



EEI



EXTENSION EDUCATION INSTITUTE

(Southern Region)

Directorate of Extension

Dept. of Agriculture, Cooperation & Farmers Welfare,
Ministry of Agriculture & Farmers Welfare, Govt. of India
Professor Jayashankar Telangana State Agricultural University
Rajendranagar, Hyderabad-500 030

Training Calendar

2022-2023

**A Premier Institute
Born to Train the Development Professionals**

At a Glance





MESSAGE



Dr. M. Jagan Mohan Reddy
Professor & Director

Indian agriculture is being confronted with many challenges like scarcity of capital, inadequate transport and storage facility, absence of the sound marketing, lack of mechanization, poor irrigation water management, depletion and exhortion of soils, assured quality seed, small and fragmented landholdings, climate change, creating sustainable livelihoods, biodiversity loss and less use of technology.

To meet these challenges, middle level extension officers of agri and allied sectors need to provide timely advices to the farmers by updating their knowledge and skills through various capacity building programmes. Training programmes are one of the effective capacity building tools which enable the acquisition of new knowledge and skills and refresh the existing ones. This would enhance the competency and talent base of employees which aid in effective discharge of duties, ushering the maximum quality output.

In this connection, Extension Education Institute (EEI), Hyderabad is conducting training programmes to the officers of agriculture, horticulture, animal husbandry, diary development, fisheries, agricultural engineering, agricultural marketing, irrigation, forestry, sericulture, industries, soil and water conservation, departments of client states viz. Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala, Odisha, Puducherry, Andaman & Nicobar islands and Lakshadweep.

The main areas covered in the training programmes proposed for the year 2022-23 are digital interventions, post harvest management, waste management, value addition, natural farming, market led extension, farmer producer organisations for sustainable farming, mechanization, time and stress management, artificial intelligence, agristartups, entrepreneurial activities, public- private partnership (PPP), gender mainstreaming, nutri sensitive agriculture, export oriented farming, agro chemicals etc. These concepts are weaved into on, off, collaborative and online training programmes focusing on sector specific issues, technology orientation, extension methodologies and behavioral skills. Apart from these programmes, the current calendar proposes to conduct webinars, certificate courses, follow up studies, action research, consultancy and skill training programmes. These kind of programmes facilitate the officials to update their soft and technical skills so as to deliver qualitative advisories to the farmers to bring transformation in their social and economic profile.

Dr. M. Jagan Mohan Reddy
Director

EEI, Hyderabad





About EEI

The Extension Education Institute, Rajendranagar, Hyderabad established in 1962 is a premier regional institute for training middle level extension personnel of Southern India and is financed by the Directorate of Extension, Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India and is under the Administrative control of Professor Jayashankar Telangana State Agricultural University (PJTSAU). EEI offers efficient, reliable and cost effective solutions to meet the emerging challenges in agriculture and allied sectors, by designing, and fine tuning need based training programmes to the line department officials of client states and union territories.

The institute is specialized to cater to the training needs of middle level extension functionaries of line departments (Agriculture, Horticulture, Animal Husbandry, Dairy Development, Fisheries, Sericulture, Agril. Engineering, Forestry, Industries, Agril. Marketing, Soil & Water conservation, SAUs & SAMETs) of client states viz., Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Odisha, and Union Territories of Puducherry, Andaman, Nicobar and Lakshadweep Islands. Besides this, the trainers of training institutes like FTCs, KVKs and Master trainers of PJTSAU are trained at this institute. EEI is bestowed with experienced faculty in different areas of training with excellent knowledge and communication skills. The institute is well-equipped with state of art facilities to meet the training requirements of the clientele.

EEI as a guiding force shapes the personal and professional outlook of the extension officers of

client states and UTs and never stops going that extra mile ahead in providing greater value to the training in terms of quality, quantity and client satisfaction by following a highly application oriented and participative style of training. The flagship quality of the institute is that the training content is designed in line with the workforce requirement of client states and UTs.

Apart from the prescheduled programmes, EEI also coordinates with esteemed organizations like MANAGE, SAMETIs, ICRISAT, NAARM, CRIDA, NIPHM, NIRD, ASCI, TSCAB, IIOR, IIMR, IIRR, Biodiversity Board of Telangana, NGOs etc. to provide training to extension functionaries on recent advancements in agri. and allied enterprises. Till date i.e., upto March, 2022, the institute trained 36,684 development officers of client states & UTs. To meet current demands, EEI also undertakes need based consultancy services viz., monitoring, evaluation and impact studies on development programmes of the state and centre.

Mandate of the Institute

- To improve the skills and professional competency of extension functionaries of Development Departments, State Agricultural Universities, Private firms and Voluntary organizations.
- To demonstrate most effective training techniques useful for the personnel working in Development Departments.
- To conduct action research and publish information on extension systems.
- To provide consultancy to development agencies.





TRAINING CALENDAR 2022-2023



A. On-Campus Training Programmes

S. No.	Title of the Programs	No. of Days	Duration
1.	Promotion of Farmer Producer Organizations for the Officers of Agriculture and Horticulture Sectors	5	09 th to 13 th May, 2022
2.	Export Management for the Officers of Animal Husbandry and Dairy Development Departments	5	17 th to 21 st May, 2022
3.	Natural Farming for Sustainable Agriculture	5	24 th to 28 th May, 2022
4.	Integrated Farming Systems for Sustainable livelihoods in Agri. and Allied Sectors	5	31 st May to 4 th June, 2022
5.	Climate Smart Extension in Agri. and Allied Sectors	4	07 th to 10 th June, 2022
6.	Entrepreneurship Development for Women Officers of Agri. and Allied Sectors	5	14 th to 18 th June, 2022
7.	Technologies and Extension Strategies for Value Addition and Post Harvest Management in Agri. and Horticulture Sectors	5	21 st to 25 th June, 2022
8.	Communication and Documentation Skills for Professional Excellence	5	28 th June to 2 nd July, 2022
9.	Export Management for the Officers of Agriculture and Horticulture Sectors	5	04 th to 08 th July, 2022
10.	Public Private Partnership in Agri. and Allied Sectors	5	12 th to 16 th July, 2022
11.	Organic, Kitchen and Terrace Gardening	5	19 th to 23 rd July, 2022
12.	Homestead Technologies for the officers of Agri. and Allied Sectors	5	26 th to 30 th July, 2022
13.	Recent Trends and Applications in Plant Protection for Sustainability in Agri. and Horticulture Sectors	5	02 nd to 06 th August, 2022
14.	Time & Stress Management for Extension Professionals	5	23 rd to 27 th August, 2022
15.	Urban and Periurban Farming for Extension Professionals	5	05 th to 09 th September, 2022
16.	Gender Sensitization for Sustainable Development Goals	5	13 th to 17 th September, 2022



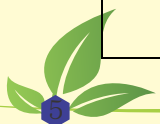


TRAINING CALENDAR 2022-2023



A. On-Campus Training Programmes

S. No.	Title of the Programs	No. of Days	Duration
17.	Managerial Skills for Organizational Excellence	5	20 th to 24 th September, 2022
18.	Precision Farming in Agri. and Horticulture Sectors	5	26 th to 30 th September, 2022
19.	Human Resource Development for Professional Excellence	5	11 th to 15 th October, 2022
20.	Digital Marketing Strategies for Agri. and Allied Products	5	18 th to 22 nd October, 2022
21.	Time and Stress Management for Women Extension Officers	5	01 st to 05 th November, 2022
22.	Innovative Training Methods for Master Trainers and Facilitators	5	15 th to 19 th November, 2022
23.	Planning, Monitoring and Evaluation for Impact Assessment	5	22 nd to 26 th November, 2022
24.	Disaster Management and Mitigation strategies in Agri. and Allied Sectors	5	29 th Nov to 3 rd December, 2022
25.	Market Led Extension for the Officers of Agri. and Horticulture Sectors	5	05 th to 09 th December, 2022
26.	Soft Skills for Personal and Professional Excellence	5	13 th to 17 th December, 2022
27.	Regional Workshop on Training Need Assessment of Client States and Union Territories	2	First fort night December, 2022
28.	Digital Solutions for Effective Transfer of Technology in Agri. & Allied Sectors	5	27 th to 31 st December, 2022
29.	Experiential Learning Methods and Management Games	5	03 rd to 07 th January, 2023
30.	Waste Management in Agri. and Allied Sectors	4	9 th to 12 th January, 2023
31.	Promotion of Startups and Entrepreneurship in Agri. and Allied Sectors	5	17 th to 21 st January, 2023
32.	Profitable Farming through Mechanization	5	31 st January to 04 th February, 2023
33.	Agro tourism - A way forward for Profitability	5	06 th to 10 th February, 2023
34.	Supply and Value Chain Management in Agriculture and Horticulture Sectors	5	13 th to 17 th February, 2023
35.	Promoting Nutri Sensitive Agriculture among Field Level Women Extension Officers	5	21 st to 25 th February, 2023





TRAINING CALENDAR 2022-2023



B. Online Training Programmes for the year 2022-23

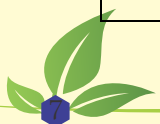
S.No.	Title of the Programs	No. of Days	Duration
1.	Natural Farming for Sustainable Agriculture	4	19 th to 22 nd Apr, 2022
2.	Digital Marketing Strategies for Effective Marketing of Agri. and Allied Products	5	09 th to 13 th May, 2022
3.	Time and Stress Management for Extension Professionals	5	17 th to 21 st May, 2022
4.	Promotion of Technologies and Extension Strategies for Value Addition and Post Harvest Management for the Officers of Fisheries Sector	5	06 th to 10 th Jun, 2022
5.	Effective Transfer of Technology through Mobiles for Extension Officers of Agri. and Allied Sectors	5	04 th to 08 th Jul, 2022
6.	Testing and certification procedures for Organic Agriculture and Allied commodities	5	12 th to 16 th Jul, 2022
7.	Promotion of FPOs in Apiculture for the officers of Agriculture Sector	5	02 nd to 06 th Aug, 2022
8.	Dairy Management and Extension	5	05 th to 09 th Sep, 2022
9.	Planning, Monitoring and Evaluation of Agricultural Programmes and Projects	5	11 th to 15 th Oct, 2022
10.	Behavioral Skills for Extension Professionals	5	15 th to 19 th Nov, 2022
11.	Promotion of Nutrition Management in Livestock & Dairy Sectors	5	05 th to 09 th Dec, 2022
12.	Farm Journalism for Effective Transfer of Technology	5	20 th to 24 th Dec, 2022
13.	Promotion of Farmer Producer Organizations for the Officers of Animal Husbandry and Dairy Development Departments	5	03 rd to 07 th Jan, 2023
14.	Values and Work Ethics for Organizational Excellence	5	06 th to 10 th Feb, 2023





C. Off- Campus Training Programmes for the year 2022-23

S. No	State / Department	Training	Venue
I.	Telangana State		
1.	Agriculture	Role of Agro Chemicals in Crop Production	SAMETI, Malakpet, Hyderabad
2.	Animal Husbandry	Supply and Value Chain Management in Livestock Sector	SMILDA, Hyderabad
II	Andhra Pradesh		
3.	Fisheries	Capacity Building of Extension Functionaries to meet Emerging Challenges in Fisheries Sector	Kakinada, Andhra Pradesh
III	Karnataka		
4.	Agriculture	Post Harvest Management, Value Addition, Packing and Product Promotion in Agriculture	Bangalore, Karnataka
5.	Horticulture	Managerial Skills for Effective Transfer of Technology	Bangalore, Karnataka
6.	Sericulture	Managerial Skills for Extension Professionals	KSSRDI, Bangalore
7.	SAMETI (South)	Farm Journalism for Effective Transfer of Technology	UAS, Bangalore
8.		Digital solutions for Effective Transfer of Technology	
9.	SAMETI (North)	Social Media for Effective Transfer of Technology	UAS, Dharwad, Karnataka
10.		Project Preparation, Monitoring and Evaluation	
IV	Kerala		
11.	Animal Husbandry	Promotion of Startups and Entrepreneurship in Animal Husbandry Sector	Thiruvananthapuram, Kerala
12.	Dairy	Organic Dairy Farm Management	Kottayam, Kerala
13.	Fisheries	Human Resource Development for Professional Excellence	NIFAM, Kerala
V	Tamil Nadu		
14.	Agriculture	Capacity Building of Extension Functionaries to meet Emerging Challenges in Agriculture	Tamil Nadu
15.		Natural Farming for Sustainable Agriculture	



**C. Off- Campus Training Programmes for the year 2022-23**

<i>S. No</i>	<i>State / Department</i>	<i>Training</i>	<i>Venue</i>
16.	Horticulture	Precision Farming in Horticulture	Tamil Nadu
VI	Odisha		
17.	Agriculture	Inputs-Regulatory Approaches & Quality Requirements	IMAGE, Bhubaneswar, Odisha
18.		Natural Farming for Sustainable Agriculture	
19.	Fisheries	Sustainable Livelihoods for Small and Marginal Farmers in Fisheries Sector	Cuttack, Odisha
VII	Andaman & Nicobar Islands		
20.	Agriculture	Waste Management in Agri. & Allied Sectors	Port Blair, A & N Islands
VIII	Lakshadweep		
21.	Agriculture	Coconut based entrepreneurship	Agatti Islands
22.	Fisheries	Sustainable Livelihoods for Small and Marginal Farmers in Fisheries Sector	

D. Webinars

<i>S. No.</i>	<i>Title of the Progra</i>	<i>Month</i>
1.	Natural Farming for Sustainable livelihoods	June, 2022
2.	Detection and curbing the circulation of false information in social media	June, 2022
3.	Terrace and Balcony gardening for Urban and Periurban dwellers	July, 2022
4.	Export Management in Agriculture	August, 2022
5.	Work life balance for Extension Professionals	September, 2022
6.	Agro tourism for Extension Professionals	October, 2022
7.	Values and Work Ethics for Professional Excellence	November, 2022





E. Skill Training Programmes

Training programs on “Agriculture Extension Service Provider” – 3 No.

F. Follow-up studies

– Telangana, Kerala, Tamil Nadu, Puducherry and A&N Islands

G. Action Research:

1. Adoption and Establishment of Agri. Nutri Smart Village in Telangana State (Ongoing)
2. Effectiveness of Skill Development Training Programme (Agriculture Extension Service Provider) on empowering the Rural youth (Ongoing)
3. Collaborative Extension study with MANAGE on documentation of Success stories and market ecosystem in Natural farming and arriving at scaling up strategies in the South Indian States
4. Testing and upscaling of Farm Diversification Models in Telangana

H. Consultancy Programmes:

S. No.	Title of the Programs
1.	Office and Finance Management
2.	Terrace Gardening
3.	Human Resource Development for Organizational Excellence
4.	Impact Assessment of Ongoing Developmental Programmes and Projects
5.	Preparation of Detailed Project Reports

* The above programmes are indicative in nature, the programmes will also be taken up based on the demand of the respective client departments.

I. Certificate Courses:

1. Terrace and Balcony gardening for Urban and Periurban dwellers
2. Roof top, Vertical Gardening and Hydroponics
3. Viable Homestead Technologies for Income Generation



**J. Collaborative Training Programmes with MANAGE:**

S. No.	Title of the Programs	No. of Days	Duration
1.	Agricultural based solutions for Sustainable Food Systems	5	26 th to 30 th April, 2022
2.	Building Public-Private Partnership for Innovations in Agriculture Extension	5	26 th to 30 th April, 2022
3.	New Competencies for Mentoring Agri. Start Ups	3	24 th to 26 th May, 2022
4.	Social Media for Agricultural Extension	5	21 st to 25 th June, 2022
5.	Leadership Skills for Agricultural Extension Management	6	21 st to 26 th June, 2022
6.	Project Management in Agriculture	5	23 rd to 27 th Aug, 2022
7.	Agri-Journalism for Effective Agricultural Extension	5	20 th to 24 th Sep 2022
8.	Innovations in Urban Farming	5	18 th to 22 nd Oct, 2022
9.	MDP for Women Officers in Agri culture & allied sectors	5	21 st to 25 th Nov, 2022
10.	Agri. Export Management	5	13 th to 17 th Dec, 2022





Training Core Content of On Campus programmes

1. Promotion of Farmer Producer Organizations for the Officers of Agriculture and Horticulture Sectors

Farmer Producer Organizations: Formation, Strengthening and Management – An overview; Role and Support of NABARD in promoting FPOs; Contract farming; PPP in Agricultural marketing; Supply and Value chain management in FPOs; Organizational structure and hierarchy in FPOs; Development of business plans for FPOs; Legal frame works and statutes of FPOs; Promotion of Agri. and Horti. entrepreneurship for FPOs, Role of financial institutions in promotion of FPOs; Emerging innovative models in marketing of FPOs; How to make FPO sustainable - Challenges and Strategies; Using Information technology and Digitization in FPOs for profitable farming; Leadership management in FPOs and role of CEOs, Directors and members of FPOs; Role of NABAKISSAN in financing FPOs. Case Studies & Interaction with FPO farmers in Agri. & Horticulture sectors and sharing of experiences; Participants presentations on state specific strategies for making FPO sustainable; Field/institutional visits.

2. Export Management for the Officers of Animal Husbandry and Dairy Development Departments

Overview on export management on AH and Dairy sectors; Role of APEDA in the export of livestock products; Supply chain management in the export of Animal husbandry and Dairy products; Practical orientation on export trading; IPRs and GIS in the export of Animal husbandry and Dairy products; Market intelligence in Animal husbandry and Dairy sector; Value addition and Processing of meat related products and dairy products, Branding and Packing of Animal husbandry and Dairy products for export marketing; Sharing of experiences in export of Animal husbandry and Dairy products; Challenges in export certification of livestock products – EIC perspective; India's livestock trade-Opportunities and Challenges under WTO regime; Programmes, Policies and Schemes of Government for exports in livestock products; Sharing of experience by entrepreneurs exporting Animal husbandry and Dairy products; Participants presentations, Field/institutional visits.

3. Natural Farming for Sustainable Agriculture

Natural farming: What is Natural farming. pros and cons of natural farming; Need for natural farming in the present context; Organic vs. Natural farming; Regenerative Agriculture, LEISA; Eco farming; Permaculture; Benefits of

natural farming & Nutritive cycle theory in natural farming; Principles and methods of natural farming; Practices adopted in natural farming and their salient features; Global, National and Local stakeholders initiatives in natural agriculture; Economics of natural farming; Successful cases and experiences in natural farming; Participants presentations; Field/institutional visits.

4. Integrated Farming Systems for Sustainable livelihoods in Agri. and Allied Sectors

IFS – The sustainable livelihood approach in Indian context; IFS models for different farming situations (Rainfed, ID and Irrigated conditions); Integrated Farming Systems and Livelihood analysis for small and marginal farmers; Resource characterization and Planning of IFS for achieving climate resilience; LEISA in IFS; Efficient resource cycling and Cost reduction technologies in IFS; Conservative Agriculture; Integrated Farming Systems for sustainable agriculture and Synthesis of bankable projects for Integrated farming systems; Income generation and Nutritional security through fisheries based IFS; Resource access and Management in Integrated farming systems; Income generation and Nutrition security through agriculture and horticulture based IFS; Role of farm women for sustainable livelihoods through IFS, Integrated farming systems for small and marginal farmer and Livelihood analysis; Scope and Limitation of Integrated Farming Systems – Analysis of success stories; Experience sharing of successful IFS farmers; Region specific innovative IFS models; Planning and Presentation of IFS Models by the participants for Back Home implementation; Participants presentations; Field/institutional visits.

5. Climate Smart Extension in Agri. and Allied Sectors

An overview on climate change – Effect on Agri and allied sectors production; Climate change adaptation and Climate resilient technologies in Agri and allied sectors; Assessment of the socio-economic impacts of climate change at household level and Policy implications; Impact of climate change on rural livelihoods in Agri and allied Sectors; Use of plastics in Agriculture and Horticulture – A Climate smart initiative; Role of Integrated Farming System in building resilience to climate change; Climate smart extension – Application of remote sensing and GIS in Agri & allied sectors; Climate smart ITKs, Extension strategies to address climate change; Risk management strategies in climate change scenario; Experiences of climate change adaptation strategies in NICRA





Training Core Content of On Campus programmes

project; Preparation of action plans on strategies of climate smart extension and Participants presentations; Field/institutional visits.

6. Entrepreneurship Development for Women Officers of Agri. and Allied Sectors

Entrepreneurship development in Agriculture: Scope and Challenges; Business opportunity -Guidance for enterprise development; Role of incubators in startups; SWOT analysis for identification of project ideas in Agriculture and allied sectors; Financing & Institutional support to Agri. enterprises; Intellectual property rights & Port folios for Agripreneurship; Strengthening womens entrepreneurship in Agriculture and allied sectors; Government programmes and schemes for promoting MSMEs in Agriculture; Identification, Selection & Market preparedness for business in Agriculture and allied sectors; Enterprise preparedness through personality development; Digital marketing and allied sectors : A new step in Agri business management ; Development of business plans in Agriculture and allied sectors; Voice of successful entrepreneurs – Experience sharing; Participants presentations; Field/institutional visits.

7. Technologies and Extension Strategies for Value Addition and Post Harvest Management in Agri. and Horticulture Sectors

An Overview on Value Addition and Post Harvest Technologies and Emerging Challenges in Agriculture and Horticulture sectors; Post Harvest Equipment/Machinery Developed by ICAR-CIPHET for small and micro Food Processing Enterprises; Indigenous Technologies for Post Harvest Management and Value Addition in Agriculture and Horticulture sectors; Recent advances in the Storage and Management of Food Grains and Horticulture products; Value Added Technologies in Agriculture and Horticulture Sectors; Value Addition and Branding of Agriculture commodities; IT Enabled Marketing of Agriculture and Horticulture Products; Recent advances in Value Addition, Packaging and Storage of Agriculture and Horticulture Produce; Promotion of Agri Entrepreneurship and Rural Agro Processing through Post Harvest Technologies; Registration, Packaging and Warehousing of Agri and Horti Products; Post harvest handling and Processing for export of Agri & Horti products; Grading and packing of Agri. and Horticulture Produce for better Market; Role of FPOs in Value Addition and Post harvest Management in Agri. and Horticulture Sectors – Success cases; Participants presentations; Field/institutional visits.

8. Communication and Documentation Skills for Professional Excellence

Communication and Documentation skills for extension functionaries: An overview; Interpersonal communication skills; Personality traits for effective communication; Motivation & Positive attitude for professional and personal communication; Reading, Listening and Writing skills; Oral presentation and Public speaking skills; Non-verbal Communication skills; Instructional Aids for effective communication; e-communication skills; Mastery of S.T.A.R. method for speaking on the spot; Participants presentations; Field/institutional visits.

9. Export Management for the Officers of Agriculture and Horticulture Sectors

Overview on exports in Agriculture and Horticulture; Public and Private agencies involved in exporting process: their roles, infrastructure, logistics and support mechanisms; Role of APEDA in exports; Export oriented production/cultivation and export standards in Agriculture and Horticulture products; Post harvest and Value addition technologies in export of Agriculture and Horticulture products; Practical orientation for the beginners on export trading: Export certificates, logistics, process flow etc; Interactions/interviews with exporters. Value and Supply chain management for the export of Agriculture and Horticulture products; IPRs and GIS in exports; EXIM policy and Financial assistance for exporters; Innovative models for exports in Agriculture and Horticulture sectors; ICTs in Agriculture and Horticulture sectors for export related activities; Extension strategies for promotion of exports; Practical sessions: Group discussion/brain storming sessions on Gap Analysis in exports (From seed to ship); State specific strategies to address the gaps; Participants presentations; Field/institutional visits.

10. Public Private Partnership in Agri. and Allied Sectors

Overview on PPP: Need, models, opportunities and challenges; Changing Agricultural scenario and Emerging needs for public and private partnership; Potentialities and Limitations of public and private sectors in PPP; Extension reforms in India in the context of Public Private Partnership in Agricultural extension; Contract farming models with PPP: Success cases, challenges and strategies for sustenance; Role of FPOs in building PPP; Market interventions in PPP and Measures of sustainability of Public – Private partnerships in extension; Entrepreneurial opportunities in PPP; Digital technologies assisting in PPP; Role of stakeholders in public





Training Core Content of On Campus programmes

private partnership in Agricultural extension activities; Linkage mechanisms for promotion of public private partnership in extension organizations; Approaches/ models of public private partnership in Agril. extension; Participants presentations; Field/institutional visits.

11. Organic Kitchen and Terrace gardening

Overview on organic kitchen and terrace gardens; Solutions for organic kitchen and terrace gardening for extension officers; Modalities of input requirement; Nutrient deficiencies, pest and disease problems in kitchen and terrace gardens; Organic inputs (manures and plant protection extracts) in kitchen and terrace gardening: types, preparation process; Mulching, staking, pruning and pollination in kitchen and terrace gardens; Management of non insect pests- rodents, peacocks, ants, squirrels, monkeys etc.; Innovations in terrace gardening; Problems in kitchen and terrace gardens and solutions; Experience sharing of kitchen or terrace garden practitioners; Business opportunities in urban terrace gardening; LEISA in terrace and kitchen gardening; ICT applications in promotion of terrace gardening; Extension strategies to popularise kitchen and terrace gardens; Participants presentations; Field/institutional visits.

12. Homestead Technologies for the officers of Agri. and Allied Sectors

Scaling new heights in homestead farming through multifaceted land use system; Nursery management: An Eco-friendly enterprise to promote greenery; Mushroom cultivation and value addition: A women friendly profession; tie & dye and batik technologies – enriched methods of fabric embellishment; Dry flower making – aesthetic ways of interior decoration; Value addition to millets – A way forward to healthy living; re-circulatory aqua systems – an innovative method of fish farming; Value addition to fruits and vegetables – Cottage enterprises at domestic level; Profitable homestead activities: Rabbit, Sheep, Goat, Dairy Farming; Apiculture: Profitable enterprise for home makers and unemployed; Inspiring tribal livelihoods; Backyard poultry: a low input and high return enterprise; Sericulture: a boon for homestead farming; ICTs in promotion of homestead technologies ; Participants presentations; Field/institutional visits.

13. Recent Trends and Applications in Plant Protection for Sustainability in Agri. and Horticulture Sectors

Integrated Pest Management and Approaches for major crops; Eco friendly pest management approaches - Possibilities and Considerations; Use of IoTs and AI in pest management – A way forward; Climate resilient pest management approaches for important pests in major crops; Regulatory requirements for pesticidal formulations in the light of Insecticide ACT 1968; Scope of drone technology in application of plant protection measures in major crops; Compatibility issues pertaining to pesticidal formulations used in plant protection; Safe handling and usage of pesticides in plant protection; Plant protection equipment – usage and maintenance; Invasive pests and their management approaches; New novel molecules and formulations and their effective application in major crops; Latest trends in pest management approaches with special reference to nano technology and genetically modified crops; Participants presentations, Field/institutional visits.

14. Time and Stress Management for Extension Professionals

Time management methods and techniques; Goal setting as an effective tool for time management; Effective time management strategies for agricultural development professionals in digital era; Sources of stress and coping mechanisms; Mind management techniques for effective stress management; Work life balance for stress free living. Balanced nutrition for healthy and stress free life; Interpersonal skills for time and stress management; Positive attitude for stress free living; Effective negotiation for time and stress management; Strategies for effective time and stress management; Participants presentations, Field/institutional visits.

15. Urban and Periurban Farming for Extension Professionals

Overview on urban farming: need, importance, models; Nutri sensitive urban farming; Mushroom farming under urban eco system; Poultry in urban and peri-urban areas; Opportunities for urban fisheries; Organic methods of raising terrace and kitchen gardens; sharing success story on establishing natural terrace garden by the practitioner; Urban animal husbandry challenges and opportunities; Vertical gardening,





Training Core Content of On Campus programmes

Hydroponics, Aquaponics, Aeroponics, Participants presentations, Field/institutional visits.

16. Gender Sensitization for Sustainable Development Goals

Gender sensitization and SDGs – An overview; Gender equality and Empowerment – A key to achieve SDGs; Zero poverty and hunger – A gender-based approach for food and nutritional security; WASH interventions and Gender – A milestone SDG; Promotion of inclusive employment, innovation safe dwellings and climate resilient technologies among women; Enabling optimum use of terrestrial ecosystems, forests, oceans and other natural resources; Promotion of peaceful, and healthy societies; Strengthening and revitalization of global partnerships for sustainable development; Nutrition sensitive agriculture for women; Gender mainstreaming in Agri. and allied sectors; Gender tools, frameworks and gender budgeting; Participants presentations; Field/institutional visits.

17. Managerial Skills for Organizational Excellence

Bird's eye view of skill set needed for 21st century; Communication skills and interpersonal skills; Leadership development skills; Team Building skills; Time management skills; Negotiation and Conflict management skills; Decision making and Problem solving skills; Motivational skills; Administrative & Supervising skills; Stress management; Soft skills; Digital technologies for effective extension delivery; Crisis management; Emotional intelligence; Performance appraisal; Creative thinking skills; Monitoring and Evaluation for ToT; Critical thinking skills; Experiential learning exercises; Participants presentations; Field/institutional visits.

18. Precision Farming in Agri. and Horticulture Sectors

Landscape of approaches in agriculture for a second green revolution; Precision farming-challenges and opportunities; IoT connected farming; AI in farming; ICT & farming; Precision farming with predictive analytics; Extension strategies for promotion of precision farming; Block chain based farming; Protected Agriculture; Polyculture; Vertical agriculture; Hydroponics; Government initiatives; Private players providing digital services in farming; Application of sensor based technologies in precision farming; Participants presentations; Field/institutional visits.

19. Human Resource Development for Professional Excellence

HRD - Need and Importance; Motivating employees for job

performance; Organisational change and development; Managing and human factor; Managing communications; Performance appraisal; Management Information Systems; Fundamentals of planning; Management by objectives; Managerial decision making; Organisational culture; Social and ethical responsibilities of management; Line and staff relationships; Digital technologies for effective communication; Appreciative inquiry; Emotional intelligence; Participants presentations; Field/institutional visits.

20. Digital Marketing Strategies for Agri. and Allied Products

Marketing in new millennium-issues and challenges; Marketing management in e-enabled economy; Market planning; Competitor analysis for strategy formulation; Marketing information systems; Segmenting and targeting; Power of internet and brand management; Integrated marketing communication; Direct marketing-status and prospects; Value added marketing strategy; Government initiatives; Success stories of KVKs and private partners; Green marketing; Participants presentations; Field/institutional visits.

21. Time and Stress Management for Women Extension Officers

Time management methods and techniques; Goal setting as an effective tool for time management; Effective time management strategies for agricultural development professionals in digital era; Sources of stress and coping mechanisms; Mind management techniques for effective stress management; Work life balance for stress free living. Balanced nutrition for healthy and stress free life; Interpersonal skills for time and stress management; Positive attitude for stress free living; Effective negotiation for time and stress management; Strategies for effective time and stress management: Participants presentations; Field/institutional visits.

22. Innovative Training Methods for Master Trainers and Facilitators

Innovative training methods: An overview; Ice breaking techniques; Extension talk, Interactive lecture; Skill teaching; Group discussion, Experiential learning through management games; Case method, role play and other simulated methods; e – Training-MOOCs; Syndicate method; Management games, Team training, T – groups; Virtual training; Participants presentations; Field/institutional visits.





Training Core Content of On Campus programmes

23. Planning, Monitoring and Evaluation for Impact Assessment

Review and analysis of development programs/ projects in the department of agriculture and allied sectors; Methodologies followed in planning; Planning, monitoring and evaluation of development programs and projects– an overview; Monitoring and Evaluation identification and selection of indicators; PRA – data collection for problem identification; Monitoring and Evaluation - data collection tools and methods; Logical frame work analysis /approach; Bennett hierarchy of evaluation with case studies; Problem based iterative adaptation steps in planning, monitoring and evaluation; Process documentation: Data processing, analysis and report writing; Project Evaluation and Review Technique (PERT) and Critical Path Method (CPM); Tools for online monitoring and evaluation; Role of GIS in PME; Result based management; Participants presentations; Field/institutional visits.

24. Disaster Management and Mitigation strategies in Agri. and Allied Sectors

Disaster Management-building a sustainable future; Post disaster rehabilitation issues and concerns; Disaster preparedness, Management and mitigation strategies in agriculture, Animal husbandry, Fisheries and Horticulture; Disaster management in natural resource management; Cyclone, Floods and Tsunami management; Community based disaster management; Land slide management; Drought management techniques; Role of INCOIS in disaster management; Role of IMD in disaster management; Role of insurance and financial institutions in protection of agriculture and livelihoods; Livelihood enhancement after the disasters – Role of NGOs; Resilient agricultural practices to cope up climate change effects; Digital technologies for effective disaster management & mitigation; Decision oriented information systems in farming; Participants presentations; Field/institutional visits.

25. Market Led Extension for the Officers of Agri. and Horticulture Sectors

Importance of market led extension in agriculture and horticulture; Forward and backward market linkages in agriculture and horticulture supply chain; Changing role of supply chain and management in agriculture and horticulture; FPOs – scope and opportunity for market led extension; Value addition branding, registration, packing and warehousing of

agriculture and horticulture products for market led extension; Market intelligence and market networking in promotion of marketing of agriculture and horticulture produce; Grading and standardization in promotion of marketing in agriculture and horticulture sector; Existing developmental programmes and schemes of state and central governments for marketing in agriculture and horticulture sector; e- Marketing in agriculture and horticulture sector-initiatives by government and private organizations; Contract farming – PPP in agriculture and horticulture sectors; Interactions with successful FPO members; Presentations on marketing/ market systems of agriculture and horticulture produce and strategies for MLE in agriculture and horticulture sectors; Role of APEDA in marketing and export of agriculture and horticulture products; IT enabled marketing for effective market led extension (Ag market, future market, online market, e-procurement and its challenges); Certification of organic products in agriculture and horticulture sectors; Participants presentations; Field/institutional visits.

26. Soft Skills for Personal and Professional Excellence

Soft skills and personality development for professional excellence; Creative thinking skills; Leadership skills; Problem solving and decision making skills; Time management skills; Team building skills; Communication and interpersonal skills; Positive attitude; Emotional intelligence; Conflict management and negotiation skills; Participants presentations; Field/institutional visits.

27. Regional Workshop for Training Need Assessment of Client States and Union Territories

The training needs of clientele departments of southern states including Odisha and UTs will be assessed for preparing Annual Training Calendar of the EEI, Hyderabad.

28. Digital Solutions for Effective Transfer of Technology in Agri. & Allied Sectors

Digital solutions for development departments: an overview; Innovations and strategies for promotion of digital solutions in agriculture and allied sectors; Digital tools for wider outreach - information kiosks, mobile apps, rural tele-centres, farmer call centres, web portals, web based discussion forums; Tele and video conferencing; Community radio; TV programmes; Online farm magazines; Farm advisory/publications/ e-newspapers; Decision support and expert systems; Innovative





Training Core Content of On Campus programmes

digital initiatives in agriculture and allied sectors; Digital initiatives in supply and value chain management in agriculture and allied sectors; Web portals in agriculture and allied sectors; Block chain technology management in agriculture and allied sectors – an advance IOT initiatives; Remote sensing – GIS and GPS; Hands on experience for mobile apps/social media platforms; Participants presentations; Field/institutional visits.

29. Experiential Learning Methods and Management Games

Potentials of experiential learning in human resource development; Facilitation skills for training through experiential learning; Argyris concept of double loop learning - an experience based intervention for trainees; Management games for communication; Management games for leadership; Management games for team building; Management games for decision making and problem solving; Management games for creativity; Management games for time management and goal setting; Management games for emotional intelligence; Management games for conflict and negotiation; Participants presentations; Field/institutional visits.

30. Waste Management in Agri. and Allied Sectors

Waste management in agriculture and allied sectors – an overview; Role of crop residues in organic crop production; Livestock waste management; Current best practices followed by GHMC in solid waste management; Composting from agri. waste – models and case studies; Production of bio formulations using agriculture waste, bio- energy from agriculture waste and soil conditioner from water hyacinth; Waste management in sericulture; IFS – resource recycling; Gender role in waste management; Participants presentations; Field/institutional visits.

31. Promotion of Startups and Entrepreneurship in Agri. and Allied Sectors

An overview of entrepreneurship, Agripreneurship and congenial business ecosystems; Scope of agri. tech startup in India; Types of agri enterprises, Agri. startups, EDPs, Agri incubators and its management; Psychometric and behavioral assessment of the startups; Business opportunities in the agriculture sector; Business opportunities in the horticulture sector; Business opportunities in the AH sector; Business opportunities in the poultry sector; Organic farming – opportunities and

challenges – Certifications in organic farming; Entrepreneurial opportunities in fisheries sector; Business opportunities in the sericulture sector; Government programmes/initiatives schemes of promoting MSMEs in agriculture sector; Business plan preparation for the beginners of startups; Micro financing and institutional support to rural enterprises; Agripreneurship with IT interventions; Experience sharing by Agri. Startups; Participants presentations; Field/institutional visits.

32. Profitable Farming through Mechanization

Mechanization for profitable agriculture: an overview; Recent advances of mechanization in horticulture; Women friendly technologies, Recent advances of mechanization in field crops: rice, pulses, oilseeds and sugarcane; Mechanization package for dry land agriculture; Renewable sources of energy technologies; Micro irrigation systems; Rainwater harvesting, Farm pond and protected cultivation structures; Technology transfer, commercialization and success stories of custom hiring of agricultural machinery; Equipment/ technologies for post harvest and value addition of small farms; Draft animal based technologies for small farm mechanization; Developmental programmes and schemes for promotion of farm mechanization; Processing opportunities for agro processing centers; Solar farming; Farm machinery for precision agriculture; Equipment for fish processing and value addition; Machinery for fodder cultivation and their management and hydroponic green fodder production-the future of farming; Solar initiatives in farm mechanization; Participants presentations; Field/institutional visits.

33. Agro tourism - A way forward for Profitability

Agri-tourism- challenges, opportunities, prospects; Ongoing agri-tourism initiatives & existing schemes to promote agri tourism in the country; Existing business models in agri tourism; Role of extension and advisory services in sustenance of agri-tourism; Successful running models of agri – tourism; Case Study: agri tourism center-Baramati; Strategy for the promotion of agri-tourism; Needs of the agri-tourism entrepreneur; Policy concerns on the development of agri-tourism and agri-tourism advisory services; Agri-tourism products and services; Planning for Agri-tourism; Starting an agri-tourism operation; Development of bankable project proposal; Participants presentations; Field/institutional visits.





Training Core Content of On Campus programmes

34. Supply and Value Chain Management in Agriculture and Horticulture Sectors

Sustainable value chain and supply chain management: An overview; Value chain focused Agro/ Horti enterprise development; Organic value chains; Effective supply chain management and distribution practices; Assistance by Central, State governments, Public and Private sector institutions; Innovative value and supply chain models in Agriculture and horticulture; FPOs in value and supply chains; Digital tools and platforms aiding in value and supply chains; Success stories: Interaction with successful entrepreneurs; Export oriented value and supply chains for high value Agriculture and Horticultural products; Cross learnings through brain storming/ group discussion on successful value chain and Supply chain models in different states; Participants presentations; Field/institutional visits.

35. Promoting Nutri sensitive Agriculture among Field Level Women Extension Officers

Nutrition sensitive agriculture- a realization of sustainable development goal; Nutri sensitive agriculture: Key challenges & approaches; Nutrition education & behavior change communication; Nutri sensitive value chains; Role of bio-fortified foods in promotion of nutrition sensitive agriculture for nutrition; Secure communities: Sharing experiences; Innovative practices to promote nutrition sensitive agriculture; Nutrition sensitive agriculture through nutri-smart villages; Promoting nutritional literacy among farm women to tackle malnutrition; Terrace gardens/Kitchen gardens – a way towards household nutritional security; Role of millets in nutrition sensitive agriculture, strategies & approaches of FAO in promotion of nutrition sensitive agriculture; Food safety & WASH interventions; Designing effective nutrition sensitive agriculture activities; Efforts of KVKs in improving nutritional literacy at grass root level: Participants presentations; Field/institutional visits.





Training Core Content of Online Training Programmes

1. Natural Farming for Sustainable Agriculture

Natural farming: What is natural farming. Pros and cons of natural farming; Need for natural farming in the present context; Organic vs. Natural farming; Regenerative agril; LEISA; Eco farming; Perma culture; Benefits of natural farming and nutritive cycle theory in natural farming; Principles of natural farming and methods; Practices adopted in natural farming and their salient features; Global, National and Local stakeholders initiatives in natural farming; Economics of natural farming; Successful cases and experiences in natural farming;

2. Digital Solutions for Effective Marketing of Agri and Allied Products

Marketing in new millennium-issues and challenges; Marketing management in e-enabled economy; Marketing planning; Competitor analysis for strategy formulation; Marketing information systems; Segmenting and targeting; Power of internet and brand management; Integrated marketing communication; Direct marketing-status and prospects; Value added marketing strategy; Government initiatives; success stories of KVKs and private partners;

Green marketing at the end of all online training.

3. Time and Stress Management for Extension Professionals

Goal Setting as an effective tool for time management; Time management methods and techniques; effective time management strategies for agricultural development professionals in digital era; Sources of stress and coping mechanisms; Mind management techniques for effective stress management; Work life balance for stress free living; Balanced nutrition for healthy and stress free life; Interpersonal skills for time and stress management; Positive attitude for stress free living; Effective negotiation for time and stress management; Strategies for effective time and stress management;

4. Promotion of Technologies and Extension Strategies for Value Addition and Post Harvest Management for the Officers of Fisheries Sector

Fish processing industry in India: Initiatives and promotions; Introduction to different types of fish products in Indian markets; Emerging challenges in fisheries sector; Technology and production practices for high productivity in fish farming; Equipment and machinery for fish processing & value addition; Post harvest technology and value addition in marine and fresh water products; Branding, Packaging and Storage of marine and fresh water products; Promotion of entrepreneurship and rural processing of marine and fresh water products; Supply chain management of marine and fresh water products; Food safety, standards & traceability for profitable business; Institutional support and programme assistance through GoI schemes; Export potential of marine and fresh water products in India; Product promotion activities

- On farm fish sales, Fish food melas, Street food centers, Frozen foods etc; Interaction with successful entrepreneurs; Role of FPOs in value addition, post harvest management and marketing of marine and fresh water products; Extension strategies to promote mariculture and fresh water culture in India.

5. Effective Transfer of Technology through Mobiles for Extension Officers of Agri. and Allied Sectors

Mobile technology – importance - present and future trends in ToT; Revolution in mobile technology – empowering IoT in agri and allied sectors; Eco system of Mobile – Agriculture applications and their use; Mobile applications in animal husbandry, Dairy and fisheries sectors and their use; Mobile applications in sericulture sector and their use; Mobile applications in horticulture sector and their use; Global convergence of technologies and information through mobile apps; Mobile technology - knowledge and skill gaps; Innovations and Networking in extension through mobile applications; Technological outcomes through mobile applications in agri and allied sectors; Short film production – Editing and sharing through mobiles; Mobile photography – Editing and message dissemination; Production and dissemination of text, pictures, audio and video messages through mobiles at the of all online Training

6. Testing and Certification procedures for Organic Agriculture and Allied commodities

Organic farming - need and scope for sustainable agriculture; Organic farming practices in agriculture, horticulture, sericulture livestock and fisheries sectors; Export potential for organic products and role of APEDA in promotion of organic farming; Comparative perspectives of organic and conventional agriculture; Organic production – processing; handling, storage and transport; Organic certification process and inspection procedures Participatory guarantee system for organic certification; Certification standards and certification agencies at national and international levels; Regulatory mechanism for organic Agriculture in India; Challenges and strategies for marketing of organic products; Entrepreneurial experiences of successful organic farmers in agri, horti. livestock and dairy sectors; Role of FPOs in promotion of organic products; Successful cases in traceability and Block Chain Technology; Role of extension professionals for promotion of organic farming; Government assistance Programmes in promotion of organic products; Digital technologies for effective ToT.

7. Promotion of FPOs in Apiculture for the officers of Agriculture Sector

Formation, Strengthening and Management of honey FPOs; Development of Business Plans for honey FPOs; Challenges and Strategies for sustainability of honey FPOs; Promotion of honey entrepreneurship; Digitalization and ICT applications in honey FPOs; Role of financial institutions in promotion of honey FPOs; Legal Frame Works and





Training Core Content of Online Training Programmes

Statutories of honey FPOs; Innovative models in honey FPOs; Role of GoI initiatives in promotion of honey FPOs; Case studies/Success stories of honey FPOs; Presentations by the participants on state specific strategies for making honey FPOs sustainable.

8. Dairy Management and Extension

Dairy production and Management; Dairy farm recording; Forage production management; Feed and Nutrition management; Fertility management; Hygienic milk production; Housing and Manure management; Precision dairy farming : Opportunities and Challenges; Promotion of export in dairy sector; Role of ICTs in dairy sector; Dairy tourism; Ethno veterinary practices for dairy management; Extension strategies for effective dissemination of advanced technologies; Cases Studies/Success Stories on effective dairy management; Participants presentations and reflections.

9. Planning, Monitoring and Evaluation of Agricultural Programmes and Projects

Planning, Monitoring and Evaluation of Agricultural programmes and projects – An overview; PRA methodology for problem identification; Data collection tools and methods in monitoring and evaluation; Online tools for monitoring and evaluation; Evaluation frame works and designs – Logical frame work analysis; Bennett Hierarchy of evaluation with case studies; Problem based iterative adaptation; fish bone technique; Result based management; Monitoring and Evaluation: Selection of indicators; Project Evaluation and Review Technique (PERT) and Critical Path Method (CPM); Data processing analysis and Report writing.

10. Behavioral Skills for Extension Professionals

Positive attitude for a good personality; Emotional intelligence and Interpersonal skills; Morals, Ethics and Values for extension professionals; Time management skills for extension professionals; Effective communication skills; Conflict management styles and techniques; Team building skills; Stress management; Leadership skills; Problem solving and decision making skills.

11. Promotion of Nutrition Management in Livestock and Dairy Sectors

Need and challenges in nutrition management in Live stock and Dairy sectors; Recent technologies in Animal nutrition; Scientific feeding management for profitable dairy farming; Feeding strategies to address low fat and SNF problem; Importance of minerals in livestock management; Bypass protein and fat supplementation in dairy cows; Season based feeding practices to maintain productivity in dairy animals; Nutritional deficiency conditions in Dairy animals; Unconventional feed resources and Low-cost feed formulation; Dairy Nutrition technologies to improve production and farmers income; Promoting high yielding varieties of fodder to meet nutritional scarcity; Precision dairy

farming; Ethno dairy practices; ICT applications in Dairy nutrition management.

12. Farm Journalism for Effective Transfer of Technology

Importance and need of Farm Journalism for Effective ToT; Communication Process – Relevance and Application in mass media; Reporting Success stories and Case Studies; Powering farm journalism through visuals; Using Social media platforms and ICT tools in farm journalism; Story board writing and making of short films using mobiles; Hands on training on use of Mobile apps for production and transfer of messages; Magic/Puppet Shows in convincing rural folks for better adoption of scientific recommendations; Photo journalism; Hands on training on developing short films using mobiles; Traditional folk media in farm journalism; Values and Ethics in farm journalism; Experiential training on mobile journalism; Writing Radio scripts for delivering Radio talks; Designing and Production of Digital content in farm journalism; Writing News and Success stories; Story board writing for effective videos; Developing a short film on News/Success Story.

13. Promotion of Farmer Producer Organizations for the Officers of Animal Husbandry and Dairy Development Departments

Farmer Producer Organizations for profitability – An overview; Formation, Strengthening and Management of FPOs; Development of business plans for FPOs; Supply chain development for FPOs in AH and DD sectors; Challenges and Strategies for sustainability of FPOs in AH and DD sectors; Promotion of entrepreneurship in FPOs of AH and DD sectors; Digitalization and ICT applications among FPOs in AH and DD sectors; Scope and Challenges for market led extension in AH and DD sector FPOs; Role of financial institutions for promotion of FPOs in AH and DD sectors; Leadership management in FPOs in AH and DD sectors; Extension strategies for promotion of FPOs in AH and DD sectors; Export potentials for FPOs in AH and DD sectors; Interaction with successful FPO members.

14. Values and Work Ethics for Organizational Excellence

Scope and Challenges in practicing ethics and values in personal and professional lives; Ethical prioritization and Value-driven management; Conflict management and Negotiation skills; Professionalism and work ethics for successful organisational development; Best ethical practices for professionals; Ways and means to imbibe work ethics among employees; Work ethics and change management; Positive attitude in relation to values and work ethics; Emotional intelligence for professional excellence; Ethical time management and value driven goal setting skills; Values and Ethics for disseminating quality advisories to clientele; Digital technologies for effective ToT.





Training Core Content of Off Campus programmes

1. Role of Agro Chemicals in Crop Production

Role of agro chemicals in crop production for sustainable farming; Balanced use of agro chemicals for sustainable agriculture; Impact of agro chemicals on eco system and ameliorating strategies; Use of plant growth hormones in agriculture; Recent formulations and dosages (crop wise and crop stage wise) of insecticides, fungicides, herbicides, bio pesticides, fumigants, bio stimulants, Nematicides and Rodenticides; Carbon foot print; Fertilizer Act; Pesticide Act; Case studies; Pesticide management Bill-2020; Participants presentations; Field/institutional visits.

2. Supply and Value Chain Management in Livestock Sector

Sustainable Value and Supply chain management – An overview; Role of farmer groups and federations in value and supply chain; Supply and Value chain models in Livestock sector; Innovative models in Livestock products marketing; Contract, Corporate and Cooperative Livestock farming models; Quality control aspects in value and supply chain management; Ethno veterinary practices in livestock farming; Role of ICTs in livestock sector; Case studies/Success stories; Participants presentations; Field/institutional visits.

3. Capacity Building of Extension Functionaries to meet Emerging Challenges in Fisheries Sector

New Farming Technologies, Alternate Species culture; Innovative Technologies (Bio-Floc and Recirculatory Aquaculture Systems, etc); Training on Lab Techniques; Disease surveillance & Management; Disaster management and mitigation strategies; Regulatory mechanisms in the fisheries sector; Anti Microbial Resistance issues; Promotion of domestic marketing; Value addition; Training on Post Harvest and Value addition; Training on Innovative marketing practices; Participants presentations; Field/institutional visits.

4. Post Harvest Management, Value Addition, Packing and Product Promotion in Agriculture

Post harvest management, value addition, packing and product promotion in Agriculture- overview; Emerging challenges in value addition and post harvest technologies of Agril. produce; Processing and value addition in Agricultural crops; Post harvest practices in Agricultural produce; Promotion of Agri processing centres by farmers; Storage, Handling and Grading of Agricultural produce; Extension strategies for promotion of post harvest technologies in Agricultural crops; Value addition and Preservation of

Agricultural produce; Participants presentations; Field/institutional visits.

5. Managerial Skills for Effective Transfer of Technology

Bird's eye view of skill set needed for 21st century; Communication skills and interpersonal skills; Leadership development skills; Team building skills; Time management skills; Negotiation and Conflict management skills; Decision making and Problem solving skills; Motivational skills; Administrative & Supervising skills; Understanding and Managing stress; Soft skills; Digital technologies for effective extension delivery; Crisis management; Emotional intelligence; Performance appraisal; Creative thinking skills; Monitoring and Evaluation for ToT; Critical thinking skills; Lateral thinking skills; Experiential learning exercises; Participants presentations; Field/institutional visits.

6. Managerial Skills for Extension Professionals

Bird's eye view of skill set needed for 21st century; Communication skills and Interpersonal skills; Leadership development skills; Team building skills; Time management skills; Negotiation and Conflict management skills; Decision making and Problem solving skills; Motivational skills; Administrative & Supervising skills; Stress management; Soft skills; Digital technologies for effective extension delivery; Crisis management; Emotional intelligence; Performance appraisal; Creative thinking skills; Monitoring and Evaluation for ToT; Critical thinking skills; Lateral thinking skills; Experiential learning exercises; Participants presentations; Field/institutional visits.

7. Farm Journalism for Effective Transfer of Technology

Importance and need of Farm Journalism for effective ToT; Communication Process – Relevance and Application in mass media; Reporting Success stories and Case studies; Powering farm journalism through visuals; Using Social media platforms and ICT tools in farm journalism; Story board writing and Making of short films using mobiles; Hands on training on use of Mobile apps for production and transfer of messages; Magic/Puppet shows in convincing rural folks for better adoption of scientific recommendations; Photo journalism; Hands on training on developing short films using mobiles; Traditional folk media in farm journalism; Values and Ethics in farm journalism; Experiential training on mobile journalism; Writing radio scripts for delivering radio talks; Designing and Production of digital content in farm journalism; Writing news and Success stories; Story board





Training Core Content of Off Campus programmes

writing for effective videos; Developing a short film on News/Success Story; Participants presentations; Field/institutional visits.

8. Digital solutions for Effective Transfer of Technology

Digital solutions: An overview; Innovations and Strategies for promotion of digital solutions in Agriculture and allied Sectors; Digital tools for wider outreach - Information kiosks, Mobile apps, Rural tele-centres, Farmer call centres, Web portals, Web based discussion forums; Tele and Video conferencing; Community Radio; TV programmes; Online farm magazines; Farm advisory/Publications/ e-newspapers; Decision support and expert systems; Innovative Digital initiatives in Agriculture and allied sectors; Digital Initiatives in Supply and Value chain management in Agriculture and allied sectors; Web portals in Agriculture and allied sectors; Block chain technology management in Agriculture and allied Sectors – An Advanced IoT initiatives; Role of Govt. and Private mobile apps; Application of Remote Sensing, GIS and GPS in effective transfer of technology; Hands on experience for mobile apps & social media platforms; Participants presentations; Field/institutional visits.

9. Social Media for Effective Transfer of Technology

An overview on social media use in Agricultural extension service delivery; Importance of social media; Role of social media in Agriculture; Attributes of social media; Different categories of social media; Popular social media tools; Social media in extension: Cases from India and around the globe; Different examples of social media and its application in Agricultural sector; Benefits and challenges in the use of social media for Agricultural extension service delivery under Indian Context; Opportunities of social media in extension; How to integrate social media in extension; Mechanism for up scaling and Social media analytics; Usage techniques of various social media for effective transfer of technology; Mechanism to avoid conflicting messages through different social media plat forms; Participants presentations; Field/institutional visits.

10. Project Preparation, Monitoring and Evaluation

Methodologies followed in Planning, Monitoring and Evaluation of development programs and projects – An overview; Review and Analysis of development programs/projects in the Department of Agriculture and allied sectors; Monitoring and Evaluation: Identification and Selection of indicators; Monitoring and Evaluation: Data collection tools and methods; Participatory Rural Appraisal; Bennett's Hierarchy method; Logical frame work analysis; Result based

management; Problem based iterative adaptation; Appreciative Leadership; Process Documentation; Data processing, Analysis and Report Writing; Project Evaluation and Review Technique (PERT) and Critical Path Method (CPM); Participants presentations; Field/institutional visits.

11. Promotion of Startups and Entrepreneurship in Animal Husbandry Sector

An overview of Entrepreneurship, Startups and Congenial business ecosystems; Types of enterprises, start ups, EDPs, incubators; Project identification, Selection of product, Market survey, Market potential, Business plan preparation; Financial management in enterprises; Institutional support to Entrepreneurship development in Animal Husbandry sector; Govt. programmes /initiatives for promoting MSMEs in Animal Husbandry sector; Success stories/ cases of startups in Animal Husbandry sector; Presentation of Business plans & strategies for promotion of Entrepreneurship by participants; Field/institutional visits.

12. Organic Dairy Farm Management

Organic livestock production: An overview; How to set up an organic dairy unit; Organic dairy farm management; Organic dairy production requirements; Pasture importance in organic dairy farming; Animal housing and welfare under organic management; Feeding of dairy animals under organic management; Record keeping in organic dairying; Water management in organic dairy management; Animal health care in organic dairying; Organic milk production certification; Production cost for organic dairy farming; Market dynamics for organic dairy farm products; Interaction with successful organic dairy farmer; Ethno veterinary practices in ruminants and Poultry; Formation, Strengthening and Management of FPOs in Dairy sector; Export opportunities in Dairy sector; Pro-Farmer marketing strategies in dairy sector; Production, Labeling, Branding and Marketing of organic milk products; Packing, Value Addition and Processing in Dairy Sector; Organic standards & Certification procedures for dairy animals; How to market organic milk and milk products; Organic dairying : Experience of Milk cooperatives; Extension strategies and approaches for Profitable dairy; ICT enabled marketing in Dairy sector; Participants presentations; Field/institutional visits.

13. Human Resource Development for Professional Excellence

HRD-Need and importance; Motivating employees for higher job performance; organisational change and





Training Core Content of Off Campus programmes

development; Managing and Human factor; Managing communications; Performance appraisal; Management Information Systems; Fundamentals of planning; Management by objectives; Managerial decision making; Organisational culture; Social and Ethical responsibilities of management; Line and staff relationships; Digital technologies for effective communication; Emotional intelligence; Participants presentations; Field/institutional visits.

14. Capacity Building of Extension Functionaries to meet Emerging Challenges in Agriculture

Organic/ Natural Farming; Climate resilient technologies; Plant growth regulators – Importance, Role and Application; FPOs – Marketing of products; Agro Forestry; Storage pest management; Commercial fodder, Silage production and marketing; Terrace gardening; Acts – Seed, Insecticides/ Fertilizers; Improved Crop production techniques for pulses; Improved Crop production techniques for cotton; Management of wild boars; Quality Seed production; Botanical and Bio Control in Crop protection; Fertilizer management; Crop diversification; Fallow land management; Participants presentations; Field/institutional visits.

15. Natural Farming for Sustainable Agriculture

Natural Farming: What is natural farming. Pros and cons of Natural farming; Need for Natural farming in the present context; Organic vs. Natural farming; Regenerative Agril; LEISA; Eco farming; Perma culture; Benefits of Natural farming and Nutritive cycle theory in natural farming; Principles of Natural farming and methods; Practices adopted in natural farming and their salient features; Global, National and Local stakeholder initiatives in natural farming; Economics of natural farming; Successful cases and experiences in natural farming. Participants presentations; Field/institutional visits.

16. Precision Farming in Horticulture

Landscape of approaches in Horticulture for a second green revolution; Precision farming-challenges and opportunities; IoT connected farming; AI in farming; ICT enabled farming; Precision farming with predictive analytics; Extension strategies for promotion of precision farming; Block chain based farming; Protected agriculture; polyculture; Vertical horticulture; Hydroponics; Governmental initiatives; Private players providing digital services in farming; Application of sensor based technologies in precision farming; Participants presentations; Field/institutional visits.

17. Inputs-Regulatory Approaches & Quality Requirements

An Overview of regulatory issues for Agricultural inputs; Agrochemical regulation, Quality control and management; The Insecticides ACT, 1968; The Fertilizer (CONTROL) order 1985; The Seeds Act, 1966, GoI.; The Seeds (Control) order, 1983 GoI.; The Protection of plant varieties and farmers rights Act of India; The Plant Quarantine order in India; Agrochemical dynamics and Environmental implications; Insecticides analysis; Specifications of bio fertilizers; Specifications of organic fertilizers; Specifications of non-edible, de-oiled cake fertilizer; Safety and health in the use of agrochemicals; Guidelines for drawing of samples of insecticides; Methods of sampling and testing for fertilizers; Sampling procedures for seed inspection; Participants presentations; Field/institutional visits.

18. Natural Farming for Sustainable Agriculture

Natural Farming: What is natural farming. Pros and cons of natural farming; Need for natural farming in the present context; Organic vs. Natural farming; Regenerative Agril; LEISA; Eco farming; Perma culture; Benefits of Natural farming and Nutritive cycle theory in natural farming; Principles of natural farming and methods; Practices adopted in natural farming and their salient features; Global, National and Local stakeholder initiatives in natural farming; Economics of natural farming; Successful cases and experiences in Natural farming. Participants presentations; Field/institutional visits.

19. Sustainable Livelihoods for Small and Marginal Farmers in Fisheries Sector

Sustainable fishery based livelihoods for small and marginal farmers: An overview; Income generation and Nutritional security through fisheries sector; GoI programmes and schemes for sustainable fish production; Challenges and Strategies in creating sustainable livelihoods in fisheries sector; Cost reduction fishery technologies of small and marginal fish farmers; Bankable projects for sustainable livelihoods of small and marginal fish farmers; Organic interventions in fisheries value chain; Post harvest management and value addition for sustainable livelihoods; Role of FPOs in creating sustainable livelihoods for small and marginal farmers in fisheries sector; Cases studies/Success stories; Practical experiences of successful fish farmer; Preparation and Presentation of sustainable livelihood models for small and marginal fish farmers; Participants presentations; Field/institutional visits.





Training Core Content of Off Campus programmes

20. Waste Management in Agri. & Allied Sectors

Waste management in Agriculture and allied Sectors – An overview; Role of crop residues in organic crop production; Livestock waste management; Current best Practices followed in solid waste management; Composting from Agri. waste – models and Case studies; Production of bio formulations using Agriculture waste; Bio- energy from Agriculture waste and Soil conditioner from water hyacinth; Water management in sericulture; IFS – Resource recycling; Value addition of lantana and water hyacinth; Gender role in waste management; Presentations by the participants on waste management practices; Field/institutional visits.

21. Coconut based entrepreneurship

Coconut industry issues and challenges – Overview; Coconut seed production as an enterprise; Coconut nursery development; Varietal collection and Maintenance; Technologies for coconut based entrepreneurship; Innovative technologies in coconut processing sector; Value added commercialized coconut products for coconut based entrepreneurship; (Coconut milk, Tender coconut water in tetra pack, Activated charcoal production, Dried coconut powder, Shell products (curious items), Coir pith cleaning, Tannin removal, Coir pith compressed Brick manufacture for export, Enhancing the life of thatched coconut leaf utilizing cashew shell liquid spray); Machinery for coconut based entrepreneurship;

Institutional support and GoI schemes, Coconut development board and Agri. business incubators in coconut based entrepreneurship; Preparation of coconut based projects; Export management in coconut based entrepreneurship; Sharing of Success cases in coconut based entrepreneurship; Participants presentations; Field / institutional visits.

22. Sustainable Livelihoods for Small and Marginal Farmers in Fisheries Sector

Sustainable fishery based livelihoods for small and marginal farmers: An overview; Income generation and Nutritional security through fisheries sector; GoI programmes and Schemes for sustainable fish production; Challenges and Strategies in creating sustainable livelihoods in fisheries sector; Cost reduction fishery technologies of small and marginal fish farmers; Bankable projects for sustainable livelihoods of small and marginal fish farmers; Organic interventions in fisheries value chain; Post harvest management and value addition for sustainable livelihoods; Role of FPOs in creating sustainable livelihoods for small and marginal farmers in fisheries sector; Cases studies/Success stories; Practical experiences of successful fish farmer; Preparation and Presentation of sustainable livelihood models for small and marginal fish farmers; Participants presentations; Field/institutional visits.





Faculty Profile



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Dr. M. Jagan Mohan Reddy has 23 years of experience in the areas of teaching, extension, communication and administration in the university. He started his career as Assistant Extension Specialist in Agriculture Research Station, Tandur in 1998, from there he continued his journey as a good teacher and administrator till date.

He worked as a teacher at College of Agriculture for 10 years, Extension specialist and Programme Coordinator at KVK, Palem, Mahabubnagar dist and DAAT Centre, Ranga Reddy dist for 6 years, 1 year at Agril. Information & Communication Centre, R'nagar, Hyderabad.

He published nearly 105 research papers; Guided 12 students : M.Sc (Ag)-10-major; 5 minor and Ph.D-02 scholars were completed as major; 2 are under guidance as major, and organized 3 webinars.

He handled 9 projects namely

1. Seed production and storage technology in soybean crop (2014-15)
2. Resilient Agril. House Holds through adaptation of climate change in Mahabubnagar dist., Telangana (RAH-ACT) (2016-2019)
3. Raising of small nursery for production and supply of quality planting material of medicinal and aromatic plants
4. Anna Purna Krishi Prasara Seva (AKPS) project (2014-2019)
5. Creation of Seedhub Project one Indigenous Production of Pulses in India under NFSM sponsored by GoI, New Delhi. ((2016-2019)
6. Cluster Frontline Demonstrations on Kharif Pulses- (2016-2019)
7. Cluster Frontline Demonstrations on Rabi Pulses-(2016-2019)
8. Cluster Frontline Demonstrations on Rabi Oilseeds-(2016-2019)
9. PKVY-(Paramparagath Krishi Vikas Yojana)-Promotion of organic farming: (2019)

He authored text books as follows

1. Information technology- an effective tool in agricultural communication (2012)- M. Jagan Mohan Reddy and V. Ananda Rao
2. Methodology for Social Sciences Research in Agriculture (2013)- K.Nirmal Ravi and M. Jagan Mohan Reddy
3. Climate Variability in Castor crop- a farmers perspective (2016)- P.Archana and M.Jagan Mohan Reddy
4. A study on Empowerment of Women Entrepreneurs (2016)- M.Swetha and M.Jagan Mohan Reddy
5. Manual on Vyvasaya Vistarana mariyu Grameenabhivridhi Prayog Deepika published by PJTSAU, Hyderabad- Dr.M.Jagan Mohan Reddy, Dr.M.Srinivasulu
6. Manual on DAESI Programme

He received 3 awards

1. District Best performing Employee appreciation award of Mahabubnagar dist by the District Collector during the year 2016
2. District Best performing Employee appreciation award of Nagarkurnool dist. by the District Collector during the year 2017
3. State level Rytunestam award by Muppavarapu foundation and Rytunestam foundation by Hon'bles-Vice president Sri M. Venkaiah Naidu and Governor Dr.Tamilsai Soudarajan during the year 2019

His areas of specialization are extension communication and strategic management, ICT and impact studies.





Faculty Profile



Dr. I. Sreenivasa Rao,
Sr. Professor & University Head
(Agricultural Extension)
Cell : 09618231626
e-mail: illuris@gmail.com

Dr. I. Sreenivasa Rao has put up 29 years of experience in the areas of teaching, training, research and extension. He has started his career as Assistant Extension Specialist in 1993 at Fruit Research Station, Sangareddy where he was involved in conducting several extension activities for technology assessment and refinement besides handled RAWEP for Horticulture students.

Later in 1996 shifted to AICC & ANGRAU press and involved in production of farm literature besides being Research Editor for the Journal of Research, ANGRAU. In 1999 promoted as Associate Professor and joined as Training Organizer and Head, KVK, Rastakuntubai where conducted several on and off campus vocational training programmes to the tribal farmers of Vizianagaram and helped them to adopt modern farm technologies through frontline demonstrations. One of the significant achievements in KVK was the documentation of valuable Indigenous Technical Knowledge of Tribal farmers and facilitated them in receiving national recognition and cash prizes for exploring the best ITKs. In 2004 was transferred and posted as Deputy Director of Extension in Directorate of Extension, ANGRAU, where he was involved in overall management of all the KVKs of university and different projects of state and central governments. In 2008 was promoted as Professor and posted as Professor and Head of the Department of Agricultural Extension, College of Agriculture, Rajendranagar, Hyderabad, where he taught undergraduate, post graduate and Ph.D. students and guided 30 doctoral and 26 M.Sc. students as Chairperson and member of advisory committee. Later, joined EEI in February, 2018 and promoted to Senior Professor on January, 2019.

Dr. Rao is a Fellow and Life Member of many extension education bodies of national and international repute. He was Expert Member, selection committee for ASRB, New Delhi and several SAUs. Widely travelled, Dr. Rao has visited China, Thailand, Vietnam, USA, UK, France, Canada, Indonesia, UAE, Netherlands and Singapore to deliver talks and attend conferences. He has been the guest faculty to many institutions and training centers specially dealt with the topics related to communication, Disaster management, Agri. Startups, Waste Management, personality development etc. He has 111 publications in reputed peer reviewed international and National journals, 20 popular articles and 21 book chapters. He is also one of the committee members of Broad Subject Matter Area Committees (BSMA), ICAR, New Delhi for the discipline of Agricultural Extension Education, developed the revised syllabus for post graduate and Doctoral courses.

As a student, he has an excellent academic record with a university gold medal in Ph.D. in Agricultural Extension. He is also recipient of award of "Excellence in Teaching" in Singapore conference, 2017.

His areas of specialization are Communication, Extension methodologies, Training management, Creative and soft skills, Indigenous technical knowledge, Participatory





Faculty Profile



Dr. R. Vasantha, Professor
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Dr.R.Vasantha, a gold medalist in academics, has over 20 years of work experience in extension and teaching. She is adept in organizing training programmes, demonstrations, on farm trials, frontline demonstrations, minikits, exposure visits, field days and exhibitions for the rural clientele. Extensively authored popular articles and press notes for the benefit of farming community. She acted as resource person in many capacity building programmes for officials of Department of Agriculture, Andhra Pradesh.

On behalf of Agricultural University, she served the farmers of several districts of Telangana viz., Sangareddy, Rangareddy, Nizamabad and Mahabubnagar through DAATTCs and KVKs. During that time, many of her Radio & TV programmes on farm topics were widely broadcasted and telecasted in local language.

Played an active role in the development of Mandal Wise-Farming Situation Wise Plans for all the Agro Ecological Situations in Rangareddy district of Andhra Pradesh for which she has toured and interviewed farmers extensively for a period of 2 years, which helped her to have critical insights on farming issues, strengths, weaknesses, opportunities and threats of various farming situations.

Dr.Vasantha has also worked as a master trainer for training mandal level and divisional level officers of various allied departments of Agriculture in the districts she has worked and subsequently developed SREP under ATMA for Rangareddy district.

In her 10 years of teaching experience, she helped to mentor research works of 21 Post Graduate and Doctoral degree students belonging to Kerala, Andhra Pradesh, Telangana, Andaman and Nicobar islands, Uttarakhand, Bihar, Nepal etc as major and minor guide in key outreach areas such as innovation decision process, adoption and diffusion, agro biodiversity, SWOT analysis, e-NAM, Rice exports etc., that focussed on pressing rural issues viz., SRI paddy, Bt cotton, farm mechanisation, tribal and migration issues.

She authored and co authored 60 research articles, among which two were presented at international conferences held at Harvard University, USA (2013) and ICESS at Bangkok, Thailand (2017). She acted as external referee to several journals. She played an active role as member of Village Adoption Programme of Agricultural College, Rajendranagar for a significant period of time. She authored several reading materials and practical manuals for agricultural students at different levels of academics. She has discharged her duties efficiently as Officer-in-Charge, student affairs and as a warden during her tenure at Agricultural College, Palem.

She is the awardee of United Nations University for meritorious performance in Massive Open Access Online Course (MOOCS) jointly organised by United Nations University-Institute for Water, Environment and Health (UNIWEH) and Duetcheshaft for International Zusammenarbeit (GIZ) from 2nd March to 17th May 2014 on Economics of Land Degradation.

In the year 2012 she has authored a text book for UG and PG students of Agriculture titled "Extension Education: New Horizons" published by Kalyani Publishers, New Delhi, India.

Delivered guest lectures on farmers innovations in System of Rice Intensification (SRI) at Cornell University, Ithaca, USA and on Outreach activities of PJTSAU (formerly ANGRAU) at Centre for Agriculture, University of Massachusetts, Amherst, USA. She visited University of Massachusetts, AMHERST, USA with the capacity of visiting Professor during the year 2013.

At EEI, Rajendranagar she is actively involved in training Middle Level Extension Functionaries of South Indian States and Union Territories in areas of outreach management and ICTs. She played an active role as a project member of e-NAM funded by NIAM. Brought a compendium on "Bringing about change: Inspiring success cases of rural women of Southern India" played a leading role in initiation of EEI blog, e-brochures and as incharge of EEI News letter. As a leading team member she organised online, paid certificate course on fruit & vegetable terrace gardening and delivered several guest lectures on this concept.

She is also proficient in production and dissemination of picture+voice+video messages using mobile apps and guided trainees in development and sharing of hundreds of such messages for the benefit of farming community. She has played an active role in skill training of budding young entrepreneurs in AESP programme of GoI in the year 2019. Her areas of specialization are Farmers Indigenous Technical Knowledge, Export management, Urban farming, Market led Extension and Digital technologies.

She played a key role in guiding PG and Ph.D students on e-NAM and Rice exports respectively.





Faculty Profile



Dr. A. Sailaja, Professor
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I started my career as a Research Associate at MANAGE for three years. During this period I gained rural experience of working in Andhra Pradesh Training of Women in Agriculture Project wherein the team could assess training needs of farm women which formed the basis for formulation of training curriculum of training institutes.

Another rich knowledge which was gained in the next step of my journey at MANAGE was in implementation of 'Participatory Watershed Management' in Telangana. I unlearned various concepts in soil and water conservation & thus could facilitate farmers in community organisation, participatory planning & implementation of participatory watershed programme.

During this journey, I was engaged in field studies, data collection, analysis & reporting. Having switched on gears, I joined as Assistant Professor in agricultural university in the year 1998 and put on service as associate editor of Journal of Research ANGRAU in the publication division of ANGRAU, wherein I could establish a fool proof procedure with definite timelines at each step of publication process.

I have attended ten national & one International conference wherein I could bag one best poster & one best paper awards.

I have about 50 research papers published in journals of national & international repute. As a principal investigator, I handled a project entitled 'Empowerment of tribal women' and proposed strategies for their empowerment.

I have worked for about 10 years in teaching wherein I dealt with various courses, authored practical manuals at undergraduate & post graduate level. I guided eight post graduate students. I conducted one faculty development programme on Orientation towards Entrepreneurship to the university faculty to facilitate in effective implementation of AELP programme for undergraduate students.

Gears were switched on towards training as a profession during my career. I joined in Extension Education Institute in 2018. I coordinated about 20 online programmes & delivered sessions on lateral thinking skills, time management, goal setting, programmes of GoI in various sectors.

I have undergone training programme on 'Direct trainers skills' conducted by MCHRD which was composed by Thames Valley University, UK.

I am selected as national facilitator for MANAGE





Faculty Profile



Dr. S. Chandra Shekar, Professor
Cell : 7893332039
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Dr. S. Chandra Shekar joined the ANGR Agricultural University in 1998 as an Extension Specialist at ARS, Karimnagar. He has experience of over 24 years in the areas of teaching, training, and extension activities. He worked in DAATT Center as a Scientist (TOT) and Coordinator for fifteen years in Karimnagar, Warangal, Khammam, and Mahabubnagar districts to serve the farming community. Dr. S. Chandra Shekar rendered major service in the field of extension work as Extension Scientist in KVKs and DAATTC centres of ANGRAU. Highly recognized by the farmers for motivating and enhancing their communication skills He rendered his services in the fields of extension at the field level (1998-2012) and training (2013 to 2022). He organized several FLDs, OFT, demonstrations, and Minikit trials on different technologies developed by ANGRAU and PJTSAU. He had popularized various rice, maize, and red gram varieties through Minikit trials developed by ANGRAU and PJTSAU. He was associated with the development and release of 5 varieties/hybrids in 5 crops which were released through SVRC and with the development and release of PCH-111, which is notified for release at the National Level by CVRV. He played an active role in the development of Mandal Wise-Farming Situation Wise Plans for all the Agro-Ecological Situations in Karimnagar district of Telangana for which he has toured and interviewed farmers extensively for a period of two years, which helped him to have critical insights on farming issues, strengths, weaknesses, opportunities, and threats of various farming situation.

He has also worked as a master trainer for training Mandal level and divisional level officers of various allied departments of Agriculture in the districts he has worked and subsequently developed SREP under ATMA for Warangal district

Having participated in and conducting several farmer training programmes organized by DAATTC and Agriculture department and other line departments gave him an opportunity to educate farmers on scientific cultivation practices, attended Kisan Mela, Rytu Sadassu, group discussions, field day programmes organized by University and Agriculture and allied departments to create awareness among the farming community on new technology. He participated in radio and television programmes to educate farmers on new innovations, successfully completed six batches of the RAWEP programme for final year B.Sc. (Agri) students. Established good information centre in DAATT Centre, by periodically developing blow-ups of Pest and Disease symptoms and established farmer's advisory network system by way of telephone calls and farmers advisory system at DAATTC office.

Joined EEI in 2013 as a trainer and successfully conducted on and off-campus training. Having a strong background & rich experience, successfully training middle-level extension officers of client Departments as trainers for more than nine years and making sincere efforts to keep images of field experience in the teaching-learning process in EEI. Associated in developing content and starting new training program on Experiential learning methods and management games for master trainers for better understanding of contents like Leadership, Team building, Motivation, Creativity, Organizational Commitment, Time management, Conflict management, Non-verbal communication, etc. Conducted two consultancy programs to Orissa Agriculture Department Extension officers on New Dimensions in Agriculture extension. Actively involved in documenting Innovative success cases in southern India in the book entitled "Grass root level innovations of client Departments of EEI". Organized two International training programs for the officers of the Peoples Republic of Bangladesh in 2016. As ICTs are gaining momentum to reach the unreached, organized two ICT workshops by involving administrators, stakeholders, client department officers, and scientists to come up with a road map for HRD and capacity building. Associated himself with SAMETI as a resource person and took sessions in International, National, and State level training programs.

He conducted several need-based training programmes for a decade as above which has contributed to enhancing his services as a good trainer. Delivered guest lectures as resource faculty at SMILDA, SAMETI, DOA etc.. In his three years of guiding experience, he helped to mentor the research works of five Post Graduate students belonging to Telangana state as a major and minor guide.

At EEI, he is actively involved in conducting mandatory training programmes, consultancy programmes, Skill development programmes, and International programmes. As a subject matter expert, he had been a resource person in delivering guest lectures.

Dr. S. Chandrashekar is a Fellow and Life Member of many extension education bodies of national and international Journals.

During the COVID pandemic, EEI shifted to conduct training programs online during which he instituted novel methods like ice breaking, interactive lecture methods, group discussions, breakout sessions, virtual field tours, brainstorming sessions, panel discussions, learning outcomes, and implanting mechanisms to make online sessions more effective.





Faculty Profile



Dr. M. Preethi, Professor

Cell: 9440310664

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Dr. M. Preethi has 23 years of experience in the areas of teaching and extension in the university. She started her career as Assistant professor in 1998 at C.HSc. Bapatla, where she taught undergraduate Home Science and later worked at C.HSc. Hyderabad in the same academic rank.

Later, she was shifted to extension and posted at KVK Garikapadu as SMS (Home Science) in 2006. Apart from regular technical programme of work, she was instrumental in formation of SHGs, organisation of vocational capacity building programmes and in establishment of enterprises. Her efforts received laurels from many officials at district level. In July 2008, joined AICC & ANGRAU Press, Hyderabad as Editor & Translator where she was involved in bringing out in house publications, attending to the visitors of Agricultural University, managing Agriculture Information Centre, organising exhibitions at state and national levels, translating many important documents, speeches and publications for the university. In 2014, was given the responsibility of ADE in Directorate of Extension (DoE), PJTSAU, wherein she was engaged in overall management of all extension units (DAATTCs, KVKs, EEI, AICC & Electronic Wing) of PJTSAU and in implementing RKVY and NAIP projects of the DoE. She has joined EEI, Hyderabad in July 2015.

At EEI, she is actively involved in conducting mandatory training programmes, consultancy programmes, skill development programmes and International programmes. As a subject matter expert, she had been a resource person in delivering guest lectures, teaching PG scholars of the university question paper setting for other SAUs, been an external examiner, panel expert member in conducting interviews and in giving radio talks and doing TV programmes.

As a student, she has an excellent academic career with a gold medal in M.Sc. and highest OGPA in Ph.D programme at EEI. She participated in a number of national and international conferences and has good number of publications to her credit.

In recognition to her contributions in the field of Meritorious Extension Education she was awarded 'Extension Scientist Award' for the year 2012 and 'Best Extension Professional Award' for the year 2018.

During the COVID pandemic EEI shifted to conduct of training programmes online during which she instituted novel methods like ice breaking, interactive lecture methods, group discussions, breakout sessions, virtual field tours, brain storming sessions, panel discussions and presentation of learning outcomes to make online sessions more effective.

Her areas of specialisation include women studies, gender studies, rural livelihoods, communication and media studies.





Faculty Profile



Dr. P. Vijaya Lakshmi, Professor
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Dr. P. Vijaya Lakshmi has put up 23 years of experience as an extension scientist, teacher, researcher and trainer at varied capacities. She has joined the university in the year 1998 as Assistant Extension Specialist at ARS, Darsi and served the farming community. She played active role as a member of Village Adoption Programme of ARS, Darsi, Prakasam District. Later, she worked as a Scientist (TOT) in DAATTC, Prakasam, Medak and Rangareddy districts and gained vast experience in field level agricultural extension activities. She has facilitated and organized RAWEP by guiding a large number of UG students in Agriculture and Horticulture. By maintaining good rapport with farmers and line department officials, she has coordinated several extension activities and disseminated the need-based farm technologies. She was highly successful in conducting rythu sadassus, on-farm trails, FLDs kissanmelas, field days, farmer scientist interaction programmes, rythu chaitanya yatras and training programmes to line department officials and farmers. She has contributed significantly in dissemination of SRI technology and direct sowing of paddy with 8 row drum seeder in many mandals of Rangareddy district. She gave number of press notes, radio and TV programmes on various crop related technologies, besides publishing popular articles for the benefit of farming community.

In recognition of her contribution in the field of extension, she has received an 'Award of Appreciation' from Government of Andhra Pradesh in the year 2010. Dr. Vijaya Lakshmi played a major role in initiation of the project on "To Reach the Unreached" through expert consultation at DAATT Centre, Rangareddy district. She has played an active role in developing 'Mandal Wise-Farming Situation Wise Plans for all the Agro-Ecological Situations in Medak district of Andhra Pradesh' and has provided in-depth insights concerning farming issues and suggested strategies to overcome challenges.

She has organized more than 110 training programmes to middle level extension functionaries of agriculture and allied departments of Southern Region. She has published number of research papers in national and international journals. She has documented success stories of farmers of southern region and also conducted follow up study in AP. She has also coordinated 'International Study Visit Cum Training Programme to Officers of Bangladesh', 'Consultancy Training Programmes to Department of Horticulture, Odisha State', 'MAO's of Department of Agriculture, Telangana State', 'Agriculture Marketing and Agri. Business Tamil Nadu' and 'Inter-State Training Programmes for Extension Officials of Department of Agricultural Marketing and Agri. Business of Tamil Nadu State'. She played active role in conducting skill training programmes to rural youth of Telangana State on Agricultural Extension Service Provider. As training in-charge for three years during 2018-19, 2019-20 & 2020-21, she has held the responsibility effectively and efficiently. She is instrumental in conducting sector specific and online training programmes to agriculture and allied department officials of southern region successfully. She also coordinated "Certificate Course on Fruits and Vegetable Terrace Gardening". As a major advisor, guided one M.Sc student. Her areas of specialization include., communication, training management, extension methodologies, leadership and team building, soft skills, urban farming, export management in agriculture and allied sectors, Farmer Produce Organizations (FPOs) in agriculture and allied sectors etc.,





Faculty Profile



Dr. D. Shireesha, Asst. Professor
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Dr. D. Shireesha, has joined as Subject Matter Specialist (Extension) at KVK, Palem, in 2013 successfully handled RAWE programmes for a period of 4 years, ABE programme (1 year) and experiential learning programme for ARS probationers. She also conducted many on farm trails and frontline demonstrations for the improvement of small and marginal farmers in Nagarkurnool district and has taken up extension studies such as Impact Assessment of the Adopted Villages of KVK, Constraint Analysis Studies in the newly adopted villages of KVK, Unearthing the risk coping strategies from the farmers of Nagarkurnool district, Assessing Information sharing behaviour of the farmers networks and she also Documented many ITKs & success stories among the farmers of the district.

Organized many vocational trainings to the farmers and farm women. Promoted ICT initiatives at KVK through AKPS- Annapurna Krishi Prasara Seva (Interactive Information Dissemination System), Information kiosk and farmer's portals by helping farmers of the district through Agro advisory services. She also initiated and formed three farmers network groups. i.e., Master trainers in Groundnut, Telangana Yuva Rythu Saagubadi farmers and Innovative Farmer's Network in different mandals of the district through which farmer led Extension services were initiated by training the farmer networks and also published book entitled 'Innovative Farmers Network of the District'. Conducted other extension programmes like Awareness programmes, TV programmes, Farmer scientist interaction meetings, Exposure visits to farmers, Flag method of Extension, Field visits, Joint Diagnostic visits, Mana Telangana Mana Vyavasayam Programmes, Agricultural Exhibitions, World Soil Day, Jai Kisan Jai Vigyan Diwas, Pradhan Manthri Fasal Bheema Yojana, Field days, technology week, kisan melas and kisan sammelans etc.

She has published research papers in many peer reviewed journals and received Best Research Presentation awards for research papers Presented in 'International Extension Education Conference' at BHU, Varanasi and National conference on 'Futuristic Agriculture Extension for livelihood improvement and sustainable development' at Hyderabad. Worked under the project entitled RAH-ACT. "Resilient Agricultural Households through Adaptation to Climate Change" under EPTRI and ICRISAT covering 3 mandals of unified Mahabubnagar district. Organised and Involved in the trainings to the state department officials and other NGO organisations on different agricultural technologies. Established information centre at KVK, Palem to provide first-hand information to the clients of KVK. Conducted many group discussions and demonstrations to the farmers at on and off-Campus.

Presently she is working as Assistant Professor at Extension Education Institute, Hyderabad from February, 2018. As a faculty of EEI she actively involved in conducting mandatory Online, on and off-campus training programmes to the middle level extension officers of the client states and skill development training programme on 'Agriculture Extension Service Provider' to the unemployed rural youth for the year 2018-19.





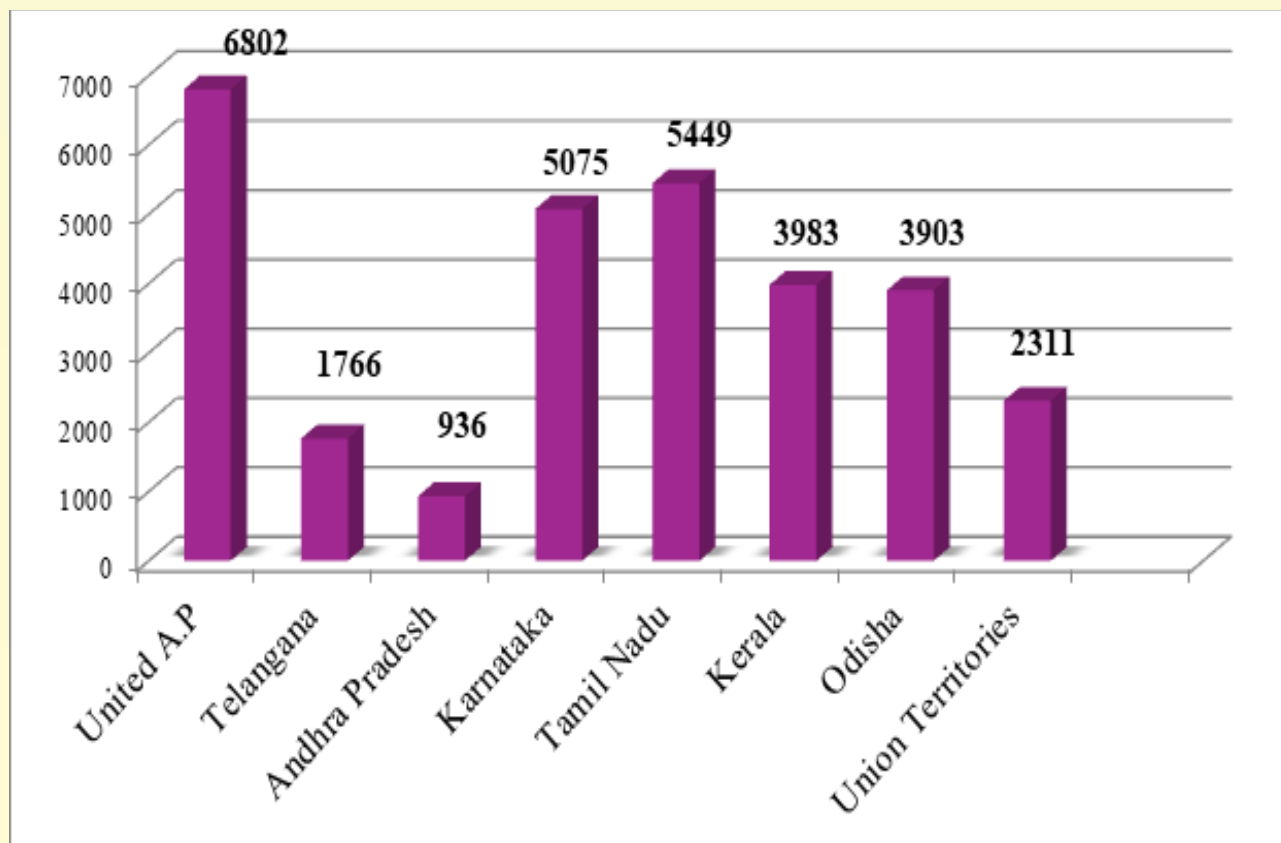
Reaching EEI

Greater Hyderabad is well connected by Air, Train and Road with all parts of the country. Participants may reach the Extension Education Institute located in Professor Jayashankar Telangana State Agricultural University Campus, Rajendranagar by Taxi/Auto / RTC bus.

From	Bus Nos.
Secunderabad Railway Station	7/94H, 7/94R, 7/95R, 5/92
Hyderabad Railway Station, Nampally	92R
Kachiguda Railway Station	2/94R
Mahatma Gandhi Bus Station (Imlibun) (Reach Koti, Opp. Osmania Medical College gate by auto and catch bus)	94R, 94H, 95A, 95P, 94/95R
Rajiv Gandhi International Airport, Shamshabad	Taxi / RTC Bus/Aero Express

The participants should get down at Extension bus stop located 15 km. from Koti, 25 km from Secunderabad, 15 km from Nampally, 18 km from Kachiguda and 10 km from Rajiv Gandhi International Airport.

Participation of Client States in EEI Training Programmes Since inception to March, 2022



Client States





TRAINING CALENDAR 2022-2023



Contact Numbers

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	Dr. M. Preethi	+91 9440310664
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Non Teaching Staff - EEI, Hyderabad





EEI

EXTENSION EDUCATION INSTITUTE

(Southern Region)

Directorate of Extension

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