

### In this issue

<i>Editors desk- Farmers Producers Organisations: The power of collectives</i>	1
<i>Time and Stress Management for increasing Work efficiency</i>	2
<i>Farmer Producer Organizations for Sustenance Agriculture</i>	2
<i>Capacity Building through Management Development Programme</i>	3
<i>Enhancing New Extensionist Capacities for Better Livelihood Transformation</i>	4
<i>Innovative Training Methods for Effective Extension Delivery in Animal Husbandry</i>	5
<i>Application of Remote Sensing and Geographical Information Systems for Agricultural Development</i>	6
<i>Doubling Farmers Income through Appropriate Strategies</i>	7
<i>Organic Farming and Organic Certification for Agriculture and Allied Commodities</i>	8
<i>Climate Smart Strategies for Extension Professionals</i>	9
<i>Commercial Extension in Agriculture and Allied Sectors</i>	10
<i>Integrated Farming Systems Approach for Sustainable Livelihoods</i>	12
<i>Values and Work Ethics for Professional Development in Sericulture</i>	13
<i>Climate Smart Extension for Profitable Agriculture</i>	13
<i>Training on Managerial Skills for Effective Extension Delivery</i>	13
<i>Approaches and Strategies for Start-ups in Agriculture and Allied sectors</i>	14
<i>Communication and Documentation Skills for Professional Excellence</i>	15
<i>Leadership and Team Building for Organizational Excellence</i>	17
<i>Soft Skills for Personality Development</i>	18
<i>Personality Development Skills for Enhancing Job Performance</i>	19
<i>Events in EEI</i>	19

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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 realization.

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 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, it is important to suitably address the capacity building needs. It was felt by EEI, Hyderabad that training of development officials on this aspect in turn helps FPOs to evolve into sustainable entities that can subsequently guide farmers and their households to make appropriate economic decisions.

(Dr. K. Madhu Babu)  
Director

## Time and Stress Management for increasing Work efficiency

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 involve finding ways to work more efficiently, so as to maximize one's use of time. A variety of techniques and tools for list-making, task analysis, scheduling, and task prioritization are typically used for this purpose. Stress is a common phenomenon in today's life; there are always many things to do and not enough time. If one can learn to manage time, then there will be probably a better chance of succeeding. By learning how to identify

the stress factors in life and strategies to cope one can take control of their own life.

Therefore, EEI has felt the need to make the Extension officers of Fisheries Department, NIFAM, Kerala state develop their Time and Stress management skills. Hence, a four day off- campus training programme on "Time and Stress Management for increasing Work efficiency", was organized from 3rd to 6th October, 2018 for 30 participants. The sessions included in the training programme were Time and Stress Management for increasing Work efficiency, Emotional Intelligence for better interpersonal relations, Conflict management, Anger

and Mind management, Positive attitude for stress free living, Motivational skills for better living, Practical sessions on Stress management, Yoga and meditation techniques etc. A visit was made to Ramakrishna Matt for Anger and mind management. The participants were enlightened on various other topics such as morals, ethics and values. The participants expressed immense satisfaction on the learnings they gained in the programme. The success story of an Innovative woman farmer rearing Ornamental Fishes was also documented. Dr. P. Vijaya Lakshmi and Dr. M. Prasuna, Professors, EEI coordinated the programme.

## Farmer Producer Organizations for Sustenance Agriculture

The government has a paramount goal of doubling farmers' income by 2022. Among the different instruments to achieve this goal, promotion of new and scaling up of existing Farmer Producer Organisations (FPOs) have been given more focus.

Collectivization of producers, especially small and marginal farmers, into producer organisations has emerged as one of the most effective pathways to address the many challenges of agriculture. Department of Agriculture and Cooperation (DAC), Ministry of Agriculture, Government of India launched a pilot programme for promoting member-based Farmer

Producer Organisations (FPOs) during 2011- 12, in partnership with state governments, which was implemented through the Small Farmers' Agri-business Consortium (SFAC).

The FPOs, through collectivization, which leads to economies of scale, are supposed to address the problems and improve the bargaining power of farmers through backward (inputs) and forward linkages (marketing to processors and retailers). Some of the FPOs seem to have tasted some success in getting information on crops and technology, inputs (seeds, fertilisers and pesticides) at cheaper rates, higher price for their produce, and

linking with new markets etc, however, numerous issues too raised with other FPOs. In order to train the Extension professionals on initiation and sustenance of FPOs, a 5 day training programme was organised for the Extension officers of Southern states of India on "*Farmer Producer Organizations for Sustenance Agriculture*" from 23<sup>rd</sup> – 27th October, 2018 by the coordinator Dr. R. Vasantha Professor, EEI.

The content covered in the training included Why FPOs? Registration and Legal issues governing FPOs and incorporation, Harnessing of inputs and marketing



Active participation of trainees in Ice breaking Session



Management game on leadership skills organised by Dr. R. Vasantha, Professor, EEI



## Trainees impressions



Smt K. Chitra, ADA, Fisheries, Kerala.

"I am highly inspired by the practical learning's I gained in training on FPOs organized by EEI. I shall immediately initiate an FPO for my fisher men back home."

networks through FPOs, Role of different stakeholders in promotion of FPOs, Organizational structures and emerging models for FPOs, FPOs – strategies for sustainability and profitability, Development of Business plan for FPOs, promotion of Agripreneurs through FPOs and Leadership skills in organisations.

The programme also comprised of field visits to two successful FPOs. The first field visit was made to Tukkojiguda and Kalvaral, villages of Sadasivanagar mandal and AP MAS office at Kamareddy, Nizamabad district. Participants interacted enthusiastically with members of Farmers organisations that formed the

1<sup>st</sup> tier, Village Farmer Organisations, the 2<sup>nd</sup> tier and Dharani FPO, the 3<sup>rd</sup> tier at Village level. The coordinators of APMAS, the NGO providing the back end support to FPO explained that Custom Hiring Centers and Maize Procurement Center were also initiated by Dharani FPO. In the second field visit, participants were enlightened on SAHAJA AHARAM, an FPO run by Center for Sustainable Agriculture (CSA), Hyderabad.

The training concluded with a good and encouraging feedback by all the participants who expressed that the training has inspired them to initiate FPO in their own sectors such as fisheries, dairy, horticulture etc at their

working places. Also the programme was much applauded for its professional organisation.

Speaking on the occasion of valedictory, Dr. K. Madhubabu, Director, EEI opined that in order to empower farmers there is a urgent need to start FPOs for tomato, mango etc as the prices are highly fluctuating in these crops. He expressed his happiness over the feed back given by Smt K. Chitra, ADA, Fisheries, Kerala and M. Shivashankara Murthy, Scientist, KVK, Sirsi, Karnataka that they are inspired to initiate FPOs in Fishery and Agriculture sector respectively at their back home work places.



Face to face interaction of trainees with FPO farmers at Kalvaral (V), Sadasivanagar (M), Nizamabad dist



Participants interaction with Dharani FCO group members at Tukkojiguda village, Kamareddy, Nizamabad

## Capacity Building through Management Development Programme

Executive talent is the most important asset of our organizations. It is not shown on any tangible scale, but influences appreciably the growth, progress, profits and face value of organizations than any other asset. This talent can be inculcated through Management Development of the

employees which is a low cost resource with a high –profit potential. Keeping in view its importance of Management Development to the organizations, a 5 day training programme on Management Development Programme for Extension Professionals was organized at EEI, Hyderabad from 23<sup>rd</sup> – 27<sup>th</sup> October, 2018.

The programme comprised of sessions on Management concepts like organizational change, Creativity and innovations in organizations, Leadership and Emotional intelligence skills, Conflict management and work life balance, Soft skills for personality development and Gender main



streaming for agriculture and allied sectors. A field visit was organized to Brahma Kumaris Institute, where the participants got a pulse of spiritual enlightenment in creating work efficiency. An informal interaction with participants was organized to bring out their potential talent and to provide a platform for free expression of ideas. The participants felt that this session had brought them much closer to each other and established a strong network among themselves.



*Active participation of trainees in Ice breaking session.*



*Management game during session on Team Building by Dr. S. Chandra Shekar, Professor, EEI*

During the valedictory session, held on 27<sup>th</sup> October, 2018, the participants had presented their learnings in groups of 5 each and their mode of expression were evaluated and ranked. Participant impressions were recorded, which revealed that programme was highly beneficial and unearthed their creative potential in performing duties. One participant opined that though the skills learnt in the training are essential, they are ignored by and large by all organizations. Hence such pro-

grammes are need of the hour. The valedictory programme was chaired by Dr. K. Madhu Babu, Director, EEI who urged all the trainees to implement their learnings in their day to day activities.

The programme was co-ordinated by Dr. M. Preethi, Professor, EEI which was attended by 15 participants from the states of Kerala, Tamil Nadu & Odisha representing Fisheries, Dairy Development, Agriculture and Forestry sectors.



*Session on work life balance at Brahma Kumaris Institute*



## Enhancing New Extensionist Capacities for Better Livelihood Transformation

Competent extension professionals are the assets of agricultural extension services. Diverse and dynamic agricultural systems, advancing science and technologies, changing socio demographics, increasing globalization and growing competition for resources demand that agricultural extension professionals be proficient in the technical aspects of their areas of expertise as well as in the processes and delivery of the services. In other words, the need and demand for extension professionals to demonstrate a higher level of professionalism in their services are growing. With the objective of improving new extensionist capacities in agriculture and allied sectors a four day on campus training programme on “Enhancing New Extensionist Capacities for Better Livelihood transformation” was organized from 3<sup>rd</sup> to 6<sup>th</sup> October, 2018. Total 11 officers



*Session on Supporting capacity at individual and organizational level*

representing agriculture and allied departments from Telangana, Tamil Nadu, Kerala and Orissa have participated in this training programme. The programme was coordinated by Dr. S. Chandrashekar, Professor, EEI.

The contents covered in the training programme included Role and Functions of Extension Advisory Services (EAS) with Agriculture Innovation System (AIS): Capacity Development levels in Extension Advisory Services and New Extensionist core Competencies for Supporting Capacity at the Individual level, Organizational level and Enabling Environment level and Diagnosis of Agriculture Innovative System. Participants were provided with an opportunity to visit Madireddipalle village in Nawabpet Mandal to interact with farmers to take opinion of the farmers on extension system. Dr. K. Madhu Babu, Director of EEI spoke on the valedictory function and appealed to the participants to utilize this training program in day to day field activities effectively.



*Participants interacting with farmers at Kothagadi, Vikarabad*

## Innovative Training Methods for Effective Extension Delivery in Animal Husbandry

An Off campus training programme for 23 Animal Husbandry officers was organised on Innovative Training Methods for Effective Extension Delivery in Animal Husbandry at Bangalore, Karnataka from

3<sup>rd</sup> – 6<sup>th</sup> October, 2018. Dr. K. Madhu Babu, Director and Dr. I. Sreenivas Rao, Professor coordinated the programme.

Team training methods and skills, Time Management skills,

Positive Attitude and Decision Making and Problem Solving skills were taught through management games, Ice breakers, Energizers, Brain teasers and Warm up exercises, Small group techniques and Experiential Learning.



Sri. Shivaram Bhatta, Director, Dept. of Animal Husbandry and Dr. Narendra, President, Karnataka Veterinary Council (KVC) attended the inaugural function on 3<sup>rd</sup> October, 2018 and stressed the need of training on Innovative Training Methods for Effective Extension delivery. Dr. K. Madhu Babu

briefed the training schedule and encouraged the participants to make use of the training in the job. Dr. Halegappa, Additional Director of Animal husbandry, attended the valedictory function as a chief guest and congratulated the participants and advised them make to use of the

learnings in the field.

During valedictory, participants expressed immense satisfaction with the content covered in the programme and management games. Dr. Sreenivasa Rao gave brief report of the programme.

## Application of Remote Sensing and Geographical Information Systems for Agricultural Development

Geographical Information System (GIS), Global Positioning System (GPS) and Remote Sensing (RS) are important tools in the emerging agricultural revolution called Precision Agriculture or site-specific management. GIS and GPS are inherently linked technologies. Together, they form a powerful tool to measure, map, monitor, and model resources and environmental data for both scientific and commercial applications.

In view of growing importance of RS and GIS application in Agriculture sector, a 5 day training programme from 30<sup>th</sup> October to 3<sup>rd</sup> November 2018, to improve the knowledge and skill in the area of 'Application of Remote Sensing and Geographical Information Systems for Agricultural

Development' was organized at EEI.

The programme was framed with sessions on Application of Remote Sensing and Geographical Information Systems in Agriculture - Opportunities and limitations, Remote Sensing in Precision Crop Management, Remote Sensing in irrigated agriculture and plant nutrition, Application of GIS and Remote Sensing in animal husbandry sector, Geo spatial technologies in Agriculture, Application of GIS and Remote Sensing in Sericulture, Application of GIS and Remote Sensing in fisheries sector, Monitoring of remote fields through GIS, Practical session on Land use and Land cover mapping using Remote Sensing and Geographical Information Systems.

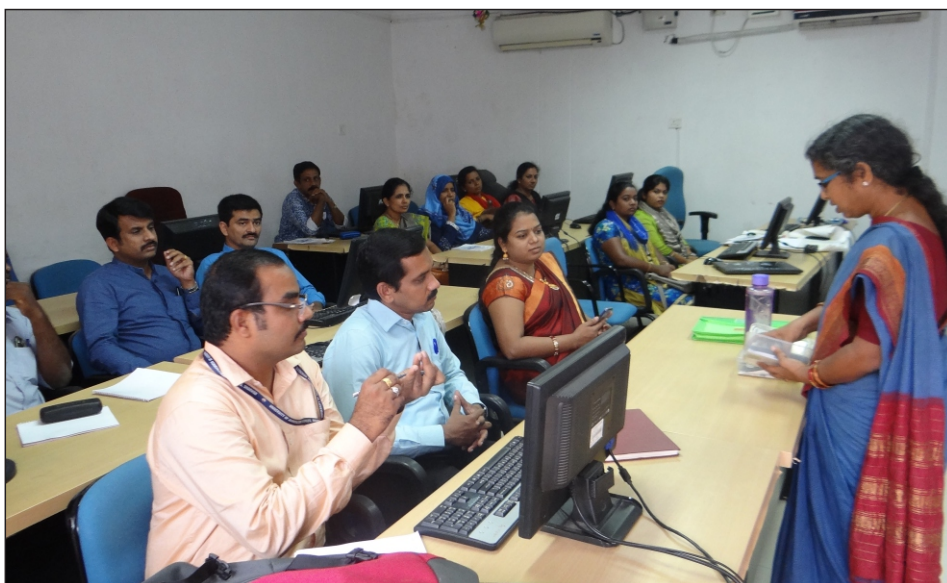
Institutional visits were organized to Jeedimetla, National Remote

Sensing Centre, Out Reach facility for rendering a practical exposure to participants on the benefits of RS and GIS. Another visit to Water Technology Centre, PJTSAU was organized to give hands on experience on Land use and Land Cover mapping to the participants.

During the valedictory session held on 3<sup>rd</sup> November 2018, Dr. K. Madhu Babu, Director, EEI expressed that Application of RS and GIS for Agricultural Development was very beneficial in the present scenario and the inputs given in the 5 days programme should be made use by the trainees at field level in their respective sectors. 13 participants from 4 states attended the programme which was Co-ordinated by Dr. D. Shireesha, Asst. Professor, EEI

### Participants Feedback

Many of the participants expressed that before this training they were not aware of concepts of Remote Sensing and Geographical Information Systems but after attending this programme, they learnt many new concepts such as Geo tagging, GPS positioning and basics of ERDAS software, Reading of false color composites, Interpretation of satellite images and GPS device usage for mapping. This is clearly visible when the impact evaluation of 'Knowledge' was done among participants.



Participants having hands on experience on Land use and Land cover mapping



## Doubling Farmers Income through Appropriate Strategies

Agriculture development in India has been viewed by and large in the context of increasing the output rather than welfare of the farmers. In the recent past, the sector has been facing regular distress and crisis posing a severe threat to peasants in practicing agriculture as a main source of livelihood. Under this perspective, the Government of India in 2016 announced to double the farmers income (DFI) by 2022 by shifting the focus from agricultural output and food security to income security. Farm household income comprise revenue from sources viz., wage, crop production, livestock rearing and non-farm activities (non-farm income includes earnings from nonagricultural economic activities like manufacturing, handicrafts, repairs, construction, mining and quarrying, transport, trade, communication, community and personal services in the rural areas etc). The intention of the Government of India is to double the income including farm and non-farm activities in a span of six years since the announcement requires a compound



*Session on Doubling Farmers Income*

annual growth rate of 12.25% from the base year 2016. The main objective of this programme is to analyze, identify and experience the various avenues and strategies for DFI in Agriculture and allied sectors.

11 participants from six states and 2 participants from Andaman took part in the programme. Resource persons were drafted from national institutes apart from the university faculty. Major sessions covered under the programme are Doubling Farmers

Income- Overview, Integrated Farming Systems Approach in Doubling Farmers Income, Precision Farming in Efficient use of Inputs for Increasing the Farmers Income, Techniques in Horticulture for Doubling Farmers Income, and e-NAM/e-Trading for Getting Increased Income. Dr IS Rao is the course coordinator for this programme organized from 30<sup>th</sup> October to 3<sup>rd</sup> November 2019.

Exposure visit to Aquaponics, Precision Farming centre, Masquati Dairy, Integrated Farming System model plots, and Millets Processing Unit, PJTSAU has been organized where in participants were exposed to different possibilities and strategies for DFI.

During the valedictory programme Dr. K. Madhu Babu, Director, EEI explained about the different ways and means of achieving the DFI in Indian conditions. He reiterated that the training programme will be successful only when the participants use and disseminate the technologies learnt in this institute. He requested the participants to use



*Field visit to Water Technology Centre, PJTSAU*



different technologies that were taught in these five days for effective transfer of knowledge and services in agricultural extension. Director EEI, distributed certificates to the participants.

Participants gave good feedback that this training programme is very useful and enlightened them about different Integrated strategies for DFI in agri and allied sectors. ICE-breaking sessions made them to know

each other and the exposure visits were more useful for them. All the topics covered are relevant to the training and the speakers were more interactive in the sessions.

## Organic Farming and Organic Certification for Agriculture and Allied Commodities

The organic industry is one of the fastest growing agricultural segments in the India. [Organic farming](#) yields vital benefits such as preservation of soil's organic composition, maintaining and improving fertility, soil structure and biodiversity and reduction of erosion risks of human, animal, and environmental exposure to toxic materials etc. To meet local production conditions and satisfy local markets there is a urgent need to fine-tune farming practices and get the organic products certified.

In this context a five day On-campus Training programme on "Organic Farming and Organic Certification for Agriculture and Allied commodities" was organized from 13<sup>th</sup> to 17<sup>th</sup> November, 2018 at EEI, Hyderabad for the Development officials of Southern part of India. The programme was coordinated by Dr.



*Inaugural session*

M.Prasuna, Professor, EEI. The entire training was a blend of knowledge on Organic Farming: Concepts, Status, Principles and Scope, Role of APEDA in Organic exports and Financial Assistance Schemes, Entrepreneurial

experiences in successful Organic farming, Organic farming in fisheries, animal husbandry and agriculture sectors, Regulatory mechanism for organic certification in India, Organic production, food processing, handling and transport. Field visits to Successful Aqua farmer, Bio-pesticide lab, PJTSAU, Centre for Sustainable Agriculture, Tarnaka etc. were also conducted. The participants in their feedback appreciated that utmost care was taken to deal the sessions through participatory approaches and methodologies. They felt that more scope was given to learning by doing during the sessions to improve their skills. Further, they said that the programme was planned and organized systematically and was highly useful.



*Distribution of certificates during valedictory*



## Climate Smart Strategies for Extension Professionals

Changes in the atmospheric chemistry have increased during last few decades due to the heightened anthropogenic activities. Agriculture makes up roughly 16 per cent of India's GDP and therefore a 4.5 to 9 percent negative impact on productivity in recent years implies a cost of climate change to be roughly up to 1.5 percent of GDP per year. India has set a target of halving greenhouse gas emissions by 2050. Fortunately, we are now developing the capability, to substantially improve the resolution and accuracy of the climate models and evaluate the implications for agriculture. Therefore to address the challenges posed by climate change it is crucial to strengthen the farmers capacity on the adaptation and mitigation strategies. Hence there is an urgent need for coordinated efforts to sensitize the public extension system the impact of climate change on agriculture, forests, animal husbandry, aquatic life and other living beings. Therefore a programme on "Climate-smart *Strategies for Extension Professionals*" was planned to



*Ice breaking Session*

sensitize the participants to the three interlined pillars of productivity, adaptation, and mitigation with special reference to climate change. Twelve participants attended the training organized from 13<sup>th</sup> to 17<sup>th</sup> November 2018. Dr.B.Jamuna Rani, Professor, EEI coordinated the programme

The participant officers were sensitized on various aspects related to factors leading to climate change, effect of climate change on production and productivity, climate smart

technologies for sustained productivity and climate-smart extension approaches for adaptation and mitigation. Participants visited Innovative farmers fields to witness the innovations in horticulture and aqua culture, in addition they also visited Water Technology Centre, PJTSAU to understand the efficient utilization of water in view of climate change. Participants witnessed role of plastics in Horticulture and had hands on experience on use of *GPS in farming*. They had an opportunity to visit INCOIS, IMD, Hyderabad to understand how forecast is given on day-to-day basis to plan daily operations in the sea and land.

During the valedictory session held on 17<sup>th</sup> November 2018, Dr.I.Sreenivasa Rao, Director incharge, EEI expressed that global climate change is posing serious threats on climate variability which ultimately may affect future food security. Hence the farmers need to be educated on effects of climate change, on Agriculture and Allied Sectors, the adaptation strategies and mitigation



*Visit to Aquaponics, Balanagar*



**Feedback of Participants**

1. Interaction with scientists of INCOIS and IMD was very useful.
2. Learnt thoroughly and clearly understood the process of data collection and interpretation of remote sensing and satellite data.
3. Process of formulation of forecast on day-to-day basis to plan daily operations in the sea and land.

measures to with stand the variability in climate. The support of the institutions like INCOIS and IMD need to be used for providing value added climate risk management services to farmers in the form of reliable weather forecasts and associated agro advisories. The participants expressed in their feedback that programme was very relevant and useful. The interaction with the scientists of INCOIS and IMD

was very useful. They understood the process of data collection and interpretation of remote sensing and satellite data and how forecast is given on day-to-day basis to plan daily operations in the sea and land. Participants assured that they would take the learnings from the programme for sensitizing and educating the farmers in their work areas for adaptation to climate change.



*Visit to Indian Meteorological Department*

**Commercial Extension in Agriculture and Allied Sectors**

The adoption of 'outward looking' exports promotion strategy led to significantly faster growth of production and exports in India. Since then the increased domestic competition in international economic environment owes to formation WTO. The increased trade to GDP ratio in recent years in India indicated tremendous growth in trades. In view of the above objectives EEI, Hyderabad organized five days training programme on Commercial Extension in agriculture and allied sectors from 26<sup>th</sup> to 30<sup>th</sup> November, 2018. The contents included in the training program were export oriented Agriculture: The status, challenges and prospects, Export opportunities in



*Ice Breaking session*

Fisheries sector in the wake of WTO, WTO and its implications in agriculture and allied sectors, Supply and value chain development in fruits and vegetables, Public Private Partnership

in exports, Post harvest technologies and value addition in horticultural products, Prospects of Indian Poultry sector for Make in India, Interaction with agripreneur on promotion of



exports in agriculture and allied sectors, Export opportunities in livestock products in the wake of WTO, Gender mainstreaming in agriculture and allied sectors, Soft Skills for Personality Development. Field visits were also organized during the training program to Bheemaram Village in Shadnagar Mandal to educate trainees on different models of Integrated farming Systems developed by a group of farmers for export purpose. Pesticides residues lab, PJTSAU visit



*Session on Soft Skills by Director, EEI*



*Session on WTO and its implications by Dr. S. Chandra Shekar, Professor, EEI*

helped trainees witness latest information on food quality management. The course was coordinated by Dr. S. Chandra Shekar, Professor, EEI. Total 15 extension officers participated in this training program. Dr. K. Madhu Babu Director EEI during valedictory session requested all the participants to make use of this training program for promotion of commercial extension.

## **Integrated Farming Systems Approach for Sustainable Livelihoods**

Monocropping is leading to low productivity and poor soil fertility. In order to reverse the ill effects of resource degradation and to attain sustainable yields and incomes of farmers Integrated farming system method of farming is one of the good alternatives.

In this connection a 5 day on campus training programme from 26<sup>th</sup> to 30<sup>th</sup> November, 2018, was organized to inculcate latest knowledge and skills in the area of "Integrated Farming

Systems Approach for Sustainable Livelihoods" to Extension officers.

The programme was framed with sessions on IFS – The livelihood approach in Indian context, Models in IFS, Integrated farming system for small and marginal farmers and livelihood analysis, Post harvest intervention in IFS, Interpersonal communication skills for professional excellence, Maintaining soil sustainability through efficient resource recycling and cost reduction

technologies through IFS, Synthesis of bankable projects for integrated farming systems, Soft skills for personality development, Practical experiences and success of IFS in Livestock sector, Resource characterization and planning of integrated farming system for achieving climate resilience, Prospects of Indian poultry sector for make in India and finally the programme was concluded by IFS model presentations by participants that can be replicated in their back home situations.



Institutional visit was organized to IFS Model farm, PJTSAU and participants were also practically exposed to IFS model Farm at Madhurapur, Shadnagar mandal.

During the valedictory session held on 30<sup>th</sup> November 2018, Dr. K. Madhu Babu, Director, EEI addressed the participants and expressed that training programme on Integrated Framing Systems Approach for Sustainable Livelihoods was the need of hour for Extension officers in the present scenario of climate change. He reiterated that the inputs given in this 5 days programme should be adopted by the trainees at field level in their respective sectors. The participants expressed that after attending the



*Ice breaking session to the participants*

training programme they were able to prepare the IFS models which were suitable to their location, Synthesis, bankable projects for IFS and Resource

recycling. 17 participants from 6 states attended the programme which was Co-ordinated by Dr. D. Shireesha, Asst. Professor, EEI

## Values and Work Ethics for Professional Development in Sericulture

A four day Off-Campus training programme was organized to 30 officers of department of Sericulture, IMAGE, Bhubaneswar, Odisha on "Values and Work Ethics for Professional Development in Sericulture" from 27<sup>th</sup> –30<sup>th</sup> November, 2018. Dr.P.Vijaya Lakshmi and Dr. M. Preethi, Professors, EEI coordinated the programme. Topics included were: Values and work ethics –An overview, Positive attitude for professional development, Role of values in goal setting for successful career management, Time management for professional development, Role of emotional intelligence in inculcating values and ethics, Interpersonal skills for professional excellence and Conflict management for professional development. A field visit was conducted to Sri Sri University, Cuttack to orient participants on Yoga & meditation techniques, personal values and morals. Smt.SubhaSarma,



*Certification distribution by Sri. S.N. Patnaik, J.D, Sericulture*

I.A.S, Commissioner cum Secretary to Government of Odisha, Handlooms & Textiles and Handicrafts appreciated the training programme and interacted with participant officers. During valedictory Sri. S.N. Patnaik, Joint Director of Sericulture, has explained the importance of values and work ethics to meet the day to day

challenges in professional life. Sri. S.L. Munda, Assistant Director of Sericulture, Sri. S.N. Tosh, Deputy Director, IMAGE also graced the occasion. Participants expressed in their feedback that contents covered in the programme were highly useful in leading successful personal and professional life.



## Climate Smart Extension for Profitable Agriculture

Increasing temperatures and incidents of drought exacerbating plant stress. 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. It is true that farmers have a long record of adapting to the impacts of climate variability, predicted climate change represents an enormous challenge that will test farmers' ability to adapt and improve their livelihoods. Understanding the importance of Climate Change a four day Off-campus training programme on "Climate Smart Extension for Profitable Agriculture" was organized for the officers of

Department of Agriculture, Andhra Pradesh state from 4<sup>th</sup> to 7<sup>th</sup> December, 2018 at SAMETI, Gorantla, Guntur. A group of twenty eight participants from Andhra Pradesh have attended the programme. Dr. I. Sreenivasa Rao and Dr. S. Chandra shekar, Professors, EEI coordinated the programme. The content covered was relevant to the climate smart extension in agriculture such as Extension strategies to overcome climate change, impact on rural livelihoods, Climate change and variability on Agriculture, climate resilient technologies in Agriculture sector, weather based pests and disease forewarning, Market Intelligence to cope up climate variability in agriculture, Value addition

for agriculture produce as climate resilient technology, Weather based agro advisories for climate smart agriculture and strategies and contingency planning to cope up with climate change and soft skills for personality development etc. As part of the programme, field visits was organized at Vejendla village in Chebrole Mandal of Guntur District and the participants were enlightened on farmers attitude and adaptation measures towards 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.

## Training on Managerial Skills for Effective Extension Delivery

Every organization requires making of decisions, coordination of activates, handling of people and the evaluation of performance directed towards the objectives. The complexities of human relationships and technological developments constantly challenge those who perform managerial functions.

Keeping in view of importance of Managerial Skills in modern world an attempt has been made by Extension Education Institute (EEI) to organize a 5 day training programme from 3<sup>rd</sup> to 7<sup>th</sup> December, 2018 to improve the knowledge and skill in the area of 'Managerial skills for Effective Extension delivery' for extension professionals.

The programme was framed with sessions on Managerial Skills for organizational development: An



*Session on Team building for professional excellence by Dr. R. Vasantha, Professor, EEI*

overview, Interpersonal communication skills for Professional Excellence, Negotiation and Conflict management skills, Positive Attitude for personality development, Delegation and Supervision Skills, Decision making

and problem solving skills, Effective team work and team building process, Gender Mainstreaming in Agriculture and Allied sectors and Leadership Development Skills-Ethics and values



Institutional visits were also organized to Pandit Ravi Shankar Institute of Art of Living-Ved Vignan Maha Vidya Peeth, Gachibowli, Hyderabad for imparting yoga and meditation for better stress management to the trainees.

During the valedictory session held on 7<sup>th</sup> December 2018, fore noon session Dr. K. Madhu Babu, Director, EEI expressed that the effectiveness and efficiency with which the organization is managed determines the quality of that organization. He further indicated that Management skills implies an ability which is not necessarily inborn but can be developed and which is manifested in performance, not merely in potential. The participants expressed their views regarding the programme that after the training programme they have acquired



*Trainees visit to art of living centre, Hyderabad*

many managerial skills which they were not aware in the past such as interpersonal communication skills, leadership skills, problem solving skills, team building and positive attitude etc., Participants also felt that the learnings

were beneficial for them to become effective managers in their respective sectors. 13 participants from 5 states attended the programme which was Co-ordinated by Dr. D.Shireesha, Asst. Professor, EEI

## Approaches and Strategies for Start-ups in Agriculture and Allied sectors

AgriTech in India has become a booming field with numerous startups working with technologies such as data analytics, machine learning and satellite imaging, enabling farmers to maximise their output. According to a NASSCOM report, the Indian Government specifically supports AgriTech startups through its Startup India program. In 2016, more than 350 AgriTech startups raised \$300 million in investment globally, out of which Indian investment accounted for 10 percent. Understanding the importance of Start-ups, a five day on- campus training programme was organized on "Approaches and Strategies for Start-ups in Agriculture and Allied sectors" for the officers of Development departments of Southern region of India from 3<sup>rd</sup> to 7<sup>th</sup> December, 2018, where Fifteen participants from Andhra



*Interaction Session on Start-ups at ICRISAT, Hyderabad*

Pradesh, Telangana, Odisha and Kerala states have attended. Dr. M.Prasuna, Professor has coordinated the programme. The content included Start-ups : Opportunities and challenges, Start-ups in Agriculture,

Extension from TOT to Start-ups, Recirculatory aqua culture system and Innovative horticultural technologies and Govt. initiatives and schemes for Start-ups in India and successful models in Start-ups etc. More number



of field visits were planned in the training to Super Dairy, Musheerabad, Hyderabad, Millets processing and Incubation centre, PJTSAU, MANAGE, ICRISAT and R.R Poultry, Torur, Mahabubnagar district during which the participants were enlightened about various aspects of Start-ups. 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 extremely beneficial to them.



*Visit to Veterinary Sector, Jubilee Hills*

### **Communication and Documentation Skills for Professional Excellence**

Effective communication is important for the development of an organization. In an organisation communication facilitates the flow of information and understanding between different people and departments through different media using all the channels and networks. Communication helps understand people better removing misunderstanding and creating clarity of thoughts and expression. Documentation of critical incidents is also another important feature that serves the same purpose.

Employees with proficient skills in documentation are essential for any organization. Through good documentation, a field officer can communicate the latest technology to the clientele effectively. Such kind of

employees can be produced only through trainings that use proven techniques of communication and documentation. Keeping in mind the objectives of identifying and overcoming the gaps in communication skills, to apply reading, listening and e-documentation skills in the job roles and to inculcate skills in documenting success stories and case studies both in on and offline mode, a five day on campus training programme on Communication and Documentation Skills for Professional Excellence was organised and coordinated by Dr. R. Vasantha, professor at EEI, Hyderabad from 11<sup>th</sup> to 15<sup>th</sup> December, 2018

The programme orientated the participants on various aspects related to essential communication skills for

professionals, reading, listening and writing skills, e-communication skills, various methods and techniques of documentation, Interpersonal communication skills, Non verbal skills, Knowledge management in Extension and Gender mainstreaming.

#### **Learnings beyond the class**

The participants were made into groups and suggested to record data for preparation of various types of documents, for this a field visit to Masqati dairy farm at Turkayanjal, Hyderabad was organised. During the visit, maintenance of dairy farm, working of chaff cutter, processing of milk into various types of by products such as curd, buttermilk, ice-cream, butter, flavoured milk, ghee, paneer etc were explained to the participants.

#### **The outcome of the programme**

- Two Video films on Masqati dairy farm and EEI were made by documenting and editing through MOBILES (which comprised of videos, photographs, music and voice over.)
- Document on success story of Masqati dairy farm.
- Newsletter article, Folder and Powerpoints (by inserting videos, hyperlinks, images etc) on value added products of milk such as curd, buttermilk, ice-cream, butter, flavoured milk, ghee, paneer etc
- A report on SWOT analysis of dairy unit was made.



**Refinements made in the programme as per suggestions given by participants during the year 2017:**

Refinements such as use of computers in documentation, Video editing in making a documentation and presentation and use of mobiles in documentation for improvement of this programme were all met in this programme.

The participants expressed that this type of programme may be organized on a regular basis to provide opportunities for a wider cross-section of the Department personnel to gain the needed knowledge and skills in documentation and communication



*Visit to Masqati diary farm Turkayamjal*



*Director, EEI viewing the mobile video film developed by trainees as a part of training.*

collection, documentation, report writing and presentation. Yoga sessions were found to be of great use to the participants. In all, the programme met the expectations of the participants, who pointed out that the programme made them to realize their weak areas and thus would help them to do things differently.

that would help them to do the job differently, to be effective and eventually to be successful in their profession.

All the participants felt that the programme was very useful, as it focused on documentation and communication, which are vital for extension professionals. The field visit was found to be very useful, as it helped the participants to have hands-on-experience to develop skills on



*Video film developed by trainees.*



## Leadership and Team Building for Organizational Excellence

Many tasks call for a cross-functional or collaborative approach in order to get the best results. Team work is common in most organizations, but it can be tricky building a team with the right combined knowledge and expertise. Also, creating an effective team requires genuine leadership skills that few people possess. Good leaders develop through a never-ending process of self-study, education, training, and experience. To inspire the employees towards higher levels of teamwork there are certain things that one must know and do. These do not come naturally, but are acquired through experience as well as through training. Agricultural extension is a professional communication intervention deployed by organizations to disseminate agriculture knowledge and technologies to rural communities. In the present changed agricultural scenario, extension workers are expected to show more commitment and create a hope among the farming community to achieve and succeed. They should create teams to meet emerging challenges in agriculture.



*Group discussions*

To make Extension workers equipped with necessary skills an on-campus training programme was organized on "Leadership and Team Building for Organizational Excellence" from 18<sup>th</sup>-22<sup>nd</sup> to December, 2018 which was coordinated by Dr. Dr.B.Jamuna Rani, Professor. Seventeen field functionaries had attended the programme representing the states of Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Odisha and Kerala. During the programme,

Importance of Leadership and Team Building Skills for Organizational Excellence, Interpersonal Relations for Better Leadership and Team Relations, Leadership Development Process, Principles and Practices for effective Leaders, Leadership Skills and Characteristics, Effective Team Work and Team Building Process, Team Dynamics, Change Management for Effective Leadership, Time Management Skills, Positive Attitude, Motivational Skills and Yoga sessions were covered by the eminent speakers. The skills were imparted through theoretical orientation, group work and games. Participants also had an opportunity to visit Shantisarovar, Brahma kumaris Institute, Gachibowli on 21.12.2018 to orient the officers on yoga, meditation and stress management to lead the personal and professional life without stress. The participants gave a positive feedback and thanked EEI for instilling confidence in them through different sessions, involving inspiring speakers. Dr. K.Madhu Babu, Director, EEI, who



*Participants Involved in Management Games*





presided over the valedictory function, said that the training program is helpful to all extension professionals working

in various line departments. The training helped them to broaden their knowledge and skills in developing

effective leadership and building effective teams in day to day field extension activities.

## Soft Skills for Personality Development

Soft Skills are personal attributes that enhance an individual's interaction skills, social skills, job performance skills, career prospects, and character traits that enable people to perform a certain type of task or activity, and achieve their goal.

“Soft skills” are a cluster of productive personality traits that characterize one's relationships in a milieu which includes social graces, negotiation, ability to give and gain feedback, communication skills, presentation skill, optimism, common sense, personal habits, time management, teamwork, and leadership traits.

Soft skills are sometimes referred to as professional skills as these are personality-driven. In most competitive job markets, Recruitment criteria do not stop at technical ability,

Soft Skills are equally important to crack a job interview. It also helps in facing external customers, client interaction, and interaction with colleagues effectively.

Keeping in view the importance of soft skills in day to day lives, a Four days off campus programme on *Soft Skills for Personality Development* was conducted to Horticultural Officers of Odisha State at Bhubaneswar from 18-21<sup>st</sup> December 2018.

The programme was fabricated with sessions on Communication, Interpersonal relationships, Emotional Intelligence, Motivation, Leadership, Conflict management, Stress Management, Creative thinking Skills and Time Management. Two field visits were organized during the programme. One was organized to Prajapati Bramha Kumaris Institute where the participants

got a spiritual pulse on soft skill development and the other was organized to successful Entrepreneurial fields in Horticulture sector. Dr. M. Preethi and Dr. M. Prasuna, professors, EEI coordinated the programme.

The valedictory programme held on 21<sup>st</sup> December 2018 was chaired by Sri. Satyanarayana Mishra, Director, IMAGE who spoke on the importance of Soft skills in enhancing job performances and later distributed certificates to the participants. Giving their impressions a participant expressed that the programme gave them valuable insights in developing their own personality. Another participant said that such programmes should be conducted at frequent intervals as they rejuvenate energy levels.

## Personality Development Skills for Enhancing Job Performance

Success in a person's professional as well as in personal life is determined by one's ability to imbibe soft skills and use them effectively at right time, at right place and right way. The soft skills facilitate an all-round development of one's personality. In order to provide an opportunity for the extension professionals, an off campus programme on “Personality Development Skills for Enhancing Job Performance” was organized for the Dairy Extension Officers of Dairy Development Department of Kerala



Visit to Brahma Kumaris Spiritual Centre at Kozhikode, Kerala



State at Dairy Training Centre, Kozhikode from 19<sup>th</sup> – 22<sup>nd</sup> December, 2018.

The programme had the participation of 26 officers, comprising 18 male and 8 female participants. Dr I. Sreenivasa Rao, Professor, EEI coordinated this programme. 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 Soft skills for Personality development, Positive Attitude, Creative thinking skills, Motivational Skills, Leadership skills, Problem solving and Decision Making skills, Time management skills and Team building skills for professional excellence.

Participants were also provided opportunity to visit Brahma Kumaris



*Participants interaction with Dr. I. S Rao, Professor, EEI, Coordinator*

Spiritual Centre at Kozhikode, Kerala where they were oriented to important life skills such as Stress management, yoga and meditation for professional excellence. 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 for them to utilize the learnt

skills in their work place. The valedictory programme was presided over by Dr. I. Sreenivasa Rao, Mr. Prakash, Deputy Director, Dairy Department, Trivandrum and Dr. Anil Kumar, Vice Principal, DTC, Kozhikode. During their valedictory address, appreciated the participants and appealed the participants to translate their participation in the training programme by improving their soft skills.

## FACULTY NEWS

- **Director, EEI visit to USA:**

Dr.K.Madhu Babu, Director, EEI visited Michigan State University from 10<sup>th</sup> to 17<sup>th</sup> September, 2018 to study Extension Systems of MSU to develop collaborate programmes between Michigan State University and PJTSAU.



*Dr. K. Madhubabu, Director, EEI visit to Michigan State University, USA*





**Dr. K. Madhubabu, Director, EEI visit to Michigan State University, USA**



- **EEI Faculty Gets award during 9th NEEC at Sikkim :**

Dr. K. Madhubabu, Director, EEI and Dr. M. Preethi, Professor, EEI, Hyderabad participated in 9<sup>th</sup> National Extension Education Congress held at College of

Agricultural Engineering and Post Harvest Technology (CAEPHT), Ranipool, Sikkim from 15-17 November, 2018 and were conferred with '*Best Extension Professional Award*' during the congress, for their contributions in

the field of Extension.

Dr. M. Preethi presented a Research Paper on "Influence of Group Characteristics on the Empowerment of SHG women in Andhra Pradesh.



**Dr. M. Preethi receiving the Award during 9<sup>th</sup> NEEC**



**Dr. R. Vasantha and Dr. Saadvi, Scientist (TOT) along with Skill training students of Agricultural college, Jagtial**

- EEI faculty as resource persons in SKILL TRAINING Dr. I. S. Rao, Dr. R. Vasantha and Dr K. Shireesha

faculty of EEI delivered guest lectures on Extension gaps, Communication skills and Positive

attitude respectively to participants of skill training programme organized by Agricultural college, Jagtial.

## EVENTS AT EEI

As a part of the programme, EEI Director, Dr.K.Madhu Babu along with teaching and non teaching staff participated in the cleaning of the office surroundings. Dr.K.Madhu Babu, Director involved the students of Krishi High School which is located in EEI campus to participate in the programme along with the staffs of EEI

in the cleanliness programme. He also motivated the staff and students about the importance of the programme and instructed all the staff to progress towards the "Swachh Bharat" mission of the Hon'ble Prime Minister of India. The students and staffs of EEI participated in the programme very

actively and everyone took oath to keep the surroundings clean and hygiene every day. The old office files were also sorted out and unwanted papers were cleaned by the official staff of EEI. With this inspiration all the teaching and non teaching staff of EEI decided to continue the spirit in future also.



## Glimpses of “Swachhta Pakhwada” observed during 16<sup>th</sup> – 31<sup>st</sup> December, 2018 at EEI, Hyderabad



*Cleaning of surroundings of EEI admin building*



*Dr.K.Madhu Babu, Director, EEI along with staffs of EEI and Krishi school students actively participated in removing the weed in front of the EEI hostels*

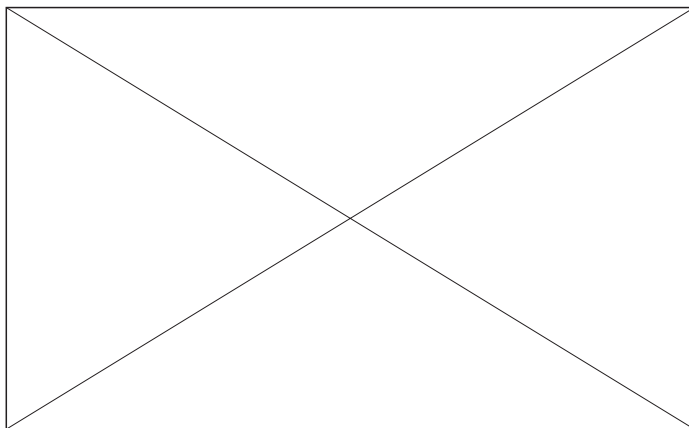


*Weeds and unwanted items were disposed*

*Cleanliness of surroundings will add life to the mankind besides protecting environment – said Dr.K.Madhu Babu, Director, EEI of Professor Jayashankar Telangana State Agricultural University. As per the directions of MoA&FW, GoI, Swachhta Pakhwada programmes has been organized – he said, including habit of keeping surroundings clean and green will facilitate avoiding environmental pollution through which was can save India. Krishi high school children's, EEI staff participated actively in this programme*



*The Director, EEI verifying the files and giving necessary instructions to clear the waste papers*



*The old files from office were sorted out by the staff*





Training Programmes completed by EEI, Hyderabad for the year 2018-19

1. On Campus – 35
2. Off Campus – 22
3. Skill Trainings – 2
4. Skill Monitoring – 2

EEI News January - March, 2018

## Book - Post

To

E.E.I. TRAINING HALL

From

**The Director**

Extension Education Institute, Dept. of Agriculture, Cooperation & Farmers Welfare

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

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