



Market led extension in agriculture and allied sectors

With globalization of the market, farmers need to transform themselves from mere producers-sellers in the domestic market to producers cum sellers in a wider market sense to best realize the returns on their investments, risks and efforts. Keeping this in view, EEI, Hyderabad organized a five days training programme on “**Market led extension in agriculture and allied sectors**” from 5th to 9th October, 2015 for the officers of development departments of southern states. The course was coordinated by Dr. S. Chandra Shekar, Assoc. Professor, EEI. Total 27 extension officers participated in this training programme. Topics covered were Market led extension – Challenges and Prospects, Agricultural

marketing, levels of marketing and management, Public Private Partnerships for remunerative

visit to Gundedu village in Balanagar mandal, Mahabubnagar District to expose participants on



Participants taking part in the ice breaking and energiser sessions during the programme

marketing, Farmers groups, Organizations and Networking, Market led extension scope and potentialities in fisheries and animal husbandry sector, ICT support for Market Led Extension, Quality driven supply chain management in marketing of farm produce. Field

new enterprises, also visited Agro processing unit, Millets scheme to show the participants the various opportunities of value addition of millets since the training programme was on Market led extension.

Human Resource development for Professional Excellence

The need of HRD is felt as it improves the efficiency of employees, checks monotony at work, better communication, development of mutual cooperation and creativity of all the members comes into limelight. Keeping in view of the above objectives EEI, Hyderabad organized five days training programme on “**Human Resource Development for**

Professional Excellence” from 13th to 17th October, 2015 for the Officers of Development Departments of Southern States. Topics covered in this training programme were HRD in Extension Organizations – An overview, Mechanisms of HRD with special emphasis on training as a potential means, Interpersonal skills, Leadership for human resource development, Stress

management at work place, Time management for organizational excellence, Working in teams and team building skills for extension professionals, Ethical Re-Engineering, Organisational Development, Soft skills for personality development. The training programme was coordinated by Dr. S. Chandrashekar, Associate



Professor, EEI. A group of 8 extension officers attended training programme. During valedictory session Dr. N. Vasudev, Director of Extension, PJTSAU urged the participants to improve the professional skills for effective dissemination of information and transfer of agricultural technologies.



Trainees participates in group discussion on leadership

Effective communication skills are key to professional success

Most jobs need good communicators, people who can express themselves clearly and positively. It's one of the key ingredients of success. Therefore keeping in view the importance of communication skills an On campus workshop was organized on “**Communication skills for effective extension delivery**”,

from 27th to 31st October 2015 to the officers of development departments of southern states. Dr.B.Jamuna Rani, Professor, EEI was the Course Coordinator. Total 18 officers from Odisha, Tamil Nadu, Karnataka and Telangana representing agriculture and allied departments were attended the workshop. The methodology and

course module was designed and conducted with emphasis on the refinement of individual skills - such as oral presentation and conversational skills, reading, writing, listening and skill demonstrations and non verbal communication skills.

During valedictory, Dr.M.Surya Mani, Director, EEI reiterated that “Having good communication skills in the workplace is all about being able to convey information to people clearly and simply, in a way that means things are understood and get done”. She emphasised that you can adapt yourself to new and different situations, read the behaviour of other people, compromise to reach agreement, and avoid and resolve conflict. She advised the participants to adopt the skills learnt at this workshop for the benefit of clientele as well as for their own.



Participants in the practical sessions during the programme

Training on Skills & Methods for Capacity Building

Capacity Building is a continuous and ongoing process during the career of all development officers. To fall in line with this necessity, an On Campus training was conducted from 3rd – 7th November, 2015 on “**Training**

Skills and methods for Capacity building of Extension Functionaries” at EEI, Rajendranagar, Hyderabad. The programme was coordinated by Dr. M. Preethi, Assoc. Professor, EEI. Total 16 middle level officers from

the departments of Agriculture, Horticulture, Animal Husbandry, Sericulture, Fisheries and Dairy Development, representing the states of Kerala, Karnataka, Odisha, Telangana, Andhra Pradesh and Union Territory of Andaman had

participated in the programme.

The programme was tailored with sessions on motivation procedures, small group techniques, communication skills, facilitation and feedback skills, team training skills, e-skills etc.,. A field visit to PJTSAU ATIC centre was arranged wherein the trainees got to know the pulse of university extension activities. For practical sessions the trainees were divided into 5 groups based on their areas of work and were asked to prepare and present different training plans. During the valedictory session, the

trainees expressed utmost satisfaction with course and felt that

duration of such enriching programmes need to be increased.



Participants taking part in the ice breaking and energiser sessions during the programme

Integration of Efforts Paves Way for Public Private Partnership

Agricultural Technology Management Agency (ATMA) needs PPP as an essential component, in order to clearly indicate the importance of partnership in promoting various agricultural programmes. Keeping in view an On campus Training programme on “**Public Private Partnership for Agricultural**

Development” from 17th to 21st November, 2015. The programme was coordinated by Dr.K.Madhu Babu, Assoc. Professor, EEI. Total 14 participants were participated. During valedictory programme, Dr.M.Surya Mani, Director, EEI envisaged that, 30 percent of programmes should be implemented on PPP mode under

ATMA. It is the high time to create awareness, make interventions of various partners into the extension system will definitely boost up the results for agricultural development she strongly highlighted. The participants officers able to understand and make it clear on various components of PPP to really implement their own programmes in PPP mode.



Field visit on Gerbera cultivation



While expressing their views through feedback, the trainees opined that, to promote PPP, especially in the agricultural and allied departments, there should be a policy support from Government in an elaborative manner. However, they had an opportunity to know about various success cases through this training programme, they added.

Leadership and Team Building for Organizational Excellence

A five day On campus training programme on “**Leadership and Team Building for Organizational Excellence**” was organized from 23rd to 27th

November, 2015 for the officers of development departments of Southern states. Total 20 officers representing Andhra Pradesh, Telangana, Karnataka, Kerala,

Odisha and Andaman & Nicobar Islands have participated in the training programme. Dr.P.VijayaLakshmi, Associate Professor, EEI has coordinated the

programme. The workshop has focused on leadership and building teams in extension organizations, emotional intelligence, effective communication skills, leadership styles and skills in extension organizations, time management skills for better performance, problem solving skills for effective decision making, conflict management skills, interpersonal and motivation skills for effective teamwork and leadership, change management and gender concerns in agriculture and allied sectors.



Dr. M. Surya Mani, Director, EEI taking session on conflict management skills

During valedictory, the participants have expressed their immense satisfaction for attending

the workshop and the inputs received are essential for effective discharge of duties.

Managerial Skills for Extension Professionals

A five day On campus workshop on “**Managerial Skills for Extension Professionals**” was organised from 1st to 5th December, 2015. Total 16 officers representing agriculture and allied departments from Andhra Pradesh, Telangana, Karnataka, Kerala, Odisha and Andaman & Nicobar Islands have participated. The contents covered in the workshop include, managerial skills for organisational

development an overview, managerial skills for extension professionals, team building skills, time management skills, delegating and supervising skills, leadership development skills, mind management skills, decision making and problem solving skills, interpersonal skills, positive attitude and gender concerns in agriculture and allied sectors.

Dr.M.Surya Mani, Director, EEI

during valedictory address has emphasized the importance of managerial skills of extension professionals in an organization and urged the participants to use the knowledge and skills acquired during the workshop at their back home situation and distributed the certificates to the participants. Dr.P.Vijaya Lakshmi, Assoc. Professor, EEI was the course co-ordinator of the programme.

ICT Mediated effective Transfer of Technology for Extension Professionals

I n f o r m a t i o n a n d communication have always mattered in agriculture. Updated information allows the extension officers to cope with changes and even benefit from these changes. In this context, EEI, Hyderabad organized ten days training programme on “**ICT Mediated Effective Transfer of Technology for Extension Professionals**” from 1st to 10th December, 2015. Participants enlighten on different ICT initiatives such as e –Sagu, farmers portal and M-Kisan, USSD, pull SMS services, Agro book application, Agrisnet, market



Participants visits C-DAC, Hyderabad

intelligence, i-Kisan application, Digital video based knowledge management, Training module/content digitalization online training for master trainers, Social media tools techniques, ICT based extension models for Dry

land Agriculture, IFFCO kisan Sanchar Ltd –Green SIM-voice based farm advisory through mobiles Annapurna interactive information, E-learning and Moocs for extension personnel. Lot of institutional visits also conducted in

this training programme like visit to Kisan Call Center & Electronic wing, IIRR, CDAC, Manager. The training programme was coordinated by Dr. M. Surya Mani,

Director, EEI and Dr. S. Chandrashekar, Associate Professor, EEI. A group of eight extension officers attended the training programme. Dr. M. Surya

Mani, Director, EEI graced the valedictory as a chief guest and said that make use of this training programme for successful use of ICT.

Climate Smart Extension for Extension Professionals

Climate Change influences the development of Agriculture and with increasing temperatures and incidents of drought exacerbating plant stress and increasing plant susceptibility. It is likely to impact disproportionately upon the poorest countries and the poorest persons within countries resulting in inequities in health status, access to adequate food, clean water and other resources. Understanding the challenge and importance of climate change EEI organized five day On-campus training programme on **"Climate Smart Extension for Extension Professionals"**, to the officers of Development departments of South India from 7th to 11th December, 2015, wherein 11 participants from Andhra Pradesh, Karnataka, Odisha and Andaman & Nicobar Islands have attended the programme. Dr. M. Prasuna, Assoc. Professor coordinated the programme. The content covered were Extension



Participants at Agromet, ARI, PJTSAU

strategies to overcome climate change, impact on rural livelihoods, Climate change and variability on Horticulture, Fisheries and Animal Husbandry etc. As part of the programme participants visited Agromet cell, Agricultural Research Institute, PJTSAU, Rajendranagar, Indian National Centre of Ocean Information Services, Kukatpalli, Indian Meteorological Department,

Begumpet, Hyderabad and also to an Innovative farmer at Balanagar, and the participants were enlightened with various aspects of climate change.

During the valedictory, the participants have expressed immense satisfaction on the content covered in the training and also opined that the field visits made were highly beneficial to them.

Change Management to meet emerging challenges

Change is a vital concept, that every organization should adapt itself to. Though essential, change is not always welcome by employees. Hence the process of change management occupies a pivotal role in organizations. At this Juncture, an On Campus Training Programme on **"Change management in Extension Organizations to Meet**



Dr. M. Preethi giving session on positive attitude during the programme



Emerging Challenges” was conducted at EEI, Rajendranagar, Hyderabad from 15th to 19th December, 2015. Total 9 officers representing Sericulture, Fisheries, Animal Husbandry and Horticulture departments from the states of Karnataka, Kerala, Odisha and Telangana were participated in the training Programme. Dr. M. Preethi, Assoc. Professor, was the Course Coordinator. The Programme was fabricated to fashion the sessions on

Change management through self in organizations, Stress management at work, Role of Emotional Intelligence in fostering change, Working in teams, Gender Main-Streaming in agriculture, Role of morals & ethics in work place, positive attitude & organizational commitments to bring in change. A field visit to Ramakrishna Matt enabled the participants to feel the need for change management at their respective work places.

The pre and post evaluation revealed that 55percentage of learning took place during the training. The programme was rated very high and all the participants felt that the programme was relevant and eventful. During the valedictory address, the Director, EEI appreciated the impressions given by the participants and ensured that EEI will always remain committed in rendering professional excellence for the benefit of trainers.

Communication Skills for Effective Extension Delivery

Communication Skills have become one of the most essential qualities for overall development and success in one's life, in addition to the acquired technical skills. Development professionals are an asset for Extension Organizations where their job is to communicate with farmers and instill confidence and credibility in them. Recognizing the importance of communication, a four day Off-campus training programme on **"Communication Skills for Effective Extension Delivery"** was organized from 13th to 16th October, 2015. Total 30 officers of the Department of Fisheries at FISHFED, Bhubaneswar, Odisha. The programme was coordinated by Dr. M.Preethi and Dr. M.Prasuna, Assoc. Professors. EEI.

The content covered in the



Practice on Skill demonstration

training included, communication skills, oral presentation skills, non-verbal communication, reading, writing and listening skills, role of ICT in transfer of Extension technologies to meet the information needs of farmers, skill

teaching, soft skills and also a field visit was arranged to Swami Vivekananda Institute. The success story of an innovative fishery farmer was also documented from Odisha state by the coordinators of the training programme.

Creative thinking skills for innovative problem solving

We live in a world where there appear to be more problems than solutions, making life potentially stressful. Every problem has more than one solution therefore employing creative skills is empowering. "Creative people don't

sit and allow problems to surface. Instead, they scan their environment for potential issues, and they see this as time well spent. Also, they're excited by the opportunity to change things. Keep up-to-date with clients experiences and expectations, and

try to spot problems from other people's perspectives", said Dr.M.Suryamani, Director, EEI during her inaugural address the Off campus training programme on **"Creative thinking for better problem solving"** from 14 to 17

October 2015 for the officers of fisheries department of Kerala state at NIFAM, Alluva, Cochin. Dr.M.Suryamani, Director, EEI and Dr.B.Jamuna Rani, Professor were the Course Coordinators.

Total 22 participants attended this four day training programme. During valedictory session the participants appreciated that the course was well designed with a practical module to train adult learners. The concepts related to techniques of creative problem solving enlightened through practical exercises, management games, case studies and examples of

success cases dealt during all the sessions were relevant, useful and

eye openers and if adopted makes stress free life.



Dr. M. Surya Mani, Director, EEI distributing certificates to the participants

Change Management in Extension Organizations to Meet Emerging Challenges



Dr. S. Chandra Sekhar giving lecture on motivation skill during the programme

Organizations are facing complex, more interdependent and more cross-functional change than ever before. Being able to deliver results on multiple changes allows an organization to achieve their strategic vision and thrive in today's changing landscape. Applying change management enables organizations to deliver results on each change more effectively and build competencies that grow the

organization's capacity to tackle more changes at one time. Keeping in view an Off campus training programme on “**Change Management in Extension Organizations to Meet Emerging Challenges**” was organized from 28th to 31st October, 2015 for the Officers of SAMETI Department, UAS, Dharward, Karnataka. This programme was coordinated by Dr. S. Chandra Shekar, Assoc.

Professor and Dr. P. Vijaya Lakshmi, Assoc. Professor, EEI. Total 23 trainees were participated. Topics covered were Leadership for change Management, Positive Attitude for better living, Managing change and overcoming change resistance, stress management, Motivation for positive change, Creative thinking skills for problem solving, Conflict management for successful change. The participants visited to Brahma Kumari's institute where the participants were oriented on 'Self management' was exceptional and inspirational and brought a change in their mind set. During their feedback, the methodology, speakers and content were applauded by the participants.

Soft skills for Development Professionals

A person's soft skills are an important part of their individual contribution to the success of an organization. Particularly those organizations dealing with

customers face-to-face are generally more successful if they train their staff to use these skills. Screening or training for personal habits or traits such as dependability and

conscientiousness can yield significant return on investment for an organization. Keeping in view the importance of soft skills in the organizational development an Off



campus training programme was organized by EEI on **“Soft skills for Personality Development”** to the officers of Animal Husbandry department of Telangana state. The programme was organized at TSMILD, Directorate of Animal Husbandry, Shantinagar, Hyderabad from 3rd to 6th November

2015. Dr.B.Jamuna Rani, Professor, EEI and Dr.P.Vijaya Lakshmi, Assoc. Professor were the course coordinators. Total 30 officers of Animal Husbandry department of Telangana state have participated in the training with great interest and enthusiasm.

Dr.Veerendhra Singh, Joint Commissioner, DoE, GoI and Dr. K. B a b u , J D A , T S M I D participated in the valedictory. In his valedictory address Mr. Singh emphasised that soft skills are personal attributes that enhances an individual's interactions, career prospects and job performance. The soft skills may ultimately be more important in determining levels of success. During the valedictory session, trainees informed the Joint Commissioner Dr.Singh that they had positive approach and commitment for their job and hence critical in analyzing the concepts / techniques imparted by the speakers and got clarified whenever they faced ambiguity.



Dr. B. Jamuna Rani, speaking at valedictory session

Soft Skills for Personality Development

A person's soft skill is an important part of their individual contribution to the success of an organization. Particularly those organizations dealing with face-to-face are generally more successful if they train their staff to use these skills. In view of this EEI, Hyderabad organized four days off campus training programme on **“Soft Skills for Personality Development”** for the Officers of Animal Husbandry Department, Kerala at KSVC, Trivendrum from 17th to 20th November, 2015. The programme was grandly inaugurated by the hands of Dr. Jayaraju, Deputy Director, DOAH, Kerala. The programme coordinated by Dr. S. Chandra Shekar, Assoc. Professor and Dr. P. Vijaya Lakshmi, Assoc. Professor, EEI. Total 30 officers from



Distribution of certificates by the Director, Animal Husbandry, Keral

department of Animal Husbandry were participated. Topics covered were leadership skills, Positive Attitude, Motivational Skills for enhancing performance, Time management skills, Team building skills for organizational

development, Creative thinking and problem solving skills, Stress management, Interpersonal skills and Communication skills.

Creative thinking Skills for Better living

Creativity, an intellectual skill symbolizes the quality of imaginative skills to create something original which was never seen or known before. The power of creative skills are greatly influenced by the imaginative process, which ultimately contributes to the formation of unique ideas. Creativity on the professional front, adds to the quality of performance and with this objective, an off campus training programme on **“Creative Thinking Skills for Better problem Solving”** was organized for the officers of Sericulture Department, Hosur, Tamil Nadu from 24th -27th November, 2015. The programme was co-ordinated by Dr. M. Preethi and Dr. M. Prasuna, Associate Professors, EEI.

Mr. Prince Mohan, Principal TNSTI, Hosur and Mr. Ravi Nyanam, Vice-principal TNSTI, were the chief guest of the programme. The programme was



Participants performing practical exercises and games

fabricated with 80 percentage of practical sessions and 20 percentage of theory and had sessions on team building, working in teams for organizational development, Mind Mapping, SWOT Analysis methods, Positive thinking Skills, Exercises on fish bone & six thinking hats and techniques of problem solving. A field visit was arranged to a village, wherein participants in groups of two, identified two problems and made a fish bone analysis for the identified problems.

For showcasing the Creative thinking skills of the trainees, they were made into groups of five and were made to plan & present a training programme suited to their back home situation by using all the creative skills facilitated during the programme. During the valedictory programme, Mr. Prince Mohan, spoke about the application of learnt techniques at field level, while the participants shared their experience about how each technique could be used at their work places.

Time & Stress Management-Key factor for success in life



Ms. Jessie Chacko, giving her inaugural address during the programme

Success of a person, invariably depends on his/her effective time management skill. Multi tasking works and water tight targets in

limited time periods make employees undergo lot of stress. Keeping in view, the importance of time & stress in our daily life an Off

campus training programme on **“Time & Stress management for better performance”** was organised for the officers of Dairy Development Department, DTC, Kottayam, Kerala from 7th to 10th December, 2015. The programme was co-ordinated by Dr. K. Madhu Babu and Dr. M. Preethi, Associate Professors, EEI. The content covered were time Management methods & techniques, Conflict management skills, Positive Attitude, Interpersonal skills, Soft skills, Motivational skills, Emotional intelligence and Gender



mainstreaming were dealt during the four days. Dr. Divya Iyer, IAS, Asst. collector, Kottayam visited the programme addressed the participants. She felt that this type of programmes are given to officers to energise, motivate and manage critical situations at both personal &

professional front.

As part of the programme a field visit to Brahma Kumari's Institute was arranged, wherein the participants were exposed to Meditation & Stress management techniques. During the Valedictory

function Ms. Jessy Chacko, Principal, DTC, Kottayam expressed her utmost satisfaction and felt that the methods and techniques learnt by officers will help them during their entire career ahead.

Creative Thinking Skills for Better Problem Solving

The power or quality of imaginative skills to produce something new is greatly influenced by the creativity process or flow of imaginative thinking, which ultimately contributes to the formation of unique creative ideas. Keeping in view four days Off-Campus Training Programme on “Creative Thinking Skills for Better Problem Solving” was organized by EEI from 28th to 31st December, 2015 to the officers of Animal Husbandry Department, Odisha at VOTI, Bhubaneswar where 26 participants were attended. The training programme focused on creative thinking, Techniques of Problem Solving - Fish Bone diagram & Brain storming, Techniques of Problem Solving - Six thinking hats, Mind



Dr. B. Jamuna Rani taking session on creative thinking skills

mapping & SWOT analysis, Leadership skills & Team building skills for effective problem solving, Positive attitude for better performance and conflict management. Dr. Jamuna Rani Professor, EEI and Dr. S. Chandra Shekar, Assoc. Professor, EEI were the course coordinator of the programme. During the valedictory session participants appreciated that the course was well designed

with a practical module to train adult learners. The concepts related to techniques of creative problem solving enlightened through practical exercises, management games, case studies and examples of success cases dealt during all the sessions were relevant, useful and eye openers and if adopted makes stress free life.

Regional workshop on 14th & 15th December, 2015

Voice from Trained officers



Smt. Chinthamani, Accounts Officer, Dept. of Industries, Administration of Andaman & Nicobar Islands, Port Blair.

As an initiative I took a session of about 3 hours on “Positive Attitude & Interpersonal Relations”. Altogether 65 staff including the trainees of the Directorate of Industries attended the session. The session was very interactive. Different issues at work place & personal life were addressed. Tips to combat stress, maintaining positive attitude and

having good interpersonal relations were given to the participants. The session also included competitive activities and prizes were distributed to the participants. All the participants showed their keen interest in the session and the activities and expressed that some more motivational sessions may be conducted. She also reported that she will be taking such a sessions for



School & College students so that they would be well equipped with skills to meet the forth coming challenges in their life. Attending training at EEI, Hyderabad was an enthralling experience. The faculties were highly knowledgeable & expert in their subject. Their overall personality and attitude towards work itself was a source of inspiration for us. The lodging & Boarding facilities provided at EEI were very good. The overall ambience of the EEI was very positive, she added.



Smt. Chintamani taking session on positive attitude

Proceedings of the Regional Workshop on Training Need Assessment of Client States on 14th and 15th December, 2015

The Regional Workshop on Training Need Assessment of client states of Extension Education Institute, Hyderabad, to prepare the Annual Training calendar for 2016-17 was held on 14th and 15th December, 2015 at EEI seminar Hall, Rajendranagar, Hyderabad. A total of 19 delegates representing various line Departments of client states of EEI, have participated in the workshop. The Regional

workshop was inaugurated by the Chief Guest Dr. Virendra Singh, Additional Commissioner (Extn), Ministry of Agriculture and Cooperation, Government of India, New Delhi, Dr. Shailesh Kumar Mishra, Joint Director (Extn), Directorate of Extension, Government of India, New Delhi was the Guest of Honour. Dr. N. Vasudev, the Director of Extension, PJTSAU, Rajendranagar,

Hyderabad Presided over the function. Dr. K. Madhu Babu, Assoc. Professor and Training In charge, EEI gave the welcome address. Dr. M. Surya Mani, Director, EEI presented the detailed report of EEI activities and achievements during the year 2015-16.

The Director of Extension, Dr. N. Vasudev during his address said that EEI provides effective, reliable and cost effective solutions to the trainees. He appreciated the efforts of the faculty of EEI in making it as the best institute among all the four EEIs of India. Training, Action Research and Documentation are the main mandate of EEI and he further appealed the delegates to come up with their own individual need areas like famers' migration, suicides, utilization of youth force etc., which are to be addressed. He



Inauguration of Regional Workshop on training need assessment



also opined that the Second Green Revolution is at the starting point which needs to be taken care of. He requested all the participants to participate diligently in all the deliberations and come up with good inputs.

Dr. Shailesh Kumar Mishra, while speaking on the occasion said that the present Prime Minister is for the welfare of the farming community, focusing on farmers' schemes of which, Skill development is the most priority programme which should be



Dr. N. Vasudev, Director of Extension, delivering presidential address

addressed during the workshop. Human Resource Development, ICT interventions, Disaster Management, Agricultural

Marketing and allied sectors should also be included. He wished to look forward to see the EEI grow every day.

Book - Post

To

From

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