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### *In this issue...*

Branding, Marketing and Extension methods for promotion of agri and allied products (3 <sup>rd</sup> - 7 <sup>th</sup> July, 2023)	2
Extension skills for Supply and Value Chain Management in Agri and Allied Sectors (11 <sup>th</sup> - 15 <sup>th</sup> July, 2023).	3
Artificial Intelligence and IOT applications in agri and allied sectors (18 <sup>th</sup> - 22 <sup>nd</sup> July, 2023)	4
Promoting Nutri-Sensitive Agriculture among Extension Functionaries (24 <sup>th</sup> - 28 <sup>th</sup> July, 2023)	5
Techniques and Extension approaches for Urban farming in agriculture and allied sectors (1 <sup>st</sup> - 5 <sup>th</sup> August 2023)	6
Promotion of Farmer Producer Organizations in Agri and Allied Sectors (7 <sup>th</sup> - 11 <sup>th</sup> August, 2023)	7
Advances in farm mechanization for Agri and Allied sectors (22 <sup>nd</sup> - 26 <sup>th</sup> August, 2023)	8
Extension Core Competencies and Skills for Effective Transfer of Technology in agri and allied sectors (29 <sup>th</sup> August to 2 <sup>nd</sup> September, 2023)	9
Documentation, Presentation and Writing skills for the Officers of Department of Fisheries (12 <sup>th</sup> - 15 <sup>th</sup> July, 2023) at NIFAM, Aluva, Kerala	10
Innovative Technologies and Extension Strategies for Climate Resilient Dairy Farming (12 <sup>th</sup> - 15 <sup>th</sup> July 2023) for the Dairy Development officers of Kerala state	10
Leadership & Personality Development Skills for Professional Excellence (19 <sup>th</sup> - 22 <sup>nd</sup> July, 2023) for the officers of Animal Husbandry, Department of Telangana State.	11
Promotion of Farmer Producer Organizations in Agriculture (8 <sup>th</sup> - 11 <sup>th</sup> August, 2023) for the officers of Agriculture Department of Karnataka State.	12
Soft Skills for Personal and Professional Development (21 <sup>st</sup> - 24 <sup>th</sup> August, 2023) for the officers of Animal Husbandry, Department of Kerala State.	13
Values and Work Ethics for Development Professionals of Animal Husbandry Department of Puducherry (11 <sup>th</sup> - 15 <sup>th</sup> July, 2023)	14
Crop & Weather Insurance in India - Challenges and the Way forward (10 <sup>th</sup> July, 2023)	15
Management of Black Thrips in Chillies (18 <sup>th</sup> August, 2023)	15

### *Director's Desk*

#### **Foreword**

#### **Training Ecosystem Facilitates Effective Training**



A training ecosystem is everything within an organization that is dedicated to employees' learning and growth. A training ecosystem adapts, evolves and thrives based on the content, platforms and people who contribute to it. Elements of a Training Ecosystem are- Content, Platforms & Channels, Learners & instructors, and Culture. Cultivating a strong training ecosystem involves thinking strategically, planning each component in concert with the others. It also involves making changes when necessary. As new technologies and online learning systems come in to existence, the managers may find the need to adopt new strategies. Listening to learners and evaluating learning environment is also critical to a healthy training ecosystem. Capturing and retaining information is the difference between successful and unsuccessful training.

Training ecosystem of an organisation has multiple parts that require attention and forethought to operate effectively. If manager is thinking of elevating or improving any aspect of training system, he/she may wants to consider partnering with a knowledge provider to access the best tools for the job.

Extension Education Institute, Hyderabad constantly striving to build a favorable training ecosystem in terms of understanding trainee requirements, adopting relevant training methodologies, providing need based content, administering foolproof feedback mechanisms and by assessing the translation of learnings of the training program at field/farmers level by the participants.

*M. Jagan Reddy*

**(Dr. M. Jagan Mohan Reddy)**

Director, EEL, Hyderabad



## On campus Training programmes

### Branding, Marketing and Extension methods for promotion of agri and allied products (3<sup>rd</sup> - 7<sup>th</sup> July, 2023)

India is an agricultural powerhouse of the world. Diversified agricultural products are produced in India. Now a days consumers are health conscious and they are looking for exceptional quality fruits, vegetables and processed food along with safety. There is increase in demand for labelled products, which is a result of increased disposable income of Indian people. The present production and marketing structure in rural areas is mainly traditional and it deserves the focused attention of all the stakeholders. Strategies have to be evolved for enhancing the income of farmers using branding as a tool. Branding adds value to products simply because consumers generally believe that known branded products have better quality or more attributes than unbranded products. Branded items are generally able to earn a higher price for the producer and can lead to brand loyalty. Farmers can work with modern retail formats to promote and sell their farm produce. This will facilitate to fetch premium price for their farm produce.

Keeping in view of the importance of branding and marketing in increasing income of farmers an On-campus training programme on "Branding, Marketing and Extension Methods for Promotion of agri and allied products has been conducted from 3<sup>rd</sup> - 7<sup>th</sup> July, 2023.

Contents covered in the programme were - Agricultural Marketing and Production Management, Forward and Backward marketing linkages, Challenges and opportunities for branded products, Innovative Marketing Models-Policy initiatives, Branding decisions for Marketing management and challenges, Role of packaging in marketing and recent developments in packaging technology, Role of APEDA in Marketing and

export of agri and allied products, GoI Programmes and Schemes in agri and allied Sectors, Gender Budgeting, Extension Strategies for promotion of branding and marketing of agri and allied products, Marketing Strategies for B2B and B2C, Branding, Labelling and grading of Vegetables, Production of Frozen agri foods and storage.

During the valedictory programme, the Director of EEI, Dr. M. Jagan Mohan Reddy opined that, this is the great opportunity for the extension officers to get lots of insights in to Branding, Marketing of Agri and allied products and the officers can motivate the farmers in this regard. The learning is continuous and demand driven and should reflect in the form of increasing income of the farmers at their respective areas.

While giving feedback on the training programme, the trained officers expressed that, the practical visits made them to learn the marketing strategies especially the farmers collectives through Farmer producer organizations.

Through Producer Companies, farmers will get profit and consumers will get fresh products. The Perapalli FPCL is a model for such intervention, uniqueness of Sam Agrifor exporting Pomegranate to foreign countries is worth visiting. The VH Agro foods company is working on scaling up entrepreneurial activity by naming and branding their produce having demand among the consumers.

Twenty seven (27) extension officers from Telangana, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Andaman and Nicobar Islands belonging to the Depts of Agriculture, Horticulture, Sericulture and Animal Husbandry were participated. The programme was coordinated by Dr. K. Madhu Babu, Professor, EEI



*Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad interacting with participants*



*Participants field visit to Perapally Samagra Vyavasaya FPCL*





## Extension skills for Supply and Value Chain Management in Agri and Allied Sectors (11<sup>th</sup> – 15<sup>th</sup> July, 2023).

A value chain includes the activities that take place within a company in order to deliver a valuable product or service to their market. Each stage of the value chain adds more value. The value chain provides a tool to visualize a firm's productivity by identifying the thousands of discrete activities involved. A business must use its value chain activities to create value, and then capture that value. The purpose of value-chain analysis is to increase production efficiency so that a company can deliver maximum value for the least possible cost. A supply chain is a network between a company and its suppliers to produce and distribute a specific product to the final buyer. A supply chain starts with the delivery of raw materials from a supplier to a manufacturer and ends with the delivery of the finished product or service to the end consumer. Supply Chain Management oversees each touch point of a company's product or service, from initial creation to the final sale.

Contents covered in the programme were - Supply Chain Management – Challenges and Opportunities, Sharing of experiences of extension skills in supply chain management, Innovations in value chain and role of FPOs in value chain management, Supply and value chain, Management through two tiered structure of farmer federations in agri and allied sectors, Gender budgeting for main streaming of gender in agri and allied sectors, GOI schemes, programs, initiatives in agri and allied sectors, Extension skills to enhance the supply and value chain management in agri & allied sectors.

The inaugural program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI on 11<sup>th</sup> July, 2023 In his remarks he stated that in commercial agriculture, the supply-chain focus is on producers and competitive advantage is derived from processes that improve efficiency and reduce costs.



*Field visit to Sahaja Aharam FPO Federation, Tarnaka, Hyderabad*

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI on 15<sup>th</sup> July, 2023 In his remarks he stated that integrated supply chains are enabling organizations to reduce inventory and costs, add product value, extend resources, accelerate time to market and retain customers. In other words, supply chain management is the integrated process of producing value for the end user or ultimate consumer.

Visits made during the programme are Sahaja Aharam FPO Federation, Tarnaka, Hyderabad to get aware of promotion of Organic Products under Supply & Value Chain, Gubba Cold Storage Unit, Hyderabad to get the information on Extension skills in Branding & Labelling in promotion of products and National Research Centre on Meat, Boduppal, Hyderabad to get oriented on Extension skills in Supply and Value Chain Management in Meat Exports.

The Participants expressed high satisfaction with the program's content, delivery, and practicality. They expressed that supply chains are principally concerned with the flow of products and information between supply chain member organizations—procurement of materials, transformation of materials into finished products, and distribution of those products to end customers. Today's information-driven, integrated supply chains are enabling organizations to reduce inventory and costs, add product value, extend resources, accelerate time to market, and retain customers.

Twenty three (23) officers representing Telangana, Andhra Pradesh, Kerala and Tamilnadu belonging to Agriculture and Animal husbandry departments were participated in the programme. The Programme was coordinated by Dr. N. Praveen, Professor, EEI



*Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad interacting with participants*



## Artificial Intelligence and IOT applications in agri and allied sectors (18<sup>th</sup> - 22<sup>nd</sup> July, 2023)

AI and IoT technologies enable farmers and agricultural businesses to optimize their operations, leading to increased efficiency and productivity. Through the use of data-driven insights and real-time monitoring, farmers can make informed decisions regarding irrigation, fertilization, pest control, and crop management.

In this connection, EEI, Hyderabad organized a five day On-campus training program on “Artificial Intelligence and IOT applications in agri and allied sectors” from 18<sup>th</sup> to 22<sup>nd</sup> July, 2023 at Extension Education Institute, Hyderabad.

Contents covered in the programme were- Introduction to AI and IoT in agriculture: Overview of AI and IoT technologies and their applications in the agricultural industry, Smart farming and precision agriculture, How AI and IoT enable precision farming techniques, Data collection and sensing technologies, Data analytics and predictive modeling, Farm automation and robotics, Supply chain optimization, Livestock monitoring and management, Agri-tech startups and innovation, Case studies of successful agri-tech startups, Challenges and ethical considerations, Future trends and emerging technologies: Exploring the latest advancements in AI and IoT for agriculture, such as block chain applications, edge computing, and the integration of AI with robotics and biotechnology, Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors and GOI Schemes, Programs, initiatives in Agri and Allied Sectors.

To enhance the practical understanding of participants, the training program included visits to TAFE Adaptive Research Centre, ARI, Rajendranagar, Hyderabad, NIPHM, Rajendranagar, Hyderabad. These visits provided participants with an opportunity to apply their learnings in real-life scenarios and develop practical skills.



*Ice breaking exercise*

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, on 22<sup>nd</sup> July, 2023, By incorporating Artificial Intelligence and IOT applications knowledge, skills and approaches into the work as extension functionaries, the power to transform lives and reducing manual errors is maintained, AI and IoT can enhance food safety, reduce waste, and facilitate faster and more reliable deliveries.

The Participants expressed high satisfaction with the program's content, delivery, and practicality. They expressed that IoT devices such as sensors, drones, and satellite imagery provide valuable data to detect crop yield, and optimize resource allocation. AI and IoT enable precision agriculture techniques give precise information on water, fertilizers, and pesticides in a targeted manner based on the specific needs of each crop. Many highlighted their commitment to implement drudgery reducing agriculture practices and technologies in their work and communities.

The five-day training program was successful in equipping participants with the knowledge and skills required to promote, Artificial Intelligence and IOT applications in agri and allied sectors. The training is expected to have a positive impact for reducing drudgery on the farming communities by reducing the cost of cultivation and yield improvement.

Twenty three (23) middle level extension officers from the departments of Agriculture, Sericulture, Horticulture & Animal Husbandry representing AP, Karnataka, Kerala and Telangana participated in the programme and the programme was coordinated by Dr. N. Praveen, Professor, EEI



*Participants sharing their views in the programme*





## Promoting Nutri-Sensitive Agriculture among Extension Functionaries (24<sup>th</sup> - 28<sup>th</sup> July, 2023)

Nutrition-sensitive agriculture is a food-based approach to agricultural development that puts nutritionally rich foods, dietary diversity, and food fortification at the heart of overcoming malnutrition and micronutrient deficiencies. This approach stresses the multiple benefits derived from enjoying a variety of foods, recognizing the nutritional value of food for good nutrition, and the importance and social significance of the food and agricultural sector for supporting rural livelihoods. The overall objective of nutrition-sensitive agriculture is to make the global food system better equipped to produce good nutritional outcomes.

In this regard EEI, Hyderabad organized a five day On-campus training programme on “Promoting Nutri-Sensitive Agriculture among Extension Functionaries” for agriculture and allied sector officers from 24<sup>th</sup> to 28<sup>th</sup> July, 2023 at Extension Education Institute, Hyderabad.

The training program followed a structured schedule of topics designed to cover various aspects of promoting nutri-sensitive agriculture: Nutrition Sensitive Agriculture for sustainable development; Nutrition Sensitive Value chains, Nutrition Sensitive Agriculture through Nutri Smart Villages, Urban Kitchen for Food and Nutrition Security, Promotion of nutrition literacy among farm women to tackle malnutrition, Role of Bio fortified foods in promotion of nutri sensitive agriculture, Gender budgeting, Nutri sensitive agriculture, Extension Strategies to enhance the nutritional status among the rural people, GOI schemes, programs initiatives in agri and allied sectors.

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad on 28<sup>th</sup> July, 2023, who mentioned that Nutrition-sensitive agriculture isn't just a concept; it's a vision for a healthier future. By

incorporating this approach into the work of extension functionaries, they can acquire the power to transform lives of farming community. Through the cultivation of nutrient-rich crops, the promotion of sustainable farming practices, and the engagement of communities in adopting healthier diets, you are sowing the seeds of change that will lead to improved food security and better health outcomes.

By the end of the training program, participants had developed a deep understanding of the principles and practices of nutri-sensitive agriculture. They learned how to select, cultivate, and promote nutrient-rich crops, diversify agricultural systems for improved nutrition, and engage with communities to facilitate behavior change. Participants also gained skills in monitoring and evaluation to track the impact of their initiatives.

To enhance the practical understanding of participants, the training program included Visits to Millet Processing and Incubation Centre, PGRC, PJTSAU, Rajendranagar, Hyderabad, Visit to ICAR – Indian Institute of Millets Research, Rajendranagar, Hyderabad and National Institute of Nutrition, Tarnaka, Hyderabad. These visits provided participants with an opportunity to apply their learnings in real-life scenarios and develop practical skills in Nutri Sensitive Agriculture.

Many highlighted their commitment to implement nutri-sensitive agriculture practices in their work and communities.

Thirteen (13) participants representing from the departments of Agriculture, Sericulture, Horticulture & Animal Husbandry of four states viz., Andhra Pradesh, Karnataka, Kerala and Telangana attended the program which was coordinated by Dr. S. Chandrashekar, Professor, EEI.



*Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad interacting with participants*



*Course coordinator interaction with participants*



## Techniques and Extension approaches for Urban farming in agriculture and allied sectors (1<sup>st</sup> -5<sup>th</sup> August 2023)

Urban farming is a centralized operation involving horticulture, animal husbandry, aquaculture, mushrooms, apiculture and other practices for producing fresh food or other agricultural products. There are many different approaches to urban agriculture, including ground-level farming, rooftop farming, hydroponics, greenhouses and other new technologies. Urban agriculture has the potential to produce food for local consumption, especially perishables and high-value horticultural crops. Also, there is increasing interest in commercial-scale cultivation of non food crops in urban areas, such as flowers, green walls, green cascades etc.

Keeping in view of importance of Urban farming for Extension professionals and to disseminate latest information and experiences of practitioners of Urban farming, Extension Education Institute, Hyderabad organized five day On campus Training programme on Techniques and Extension approaches for Urban farming in agriculture and allied sectors from 1<sup>st</sup> -5<sup>th</sup> August 2023.

The training covered the contents viz., Sericulture, Practical approaches for successful terrace gardening, Urban gardening practices in terraces and balconies,

Integrated farming of Agriculture and Aqua culture, good bee keeping practices for sustainable honey production, Global innovations in urban farming, Gender mainstreaming and budgeting, GOI programs and Extension Strategies for Promotion of Urban farming. The learnings were fostered among trainees by making them to visit two terrace gardens of practitioners (Mrs Meharunnissa and Mrs NafiaAkhtar), units of Rabbit, Quail, Duck, Swine, Sheep, Goat and Backyard Poultry, Terrace and Ground gardens of Telangana Horticultural Training Institute, Nampally. Hands on training on mushroom production was given to trainees at Mushroom cultivation scheme, PJTSAU.

Speaking on the valedictory Dr. M. Jagan Mohan Reddy, Director, EEI said that Urban farming is more than just a way to bond with neighbors and preserve green spaces. It increases access to healthy, affordable, fresh produce and provides communities with opportunities to learn about nutrition and growing food. He requested trainees to apply the learnings of this training back home by motivating urban and periurban dwellers to start producing their own food to the extent possible.



*Integrated Agri and Aqua model of Uday Aqua connects in Urban farming training*



*Participants observing quail birds in Livestock scheme, PVNTVU, Rajendranagar*



*Certificate distributing to trainees by Director, EEI, Hyderabad*



*Trainees learning about Deccani sheep rearing, PVNTVU, Rajendranagar*





During the valedictory the participants like Smt. B.L. Madhavi, Assistant Director of Agriculture, Warangal, Telangana said that basically she is interested in gardening, she will immediately motivate the peri urban and urban clientele in Warangal district to take up own cultivation for family. She felt that Mushroom cultivation is very easy hence can be grown for house hold consumption, if market demand is present it can be done on commercial scale. ShriDarshan, Horticulture Officer, Mangalore, Karnataka expressed that this training is very useful as many farmers are approaching him for guidance. Shri Venkatakrishna reddy, Agricultural officer, Jammalamadugu, Andhra

Pradesh shared his learning's to his relatives at Beeramguda, Hyderabad by advising on making compost from kitchen waste and importance of leak proof and terrace garden design. Further he immediately shared learnings of the training to urban and periurban growers of his jurisdiction through media by giving TV telecasts and press notes.

Twenty (20) officers representing departments of Agriculture, Horticulture and Sericulture from Andhra Pradesh, Telangana and Karnataka states took part in the programme. Dr. R. Vasantha, Professor, EEI coordinated the programme.

## Promotion of Farmer Producer Organizations in Agri and Allied Sectors (7<sup>th</sup> - 11<sup>th</sup> August, 2023)

Farmer Producer Organizations (FPOs) and Farmer Producer Companies (FPCs) aggregate small and marginal farmers where farmers can leverage their collective strength to scale their economies and avail institutional credit. They can realize a better price for their collective marketing of their produce. They will be able to access quality inputs and increase crop productivity and income.

The aim is to enhance farmers' competitiveness and increase their advantage in emerging market opportunities. The FPO's major operations will include the supply of seed, fertilizer and machinery, market linkages, training and networking and financial and technical advice.

In this regard EEI, Hyderabad organized a five day On-campus training programme on "Promotion of Farmer Producer Organizations in Agri and Allied Sectors" from 7<sup>th</sup> to 11<sup>th</sup> August, 2023 at EEI, Hyderabad

Contents covered in the programme were - Farmer Producer Organizations for profitability - An Overview of policy, process and guidelines, Formation of FPOs - strengthening and management, Fisheries farmer producer organizations for profitability - An Overview of policy, process and guidelines, challenges and strategies for sustainability of FPOs, Digital Technologies to FPOs for effective ToT, Development of business Plans for FPOs, Role



*Trainees interaction with the officials of Ananthagiri FPO Ltd.*

of financial institutions for promotion of FPOs, Gender budgeting for mainstreaming of gender in agri and allied sectors, GOI schemes, programs, Initiatives in agri and allied sectors and market mirchi app.

By the end of the training program, participants gained a comprehensive understanding of the FPO concept and its potential to uplift rural communities. They learned practical strategies for establishing, managing, and sustaining FPOs, and explored ways to enhance the integration of FPOs into agricultural value chains. Additionally, participants were equipped with knowledge on policy support and advocacy to create an enabling environment for FPO growth.

To enhance the practical understanding of participants, the training program included visits to Dr. B. R. Ambedkar Aqua Knowledge Park, Vaddepally village, Kamareddy district and Ananthagiri Farmers Producer Company Ltd., Mominpet mandal/ Vikarabad district. These visits provided participants with an opportunity to apply their learnings in real-life scenarios and develop practical skills in FPO management.

The participants expressed high satisfaction with the training content, delivery, and interactive sessions.



*Certificate distribution by the Director, EEI, Hyderabad*



Many trainees highlighted their intention to apply the knowledge gained to their respective roles and organizations.

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, on 11<sup>th</sup> August, 2023, who mentioned that Promotion of the FPOs is the need of the hour. He further stated that the knowledge and skills gained during the program are expected to contribute to

the establishment and growth of FPOs, ultimately leading to improved livelihoods for farmers and the development of sustainable agricultural value chains.

Twenty Five (25) participants representing Agriculture, Horticulture and Sericulture from five states viz., Andhra Pradesh, Karnataka, Kerala, Telangana and Odisha were attended the program which was coordinated by Dr. S. Chandrashekar, Professor, EEI.

## **Advances in farm mechanization for Agri and Allied sectors (22<sup>nd</sup> - 26<sup>th</sup> August, 2023)**

Farm mechanization plays a critical role in increasing agricultural productivity. Mechanization has been well received in India as one of the important elements of modernization of agriculture, enhancing the agricultural productivity and consequently rural prosperity.

In this regard, Extension Education Institute, Hyderabad organised a five day On-campus training programme on "Advances in farm mechanization for Agri and Allied sectors" from 22<sup>nd</sup> to 26<sup>th</sup> August, 2023 at EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director, EEI distributing certificates to the participants*

The field visit to TAFE, ARI helped to understand various aspects of Smart farming, Precision Agriculture and sensing technology. Visit to NIPHM demonstrated drone technology and its application and Visit to CRIDA, Hayathnagar highlighted the significance of farm implements for dryland agriculture.

Contents covered in the programme were - Equipment/ technologies for post-harvest and value addition of small farms; Micro irrigation systems: irrigation sensors in smart irrigation system, Rainwater harvesting, Farm pond and protected cultivation structures, Machinery for fodder cultivation and their management and hydroponic green fodder production-the future of farming, Opportunities, Challenges and strategies of Farm mechanization, Interaction meeting to upscale farm mechanization in agri and allied sectors, Schemes of farm mechanization and custom hiring centers, Gender Budgeting for main streaming women in agri and allied

sectors, GOI Programmes, Schèmes and extension strategies.

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI highlighted the importance of the newly developed agricultural machinery and technology for enhancing the production and productivity. Farm mechanization and crop productivity have a direct correlation in saving time and labor, reduces drudgery, cuts down production cost in the long run, reduces postharvest losses, and boosts crop output and farm income.

During valediction, Dr. M. Jagan Mohan Reddy, Director, EEI urged the participants for applying the knowledge gained during the training for doubling their income and propagating it among the farming community for betterment of their lives.



*Participants feedback in the Valediction*

Participants during their feedback expressed that, the exposure during field visits to TAFE, NIPHM, CRIDA helped them in to acquire to insights in to advances in farm mechanization. The programme helped the trainees to have a transformation and the trainees felt that they were benefited a lot. The programme provided an opportunity for the participants to understand various aspects of smart farming, precision agriculture and sensing technology.

Eighteen (18) participants representing departments of agriculture, horticulture and engineering of five states viz., Telangana, Andhra Pradesh, Karnataka, Kerala and Tamil Nadu were participated in the programme and the programme was coordinated by Dr. N. Praveen, Professor EEI, Hyderabad.





## Extension Core Competencies and Skills for Effective Transfer of Technology in agri and allied sectors (29<sup>th</sup> August to 2<sup>nd</sup> September, 2023)

The roles and responsibilities of an extension education may be classified into two broad categories: process skills or functional competencies, and technical skills. Networking with local organizations, facilitating group formation, resolving conflict and engaging stakeholders in programme planning are examples of process skills or functional competencies. Developing core competencies is fundamental to all extension staff training. Davis and sulaiman (2014) articulated the need to develop functional and technical capacities across three levels: individuals, organizations and enabling environment. They also emphasize capacity development as a long-term investment for extension.

The On-campus training programme on Extension Core Competencies and Skills for Effective Transfer of Technology was organized at EEI, Hyderabad from 29<sup>th</sup> August to 2<sup>nd</sup> September, 2023.

Contents covered in the programme were –Hands on experience on digital tool for transfer of technology, Communication Skills for enhancing competencies of Extension workers, Traditional Folk Media for enhancing competencies of Extension workers in ToT, Problem solving and decision-making skills, Information and Communication Technologies and hands on experience, Program monitoring and evaluation, Start-up culture among rural youth, Stress Management, Leadership Skills, Marketing and Value Chain development skills and Market led extension, Time management Skills for Effective ToT, Gender Budgeting, GoI Programmes in Agri and Allied Sectors, Extension strategies for effective implementation.

Field visit to Burujugadda Thanda made participants to understand the transformation in the livelihoods among tribal farmers with the intervention of



*Trainees during the visit*



*Dr. M. Jagan Mohan Reddy, Director addressing participants in the validictory session*

an NGO Sarvodayamandali. Conducted focused group discussion in which the participant officers interacted with farmers on innovations made in the village, interventions through exposure visits to Maharashtra state which has facilitated the farmers to change their cropping pattern and make their farming profit oriented. The core competencies of NGO motivated the farmers to realize this change. The drop out youth from colleges were targeted to promote entrepreneurial activities.

During valediction, Dr. M. Jagan Mohan Reddy, Director EEI has expressed his concern and said that, there is explosion in the social media for information but the credibility of using that information is the need of the hour. In the continues journey of enhancing the delivery competencies, it is very important to explore various ways and means to get equipped with latest know how. The credibility of the officers lies with documentation of success cases of the farmers. Application of learned knowledge at backhome situation will definitely enhance the core competencies of Extension officers he added.

During feedback the participants felt that the sessions were dealt professionally by various speakers and made the programme unforgettable. How to promote agriprenuership and various ICT tools taught were worth using, leadership and stress management were dealt with practical exercises which made them more effective.

Nineteen (19) participants representing (ANGRAU) State Agri. University, Departments of Animal Husbandry, Agriculture and Horticulture from the five states viz., Telangana, Andhra Pradesh, Karnataka, Kerala and Tamil Nadu attended the programme coordinated by Dr. K. Madhu Babu, Professor, EEI, Hyderabad



## Off campus Training programmes

### Documentation, Presentation and Writing skills for the Officers of Department of Fisheries (12<sup>th</sup> – 15<sup>th</sup> July, 2023) at NIFAM, Aluva, Kerala

Every extension worker needs some soft skills for professional excellence, especially Documentation, Presentation and Writing skills. Documenting processes and procedures also enable teams to work together more efficiently, eliminating the need for duplicative work and ensuring everyone is aligned. Without proper documentation, confusion and chaos can arise, leading to miscommunication, duplicated work, and waste of time. Extension professional should also have good presentation and writing skills to convince the clients through verbal and written communication.



*Inaugural address by Dr. A.P. Sateesh Kumar, Director, NIFAM, Aluva*

Keeping this in view, EEI, Hyderabad has organised a four day Off-campus training programme on Documentation, Presentation and Writing skills for the Officers of Department of Fisheries, Kerala from 12<sup>th</sup> – 15<sup>th</sup> July, 2023 at NIFAM, Aluva, Kerala.

Contents covered in the programme were - Documentation, presentation and writing skills: An Overview, Presentation skills, Documentation methods, writing skills for documentation of reports, success stories, news articles, gender budgeting for mainstreaming women, GoI programmes and schemes in fisheries sector.

Dr. A. P. Sateesh Kumar, Director, NIFAM & Joint Director (Training) inaugurated the programme on 12.7.2023 and stressed the importance of documentation, presentation and writing skills in day to day professional life. The programme was appreciated for its methodology. The participants felt that the training programme was helped them to broaden their knowledge and skills in documentation, presentation and writing skills. During field visit participants collected data from fisher folk by using FGD and interview methods and documented success story.

During the valedictory, the participants gave a positive feedback and thanked EEI for instilling confidence and positivity in them through different sessions. Smt. Maja, Deputy Director, NIFAM congratulated the participants. She urged the officers to utilize the skills learnt in back home situation. Dr. Vijaya Lakshmi presented the brief report of training programme. The programme was concluded with formal vote of thanks by Mr. Paul, Assistant Director, NIFAM, Aluva.

Thirty (30) officers from Department of Fisheries of Kerala State were participated in the programme. The programme was coordinated by Dr. P. Vijaya Lakshmi and Dr. M. Preethi, Professors, EEI, Hyderabad.



*Ice breaking exercise*

### Innovative Technologies and Extension Strategies for Climate Resilient Dairy Farming (12<sup>th</sup> - 15<sup>th</sup> July 2023) for the Dairy Development officers of Kerala state

Dairy cows and their manure produce greenhouse gas emissions which contribute to climate change. Poor handling of dairy cows leads to high costs of production and low milk yield. On the other hand changing climate due to various reasons has a detrimental effect on dairy, such as temperature rise, erratic rainfall, cyclones, floods etc causes poor cattle performance. Hence mitigating climate change by adopting certain management practices is the need of the hour for dairy farmers, to do so capacity

building of extension officers on the same is a precursor.

A four day Off-campus training was conducted by EEI, Hyderabad on "Innovative Technologies and Extension Strategies for Climate Resilient Dairy Farming" at Trivandrum, Kerala which mainly focused on imparting knowledge on innovative technologies and extension strategies for climate resilient dairy farming for the Dairy Extension officers and Dairy farm instructors of Kerala.





*Inauguration address by course coordinators at Kerala*

The topics included Climate smart dairy, risk management in dairy, Farm machinery and custom hiring centers, milk processing and value addition to combat climate change, Traditional wisdom of farmers in climate resilient dairy farming, Gender main streaming, Schemes, programmes and initiatives of Government of India and Gap analysis and strategy formulation for improved adoption of Climate resilient dairy technologies. Field visits were conducted to MILMA and Amina dairy farms.



*Conducting Ice breaking session*

Trainees expressed that in Kerala climate change is very apparent in the form of high temperature alternated with heavy rainfall which is affecting dairy sector seriously, this programme is felt by them to be very timely and effective in addressing the issues faced by dairy farmers.

Thirty (30) Dairy officers of Kerala were participated in the programme, Dr. R. Vasantha, Professor, and Dr. D. Shireesha, Asst. Professor, EEI coordinated the programme.

## **Leadership & Personality Development Skills for Professional Excellence (19<sup>th</sup> - 22<sup>nd</sup> July, 2023) for the officers of Animal Husbandry, Department of Telangana State.**

A crucial 21st-century talent is "leadership and personality development". It denotes the capacity for self-control and accountability to contribute to the professional and personal development of self and others. Some people, by virtue of the environment in which they were brought up naturally possess leadership skills and effective personality but for many these are acquired skills.

Influential leaders are professionals who know how to motivate and guide the people in and outside of an organisation to achieve success and impact people. These skills are highly needed for Animal husbandry officers who are cutting edge professionals influencing the mindset and decisions of several farmers. Hence a four day Off-campus training is organized by EEI, Hyderabad from 19<sup>th</sup> to 22<sup>nd</sup> July, 2023 to improve the work efficiency of veterinary doctors in discharging their duties and make convince farmers to take right decisions.

The four day training focused on improving the participants leadership, communication, positive thinking, team building, stress management, conflict management and negotiation skills and creative thinking skills. In addition the training is successful in sensitizing the trainees on benefits extended by Government of India through its various schemes, programmes and policies.

The training commenced with teaching the learnings practically by involving participants in

icebreaking exercises such as Bridge the ball and Six chairs. Trainees performance was analysed during the exercises and importance of planning for any task, time management, decision making, qualities needed for an effective leader, importance of listening and proper communication were explained to them.

Management games were executed and learning's were drawn during the sessions of conflict management and negotiation skills, team building, communication, creative thinking, stress management and positive attitude. Techniques of Stress management, the most essential and wanted topic now a days is taught in an experiential way in class room and also trainees were given practical hands on training on meditation at Vipassanacenter located at Gurramguda.

During valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI expressed that GOI is organizing these trainings with an intention to make middle level extension officers effectively to motivate the farming community in a much better way, hence there is an urgent need to make use of their learning's for better execution of official works. Dr. Srinivasu, Assistant Director, HRD attended the valedictory and inspired the veterinary doctors to put use of learning and offer valuable suggestions to farmers.

Dr. Neha Veterinary doctor from Jangaon, one of the participants of the programme indicated that training is



very useful to them, especially she learnt how to manage conflicts and negotiate when time demands. Dr Ramesh a trainee felt that through icebreaking exercises he learnt many soft skills essential for a field extension officer.



*Dr. D. Shireesha, Coordinator delivering introductory remarks*

Thirty officers belonging to Department of Animal Husbandry, Telangana took part in the programme. Dr. D. Shireesha, Asst. Professor and R. Vasantha, Professor, EEI coordinated the programme.



*Active participation of trainees in ice breaking session (6 chairs) to inculcate leadership skills*

## **Promotion of Farmer Producer Organizations in Agriculture (8<sup>th</sup> - 11<sup>th</sup> August, 2023) for the officers of Agriculture Department of Karnataka State**

Indian agriculture is dominated by small and marginal farmers with average land holding size of less than 1.1 ha. These small and marginal farmers constituting more than 86 % of the total land holdings are facing major challenges both in production and post-production scenario like access to production technology, quality inputs at reasonable prices, seed production, custom hiring, value addition, processing, credit, investments and most importantly markets. Hence, collectivization of such producers through formation of FPOs is very important to address such challenges and enhance their incomes. Realizing the need to form and promote FPOs across the country, Government formulated a dedicated Central Sector Scheme "Formation & Promotion of 10,000 Farmer Producer Organizations (FPOs) and the same was launched by Hon'ble Prime Minister on 29.02.2020 at Chitrakoot (UP) for implementation.

The main aim of FPO is to ensure better income for the producers through an organization of their own. Small producers do not have the volume individually (both inputs and produce) to get the benefit of economies of scale. Besides, in agricultural marketing, there is a long chain of intermediaries who very often work non-transparently leading to the situation where the producer receives only a small part of the value that the ultimate consumer pays. EEI, Hyderabad has organized on campus training programme on "Promotion of Farmers Produce Organizations in agriculture sector to the officers" of Karnataka state from 8<sup>th</sup> to 11<sup>th</sup> August, 2023.

Contents covered in the programme were - Farmer Producer Organizations – An Overview of Policy, Process and guidelines, Scope and Potential for formation of farmer

producer organizations, Formation of farmer producer organizations / Strengthening & Management, Role of different stake holders in promotion of farmer producer organizations, Development of business plans/ DPR preparation, Networking of Farmers groups and Organizations – CBBOs, SHGs, etc. in Agriculture, Role of NGOs, KVKs, Government organizations, ATMA etc., in promotion of FPOs, Bhatthada Kanaja FPO, K.R. Nagara, Raitha Mithra FPC, Mysore, Challenges and strategies for sustainability of farmer producer organizations, case studies on successful farmer producer organizations, Harnessing of inputs & market network through farmer producer organizations, Partnership Modalities & Schematic Linkage of various stake holders, role of financial institutions for promotion of farmer producer organizations. Field visits were made to farmer producer organizations, which are doing extraordinary unique business ventures like oil extraction units, organic produce marketing etc., which facilitated the participants aware of the importance of promoting farmer producer organizations.

During the inaugural programme, Dr. Ashok S Alur, Hon'ble Vice-Chancellor, Kodagu University has participated as Chief guest. While speaking on the occasion Dr. Ashok had emphasized on promoting FPOs, as several Depts have been roped in to participate in strengthening FPOs and Karnataka is the only state to become center of excellence in promoting FPOs. Government of Karnataka has provided 1000 crore rupees for promotion and strengthening of FPOs he added. Sri Dhananjay, Deputy Director of Agriculture, Commissionerate of agriculture has opined that, most of the FPOs are doing only input business but there is need to make them to do output





business. Dr. Ashok has requested the officers to join hands for promotion of FPOs for doing business and mentor them by way of continuous handholding.



*Dr. K. Madhu Babu, Professor, EEI addressing participants in inaugural session*

During the valedictory, the participant officers have expressed that the sessions included in the training are very useful and apt for carrying out relevant activities for promoting FPOs. The participants were oriented on different concepts of promoting FPOs and made them get involved in brainstorming sessions, group discussions, SWOT analysis exercises and field visits. The field visits organized on FPO connected activities like, Output business, Oil extraction units etc., made the participants

gain knowledge and acquiring skills in promoting supply chain by the FPOs. On this occasion Sri Yogesh, Deputy Director of District Agriculture Training Centre, Mysore has extended thanks to EEI for organizing such a useful training for the benefit of the officers of Karnataka. Further participants were advised to take initiative to strengthen FPOs in their respective areas and shall be followed up after six months.

Thirty (30) officers from the department of Agriculture of Karnataka state participated in the programme. The programme was coordinated by Dr.K.MadhuBabu and Dr.N.Praveen, Professors, EEI, Hyderabad



*Distributing certificates during valedictory session*

## Soft Skills for Personal and Professional Development (21<sup>st</sup> – 24<sup>th</sup> August, 2023) for the officers of Animal Husbandry, Department of Kerala State.

Soft skills are critical in personal and professional development. Soft skills are the combination of interpersonal and social skills. Soft skills include communication skills, leadership and team building skills, problem solving and decision making skills, time management and stress management skills, emotional intelligence etc., Employers need employees who have adequate technical skills along with soft skills.

In this connection, EEI, Hyderabad organized a four day off campus training program on “Soft Skills for Personal and Professional Development” from 21<sup>st</sup> to 24<sup>th</sup> August, 2023.

Contents covered in the programme were - Leadership skills & Team building for extension functionaries, Positive attitude, Problem solving and decision making skills, Emotional intelligence and stress management skills, Time management skills, Communication skills for effective ToT, GoI programmes schemes in agriculture allied sectors, Gender Budgeting, Bank home planning, post evaluation, after training evaluation and training need assessment.

During inauguration, Dr. Sindhu, Additional Director, Department of Animal Husbandry, Kerala graced the inaugural programme and addressed the participants

on importance of Soft skills in personal and professional development. Soft skills are essential for Veterinary doctors to maintain interpersonal relations, time management and stress management to deliver quality services to farmers.

In this Programme Dr. Saritha Vijayan, Deputy Director, Dept. of Animal Husbandry, Kerala, Dr. P. Vijaya Lakshmi, Dr. M. Preethi, Professors, EEI, Hyderabad and Dr. Byju Khalid, VAS were participated.

During valediction, Dr. Ajilast, Registrar, Kerala State Veterinary Council, Kerala graced the valedictory programme. She interacted with all the doctors and stressed the importance of Soft skills in personal and professional development, as the Doctors are undergoing continuous stress to meet the targets and to satisfy the needs of clients. She congratulated the doctors for successful completion of the training programme and distributed the certificates. Dr. P. Vijaya Lakshmi and Dr. M. Preethi, Professors, EEI, Hyderabad and Dr. Byju Khalid, KSVC, Kerala participated in the programme.

All the participants felt that content and methodology is very good. It's a great opportunity to learn soft skills, especially stress management, time management, emotional intelligence, leadership and team



building skills, problem solving and decision making skills etc., Visit to Muralya dairy is very useful. It is very innovative and fully automated to meet the needs of consumers and farmers.



*Inauguration programme*

Thirty (30) trainees representing Department of Animal Husbandry, Kerala were participated & the programme was coordinated by Dr. P. Vijaya Lakshmi and Dr. M. Preethi, Professors, EEI



*Ice breaking session*

## Consultancy programme

### Values and Work Ethics for Development Professionals of Animal Husbandry Department of Puducherry (11<sup>th</sup> - 15<sup>th</sup> July, 2023)

The consultancy training program on Values and Work Ethics for Development professional of Animal Husbandry Department of Puducherry Union territory was conducted by EEI, Hyderabad from 11<sup>th</sup> to 15<sup>th</sup> July, 2023 at Directorate of Animal Husbandry Department, Puducherry.

The five day program was covered with *Key topics like* Values and work ethics for personal and professional development, Ethical decision making for focused goal setting, personal values and morals vis-à-vis professional growth and development, Effective communication skills in the workplace, Ethical prioritization and Value-driven management, Developing a professional and positive attitude, Conflict management and Negotiation skills, Time management and meeting deadlines, Work Ethics and Professional responsibility, Developing leadership skills and qualities, Balancing work-life integration and managing stress, Emotional intelligence for professional

excellence, Creation of respectful and inclusive workplace for diversified thinking, Accountability and Responsibility for taking ownership of tasks and projects, Integrity and Trust for fastening a transparent work culture and Role modeling and leadership to create motivational workforce.

To enhance the practical understanding of participants, the training program included Visits to Auroville Ashramam and Sri Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya, Puducherry. These visits provided participants with an opportunity to apply their learnings in real-life scenarios and develop practical skills in values and work ethics.

The training program received overwhelmingly positive feedback from participants, who expressed their satisfaction with the content, delivery, and organization of the program. Many participants highlighted the practicality of the sessions and their relevance to the current challenges faced in the Animal Husbandry sector.



*Shri. L. Kumar, IAS, Secretary, Agriculture, Puducherry and Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad are addressing the Participants of the training program on Values and Work Ethics for Development Professionals of Animal Husbandry Dept. on 15<sup>th</sup> July, 2023 at Puducherry*







The program successfully equipped participants with new values and work ethics.

The valedictory program was chaired by Shri L. Kumar, IAS, Secretary of Agriculture to Puducherry Government on 15<sup>th</sup> July, 2023, who mentioned that Values and ethical decision-making and fostering a sense of accountability and professionalism among development professionals are important for the organization. He said that the knowledge and skills acquired during the training program will contribute to the participants' personal

growth and the ethical advancement of their respective organizations. Dr. M. Jagan Mohan Reddy, Director of EEI, Hyderabad and other dignitaries also participated in the valedictory. Dr. Reddy told that employees should work by connecting their personal values with the organizational core values.

Eighteen (18) Veterinary officials of Department of Animal Husbandry of Puducherry attended the program which was coordinated by Dr. S. Chandrashekar, Professor and Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad.

## Webinars

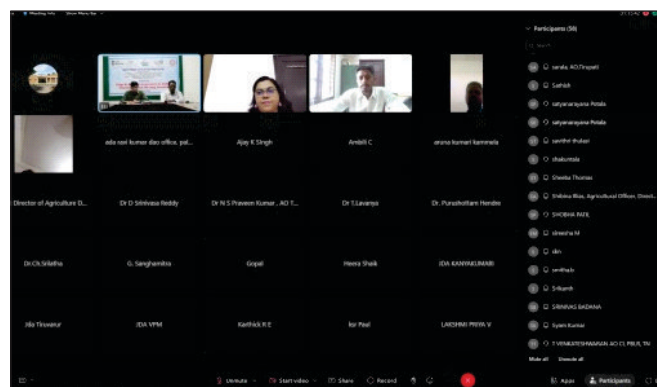
### Crop & Weather Insurance in India - Challenges and the Way forward (10<sup>th</sup> July, 2023)

Farmers in India are exposed to large agriculture risks due to vagaries of nature. One of the most effective mechanisms to mitigate agricultural risks is to have a robust insurance system. Although crop insurance has been in the country since 1972, yet it has been beset with several problems such as lack of transparency, high premium, delay in conducting crop cutting experiments and non-payment/delayed payment of claims to farmers. Realizing the limitations of existing system of crop insurance, a new crop insurance scheme was launched on Baisakhi day, Pradhan Mantri Fasal Bima Yojana (PMFBY), from Kharif 2016. The scheme has faced several challenges during its first year of implementation which pertain to extension of cut off dates for registration resulting in high premium rates.

An attempt has been made by Extension Education Institute to organize Webinar on Crop & Weather Insurance in India Challenges and the Way forward on 10<sup>th</sup> July, 2023 in collaboration with Credit Division of Ministry of Agriculture and farmers Welfare, GoI for the middle level extension officials of Southern Region.

Hundred and five (105) participants from different client departments of Southern Region were participated in the programme, which was coordinated by Dr. M. Jagan Mohan Reddy, Director and Dr. N. Praveen, Professor, EEI, Hyderabad.

The program was covered with *Key topics like Impact of climate change on agriculture and Need for Crop Insurance delivered by Shri Ajay Karan Singh, National Project Director, CPMU – Agriculture Credit and Crop Insurance, MoA& FW, GoI, New Delhi, Overview of Crop*



Participants during Webinar

Insurance Programme – PMFBY and RWBCIS delivered by Ms. Pallavi Mali, CPMU, Agri Credit and Crop Insurance, MoA&FW, GoI, New Delhi, Role of State Government in types of risk covered delivered by Shri G. Venkatraman, Dy. Director and Nodal Officer for PMFBY, Agril Department, Govt. of Tamilnadu, Role of State Government in Dispute Management with insurance companies, Role of Insurance Companies in farmer application Process delivered by Smt. Bharti Vajjirvelu, Zonal Manager, Southern Region, Agri. Insurance Company of India, Tamilnadu claim calculation, claim settlement.

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, who mentioned that crop & weather insurance is the need of the hour. He further mentioned that all farmers should make use crop & weather insurance for overcoming adverse weather incidences, such as impacts of deficit and excess rainfall, high or low temperature, humidity etc.

### Management of Black Thrips in Chillies (18<sup>th</sup> August, 2023)

The webinar on Management of Black Thrips in Chillies for Agriculture and Horticulture sector officers and KVK Scientists of Andhra Pradesh, Karnataka, Kerala, Telangana and Tamil Nadu state was conducted by EEI, Hyderabad on 18<sup>th</sup> August, 2023.

The webinar was structured into several sessions, each addressing different aspects of black thrips

management: The webinar commenced with an overview of the black thrips (*Scirtothrips dorsalis*), detailing its life cycle, behaviour and the economic significance of its infestations in chilli and pepper crops. Participants learned about the methods for monitoring black thrips populations, including visual inspections, sticky traps, and pheromone traps. The session also covered how to



accurately identify black thrips and distinguish them from other pests. This session focused on preventive measures, such as crop rotation, maintaining proper plant spacing, and selecting thrips-resistant chilli varieties. Participants were informed about the importance of proper sanitation and weed management in reducing thrips population. The potential of using natural predators and parasitoids to manage black thrips was discussed in this session. Various beneficial insects that prey upon thrips, such as ladybugs and predatory mites, were introduced as sustainable pest control options. The use of insecticides for black thrips management was covered, highlighting the importance of Integrated Pest Management (IPM) to minimize pesticide use. Information was shared about selecting the right chemicals, application methods, and timing to ensure effective control while minimizing environmental impact. A comprehensive approach to manage black thrips using IPM principles was emphasized in this session. Participants learned how to integrate various strategies, including biological control, cultural practices, and targeted chemical treatments, to create a holistic and sustainable management plan.

The webinar featured renowned expert Dr. S. J. Rahman, Senior Professor and University Head, Department of Entomology, College of Agriculture, Rajendranagar, Hyderabad. Dr. S. J. Rahman shared his

expertise and experience, providing participants with valuable insights and practical tips.

Throughout the event, participants engaged in interactive Q&A sessions after each presentation. This allowed attendees to clarify doubts, share their experiences, and seek guidance on specific challenges they faced in their chilli cultivation practices.

The one-day webinar on the management of black thrips in chillies was a resounding success. Attendees gained a deeper understanding of black thrips behavior, identification, and various management strategies, enabling them to make informed decisions in their chilli cultivation practices. The event underscored the importance of integrated approaches to pest management for sustainable and efficient crop protection.

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad and stated that the knowledge shared during the event is expected to have a positive impact on chilli growers' ability to manage black thrips infestation effectively.

Seventy One (71) participants from different client department of five states namely Andhra Pradesh, Telangana, Tamil Nadu, Kerala and Karnataka attended the program which was coordinated by Dr. M. Preethi, Professor, EEI, Hyderabad.



*Dr. M. Preethi, Professor, EEI interacting with participants during inauguration programme*



*Dr. S. J. Rahman, Senior Professor and University Head (Entomology) conducting session on Management of Black Thrips in Chillies*

## Director

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