



## MESSAGE



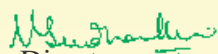
***“The best training program in the world is absolutely worthless without the will to execute it properly, consistently and with intensity.” John Romaniello***

World over, Investment on training in terms of money and time has become imperative and it is increasingly becoming an intellectual investment in all development sectors. Indian agriculture is no exception to this. Transfer of technology and its management is orchestrated by extension personnel of development departments. The rapid global changes resulting in competitive farming, agribusiness and commercialisation necessitate organizational expectations for smart and effective performance of Extension functionaries. The middle level officers of Agriculture and allied sector departments need balanced blend of all three managerial skills i.e. Technical, Human and Conceptual skills in translating the vision and mission of top management in to ground reality in coordination with gross root level or lower management.

The complexity and the growing concern for hunger and nutritional security is challenging the capacity of human resource in Agriculture sector. There is increasing evidence and recognition that what matters for development more than natural resources and infrastructures is the capability of people, the human resource. The technology generation, dissemination of technology with support services and management capabilities for more intensive and modernised agriculture become imperative. In this context to improve current roles and future performance of extension personnel to address challenges, regular training and capacity building is crucial for better performance, along with commitment and willingness to work with and for farming community.

The core function of Human Resource Management is training in any development sector. EEI being the premier training institute is taking all efforts, initiatives and creating conducive environment for the trainee officers and proposed trainings in areas relevant to the training needs of middle level officers and thrust areas of Agriculture and allied sectors. This training calendar is brought out by thorough consultative process with subject matter experts and brain storming by faculty of EEI. I hope this would be of better help to provide opportunity to middle level officers to opt for relevant, needy training programmes for their capacity building. I wish whole heartedly all those engaged in working for well being of farmers and their own professional excellence.

Dr. V. Sudha Rani

  
Director





## About EEI

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

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

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

EEI as a guiding force shapes the personal and professional outlook of the extension officers of client states and UTs and never stops going that extra mile ahead in providing greater value to the

training in terms of quality, quantity and client satisfaction by following a highly practical oriented and participative style of training. Only after understanding the quality and skilled work force requirement of the sector, the institute designs the course content. The institute created a record of cent percent client coverage, ensuring client satisfaction with respect to quality and diversity as twin forces in offering the best of professional values in training.

Apart from the prescheduled programmes, EEI also coordinates with esteemed organizations like MANAGE, SAMETIs, ICRISAT, IIRR, NAARM, TS Biodiversity Board, NGOs, etc., to provide training to extension functionaries on recent advancements in agriculture and allied enterprises. Till date i.e., upto March, 2019, the Institute trained 29,030 officers of development departments of client states, UTs including the farmers. To meet current demands, EEI also undertakes need based consultancy services viz., monitoring & evaluation and impact studies on development programmes of the state and centre. Besides this, EEI has successfully attracted a large number of client departments and has increased its demand based client coverage.

### Mandate of the Institute

To improve the skills and professional competency of extension functionaries of Development Departments, State Agricultural Universities, Private firms and Voluntary organizations.

To demonstrate most effective training techniques useful for the personnel working in Development Departments.

To conduct action research and publish information on extension systems.

To provide consultancy to development agencies.





## On Campus Training Programmes for the year 2019-20

S. No.	Title of the Training	Dates
1.	Values and Work Ethics for Development Professionals	21 <sup>st</sup> to 25 <sup>th</sup> May, 2019
2.	Process Documentation Skills for Extension Professionals	27 <sup>th</sup> to 31 <sup>st</sup> May, 2019
3.	Presentation Skills for Professional Excellence	11 <sup>th</sup> to 15 <sup>th</sup> June, 2019
4.	Time and Stress Management for Professional Excellence	18 <sup>th</sup> to 22 <sup>nd</sup> June, 2019
5.	Farm Journalism for Effective Transfer of Technology*	25 <sup>th</sup> to 29 <sup>th</sup> June, 2019
6.	Participatory Extension Methods for Effective Transfer of Technology	02 <sup>nd</sup> to 06 <sup>th</sup> July, 2019
7.	Innovative Training Methods for Effective Extension Delivery	08 <sup>th</sup> to 12 <sup>th</sup> July, 2019
8.	Human Resource Development for Professional Excellence	16 <sup>th</sup> to 20 <sup>th</sup> July, 2019
9.	Skills for Profitable Agriculture through Mechanization	23 <sup>rd</sup> to 27 <sup>th</sup> July, 2019
10.	Experiential Learning and Management Games for Effective Training	30 <sup>th</sup> July to 03 <sup>rd</sup> Aug, 2019
11.	Digital Applications for Effective Transfer of Technology*	05 <sup>th</sup> to 08 <sup>th</sup> Aug, 2019
12.	Waste Management in Agriculture and Allied Sectors*	05 <sup>th</sup> to 08 <sup>th</sup> Aug, 2019
13.	Water Conservation Techniques to Improve Water use Efficiency	19 <sup>th</sup> to 23 <sup>rd</sup> Aug, 2019
14.	Training Management Skills for Professional Excellence	19 <sup>th</sup> to 23 <sup>rd</sup> Aug, 2019
15.	Urban Farming for Agriculture and Allied Professionals	27 <sup>th</sup> to 31 <sup>st</sup> Aug, 2019
16.	Disaster Management & Mitigation Strategies for Extension Professionals	03 <sup>rd</sup> to 07 <sup>th</sup> Sep, 2019
17.	Integrated Farming Systems Approach for Sustainable Livelihoods	03 <sup>rd</sup> to 07 <sup>th</sup> Sep, 2019
18.	Farmer Producer Organizations for Profitability in Agriculture and Allied Sectors	17 <sup>th</sup> to 21 <sup>st</sup> Sep, 2019
19.	Management Development Programme for Extension Professionals	23 <sup>rd</sup> to 27 <sup>th</sup> Sep, 2019
20.	Organic Farming and Organic Certification for Agriculture & Allied Commodities	15 <sup>th</sup> to 19 <sup>th</sup> Oct, 2019
21.	Climate Smart Strategies for Extension Professionals	22 <sup>nd</sup> to 26 <sup>th</sup> Oct, 2019
22.	Doubling Farmers Income through Appropriate Strategies	22 <sup>nd</sup> to 26 <sup>th</sup> Oct, 2019
23.	Digital Documentation Skills for Professional Excellence*	19 <sup>th</sup> to 23 <sup>rd</sup> Nov, 2019
24.	Communication & Documentation Skills for Professional Excellence	19 <sup>th</sup> to 23 <sup>rd</sup> Nov, 2019
25.	New Dimensions of Extension Management in Agriculture and Allied Sectors	26 <sup>th</sup> to 30 <sup>th</sup> Nov, 2019
26.	Change Management in Extension Organizations to Meet Emerging Challenges	26 <sup>th</sup> to 30 <sup>th</sup> Nov, 2019
27.	Regional Workshop on "Training Need Assessment of Client States"	December, 2019
28.	Value Chain and Supply Chain Management for Enhancing Profitability	09 <sup>th</sup> to 13 <sup>th</sup> Dec, 2019
29.	Market led Extension for Agriculture & Allied Sectors	09 <sup>th</sup> to 13 <sup>th</sup> Dec, 2019
30.	Homestead Technologies for Extension Officers of Agriculture and Allied Sectors	06 <sup>th</sup> to 10 <sup>th</sup> Jan, 2020
31.	Approaches and Strategies for Startups in Agriculture and Allied Sectors	06 <sup>th</sup> to 10 <sup>th</sup> Jan, 2020
32.	Soft Skills for Personality Development	21 <sup>st</sup> to 25 <sup>th</sup> Jan, 2020
33.	Managerial Skills for Effective Extension Delivery	21 <sup>st</sup> to 25 <sup>th</sup> Jan, 2020
34.	Time & Stress Management for Women Extension Functionaries	27 <sup>th</sup> to 31 <sup>st</sup> Jan, 2020
35.	Self Managing Leadership for Individual and Organizational Excellence	03 <sup>rd</sup> to 07 <sup>th</sup> Feb, 2020
36.	Leadership and Team Building Skills for Organizational Excellence	03 <sup>rd</sup> to 07 <sup>th</sup> Feb, 2020
37.	Innovative Strategies in Marketing for Agriculture and Allied Sectors *	11 <sup>th</sup> to 15 <sup>th</sup> Feb, 2020
38.	Export Orientation in Agriculture and Allied Sectors	11 <sup>th</sup> to 15 <sup>th</sup> Feb, 2020

\* New Programmes

### Skill Training Programmes

Agriculture Extension Service Provider - 2

Agriculture Extension Executive - 1

Quality Seed Grower - 1





## Off Campus Training Programmes for the year 2019-20

State/ Department	Title of the Training	Place
<b>Telangana</b>		
<b>Agriculture</b>	Soft Skills for Personality Development Innovative Training Methods for Effective Extension Delivery	SAMETI, Hyderabad
<b>Animal Husbandry</b>	Leadership and Personality Development Skills for Professional Excellence Presentation Skills for Professional Excellence	TSMILDA, Hyderabad
<b>Horticulture</b>	Communication Skills for Effective Extension Services Value Addition and Processing in Horticulture Crops Protected Cultivation in Horticulture crops Managerial Skills for Effective Transfer of Technology	TSMILDA, Hyderabad THTI, Hyderabad THTI, Hyderabad THTI, Hyderabad Hyderabad
<b>Sericulture</b>		
<b>Andhra Pradesh</b>		
<b>Agriculture</b>	Time and Stress Management for Professional Excellence	SAMETI, Andhra Pradesh
<b>Forest</b>	Time and Stress Management for Professional Excellence	Andhra Pradesh
<b>Karnataka</b>		
<b>Animal Husbandry</b>	Process Documentation Skills for Extension Professionals Soft Skills for Personality Development for Extension Professionals Farmer Producer Organizations	Bangalore, Karnataka Bangalore, Karnataka Dharwad, Karnataka
<b>UAS, Dharwad</b>		
<b>Kerala</b>		
<b>Dairy</b>	Documentation and Communication Skills for Professional Excellence Managerial Skills for Effective Extension Delivery	Thiruvananthapuram Thiruvananthapuram
<b>Fisheries NIFAM</b>	Training Skills for Effective Extension Delivery	NIFAM, Kerala
<b>Water-shed</b>	Presentation Skills for Professional Excellence	Chadayamangalam
<b>Tamil Nadu</b>		
<b>Sericulture</b>	Soft Skills for Personality Development Team Building Skills for Professional Excellence	TSTI, Hosur TSTI, Hosur
<b>Odisha</b>		
<b>Horticulture</b>	Farmer Producer Organizations	Bhubaneswar
<b>Sericulture</b>	Communication and Interpersonal Skills for Professional Excellence	Bhubaneswar
<b>Fisheries</b>	Leadership and Personality Development Skills for Professional Excellence	Bhubaneswar
<b>Andaman &amp; Nicobar Islands</b>		
<b>Agriculture</b>	Innovative Training Methods for Effective Extension Delivery Leadership and Team Building Skills for Organizational Excellence	A & N Islands A & N Islands
<b>Industries</b>	Process Documentation Skills for Information Management Creative Decision Making and Problem Solving Skills	A & N Islands A & N Islands
<b>Puducherry</b>		
<b>SAMETI</b>	Value Addition and Post Harvest Technologies for Vegetables and Minor Millets	Puducherry
<b>Animal Husbandry</b>	Time and Stress Management for Extension Professionals	Puducherry
<b>Lakshadweep</b>		
<b>Agriculture</b>	Value Addition and Entrepreneurship	Lakshadweep
<b>Fisheries</b>	Capacity Building of Extension Professionals for Effective Transfer of Technology	Lakshadweep





## Training Core Content of On Campus programmes

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

Importance of Values and Ethics in personal and professional development; Challenges in Development of Professionals in respect of ethics and values; Value-driven management; Values prioritization; Conflict and Negotiation skills; Professionalism and work ethics for successful career development; Ways and means to improve work ethics; Work ethics and change management; Positive attitude; Role of emotional intelligence for professional excellence; Time management and goal setting skills; Personal values and morals vis-a-vis professional growth and development; Best ethical practices for professionals: Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 2. Process Documentation Skills for Extension Professionals

Process documentation: Concept, emerging need and importance; Monitoring of programmes /activities: Operational modalities, Tools and techniques; Essential skills for process monitoring and documentation, Methods and techniques of documentation: 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 & report writing skills; Facilitation skills for process monitoring and documentation; soft skills; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 3. 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 during presentations; Motivation skills; Multimedia presentation and case study, Presentations by the participants; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 4. Time and Stress Management for Professional Excellence

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; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 5. Farm Journalism for Effective Transfer of Technology

Farm journalism need and importance: An Overview; Types of journalism Print media; Principles of script writing for rural telecast; Writing of success stories, case let, news article, feature story; Basic principles of photography and videography; Radio talk: Script writing; Video: Story board writing; Traditional folk media in form journalism; Digital publication plat forms for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 6. Participatory Extension Methods for Effective Transfer of Technology

Participatory extension methods: An Overview; 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, Ranking etc., Practical exercises on selected PRA techniques; Experience sharing and development of community ownership models; Development of action plans; Digital technologies for effective ToT; Gender mainstreaming; 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 – groups; Virtual training; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 8. Human Resource Development for Professional Excellence

Human resource development: Need and importance in organizations; Employee motivation; Organizational commitment; Training; Counselling and mentoring; Organizational development and change management; Corporate thinking and style of management vs Govt. sector; Leadership and team building skills; Emotional intelligence; Negotiation and conflict management skills; Work culture and ethics; Digital technologies for effective ToT; Gender mainstreaming in organizations; Field/Institutional visits.

### 9. 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; Farmer innovations in mechanization; Soft skills; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.





## Training Core Content of On Campus programmes

### 10. Experiential Learning and Management Games for Effective Training

Essentials of effective training – Need of experiential learning and management games; Potentials of experiential learning in human resource development; Experiential learning; Facilitation skills for training through experiential learning; Argyris concept of double loop learning - an experience based intervention for trainees; Management games for important concepts: Communication, Leadership, Team building, Decision making and problem solving, Creativity, Time management and goal setting, Emotional intelligence, Conflict and Negotiation; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 11. Digital Applications for Effective Transfer of Technology

Digital Applications for Effective Transfer of Technology: An Overview; Digital tools for wider outreach - Information kiosks, Mobile apps, 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 Digital initiatives in agriculture and allied sectors; Role of IT in effective knowledge and extension delivery; Soft Skills; Gender mainstreaming; Field/Institutional visits.

### 12. Waste Management in Agriculture and Allied Sectors

Waste management in agriculture and allied sectors: An Overview; Impact of wastes if not managed properly; 4 R's of Waste - Refuse, Reuse, Recycle and Reduce; technologies available for waste management: Processing, Treatment, Disposable mechanisms of solid wastes, conversion of wastes into useful material, Waste to energy, Manual separation, Anaerobic digestion and biomethanisation, Compaction, Incineration, Pyrolysis/ Gasification, Sanitary/ Landfills; Education on waste management – Policies; Success stories of waste management global level and National level; Soft skill; Digital technologies for effective ToT; Farm women participation in farm & house hold waste management - Gender issues; Gender mainstreaming; 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 skill; Digital technologies for effective transfer of water conservation technologies; Gender mainstreaming; Field/Institutional visits.

### 14. Training Management Skills for Professional Excellence

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 skill; Digital technologies for effective ToT; Gender issues in training and capacity building; Field/Institutional visits.

### 15. Urban Farming for Agriculture and Allied Professionals

Urban farming need and importance – An Overview; Role of urban farming and peri urban farming - Opportunities and challenges; Urban farming models in Agriculture, Animal Husbandry, Horticulture; Good practices in urban farming; Hydroponics and Aquaponics – Potentials and opportunities; Waste management; Linking urban horticulture to markets; Vertical farming, Rooftop, Terrace Garden; Household waste management; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 16. Disaster Management & Mitigation Strategies for Extension Professionals

Disaster Management: An Overview; Post disaster rehabilitation issues and concerns; Disaster preparedness, Management and mitigation strategies in agriculture, Animal Husbandry, Fisheries and Horticulture; Disaster management in natural resource management; Cyclone, Floods and Tsunami management; Community based Disaster Management; Land slide management; Drought management techniques; Role of INCOIS in Disaster Management; Role of IMD in Disaster Management; Role of insurance and financial institutions in protection of agriculture and livelihoods; Livelihood enhancement after the disasters – Role of NGOs; Resilient agricultural practices to cope climate; Digital technologies for effective disaster management & mitigation; Gender issues in disaster management & mitigation; Field/Institutional visits.

### 17. Integrated Farming Systems Approach for Sustainable Livelihoods

Integrated Farming System approach for sustainable livelihoods – An overview; 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; Development of IFS models for rainfed, bore well irrigated and canal irrigation systems; Successful IFS models; Soft skills; Digital





## Training Core Content of On Campus programmes

technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### **18. Farmer Producer Organizations for Profitability in Agriculture and Allied Sectors**

Farmer Producer Organizations – An Overview of policy, process and guidelines; Scope and Potentials of formation of Farmer Producer Organizations; Formation of Farmer Producer Organizations /Strengthening and management; Promotion of Agri-entrepreneurship; Harnessing of inputs and market networks through farmer producer organizations; Role of different stake holders in promotion of farmer producer organizations; Partnership modalities and schematic linkages of various stake holders; Role of financial institutions for promotion of farmer producer organizations; Challenges and strategies for sustainability of Farmer Producer Organizations case studies /successful Farmer Producer Organizations; Digital technologies to farmer producer organizations for effective ToT; Women self help group for profitability; Gender mainstreaming; Field/Institutional visits.

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

Skills on managerial effectiveness; Revisiting evolving management; Team building; Management of organizational change; Creativity and innovation of organizational performance; leadership skills and emotional intelligence; Leading change and change management; Human resource development; Leadership and personal effectiveness; Strategies for conflict management and effective negotiation; Managing self and others through work life balance; Business communication; decision making and problem solving skills; Digital technologies for effective ToT; Gender mainstreaming in respect of extension management; Field/Institutional visits.

### **20. Organic Farming and Organic Certification for Agriculture & Allied Commodities**

Organic farming; Need, Importance and scope for sustainable agriculture; Comparative perspectives of organic and conventional agriculture; Organic production – Processing, Handling, Storage and Transport; Organic certification process certification standards and certification agencies at national and international level; Regulatory mechanism for organic certification in India; Organic farming practices in agriculture, Livestock and fisheries sectors; Organic products marketing – prospects and linkages; Entrepreneurial experiences of successful organic farmers; role of extension professionals for promotion of organic farming; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

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

Climate Change; An Overview; Climate change variability in Agriculture/ Animal Husbandry/ Horticulture/ Fisheries Sectors; Strategies to Overcome climate change; Application

of remote sensing and geographical information systems in agriculture; Impact of climate change on rural livelihoods in agriculture and allied sectors; Climate smart ITKs; Extension strategies to address climate change; Farmers attitude and adaption measures towards climate change; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### **22. Doubling Farmers Income through Appropriate Strategies**

Doubling Farmers Income: An Overview; Quality seed production for Doubling Farmers Income; per drop more crop; Irrigation strategies for increase of farmers income; Crop production – Cost Reduction through Optimal fertilizers use; Precision farming in efficient use of inputs for increasing the farmers income; Integrated farming systems approach for doubling farmers income; Modern techniques in horticulture strategies for Doubling Farmers Income; Dairy - Strategies for Doubling Farmers Income; Fisheries-Strategies for Doubling Farmers Income; Innovations in Marketing and Trading of Agri. and Allied products; Sericulture - Strategies for Doubling Farmers Income; Agri. Tourism Doubling Farmers Income; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### **23. Digital Documentation Skills for Professional Excellence**

Digital Documentation Skills for Extension Functionaries: An Overview; Video film making using mobile, Digital HD cameras and Digital handy cams; Preparation of Digital content in the form of text, audio and video for uploading into various digital platforms like websites, portals, mobile apps etc.; Production of concept based jingles in audio (song or folk or voice) formats; Preparation of digital formats for recording documentary, interview, panel discussions, Role plays, Demonstrations etc.; Photo documentation skills; Video documentation skills; Audio documentation skills; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### **24. Communication & Documentation Skills for Professional Excellence**

Communication skills for extension professionals: An Overview; Documentation methods and techniques; Process documentation methods and techniques; 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 intelligence for better communication; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.







## Training Core Content of On Campus programmes

### 25. New Dimensions of Extension Management in Agriculture and Allied Sectors

New dimensions in Extension: Indian Scenario; Promotion of Agri. Enterprises; market led extension for profitability; Contract, Corporate and Cooperative farming models; Promotion of farmer groups and farmer producer organizations; Public Private Partnership in Extension: Models and methodologies; Participatory extension methods for effective ToT; Farmer led extension through farmer field schools and life schools; Convergence of activities for effective extension delivery; ICTs in Agriculture; Strengthening of REF linkages; Climate smart agriculture and climate smart extension; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 26. Change Management in Extension Organizations to Meet Emerging Challenges

Change management for extension professionals; An Overview; Change management through self management; Stress management to cope up changes at work; Role of emotional intelligence during change; Time management skills to excel performance in change process; Organizational change; Resistance & overcoming barriers to change; Influencing people for strategic change; Leadership skills for change management; Organizational commitment and work culture; Positive attitude for fostering change in organizational change management; Tools and techniques for change management; Conflict resolution approaches for managing change and negotiation skills; Team work to manage; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 27. Regional Workshop on "Training Need Assessment of Client States"

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

Value chain and supply chain management; An Overview; Value chain models in Agriculture, Horticulture, Fisheries and Animal Husbandry; Success stories in value and supply chain management; Experience sharing; PPP and value chain management; Innovations in value chain; Role of FPOs/SHGs in value chain management; Soft skills; Digital technologies for effective value chain and supply chain management; Gender mainstreaming; Field/Institutional visits.

### 29. Market led Extension for Agriculture & 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; Farmer extension market linkages; Gender mainstreaming; Field/Institutional visits.

### 30. Homestead Technologies for Extension Officers of Agriculture and Allied Sectors

Homestead technologies in Agriculture and Allied sectors: An overview; Value addition in Agriculture and Allied Sectors; Mushroom cultivation, Kitchen gardening; Urban and Peri Urban Poultry; Dairy Management, Api culture, Sericulture; Natural Dye extraction technologies; Values addition to the garments – Tie and dye, Block, Screen and stencil printing; Dry flower production techniques; Experience sharing with successful entrepreneurs; Soft skills; Digital technologies for effective transfer of homestead technologies; Gender mainstreaming; Field/Institutional visits.

### 31. Approaches and Strategies for Startups in Agriculture and Allied Sectors

Startups: Opportunities and challenges; Govt. initiatives and schemes to startups in India; Startups in agriculture sector and success cases; Startups in food processing sector; Startups in dairy sector and success cases; Startups in aqua culture and successful models; Startups in mechanization in agriculture and allied sectors; Visit to Agri. Startup Units; Visit to MANAGE, NAARM Incubation centres; Management skill development for start ups. Financial sources and financial planning for startups; Soft skills; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 32. Soft Skills for Personality Development

Soft skills for personal and professional development: An overview; Positive attitude; Communication Skills; Leadership skills; Decision making and problem solving skills; Time management skills; Motivational skills; Health and wellness; Conflict management skills; Stress management skills; Communication skills; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 33. 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; Understanding and managing stress; Soft skills; Digital technologies for effective extension delivery; Gender issues in management of organizations; Field/Institutional visits.





## Training Core Content of On Campus programmes

### 34. Time & Stress Management for Women Extension Functionaries

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; Soft skills for personality development; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 35. Self Managing Leadership for Individual and Organizational Excellence

Self Managing Leadership for Individual and Organizational Excellence: An Over view; Self management for managing change; Emotional intelligence for better interpersonal relations; Developing self managing leadership; Self SWOT analysis; Developing self vision and mission statement; Achievement motivation and goal setting; Mind and Anger Management; Self development through conscious transformation; Work ethics, morals and values for self and organizational excellence; Enhancement of self and organizational leadership capabilities; Positive attitude; Motivation for self and organizational management; Developing will power and self esteem; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits

### 36. Leadership and Team Building Skills for Organizational Excellence

Leadership and Team Building Skills: An Overview: Values and Ethics and Leadership; Importance of team work in organizations; Team building and team work; Team dynamics; Interpersonal skills for effective dealing; Leadership and team building concepts through management games; Positive attitude; Motivational skills; Communication skills for effective team work; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 37. Innovative Strategies in Marketing for Agriculture and Allied Sectors

An overview of Marketing reforms in India with special reference to APMC act e-NAM and other developmental schemes; Introduction to APMC –Services and facilities; Role of various stakeholders in APMCs; Alternative marketing channels for remunerative marketing – Contract farming, Futures market, Group marketing; Success stories, challenges and remedies; FPOs linking farmers to market – Modalities, Success stories, Strategies for sustenance; Value and supply chain management in marketing of farm produce; Scope and potentials of market led extension in Agriculture and allied sectors; ICT facilitated marketing; Websites and mobile apps etc.,; Technology and mechanization in marketing ; Value addition, Grading, Branding, Labeling, Registration, Packing and warehousing; Changing role of extension functionaries in linking farmers to markets; Institutional visit; Soft skills; Digital technologies for effective ToT; Gender mainstreaming; Field/Institutional visits.

### 38. Export Orientation in Agriculture and Allied Sectors

Export oriented agriculture; Status, challenges and prospects; WTO & its implications in agricultural sector; New dimensions in export oriented agriculture; Public Private Partnerships in exports; Post harvest technologies and value addition for exports in agriculture and horticulture products; Export opportunities of livestock products in the wake of WTO; Corporate farming/Contract farming/Group farming for export orientation agriculture; Food certification; Skill development for exports; visit to APEDA: Soft skills for personality development; Digital technologies for export oriented agriculture; Role & participation of women in export oriented Agro based units/enterprises; Field/Institutional visits.





## Training Core Content of Off Campus programmes

### 1. Soft Skills for Personality Development

Soft skills for personal and professional development: An overview; Positive attitude; Communication Skills; Leadership skills; Decision Making and problem solving skills; Time management skills; Motivational Skills; Health and Wellness; Conflict management skills; Stress Management skills; Field/Institutional visits.

### 2. 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 – groups; Virtual training; Field/Institutional visits.

### 3. Leadership and Personality Development Skills for Professional Excellence

Role and Importance of Leadership and Personality Development : An Overview; Leadership skills; Team building skills; Interpersonal skills for effective personality development; Emotional intelligence for effective leadership and balanced personality; Human values through social responsibility; Smart work life balance; Nutritional management for health and wellness; Awareness on legal rights for good citizenship; Corporate etiquette; Field / Institutional visits.

### 4. 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; Field/Institutional visits.

### 5. Communication Skills for Effective Extension Services

Communication skills for extension functionaries: An overview; Interpersonal communication skills; Media education; Motivation & positive attitude for professional excellence; Reading, Listening and Writing skills, Oral presentation skills; Non-verbal communication skills; Instructional Aids for effective communication skills; e-communication skills; Field/Institutional visits.

### 6. Value Addition and Processing in Horticulture Crops

Value addition and food processing in Horticultural crops – An overview; Value addition techniques in fruit crops; Value addition techniques in vegetable crops; Value addition techniques in cut flowers; Supply chain management in horticultural crops; Preservation techniques in fruit and vegetable for establishment enterprise; Packaging material suitable for value added horticultural produce; Nutritional

labeling, Registration and Marketing in Horticulture crops; Food safety and standards requirement for value added fruit and vegetable produce ; Freezing and dehydration techniques for horticulture crops; Post harvest processing of horticultural crops

### 7. Protected Cultivation in Horticulture crops

Protected cultivation in Horticultural crops; An Overview; Water Management; Drip irrigation system; Sprinkler irrigation system; Protected cultivation; Greenhouse, Plastic tunnel, Shadenet house, Walk in tunnels, Plant protection nets; Surface cover cultivation, Plastic mulching, Soil solarisation; Water resource management –Farm pond & Reservoir lined with plastic films; Vermi bed, Organic farming; Soft skills for personality development; Field / Institutional visits.

### 8. Managerial Skills for Effective Transfer of Technology

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; Understanding and managing stress; Soft skills; Field/Institutional visits.

### 9. & 10. Time and Stress Management for Professional Excellence

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

### 11. Process Documentation Skills for Extension Professionals

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 & report writing skills; Facilitation skills for process monitoring and documentation; soft skills; Field/Institutional visits.





## Training Core Content of Off Campus programmes

### 12. Soft Skills for Personality Development for Extension Professionals

Soft skills for personal and professional development: An overview; Positive attitude; Communication skills; Leadership skills; Decision making and problem solving skills; Time management skills; Motivational skills; Health and wellness; Conflict management skills; Stress management skills; Communication skills; Field / Institutional visits.

### 13. Farmer Producer Organizations

Scope and potentials of FPOs in Agriculture; Networking of Farmers groups and organizations - CBOs, SHGs etc., in Agriculture; Role of NGOs, KVKs, Government organizations, ATMA etc., in promotion of FPOs; Partnership modalities and schematic linkages of various stake holders in promotion of FPOs; Case studies of successful FPOs; Field visits to Innovative FPO models in Agriculture; Role of e-NAM in promotion of FPOs; Field / Institutional visits.

### 14. Documentation and Communication Skills for Professional Excellence

Communication skills for extension professionals: An Overview: Process documentation methods and techniques; PRA, field diaries and records; 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 intelligence for better communication; Field/Institutional visits.

### 15. 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; Understanding and Managing Stress; Soft skills; Field/Institutional visits.

### 16. Training Skills for Effective Extension Delivery

Training 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; Field / institutional visits.

### 17. Presentation Skills for Professional Excellence

Presentation skills: Need and Importance for extension professionals; Facilitation skills for effective presentations; Small group learning methods in effective presentations;

Dealing with nervousness and confidence building; Communication skills; Feedback management in oral presentations; Use of e-tools for effective presentation; Non – verbal Communication skills; Planning & preparation for presentations; Field / Institutional visits.

### 18. Soft Skills for Personality Development

Soft skills for personal and professional development: An overview; Positive attitude; Communication skills; Leadership skills; Decision making and problem solving skills; Time management skills; Motivational skills; Health and wellness; Conflict management skills; Stress management skills; Communication skills; Field / Institutional visits.

### 19. Team Building Skills for Professional Excellence

Need and importance of team building for professional excellence; Ethics and values in team building; Team building process and team dynamics; Team building and crisis management; Decision making in team building; Team building through management games; Role of leadership in team building; Emotional intelligence in team building; Gender Mainstreaming; Institutional Visits.

### 20. Farmer Producer Organizations

Scope and potentials of FPOs in Horticulture; Networking of Farmers Groups and Organizations - CBOs, SHGs etc., in Horticulture; Role of NGOs, KVKs, Government organizations, ATMA etc., in promotion of FPOs; Partnership modalities and schematic linkages of various stake holders in promotion of FPOs; Case studies of successful FPOs; Field visits to Innovative FPO models in Horticulture; Role of e-NAM in promotion of FPOs.

### 21. Communication and Interpersonal Skills for Professional Excellence

Communication skills for extension functionaries: An overview; Oral presentation skills; Non-verbal communication; Feedback skills for effective communication; Reading, listening and writing skills; Role of information and communication technologies in TOT; Interpersonal skills; Emotional intelligence for better communication; Conflict management skills for good interpersonal relations; Motivational skills; Positive attitude; Field/ institutional visits.

### 22. Leadership and Personality Development Skills for Professional Excellence

Role and Importance of Leadership and Personality Development : An Overview; Leadership skills; Team building skills; Interpersonal skills for effective personality development; Emotional intelligence for effective leadership and balanced personality; Human values through social responsibility; Smart work life balance; Nutritional management for health and wellness; awareness on legal rights for good citizenship; Corporate etiquette; Field / Institutional visits.





## Training Core Content of Off Campus programmes

### 23. 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 – groups; Virtual training; Digital technologies for effective ToT; Field/Institutional visits.

### 24. Leadership and Team Building Skills for Organizational Excellence

Leadership and Team Building Skills: An Overview; Values and ethics and leadership; importance of team work in organizations; Team building and team work; Team dynamics; Interpersonal skills for effective dealing; Leadership and team building concepts through management games; Positive attitude; Motivational skills; Communication skills for effective team work; Field/Institutional visits.

### 25. Process Documentation Skills for Information Management

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 & report writing skills; Facilitation skills for process monitoring and documentation; soft skills; Field/Institutional visits.

### 26. Creative Decision Making and Problem Solving Skills

Creative Decision Making & Problem Solving Skills- Need and importance: An Over view: Techniques of creative thinking and problem solving; Brain storming, Fish bone diagram six thinking hats, Delphi Techniques, Nominal group techniques, Decision tree, Pareto analysis; Negotiation & Conflict management skills for better problem solving; Mind tools for problem solving, SWOT analysis and mind mapping; Developing strategies for rational thinking & problem solving; Field/Institutional visits.

### 27. Value Addition and Post Harvest Technologies for Vegetables and Minor Millets

Emerging Challenges in Value Addition and Post harvest Technologies; Processing and value addition in vegetables and minor millets; Post harvest practices in vegetables and millets; Promotion of Agri. processing centres by farmers; Storage, Handling and Grading in Vegetables and Millets; Extension strategies for promotion of post harvest technologies in vegetables and millets; Value addition and preservation of vegetables; Field/Institutional visits.

### 28. Time and Stress Management for Extension Professionals

Time Management for better Performance; Stress management for personal and professional excellence; Time log analysis; Methods and techniques of time management; Emotional intelligence for better personal relations; Conflict management for combating stress; Anger management and mind management; Positive attitude for better living; Balanced nutrition for healthy living; Practical exercises on stress management, Yoga and Meditation techniques; Field/Institutional visits.

### 29. Value Addition and Entrepreneurship

Need and Importance of Value Addition and Entrepreneurship: An Over view; processing and value addition in coconut; Promotion of processing centres by self-help groups; Essential criteria for development of Entrepreneurship skills; Successful case studies of Entrepreneurs; Extension strategies to promote value addition soft skills; Field/Institutional visits.

### 30. Capacity Building of Extension Professionals for Effective Transfer of Technology

Emerging Challenges in Extension Organizations: An overview; Market led extension; Promotion of farmer groups and organizations; Public Private Partnership; Convergence; Information and communication technologies; Team building & Leadership skills; Promotion of entrepreneurship; Climate change; Promotion & farmer groups and organizations; Soft skills; Field/Institutional visits.





## Faculty Profile



**Dr. Voliveru Sudha Rani,**  
Professor & Director  
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Dr. V.Sudha Rani has more than 31 years of experience in the area of teaching, training, research and extension. She is a topper in PG and Ph.D and completed PG Diploma in Computer Applications. She started her career as Bank employee and joined University as Asst. Professor. As a teacher and trainer she contributed more to the society. She is specialized in Training Management, Entrepreneurship Development, Extension Management, Advanced Research Methodology in Extension research, Advanced Management & Instructional Technology and innovative extension approaches & methodologies. She bagged number of awards and achievements in her career viz., Received the *ISTD – Vivekananda National Award for Excellency in HRD & Training for the year 2006-07* on 8-12-2007; and *National award for “Excellence in Teaching” in Agricultural Extension* by ASTHA Foundation, Meerut, UP.

Dr. Rani attended international training programme on Development of Computer Assisted Instructional designs at AIT, Bangkok, Thailand and received an Appreciation letter for the CAI Design developed by her; Dr. Sudha Rani has conducted 90 training programmes covering 1725 trainee officers viz., Extension personnel and middle level officers of Dept. of Agriculture and allied sectors and SAU scientists. She has 8 years of field experience during which she has conducted 80 field level and vocational trainings to 2000 farmers, farm women, DW CRA women and rural youth. She was a nominated member for Education Technology Cell of the university during 2005 – 2013; Presently she developed an *e- course ware on Entrepreneurship development and communication skills* under TELAGE (Technology Enhanced Learning in Agriculture Education) project in association with NAARM; She has also developed self learning instructional material for IGNOU & MANAGE.

As Major advisor / Chairman guided 6 Ph.D and 12 M.Sc students. As Minor advisor guided 5 M.Sc & 5 Ph.D students. Developed 20 attitude scales during PhD teaching; Her student Ms. N. Priya Patil, M Sc Ag has bagged University Best thesis Award for the year 2014; Her research contribution to mention she has published 96 research articles, conference papers, book chapters in reputed NAAS rated journals of national and international level. She has authored four practical manuals and two study materials for undergraduate students of B.Sc(Hon's) Agriculture and was instrumental in curriculum revision from time to time in the university.

She has made innovations in Training Management by extensively using / implementing CBT, CAI, video conferencing, management games, role plays, brain storming, Concept of Extension Field Laboratories, Innovative feedback mechanism, Strategic planning by trainee officers and developed a check list for a trainer for effective training management. Dr. Sudha Rani got sanctioned NAIP ICT project with Media Lab Asia & NIRD as Co PI from Univ. during 2008 titled “*Development of alternative ICT models based on study and analysis of ICT initiatives taken up in Indian Agriculture*”. At present the project is implemented and continued by Directorate of Extension PJTSAU as *AKPS Annapurna Krishi Prasar Seva* i.e., an Interactive Information Dissemination System. Presently she is CCPI to NASF (ICAR) Project titled “*Addressing farmers suicides issue through Capacity building of Farm families*” as partnering centre with Punjab Agricultural University as lead centre. She has Conducted evaluation, impact and follow up studies in client states of EEI while working as faculty and she was a resource person to state and national level training institutes.



## Faculty Profile



**Dr. I. Sreenivasa Rao,**  
Professor & University Head  
(Agricultural Extension)  
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Dr. I. Sreenivasa Rao has put up 26 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 14 doctoral and 15 M.Sc. students as Chairman of advisory committee. Later, joined EEI in February, 2018 and promoted to Senior Professor on January, 2019.

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 75 publications in reputed peer reviewed international and National journals, 20 popular articles and 2 book chapters. He is also one of the committee members of Broad Subject Matter Area Committees (BSMA), ICAR, New Delhi for the discipline of Agricultural Extension Education and developed the new course curriculum for M.Sc and Ph.D. degrees in the discipline of Agril. Ext. Education.

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, India.

His areas of specialization are communication, extension methodologies, training management, creative and soft skills, 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 department. Dr. Jamuna Rani started her career in 1993 as Assistant Extension Specialist in the Faculty of Agriculture at Regional Agricultural Research Station (RARS), Palem, Mahaboobnagar district, Southern Telangana Zone, ANGRAU. She rendered her services in the fields of extension at field level (1993-99), research (2000-01), teaching (2001-06) and training (2006 to 2016). 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 for a decade as above which has 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 Agriculture & allied sectors of Southern Region. Evaluated impact of EEI training through follow up studies and accommodated required improvements in training. Conducted follow up studies on the training programmes of EEI organized during 2006-07 (Kerala State) and 2011-12 (Andhra Pradesh). She was Editor for Quarterly News Letter of EEI for the period 2007-2010. Presented research papers in national and international seminars. Delivered 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.

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 has enforced academic regulations of PG and Ph.D., Programmes of the university, monitored PG Research., conducted semester final examinations for PG students and comprehensive examination for PG and Ph.D., programs of the three faculties i.e., Agriculture, Agricultural Engineering and Home Science by obtaining question papers externally. Meticulously handled the student admission process (PG and Ph.D., programs) during the academic year 2017-18 by conducting entrance examinations and interviews. She has meaningfully discharged the duties of convocation and digitized the student's Academic Performance Reports. 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 had fulfilled extension objectives of the University Extension System. During the above period she facilitated, monitored and coordinated different activities pertaining to the implementation of Technical activities of KVKs DAATTCs, University Press and ATIC, Electronic Wing and EEI. Apart from the administrative facilitation of the technical activities of centres working under extension wing, PJTSAU, involved in establishment of two new KVKs one at Kothagudem, Khammam district and another at Bellampally, Adilabad district. She has served as a bridge between researchers and farmers who are ultimate users of new technologies. Consistent track record of success in planning, organizing and executing extension activities. Committed to reviewing requirements, analyzing statement of work priorities. Successfully accepting new responsibilities, assignments and adapting to new responsibilities and environments. Possess very strong organizational, people and communication skills.

## Faculty Profile



**Dr. C. Padma Veni**, Professor  
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Dr. C. Padma Veni joined Acharya NG Ranga Agricultural University as Assistant Professor at S.V. Agricultural College, Tirupati in 1998 and provided strong crutches for the architecture of development of U.G and P.G students in Agricultural Extension till 2000. Her distinct personality had the capacity to feed the Ph.D students, the academic huger by her sheer interest and untiring zeal in the subjects taught and the research guided at Extension Education Institute. Her destination of experience in organizing the training programmes with the integration of functional and management games as experiential learning methods umbreller under Management orientated trainings ingrained the concepts and learning in the minds of trainees in various areas besides offering Methodology, Technology, and Sensitization trainings from 2000 to 2015. For a sojourn period in between that was from August, 2007 to April, 2008, while her service at Farmers Call Centre, Bugumpet, Hyderabad, Dr. Padma Veni served the cause of farmers concern by answering their queries.

Dr. Padma Veni as Principal Scientist and Programme Coordinator, Krishi Vigyan Kendra, Rudrur, Nizamabad, with her 31/2 years service (2015-2019) elevated the institution to its highest and shining tunes by ascending the ladder of professional competence through the steps of success that crowned KVK, the "BEST EXTENSION CENTRE" Award on 03.09.2017 on the occasion of the 3rd foundation day of Professor Jayashankar Telangana State Agricultural University, besides bagging Award on 22.09.2018 for the BEST PERFORMANCE in "SANKALP SE SIDDI" programme (Govt. of India, Ministry of Agriculture and Farmers Welfare) organized on 31st August 2017. Dr. C. Padma Veni published research articles in National and International Journals with good NAAS rating. With enriched field experience, presently Dr. Padma Veni as Professor catering to the training needs of middle level extension functionaries of Development departments of Southern States.



## 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 ICES 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 (UNWEH) and Dutchesshaft 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.

At EEI, Rajendranagar she is actively involved in training Middle Level Extension Functionaries belonging to all South Indian States and Union Territories in areas of outreach management and ICTs. Brought a compendium on "Bringing about change: Inspiring success cases of rural women of Southern India" played a leading role in initiation of EEI blog, e-brochures as incharge of EEI News letter. She has played an active role in skill training of budding young entrepreneurs in AESP programme of GoI in the year 2019. Her areas of specialization are Farmers Indigenous technical knowledge, team building, Management games communication and Digital technologies.

## 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. Associated with the development and release of 5 varieties / hybrids in 5 crops which were released through SVRC. Associated with development and release of PCH-111, which is notified for release at national Level by CVRV

Participated and conducted several farmer training programmes organized by DAATTC and Agriculture department and other line departments to educate farmers on scientific cultivation practices. Attended kisan melas, rytu sadassus, group discussions, field day programmes organized by University and 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. Successful in addressing the farmer problems through electronic, print media and farmers advisory services in many folds. Established good information centre in DAATT Centre, by periodically developing blow-ups of Pest and Disease symptoms. Established farmer's advisory network system by way of telephone calls and farmers advisory system at DAATTC office.

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. Having strong background & rich experience, successfully training middle level extension officers of client Departments as trainer for more than five years and making sincere efforts to keep images of field experience in the teaching – learning process in EEI. Associated in developing content and starting new training program on Experiential learning methods and management games for master trainers for better understanding of contents like Leadership, Team building, Motivation, Creativity, Organizational Commitment, Time management, Conflict management, Non-verbal communication etc. Conducted two consultancy programs to Orissa Agriculture Department Extension officers on New Dimensions in Agriculture extension. Actively involved in documenting Innovative success cases in southern India the book entitled “Gross root level innovations of client Departments of EEI”. As a faculty in EEI delivered guest lecturers/Invited lectures in training programs. Organized two International training programs for the officers of Peoples republic of Bangladesh during 2016. As ICTs are gaining momentum to reach the unreached, organized two ICT workshops by involving administrators, stakeholders, client department officers and scientists to come up with a road map for HRD and capacity building. Undergone training at MANAGE on Management Games and developed games at EEI and successfully making use of these games for imparting On and Off campus trainings. Associated with SAMETI as resource person and took sessions in International, National and State level training programs. Associated in Consultancy Project work in the institute



## Faculty Profile



**Dr. P. Vijaya Lakshmi, Professor**  
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Dr. P. Vijaya Lakshmi has put up 20 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, Kisanmelas, field days, farmer scientist interaction programmes, rythu chaitanya yatras and training programmes to line department officials and farmers. She has contributed significantly in dissemination of SRI technology and direct sowing of paddy with 8 row drum seeder in many mandals of Rangareddy district. She gave number of press notes, radio and TV programmes on various crop related technologies, besides publishing popular articles for the benefit of farming community.

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 95 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 MAOs of Telangana State, Agriculture Marketing and Agri. Business, Tamil Nadu, 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 20 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, Skill development programmes and International programmes. 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.

In recognition to her contributions in the field of Meritorious Extension Education she was awarded 'Extension Scientist Award' for the year 2012 and 'Best Extension Professional Award' for the year 2018.

Her areas of specialisation are women studies, gender studies, rural livelihoods, communication and media studies.



## Faculty Profile



**Dr. D. Shireesha**, Asst. Professor  
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e-mail: sirisha.devarakonda4@gmail.com

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 probationers. 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, Assessing Information sharing behaviour of the farmers networks and she also Documented many ITKs & success stories among the farmers of the district.

Organized many vocational trainings to the farmers and farm women. Promoted ICT initiatives at KVK through AKPS- Annapurna Krishi Prasara Seva (Interactive Information Dissemination System), Information kiosk and farmer's portals by helping farmers of the district through Agro advisory services. She also initiated and formed three farmers network groups. i.e., Master trainers in Groundnut, Telangana Yuva Rythu Saagubadi farmers and Innovative Farmer's Network in different mandals of the district through which farmer led Extension services were initiated by training the farmer networks and also published book entitled 'Innovative Farmers Network of the District'. Conducted other extension programmes like Awareness programmes, TV programmes, Farmer scientist interaction meetings, Exposure visits to farmers, Flag method of Extension, Field visits, Joint Diagnostic visits, Mana Telangana Mana Vyavasayam Programmes, Agricultural Exhibitions, World Soil Day, Jai Kisan Jai Vigyan Diwas, Pradhan Manthri Fasal Bheema Yojana, Field days, technology week, kisan melas and kisan sammelans etc.

She has published research papers in many peer reviewed journals and received Best Research Presentation awards for research papers Presented in 'International Extension Education Conference' at BHU, Varanasi and National conference on 'Futuristic Agriculture Extension for livelihood improvement and sustainable development' at Hyderabad. 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. Organised and Involved in the trainings to the state department officials and other NGO organisations 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.

Presently she is working as Assistant Professor at Extension Education Institute, Hyderabad from February, 2018. As a faculty of EEI she actively involved in conducting mandatory on and off campus training programmes to the middle level extension officers of the client states and skill development training programme on 'Agriculture Extension Service Provider' to the unemployed rural youth for the year 2018-19.



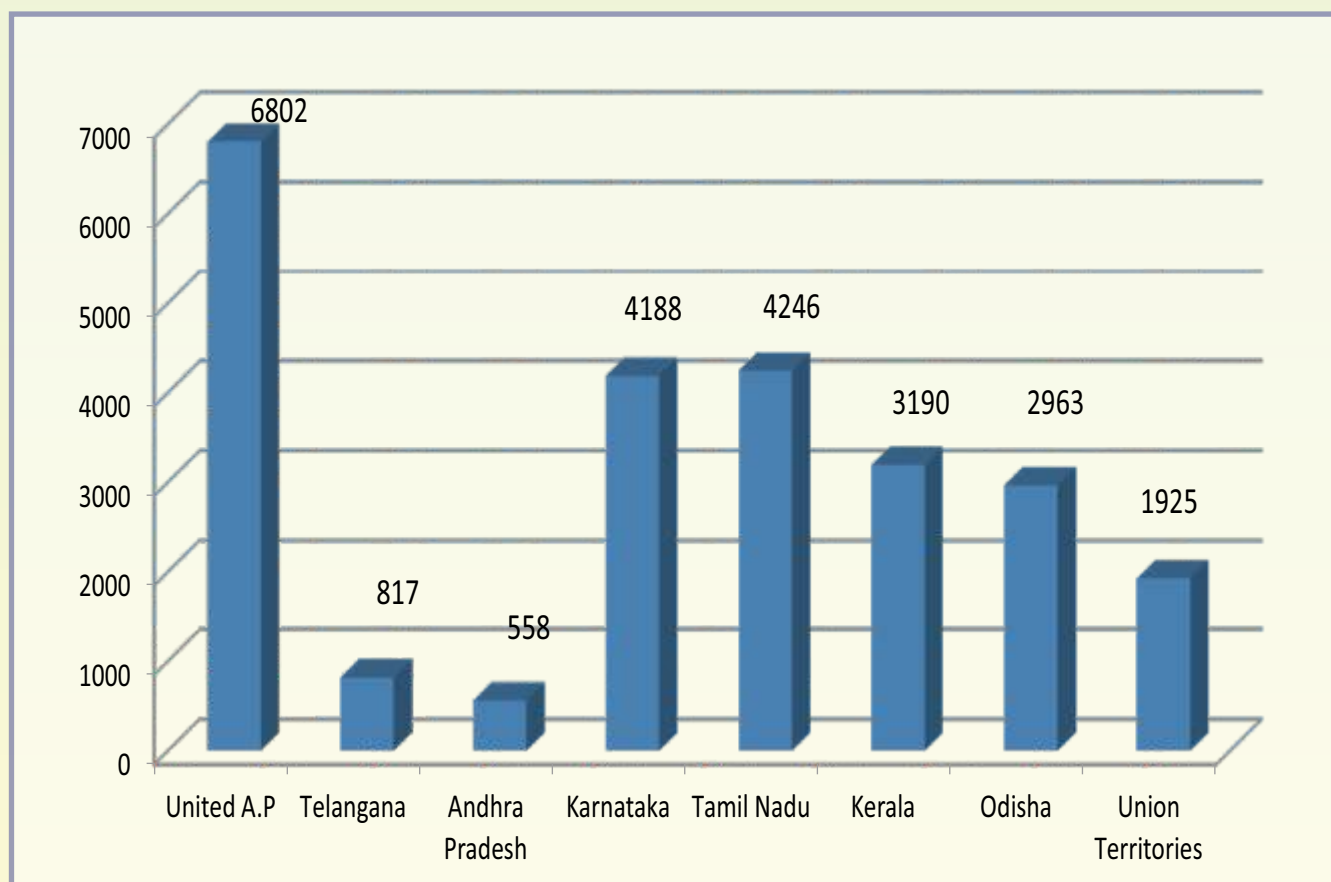
### Reaching EEI

Greater Hyderabad is well connected by Air, Train and Road with all parts of the country. Participants may reach the Extension Education Institute located in 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 EEI 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.

### Participation of Client States in EEI Training Programmes since inception to March, 2019



### Client States





NON TEACHING STAFF - EEI



## CONTACT NUMBERS

S.No.	Job role	In-charge	Office Associate
1.	Training In-charge	<b>Dr.P.Vijaya Lakshmi</b> , Professor, Ph: 8121668586 <b>Dr. I. Sreenivasa Rao</b> , Professor, Ph: 9618231626	<b>Ms. C.Ushavathi</b> , Sr. Assitant, Ph: 9849014358
2.	Hostel Warden	<b>Dr.S.Chandrashekar</b> , Professor, Ph: 7893332039 <b>Dr.M.Preethi</b> , Professor, Ph: 9440310664	<b>Mr. O.Bhaskar Rao</b> , Caretaker, Ph: 9000520687
3.	Transport In-charge	<b>Dr.S.Chandrashekar</b> , Professor, Ph: 7893332039 <b>Dr.P.Vijaya Lakshmi</b> , Professor, Ph: 8121668586	<b>Mr.R.Srinivas</b> , Sr. Technician, Ph: 9440160638
4.	Documentation of success stories	<b>Dr. B. Jamuna Rani</b> , Professor, Ph: 9246219200	<b>Mr.R.Srinivas</b> , Sr. Technician Ph: 9440160638
5.	Photography	---	<b>Mr.O.Bhaskar Rao</b> , Artist Cum Photographer 9000520687
6.	Videography	<b>Dr. B. Jamuna Rani</b> , Professor, Ph: 9246219200	<b>Mr.R.Srinivas</b> , Sr. Technician, Ph: 9440160638

