



सत्यमेव जयते

EXTENSION EDUCATION INSTITUTE (SOUTHERN REGION)



TRAINING CALENDAR 2025-2026

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Training Calendar : 2025-26

Extension Education Institute

(Southern Region)

Directorate of Extension, Dept. of Agriculture & Farmers Welfare

Ministry of Agriculture & Farmers Welfare, Govt. of India

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Citation

Training Calendar: 2025-26

Extension Education Institute

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Preface

The Extension Education Institute (EEI), Rajendranagar, Hyderabad, is one of India's four regional training institutes established in 1962 for training middle-level extension personnel in Southern India. The institute is financed by the Government of India and functions under the Professor Jayashankar Telangana Agricultural University (PJTUA).



EEI, Hyderabad, serves six states—Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, and Odisha—and three Union Territories—Puducherry, Andaman & Nicobar Islands, and Lakshadweep Islands. It caters to the capacity-building needs of thirteen client departments, namely Agriculture, Horticulture, Animal Husbandry, Dairy Development, Fisheries, Agricultural Engineering, Sericulture, Industries, Soil & Water Conservation, Forestry, State Agricultural Universities (SAUs), State Agricultural Management and Extension Training Institutes (SAMETIs), and Agricultural Marketing.

The mandate of the Institute focuses on enhancing the skills and professional competencies of extension functionaries, demonstrating effective training methodologies, conducting action research, and providing consultancy services to development agencies.

Each year, EEI, Hyderabad, prepares an Annual Training Calendar detailing its training programmes and other mandated activities for the forthcoming year. Accordingly, the Training Calendar for 2025–26 has been designed based on need assessments and feedback from client departments, ensuring relevance and applicability. As an innovative step, the calendar was reviewed and vetted by experts from ICAR institutes, SAUs, and veteran extension scientists to ensure precision, relevance, and refinement.

The Training Calendar 2025–26 comprises twenty seven On-campus, twenty two Off-campus, 14 Webinars and five collaborative training programmes, along with four action research projects, need based consultancy programmes, two follow-up studies, three certificate courses and two workshops.

EEI, Hyderabad, continues to strengthen the capacities of middle-level extension functionaries working in the agriculture and allied sectors by organizing programmes on emerging extension methodologies, government initiatives, technological innovations, extension management techniques, and behavioral development for more effective and efficient service delivery.

Dr.M.Jagan Mohan Reddy

DIRECTOR
EEI, Hyderabad



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About Extension Education Institute, Hyderabad

The Extension Education Institute (EEI), Rajendranagar, Hyderabad, established in 1962, is a premier regional training institute dedicated to enhancing the competencies of middle-level extension personnel across Southern India. It is financed by the Directorate of Extension, Department of Agriculture and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Government of India, and functions under the administrative control of Professor Jayashankar Telangana Agricultural University (PJTU).

EEI offers efficient, reliable, and cost-effective solutions to address the emerging challenges in agriculture and allied sectors by designing and fine-tuning need-based training programmes for officials of the line departments in its client States and Union Territories. The Institute specializes in catering to the training needs of middle-level extension functionaries from the agri. and allied departments—Agriculture, Horticulture, Animal Husbandry, Dairy Development, Fisheries, Sericulture, Agricultural Engineering, Forestry, Industries, Agricultural Marketing & Agril. Business, Soil & Water Conservation, Seed and Organic Certification, ATARIs, Sugar, State Agricultural Universities (SAUs), and State Agricultural Management and Extension Training Institutes (SAMETIs)—of Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Odisha, and the Union Territories of Puducherry, Andaman & Nicobar Islands, and Lakshadweep. In addition, trainers from Farmers Training Centres (FTCs), Krishi Vigyan Kendras (KVKs), and Master Trainers from PJTU are also trained at this Institute.

EEI is endowed with a team of highly experienced faculty members possessing expertise in diverse domains, strong pedagogical skills, and excellent communication abilities. The Institute is equipped with state-of-the-art infrastructure and training facilities to effectively meet the learning requirements of its clientele. As a guiding force, EEI continually shapes the personal and professional outlook of extension officers from its client States and Union Territories. The Institute consistently strives to deliver greater value, quality, and client satisfaction by adopting a participatory and application-oriented approach to training. Its hallmark lies in the customized design of training content that aligns closely with the workforce requirements of its client regions.

In addition to its pre-scheduled programmes, EEI actively collaborates with esteemed organizations such as MANAGE, SAMETIs, ICRISAT, ICAR-NAARM, ICAR-CRIDA, NIPHM, NIRDPR, ASCI, TSCAB, ICAR-IIOR, ICAR-IIMR, ICAR-IIRR, INCOIS, C-DAC, FCRI, NFDB, WALAMTARI, NRC Meat, NIN and the Biodiversity Board of Telangana, as well as various State and Central Government Institutes and NGOs, to deliver training programmes on recent advancements in agriculture and allied sectors.

As of March 2025, the Institute has successfully trained 45,428 development officers from its client States and Union Territories. To meet emerging demands, EEI also undertakes need-based consultancy services, including monitoring, evaluation, and impact studies of development programmes implemented by both the State and Central Governments.

Mandate of the Institute

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

Annual Training Calendar 2025-26 (as per the approval of Annual Action Plan by GoI)

S. No.	Details	No. of training programmes
1.	On-Campus Training Programmes	27
2.	Off-Campus Training Programmes	17
3.	Webinars	14
4.	Collaborative Training Programmes with MANAGE (funded by MANAGE)	5
	Sub total	63
5.	Follow-up studies	2
6.	Action Research	3
7.	Certificate Courses	Need based
8.	Workshop on Connecting Buyers and Sellers meet of FPOs in collaboration with NABARD	1
9.	Consultancy Programmes	Need based
	Total	69

1. On-Campus Training Programs: 2025-26

S. No.	Name of the Training Program	Duration
1.	Climate Change in Agriculture: Impacts, Risks, and Resilience Building for the officers of Department of Agriculture, Tamil Nadu State	5 th to 9 th May-2025
2.	Climate-resilient interventions in Dairy Sector for the officers of Department of Dairy, Kerala State	13 th to 17 th May-2025
3.	Carbon Credits in Food and Agriculture, Carbon Finance, Carbon Farming for the officers of Department of Agriculture, Karnataka State	20 th to 24 th May-2025
4.	Digital Marketing Strategies for connecting buyers and sellers in Agriculture for the officers of Department of Agriculture Marketing and Agribusiness, Tamil Nadu State	20 th to 24 th May-2025
5.	Nutrition Management for livestock and Extension Strategies in Animal Husbandry Sector for the officers of Department of Animal Husbandry, Telangana State	26 th to 30 th May-2025
6.	Strengthening of Farmer Producer Organizations in Agriculture for the officers of Department of Agriculture Marketing and Agribusiness, Tamil Nadu State	2 nd to 6 th June-2025
7.	Promotion of Start-Ups and Entrepreneurship in Horticulture for the officers of Department of Horticulture, Karnataka	9 th to 13 th June-2025
8.	Nutrition Management for Livestock and Extension Strategies in Animal Husbandry Sector for the officers of Department of Animal Husbandry, Karnataka State.	16 th to 20 th June-2025
9.	Human Resource Development for Professional Excellence for the officers of Department of Fisheries & ARD, Odisha State	16 th to 20 th June-2025
10.	Promotion of Start-Ups and Entrepreneurship in Agri and Allied sectors for the faculty of OUAT, Odisha State	1 st to 5 th July-2025
11.	Digital solutions for effective TOT in Dairy Sector for the officers of Department of Dairy, Kerala State	1 st to 5 th July-2025
12.	Managerial skills for organizational excellence for the officers of Department of Agriculture Marketing and Agribusiness, Tamil Nadu State	7 th to 11 th July-2025
13.	Innovations in Marketing for Agricultural Products for the officers of Department of Agriculture, Tamil Nadu State	7 th to 11 th July-2025
14.	Digital solutions for effective TOT in Horticulture sector for the officers of Department of Horticulture, Karnataka State	22 nd to 26 th July-2025

1. On-Campus Training Programs: 2025-26

S. No.	Name of the Training Program	Duration
15.	Digital solutions for effective TOT in Agriculture for the officers of Department of Agriculture, Kerala State	29 th July to 2 nd August-2025
16.	Next Gen Extension approaches for effective transfer of technology for the faculty of ANGRAU, AP State	4 th to 8 th August-2025
17.	Climate-resilient interventions in Animal Husbandry for the officers of Department of Animal Husbandry, Telangana State	19 th to 23 rd August-2025
18.	Climate-resilient interventions in Animal Husbandry for the officers of Department of Animal Husbandry, Karnataka State	28 th August to – 2 nd September-2025
19.	Drone Applications in Agriculture for the officers of Department of Agriculture, Telangana State	8 th to 12 th Sept-2025
20.	Antimicrobial Resistance and Livestock Health Management and Extension Strategies for the officers of Department of Animal Husbandry, Karnataka State	16 th to 20 th September-2025
21.	Farmer Field Schools for Animal Husbandry Practices the officers of Department of Fisheries & ARD, Odisha State	23 rd to 27 th September-2025
22.	Innovations in Livestock Extension System for the officers of Department of Fisheries & ARD, Odisha State	23 rd to 27 th September-2025
23.	Testing and Certification and SOPs for sustainable Organic Seed production for the officers of Department of Seed certification and Organic certification, Tamil Nadu state	6 th to 10 th October-2025
24.	Post-Harvest Management, Value addition, Marketing logistics and Extension strategies for farmers profitability for the officers of Department of Agriculture, Telangana State	14 th to 18 th October-2025
25.	Communication and Documentation skills for Professional Excellence for the officers of Department of Fisheries, Odisha State	28 th October to 1 st November-2025
26.	Time and Stress Management Skills for the officers of Department of Fisheries, Odisha State	11 th to 15 th November-2025
27.	Planning, Monitoring and Evaluation of Animal Husbandry programs and projects in ARD sector for the officers of Department of Fisheries & ARD, Odisha State	11 th to 15 th November-2025

2. Off-Campus Training Programs : 2025-26

S. No.	State / Department	Name of the Training Program	Venue
I.	Telangana		
1.	Agriculture	Quality control measures for Agricultural inputs for the officers of Department of Agriculture, Telangana State	SAMETI, Telangana
2.	Animal Husbandry	Leadership and Personality Development Skills for Professional Excellence for the officers of Department of Animal Husbandry, Telangana State	SMILDA, Hyderabad
3.		Communication and Documentation skills for Professional Excellence for the officers of Department of Animal Husbandry, Telangana State	
II.	Karnataka		
4.	SAMETI (South)	Time & Stress management Skills for individual & organizational excellence for the faculty of UAS, Bengaluru, Karnataka State	SAMETI, Bengaluru
III.	Kerala		
5.	Dairy	Next Gen approaches for effective transfer of technology for the officers of Department of Dairy, Kerala State	Thiruvananthapuram
6.	Kerala Agricultural University	Digital solutions for effective TOT in agriculture sector for the faculty of KAU, Kerala State	Mannuthy
IV.	Tamil Nadu		
7.	Tamil Nadu Agricultural Marketing Board	Market led Extension Training for the officers of Department of Agriculture Marketing, Tamil Nadu State	Salem
8.	Seed Certification and Organic Certification	Testing, Certification and SOP for Organic Seed production for the officers of Department of Seed certification and Organic certification, Tamil Nadu state	Chennai

2. Off-Campus Training Programs : 2025-26

S. No.	State / Department	Name of the Training Program	Venue
V.	Odisha		
9.	Animal Husbandry	Strengthening of Farmer Producer Organizations in livestock sectors for the officers of Department of Animal Husbandry, Odisha State	VOTI, Bhubaneswar
10.	Fisheries	Managerial skills for organizational excellence for the officers of Department of Fisheries, Odisha State	Cuttack
11.		Value-addition in Pisciculture for the officers of Department of Fisheries, Odisha State	
12.	Odisha University of Agriculture & Technology	Natural Farming for the sustainable agriculture for the faculty of OUAT, Odisha State	OUAT, Bhubaneswar
VI.	Andaman & Nicobar Islands		
13.	Agriculture	Natural Farming for the sustainable Agriculture for officers of Department of Agriculture, Andaman & Nicobar	Port Blair
14.		Agro Tourism – A Novel Approach for profitability for the officers of Department of Agriculture, Andaman & Nicobar	
VII.	Lakshadweep		
15.	Agriculture	Protected Cultivation Techniques in Agriculture and Horticulture crops for the officers of Department of Agriculture, Lakshadweep	Kavaratti
16.		Natural Resource Management in Agriculture for the officers of Department of Agriculture, Lakshadweep	
VIII.	Puducherry		
17.	Agriculture	Extension Strategies for Promotion of Natural farming for the officers of Department of Agriculture, Puducherry	Puducherry

3. Webinars : 2025-26

S. No.	Name of the Webinar	Date of the Webinar
1.	Sagar Parikrama: Charting the future of Marine resources and coastal development	29-04-2025
2.	Apitherapy: Healing through the wonders of Bees	26-05-2025
3.	One Health: Bridging Human, Animal, and Environmental Wellness	30-06-2025
4.	SDGs in Agriculture: Pathways to a resilient and sustainable future	28-07-2025
5.	Crop Insurance: Securing farmers against uncertainties	12-08-2025
6.	Natural Farming: A Sustainable approach to prosperity	25-08-2025
7.	Empowering Agriculture with Digital Public Infrastructure	29-09-2025
8.	Urban Farming: Greening cities and feeding communities	27-10-2025
9.	Food safety Standards for products in Agri and Allied sector	07-11-2025
10.	Combating Anti-Microbial Resistance: Strategies for a safer future	24-11-2025
11.	Amplification Strategies for WDRA, e-NWR, e-KUN and CGS-NPF	12-12-2025
12.	Agriculture Infrastructure Fund: Building the future of rural prosperity	29-12-2025
13.	Cyber Security in Agriculture: Safeguarding Digital progress	19-01-2026
14.	Building Profitable FPOs: Success stories and strategies	23-02-2026

4. Online Collaborative Training Programs with MANAGE : 2025-26

S. No.	Title of the training program	Duration	Dates
1.	Natural farming towards Sustainable Agriculture	3 Days	24 th to 26 th April-2025
2.	Digital applications in Agri and Allied Sectors	5 Days	27 th to 31 st May-2025
3.	Strengthening Post Harvest management in Agri and Allied Sectors through Farmer Producer Organizations	5 Days	24 th to 28 th July-2025
4.	Ensuring nutritional security through Agri-Food Systems	5 Days	19 th to 23 rd August-2025
5.	Geospatial Technologies in Agri and Allied Sectors	5 Days	19 th to 23 rd August-2025

5. Follow-up studies – 2 Number (Andhra Pradesh and Telangana)

6. Action Research: 3 Number

1. Adoption and Establishment of Agri. Nutri Smart Village in Telangana State
2. Effectiveness of the Skill Development Programmes in Telangana State
3. Impact of mass media / social media on adoption of new technologies by farmers

7. Certificate Courses: Need based

8. Workshop on Connecting Buyers and Sellers meet of FPOs in collaboration with NABARD – 1 Number

9. Consultancy Training Programs : Need Based



Core Content of Training Programs

1. Climate Change in Agriculture: Impacts, Risks, and Resilience Building

Understanding Climate Change and Its Impact on Agriculture, Extreme Weather Events: Risks and Vulnerabilities in Farming, Climate Change and Its Effects on Soil, Water, and Biodiversity, Climate-Smart Agricultural Practices, Climate-Resilient Crops and Livestock Management, Rainwater Harvesting and Micro-Irrigation, Carbon Sequestration, Agroforestry, and Sustainable Land Management, Risk Management and Policy interventions, Disaster Risk Reduction and Early Warning Systems, Government Policies, Climate Finance, and international Frameworks, Carbon Credits, Climate-Responsive insurance, and Financial incentives, Extension Strategies for Climate Adaptation and Mitigation, ICT and Digital Tools for Climate Advisory Services, Participatory Approaches for Climate-Resilient Farming Extension, Monitoring, Evaluation, and Impact Assessment of Climate Adaptation Strategies and Developing a Roadmap for Climate-Resilient Agriculture. GOI Schemes, Programs, initiatives in agri. and allied sectors, Gender Budgeting for mainstreaming of gender in agri. and allied sectors, Sharing of experiences, Presentations by the participants and Field/Institutional Visits.

2. Carbon Credits in Food and Agriculture, Carbon Finance, Carbon Farming

Introduction to Carbon Credits and Agriculture, Carbon Market Fundamentals, Carbon Footprint Assessment in Agriculture, Carbon Sequestration Techniques in Agriculture, Carbon Farming Practices, Agro ecology and Carbon Sequestration, Livestock, Management and Methane Mitigation, Carbon Finance and Policy Framework, Carbon Pricing Mechanisms, Policy Frameworks and Compliance, Case Studies - Successful Carbon Projects, Measurement and Reporting of Carbon Footprint Carbon Accounting and Reporting - Practical training on measuring emissions, utilizing carbon calculators, and developing reporting mechanisms. , Verification and Validation Processes - Understanding verification and validation procedures for carbon credits in agriculture, Developing Carbon Reduction Strategies, Integration and Implementation Strategies, Action Planning and Implementation of GOI Schemes, Programs, initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the participants and Field/Institutional Visits.

3. Digital Marketing Strategies for connecting buyers and sellers in Agriculture

Marketing in new millennium issues and challenges, Marketing management in e-enabled economy, Market planning, competitor analysis for strategy formulation, Marketing information systems, Segmenting and targeting, Power of internet and brand management, integrated marketing communication, Direct marketing-status and prospects, Value added marketing strategy, Government initiatives, Success stories o of KVKS and private partners, Green marketing, Marketing in Digital era, Usage of social media in marketing, Web and online analytics, E-commerce platforms. Role of start-ups in driving digital transformation Collaboration opportunities and support mechanisms, Capacity Building and Future Directions, Training and Capacity Building for Farmers and Extension Professionals, Programs and initiatives for digital literacy in agri. and allied sectors, Best practices for effective training delivery Future Directions and Policy Framework, Discussion on emerging trends and technologies, GOI Schemes, Programs, initiatives in agri. And allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the participants and Field / Institutional Visits.

Core Content of Training Programs

4. Nutrition Management for livestock and Extension Strategies in Animal Husbandry Sector

Nutrition Management for Enhancing Livestock Productivity: An Overview, Scientific Feeding Practices for Calves, Heifers, Lactating and Pregnant Mother, Prevention of Control of Important Production Diseases in Dairy Animals by Nutritional Enrichment, Feeding Strategies for Ameliorating Negative Energy Balance in Postpartum Cows, Low Cost Feed formulations for Enhancing Livestock Productivity, Promoting High Yielding Varieties of Fodder to meet Nutritional Security in Dairy, Season based Feeding Practices to Maintain Productivity in Dairy Animals, Backyard Poultry Production and Nutrition Management Under Free Range and Semi intensive System of Rearing, Managing Fodder Shortages: Hydroponic Fodder and Silage, Profitable Pig Husbandry: Nutrition and Housing Management, Gender mainstreaming and Budgeting in Livestock Sector, Importance of Balanced and Economical Nutrition for Sheep and Goats, Extension Strategies to Promote NMELP, GOI Programs and Schemes, Gender mainstreaming and budgeting, Success cases, Case presentations, GOI Schemes, Programs, initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the participants and Field / Institutional Visits.

5. Strengthening of Farmer Producer Organizations in Agriculture

Farmer producer organizations – An Overview of policy, process and guidelines, Scope and potential for formation of farmer producer organizations, formation of farmer producer organizations /strengthening and management, Harnessing of inputs and market networks through farmer producer organizations, Role of different stake holders in promotion of farmer producer organizations, Partnership modalities and schematic linkages of various stake holders, Role of financial institutions for promotion of farmer producer organizations, Networking of farmers groups and organizations - CBBOs, SHGs etc., in agriculture, Role of NGOs, KVKs, government organizations, ATMA etc., in promotion of FPOs, Challenges and strategies for sustainability of farmer producer organizations, Case studies on successful farmer producer organizations, Development of business plans/DPR, Promoting output marketing and developing market intelligence through buyer seller networks, GOI Schemes, Programs, initiatives in agri. and allied sectors, Gender Budgeting for mainstreaming of gender in agri. and allied sectors, Sharing of experiences, Presentations by the participants, Field/Institutional visits

6. Drone Applications in Agriculture

Drone Technology in Agriculture – An Overview, Types of Drones and Their Applications, Drone Regulations and Safety, Drone Operation Techniques and Training, Practical Drone Flying Skills, Drone Maintenance and Troubleshooting, Data Collection, Processing and Analysis With Drones, Drone Sensors, integration of Drones in Farming Practices, Drone Applications in Precision Farming, Application of Drones for Crop Health Assessment, Disease Detection, and Yield Estimation, Application of Drones for Resource Optimization, Challenges and Future Perspectives, Case Studies on Drone Applications, Schemes in Promotion of Drones, Pilot Trainings to Women SHGs, GOI Schemes, Programs and initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the Participants and Field and Institutional visits.

Core Content of Training Programs

7. Promotion of Start-Ups and Entrepreneurship in Agri & Allied Sectors

Entrepreneurship in Agriculture- An Overview, Opportunities and Challenges, Business Models in Agriculture, Market Research and Opportunity Assessment for Agri-Start-ups, Financing, investment, and Risk Management, Sources of Funding and Financial Support for Agri-Start-ups, Legal Considerations in Agri-Entrepreneurship, Start-Up Ecosystem and Networking, Strategies for Scaling Agri-Start-ups and Achieving Long-Term Sustainability, Leveraging Technology, innovation, and Policy Support for Growth in Agri-Start-ups. GOI Schemes, Programs, initiatives in agri. and allied sectors, Gender Budgeting for mainstreaming of gender in agri. and allied sectors, Sharing of experiences, Presentations by the participants, Field/Institutional visits.

8. Human Resource Development for Professional Excellence in Agri & Allied Sectors

Managerial skills for 21st Century, Organizational change and development, Training – A Potential means of HRD, Effective communication skills, Strategic planning and goal setting, Collaboration and partnership, Action planning and implementation, Adaptability and resilience, Negotiation Skills, Time management skills, Stress Management for better work life balance, Emotional intelligence and wellbeing, Problem solving and decision-making skills, Leadership and team management for professional excellence, Value driven management and Work ethics for professional excellence, Coaching, counselling and mentoring skills for professional excellence, Digital technologies for effective communication, GOI Schemes, Programs, initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the participants and Field/Institutional Visits.

9. Digital solutions for effective TOT in Agri & Allied Sectors

Digital Solutions for Development Departments: An Overview, Digital Tools for Wider Outreach – Social Media, Mobile Apps, Web Portals, Expert Systems, Websites, Blogs, AI and IoT Based Digital Tools, Digital initiatives in Supply and Value Chain Management, Digital Tools Aiding in Marketing of Agriculture and Allied Products, Digital Tools for Export and Import Optimization, Attaining Traceability Through Block Chain Technology in agri. and allied sectors, Applications of Robotics and Machine Learning, Geo Spatial Technologies (Remote Sensing – GIS and GPS), Automation in agri. and allied sectors, Drone Technology and its Applications, Blending of Traditional and Modern ICTS for Effective Tot, Sensitization Cyber Security Mechanisms, GOI Schemes Programs initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the participants and Field/Institutional Visits.

10. Managerial skills for organizational excellence in Agri & Allied Sectors

Principles of Effective Management Core concepts and functions of management, Traits of effective leaders and managers, Strategic Planning, SMART goals and objectives, Decision Making and Problem- Solving skills, Time Management skills, Prioritization and Delegation skills, Communication skills, Building and leading high-performing teams, Conflict Resolution and Negotiation skills, Performance appraisal, Counselling, Coaching and Mentoring, Change Management, Work ethics and values, Fostering innovation and Creativity, Emerging trends and challenges in management, GOI schemes, programs and initiatives in agri. and allied sectors, Gender budgeting for mainstreaming of gender in agri. and allied sectors, Sharing of experiences and presentations by the participants, Field/Institutional visits.

Core Content of Training Programs

11. Innovations in Marketing for Agricultural Products

Marketing in new millennium-issues and challenges, Marketing management in e-enabled marketing platform (e-NAM), Market intelligence and market dynamics, Competitor analysis for strategy formulation, Segmenting and targeting, Brand management, Digital marketing initiatives, Direct marketing-status and prospects, Value added marketing strategy, Government initiatives, Success stories of FPOs & Other Stakeholders, Green marketing, Application of social media in marketing, Block chain technology in marketing, e-commerce initiatives, GOI Schemes, Programs and initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of experiences, Presentations by The Participants, Field and Institutional visits

12. Farmer Field Schools in Agri & Allied Sectors

Farmer Field School : An effective approach for Transfer of Technology; Sustainable practices for important crops; Sustainable practices in animal husbandry, poultry, fisheries etc.; Biological control: A sustainable approach; Agro-ecosystem analysis: An important tool in FFS; Important extension methods in FFS; Communication and Facilitation skills for conducting FFS; Decision making and problem solving skills in FFS; Group dynamics and leadership; Case Studies and visit to successful FFS and Back home planning.

13. Antimicrobial Resistance and Animal Livestock Health Management and Extension Strategies

Anti-microbial resistance in livestock sector- Over view, Animal livestock management Antimicrobial stewardship, Extension strategies to address the AMR, One health, Policy and regulatory support for AMR and animal health, Alternate therapies for disease management, Digital technologies for animal health monitoring and management, Case studies on AMR and animal health management, GOI Schemes, Programs, initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the participants and Field/Institutional Visits.

14. Next Gen approaches for effective transfer of technology in Agri & Allied Sectors

Next-Gen Extension Approaches- An Overview, Evolving Trends in Agricultural Extension: From Traditional to Digital, ICT and Digital Platforms in Agricultural Extension, innovative Approaches for Effective Farmer Engagement, Technology-Driven Extension Strategies, Artificial intelligence, IoT and Data Analytics in Extension, Application of GSTs for effective Agro Advisory Services, Mobile Apps and Social Media for effective Extension Communication, innovative training methodologies Participatory Learning and Farmer-Centric Extension Approaches, Knowledge Management Systems Success Stories and Case Studies on Next-Gen Extension Models, Building Networks and Partnerships, Strengthening Linkages with Agri-Tech Start-ups and FPOs, Next-Gen extension for evolving resilient Agri ecosystems, Monitoring, Evaluation, and Impact Assessment of Extension Programs, GOI Schemes, Programs initiatives in agri. and allied sectors, Gender Budgeting for mainstreaming of gender in agri. and allied sectors, Sharing of experiences, Presentations by the participants and Field/Institutional Visits



Core Content of Training Programs

15. Innovations in Livestock Extension System

Overview of Livestock Extension Systems: Evolution of livestock extension in India, Challenges in conventional livestock extension, Need for innovation and system transformation; ICT and Digital Innovations in Livestock Extension: Mobile advisory services (SMS, WhatsApp, IVRS), Mobile apps and e-extension platforms, Use of Artificial Intelligence, Big Data, and GIS in livestock advisory, Role of social media and digital content creation; Participatory and Farmer-Centric Extension Approaches: Farmer Field Schools (FFS) for livestock, Community-based livestock extension models, Role of lead farmers, livestock master trainers, and para-vets, Gender-sensitive and inclusive extension approaches; Market-Led and Entrepreneurial Extension Models: Dairy and livestock value chain-based extension, Linking farmers to input, service, and output markets, Role of Farmer Producer Organizations (FPOs), Private sector and PPP models in livestock extension; Climate-Smart and Sustainable Livestock Extension: Climate change impacts on livestock, Climate-resilient practices and advisory mechanisms, Indigenous Technical Knowledge (ITK) integration, Sustainable livestock production systems; Innovative Case Studies and Best Practices: Successful livestock extension innovations in India and abroad, Start-ups and agri-tech initiatives in animal husbandry, Role of institutions, cooperatives, and NGOs; Monitoring, Evaluation, and Impact Assessment: Tools for assessing extension effectiveness, Use of digital monitoring tools, Feedback mechanisms and data-driven decision-making, Training Methodology: Interactive lectures and multimedia presentations, Group discussions and experience sharing; Sharing of Experiences, Presentations by the participants and Field/Institutional Visits.

16. Testing and Certification and SOPs for Organic Seed production

Organic Products and Promotion of Organic Farming- An Overview, Organic Production – Processing, Handling, Storage and Transport, Certification Standards under NPOP and Certification Standards for other Countries and Comparative Perspectives of Organic and Conventional Agriculture, Organic Certification – Crop Production (individual Farmers), Guidelines for Organic Certification, Procedures, Process and Group Certification of Grower Groups, Guidelines for Group Organic Certification, Procedures, Process and Field inspection/ Auditing of ICS/Group Certification, PGS – Participatory Guarantee System for Organic Certification, PGS – Group Certification and Web Portal Management, Trace net for Scope Generation, individual and ICS Groups Registration, Scope Generation etc, ISI Standards: ISO/IEC65, ISI- 17025, ISO – 17065, Legal action, Seed certification, Seed act and rules, Requisites of seed production, processing, testing and quality assurance. Seed law enforcement, procedure for seed certification, Seed testing procedure for quality assessment, GOI schemes, programs, initiatives in agri. and allied sectors, Gender budgeting for mainstreaming of gender in agri. and allied sectors, Sharing of experiences and presentations by the participants, Field/institutional visits. Seed inspection, Seed testing, GOI schemes, programs and initiatives in agri. and allied sectors, Gender budgeting for mainstreaming of gender in agri. and allied sectors, Sharing of experiences and presentations by the participants, Field/Institutional visits.

17. Post-Harvest Management, Value addition, Marketing logistics and Extension strategies for farmers profitability in Agri & Allied Sectors

Post-Harvest Management, Value addition- An Overview, Secondary agriculture - historical footprints to modern practices and innovations, Good management practices, indigenous Technologies for Post-Harvest Management and Value Addition, Advances in Storage of Food Grains Value Addition, Processing, Grading, Packaging, Branding, and Warehousing of Agriculture commodities, Leveraging social media and ICT interventions, Promotion of Agri Entrepreneurship and Rural Agro processing through Post Harvest Technologies, Post-harvest handling and Processing for export, Role of FPOs in Value Addition and Post-Harvest Management, Success cases, innovative extension methodologies for promotion of secondary agriculture, Traceability techniques of Animal Husbandry products, GOI Schemes, Programs initiatives in agri. and allied sectors, Gender Budgeting for mainstreaming of gender in agri. and allied sectors, Sharing of experiences, Presentations by the participants and Field/Institutional Visits.

Core Content of Training Programs

18. Communication and Documentation skills for Professional Excellence in Agri & Allied Sectors

Communication and documentation skills for extension functionaries - An Overview, inter personal communication skills, Personality traits for effective communication, Motivation & positive attitude for professional and personal communication, Reading, listening and writing skills, Oral presentation skills, Public speaking skills and S.T.A.R. method for speaking on the spot, Non-verbal communication skills, Digital aids for effective communication, Types of documentation, Cornel system of note taking, Writing news, success stories feature articles and case studies, Analysis and report writing skills, E – communication skills, Presentations by the participants, GOI schemes, programs and initiatives in agri. and allied sectors, Gender budgeting for mainstreaming of gender in agri. and allied sectors, Sharing of experiences and presentations by the participants, Field/Institutional visits.

19. Time and Stress Management Skills

Time management methods and techniques, Goal setting as an effective tool for time management, Effective time management strategies for agricultural development professionals in digital era, Sources of stress and coping mechanisms, Mind management techniques for effective stress management, Work life balance for stress free living. Balanced nutrition for healthy and stress-free life, interpersonal skills for time and stress management, Positive attitude for stress free living, Effective negotiation and communication, conflict management and problem-solving skills for time and stress management, Strategies for effective time and stress management, Yoga and meditation techniques, Pomodoro technique of time management, Eisenhower matrix, energy management, Participants presentations, GOI Schemes, Programs and initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the participants, Field and Institutional visits

20. Planning, Monitoring and Evaluation of Programs and Projects in Agri & Allied Sectors

Review and Analysis of Development Programs/Projects Methodologies followed in Planning; Planning, Monitoring and Evaluation of Development Programs and Projects - An Overview; Monitoring and Evaluation: Identification and Selection of Indicators; PRA - Data Collection Tools in Monitoring and Evaluation; Monitoring and Evaluation : Data Collection Tools and Methods; Logical Frame Work Analysis; Bannett Hierachy of Evaluation with Case Studies; Steps in Planning and Managing and Evaluation; Process Documentation: Data Processing, Analysis and Report Writing; Project Evaluation and Review Techniques (PERT) and Critical Path Method (CPM); Presentation of the Monitoring and Evaluation Methodologies will be followed by the participants in Future



Core Content of Training Programs

21. Quality control measures for Agricultural inputs

Quality control measures-An Overview, Seed control order Act 1966 and salient features, Seed control order 1983, Seed rules 1968, Fertilizer control order 1985, FMCO 1973 and Essential Commodity Act 1955, insecticides Act 1968, insecticides rules 1971, Salient features of EP Act 1986, Case studies on Seed, Fertilizer and insecticides Acts, Procedures on drawl and analysis of seed, Problems in rejection of samples, Fertilizer and Pesticide samples, Drawl of samples for DNA testing, Visit to Seed Testing Lab, Fertilizer Control order Lab and Pesticide Lab, Visit to DNA finger print lab for analysis and identification of BT and Non BT gene, GOI Schemes, Programs and initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the participants and Field/Institutional Visits

22. Leadership and Personality Development Skills for Professional Excellence

Leadership and Personality Development- an over view, Transactional analysis,, Behavioural Traits for Effective Leadership, Emotional intelligence and Self-Awareness for Professional Growth, Leadership Skills for Organizational Excellence, Decision-Making and Problem-Solving Skills, Communication and Public Speaking Skills, Time and stress management skills, Team Building and interpersonal skills, Negotiation and conflict management Skills, Workplace Ethics, integrity, and Professionalism in Leadership, Work-Life Balance, Change management, Appreciative enquiry, AI driven leadership, GOI Schemes, Programs, initiatives in agri. and allied sectors, Gender Budgeting for mainstreaming of gender in agri. and allied sectors, Sharing of experiences, Presentations by the participants, Field/Institutional visits

23. Feed and Disease Management in Aquaculture with specific focus on strategies to improve economic and sustainable growth

Fundamentals of Feed Management for Sustainable Growth, Innovations in Feed and Water Quality Management, Disease Management and Prevention Strategies, Cost-Effective Disease Management Approaches for Farmers, Government Policies and Financial Support for Feed and Disease Management in Andhra Pradesh, Hands-on Training on Disease Diagnosis and Feed Quality Testing, Developing an Action Plan for Sustainable Feed and Disease Management in Andhra Pradesh, GOI Schemes Programs initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in Agri. and Allied sectors, Sharing of Experiences, Presentations by the participants and Field/Institutional visits.



Core Content of Training Programs

24. Market led Extension Training in Agri & Allied Sectors

Importance of Market Led Extension, Paradigm Shift of Extension from TOT to Start-ups, forward, Backward and Market Linkages in Agriculture Supply Chain, Registration, Packaging and Warehousing of Agriculture Products, Value Addition and Branding of Agriculture Commodities, FPOs – Scope and Opportunity for Market Led Extension in Agriculture Sector, Supply chain management of Agriculture commodities, Market intelligence and Market Networking in Promotion of Agriculture, Existing Development Programmes and Schemes of State and Central Government for Agricultural Marketing in Agriculture Sector, Role of Government Mobile apps in Promotion of Agriculture Marketing, Role of e-NAM and e-Trade in Promotion of Agriculture Marketing, State and National Level Portals in Marketing of Agri and Allied Products, Digital initiatives in Marketing of Agri and allied commodities, Block Chain Technologies Management in marketing of agri. and allied sectors–An Advance IOT initiatives, IT enabled Marketing for Effective Market Led Extension in Agriculture, Presentations on Marketing/ Market Systems in Agriculture, GOI Schemes Programs initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the participants and Field/Institutional Visits.

25. Value-addition in Pisciculture

Value addition in Pisciculture-An Overview, Potential of value addition in Fisheries sector, Factors causing fish spoilage, Fish preservation principles and techniques, Hygienic handling of fish, Various types of value-added products in fish, Hands on training on preparation of value-added fish products. Various methods of processing of fish. Fish value chain management. Strategies for promoting value addition and creating demand for value added fish products. GOI schemes, Gender budgeting, GOI schemes, programs and initiatives in agri. and allied sectors, Gender budgeting for mainstreaming of gender in agri. and allied sectors, Sharing of experiences and presentations by the participants, Field/Institutional visits.

26. Natural Farming for the sustainable agriculture

Natural Farming - An Overview, Organic Vs Natural Farming, Regenerative Agriculture, LEISA, Eco Farming, Permaculture, Benefits of Natural Farming & Nutritive Cycle Theory in Natural Farming, Principles, Practices and Methods of Natural Farming, Global, National and Local Stake holders' initiatives in Natural Farming, Economics of Natural Farming, Successful Cases and Experiences in Natural Farming, Role of IFS in Natural Farming, Role of FPOs in Promotion of Natural Farming, Marketing Ecosystem in Natural Farming, Preparation of inputs for Natural Farming, Digital interventions for Promotion of Natural Farming, Challenges and Solutions in Natural Farming, GOI Schemes, Programs and initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the participants and Field/Institutional Visits

27. Agri tourism – A Novel Approach for profitability

Agri tourism - An Overview, Agri-tourism- challenges, opportunities, prospects, GOI initiatives & existing schemes to promote Agritourism, Agro and rural tourism in India – case studies, Existing business models in Agri tourism, Concept of home stays in Agri-tourism, Types of Agri tourism, Role of extension and advisory services in sustenance of Agri-tourism, Strategy for the promotion of Agri-tourism, Cost benefit analysis in Agri tourism, GOI schemes, programs and initiatives in Agri. and Allied sectors, Gender budgeting for mainstreaming of gender in Agri. and Allied sectors, Sharing of experiences and presentations by the participants, Field/Institutional visits.

Core Content of Training Programs

28. Protected Cultivation Techniques in Agriculture and Horticulture crops

Protected cultivation in Agri and horticulture crops: An Overview, Protected cultivation systems: Green house, shade net, poly house etc., Crop selection and management, Controlled Climate and irrigation systems, Nutrient management, Pest and disease management, Cost economics and marketing, Quality maintenance, Challenges in protected cultivation, Opportunities for export, Post-harvest management: storage, packaging, and transportation, Supply and value chain management, Success cases, GOI programmes & Schemes in agri. and allied sectors, Gender mainstreaming and budgeting, Case presentations, GOI Schemes, Programs, initiatives in agri. and allied sectors, Gender Budgeting for Mainstreaming of Gender in agri. and allied sectors, Sharing of Experiences, Presentations by the participants and Field/Institutional Visits.

29. Natural Resource Management in Agriculture

Introduction to natural resource management and sustainable agriculture, Conservation agriculture techniques: organic farming, natural farming and regenerative agriculture, integrated Pest Management (IPM) and crop rotation strategies, Soil conservation and fertility management, Water resource management, Biodiversity conservation, Climate resilient farming, Carbon sequestration in agricultural systems, Climate-resilient livestock management, National and international policies on natural resource management, Environmental regulations and compliance, Good practices for sustainable forestry, Market opportunities for sustainable agriculture, Case studies and best practices, innovative technologies and tools for resource management, Success stories from different regions and contexts, Water-energy-food nexus, Alternate land use systems, Role of farm mechanization in Natural resource management, GOI schemes, programs and initiatives in Agri. and Allied sectors, Gender budgeting for mainstreaming of gender in Agri. and Allied sectors, Sharing of experiences and presentations by the participants, Field/Institutional visits.

30. Ensuring nutritional security through Agri-Food Systems

Sustainable Agriculture for Nutritional Security, Sustainable livestock production for enhanced nutrition, Crop Diversification for Nutritional Security, Urban agriculture and nutrition-sensitive urban planning, Addressing Micronutrient Deficiencies, Nutrition-Sensitive Agriculture, Food Safety and Quality Control, Nutrition Education and Behavioural Change, Livestock-Based Nutrition interventions, Climate-resilient agriculture for improved nutrition, Post-Harvest Management and Food Loss Reduction, Nutrition-Sensitive Food Processing and Value Addition, Role of Technology in Ensuring Nutritional Security, Policy and Advocacy for Nutritional Security, GOI Schemes, Programs, initiatives in Agri. and Allied sectors, Gender Budgeting for mainstreaming of gender in Agri. and Allied sectors, Sharing of experiences, Presentations by the participants, Field/Institutional visits.

31. Geospatial Technologies in Agri. and Allied Sectors

Geospatial Technologies in Agriculture- An Overview, Satellite Imagery for Crop Monitoring and Yield Estimation, Remote Sensing and GIS for Agricultural Resource Management, Soil Health Mapping and Land Use Classification Using GIS, Water Resource Management and Irrigation Planning Using Remote Sensing, Drought Monitoring, Early Warning Systems, and Disaster Management through GSTs Advanced Geospatial Tools for Decision Support, AI, Machine Learning, and Big Data in Agricultural Geospatial Analysis, Drone applications for Crop Health Monitoring and Surveillance, Climate Change Impact Assessment Using Geospatial Data, Market Linkages for effective application of GSTs, Successful Case Studies of Geospatial Applications in Agriculture, Challenges and future perspectives in Adopting Geospatial Technologies in Agriculture, Commercialization of GSTs, GOI Schemes, Programs, initiatives in Agri. and Allied sectors, Gender Budgeting for mainstreaming of gender in Agri. and Allied sectors, Sharing of experiences, Presentations by the participants, Field/Institutional visits

Faculty Profile

Dr. M. Jagan Mohan Reddy
Professor (AL-15) & Director and University Head (Agril. Extension)

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Dr. M. Jagan Mohan Reddy has 26 years of experience in the areas of teaching, training, extension, communication and administration in the university. He started his career as Assistant Extension Specialist in Agriculture Research Station, Tandur in 1998, from there he continued his journey has a teacher, extension specialist, trainer and administrator till date i.e. 8th June, 2024.

He worked has Assistant and Associate Professor at College of Agriculture for 6 years, Extension specialist and Programme Coordinator at KVK, Palem, Mahabubnagar dist., DAATT Centre, Ranga Reddy District and ARS, Tandur for 9 years, as Agri. Information Officer for 6 years at Information & Communication Centre, R'nagar, Hyderabad, Professor and Head, Dept. of Agril. Extension, College of Agriculture, Rajendranagar, Hyderabad for 2 years and continuing as Director, EEI, Hyderabad since 27th August, 2021 to till date. He is holding the position of University Head of Agril. Extension discipline of PJTAU from October, 2022.

He published nearly 135 research papers, Guided 12 students, M.Sc (Ag)-10-major & 5 minor and Ph.D-02 scholars were completed as major, 2 are under guidance as major, and organized 112 training programs, 22 Webinars, four consultancy programs and one certificate course.

Organised National Conference on "Next Gen Extension for Evolving Resilient Agri-Eco Systems" on 25th, 26th & 27th September, 2023 at EEI, Hyderabad.

He handled 10 projects namely :

1. Seed production and storage technology in Soybean crop (2014-15).
2. Resilient Agril. House Holds through adaptation of climate change in Mahabubnagar dist., Telangana (RAH-ACT) (2016-2019).
3. Raising of small nursery for production and supply of quality planting material of medicinal and aromatic plants (2014-2019).
4. Anna Purna Krishi Prasara Seva (AKPS) project (2014-2019).
5. Creation of Seed hub Project on Indigenous Production of Pulses in India under NFSM sponsored by Gol, New Delhi (2016-2019).
6. Cluster Frontline Demonstrations on Kharif Pulses (2016-2019).
7. Cluster Frontline Demonstrations on Rabi Pulses (2016-2019).
8. Cluster Frontline Demonstrations on Rabi Oilseeds (2016-2019).
9. PKVY (Paramparagath Krishi Vikas Yojana) Promotion of organic farming (2019).
10. Phygital facilitation for enhancing profitability of farming communion on the concept of Mobile Agri support services (MASS) sponsored by NABARD (2023).

He authored following text books :

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

He received following three (3) awards :

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

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

Faculty Profile

Dr. Madhu Babu Karra
Professor (AL-15)

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Dr. K. Madhu Babu rendered Commendable service to the farmer as well as tribal community, he is renowned extension specialist with zeal and enthusiasm to work for the farmers. He has passed through 32 years of committed service in his professional carrier. He has excellent track record of implementing various schemes of Rural and tribal development. He is certified Master trainer of IPM Cotton. His untiring efforts as Mandal Parishad Development officer, Prior to joining in the University made him to get praise and honour from district and state authorities. In his carrier of total service, he bagged several awards from administrators, apex institutions and policy makers. He has received appreciation and recognition from the officers of UNOPS, Kaulalampur, Malaysia for his Yeoman services as technical officer, International Fund for Agricultural Development (IFAD) and editor. "SHABARI SRAVANTI" a quarterly magazine of ITDA, Bhadrachalam and received 'Best Technical officer Award' through Project Officer ITDA Bhadrachalam.

He has bagged State Level Best Extension Scientist award twice for the year 2008 and 2011 from Acharya NG Ranga Agricultural University and selected by Professor, Jayashankar Telangana Agricultural University (2011) He was also recipient of 'Best Extension Scientist Award' from the District Collector, Nalgonda during 2009 for his farmer centric services in the district as Sr. Scientist, Coordinator and Head, District Agricultural Advisory and Transfer of Technology Centre (DAATTC) Nalgonda.

He has been awarded with 'SEE FELLOW' award 2017 and Outstanding Extension Professional Award-2018 by society of Extension Education, Agra for his outstanding contribution in the field of Research and Extension. Rythunestam award in the year 2021 by Rythunestham foundation, Andhra Pradesh and Telangana and received from the then Vice-President of India, Sri.M.Venkaiiah Naidu garu. Brajesh Sharma Memorial All India Best Extension Worker Award by YS Parmar University of Horticulture and Forestry, Himachal Pradesh was also a feather in the cap. He was also honorand with National Award of Excellence by Adarsh Vidya Saraswathi Rashtriya Puraskar of Global Management council, Ahmedabad.

Dr.Madhu Babu was recipient of appreciation certificate for the outstanding service rendered as Team Member of Sub-committee for 1st Afro-Asian Games, Hyderabad by the then Hon'ble Chief Minister of United Andhra Pradesh, Sri.N.Chandrababu Naidu during the year 2003 He has been successful in addressing the farmer problems through electronic media, print media and farmer's advisory services in many folds. Several TV and Radio programmes were given by Dr.Madhu from time to time and were telecasted and broadcasted He did commendable Job in organizing 45 days international training programme on Cotton for African Nationals of c4 countries. Took active role in organising consultancy training programmes to officers of Peoples Republic of Bangladesh Associated directly in doing Consultancy Project work and consultancy trainings lead to income generation to the institute He has participated in several National and International Conferences and presented papers besides publishing considerable number of research articles in the reputed journals of National and International repute.

He has guided PG and Ph.D students and dealt various subjects of Agricultural Extension in teaching as his passion. Having trainer traits of expertise, skills and communication abilities in various fields of development making Dr.Madhu Babu to share, serve, seek and make trainees more vibrant.

Faculty Profile

Dr. R. Vasantha
Professor

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Dr.R.Vasantha, a gold medalist in academics, has over 25 years of work experience in extension and teaching. She is adept in organizing training programmes, demonstrations, on farm trials, frontline demonstrations, minikits, exposure visits, field days and exhibitions for the rural clientele. Extensively authored popular articles and press notes for the benefit of farming community. She acted as resource person in many capacity building programmes for officials of Department of Agriculture and served the farmers of several districts of Telangana viz., Sangareddy, Rangareddy, Nizamabad, Mahabubnagar and Nagarkurnool through DAATTCs and KVKs.

In her 10 years of teaching experience, she helped to mentor research works of 21 Post Graduate and Doctoral degree students belonging to Kerala, Andhra Pradesh, Telangana, Andaman and Nicobar Islands, Uttarakhand, Bihar, Nepal etc as major and minor guide in key outreach areas such as innovation decision process, adoption and diffusion, agro biodiversity, SWOT analysis, e-NAM, Rice exports etc., that focused on pressing rural issues. In the year 2012 she authored a text book for UG and PG students of Agriculture titled "Extension Education: New Horizons" published by Kalyani Publishers, New Delhi, India.

She authored and co authored 65 research articles, among which 5 were presented at International conferences held at Harvard University, USA (2013), ICESS at Bangkok, Thailand (2017) and International conference at Dhaka, Bangladesh (2023), International Conference at MANAGE, Hyderabad and one at National conference, Hyderabad. She acted as external referee to several journals. She authored several reading materials and practical manuals for agricultural students at different levels of academics.

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

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

At EEI, Rajendranagar she is actively involved in training Middle Level Extension Functionaries of South Indian States and Union Territories in areas of outreach management, Urban farming and ICTs. She initiated Action research on Natural Farming, the flagship programme of Government of India for understanding perception of farmers about Natural farming, their marketing modalities, challenges faced and solutions adopted for successful implementation throughout South India. She is an active executive committee member of Society of Extension Professionals (SEP). As a part of SEP, she moderated several webinars on Natural farming, Agrotourism, Urban Farming, FPOs etc for Extensional professionals. She played an active role as a project member of e-NAM funded by NIAM. Brought out several compendiums on successful initiatives of farmers of South India. Played a leading role in initiation of EEI blog, e-brochures and as in-charge of EEI Newsletter. As a leading team member she organised online, paid certificate course on fruit & vegetable terrace gardening, brought out a book on terrace farming and also delivered several guest lectures on this concept. Presented papers on Urban farming and Digital solutions at National seminar, MANAGE and International conference at Dhaka, Bangladesh and was awarded for best Lead Paper.

She is also proficient in production and dissemination of multimedia messages using mobile apps, use of CANVA, FILMORAGO etc and guided trainees in development and sharing of hundreds of such messages for the benefit of farming community. She has played an active role in skill training of budding young entrepreneurs in AESP and Small Mushroom Grower programme of ASCI, Gol.

Her areas of specialization are Farmers Indigenous Technical Knowledge, Export management, Urban farming, Communication, Leadership and Digital technologies.

Faculty Profile

Dr.E.Sreenivas
Professor



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Dr. E. Srinivas, born on 14 March 1966, is an Indian national with over 32 years of professional experience in agricultural extension, including 27 years of service in Professor Jayashankar Telangana Agricultural University (PJTAU) and 5 years of service outside the university. He is presently working as Professor (Extension) at the Extension Education Institute (EEI), Rajendranagar, Hyderabad. He holds a Ph.D. in Agriculture (2013) from Acharya N.G. Ranga Agricultural University, an M.Sc. (Ag.) (1996) and a B.Sc. (Ag.) (1991) from Andhra Pradesh Agricultural University. He completed his Intermediate education in 1983 and SSC in 1981 from the Andhra Pradesh State Boards.

Dr. Srinivas began his career as Assistant Professor/Scientist in 1998 and was promoted as Associate Professor/Senior Scientist in 2012 and Professor/Principal Scientist in 2015 through the Career Advancement Scheme. Over the years, he has served in various capacities at RARS, DAATTCs, KVKs, APTs, and EEI across Telangana, including roles such as Scientist (Extension), Subject Matter Specialist, Coordinator & Head, Programme Coordinator, Principal of Agricultural Polytechnic, and Professor. His professional contributions include organization of farmer and stakeholder training programmes, frontline demonstrations, diagnostic field visits, minikit and on-farm trials, exposure visits, distance education through TV and radio, development of information centres and extension literature, implementation of government schemes, academic teaching, examination responsibilities, and institutional administration.

Before joining the university, Dr. Srinivas worked with Girijan Co-operative Corporation as an Agriculture Consultant and with private sector organizations such as Dhanuka Pesticides Ltd. and Montari Industries Ltd. in market development and sales roles.

Faculty Profile

Dr. M. Preethi
Professor



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Dr. M. Preethi has 26 years of experience in the areas of teaching and extension in the university. She started her career as Assistant professor in 1998 at C.HSc. Bapatla, where she taught undergraduate Home Science students and then worked at C.HSc. Hyderabad in the same academic rank.

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

At EEI, she is actively involved in conducting mandatory training programmes, consultancy programmes, skill development programmes and International programmes. As a subject matter expert, she had been a resource person in delivering guest lectures, teaching PG scholars of the university, in 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. She is also involved in conducting follow up studies in 6 States & 3 UTs, which come under the jurisdiction of EEI, Hyderabad. She initiated an action research on **"Adoption & establishment of Agri. Nutri smart village"** in Nagar Kurnool district of Telangana.

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

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

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

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

Faculty Profile

Dr. S. Chandra Shekar
Professor



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

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

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

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

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

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

Dr. S. Chandrashekar is a Fellow and Life Member of many extension education bodies of national and international Journals. During the COVID pandemic, EEI shifted to conduct training programs online during which he instituted novel methods like ice breaking, interactive lecture methods, group discussions, breakout sessions, virtual field tours, brainstorming sessions, panel discussions, learning outcomes, and implanting mechanisms to make online sessions more effective.

Faculty Profile

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Dr. P. Vijaya Lakshmi has put up 23 years of experience as an extension scientist, teacher, researcher and trainer at varied capacities. She has joined the university in the year 1998 as Assistant Extension Specialist at ARS, Darsi and served the farming community. She played active role as a member of Village Adoption Programme of ARS, Darsi, Prakasam District. Later, she worked as a Scientist (TOT) in DAATTC, Prakasam, Medak and Rangareddy districts and gained vast experience in field level agricultural extension activities. She has facilitated and organized RAWEP by guiding a large number of UG students in Agriculture and Horticulture. By maintaining good rapport with farmers and line department officials, she has coordinated several extension activities and disseminated the need-based farm technologies. She was highly successful in conducting rythusadassus, 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 Government of Andhra Pradesh in the year 2010. Dr. Vijaya Lakshmi played a major role in initiation of the project on "To Reach the Unreached" through expert consultation at DAATT Centre, Rangareddy district. She has played an active role in developing 'Mandal Wise-Farming Situation Wise Plans for all the Agro-Ecological Situations in Medak district of Andhra Pradesh' and has provided in-depth insights concerning farming issues and suggested strategies to overcome challenges.

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

Her areas of specialization include., communication, training management, extension methodologies, leadership and team building, soft skills, urban farming, export management in agriculture and allied sectors, Farmer Produce Organizations (FPOs) in agriculture and allied sectors etc.,

Faculty Profile

Dr.N.Praveen
Professor



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Dr.N.Praveen, has 21 years of work experience in extension centres of the university. He Worked as coordinator DAATTC for 12 years. Where in he organized 200 training programmes, 65 Farmers scientist interaction meetings, 85 Radio talks, Phone in live for 2 years, 13 TV programmes, 180 demonstrations, 175 on farm trials, 120 frontline demonstrations, Group discussions, minikits, 5 exposure visits, 75 field days and 10 exhibitions for the rural clientele. He had extensively authored popular articles, leaflets, pamphlets, Booklets and press notes for the benefit of farming community. He acted as resource person for 210 capacity building programmes for officials of Department of Agriculture and served the farmers of Telangana in the districts of Adilabad, Rangareddy, Vikarabad and Medchal through DAATTCs.

Dr.N.Praveen has expertise production and dissemination of Voice messages, SMS messages through Annapurna Krishi Prasara Seva and Kissan Sarathi the two mobile media services initiated exclusively for farmer welfare. Guided RAWEP students to collect farmers information for uploading and disseminating messages. Developed 6 whatsapp farmers groups and disseminated hundreds of such messages for the benefit of farming community. Played an active role in the development of Mandal Wise-Farming Situation Plans for all the Agro Ecological Situations in Rangareddy district.

He has the credit of conducting font line demonstrations in Millet intercropping with Redgram in 420 acres during 2017-2020. The area spread was 6000 acres in Rangapur, Gaddamalaiahguda, Gungal, pedthullah and Ghasmiyaguda villages of Yacharam mandal.

Dr.N.Praveen Played an active role in large scale popularization of stem application and closer spacing of cotton in Ragavapur, Bompally, Kummera, Chevella and pargi villages in 350 acres. Disseminated Redgram PRG-176 in 200 acres in marpally, Chevella, Doma and Pargi villages of Rangareddy and Vikarabad district in coordination with Mandal Agriculture officers. He organised farmers two exposure visits to Mandya and Mysore organic farms of Karnataka state during 2018 and to RARS Jagtial for showcasing to paddy and oilseed crops during 2012.

He also coordinated with Rice research station, Maize research station and SRTC Hyderabad under tribal sub plan project-2016-2020 for enhancing the productivity and profitability of rice and maize farmers of Ootupally thanda and pothireddy pallithanda villages of Vikarabad in 300 acres.

In recognition of his services, he received Best Extension scientist award on the occasion of PJTSAU 3rd foundation day celebration held during 2017. Received Best scientist appreciation award during 15-08-2012 by Hon'ble Home minister Smt. Sabitha Indrareddy. Received Best scientist appreciation award during 26-01-2014 awarded by district collector, Govt of Telangana. Received Commendation for meritorious services in August 2018 through department of Agriculture by district collector, Govt of Telangana. Received Commendation for meritorious services on republic day during 2020 by district collector Medchal.

He has published 20 research articles in peer reviewed journal and 2 papers were presented at National seminar at (SIPARD) Agarthala of Tripura state held on 2007. Attended 2nd green revolution held at Agriculture research station, Adilabad 2008 and Sustainability of Small Farmer in changing agricultural scenario organized by RECARIA and PJTSAU held during 2018. Attended one day workshop group meeting with River Bridge ventures on 12th February 2018 to explore ways agriculture extension services develop for new scenarios and presented papers and posters. Attended International conference at Dhaka, Bangladesh (2023) and presented paper on Impact of front line demonstration in Redgram in rainfed situations of vikarabad district.

Presently he is working as Professor at Extension Education Institute, Hyderabad from February, 2023. As a faculty of EEI, he is actively involved in conducting mandatory off-campus training programmes to the middle level extension officers of the client states and presently involved in action research project i.e., Adoption and establishment of agrinutri smart village in Telangana and studies on skill development programme.

Faculty Profile

Dr.D.Shireesha
Assistant Professor



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

Organized many vocational trainings to the farmers and farm women. Promoted ICT initiatives at KVK through AKPS- Annapurna KrishiPrasaraSeva (Interactive Information Dissemination System), Information kiosk and farmer's portals. She also initiated and formed three farmers network groups. i.e., Master trainers in Groundnut, Telangana Yuva Rythu Saagubadi farmers and Innovative Farmer's Network in different mandals of the district through which farmer led extension services were initiated by training the farmer networks and also published book entitled 'Innovative Farmers Network of the District'. Conducted other extension programmes like Awareness programmes, TV programmes, Farmer scientist interaction meetings, Exposure visits, Established information centre at KVK, Palem, Group discussions, Flag method of Extension, Field visits, Joint Diagnostic visits, ManaTelanganaManaVyavasayamProgrammes, Agricultural Exhibitions, World Soil Day, Jai Kisan Jai VigyanDiwas, PradhanManthriFasalBheemaYojana, Field days, technology week, kisanmelas and kisansam melas etc.

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

Presently she is working as Assistant Professor at Extension Education Institute, Hyderabad from February, 2018. As a faculty of EEI she actively involved in conducting mandatory Online, on and off-campus training programmes to the middle level extension officers of the client states and skill development training programme to the unemployed rural youth for the year. For the year 2023-24 she is involved in the externally funded project entitled "Phygital Facilitation for Enhancing Profitability of Farming Community" on the concept of Mobile Agri Support Services (MASS) and action research project on "Upscaling of Farm diversification models in Yadadribhuvanagiri district of Telangana".

Details of Non-Teaching staff.



S. Jayaram

Superindent



R. Srinivas

*Sr. Technician
(Electronic)*



P. Ravinder Reddy

*Artist cum
photographer*



M. Rama Krishna

Senior Assistant



L. Suresh

Junior Assistant



R. Sindhu

Junior Assistant



Naimatullah Khan

Driver



P. Venkatesh

Driver



K. Raju

Sweeper



K. Narsimha

Cleaner



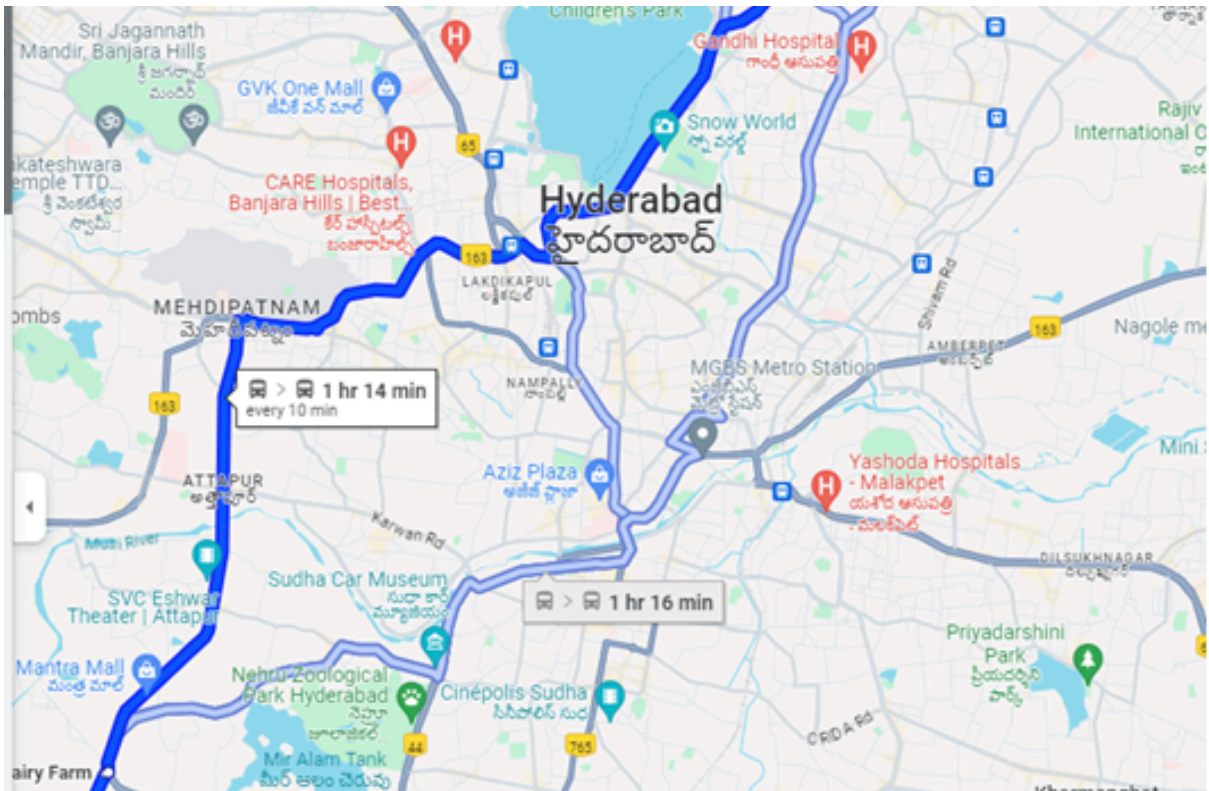
M. Raj Kumar

Messenger

Reaching EEI, Hyderabad

Greater Hyderabad is well connected by Air, Rail and Road with all parts of the country. Participants may reach the Extension Education Institute located in Professor Jayashankar Telangana Agricultural University Campus, Rajendranagar by cab from any part of Hyderabad.

The Participants Should get down at Extension Education 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.



Contact Persons

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Glimpses of EEI Training Programmes





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