



Extension Education Institute

At a Glance 2011-12



The Extension Education Institute, Rajendranagar is a premier and pioneering institute established in September, 1962 and financed by the Ministry of Agriculture (Dept. of Agriculture & Cooperation), Govt. of India, New Delhi under the administrative control of Acharya N.G.Ranga Agricultural University. The institute caters to the training needs of the middle level functionaries of development departments of Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Odisha, Union Territories of Andaman & Nicobar Islands, Puducherry and Lakshadweep.

The location of Extension Education Institute in the midst of national and international organizations in the field of agricultural development like MANAGE, NAARM, NIRD, NIPHM, DSR, DRR, DOR, CRIDA, NRSA, ICRISAT, Dr. MCR HRD-IAP and IIIT is unique for utilizing their expertise for effective organization of training programmes besides the faculty of its own.

Mandate of the Institute

- To improve the skills and professional competency of extension functionaries of development departments, SAUs, private firms and voluntary organizations.
- To demonstrate most effective training techniques useful for the personnel working in development departments.

- To conduct action research and publish information on extension systems.
- To provide consultancy to development agencies.

Management Committee

As per the directives of the Directorate of Extension, Dept. of Agriculture & Cooperation, Ministry of Agriculture, Govt. of India, a management committee has been constituted under the chairmanship of the Vice-Chancellor, Acharya N. G. Ranga Agricultural University with DoE, GOI, ICAR institution, ANGRAU, Development departments of client states and farmer representatives as its members. Director, EEI is the Member Secretary. The committee meets twice a year to enhance the quality of training programmes and help in effective functioning of institute.

Training Programmes

EEI, Hyderabad organizes On-campus and Off-campus training programmes. These programmes are 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. Keeping this in focus, the following On & Off Campus training programmes are approved for the year 2011-12.





On-Campus Workshops

Approved For 2011-2012



S.No	Name of the Workshop	Dates
1	Public Private Partnership in changing development scenario	30 May-3 Jun, 2011
2	Human Resource Management for effective extension services	6 - 10 Jun, 2011
3	Time and Stress management for effective performance of extension personnel	13 - 17 Jun, 2011
4	New Dimensions in Extension for effective services	20 - 24 Jun, 2011
5	Stress management for women extension officers*	27 Jun - 1 Jul, 2011
6	Development programmes and Extension Approaches in Agriculture and Allied sectors	4 - 8 Jul, 2011
7	Promotion of ICTs and e-extension for rural transformation	11 - 15 Jul, 2011
8	Participatory approaches for community ownership	18 - 22 Jul, 2011
9	Development Journalism for transfer of technologies in Agriculture and Allied sectors	25 - 29 Jul, 2011
10	Extension methods for effective Transfer of Technology	2 - 6 Aug, 2011
11	Operationalization of ATMA under modified extension reforms	8 - 12 Aug, 2011
12	Mass media for effective Transfer of Technology	16 - 20 Aug, 2011
13	Convergence of Development departments for effective performance	24 - 27 Aug, 2011
14	Leadership and Team building skills in extension organizations	5 - 9 Sep, 2011
15	Promotion of mechanization for profitable agriculture	5 - 9 Sep, 2011
16	Main streaming gender concerns in development sectors	12 - 16 Sep, 2011
17	Managerial skills in extension organizations	19 - 23 Sep, 2011
18	Promotion of post harvest technologies and value addition in Agriculture and Allied sectors	19 - 23 Sep, 2011
19	Sequential extension interventions for effective technology dissemination	26 - 30 Sep, 2011
20	Promotion of organic farming for sustainable agriculture	11 - 15 Oct, 2011

S.No	Name of the Workshop	Dates
21	Training management in development organizations	11 - 15 Oct, 2011
22	Promotion of farmer and community managed irrigation systems for sustainable development	17 - 21 Oct, 2011
23	Soft skills for personality development	17 - 21 Oct, 2011
24	Market led extension for Agriculture and Allied sectors	31 Oct - 4 Nov, 2011
25	Climate change and challenges in development sectors	8 - 11 Nov, 2011
26	Creative Decision making and Problem solving skills for effective organizational management	14 - 18 Nov, 2011
27	WTO and its implications on Agriculture and Allied sectors	14 - 18 Nov, 2011
28	Community based Natural Resource Management and Bio-diversity	21 - 25 Nov, 2011
29	Communication skills for effective extension delivery	21 - 25 Nov, 2011
30	Promotion of Precision Farming for better profitability	28 Nov-2 Dec, 2011
31	Participatory training methods for extension functionaries	28 Nov-2 Dec, 2011
32	Farmer Led Extension to reach the un-reached	13 - 17 Dec, 2011
33	Effective Presentation skills for Transfer of Technology	19 - 23 Dec, 2011
34	Promotion of Market networks and Supply chain management in Agriculture and Allied sectors	27 - 30 Dec, 2011
35	Promotion of Integrated Farming Systems for sustainable livelihoods	3 - 7 Jan, 2012
36	Change management in extension organizations to meet emerging challenges	3 - 7 Jan, 2012
37	Planning, Monitoring and Evaluation of development programmes and projects	9 - 13 Jan, 2012
38	Up-gradation of Communication skills for effective Transfer of Technology	17 - 21 Jan, 2012
39	Entrepreneurship development for enhanced rural livelihoods	30 Jan-3 Feb, 2012
40	Process Documentation skills for effective information management	6 - 10 Feb, 2012

* For women officers only



Off-Campus Trainings



Approved For 2011-2012

State/ Department	Title of the Training Programme	Tentative Month	Tentative Place
ANDHRA PRADESH			
Agriculture	Time and Stress management for effective performance of extension personnel	October 2011	Hyderabad
Animal Husbandry	Operationalization of ATMA under modified extension reforms	January 2012	Hyderabad
SAMETI	Planning, Monitoring and Evaluation of development programmes and projects	February 2012	Hyderabad
KVK	Impact Evaluation of KVK programmes	August 2011	Tirupathi, Chittoor Dist.
KARNATAKA			
Agriculture	Soft skills for personality development	June 2011	Arakalagudu, Hassan Dist.
Animal Husbandry	Communication skills for effective extension delivery	November 2011	Hassan/Chikka Mangaluru
Horticulture	Process documentation skills for effective information management	October 2011	Bangalore
Sericulture	Public Private Partnership in changing development scenario	June 2011	Bangalore
SAMETI, Bangalore	Soft skills for personality development	August 2011	Bangalore
TAMIL NADU			
Agriculture	Planning, Monitoring and Evaluation of development programmes and projects	December 2011	Kudimianmalai
Animal Husbandry	Planning, Monitoring and Evaluation of development programmes and projects	July 2011	Hosur, Dharmapuri Dist.
Fisheries	Market led extension for Agriculture and Allied sectors	January 2012	Chennai
KERALA			
Agriculture	Operationalisation of ATMA under modified extension reforms	December 2011	Thiruvanthapuram
Animal Husbandry	Market led extension for Agriculture and Allied sectors	July 2011	Thiruvanthapuram
Dairy Development	Recent Extension Approaches for effective Transfer of Technology	July 2011	Thiruvananthapuram
Horticulture	Planning, Monitoring and Evaluation of development programmes and projects	June 2011	Thiruvananthapuram
Fisheries	Time and Stress management for effective performance of extension personnel	September 2011	Cochin
ODISHA			
Agriculture	Planning, Monitoring and Evaluation of development programmes and projects	December 2011	Bhubaneshwar
Animal Husbandry	Market led extension for Agriculture and Allied sectors	August 2011	Bhubaneshwar
ANDAMAN & NICOBAR ISLANDS			
Agriculture & Allied Depts	Participatory approaches for community ownership	September 2011	Port Blair
Agriculture & Allied Depts	Creative Decision making and Problem solving skills for effective organizational management	January 2012	Port Blair
LAKSHADWEEP			
Agriculture & Allied Depts	Operationalisation of ATMA under modified extension reforms	November 2011	Agatti
PUDUCHERRY			
Agriculture & Allied Depts	Human Resource Management for effective extension services	February 2012	Karaikal



Training Areas



1. Public Private Partnership in changing development scenario (30 May - 3 June, 2011)

Public Private Partnership: Emerging need in agricultural extension; 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.

2. Human Resource Management for effective extensionservices (6 - 10 June, 2011)

HRM for effective extension services: An over view, Extension services in Agriculture & Allied sectors - Status, Issues and Challenges; Mechanisms of HRD in extension organizations; Training – A potential means for capacity building; Organizational commitment & Work culture; Interpersonal skills; Communication skills; Positive attitude; Leadership skills for HRM; Motivation for effective extension services; Team building; Change management for Organizational Development; Ethics & values for better extension services; Strategies for HRM; Institutional visits and Back home planning.

3. Time and Stress management for effective performance of extension personnel (13 - 17 June, 2011)

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; Practical exercises on stress management (Yoga & Meditation); Field visits to relevant institutions and Back home planning.

4. New Dimensions in Extension for effective services (20 – 24 June, 2011)

Agricultural extension: Genesis, process and progress; Modified extension reforms in India; Community mobilization for effective extension delivery; Innovative participatory approaches for dissemination of technologies; 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

5. Stress management for women extension officers (27 June – 1 July, 2011)

Stress management: An over view; Gender concerns in development; Women work environment: Job stress and its management; Positive attitude for effective performance; Time management for better work, Change management to cope up





stress; Emotional intelligence for good interpersonal relations; Practical exercises on stress management (Yoga & Meditation); Field visits to relevant institutions and Back home planning.

6. Development programmes and Extension approaches in Agriculture and Allied sectors (4 – 8 July, 2011)

Development programmes in agriculture and allied sectors: An orientation; Development programmes in Agriculture: RKVY, ATMA – Extension Reforms, Organic farming, Rural godowns, NPM, etc., ; Development programmes in Horticulture: NHM, High Value Agriculture, Organic farming, Micro irrigation, etc.,; Development programmes in Animal Husbandry: Pasu kranti, Fodder development, Gopalamitra, Mass vaccination, Model fodder park, National Wool Development Programme, National disease reporting system, etc., ; Development programmes in Fisheries: National Fishery Development Board, Development of fresh water aquaculture, marine fisheries, Brackish water aquaculture, Welfare programmes for fishermen ; Development programmes in Sericulture: Cluster Development projects, etc., ; Other development programmes: Community Based Tank Management Projects, Climate change, RRR, NFSM ; Extension approaches for effective implementation of development programmes ; Role of Non-Government organizations in development programmes; Strategies for effective implementation of development programmes in agriculture and allied sectors; Field visits and Back home planning

7. Promotion of ICTs and e-extension for rural transformation (11 – 15 July, 2011)

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

8. Participatory approaches for community ownership (18 – 22 July, 2011)

Community ownership for sustainable development; Genesis, concept and principles of participatory approaches: PTD, PLE, VLPA, PAR, etc., ; PRA methods / techniques - Social and Resource mapping; Transect walk; Time line and Trend analysis; Seasonality; Venn diagram; SSI and Problem analysis; Ranking; Development of action plans; Factors affecting the community ownership; Simulated exercises on PRA methods / techniques; Practical experience on selected PRA techniques in village situation; Experience sharing and development of community ownership models & Presentation by the participants and Back home planning

9. Development Journalism for transfer of technologies in Agriculture and Allied sectors (25 – 29 July, 2011)

Mass communication – Role and importance in Transfer of





Technology; Emerging trends in media - Journalism and Development journalism; News gathering, processing and reporting; Writing new stories, success stories and feature articles; Planning and production of farm information materials; Farm video production – Script preparation and production tips; Farm radio broadcast – Script writing and recording; Online journalism; Visit to field for news, success story collections and documentation; Panel discussion with farm journalists – Media personnel; Visit to media centers; Presentations by the participants and Back home planning

10. Extension methods for effective Transfer of Technology (2-6 August, 2011)

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.

11. Operationalisation of ATMA under modified extension reforms (8-12 August, 2011)

Orientation on Extension Reforms & ATMA; Operationalisation

of ATMA and SREP; 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; 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.

12. Mass media for effective Transfer of Technology (16–20 August, 2011)

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, Visit to media centres and farmer fields; Back home planning.

13. Convergence of Development departments for effective performance (24 – 27 August, 2011)

Reforms in agricultural extension: Need for convergence; Role of convergence as a gap filling mechanism under ATMA; Participatory Technology Development models: Scope for convergence; Public-Private-Partnership : An effective approach for convergence and coordination of departments; Psychological,





communication, networking and other barriers / constraints in effective convergence; Capacity building of extension functionaries towards convergence activities in agriculture, rural development, marketing and women welfare; Analysis of the profile of agriculture and allied departments for identification of overlapping activities - A group task; Identification of key areas of convergence of various development schemes and programmes of different departments – A group task; Identification of strengths, weaknesses, opportunities and threats in convergence and developing strategic models to promote effective convergence - A group task; Field visits to expose the participants to areas / activities of successful convergence and Back home planning

14. Leadership and Team building skills in Extension organizations (5-9 September, 2011)

Role and Importance of leadership and team building in extension organizations; Leadership styles and skills; Successful 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.

15. Promotion of mechanization for profitable agriculture (5 – 9 September, 2011)

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.

16. Main streaming gender concerns in development sectors (12 – 16 September, 2011)

Concept of gender in development and need for sensitization – Gender roles, gender needs, gender stereotypes, gender related concepts; Mainstreaming gender concerns in planning, implementation, monitoring and evaluation of projects; Gender budgeting; Gender balance / Gender equity; Gender analysis in agriculture and allied sectors; Self Help Groups – An approach for elimination of rural poverty; Micro finance for women self help groups; Women and health; Women and education; Drudgery reduction technologies for women; Women rights; Field visit to women organizations; Extension strategies for main streaming gender concerns in development sectors and Back home planning

17. Managerial skills in Extension organizations (19 – 23 September, 2011)

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.

18. Promotion of post harvest technologies and value addition in Agriculture and Allied sectors (19 – 23 September, 2011)

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.

19. Sequential extension interventions for effective technology dissemination (26 - 30 September, 2011)

Sequential extension intervention: Need for effective Transfer of Technology, Need identification and prioritization through PRA, Focused Group Discussions and Secondary data; Research and Extension gap analysis; Extension interventions for addressing the gaps at different levels and awareness creation through knowledge up-gradation, skills and attitudinal changes;

Convergence for implementation of interventions ; Farmer and community mobilization for effective technology dissemination; Facilitation by groups and organizations through Farmer Led extension, Market Led extension and production, Capacity Building, Gender mainstreaming, Public Private Partnership, Mass Media and IT support, Strategic and Bottom up planning, Promotion of FIGs and organizations, Farming Systems Approach, Decentralized decision making, Farmer participation in research, Cost and resource sharing, Strategies for sequential extension interventions for effective transfer of technologies and Back home planning.

20. Promotion of organic farming for sustainable agriculture (11 – 15 October, 2011)

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; 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.

21. Training management in development organizations (11 – 15 October, 2011)

Training Management : An over view; Training Need Assessment; Training planning and Preparation; Training objectives and





Course content; Designing of training programme; Training methods – Extension talk, Skill teaching, Brain storming, Panel discussion, Buzz session, Role play; Field and institutional visits, Focused Group Discussion, Case Study, Individual and Group presentations, Simulated exercises, Management games, Recall sessions and Experiential learning; Instructional aids for training, Facilitation skills, Check list, Monitoring and Evaluation of training programmes; Follow up of training programmes; Conducting of training programmes by the participants; Field visit and Back home planning.

22. Promotion of farmer and community managed irrigation systems for sustainable development (17 – 21 October, 2011)

Farmer and community managed irrigation system: Importance and scope; CBOs: Mobilization and strengthening for effective management of irrigation systems; Natural Resource Management; Successful irrigation systems for sustainable development; Participatory irrigation management – Roles and Activities of stake holders; Projects / Programmes and Policies focusing community managed irrigation systems; Leadership for community empowerment ; Group dynamics and team building for community action; Extension strategies to facilitate community ownership, Field visits to WUAs and Community based irrigation projects; Experience sharing on community organizations; Role of irrigation department in strengthening of community institutions; Convergence of development departments for irrigation efficiency; Participatory irrigation management: Crop water budgeting and water schools; Strategies for promotion of farmer and community managed irrigation

systems and Back home planning

23. Soft skills for personality development (17 – 21 October, 2011)

Personality development: Significance of soft skills; Building positive attitude; Developing self confidence; Emotional intelligence; Communication skills; 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.

24. Market led extension for Agriculture and Allied sectors (31 October – 4 November, 2011)

Market led extension - Issues and challenges; 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 agricultural 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.





25. Climate change and challenges in development sectors (8 – 11 November, 2011)

Concepts of weather, climate, climate change and climate variability; Weather elements : Non-monetary input in agriculture; Impact of climate change and climate variability on agriculture and allied sectors; Assessing the consequences of climate change and climate variability for food and forest resources; Indigenous technologies for coping with climate change and climate variability; The level of greenhouse gas emissions and mitigation measures; Space technologies to address climate change; Disaster management in agriculture and allied sectors, Effects of climate change on Food Security; Extension strategies in relation to climate change; Field and Institutional visits and Back home planning.

26. Creative Decision making and Problem solving skills for effective organizational management (14 – 18 November, 2011)

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

27. WTO and its implications on Agriculture and Allied sectors (14 – 18 November, 2011)

WTO – Evolution and implications of WTO on Indian agriculture; Agreement on Agriculture (AOA); WTO agreement on SPS, TBT, TRIPS & IPRs, Dumping and Anti dumping laws and their impact on Indian agriculture; Export potentials and opportunities in the wake of WTO; 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.

28. Community Based Natural Resource Management and Bio-diversity (21 – 25 November, 2011)

Natural Resource Management : Need and importance; Bio-diversity: Importance, policies, procedures and experiences; Community based natural resource management and Bio-diversity: Approaches; Projects / Programmes for sustainable natural resource management : Watersheds, NPM, Social forestry, JFM and Irrigation; Ill effects of pollution on natural resources; Community mobilization and action for natural





resource management; Participatory irrigation management through community based organizations; Role of NGOs in natural resource management; Extension strategies for promotion of natural resource management and bio-diversity; Institutional & Field visits and Back home planning.

29. Communication skills for effective extension delivery (21 - 25 November, 2011)

Communication skills for effective extension delivery: An overview; Oral Communication; Non-verbal Communication; Listening skills; Reading skills and Writing skills; e - Communication; Extension talk; Skill Teaching; 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.

30. Promotion of precision farming for better profitability (28 November – 2 December, 2011)

Precision farming in Indian agriculture : An overview; Precision farming technologies in Agriculture and Horticulture; Precision farming technologies in Animal Husbandry : Dairy, Meat and Poultry; Precision farming in fish and prawn production; Microfertiligation : A Precision Farming technology; Farm mechanization to promote precision farming; Extension strategies to promote precision farming; Farm and Institutional visits and Back home planning.

31. Participatory training methods for extension functionaries (28 November – 2 December, 2011)

Participatory training for effective learning; Participatory

training methods : An overview; Adult learning principles for participatory 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 Self learning experience by the participants; Institutional visits and Back home planning.

32. Farmer Led Extension to reach the un-reached (13 – 17 December, 2011)

Farmer led extension : Need, scope, issues and challenges; Changing roles of extension professionals in the context of Farmer Led Extension; Farmer Field Schools; Farmer groups and organizations; Linkages and networking; Leadership and group dynamics for effective Farmer Led Extension; Farmer facilitated extension activities; Farmer's role in extension reforms; Model and progressive farmers in extension activities; Successful models and cases of contract farming; Extension strategies to strengthen Farmer Led Extension; Sharing of experiences by the farmer leaders and Back home planning

33. Effective Presentation skills for Transfer of Technology (19 - 23 December, 2011)

Presentation skills: Need and importance; Verbal presentation: Planning, preparation, practice, presentation and evaluation;





Verbal presentation skills: Knowing the audience; Dealing with anxiety; Confidence building; Improving voice power; Effective time management; Sustaining motivation; Non verbal presentation skills; Power gestures and body language; Audio-visual aids for effective presentation; Power point and Multimedia presentation; Planning, preparation and presentation of selected topics by the participants; Evaluation of the presentations; Strategies for effective presentation and Back home planning

34. Promotion of Market networks and Supply chain management in Agriculture and Allied sectors (27 - 30 December, 2011)

Agricultural marketing : Status, problems and potentialities; Supply chain management : Its significance in agricultural marketing; Advanced practices for supply chain management of Agriculture and Horticulture produce; Advanced practices for supply chain management of animal products; Farmers role in supply chain management; Marketing models: Contract farming, Cooperative farming, Group marketing and Future markets; Role of Retail industries in supply chain management; Market intelligence, networking and role of IT in supply chain management; Demand driven marketing and consumer preferences for efficient marketing; Innovative extension strategies to promote better marketing and supply chain management: Market led extension, group led extension, linkage mechanisms, public private partnerships, etc.,; Field visits to Processing centres, Retail outlets and Rythu bazaars; Back home planning by the participants to identify loopholes and drawbacks in marketing & supply chain management and developing

strategies for efficient marketing

35. Promotion of Integrated Farming Systems for sustainable livelihoods (3 – 7 January, 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

36. Change management in Extension organizations to meet emerging challenges (3 - 7 January, 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.





37. Planning, Monitoring and Evaluation of development programmes and projects (9 - 13 January, 2012)

An overview of development programmes and projects in the present context; Need and importance of planning, monitoring and evaluation of development programmes; Planning for implementation of development programmes and projects; Identification of key indicators for monitoring and evaluation; Data collection devices/methods and report writing techniques; Documentation of success stories / case studies; Practical exposure of participants to the village for monitoring and evaluation of development programmes; Preparation and presentation of reports; Back home planning

38. Up-gradation of Communication skills for effective Transfer of Technology (17 – 21 January, 2012)

Communication skills for effective Transfer of Technology: An over view; Oral Communication; Non-verbal Communication; Listening skills; Reading skills and Writing skills; e - Communication; Extension talk; Skill Teaching; 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.

39. Entrepreneurship development for enhanced rural livelihoods (30 January – 3 February, 2012)

Entrepreneurship : Need & Scope for rural transformation; Entrepreneurship: Planning and establishment of enterprises; Establishment of agriculture enterprises; Opportunities for horticulture enterprises; Promotion of livestock enterprises; Micro enterprises for rural women; Micro financing and institutional support to rural enterprises; Market linkages and support for rural enterprises; Group approach for promotion of rural enterprises; Experience sharing by successful rural entrepreneurs, Visits to successful enterprises and Back home planning.

40. Process documentation skills for effective information management (6 – 10 February, 2012)

Process documentation in agricultural development : Need and importance; Concepts of task, process and process documentation; Skills for process documentation – Listening, Writing, Reading, Observation, Questioning, Group discussion, Interview, Focus group discussion, Case study, Content analysis, PRA, Field diaries & Records; Secondary information and electronic documentation; 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





Training Methodology

The Institute follows novel methodologies to impart training which includes training need assessment of participants, ice breaking exercises, 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 training programmes organized by EEI, the practical problems encountered while applying, for further refinement and identifying emerging training needs in thrust areas for ensuing training calendar.

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 2011-12:

- **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.

- Monitoring and Evaluation of CAPART funded projects in Andhra Pradesh.
- Third Party Evaluation of ATMA in Andhra Pradesh and Andaman & Nicobar Islands.
- Third Party Evaluation of RKVY – Fisheries Sector Projects in Andhra Pradesh.
- Third Party Evaluation of Farmer Field Schools in Andhra Pradesh.
- Impact Assessment Study of High Value Agriculture programme in Andaman & Nicobar Islands.
- External monitoring and evaluation of World Bank funded AP Community Based Tank Management Project (APCBTMP)

Research Projects in collaboration with SAMETIs

- Convergence of line departments
- Farm School and Farmer Field School
- Gender mainstreaming in development programmes
- Extension methodologies for Transfer of Technology
- Training methodologies for extension functionaries
- Innovative field extension programmes
- **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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A professional in the field of Agricultural Extension who has shone in several spheres of extension work such as HRD, Project Management, Development Journalism, Extension Research and Teaching, Monitoring and Evaluation of on-going schemes and extension reforms in the country.

In his successful career of 29 years till date, he guided twenty four post graduate students in extension research of greatest importance and current need to the society. He is well recognized as a consultant to World Bank projects, Food and Agriculture Organization (FAO-UN), The Royal Netherlands Embassy, ICRISAT and also a National facilitator to MANAGE. He had the opportunity to visit USA, Japan, Philippines, Sri Lanka and Hong Kong and interact 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 an International Conference. He received huge appreciation for a seminar presentation to the Research scholars and Extension functionaries at University of Georgia, U.S.A. He also has to his credit 36 research papers and authored 11 books.

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 the West Godavari dist. of Andhra Pradesh 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 and initiated the seed village concept during the year 2000 in West Godavari district. As the Assistant Director of Extension, he played a key role in establishing and monitoring the 12 KVKs and 22 DAATT Centers of the University and become the recipient of the Best Extension Worker Award of the University.

Dr. Jagannadha 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 Horticultural University. Being highly empathetic to the farming community, he played a crucial role in establishing new Agriculture & Horticulture colleges, Polytechnic colleges and Research Stations in the State so that more number of professionals are generated for rendering services to farmer. Jagannadha Raju was acknowledged for successfully organizing the 93rd 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 the 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 - Rabi 2010-11, he has organized 23 training programmes on SRI (System of Rice Intensification) to 227 officers of State Department of Agriculture and 656 farmers of Andhra Pradesh. His unaffected modesty and gentle humour added to his wisdom that leaves a mark of excellence in his trainings. His area of specialization is 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 25 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's AP Bio-technology, WHO, UNDP, GOI and Government of Andhra Pradesh. She has been constituted as Planning Commission Working Group Member for Twelfth Five Year Plan. 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 and 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 EEI.

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, a chapter in International Pesticide Policy project-Series No. 9 (FAO, EU IPM programme for cotton Asia) and also a manual 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 in the faculty of Agriculture 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 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 sadassu, 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. 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 year, she taught various courses of Extension Education to Under Graduate students. Later, she joined newly sanctioned KVK, Mandi at Kamand and worked hard in its establishment 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 Self Help Groups of farm women thus improved 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.



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 a 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 13 years. Her strength in ease communication to the audiences, whether students or trainees is highly recognized.



Faculty Profile



Dr. Ch. Venu Gopal Reddy, Associate Professor

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Dr. Reddy has a rich academic background and has about 13 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 40 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 methods, 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.



Dr. K. Madhu Babu, Associate Professor

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Dr. Madhu Babu served the farmer and tribal community for a period of 20 years. He is a renowned field extension scientist. In the initial years of his service, he served tribal community by implementing various rural development activities.

As Mandal Development Officer, he extended tireless efforts for creating rural infrastructure facilities by implementing Employment Assurance Scheme in the tribal areas. As a technical officer in IFAD project, he got good reputation from the officials of UNOPS, Kaulalampur, Malaysia in Integrated Tribal Development Agency. 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 extension programmes at field level. He has given nearly 350 agricultural programmes through electronic and print media and these messages are well received by the farming community. He has developed excellent linkages between farmer and extension units through various methods like regular telephone contacts, farmer advisory service and farmer-scientist interaction which created a landmark in solving the field problems timely and led to elevate the prestige of DAATT centre among the farming community. He has received Best officer award while he was working in the IFAD project of ITDA for his Yeo-men services and Best Extension Scientist award as Coordinator, DAATT centre, Nalgonda from ANGRAU. He was recipient of appreciation certificate from Government of Andhra Pradesh during the year 2003 as a member, First Afro-Asian games committee.

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



Faculty Profile



Mrs. P. Vijaya Lakshmi, Asst. Professor

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RAWEP for 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, Asst. Professor

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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, she 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 training.



Dr. K. Bhagya Lakshmi, Asst. Professor

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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 in 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.



Faculty Profile



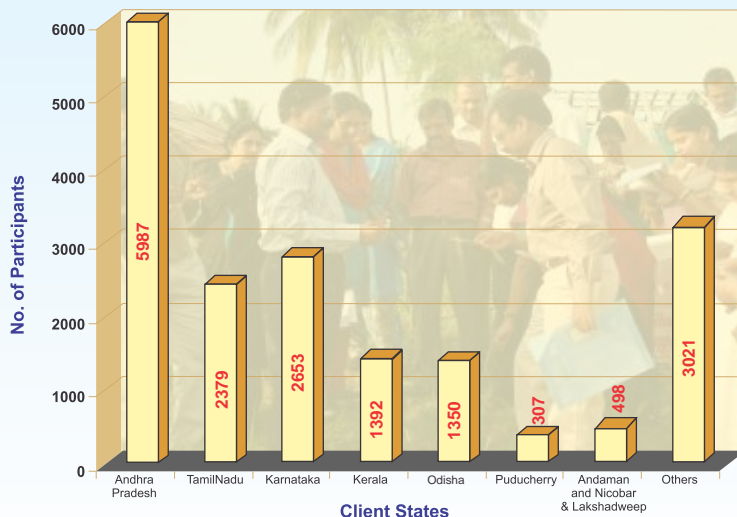
Dr. K. S. Purnima, Asst. Professor
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Vizianagaram, Andhra Pradesh. During her work period at KVK as Subject Matter Specialist (Extension), she has organized a number of need based training programmes for farmers, women and rural youth in different spheres 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.

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,

Participation of Client States in EEI Trainings (since inception to March, 2011)



Reach EEI

Greater Hyderabad is well connected by Air, Rail 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 auto / taxi and state road transport city buses.

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 / Bus

The participants should get down at Extension bus stop located 15km from Koti, 25km from Secunderabad, 13 km from Nampally, 16 km from Kachiguda and 20 km from Shamshabad.

