



Director's Desk

Capacity building for Professional Empowerment



Agricultural extension systems are affected by various 'forces of change' directly or indirectly. The main global forces of change in extension systems are globalization and market liberalization, privatization, commercialization and agri-business, environment concerns, disasters and emergencies, information technology breakthrough, rural poverty, hunger and vulnerability, integrated, multi-disciplinary and holistic development, broader role of extension, decentralized extension services, pluralistic extension system etc.

To address these issues extension professionals should be equipped with relevant knowledge skills, 'Professional' include those who were qualified to pursue a vocation, extension services also requires professional knowledge, skills, shared values and wisdom.

In a top-down approach like T&V system though technical knowledge is most important for the extension worker that is acquired through their formal education, they also need knowledge & skills on facilitation while dealing with groups. These knowledge and skills are specialized in nature and often requiring scientific principles. The extension workers by education may not be professional extensionist but by nature of job they must be professional. As a professional extension worker he/she shall be paramount in the development of farming community. Undoubtedly the extension reforms demand many new skills required for extension workers. Therefore extension workers should be developed professionally to serve the farmers.

Capacity building of extension workers is a thrust area. Till date efforts are being made to

develop the soft skills, managed skills and facilitation skills. Therefore extension workers need sound foundation of those skills. Otherwise the new approach will not be effective. In this context training has a great role to play.

Training need not necessarily lead to change unless due care is taken to bring desirable change. Therefore training of trainers will play a vital role in this regard. Besides there is need to orient all levels of training organization to create a climate of facilitative learning.

The whole extension process is dependent upon the extension workers, which is the critical element in all extension activities indeed, the effectiveness of the extension workers can often determine the success or failure of an extension programme. The Policy Framework for Agricultural Extension mentions that a long-term training plan for extension workers should be developed by each state based on a thorough skill gap analysis. A massive campaign will need to be launched for skill up gradation and capacity building of extension functionaries by using resources of all training institutes.

In order to survive under these conditions and sustain the process of development, we need top class robust means to deliver the technology to clientele. In such a dynamic environment the Human Resource Development (HRD) play the key role in capacity building of personnel working in the development departments. The officer working in development departments is the important and



indispensable resource. He is responsible for achieving the objectives and goals of an organization. Today the main agenda of any organization is based on people, since they are the key for whole process of development and accordingly the human capital will unquestionably facilitate faster growth. Hence we need to concentrate on improving the quality of human resources to manage the problems related to technology.

Training is the greatest investment in developing human resources. Developing individuals, dyads, teams, inter-team collaboration and organizational health involves developing a variety of knowledge, attitudes and skills in the individuals. These may deal with technology, goals, structure,

strategy, systems and people. Some management scientists have classified the capability requirements as technical, managerial, human and conceptual. Training programmes largely focus on developing the person by increasing his technical knowledge and skills, (some ties attitudes towards a particular technology), by giving him managerial knowledge and attitudes (very little of skills except in those programmes that are heavily based on case method and other simulation exercises) and by attempting to acquaint him with human processes information (and skills to a little extent in laboratory settings). Mostly what is improved in training is "Knowledge" and a very little of attitudes and skills. Attitudes and skills are acquired to a

great extent on the job by the employees. Training prepares the employees to acquire such attitudes and skills but rarely does it develop these in the programme itself. Training managers and trainers should recognize this potential as well as the limitation of training.

As this institute is highly committed to bring required changes in the human resources i.e., extension professionals to extend best services to the farmers. I wish all the officers of client departments to utilize the facility and serve the farming community in a better way.

(Dr. K. Madhu Babu)
Director

ON CAMPUS TRAINING PROGRAMMES ORGANISED AT EEI, HYDERABAD.

Participatory Extension Approaches-a Systematic Learning Process For Effective Service Delivery



An on campus training programme on "Participatory Extension Methods for Effective Service Delivery" has been organized for 5 days at EEI, Hyderabad from 2nd to 6th January 2018.

Sincere efforts were made to cover participatory approaches in topics such as Technology Assessment and Refinement

(TAR), Farmer Fields Schools (FFS), Participatory skill teaching, Small group discussion methods and techniques, Participatory monitoring and evaluation etc. While expressing their feed back, one of the participants, Sri N. Nagapasupathi, Agricultural Officer said that the importance associated with the word Participatory attracted him to

participate in the programme as he is a field level Extension worker.

Majority of the participant officers while giving their feedback expressed their utmost satisfaction regarding methodology and organization of the programme. They also expressed that the village visit arranged to Devuni Erravelly, Rangareddy district was quite informative and farmers were very cooperative which enabled them to practice PRA techniques thoroughly. The field visit motivated participant officers from Tamil Nadu and Orissa states to replicate the developmental activities they have witnessed in the village in their back home places.

During the visit, the participants had an interactive session with the Sarpanch of the village, Sri. Sekhar Reddy and 50 others. There was an active participation of farmers in the PRA techniques like 'Social Map', 'Venn diagram', 'Time line', 'Transact walk', 'Seasonal Matrix' etc which helped the participants to have a clear picture of the Village. The Yoga session included in the programme was also felt useful by



the participants as the techniques of yoga and health tips advised are easy to implement.

Dr. K. Anand Singh, Director, EEI, while speaking on the occasion of valedictory, stated that, as the participatory approaches are very important in Research and Extension for higher adoption rates by the farmers important topics with practical utility are included in the

programme. He requested the participants to further utilize the learnings of the programme in their developmental plans and schemes. Some of the participants expressed that, the programme may be extended for one more day to facilitate practicing of more PRA techniques.

Participants belonging to Telangana, Tamilnadu and Odisha states from Agriculture and Fisheries departments took part in the programme.

The programme was concluded with formal vote of thanks by the course coordinator, Dr.S.Chandrashekar, Professor, EEI, Hyderabad

Farmer Producer Organizations - A Business Approach to Farming

Collectivization of Producers, especially small and marginal farmers into Producer Organizations has emerged to address the many challenges of agriculture but most importantly improved access to investments, technology, inputs and markets. At this juncture the state of Telangana has embraced the FPO concept with the intention of moulding the farming Profession into a *Business enterprise*.

With this backdrop, the Extension education Institute, Hyderabad has organized a four days off campus training programme on "Farmers Producer Organizations (FPO) for Sustenance Agriculture" to Horticulture Officers of Telangana at Telangana Horticulture Training Institute (THTI), Red Hills, Hyderabad from 4th – 7th January, 2018. The programme was co-ordinated by Dr. M. Preethi, Professor, EEI and Sri. S. V.



Visit to Crop Colony, Ibrahimpatnam

Ratnacharyulu, Extension Officer, EEI.

The programme is made of sessions on formation of FPOs, Banking Linkages, Case studies on

successful FPOs, linking of farmers to markets & formation of business plans. Visits were arranged to Flower & Vegetable markets, Gudimalkapur, Whole Sale Market Bowenpally, Fruit Market Kothapet and crop colonies at Ibrahim patnam.

During the Inaugural session of the programme held on 4-1-2018 the Director, THTI, Sri. L. Venkata Rami Reddy addressed the participants and requested them to absorb the concepts related to FPOs so that each participant can initiate 2 FPOs in their Mandals. Sri. V. Madhusudhan, Deputy Director spoke on the importance of FPOs in Horticulture sector. The Valedictory programme was held on 6-1-2018, which was chaired by Dr. K. Anand Singh, Director, EEI who spoke about 'Doubling of Farmers Income' through FPOs.

35 Horticulture officers from all the districts of Telangana State participated in the programme.



Participants receiving certificates from Director, EEI



Human Resource Development for Professional Excellence

Human resource development is one of the important mechanisms for any organization that strives to enhance the performance and contribution from its employees. Human resource management could encompass diverse aspects, focusing specifically on certain essential skills that would help the individuals to hone their personal and professional excellence would go a long way in bringing about change and development in organizations. This specific programme, therefore, focused on certain human and soft skills that would supplement and complement their technical and conceptual skills.

Participants felt that the programme provided a lot of learning to them to look at the personal and work life from a different perspective. The diverse pedagogical approaches used for imparting learning in the programme were very much appreciated by the participants, during the five days of the programme that took place from January 30 to February 3, 2018 on campus visible impacts were gradually felt among the cross section of the participants. In the initial stages, participants were more indifferent and not ready to open up. The inputs during the programme and the experienced way of handling the

participants by the programme coordinator and expert resource persons brought a sea change among the participants. Participants not only became lively and very interactive; they also worked hard among groups to prepare and make presentations. They started assimilating and appreciating things as the programme progressed and openly expressed that the training programme changed their perspective, thinking, shy behaviour, and the way to look at people and situation to handle things better and to work with enthusiasm. The programme was coordinated by Dr.P. Manikandan, Consultant, EEI.



Teamwork activity being planned and executed by the participants



Participants preparing for their group work presentation



Oral feedback given by the participant during the valediction



Dr K. Madhu Babu, Director, EEI, distributing certificates to the participants



Time and Stress Management for Women Extension Officers

Today's competitive world demands every employee to excel in the performance with available resources being provided including time. Overburdened women employees with house hold and professional activities are suffering a lot with more stress. It is the need of the hour to motivate women employees to cope up with the stress for a balance in their professional and personal life and to bring success in the both fronts.

Keeping these things in view a five day on campus training programme was organised on "Time and stress management for women extension officers" at EEI from 30th January to 3rd February, 2018. Dr.P.Vijaya Lakshmi, Professor, EEI coordinated the programme. A total of twenty two women extension officers participated from Telangana, Andhra Pradesh, Tamil Nadu, Karnataka and Odisha from agriculture and allied departments. The programme was organized with well-planned module with suitable methodology covering interactive lectures, individual and group exercises, brainstorming and group discussion.

The main topics covered were: Time and stress management for personal and professional excellence, Positive attitude for stress free living, Methods and techniques of stress management, Yoga and meditation techniques, Balanced nutrition for healthy living, Emotional Intelligence to cope up with stress

and time log situations, Anger and Mind management, Methods and techniques of time management and Conflict management for combating stress. Participants were taken to Art of living centre, Gandipet, Hyderabad, where they were oriented on Yoga and meditation techniques and work life balance. Trainees were satisfied with methodology and course content covered in this training programme.

During the valedictory programme, Dr.K.Madhu Babu, Director, EEI emphasized the importance of management of time and stress in personal and professional life and urged the participants to utilise these learnings in back home situation. Participants expressed immense satisfaction with the content covered in the programme, techniques for time and stress management, balanced nutrition and management games. Dr. P.Vijaya Lakshmi gave the brief report of the programme and proposed formal vote of thanks.



Ice Breaking Session



Session on Emotional Intelligence by Prof. A. P Natarajan



Visit to Art of Living Centre, Gandipet



Session on Balanced Nutrition for Healthy Living by Ch. B. V. S. K. Reddy

Disaster Management and Mitigation Strategies for Extension Professionals

Communities and Extension Professionals are the first responders in the event of any disaster. Any training programme on the topic would focus on the critical aspects of prevention, preparedness, mitigation, relief and immediate response, rehabilitation and reconstruction with respect to

disasters. Hence, a five day on-campus training programme was planned and organized from 5th to 9th February, 2018 on "Disaster Management and Mitigation Strategies for Extension Professionals" in which 12 officers representing Telangana, Andhra Pradesh, Tamil Nadu and Odisha,

have participated. The programme was coordinated by Dr. S. Chandrashekhar, Professor, EEI, Hyderabad.

The programme comprised of topics such as disaster management: An overview, climate

change and its impact on agriculture, Disaster management and mitigation strategies in agriculture, Drought management, Disaster management in animal husbandry, Enhancement of livelihood after Disaster management, Disaster management and Mitigation strategies in Fisheries, Gender Mainstreaming and soft skills for personality development. The participants were also exposed to the field visits to Indian Meteorological Department, Hyderabad to know about cyclones, floods, Tsunami management and to



Session on Personality Development



Visit to INCOIS, Pragathinagar, Kukatpally

and provided new insights on the topic. The Yoga sessions were also highly appreciated by the participants. They opined that the senior officers are to be deputed for such trainings as they are directly involved in the planning and execution process of disaster management.

The Director, EEI, Dr. K. Madhu Babu during his address in the valedictory motivated the participants to take a proactive role during different phases of Disaster Management.

Value Chain and Supply Chain Management for Enhancing Profitability

Understanding the concepts of supply chain and value chain and utilizing them in the extension approaches for facilitating the farmers to enhance their profitability are essential. Understanding the value and supply chain models for inclusive growth would help the extension professionals to make small changes in their approaches that would go a long way in increasing the productivity and profitability of the farmers. This

programme, as indicated by the participant, provided an eye-opener to them to understand value chain and supply chain and how they can utilize them to enhance the inclusivity of the farmers in the profit share in the value and supply chain. The visit helped them understand the complete value chain. Interaction with private sector and farmer producer groups would add further value to the learning.

In order to support the mission of the Indian Government in enhancing the profitability of farmers and to double their income by 2020, various strategies and approaches have been suggested. One of the important approaches for providing inclusive growth to the farmers is value chain and supply chain. Hence, a 5 day on campus training programme coordinated by Dr P. Manikandan, Consultant was organized on Value and supply



chain management for enhancing profitability from 20th – 24th February, 2018.

The programme provided an opportunity for the development professionals to understand the concepts of value chain and supply chain so that they can go back with the learning to bring about change in their extension approaches to make effective use of supply chain and value chain principles. The programme provided an awakening and mindset for the development professionals to do things differently. Participants felt that they



Oral feedback given by the participants during the valediction



Dr K. Madhu Babu, Director, EET, distributing certificates to the participants

can go back to apply the learning in their work approach so that the farmers get more profit and more income. The sessions were very informative and participants were interactive right from the beginning of the programme. The field visit supplemented and complemented the understanding on value and supply chains. Participants expressed that they were going back with confidence to add value to the value chain that would help the farmers to enhance their profitability. The programme was felt to be very useful by the participants.

Regional Workshop on Training Need Assessment of Client States

A regional workshop on the Training Need Assessment of Client States of Extension Education Institute, Hyderabad, to prepare the Annual Training calendar for the year 2018-19 was held on 11th and 12th January, 2018 at the Seminar Hall, EET, Rajendranagar Hyderabad.

A total of 26 delegates representing various line Departments of client states of EET, have participated in the workshop. The Regional Workshop was inaugurated by the Chief Guest, Dr. D. Raji Reddy, the Director of Extension, PJTSAU, Hyderabad.

Dr. M. Prasuna, Professor and officer In-charge of training, EET gave the welcome address. Dr. K. Anand Singh, the Director, EET presented the detailed report of EET activities and achievements during the year 2017-18.

The Director of Extension during his address, shared few insights and thoughts about the importance of the Department of Forestry and their inclusion in the trainings. He also suggested few useful guidelines for the proper conduct of the on campus and off campus training programmes and opined that customised or tailor

made programmes are very essential.

He further instructed the faculty of EET to take up Action Research. He appealed the delegates to come up with their own individual need areas, addressing farmers migration, suicides, utilization of youth force, Use of ICTs in the dissemination of technologies, Disaster management, Agricultural Marketing etc., Finally the programme ended with the vote of thanks by Dr. M. Preethi, Professor and Training in-charge, EET.

OFF CAMPUS TRAINING PROGRAMMES ORGANISED AT VARIOUS CLIENT STATES OF EEI, HYDERABAD.

Market Linkages and Export Opportunities in Horticulture Sector

Market liberalization and globalization are causing a transformation in agriculture and agri-food markets in India. Food basket is changing towards high-value food products like fruits, vegetables and animal products, and in response, the agricultural production portfolio is diversifying. Simultaneously food procurement and distribution system is also witnessing institutional innovations like contract farming, producers' associations, cooperatives and supermarkets. These changes are creating opportunities as well as challenges for farmers. They are expected to benefit from diversification into high-value commodities that have a strong potential for higher returns to land, labor and capital. Institutional innovations in marketing enhance their access to markets, quality inputs, technology, information, and services, which eventually lead to improvement in productivity and reduction in marketing and transaction costs. In view of the above objectives EEI, Hyderabad organized four days off campus training programme on



Lecture by DGM, APEDA Sri. T. Sudhakar

Market Linkages and Export Opportunities in Horticulture Sector from 17th -20th January, 2018 at IMAGE Bhubaneswar. The contents included in the training programme were market linkages in horticulture through e-NAM-approaches and challenges and prospects, public private partnership in horticulture sector, standard operating procedures for export of horticulture produce, export

oriented horticulture – The status, challenges and prospects, soft skills for personality development, standard package of practices for major horticulture crops of Odisha, latest technologies to improve quality of horticulture crops for exports, better realization of price for horticulture commodities through e-NAM, Good agriculture practices and exports specifications for horticulture produce



Visit to Precision Farming Centre

Field visits were also organized during the training programme. Visited Rishi Fruits and Vegetables, Khurda and Precision Farming Unit Poly house cultivation of Hybrid Rose. The field visits were felt to be more useful by the participants to improve their knowledge on ripening and packing of Banana and different vegetables. Cultivation of hybrid roses in poly houses in Precision farming mode with skilled practices like bending, drip irrigation and fertigation is found to enhance the quality there by improve exports resulting in higher income to the farmer. The course was coordinated by *Dr. S. Chandra Shekar, Professor, EEI and*



Mr. S. V. Ratnacharyulu, Extension Officer, EEI. Total 30 Horticulture officers participated in this training programme. In the valedictory session, Managing Director, APICOL and Director IMAGE

expressed satisfaction and happiness for the successful organization of the programme and for the feedback expressed by the participants about the institute and the quality of training programme.

Dr. K. Madhu Babu
assumed
charge as
Director,
Extension Education
Institute,
Hyderabad on
25.01.2018



Professional Excellence through Communication Skills

Good Communication gives a competitive advantage to individual in their personal and professional lives. Successful communication is both an art and science which can be learnt by individuals to enhance their performance. With this intention, an off campus training programme on 'Communication Skills for Professional Excellence' was organized at IMAGE, Bhubaneswar, Odisha to Sericulture officers from 5th-8th February, 2018.

The programme was tailor made to Sericulture sector by incorporating sessions on Interpersonal skills, Nonverbal skills, Conflict management, Time management, Positive attitude, Emotional intelligence, Transa-



A Session on Gender Mainstreaming by Dr. M. Preethi, Professor, EEI



Certificate distribution by Sri. S. N. Patnaik, Deputy Director, Textiles Department

ctional analysis, Mind and Stress management and Gender mainstreaming for agriculture and allied sectors.

During the inaugural session on 5th February, 2018, The Chief Guest Smt. Subha Sarma, IAS and

Commissioner, Department of Textiles & Sericulture, Odisha stressed on the need for communicating better in meeting our targets and discharge of professional duties,. She further mentioned that good communication enhances ones quality of life. The valedictory session on 8th February, 2018 was chaired by Sri. S. N. Patnaik, Deputy Director, Department of Textiles & Sericulture, Odisha. He spoke about role of communication in day to day lives and necessity of good interpersonal communication skills.

30 Sericulture Officers from different districts of Odisha participated in the programme which was co-ordinated by Dr. M. Preethi, Professor EEI and Smt. D. Vani, Extension Officer, EEI.

Capacity Building of Extension Functionaries to Meet Emerging Challenges

Training of Extension personnel is highly essential for providing latest technical knowhow and also for inculcating competence, professionalism and morale. In this context a four day off campus training programme on “Capacity Building of Extension Functionaries to Meet Emerging Challenges” was conducted for 30 middle level extension officers of the Department of Agriculture, SAMETI, Malakpet, Hyderabad from 5th – 8th March, 2018. The topics such as Emerging challenges in extension organizations, Market led extension in Agriculture, Climate change in Agriculture, Leadership skills in extension, Time management, Communication, Public Private Partnership, Planning and Management of IFS – A perspective to double farmers income, Entrepreneurship in Agriculture, Farmers group and organizations etc were included in the programme. A field visit to Integrated Farming System at PJTSAU, Hyderabad, was also conducted. The participants gave a positive feedback and expressed that the training instilled confidence and positivity in them through different sessions by the inspiring speakers. The training also inspired the officers to utilize all skills learnt and unlock their potential to lead the activities at their work places. The programme was coordinated by Dr. M. Preethi and Dr. M. Prasuna, Professors, EEI.



Visit to IFS Farm, PJTSAU



Session on Emerging challenges in Extension organization

TIME AND STRESS MANAGEMENT FOR EXTENSION FUNCTIONARIES

“You can make money but you cannot make time.” A famous quotation that holds good for everyone in today's busy schedule of life. The professional techniques of time management taught by experts reveals interesting results and act as eye opener on things we waste time.

No matter what career path one has chosen, knowing the importance of time and **stress management** is key for success. Being able to maintain stress level not only will improve the quality of the work, but also will improve the quality of our life. Keeping the

paramount importance of this pressing issue, a 4 day off campus programme was organized at Karnataka State Sericulture Research and Development Institute (KSSRDI), Bangalore for 30 scientists of the same institute from 14th to 17th March 2018.

Programme was meticulously planned by incorporating important topics such as Techniques for efficient management of time and stress, Importance of positive thinking for stress management, Conflict, Mind and Anger management, Emotional Intelligence for better interpersonal relations and Yoga and meditation techniques for work life balance.

The programme graced with the presence of Sister Ambika, a leading personality in spirituality from SPARC. She highlighted positive and negative triggers that soothes or induces stress in



Participants at Ice breaking exercise



Certificates distribution by Director, KSSRDI to participants during valedictory.

individuals. The programme is also embraced with interesting field visit to Prajapitha Brahmakumaris Eashwariya Vishwavidyalaya, Bangalore. Sisters in the institute made the participants to practice meditation and relaxation exercises which are stress busters to any individual.

Speaking on the occasion of valedictory, Chief guest for the programme, the director of KSSRDI, said that the dwindling staff strength, increased work load and targets is causing heavy stress on the staff currently hence this

programme is very much useful for him personally as he himself is under stress. He further requested the coordinators to continue this training programme regularly in their institute for the new comers. Participants expressed that they shall practice simple time and stress management techniques taught in the sessions and felt that the training time and content is very much appropriate for them as they are under great work stress in their official assignments. The programme was coordinated by Dr. R. Vasantha and Dr. P Vijayalakshmi, professors at EEI.



Visit to Prajapitha Brahmakumaris Eashwariya Vishwavidyalaya, Bangalore

MANDAL AGRICULTURAL OFFICERS (MAOs) TRAINING PROGRAMMES

Majority of Telangana lives in rural areas and agriculture is their most important source of income. Developing the potential to increase the productivity and income of small holder crop production systems of our state will be the key to achieving sustenance on agriculture. Move over the image of Agriculture needs a makeover, with more technology centered and market oriented modules which make the field less risky. Thus, there is a pressing need to re-visit our farming practices, so that it becomes home for the new unexpected frontiers of growth and profitability.



Distribution of certificates to the participants



Inaugural address by Sri. Jagan Mohan Rao, IAS, Commissioner of Agriculture

With this manifesto in mind, Professor Jayashankar Telangana State Agricultural University, Rajendranagar, Hyderabad and Department of Agriculture, Government of Telangana, Telangana State had jointly organized training programmes in 5 phases for a duration of 6 days per phase on 'Agro technologies for Productive and Profitable Agriculture in Telangana State (MAOs as Agronomists)' for the officers of Department

of Agriculture, Government of Telangana in a very esteemed manner from 4th January 2018 to 17th March 2018.

The programme was meticulously implemented by the faculty of EEI to train a total number of 505 MAOs with the help of expert resource persons.

Training programme for 7th Batch MAOs (4th to 9th January, 2018)

The programme was jointly coordinated by Dr.K.Anand Singh,

Director, EEI, Dr P. Vijaya Lakshmi, Professor, Smt.D.Vani, Extension Officer, EEI, and Dr B. Savitha, Assistant Director of Extension, PJTSAU. Forty-nine MAOs' participated in this programme.

Contents covered in the programme were: Soils in Telangana, Fertilizer consumption pattern and fertility constraints, & advances in organic farming, INM, Soil test based fertilizer application, Bio fertilizers, Bio technological interventions in Agriculture, Seed production strategies for Telangana state, Problematic soils and their management Agro meteorological aspects and crop management, Strategies under aberrant weather conditions, Weather forecasting and agromet advisories, Crop weather relationship for major crops, Recent advances in Rice, emerging problems and their management, Technologies to improve production of Horticultural crops, Plug-tray production of plants, plants, Water management – micro irrigation of crops and Precision Farming, Efficient irrigation management practices in different crops, Surface irrigation



methods, Farm mechanization, Market intelligence etc. Sri. M. Jagan Mohan, IAS, Commissioner of Agriculture, Government of Telangana,

Hyderabad was the Chief Guest for the Inaugural ceremony. He instructed the officers to take the learnings back home and motivate

the farmers in their jurisdiction. During the valedictory session, one participant from each district was given opportunity to express their feedback on the programme.

Training programme for 8th Batch MAOs (29th January - 3rd February, 2018)

In the second phase, Capacity Building and Refresher training programme for the Mandal Agricultural officers has been organized at the Seminar Hall, EEI, Rajendranagar, Hyderabad for 48 Mandal Agricultural officers of Telangana State. Dr. V. Praveen Rao, Hon'ble Vice-Chancellor, PJTSAU was the Chief Guest of the programme and the Director of Extension, PJTSAU, Dr. D. Raji Reddy briefed about the programme, while the Director, EEI, Dr. K. Madhu Babu welcomed the dignitaries and the gathering.

Dr. V. Praveen Rao in his address quoted that the Mandal Agricultural officers are the Ambassadors of Transfer of Technology from the University to the farming community.

In collaboration with the Department of Agriculture, Govt. of Telangana, Professor Jayashankar Telangana State Agricultural University has meticulously planned the six day training programme to cater to the specific needs of Telangana farmers. Eminent Principal Scientists and other Scientists of the University have handled the sessions on Crop technologies for productivity enhancement of major crops, Soil health management, Pest and disease management, weed control, Integrated farming systems, Pesticide residues, Water and nutrient management technologies etc were incorporated in such a way that the participants were exposed to both theory and more to practical sessions which included visits to various stations or centres of the University. The training was coordinated by Dr. M. Prasuna,



Dr. V. Praveen Rao, Hon'ble Vice Chancellor addressing the trainees during the valedictory ceremony



Certificate distribution by Sr. M. Jagan Mohan, Commissioner Agriculture, during valedictory ceremony

Professor, and Sri. S. V. Ratnacharyulu, Extension Officer, EEI.

During the valedictory, all the participants have expressed that the training was excellently

conducted and it was like a 'Crash Course' for them about all the latest technologies of the University. They further said that it was the best platform to meet various Principal Scientists, Breeders and Senior



Professors of PJTSAU to know directly about the subject and also all the sessions were more interactive to enrich their knowledge for rendering better services to the farmers.

Training programme for 9th Batch MAOs (19th – 24th February, 2018)

In this 9th batch, 46 MAOs from across 18 districts of Telangana attended the programme.

The programme was fabricated in a way that trainee officers would be moulded as 'Agronomists' by the end of 6 days programme. The programme had 38 sessions which were tailored with 70% practical & 30% theory. Interestingly nearly 40% of the sessions were conducted in the field itself, so that participants have a direct experience with the teachings.

To shape the trainees as Agronomists, sessions on Soil types and their management, soil test based fertilizer applications, Bio fertilisers, Agro meteorological aspects and weather forecasting, Water management and efficient irrigation management practices, Management of problem soils, Recent advances in major crops, Post harvest and value addition, farm mechanization, Bio agents and bio pesticides, Production technologies in horticulture, IFS practices farm pond technology,

IDM in food crops and vegetables, bio technological interventions, seed production strategies and market intelligence were included.

Such vast coverage of agronomical packages were made easy in a capsule of 6 days programme, so that trainees can use their information in their job roles and render efficient service to farmers of Telangana State.

Sri. M. Jagan Mohan, IAS, Commissioner of Agriculture, Govt. of Telangana was the Chief Guest while Dr. V. Praveen Rao, Vice-Chancellor, PJTSAU was the President and Dr. D. Raji Reddy, Director of Extension was the Guest of Honour for the valedictory session held on 24th February, 2018. Sri. M. Jagan Mohan, in his address, appreciated the efforts of EEI in organizing the programme and requested the trainee officers to utilize the learnings in field situations. The programme was co-ordinated by Dr. M. Preethi and Dr. S. Chandra Shekar, Professors, EEI.

Training programme for 10th and 11th Batch MAOs (12th to 17th March, 2018)

Thirty eight and thirty nine Mandal Agricultural Officers (MAOs) were roped as the tenth and eleventh batch trainees respectively, who got exposed to Best Agronomical Practices like 'Agrometeorological & Crop managerial concepts, Soils and fertilizer patterns in Telangana,

Management of pests and diseases, Water and Irrigation management, millets & pulses, Rice production practices, Fodder production strategies, IPM, INM & IDM, Weed control and herbicide usage, Integrated Farming Systems, Seed Production strategies, Post Harvest techniques and Value addition, Market Intelligence, Mechanization etc by eminent experts in relevant areas.

One participant from each district expressed their impressions about the training received. They mentioned that these programmes has capacitated them to address field level challenges. Most of them expressed that the programme moulded them as 'Plant Doctors'.

Dr. V. Praveen Rao, Vice Chancellor PJTSAU, attended the valedictory ceremony of the programme on 17th March, 2018 as 'Chief Guest'. He expressed satisfaction over the smooth conduct of the training programmes and he assured that scientist's cooperation shall be provided to extension functionaries to solve the farmers problems at field level.

The programme was graced by the presence of Dr. T. Pradeep, Director of Research and Dr. K. Madhu Babu, Director, EEI and other University Officers of PJTSAU, faculty & staff of PJTSAU and participant trainees. These two programmes were co-ordinated by Dr. I.S. Rao, Sri S.V.Ratnacharyulu, consultant, Dr. S. Chandra Shekar and Dr M.Prasuna Professors, EEI.

SKILL TRAINING PROGRAMME ON AGRICULTURAL EXTENSION SERVICE PROVIDER

Extension Education Institute, Hyderabad organized two skill training courses on Qualification Pack "**Agriculture Extension Service Provider**" from 27th March to 20th April, 2018. These training programs are practical oriented and skill trainings for rural youth, farmers & farm - women in various potential areas of employment in agriculture & allied sectors conducted as per norms & procedures notified by Ministry of Skill Development & Entrepreneurship, Govt. of India.

The training programme on "**Agriculture Extension Service Provider**" is for 25 days duration covering 200 hours (70% practical and 30% theory). The programme in is a residential course and the trainees were accommodated at EEI, Hostel, Rajendranagar. Forty, 10+2 qualified candidates are selected for this training programme.

The Resource Persons for the programme included Scientists of PJTSAU, resource persons from

Department of Agriculture & Horticulture, Govt. Telangana, KVKs and NGOs who mainly focused on imparting practical skills to the trainees.

This course is meant for imparting **job specific skills to unemployed youth** of different districts of Telangana. The service provider is responsible for speedy transfer of information and technology to farmers. He/She reduces the time lag between generation of technology and its



transfer to beneficiary farmer for increasing production, productivity and income from agriculture and allied sectors on sustainable basis.

An agricultural extension service provider gives guidance and actual demonstration on latest technologies related to agriculture. He/ She also works with experts in agriculture to learn more or even develop new methods that could advance production.

The job requires the individual to be constantly armed with the latest techniques and information on related to agriculture. He/ She should have sound knowledge of the subject, should be able to create motivation and self confidence among farmers.

During these programmes, the students of Agriculture Extension Service Providers were given exposure to diverse aspects such Agriculture Extension Service Provider, Agriculture Extension Services through Department of Agriculture, Govt. of Telangana, Horticulture Extension Services through Department of Horticulture, Govt. of Telangana, Agriculture Extension Service Provided by Private Sector, Communication Skills, Reading Skills, Writing Skills, Listening Skills and Thinking Skills, Presentation skills, Identification of Horticulture extension services required in the area, PRA Techniques, Writing for Farm Families, Front Line Demonstration – An Overview, Drip Irrigation System, Agro Technologies on Major Crops for Agriculture Development – An Overview, Identification and Enlisting of Location Specific Agricultural Technologies, Providing Information related to Agriculture Inputs.

Visit to Integrated Farming Systems Approach Entrepreneurship Models in Agriculture and Food Processing industries, and Visit to Farm Implements & machinery Unit, PJTSAU, Visit to



Glimpses in Skill training

Bio Pesticide Institute, Visit to Horticulture Nursery Farm, Flowers – Mansanpally Village, Maheshwaram Mandal, Visit to Poly House, Kavgaguda, Shamshabad, Visit to Organic Vegetable Cultivation, Open and Poly House, Kacharam, Shamshabad were arranged.

Important concepts such as Presentation of Training & Delivery Modules – Theory & practicals, Training Need Assessment & Feed Back Mechanism, Preparation of Training Plan (Selection of topic / Technologies, Place of Trainees and Group of Farmers), Bio fertilizers, Information and Communication Technologies in Agriculture, Post Training Mechanisms – Documentation, Follow-up and Feedback, Skill Teaching, Employment opportunities in Horticulture sector, Institutional Building and training programmes module development and session plan etc. were covered.

During the valedictory session, participants gave very positive feedback on various aspects such as the way the programme was organized, methodology and content of the programme, selection of the right and experienced resource persons for various topics, practicality of the programme, and question and

answer sessions provided. Participants pointed out that they could learn many new things through this programme and assured that they would put the learning in practice. Ms. Swathi Lakshmi and Mr. Ganesh expressed that they want to start consultancy services like urban horticulture (roof top gardening) and nursery management. Mr. Kranthi Kumar and some other students wanted to start their own enterprises. Out of 40 trainees 25% trainees expressed that they want to set-up own business / agri-venture, 35% of trainees want to continue farming and 40% of trainees looking for employment post training.

Dr K. Madhu Babu, Director, EEI who presided over the valedictory function, expressed satisfaction over the smooth conduct of the training programme. He urged the skill students to utilize the knowledge gained and the skills learnt through the training programme to unlock their potential to lead various activities in future. Dr.P.Vijaya Lakshmi, Professor and Dr.Preethi, Professor, EEI Coordinated the first batch and Dr. S. Chandra Shekar, Professor and Dr. M. Prasuna, Professor, EEI coordinated the second batch.



Monitoring of Ongoing skill courses

As per the instructions of Joint Secretary (Extn), MoA&FW, Gol monitoring of Skill Courses for the year 2017-18 has been undertaken by this institute within the home state and the jurisdiction of EEI, Hyderabad.

Monitoring of Ongoing skill course -Soil and water testing lab analyst

Dr.K.Madhu Babu, Director and Dr.M.Prasuna, Professor monitored Soil and water testing lab analyst programme at SAMETI, Telangana, (ARI campus, Rajendranagar) on 29.3.2018 and found that in the programme theory and practical orientation is 30:70, all the candidates are male. 80% of the participants want to setup own business/agri venture, 50% of the participants would like to continue farming, 25% are looking for

employment after the training, Identification of different types of soils, Collection of soil samples, Use of personnel protective equipments, Preparation of standard solutions, Management of problematic of soils, Use of mini labs for analyses of micro and macro nutrients in soils and Use of GPS and GAS for mapping and interpretation of data were the skills found to be imparted.

The organizing institute suggested to plan the programme in advance and requested for more budget to take up more exposure visits.

Monitoring of Ongoing skill course -Quality seed grower

Dr. S. Chandrashekar, Professor monitored Quality seed grower programme at KVK, Salem,

Tamil Nadu on 29.3.2018 and found that in the programme there were 20 participants out of which 16 are male and 4 are female. Theory and practical session ratio is 45:55. 90% of the trained persons want to set up own /agri ventures. 10% would like to continue farming. Skills imparted were hybrid seed production, Synchronization techniques, planting ratios, Seed enhancement, Identification of off types and rogues, Isolation distance and drying methods.

It was noticed that external resource persons were not engaged for delivering sessions to the trainees. The organisers reported that a meagre budget is provided which was not released on time and there is no sufficient man power for organizing the programme.

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Book - Post

To

EEI TRAINING HALL

From

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