



## MESSAGE



***“The best training program in the world is absolutely worthless without the will to execute it properly, consistently and with intensity.” John Romaniello***

**T**he Extension Education Institute, Rajendranagar, Hyderabad is one of the India's four regional training institutes established in 1962 for training middle level extension personnel in Southern India, financed by Government of India & working under PJTSAU. It has six states under its operational area namely Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, and Odisha, and three Union Territories- Puducherry, Andaman & Nicobar and Lakshadweep Islands. The institute caters to the capacity building needs of thirteen client departments namely Agriculture, Horticulture, Animal Husbandry, Dairy Development, Fisheries, Agril. Engineering, Sericulture, Industries, Soil & Water Conservation, Forestry, SAUs, SAMETIs and Agril. Marketing.

The mandate of the Institute mainly focuses on improving the skills and professional competency of extension functionaries, demonstrate most effective training techniques, conduct action research and provide consultancy to development agencies.

Every year, the EEI, Hyderabad prepares its Training Calendar encompassing the details of the training programmes and other mandated activities to be organized in the ensuing year. Accordingly, the Training Calendar for the year 2024-25 has been prepared incorporating the need based and relevant training programmes through need assessment and feedback received from client departments. As an innovation, the present training calendar was vetted by experts from ICAR institutes, SAU faculty and veteran extension scientists for precision, relevance and refinement. The Training Calendar 2024-25 constitutes thirty on-campus, seven online, twenty-six off-campus and four collaborative training programmes, along with twelve webinars, four action research projects, six consultancy programmes, three skill training programmes, one follow-up study and sponsored project by the NABARD.

EEI, Hyderabad is continuously striving to build the capacity of the middle level extension functionaries working in agri and allied sectors on the emerging extension training methodologies, new government initiatives, technological developments, extension management techniques and improving the behavioral aspects by organizing the above programmes.

**Dr. M. Jaganmohan Reddy**  
**DIRECTOR,**  
**EEI, Hyderabad**





## About Extension Education Institute, Hyderabad.

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

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

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

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

Apart from the prescheduled programmes, EEI also coordinates with esteemed organizations like MANAGE, SAMETIs, ICRISAT, NAARM, CRIDA, NIPHM, NIRD, ASCI, TSCAB, IIOR, IIMR, IIRR, Biodiversity Board of Telangana, NGOs etc. to provide training to extension functionaries on recent advancements in agri. and allied sectors. Till date i.e., up to March, 2024, the institute trained 42,962 development officers of client states & UTs. To meet current demands, EEI also undertakes need based consultancy services viz., monitoring, evaluation and impact studies on development programmes of the state and centre.

### **Mandate of the Institute**

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



## Details of Programmes Planned for 2024-25 by EEI, Hyderabad

S. No.	Details	Proposed No. of training programmes
1.	On-Campus Training Programmes	30
2.	Off-Campus Training Programmes	26
3.	Online Training Programmes	07
4.	Webinars	12
5.	Skill Training Programmes	03
6.	Follow-up studies	01
7.	Action Research	04
	<b>Sub total</b>	<b>83</b>
8.	Consultancy Programmes	06
9.	Collaborative Training Programmes with MANAGE (funded by MANAGE)	04
	<b>Total</b>	<b>93</b>



## A. On-Campus Training Programs– 2024-25

S. No.	Name of the Training Program	Duration	Content Page No.
1	Digital solutions for effective TOT in agri and allied sectors	11 <sup>th</sup> to 15 <sup>th</sup> June, 2024	9
2	Promotion of Farmer Producer Organizations in agri and allied sectors	11 <sup>th</sup> to 15 <sup>th</sup> June, 2024	9
3	Post-Harvest Management, Value addition and Marketing logistics for profitable agri and allied sectors	18 <sup>th</sup> to 22 <sup>nd</sup> June, 2024	9
4	Agri trade logistics, Regulations and Documentation for exports in agri and allied sectors	25 <sup>th</sup> to 29 <sup>th</sup> June, 2024	9
5	Natural Resource Management in agri and allied sectors	2 <sup>nd</sup> to 6 <sup>th</sup> July, 2024	10
6	Nutrition Management for enhancing Livestock productivity	8 <sup>th</sup> to 12 <sup>th</sup> July, 2024	10
7	Techniques and extension approaches for Urban Farming in agri and allied sectors	23 <sup>rd</sup> to 27 <sup>th</sup> July, 2024	10
8	Disaster Management and Mitigation Strategies in agri and allied Sectors	30 <sup>th</sup> July to 03 <sup>rd</sup> August, 2024	10
9	Homestead technologies and extension strategies for women officers in agri and allied sectors	5 <sup>th</sup> to 9 <sup>th</sup> August, 2024	11
10	Precision farming in agri and allied sectors	20 <sup>th</sup> to 24 <sup>th</sup> August, 2024	11
11	Capacity Building of Extension Functionaries to meet Emerging Challenges in Fisheries Sector	02 <sup>nd</sup> to 6 <sup>th</sup> September, 2024	11
12	Alternative Energy Options for agri and allied Sectors	9 <sup>th</sup> to 13 <sup>th</sup> September, 2024	11
13	Climate resilient interventions in agri and allied sectors	17 <sup>th</sup> to 21 <sup>st</sup> September, 2024	12
14	Time and Stress Management for Women Extension Professionals	24 <sup>th</sup> to 28 <sup>th</sup> September, 2024	12
15	Promotion of Natural farming in agri and allied sectors	15 <sup>th</sup> to 19 <sup>th</sup> October, 2024	12
16	Leadership Development for extension professionals	22 <sup>nd</sup> to 26 <sup>th</sup> October, 2024	12
17	Personality development for professional communication in agri and allied sectors	04 <sup>th</sup> to 8 <sup>th</sup> November, 2024	13
18	Communication and Documentation skills for Professional Excellence in agri and allied Sectors	19 <sup>th</sup> to 23 <sup>rd</sup> November, 2024	13
19	Farm Journalism for Effective Transfer of Technology	19 <sup>th</sup> to 23 <sup>rd</sup> November, 2024	13
20	Human Resource Development for personal and professional excellency	26 <sup>th</sup> to 30 <sup>th</sup> November, 2024	13

**A. On-Campus Training Programs– 2024-25**

21	Innovative training methods for master trainers and facilitators	03 <sup>rd</sup> to 7 <sup>th</sup> December, 2024	13
22	Building networks and Partnerships (PPP) for profitability in Agri and Allied sectors	9 <sup>th</sup> to 13 <sup>th</sup> December, 2024	14
23	Regional Workshop for Training Need Assessment of Client States and Union Territories to prepare Annual Training Calendar for the year 2025-26	9 <sup>th</sup> to 10 <sup>th</sup> December, 2024	14
24	Supply Chain Management for profitability in Agri and allied sectors	17 <sup>th</sup> to 21 <sup>st</sup> December, 2024	14
25	Start-ups and Agri Business enterprises in Agri and allied sectors	6 <sup>th</sup> to 10 <sup>th</sup> January, 2025	14
26	Experiential learning and Management games for professional excellence	21 <sup>st</sup> to 25 <sup>th</sup> January, 2025	14
27	Time and stress management for extension personnel	27 <sup>th</sup> to 31 <sup>st</sup> January, 2025	14
28	Digital Marketing Strategies for agriculture and allied sectors	3 <sup>rd</sup> to 7 <sup>th</sup> February, 2025	14
29	Sensitization on GoI digital interventions in Agri and Allied sectors	11 <sup>th</sup> to 15 <sup>th</sup> February, 2025	15
30	Women empowerment towards Sustainable Development Goals in agri and allied sectors	18 <sup>th</sup> to 22 <sup>nd</sup> February, 2025	15

**B. Off- Campus Training Programs– 2024-25**

S. No	State / Department	Training area	Venue	Content Page No.
<b>I. Telangana</b>				
1.	Agriculture	Innovative technologies, pest management and Law enforcement in Agriculture Production	Dr. MC HRD Institute, Hyderabad	16
2.	Animal Husbandry	Extension skills for Supply and Value Chain Management in Livestock products	SMILDA, Hyderabad	16
3.		Leadership & Personality Development Skills for Professional Excellence		16
<b>II. Andhra Pradesh</b>				
4.	Animal Husbandry	Nutritional management and extension strategies for promotion of productivity in livestock	Vijayawada	10
5.		Soft skills for personal and professional excellence	Vijayawada	16
6.	Horticulture	Integrated Crop Management in Coconut	Srikakulam	16
7.		Communication and Documentation skills for Professional Excellence	Guntur	13
8.	Fisheries	Capacity Building of Extension Functionaries to meet Emerging Challenges in Fisheries Sector	Kakinada	11
9.		Self-Management and Work-Life Balance for Extension professionals		17

**B. Off- Campus Training Programs– 2024-25**

S. No	State / Department	Training area	Venue	Content Page No.
<b>II. Andhra Pradesh</b>				
10.	ANGRAU	Climate change adaptation	Tirupathi	12
11.		Problem-Solving and Decision-Making Skills	Bapatla	17
<b>III. Karnataka</b>				
12.	Agriculture	Agri trade logistics, Regulations and Documentation for exports in agri and allied sectors	Bejapur	9
13.	SAMETI (South)	Post-harvest management, Value addition & Extension approaches in cereals	UAS, Bangalore	9
14.		Time and Stress Management for Extension Professionals		14
<b>IV. Kerala</b>				
15.	Agriculture	Managerial skills for organizational excellence	Thiruvananthapuram	18
16.	Animal Husbandry	Soft skills for personal and professional development		16
17.	Dairy	Soft skills for personal and professional development		16
18.	Fisheries	Communication and documentation skills for professional excellence	Aluva	13
<b>V. Tamil Nadu</b>				
19.	Sericulture	Climate Resilient Technologies in Silkworm Rearing	Hosur	12
<b>VI. Odisha</b>				
20.	Agriculture	Revisiting Existing Extension system in the backdrop of Sustainable Agriculture	IMAGE, Bhubaneswar	18
21.	Animal Husbandry	Training of Trainers ( ToT) - Direct Trainers Skills and teaching methodology for trainers of the Departments	VOTI, Bhubaneshwar	19
22.		Communication and Documentation skills for Professional Excellence		13
<b>VII. Andaman &amp; Nicobar Islands</b>				
23.	Agriculture	Organic Plant Protection Methods	Port Blair	19
24.		Communication and Documentation skills for Professional Excellence		13
<b>VIII. Puducherry</b>				
25.	Agriculture	Organic farming certification	Puducherry	19
<b>VIII. Lakshadweep</b>				
26.	Agriculture	Leadership and Managerial skills	Kavaratti	20



### C. Online Training Programs – 2024-25

S. No.	Name of the Training Program	Duration	Content Page No.
1	Emerging trends in Fisheries sector for enhancing professional competencies	23 <sup>rd</sup> to 27 <sup>th</sup> July, 2024	20
2	Artificial Intelligence and IOT applications in agri and allied sectors	05 <sup>th</sup> to 9 <sup>th</sup> August, 2024	20
3	Agro Tourism for increasing Farm income	9 <sup>th</sup> to 13 <sup>th</sup> September, 2024	21
4	Work Ethics and Work life balance for Field functionaries	15 <sup>th</sup> to 19 <sup>th</sup> October, 2024	21
5	Promotion of Bee keeping	19 <sup>th</sup> to 23 <sup>rd</sup> November, 2024	21
6	Testing and Certification procedures for Organic Agriculture	17 <sup>th</sup> to 21 <sup>st</sup> December, 2024	19
7	Waste management in agri and allied sectors	06 <sup>th</sup> to 10 <sup>th</sup> January, 2025	21

### D. Webinars – 2024-25

S. No.	Name of the Webinar	Duration
1	Operational guidelines of FPOs, Cooperatives and SHGs	26 <sup>th</sup> April, 2024
2	Schemes for agripreneurship	20 <sup>th</sup> May, 2024
3	Nursery Accreditation acts in Horticulture and forestry sectors	24 <sup>th</sup> June, 2024
4	One Health for rejuvenation of natural resources for sustainable agriculture.	18 <sup>th</sup> July, 2024
5	Anti-Microbial Resistance in Agri and allied sectors	31 <sup>st</sup> July, 2024
6	Wild Life Conflict	13 <sup>th</sup> August, 2024
7	Green energy in Farming	23 <sup>rd</sup> September, 2024
8	Food Waste Management for Nutritional Security	30 <sup>th</sup> September, 2024
9	Food safety standards in Agri and Allied sector products	21 <sup>st</sup> October, 2024
10	Practices for sustainable forestry sector	13 <sup>th</sup> November, 2024
11	Sustainable Development Goals in Agriculture	23 <sup>rd</sup> December, 2024
12	Crop and weather Insurance in India Challenges and the Way Forward	20 <sup>th</sup> January, 2025

**E. Skill Training Programmes: 3 No.****F. Follow-up studies – Tamil Nadu****G. Action Research:**

1. Adaption and Establishment of Agri. Nutri Smart Village in Telangana State (Ongoing)
2. Effectiveness of the Skill Development Programmes in Telangana State
3. Impact of mass media / social media on adoption of new technologies by farmers
4. Testing and upscaling of Farm Diversification Models in Telangana

**H. Consultancy Training Programs - 2024-25 : 6 no.**

*The consultancy programmes will be taken up based on the demand of the respective client departments.*

**I. Off Campus Online Collaborative Training Programs with MANAGE for the year 2024-25**

S. No	Title of the Training Programme	Duration	Dates
1.	Drones in Agriculture	5 Days	23 <sup>rd</sup> to 27 <sup>th</sup> July, 2024
2.	Carbon Credits in Food and Agriculture, Carbon Finance, Carbon Farming	5 Days	20 <sup>th</sup> to 24 <sup>th</sup> August, 2024
3.	Promotion of Farmers Producer Organizations	5 Days	24 <sup>th</sup> to 28 <sup>th</sup> September, 2024
4.	Extension for Climate Resilient Agriculture	5 Days	18 <sup>th</sup> to 22 <sup>nd</sup> November, 2024



## A. CONTENT FOR THE ON-CAMPUS TRAINING PROGRAMS - 2024-25

### 1. Digital solutions for effective TOT in agri and allied sectors

Digital solutions for development departments: An overview, Digital tools for wider outreach – Social media, mobile apps, web portals, expert systems, websites, usage of mobile apps (WhatsApp, Facebook etc.) and practical application, Production and dissemination of messages through innovative digital tools in agriculture and allied sectors, Sensitization on Cyber Extension initiatives (digital apps, websites and portals etc) of states and central government, 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 agriculture and allied sectors, Applications of Robotics and machine learning, Remote sensing – GIS and GPS, Automation and drone technology, Innovative blending of traditional and modern ICTs for motivating farmers, Sensitization of farmers, farm women and rural youth on Cybercrimes, Field/institutional visits (visits to C-DAC etc)

### 2. Promotion of Farmer Producer Organizations in agri and allied sectors

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 - CBOs, 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

### 3. Post-Harvest Management, Value addition and Marketing logistics for profitable agri and allied sectors

Post-Harvest Management, Value addition- An Overview, Secondary agriculture-historical footprints to modern practices and innovations, Global good management practices, Indigenous Technologies for Post Harvest Management and Value Addition in Agriculture and Horticulture sectors, Recent advances in the Storage and Management of Food Grains and Horticulture products, Value Addition and Branding of Agriculture commodities, Leveraging social media and ICT interventions, Promotion of Agri Entrepreneurship and Rural Agro Processing through Post Harvest Technologies, Registration, Packaging and Warehousing of Agri and Horti Products, Post harvest handling and Processing for export of Agri & Horti products, Enterprise diversification for enhancing productivity and farm income, Grading and packaging of Agri. and Horticulture Produce for better Market, Role of FPOs in Value Addition and Post harvest Management in Agri. and Horticulture Sectors, Success cases, Innovative extension methodologies for promotion of secondary agriculture, Post-Harvest management and Value addition in Animal husbandry, Traceability of milk and milk products, Food loss and wastage, Surface coatings for increasing shelf life (eg: ketogens)

### 4. Agri trade logistics, Regulations and Documentation for exports in agri and allied sectors

Overview of agricultural trade and its significance, export regulations and policies in agriculture, international trade agreements and their impact on agricultural exports, phytosanitary, sanitary, and



quality standards, export documentation requirements and procedures, customs clearance processes and procedures, overview of international quality standards (e.g., ISO, HACCP, GMP), certification processes and their importance in agricultural exports, packaging requirements for different agricultural products, labeling regulations and guidelines (country-specific and international), packaging and labeling practices for maintaining product quality and integrity, trade logistics and supply chain management, insurance and risk mitigation strategies, market access requirements and procedures, trade facilitation measures and initiatives, role of trade promotion agencies in facilitating agricultural exports, international commercial terms and international contracts, negotiating and drafting international trade contracts, key clauses and considerations in agricultural trade contracts, case studies and best practices, handling challenges and resolving issues in agri trade, sharing of experiences and presentations by the participants, gender budgeting for mainstreaming of gender in agri and allied sectors, GoI schemes, programs, initiatives in agri and allied sectors, field / institutional visits

#### **5. Natural resource management in agri and allied sectors**

Introduction to natural resource management, sustainable agriculture, conservation agriculture techniques, organic farming, natural farming, 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, Farm mechanization

#### **6. Nutrition Management for enhancing Live stock productivity**

Nutrition management in livestock – an overview, role of nutrients in feed for enhanced productivity, classification of feeds, fodders and their availability, feeding at different physiological stages of livestock, alternate approaches for efficient feed resource utilization, feeding during crisis, strategies to mitigate nutritional disorders, balanced feeding, feed processing technologies for efficient feed and fodder utilization, digital interventions in nutrition management, Feeding strategies to mitigate methane gas emissions, Feed conversion ratio to meat

#### **7. Techniques and extension approaches for Urban Farming in agriculture and allied sectors**

Urban farming – an overview, challenges and prospects of urban farming in a changing environment, introduction into urban agriculture concept and types, urban agriculture development, a strategy to support food security, resource use from a challenge perspective, urban agriculture types/production systems, innovations in urban farming, nutrient sensitive urban farming, mushroom farming under urban eco system, poultry in urban and peri-urban areas, opportunities for urban fisheries, organic methods of raising terrace and kitchen gardens, sharing success story on establishing natural terrace garden by the practitioner, vertical gardening, hydroponics, aquaponics, aeroponics, extension strategies for promotion of urban farming in agri and allied sectors. State specific interventions, sharing of experiences of entrepreneurs and startups, Different models of urban farming like vertical gardens etc., Urban and community farming in institutions, Extension approaches for promotions of urban farming

#### **8. Disaster Management and Mitigation Strategies in agriculture and allied Sectors**

Disaster management and mitigation strategies in agri and allied sectors – an overview, crop insurance and disaster management, role of agri engineering in disaster management, live stock and



poultry management during disasters, disaster management initiatives of state and central governments, disaster management and livelihoods, disaster management and mitigation strategies in agriculture and allied sectors, disaster forecast by IMD, role of INCOIS during cyclones, flood and tsunami management, disaster management in fisheries and aquaculture, land slide management, Odisha state disaster management authority, Sensitization on value addition to disaster affected crops (eg: flood effected rice etc.), Sensitization on contingency planning, Assessing the extent of disaster through satellite mapping, Disaster communication methods for extension officials

#### **9. Homestead technologies and extension strategies for women officers in agri and allied sectors**

Home stead technologies – an overview, challenges and opportunities for promotion of home stead technologies in a changing environment, scaling new heights in homestead farming through multifaceted land use system, nursery management, an ecofriendly enterprise to promote greenery, mushroom cultivation and value addition, a women friendly profession, tie & dye and batik technologies – enriched methods of fabric embellishment, dry flower making – aesthetic ways of interior decoration, value addition to millets – a way forward to healthy living, re-circulatory aqua systems – an innovative method of fish farming, value addition to fruits and vegetables – cottage enterprises at domestic level, profitable homestead activities, rabbit, sheep, goat, dairy farming, apiculture, profitable enterprise for home makers and unemployed, inspiring tribal livelihoods, backyard poultry, a low input and high return enterprise, sericulture, a boon for homestead farming, ICTs in promotion of homestead technologies, extension strategies for promotion of home stead of technologies in agriculture and allied sectors, success stories of farmers. 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

#### **10. Precision farming in agri and allied sectors**

Prospects and challenges of precision farming in India – an overview, applications of geospatial technologies in land evaluation studies, site specific nutrient management Precision farming technology in agri and allied sectors, precision weed management practices, extension strategies for promotion of precision farming, digital global information for agri food systems, application of GOP simulation models in agri and allied sectors, Drone based training, IoT based training and Precision livestock farming (eg: NLM-Nalgonda sheep farming)

#### **11. Capacity Building of Extension Functionaries to meet Emerging Challenges in Fisheries Sector**

New farming technologies in Fisheries Sector – An Overview, Alternate Species culture, Training on lab techniques, Innovative technologies – Biofloc and recirculating aquaculture system, Lab techniques, Disease surveillance and management, Disaster management and mitigation strategies, Regulatory mechanisms in fisheries, Antimicrobial resistance issues, Promotion of domestic marketing, Postharvest management-supply chain aspects in fish marketing, Infrastructural management in fish marketing, market information in fish marketing, Alternative marketing methods in fish marketing, Food safety and quality aspects in fish marketing, innovative marketing practices. 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

#### **12. Alternative Energy Options for agri and allied Sectors**

Introduction to alternative energy in agri and allied sectors, Promotion of green energy in agri and allied sectors, importance and benefits of alternative energy in agri and allied sectors, role of



renewable energy in reducing greenhouse gas emissions, solar energy applications, wind energy applications, bioenergy options, small hydropower systems, energy efficiency and conservation, smart irrigation and energy management systems, integration of energy systems, funding options and incentives for renewable energy projects, government policies and regulations supporting renewable energy in agri and allied sectors, case studies and success stories, challenges and solutions in implementing alternative energy systems, future trends and innovations, advances in energy storage, bioenergy and other renewable energy fields, opportunities for decentralized energy systems and off-grid solutions, Smart irrigation models, Solar based motors, Start ups for alternative energy options, Scope of decentralization through alternate energy options, Visit to NIRDRT- wind energy, bio gas plant

### **13. Climate resilient interventions in agri and allied sectors**

An overview on climate change and its impact in agri and allied sectors, Risk management strategies to combat climate change in agri and allied sectors, Climate smart farming, Integrated farming system in building resilience to climate change in agri and allied sectors, Farm machinery, custom hiring and Agro processing mechanism to combat with climate change impact in agri and allied sectors, Climate smart ITKs in agri and allied sectors, Extension strategies to address climate change in agri and allied sectors, Carbon trading-voluntary carbon credit scheme

### **14. Time and Stress Management for women Extension Professionals**

Time management methods and techniques, Goal setting as an effective tool for time management, Effective time management strategies for agri and allied sectors 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, promodoro technique of time management, eisenhower matrix, energy management, Participants presentations.

### **15. Promotion of Natural farming in agri and allied sectors**

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 and methods of natural farming, practices adopted in natural farming and their salient features, global, National and local stakeholders initiatives in natural farming, economics of natural farming, successful cases and experiences in natural farming, 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, validation of practices and certification in 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, Field/institutional visits

### **16. Leadership Development for extension professionals**

Time management methods and techniques, Goal setting as an effective tool for time management, Effective time management strategies for agricultural development professionals in digital era, Sources of stress and coping mechanisms, Mind management techniques for effective stress management, Work life balance for stress free living. Balanced nutrition for healthy and stress-free life, Interpersonal skills for time and stress management, Positive attitude for stress free living, Effective negotiation and communication, conflict management and problem solving skills for time and stress



management, Strategies for effective time and stress management, Yoga and meditation techniques, promodoro technique of time management, eisenhower matrix, energy management, Participants presentations.

#### **17. Personality development for professional communication in agri and allied sectors**

Soft skills and personality development for professional excellence-an overview, creative thinking skills, strategic management and leadership skills, problem solving and decision making skills, digital skills, time management skills, building high performance teams, communication and interpersonal skills, positive attitude, agile leadership, emotional intelligence, conflict management and negotiation skills, prolific writing skills, strategies for stake holder engagement, networking relationship building, ethical decision making.

#### **18. Communication and Documentation skills for Professional Excellence in agri and 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, 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

#### **19. Farm Journalism for Effective Transfer of Technology**

Farm Journalism for effective ToT - An Overview, Communication Process-Relevance and Application in mass media, Using Social media plat forms and ICT tools in farm journalism, Hands on training on use of Mobile apps for production and transfer of messages, Photojournalism,, Hands on training on developing short films using mobiles, Traditional folk media in farm journalism, Values and Ethics in farm journalism,Writing radio scripts for delivering radio talks, Designing and Production of digital content in farm journalism, Writing news, Success stories and case studies, Storyboard writing for effective videos,Developing a short film on News/Success Story, Sharing of experiences Presentations by the participants Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors GOI Schemes, Programs and Initiatives in Agri and Allied Sectors, Field / Institutional visits.

#### **20. Human Resource Development for personal and professional excellency**

HRD - Need and Importance, Motivating employees for job performance, Organizational change and development, soft skills for HRD, effective communication, Performance appraisal, Management Information Systems, Fundamentals of planning, Management by objectives, Managerial decision making, Organizational culture, Social and ethical responsibilities of management, Line and staff relationships, Digital technologies for effective communication, Appreciative inquiry, Emotional intelligence, time and stress management, transactional analysis.

#### **21. Innovative training methods for master trainers and facilitators**

Innovative training methods - an overview, ice breakers, energizers, brain teasers and warm up exercises, extension talk, interactive lecture, small group techniques, fish bowl technique, case method, group discussion, brain storming, simulation exercises, management games, critical incident technique, skill teaching, experiential learning through management games, sensitivity training, syndicate training, transactional analysis, e-training, MOOCs, team training, T – groups, virtual training.



## **22. Building networks and Partnerships (PPP) for profitability in agri and allied sectors**

Introduction to Networking and Partnerships in Agriculture- Overview, Identifying Stakeholders and their Roles, Communication Skills for Effective Networking, Building Strategic Partnerships, Leveraging Technology for Networking, Networking Events and Conferences, Collaborative Problem-Solving, Financial Management in Partnerships, Legal and Regulatory Considerations, Building Trust and Transparency, Scaling Up Partnerships, Case Studies and Best Practices, Action Planning and Next Steps.

## **23. Regional Workshop for Training Need Assessment of Client States and Union Territories to prepare Annual Training Calendar for the year 2025-26**

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

## **24. Supply Chain Management for profitability in Agri and allied sectors**

Supply chain management-an overview, Supply chain models in agriculture, horticulture, fisheries and animal husbandry, success stories in supply chain management, experience sharing, PPP and supply chain management, innovations in supply chain, role of FPOs/SHGs in supply chain management, Digital interventions for supply chain management

## **25. Startups and Agri Business enterprises in Agri and allied sectors**

Agri. tech startups and agri business enterprises in India – an overview, agri incubators and its management, worthy product building strategies for startups and agri business enterprises, branding and marketing strategies for startups and agri business enterprises, business opportunities in agriculture and allied sectors, government programmes, initiatives and schemes in promoting MSMEs in agri and allied sector, business plan preparation for the beginners of startups, micro financing and institutional support to rural enterprises, agripreneurship with its interventions, experience sharing by agri. start ups, Collaborations and partnerships in startups, Scope of incubation in unleashing the potential of startups, Potential areas to take up the startups

## **26. Experiential learning and Management games for professional excellence**

Experiential learning methods and management games in ToT – an overview, simulated exercises, step up numbers, blind fold and finding the leader, in basket technique, fish bowl technique, Australian trolleys, egg drop, six chairs, wildness survival game, passing the ball, caption the photograph & blind fold, boat exercise, ball game, sheep, shepherd & wolf, fish & fisher man, ice breaking techniques, ball maze, water brigade, innovative hackathons, problem solving workshops, experiential leadership development, role playing exercises, case studies, debates.

## **27. Time and stress management for extension personnel**

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, promodoro technique of time management, eisenhower matrix, energy management, Participants presentations.



## 28. Digital Marketing Strategies for agriculture and allied sectors

Marketing in new millennium-issues and challenges, marketing management in e-enabled economy, market planning, competitor analysis for strategy formulation, marketing information systems, segmenting and targeting, power of internet and brand management, integrated marketing communication, direct marketing-status and prospects, value added marketing strategy, government initiatives, success stories of KVKs and private partners, green marketing, Marketing in Digital era, Usage of social media in marketing, Web and online analytics, e-commerce platforms

## 29. Sensitization on GoI digital interventions in Agri and Allied sectors

Overview of Digital Interventions in Agriculture, Historical perspective and need for digital interventions, Introduction to key government initiatives electronic, National Agriculture Market (eNAM) Features, benefits, and usage, Case studies of successful interventions, Digital Agriculture Mission Objectives, components, and strategic framework, Role in enhancing agricultural productivity and sustainability, Soil Health Card Scheme, Digital tools for soil health management, Process of issuing and utilizing soil health cards, Farmer Empowerment and Support Systems, Pradhan Mantri Fasal Bima Yojana (PMFBY), Digital solutions for crop insurance-Implementation and impact on farmers, Kisan Suvidha App Features and functionalities, User guidance and success stories, Digi Locker for Farmers Benefits of using Digi Locker for agricultural documents Integration with various schemes and services, Advanced Technologies and Innovations Use of Artificial Intelligence and IoT in Agriculture Current applications and future prospects, Case studies of AI and IoT implementations, Remote Sensing and GIS in Agriculture, Tools and techniques for precision farming Government projects utilizing remote sensing and GIS, Agri-Tech Startups and Innovations Role of startups 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 Policy support and government vision for digital agriculture, 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. Women empowerment towards Sustainable Development Goals in agri and allied sectors

An overview on SDGs in relation to women empowerment, Strategies to “End the poverty among women in all its forms everywhere, Enabling the End hunger, achieve food security and improved nutrition and promote sustainable agriculture by women inclusion, Ensuring promoting healthy lives and well-being of women through suitable Extension strategies, Supporting inclusive and equitable quality education and promoting lifelong learning opportunities for women as indicated in Achieving gender equality and empowerment of all women and girls, Ensure availability and sustainable management of water resources by women, Improving access to women to affordable, reliable, sustainable and modern energy, Promote sustained and inclusive economic growth and productive employment to women as stated in Strategies to Reduce gender inequality within and among countries to Ensure sustainable production and consumption patterns of women involved enterprises management, Assessing the impact of climate change on women and taking action to combat it as indicated in SDG, Role of women in Conserving and using the oceans, seas and marine resources for sustainable development, Challenges encountered and strategies adopted by women while working for SDG of Women empowerment in Water, Sanitation and Hygiene (WASH interventions), Nutrition sensitive agriculture for women, GOI Schemes, Programs, Initiatives in Agri and Allied Sectors, Sharing of experiences, Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors, Presentation by the participants, Field/institutional visits, Interviewing successful rural women striding towards attainment of SDGs.



### **31. Innovative Technologies, Pest Management, and Law Enforcement in Agriculture Production**

Overview of Modern Agriculture Production-Current trends and challenges in agriculture production, Importance of innovation, pest management, and law enforcement, Innovative Technologies in Agriculture, Precision Agriculture, Tools and techniques for precision farming, Benefits and case studies of precision agriculture, Use of Drones in Agriculture, Applications of drones for monitoring, spraying, and mapping, Regulatory aspects and best practices, Smart Irrigation Systems Technology for efficient water use, Examples of smart irrigation systems and their impact, Pest Management Strategies, Principles and components of IPM, Successful implementation of IPM strategies, Biological Pest Control, Use of natural predators and bio pesticides Benefits and limitations of biological control Chemical Pest Control and Safe Practices Proper use of pesticides and safety measures, Managing resistance and minimizing environmental impact Advanced Technologies and Innovations, Artificial Intelligence and Machine Learning in Pest Management, AI-driven solutions for pest detection and control, Case studies of AI applications in agriculture, Remote Sensing and GIS for Pest Monitoring Tools and techniques for pest surveillance and mapping Government projects utilizing remote sensing and GIS Innovations in Crop Protection Latest developments in crop protection technologies, Success stories and future prospects Law Enforcement and Future Directions, Agricultural Law and Policy Overview of laws and regulations affecting agriculture production, Compliance and enforcement mechanisms, 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

### **32. Extension skills for Supply and Value Chain Management in Livestock products**

Supply chain management-an overview, Supply chain models in animal husbandry, success stories in supply chain management, experience sharing, PPP and supply chain management, innovations in supply chain, role of FPOs/SHGs in supply chain management, GoI schemes, programs, initiatives in agri and allied sectors, gender budgeting for mainstreaming of gender in agri and allied sectors, field/institutional visits, sharing of experiences and presentations by the participants

### **33. Leadership & Personality Development Skills for Professional Excellence**

Role and importance of leadership & personality development skills - an overview, leadership and ethics and values, leadership and crisis management, positive attitude for a better living, emotional intelligence, motivational skills, problem solving skills, conflict and negotiation skills, team building skills for professional development, interpersonal skills, appreciative inquiry, time & stress management skills, creative thinking skills, communication skills, GoI schemes, programs and initiatives, gender budgeting for mainstreaming of gender, sharing of experiences and presentations by the participants, field/institutional visits

### **34. Soft skills for personal and professional excellence**

Soft skills for personality development, Positive attitude for a better living, Emotional intelligence, Motivational Skills, Problem solving skills, Team building skills for organizational development, Interpersonal skills, Stress management, Creative thinking skills, Communication Skills, Leadership skills, Time management skills.

### **35. Integrated Crop Management in Coconut**

Introduction to Integrated Crop Management (ICM), Overview of ICM principles, Importance of ICM in sustainable coconut cultivation, Introduction to coconut farming, Varieties of coconut and their characteristics, Soil and climate requirements for coconut cultivation, Water Management, Irrigation methods in coconut cultivation, Pest and Disease Management, Integrated pest management (IPM)



strategies, Biological control methods, Weed Management, Weed control methods, Importance of mulching in weed suppression, Nutrient Management, Fertilizer application methods and schedules, Pruning and Training Techniques, Training coconut palms for better yield and management, Harvesting and Post-Harvest Management, Post-harvest handling and processing of coconuts, Value Addition and Product Diversification, Market opportunities for coconut-based products, Sustainable Practices in Coconut Cultivation, Agroecological approaches in coconut farming, Role of biodiversity in sustainable coconut cultivation, Conservation practices for soil and water resources, Developing an ICM plan for coconut cultivation.

### **36. Self-Management and Work-Life Balance for Extension professionals**

Importance of self-management and work-life balance for Extension professionals, Overview of challenges and benefits, skills and competencies, Self-assessment: Identifying personal strengths and areas for improvement, setting personal and professional goals, Time Management Skills, Prioritizing tasks using effective tools, Overcoming procrastination, Strategies for managing distractions and interruptions, Stress Management Techniques, Identifying signs and sources of stress, Techniques to reduce and manage stress, Building resilience to cope with challenges, Understanding emotional intelligence and its impact on professional relationships, Strategies for enhancing self-awareness, self-regulation, and empathy, Managing emotions in challenging situations, Effective Communication Skills, Navigating difficult conversations and conflict resolution, Work-Life Balance Principles, Strategies to create a balanced life, Leveraging technology for efficiency and productivity, Setting boundaries with digital devices and social media, Digital tools and apps that support self-management, Health and Well-Being, Importance of physical activity and nutrition, Sleep's role in performance and well-being, Incorporating wellness activities into daily routines, Time for Personal Growth and Development, Importance of lifelong learning and personal development, Strategies for finding time for personal interests and hobbies, Setting and pursuing personal growth goals, Building Support Networks, Importance of social support in achieving work-life balance, Building and maintaining professional networks, Seeking mentorship and providing support to others, Creating Personal Action Plan, Reviewing key takeaways from the program, Developing a personalized action plan for self-management and work-life balance, Strategies for maintaining momentum and accountability.

### **37. Problem-Solving and Decision-Making Skills**

Overview of problem-solving and decision-making processes, Importance of effective problem-solving and decision-making in professional settings, Techniques for identifying problems accurately, Distinguishing between symptoms and root causes, The importance of perspective in problem identification, Tools for analyzing problems (e.g., Fishbone diagram, 5 Whys, SWOT analysis), Gathering and evaluating information, identifying stakeholders and considering their perspectives, Techniques for fostering creativity (brainstorming, mind mapping), Overcoming cognitive biases that hinder creativity, Encouraging innovative approaches to problem-solving, Overview of decision-making processes, Pros and cons of different decision-making styles, Group vs. individual decision-making, Tools and Techniques for Making Decisions, Utilizing decision-making tools, Importance of criteria in decision-making, Dealing with uncertainty and risk in decisions, The role of critical thinking in problem-solving and decision-making, Techniques to improve critical thinking, Avoiding logical fallacies, Understanding the impact of emotions on decisions, Managing emotions for better outcomes, Empathy and its role in effective problem-solving, Communicating problems and decisions effectively Listening skills and feedback mechanisms, Negotiation and persuasion techniques, Planning and executing solutions, Monitoring and evaluating outcomes, Adjusting and optimizing decisions based on feedback, Advantages and challenges of group problem-solving, Techniques for effective group decision-making, Managing conflicts and reaching consensus, Developing a personal



action plan for enhancing problem-solving and decision-making skills, Tools for self-assessment and reflection, Strategies for lifelong learning.

### **38. Managerial Skills for Organizational Excellence**

Principles of Effective Management Core concepts and functions of management Roles and responsibilities of a manager, Leadership vs. Management Differences and similarities between leadership and management, Traits of effective leaders and managers, Strategic Planning and Decision-Making Strategic Planning and Goal Setting Steps in strategic planning, Setting SMART goals and objectives Decision Making and Problem-Solving Techniques for effective decision-making, Problem-solving models and tools, Time Management Strategies for efficient time management, Prioritization and delegation skills, Communication and Team Management, Effective Communication Skills, Principles of clear and effective communication, Active listening and feedback techniques, Team Building and Collaboration, Building and leading high-performing teams, Techniques for fostering teamwork and collaboration, Conflict Resolution and Negotiation Identifying and addressing conflicts, Negotiation skills and strategies, Performance Management and Development, Performance Management Systems, Setting performance standards and expectations, Conducting performance appraisals and feedback sessions, Coaching and Mentoring Techniques for effective coaching and mentoring, Developing and nurturing talent within the organization, Change Management Understanding and managing organizational change, Strategies for effective change implementation Innovation, Ethics, and Future Directions, Fostering Innovation and Creativity, Creating a culture of innovation Techniques for encouraging creative thinking, Ethical Management Importance of ethics in management, Future Trends in Management Emerging trends and challenges in management, Gol 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.

### **39. Revisiting Existing Extension system in the backdrop of Sustainable Agriculture**

Overview of sustainable agriculture, Global and local challenges in agriculture: climate change, food security, biodiversity, Role of Extension in promoting sustainable agriculture, The Current State of Agricultural Extension, Historical overview of the Extension system, Achievements and challenges faced by the Extension service, Case studies of successful Extension projects, Sustainable Soil Management, Role of Extension in educating farmers about sustainable soil management, Sustainable Water Use and Management, Importance of water in agriculture and challenges of water usage, Extension strategies for promoting water efficiency among farmers, Integrated Pest Management (IPM), Educating and assisting farmers in adopting IPM through Extension services, Agroecology and Crop Diversity, Extension's role in promoting agroecological practices, Organic Farming and Certification Processes, Principles of organic farming, Process and benefits of organic certification, Climate-Smart Agriculture (CSA), Overview of CSA and its importance, Use of Technology in Sustainable Agriculture, Digital agriculture: tools and platforms, Social Dimensions of Sustainable Agriculture, Gender and youth in agriculture, Community-based approaches to sustainable agriculture, Building social capital through Extension services, Policy, Advocacy, and Extension, Understanding agricultural policies impacting sustainability, Extension's role in policy advocacy for sustainable practices, Networking with policymakers and stakeholders, Developing Sustainable Extension Programs, Assessing community needs and resources, Program planning and evaluation for sustainability, Case studies of innovative Extension programs focused, Gol 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.



## 40. Training of Trainers (ToT) - Direct Trainers Skills and teaching methodology for trainers of the Departments

Innovative training methods, an overview, ice breakers, energizers, brain teasers and warm up exercises, extension talk, interactive lecture, small group techniques, fish bowl technique, case method, group discussion, brain storming, exercises, simulations & games, related incident technique, skill teaching, experiential learning through management games, sensitivity training, syndicate training, transactional analysis, e-training MOOCs, management games, team training, T-groups, virtual training, Gol 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.

## 41. Organic Plant Protection Methods

Principles of Organic Farming and Plant Protection Core principles and practices of organic farming, Importance of organic plant protection methods Understanding Plant Pests and Diseases Types of pests and diseases affecting plants, Symptoms and diagnosis of common plant issues, Cultural and Mechanical Control Methods Cultural Practices for Pest Prevention Crop rotation, intercropping, and companion planting, Soil health management and its role in pest prevention, Mechanical and Physical Control Methods Use of barriers, traps, and handpicking, Techniques for creating physical barriers to pests, Botanical Pesticides and Plant Extracts Overview of botanical pesticides, Preparation and application of plant-based pest control solutions, Biological Control Methods Beneficial Insects and Biological Control Agents Introduction to beneficial insects and their role in pest control, Identifying and encouraging natural predators, Microbial Pesticides Use of bacteria, fungi, and viruses in pest control, Examples and application methods of microbial pesticides, Integrating Livestock for Pest Control Role of chickens, ducks, and other livestock in pest management, Best practices for integrating livestock into organic systems, Organic Disease Management Organic Fungicides and Disease Control Common organic fungicides and their applications, Techniques for managing fungal diseases organically, Managing Soil-Borne Diseases, Importance of soil health in disease prevention, Methods for controlling soil-borne diseases, Organic Weed Management Techniques for managing weeds without chemicals, Mulching, cover cropping, and manual weeding methods, Integrated Organic Plant Protection and Future Directions Integrated Pest Management (IPM) in Organic Farming Principles of IPM and its application in organic farming, Case studies of successful IPM implementation, Regulations and Certification for Organic Plant Protection Overview of organic certification standards, Compliance with regulations and maintaining organic integrity, Future Trends and Innovations in Organic Plant Protection Emerging technologies and methods in organic pest control, Future prospects and challenges for organic plant protection, Gol 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.

## 42. Organic farming certification

Organic Products and Promotion of Organic Farming, 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, Tracenet for Scope Generation, Individual and ICS Groups Registration, Scope Generation etc, ISI Standards: ISO/IEC65, ISI-17025, ISO – 17065, Gol Programs and Schemes in Agriculture Sector,



Gol 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

#### **43. Leadership and Managerial Skills**

Principles of Effective Leadership Core concepts and styles of leadership, Traits of successful leaders Fundamentals of Management Key functions of management Roles and responsibilities of managers Strategic, Planning and Decision Making Visionary Leadership and Goal Setting Creating and communicating a compelling vision Setting SMART goals and aligning them with the vision Strategic Planning Steps in strategic planning, Tools for developing and implementing strategic plans, Effective Decision Making Techniques and models for decision making Balancing data-driven and intuitive decision making Communication and Team Dynamics, Effective Communication Skills Principles of clear and effective communication, Active listening and feedback techniques Building High-Performing Teams Dynamics of team building, Fostering collaboration and trust within teams, Conflict Resolution and Negotiation Identifying and addressing conflicts Strategies for successful negotiation, Performance Management and Employee Development Performance Management, Setting performance standards and expectations, Conducting performance appraisals and feedback sessions, Coaching and Mentoring Techniques for effective coaching and mentoring Developing and nurturing talent within the organization, Change Management Understanding and managing organizational change Strategies for effective change implementation Innovation, Ethics, and Future Directions, Fostering Innovation and Creativity Creating a culture of innovation Techniques for encouraging creative thinking, Ethical Leadership Importance of ethics in leadership, Future Trends in Leadership and Management Emerging trends and challenges in leadership and management, Preparing for the future of work, Gol 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

#### **44. Emerging trends in Fisheries sector for enhancing professional competencies**

New farming technologies in Fisheries Sector – An Overview, Alternate Species culture, Training on lab techniques, Innovative technologies – Biofloc and recalculating aquaculture system, Lab techniques, Disease surveillance and management, Disaster management and mitigation strategies, Regulatory mechanisms in fisheries, Antimicrobial resistance issues, Promotion of domestic marketing, Postharvest management-supply chain aspects in fish marketing, Infrastructural management in fish marketing, market ecosystem in fish marketing, Alternative marketing methods in fish marketing, Food safety and quality aspects in fish marketing, innovative marketing strategies, role of FFPOs, value addition in fish products, exports in fisheries sector, shrimp farming techniques, waste water management, data driven fish breeding, precision aquaculture, smart feeding techniques, fish therapeutics, urban aqua culture, promotion of ornamental fish, High rainfall areas promoting seasonal fish ponds

#### **45. Artificial Intelligence and IOT applications in agri and allied sectors**

An overview on Artificial Intelligence and IOT, applications of AI in agriculture, horticulture, animal husbandry, forestry and fisheries sectors in Indian and international context, machine learning, scope of AI in various rural fronts-panchayat administration, waste management, fallow land development, irrigation water management, nutrient management, precision farming, farm machinery maintenance etc, implementation of AI for forecast of natural disasters by INCOIS, NRSA, IMD and NDMA, application of block chain technologies, GIS and remote sensing for sustainable development in agri and allied sectors, emergence of robotics in agri and allied sectors, Sensors in monitoring, forecast and problem diagnosis in agri and allied sectors, Smart farming with AI powered drones, role of



satellites in development of agri and allied sectors, mobile apps, challenges in application of AI & IOT, sensitization of farmers, farm women and rural youth on cybercrimes, GOI Schemes, Programs, Initiatives in agri and allied sectors, Gender Budgeting for mainstreaming of gender in agri and allied Sectors, Sharing of experiences.

#### **46. Agri tourism for increasing Farm income**

Agri tourism - an overview, agri-tourism- challenges, opportunities, prospects, GoI initiatives & existing schemes to promote agri tourism, Agro and rural tourism in India – case studies, existing business models in agri tourism, concept of home stays in agro 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, gender budgeting for mainstreaming of gender in agri and allied sectors, sharing of experiences and presentations by the participants, field/institutional visits

#### **47. Work Ethics and Work life balance for Field Functionaries**

Over view on work ethics and work life balance, Scope and Challenges in practicing ethics and values in personal and professional lives, Ethical prioritization and Value-driven management, Conflict management and Negotiation skills, Professionalism and work ethics for successful organizational development, Ways and means to imbibe work ethics among employees, Work ethics and change management, Positive attitude in relation to values and work ethics, Emotional intelligence for professional excellence, Time and stress management and value driven goal setting skills, Values and Ethics for disseminating quality advisories to clientele, GOI Schemes, Programs, Initiatives in agri and allied sectors, Gender Budgeting for mainstreaming of gender in agri and allied Sectors, Sharing of experiences.

#### **48. Promotion of Bee keeping**

Brief history of modern beekeeping, honey bee as useful insects, species of honey bees and their nesting behavior, many fold benefits of modern beekeeping, selection of apiary site, bee hives and equipments, plants and crops, useful to honey bees, pollen & nectar formation, seasonal bee management, growth period, swarming season, swarm control, dividing, re-queening, queen introduction. Uniting, comb renewal, feeding migration, honey flow season, preservation of drawn out super comb, dearth period and its control, monsoon and winter management, rendering of bees wade. Honey bee pollination and its advantages, bee disease management, bee products: Bees was, Royal jelly, Bee Venom, Pollen, Propels, Handling of wild honey bees colonies, economics of bee keeping, schemes of KVIC, PMEGP and entrepreneurship. honey FPOs, case studies and success stories in bee keeping, challenges and solutions, visit to Bee press (Ramoji film city)-complete setup including training

#### **49. Waste management in agri and allied sectors**

Waste management in agri and allied sectors – an overview, value addition to waste, crop residues in crop production, livestock waste management, best practices followed by GHMC in solid waste management, composting from agri waste – models and case studies, bio – energy from crop waste and soil conditioner from water hyacinth, waste management in sericulture, IFS – resource recycling, gender role in waste management, waste management in fisheries sector, food waste management, containers in waste management, challenges & remedies in waste management, Sustainable waste valorisation and its management, Startups in waste management, Black soldier fly, Voluntary schemes for waste management in different states.



## 50. Drones in Agriculture

Introduction to Drone Technology in Agriculture, Types of Drones and their Applications, Drone Regulations and Safety, Drone Operation and Flight Training, Basics of Drone Operation and Controls, Practical Drone Flying Skills, Drone Maintenance and Troubleshooting, Data Collection and Analysis with Drones, Drone Sensors and Data Collection, Data Processing and Analysis, Interpretation of Drone Data for Agricultural Insights, Integration of Drones in Farming Practices, Precision Agriculture and Drone Applications - Understanding how drones contribute to precision agriculture and smart farming practices, Crop Monitoring and Health Assessment - Using drones for crop health assessment, disease detection, and yield estimation, Pest Control and Irrigation Management with Drones - Exploring applications of drones in pest control, irrigation management, and resource optimization, Implementation and Future Perspectives, Case Studies and Future Trends - Examining case studies of successful drone integration in agriculture and, discussing future trends and advancements. Schemes in promotion of drones, Pilot trainings to Women SHGs.

## 51. 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, Agroecology 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. Understanding verification and validation procedures for carbon credits in agriculture, Developing Carbon Reduction Strategies, Integration and Implementation Strategies, Action Planning and Implementation.

\* 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 are the mandatory programmes common for all programmes.



## Organizational Chart

### Faculty details



**Dr.M.Jagan Mohan Reddy**

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Director & University Head (Agril. Extension)



**Dr.K.Madhu Babu**

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Professor



**Dr.R.Vasantha**

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Professor



**Dr.S.Chrandashekhar**

-----  
Professor



**Dr.M.Preethi**

-----  
Professor



**Dr.P.Vijaya Lakshmi**

-----  
Professor



**Dr.N.Praveen**

-----  
Professor



**Dr.D.Shreesha**

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Asst. Professor



## Faculty Profile

### **Dr. M. Jagan Mohan Reddy, Professor&Director and University Head (Agril.Extension)**

Cell, 9866618107

e-mail: [eeihyd1962@gmail.com](mailto:eeihyd1962@gmail.com), [jaganmaligi@gmail.com](mailto:jaganmaligi@gmail.com)



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. 8<sup>th</sup> 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 dist 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 27<sup>th</sup> August, 2021 to till date. He is holding the position of University Head of Agril. Extension discipline of PJTSAU 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.

#### **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 PrasaraSeva (AKPS) project (2014-2019).
5. Creation of Seedhub 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. Ananda Rao*
2. Methodology for Social Sciences Research in Agriculture (2013)- *K.Nirmal Ravi and M. Jagan Mohan Reddy*



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3. Climate Variability in Castor crop- a farmers perspective (2016)- *P.Archna 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 Vistaranamariyu Grameenabhivridhi Prayog Deepika published by PJTSAU, 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 Mahabubnagardist 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

Organised National Conference on “**Next Gen Extension for Evolving Resilient Agri-Eco Systems**” on 25<sup>th</sup>, 26<sup>th</sup>& 27<sup>th</sup> September, 2023 at EEI, Hyderabad

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



### 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 DAATCs 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 focussed 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 (UNIWEH) and Duetcheshaft for International Zusammenarbeit (GIZ) from 2<sup>nd</sup> March to 17<sup>th</sup> 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.

**Dr. Madhu Babu Karra,**

Professor

Cell: 8008808024

e-mail: madhu5.karra@gmail.com



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 State 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.Venkaiah 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.

**Dr. M. Preethi, Professor**

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[preethi.manukonda@yahoo.co.in](mailto:preethi.manukonda@yahoo.co.in)



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.

**Dr. S. Chandra Shekar, Professor**

Cell, 7893332039, E-Mail ID, saka6186@gmail.com



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

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

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



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

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

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

Dr. S. Chandrashekhar 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.



## TRAINING CALENDAR 2024-2025



**Dr. P. Vijaya Lakshmi, Professor**

Cell, 8121668586, E-mail, [pvijaya98@gmail.com](mailto:pvijaya98@gmail.com)



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 trials, FLDs *kissanmelas*, field days, farmer scientist interaction programmes, *rythuchaitanya 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.,

**Dr. N.Praveen, Professor**

Cell: 9182843900, E-mail: nemali.pdaattc@gmail.com



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 whatsup 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 Jagital 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 3<sup>rd</sup> 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) Agartala 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.

His areas of specialization are Sustainable Agriculture, Climate change and Adoption

**Dr. D. Shireesha, Assistant Professor,**

**Cell, 7416406040, E-mail, sirisha.devarakonda4@gmail.com**



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 trials and frontline demonstrations for the improvement of small and marginal farmers in Nagar kurnool 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 Krishi PrasaraSeva (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, Mana Telangana Mana Vyavasayam Programmes, Agricultural Exhibitions, World Soil Day, Jai Kisan Jai Vigyan Diwas, Pradhan Manthri Fasal Bheema Yojana, Field days, technology week, kisan melas and kisan sammelans etc.

She has published research papers in many peer reviewed journals and received Best Research Presentation awards for research papers Presented in 'International Extension Education Conference' at BHU, Varanasi and National conference on 'Futuristic Agriculture Extension for livelihood improvement and sustainable development' at Hyderabad. Worked under the project entitled RAH-ACT. "Resilient Agricultural Households through Adaptation to Climate Change" under EPRI 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 Yadadri bhuvanagiri district of Telangana".



## Non-teaching staff details



**Smt. Noournisa**  
Superintendent



**Sri. P. Ravinder Reddy**  
Artist cum photographer



**Sri. R. Srinivas**  
Senior Technician



**Sri Syed Sharfuddin**  
Senior Assistant



**Sri. L. Suresh**  
Junior Assistant



**Smt. R. Sindhu**  
Junior Assistant



**Sri. Naimatullah Khan**  
Driver



**Sri. P. Venkatesh**  
Driver



**Sri. K. Raju**  
Office Subordinate



**Sri. M. Raj Kumar**  
Messenger boy



**Sri. K. Ashok**  
Sweeper



**Smt. T. Padmamma**  
Sweeper



**Smt. M. Kavitha**  
Mali



**Sri. K. Narsimha**  
Cleaner

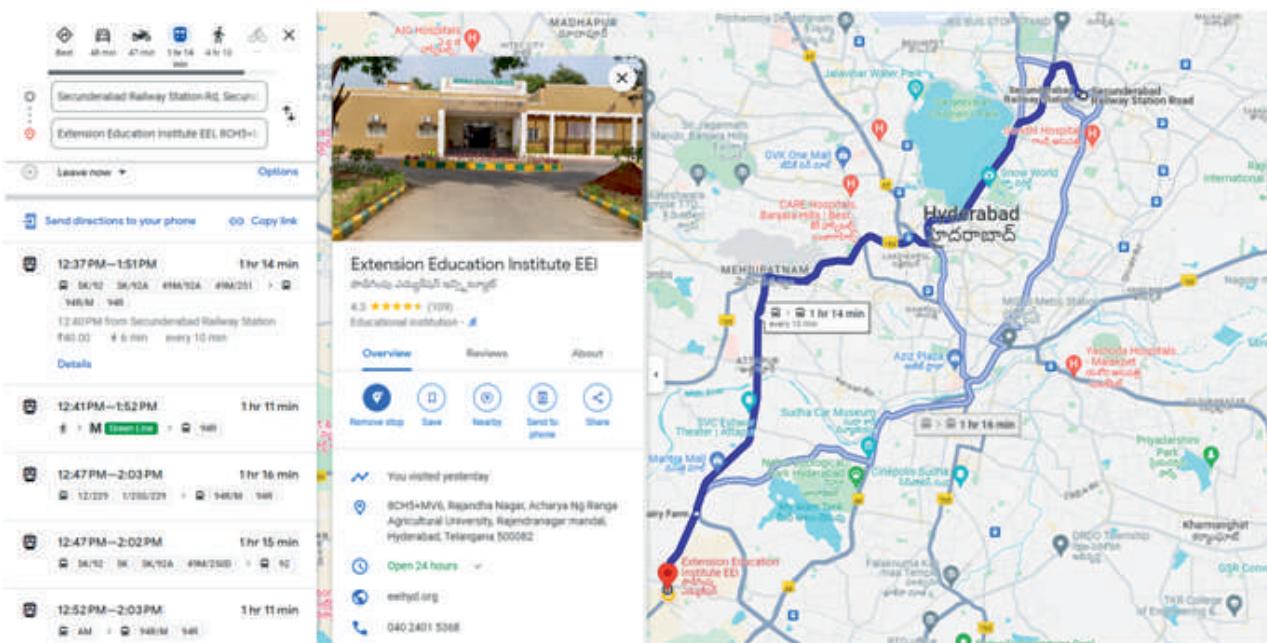


## Reaching EEI, Hyderabad

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.

### Route Map from Secunderabad Railway Station to EEI, Hyderabad

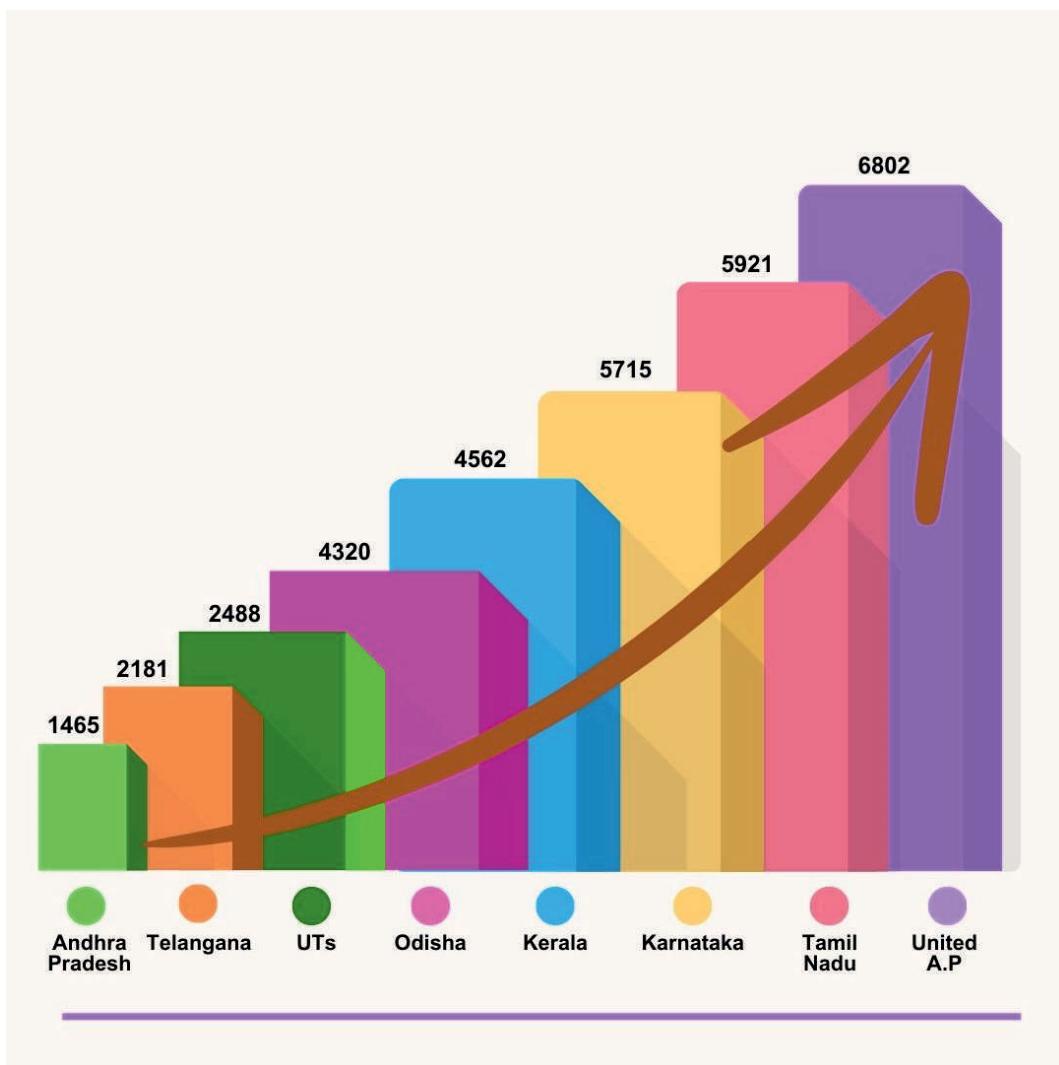


### Contact Numbers,

Officers In-Charges (Training) -	Dr. S. Chandra Shekar	:	+91 6301117139
	Dr. N. Praveen	:	+91 8179089932
Hostel Warden	- Dr. P. Vijaya Lakshmi	:	+91 8121668586
Additional Warden	- Dr. M. Preethi	:	+91 9440310664



## Participation of Client States in EEI Training Programmes Since inception to March, 2024



United A.P – 6802,

TG-2181,

A.P- 1465,

KTK-5715,

T.N-5921,

Kerala-4562,

Odisha -4320,

Uts - 2488