



Director's Desk

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Information and Communication Technology in Agriculture

The livelihoods of the India's poor rise and fall with the fate of agriculture. Enhancing the ability of small holders to connect with the knowledge, networks, and institutions necessary to improve their productivity, food security, and employment opportunities is a fundamental development challenge. Where once rural areas were largely disconnected from the greater world, today, networks of information and communication technologies (ICTs) enmesh the globe and represent a transformational opportunity for rural populations, both as producers and consumers.

Information and communication technology in agriculture, is developing and applying innovative ways to use ICTs in the rural domain, with a primary focus on agriculture. ICT in agriculture offers a wide range of solutions to some agricultural challenges. It is seen as an emerging field focusing on the enhancement of agricultural and rural development through improved information and communication processes. In this context, ICT is used as an umbrella term encompassing all information and communication technologies including devices, networks, mobiles, services and applications; these range from innovative Internet-era technologies and sensors to other



pre-existing aids such as fixed telephones, televisions, radios and satellites. E-agriculture continues to evolve in scope as new ICT applications continue to be harnessed in the agriculture sector. More specifically, e-agriculture involves the conceptualization, design, development, evaluation and application of innovative ways to use ICTs in the rural domain, with a primary focus on agriculture. Provisions of standards, norms, methodologies, and tools as well as development of individual and institutional capacities, and policy support are all key components of e-agriculture.

This makes it imperative that every training institute gears up to support practitioners, decision-makers, and development partners who work at the intersection of ICT and agriculture by capacitating them with innovations in ICT.

(Dr. K. Madhu Babu)
Director



Monitoring of Ongoing skill course- Sericulturist

Dr.K.Madhu Babu, Director visited KVK, Gaddipalli, Nalgonda, Telangana to monitor the programme "Sericulturist" on 11.4.2018. The following observations were made in the visit:

75 % of the trainees were found to be interested to setup their own business/agri venture. None of them is wishing to wait for a government job after the training. Participants expressed their enthusiasm to undergo similar training as refresher course within

6 months. The ratio of theory and practical sessions in this course are in the ratio of 40:60. Female participation is found to be very less i.e. only 5%.

The following skills were imparted in the course: Soil sampling procedure, leaf cutting for chawki, disinfection, nursery raising, brushing, incubation, block boxing, identification of ripened worm, mounting, identification of silk worm and mulberry diseases &

pests, cocoon harvesting, pruning & cutting preparation.

The hosting organization Sri Aurabinda Institute of Rural Development KVK, Gadipalli, Suryapet district of Telangana requested to allot budget and training plan in advance in the financial year for better planning and execution of programme. It also requested for budget increase for future courses as it is insufficient.

Academic Committee Meeting 2018-19

The Meeting of the Fourth Academic Committee was held on 16th April, 2018 at EEI, Hyderabad to finalize the training proposals of the institute. Dr. M. Preethi, Professor, Training in-charge welcomed the members of meeting and Dr. K. Madhu Babu, Director, EEI has presented the trainings conducted during the year 2017-18 and also proposed calendar for the year 2018-19. During the discussions, Dr. Prashant S. Armorikar, Director (Extension Training), Directorate of Extension, GOI, New Delhi, has suggested to include more programmes for women in the aspects where they face specific gender issues. He further suggested to modify the titles of off campus programmes such that they reflect concerned departments.

Dr. D. Raji Reddy, the Director of Extension, PJTSAU advised to include training programmes on Insurance and innovative marketing strategies such as e-NAM. He insisted EEI staff to focus more on conducting Action Research.

Book release

In the meeting a compendium entitled "**Bringing About Change – Inspiring Success Cases of Rural Women of Southern India, 2017-18**" was released by the Dr. D. Raji Reddy, Director of Extension, PJTSAU.

BRINGING ABOUT CHANGE
Inspiring success cases of rural women of southern India 2017-18

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FOREWORD

The present publication entitled "BRINGING ABOUT CHANGE: Inspiring Success Cases of Rural Women of Southern India 2017-18" is an effort made by the Extension professionals of EEI, Hyderabad to document the success cases of rural women with the active intervention of trained client department extension functionaries.

Extension Education Institute, Rajendranagar is a premier regional training institute financed by Directorate of Extension, Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India under the administrative control of Professor Jayashankar Telangana State Agricultural University (PJTSAU). It is one of the India's four regional training institutes, stands out as a notable premier training provider in Southern India.

EEI is entrusted with the responsibility of documenting success stories of innovative rural people of South Indian client states with special reference to women. Many of the best ideas in farming have always come from rural men and women. Field jobs are practical, hands-on trials that are open to everyone. Some of the rural folk are increasingly experimental. Not alone innovations emerge from big farmers who are risk taking but also from small producers too who are innovating in countless ways as they grapple with the serious questions faced by our rural economy.

Many success stories of Women Agripreneurs have been reported from different Sectors and States signifying their growing importance in Agriculture extension and their national presence. Around the world, governments and NGOs are promoting these innovations that are improving the lives of millions.

This book is a compilation of handpicked stories of 23 rural women who are considered agriculture and allied sectors as an entrepreneurship activity. These successful examples enlisted in this book show many ways how rural enterprises can be profitable. Further the book serves as a source of inspiration for future policy investments. The book will facilitate farmer-to-farmer learning and interactive address and contact numbers will serve as a means for aspirant farmers to reach the lands of innovative farmers.

In the Indian context and also world wide, the socio-economic conditions of people who are exposed to rainfed farming are miserable. Interestingly in some of these areas there are bright spots of successes created by great rural women that are highlighted in this book. This is a sincere endeavor to address the challenges faced by rural communities.



Key features of the publication:

The 42 pages book is a compilation of handpicked stories of 25 women farmers who considered agriculture and allied sectors as an entrepreneurship activity. The successful examples enlisted in this book show different ways how rural enterprises can be made profitable. Further the book serves as a source of inspiration for future policies and investments. The success stories were collected and compiled by faculty of EEl to facilitate farmer-to- farmer learning and interactions. The address and contact numbers will serve as a means for aspirant farmers to reach the farm lands of innovative farmers.

Launching of EEl blog: Marking the occasion, EEl, Hyderabad Blog was launched by Dr. P. S. Armorikar, Director (Extension Training), Directorate of Extension, GOI. Speaking on the occasion Dr. K. Madhubabu, Director, EEl

EEl, Hyderabad, blog

expressed that the blog provides an opportunity for the staff to furnish relevant information on training programmes organised by EEl in past and in future. In order to facilitate trainees interaction a provision is made to upload their comments under the heads of general information, feed back and success stories along with images and videos. During every training programme the participants were

given hands on training on the procedure of uploading content, images and videos into the blog.

Dr. M. A. Kareem, Director, MANAGE, while speaking on the occasion, appreciated that the programmes were meticulously planned by EEl by incorporating all the suggestions given during the Annual Training Calendar Workshop organized at MANAGE, Hyderabad.

Annual Review Meeting of Extension Education Institutes (EEl)s



Dr.K.Madhu Babu, Director, EEl presenting his progress report of EEl, Hyderabad

Annual review meeting of EEl)s was held on 21.04.2018 in Krishi Vistar Sadan, Pusa, New Delhi under the chairmanship of Sh.Paban Kumar Borthakur, Joint Secretary (Extension) in Krishi Vistar Sadan, Pusa, New Delhi. This meeting is intended to review the physical & financial progress of EEl)s during 2017-18 and to discuss the mechanism to bring out qualitative improvement in the functioning of EEl)s and SAMETIS.

In this meeting, Dr.K.Madhu Babu, Director, EEl presented and



highlighted the performance and issues to be addressed for bringing qualitative improvement in the functioning of EEI, Hyderabad. He opined that, in addition to on-campus & off-campus training programmes, specific focus shall be given to need-based research, consultancies and other significant activities undertaken by EEI.

The efforts of EEI, Hyderabad in conducting the programmatic activities by making use of innovative approaches, management tools and ICT techniques were appreciated by all the delegates.



Sh.Paban Kumar Borthakur, Joint Secretary (Extension) chairs the review meeting

“Value addition is the key to raise farm income”

- says Dr. K. Madhubabu, Director, EEI

A three day interstate training programme on “Food Processing” was organized at EEI, Hyderabad to Agriculture Business & Agriculture Marketing Extension Officers of Tamil Nadu State from 24.04.2018 to 26.04.2018. The programme was organized on consultancy basis in collaboration with SAMETI, Kudimianmalai, Tamilnadu under “Support to State Extension Programmes for Extension reforms Scheme”

The programme was fabricated with sessions on Food processing in India, Processing technologies in fruits, vegetables, cereals and millets, Value addition to underutilized foods, Processing of functional foods and nutraceuticals, Opportunities in food processing, Post harvest technologies in food processing and Food safety aspects. Visits were arranged to millets incubation



Ice breaking exercise

centre, PJTSAU and Centre of Excellence IIMR, Hyderabad.

The programme was intended to equip the trainee officers with opportunities and challenges in food processing sector in India and processing of different foods so that they can promote food based enterprises in their state. The field visits were

aimed at exposing the trainees to latest machinery in food processing sector.

During the valedictory session held on 26.04.2018, the participants expressed their happiness over the benefits derived from the programme. They further suggested to include interactive sessions by agri-preneurs and



practical demonstrations in food processing in upcoming programmes so as to gain firsthand experience. Speaking on the occasion, Dr. K. Madhu Babu, Director, EEI stressed on the importance of value addition in food processing sector and requested the participants to implement the learnings made through the programme. The training was coordinated by Dr. I.S.Rao and Dr. M.Preethi, Professors, EEI, Hyderabad.



Visit to Millets incubation centre, PJTSAU

e-NAM Changing the Way Farmers Sell their Produce

e-NAM, a pan-India electronic trading portal was launched by the Hon'ble Prime Minister of India, on April 14th 2016, to create unified National Market for Agricultural Commodities. Facilitating transparent sale transactions and price discovery are the main objectives of the scheme. Though the scheme was launched two years back, the gross root functionaries were found not to be fully aware of its modalities of operation. Hence, in order to equip the trainee officers with opportunities and challenges in e-NAM/e-trading, so that they can gain more practical understandings about e-NAM which is under implementation in their state.

The programme was made up with sessions on Overview of Agricultural marketing scenario and need for introduction of Marketing reforms with special reference to e-NAM/e trading, concept of e-NAM,

Orientation to the management of e-NAM portal, e-trading and experiences and policy implications of e-trading

A three day interstate training programme on “e-Trading/e-NAM” was organized at EEI, Hyderabad to *Extension Functionaries of Department of Agricultural Marketing and Agribusiness of Tamil Nadu State* from 15.05.2018 to 17.05.2018.

As “seeing is believing”, the training placed more emphasis on providing practical exposure to the participants by taking them to two market yards. The trainees had new learnings at Onion market, Malakpet where trading in chillies is done through e-NAM and Bowenpally vegetable market yard which is successfully implementing numerous Telangana government schemes viz., Subhojana pathakam, dispensary, boarding

and lodging facilities and “Mana Vuru- Mana Kuragayalu” scheme. During the visits, cross learning happened between trainees and market committee chairman, secretary, traders, middlemen and farmers as the discussions occurred enthusiastically. Thus the trainees thoroughly understood the practical implementation of e - NAM in Telangana state. These visits were widely covered in press.

During the valedictory session held on 17.04.2018, the participants expressed that due to field visits they gained excellent learnings. They felt that the programme should have been continued for few more days as it is rendering new learnings for them.

Speaking on the occasion, Dr. K. Madhu Babu, Director, EEI expressed that programmes like e-NAM are introduced by the government for fetching better



prices to farmers. He also felt that every person should sincerely discharge their roles in the implementation of the e-NAM, to help the farmers in realizing benefits

of e-NAM in near future. The training was coordinated by Dr. P. Vijaya-lakshmi and Dr. R. Vasantha, Professors, EEl, Hyderabad.

The programme was organized on consultancy basis in collaboration with SAMETI, Kudimianmalai, Tamilnadu under "Support to State Extension Programmes for Extension reforms Scheme"



Participants interaction with traders at Malakpet



Press clippings of market yard visits to Malakpet (e-NAM) market and Bowenpally market

Agricultural Mechanization to lead the way forward for Indian Agriculture

India ranks among the top countries in the world in production of a number of crops including rice, wheat, sugarcane, fruits and vegetables. However, despite this potential, two prime bottlenecks that have emerged and can become insurmountable problem in the foreseeable future are the stagnant productivity per hectare

and shortage of agriculture labour. There is ample evidence which suggests that productivity improves dramatically with usage of more farm power. Encouraging policies and schemes of central and state governments triggered the Indian farmer for faster adoption of farm mechanisation than ever before. This is clearly evident as the Indian

tractor industry has emerged as the largest in the world and accounts for 1/3 of total global production.

The course also included class room sessions such as Farm mechanisation through ICTs, Soft skills, Gender main streaming, Advances in farm mechanisation in Agriculture and Horticulture, Developmental programmes and



Hands on experience in running a weeder at CRIDA, Hyd for P.N. Ezhil, Agricultural Officer, Tamilnadu

schemes for promotion of farm mechanisation etc.

The sessions were laced with several field visits in order to endow the participants with practical learnings on implements and machinery at CRIDA farm, Hayatnagar, Horticulture farm, Centre of Excellence, Jeedimetla and Best Engineering technologies, Kukatpally to break the monotony of academic environment and to give it a participatory approach.

The participants were given hands on training on the use of small implements during their visit to Central Research Institute for Dry land Agriculture (CRIDA), Hyderabad.

Keeping in view the urgency for updating knowledge and skills of Extension functionaries in farm mechanisation for subsequent transfer to farmers, a five day on campus training programme on 'Skills in profitable Agriculture

through Mechanisation' was organized from 29th May 2018 - 2nd June, 2018. Applications of Farm machinery in different sectors were essentially planned as a part of the training syllabi so that its relevance in field is understood by the trainees.

During the valedictory programme, Dr. K. Madhubabu, Director, EEl mentioned that there is urgent need for all Extension workers to popularise new learnings of this training i.e. about new Farm Implements and Machinery in agriculture and allied sectors among rural people as there is acute shortage of labour in the rural areas. He thanked the participants for the positive feed back and assured that a relook shall be made into future trainings for incorporating the constructive suggestions given by the trainees.

Trainees Feed back

I am very much satisfied with the kitchen, terrace and vertical gardening concepts and implements made known there. Programme is meticulously planned."



Md Samiyoddin
Assit. Director of Horticulture
Karnataka

"Visit to Centre of Excellence included in this programme is excellent".



P.N. Ezhil,
Agricultural Officer, Tamilnadu.

"Gained hands on training in handling farm implements and machinery."



M. Arul Raj
Assistant Engineer, Kerala

"Programme is professionally organised. All the sessions are very valuable to us. Yoga session is quite useful."

Most of the participants expressed that this programme exposed them to various new implements and farm machinery which would be of use in their back home work places



GLIMPSES OF THE TRAINING

Dr. Sanjeevareddy, Principal scientist interacting with participants at CRIDA, Hyderabad



Dr. K. Madhubabu, Director, EEI addressing the trainees during valedictory session

Presentation Skills for Professional Excellence

The present era places great emphasis on good presentation skills. This is because they play an important role in convincing the clients and customers. The Management of any organization with good presentation skills can better able to communicate its mission and vision to the employees. Presentation skills can be defined as a set of abilities that enable an individual to interact with

the audience; transmit the messages with clarity, engage the audience in the presentation, interpret and understand the mindsets of the listeners. These skills refine the way we put forward our messages and enhance our persuasive powers.

Owing to this significance, an on campus training programme was organized on "Presentation Skills for Professional Excellence"

for five days from 4th to 8th June, 2018. The training was attended by 23 officers of DOA, DOH, DOAH, Sericulture and Industries from Telangana, Andhra Pradesh, and Tamil Nadu, Kerala, Odisha states and Andaman & Nicobar Islands. The programme was coordinated by Dr.M.Preethi and Dr.P.Vijaya Lakshmi, Professors at EEI. The content covered in the programme was: Need and importance of Presentation skills for extension



professionals, Use of social media tools and techniques and online resources for effective presentations, Feedback management, Facilitation skills and Role of communication (verbal and non verbal) in effective presentations. Oral presentation skills, Dealing with nervousness and confidence building, Time management skills, Motivational skills and Gender main streaming were among the other important topics covered.

The participants were practically involved in all sessions to improve their presentation skills. The programme was appreciated for its methodology which incorporated practical exercises, group discussions, simulations and management games. The participants were taken to Brahma kumaris Institute, Himayatnagar, Hyderabad to orient on work life balance for professional excellence. The participants felt that the training program is helpful to all



Visit to Brahma kumaris Institute, Hyderabad

extension professionals for improving their knowledge and skills in making effective presentations.

During the valedictory, the participants thanked EEI for instilling confidence and positivity in them through lectures of inspiring resource persons. Prof. Dr. K. Madhu Babu, Director, EEI, who

graced the valedictory, said that as effective presentation skills will develop confidence, the officers should utilize all skills learnt and unlock their potential to lead activities in back home situation. The programme ended with brief report of training programme presented by Dr.Preethi and formal vote of thanks by Dr.Vijaya Lakshmi.

More Visibility on Training Programmes

In order to make organizations and institutions of South Indian states aware of the trainings conducted by EEI, Hyderabad, and to facilitate more participation, e brochures, which are first of its kind at EEI, were developed containing in depth information about contents of trainings, benefits of attending training, boarding and lodging facilities at EEI etc. These were mailed to all the states in advance to motivate participants for attending training programmes. The e-brochures are environmentally safe as they prevent the waste of paper that happens in traditional printing.



e brochures

These e brochures which are more adaptable and flexible than printed brochures were

prepared making use of the advancements in graphics and website technologies.



46th Management Committee Meeting of EEI, Hyderabad

The 46th Management Committee meeting of EEI, Hyderabad, under the chairmanship of the Vice-Chancellor of Professor Jayashankar Telangana State Agricultural University was held on June 1st 2018, at EEI, Hyderabad campus. 21 members including Client State representatives and farmer representatives participated in the meeting to fine tune the administrative and functioning modalities of the Institute.

The permanent office bearers/ members of Management Committee included representatives of Directorate of Extension, Government of India, representatives from sister institutes like MANAGE, NAARM, NIRD, TSIPARD and representatives of SAMETIs from all client states. The other members are elected for a



46th Management Committee of EEI, Hyderabad

period of three years on rotation basis from each of the Client State/ Union territory and respective client departments. The Director, EEI would be the Member Secretary for the committee.

The 46th MCM of EEI was attended by Dr. V. Praveen Rao, Hon'ble Vice-chancellor, PJTSAU;

Dr. K. P. Wasnik, Additional Commissioner (Extension) DoE, Gol, New Delhi; Dr. D. Raji Reddy, Director of Extension, PJTSAU; Sri. M. B. Ramesh Kumar, Comptroller, PJTSAU; Smt. Pausumi Basu, IAS, Commissioner, TSIPARD, Hyderabad; Dr. K. Madhu Babu, Director, EEI, Hyderabad and other members.

Documentation Skills to Sharpen Goals and Vision of Organization

Documentation plays an important role for effective functioning of any organization. The innovative research, the changing scenario of socio-economic and political conditions and the success stories created in the process of our interventions need to be documented for sharpening the goal and vision of an organization. The data has to be documented through audio, visual and written forms to cater to all sections of society.

Keeping the objective of making Extension professionals



Visit to Kothagadi village, Vikarabad



aware of Documentation and Writing skills a 5 day training on **'Documentation and Writing Skills for Extension professionals'** was organized from June 19-23, 2018 which is coordinated by Dr.S. Chandrasekhar and Dr R. Vasantha, Professors at EEl.

The programme orientated the participants on various aspects related to Documentation and Writing skills such as conducting gap analysis, writing success stories, press notes, e-documentation for blogs, communication, reading, listening skills etc. The learning was reiterated through group activities such as discussions, exercises and games and field visits, presentations etc to impart the needed learning among the participants. In order to provide participants a real time work experience they were trained by taking them to field visit to Kothagadi village of Vikarabad Mandal. Due care is taken to facilitate in depth interaction with farmers who gathered in large numbers from near by villages. Dr. R. Vasantha, Coordinator of the programme and Dr. Praveen, Scientist, DAATTC, Rangareddy facilitated trainees in collection of data from farmers for preparation of various types of documents such as success stories, failure stories, news articles, e-documents, case studies and gap analysis. Press report was prepared and sent by the participants in the village itself. The programme was widely covered in TV channels too. During the visit, trainees enthusiastically visited organic farm of Sri N.

Venkatreddy, farmer and learnt various organic farming methods. In another visit to Electronic wing of PJTSAU, Rajendranagar video and audio recording and editing skills were inculcated among participants. Trainees were also given hands on experience on uploading content and images into EEl blog.

The participants expressed at various points of time during the programme, that the training is very useful to them as they have learnt preparation of various types of documents such as press notes, success stories, case studies etc that are very much needed in their day to day work. Participants promised that they would definitely take the learnings to the full utilization in their back-home work.

"This is first time I have undergone such an excellent training. Learnt new information on redgram varieties in field visit. Boarding facilities are good."



S. Murali babu, A.O.
Tamilnadu

"Training is very practical oriented. I have improved my communication skills and also I thank the organizers for providing me opportunity of public speaking during the sessions, this has improved my confidence very much."



G. Saraswati, ADA
Tamilnadu

"Field visit inculcated new learnings to me on organic farming. It is very useful."



Dr. R. Unnikrishnan,
Veterinary Surgeon, Kerala

"I am a trainer at SAMETI, Telangana by attending this training, i got many new ideas on organizing trainings in a participatory mode. This training is definitely an eye opener for those who are interested in experiential learning."



B. Anita, ADA, SAMETI,
Telangana

Dr.K.Madhubabu, Director, EEl responding to the feed back of participants on the occasion of valedictory function held on 23rd



June 2018, said that all necessary steps shall be taken to improve lodging facilities for comfortable stay of the participants. Adding to the discussion he said “though all of us are doing remarkable extension work in fields it is seldom documented, this lacuna can be rectified by applying the skills learnt in this training”. He expressed his happiness when one of the participants indicated that this training improved her behavioural traits such as confidence in



participants collected data from farmers of Kothagadi village



Trainees interaction at Electronic wing, Hyderabad.

speaking, public speaking skills etc. He further suggested the trainees to improve their knowledge by networking through whatsapp or facebook which inturn facilitates better service to farmers.

GLIMPSES OF TRAINING

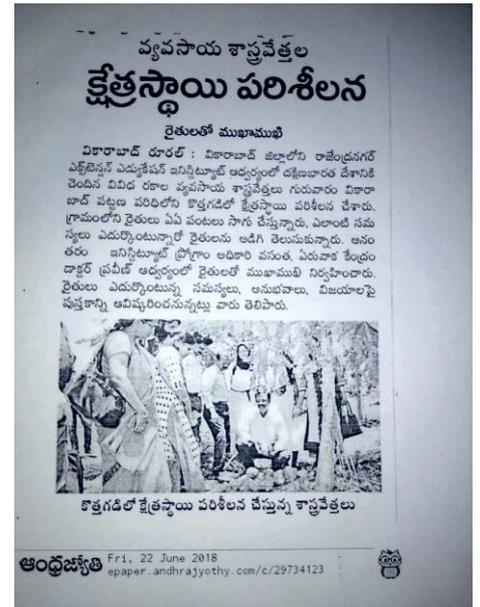
Trainees interaction with farmers gathered from different villages during field visit to Kothagadi village, Vikarabad mandal.





Trainees participation in recording at Electronic wing, PJTSAU

Press coverage of the field visit to Kothagadi village



Values and Ethics: Foundation for Knowing Right and Wrong

A 5 days On campus training programme on “Values and Work Ethics for Development Professionals” was organized at EEl, Hyderabad from 26th-30th June, 2018. The programme was formally inaugurated by Dr. K. P. Wasnik, Additional Commissioner (Extension), Gol, New Delhi, in the presence of Dr. P. Raji Reddy, Director of Extension, PJTSAU and Dr. K. Madhu Babu, Director, EEl, Hyderabad, on 26th June, 2018.



Dr. K. P. Wasnik, Addl. Commissioner, GOI, New Delhi delivering session on Secrets of Happiness

Marking the inaugural, Dr. K. P. Wasnik delivered a session on 'Secrets of Happiness' for the



Dr. K. Madhu Babu, Director, EEI delivering session on Motivation Skills for Development Professionals

benefit of faculty and participants. The programme was structured with essential elements for developing professional and personal values and ethics among extension officers from agri & allied

sectors. A field visit to 'Art of Living Centre', Hyderabad was organized to give the participants a pulse of 'Meditation and Stress Management'. The programme was enriched by incorporating Yoga

sessions during the morning hours so that a peaceful mind and healthy body would better absorb the learnings.

During the valedictory session held on 30th June, 2018 the participants expressed that the programme touched their soul and the method of delivery was delightful. 19 participants from the states of Kerala, Tamil Nadu, Telangana, Andhra Pradesh and Union Territory of Andaman & Nicobar Islands representing Agriculture, Animal Husbandry, Soil Conservation and Dairy development attended the programme, which was coordinated by Dr. P. Vijaya Lakshmi and Dr. M. Preethi, Professors, EEI

Farm Mechanization: A boon for Indian Farmers

A three days interstate training programme on "Promotion of Mechanization in Agriculture and Allied Sectors" was organized at EEI, Hyderabad from 3rd – 5th May, 2018. A total of 40 officers from the Department of Agricultural Engineering, SAMETI, Tamil Nadu have participated in the programme. Dr. S. Chandra Shekar and Dr. M. Prasuna, Professors, EEI coordinated the programme.

Agricultural Mechanization helps in increasing Production, Productivity, and Profitability by achieving timeliness in farm

operations and by reducing available input losses. It also helps in the conservation of produce and by products against qualitative and quantitative damages and enables establishment of agro processing enterprises for additional income and employment generation from farm produce. It is one of the important inputs to usher in all-round development in rural India.

The major aspects that were covered in the Programme included Mechanization for profitable Agriculture, Recent advances of mechanization in

Agriculture, Recent advances of Mechanization in Horticulture. Several field visits formed part of the programme. Participants visited Mahindra and Mahindra Tractors Unit Zaheerabad, Fruit Research Station, Sangareddy, and Institutional visit to CRIDA to make the trainees expose to various farm machinery in Agriculture and allied sectors and motivate them to suggest to their farmers in their field.

During the valedictory session, the participants expressed that the programme contents and



the exposure during the field visit were very valuable to them. Dr. K. Madhu Babu, Director, EEI, who presided over the valedictory

function, said that extension functionaries have to make use of the knowledge and disseminate the technology for the development of

farmers. The participants were very much satisfied with content and conduct of the programme.

Time and Stress Management for Extension Officers

One of the most frequent concerns and complaints of people today is that they don't have enough time to do what they have to do. With the rapid pace of modern living, it feels increasingly difficult to keep up. The negative effects of poor time management is stress which is widespread and growing. Time management, when done effectively and thoughtfully, can help to reduce stress significantly. Time management methods involve finding ways to work more efficiently, so as to maximize one's use of time. A variety of techniques and tools for list-making, task analysis



Ice breaking exercises

scheduling, and task prioritization are typically used for this purpose. In order to attain a balance and success in the professional and

personal life of Extension officers a five day on campus training programme was organised on Time and Stress management for extension officers at EEI from 11th to 15th June, 2018.



Dr. K. Madhu Babu, Director, distributing certificates to trainees during valedictory

Dr. I.S. Rao and Dr. M Prasuna, Professors, EEI coordinated the programme. A total of forty extension officers participated from various South Indian states from agriculture and allied departments. The programme was organized with well-planned module with suitable methodology covering interactive lectures, individual and group exercises, brainstorming and group discussion.



The main topics covered were, Time and stress management for personal and professional excellence, Positive attitude for stress free living, Methods and techniques of stress management, Yoga and meditation techniques, Balanced nutrition for healthy living, Emotional Intelligence to cope up with stress and time log situations, Anger and Mind management, Methods and techniques of time management and Conflict management for combating stress. Participants were taken to Swamy Vivekanada Institute for human excellence, Domalguda, Hyderabad and Brahmakumaris



Dr. K. Madhu Babu, Director, delivering lecture on Positive Attitude

institute, Hyderabad, where they were oriented on Yoga and meditation techniques and work life balance. Trainees were satisfied with methodology and course content covered in this training programme.

EEI News January - March, 2018

Book - Post

To



From

The Director

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