

# Training Calendar 2016 - 2017

## Extension Education Institute

Southern Region

*At a Glance*

A Premier Institute

Born to Train the Development Professionals







**Sri. Narendra Bhushan, JS, IAS interacting with EEI faculty during his visit. Dr. V. Praveen Rao, Dr. Usha Rani, Dr. N. Vasudev are also seen**



**Dignitaries inaugurating the Professional Extension interface**



**Dr. Daniel Gustafson, Chief Guest, addressing during the Professional Extension Interface**



**Dr. V. Praveen Rao, Dr. Rama Rao & other dignitaries of the University during the Foundation stone ceremony of the EEI Golden Jubilee buildings**



**Dr. V. Praveen Rao, Registrar & Special Officer addressing during the 44 MCM. Dr. M. Surya Mani, Dr. B. Jamuna Rani & Mr. Ramesh Chand DoE, GoI, are seen**



**Dr. Virendra Singh, Additional Commissioner, DoE, GoI presenting memento during the Regional workshop at EEI.**



## MESSAGE



***“It’s all to do with the training: you can do a lot if you’re properly trained”***

*- Elizabeth II, Queen of Great Britain*

Most of the extension organizations in India rely on the policy of promotion for middle and top level positions. The advantage is that, while experience counts and promotes loyalty, it falls back on competency, as lateral performances take a back seat. This is a unique but persistent hindrance, to quality performances and to combat this, many institutes are depending highly on training of employees, as it has a direct impact on development of human resources in any organization.

At this juncture, EEI Hyderabad, Telangana stands out as a notable premier training institute, catering to the training needs of South Indian states including Odisha & Union Territories of Puducherry, Andaman Nicobar and Lakshadweep Islands.

For effective management, training could be used as an effective tool of Planning and control. It develops skills among the employee and prepares them for handling present and future jobs. It helps in increasing the productivity and quality which are the cherished goals of any modern organization. Training not only improves the morale of employees but also enhances their job security & satisfaction. The more satisfied the employee is, the greater is the morale, the more he/she will contribute to organizational success. A well trained employee will show both quantitative and qualitative performances.

I appreciate the commendable services of faculty and staff of this institute for making EEI Hyderabad, achieve qualitative milestones in performance. I express sincere gratitude to all our client participants for their strong faith and affection bestowed on our institute and I whole heartedly request them to make sincere efforts to utilize the opportunities provided by EEI faculty for overall excellence in their professional life.

(M. Surya Mani)  
Director







## About EEI

**T**he Extension Education Institute, Rajendranagar, Hyderabad established in 1962, is a premier regional training institute financed by Dept. of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India under the administrative control of Professor Jayashankar Telangana State Agricultural University (PJ TSAU).

The institute is specialized to cater to the training needs of middle level extension functionaries of Southern region line departments of client states viz., Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Odisha, Union Territories of Puducherry, Andaman & Nicobar and Lakshadweep Islands. Besides this, the trainers of training institutes like FTCs, KVKs, SAMETIs are also trained at this institute. EEI is bestowed with experienced faculty in different areas of training with excellent knowledge and communication skills. The institute is provided with a well equipped training environment to meet all the training needs of the clientele.

EEI, one of the India's four regional training institutes, stands out as a notable premier training provider in Southern India with efficient, reliable and cost effective solutions to meet the emerging challenges in agriculture and allied sectors. EEI designs and fine tunes need based training programmes for the line department officials of client states that enable to capitalize on their strengths and work towards facing the current challenges in the respective fields.

EEI as a guiding force shapes the personal and professional outlook of the extension officers of various line departments of client states and never stops going that extra mile ahead in providing greater value to the training in terms of quality, quantity and promoting client satisfaction by following a highly application oriented and participative style of training. Only after understanding the quality and skilled work force requirement of the sector, the institute designs the course content. The institute created a record of hundred percent client coverage and satisfaction with respect to quality and quantity.

Apart from the prescheduled programmes, EEI also coordinates with esteemed organizations like MANAGE, SAMETIs, ICRISAT, DRR, NAARM, NGOs, Farmer Federations etc., to provide training to extension functionaries and lead farmers on recent advancements

in agriculture and allied sectors. Since inception up to March, 2016, the institute trained 25,589 officers of development departments of client states, union territories in addition to targetted farmers. To meet current demands, EEI also undertakes consultancy services viz., monitoring & evaluation and impact studies on development programmes of the state and centre besides consultancy trainings.

### Mandate of the Institute

- To improve the skills and professional competencies 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.

### Management Committee

A management committee under the chairmanship of the Vice-Chancellor, Professor Jayashakar Telangana State Agricultural University with representatives from DoE, GoI, Line departments of client states, MANAGE, ICAR, Ministry of Rural Development, SAMETIs and farmers from client states as its members meet twice a year to review and fine tune the capacity building activities to help in effective functioning of institute. Director, EEI is the Member Secretary.

### Academic Committee

An academic committee was constituted with the following members viz., two officials representing from DoE, GoI, Director of Extension, PJ TSAU, Director (HRD), MANAGE, any other Director, MANAGE and Director, EEI to finalize and approve the training calendar of EEI from the year 2015 onwards.

### Training Programmes

EEI, Hyderabad organizes On-campus and Off-campus training programmes, designed on the basis of the training needs of middle level extension functionaries of client states with a view to improve the overall socio-economic status of farming community with extension backstopping.







## On-Campus Training Programmes for the year 2016-17

S. No.	Title of the Training	DATES
1.	e-Extension skills for effective technology dissemination	24 - 27 May 2016
2.	Skills for profitable agriculture through mechanization	31 May - 04 June 2016
3.	Farmer empowerment through integrated supply chain management	06 - 10 June 2016
4.	Life skills for excellence	14 - 18 June 2016
5.	Harnessing Nano technology in agriculture & allied sectors	21 - 24 June 2016
6.	Managerial skills for extension professionals	27 June - 01 July, 2016
7.	Monitoring and evaluation skills for programmes and projects	12 - 16 July, 2016
8.	Value chain management for enhancing Profitability	19 - 23 July, 2016
9.	Innovative extension approaches for agricultural management	25 - 30 July, 2016
10.	Climate smart extension for extension professionals	02 - 06 August, 2016
11.	Professional Skills for Individual and Organizational Excellence	08 - 12 August, 2016
12.	Marketing extension in agriculture and allied sectors	16 - 20 August, 2016
13.	Process monitoring and documentation skills for information management	29 Aug - 02 Sept, 2016
14.	Training skills on participatory research and behavioral skills*	20 - 24 September, 2016
15.	Leadership & Team Building for organizational excellence	20 - 24 September, 2016
16.	Harnessing social media in agriculture and allied sectors	26 - 29 September, 2016
17.	Commercial extension in agriculture and allied sectors	26 - 29 September, 2016
18.	Work ethics for Development Professionals in Agriculture and allied sectors	03 - 07 October, 2016
19.	Experiential learning methods and management games	03 - 07 October, 2016
20.	Training skills for trainers of extension organizations*	18 - 22 October, 2016
21.	Human Resource Development for Professional Excellence	18 - 22 October, 2016
22.	Process Monitoring and Documentation skills for Extension Professionals	24 - 28 October, 2016
23.	Public Private Partnership in agricultural & allied sectors	24 - 28 October, 2016
24.	Regional Workshop on "Training need assessment of client states"	1 <sup>st</sup> & 2 <sup>nd</sup> November, 2016
25.	Presentation skills for Development Professionals	07 - 11 November, 2016
26.	Self managing leadership for personal & professional excellence	15 - 19 November, 2016
27.	Innovative training methods for effective extension delivery	15 - 19 November, 2016
28.	Water conservation techniques to augment ground water availability	22 - 26 November, 2016
29.	Disaster management & mitigation strategies for extension professionals*	29 Nov - 02 Dec, 2016
30.	Time and stress management for women extension officers**	05 - 09 December, 2016
31.	Communication skills for professional excellence	13 - 17 December, 2016
32.	Farmer producers organizations a way forward for sustenance agriculture	03 - 06 January, 2017
33.	Capacity building of extension functionaries to enhance farmer entrepreneurial skills	17 - 21 January, 2017
34.	Participatory extension methods for effective service delivery	31 Jan - 04 Feb, 2017
35.	Change management in extension organizations to meet emerging challenges	06 - 10 February, 2017

\* New areas

\*\* For women extension officers

### Consultancy programme:

1. Entrepreneurship needs of Fishermen in South India, EEI & National Fisheries Development Board (NFDB) Hyderabad

### Collaborative Action Research:

Promotion of Agri-entrepreneurship and skills in rural areas through convergence of development programmes – EEI, MANAGE, PRDIS & NIMSME





## Off-Campus Training Programmes for the year 2016-17

State/ Department	Title of the Training	Place
<b>Andhra Pradesh</b>		
Animal Husbandry SAMETI	Dairy management and entrepreneurship promotion Experiential learning and management games	RHTC, Visakhapatnam SAMETI, Andhra Pradesh
<b>Karnataka</b>		
Agriculture	Change management in extension organizations to meet emerging challenges	Bengalure
SAMETI, Bengalure	Strategic Research & Extension Planning for field functionaries	SAMETI, UAS, Bengalure
SAMETI, Dharwad	Farmers producers organizations a way forward for sustenance agriculture.	SAMETI, UAS, Dharwad
<b>Kerala</b>		
Dairy	Leadership and team building for organizational excellence	Kottayam, Kerala
Animal Husbandry	Creative thinking skills for better problem solving in extension organizations	KSVC, Thiruvananthapuram
Fisheries	Capacity building for extension functionaries to meet emerging challenges	NIFAM, Alluva
SAMETI	Training skills for effective extension delivery	SAMETI, Thiruvananthapuram
<b>Odisha</b>		
Horticulture	Post harvest technologies in vegetables	Bhubaneswar, Odisha
Sericulture	Team building and Decision making skills for extension professionals	Bhubaneswar, Odisha
<b>Tamil Nadu</b>		
Animal Husbandry	Time & stress management for effective performance in extension	Hosur, Tamilnadu
Sericulture	Innovative extension approaches for effective extension management.	TSTI, Hosur,
<b>Telangana</b>		
Agriculture	Communication skills for professional excellence	SAMETI, Hyderabad
Animal Husbandry	Capacity building of extension functionaries to meet emerging challenges	TSMILDA, Hyderabad
<b>Andaman &amp; Nicobar Islands</b>		
Agriculture	Monitoring and Evaluation of programmes and projects	Port Blair, A & N Islands
Industries	Food processing, preservations and value addition	Port Blair, A & N Islands
Fisheries	Self management through personal profiling	Port Blair, A & N Islands
<b>Puducherry</b>		
Animal Husbandry	Professional skills for individual and organizational excellence	Puducherry
SAMETI	Promotion of urban horticulture	Puducherry







## Training Core Content of On-Campus programmes

### 1. e-Extension skills for effective technology dissemination

e- Extension initiatives in government, private and corporate sectors in Agriculture & allied areas; Extension through innovative ICT tools; Mobile based e-extension services in India; ICT mediated technology transfer in Agricultural universities; e-Extension through social media; Digital extension initiatives with knowledge repositories; Visits to ATIC, KCC, MANAGE and IIIT Hyderabad; Exposure visit to ICT lab, DRR, C-DAC-vikaspeda.

### 2. Skills for profitable agriculture through mechanization

Technical Advances in Mechanization of agriculture: Need and importance; Development programmes and schemes for promotion of farm mechanization; Skill in techniques of mechanization for Profitable Agriculture; Skill in techniques of mechanization in Animal Husbandry; Mechanization in fisheries sector: Technical skills to fisher men; Skills in - Precision farming and micro irrigation; Ergonomics and appropriate farm tools for women; Extension strategies for promotion of Farm Mechanization; Production of high value vegetables and fruits under protected conditions.

### 3. Farmer empowerment through integrated supply chain management

Integrated Agri-supply chain management: Importance and scope; Policy and regulating for supply chain management; Supply chain management in Horticulture; Supply chain management in Dairy; Supply chain management in Poultry; Supply chain management in fisheries; e-applications in Indian agriculture food supply chain; Role of PPP in agri chain development for farmers empowerment; Experience sharing in agri entrepreneurship; Packaging, transportation, Inventory management, and warehousing; Exposure visit to Producer companies - supply chain management.

### 4. Life skills for excellence

Life skills an overview: Need and Importance; Communication skills; Problem solving and decision making skills; Change management skills; Interpersonal skills; Positive thinking skills; Stress management skills; Motivational skills; Time management skills; Creative thinking skills ; Team building skills; Goal setting skills; Anger management skills; Gender mainstreaming ; Field / Institutional visits.

### 5. Harnessing Nano technology in agriculture & allied sectors

Nanotechnology in modern agriculture: An Overview concept, Need and Importance (Nano applications); Nanotechnology for sustainable agriculture: present concerns and prospects ; Nanotechnology in Animal husbandry; Nanotechnology in poultry production; Nanotechnology for aqua culture and fisheries; Nanotechnologies challenges & Issues; Field / Institutional visits.

### 6. Managerial skills for extension professionals

Managerial skills for Extension Professionals: An overview; Communication skills; Leadership development skills; Team Building skills; Time Management skills; Interpersonal skills; Negotiation and conflict management skills; Decision making and problem solving skills; Motivational skills; Delegating skills; Administrative & Supervising skills; Field/Institutional visits.

### 7. Monitoring and evaluation skills for programmes and projects

Monitoring and Evaluation of development programmes / project need and importance; Identification and selection of key indicators for monitoring and evaluation; Data collection tools and methods; Documentation of success stories/ case studies; Data processing and analysis; Report writing skills; Facilitation skills for monitoring & Evaluation; Village visit for monitoring and evaluation of development programmes/ projects.

### 8. Value chain management for enhancing Profitability

Value chain management - An overview: need and importance; Value chain models in Agriculture; Value chain models in Animal Husbandry; value chain management in Fisheries; Value chain models in Horticulture; Promotion of farmers and agri co-operatives in value chain management; PPP & value chain management; Contract and Corporate farming models in India; Innovations in value chain management; Field/Institutional visits.

### 9. Innovative extension approaches for agricultural management

Innovative Extension approaches: Overview; Flag method of extension; ICT approaches; Agri business approaches Entrepreneurial Development; Public Private Partnership; Market led Extension; Extension through Farmer Producer Organizations (FPOs); Farmer Field Schools and Farmer Life schools; Gender Mainstreaming; Village visits.

### 10. Climate smart extension for extension professionals

Climate change in the present context –challenges ; Climate change and variability on agriculture; Strategies to





## Training Core Content of On-Campus programmes

overcome climate change; Climate change and variability on Horticulture; Climate change and Fisheries; Climate change and variability on Animal husbandry; Farmers attitude and adaption measures towards climate change; Climate Resilient Technologies; Contingency Planning in Agriculture, Animal Husbandry & Fisheries; Institutional visits and field visits.

### 11. Professional Skills for Individual and Organizational Excellence

Community Mobilisation skills; Writing Skills for farm families; Communication Skills for Better Delivery of Services; Motivational Skills; Documentation Skills; Meeting Management Skills; Facilitation Skills; Group Building and Strengthening Skills; e – Communication Skills; Leadership & Team Building Skills; Field visits.

### 12. Marketing extension in agriculture and allied sectors

Market led Extension Challenges and Prospects ; Agricultural Marketing – Infrastructure, levels of marketing and management; Changing role of agricultural extension professionals in the context of market led extension; Farmer groups, organizations and networking for effective marketing; PPP for remunerative marketing; Effective farming models – Contract, Corporate, FPOs and Cooperative models; ICT models for market led extension; Value and supply chain management in marketing of farm produce; Grading and standardization of agriculture & allied products; Information technology based market intelligence; Field visits.

### 13. Process monitoring and documentation skills for information management

Definition, concept and its usefulness of process monitoring and documentation; Tools and techniques for monitoring programmes/activities; Skills and methods for process monitoring and documentation; PRA, field diaries and records; Use of online media and ICT tools in process documentations; Methods of data processing and management; Writing and documentation skills; Communication and facilitation skills for documentation; Field/institutional visits for documentation.

### 14. Training skills on participatory research and behavioural skills\*

A systematic approach to training and training need analysis; Formulation of objectives and development of training content; Training design skills; Ice breaking methods and technologies; Participatory training methods – FGD, Role play, case study, small group discussions;

Experiential training through management games Innovative training methods; Sensitivity and group training; Facilitation skills; Feedback management skills; Training monitoring and evaluation skills; Training tools and techniques for skill development; Institutional visits and field visits.

### 15. Leadership & Team Building for organizational excellence

Role and importance of Team building & leadership; Quality of good leadership; Leadership skills and characteristics; Leadership development process, principles and practices to grow good leaders; Leadership and ethics and values; Leadership and crisis management; Importance of team work in organizations; Team building process; Team dynamics; Interpersonal skills for effective team building; Effective team work characteristics; Institutional visits.

### 16. Harnessing social media in agriculture and allied sectors

Need and Importance of social media in agriculture and rural development; Introduction and conceptual clarification of social media in relation to agricultural extension; Face book, twitter, whatsapp, hike messenger, Skype, viber, line, LinkedIn, Google +, YouTube, Instagram; Social linkage between research-extension-farmer-market for transforming of rural lives; Maintaining professionalism in social media: A tip for extension agents; Capacity building of extension agents for use of social media to attract and retain rural youth in agriculture; Capacity building of extension functionaries on media group formation, content, writing, publishing, sharing and follow up activities; Social media campaign, reducing social isolation; Institutional visits.

### 17. Commercial and Export orientation in agriculture and allied sectors

Export oriented agriculture: The status, challenges and prospects in India in the wake of WTO; Supply chain management for exports in agriculture and allied sectors; Post harvest technologies and value addition for exports in horticulture products; Interaction with agripreneur on promotion of exports in agriculture and allied sectors; Standard operating producers for agricultural exports; Public Private Partnership for quality exports; Role of APEDA in exports; Export competitiveness in Animal Husbandry, Fisheries, Agriculture and Horticulture sectors; market intelligence & Market led extension for profitability; Extension strategies for promotion of export oriented agriculture; Field/Institutional visits.







## Training Core Content of On-Campus programmes

### 18. Work ethics for Development Professionals in Agriculture and allied sectors

Importance of ethics in personal development; Professionalism and Work ethics for successful career development; Ways and means to improve work ethics; Work ethics-situationism-change management; personal values and morals vis-a-vis professional growth and development; Institutional visits.

### 19. Experiential learning methods and management games for effective management

Experiential learning methods and skills; An orientation on Management games and introducing management concept through different games; Leadership skills; Decision making techniques and skills; Motivational skills; Team building skills; Goal setting; Time Management; Field/institutional visits.

### 20. Training skills for trainers of extension organizations\*

Importance of training skills and adult learning principles; Training Need Assessment (TNA) as an important tool for trainer; Training and development; Training methods for knowledge enhancement; Skill methods for imparting skills; Skills to bring attitudinal changes; Soft skills for personality development; E learning tools for M& E in trainings; Motivational skills; Gender main streaming; Field visits.

### 21. Human Resource Development for Professional Excellence

Human Resource Development: Need and importance in organizations; Employee motivation; Organizational commitment; Counselling and mentoring; Organizational development and change management; Negotiation and conflict management skills; Work culture and ethics; Interpersonal skills & Stress management; Leadership and team building skills; Field visits and success stories; Institutional visits and Group presentations.

### 22. Process Monitoring and Documentation skills for Extension Professionals

Need and importance of Monitoring; Methods and techniques for monitoring; Documentation skills for reporting; Documentation methods and techniques; Electronic documentation: Use of online media and ICT tools in process documentation; Tools for documentation: Video and photography; Data management for monitoring of development programmes and projects; Data processing, analysis & reporting writing skills; Facilitation skills for process monitoring and documentation; Field/ Institutional visits.

### 23. Public Private Partnership in agriculture & allied sectors

Public Private Partnership (PPP): Need and Importance; Scope for PPP in Agriculture and allied sectors; PPP models and case studies in Agriculture, Horticulture, Animal Husbandry, Fisheries etc in India; Potentials of PPP and challenges of PPP in India; Private partners and NGOs role in PPP; Experience sharing by the stake holders: Public, Private NGOs and Farmer Organizations; Development of PPP models by participants; Field visits to relevant institutions.

### 24. Regional Workshop on “Training need assessment of client states”

### 25. Presentation skills for Development Professionals

Presentation skills: Importance and need for extension professionals; use of audio visual aids for effective presentation; Facilitation skills; Dealing with nervousness and confidence building; Communication skills; Feedback management in presentations; Motivation skills; Multimedia presentation and case study; Field visit and presentations.

### 26. Self managing leadership for personal & professional excellence

Self managing leadership: Concept and importance; Developing self managing leadership (SML) planning model; Self SWOT analysis; Developing self vision and mission statement; Overcoming barriers to goal attainment; Developing will power; Self developing through conscious transformation; Enhancement of self and organizational leadership capabilities; Integrated planning for self life and work life balance; Work ethics for self and organizational excellence; Managing change at work ; Anger management; Morals, values & ethics in the organization; Institutional visits.

### 27. Innovative training methods for effective extension delivery

Innovative training methods: An overview; Ice breaking techniques; Interactive lecture; Skill teaching; Experiential learning through management games; Case method, Role play and other simulated methods; e – training; Syndicate method; Management games, Team Training, T – graphs; Field visits.

### 28. Water conservation techniques to augment ground water availability

Water conservation techniques – Need and importance;





## Training Core Content of On-Campus programmes

Water user's association and their role in irrigation management; Rain water harvesting; Roof top rain water conservation / harvesting; Participatory tank irrigation management; Community based tank irrigation system; Group dynamics of tank user group; Water conservation and management practices; Home water conservation; Water measurement and quantification techniques; Agricultural water conservation practices; Field visits and exposure visits.

### 29. Disaster management & mitigation strategies for extension professionals

An overview of disaster, disaster preparedness plans, agricultural losses & damages in disaster; Disaster management in Agriculture, Fisheries, Forestry & Animal Husbandry; IMDs role in cyclone disaster management; Drought management techniques; Stress management of disaster victims; Role of Agro meteorology in disaster management; Community based disaster management; Mitigation strategies for combating disasters; Disaster management & biodiversity; Role of NGOs in disaster management; Cyclone & floods management; Livelihood enhancement after the disasters; Gender issues in disaster management; Institutional visit (INCOIS, ICD, AGROMET).

### 30. Time and stress management for women extension officers

Importance of time management for better performance; Essence of stress management for personal & professional excellence; Time log analysis; Methods & techniques of time management; Methods & techniques of stress management; The four quadrant quotients for dealing with stress; Interpersonal relations for effective management of time & stress; Emotional intelligence to cope up with stress and time lag situations; Conflict management for combating stress; Anger and mind management techniques; Practical exercises on time & stress management; Yoga & meditation techniques; Institutional visits.

### 31. Communication skills for professionals excellence

Essential communication skills for extension professionals; Oral presentations; Non-verbal communication skills; Feedback assessment and management skills; Reading and listening & writing skills; e-communication skills; Interpersonal communication skills; ICT based explorations in extension communication; Media literacy and Media education; Knowledge management in extension; Emotional & spiritual Intelligence for better communication; Motivation & positive attitude for professional excellence; Field/Institutional visits.

### 32. Farmer producers organizations a way forward for sustenance agriculture

Farmer's producers organizations - An overview of policies & guidelines; Scope and potentials of forming FPOs; Harnessing of inputs and marketing networks through FPOs; Promotion of Agripreneurship with FPOs; Networking of farmers groups & organizations; Formation, strengthening & management of CBOs & SHG federations; Field visits to successful farmer producer organizations; Role of NGOs KVKs, GOs, ATMA etc, as lead promotion of FPOs for effective extension strategies / frame work; Role of small & marginal farmers in FPOs; Partnership modalities and schematic linkages of various stake holders; Case studies on successful FPO and field visits.

### 33. Capacity building of extension functionaries to enhance farmer entrepreneurial skills

Agripreneurship for sustainable livelihoods: An orientation; Traits and skills for agripreneurship; Agripreneurship: Planning and Development; Opportunities for agriculture & horticulture enterprises; Promotion of livestock enterprises; Micro financing and institutional support for rural youth enterprises; Group approach for promotion of agrienterprises; Developmental programmes and Schemes for agripreneurship development among rural youth; Learning's from the experiences of agri-entrepreneurs; Visits to successful youth enterprises; Field/Institutional visits.

### 34. Participatory extension methods for effective service delivery

Participatory extension methods: Need and importance; Farmer field schools and farm school; PRA for Effective service delivery, Participatory method and techniques; Networking and enhancing the capabilities of extension service providers; Participatory Technology Development; Farming system research-extension; Practical exercises on selected PRA techniques; Development of action plans; Experience sharing and development of community ownership model; Field/Institutional visits.

### 35. Change management in extension organizations to meet emerging challenges

Change management in Professional front - an overview; Managing change at work; Stress management to cope up change at work; Role of emotional intelligence during change; Organizational Change: Resistance & overcoming barriers to change; Leadership skills for change management; Organizational commitment And work culture; Positive Attitude for fostering change in organisations; Motivation for positive change; Conflict management for successful change; Institutional visits.







## Training Core Content of Off-Campus programmes

### 1. Dairy management and entrepreneurship promotion

Dairy Management : Need and importance; Public Private Partnership in promoting dairy enterprises; Dairy cooperatives and their role in dairy development; Farmers organizations and promotion of Dairy enterprises; Marketing extension for dairy; Export oriented dairy entrepreneurship; Role of ICT in Dairy; Pros and cons of establishing Dairy unit at Farmers level ;Management of High yielding dairy animals; Fodder production and grassland management and conservation of fodders; Challenges on reproductive management of Dairy animals; Entrepreneur opportunities in manufacture and marketing of dairy products.

### 2. Experiential learning and management games

Experiential learning and management games: Importance in professional career; Situation analysis; Incorporation of Experiential Learning cycle into their professionalism; Learning process and its techniques; Developing skills and competencies relating to environmental evaluation utilizing experiential learning cycle; Experience transformation; Management games.

### 3. Change management in extension organizations to meet emerging challenges

Change management in Professional front – an overview;Change Management through self management;Managing change at work ;Stress management to cope up change at work; Role of emotional intelligence during change; Working in teams for organizational change management; Time management skills to excel performance in change Process; Organizational Change: Resistance & overcoming barriers to change ;Leadership skills for change management; Motivation for positive change; Conflict management for successful change; Change management in Organizations by effective communication ;Field/Institutional visits.

### 4. Strategic Research & Extension Planning for field functionaries

Scope, Nature and importance of Strategic Research and Extension Planning; Extension reforms and emerging challenges in agriculture extension; SREP concept and importance; The contents of Strategic Plan (SP);steps in developing SREP; Stake holders in SREP;ATMA cafeteria; Broad based extension; Convergence; Monitoring and Evaluation ;Field/Institutional visits.

### 5. Farmers producers organizations a way forward for sustenance agriculture

Farmers producers organizations An overview of policies & guidelines; Scope and potentials of forming FPOs; Harnessing of inputs and marketing networks through FPOs; Promotion of Agriprenuership with FPOs; Networking of farmers groups & organizations; Formation, strengthening & management of CBOs & SHG federations; Role of NGOs KVKs, GOs, ATMA etc, as lead promoters of FPOs for effective extension strategies / frame work; Role of small & marginal farmers in FPOs; Partnership modalities and schematic linkages of various stake holders; Case studies on successful FPOs; Field visits to successful farmer producer organizations.

### 6. Leadership and team building for organizational excellence

Leadership and Team Building in extension organizations: Role and importance.; Leadership styles and skills; Organizational team work and Team building process; Team dynamics; Improving team effectiveness; Interpersonal skills for effective leadership and team work; Time management for effective performance; Emotional intelligence; Decision making and problem solving skills for leaders; Negotiation and conflict management among teams; Strategies for improving leadership and team performance.

### 7. Creative thinking skills for better problem solving in extension organizations

Creative thinking & problem solving – An overview – Need and importance in organizations; Approaches to decision making & problem solving ;Types and styles of thought process & problem solving in organizations; Creative decision making using positive uncertainty; Techniques of thinking & problem solving - Brain storming, Fish Bone diagram, Six thinking hats, Delphi techniques, Nominal group technique, decision tree, Pareto analysis; Negotiation & conflict management skills for better problem solving; Mind tools for problem solving; SWOT analysis and mind mapping; Developing strategies for rational thinking & problem solving; Village visits.

### 8. Capacity building for extension functionaries to meet emerging challenges

Emerging challenges in extension organizations; Market led extension; Promotion of farmer groups and organizations; Public private partnership; Convergence;





## Training Core Content of Off-Campus programmes

Information and communication technologies; Team Building & Leadership skills; Promotion of Agri entrepreneurship; Climate change and Agriculture; Gender mainstreaming; Field/Village visits.

### 9. Training skills for effective extension delivery

A systematic approach to training and training need analysis; Formulation of objectives and development of training content; Training design skills; Participatory training methods – FGD, Role play, case study small group discussions; Experiential methods and management games; Sensitivity and group training; Facilitation skills; Feedback management skills; Training monitoring and evaluation skills; Training tools and techniques for skill development - Skill teaching, demonstration; Field / Institutional visits.

### 10. Post harvest technologies in Vegetables

Emerging challenges in Post harvest technologies; Good production practices in vegetables; Processing and value addition in vegetables; Post harvest practices, Processing and value addition in tuber crops; Wastage at farm gate and safe transport of vegetable crops; Promotion of agro processing centres by farmers; Storage, handling and grading in vegetable crops; Extension strategies for promotion of post harvest technologies in vegetables; Value addition and preservation in leafy vegetables; Field /Institutional visits.

### 11. Team building and Decision making skills for extension professionals

Team Building in extension organizations: Role and importance.; Leadership styles and skills; Organizational team work and Team building process; Team dynamics; Improving team effectiveness; Decision making and problem solving skills; Creative thinking; Assertive communication; Developing positive attitude; Interpersonal skills for effective leadership and team work; Time management for effective performance; Emotional intelligence; Negotiation and conflict management; Institutional visits.

### 12. Time & stress management for effective performance in extension

Time management for better performance; Stress management for personal and professional excellence; Time log analysis; Time management; method and Techniques; Stress management: Methods and Techniques; Emotional intelligence for better interpersonal relations; Conflict management for combating stress; Anger management and mind management; Positive attitude for better living; Balanced nutrition for healthy living; Practical

exercises on stress management; Yoga and meditation techniques; Field/Institutional visits.

### 13. Innovative extension approaches for effective extension management

Innovative extension approaches: An overview (Flag method of extension, Developing farmer master trainers); Market led Extension; Group led extension; Farmer led Extension approach; Public Private Partnership; E-Extension; Convergence; Farmer field schools and Farmer life schools; Farmer Producer Organizations and its role in extension delivery; Gender Mainstreaming; Field / Institutional visits.

### 14. Communication Skills for Professional Excellence

Communication skills for extension functionaries: An overview; Oral presentation skills; Non-verbal communication; Feedback skills for effective communication; Reading and listening skills; Writing skills; Instructional Aids for effective communication; Role of information and communication technologies in TOT; Interpersonal skills; Emotional intelligence for better communication; Conflict management skills for good interpersonal relations; Motivational skills; Positive attitude; Field/Institutional visits.

### 15. Capacity building of extension functionaries to meet emerging challenges

Climate change and Agriculture; Marketing extension ;Informative communication technologies ;Team Building & Leadership skills; Public Private Partnership; Decentralized extension delivery systems; Promotion of famer groups and organizations ;Participatory planning & management; Gender mainstreaming; Promotion of Agri entrepreneurship ;Exposure visits.

### 16. Monitoring and Evaluation of programmes and projects

Monitoring and Evaluation of development programmes / projects: Emerging need and importance; Monitoring and Evaluation of development programmes / Projects; Operation modalities; Identification and selection of key indicators for monitoring and evaluation; Process documentation skills; Data collection tools and methods; Documentation of success stories / case studies; Data processing and analysis; Report writing skills; Facilitation skills for monitoring and evaluation; Practical exposure of participants to the village for monitoring and evaluation of development programme projects; Field visits.







## Training Core Content of Off-Campus programmes

### 17. Food Processing, Preservation and Value addition

Food Preservation, importance and Scope; Value addition in food products; Variety of foods and consumer preferences; Methods and Techniques in food processing and preservations; Agricultural produce processing preservation and value addition; Horticultural produce processing preservation and value addition; Dairy products preservation and value addition; Meat products preservation and value addition; Field/Institutional visits.

### 18. Self management through personal profiling

Learning styles / patterns; Personality profile; Transactional analysis and ego gram; Intelligence quotient and emotional quotient; Stress management; Leadership development for self management; Personal development plan; Institutional visits.

### 19. Professional skills for individual and organizational excellence

Professional skills for individual and organizational

excellence: An over view; Team building skills; Leadership skills for organizational development; Community mobilization and strengthening of groups; Motivational skills; Documentation skills; Communication skills for better delivery of services; Time management skills; Soft skills for personality development; Creative Thinking Skills; Meeting management skills; Field visits.

### 20. Promotion of Urban Horticulture

Urban Horticulture – An over view; Community Gardening ; Farmers Markets & Linking Urban Horticulture to markets; Organic production of vegetables in urban areas; Flowerpot Farming; Roof top farming; Vertical Farming; Foods scaping; Terrace gardening success stories / experiences ; Projects related to Urban Horticulture through RKVY/any other scheme; Urban Water management and its relevance in urban areas; Promotion of support system for Urban Horticulture; Extension strategies to promote Urban Horticulture; Field/Institutional visits.

*The Institute is specialised to adopt novel participatory methodologies and approaches in training. Every training begins with Ice breaking and need assessment. It necessarily ends with preparation of action plans by the trainies to reflect upon the learning gained. Relevant field or institutional visits are a value-add to the training programmes at EEI.*





## Faculty Profile



**Dr. M. Surya Mani, Director**

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Dr. Surya Mani has more than 27 years of experience in Teaching, Training, Research, Extension and served as Consultant for International & National Projects funded and supported by FAO (EU Nations), IFAD (Netherlands), AP Bio-technology, WHO, UNDP, GOI and Govt. of Andhra Pradesh. She has been constituted as Planning Commission Working Group Member for Twelfth Five Year Plan and provided farmer feedback to the group. Guided facilitators and monitored Farmer Field Schools (FFS) on cotton, vegetables and paddy in A.P. and ICM paddy in Chattisgarh CTDSP supported by IFAD and sugarcane TOF at RARS, Anakapalle supported by WHO.

She is having expertise in conducting monitoring and evaluation of Rural Development Programmes sponsored by GoI. As an evaluation expert member, Dr. Mani has worked in State level Bt Cotton Impact assessment study. She is well experienced in management of programmes connected with Agricultural Extension, Rural Development and worked for formation and strengthening of Self-Help Groups (SHGs). She also handled U.G., P.G and Ph.D. courses for six years besides guiding research scholars and organizing regular training programmes at EEI.

Dr. Mani has number of International and National publications to her credit. She edited and contributed topics for two books on "Advances in Agricultural Extension Towards Changing the Lives and Livelihoods" and "Biotechnology for Sustainable Agriculture". Developed course material for PGDAEM and a chapter in International Pesticide Policy project-Series No. 9 (FAO, EU IPM programme for cotton Asia) and two manuals for Adopt a village programme of CAPART, GoI and WHO supported ToF programme on Sustainable Sugarcane Production. Her areas of specialization include Farmer Field Schools, Participatory Approaches, Monitoring and Evaluation of Rural Development Programmes, Impact Studies, etc.



**Dr. K. Madhu Babu, Associate Professor**

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Dr. Madhu Babu Karra rendered commendable service to the farmer community as well tribal community. He is a renowned extension specialist with Zeal and enthusiasm to work for the farmers. He completed 25 years of professional committed service, that includes Agricultural officer in the Department of Agriculture, Mandal Parishad Development officer in the Department of Panchayatraj, Technical officer, IFAD, ITDA. He has excellent track record of implementing various schemes of rural development and tribal development besides proving himself as "Transcendent Extension Scientist". In his carrier of total service he bagged several awards appreciations and recognition by stakeholders, administrators, apex institutions and policy makers. He has received appreciation and recognition from the officers of UNOPs, Kuala Lumpur, Malaysia for his Yeomen services as Technical Officer International Fund for Agricultural Development, ITDA, Bhadrachalam and as editor SHABARI SRAVANTI a quarterly magazine of ITDA. He has bagged state level "Best Extension Scientist" Award twice during the year 2008 & 2011.

In recognition to his commitment and contributions he was deputed for First – Afro – Asian Games, held in Hyderabad during 2003 by the University and Sports Authority of Andhra Pradesh, as a member sub-committee. He has received appreciation certificate from the then Chief Minister of United Andhra Pradesh. He has been successful in addressing the farmer problems through field oriented activities, Electronic Media, Print Media and farmers advisory services in many fold. He has been proved as "farmer motivator" in solving various field problems through participatory approaches.

He has done commendable job in organizing International training programme on cotton for African Nationals of C4 countries, supported by DoCD, Mumbai, for 45 days at EEI. He has been successfully training middle level extension officers of client Departments as trainer for more than 5 years. He has participated in National and International Conferences & presented papers. Having trainer traits, expertise, skills and communication abilities in various fields of development, that enabled Dr. Madhu Babu to share, serve, seek and make trainees more vibrant.







## Faculty Profile



**Dr. S. Chandra Shekar**, Associate Professor  
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Dr. S. Chandra Shekar, joined in the University Services in 1998 as Extension Specialist at ARS, Karimnagar and later worked in DAATT Center as Scientist (TOT) and Coordinator for fifteen years in Karimnagar, Warangal, Khammam and Mahabubnagarnagar districts to serve farming community. Organized several FLDs, OFT, demonstrations and Minikit trials on different technologies developed by ANGRAU and PJTSAU. Popularized several rice, maize, redgram varieties through minikit trials developed by ANGRAU and PJTSAU. Participated and conducted several farmer training programmes organized by DAATTC and

Agriculture department and other line departments to educate farmers on scientific cultivation practices. Attended kisan melas, rythu sadassus, group discussions, field day programmes organized by University and Agriculture and allied departments to create awareness among farming community on new technology. Close interaction with Agriculture Officers and farmers to solve the field level problems to benefit the farming community. Participated in Radio and Television programmes to educate the farmers on new innovations. Successfully completed six batches of RAWEP programme for final year B.Sc. (Agri) students.

Dr. Shekar rendered major service in the field extension work as Extension Scientist in KVKs and DAATTC centres of ANGRAU. Highly recognized by the farmers, for motivating and enhancing their communication skills. Joined EEI in 2013 as trainer and successfully conducting on and off campus training. Areas of specialization include Field Extension Interventions, Extension Methodologies and Farmer led Extension Management and Training skills.

In EEI, organized On – campus and Off – Campus training programmes on different Management aspects like Communication skills, Time and Stress Management, Leadership skills and Motivational skills for middle level extension officers of Southern states like Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala including Orisha and three Union Territories.



**Dr. P. Vijaya Lakshmi**, Associate Professor  
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Dr. Vijaya Lakshmi joined the University in the year 1998 as Assistant Extension Specialist at ARS, Darsi and served the farming community. Later, she worked as a Scientist (TOT) in DAATTC, Prakasam, Medak & Rangareddy districts and gained vast experience in field level agricultural extension activities and organization of 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 Kisanmelas, 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 the Government of Andhra Pradesh in the year 2010.

Dr. P. Vijaya Lakshmi played a major role in initiation of the project on “To reach the unreached through expert consultation at DAATT Centre, Ranga Reddy district. She has more than five years of experience in training. She has organized more than 60 training programmes to middle level extension functionaries. She has published a good 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 organized International study visit cum training programme to officers of Bangladesh.





## Faculty Profile



**Dr. M. Prasuna, Associate Professor**

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Dr. M. Prasuna, joined the University as Assistant Professor at College of Home Science, Saifabad, Hyderabad and taught the students of UG and PG. She has successfully handled the Rural Home Work Experience Programmes and as an NSS officer, conducted many activities like Clean and Green, Awareness Programmes on HIV / AIDS and other social activities. As the Subject Matter Specialist in the KVK, Vizianagaram district, conducted many On Farm Trails and Front Line Demonstrations for improving the tribal women and children, taken up awareness programmes, method, demonstrations and vocational trainings and encouraged the tribal women to take up self employment. While working as a Scientist in the DAATT Centre, Ranga Reddy district, initiated and trained many farmer groups in different mandals under the NABARD project, conducted Farmer – Scientist interaction programmes and Rythu Chaitanya Yathras, etc., apart from the mandatory works. In recognition of her extension work, the University has presented the “Meritorious Extension Scientist” award for the year 2007.

As a Senior Scientist in the Agricultural Information Centre, Administrative office, ANGRAU, oriented various activities of the University to many visiting students, farmers and officials coming from across the country and delegates of various countries from abroad. In addition, as an Assistant Public Relations Officer, handled Right to Information Act, given University press notes, advertisements, and conducted University Press Conferences etc. Involved in teaching of PG and PhD students and student Guidance. Edited and compiled the Book on “Grass root Interventions of Client Departments of EEI, Southern Region 2014-2015”. As a faculty of EEI, involved in the trainings of middle level extension officers of the client states.



**Dr. M. Preethi, Associate Professor**

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Dr. M. Preethi has 17 years of experience in the areas of teaching and extension in university. She started her career as Assistant professor in 1998 at CHSc. Bapatla, where she was actively involved in teaching undergraduate Home Science students for 5 years. Later she worked at CHSc., Hyderabad for a brief period. While in teaching, she served in the capacities of warden, officers in charge of Academic matters and Placement cell at both campuses.

In the year 2006, she was shifted to Extension and posted at KVK Garikapadu as SMS (Home science) where she worked in forming women SHGs, organising vocational capacity building programmes and in establishing enterprises, apart from the regular technical programme of work. Her efforts received laurels from many officials at district level. In July 2008, joined AICC & ANGRAU Press as Editor & Translator and served there till July 2015. At AICC was involved in bringing out in house publications, attending to the visitors of Agricultural University, managing Agril. Information centre, organising exhibitions at State and National levels, translating many important documents, speeches and publications for the university. In December 2014, was given the responsibility of ADE in Directorate of Extension PJTSAU, wherein she was engaged in overall management of all the extension units (DAATTCs, KVKs, EEI, AICC & Electronic wing) of PJTSAU and in implementing RKVY and NAIP projects of the Directorate. She joined EEI in July 2015.

As a subject matter expert she is a regular resource person in delivering guest lectures, 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 MSc., for highest OGPA at EEI. She participated in a number of National & International conferences and has good number of publications to her credit. She received “Meritorious Extension Scientist” award from University for the year 2012 on 4th Jan 2016, in recognition of her commendable services in Extension.

Her areas of specialisation are Women studies, Rural Livelihoods and Communication studies.







## Faculty Profile



**Dr. P. Manikandan, Professor**

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Former Head, Division of HRM, at National Academy of Agricultural Research Management (NAARM), Hyderabad. Served ICAR for over 36 years in various capacities. Initial seven years as Scientist, researching in the area of Soil and plant nutrition at Central plantation Crops Research Institute, Kasargod, Kerala. The last 29 years were spent at NAARM, as trainer and teacher in various areas of management. Holds PhD, degree in Soil Science and an MBA degree with specialization in Human Resource management.



**Dr P Kalyanasundaram, M.V.Sc, MBA(Finance), CAIIB. Consultant**

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Dr Kalyanasundaram started his career in a reputed nationalized bank as Agricultural Extension officer after completing his MVSc ( Dairy extension) from Andhra Pradesh Agricultural University in 1982. He has a rich banking and teaching experience of 32 years where in he worked in Rural , Urban and Metropolitan branches and controlling offices of various south and north Indian states.

With the idea of teaching agricultural banking to young bankers, he shifted to training system and was faculty in bank's staff training colleges at Kolkata and Hyderabad wherein he was into recruitment, preparation of need based training schedules, induction trainings, preparation of course material, monitoring and evaluation for many years and finally retired from the services of the bank as Principal of the staff college, Hyderabad. He obtained qualifications like M.B.A (financial management) , CAIIB and established as outstanding faculty member in the field of financial management, project appraisal techniques for agriculture and allied sectors, micro, small and medium entrepreneurs, formation and financing farmer producer organizations. He was member of study group constituted by government of india on public private partnership . He was trained by NIBM, Pune, and IIM, Lucknow in training methods and skills. After retirement from the services of the bank he worked as consultant in National Institute of Agricultural Extension Management (MANAGE) in the centre for agripreneurship development for 2 years and motivated and guided thousands of agripreneurs in preparation of bankable detailed project reports (DPR). He was a visiting faculty member for many reputed national institutes and training colleges of banks in Hyderabad. He also handles sessions in various behavioral sciences, communication skills and is a well known career counselor and motivational speaker.



**Dr. C. Lawrence Prabu, Consultant**

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Dr. C. Lawrence Prabu has completed his Under graduation programme in Annamalai University, Post graduation (M.Sc Agricultural Extension) in Kerala Agricultural University with distinction of University Topper and Ph.D. (Agricultural Extension) in TNAU, Coimbatore. As part of his curriculum, he did research on "Performance Effectiveness of Mahatma Gandhi National Rural Employment Guarantee Programme and Community Based Tank Irrigation Management system and published research articles. He received UGC-JRF for Ph. D and qualified ICAR-ASRB-NET, UGC-NET.

As a student, shouldered the responsibility as a Convener for organizing committee in the "First Agricultural Student Conference, 2013 on Food Safety and Food Security" organized by Tamil Nadu Agricultural University. He worked as a Junior Research Fellow in the collaborative Research scheme on "Household Survey in the Tsunami Affected Villages" by Research Institute of Humanity and Nature, Tokyo and Tamil Nadu Agricultural University. He has also participated in a number of National and International conferences, seminars and workshop and presented research papers. As teaching consultant at EEI, he is presently engaged in training the Development officers of client states of Southern Region.





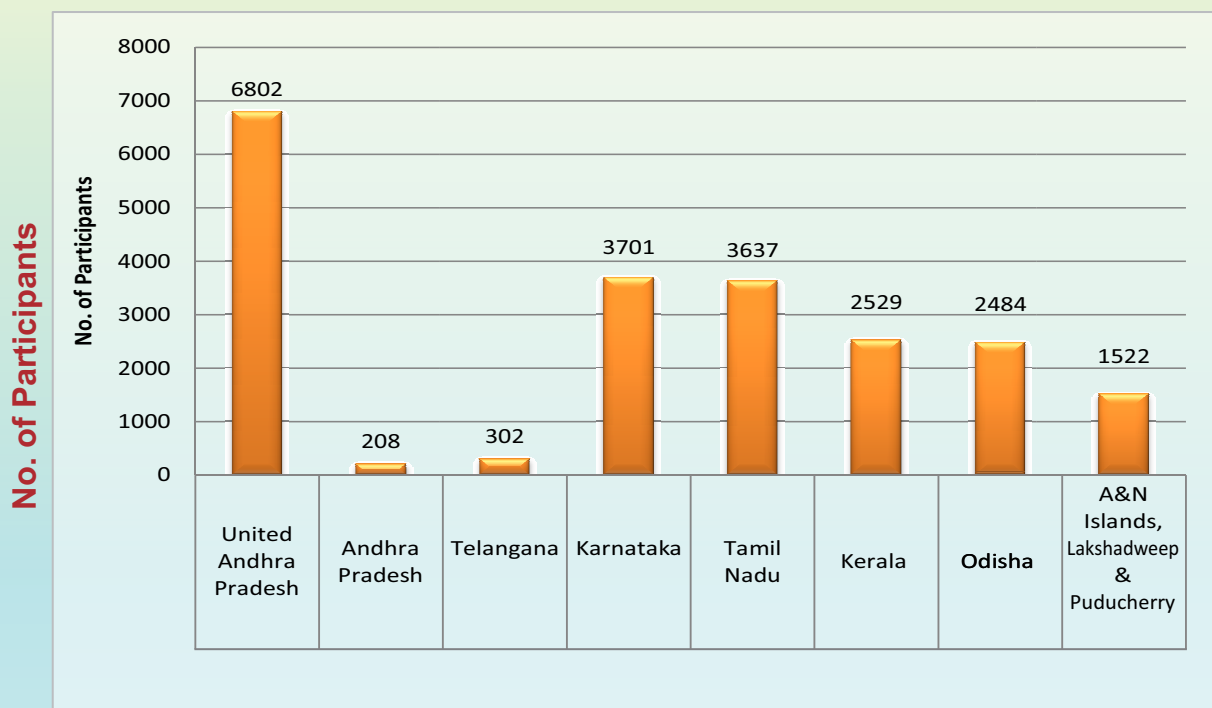
Greater Hyderabad is well connected by Air, Train and Road with all parts of the country. Participants may reach the Extension Education Institute located in Professor Jayashankar Telangana State Agricultural University Campus, Rajendranagar by Taxi/Auto / RTC bus.

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.

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Care Taker	O. Bhasker Rao	: +91 90 00 52 06 87

### Participation of Client States in EEI Training Programmes since inception to March, 2016



Client States







***"Book release Ceremony" during the Professional Extension Interface***



***Dr. N. Vasudev, Director of Extension, inaugurating the Regional Workshop on Training Need Assessment of client states***



***Dignitaries, Faculty and staff of EEI, during the Foundation stone Ceremony of EEI, Golden Jubilee building***



***Members of EEI Academic Committee Meeting***



***A view of 44<sup>th</sup> Management Committee Meeting of EEI***



***Site visit by the officials Directorate of Extension, Government of India***



***Brain Storming session on Climate change and Agriculture.***



***A glimpse of our publications***





## **EXTENSION EDUCATION INSTITUTE** (Southern Region)

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