

# Training Calendar 2018- 2019

Extension Education Institute  
Southern Region



*At a Glance*

A Premier Institute  
Born to Train the Development Professionals

## MESSAGE



*Confidence comes from discipline and training.*  
*Robert Kiyosaki*

**T**raining is a planned and systematically organized effort to increase and update knowledge, improve skills, inculcate attitude, and strengthen capabilities and capacities of individuals so that they would be more productive, effective and meaningful in their pursuits. Training is a plan, procedure or mechanism for meeting the goals of individuals as well as organizational mandate. It is a systematic development of attitude and behaviour pattern required from an individual in order to perform a given task or job adequately and effectively. Training management is the process to carry out different activities under three different phases, namely planning phase, implementation phase and evaluation phase. These activities involve training needs assessment, training plan development, design, implementation, monitoring and evaluation, and follow up of training programmes by the trainers to bring desirable changes in the behaviour of trainees in the stipulated time frame.

Organizational effectiveness depends largely on the people in the organization. Human resources are the key functionaries in the development. While education is an instrument for the general development of the individual and his faculties, Human Resource Development in the context of an organization refers to the improvements in the capacities and capabilities of the personnel in relation to the needs of the organization. It creates a climate in which the flower of human knowledge, skills, capabilities and creativity can bloom. It involves the use of processes through which the personnel in organizations get prepared to give their best for organization's objectives and achieve optimal effectiveness in their job roles. It sets up systems through which human capabilities and potential can be identified and tapped to the mutual satisfaction of the individual and organization.

Training is the corner stone of sound management as it makes employees more effective and productive. Every organization needs to have well-trained and experienced people to perform the activities towards the goal. In a rapidly changing society, employee training and development is a very important activity that an organization must concentrate to retain a viable and knowledgeable workforce.

EEI is creating congenial learning environment to give best of its kind and variety of programmes, to meet the objectives of training. All the client department officers are advised to utilize this facility. I wish everyone who are part of development all the very best to extent their best services to the clients i.e., FARMERS.

(Dr. Madhu Babu Karra)  
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 (PJTSAU).

The institute is specialized to cater to the training needs of middle level extension functionaries of Southern region line departments of client state 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 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 on 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, NGOs, Farmer Federations etc., to provide training to

extension functionaries and lead farmers on recent advancements in agriculture and allied sectors. Since inception up to March, 2018, the institute trained 27,808 officers of development departments client states, 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

An 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 twice a year to review and fine tune the capacity building activities to help in effective functioning of institute. Director, EEI is the Member Secretary.

### Academic Committee

An academic committee was constituted with the following members viz., two officials representing from DoE, GoI, Director of Extension, PJTSAU, 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 organize On-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 socioeconomic status of farming community with extension backstopping.





## On-Campus Training Programmes for the year 2018-19

S.No.	Title of the Training	No. of Days	Dates
1	Skills for Profitable Agriculture through Mechanization	5	29 <sup>th</sup> May to 2 <sup>nd</sup> June, 2018
2	Presentation Skills for Professional Excellence	5	4 <sup>th</sup> to 8 <sup>th</sup> June, 2018
3	Time and Stress Management for Extension Officers	5	11 <sup>th</sup> to 15 <sup>th</sup> June, 2018
4	Documentation and Writing Skills for Extension Professionals	5	19 <sup>th</sup> to 23 <sup>rd</sup> June, 2018
5	Values and Work Ethics for Development Professionals	5	26 <sup>th</sup> to 30 <sup>th</sup> June, 2018
6	Participatory Extension Methods for Effective Service Delivery	5	3 <sup>rd</sup> to 7 <sup>th</sup> July, 2018
7	Innovative Training Methods for Effective Extension Delivery	5	9 <sup>th</sup> to 13 <sup>th</sup> July, 2018
8	Training Management Skills for Extension Professionals	5	17 <sup>th</sup> to 21 <sup>st</sup> July, 2018
9	Human Resource Development for Professional Excellence	5	24 <sup>th</sup> to 28 <sup>th</sup> July, 2018
10	Experiential Learning Methods and Management Games	5	31 <sup>st</sup> July to 4 <sup>th</sup> Aug, 2018
11	ICTs for Effective Knowledge and Extension Delivery	4	7 <sup>th</sup> to 10 <sup>th</sup> Aug, 2018
12	Good Agricultural Practices for Major Crops Grown in South India	5	27 <sup>th</sup> to 31 <sup>st</sup> Aug, 2018
13	Water Conservation Techniques to Improve Water use Efficiency	5	27 <sup>th</sup> to 31 <sup>st</sup> Aug, 2018
14	Urban Farming in Agriculture and Allied Sectors *	4	17 <sup>th</sup> to 20 <sup>th</sup> Sep, 2018
15	Disaster Management & Mitigation Strategies for Extension Professionals	5	25 <sup>th</sup> to 29 <sup>th</sup> Sep, 2018
16	Agro tourism- A Novel Approach for Profitability	5	25 <sup>th</sup> to 29 <sup>th</sup> Sep, 2018
17	Enhancing new Extensionist capacities for better livelihood transformation*	4	3 <sup>rd</sup> to 6 <sup>th</sup> Oct, 2018
18	Farmer Producer Organizations for Sustenance Agriculture	5	23 <sup>rd</sup> to 27 <sup>th</sup> Oct, 2018
19	Management Development Programme for Extension Professionals*	5	23 <sup>rd</sup> to 27 <sup>th</sup> Oct, 2018
20	Application of Remote Sensing and Geographical Information Systems for Agricultural Development*	5	30 <sup>th</sup> Oct to 3 <sup>rd</sup> Nov, 2018
21	Doubling of Farmers Income through Appropriate Strategies	5	30 <sup>th</sup> Oct to 3 <sup>rd</sup> Nov, 2018
22	Organic Farming & Organic Certification for Agriculture & Allied Commodities	5	13 <sup>th</sup> to 17 <sup>th</sup> Nov, 2018
23	Climate Smart Strategies for Extension Professionals	5	13 <sup>th</sup> to 17 <sup>th</sup> Nov, 2018
24	Commercial Extension in Agriculture and Allied Sectors	5	26 <sup>th</sup> to 30 <sup>th</sup> Nov, 2018
25	Integrated Farming Systems Approach for Sustainable Livelihoods	5	26 <sup>th</sup> to 30 <sup>th</sup> Nov, 2018
26	Managerial Skills for Effective Extension Delivery	5	3 <sup>rd</sup> to 7 <sup>th</sup> Dec, 2018
27	Approaches and Strategies for Start-ups in Agriculture and Allied Sectors	5	3 <sup>rd</sup> to 7 <sup>th</sup> Dec, 2018
28	Communication & Documentation Skills for Professional Excellence	5	11 <sup>th</sup> to 15 <sup>th</sup> Dec, 2018
29	Leadership and Team Building for Organizational Excellence	5	18 <sup>th</sup> to 22 <sup>nd</sup> Dec, 2018
30	Regional Workshop on "Training Need Assessment of Client States"	2	December, 2017
31	Value Chain and Supply Chain Management for Enhancing Profitability	5	7 <sup>th</sup> to 11 <sup>th</sup> Jan, 2019
32	Harnessing Nano Technology in Agriculture and Allied Sectors	5	7 <sup>th</sup> to 11 <sup>th</sup> Jan, 2019
33	Homestead Technologies for Women Extension Officers of Agriculture and Allied Sectors **	5	21 <sup>st</sup> to 25 <sup>th</sup> Jan, 2019
34	Market led Extension for Agriculture & Allied Sectors	5	4 <sup>th</sup> to 8 <sup>th</sup> Feb, 2019
35	Soft Skills for Personality Development	5	4 <sup>th</sup> to 8 <sup>th</sup> Feb, 2019
36	Time & Stress Management for Women Extension Functionaries **	5	11 <sup>th</sup> to 15 <sup>th</sup> Feb, 2019

\* New Programmes

\*\* For Women Extension Officers

**C. National Seminar on "ICT"****D. Proposed Research Study on Impact Assessment of the MAO's Training Programme****E. Action Research on****1. Critical Study on the Effectiveness of Different Models of SAMETI****2. Action Research by Impact of ICT Interventions in Transfer of Agriculture & Allied Technologies**





## Off-Campus Training Programmes for the year 2018-19

State / Department	Training area	Venue
Telangana State		
Agriculture	Process Documentation Skills for Extension Professionals in Agriculture	SAMETI, Malakpet, Hyderabad
Animal Husbandry	Values and Work Ethics for Effective Functioning of Professionals of Animal Husbandry	
Horticulture	Precision Farming in Horticultural Crops	
Andhra Pradesh		
Agriculture	Climate Smart Extension for Profitable Agriculture	SAMETI, A P
Animal Husbandry	Soft Skills for Personality Development for Veterinary Professionals	RAHTC, Visakhapatnam, A P
Fisheries	Capacity Building of Fishery Extension Officers for Meeting New Challenges	
Karnataka		
Animal Husbandry	Innovative Training Methods for Effective Extension Delivery in Animal Husbandry	Bangalore, Karnataka Dharwad, Karnataka
UAS, Dharwad	Managerial Skills for Effective Extension Delivery management	
Sericulture	Training Skills for Effective Extension Delivery in Sericulture	Bangalore, Karnataka
Forestry	Communication and Inter Personal Skills for Professional Excellence in Forestry Sector	Bangalore, Karnataka
Kerala		
Agriculture	Managerial Skills for Effective Transfer of Technology	SAMETI, Kerala
Dairy	Personality Development Skills for Enhancing Job Performance	Kottayam, Kerala
Fisheries (NIFAM)	Time and Stress Management for increasing work Efficiency	NIFAM, Kerala
Water-shed	Soft Skills for Personality Development for Watershed Extension Officers	Chadayamangalam, Kerala
Water-shed	Time and Stress Management for Enhancing Work Efficiency	Chadayamangalam, Kerala
Tamil Nadu		
SAMETI	Climate Smart Extension for Profitable Agriculture	SAMETI, Kudumianmalai
Sericulture	Human Resource Development for Professional Excellence in Sericulture	TSTI, Hossur
Odisha		
Horticulture	Soft Skills for Personality Development in Horticulture	Bhubaneswar, Odisha
Sericulture	Values and Work Ethics for Professional Development in Sericulture	IMAGE, Bhubaneswar
Fisheries	Training Skills for Effective Extension Delivery for Fisheries Officers	Bhubaneswar, Odisha
Andaman & Nicobar Islands		
Agriculture	Managerial Skills for Professional Excellence in Extension	Port Blair, A & N Islands
Industries	An Integrated Approach for Entrepreneurship Devp. - Potentials and Possibilities in Industrial Sector	Port Blair, A & N Islands
Puducherry		
Animal Husbandry	Leadership and Personality Development Skills for Professional Excellence in Animal Husbandry	Puducherry
Lakshadweep		
Agriculture	Profitable Horticulture Technologies for Extension Officer*	Lakshadweep

\* New Programmes





## Training Core Content of On–Campus Training Programmes

### 1. Skills for Profitable Agriculture through Mechanization

Technical advances in Mechanization of agriculture and allied sectors; Need and importance; Development programmes and schemes for promotion of farm mechanization; Recent advances in precision farming; Role of mechanization in agriculture and allied sectors; Strategies for promotion of mechanization in agriculture and allied sectors; Custom hiring; Farmers innovations in mechanization; Soft skills; Gender mainstreaming and field visits.

### 2. Presentation Skills for Professional Excellence

Presentation skills: Importance and need for extension professionals; Facilitation skills; Dealing with nervousness and confidence building; Use of social media tools techniques and online resources for effective presentations Communication skills; Feedback management in presentations; Motivation skills; Multimedia presentation and case study and presentations by the participants; Gender mainstreaming and field/institutional visits.

### 3. 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; Practical exercises on stress management; Yoga and meditation techniques; Balanced nutrition for healthy and stress free living; Gender mainstreaming and institutional visits.

### 4. 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 –Cornel system of note taking, 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, case studies, news articles, and research articles; Hands-on-experience on writing; Gender mainstreaming; Presentation of written reports and field visit.

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

Importance of values and ethics in personal development; Challenges development of 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; Positive attitude; Role of emotional intelligence for professional excellence; Time management and goal setting; Personal values and morals vis-a-vis professional growth and development; Gender mainstreaming and institutional visits.

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

Participatory extension approaches and methods: An overview; Farmer field school, Diagnostic field visits, Exposure visits, Kisanmelas, 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, SSI and problem analysis, Ranking etc., Practical exercises on selected PRA techniques; Experience sharing and development of community ownership models; Development of action plans; Soft skills; Gender mainstreaming and field / institutional visits.

### 7. 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-Moocs; Syndicate method; Management games, Team training, T – graphs; Soft skills; Gender mainstreaming and field visits.

### **8. Training Management Skills for Extension Professionals**

Importance of training and its management; Training need assessment; Training management cycle, prioritization; Training planning; Setting training objectives; Training implementation; Learning climate setting and maintenance; Training techniques; Training skills; Visual aids for training; Trainers management; Training evaluation and impact; Feedback management skills; Hands on experience; Practical training; Soft skills; Gender mainstreaming and institutional visits.

### **9. 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; Success stories; Gender mainstreaming and institutional visits.

### **10. Experiential Learning Methods and Management Games**

Potentials of experiential learning in human resource development; Management education, Management development, Organization development and action research; Experiential learning; Argyris concept of double loop learning - an experience based intervention for trainees. Experiential learning with ICT - an online activity for effective participation. Development communication and Team work skills. Role of emotional dynamics and leadership in experiential learning; Experiential learning methods and Psychodynamics- a Psycho analytic perspective; Decision making & Problem solving techniques in experiential Learning; Time management & Goal

setting skills. An orientation on management games and introduction to few games .Peer supported knowledge sharing & discovery; Gender mainstreaming and field visits.

### **11. 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-newspapers, Decision support and expert systems; Innovative ICT initiatives in agriculture and allied sectors; Role of IT in effective knowledge and extension delivery; Innovative ICT initiatives in agriculture and allied sectors; Gender Mainstreaming and field / institutional visits.

### **12. 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 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; Soft skills; Gender mainstreaming and field / institutional visits.

### **13. Water Conservation Techniques to Improve Water Use Efficiency**

Water conservation techniques: Need and importance of rain water harvesting; Water harvesting structures; Techniques for improving water use efficiency in rain fed and irrigated areas; Micro





irrigation; Participatory irrigation management for minor, medium and major irrigation projects; Role of water users association; Role of farm ponds; Soft skills; Gender mainstreaming and field/ institutional visits.

#### **14. Urban Farming in Agriculture and Allied Sectors**

Urban Farming - An overview: Need and importance in food and nutrition security; Role of urban farming; Urban and Peri urban farming: Opportunities and challenges; Urban farming models in agriculture, animal husbandry, aquaculture, agro forestry, beekeeping and horticulture; Good practices in urban farming; Conversion of household waste into manures, plant protection products etc. and their use in urban farming. Concept of edible greening in urban farming; Successful initiatives in India and Abroad; Visit to urban farming models; Soft skills; Gender mainstreaming and field/ institutional visits.

#### **15. Disaster Management and Mitigation Strategies for Extension Professionals**

An overview of disaster, disaster preparedness plans, agricultural losses & damages in disaster; Disaster management in agriculture and allied sectors; IMDs role in cyclone disaster management; Drought management techniques; Role of INCOIS in disaster mitigation; 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; Soft skills; Gender issues in disaster management and institutional visits.

#### **16. Agro tourism-A Novel Approach for Profitability**

Agri. tourism : Scope, components and prerequisites; Agri. and rural tourism destinations and features: India and overseas; Agri. tourism in addressing rural development challenges; Public – private partnerships in agri. tourisms; Planning and designing agri. business, agri. tourism business plan; Success lessons in Agri. tourism; Various states and central schemes assisting agri. tourism entrepreneurs; Farm stays & Home stays; Impact of agri. Tourism: Environmental,

economic, socio-cultural impacts etc; Challenges and strategies in agri. tourism; Farm women and agri. tourism - representing a new reality; Soft skills; Gender mainstreaming and field/ institutional visits.

#### **17. Enhancing new Extensionist Capacities for Better Livelihood Transformation**

The role and functions of extension advisory services (EAS) within the agricultural innovation system (AIS): Over view and need for new extensionist. The new extensionist: Roles, strategies and capacities to strengthen extension and advisory services. The roles of different actors in enhancing capacities of extension personnel at different levels. Capacity development of extensionists at individual, organizational and enabling environment level. The New extensionist: Core competencies for individuals; Soft skills; Gender mainstreaming and institutional visits.

#### **18. Farmer Producer Organizations for Sustenance Agriculture**

Farmer producer organizations: An overview of policies & guidelines; Scope and potentials of forming FPOs; Harnessing of inputs and marketing networks through FPOs; Promotion of agriprenuership with FPOs; Networking of farmers groups & organizations; Formation, strengthening & management of CBOs & SHG federations; Role of ICTs in networking; 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; Soft skills; Gender mainstreaming; Field visits to successful farmer producer organizations.

#### **19. Management Development Programme for Extension Professionals.**

Skills on Managerial effectiveness; Team building; Management of organizational change; Creativity & innovation organizational performance; Leadership skills & Emotional intelligence; Leading change & change management; Human resource development; Revisiting evolving management; Leadership & personal effectiveness; Strategies for conflict







management & effective negotiation; Managing self & others through work life balance; Business communication; Decision making & problem solving skills; Gender mainstreaming and field visits.

## **20. Application of Remote sensing and Geographical Information Systems for Agricultural Development**

Application of GIS and Remote sensing in agriculture: Opportunities and limitations; Remote sensing in precision crop management; Remote sensing in irrigated agriculture; Remote sensing in plant nutrition; Application of GIS and Remote sensing in food management; Application of GIS and Remote sensing in animal husbandry sector; Application of GIS and Remote sensing in sericulture; Application of GIS and Remote sensing in forestry; Application of GIS and Remote sensing in fisheries sector; Application of GIS and Remote sensing in poultry sector; Monitoring of remote fields through GIS; Soft skills; Gender mainstreaming and budgeting and field / institutional visits.

## **21. Doubling of farmers income through appropriate strategies**

Seven point plan of Government of India to double farmer's income by 2022 - All India trends in farmers income: An overview of strategies & approaches for growth of farmers income; Successful examples in government & NGO initiatives for doubling farmers income; Success stories in integrated farming systems for increasing farmers income; Linking production to processing & value addition for higher income – success stories; Leveraging water resources for enhancing farm income: Successful case studies in India & abroad; Integration of farm & non-farm activities; Cost reduction strategies: smart nutrient management, use of machinery, low input agriculture, Farming systems approach; Agri tourism for higher profits; Diversification to high value crops for more returns; Enabling healthy credit and marketing for increasing farmers income (Market led extension, e-NAM); Approaches for doubling farmers income: special focus on dry lands & small farmers, state specific actions needed for doubling farmers income; Mainstreaming gender for increasing farmers income;

Soft skills and field / institutional visits.

## **22. Organic farming & Organic Certification for Agriculture and Allied Sectors**

Organic concept and its origin: Status and principles, comparative perspective of organic and conventional agriculture (PKVY, NPOP Programmes and schemes); Organic certification process, product labelling; Regulatory mechanism for organic certification in India: Scope and operational structure; National standards of organic production: Conversion requirements, maintenance of organic production, food processing and handling, labelling, storage and transport; Inspection and certification process: Guidelines for model organic cluster demonstration and model organic farm; Entrepreneurial experience on organic farming; Success cases in agri and allied sectors; Gender mainstreaming and field / institutional visits.

## **23. Climate Smart Strategies for Extension Professionals**

Climate change: An over view; Climate change and variability on agriculture and allied sectors; Strategies to overcome climate change; Climate change and variability in Horticulture sector; Climate change and variability in fisheries sector; Climate change and variability in Animal husbandry sector; Farmers attitude and adaption measures towards climate change; Climate resilient technologies; Contingency Planning in agriculture and allied sectors; Soft skills; Gender mainstreaming and field/ institutional visits.

## **24. Commercial Extension in Agriculture and Allied Sectors**

Export oriented agriculture: The status, challenges and prospects in India in the wake of WTO; Supply chain management for exports in agriculture and allied sectors; Post harvest technologies and value addition for exports in horticulture; Interaction with agripreneur on promotion of exports in agriculture and allied sectors; Standard operating producers for agriculture and allied exports; Public Private Partnership for quality exports; Role of APEDA in exports; Export competitiveness in agriculture and allied sectors;





Market intelligence & market led extension for profitability; Extension strategies for promotion of export oriented agriculture; Soft skills; Gender mainstreaming and 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; Efficient use of ICT tools in IFS; Resource access and management in IFS; Successful IFS models; Soft skills; Gender mainstreaming and field visits

### **26. Managerial Skills for Effective Extension Delivery**

Managerial skills for Extension Professionals: An overview; Communication skills and interpersonal skills; Leadership development skills; Team Building skills; Time management skills; Negotiation and conflict management skills; Decision making and problem solving skills; Motivational skills; Delegating skills; Administrative & supervising skills; Entrepreneurial skills; Soft skills; Gender Mainstreaming and field/institutional visits.

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

Start-ups: Opportunities and challenges; Govt. initiatives and schemes to start-ups in India; Start-ups in agriculture sector and success cases; Start-ups in food processing sector; Start-ups in dairy sector and success cases; Start-ups in aqua culture and successful models; Start-ups in mechanization in agriculture and allied sectors; Visit to Start-up Units; Visit to MANAGE, NAARM Incubation centres; Soft skills; Gender mainstreaming.

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

Essential communication skills for extension professionals; Oral presentations skills; Non-verbal communication skills; Feedback assessment and management skills; Reading and listening & writing skills; e-communication skills; communication and interpersonal skills; Media literacy and media education; Knowledge management in extension; Monitoring skills; Facilitation skills; Emotional & spiritual intelligence for better communication; Gender Mainstreaming and field/ institutional visits.

### **29. Leadership and Team Building for Organizational Excellence**

Role and importance of team building & leadership: An overview; Leadership and ethics and values; Leadership and crisis management; Importance of team work in organizations; Team building process; Team dynamics; Interpersonal skills for effective team building; Leadership and team building concepts through management games; Gender mainstreaming and field/ institutional visits.

### **30. Regional Work shop on “Training Need Assessment of Client States”**

### **31. Value Chain and Supply Chain Management for Enhancing Profitability**

Value chain and Supply chain management - An overview: Need and importance; Value chain models in agriculture; Value chain models in animal husbandry; Value chain management in fisheries; Value chain models in horticulture; Promotion of farmers and agri. co-operatives in value chain management; PPP & value chain management; Contract and corporate farming models in India; Innovations in value chain management; Soft skills; Gender mainstreaming and field/ institutional visits.







### **32. 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; Nanotechnology: Challenges & issues; Soft skills; Gender mainstreaming and field / institutional visits.

### **33. Homestead Technologies for Women Extension Officers of Agriculture and Allied Sectors**

Home Stead Technologies in agriculture and allied Sectors - An overview; Drudgery reducing technologies in agriculture and allied Sectors; Value addition in agriculture and allied sectors; Processing & Value addition in agriculture and allied sectors; Floral arrangement techniques, nursery raising & kitchen gardening; Natural dyes extraction technology and Field/Institutional Visits. Integrated and innovative farming in agriculture and allied sectors; Soft skills; Gender mainstreaming and field / institutional visits.

### **34. Market led 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; Innovations in marketing- e-NAM/e-Trade; Soft skills; Gender mainstreaming and field / institutional visits.

### **35. Soft Skills for Personality Development**

Soft skills for personality development; Positive attitude for a better living; Emotional intelligence; Motivational Skills; Problem solving skills; Team building skills for organizational development; Interpersonal skills; Stress management; Creative thinking skills; Communication Skills; Leadership skills; Time management skills; Gender mainstreaming and institutional visits.

### **36. 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 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; Yoga & meditation techniques; Balanced nutrition for healthy living; Gender mainstreaming and institutional visits.





## Training Core Content of Off - Campus Training Programmes

### 1. Process Documentation Skills for Extension Professionals in Agriculture

Process documentation: Concept, emerging need and importance; Monitoring of programmes/activities; Operational modalities, Tools and techniques; Essential skills for process monitoring and documentation process, Documentation methods and techniques: Focus group discussion and case study; Process documentation methods: PRA, Field diaries and records; Process documentation methods: Interview, observation; Electronic documentation: Use of online media and ICT tools in process documentation; Tools for documentation: Video and Photography; Data management for monitoring of development programmes and projects; Data processing, analysis & reporting skills; Facilitation skills for process monitoring and documentation; soft skills; Gender mainstreaming and field visits.

### 2. Values and work Ethics for Effective Functioning of Professionals of Animal Husbandry

Importance of values and ethics in personal development; Challenges development of 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; Positive attitude; Role of emotional intelligence for professional excellence; Time management and goal setting; Personal values and morals vis-a-vis professional growth and development; Gender mainstreaming and institutional visits.

### 3. Precision Farming in Horticultural Crops

Precision Farming: Need & issues; Micro Irrigation; Fertilizer and nutrient management through precision farming; Hydroponics; Plastic mulching; Integrate pest and disease management in precision farming/Protected cultivation; GIS, GPS, remote sensing; Precision horticulture technologies; Precision farming – centres; Soft skills; Gender mainstreaming and field/institutional visits.

### 4. Soft skills for personality Development for Veterinary Professionals

Soft skills for personality development; Positive attitude for a better living; Emotional intelligence; Motivational skills; Problem solving skills; Team building skills for organizational development; Interpersonal skills; Stress management; Creative thinking skills; Communication skills; Leadership skills; Time management skills; Gender mainstreaming and institutional visits.

### 5. Climate Smart Extension for Profitable Agriculture

Climate change - An over view: Climate change and variability on agriculture and strategies to overcome climate change; Farmers attitude and adaption measures towards climate change; Climate resilient Technologies; Contingency planning; Soft skills; Gender mainstreaming and field and institutional visits.

### 6. Capacity Building of Fishery Extension Officers for Meeting New Challenges

Climate change in Fishery sector; Marketing extension; Information communication technologies; Team building & leadership skills; PPP; Decentralized extension delivery systems; Promotion of farmer groups and organizations; Participatory planning & management; Promotion of entrepreneurship; Soft skills; Gender mainstreaming and field and institutional visits.

### 7. Innovative Training Methods for Effective Extension Delivery in Animal Husbandry

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-Moocs; Syndicate method; Management games, Team training, T – graphs; Soft skills; Gender mainstreaming and field visits.

### 8. Managerial Skills for Effective Extension Delivery

Managerial skills for Extension Professionals: An overview; Communication and interpersonal skills; Leadership development skills; Team building skills;







Time management skills; Negotiation and conflict management skills; Decision making and problem solving skills; Motivational skills; Delegating skills; Administrative & supervising skills; Entrepreneurial skills; Gender Mainstreaming and field / institutional visits.

### **9. Training Skills for Effective Extension Delivery in Sericulture**

Importance of training and its management; Training need assessment; Training management cycle; prioritization; Training planning; Setting training objectives; Training implementation; Learning climate setting and maintenance; Training techniques; Training skills; Visual aids for training; Trainers management; Training evaluation and impact; Feedback management skills; Hands on experience; Practical training; Soft skills; Gender mainstreaming; and institutional visits.

### **10. Communication and Interpersonal Skills for Professional Excellence in Forestry Sector**

Communication skills for extension functionaries: An overview; Oral presentation skills; Non-verbal communication; Feedback skills for effective communication; Reading, listening and writing 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; Gender mainstreaming and field / institutional visits.

### **11. Managerial Skills for Effective Transfer of Technology**

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;

Entrepreneurial skills; Gender mainstreaming and field / institutional visits.

### **12. Personality Development Skills for Enhancing Job Performance**

Soft skills for personality development; Positive attitude for a better living; Emotional intelligence; Motivational skills; Problem solving skills; Team building skills for organizational development; Interpersonal skills; Stress management; Creative thinking skills; Communication Skills; Leadership skills; Time management skills; Gender mainstreaming and institutional visits.

### **13. Time and Stress Management for Increasing Work Efficiency**

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 and mind management; Yoga and meditation techniques; Balanced nutrition for healthy and stress free living; Gender mainstreaming and institutional visits.

### **14. Soft Skills for Personality Development for Watershed Extension Officers**

Soft skills for personality development; Positive attitude for a better living; Emotional intelligence; Motivational skills; Problem solving skills; Team building skills for organizational development; Interpersonal skills; Stress management; Creative thinking skills; Communication skills; Leadership skills; Time management skills; Gender mainstreaming and institutional visits.

### **15. Time and Stress Management for Enhancing Work Efficiency**

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 and mind management; Yoga and meditation techniques; Balanced nutrition for healthy and stress free living; Gender mainstreaming and institutional visits.

#### **16. Climate Smart Extension for Profitable Agriculture**

Climate change - An over view: Climate change and variability on agriculture and strategies to overcome climate change; Farmers attitude and adaption measures towards climate change; Climate resilient Technologies; Contingency planning; Soft skills; Gender mainstreaming and field and institutional visits.

#### **17. Human Resource Development for Professional Excellence in Sericulture**

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; Time & stress management skills; Leadership and team building skills; success stories; Gender mainstreaming and institutional visits.

#### **18. Soft Skills for Personality Development in Horticulture**

Soft skills for personality development; Positive attitude for a better living; Emotional intelligence; Motivational skills; Problem solving skills; Team building skills for organizational development; Interpersonal skills; Stress management; Creative thinking skills; Communication skills; Leadership skills; Time management skills; Gender mainstreaming and institutional visits.

#### **19. Values and Work Ethics for Professional Development in Sericulture**

Importance of values and ethics in personal development; Challenges development of 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; Positive attitude; Role of emotional intelligence for professional excellence; Time management and goal setting; Personal values and morals vis-a-vis professional growth and development; Gender mainstreaming and institutional visits.

#### **20. Training Skills for Effective Extension Delivery for Fisheries Officers**

Importance of training and its management; Training need assessment; Training management cycle and prioritization; Training planning; Setting training objectives; Training implementation; Learning climate setting and maintenance; Training techniques; Training skills; Visual aids for training; Trainers management; Training evaluation and impact; Feedback management skills; Hands on experience: Practical training; Soft skills; Gender mainstreaming; and institutional visits.

#### **21. Managerial Skills for Professional Excellence in Extension**

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; Time management and goal setting skills; Motivational skills; Delegating skills; Administrative & supervising skills; Entrepreneurial skills; Gender mainstreaming and field / institutional visits.

#### **22. An Integrated Approach for Entrepreneurship Development –Potentials and Possibilities in Industrial sector**

Concept of entrepreneurship; Qualities of an entrepreneur; Types of entrepreneurs; Avenues of industrial entrepreneurship; Basic requirements and essential criteria for development of entrepreneurship in industrial sector; Key areas of entrepreneurship for assessing the feasibility of new nature; Technical,





organizational, managerial, social and commercial aspects of entrepreneurship development; Entrepreneurial projects and finance planning; Sources of industrial finance and industrial insurance; Successful case studies of entrepreneurship in industrial sector; Soft skills; Gender mainstreaming and field visits.

### **23. Leadership and Personality Development Skills for Professional Excellence in Animal Husbandry Sector**

Role and importance of leadership & Personality development skills: Over view; Leadership and ethics and values; Leadership and crisis management; Positive attitude for a better living; Emotional intelligence; Motivational skills; Problem solving

skills; Team building skills for professional development; Interpersonal skills; Time & stress management skills; Creative thinking skills; Communication skills; Gender mainstreaming and institutional visits.

### **24. Profitable Horticulture Technologies for Extension Officers**

Need and Importance of horticulture technology in Islands; Terrace farming / roof top gardening; Vertical gardening; Kitchen garden; Value addition; Case studies; Extension strategies to promote vegetable cultivation; Organic practices in horticulture crops during off season; Soft skills; Gender mainstreaming and field 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. K. Madhu Babu, Professor**

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Dr. K. Madhu Babu has passed through 27 years of committed service in his professional carrier, with professionalism of working in Agriculture, Rural Development, Transfer of Technology and Training. His carrier started during 1991 by joining in Department of Agriculture. He is also a certified Master trainer of IPM. His untiring efforts as Mandal Parishad Development Officer from 1992 to 1996, resulted in creation of roads, school buildings and minor irrigation tanks in tribal area of Khammam District. 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, from 1996 to 1998. He was honoured with 'Best Technical Officer' award from Project Officer ITDA Bhadrachalam.

He was bestowed with state level Best Extension Scientist award for the years 2008 and 2011 from Acharya NG Ranga Agricultural University and from Professor, Jayashankar Telangana State Agricultural University in the year 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. Being a Member, Sub-Committee he was also the recipient of certificate of appreciation from the then Chief Minister of United Andhra Pradesh in the year 2003.

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.

He has been successful in addressing the farmers problems through electronic media, print media and farmer's advisory services. He has been successful in addressing the issues of Sweet Orange farmers of Nalgonda District and as well associated in creating awareness on Turmeric Production and quality standards in Nizamabad District. He has participated in three (3) International and Seven (7) National Conferences and 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. His contribution as Co-investigator of consultancy programmes of High Value Agriculture and ATMA in Andaman & Nicobar Islands, ATMA, RKVY and SRI Projects in AP lead to income generation to EEI. Training being an important activity to impart knowledge, capacitate skills and contribute to change attitudes, Dr. Babu has been delivering best services to the Extension functionaries as a trainer at EEI.

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. K. Madhu Babu to share, serve, seek and make trainees more vibrant, in EEI.





## Faculty Profile



**Dr. I. Sreenivasa Rao, Professor & University Head(Agricultural Extension)**  
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Dr. I. Sreenivasa Rao has put up 25 years of experience in the areas of teaching, training, research and extension. He has started his career as Assistant Extension Specialist in 1993 at Fruit Research Station, Sangareddy where he was involved in conducting several extension activities for technology assessment and refinement besides handled RAWEP for Horticulture students.

Later in 1996 shifted to AICC & ANGRAU press and involved in production of farm literature besides being Research Editor for the Journal of Research, ANGRAU. In 1999 promoted as Associate Professor and joined as Training Organizer and Head, KVK, Rastakuntubai where conducted several on and off campus vocational training programmes to the tribal farmers of Vizianagaram and helped them to adopt modern farm technologies through frontline demonstrations. One of the significant achievements in KVK was the documentation of valuable Indigenous Technical Knowledge of Tribal farmers and facilitated them in receiving national recognition and cash prizes for exploring the best ITKs. In 2004 was transferred and posted as Deputy Director of Extension in Directorate of Extension, ANGRAU, where he was involved in overall management of all the KVKs of university and different projects of state and central governments. In 2008 was promoted as Professor and posted as Professor and Head of the Department of Agricultural Extension, College of Agriculture, Rajendranagar, Hyderabad, where he taught undergraduate, post graduate and Ph.D. students and guided 12 doctoral and 13 M.Sc. students as Chairman of advisory committee. Later, joined EEI in February, 2018.

Dr. Rao is a Fellow and Life Member of many extension education bodies of national and international repute. He was Expert Member, selection committee for ASRB, New Delhi and several SAUs. Widely travelled, Dr. Rao has visited China, Thailand, Vietnam, USA, Canada, Indonesia, UAE, Netherlands and Singapore to deliver talks and attend conferences. He has been the guest faculty to many institutions and training centers specially dealt with the topics related to communication, adoption, personality development etc. He has 70 publications in reputed peer reviewed international and National journals, 20 popular articles and 23 book chapters.

As a student, he has an excellent academic record with a university gold medal in Ph.D. in Agricultural Extension. He is also recipient of award of “Excellence in Teaching” in Singapore conference, 2017 conducted by Scientific & Educational Research Society, Meerut.

His areas of specialization are communication, extension methodologies, training management, indigenous technical knowledge, participatory rural appraisal, monitoring and evaluation.



## Faculty Profile



**Dr. Jamuna Rani Butti, Professor**

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Seasoned professional offering over 24 years of unmatched success in teaching, training, extension activities, adopting new technologies and changes for improvement of self and institution. Dr. B.Jamuna Rani started her career in 1993 as Assistant Extension Specialist in the Faculty of Agriculture at Regional Agricultural Research Station, Palem (RARS), Mahaboobnagar District, ST Zone, ANGRAU. She rendered her services in the fields of Extension at field level (1993-99), research (2000-01), teaching (2001-06) and training 06 to 2016 march. She conducted several need based training programmes for a decade as above which contributed to enhance her services as a good trainer. Successfully handled challenging work of providing learning on contemporary areas to middle level extension officers of Agril & allied sectors of southern states of India. Evaluated the impact of EEI trainings for the states of Kerala and Andhra Pradesh through follow up studies and recommended for required improvements in training. Presented Research papers in the national and International seminars. Guest lectures as resource faculty at MANAGE, SMILDA, SAMETI, PRDIS etc .She has also rendered research guidance of highest quality to the Ph. D students.

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., rythusadassus, on farm trials, RAWEP, field days, farmer days, kisanmelas, village adoption programmes, etc. 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 was instrumental in handling the computer oriented courses related to mass communication. As a resource person to other Agricultural universities of Karnataka, Tamil Nadu and Meghalaya she is actively involved in setting question papers for the academic programmes and their evaluation. She is also identified as external examiner for the evaluation of PG & Ph.D thesis.

She had an opportunity to serve as University officer , Professor Jayashankar Telangana State Agricultural University as Dean PG studies, PJTSAU for a tenure of one year eight months (2016 September to May 2nd 2018 )where she enforced the academic regulations of PG and PhD Programmes of the university, She also had an opportunity to serve as Director of Extension, PJTSAU for a short tenure of five months ( March 2016-Aug 2016) where she fulfilled the extension objectives of the University Extension system. Consistent tract record of success in planning, organizing and executing extension activities. Committed to reviewing requirements, analyzing statement of work priorities.



## Faculty Profile



**Dr. R. Vasantha, Professor**

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Dr.R.Vasantha, a gold medalist in academics, has over 20 years of work experience in extension and teaching. She is adept in organizing training programmes, demonstrations, on farm trials, frontline demonstrations, minikits, exposure visits, field days and exhibitions for the rural clientele. Extensively authored popular articles and press notes for the benefit of farming community. She acted as resource person in many capacity building programmes for officials of Department of Agriculture, Andhra Pradesh.

On behalf of Agricultural University, she served the farmers of several districts of Telangana viz., Sangareddy, Rangareddy, Nizamabad and Mahabubnagar through DAATTCs and KVKs. During that time, many of her Radio & TV programmes on farm topics were widely broadcasted and telecasted in local language. Played an active role in the development of Mandal Wise-Farming Situation Wise Plans for all the Agro Ecological Situations in Rangareddy district of Andhra Pradesh for which she has toured and interviewed farmers extensively for a period of 2 years, which helped her to have critical insights on farming issues, strengths, weaknesses, opportunities and threats of various farming situations.

Dr.Vasantha has also worked as a master trainer for training mandal level and divisional level officers of various allied departments of Agriculture in the districts she has worked and subsequently developed SREP under ATMA for Rangareddy district. In her 10 years of teaching experience, she helped to mentor research works of 19 Post Graduate and Doctoral degree students belonging to Kerala, Andhra Pradesh, Telangana, Andaman and Nicobar islands, Uttarakhand, Bihar, Nepal etc as major and minor guide in key outreach areas such as innovation decision process, adoption and diffusion, agro biodiversity, SWOT analysis etc that focussed on pressing rural issues viz., SRI paddy, Bt cotton, farm mechanisation, tribal and migration issues.

She authored and co authored 60 research articles, among which two were presented at international conferences held at Harvard University, USA (2013) and ICESS at Bangkok, Thailand (2017). She acted as external referee to several journals. She played an active role as member of Village Adoption Programme of Agricultural College, Rajendranagar for a significant period of time. She authored several reading materials and practical manuals for agricultural students at different levels of academics. She has discharged her duties efficiently as Officer-in-Charge, student affairs and as a warden during her tenure at Agricultural College, Palem.

She is the awardee of United Nations University for meritorious performance in Massive Open Access Online Course (MOOCS) jointly organised by United Nations University-Institute for Water, Environment and Health (UNIWEH) and Duetcheshaft for International Zusammenarbeit (GIZ) from 2nd March to 17th May 2014 on Economics of Land Degradation. In the year 2012 she has authored a text book for UG and PG students of Agriculture titled "Extension Education: New Horizons" published by Kalyani Publishers, New Delhi, India.

Delivered guest lectures on farmers innovations in System of Rice Intensification (SRI) at Cornell University, Ithaca, USA and on Outreach activities of PJTSAU (formerly ANGRAU) at Centre for Agriculture, University of Massachusetts, Amherst, USA. She visited University of Massachusetts, AMHERST, USA with the capacity of visiting Professor during the year 2013.





## Faculty Profile



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

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Dr. S. Chandra Shekar, joined 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 Mahabubnagar districts to serve farming community. Organized several FLDs, OFT, demonstrations and minikit trials on different technologies developed by ANGRAU and PJTSAU. Popularized several rice, maize, redgram varieties through minikit trials developed by ANGRAU and PJTSAU. 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, rythu sadassus, group discussions, field day programmes organized by University and Agriculture and allied departments to create awareness among farming community on new technology. Maintained close interaction with Agriculture Officers and farmers to solve field level problems to benefit farming community. Participated in radio and television programmes to educate farmers on new innovations. Successfully completed six batches of RAWEP programme for final year B.Sc. (Agri) students.

Dr. S. Chandra Shekar rendered major service in the field of extension work as Extension Scientist in KVKs and DAATTC centres of ANGRAU. Highly recognized by the farmers for motivating and enhancing their communication skills. Joined EEI in 2013 as trainer and successfully conducting on and off campus trainings. Areas of specialization include field extension interventions, extension methodologies and farmer led extension management and training skills.

In 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, namely, Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Odisha and three Union Territories.



## Faculty Profile



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

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Dr. P. Vijaya Lakshmi has put up 19 years of experience as an extension scientist, teacher, researcher and trainer at varied capacities. She has 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 and 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 Kissanmelas, 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.

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. Dr. Vijaya Lakshmi played a major role in initiation of the project on “To Reach the Unreached” through expert consultation at DAATT Centre, Rangareddy district. She has organized more than eighty training programmes to middle level extension functionaries of agriculture and allied departments of southern states. She has played an active role in developing Mandal Wise-Farming Situation Wise Plans for all the Agro Ecological situations in Medak district of Andhra Pradesh and has provided in-depth insights concerning farming issues and suggested strategies to overcome challenges.

She has published 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 co-organized international study visit cum training programme to officers of Bangladesh, consultancy training programmes to MAO's of Telangana State, skill development programmes and interstate training programmes for extension officials of Department of Agricultural Marketing and Agri. Business of Tamil Nadu State. Her areas of specialization are, communication, training management, extension methodologies, leadership and team building, soft skills, gender issues and women empowerment.





## Faculty Profile



**Dr. M. Preethi, Professor**

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Dr. M. Preethi has 19 years of experience in the areas of teaching and extension in the university. She has started her career as Assistant professor in 1998 at C.HSc. Bapatla, where she taught undergraduate Home Science and later worked at C.HSc. Hyderabad for 15 months, in the same academic rank. While in teaching, took up 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) apart from regular technical programme of work, she was instrumental in formation of SHGs, organising vocational capacity building programmes and in establishing enterprises. 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, she was involved in bringing out in house publications, attending to the visitors of Agricultural University, managing Agriculture 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. Later, she has joined EEI in July 2015.

At EEI, she is actively involved in conducting 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 career with a gold medal in M.Sc. and highest OGPA in Ph.D programme at EEI. She participated in a number of national and 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, Professor**

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Dr. M. Prasuna, has joined ANGRAU as Assistant Professor at College of Home Science, Saifabad, Hyderabad and taught UG and PG students. She has successfully handled the Rural Home Science Work Experience 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 frontline demonstrations for improving tribal women and children. Further, taken up awareness programmes, method demonstrations and vocational trainings and encouraged tribal women to take up self employment. While working as a scientist in DAATT Centre, Rangareddy district, initiated and trained many farmer groups in different mandals under the NABARD project, conducted Farmer – Scientist interaction programmes and Rythu Chaitanya Yathras, etc., apart from the mandatory works. In recognition of her extension work, the University has presented the “Meritorious Extension Scientist” award for the year 2007.

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, as an Assistant 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 Ph.D., students and student guidance. Edited and compiled the Book titled “Grassroots Interventions of Client Departments of EEI, Southern Region 2014-2015”. As a faculty at EEI, involved in the trainings of middle level extension officers of the client states since 2015.



## Faculty Profile



**Dr. D. Shireesha, Assistant Professor**

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Dr. D. Shireesha, has joined as Subject Matter Specialist (Extension) at KVK, Palem, in 2013 successfully handled RAWE programmes for a period of 4 years, ABE programme (1 year) and experiential learning programme for ARS probationaries. She also conducted many on farm trails and frontline demonstrations for the improvement of small and marginal farmers in Nagarkurnool district and has taken up extension studies such as Impact Assessment of the Adopted Villages of KVK, Constraint Analysis Studies in the newly adopted villages of KVK, unearthing the risk coping strategies from the farmers of Nagarkurnool district.

Organized many learning's and vocational learning to the farmers and farm women. Promoted ICT initiatives at KVK through AKPS (Interactive Information Dissemination System), information kiosk and farmer's portals, initiated and formed two farmers network groups. i.e., Telangana Yuva Rythu Saagubadi and Innovative Farmer's Network in different mandals of the district. Conducted many farmer scientist interaction meetings, Mana Telangana Mana Vyavasayam Programmes, Agricultural Exhibitions, World Soil Day, Jai Kisan Jai VigyanDiwas etc.

Presented research papers in International Extension Education Conference at BHU, Varanasi and received Best Research Presentation award. Worked under the project entitled RAH-ACT. "Resilient Agricultural Households through Adaptation to Climate Change" under EPTRI and ICRISAT covering 3 mandals of unified Mahabubnagar district. Involved in the trainings to the state department officials and other NGO organisation on different agricultural technologies. Established information centre at KVK, Palem to provide first-hand information to the clients of KVK. Conducted many group discussions and demonstrations to the farmers at on and off-Campus.

At present joined as Assistant Professor at Extension Education Institute, Hyderabad in February, 2018.





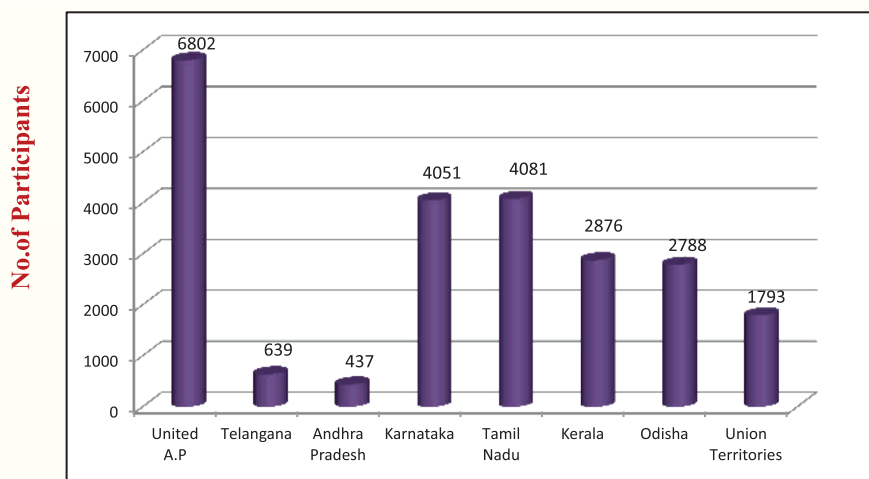
Grater Hyderabad is well connected by Air, Train and Road with all parts of the country. Participants may reach the Extension Education Institute located in Professor Jayashankar Telangana State Agricultural University Campus, Rajendranagar by Taxi/Auto/RTC bus.

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 Education 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.

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### Participation of Client States in EEI Training Programmes Since inception to March, 2018



**Client States**

