innovative extension approaches for agricultural management	Shivmoga, Karnataka
Sericulture	Time and stress management for extension functionaries	KSSRDI, Bangalore
<b>Kerala</b>		
Dairy	Self managing leadership for personal and professional excellence	Kottayam, Kerala
Fisheries (NIFAM)	Managerial skills for extension professionals	NIFAM, Kerala
Water-shed	Training skills for effective extension delivery	Kollam, Kerala
<b>Tamil Nadu</b>		
SAMETI	Doubling farmers income through appropriate strategies - a way ahead	SAMETI, Kudumianmalai
Forestry	Innovative training methods for Effective Extension delivery	Tamil Nadu
Sericulture	Soft skills for personality development	TSTI, Hossur
<b>Odisha</b>		
Horticulture	Market linkages and export opportunities in horticulture sector *	Bhubaneswar, Odisha
Sericulture	Communication skills for professional excellence	IMAGE, Bhubaneswar
Animal Husbandry	Time and stress management for extension functionaries	Bhubaneswar, Odisha
<b>Andaman &amp; Nicobar Islands</b>		
Agriculture	Agro Tourism – a way forward for profitability *	Port Blair, A & N Islands
Animal Husbandry	Entrepreneurship development in animal husbandry and allied sectors *	Port Blair, A & N Islands
<b>Puducherry</b>		
Animal Husbandry	Soft skills for personality development	Puducherry
<b>Lakshadweep</b>		
Collaborative programme	One collaborative programme will be organized	Lakshadweep

\* New Programmes







## Training Core Content of On-Campus Programmes

### 1. Innovative Training Methods for Effective Extension Delivery

Innovative training methods: An overview; Ice breaking techniques; Interactive lecture; Skill teaching; Experiential learning through management games; Case method; Role play and other simulated methods; e - training; Syndicate method; Management games; Team training; T – graphs and Field visits.

### 2. Water Conservation Techniques to Improve Water use Efficiency

Water conservation techniques – Need and importance of rain water harvesting; Weather and climate influence on water crops and water management practices; Water conservation technologies for improving water productivity techniques for improving water use efficiency in rainfed areas- in-situ conservation; Water harvesting structures; Techniques for improving water use efficiency in irrigated areas; Crop water requirements, irrigation methods; Scheduling of irrigation; Micro irrigation and fertigation to improve water use efficiency; National water policy – guidelines for improving water use efficiency; Managing water resources for improving productivity in different crops and farming systems; Participatory irrigation management for minor medium and major irrigation projects; Role of water users associations; Field / Institutional visits.

### 3. Values and Work Ethics for Development Professionals

Importance of values and ethics in personal development; Understanding values; Value-driven management; Values prioritization; Values conflict and resolution; Best ethical practices in extension work; Professionalism and work ethics for successful career

development; Ways and means to improve work ethics; Work ethics-situationism-change management; Personal values and morals vis-a-vis professional growth and development; Institutional visits; Challenges development professionals face in respect of ethics and values.

### 4. Climate Smart Extension for Extension Professionals

Climate change: An over view; Climate change and variability on agriculture and strategies to overcome climate change; Climate change and variability on horticulture; Climate change and fisheries sector; Climate change and variability on animal husbandry sector; Farmers attitude and adaptation measures towards climate change; Climate resilient technologies; Contingency planning in agriculture, animal husbandry & fisheries; Institutional visits and field visits.

### 5. Harnessing Nano technology in Agriculture and Allied Sectors

Nanotechnology in modern agriculture: An overview, concept, Need and importance (Nano applications); Nanotechnology for sustainable agriculture: Present concerns and prospects; Nanotechnology in animal husbandry; Nanotechnology in poultry production; Nanotechnology for aqua culture and fisheries; Nanotechnologies challenges & issues; Field / institutional visits.

### 6. New Media Technological tools for Agriculture and Allied Sectors

New media technology tools - overview; Social media tools and techniques; Annapurna interactive information and dissemination system; E- learning and moocs for extension personnel; Training modules;







## Training Core Content of On-Campus Programmes

Digital Green; Agro - Book application; E- Marketing; Farmers Portal and M Kisan; Mobile based ICT technology; New media Initiatives in government private and cooperative sectors.

### 7. Skills for Profitable Agriculture through Mechanization

Technical advances in mechanization of Agriculture: Need and importance; Development programmes and schemes for promotion of farm mechanization; Recent advances in horticulture-precision farming and micro irrigation; Role of mechanization in fisheries sector; Strategies for promotion of mechanization in agriculture and allied sectors; Field visits.

### 8. Time and Stress Management for Extension Officers

Time management for better performance; Stress management for personal and professional excellence; Time log analysis; Time management: methods and techniques; Stress management: methods and techniques; Positive attitude for better living; Emotional intelligence for better interpersonal relations; Conflict management for combating stress; Anger management and mind management; Balanced nutrition for healthy living; Practical exercises on stress management; Yoga and meditation techniques; Field / Institutional visits.

### 9. Climate Resilient Technologies for Agriculture and Allied Sectors

Climate change in the present scenario – challenges; Climate variability and impact on Agriculture; Climate resilient technologies suitable for Agriculture; Climate resilient technologies suitable for animal husbandry; Climate resilient technologies

suitable for Fisheries; Climate resilient technologies suitable for horticulture; Impact of climate resilient techniques on rural livelihoods; Agro-forestry intervention in climate resilient agriculture; Extension strategies for climate change; Farmers attitude and adaptation of climate Resilient techniques; Institutional visits / Field visits.

### 10. Experiential Learning Methods and Management Games

Experiential learning methods and skills; An orientation on management games and introducing management concept through different games; Leadership skills; Decision making techniques and skills; Motivational skills; Team building skills; Goal setting; Time management; Field/Institutional visits.

### 11. Value Chain and Supply Chain management for Enhancing Profitability

Value chain Supply chain management - An overview; Need and importance; Value chain and supply chain models in agriculture; Value chain and supply chain models in animal husbandry; Value chain and supply chain management in fisheries; Value chain and supply chain models in horticulture; Promotion of farmers and agri co-operative in value chain and supply chain management; role of PPP in agri chain development management; Contract and corporate farming models in India; Innovations in value chain and supply chain management; Field / Institutional visits.

### 12. Agro tourism – A Way forward for Profitability

Agri tourism farms - features and standards; Farm stay - elements to promote agro tourism; Farm stay business - planning and requirements; Marketing of farm stay business; Agri tourism - farms and business







### Training Core Content of On-Campus Programmes

units analysis; Agri tourism - challenges and strategies, field visit.

#### **13. Solid – Waste Management in Agriculture and Allied Sectors**

Solid waste management: need and important in agriculture and allied sectors; Guidelines for solid waste management; Solid waste management initiatives in India; Agriculture and allied waste processing techniques; Organic waste management in agriculture and allied sectors; Benefits of agriculture and allied waste recycling; Environmental protection by agriculture waste recycling; Livestock and poultry waste management ; Waste management in agriculture and horticulture; Waste management in fisheries and sericulture; Role of stake holders in solid waste management; Success cases; Key strategies to overcome challenges in solid waste management; Field visits.

#### **14. Marketing Extension for Agriculture and Allied Sectors**

Market led extension challenges and prospects; agricultural marketing – infrastructure levels of marketing and management; Changing role of agricultural extension professionals in the context of market led extension; Farmer groups, organizations and networking for effective marketing; PPP for remunerative marketing; Effective farming models – contract, corporate FPOs and cooperative models; ICT models for market led extension; Value and supply chain management in marketing of farm produce; Grading and standardization of agriculture & allied products; Information technology based market intelligence.

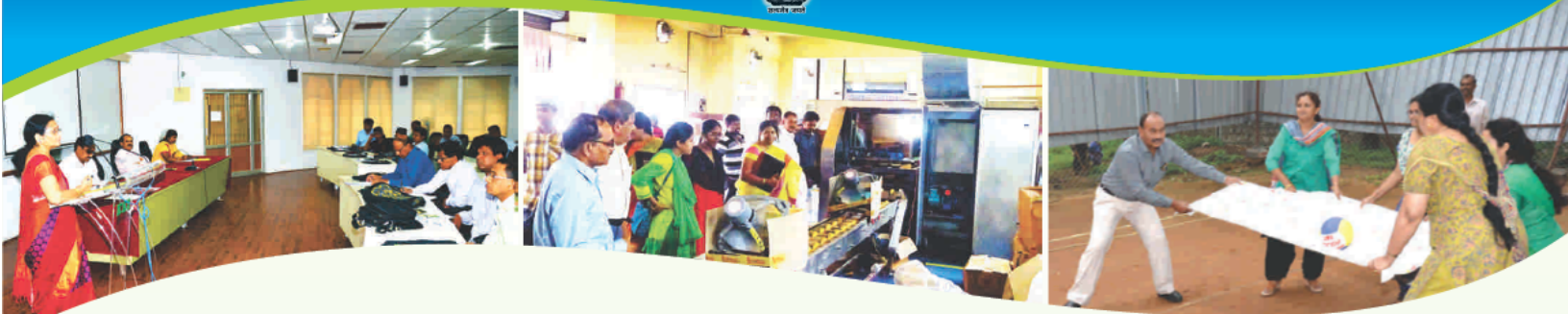
#### **15. Good Agricultural Practices for Major Crops Grown in South India**

An overview on good agricultural practices in south India; Integrated crop management practices in major food crops; Commercial crops, oil seed crops and pulses and horticultural crops; Organic agriculture; Ergonomics in agriculture and allied sectors; Precision weed management; Nano herbicides; Herbicide residue management; Biological weed management; Weed utilisation; Popularising botanical pesticides in agriculture; Reviving indigenous technical knowledge; Bio-diversity & ecological engineering; Promoting value added agriculture; Climate smart agriculture; ICTs for better agriculture; Good agricultural practices for women empowerment.

#### **16. Communication and Documentation skills for Professional Excellence**

Essential communication skills for extension professionals; Oral presentations; Non-verbal communication skills; management skills; Reading listening & writing skills; e-communication skills; Interpersonal communication skills; Media literacy and Media education; Knowledge management in extension ; Need and importance of monitoring; Methods and techniques for monitoring; Documentation skills for reporting; Documentation methods and techniques; Electronic documentation: Use of online media and ICT tools in extension communication and process documentation; Facilitation skills for process monitoring and documentation; Emotional & spiritual Intelligence for better communication; Motivation & positive attitude for professional excellence; Field / Institutional visits.





## Training Core Content of On-Campus Programmes

### 17. Documentation and Writing skills for Extension Professionals

Need for documentation in extension and development activities – an overview; Writing - an essential component of communication skills; Types of documents – their purpose and specific characteristics; Value of documentation and its usability in development programmes and projects; Process of documentation; Documentation skills and their enhancement; Documentation tools and techniques; Documentation and writing process; Report writing; Writing success stories and case studies; Hands-on-experience on writing; Presentation of written reports.

### 18. Approaches and Strategies for Start-ups in Agriculture and Allied Sectors

Startups - opportunities and challenges; Govt. initiatives / support / schemes to startups in India; Startups in agriculture sector and success cases; Startups in food processing sector; Startups in dairy sector and success cases; Startups in aqua culture – successful models; Startups in mechanization in agriculture and allied sectors; Visit to startup units.

### 19. Harnessing Social Media in Agriculture and Allied Sectors

Need and importance of social media in agriculture and rural development; Introduction and conceptual clarification of social media in relation to agricultural extension; Face book twitter whatsapp hike messenger skype viber line linkedIn google + youtube instagram; Social linkage between research-extension-farmer-market for transforming of rural lives; Capacity building of extension agents for use for social media to attract and retain rural youth in agriculture; Capacity building of extension

functionaries on media group formation content writing publishing sharing and follow up activities; Social media campaign reducing social isolation; institutional visits.

### 20. Public Private Partnership in Agriculture and Allied Sectors

Public Private Partnership (PPP): Need and importance; Scope for PPP in agriculture and allied sectors; PPP models and case studies in agriculture horticulture animal husbandry fisheries etc in India; Potentials of PPP and challenges of PPP in India; Private partners and NGOs role in PPP; Experience sharing by the stake holders: Public, private NGOs and farmer organizations ; Development of PPP models by participants ; Field/institutional visits to relevant institutions.

### 21. Presentation skills for Professional Excellence

Presentation skills: Importance and need for extension professionals; Use of audio visual aids for effective presentation; Facilitation skills; Dealing with nervousness and confidence building; Communication skills; Feedback management in presentations; Motivation skills; Multimedia presentation and case study; Field visit and presentations

### 22. Testing and Certification Procedures for Organic Agriculture and Allied Commodities

Organic concept and its origin, status and principles, comparative perspective of organic and conventional Agriculture; Organic certification process product labeling; Regulatory mechanism for organic certification in India - Scope and operational structure; National standards of organic production - conversion requirements; Maintenance of organic production; Food processing handling labeling storage and







### Training Core Content of On-Campus Programmes

transport; Inspection and certification process - Guidelines for model organic cluster demonstration and model organic farm under Paramparagat Krishi Vikas Yojana (PKVY); National Programme for Organic Production (NPOP) of APEDA; Success cases of organic agriculture / horticulture / animal husbandry.

#### 23. Leadership and Team Building for Organizational Excellence

Role and importance of team building & leadership; Quality of good leadership; Leadership skills and characteristics; Leadership development process, principles and practices to grow good leaders; Leadership ethics and values; Leadership and crisis management; Importance of team work in organizations; Team building process; Team dynamics; Interpersonal skills for effective team building; Effective work team characteristics.

#### 24. Managerial skills for Extension Professionals

Managerial skills for extension professionals: An overview; Communication skills; Leadership development skills; Team building skills; Time management skills; Interpersonal skills; Negotiation and conflict management skills; Decision making and problem solving skills; Motivational skills; Delegating skills; Administrative & supervising skills; Field / Institutional visits.

#### 25. Integrated Farming Systems Approach for Sustainable Livelihood

Integrated farming system approach for sustainable livelihoods – An overview; IFS – The livelihood approach in Indian context; Resource characterization and planning of integrated farming system for achieving climate resilience; Integrated farming system for small and marginal farmers and

livelihood analysis; Maintaining soil sustainability through efficient resource recycling and cost reduction technologies through IFS; Synthesis of bankable projects for integrated farming systems; use of ICT tools in marketing of IFS products; Resource access and management in IFS. Post harvest intervention in IFS; Field visit to and IFS models.

#### 26. Farmer Producer Organizations for Sustenance Agriculture

Farmers producers organizations - An overview of policies & guidelines; Scope and potentials of forming FPOs; Harnessing of inputs and marketing networks through FPOs; Promotion of Agripreneurship with FPOs; Networking of farmers groups & organizations; Formation strengthening & management of CBOs & SHG federations; Field visits to successful farmer producer organizations; Role of NGOs KVKs, GOs, ATMA etc, as lead promotion of FPOs for effective extension strategies / frame work; Role of small & marginal farmers in FPOs; Partnership modalities and schematic linkages of various stake holders; Case studies on successful FPOs.

#### 27. ICTs for Effective Knowledge and Extension Delivery

ICT enabled extension: An overview; ICT enabled extension tools for wider outreach - 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 and expert systems ; Innovative ICT initiatives in agriculture horticulture animal husbandry, fisheries etc.; Market intelligence and role of IT; Field and Institutional visits.







## Training Core Content of On-Campus Programmes

### 28. Soft skills for Personality Development

Soft skills for personality: development; Positive attitude for a better living; Emotional intelligence; Motivational Skills for enhancing performance; Problem solving skills; Team building skills for organizational development; Team building - practicum; Interpersonal skills for better relations; Stress management ; Creative thinking skills; Communication skills; Leadership skills ; Time management skills.

### 29. Training Management skills for Extension Professionals

Importance of training and its management; Training management cycle; Prioritization; Training planning; Setting training objectives; Training implementation; Learning climate setting and maintenance; Training techniques; Training skills; Visual aids for training; Training management; Training Evaluation and impact.

### 30. Regional Workshop on 'Training Need Assessment of Client States'

### 31. Participatory Extension Methods for Effective Service Delivery

Participatory extension approaches and methods; PTD FFS VLPA PRA PLE AESA etc : An overview; Farmer field school; Diagnostic field visits, Exposure visits; Kisan melas; Focused group discussion; Role play; Field days; Campaigns; Video conferencing; Interactive expert system; PRA methods / techniques – Social and resource mapping; Transect walk; Time line and trend analysis; Seasonality; Venn diagram; Ranking etc; Practical exercises on selected

PRA techniques; Experience sharing and development of community ownership models; Development of action plans; Field / Institutional visits.

### 32. Extension Programme Planning and Implementation for Effective Extension Delivery

Extension Programme Planning need & importance - An overview; Steps in Extension programme planning; Development of objectives & goals; Decision-making and problem solving skills; Developing plan of work & calendar of operations; Implementation of extension programmes; Monitoring and evaluation of programmes; Documentation of extension programmes / activities; Follow-up methods and feedback mechanisms; Application of ICTs in effective implementation of programmes; Village/Field visits.

### 33. Human Resource Development for Professional Excellence

Human Resource Development: Need and importance in organizations; Employee motivation; Organizational commitment; Counselling and mentoring; Organizational development and change management; Negotiation and conflict management skills; Work culture and ethics; Interpersonal skills Stress management; Leadership and team building skills; Field / Institutional visits.

### 34. Time and Stress Management for Women Extension Officers

Importance of time management for better performance; Essence of stress management for personal & professional excellence; Time log analysis; Methods & techniques of time management; Methods & techniques of stress management; The four quadrant quotients for dealing with stress; Interpersonal







## Training Core Content of On-Campus Programmes

relations for effective management of time & stress; Emotional intelligence to cope up with stress and time lag situations; Conflict management for combating stress; Anger and mind management techniques; Practical exercises on time & stress management; Yoga & meditation techniques; Institutional visits.

### 35. Disaster management and Mitigation Strategies for Extension Professionals

An overview of disaster-disaster preparedness plans-agricultural losses & damages in disaster; Disaster management in agriculture-fisheries-forestry & animal husbandry; IMDs role in cyclone disaster management; Drought management techniques; Stress management of disaster victims; Role of Agro meteorology in disaster management; Community based disaster management; Mitigation strategies for combating disasters; Disaster management & biodiversity; Role of NGOs in disaster management;

Cyclone & floods management; Livelihood enhancement after the disasters; Gender aspects in disaster management; Institutional visits.

### 36. Value Chain and Supply Chain Management for Enhancing Profitability

Value chain and Supply chain management - An overview: need and importance; Value chain and supply chain models in agriculture; Value chain and supply chain models in animal husbandry; Value chain and supply chain management in fisheries; Value chain and supply chain models in horticulture; Promotion of farmers and agri co-operatives in value chain and supply chain management; role of PPP in agri chain development management; Contract and corporate farming models in India; Innovations in value chain and supply chain management; Field / Institutional visits.







## Training Core Content of Off-Campus Training Programmes

### 1. Capacity building of Extension Functionaries to Meet Emerging Challenges.

Climate change and agriculture; Marketing extension; Information communication technologies; Team building & leadership skills; PPP; Decentralized extension delivery systems; Promotion of farmer groups and organizations; Participatory planning & management; Gender main streaming; Promotion of Agri entrepreneurship; Exposure visits.

### 2. Communication Techniques and Interpersonal skills for Professional Excellence

Communication skills for extension functionaries: An overview; Oral presentation skills; Non-verbal communication; Feedback skills for effective communication; Reading and listening skills; Writing skills; Instructional Aids for effective communication; Role of information and communication technologies in TOT; Interactive information dissemination system – An alternative ICT model to meet the information needs of farmers; Interpersonal skills; Transactional Analysis; Emotional intelligence for better communication; Conflict management skills for good interpersonal relations; Motivational skills; Positive attitude; Field/ Institutional visits.

### 3. Farmer Producer Organizations for Sustenance Agriculture

Farmer producer organization - An overview of policies & guidelines; Scope and potentials of forming FPOs; Harnessing of inputs and marketing networks through FPOs; Promotion of Agripreneurship with FPOs; Networking of farmers groups & organizations; Formation strengthening & management of CBOs & SHG federations; Role of NGOs KVKs-Govt. organisations, ATMA etc, as lead promotion of FPOs for effective extension strategies / frame work; Role of

small & marginal farmers in FPOs; Partnership modalities and schematic linkages of various stake holders; Case studies on successful FPOs; Field visits.

### 4. Entrepreneurial Development skills in Livestock sector

Concept of entrepreneurship; Qualities of an entrepreneur; Types of entrepreneurs; Livestock entrepreneurship; Avenues of livestock entrepreneurship; Basic requirements and Essential criteria for development of entrepreneurship in livestock and allied sectors; Key areas of entrepreneurship for assessing the feasibility of new venture; Technical organizational managerial social and commercial aspects of entrepreneurship development; Entrepreneurial project and finance planning; Sources of livestock finance and Livestock insurance; Successful case studies of entrepreneurship in livestock and allied sectors; Field visits.

### 5. Values and Work Ethics for Development Professionals

Challenges development professionals face in respect of ethics and values; Understanding values; Value-driven management; Values prioritization; Values conflict and resolution; Best ethical practices in extension work; Importance of ethics in personal development professionalism and work ethics for successful career development; Ways and means to improve work ethics Work ethics-situationism-change management; Personal values and morals vis-a-vis professional growth and development; Institutional visits.

### 6. Capacity Building of Extension Functionaries to Meet Emerging Challenges in Animal Husbandry Sector

Climate change and agriculture; Marketing







## Training Core Content of Off-Campus Training Programmes

extension; Information communication technologies; Team building & leadership skills; PPP; Decentralized extension delivery systems; Promotion of farmer groups and organizations; Participatory planning & management; Gender mainstreaming; Promotion of agri entrepreneurship; Exposure visits.

### 7. Innovative Extension Approaches for Agricultural Management

Innovative extension approaches: An overview Flag method of extension-developing farmer master trainers; Market led extension ; Group led extension; Public Private Partnership; E-extension; Climate Smart Extension; Convergence; Entrepreneurship Development; Gender main streaming; Field / Institutional visit.

### 8. Time and Stress Management for Extension Functionaries

Time management for better performance; Stress management for personal and professional excellence; Time log analysis; Time management-methods and techniques; Stress management: methods and techniques; Positive attitude for better living; Emotional intelligence for better interpersonal relations; Conflict management for combating stress; Anger management and mind management ; Balanced nutrition for healthy living; Practical exercises on stress management; Yoga and meditation techniques ; Field / Institutional visits.

### 9. Self Managing Leadership for Personal and Professional Excellence

Self managing leadership: Concept and importance; Developing self managing leadership (SML) planning model; Self SWOT analysis; Developing self vision and mission statement;

Overcoming barriers to goal attainment; Developing will power; Self development through conscious transformation; Enhancement of self and organizational leadership capabilities; Integrated planning for self life and work life balance; Work ethics for self and organizational excellence; Managing change; Positive attitude; Mind management; Anger management; Morals values & ethics.

### 10. Managerial skills for Extension Professionals

Managerial skills for Extension Professionals: An overview; Communication skills; Leadership development skills; Team building skills; Time Management skills; Interpersonal skills; Negotiation and conflict management skills; Decision making and problem solving skills; Motivational skills; Delegating skills; Administrative & supervising skills; Field / Institutional visits.

### 11. Training skills for Effective Extension Delivery

A systematic approach to training and training need analysis; Formulation of objectives and development of training content; Training design skills: Ice breaking methods and technologies; Participatory training methods – FGD role play case study small group discussions; Experiential training through management games; Innovative training methods; Sensitivity and group training; Facilitation skills; Feedback management skills; Training monitoring and evaluation skills; Training tools and techniques for skill development - skill teaching demonstration; Field/Institutional visits.

### 12. Doubling Farmers Income through Appropriate Strategies –A way ahead

Need and importance of doubling farmers income – The concept, policy and time frame; Sources of





### Training Core Content of Off-Campus Programmes

growth in farmers income through different farming systems; Strategy for improving farmer's income; Road map and action plan; Increasing income by improving productivity through different enterprises; Water and agri input policies to support farmers; Market strategies and linking farmers to wider markets.

#### 13. Innovative Training Methods for effective Extension Delivery

Innovative training methods: An overview; Ice breaking techniques; Interactive lecture; Skill teaching; Experiential learning through management games; Case method role play and other simulated methods; e - training; Syndicate method; Management games, Team Training; T - graphs; Field visits.

#### 14. Soft skills for Personality Development

Soft skills for personality development; Positive attitude for a better living; Emotional intelligence; Motivational skills for enhancing performance; Problem solving skills; Team building skills for organizational development; Team building - practicum; Interpersonal skills for better relations; Stress management; Creative thinking skills; Communication skills; Leadership skills; Time management skills.

#### 15. Market Linkages and Export opportunities in Horticulture sector

Need and importance of mapping production area-market channels; Developing marketing plans for different commodities; Post harvest handling & value addition; Marketing & risk strategies; Farm stall or roadside marketing; Types of markets and marketing systems – urban markets retail & wholesale markets, export markets; Factors affecting market access; Market linkage approaches; Market linkages in formal and informal markets; Public private approaches and

linking small holding farmers to markets; Export potential of horticulture produce; Exportable surplus; Export promotion – Transport Network; Market infrastructures, processing facility Cold chain packing material; Role of APEDA in export of horticulture products – Rules & regulations for exporting horticulture produce to different countries.

#### 16. Communication skills for Professional Excellence

Communication skills for extension functionaries: An overview; Oral presentation skills; Non-verbal communication; Feedback skills for effective communication; Reading and listening skills, Writing skills; Instructional aids for effective communication skills; Role of information and communication technologies in TOT; Interactive information dissemination system – an alternative ICT model to meet the information needs of farmers; Interpersonal skills; Transactional analysis; Emotional intelligence for better communication; Conflict management skills for good interpersonal relations; Motivational skills; Positive attitude; Field/ Institutional visits.

#### 17. Time and Stress management for Extension functionaries

Time management for better performance; Stress management for personal and professional excellence; Time log analysis; Time management: methods and techniques; Stress management: methods and techniques; Positive attitude for better living; Emotional intelligence for better interpersonal relations; Conflict management for combating stress; Anger management and mind management ; Balanced nutrition for healthy living; Practical exercises on stress management; Yoga and meditation techniques; Field / Institutional visits.







### Training Core Content of Off-Campus Programmes

#### 18. Agro Tourism – A Way Forward for Profitability

Agri tourism farms - Features and standards; Farm stay - elements to promote agro tourism; Farm stay business - planning and requirements; Marketing of farm stay business; Agri tourism - farms and business units analysis; Agri tourism - challenges and strategies; Field visits.

#### 19. Entrepreneurship Development in Animal Husbandry and Allied Sectors.

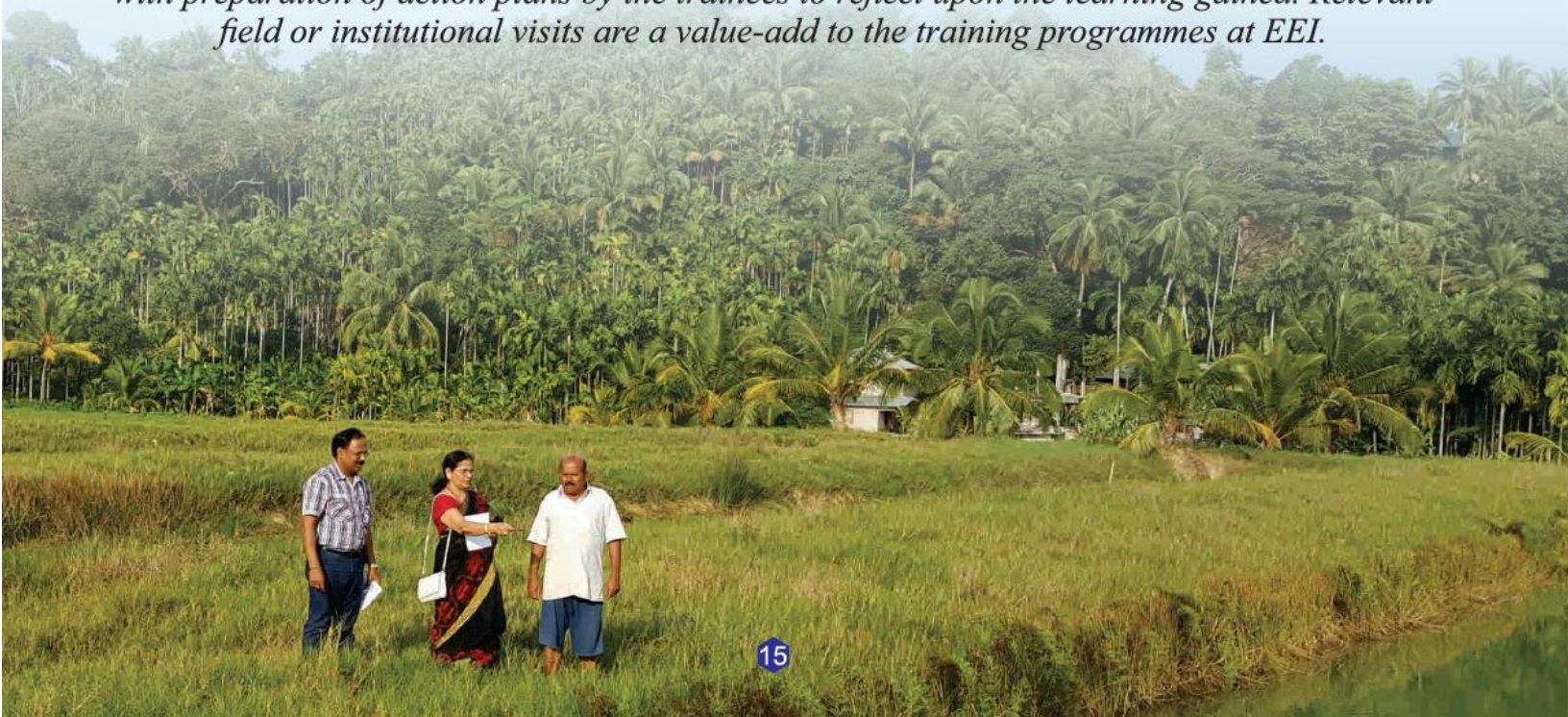
Concept of entrepreneurship; Qualities of an entrepreneur; Types of entrepreneurs; Livestock entrepreneurship; Avenues of livestock entrepreneurship; Basic requirements and Essential criteria for development of entrepreneurship in livestock sector and allied sectors; Key areas of entrepreneurship for assessing the feasibility of new

venture; Technical organizational managerial social and commercial aspects of entrepreneurship development; Entrepreneurial project and finance planning; Sources of livestock finance and livestock insurance; Successful case studies of entrepreneurship in livestock and allied sectors; Field visits.

#### 20. Soft skills for Personality Development

Soft skills for personality: development; Positive attitude for a better living; Emotional intelligence; Motivational skills for enhancing performance; Problem solving skills; Team building skills for organizational development; Team building - practicum; Interpersonal skills for better relations; Stress management ; Creative thinking skills; Communication skills; Leadership skills ; Time management skills; Institutional visits.

*The Institute is specialised to adopt novel participatory methodologies and approaches in training. Every training begins with Ice breaking and need assessment. It necessarily ends with preparation of action plans by the trainees to reflect upon the learning gained. Relevant field or institutional visits are a value-add to the training programmes at EEI.*





## Faculty Profile



**Dr. M. Surya Mani, Director**

Cell : 9849738102

e-mail: medapatisuryamani@gmail.com

Dr. M. Surya Mani has more than 31 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. As a master trainer served for 12 years for Agriculture and allied departments officers of Southern states, Orissa, Andaman & Nicobar Islands and Lakshadweep.

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 has expertise in conducting monitoring and evaluation of Rural Development Programmes sponsored by GOI. As an evaluation expert. Dr. Mani has worked 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). Prof. M. Surya Mani also handled U.G., P.G and Ph.D. courses for six years besides guiding research scholars and coordinated as an organizing committee member for National and International Seminars and conferences.

Dr. Mani has number of International and National publications to her credit in addition, edited and contributed topics for two books on “Advances in Agricultural Extension Towards Changing the Lives and Livelihoods” and “Biotechnology for Sustainable Agriculture”. Developed course material for PGDAEM and a chapter in International Pesticide Policy project-Series No. 9 (FAO, EU IPM programme for cotton Asia) and also two 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.



## Faculty Profile



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

Cell: 8008808024

e-mail: madhu5.karra@gmail.com

Dr. K. Madhu Babu rendered Commendable service to the farmer as well as tribal community; he is renowned extension specialist with zeal and enthusiasm to work for the farmers. He has passed through 26 years of committed service in his professional carrier. He has excellent track record of implementing various schemes of Rural and tribal development. He is certified Master trainer of IPM also. His untiring efforts as Mandal Parishad Development officer, Prior to joining in the University made him to get praise and honour from district and state authorities. In his carrier of total service he bagged several awards from administrators, apex institutions and policy makers. He has received appreciation and recognition from the officers of UNOPS, Kaulalampur, Malaysia for his Yeoman services as technical officer, International Fund for Agricultural Development (IFAD) and editor. "SHABARI SRAVANTI" a quarterly magazine of ITDA, Bhadrachalam and honoured with him 'Best Technical officer Award' through Project Officer ITDA Bhadrachalam.

He has bagged state level best extension scientist award twice for the year 2008 and 2011 from Acharya NG Ranga Agricultural University and selected by Professor, Jayashankar Telangana State Agricultural University (2015)

He was also recipient of 'Best Extension Scientist Award' from the District Collector, Nalgonda during 2009 for his farmer centric services in the district as Sr. Scientist, Coordinator and Head, District Agricultural Advisory and Transfer of Technology Centre (DAATTC) Nalgonda. .

He has been awarded with 'SEE FELLOW' award 2017 by society of Extension Education, Agra for his outstanding contribution in the field of Research and Extension. Associated in doing Consultancy Projects and consultancy trainings lead to income generation to the Extension Education Institute.

Due to his extracurricular interests and contributions he was deputed for First – Afro – Asian Games, as a member sub-committee. He has received appreciation certificate from the then Chief Minister of United Andhra Pradesh during the year 2003. He has been successful in addressing the farmer problems through electronic media, print media and farmers advisory services in many fold. He has participated in three (3) International and Seven (7) National Conferences & presented good number of papers.

He did commendable Job in organizing a 45 days International training programme on Cotton for African Nationals of c4 countries. He has coordinated and organized consultancy trainings to the officers of Peoples Republic of Bangladesh.

Having good rapport with the client states, he has been successful in organizing training programmes at EEI in befitting manner. Trainer traits of expertise, skills and communication abilities, managerial skills, and rich experience in various fields of development, making Dr. Madhu Babu to share, serve, seek and make trainees more vibrant, in EEI.



## Faculty Profile



**Dr. S. Chandra Shekar**, Associate Professor

Cell : 7893332039

e-mail: saka6186@gmail.com

Dr. S. Chandra Shekar, joined in the ANGR Agricultural University in 1998 as Extension Specialist at ARS, Karimnagar and later worked in DAATT Center as Scientist (TOT) and Coordinator for fifteen years in Karimnagar, Warangal, Khammam and Mahabubnagarnagar districts serving farming community. Organized several FLDs, OFT, demonstrations and Minikit trials on different technologies developed by the university. Popularized several rice, maize, redgram varieties through minikit trials developed by the university. Participated and conducted several farmer training programmes organized by DAATTC and Agriculture department and other line departments to educate farmers on scientific cultivation practices. Attended Kisan melas, Rytu sadassus, Group discussions, Field day programmes organized by University and state departments to create awareness among farming community on new technology. Close interaction with Agriculture Officers and farmers to solve the field level problems to benefit the farming community. Participated in Radio and Television programmes to educate the farmers on new innovations. Successfully completed six batches of RAWWE programme for final year B.Sc. (Agri) students.

Dr. Shekar rendered major service in the field extension work as Extension Scientist in KVKs and DAATT centres of ANGRAU. Highly recognized by the farmers, for motivating and enhancing their communication skills. Joined EEI in 2013 as trainer. An EEI, organized On – campus and Off – Campus training programmes on different Management aspects like Communication skills, Time and Stress Management, Leadership skills and Motivational skills for middle level extension officers of Southern states like Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala including Orisha and three Union Territories.

Areas of specialization include Field Extension Interventions, Extension Methodologies and Farmerled Extension Management and Training skills.





## Faculty Profile



**Dr. P. Vijaya Lakshmi, Associate Professor**

Cell: 8121668586

e-mail: pvijaya98@gmail.com

Dr. Vijaya Lakshmi joined the University in the year 1998 as Assistant Extension Specialist at ARS, Darsi and served the farming community. Later, she worked as a Scientist (TOT) in DAATTC, Prakasam, Medak & Rangareddy districts and gained vast experience in field level agricultural extension activities and 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 has coordinated several extension activities and disseminated the need based farm technologies. She was highly successful in conducting Rythu sadassus, On-farm trails, FLDs Kisanmelas, Field days, Farmer scientist interaction programmes, Rythu Chaitanya Yatras and Training programmes to line department officials and farmers. She has contributed significantly in dissemination of SRI technology and direct sowing of paddy with 8 row drum seeder in many mandals of Rangareddy district. She gave number of press notes, radio and TV programmes on various crop related technologies, besides publishing popular articles for the benefit of farming community.

Dr. P. Vijaya Lakshmi played a major role in initiation of the project on “To reach the unreached through expert consultation at DAATT Centre, Ranga Reddy district. She has more than six years of experience in training. She has organized more than seventy training programmes to middle level extension functionaries. She has published a good number of research papers in National and International journals. She has documented success stories of farmers of Southern region and also conducted follow up study in AP. She has also organized International study visit cum training programme to officers of Bangladesh.

In recognition of her contribution in the field of extension, she has received an award of appreciation from the Government of Andhra Pradesh in the year 2010.





## Faculty Profile



**Dr. M. Preethi, Associate Professor**

Cell: 9440310664

e-mail: preethi.manukonda@yahoo.co.in

Dr. M. Preethi has 19 years of experience in the areas of teaching and extension in university. She started her career as Assistant professor in 1998 at CHSc. Bapatla, where she taught undergraduate Home Science students and later worked at CHSc. Hyderabad for 15 months, in the same post. While in teaching, took up the additional duties of warden, officer in charge Academic matters and officer in charge Placement cell at both campuses.

In the year 2006, she was shifted to Extension and posted at KVK Garikapadu as SMS (Home science) where she was instrumental in formation of SHGs, organising vocational capacity building programmes and in establishing enterprises, apart from the regular technical programme of work. Her efforts received laurels from many officials at district level. In July 2008, joined AICC & ANGRAU Press, Hyderabad as Editor & Translator and served there till July 2015. At AICC was involved in bringing out in house publications, attending to the visitors of Agricultural University, managing Agril. Information centre, organising exhibitions at State and National levels, translating many important documents, speeches and publications for the university. In December 2014, was given the responsibility of ADE in Directorate of Extension PJTSAU, wherein she was engaged in overall management of all the extension units (DAATTCs, KVKs, EEI, AICC & Electronic wing) of PJTSAU and in implementing RKVY and NAIP projects of the Directorate. She joined EEI in July 2015.

At EEI, she is actively involved in conducting the mandatory training programmes, consultancy programmes and International programmes. In recognition of her services she was awarded the 'Meritorious Extension Scientist Award' by University in January, 2016 for the year 2012.

As a subject matter expert she had been a resource person in delivering guest lectures, question paper setting for other SAUs, been an external examiner, panel expert member in conducting interviews and in giving Radio talks and doing TV programmes.

As a student, she has an excellent academic record with a gold medal in MSc. and highest OGPA in PhD programmes at EEI. She participated in a number of National & International conferences and has good number of publications to her credit.

Her areas of specialisation are Women studies, Gender studies, Rural Livelihoods, Communication and media studies.





## Faculty Profile



**Dr. M. Prasuna, Associate Professor**

Cell: 8096495161

e-mail: prasuna.nanne@gmail.com

Dr. M. Prasuna, joined ANGRAU as Assistant Professor at College of Home Science, Saifabad, Hyderabad and involved in teaching. She has successfully handled the RHWE Programmes and as an NSS officer, conducted many activities like Clean and Green, Awareness Programmes on HIV / AIDS and other social activities. As the Subject Matter Specialist in the KVK, Vizianagaram district, conducted many On Farm Trails and Front Line Demonstrations for improving the tribal women and children, taken up extension related programmes and vocational trainings and encouraged the tribal women to take up self employment. While working as a Scientist in the DAATT Centre, Ranga Reddy district, initiated and trained many farmer groups in different mandals under the NABARD project, conducted Farmer – Scientist interaction programmes and Rythu Chaitanya Yathras, etc., In recognition of the extension work, the University has presented the “Meritorious Extension Scientist” award for the year 2008.

As a Senior Scientist in the Agricultural Information Centre, Administrative office, ANGRAU, oriented various activities of the University to many visiting students, farmers and officials coming from across the country and delegates of various countries from abroad. In addition, attended the duties of Public Relations Officer, handled Right to Information Act, given University press notes, advertisements, and conducted University Press Conferences etc. Involved in teaching of PG and PhD students and student Guidance. Edited and compiled the Book on “Grass root Interventions of Client Departments of EEI, Southern Region 2014-2015”. As a faculty of EEI, involved in the trainings of middle level extension officers of the client states.



**Smt. D. VANI, Extension Officer (Sericulture)**

Cell: 9704957475

e-mail: dirasalavani@gmail.com

Dr. Vani joined service in 1991 as Sericulture officer in the department of Sericulture, GOAP and has been continuously involved in field extension activities by providing technical guidance to Sericulture farmers to increase their productivity. She worked in different sectors of Sericulture which include her tenure at Govt. Seed farm in Kantheru where she was instrumental in providing quality seed material to the farmers. Her another achievement was linking the farmers with viable markets at govt. silk reeling unit Guntur.

During her career she spent 20 years at office of Commissioner, Sericulture, Hyderabad in implementing state and central Govt. programmes of the department. Notable amongst them were implementation of the 2nd and 3rd phases of JICA project with Japanese collaboration. She also worked in the department of Panchayati Raj & Rural Development, Hyderabad on deputation for 3 years from 2013-15.

At present joined Extension Education Institute, Hyderabad on deputation as Extension Officer (Sericulture) in March, 2017



## Faculty Profile



**Sri. S.V. Ratnacharyulu, Extension Officer (Horticulture)**

Cell: 7330725555

e-mail: ratnachari\_12@rediffmail.com

25 years working experience in extension, implementation of state and central Govt. programs in department of Horticulture, Government of AP in rural areas. Assisted Commissioner of Horticulture in preparation of project reports for National Horticulture Mission, (NHM), A. P. Micro Irrigation Project (APMIP) Rastriya Krishi Vikas Yojana, (RKVY), Vegetable Initiatives Under Urban Clusters (VIUC), Japan International Co-operative Agency (JICA), Andhra Pradesh Integrated Irrigation and Agriculture Transformation Project (APIIATP). Assisted in preparation AP FPO policy, operational guidelines and instrumental in signing of 11 MOUs between Honorable Chief Minister, Govt. of A.P and Corporates like Future Group, ITC, Bayer, LEAF, Walmart, Pepsico, Jain, Ninjacart, INifarms, ADM, UPL-Advanta, NCML, CII for value addition and market linkage of farmers produce. Assisted commissioner of Horticulture in cluster development initiatives of APEDA and registration of farmers in APEDA -HORTINET website thereby promotion of exports of Mango & Pomegranate. Monitored Key performance Indicators programme developed by CGG for Horticulture dept officials for the year 2015-16.

Worked on deputation in AMR-APARD, Rajendranagar for Natural Resource Management and took part in preparation of project report of "Project Anantha" for drought prone area of Rayalaseema along with ICAR team of Scientists. Conducted National Seminar on Cashew at Visakhapatnam and National Symposium on Right to Information Act for activists of seventeen states. Worked as Joint Secretary, Centre for Development Studies participated in preparation of project report for State Training and Resource Centre for capacity building on targeted interventions for control of AIDS in Andhra Pradesh and got approval from National AIDS Control Authority (NACO), New Delhi. Worked as faculty member for IGNOU for the first batch students of Diploma in Watershed Management and developed course content.

Received award for outstanding performance for the year 2015-16. Received Merit certificate from District Collector Srikakulam for developing the best orchard in the State during the year 2002. Received the Best Horticulture officer award for farms development during Independence Day celebrations 1999 from district Collector Visakhapatnam. Received merit certificate from District Collector, Visakhapatnam for Meritorious service in 1996.



**Dr. P. Manikandan, Consultant**

Cell: 9440508079

e-mail: patmani.hyd@gmail.com

Former Head, Division of HRM, at National Academy of Agricultural Research Management (NAARM), Hyderabad. Served ICAR for over 36 years in various capacities. Initial seven years as Scientist, researching in the area of Soil and plant nutrition at Central plantation Crops Research Institute, Kasargod, Kerala. The last 29 years were spent at NAARM, as trainer and teacher in various areas of management. Holds PhD, degree in Soil Science and an MBA degree with specialization in Human Resource Management.







**Non-Teaching Staff of EEI, Hyderabad**







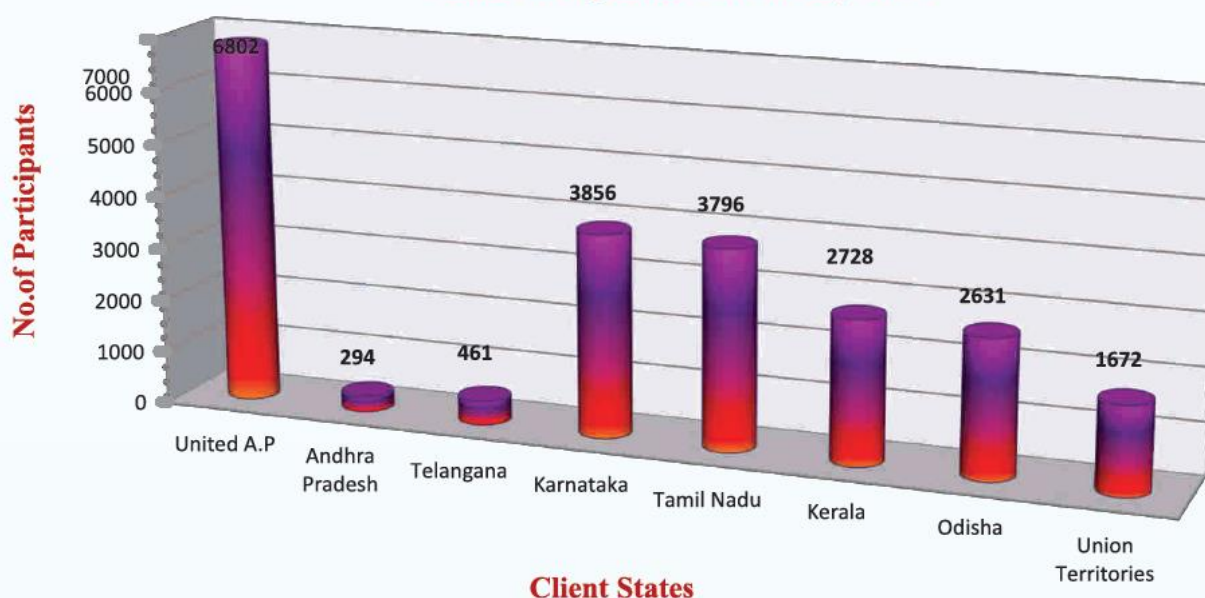
Greater Hyderabad is well connected by Air, Train and Road with all parts of the country. Participants may reach the Extension Education Institute located in Professor Jayashankar Telangana State Agricultural University Campus, Rajendranagar by Taxi/Auto / RTC bus.

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) (Reach Koti, Opp. Osmania Medical College gate by auto and catch bus)	94R, 94H, 95A, 95P, 94/95R
Rajiv Gandhi International Airport, Shamshabad	Taxi / RTC Bus/Aero Express

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 10 km from Rajiv Gandhi International Airport.

Officers In-charge (Training)	{ Dr. M. Prasuna	: +91 80 96 49 51 61
	{ Dr. M. Preethi	: +91 94 40 31 06 64
Warden	Dr. S. Chandra Shekar	: +91 78 93 33 20 39
Care Taker	O. Bhasker Rao	: +91 90 00 52 06 87

**Participation of Client States in EEI Training Programmes  
since inception to March, 2017**







Dr. K.P. Wasnik, Dr.S. Armorikar and other officials from GoI, New Delhi visited new EEI GJ buildings



Holy Highness Sri. Chinna Jeeyar Swamy addressing during the National Conference on "Revisiting Agricultural Extension Strategies ..... Climate Change" on 22nd April, 2017 at University Auditorium



Certificate distribution during International training programme



The delegates at the 3rd Academic Committee Meeting , EEI



Faculty documenting the Innovative Activity of the farmer during the Off-campus training programme



Management games during the training sessions



Participants during the ice-breaking session



Participants during the field visit





## **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

Phone No: 040-24015368; Fax No: 040-24016367  
e-mail: [eei1962@yahoo.in](mailto:eei1962@yahoo.in); Web: [www.eeihyd.org](http://www.eeihyd.org)





