



Director's Desk

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Farmers Producers Organisations: The power of collectives



Farmers as producers are unable to realize the right value of their produce. Collectivization of producers, especially small and marginal farmers, into producer organisations is emerging as one of the most effective pathways to address the challenges of agriculture and most importantly, improved access to investments, technology, inputs and markets.

Linking farmers and farmer groups by guiding them to understand the demand, network of market and market intelligence to take informed decisions is prerequisite to strengthen the linkages with markets. To bring this transformation, marketing as a function of management need to guide the flow of produce from farm to fork through the flow of information, so as to fulfill the demand in a way that results in optimization of cost and maximization of value.

Given these changes, linking farmers to market is a long term strategy to enhance income and ensure well being of farmers.

Department of Agriculture and Cooperation under Ministry of Agriculture, Govt. of India has identified 'Farmer Producer Organizations' registered under the special provisions of the Companies Act, 1956 as the most appropriate Institutional form around which the mobilization of farmers is to be made for building their capacity to collectively leverage their production and marketing strength.

Extension Education Institute, Hyderabad is playing a key role in helping Government of India in taking forward the concept of FPOs. As a part of it, On campus training programmes were organised by EEI to various development officials of South Indian states pertaining to Agriculture, Horticulture, Fisheries, Animal husbandry etc to create awareness and inculcate skills in formation and strengthening of FPOs currently functioning in various states. Given the focus of the Government and the growth of FPOs in India, EEI, Hyderabad felt it important to suitably address the capacity building needs of development officials on FPOs which in terns subsequently guides FPOs farmers and their households to make appropriate economic decisions.

(Dr. K. Madhu Babu)
Director

Enhancing Profitability through Value and Supply Chain Management

In the present agricultural context, value and supply chain management facilitates trade. It is an engine for growth. A value chain enhances value of the product while supply chain is the linkage of trading partners to improve business through value based relationships. In the fast moving age of commercial globalization it becomes imperative that all the stake holders in agriculture and allied sectors are equipped with the knowhow of the value and supply chain management.

Keeping in view the above necessity, a 5 day on campus training programme on 'Value and Supply Chain Management for Enhancing Profitability' was organized from 7th - 11th January, 2019 at EEI, Hyderabad. 9 officers from the client states of Telangana, Odisha, and Kerala representing Agriculture, Animal



Dr. M. Preethi, Coordinator interacting with participants during Inaugural Programme

Husbandry, Fisheries and Dairy Development participated in the programme, which was Coordinated by Dr. M. Preethi, Professor, EEI.

The programme was tailored with interactive sessions on Value and Supply Chain models in Agriculture,

Animal Husbandry and Marketing, Contract, Co-operative and Corporate farming models, Promotion of Farmer Groups, Innovations in Value Chain Management, Quality Control Aspects, Gender Mainstreaming and Soft Skills. Field visits were arranged to Masquati Dairy, Hyderabad and Innovative Farmers Farm at Balanagar, which enabled the participants to have a pulse of value chain models in animal husbandry and agriculture sectors.

The valedictory programme on 11th January, 2019 was chaired by Dr. K. Madhu Babu, Director, EEI who in his address said that this particular programme was aimed to sensitize the participants on various concepts of Value and Supply Chain Management. Giving their impressions about the programme the trainees expressed utmost satisfaction over the conduct of the programme.



Field visit to Aquaculture farm of Sri Viswanatha Raju at Balanagar Hyderabad

Applications of Nano Technology in Agriculture and Allied Sectors

Nanotechnology will revolutionize agriculture and food industry by reducing chemical usage, minimise nutrient losses and increase yields through optimised nutrient

management. The potential of nano technology in agriculture and allied sectors is large but the awareness of its use is still in the nascent stage.

Hence in order to inculcate knowledge and skills to the development officers on the applications of nano technology in their respective sectors an on campus

training programme on 'Harnessing Nano Technology in Agriculture and Allied Sectors' was organized from 7th – 11th January, 2019. Applications of nanotechnology in different sectors were essentially planned as a part of the training syllabi so that it can be used by trainees in their back home situations. The sessions were laced with simulated exercises, group activities, brain teasers and energisers to break the monotony of academic environment and to give it a participatory approach. The participants were oriented to the use of nano applications in Agriculture and allied sectors during their visit to Centre to Cellular and Molecular Biology at Habsiguda, Hyderabad.

During the valedictory session held on 30th November 2018, Dr. K.



Dr. D. Shireesha, conducting ice breaking sessions to participants

Madhu Babu, Director, EEI informed the participants that nano applications in agriculture and allied sectors have passed the basic and application research stage and now have to move

to adaptive research stage of nano technology. Here comes the role of development officers to provide appropriate feedback after the use of nano technology in their respective sectors. He further felt that such training platforms of this type provide excellent knowledge and experience sharing between participants from diversified fields and places.

During the feedback session most of the participants expressed that nano technology is a new concept and that this programme has created awareness on nano technology which would be of use in their back home work places. The programme was Co-ordinated by Dr. D. Shireesha, Asst. Professor, EEI in which 16 participants belonging to 4 sectors from 3 states participated.



Hands on training on Nanotechnology at CCMB, Hyderabad

Homestead Technologies for Women Extension Officers of Agriculture and Allied Sectors

Rural women play pivotal role in agriculture and allied activities in India. Nearly 70 per cent of Indian rural women are employed in agriculture and they are responsible for 60-80 percent of food production. They also play a major role in animal husbandry,

horticulture, poultry and small - scale enterprises such as fruit & vegetable preservation, value addition in millets, dyeing, tailoring, papad, basket, broom and rope making, silk worm cocoon rearing, bamboo works, etc. Despite the vital role and drudgery

faced by women in economic uplift of her family, when compared to male farmers, there is a little focus on dissemination of latest, technologies useful for women. In the present era of scientific explosion, a study flow of Homestead knowledge is a must to

bridge the gap between what is generated in the Universities and what is practiced by the rural women.

Keeping in view of the paramount importance of Homestead technologies for rural women entrepreneurs a 5 day

on campus training programme was organized at EEI from 21st-25th January 2019 for the women Extension officers working in Agriculture, Horticulture, Animal husbandry and fisheries from the states of Telangana, Tamilnadu,

Kerala, Odisha, Karnataka etc. Participants were taken to Mushroom cultivation unit, Eco colours unit, Millet Incubation centre, Tie and Dye unit etc at PJTSAU, Rajendranagar and to Musqati dairy at Turkayamjal to impart the following skills to them:

Learnings beyond the classroom

- **Skills in Mushroom cultivation:** Skills in bed preparation for paddy straw mushroom, application of spawn, watering etc, identification of different types of mushrooms, various pests and diseases attacking mushrooms and their management.
- **Skills in preparation of value added millets:** Mixing of ingredients for millet biscuit making, making biscuits moulds etc.
- **Skills in operating various drudgery reduction implements** such as: Bhendi ring cutter, Cotton picking bag, Seed bag, Weeding implements, dryland transplanter, seed and fertiliser bag, specially designed gloves, finger covers etc
- **Skills in making of value added garments:** Hands on training on making knots, dye solution, boiling of fabrics and finally preparation of tie and dyed garments. Hands on training in making Screen printing and block printing on fabrics was also given.
- **Skills in preparation of Eco holi colours:** Skills in making various Eco- Holi and Eco- colours for Ganesha.
- **Time Management Skills:** Hands on training in identification of productive and unproductive times, categorization of tasks according to time matrix, dealing with time wasters etc
- Skills in Dairy farm maintenance
- Skills involved in commercial production of value added dairy products viz., curd, buttermilk, ice-cream, butter, flavored milk, ghee, paneer etc

High lights of the training

- A Ring cutter (Drudgery reduction implement) was distributed to participants for conducting demonstration at their back home places.
- Participants made their own garments after the hands on training given on preparation of Tie and dye, screen printing and block printed fabrics.
- Participants became confident to take up Mushroom cultivation on their own and also prepared Pamphlet on Mushroom cultivation.



Participants Interaction With Dr. Prameela, Mushrooms scheme, PJTSAU

*Hands on training on Drudgery Reduction implements at PJTSAU**Cheers of the participants with self made Tie and Dye garments learnt through hands on training**Participants interacting with Manager of Musqati dairy farm, Hyderabad**Dr. R. Vasantha, coordinator handling session on Time Management*

Directors message : during the valedictory programme held on 25th January 2019 Dr.K.Madhubabu, Director, EEI opined that Knowledge

and Skills gained by the trainees instills confidence in them while working with women groups which definitely contributes for livelihood improvement

Trainees impressions

Dr. B.Sreeja, VAS, Suryapet "This is the first time I am attending this kind of practical oriented training. All the homestead technologies I was exposed to and especially value addition to millets is very interesting to me as I have ideas to start business in millet production and marketing. As I

am a voracious reader I appreciate EEI for providing me two books for improving my personality ("Who will cry when you die" by Robin Sharma and "Kiss that frog" by Brian Tracy.)

Dr Subhasmita Das, VAS, Jaleswar, Balasore "I am working with

of rural women clientele. He appealed the participants to make use of the learning's in their back home. Dr. R. Vasantha, Professor EEI, Coordinated the programme.

fisher women farmer groups at Odisha. The programme is very useful to me because Mushroom cultivation is in nascent stage with our farmer groups, now as I have gained expertise on Mushroom cultivation, I can confidently extend the technology among many other groups."

Leadership and Personality development Skills for Professional Excellence in Animal Husbandry

Leadership is the ability and willingness to take ownership of the organization, combined with an intrinsic drive to do what is best for the organization. However, for leadership to be effective, it must be built on a

solid foundation consisting of a clear mission, a vision for the future, a specific strategy and a culture conducive to success. New leaders need to understand that these concepts are essential for effectiveness and

personal growth. Keeping this in view a four day off campus training programme on "Leadership and Team Building for Organizational Excellence" was organized to thirty officers of Animal Husbandry

department, Puducherry from 22nd – 25th January, 2019. Dr. B. Jamuna Rani and Dr.S.Chandra Shekar, Professors of EEI were the Course Coordinators.

During the valedictory session on 25th January 2019 the Director, Animal Husbandry Department

Dr. Subba Rao appreciated the way training module and the methodology are designed by the Course Coordinators. He highlighted that effective leaders must exhibit specific skills and attributes to achieve the goals of the organization. The trainees

in their feedback informed that the training had a positive influence on their mind set. The trainees expressed immense satisfaction for learning many tips for better performance at work place and promised that they shall implement them for the benefit of farming community.



Inaugural Session



Group Discussions conducted by Dr. Jamuna Rani in the session on Interpersonal Skills



Institutional Visit to Brahma Kumari's Institute, Puducherry



Distribution of Certificates during Valedictory

Integrated Approach for Entrepreneurship Development - Potentials and Possibilities in Industry Sector

Entrepreneurship in industry is not only an opportunity but also a necessity for improving the production and profitability. Considering the growing unemployment in rural areas and low profitability in agricultural sector, it is necessary to tap the opportunities for promoting entrepreneurship in agriculture and allied industrial sectors, which is currently dominated by urban businessmen.

Industry sector can become profitable, if only it is treated as an enterprise which should have a sound management back-up within built mechanism for promotion of entrepreneurial skills among the clients.

In this context an off campus training programme entitled "Integrated Approach for Entrepreneurship Development-Potentials and Possibilities in Industry Sector "was

organized for the officers of the Department of Industries, Andaman and Nicobar Islands from 29th January – 1st February, 2019 at Training Centre of Industries, Port Blair, Andaman and Nicobar Islands. This programme was coordinated by Dr. I. Sreenivasa Rao and Dr. C. Padma Veni, Professors, EEI, Hyderabad. 30 participants who are Community Resource persons, Inspectors of Cooperative societies, Industries promotion officers and Asst. Directors of Industries from

Islands of Andaman and Nicobar attended this programme.

The Objective of this programme was to provide entrepreneurial development skills to the officers of Industries department and also promote entrepreneurship in Industry sector. The Director of Industries Sri. Ajit Anand inaugurated the training programme and advised participants to imbibe maximum information and knowledge so that they can promote successful entrepreneurs and Agri Industries in Islands of Andaman and Nicobars.

In this programme the resource persons enlightened the participants on Importance and Opportunities for



Session on Positive Attitude by Dr. C. Padma Veni, Professor, EEI



Successful Entrepreneurs in different Industrial Sectors

entrepreneurship in Industry, basic requirements and essential criteria for development of entrepreneurship, Key areas and Feasibility of new ventures, preparation of Project reports in dairy sector, Managerial skills and commercial aspects of entrepreneurship, Entrepreneurship in Horticulture, Fisheries and Forestry sectors.

Participants were taken on field visit to RADCO agri implements Unit, Fish Processing Unit, Plastic Water Tanks Manufacturing Unit, Industry gas filling Unit and Flour mill. Participants had an opportunity to learn about coconut climber and also areca nut harvester.

During valedictory, Dr. I. Sreenivasa Rao, Course Coordinator requested the participants to make use of learned knowledge at their back home. Later participants expressed satisfaction with the information and content provided in the training and they were leaving with a highly motivated mindset to promote entrepreneurship in industry sector for improving productivity and profitability. Dr. C. Padma Veni, Course Coordinator also emphasized the importance of Entrepreneurship development and appealed the participants to establish Enterprise Unit in Horticulture, Fisheries and Forestry and proposed Vote of thanks.



Participants receiving certificates during valedictory

Managerial Skills vital for Extension Professionals for effective extension delivery

A manager's job is to ensure that tasks are accomplished effectively thus achieving productivity. Therefore employees have to be developed, encouraged, motivated, and engaged. Thus a manager need to play many roles, wear many hats, and balance many agendas. They need to focus on positive employee engagement and develop productive relations up, down, and across the firm. Each managerial skill enables a person to effectively manage resources at his/her disposal. Especially in today's turbulent times, each of these skills become even more important. Therefore keeping in view the importance of managerial skills in achieving organizational objectives a four day off campus training programme on "Managerial skills for Effective Extension Delivery" was organized to thirty freshly recruited officers of the Department of Agriculture and Horticulture of Karnataka state. The programme was jointly organized by EEI, Rajendranagar and SAMETI Karnataka during 13-16th March 2019 at University of Agricultural sciences,



Session on analysis of Management Roles and Skills

Dharwad. Dr.B.Jamuna Rani and Dr.C.Padmaveni, Professors, EEI were the Course Coordinators.

The programme started on 13th March, 2019 after a formal inauguration by Dr.H.L.Nadaf, Director of Research ,UAS ,Dharwad. In his address, Dr.Nadaf suggested participants that the extension wing should work hard to reach the farming community and create opportunities for remunerative farming. Dr.M.Gopala Prof & Coordinator,

SAMETI (N) Dr.S.V.Halakatti Prof and Dr.S.D.Kololgi, Dy Director(AH) were also present during the inaugural session. The four days workshop covered the topics such as Identification of Skill gaps among the Participants: Communication Skills for Personal Development: Leadership and Team Building Skills etc. Experiential learning methodologies and approaches were used to deliver the sessions. In the valedictory address Dr.N.A.Yeledhalli, Director of Extension, UAS Dharwad inspired the participants to identify the upcoming challenges and develop innovative development models and initiatives for the welfare of farming community.



Participants involved in the Management games related to Leadership and Team Building

"In their feedback trainees expressed that the exposure to the managerial skills in this programme was very good and promised that they shall utilize the skills for effective outcomes. They further expressed that the programme provided an opportunity to understand their weaknesses and helped in overcoming those weaknesses with the appropriate skills."

Market Led Extension for Agriculture and Allied Sectors

“Farmer is the only man in our economy, who buys everything at retail, sells everything at wholesale price, and pays the freight both the ways”. John F. Kennedy.

The agricultural production of the country has increased dramatically in the last sixty years but could not translate into better remuneration to the farmers. Poor efficiency in the marketing channels and inadequate marketing infrastructure are believed to be the cause of not only high and fluctuating consumer prices, but also little of the consumer rupee reaching the farmer. Therefore extension functionaries need to play a major role to build the capacity of the farmers to meet the emerging challenges and make the farmers to realize better prices to their farm produce. For this, the focus of extension should extend from mere production to market led extension on end-to-end basis. The extension Personnel should equip with the knowledge and skills in Market based extension by analyzing the demand -supply, prices, quantity of production and the markets for sale of produce. This transformation of



Lecture on Soft Skills by Dr. I. Sreenivasa Rao, Professor, EEI

Extension is termed as Market - led extension, and so far it is not much discussed issue in the extension scenario. Hence in order to bring awareness and improve the knowledge of middle level officers of agri and allied sectors on Market Led Extension a five day on campus training programme has been organized at EEI, Hyderabad from 4th to 8th February, 2019.

16 participants took part in the programme which was coordinated by

Dr. I.S Rao, professor. Resource persons were drafted from National Institutes apart from the PJTSAU. Major sessions covered under the programme are, Market led extension - Challenges and Prospects, Public Private Partnerships for remunerative marketing, e-NAM, Value and Supply Chain Management, Effective Farming Models, Farmer Producer Organizations (FPOs), Market Led Extension- Scope and Potentials in Horticulture, Animal Husbandry and Fisheries sector along with Soft skills and Gender concerns in Agriculture and Allied sectors.

Field visit to a progressive village Palgutta, Chevella mandal, Rangareddy district has been organized where in participants interacted with the Extension officials and farmers on various strategies adopted in Market led extension by the officers and various problems faced by the farmers in Marketing of their produce.

During the valedictory programme Dr. K. Madhu Babu, Director, EEI explained about the



Visit to Palgutta Village, Moinabad Mandal, Rangareddy dist to Study Market Led Extension

advantages of Market Led extension and reiterated that the training programme will be successful only when the participants use and disseminate the learnings they have learnt in this institute. He requested the participants to use the learnings that were taught in these five days for effective transfer of knowledge and delivery of services in Agricultural Extension. Later he distributed certificates to the participants.

Participants gave good feedback that this training programme is very useful and enlightened them about different concepts and strategies of MLE in Agri and Allied sectors. Ice-breaking sessions made them to know each other and the field visit was more



Lecture on Contract, Corporate and Cooperative Farming Models in India

useful for them. All the topics covered are relevant to the training and the

speakers were more interactive in the sessions.

Soft Skills for Personality Development

Soft skills provide a strong conceptual and practical framework to build, develop and manage teams. They play an important role in the development of the overall personality, thereby enhancing their career prospects. The soft skills training provides strong practical orientation and helps them in building and improving their skills in

communication, team building, leadership, time management, decision making & problem solving, motivational and inter-personal skills.

Keeping in the view of the above Extension Education Institute (EEI) organized a 5 day training programme from 4th to 8th February, 2019 on 'Soft Skills for Personality Development' providing a unique opportunity for all

the participants to develop their personality and upgrade their soft skills.

The programme had the participation of 14 officers and was coordinated by Dr. D.Shireesha, Asst. Professor, EEI. The programme oriented the participants to various soft skills and their importance. Participants were provided opportunity to imbibe these skills through orientation, group activity, games, and exercises. Various soft skills that were focused during the programme included interpersonal skills, leadership, creative thinking, decision making and problem solving, communication skills, team building skills, time management skills, and motivational skills. Participants were also provided opportunity to visit Art of living centre, Gandipet where they were oriented to important life skills such as positive thinking, stress management and meditation for happy living.



Ice breaking sessions

Participants feedback indicated that they were satisfied with the excellent orientation provided to them on various soft skills. Participants expressed that the programme provided the needed inspiration to them to utilize the learnt skills in their work place.

During the valedictory address, Dr.K.Madhu Babu, Director, EEI appreciated the sincerity with which the programme was implemented and appealed to the participants to transfer the skills learnt into their working front.



Visit to Art of living centre, Gandipet

Training Skills for Trainers of Extension Organizations

Training plays an important role in the advancement of human performance in a given situation. Training provides a systematic improvement in knowledge and skills which in turn helps the trainees to function effectively and efficiently in their given task on completion of the training. Keeping this in view an Off campus training program was conducted on **Training Skills for Effective Extension Delivery in Sericulture** for four days from 5th to 8th February, 2019 which was coordinated by Dr. C. Padma Veni and Dr. S.



Inaugural session



Session on Negotiation and Conflict Management Skills

Chandra Shekar, Professors, EEI. 28 Sericulture officers participated in this training program. The contents of training included Systematic Approach to Training Need Analysis, Participatory Training Methods etc. As an integral part of training, the officers visited Balechannalse village, Kanakapura Taluk, Ramnagar District, Karnataka state and got the idea about how to conduct training program to farmers in a systemic manner.

Dr. P.G. Radha Krishna, Director KSSRDI appealed the

participants to utilize the innovative training methods to increase extension outreach in their respective fields. Later, Dr. S. Chandrashekar, Professor, EEI proposed vote of thanks.

Trainees impressions...

"Skill teaching, experiential learning, Management games and ice breakers were highly appreciated. They also felt that different training techniques they were exposed to have made them confident and expressed satisfaction."

Time and stress management to maximize job performance is the need of hour

Dr. Murari Suvedi, Professor

Dr. Murari Suvedi, Professor, Department of Community, Sustainability, Michigan State University, USA the chief guest of the programme while addressing the participants during the valedictory session on 15.2.2019 affirmed, time management and stress management are very much needed to maximize the job performance and staying safe on the job with well maintenance of physical and mental health well being as today's world demands more work from the employees providing less resources which has become a challenging and ever difficult task for every employee. Appealing the participants to utilize the knowledge and skills learnt in the training programme in their back home situation, Dr. Suvedi distributed the certificates to the participants. Dr. D. Raji Reddy, Director of Extension,



Ice Breaking Session

PJTSAU while addressing the participants stated that with the knowledge and skills gained in the training programme, women extension officers, definitely would create an impact in their work

performance by reducing their stress levels.

A five (5) day on campus workshop on "Time and stress management for Women Extension Officers" was organized from 11th to 15th February 2019. A total of Fourteen officers from Department of Animal Husbandry, Dairy development, Soil and Water conservation and Fisheries representing Telangana, Kerala and Odisha participated. Dr. C.Padma Veni, Professor co-ordinated the programme.

The topics covered during the workshop include Time and Stress Management and Time log Analysis for Personal and for Professional Excellence, Conflict Management for Combating Stress, Positive Attitude, Soft Skills for Personality Development, Emotional Intelligence



Visit to Brahma Kumaris Institute, Hyderabad

for better Interpersonal relations, Methods and Techniques of Stress Management, Goal setting for effective Time Management, Gender Mainstreaming in Agriculture and Allied Sectors, Motivational Skills, Hands on Experience on Time Management by the Participants.

The participants were taken to Bhramakumari's Institute, Hyderabad

where the participants were enlightened practically on the sessions viz., Work life balance, Anger management and Meditation techniques to relieve from stress with the help of classical examples and video film shows. During valedictory participants expressed elation on the content designing, delivery and usefulness for their personal and organizational life.

Dr. M. Madhu Babu, Director, EEI, while delivering valedictory address emphasized that in order to excel performance, the officers must have mild stress. Dr. C. Padma Veni emphasized that prioritization and scheduling of task are more important to manage time and later drawn the drape to the workshop by proposing vote of thanks

Profitable Horticulture Technologies for Extension Officers

Coconut and Banana are the only crops grown extensively in Kalpeni Island of Lakshadweep. Apart from these crops, the Islanders were fully depend on main land i.e. Kerala mainly for fruits and vegetables. During rainy season due to turbulence in the sea, ships do not reach islands in time resulting in non-availability of fruits and vegetables. Cost of these fruits and vegetables is very high during off season. Purchasing power of these Islanders is very poor. Keeping

this situation in mind, an off campus training programme was conducted on '**Profitable Horticulture Technologies for Extension Officers**' at Kalpeni Islands, Lakshadweep from 13th - 16th February, 2019.

Dr.R.Vasantha and Dr.P.Vijaya Lakshmi, Professors coordinated the programme. A total of 30 officers have participated in the programme. From the classroom teaching participants gained knowledge on Terrace farming, Vertical gardening and Mechanization

in Horticulture crops, Kitchen gardening, Value addition and Extension strategies for promotion of vegetable cultivation, Organic practices in horticulture crops and certification, Farmer Producers Organizations in Horticultural crops, Time management and goal setting skills for professional excellence and Communication skills for transfer of Horticulture technologies. In addition to these practical learnings were also imparted to them during the field visits.

Learnings beyond classroom in the field visits

Field visits were organised to Units where the value added coconut products were prepared such as coconut virgin oil, coconut vinegar, coconut desiccated powder, sweets made from coconut, coconut shell based kitchen utensils, Jaggery prepared from coconut toddy, Neera made from coconut inflorescence etc and also participants were exposed to coconut intercrops grown at various places in the islands.

Field visit was made to Terrace gardening, Pandal vegetable cultivation and intercropping in banana and coconut at Kalpeni islands which led to gain in new skills in these concepts. Due to these visits participants expressed that they became confident enough for the



Terrace farming practiced by Nabeela women farmer, Kalpeni

dissemination of these technologies in their back home places. The value added coconut products were also kept for display by C. P. Koya, resource

person during the training.

Sri. U.P. HamsaKoya, Chair Person, Kalpeni was the chief guest of Valedictory session. He thanked the

Director, EEI, for conducting off campus training programme at Kalpeni and also appreciated the participants for their active interaction in the programme. In this valedictory programme Sri. M.K. CheriyaKoya, Sub Divisional Officer, Smt.P.Thahira Begum, CD member, Sri. K.K. Vajid Khan, VDP member, Sri. K.K. Akbar, A.S (HQ), Resource persons Dr. S. Kiran, Sri. M.Hamsa Koya, Sri. MullaKoya took part in the programme. Earlier Dr. R. Vasantha welcomed the gathering and gave brief report about the programme later Dr.P.Vijaya Lakshmi proposed vote of thanks.



Intercropping in Coconut at Kalpeni Island



Value added coconut products prepared by women groups



Trainees impressions...

- "I understood the importance of forming a federation. This helps to increase our bargaining skills, fetches more money".... Hajara K.V., Agricultural supervisor, Kalpeni
- "Though we are producing coconut products organically, because of this training we have realized that as the word organic is missing in the label we are not getting better prices. I learnt in this training that labelling our products as organic shall definitely create more demand for our products".... Bambathi, Agricultural supervisor, Kalpeni
- "I learnt new techniques of kitchen gardening and terrace gardening which I can transfer to farmers"....R.P.Khalid, AD unit, Minicoy.

Major visible impact of the training programme

- Participants were ready to make changes in labeling by including "organic" word.
- Participants enthusiastically came forward to register their products under FSSAI.
- Participants prepared coconut value added products on their own.

Inferences from the Training

- Repeated trainings for the island people are very much essential as they are far away from development and recent technical advances in coconut, banana and vegetables.

- Also from the interaction throughout the training it was identified that participants lack knowledge on effective labeling, registration and are also unaware of advantages of federation formation etc.
- Hence it was felt that a specific programme addressing to address knowledge and skill gaps should be organized for this trainees group. Subsequently, this recommendation was adapted while designing training calendar for the year 2019-20 and a specific programme on "Value addition and Entrepreneurship" was proposed for Lakshadweep trainees.

Managerial Skills for Professional Excellence in Extension

Managerial skills are necessary for an Extension Professional to perform their job successfully. Managers should have the ability to work with their employees without conflict. They have to motivate, encourage, empathize, communicate effectively and also should maintain good interpersonal relations with whom they are working. Keeping these things in mind a four day off campus training programme was conducted on Managerial Skills for Professional Excellence in Extension from 29th January to 1st February, 2019 at Port Blair, Andaman and Nicobar Islands for the officers of Agriculture, Fisheries and Rural Development.

A total of 30 officers have participated in the programme. Dr. K. MadhuBabu, Director, EEI and Dr. P. Vijaya Lakshmi, Professor, EEI coordinated the programme. Content

covered in the programme included Positive Attitude, Communication and Interpersonal Skills, Time Management Skills, Goal Setting Skills for Professional Excellence, Entrepreneurial Skills, Stress Management for Professional Excellence, Problem Solving and Decision Making Skills, Motivational Skills, Negotiation and Conflict Management Skills, Leadership and Team Building Skills. Most of the trainees were fully satisfied with the methodology and course content covered in this training programme. The trainees expressed that the training programme enlightened the importance of Managerial Skills for effective Extension Delivery.

All the trainees felt that field visit gave an opportunity to practice the learning's in real life situation. Sri. Krishankumar, Secretary (Agri),

Andaman & Nicobar Administration was the chief guest of the valedictory session. He appreciated the Director, EEI for conducting off campus programme at Port Blair. He motivated all the participants to use all these managerial skills in the field and distributed the certificates to the officers. Dr. K. MadhuBabu, Director, EEI thanked the Sri. Krishankumar, Secretary (Agri) for giving opportunity to conduct the programme and support extended throughout the programme. He urged the participants to take these learnings to back home situation and also invited all the participants to EEI, Hyderabad to attend the on campus training programmes. Sri. R.Y. Singh, Director of Agriculture, Port Blair welcomed the gathering and gave brief report of four day programme and Dr. P. Vijaya Lakshmi Proposed formal vote of thanks.

Time and Stress Management Essential for Enhancing Work Efficiency

In the present day of living due to various external factors such as work load, pressures from multifarious activities, life style etc stress has become part of life. But one should know that stress to a limited extent is essential to create competition, achieving goals and making the activities of day today life on track. Time and stress management are important skills that all adults need in order to improve themselves as problem solvers and to be more in control of their lives. Time management methods involves finding ways to work more effectively., so as to maximise ones use of time A variety of techniques and tools are available for this purpose. To manage stress and to learn life strategies The Department of Soil and Water



A participant feedback during the valedictory

conservation Kerala has come up with the requirement of training the officers on Time and Stress management. Hence an off campus training

programme on Time and Stress management was conducted for the officers of Soil and Water conservation (IWDM-K), Kerala at Chedai-

mangalam from 12-15 March 2019. A total of twenty five (25) officers of different cadre took part in the programme.

During the inaugural programme Sri George Phillip, Deputy Director of the Institute has felt that this type of training programmes are very much essential for the officers of Soil and Water conservation Department and expressed his happiness over organising the programme by EEI. Dr.K.Madhu Babu, Director in the inaugural address stressed upon the importance of time management in achieving the goals of



Presenting a memento to innovative farmer Smt.Salena



Participants visit to Santhigiri Ashram

trainings as Time and Stress management is very important in day to day official as well as personal life. Further, he expressed that the officers of water and conservation department has to face more challenges in day to day life hence the programme is more appropriate for them. While reacting to the excellent feedback given by the participant officers he has appreciated the Director, EEI and other faculty for planning an excellent programme with sound methodology and practical way of conducting the programme.

During the valedictory, Dr.Thomas has expressed that "I have

personal and official nature. He urged the participant officers to pay attention to learn the techniques of time and stress management and use of these techniques in the daily life to enhance the productivity of humane actions for development.

Dr.I.S Rao, Professor, EEI who has spoken on the occasion said that the programme has been planned with practical approach and requested the officers to learn the skills. Sri.Sanjay Khalikar, Joint Director (Extension), GoI, New Delhi who has graced valedictory expressed that this training is different from other



During Ice breaking session



not attended this type of training programme organised professionally in my last 12 years of service, most of the topics are very much relevant for meeting the challenges of personal and official life".

Sri. Suji expressed that "when we are students, people used to say work hard to achieve higher targets but nowadays, we got addicted to the targets and development and forgot how to manage Time and Stress, this programme made us to realize that".

Mrs.Reena while speaking on the occasion, extended her sincere thanks to the organizers and she said

that "this is the best training ever attended during my 19 years of experience". She expressed her utmost happiness for the efficient delivery of practical sessions by Dr.I.S.Rao. Further she assured that the learning's in the programme will be transferred to the fellow officers and farmers.

Dr.K.Madhu Babu, Director EEI while speaking on the occasion expressed that the participants officers have lot of interest in making use of the techniques of time and stress management and he requested them to make use of this training for enhancing their job performances and also

making their personal life stress free. He specifically mentioned that the dynamism of the leader of the department Sri. Justin Mohan, IFS, Director, Soil and Water conservation department and Sri. George Phillip, Head of the Institute made EEI feel comfortable in organizing this programme. Dr.I.S.Rao, Professor EEI while speaking on the occasion appreciated all the stakeholders of this programme for making it a grand success. The programme was concluded with the formal vote of thanks proposed by Smt.Liji, Soil Conservation Officer, IWDM-K.

Precision farming in Horticulture crops

Precision farming is a modern Agricultural practice involving the use of technology such as GPS, GIS and Remote Sensing for improving the productivity and profitability. It originated in the US and European countries where the use of Global Positioning Satellite (GPS) allows precise mapping of farms. Similarly, drones have started being used in Japan and the US for insecticide application to the crops. Many of these robotic machines and drones are small in size and are excellent for small farm applications.

Though precision farming is very much debated in developed countries, it is still at a very nascent stage in developing countries, including India. Only a few projects on pilot basis were initiated in various locations such as Space Application center, ISRO and Central Potato Research Institute, Shimla together initiated a study on exploring the role of remote sensing for precision farming, Space Application Center (ISRO), Ahmedabad has started experiment in the Central Potato

Research Station farm at Jalahandhar, Punjab to study the role of remote sensing in mapping the variability with respect to space and time etc.

In coming few years precision farming may help the Indian farmers to harvest the fruits of frontier technologies without compromising the quality of land.

Keeping in view of tremendous scope for precision farming in commercial fruit and vegetable crops and also lack of expertise for the field level staff an Off campus training on Precision farming to Horticultural Officers of Telangana was conducted by Dr. R. Vasantha, Professor, EEI for 4 days at Telangana State Horticultural Training Institute from March 13 to 16, 2019 in which 27 officers took part.

Topics dealt: Application of Plastics, GIS, GPS and Remote Sensing, Micro irrigation, precision farming in protected cultivation, Farm ponds and Experiences in use of Drones, Hose reel irrigation technologies and Communication skills for Transfer of Horticultural Technologies.

Learnings beyond classroom: Participants were taken to Polyhouse of Smt. Madhavi at Adibhatla village, Ibrahimpatnam, Rangareddy district and were exposed to Gerberas, chrysanthemum and carnation flowers were cultivated under polyhouses by using Precision farming techniques such as mulching, farm ponds, mini sprinklers, fertigation, foggers, cold storage etc. Participants felt that this visit reinforced the understanding given in the class room and provided an opportunity to look at practical issues related to Precision farming techniques.

Programmes suggested by participants for future

- 5 day programme on Communication skills
- Protected cultivation under poly house
- Cut flower cultivation
- Pest and disease diagnosis in horticulture crops and recommended agrochemicals for plant protection

Major learnings of the participants

- Tips for good communication
- New crops grown by VIKASA NGO in Araku area like Coffee, Pepper, Hill brooms
- Drone technology
- Fumigation time schedule
- Cold storage for flowers
- Use of plastics in Horticulture
- Team work and communication skills
- Maintenance of micro irrigation
- SIWAAS soft ware

Feed back of participants

- "I will try to apply tips, do's and don'ts in communication which I have learnt in this programme while I am interacting with farmers and officials" K. Jagan, H.O., Suryapet, Telangana.
- "I can teach farmers recommended fertigation schedule in micro irrigation and also how to manage clogged dippers"S. Ankithkumar, H.O., Vikarabad, Telangana.
- "I will be able to help and motivate the farmers in application of plastics and adoption of farm pond technology" ... Ch. Rohith, H.O., Karimnagar, Telangana.

Major visible impact of the training programme

"A sea change in improvement of communication skills of participants was observed in the programme. Initially majority of the participants were shy and non communicative in

the class. With the close rapport built by Course coordinator by organization of ice breaking session and by motivating participants to interact with every speaker on the practical

issues that might arise back home due to adoption of skills taught in the class room. The participants became very much interactive and communicative by the end of the programme."



L. Venkatramireddy, Director Horticulture and Sericulture, Telangana state and Dr. R. Vasantha, Professor, EEI and trainees.



Visit to Solar cold storage unit for flowers at Adibhotla village

Process Documentation Skills for Professional Excellence

Process Documentation yields rich data insights and issues which can be used to enhance impact and minimise negative spinoff information. Documentation is very important to know what went well and what has not. To reveal its importance a four day off campus training programme was planned and conducted on Process Documentation Skills for Extension Professionals in Agriculture for the officers of Agriculture Department, Telangana state at EEI, Hyderabad from 25th - 28th March, 2019.



Focus group discussion by the participants

The programme was coordinated by Dr. M. Preethi and Dr. P. Vijaya Lakshmi, Professors, EEI, in which 28 officers from department of Agriculture participated in the programme.

As integral part of training the offices visited China Golkonda village to

document the RythuBandhu Programme by using the focussed group discussion, observation method, Questionnaire, Photography and Videography. By this programme, officers have learned e-Documentation Skills and improved their writing and facilitation skills in

Process Documentation. During Valedictory Dr. K. MadhuBabu, Director, EEI appreciated the participants for their active participation and urged the participants to use the learning's in back home situation.

Skill Training Programme on "AGRICULTURAL EXTENSION SERVICE PROVIDER"

EEI, Hyderabad organised two skill training courses on Qualification Pack "Agriculture Extension Service Provider" for 2 batches of students simultaneously from 25th February to 21st March, 2019 for 200 working hours. This programme was coordinated by Dr. R. Vasantha, Dr. S. Chandrasekhar, Dr. M. Preethi and Dr. D. Shireesha faculty of EEI, Hyderabad.

On 23.02.2019 an orientation programme was conducted for all

candidates and their parents about the importance and utility of the programme.

The following are the broad areas included in Skill training.

Value addition in Agriculture & Horticulture crops, Extension Services provided by Government, Private and NGO's, Extension methods for Transfer of Technology, Communication, Reading, Writing, Listening, Thinking, Leadership skills etc., needed for

Extension Service Provider, PRA techniques used by Agriculture Extension Service Provider.

Visits were organised to villages for base line survey and also participants were taken to College farm, College of Agriculture, Mushroom cultivation unit, Millet Incubation unit, Polyhouse and Shade nets, Bio agents & Bio pesticide production unit, Farm implements & machinery unit, Eco colours unit (Natural dyes extraction



Dr. K. Madhu Babu, Director, EEI, address during the Inaguration



Dr. Manohar and Dr. M. Preethi interacting with students in session on Horticulture



Dr. D. Raji Reddy, DE, PJTSAU, interacting with the students in valedictory programme



Dr. R. Vasantha and students in the Studio N TV telecast on Eco colours



for Eco-Holi colours and Eco - Ganesha) at PJTSAU, Rajendranagar, Hydroponics, Shadnagar, Centre of Excellence,

Jeedimetla, Cold storage and ripening unit, Medchal, Horticulture Nursery Farm, Inputs supply agency,

Basheerbagh, Food processing industry, Poly house at Shamshabad flower crops visit etc

Skill monitoring on Mulberry cultivation and Silk Worm Rearing

Dr. R. Vasantha, Professor, EEI, Hyderabad proceeded to Skill monitoring on Mulberry cultivation and Silk Worm Rearing organised by SAKVK, Gaddipally (v), Garedepally, Suryapet district, on 22-03-2019.

The programme commenced on 26-02-2019 and ended on 22-03-2019 with a participation of 16 male and 4 female candidates among them 85% are farmers. This programme was found to comprise of 20% of Theory and 80%

Practical. 55% of participants were above 40 years of age and 45% of them have studied up to 12th grade. The programme was coordinated by Sri S.Rammohan, Subject matter specialist (Sericulturist), SAKVK.

24 skills were taught to the participants among which prominent skills are: Nursery planting into polybags, Pruning, Leaf harvest methods: Identification of coarse, mature leaves, Diagnosing pests and diseases in mulberry, Brushing of eggs, Preparation of disinfectant solution, Skills in identification of egg quality, Control of Uzy fly, Preparation of bed, Skills in handling appliances, Using plastic netrikas, Skills in disinfectant application, Bleaching powder application, Chopping mulberry and Feeding leaves and shoots, Identification of molting, Skills in humidity maintenance, Humidifier usage skills, Cocoon harvesting etc

Suggestions given by participants for further improvement of skill training programme were: Few sessions on preparation of Value added products from cocoons should be incorporated, Trainees should be taken to exposure visits to other states like Tamilnadu or

Karnataka where sericulture is a major enterprise, Sessions on low cost material for shed construction should be included in future, Sessions on cultivation of intercrops and their management in mulberry should be included, As 25 days is too long for

sericulture the programme can be integrated with topics like Mushroom cultivation, Vermicomposting etc.

These observations may serve as bench mark for improving the performance of upcoming programmes.

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Book - Post

To

E.E.I. TRAINING HALL

From

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