

Pedagogy: Various techniques and pedagogy are adopted in this course to help participants to feel the best touch of reality. The techniques like Ice breaking, hands on experience, visit to institutions related to commercial extension, finally with soft skills for efficient job performance.

Travel: Greater Hyderabad is well connected by Air, Rail and Road with all parts of the country. Participants travelling by train should alight at Secunderabad or Hyderabad railway station. City transport service is available to reach the EEI.

Buses from various places to Extension Education Institute

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

Land marks:

Extension bus stop located on the Rajendranagar road which is at a distance of 15 km. from Koti, 25 km from Secunderabad, 15 km from Nampally, 18 km from Kachiguda and 10 km from Rajiv Gandhi International Airport. The participants may also hire private taxi or cab or auto directly from the Railway Station. Drop Location for Private cabs or Taxis: Extension Education Institute, Rajendranagar road.

Participants are advised to make their return journey reservations at their end before leaving to Hyderabad.

Further Information can be obtained from

Dr. K. Madhu Babu, Director

Phone: 040 24015368 (O), +918008808024

Email: madhu5.karra@gmail.com

Dr. I. S. Rao,

Professor and Officer- in-charge (Training)

Phone: 040 24015368 (O), +9196a18231626

Email: illuris@gmail.com

Dr. P. Vijaya Lakshmi,

Professor and Officer- in-charge (Training)

Phone: 040 24015368 (O), +918121668586

Email: pvlagr98@gmail.com

Edited and compiled by

Dr. D. Shireesha, Asst. Professor, EEI.

Warden : **Dr. S. Chandra Shekar : +91 78 93 33 20 39**

Care Taker : **O. Bhasker Rao : +91 90 00 52 06 87**

TRAINING PROGRAMME ON
Commercial Extension
in Agriculture
and Allied Sectors

November 26th to 30th 2018 (5 days)



Course Coordinator

Dr. S. CHANDRASHEKAR
Professor, EEI, Hyderabad



EXTENSION EDUCATION INSTITUTE
(Southern Region)

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

Professor Jayashankar Telangana State Agricultural University
Rajendranagar, Hyderabad-500 030

Phone No: 040-24015368; Fax No: 040-24016367
e-mail: eei1962@yahoo.in; Web: www.eeihyd.org

Back Ground

Today commercialization of agriculture is an inevitable reality throughout the whole world. There are a number of factors affecting the commercialization process in agriculture. Some of them could be named as rapid growth of economies in the both developing and developed countries, introducing of new technologies, market expansion, market liberalization, urbanization, rapid increase of demand for food, decreasing of farming population, liberalized and open economic policies, bilateral and multilateral economic agreements, developed infrastructure facilities in farming areas and government agricultural policies. However, commercialization in agriculture is not a new phenomenon and it is not a surprise to the farming community. Since the nineteen fifties, farmers in most of the countries have moved towards commercial agriculture. Their major objective was surplus production aiming market prospects. Agricultural extension plays a major role in agricultural production. Role of agricultural extension in a commercialized agricultural system is different from such service in subsistence farming system.

In the commercialized agriculture the extension service will mainly concentrate on the resourceful big farmers, with favorable environmental conditions and higher socio-economic status. Under the commercialized agriculture the number of farmers is to be reduced and the size of the farm land should be increased. By using improved technologies farmers can move towards commercial agriculture without considering the size of land. Under protected agriculture, farmers follow concepts of the commercial agriculture. Commercial livestock farming does not rely on the farm size except dairy farming. However, the role of agricultural extension in the commercialized agricultural system is mainly dependent on the type and way of commercialization in a given society. We have to expect that agricultural extension services are supposed to fulfill many aims, from reducing rural poverty and improved livelihoods for rural households to increasing the overall production and contributing to foreign exchange earnings from exports. But the level and percentage of this contribution may vary from one situation to another. To improve the knowledge and skill in the area of commercial extension in agriculture and allied sectors Extension Education Institute (EEI) is organizing a 5 day training programme on this.

Objectives of training:

- To enhance knowledge on the importance of Export oriented Agriculture
- To enhance knowledge on Standard operating procedures for agriculture exports
- To enhance skills in Post harvest technologies & value addition in horticultural products.
- To enhance knowledge on the Export opportunities in Livestock and Poultry products in the wake of WTO.

- To enhance knowledge on the Export opportunities in Fisheries sector in the wake of WTO.
- To enhance knowledge on the WTO & its implications in agriculture and allied sectors.

Course contents:

Export oriented Agriculture: The status, challenges and prospects, WTO & its implications in agriculture and allied sectors, Standard operating procedures for agriculture exports, Post harvest technologies & value addition in horticultural products, Public Private Partnership in exports, Export opportunities in Livestock products in the wake of WTO, Export opportunities in Fisheries sector in the wake of WTO, Prospects of Indian Poultry sector for make in India, Interaction with agripreneur on promotion of exports in agriculture and allied sectors, Gender Mainstreaming in agriculture and allied sectors and Soft skills for personality development.

Benefits :

1. The training will enhance knowledge on the importance of Export oriented Agriculture.
2. The training will provide comprehensive knowledge on WTO & its implications in agriculture and allied sectors.
3. Training will expand knowledge in Post harvest technologies & value addition in horticultural products.
4. Training will improve knowledge on the Export opportunities in Livestock products in the wake of WTO.
5. Training will improve knowledge on the Export opportunities in Fisheries sector in the wake of WTO.
6. Training will enhance knowledge on the Prospects of Indian Poultry sector for make in India.

Who can attend? : Officials from departments of Agriculture, Horticulture, Animal husbandry, Fisheries, Soil conservation and soil survey, Forestry, Sericulture and industries department of Andaman and Nicobar islands, Sericulture and allied sectors, all development professionals from client states of EEI, Assistant Professors / Scientists / KVK / DAATT centre Professionals, personnel from Non Government Organizations and any others who want to build or improve their skills related to Commercial Extension.

Duration: November 26th to 30th, 2018 (both days inclusive). Participants are expected to arrive at least by 8 am on the morning of November 26th and can leave after 1600 hrs. On November 30th 2018.

Boarding and Lodging: The programme is fully residential. Participants will be accommodated in the Hostels at EEI campus and will be provided free board and lodging. With regards to travel expenses, for all the client department officials as per their eligibility shall be met by EEI, Hyderabad except for officials from NGOs.