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## Director's Desk

### Assessing the Effectiveness of Training Programmes



The most effective training helps learners apply the learnt information to their workplace, a process known as transfer of learning or simply learning transfer. Training effectiveness refers to how well the training supports learning and learning transfer. There are many ways to evaluate training effectiveness. Both 'learning' and 'learning transfer' have to be assessed to gauge the effectiveness of the training programmes.

To evaluate the 'learning', design the evaluation process to assess how successfully the learner met the training's learning objectives. The combined results for all learners help the trainer to understand the learning and identify data trends that indicate challenging

topics, as specified by the learners. These show a need to improve course content or instruction. To evaluate the 'Learning Transfer', design the evaluation process to assess how successfully the learner can apply what they learned when they return to the workplace and the combined results of all learners help the trainer to understand if learning transfer is occurring and which topics are challenging for learners to apply. These indicate a need for follow-up support for the learners.

EEI, Hyderabad is assessing the effectiveness of the trainings organized by the institute by following *Kirkpatrick Evaluation Model*. The four levels of Kirkpatrick's evaluation model essentially measure:

- **Reaction of Trainees** - what and how they thought and felt about the training. To measure this level, the trainees feedback which was given orally during the valedictions as well as their responses from the After Training Evaluation form which was administered on the last day of training after all sessions were completed were taken.
- **Learning** - the resulting increase in knowledge before and after the training. To measure the increase in knowledge of the trainees a pre and post evaluation was done to assess their knowledge gap.
- **Behavior** - extent of behaviour and capability improvement in personal and professional life that is extent of applied learning. This level was assessed by mailing a Google form to all the eligible trainees (those who had 90% attendance and were awarded Training completion certificate) comprising of questions on the utility and application of training content at back home situations.
- **Results** - the effects on the job efficiency resulting from the trainee's performance. This dimension was measured using focussed questions on improvement in work efficiency, superior's appreciation, higher morale, clientele satisfaction and career advancement as a result of practicing learnings of the training programme.

Training is all about improving individual and group performances and in turn influencing the overall performance of the clientele. It is important to evaluate the effectiveness of the training and ensure that the original learning goals are achieved.

*M. Jagan Reddy*

**Dr. M. Jagan Mohana Reddy**  
Director, EEI, Hyderabad



## Natural Farming for Sustainable Agriculture

Two five day online training programmes on 'Natural Farming for Sustainable Agriculture' were organized at EEI, Hyderabad from 19<sup>th</sup> – 22<sup>nd</sup> April, 2022.

Natural Farming (NF) or Zero Budget Natural Farming (ZBNF), as commonly known, is purported to be a disruptive farm practice addressing major concerns of farmers on rising cost of production. It envisages ecological or regenerative agriculture approaches under which the application of any kind of chemicals to soil bio systems are prohibited. It relies more on soil biology than soil chemistry by encouraging multi cropping, round-the-year soil cover, the addition of formulations made up of cow dung and urine to trigger the microorganisms in the soil system.

Hence, it is imperative to understand and study the concept of Natural Farming and its effect on crop choices, crop yield, farm income as well as scalability and sustainability at farmers fields. Keeping this in view, EEI has taken innovative stride in conducting these training programs which would focus on pros and cons and unravelling several facets of Natural Farming in India.

The training curriculum encompassed a gamut of topics like - An overview of natural farming, Transition strategy for the same with a special emphasis on community approach, Crop planning and management with special focus on soil health and nutrient management besides integration of allied sectors for effective plant protection. To have authenticity of the products a lecture on certification was found to be of great value supported with value chain management which also found a place in the curriculum.

One programme for the officers of Southern states was coordinated by Dr. I. Sreenivasa Rao, Senior Professor & University Head, the other one was online off campus

programme exclusively for the officers of Tamil Nadu and was coordinated by Dr. A. Sailaja, Professor of EEI.

The Director, EEI, Dr. M. Jagan Mohan Reddy in his inaugural address stated that natural farming is a system, where the laws of nature are applied to agricultural practices. This method works along with the natural biodiversity of each farming area, encouraging the complexity of living organizations, both plants and animals that shape each particular ecosystem to thrive along with food plants.

At this juncture, as socially responsible citizens we need to do farming with an intimate relationship with earth. Neighbourhood resource enrichment by additive regeneration rather than through dependence on external, commercial inputs is the need of the hour. This in turn paves way for good food which comes from caring hands and a rich living soil. He also emphasized that traceability, branding, certification and marketing with separate QR code deserve a special priority in this sector. The participants opined that with this enriched knowledge they would also inspire farmers in this direction by educating them about the relationship between ecology-environment-economy. They expressed to gain more information on certification, value addition, processing technologies and marketing opportunities in the sector.

Eighty seven participants from KVKs of State agricultural universities, ICAR, extension officers of state department of agriculture and allied sectors of South Indian states participated in one programme. Other one being online off campus programme about thirty nine participants from the department of agriculture, Tamil Nadu attended the training.



*Dr. M. Jagan Mohan Reddy, Director; Dr. I. Sreenivasa Rao, Senior Professor and Dr. A. Sailaja, Professor, EEI, Hyderabad getting feedback from the participants during valedictory session of the training programme*



## Agriculture Based Solutions for Sustainable Food Systems

A five day online training programme on 'Agriculture Based Solutions for Sustainable Food Systems' was organized by the EEI, Hyderabad in collaboration with MANAGE from 26<sup>th</sup> to 30<sup>th</sup> April, 2022.

Sustainable food systems means providing food security and nutrition for all such that food security and nutrition for future generations is not compromised. A shift to a sustainable food system can bring environmental, health, and social benefits, offer economic gains and ensure that the recovery from the crisis puts us onto a sustainable path. It ensures a sustainable livelihood for primary producers who still lag behind in terms of income. The United Nations General Assembly recognized the importance of sustainable food systems in 2015 in the 2030 Agenda for Sustainable Development by adopting SDG target 2.4, which strives to ensure sustainable food production systems by implementing resilient agricultural practices, which to help maintain ecosystems and strengthen capacity. Thus, sustainable food systems are paramount in the fight to ensure planetary health and end malnutrition in all its forms. So the above mentioned training was organized by EEI to create awareness among the Extension officials.

The programme comprised of important topics like Sustainable livelihood for development path of agriculture and food systems, Linking the food production, distribution, consumption and nutrition, Development of women entrepreneurship for sustainable food systems, Role of farmer producer organizations in strengthening sustainable food systems, Promotion of climate smart livelihood opportunities for sustainable food systems, Crop based solutions for sustainable food systems, Agri processing and value chain management in sustainable food systems,

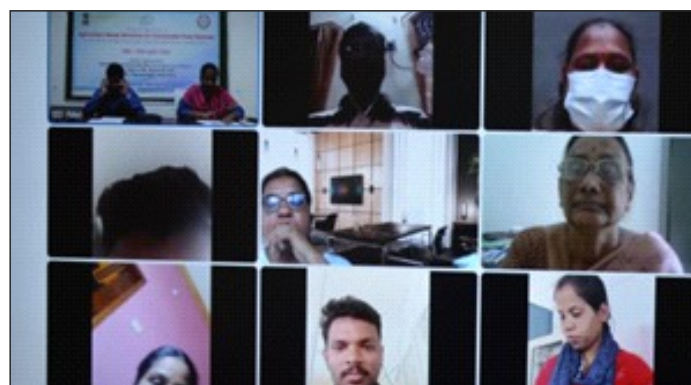
Livestock based food production and its role in nutritional security, Nutri cereals, Restoring sustainable food systems through agro biodiversity and ITKs, High density multi crop cultivation for sustainable livelihood and augmented income in rural areas, Conventional and alternative food systems, Attaining food security through natural farming, Horti based solutions for sustainable food systems.

Speaking during valedictory Dr. M. Jagan Mohan Reddy, Director, EEI reiterated that a sustainable food system is the one that delivers food and nutrition security to the present and future generations without any economic, social and environmental biases. He motivated the participants to transfer these learnings to rural and urban dwellers of their jurisdiction. Majority (69.7%) of the participants indicated that the session on “Nutritional security through Urban Agriculture” is highly satisfactory and very much useful for them, followed by 60.6% of trainees expressed that they are highly satisfied with topic on “Restoring sustainable food systems through Agrobiodiversity and ITKs”. Some of the trainees were very much motivated to start Terrace gardens on their roof top for harvesting healthy food while some others took inspiration from session on nutri cereals. They sensed the importance of the contents of the training programme for immediate promotion in their jurisdiction.

Thirty seven trainees took part in the training from the states of Andhra Pradesh, West Bengal, Maharashtra, Tamil Nadu, Odisha, Andaman and Nicobar Islands (UT) and Telangana belonging to the sectors of Agriculture, Horticulture, Animal Husbandry and Food production. The programme was coordinated by Dr. R. Vasantha, Professor, EEI and Dr. P. L. Manohari, Deputy Director, MANAGE, Hyderabad



Dr. M. Jagan Mohan Reddy, Director and Dr. R. Vasantha, Professor, EEI addressing participants during inauguration of the training programme



Participating officers interacting with Dr. P.L. Manohari, Deputy Director, MANAGE

## Building Public-Private Partnership for Innovations in Agriculture Extension

A five day on line training program on 'Building Public-Private Partnership for Innovations in Agriculture Extension' was organized by the EEI, Hyderabad in collaboration with MANAGE from 26<sup>th</sup> – 30<sup>th</sup> April, 2022.

Implications of WTO have provided new dimensions to farmers' needs which are changing and diversifying from age old need for food. Traditional public extension system suffers from many limitations and it is not fully capable to keep pace with the changing scenario. The gaps are expanding day by day which have to be bridged by participation of private sector in the extension process. Therefore, Public-Private Partnership is gaining momentum in agricultural development. The supplemental efforts with plurality of institutions like Public Extension System, NGOs, Farmers' Organizations, Para Technicians, Agri Business Companies and Corporate Houses, Cooperatives, Input Dealers, Self Help Groups (SHGs) etc. have become a necessity to augment the supply of quality inputs and services to the farmers serving entire agri value chain. In view of this, Government of India has laid adequate focus on evolving public private partnership for agricultural development while implementing the Agricultural Extension Reforms Agenda as delineated in the National Agriculture Policy.

The program was framed with sessions on Emerging needs and importance of PPP in the changing scenario in agriculture and allied sectors, PPP model – experiences and opportunities in agriculture sector challenges/issues, PPP model – experiences in agriculture mechanization and post harvest technology challenges/issues, PPP model – experiences and opportunities in horticulture sector – challenges/issues, Role of FPOs including women FPOs in

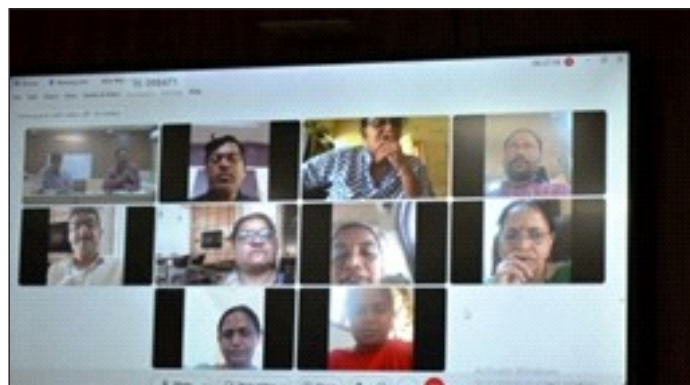
building PPP, PPP model experiences and opportunities in animal husbandry sector – challenges/issues, Contract farming – models, guidelines in promotion of PPP, Market interventions in PPP and measures of sustainability of public private partnerships in extension, Role of NGOs in PPP in agricultural extension activities, Funding opportunities for PPP projects under Atmanirbhar Bharat and other programmes/ schemes of government, Linkage mechanisms for promotion of public private partnership in extension organizations; Approaches/ models of public private partnership in agric. extension and sharing of experiences on PPP by a private partner.

During the valedictory programme, Dr. M. Jagan Mohan Reddy, Director, EEI mentioned that Public-Private Partnership (PPP) have gained increasing attention and popularity because they are believed to be effective and efficient strategies. There is an urgent need for all Extension workers to popularize new learnings of this training i.e. information on 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 feedback and assured that a relook shall be made into future trainings for incorporating the constructive suggestions given by the trainees. During their feedback most of the participants expressed that this program exposed them to various models in public private partnership which would be of use in their back home situation.

Forty Nine officers from various southern states of India representing Agriculture and allied departments attended the training. The programme was coordinated by Dr. S. Chandra Shekar, Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director and Dr. S. Chandra Shekar, Professor, EEI, Hyderabad interacting with participants during inaugural session of the training programme.*





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

A five day on campus training programme was organized by EEI, Hyderabad on 'Promotion of Farmer Producer Organizations for the Officers of Agriculture and Horticulture Sectors' from 9<sup>th</sup> – 13<sup>th</sup> May, 2022.

In the recent years, the focus of the Government of India, State governments and the various development agencies has been towards producer companies. The international development agencies including the United Nation (UN) agencies such as World Bank, United Nations Development Program (UNDP) & Food and Agriculture Organization (FAO) have also been showing their interest to work with producer collectives. Many of the Non Government Organizations (NGOs) in the country had been facilitating formation of producer organizations and have been graduated to facilitate formation of producer companies on behalf of the state governments and development funding agencies.

The content covered in the training included SWOT analysis for strengthening of FPOs, Farmer producer organizations for profitability – an overview, Challenges and strategies for sustainability of FPOs, Promotion of agri-entrepreneurship for FPOs, Formation of FPOs - strengthening and management, Harnessing of inputs and market networks through

FPOs and Role of different stake holders in promotion of FPOs, Case studies/ successful farmer producer organizations, Role of financial institutions for promotion of FPOs, Digital technologies to FPOs for effective ToT, Development of business plans for FPOs and Promotion of horticulture entrepreneurship for FPOs

The training concluded with a good and encouraging feedback by all the participants who expressed that the training has inspired them to initiate FPO in their own sectors such as Agriculture-Rice, Cotton, Pulses and Oilseeds and Horticulture-fruits, flowers and vegetables etc at their working places. Also the program was much applauded for its professional organization. Speaking on the occasion of valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI stated that FPOs can help farmers in reducing cost of cultivation, through bulk purchases of inputs, collective use of modern farm equipment and marketing of farm produce.

Twenty seven officers from Agriculture and Horticulture departments of Telangana, Tamil Nadu, Kerala, Karnataka and Odisha States attended the programme. The programme was coordinated by Dr. S. Chandra Shekar, Professor, EEI, Hyderabad.



*Dr. V. Sudha Rani, Director of Extension, PJTSAU addressing participants during inaugural session of the training programme*



*Distribution of certificates during valedictory*

## Digital Marketing Strategies for Effective Marketing of Agri and Allied Products

A five day online training programme was organized on 'Digital Marketing Strategies for Effective Marketing of Agri and Allied Products' from 9<sup>th</sup> – 13<sup>th</sup> May, 2022.

The programme was tailor made to the officers by incorporating sessions on Recent reforms in e-Marketing of agriculture and allied Sectors – an overview, Market intelligence and agriculture market networking, Digital initiatives in marketing by FPOs, Existing developmental programmes and schemes of state and central Govt. for agricultural marketing, Remote sensing, GIS and GPS with special focus on marketing and insurance in agriculture and allied sectors, Role of e-NAM in promotion of marketing in agriculture and allied sectors, Mobile apps in promotion of agricultural marketing, Block chain

technology management in agriculture and allied sectors – an advance IOT initiatives, Digital marketing strategies for export of agriculture and allied products, Mobile apps and Govt schemes for fisheries marketing.

During the valedictory session Dr. M. Jagan Mohan Reddy, Director, EEI stressed the main advantage of digital marketing as the targeted audience can be reached in a cost-effective and measurable way.

Twenty two officers were participated in the programme from the Department of Animal Husbandry of Telangana, ANGRAU and Andhra Pradesh, Department of Sericulture of Karnataka, Department of Fisheries of Kerala, Department of Agriculture of Odisha, Department of Agriculture of Andaman & Nicobar Islands. Dr. P. Vijaya Lakshmi, Professor, EEI coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director and Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad addressing participants during inaugural session of the training programme*



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

A five day on campus training programme on 'Export Management for the officers of Animal Husbandry and Dairy Development Sectors' was organized at EEI, Hyderabad to enhance the importance of Export Management to the participating officers from 17<sup>th</sup> to 21<sup>st</sup> May, 2022.

The programme orientated the participants on various aspects related to Export management – India's livestock trade: opportunities and challenges under

WTO regime, Export management in animal husbandry-An overview, Supply chain management in export of animal husbandry products, EXIM policy and financial assistance for exporters, Role of APEDA in the export of livestock products, Sharing of experiences in export of poultry, Field visit to ICAR-National Research Centre on Meat, Boduppal, Hyderabad, Value addition and processing of meat and related products, Programmes and schemes of Government for exports in livestock sector, Challenges





in export certification of livestock products - EIC perspective, Practical orientation on export trading and branding and packing of animal husbandry products for export marketing.

Dr. V. Ravinder Reddy, Hon'ble Vice Chancellor, PVNR Telanagana Veterinary University graced inaugural session on 17<sup>th</sup> May, 2022. The Honourable Vice chancellor addressed the participants and emphasized the need to empower the development officers of Animal husbandry on export management, and also briefed up regarding the importance of export management in India. International trade emerged as an engine of economic growth during the post-reform period. This was based on the Export-Led Growth Hypothesis (ELGH) thereby of economic growth, Dr. Reddy added.

Training programme ended with presentation of innovative models for exports in Animal Husbandry sector by the participant officers which was followed by valedictory session on 21<sup>st</sup> May, 2022. Dr. M. Amarender Reddy, Managing Director, GBR International Pvt Ltd, an export entrepreneur was the Chief guest to the valedictory session which was also chaired by Dr.M.Jagan Mohan Reddy, Director, EEI. Dr. Amarender Reddy interacted with the participants regarding the practicality of the Export business and

also answered all the queries of the participants regarding the export marketing logistics and trading business. He also shared his own experiences of losses and profits of his export business. Later Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad emphasised that, with improved domestic production and marketing efficiency, better access to expanding world market, India has the potential to become more competitive and may augment export of livestock products..

Majority of the participants opined that all the sessions were very helpful which enhanced their knowledge on export management. Sessions i.e., Challenges in export certification of livestock products- EIC perspective and Programmes and schemes of Government for exports in livestock sector were very much beneficial for them to implement the learnt knowledge at their work place. And also suggested to include more field visits in the future training programmes.

Nineteen Animal husbandry and Dairy Development officials from Telangana, Tamilnadu, Kerala and Odisha attended the programme. Programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director, EEI addressing participants during inaugural session*



*Dr. M. Amarender Reddy, Managing Director, GBR International Pvt Ltd, Hyderabad as a Chief Guest interacting with trainees in valedictory programme*

## Time and Stress Management for Extension Professionals

A five day online training programme on 'Time and Stress Management for Extension Professionals' was organized by EEI, Hyderabad from 17<sup>th</sup> - 21<sup>st</sup> May, 2022

Time and stress management are two key components for attaining success in life. Creating a system to identify, evaluate, and eliminate distracters and stressors will lead to a more productivity and efficiency in personal and professional lives. We all live a life full of stressors, without finding the equilibrium to manage our time and stress, which ultimately becomes a recipe for disaster for our emotional and mental well-being. Family responsibilities and work pressures are very demanding and taking control over our life. From ancient times it was perceived that time and stress management are essential for our emotional and mental health and their management occupies a pivotal role in our lives.

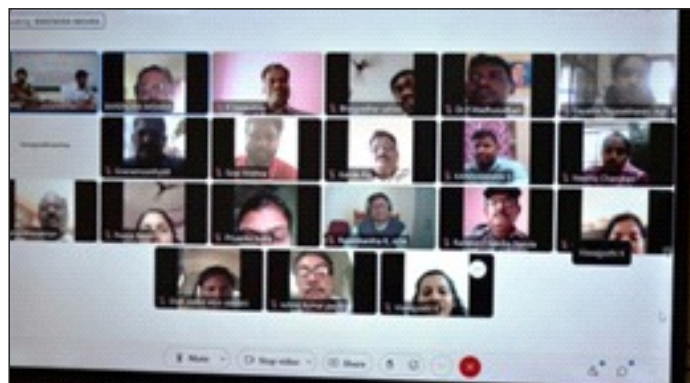
The Programme was weaved with sessions on Time and Stress management, Goal setting skills, Interpersonal skills, Emotional intelligence skills, Positive attitude skills, Conflict management skills, Work life balance and Balanced nutrition for the five days.

Earlier on, 17<sup>th</sup> May, 2022, the inaugural session of the training programme was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI who mentioned that Time and Stress management is the need of the day because stress stems from lack of time management in one's life.

He further mentioned that stress is the root cause of many life style diseases in our country.

Expressing their impressions about the programme during the valediction, the participant officers said that time and stress management helps to decide which things are urgent and which can wait. Earlier, learning to manage time and stress seemed harder, but now the techniques taught in the programme made it easier, less stressful and meaningful. Some participants felt that it is important to learn time management techniques so that even when the stress and pressures are too high, we can know how to be healthier, happier, and be more productive. The ultimate goal is work-life balance, stress relief under pressure, and overall mental well-being. Participants expressed that all the inputs derived from the programme are highly useful to them. Addressing the participants during the valediction, on 21<sup>st</sup> May, 2022, Dr. M. Jagan Mohan Reddy requested them to implement the learnings' of the programme and share success stories of the same so that impact of the programme can be documented.

Fifty five officers from the States of Telangana, Andhra Pradesh, Karnataka, Kerala, Odisha and Andaman and Nicobar Islands representing Animal Husbandry, Agriculture, Forestry, Sericulture, Agricultural Engineering, KVKs and SAMETI attended the training. The programme was coordinated by Dr. M. Preethi, Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director and Dr. M. Preethi, Professor, EEI, Hyderabad getting the feedback of the participants during valedictory session of the training programme*



## New Competencies for Mentoring Agri Startups

A three day online training programme in Collaboration with MANAGE on 'New Competencies for Mentoring Agri Startups' was organized by EEI, Hyderabad from 24<sup>th</sup> – 26<sup>th</sup> May, 2022.

Agri-startups are providing innovative ideas and affordable solutions to a number of challenges faced all across the agricultural value chain and it has the potential to change the face of the Indian agriculture sector. Startups and budding entrepreneurs have become the missing link between the farmers, input dealers, wholesalers, retailers and consumers connecting each of them to each other and providing strong market linkages and quality produce on time is important. Paradigm shift of extension from transferring the technologies to start-ups is need of the hour.

The programme was tailor made to the trainees by incorporating sessions on Agri Startup eco system analysis – An overview, Agri incubator eco system for promotion of startups, Intellectual property rights portfolios for agripreneurship, Promotion of agro innovations through incubators, Enterprise preparedness – A new competency for mentoring agri startups, Management of agri incubators for promotion of agri startups, Leadership development for successful

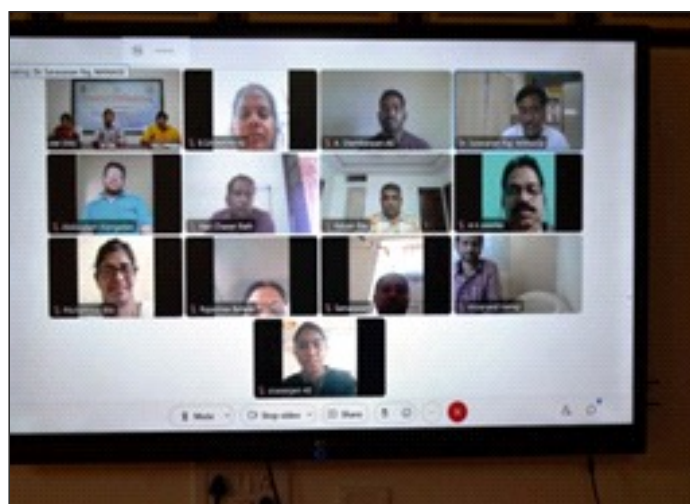
agripreneurs, Government initiatives and schemes for promotion of agri incubators and paradigm shift of extension from ToT to Startups.

During the valedictory session Dr. M. Jagan Mohan Reddy, Director, EEI stressed the importance of latest technologies viz., automation in agriculture, artificial intelligence and IOTs and translate these learnings at back home situation for the benefit of farming community and encourage the youth towards Agri startups and utilization of support given by the Government. Dr. Saravan Raj stressed the importance of innovations of farmers, opportunities for Agri startups and funding agencies. The trainees expressed that all the sessions were very informative especially agri startup ecosystem analysis, enterprise preparedness, innovations in agri start-ups and management of agri incubators and suggested to include field visits and interaction with agripreneurs, as it will be more useful and facilitate to get first hand information.

Thirty two officers were participated in the programme from Agri and Allied Departments of India. Dr. P. Vijaya Lakshmi and Dr. M. Preethi, Professors, EEI and Dr. Saravanan Raj, Director (AE), MANAGE, Hyderabad coordinated the programme.



*Dr. M. Jagan Mohan Reddy, Director; Dr. P. Vijaya Lakshmi and Dr. M. Preethi, Professors, EEI, Hyderabad getting the feedback of the participants during valedictory session of the training programme*



## Natural Farming for Sustainable Agriculture

A four day on campus training programme on 'Natural farming for Sustainable Agriculture' was organized by EEI, Hyderabad from 24<sup>th</sup> – 27<sup>th</sup> May, 2022.

Agriculture in India has witnessed several technological advancements. Green Revolution technology-led intensification of agriculture transformed India from food scarce to food surplus country. However, it also led to adverse impacts like soil degradation, biodiversity losses, rising cost of cultivation, etc. Rising application of chemical fertilizers and pesticides with stagnating/declining crop productivity dovetailed with uncertain market conditions and climate change effect resulted in unremunerative agriculture. Consequently, a large number of farmers falling into the debt trap, and distress in farming sector became pervasive. In due course, natural farming started gaining importance. Natural Farming (ZBNF), is purported to be a disruptive farm practice addressing major concerns of farmers of the rising cost of production.

Training content included various topics such as overview on natural farming, production and protection practices, strengthening FPOs to take up Natural farming, innovations in pest management using pheromones as mating disruption tool, verification process in natural farming, marketing of products and natural farming practices in animal husbandry.

Dr. N. Balasubramani, Director (climate change and adaptation), MANAGE graced the inaugural event



Dr. M. Jagan Mohan Reddy, Director, EEI addressing participants during inaugural session

of the training programme. He stated that natural farming practices should be seen as an alternative option for the producers and the consumers for chemical-free produce. Natural farming produce was recognized as niche product and may be encouraged through cluster farming (FPOs) to have better traceability of the produce. Moreover, scientific evidences need to be generated before scaling out in different agro-climatic regions with different crop combinations for its long-term sustainability.

Dr. M. Jagan Mohan Reddy, Director, EEI in his inaugural address reiterated that Zero budget natural farming /Natural farming facilitates in restoration of natural resources fertility and acts as a means for sustainable agriculture. Natural farming farmers perceived it to be climate resilient and improving soil quality.

The participants expressed that field visit to farm practiced on natural farming by a farmer chankaravarthy has showcased technologies like growing millets, paddy, pulses and oil extraction through natural means. The practical experience on the practices adopted in animal husbandry and fisheries further enhanced their knowledge.

Forty one participants from Telangana, Andhra Pradesh, Tamil Nadu, Kerala, Karnataka and Odisha representing Agriculture, Horticulture, Sericulture, Fisheries and Agricultural Engineering departments attended the programme. Dr. A. Sailaja, Professor, EEI, Hyderabad coordinated the programme.



Participants interacting with farmer on natural farming practices at Sadashivpet



## Integrated Farming Systems for Sustainable Livelihoods in Agri and Allied Sectors

A five day on campus training programme is organized at EEI, Hyderabad on 'Integrated Farming Systems for Sustainable Livelihoods in Agri and Allied Sectors' from 31<sup>st</sup> May – 4<sup>th</sup> June, 2022.

Increasing the income of farmers from different sources, has become an utmost priority for the policy planners. This triggers an urgent need of transformation in agriculture production combined with integrated farming system (IFS) approaches. In Integrated farming systems, all agricultural enterprises including cropping system, animal husbandry, fishery, bee keeping, goat rearing, horticulture and others are set up into a single unit of land and hence better utilization of resources occurs at reduced cost and ultimately increases the farmers' income. The IFS also play a major role in biodiversity conservation through adoption of diversified cropping system and through integration of indigenous livestock breeds.

The sessions focused on topics such as Successful IFS models for various farming situations, Sericulture, Income generation and nutritional security through IFS, Role of FPOs in attaining sustainable livelihoods through IFS, Integration of fisheries into IFS: Challenges and Opportunities, Farm implements and machinery for IFS, Integration of duckery, poultry, cattle and crops, Business opportunities in IFS, Efficient resource recycling and cost reduction techniques in IFS, ITKs in IFS and their scientific rationality, Bankable projects and schemes for IFS and Extension strategies for promotion of IFS. Three field visits were conducted to National Fisheries Development Board (NFDB), Rajendranagar, IFS farm, PJTSAU and Sri Haribabu Organic farms, Timmapur. Opportunity was given to trainees to share their experiences which helped in facilitating inter state cross learning. Yoga session was also arranged every morning through out the training for the

benefit of participants.

Speaking during valedictory Dr. R. Jagadeeshwar, Director of Research, PJTSAU said that declining Agricultural growth rate, sinkage in net cultivable area, climate change and environmental pollution are some of the major problems affecting Indian agriculture. He felt that crop cultivation alone can't fulfill the demand of food and nutritional requirement, hence focus on multi-component farming which is a means of efficient resource recycling.

Dr. M. Jagan Mohan Reddy, Director, EEI speaking on the occasion informed the trainees that IFS is an inter-related set of enterprises in which waste from one component becomes an input for other enterprises of the system, which reduces cost and improves production. Integrated farming system seems to be the possible solution for nutritional security and income stability for small and marginal farmers. Majority of participants indicated that the session on "ITKs in IFS and their scientific rationality" is highly satisfactory and very much useful for them, followed by the topic Successful IFS models in various farming situations. Some of the trainees got very much motivated to promote Natural farming back home from the practical experience they have gained from the field visit to Sri Haribabu organic farms, Ameerpet village, Timmapur district. Tapas Chandra Roy, trainee from Odisha informed the house that he will implement Silage making technology back home. Another trainee suggested to include more field visits in upcoming programmes.

Forty one middle level extension functionaries from Agriculture, Veterinary and Animal husbandry, Sericulture, Fisheries and Agri Engineering from Telangana, Karnataka, Tamil Nadu, Kerala, Odisha and Andhra Pradesh took part in the programme. The programme was coordinated by Dr. R. Vasantha, Professor, EEI, Hyderabad.



*Ice Breaking Session to build bondage among trainees segue in to the training*



*Dr. M. Venkataramana, Principal scientist interacting with trainees during visit to IFS Farm, PJTSAU, Hyderabad*

## Climate Smart Extension in Agri and Allied Sectors

A five day on campus training program on 'Climate Smart Extension in Agri and Allied Sectors' was organized by EEI, Hyderabad from 6<sup>th</sup> - 10<sup>th</sup> June, 2022.

Climate change has emerged as one of the crucial issues of present era and exposure to climate-related risks has risen considerably. Scientific research has well established that global climate change has significant adverse impacts on many economic sectors, agriculture being the worst hit. In the recent decades, changing temperature, precipitation pattern and recurrence of extreme weather events has further intensified the distress of the Indian agriculture system, which remains a mainstay for the rural folks. The effect of climate change on Indian agriculture is manifested through various ways; besides reducing crop productivity, it affects farm profitability, prices, supply and demand.

The topics covered in the training program are An overview on climate change impact on agriculture and allied sectors, Risk management strategies to combat climate change in agriculture and allied sectors, Application of remote sensing and GIS in agriculture and allied sectors, Climate smart initiatives in livestock sector, Role of integrated farming system in building resilience to climate change in agriculture and allied sectors, Farm machinery custom hiring and agro

processing: mechanism to combat with climate change impact in agriculture and allied sectors, Use of plastics in agriculture and horticulture – A climate smart initiative, Climate smart ITKs agriculture and allied sectors, Climate change research facilities, Climate change adaptation and climate resilient technologies for agriculture, Climate change adaptation and climate resilient technologies for fisheries sector and extension strategies to address climate change. Preparation of action plans on strategies of climate smart extension and presentations by the participants.

The participants felt that topics like use of plastics, IFS, ITK, Farm mechanization; NICRA, GIS and remote sensing are highly useful in their workplace. Dr. M. Jagan Mohan Reddy, Director, EEI expressed that extension officers should follow group and community approaches, ICTs and other innovative methodologies to impress the farmers to adopt climate resilient technologies.

Thirty five officers of Agriculture, Agriculture Engineering, Animal Husbandry, Sericulture, Horticulture and Fisheries from Telangana, Tamil Nadu, Kerala, Karnataka and Odisha were participated. Dr. S. Chandra Shekar, Professor, EEI, Hyderabad coordinated the programme.



*Yoga and Stress Management Session by Mr. M. Ravinder,  
Yoga instructor*



*Participants feedback about the programme during the valedictory*



## Technologies and Extension Strategies for Values Addition and Post harvest Technologies for the Officers of Fisheries Sector

A five day online training programme on 'Promotion of Technologies and Extension Strategies for Valued Addition and Post Harvest Technologies for the Officers of Fisheries Sector' was organized at EEI, Hyderabad from 6<sup>th</sup> – 10<sup>th</sup> June, 2022.

Indian fisheries and aquaculture is an important sector of food production providing nutritional security, besides livelihood support and gainful employment to more than 14 million people, and contribution to exports. The need for value addition and proper handling and processing of fish is important both for the fishing industry and for the consumers.

The training programme was framed with sessions on Overview of fish processing technology in value addition and fisheries management, Extension methodologies for value addition in fisheries, Formation of marketing strategies for fisheries products, Preparation of fisheries products and of cooked products, e-trade/marketing in fisheries, Supply chain linkage mechanism in fisheries, Quality control measures of fisheries, products and its certification, Export of fisheries products and specifications, Production and utilization of fisheries

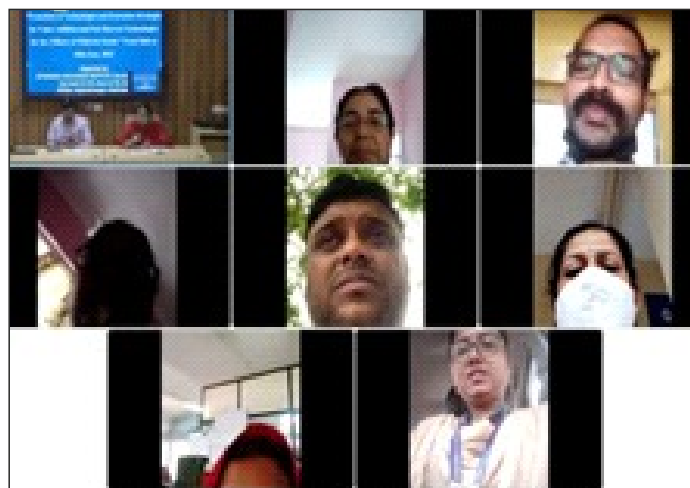
by products, Government schemes for boosting of fisheries sector and fish marketing, Technology transfer support for fishery stakeholder from CIFT, Seaweed utilization, Sharing of experiences of a processing entrepreneur.

During the valedictory session on 10<sup>th</sup> June, 2022, Dr. M. Jagan Mohan Reddy, Director, EEI addressed the participants regarding the importance of value addition and post harvest technologies in fisheries, which help the farmers to boost up their income. They were satisfied with the sessions like fisheries products and IQF cooked products, supply chain management in fisheries sector, advanced non thermal fish processing techniques and quality content measures of fisheries and agreed to implement at their back home situation. They also suggested to include session on Hatchery content in the future programmes.

Twenty participants representing Kerala, Karnataka and Odisha states of the departments of fisheries attended the training programme. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, Director, and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad addressing the participants during the valedictory session of the programme*



## Entrepreneurship Development for Women Extension Officers of Agriculture and Allied Sectors

A five day on campus training programme on 'Entrepreneurship Development for Women Extension Officers of Agriculture and Allied Sectors' was organised by EEI Hyderabad from 14<sup>th</sup> - 18<sup>th</sup> June, 2022.

The inaugural session on 14<sup>th</sup> June, 2022, was chaired by Dr. Nandita Sethi, Founder and Managing Director, Entrepreneur Zone, Hyderabad and was presided over by Dr. M. Jagan Mohan Reddy, Director, EEI. Madam Sethi, while addressing the audience deliberated on Multiplier effects of women enterprises, virtues of women entrepreneurs, Mantra of grit, perseverance and power which make enterprises thrive with success and also illustrated the Success stories of different entrepreneurs. She appealed to the participants to spread the Entrepreneurship modules among their clientele and help India become the next crux of global market.

The programme was tailored with concepts like scope and challenges of entrepreneurship in India, Business opportunity – Guidance and support, Role of incubators, Financing and institutional support, Intellectual Property Rights and Portfolios, Strengthening women entrepreneurship,

Entrepreneurial preparedness through personality development, Development of business plans, Generation of bankable project proposals and discussion with Successful entrepreneurs.

Expressing their impressions about the programme during the valediction on 18<sup>th</sup> June 2022, the participant officers said that Agri business development benefits the farmers in promoting backward and forward linkages in agri value chain. It improves farmers income, enhances export opportunities and also ensures nutritional security of farm families. This programme has touched all the valid concepts that help in developing entrepreneurship among farmers. Some participants felt that this programme was useful to them personally and they plan to become entrepreneurs post retirement, while converting most of farm women as entrepreneurs.

Thirty women officers from the states of Tamil Nadu, Karnataka, Telangana, Odisha, and Kerala representing ATARI, Agriculture, Animal Husbandry, Sericulture and ICAR KVK attended the programme. The programme was coordinated by and Dr. M. Preethi, and Dr. P. Vijaya Lakshmi, Professors, EEI.



*Dr. Nanditha Sethi, Founder and Managing Director, TEZ, Hyderabad addressing trainees in inaugural programme*



*Participants feedback in valedictory programme*



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

A five day on campus training programme on 'Technologies and Extension Strategies for Value Addition and Post Harvest Management in Agri and Horticulture Sectors' was conducted by EEI, Hyderabad from 21<sup>st</sup> – 25<sup>th</sup> June, 2022.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad in his inaugural address reiterated the contribution of Agriculture and Horticulture sectors to GDP of the nation and how proper post harvest management and value addition can enhance the shelf life of the horticulture produce which is highly perishable.

The programme was laced with sessions on Challenges in agri and horticulture, Export opportunities, Primary processing, Advances in mechanization for post harvest management, Extension strategies for value addition and post harvest management, Value addition and processing methods in fruits and vegetables, Mobile advisory services using user friendly apps, Dry flower making, ITKs in Post harvest management and value addition in different states and field visits to millet incubation hub at PJTSAU, SEED NGO and VH Agro Foods Pvt. Ltd.

The valedictory programme was chaired by Mr. Abhay Tangade, Deputy Director, FSSAI, Hyderabad

Division and was presided over by Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad. As a part of valediction address Mr. Abhay delivered a session on “Role of FSSAI in Processing of Agri and Horticultural Produce” wherein he discussed on FSSAI regulations, Different food categories, Central and State government standards, Penalty, Promotions, Advertisements, Claims and many more for the benefit of the participants.

The participants in their feedback felt that, Value Addition and PHT are very important aspects in the value chain of any crop produce. This last mile component is often neglected and hence, much of the produce is lost which is bringing huge losses to the farmers. The training programme had addressed this crucial concept and expressed that, this will definitely help them in transforming these learnings to the farmers.

Thirteen participants from the Agriculture and Horticulture sectors representing Telangana, Karnataka, Tamil Nadu and Odisha States were attended the programme. The Programme was coordinated by Dr. M. Preethi and Dr. P. Vijaya Lakshmi, Professors, EEI, Hyderabad



*Ice Breaking session*



*Group discussions during the classroom session*



## Social Media in Agriculture Extension

A five day on line training program on 'Social media for Agriculture Extension' was organized in collaboration with MANAGE by the EEI, Hyderabad from 21<sup>st</sup> – 25<sup>th</sup> June, 2022.

Social media refers to the web-based tools and media that allow users to personally and informally interact, create, share, retrieve, and exchange information and ideas in virtual communities and networks. Social media includes social networking sites, blogs and micro blogs, online forums, discussion boards and groups, wikis, socially integrated text messaging services, videos. Social media can be a potentially powerful tool in this regard. With increasing reach among rural people, especially the youth, through increasing mobile phone subscriptions and decreasing data tariffs, social media can help to reach farmers more efficiently. The high level of user engagement in social media also makes it one of the most participatory mediums of extension. This makes the sharing of data, information, and knowledge faster, easier, and more cost-effective.

The program was framed with sessions on Social Media in agricultural extension-An overview, Advanced IOT initiatives in agri and allied sectors, Social media tools for extension professionals, New

generation tools for extension: Creation of YouTube channel and uploading videos, Social media marketing for agriculture, Social media applications for animal husbandry, Mobile apps in agriculture and allied sectors, Influences of cyber extension in farming community. Open access to agricultural knowledge, Agricultural knowledge management portals by GoI in dissemination of technology, Open access to agricultural knowledge, Writing skills for visual communication through digital media, Block chain technology management in agriculture and allied sectors and social media strategy for extension professionals.

During the valedictory program, Dr. M. Jagan Mohan Reddy, Director, EEI mentioned that the Social media platforms allow the extension officials to reach, nurture and engage with the clientele group – no matter their location. During their feedback most of the participants expressed that this programme exposed them to various social media platforms which would be of use in their back home work places.

Fifty officers from various southern states representing Agriculture and Allied departments attended the training. Dr. S. Chandra Shekar, Professor, EEI, Hyderabad coordinated the programme.

## Leadership skills for Agricultural Extension Management

A four day off campus training programme on 'Human Resource Development for Professional Excellence' was organized at Aluva, Cochin, Kerala from 14<sup>th</sup> – 17<sup>th</sup> June, 2022 by EEI, Hyderabad.

Human resource development is one of the important mechanisms for any organization that strives to enhance the performance and contribution from its employees. It encompass diverse aspects, focusing specifically on certain essential skills that would help the individuals to hone their personal and professional excellence which would go a long way in bringing about change and development in organizations.

The training was organized with the objectives of increasing trainees knowledge and skills on motivation, leadership, communication, performance appraisal techniques, also aimed at bringing in awareness on the influence of Time and Stress management and emotional intelligence in work performance and guided trainees to gain insights on reengineering the job chart and capacity building.

A field visit was conducted to NEST corporate office located in Trikkakara, Cochin to make a critical observation on HRD activities such as Recruitment, Performal appraisals, employee retention techniques,



mechanism of providing awards and rewards etc practised by the company.

Valedictory function was graced by many dignitaries viz., Dr Sanjay Khalekar, Joint Director (Extension), Ministry of Agri and Farmers welfare, GOI, Dr. M. Jagan Mohan Reddy, Director of EEI, Hyderabad, Sateesh Kumar, Director, NIFAM, Raji Jose, Principal Agricultural officer, Ernakulam, George sabastian, Director, SAMETI, Trivendrum and Bobby Peter, Deputy Project Director, ATMA, Ernakulam.

Dr. R. Vasantha, Programme coordinator welcomed the gathering and Dr. I. S. Rao, Sr Professor briefed the happenings of the 4 day training.

Speaking on the occasion, Joint Director (Extension) said that every organisation needs HRD if it wants to become dynamic and growth-oriented and succeed in a fast changing environment. He opined that this programme provided the needed inputs to the development officers of fisheries department to understand and imbibe the essential skills needed for effective extension delivery. The inputs given during the programme and the experienced way of handling the participants by the programme coordinators were

much appreciated by him.

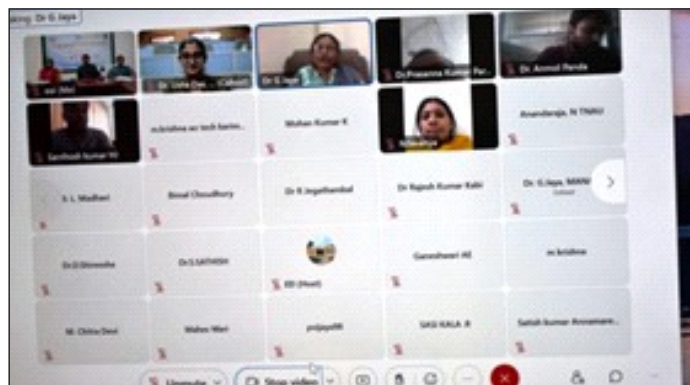
Dr. M. Jagan Mohan Reddy, Director of EEI, Hyderabad expressed that in the fast moving world of today, the role of a task manager has become more diverse. Radical changes are taking place because of economic pressure and the demand for enhancing efficiency and productivity. He further suggested that in order to keep pace with such an environment, organizations must develop its people and allow them to grow and employee's capabilities need to be sharpened.

Participants in their feedback felt that the programme provided a lot of learning to them to look at the personal and work life from a different perspective. The diverse pedagogical approaches used for imparting learning in the programme were very much appreciated.

Thirty officials from fisheries department of Kerala state were attended the training programme. The programme was coordinated by Dr. I. Sreenivasa Rao, Sr. Professor and University Head, Extension Education and Dr. R. Vasantha, Professor, EEI, Hyderabad



*Dr. M. Jagan Mohan Reddy, Director; Dr. A. Sailaja, Professor and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad addressing the participants during the valedictory session of the programme*



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*Ice breaking session*



*Dr Sanjay Khalekar, Joint Director (Extension), Ministry of Agri and Farmers welfare, GOI addressing the gathering*



## Webinar on My Journey with Agricultural Extension

Extension Education Institute along with Society of Extension Professionals (SEP) organised a webinar on 29-4-2022 by Prof. S. Venku Reddy, President and Executive Director, PRDIS, Hyderabad, who delivered the topic on “60 years of my Journey with Agricultural Extension – Sharing of Experiences, Insights and Pointers for Future”. Around 55 participants comprising of Vice Chancellors, eminent industrialists, ICAR dignitaries, Faculty, Scientists and students of various Universities, Extension Personnel from Government and NGO sectors and retired Professors attended the webinar.

Speaking about his 60 years journey, Dr. Reddy shared a number of inspiring turning points from his reminiscences and highlighted the contributions of eminent extension personalities and the weightage to be given to Extension discipline in comparison to other disciplines. He also spoke about the urgent need of Research in Extension and his association with Nobel Laurets and International Personalities during his

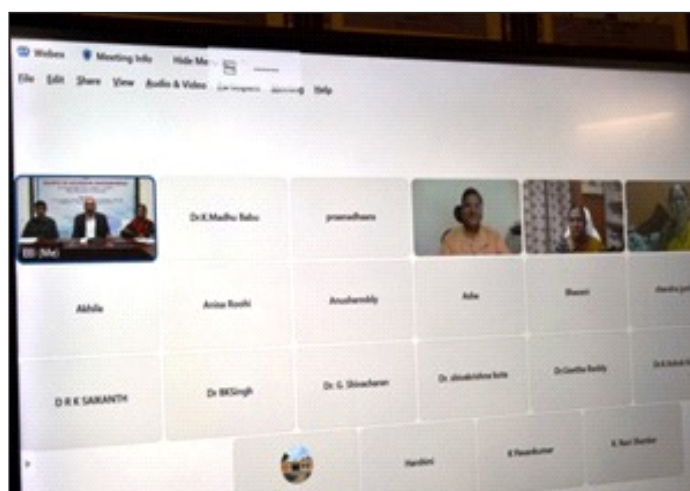
tenure at Uganda, Somalia and other African countries.

His talk continued to throw light on different Extension systems under implementation in developed, developing and under developed nations. He shared his views on *Unified Extension Model* and its prominence in reaching to the last mile clientele. His talk culminated with specifying efforts made by him on restoring food and nutritional security and addressing about 6-8 SDGs through his own NGO PRDIS at Hyderabad.

The talk was followed by an interactive Question and Answer session where he shared his thoughts with the audience. Earlier, Dr. M. Jagan Mohan Reddy, Director, EEI welcomed the audience and gave a brief note about SEP, followed by Dr. V. Sudha Rani, Director of Extension, PJTSAU who offered the introductory remarks and Dr. A. Sailaja, Faculty, EEI introduced the speaker to the audience. Dr. R. Vasantha, Faculty, EEI moderated the webinar.



*Dr. S. V. Venku Reddy, Speaker addressing the delegates of the webinar*



### *Enthusiastic interaction of delegates in the webinar*

## Webinar on Professional Competence of Rural Development Advisors

EEI, Hyderabad as a part of Society of Extension Professionals (SEP) Webinar series organized 5<sup>th</sup> webinar on “Professional Competence of Rural Development Advisors” on 20<sup>th</sup> May, 2022 at EEI, Hyderabad.

The webinar was delivered by Em. Prof. Dr. Martin Mulder, Chair, Academic Board of Salta Higher Education, the Netherlands Emeritus Professor and Head of the Dept. of Education and Competence Studies, Wageningen University, the Netherlands Past Editor-in-Chief of the Journal of Agricultural



Education and Extension, Owner-Director of MM Consultancy for Education and Training.

Dr. V. Sudharani, Director of Extension, PJTSAU, Dr S. M. Khalekar, Joint Director (Training), DoE, DoAC & FW, MoA & FW, GOI, Dr Vijayaraghavan, Former Joint Director and Head of the Extension division, IARI, Dr. K. Ponnusamy, Head, Division of Extension, NDRI, Karnal, Dr. Mahesh Chander, Professor and Head, IVRI, New Delhi, scientists from ICAR, EEI faculty, academicians, students from different universities and retired scientists took part in the webinar. 62 participants attended the webinar.

Dr. R. Vasantha, Professor, EEI and member, SEP invited all the delegates to the webinar by extending a warm welcome to the august gathering.

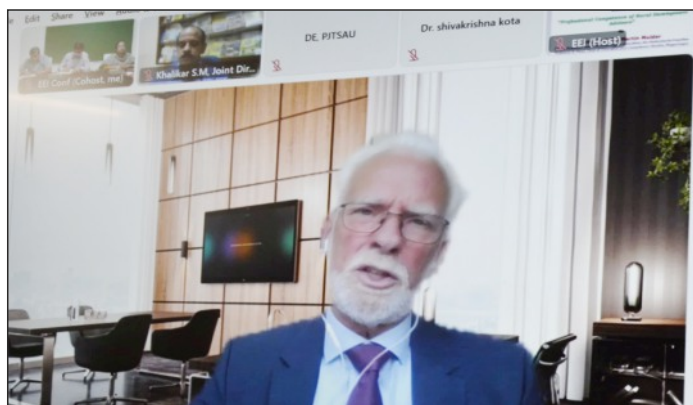
Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad and General Secretary, SEP in his introductory remarks enlightened the participants on activities and importance of SEP in building the capacities of extension functionaries.

Dr. V. Ravinder Naik, Assoc. Professor, Dept. of Agril. Extension Education, College of Agriculture, R'nagar, Hyderabad introduced the speaker and appraised the august gathering about the arduous efforts made by the emeritus professor on application of the concept of competence in the fields of vocational education, training and entrepreneurship education in a small business context, professional competencies in open innovation teams etc which helped in elevating the Extension subject.

Addressing the distinguished gathering, Prof. Dr. Martin Mulder, speaker of the webinar portrayed key lessons learnt over 30 years of his experience in academia on publishing research in scholarly journals and assessment of research output. He also explained important aspects in the field of competence such as 5 Component Future Competence model (5CFC), theories which are relevant for Rural Advisory Professionals, competencies needed for life, VUCA world and CSR, Global challenges and transformation of the agrifood complex, transformation of Agriculture in Netherlands, Multifunctional farming and use of space, Nitrogen emission reduction policy, Thomas Lans – Farming – Entrepreneurship, Eghe Osagie – CSR Competence etc. Dr Martin finally concluded the webinar by suggesting several research areas for student research.

He resolved all the queries raised by audience seeking clarifications on competency based trainings, privatization of extension work in various countries, quantification of competency frameworks, Appreciative inquiry on the performance improvement etc

Webinar was organized under the supervision of Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad and General Secretary, SEP and moderated by Dr. R. Vasantha, Professor, EEI and member, SEP. The webinar came to an end with the vote of thanks proposed by Dr.V.Ravinder Naik, Assoc. Professor and member, SEP.



*Dr. Martin Mulder, Speaker addressing the delegates of the webinar*



*Enthusiastic interaction of delegates in the webinar*



## Organized International Yoga Day on 21-06-2022

Guided by the theme of 'Yoga for Humanity' all the teaching, non-teaching and contract staff and participants of on campus training programme of EEI, Hyderabad along with the Director, EEI Dr. M. Jagan Mohan Reddy celebrated International Yoga Day with great fervour.



The Director, in his address highlighted the importance of Yoga for human well being. He also emphasised that all the staff need to inculcate the habit of meditation for peace of mind and self awareness to work in a stress free environment. A total of 50 members participated in the yoga training session.



*EEI staff and participants of on campus training programme participated in the International Yoga Day Celebrations on 21<sup>st</sup> June, 2022*

## Organized online Panel Discussion on Prospects of Natural Farming

EEI, Hyderabad as a part of its regular activities extended for Client departments of South Indian states and Union territories and also for the benefit of members of Society of Extension Professionals (SEP) organized Online Panel discussion on “Prospects of Natural Farming” on 27<sup>th</sup> June 2022 from 2.30 pm to 5.30pm.

EEI, Hyderabad has live streamed the Panel discussion in youtube for the first time. 136 participants joined through Youtube and 78 viewed from Ciscowebex platform. On the whole a total of 214 audience from Telangana, Andhra Pradesh, Tamil Nadu, Odisha, Karnataka, Kerala, New Delhi and Chattisgarh took part in the Panel.

Viewers comprised of a galaxy of scientists, students, teachers and officials working in Universities, State government departments, KVKs and ICAR institutions.

Four panelists representing Government nodal agency, Agricultural University, State Department of Agriculture and a practitioner were chosen to discuss on various facets of Natural farming.

### The Panelists were

1. Dr. N. Balasubramani, Director (Climate Change and Adaptation), MANAGE, (National level Nodal organisation and Knowledge repository in Natural farming), Hyderabad, Telangana.
2. Dr.E.Somasundaram, Director (Agribusiness Development), TNAU, Coimbatore and Nodal Officer for GoI, MHRD sponsored Unnat Bharat Abhiyan 2.0, Regional Coordinating Institute (RCI) Central Zone of Tamil Nadu.
3. Shri. K. Prakash, ADA, FTC, Kakinada, Andhra Pradesh.
4. Shri. A. Prathik, MBA, MA, Practitioner of Natural



farming, Visakhapatnam district, Andhra Pradesh, Grower and a Self marketer of 10 types of Vegetables and Paddy.

Dr. R. Vasantha, Professor, EEI welcomed the panellists and delegates to the panel discussion.

Dr. M. JaganMohanReddy, Director, EEI speaking on the occasion enlightened the participants on the importance of motivating producers and consumers towards practicing Natural farming and consuming the products respectively.

Dr. V. Sudha Rani, Director of Extension, PJTSAU, in her introductory remarks informed the house that the Natural farming helps to increase production, attains sustainability, saves water, improves soil health and farmland ecosystem. She opined that it is a cost- effective farming practice with scope for raising employment and rural development.

Dr. R. Vasantha, Professor, EEI introduced the panelists to the audience and appraised the august gathering about the arduous efforts made by the panelists in the field of Natural Farming.

Addressing the distinguished gathering, Dr. N. Balasubramani portrayed key role played by MANAGE in promotion of Natural Farming. He felt that as a result of population increase, more and more marginal areas are being used for agriculture which led to rapid natural resources degradation, particularly soil degradation which necessitates need for appropriate interventions to address the prevailing constraints using suitable technologies for improved and sustainable agricultural production.

Dr. E. Somasundaram speaking on the occasion, enlightened the audience about the standard protocols developed by TNAU in the use of Natural farming

inputs such as Jeevamrut, Ghanajeevamrut, Beejamrut etc. He also stressed out the importance of multi layer cropping systems in areas where cultivable land is shrinking.

Shri. K. Prakash narrated the methodology followed in converting 10000 farmers growing Paddy, millets and orchard crops like Cashew, Mango, Oil Palm into Natural farming in three years and nearly 20,000 farmers partially into natural farming. He said that communitisation of Natural farming inputs was made duly involving SHG women groups and community cadres to make use of Natural farming inputs within the village. He added that for promoting Natural farming, success stories in Natural farming were documented by making short videos and same were disseminated through smart TVs and Pico projectors in the Rythu bharosa kendrams. Started an exclusive Natural farming You tube channel. Sensitized school children by raising the kitchen gardens and nutri gardens by Natural farming methods in the school premises.

Shri. A. Prathik, explained that farmers should focus on the global organic farming methods which are easily adoptable, stock management of nutrition, bio pesticides and bio insecticides as prevention in organic methods, system of practices to be followed in organic fields, Jeevamrutam filter unit for drip and compost and gave a detailed description of marketing plan he executed for successful marketing of Natural farming products.

Panelists resolved all the queries raised by audience seeking clarifications on Natural farming practices, scalability of Natural farming, standard protocols, marketing strategies and challenges and solutions in taking the concept forward.





Webinar was organized under the guidance of Dr. M. Jagan Mohan Reddy, Director, EEI and moderated by Dr. R. Vasantha, Professor, EEI. The Panel discussion to an end with the vote of thanks proposed

by Dr.K. Madhu Babu, Professor and Head, Department of Extension Education, College of Agriculture, Rajendranagar, Hyderabad

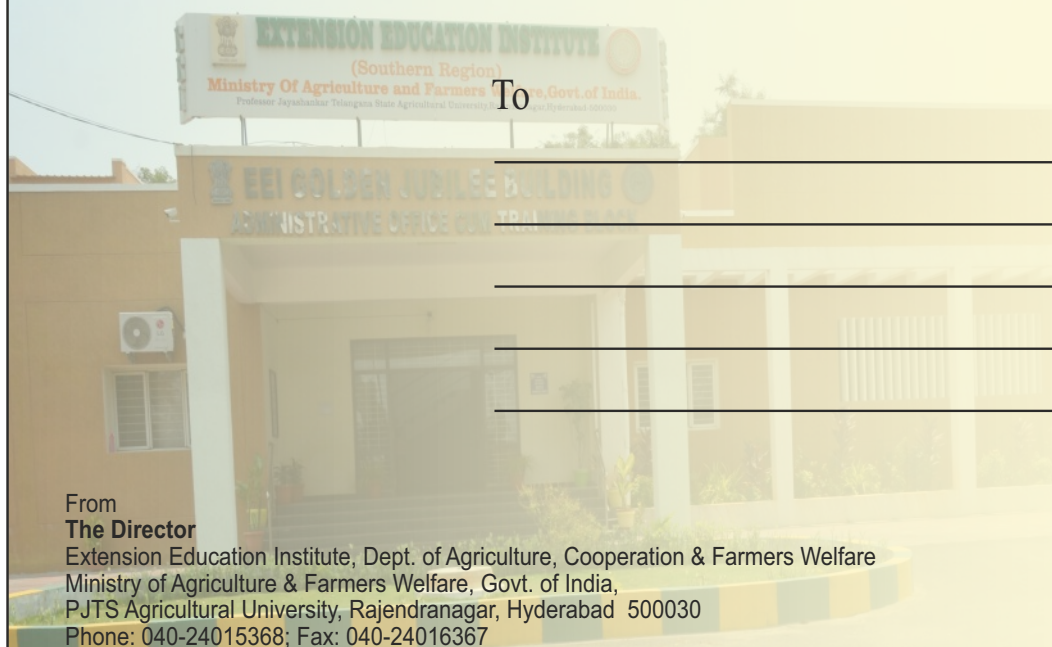


*Dr. M. Jagan Mohan Reddy, Director and Dr. R. Vasantha, EEI Hyderabad moderating the webinar*



*Interaction of panelists with participants during the webinar on Natural Farming*

## Book - Post



From  
**The Director**

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