

NEWS LETTER

Extension Education Institute, Hyderabad



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The third quarter of this calendar year ended successfully with 16 on campus and 10 off campus programmes organized by EEI with zeal and commitment. The trainings involved a fair share of all participatory training methods like interactive lectures, FGDs, group exercises, simulation methods, case studies, management games and many other improved training techniques. The institute also organised a few special workshops

Certificate course, a shot in the arm for farmer empowerment in Telangana

EEI grabbed the opportunity given to it by Professor Jayashankar Telangana State Agricultural University (PJTSAU) and Commissionerate of Agriculture, Telangana, to be a part of a unique education programme to be organized for the farmers of



Dr. V. Praveen Rao, Special Officer, PJTSAU, Addressing the gathering

Telangana with the objective of providing certificate course to young farmers of Telangana. Two significant events were organized in this quarter pertaining to the programme. On 28th October, 2014 under the able guidance and chairmanship of Smt. Poonam Malakondiah, IAS, APC & Principal Secretary,

Agriculture & Cooperation, Govt. of Telangana, a Brainstorming Session was held to develop course content and methodology for the certificate course. Dr. Praveen Rao, Hon'ble Special Officer, PJTSAU, Dr. Raji Reddy, Director of Extension, PJTSAU, Dr. M. Surya Mani, Director, EEI and esteemed Scientists of PJTSAU participated in the session.

On 1st November, 2014 Smt. Poonam Malakondiah, IAS, presided over a Focus Group Discussion organized at EEI, for the



Dr. M. Surya Mani, Director, EEI, Conducting focus group discussion
course content development of the certificate course for young farmers

EEI, Hyderabad, wishes all a 'Happy New Year'

with

Three beautiful thoughts

1. None can destroy iron, but its own rust can !.

Likewise, none can destroy a person, but his own mindset can.....

2. Ups and downs in life are very important to keep us going !

A straight line even in on ECG means we are not alive.....

3. The same boiling water that hardens the egg softens the potato, can change coffee beans into coffee the world enjoys.

Stress depends on individual reactions to problems symbolized by the boiling water

Have a stress free, healthy, happy living this new year.

wherein 100 farmers and scientists of Telangana gave their valuable insights and suggestions. The Hon'ble Special Officer and University Dignitaries were also present.

Highlights of On campus training programmes

Participatory Extension to foster productivity

The first programme of this quarter 'Participatory extension approaches for effective services' was inaugurated by the gracious hands of the Director, Prof. Surya Mani, who stressed on the significance of the programme for field extension officers who are dealing with the dynamics of changing agriculture. The training that commenced from 6th to 10th October, 2014 offered all participatory development skills for increasing farmers access to services in agriculture and allied sectors. The course was coordinated by Associate Professors, Dr. K. Chandrashekar and Dr.R.Neela Rani where 8 officers participated.



Participants involved in group presentations

Revitalize Indian Agriculture through Agripreneurship

Making agriculture a more attractive and profitable venture calls for a shift towards agribusiness which encourages agripreneurship as a pathway to revitalize agriculture. EEI, Hyderabad organized a five



Ice-breaking exercises

day programme on **"Promotion of agri-entrepreneurship for rural livelihood enhancement"** from 14th to 18th October, 2014 where 9 officers of agriculture and allied departments of South India participated. The coordinators were Dr.P.Vijaya Lakshmi and Dr.K.S.Purnima.

The course focused on the basic concepts of agripreneurship, entrepreneurship skills, sharing of experiences, case studies and advanced promotional strategies supported by relevant field visits. During visit to Rural technology park of NIRD, Hyderabad, the participants were exposed to innovative solar energy devices demonstrated for benefit of rural poor folk. The officer in-charge, Mr.Mohammed Khan elaborated the solar innovations for promotion among rural communities.

Present day extension, Redefined

Extension today is market oriented and demand based. **'Market led extension for profitable agriculture'**



Exposure visit to VH Agro Foods Pvt., Ltd.

a five day on campus training programme organized from 27th to 31st October, 2014 where 16 officers participated, began with an orientation by Dr.M.N.Reddy, former Director, MANAGE and an eminent extension personality behind extension reforms in India. He emphasized that the need for a paradigm shift in agriculture extension towards a market driven system i.e., ATMA has made an impact in increasing farm income by organizing the farmers and making the system viable. The course coordinators incorporated all the dynamics and components of Market Led Extension into the content

along with exclusive field visits to Millets scheme of university. Rural Technology Park, NIRD and VH Agro

Foods, Uppal. The course was coordinated by Dr.K.Madhu Babu and Dr.P.Vijaya Lakshmi.

“If you fulfill the wishes of your employees, the employees will fulfill your visions”

- Amit Kalantri

Human resources can be organizations' biggest liabilities if neglected and its biggest assets if well nurtured. The essence of human resource development is professional excellence of individuals and teams by helping them develop their personal and organizational skills, knowledge and abilities. Owing to this significance, a five day training was organized on **“Human resource development for professional excellence”** from 27th to 31st October, 2014 in which 18 officers participated. Dr.M.Sreenivasulu and Dr.K.S.Purnima were the course coordinators.

An overwhelming response was obtained from participants regarding the well organized content, exceptionally gifted speakers and particularly the institutional visit to M.C.R HRD institute of human



Prof. Jamuna Rani conducting communication game

excellence, where the Director General Sri. Tirupattiah interacted with the officers on morals ethics and values for professional excellence.

“Take advantage of every opportunity to practice your communication skills so that when important occasions arise, you will have the gift, the style, the sharpness, the clarity and the emotions to affect other people”

- Prof.M.Surya Mani

For the better part of everyday, we are communicating to and with others, thus making it a very essential skill to positively impact others whether at home or workplace. Addressing the trainees group of a five day workshop on **“Communication skills for effective extension delivery”**, Prof. Surya Mani highlighted the need for effective communication skills for extension workers to positively impact farmers and sell their ideas. She stressed that EEI, Hyderabad is creating unique opportunities for its clients in upgrading their basic skills and such opportunities must be utilized to the maximum.

The 14 officers were practically involved in improving their core communication skills like speaking to farmers, writing news articles, success stories and interpersonal skills. The programme was appreciated for its methodology which incorporated practical exercises,



Dr. Ratnakar, Former Director, EEI, Taking a session

group discussions, simulations and management games. Dr.P.Vijaya Lakshmi and Dr.K.S.Purnima coordinated the programme.

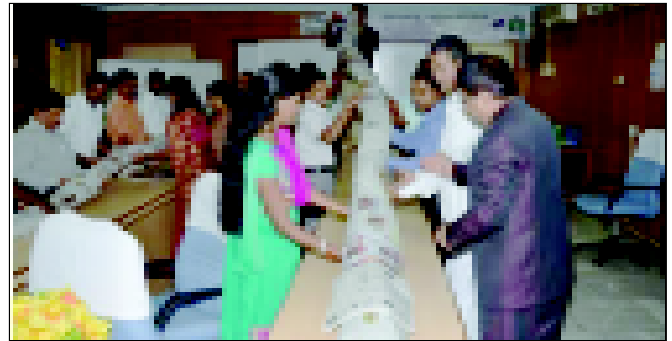
Practice is the hardest part of learning and training is the essence of transformation

-Ann Voskemp

Adult training essentially calls for an approach that focuses on participant's involvement and enriched

learning process. Extension functionaries who play a crucial role in agriculture development process, need

advanced approaches and techniques of training to create an effective learning atmosphere. In this context an five day workshop was organized for their benefit on **“Training skills and methods for capacity building of extension functionaries”** from 11th to 15th November, 2014 which was coordinated by senior Professor, Dr.B.Jamuna Rani. The highlight of training included designing effective need based training programmes and practice of improved learning techniques and methods like case study, role play, T-group training, team training, simulations and



Participants involved in team exercises

management games which are tools of accelerated learning. 16 officers participated

Alliances and partnerships produce stability when they reflect realities and interests – Stephen Kinzer

“Creating better quality services require team work, partnerships and collaboration, as we need an entire army of departments to work together to build a better



Exposure visit to poly houses, Allur, Moinabad

agrarian community with in the next few decades”. These were the words spoken by Dr.Ratnakar, Former Director, EEI, while orienting the officers of an on campus workshop on **“Public private partnership for agricultural development”**. The course was conducted from 18th to 22nd November, 2014 with 17 participants by Dr.C.Padma Veni, Assoc. Professor, EEI.

The course covered the important dimensions of P-P-P in India such as the key players, models of P-P-P, success or failure factors of P-P-P, market issues and WTO challenges, farmers and experts interactions, relevant field visits to APEDA, farmer fields, agro industries and markets related to agriculture and allied sectors.

‘It is better to have a lion at the head of an army of sheep, than a sheep at the head of an army of lions’

-Daniel Defoe

Powerful leaders create powerful teams. Leadership is a character of confidence, trust, discipline and management. In the present scenario, extension workers should show commitment and dedication to create hope in the farming community, hope to achieve and succeed. They should create teams to meet emerging challenges in agriculture. In this context a five day workshop was organized by EEI on **“Leadership and team building for organizational excellence”** from 18th to 22nd November, 2014 which was coordinated by



Trainees introduction game

Dr.S.Chandrashekar and Dr.K.S.Purnima with 17 officers. During the valedictory, the participants gave a positive feed back and thanked EEI for instilling confidence and positivity in them through different sessions and inspiring speakers. Prof. Surya Mani, who graced the valedictory

‘Start with the end in mind’ – Stephen R. Covey

Any person working in a managerial capacity of some sort is required to put on many different hats –to plan, to organize, to direct, to monitor, to guide and to evaluate so as to get best results delivered. In present challenging scenario, the role of extension agent is to deliver best from the limited resources and hence upgrading his managerial skills is very essential.

A five day workshop on “**Managerial skills for extension professionals**” was organized with the objective of enhancing the managerial capacities of extension officers so as help them towards excellence.

Pathways to improved extension services, Participatory methods

The dynamics of agriculture are ever changing and so are the means and methods of revitalizing it. Extension requires a more focused, integrated and participatory approach to impact rural livelihoods. Participatory methods are a tool kit for effective, quality services to the farmers at the right time.

A five day on campus training programme was organized by EEI on “**Participatory extension methods for effective transfer of technology**” from 25th to 29th November, 2014, wherein 20 officers participated. All the participatory methods that are being used in field situation like participatory lecture, skill teaching, audio / video script preparation, print materials, role plays, group discussions,

Complementing & operating in convergence, the need of the hour

Owing to the enormous constraints affecting the delivery and financing of public extension system, the growth and productivity of small farmers is sluggish. The immediate task is to extend support and expand coverage to all the needy to enhance their productive potential. This requires contribution from all extension providers under the umbrella of convergence.

To promote the concept and to highlight the modalities and approaches for effective convergence, a

said that effective leadership is putting first things first and their first responsibility is development of farmers. She urged the officers to utilize all skills learnt and unlock their potential to lead activities.



‘Titanic’ Management game for participants

The course was coordinated by Dr.M.Sreenivasulu wherein 15 officers participated.



Practicing participatory methods in field situation
case study, PRA methods etc, where practically oriented. The course was coordinated by Dr.K.Bhagya Lakshmi, Asst. Professor

– Dr.Gidda Reddy, Former Director of Extension, ANGRAU



Exposure to polyhouses, Jukkal, Shamshabad

five day on campus training programme was organized on **“Convergence for better extension services to farmers” from 2nd to 6th December, 2014**. 14 officers of agriculture and allied departments participated in the course coordinated by Dr.C.Padma Veni and Dr.S.Chandrashekar. Eminent and experienced speakers

interacted with the group on key aspects of convergence and developing action plans and models for convergence of services. Dr.P.Gidda Reddy, Former D.E., ANGRAU, interacted with the group and emphasized that public and private extension systems should complement each other and operate in partnership to affect qualitative deliverables.

Creating affordable and accessible ICT services, the last mile in agricultural extension

“Harnessing the potentiality of ICTs for agricultural extension is a complex challenge. In rural areas, the “last mile” of ICT infrastructure is affordable access to ICTs for quicker outreach”. This was addressed by Dr.C.Kathiresan, PTO, CDAC to the trainee group of the five days training programme on **“ICT enabled extension for wider outreach”** organized by EEI from 2nd to 6th December, 2014 with 13 officers. The course was coordinated by Dr.P.Vijaya Lakshmi and Dr.R.Neela Rani.

The highlights of the training were visits to ICT lab of DRR, ATIC & Kisan Call Centre of PJTSAU, Farmer Call Centre, Hyderabad, ICT venture at Hayath Nagar Research Farm, CRIDA.



Exposure to Rice Knowledge Management Portal, DRR

Integrated farming – an approach to boost up farm income

Under present farming conditions, our small and marginal farmers, who are world's majority population, are painstakingly trying to make a livelihood out of their small fragmented land. In such a scenario, sustainable integrated farming systems focus on increasing productivity by diversification, resource integration, creating market linkages and ensuring nutrition. Such systems provide enormous scope for employment and business opportunities.

An five day programme on **“Promotion of integrated farming systems for sustainable livelihoods”** was organized from 8th to 12th December, 2014 in which 17 officers participated. The programme included latest concepts, farm designs, economics, success cases and field visits to give trainees a wholistic



Visit to model integrated farm

view of the approach. The course was coordinated by our faculty Dr.P.Vijaya Lakshmi and Dr.K.Bhagya Lakshmi

Strengthening extension for climate smart agriculture, very crucial

Ever changing environment poses a global threat to agriculture and hence strengthening extension for a climate smart agriculture is the current need says Dr.Raji Reddy, D.R, PJTSAU while orienting the trainees of the programme **“Climate smart extension for extension**

– Dr.Raji Reddy, Director of Research, PJTSAU

professionals”, organized by EEI from 8th to 12th December, 2014, wherein 15 officers participated. The five day training capsule included issues and concerns of climate change effects and extension role to address them. The sensitization training received positive feed



Visit to Indian Meteorological Department, Hyderabad

back in terms of content, speakers and visits. The visits to Indian Meteorological Department (IMD), Indian National Centre of Ocean Information (INCOIS) and to Agromet unit of University were educative where Dr. G.Sreenivas, Principal Scientist, Agromet highlighted the role of the centre in climate change & variability and disaster management. The course was coordinated by Dr.M.Sreenivasulu and Dr.R.Neela Rani, Assoc. Professor.

Groups and Federations as Parallel Pillars of Extension

'Collective self help and action not only improves socio-economic situations of rural communities but their integration into development process enhances quality of extension services', Prof.M.Surya Mani spoke on the inauguration of training programme on **"Strengthening and management of farmers groups and federations"** organized by EEI from 16th to 20th December, 2014 wherein 15 officers participated.

Besides incorporating most relevant content, the coordinators Dr.Jamuna Rani, Professor and Dr.K.Madhu Babu, Associate Professor, organized enlightening field visit to CIGs of agriculture and allied enterprises in Chevella mandal where the trainees were exposed to strong groups and federations in Agriculture, Horticulture, Sericulture and Animal Husbandry.



Farmers organisations practising protected cultivation of Flowers

"Progress is impossible without change, and those who cannot change their minds cannot change anything" –Dr.Manikandan, Director, HRD, NAARM

Dr.Manikandan, who oriented the trainees of the workshop on **"Change management in extension organizations to meet emerging challenges"** said that change management is more of an attitude than skill, hence overcoming resistance is first step to change management. This five day workshop organized from 16th to 20th December, 2014 by Dr.R.Neela Rani and Dr.K.S.Purnima, with a well structured capsule was highly appreciated by the 12 trainees. During their feed back, the methodology, speakers and content were applauded. The institutional visit to Ramakrishna Math, where the participants were oriented on 'Self management' was exceptional and inspirational.



Creative walk by the trainees

The visit to Brahma Kumari's was equally inspiring and brought a change in their mind set.

Impressions of Off Campus training programmes

During the quarter, the institute successfully organized Ten (10) off campus workshops. All the workshops included a fair share of theoretical and practical orientations with participatory methods and management

games adding spice for accelerated learning. Every off campus was succeeded by a documentation of one innovative activity in the area to throw light on the role of client departments in supporting farmer innovations.

If you pick the right people and give them opportunity to spread their wings, you almost don't have to manage them – Jack Welch

“Soft skills teaches you to have a strong mind and a soft heart”

– Dr.B.Jamuna Rani, Professor, EEI

Dr.B.Jamuna Rani, Senior Professor, EEI, spoke on the inaugural event of the off campus training



Eight chairs management game

programme on “**Soft Skills for Personality Development**” for the officers of Fisheries Department, Kerala t NIFAM, Aluva, Kerala from 14th - 17th October, 2014. She emphasized the need for soft skills for every employee in this stress filled era. The programme was grandly inaugurated by the hands of Sri.Sateesh Kumar, Director, NIFAM. One of the major attractions of the programme was the visit to Brahma Kumari’s Academy where the participants were oriented on personality development skills. Sister Shanti Interacted with the group and said that hard skills teach how to make a living but soft skills teach how to live. The programme was coordinated by Dr.B.Jamuna Rani and Dr.M.Sreenivasulu where 25 fisheries officers participated.

Training skills and methods tools for impactful training

Potent tools for effective training are a few training skills and methods that are essential for every extension worker for delivering a desired outcome in the field. In view of this, a four day off campus workshop on “**Training skills and methods for capacity building of extension functionaries**” was organized by Dr.C.Padma Veni and Dr.K.Bhagya Lakshmi from 14th to 17th October, 2014 for the line department officials of Puducherry at FTC, Puducherry. Dr.Rama Murthy, Director, Dept. of Agriculture, Farmer Training Centre inaugurated the programme and emphasized the need for utilizing appropriate training methods in field situation. Sri.G.Ravi Prakasam, Deputy Director, Sri.Baskaram, Assistant



Role play by the participants

Director and P.Karthikeyan, Joint Director, FTC also graced the occasion.

Process monitoring and documentation, a blueprint for success

Quality management is the crux word for organizations today and extension services can be more qualitative if the process of monitoring and documentation of activities is streamlined. Owing to the emerging need of it, a four day workshop on “**Process monitoring and documentation skills for information management**” was conducted for the officers of department of Animal Husbandry, Kerala at Thiruvananthapuram from 14th to 17th October, 2014. The course was coordinated by Dr.K.Madhu Babu and Dr.R.Neela Rani in which 26 officers participated. Dr.Shashi, Director, Animal Husbandry inaugurated the programme and appreciated the methodology followed that incorporated field visits and practical experiences to monitor and document activities.



Officers of the programme

De-stress with effective time management

Basic skills for a better living are Time and Stress Management Skills, that make one productive and effective. Keeping this importance in view, a four day off campus workshop on **“Time and stress management for individual and organizational excellence”** was organized from 27th to 30th November, 2014 for the officers of department of fisheries, Odisha at Cuttack.

Dr.C.Padma Veni and Dr.K.Bhagya Lakshmi coordinated the course in which 30 officers participated. Sri.Krishna Mohan, Director of Fisheries, inaugurated the programme and said it was time that such programmes are organized for their department officials. All dimensions of time and stress management were covered with relevant visits to centres of personality development.

Perfection may seem unattainable, but if you chase it, you can catch excellence

– Vince Lombardi

Welcoming the officers of off campus training programme on **“Professional skills for individual and organizational excellence”** Prof. M.Surya Mani, Director, EEI and course coordinator said that ‘Professional excellence’ is a prerequisite for individual and organization development as it helps one to be committed, dedicated and disciplined. 27 officers of department of Animal Husbandry, Telangana, participated in the off campus training organized from 28th to 31st October at TSMILDA, Hyderabad. Dr.R.Neela Rani, Assoc. Professor also coordinated the programme. All components that aid to excel in the profession of Veterinary Officers were included with practical exercises and simulation methods. Dr.Venkateswarulu, Director, Animal Husbandry department, Telangana, graced the



Dignitaries of the valedictory programme

valedictory and appreciated EEI for the manner and conduct of the first of its kind programme for veterinary officers.

Participatory extension for long term impact

Participation accelerates learning. With this motto, a number of approaches have been designed to affect more qualitative extension services. Extension Education Institute being a premier institute in designing and implementing participatory extension methods successfully, organized a four day off campus training programme on **“Participatory extension approaches for effective services”** from 11th to 14th November, 2014 for officers of department of agriculture, Karnataka. 31 officers participated in the programme organized by Dr.M.Sreenivasulu and Dr.S.Chandrashekar. All



Trainees involved in participatory learning

participatory approaches along with required skills were demonstrated to the participants.

“When all think alike, then no one is thinking” – Walter Lippman

Creative minds are most productive. Without creativity there would be no progress and we would be



Orientation at Brahmakumari's academy, Bhubaneswar

Effective communication, the success mantra

“The most basic skill required for individuals in any profession are good communication skills at home or work, said Shri.Patnaik, Principal, VOTI, Bhubaneswar while inaugurating the training programme on “**Communication skills for effective extension delivery**” organized by EEI from 2nd to 5th December, 2014 for veterinary officers of Odisha at VOTI, Bhubaneswar. 28 officers of Animal Husbandry department attended the programme which was coordinated by Dr.B.Jamuna Rani and Dr.K.S.Purnima.

The highlights of the training included most relevant content, communication exercises and activities, practice of news writing and success story writing, extempore talks and management games to understand dynamics of communication.

forever repeating the same pattern. In present agricultural scenario, constraints and challenges are multiplying, fresh minds with fresh ideas may change the scenario and make farmer productive. In view of this, a four day off campus workshop on “**Creative thinking skills for better problem solving**” was organized by EEI for the officers of Department of Agriculture, Odisha at IMAGE, Bhubaneswar from 11th to 14th November, 2014. Dr.K.Madhu Babu and Dr.R.Neela Rani coordinated the programme in which 25 officers participated.

A similar programme was also organized by the same team of faculty for 30 officers of Dairy Development Department, Kerala at Thiruvananthapuram from 24th to 27th November, 2014, which was also highly appreciated.



Address by Shri. Patnaik, Principal VOTI, Bhubaneswar

It's not the load that breaks you down, but it's the way you carry it - Lou Holtz



Dr. Rajashekar, Dpty. Director, AH, Hosur addressing Trainees

Dynamic working environments today are inevitably leading to improper work prioritization and added stress which no employee is able to escape. Hence, balancing life through effective time and stress management is the demand of the day. Owing to this, a four day off campus workshop on “**Time and stress management for effective performance**” was organized by EEI from 8th to 11th December, 2014 for officers of animal husbandry department of Tamil Nadu at Hosur. Dr.C.Padma Veni and Dr.S.Chandrashekar coordinated the programme in which 30 officers participated. The course was designed in such a manner to incorporate important aspects of time and stress management, for a balanced quality life.

Documentation of Farmer Innovations in Client States

Avenue for self employment in Odisha

An exposure visit to document farmer innovations in the animal husbandry sector of Orissa was undertaken by Dr.B.Jamuna Rani, Professor and Dr. K.S.Purnima, Asst. Professor, EEI, Hyderabad. The



highly successful programme by Government of Orissa , The Commercial Agri Enterprises scheme (CAES) is identified as one of the avenues for self-employment while generating employment opportunities for others. The cases of a small farmers , Sri.Bhagvan Biswa , of Narendrapur village of Sakhigopal block and Rabindra kumar rath of Das bidyadharpur are truly an epitome of success of the scheme that took them ashore from the sea of poverty.

Commercial dog rearing, an innovation in Hosur

Dr. C.Padmaveni and Dr. Chandrashekhar, Assoc. Professors, EEI , visited commercial dog rearing centre established on a commercial large scale by a small farmer Mr. Dividesh Anurag of Goolisandram village of Gopannapally block , Hosur. For the last four years this innovative farmer is rearing and marketing pet dogs to all metros and reaping high profits. He has obtained subsidy from the Department of Animal Husbandry, Tamil Nadu for establishment of infrastructure.



Special News

Ameliorating budding extension professionals of Odisha for better services

The upgradation training on “**New dimensions in agricultural extension management**” for the agricultural officers of Odisha was successfully completed for one more batch of officers from 6th to 10th October, 2014. A total of 19 officers participated in the programme jointly organized by EEI, Hyderabad and Department of Agriculture, Odisha under ATMA scheme.



The coordinators, Dr. Padma Veni & Dr. Madhu Babu left no stone unturned to ensure quality input to the budding extension professionals of Odisha along with practical exercises, exposure visits and



management games for accelerated training. Dr.S.Venku Reddy, Executive Director, PRDIS inaugurated the



programme and expressed his appreciation to EEI for conducting needful special programme in addition to its mandated activities. Later he oriented the participants on new emerging dimensions in agriculture.

Diversification for livelihood enhancement

Diversified enterprises for better livelihood was documented by Dr. K.Madhu babu and Dr. Neela rani, Assoc. Professors, EEI.

During exposure visit to Department of agriculture, Odisha. a farmer named Thanmay senapati ,diversified to many allied activities like dairy , poultry , duckery , and vegetables. He has also expanded to mushroom cultivation, Commercial vermicomposting and agroforestry. He attributes his success to the timely guidance and support of department officials who have motivated him to experiment.



Free stall dairy enterprise by innovator farmer

Free stall dairy enterprise enlightened the rural youth of Kerala. Mr. Hameed Ashraf Hamalad of Ayroor village , Varkala block, Kerala was the first innovator farmer to venture into establishing free stall dairy parlour



in association with MILMA and a local bank. He rose as a motivator to many others with a net income of Rs.38,000 per month. The dairy development department recognizes him as a model farmer. This was studied as a case by Dr. K.Madhu babu and Dr. Neela rani, Assoc. Professors, EEI.

Pisciculture, a powerful income generator

Pisciculture has been recognized as a powerful income and employment generator in the country and to prove this is the success case of Shri.Sandipani of Banihari Village of Cuttack who emerged as a model

Faculty participation in the 7th National Congress Conference at Shillong, Meghalaya

EEI always supports faculty up-gradation. Three faculty of the institute, Dr.K.Madhu Babu, Assoc. Professor, Dr.M.Sreenivasulu, Assoc. Professor and Dr. K .S. Purnima, Asst Professor were



given an opportunity by EEI and PJTSAU to participate in the esteemed 7th National Extension Education Congress, 2014., organized by Society of Extension Education, AGRA in collaboration with Central Agricultural University, Imphal and Assam Agricultural University at ICAR Research Complex, NEH Region, Umiam, Shillong, Meghalaya from 8th to 11th November, 2014 on "Translational Research – Extension for Sustainable Small Farm Development". Papers presented regarding the case studies documented by the faculty in South India received huge appreciation.

farmer worthy of emulation. He is producing 100 lakhs of spawn and 5 lakhs of fry annually and over 20 Quintals of fish, earning over Rs.1.5 lakhs from 1 hectare land. His success saga was well documented by Dr.C.Padma Veni and Dr.K.Bhagya Lakshmi during exposure visit to Dept. of Fisheries, Odisha. Sri. Nimai Charan Bastriya, AFO, Ersama Block, also coordinated.

The success of Dairy farmers in Telangana

The innovative multi-pronged approach in the animal husbandry sector to safe guard the valuable female calf , was documented by Dr.M.Suryamani , Director and



Dr. Neela rani , Assoc. Professor, EEI , Hyderabad during exposure visit to document Animal Husbandry Innovations in Telangana. Under the female calf rearing programme (Sunandini) of the department for beneficiaries belonging to BPL families , success stories of farmers Rama Reddy

, Chandra and sanjeeva of sanga reddy block of medak district were elaborated. Dr. Jagannadhachary and Dr. Thirupal Reddy, Assistant directors also involved in the documentation.

A success journey of a small farmer through integrated farming

A exposure visit to an innovative model integrated farm of Mr.Shivanand Gowda of Maregowdanna village in Karegodu, Hobli of Mandya by Dr. M. Sreenivasulu and Dr.S. Chandrashekar highlighted his success journey from a small resource poor farmer to a confident agripreneur by adopting integrated farming in his 4 acre farm. The Department of Agriculture, Karnataka was a back stopping support to this farmer, since 2011, when he ventured into integration with horticulture, poultry and sericulture.



A women farmer emerged as a role model through integrated farming

As a part of exposure visit to document innovations in Kerala, EEI team , Dr. K.Madhu babu and Dr. Neela rani, Assoc. Professors, brought to light one



success saga of a women small farmer, Smt .Jayashree of Maranallur village of Nemom block In kerala. With the financial assistance of dairy department of Kerala under ATMA scheme she converted her two acre farm into an integrated model where she has taken up dairy , goat rearing, fish farming , poultry and dog kennel. She is earning a net profit of Rs 40 to 50 thousand per month and has emerged as a role model in the village for her fellow women farmers. Her confidence and hardwork has paid off for which she has received many awards her village is proud of.

Crop diversification, a boon to small farmers

The success of Venugopal, resident of P.S.Nallur village in Puducherry throws light that income of small farmer can be raised through crop diversification. This was documented in an exposure visit to Puducherry undertaken by Dr. C.Padmaveni, Assoc. Professor and Dr. Dr. K.Bhagyalakshmi , Asst. Professor, EEI, Hyderabad. The farmer who has been cultivating paddy since many decades obtained loan from NHM and diversified to horticulture crops. By adopting improved technologies he is reaping good profits.



Innovative fisheries interventions in Kerala

Innovative interventions in fisheries department, Kerala, were documented through an exposure visit by Dr. Jamuna rani, Professor and Dr. M.Sreenivasulu, Assoc.

Professor. Society for assistance to fisherwomen (SAF) of fisheries department of Kerala is encouraging poor Enthusiastic self help group members towards

entrepreneurship. SHG women joined together under the SAF activity and started enterprises such as a flour mill, tailoring, garment unit etc, who are now able to come out from the clutches of poverty. Mr. Sateesh kumar, Director, NIFAM aided the documentation process.



Message

Once there was an island where all the feelings lived together. One day there came a storm in the sea and the island was about to drown. Every feeling was scared but Love made a boat to escape. All feelings jumped in the boat except for one. Love got down to see who it was It was Ego! Love tried & tried but Ego didn't move. Everyone asked Love to leave Ego and come in the boat, but Love was meant to 'love'. It remained with Ego. All other feelings were left alive but Love died because of Ego!!

Think over it !

Do not be happy for a specific reason,
because happiness ends when reason ends.

Try to be happy without reason,
and you will be happy in every season !

Book - Post

To

From:

The Director

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