

# ANNUAL REPORT 2023-24



## Extension Education Institute (Southern Region)

Directorate of Extension, Dept. of Agriculture & Farmers Welfare  
Ministry of Agriculture & Farmers Welfare, Govt. of India  
Professor Jayashankar Telangana Agricultural University  
Rajendranagar, Hyderabad-500 030



**Annual Report: 2023-24**  
**Extension Education Institute**  
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Director

**Dr. K. Madhu Babu**

Professor

Citation

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Rajendranagar, Hyderabad – 5000 030



# EXTENSION EDUCATION INSTITUTE

(Southern Region)

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## PREFACE

With the sole aim of catering to various training needs for middle level functionaries of agri and allied sectors, Extension Education Institutes were initiated in four regions of India. The EEI at Rajendranagar, Hyderabad was established in 1962 to cater the training needs for six Southern states namely Andhra Pradesh, Karnataka, Kerala, TamilNadu, Telangana, Odisha and three Union territories namely Andaman & Nicobar Islands, Lakshadweep Islands and Puducherry. EEI, Rajendranagar, Hyderabad is under the aegis of Ministry of Agriculture & Farmers Welfare, Govt of India and works under the administrative control of Professor Jayashankar Telangana State Agricultural University.



The major mandate of EEI is to impart trainings related to build knowledge & skills on extension and training methodologies, best possible training techniques, conduct action-research and to provide consultancy to development agencies. The training needs of middle level functionaries of all the states & union territories, are identified during the regional workshops and training programs. Thus, a training calendar is prepared for the year 2023-24 and is being published for the benefit of all the stakeholders.

The main areas of trainings of EEI are on extension methodology oriented programs, management-oriented programs, sensitization programs and technology oriented programs.

The training methods adopted by the institute are usually participative, interactive and experiential in nature which are conducted by means of brainstorming, group assignments, management games, role-plays and case studies coupled with exposure visits, so that they can have the first-hand experience of concepts that they learn in class rooms. At the end of training programs, the participant's feedback is collected and documented. Mandatory post-evaluation will be done to assess the increase in knowledge and skills of the participants and the training concludes with the certificate distribution. Feedback is being collected through various online tools to track the application of learnings of the training programmes. Publications like Inspiring stories of success of South Indian farmers (2022-23), Success stories of practitioners of natural farming in South India (2022-23), Success sagas of enterprising South Indian farmers (2022-23), Mitthe pantala sagulu shastrya parigyanam mariyu vijayakadalu in Telugu language, Grand Slam Narratives of Progressive women farmers on agriculture and allied sectors of South India, Compendium, Souvenir, Full Length Paper and Proceedings of the National Conference on 'NexGen Extension for Evolving Resilient Agri- Ecosystems' (NEERA-2023) organized during 25<sup>th</sup> to 27<sup>th</sup> September, 2023 were published during the year 2023-24.

36 on-campus, 5 online , 15 off-campus training programmes , 13 webinars, 3 skill training programmes, 1 follow up study, 3 action research projects, 3 consultancy programmes, 4 collaborative programmes with MANAGE and 1 NABARD Project were conducted during 2023-24. A total of 2,861 no. of middle level extension officials of client states were participated in the training programmes of the EEI, Hyderabad during the year 2023-24. The topics like Natural farming for sustainable agriculture Carbon credits, Urban and peri-urban farming, Waste Management in Agri. and Allied Sectors, Capacity building of FPOs, Digital applications in ToT and Sustainable Development Goals in agri & allied sectors were mainly covered in the programmes conducted by the EEI, Hyderabad.

Extension Education Institute, Hyderabad under the guidance of PJTSAU and GoI is trying to bring laurels with better performance and reach pinnacle in providing capacity building skills to middle level extension officers of Southern states of India.

**Dr. M. Jagan Mohan Reddy**

DIRECTOR

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## 1. Extension Education Institute – Profile

The Extension Education Institute, Rajendranagar, Hyderabad established in 1962 is a premier regional institute for training middle level extension personnel in southern India financed by the Directorate of Extension, Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India under the Administrative control of Professor Jayashankar Telangana Agricultural University (PJTAU).

The institute is specialized to cater to the training needs of middle level extension functionaries of line departments of client states viz., Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Odisha, Union Territories of Puducherry, Andaman, Nicobar and Lakshadweep Islands. Besides this, the trainers of training institutes like SAMETI's, FTCs, KVks and Master trainers of PJTAU 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 provided with a well equipped training and seminar halls to meet all the training requirements of the clientele.

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

EEI as a guiding force shapes the personal and professional outlook of the extension officers of client states and UTs and never stops going that extra mile ahead in providing greater value to the training in terms of quality, quantity and client satisfaction by following a highly application oriented and participative style of training. Only after understanding the quality and skilled work force requirement of the sector, the institute designs the course content. The institute created a record of 179.00 percent client coverage, ensuring client satisfaction with respect to quality and diversity as twin forces in offering the best of professional values in training.

Apart from the prescheduled programmes, EEI also coordinates with esteemed organizations like MANAGE, SAMETIs, ICRISAT, IIRR, NAARM, TS Biodiversity Board, NGOs, Farmer Federations etc., to provide training to extension functionaries and lead farmers on recent advancements in agriculture and allied enterprises. Till date i.e., upto March, 2022, the Institute trained 42,287 officers of development departments of client states, UTs including the farmers. 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, SAUs, 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.

As per the directives of the Directorate of Extension, Ministry of Agriculture & Farmers Welfare, Govt. of India, a management committee has been constituted under the chairmanship of the Hon'ble Vice Chancellor, Professor Jayashankar Telangana State Agricultural University with DoE, GOI, PJTSAU, Development departments of client states, MANAGE, NAARM, NIRD, SAMETIs and farmer representatives as its members. The Director, EEI is the Member Secretary. The committee



meets once in a year to enhance the quality of training programmes and help in effective functioning of institute.

Besides trainings, EEI Hyderabad is being involved in consultancy services such as trainings and impact evaluation studies. In this context, a number of trainings have been organized on consultancy basis in the client states. Third party monitoring and evaluation studies of important schemes and programmes have been entrusted to EEI. With a vision to serve the farming community, EEI is marching forward with new tasks and endeavors.

Consultancy studies, evaluation studies and need based trainings are important activities of EEI since 2008. These activities have helped the institute attain rich experience, field orientation and faculty exposure to the new dimensions and trends in agriculture. Moreover, EEI corpus was enhanced with income from consultancy projects which was utilized for the face lift and development of EEI.

#### Strength of Teaching Staff:

S. No.	Cadre	Sanctioned Strength	In-position (with name)	Retired Faculty/ Research Associate / Research Assistant (JRF/ SRF)
1.	Professor (Principal Scientist)	2	1. Dr. M. Jagan Mohan Reddy , Director 2. Dr. R. Vasantha, Professor	
2.	Associate Professor (Senior Scientist)	5	1. Dr. K. Madhu Babu , Professor 2. Dr. S. Chandrashekhar, Professor 3. Dr. M. Preethi, Professor 4. Dr. P. Vijaya Lakshmi , Professor 5. Dr. N. Praveen, Professor	
3.	Assistant Professor (Scientist)	7	1. Dr. D. Shireesha , Asst. Professor 2. Dr.N.P.Ravi Kumar, Asst. Professor & Librarian	
	Total	14	9	



## 2. POSITION OF TEACHING AND NON-TEACHING STAFF AT EEI, RAJENDRANAGAR, HYDERABAD

### Organizational Chart Faculty details



**Dr. M. Jagan Mohan Reddy**

Director & University Head (Agril. Extension)



**Dr. K. Madhu Babu**

Professor



**Dr. R. Vasanthi**

Professor



**Dr. S. Chandrashekhar**

Professor



**Dr. M. Preethi**

Professor



**Dr. P. Vijaya Lakshmi**

Professor



**Dr. N. Praveen**

Professor



**Dr. D. Shireesha**

Asst. Professor



**Dr. N.P. Ravi Kumar**

Librarian (Assistant Professor)



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### Strength of Non-Teaching Staff

S. No.	Cadre	Sanctioned Strength	In-position (with name)	Outsourcing (against the sanctioned post)
1.	Superintendent	1	Smt. Noournnisa	
2.	Artist cum photographer	1	Sri. P. Ravinder Reddy	
3.	Projector Operator	1	Vacant	Outsourced (1)
4.	Senior Technician (Electronic Communication)	1	Sri.R.Srinivas	
5.	Senior Technician (Production)	1	Vacant	Outsourced (1)
6.	U.D. Accountant (Senior Assistant)	1	Vacant	
7.	Senior Assistants	3	Sri Syed Sharfuddin Vacant (2)	Outsourced (2)
8.	U.D. Stenographers	2	Vacant	
9.	Junior Assistants	3	Sri. L. Suresh Mrs. R. Sindhu Vacant (1)	Outsourced (1)
10.	Junior Assistant (Stores)	1	Vacant	Outsourced (1)
11.	Drivers	3	Sri.Naimatullah Khan Sri. P. Venkatesh Vacant (1)	Outsourced (1)
12.	Attenders	2	Sri.K.Raju, Vacant (1)	
13.	Watchmen	2	Vacant	Outsourced (2)
14.	Messenger boy	1	Sri.M.Raj Kumar	
15.	Sweepers	2	Smt.T.Padmamma Sr.K.Ashok	
16.	Mali	1	Smt. M. Kavitha	
17.	Cleaner	1	Sri.K.Narsimha	
18.	Runner	2	Vacant	Outsourced (2)
19.	Bearer	1	Vacant	Outsourced (1)
20.	Cook	2	Vacant	Outsourced (2)
21.	Helper	1	Vacant	Outsourced (1)
	<b>Total</b>	<b>33</b>	<b>14</b>	<b>15</b>



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## 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



**Smt. T.Padmamma**  
Sweeper



**Smt. M. Kavitha**  
Mali



**Sri. K.Narsimha**  
Cleaner

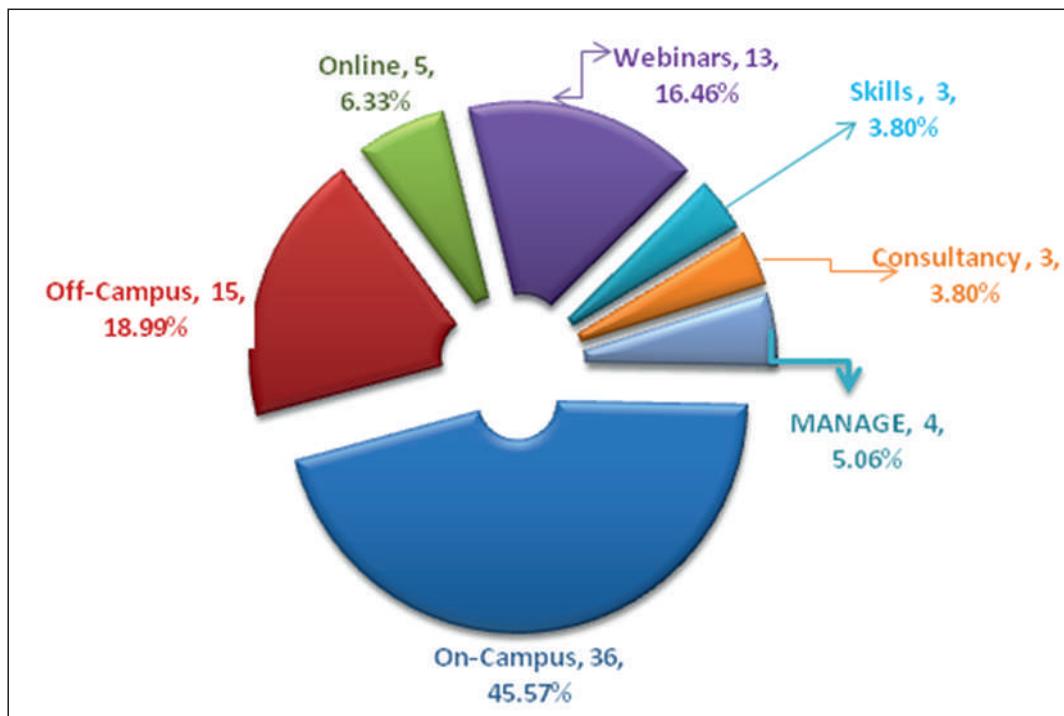


### 3. Financial and Physical Progress (2023-24)

#### a. Physical Progress

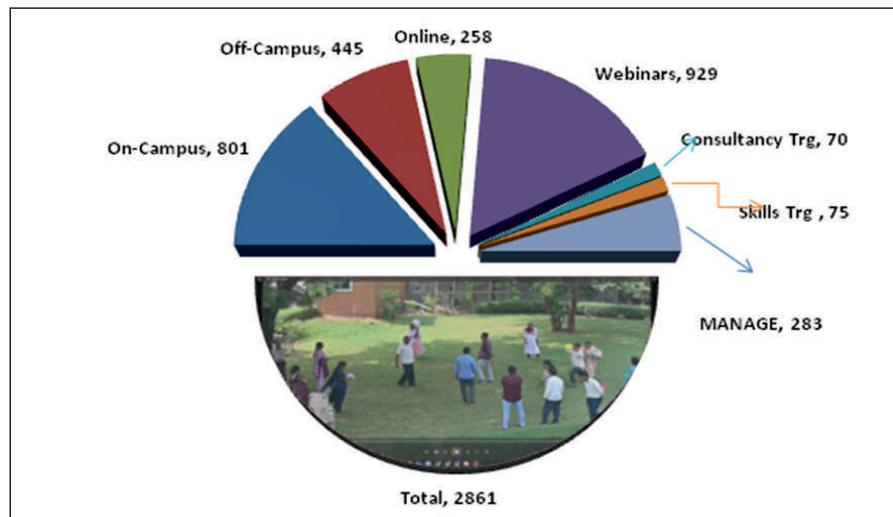
Type of Training	Details of Training Programmes for the year 2023-24		Details of trainee participation for the year 2023-24		Achievement percentage
	No. Targeted	No. Completed	No. Targeted	No. Attended	
On-Campus	37	36	720	801	111.25 %
Off-Campus	20	15	300	445	148.33%
Online	5	5	100	258	258.00%
Webinars	10	13	260	929	464.50%
Consultancy Training Programmes	3	3	60	70	116.66%
Skills Training Programmes	3	3	75	75	100.00%
Collaborative Training Programmes with MANAGE	4	4	80	283	353.75 %
<b>Total</b>	<b>82</b>	<b>79</b>	<b>1595</b>	<b>2861</b>	<b>179.37 %</b>

Different types of trainings carried out during 2023-24

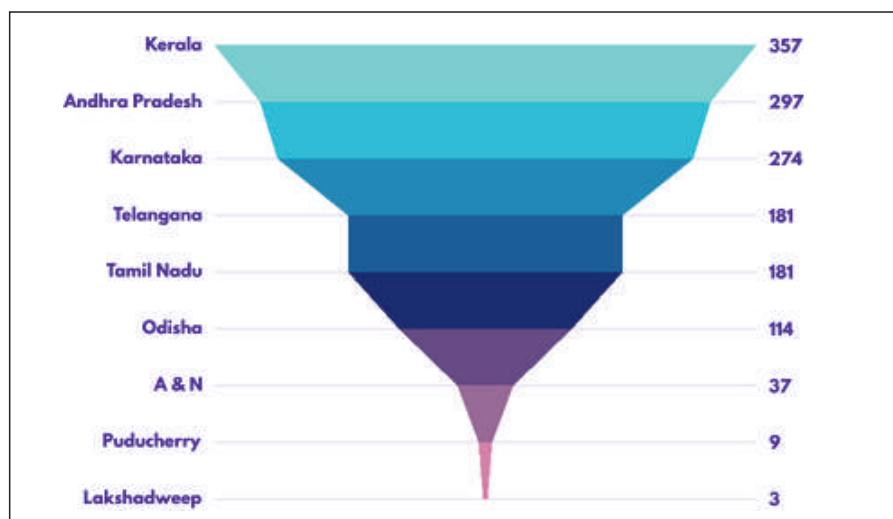




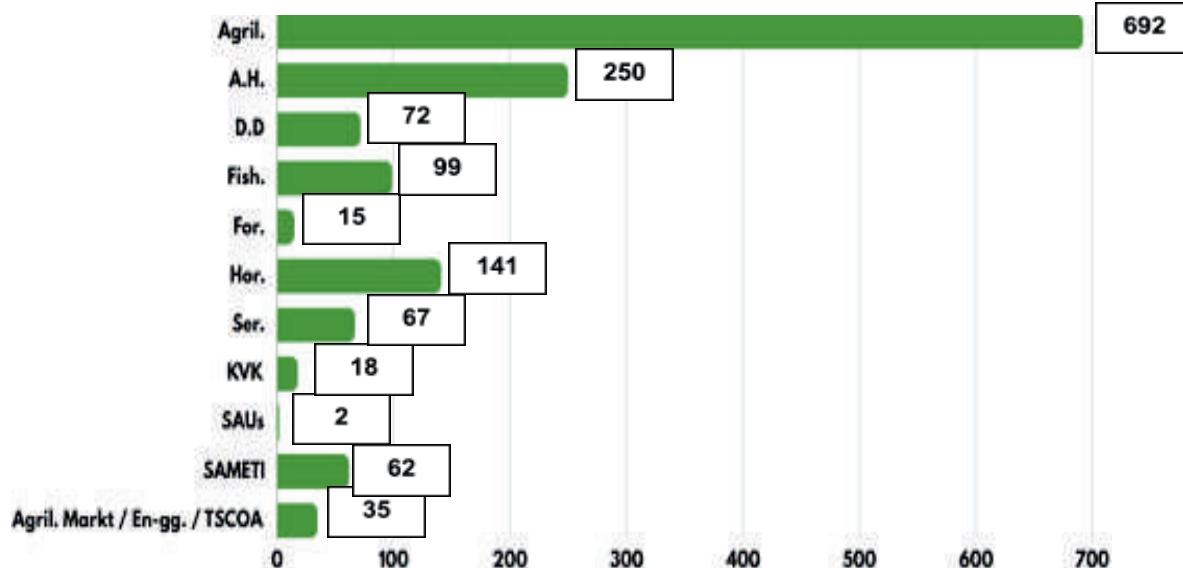
## Participation of trainees in different types of trainings at EEI during 2023-24



## Details of state wise participation in EEI training programmes (2023-24)



## Details of Department wise participation in EEI training programmes (2023-24)

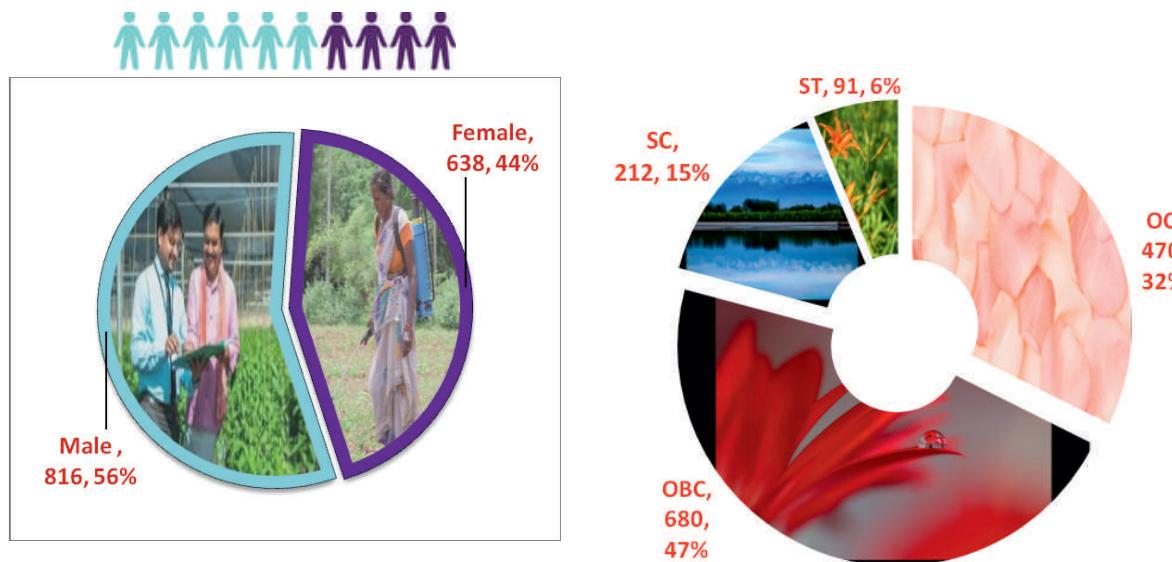




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Gender wise participation for the year 2023-24		Category wise participation for the year 2023-24			
Male	Female	OC	OBC	SC	ST
816	638	470	680	212	91



b. Financial Progress(2023-24)

Head of account	Budget allocated-2023-24 (Rs. In lakhs)	Opening balance of 2023-24 (Rs. In lakhs)	Fund released-2023-24 (Rs. In lakhs)	Total fund available-2023-24 (Rs. In lakhs) (3+4)	Expenditure incurred-2023-24 (Rs. In lakhs)	Unspent balance-2023-24 (Rs. In lakhs)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Pay & Allowances	517.79		57.72 (1 <sup>st</sup> Inst)		507.91	
Training cost	120.00		167.45 (2 <sup>nd</sup> Inst)		117.81	
TA Allowances	8.00		176.26 (3 <sup>rd</sup> Inst)		7.97	
Recurring contingencies	47.60		162.58 (4 <sup>th</sup> Inst)		45.48	
Non-Recurring contingencies	0.00				00.00	
Creation of Capital Assets	110.00				00.00	
<b>Total Rs.</b>	<b>803.39</b>	<b>115.71</b>	<b>564.005</b>	<b>679.71 (3-4)</b>	<b>679.17</b>	<b>0.55 (5-6)</b>



#### 4. Innovative Extension Methodologies

Training and capacity building has been a critical pillar during the period of Covid-19. EEI gave up pushing the pause button on capacity building, and developed new solutions in a short time by exploring alternative digital learning strategies. EEI strongly advocated capacity building programmes utilizing the full power of technology and proved that different teaching methodologies are enabled through the technology and could successfully reach a large number of people across the country

A more fundamental rethinking of the learning experience was done to enable collaborative, interactive social-learning experiences for groups of participants.

EEI procured high-speed internet and education delivery platforms or learning management systems, besides stable IT infrastructure. Online training enabled usage of innovative methods through deployment of online tools. To continue enabling and delivering value-creating efforts, the institute made a number of tactical steps to protect its staff, clientele, adapted programs and delivery, established and expanded virtual live learning.

EEI in a new normal situation adopted a focused, systematic programme of using the power of technology to enable learning. A systems approach is followed in conducting trainings wherein need assessment, objective setting, designing, implementation and evaluation are done and is a continuous process.

Through online trainings, mentoring, interpersonal relationships and brainstorming were incorporated by deploying the technology.

Good learning sessions of all types begin with a good participant experience. During the session, participants were kept engaged and energized through innovative use of technology. For instance, keeping the video option on participants' computers active to create a community feel, ground rules were set up front and online input tools were used to facilitate engagement, such as chat and polling. Features such as virtual breakout rooms and post session feedback were also considered to simulate the in-person experience as much as possible.

Interactions, broadening of ideas, free-flowing open discussions and debates were made possible through creation of customized whatsapp groups.

To embrace, engage and empower the participants the following innovative training methodologies were followed

- Individual and group exercises: Participants were given individual exercises to ponder on with innovative thinking. In mixed groups, group exercises were given to work out holistic solutions. It is a highly active form of learning where development of skills and competencies of participants are focused.
- Role plays: These were conducted online with prior intimation on preparation on the allotted topics. It allows a learner to assume the role or tasks of a job by practicing or simulating real working conditions. It encourages thinking and creativity. The objective of role playing is to learn, improve or develop upon the skills or competencies necessary for a specific position. It is used to teach leadership styles, negotiation skills and other behaviourial skills.
- Panel discussion : These were conducted to update the knowledge of the participants Found to be most appropriate if the outcome is development of knowledge on specific topics by exposing participants to a wide range of views and opinions

Thus, the relentless journey of EEI with indomitable spirit succeeded to meet the demands and learning skills development needs of its clientele.



## Management games

- Management games help make learning interactive, enjoyable and realistic with key learning points to take back to the workplace and to draw inferences from games .
- Business Games (or Management Games, Business Simulators) refers to the training method for managers. This form of training is based on an artificial environment that simulates the real situation in the management of the organization, whether it's planning, decision making, control, communications or management itself.
- These are conducted online to create virtual experiential learning experience through creation of groups and given an issue to be thought of. These are also conducted in ice breaking sessions.
- During back home planning sessions participants themselves plan to convey concepts in a similar fashion.

## Breakout sessions

- These are virtual rooms created in online training platform. The trainees are grouped into three or five groups with five or six members in each group .Each group is allotted a breakout room and are asked to brainstorm on a problem or work out on a case study or perform a role play so as to present the same in general session. This methodology paved way for good involvement and interaction among trainees.

## Live streaming of demonstration & Visits online/ Virtual tours

- As pandemic limited the scope of conducting field visits, the resource persons could virtually organize virtual tours to the location to be shown so as to provide an effective learning experience to the trainees.

## 5. System of Monitoring and Evaluation

The training programmes offered by EEI, Hyderabad at both on & off campus levels are sieved through systematic procedures of monitoring and evaluation. Our processes are supported with concrete data and information generated through developed and well structured schedules which are administered to the participants with sincerity, purpose and objectivity.

The filled in schedules are interpreted for their reflections are outcome of the programme, in terms of its planning, execution, dexterity of the Course Co-ordinators in general and expertise of the resource personnel in specific, in making the training programmes effective.

The programmes are monitored tightly by the Course Co-ordinators and the Director, from start to end to see that it is conducted as per the schedule with no major deviations in content. Evaluation is done through schedules viz., Pre & Post evaluation, before evaluation, training need assessment and after evaluation. The data thus collected is interpreted for knowledge gain of trainees, suggestions for improvement and new dimensions to be incorporated.

Thus, all the programmes are evaluated for their sustainable training approaches and the effectiveness of training methods used. Also useful clues on the pattern of participation; standards of expertise provided and objective feedback on other relevant aspects are obtained.

## 6. Training programmes of the institute

During the year 2023-24 the Institute organized 36 On-campus, 15 Off-campus, 5 Online, 10 Webinars and 4 Collaborative training programmes with MANAGE (including Regional Workshop). The details are furnished below.



## List of On-Campus Training Programmes Organized during 2023-24

S. No.	Name of the Training Programme	Duration	Gender wise		Total	Category wise			
			Male	Female		OBC	OC	SC	ST
1	Digital solutions for effective TOT in agri and allied sectors	23 <sup>nd</sup> to 27 <sup>th</sup> May, 2023	18	10	<b>28</b>	17	9	1	1
2	Women empowerment towards sustainable development goals in agri and allied sectors	30 <sup>th</sup> May to 3 <sup>rd</sup> June, 2023	9	26	<b>35</b>	17	6	4	8
3	Export management in Agri and allied sectors	05 <sup>th</sup> to 9 <sup>th</sup> June, 2023	16	11	<b>27</b>	12	14	1	---
4	Promotion of organic farming and organic certification in agri and horticulture sectors	13 <sup>th</sup> to 17 <sup>th</sup> June, 2023	19	11	<b>30</b>	13	11	5	1
5	Post Harvest Management, Value addition and Extension approaches in agri and horticulture sectors	20 <sup>th</sup> to 24 <sup>th</sup> June, 2023	15	16	<b>31</b>	12	9	6	4
6	Branding, Marketing and Extension methods for promotion of agriculture and allied products	3 <sup>rd</sup> to 7 <sup>th</sup> July, 2023	19	9	<b>28</b>	15	8	5	---
7	Extension skills for supply and value chain Management in agri and allied Sectors	11 <sup>th</sup> to 15 <sup>th</sup> July, 2023	18	5	<b>23</b>	10	11	2	---
8	Artificial Intelligence and IOT applications in agri and allied sectors	18 <sup>th</sup> to 22 <sup>nd</sup> July, 2023	17	6	<b>23</b>	13	5	5	--
9	Promoting Nutri sensitive Agriculture among Extension Functionaries	24 <sup>th</sup> to 28 <sup>th</sup> July, 2023	8	5	<b>13</b>	5	3	5	---
10	Techniques and extension approaches for Urban Farming in agriculture and allied sectors	1 <sup>st</sup> to 5 <sup>th</sup> August, 2023	14	5	<b>19</b>	11	4	3	1
11	Promotion of Farmer Producer Organizations in agri and allied sectors	7 <sup>th</sup> to 11 <sup>th</sup> August, 2023	16	9	<b>25</b>	8	10	4	3
12	Advances in farm mechanization in agri and allied Sectors	22 <sup>nd</sup> to 26 <sup>th</sup> August, 2023	12	6	<b>18</b>	10	4	4	----
13	Extension Core Competencies and Skills for Effective Transfer of Technology in agri and allied Sectors	29 <sup>th</sup> August to 02 <sup>nd</sup> September, 2023	15	4	<b>19</b>	8	6	4	1
14	IFS approach and Extension strategies for sustainable livelihoods in agri and allied sectors	12 <sup>th</sup> to 16 September, 2023	17	5	<b>22</b>	7	9	3	3
15	Documentation techniques of Farmer Innovations in agri and allied sectors	12 <sup>th</sup> to 16 September, 2023	13	5	<b>18</b>	8	7	2	1



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S. No.	Name of the Training Programme	Duration	Gender wise		Total	Category wise			
			Male	Fe-male		OBC	OC	SC	ST
16	Homestead technologies and extension strategies for women officers in agriculture and allied sectors	19 <sup>th</sup> to 23 <sup>rd</sup> September, 2023	----	32	<b>32</b>	12	12	5	3
17	Innovative Extension Approaches for Effective Transfer of Technology in agri and allied sectors	3 <sup>rd</sup> to 7 <sup>th</sup> October, 2023	13	10	<b>23</b>	13	6	4	----
18	Innovative Strategies of Startups and Unicorns in agri and allied Sectors	9 <sup>th</sup> to 13 <sup>th</sup> October, 2023	16	3	<b>19</b>	7	7	4	1
19	Agri trade logistics, Regulations and Documentation for exports in agri and allied sectors	17 <sup>th</sup> to 21 <sup>st</sup> October, 2023	9	7	<b>16</b>	4	6	6	
20	Farm Journalism for Effective Transfer of Technology	31 <sup>st</sup> Oct to 4 <sup>th</sup> Nov, 2023	12	6	<b>18</b>	8	8	2	
21	Alternative Energy Options for agri and allied Sectors	6 <sup>th</sup> to 10 <sup>th</sup> November, 2023	22	3	<b>25</b>	14	7	2	3
22	Extension methods to address climate change issues in agri and allied sectors	14 <sup>th</sup> to 18 <sup>th</sup> November, 2023	16	6	<b>22</b>	13	7	2	
23	Experiential Learning methods and management games for Professional excellence	21 <sup>st</sup> to 25 <sup>th</sup> November, 2023	7	3	<b>10</b>	8	2		
24	Post-Harvest Management, Value addition, Marketing and Extension Strategies for promotion of Millets	28 <sup>th</sup> November to 2 <sup>nd</sup> December, 2023	5	8	<b>13</b>	7	4	2	
25	Precision farming in agri and allied sectors	4 <sup>th</sup> to 8 <sup>th</sup> December, 2023	20	4	<b>24</b>	13	8	2	1
26	Disaster Management and Mitigation Strategies in agriculture and allied Sectors	12 <sup>th</sup> to 16 <sup>th</sup> December, 2023	18	10	<b>28</b>	14	8	4	2
27	Waste Management in agriculture and allied Sectors	19 <sup>th</sup> to 23 <sup>rd</sup> December, 2023	13	4	<b>17</b>	11	4	2	
28	Communication and Documentation skills for Professional Excellence in agri and allied Sectors	2 <sup>nd</sup> to 6 <sup>th</sup> January, 2024	12	6	<b>18</b>	9	6	1	2
29	Process Documentation and Presentation Skills in agriculture and allied sectors	8 <sup>th</sup> to 12 <sup>th</sup> January, 2024	8	10	<b>18</b>	7	6	4	1



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S. No.	Name of the Training Programme	Duration	Gender wise		Total	Category wise			
			Male	Fe-male		OBC	OC	SC	ST
30	Regional Workshop for Training Need Assessment of Client States and Union Territories to prepare Annual Training Calendar for the year 2024-25	23 <sup>rd</sup> to 24 <sup>th</sup> January, 2024			50				
31	Soft skills for personal and professional excellence	30 <sup>th</sup> January to 3 <sup>rd</sup> February, 2024	14	18	32	12	15	2	3
32	Innovative training methods for master trainers and facilitators	5 <sup>th</sup> to 9 <sup>th</sup> February, 2024	15	6	21	7	7	5	2
33	Agro tourism for profitability in agri and allied Sectors	13 <sup>th</sup> to 17 <sup>th</sup> February, 2024	13	5	18	9	5	3	1
34	Digital Marketing Strategies for agriculture and allied sectors	20 <sup>th</sup> to 24 <sup>th</sup> February, 2024	11	2	13	3	6	2	2
35	Natural Resources Management – Soil and Water Management	27 <sup>th</sup> February to 2 <sup>nd</sup> March, 2024	21	4	25	12	5	6	2
36	Carbon credits in agriculture	12 <sup>th</sup> to 16 <sup>th</sup> March, 2024	4	9	13	6	3	2	2
<b>Total:</b>			475	289	764	355	248	114	48



## List of Online Training Programmes organized during 2023-24

S. No.	Name of the Training Programme	Duration	Gender wise		Total	Category wise			
			Male	Female		OBC	OC	SC	ST
1	Extension tools for promotion of G20 concept - One earth- One family- One future in agri& allied sectors	8 <sup>th</sup> to 12 <sup>th</sup> May, 2023	18	41	<b>59</b>	31	21	3	4
2	Detailed Project Report Preparation in agri and allied Sector projects	16 <sup>th</sup> to 20 <sup>th</sup> May, 2023	23	39	<b>62</b>	28	22	11	1
3	Extension techniques to overcome the socio economic barriers in transfer of technology	3 <sup>rd</sup> to 7 <sup>th</sup> October, 2023	14	29	<b>43</b>	17	19	7	
4	Entrepreneurship development in Millets	31 <sup>st</sup> October to 4 <sup>th</sup> November, 2023	17	25	<b>42</b>	16	12	9	5
5	Sensitization on inputs Regulatory Approaches, Acts and Quality Requirements	28 <sup>th</sup> November to 2 <sup>nd</sup> December, 2023	12	27	<b>39</b>	17	12	5	5
		<b>Total:</b>	84	161	<b>245</b>	109	86	35	15



## List of Off-Campus Training Programmes Organized during 2023-2024

S. No.	Name of the Training Programme	Gender wise		Tot al	Category wise			
		Male	Fe-male		OBC	OC	SC	ST
1	Extension core competencies and skills for effective transfer of technology in agriculture from 20 -23 June, 2023, for the department of Agriculture, Tamil Nadu	19	11	<b>30</b>	20		10	
2	Documentation, Presentation & Writing skills from 12-15 July, 2023 for the department of Fisheries, Kerala	12	18	<b>30</b>	18	9	3	
3	Innovative Technologies and Extension Strategies for Climate Resilient Dairy Farming from 12- 15 July, 23 for the department of Dairy Development, Kerala	9	21	<b>30</b>	16	10	4	
4	Leadership & Personality Development Skills for professional Excellence" from 19-22 July 2023 for the department of Animal Husbandry, Telangana	24	6	<b>30</b>	13	11	2	4
5	Promotion of Farmer Producer Organizations in agriculture sector from 8-11 August, 2023 for the department of Agriculture, Karnataka	14	16	<b>30</b>	10	16	3	1
6	Soft Skills for personal and professional development From 21 to 24 August, 2023 for the department of Animal Husbandry, Kerala	11	19	<b>30</b>	15	10	4	1
7	Mushroom Cultivation - A Remunerative subsidiary Enterprise on 31 October to 3 November, 2023 for the department of Agriculture, Andaman and Nicobar	8	22	<b>30</b>	9	16	1	4
8	Production, Post Production technologies and Extension strategies in Sericulture from 21 to 24 November, 2023 for the department of Sericulture, Andhra Pradesh	25	5	<b>30</b>	12	10	5	3
9	Disaster management and mitigation strategies in agriculture sectors from 21 to 24 November, 2023 for the department of Agriculture, Odisha	20	10	<b>30</b>	6	18	3	3
10	Export oriented technologies and extension strategies for profitable agriculture from 5-9 December, 2023 for the department of Agriculture, Kerala	7	18	<b>25</b>	15	8	1	1



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S. No.	Name of the Training Programme	Gender wise		Total	Category wise			
		Male	Female		OBC	OC	SC	ST
11	Extension Skills for Supply and value chain management in livestock products from 27 to 30 December, 2023 for the department of Animal Husbandry, Telangana	24	6	30	15	8	3	4
12	Social Media For Effective Transfer of Agricultural technologies from 27 to 30 December, 2023 for the department of SAMETI (South), Karnataka	18	12	30	18	2	8	2
13	Techniques and extension strategies for conservation of indigenous cattle from 20-23 December, 2023 for the department of Animal Husbandry, Andhra Pradesh	24	6	30	10	11	7	2
14	Approaches and strategies for start ups and emerging technologies in horticulture from 17 to 20 January, 2024 for the department of Horticulture, Karnataka	22	8	30	19	4	6	1
15	Natural Farming for Sustainable agriculture from 14 to 17 February, 2024 for the department of SAMETI (South) UAS, Bangalore	20	10	30	20	5	3	2
	<b>Total:</b>	257	188	445	216	138	63	28

#### List of MANAGE Collaborative training programmes organized during 2023-24

S. No.	Name of the Training Programme	Duration	Total
1	Sustainable Food Systems	25 <sup>th</sup> – 29 <sup>th</sup> April, 2023	92
2	ICTs for Agricultural Extension – New Concepts: IoT in Agriculture; GIS; Artificial Intelligence	5 <sup>th</sup> to 9 <sup>th</sup> June, 2023	68
3	Natural Farming	22 <sup>nd</sup> – 26 <sup>th</sup> August, 2023	56
4	Nutri Sensitive Agriculture	4 <sup>th</sup> to 8 <sup>th</sup> December, 2023	67
		<b>Total</b>	<b>283</b>



### List of Consultancy Training Programmes organized during (2023 - 24)

S. No	Name of the Training Programme	Sponsored Agency	Dates	No. of participants
1	Promotion of FFPOs and CBBOs	National Fisheries Development Board (NFDB), Hyderabad	9 <sup>th</sup> to 10 <sup>th</sup> May, 2023	20
2	Values and work Ethics for Development professional	Department of Animal Husbandry, Puducherry	11 <sup>th</sup> to 15 <sup>th</sup> July, 2023	18
3	State level training programme on Gender Budgeting	Under Mission Shakti: Gender Budgeting Scheme of the Ministry of Women and Child Development, Govt. of India, New Delhi	29 to 31 <sup>st</sup> January, 2024	32
<b>Total</b>				<b>70</b>

### List of Skill Training Programmes organized during 2023-24

S.No	Name of the Skill Training Programme	Dates	No. of trainees
1	Small Mushroom Grower	15 <sup>th</sup> April to 10 <sup>th</sup> May, 2024	25
2	Garden Keeper		25
3	Honey Bee Farmer (Small Unit)		25
<b>Total</b>			<b>75</b>

### The detailed report of the On-campus training programmes as follows:

#### 1 Digital solutions for effective TOT in agri and allied sectors from 23<sup>rd</sup> to 27<sup>th</sup> May, 2023

Usage of digital technologies in third world countries is playing a vital role for empowering farmers in agriculture and allied sectors. Recently, digital e-commerce platforms are considered very important in enhancing farmers' access to better agricultural markets and weather.

The digitalisation of agriculture describes integrating cutting-edge digital technology into the farm production system, including artificial intelligence (AI), robotics, unmanned aviation systems, sensors and communication networks.

According to the NITI Ayog research on artificial intelligence, agriculture must expand at a rate of 4 per cent or higher right now to maintain an annual growth rate of 8–10 per cent. Digitisation is crucial for achieving this level of success. The NITI Aayog predicted in a report that by 2025, AI in agriculture would be worth \$ 2.6 Bn and rise at a pace of 22.5 per cent Compound Annual Growth Rate (CAGR). AI currently helps farmers increase yield by assisting them in choosing better crops, hybrid seeds, and resource-efficient farming techniques. It is also utilized to improve farming productivity and accuracy to assist farmers in creating seasonal forecasting models.

Keeping in view of importance of digitalization, to improve the knowledge and skills of the extension functionaries on Digital Solutions for effective Transfer of Technology, a 5 day On campus training programme is organized at EEI, Hyderabad entitled “Digital Solutions for effective Transfer of Technology for extension officers of agri and allied sectors” from 23<sup>rd</sup> to 27<sup>th</sup> May 2023 for a group of 28 officers representing Telangana, Andhra pradesh, Karnataka, Kerala, Tamilnadu and Odisha and UT of Andaman and Nicobar islands belonging to Agriculture, Animal husbandry, Fisheries, Dairy development, Sericulture, Ag Engineering and marketing departments.

The programme mainly focused on imparting hands on training experience in digital tools in majority of sessions. 72 % of the total training hours are organized in practical mode while in the remaining 28% of class room sessions were held in interactive mode by involving trainees in group discussions and individual interactions. In this course all care is taken to ensure that there is communication among participants and between



speakers and participants right from the starting of the training. Various Experiential Learning methods and Management Games demonstrated during this training helps to impart several professional skills required for trainees for striking a successful work- life balance.

The training incorporate sessions such as an overview on Digital solutions for development departments and Digital initiatives of Ag Hub, PJTSAU, Successful applications of BCT, AI based IOT, Robotics and Remote sensing technologies, Digital tools for wider outreach – Social media, websites, Community radio etc , Sensitization of farmers, farm women and rural youth on Cybercrimes, GOI Schemes and Initiatives in Agri and Allied Sectors and Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors, Visit to NIPHM for hands on training on drones and visit to Electronic Wing, ARI, R. Nagar for production of short films using mobiles

Hands on training on Use of innovative digital tools, Innovative blending of traditional and modern ICTs for motivating farmers at EEI and video film production using mobiles at Electronic Wing, ARI, PJTSAU, Rajendranagar, Hands on training on operation of drones at NIPHM, Rajendranagar, blog usage, daily cross sharing of experiences and daily Yoga sessions and Presentation of digital outcomes of the Participants, Interaction and Review

#### **Outcomes of the programme:**

1. 25 Video+Audio+Text posters were prepared by trainees using CANVA app
2. 20 short films were developed using filmorago, 6 video jingles were developed on World milk day, PM KISAN, Value addition to tomato, Importance of silk, drone technology and Cyclone warning for fishermen folk
3. Blending of Traditional folk arts viz., Villupatu, Telangana song, Kathaprasangam, Vazupatu, pattachitra and puppet show with modern ICTs were done by trainees for development of messages related to different marketing platforms, G 20 concepts, Biofloc technology, drones and Integrated farming systems.
4. Trainees diagnosed pest and disease affected live samples by using PLANTIX app, developed posters containing audio+video+text formats for transfer of messages such as e NAM, Sericulture, International year of Millets, Biofloc, Dairy technology and Natural farming by using various mobile apps.
5. Participants were trained to use apps for marking boundaries of farm lands, for diagnosing body condition scoring of cattle and DAMINI app for lightening prediction.
6. Statistically significant increase in Knowledge score was obtained when compared to the initial scores of trainees and 48% increase in skills was noticed compared to initial skills.

Speaking on the valedictory Dr. M. Jagan Mohan Reddy, Director, EEI said to reach goals like doubling farmer incomes and sustainable growth, the Indian government is undertaking several digital initiatives among which drones occupy the pivotal place. He further added that the government is also encouraging AI to revolutionize agricultural and farming trends. He insisted all the trainees to apply the learning in the training in back home situation at the earliest.



Ice breaking session of Cups and blindfolds



Hands on training on use of PLANTIX app for diagnosing damaged live samples



Dr. M.Jagan Mohan Reddy, EEI, Director handling overview session in participatory mode on digital tools



Video jingles performed by trainees at Electronic wing, PJTAU

## 2 Women empowerment towards sustainable development goals in agri and allied sectors from 30<sup>th</sup> May to 3<sup>rd</sup> June, 2023

Thirty five (35) participants from Telangana, Tamilnadu, Odisha, Karnataka, Kerala & Lakshadweep Islands belonging to Agriculture, Agril. Marketing, Agril. Engineering, Fisheries, Sericulture and Dairy Development sectors participated in the programme.

The programme focused on sustainable development goals and related women empowerment, gender equality through entrepreneurship, impact of climate change on women, gender budgeting, poverty alleviation strategies, optimum use of terrestrial ecosystems, oceans and forests, journey towards peaceful and just-full societies, GoI schemes and policies, food safety and WASH interventions and women empowerment through nutri sensitive agriculture.

Exposure visits to KRITI NGO enabled the participants to understand the dynamics of women empowerment through vocational training courses, and to National Institute of Micro, Small and Medium Enterprises showcased different avenues for development of entrepreneurship among women.

Apart from the above inputs, the participants were put through 'cross learning' sessions in groups, where they brain stormed among themselves and came up with sector specific strategies towards women empowerment in relation to sustainable development goals.

The programme was inaugurated by Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad on 30<sup>th</sup> May, 2023 and was coordinated by Dr. M. Preethi, Professor, EEI, Hyderabad.



Dr. M.Jagan Mohan Reddy, Director, EEI addressing to participant in inaugural session



Participants exposure visit to KRITI NGO



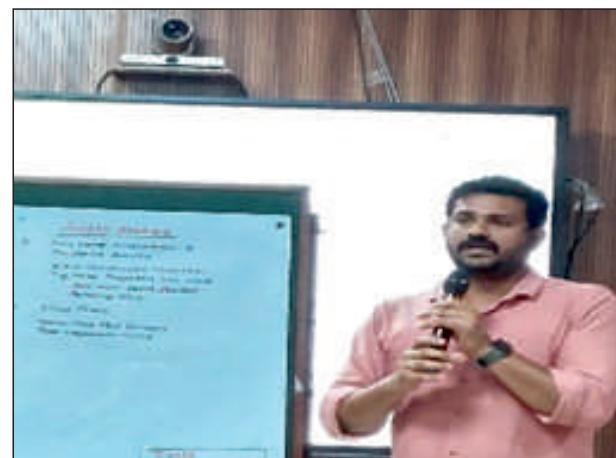
### 3 Export management in Agri and allied sectors from 05<sup>th</sup> to 9<sup>th</sup> June, 2023

The agriculture sector is the largest source of livelihood in India. The country is one of the largest producers of agriculture and food products in the world. India is one of the largest agricultural product exporters in the world. During 2021-22, the country recorded US\$ 49.6 billion in total agriculture exports with a 20% increase from US\$ 41.3 billion in 2020-21. India's agriculture sector primarily exports agri& allied products, marine products, plantation, and textile & allied products. Agri & allied products exports were valued at US\$ 37.3 billion, recording a growth of 17% over 2020-21. The government's commitment to increase farmers' income can be seen through significant rise witnessed in Agri-exports through giving thrust on boosting exports. Various initiatives taken by the government through APEDA such as organizing B2B exhibitions in different countries, exploring new potential markets through product specific and general marketing campaigns have worked as catalyst to growth exports. The government of India has created products matrix for 50 agricultural products with strong export potential and recognized 220 labs to provide services of testing a wide range of products to enable exporters across India.

Keeping this in view EEI, Hyderabad has organized a five day on campus training programme on Export management in agri and allied sectors from 5<sup>th</sup> to 9<sup>th</sup> June, 2023. Twenty seven (27) officers from Agri, Horticulture, Sericulture, Fisheries, Animal Husbandry and Agricultural Engineering departments of Telangana, Andhra Pradesh, Tamilnadu, Odisha, Karnataka and Kerala has participated in the programme. Dr. P. Vijaya Lakshmi, Professor, EEI coordinated the programme. On the first day participants planted the trees and participated in the webinar on Organic and natural farming under World Environment Day Celebrations on 5.9.2023. Content covered in the programme was Overview on Export Management in agri and allied Sectors, Opportunities and challenges in export management in agri and allied sectors, EXIM Policy and Financial Assistance for Exporter, role of trade promotion agencies in facilitating exports, Opportunities and challenges in export of livestock products, Hands on training on Digital interventions in agri and allied sectors, Procedure in commodities, certification of importing and exporting countries, insurance, export standards, infrastructure requirements, Extension strategies to promote exports in agri and allied sectors, Role of FSSAI in Export of agri and allied products, Branding, labelling, packaging and warehousing of agri& allied products, Export opportunities in fisheries sector, GOI schemes & Initiatives in agri and allied sectors specific to exports, gender Inclusive Priorities in Achieving SDGs and visit to SAM Agri Tech, Medchel. During feed back participants expressed that all the sessions were very good and useful, especially practical orientation on export of agri and allied products and visit to SAM Agri tech. Dr. M. Jagan Mohan Reddy, Director, EEI in his valedictory address he stressed the importance of export management in agri and allied sectors and Government initiatives in export of agri and allied products. He congratulated all participants for successful completion of training programme and motivated them to translate these leaning at back home situation. Dr. Vijaya Lakshmi proposed formal vote of thanks.



Certificate distribution



Presentation by the participant



Participants feedback



Participants feedback

#### **4 Promotion of organic farming and organic certification in agri and horticulture sectors from 13<sup>th</sup> to 17<sup>th</sup> June, 2023**

The programme started with registration, inaugural session and Ice-breaking sessions to create congenial learning environment and to acquaint each participant through ice-breaking session. There were thirty (30) participants registered for the course, the participant officers are having varied experience in terms of seniority and area of experience. Most of the participants are working in the organic farming related and certification related Departments which has facilitated them to abreast their knowledge in the same domain. The participant officers were deputed from the states of Telangana, AP, Tamil Nadu, Karnataka, Kerala and Odisha States. During the inaugural programme, the director EEI has expressed his concern about the programme and advised the participants to learn and apply the same at back home. Further he has stressed upon looking at getting premium price for organic products. Farmers are tech savvy and we should see that our advisories should touch the niche areas. The G-20 which is going to happen from 15th June 2023 at Hyderabad is going to focus important issues like promotion of Millet cultivation, smart agriculture and safe production of food is of priority areas he said. The programme has been tailor made to orient the participants on various systems to promote organic farming and also to make them aware of various certification procedures that are essential to promote organic farming. The participants were taken to different organic certification laboratories such as Bureau Veritas laboratory which is pioneered in progress of certification which is a French Company laboratory. The participant officers were leant various methods of certification, standards maintained etc. Another visit to Sahaja Aharam where the participants were exposed to know and experience various organic products processing, Packing, branding and marketing etc by Centre for Sustainable Agriculture. The exposure visit made all the participants aware of the supply chain of organic products by Sahaja Aharam. The participants have expressed their utmost satisfaction for the meticulously organized programme and other logistic arrangements. It is a pleasure to note that, one of the participants from Kerala, Ms. Lisymol J Vadukkoot, Asst Director of Agriculture has conveyed the Agricultural Minister, Govt of Kerala about the system of mentoring FPOs promoting Organic farming and the Hon'ble Minister has advised her to implement the same for the officers of Kerala.

The valedictory programme was addressed by the Director EEI in which he has explained that the topic is pertinent to the society and requested the participants to implement all the SOPs. Further one of the flagships programmes of Go is promotion of Natural farming and the ultimate goal of the training is to scale up Organic farming, he added. The participant Officers viz: Sambit Panigrahi, Vishnu Narayan PM, Gokulnathan NPo, Sridhar Rao, Rekhy Naik have expressed that the training programme has been organized in a meticulous way to meet the objectives and highly useful. Extended appreciation to the course coordinator and EEI, The programme was concluded with certificate distribution and formal Vote of Thanks by Dr. K. Madhu Babu, Professor.



Dr. M. Jagan Mohan Reddy, Director, EEI interaction with participants



Dr. K. Madhu Babu, Course co-ordinator of the programme addressing the participants



Certificate distribution



Dr. M. Jagan Mohan Reddy, Director, EEI, offering his valedictory remarks

## 5 Post Harvest Management, Value addition and Extension approaches in agri and horticulture sectors from 20<sup>th</sup> to 24<sup>th</sup> June, 2023

EEI, Hyderabad has organized an On-campus training programme on “Post-Harvest Management, Valueaddition and Extension approaches in Agri and Horticulture sectors” from 20<sup>th</sup> – 24<sup>th</sup> June, 2023

There is a need to help the farmers to get better returns for their produce in order to provide better quality, safe and branded foods to the consumers, in this connection primary and secondary processing has to be emphasized, to reduce post-harvest losses and reduction of import and meeting export demands.

The five days program was covered with topics like Food Processing Industry in India – Initiatives and Promotion of Post-Harvest Technologies/practices in Fruits, Vegetables, Flowers and spices, Branding of Agriculture and Horticulture Commodities and Documentation for exports, Primary and Secondary processing of Millets, Value addition in millets, Food processing - Freezing and cold storage of frozen snacks, Post-Harvest Technologies/practices in cereals, millets, pulses and oilseeds, Registration, Grading, Packaging and Licensing of Agriculture Products, Post-Harvest Equipment/ Machinery Developed for Small and Micro Food Processing Enterprises, Support for Agri Startups under PMFME & Success Stories, (Packing of Agri and Horticulture products and Testing of various packing material, Export of fresh Pomegranate Arils, fresh coconut chunks, fresh figs, dried arils),



Innovative extension methodologies for promotion of post-harvest technologies in Agricultural and Horticulture crops, Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors, GOI Schemes, Programs, Initiatives in Agri and Allied Sectors

To enhance the practical understanding of participants, the training program included Visits to Indian Institute of Millets Research (IIMR), Rajendranagar, Hyderabad, VH Agro Foods Private Limited Uppal, Hyderabad and visit to Indian Institute of Packaging (IIP), Sanathnagar, Hyderabad. These visits provided participants with an opportunity to apply their learnings in real-life scenarios and develop practical skills in post-harvest management and value addition.

The training program received overwhelmingly positive feedback from participants, who expressed their satisfaction with the content, delivery, and organization of the program. Many participants highlighted the practicality of the sessions and their relevance to the current challenges faced in the agri and horticulture sectors. The program successfully equipped the participants with new skills, knowledge, and innovative approaches to improve post-harvest management practices, add value to their produce, and enhance market competitiveness.

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, on 24th June, 2023, who mentioned that Value addition and Post-Harvest Management of Agriculture products is the need of the hour. He further mentioned that though Agriculture is contributing to 18.3% of India's GDP, its income from exports is very low due to low value addition. This can be enhanced through proper postharvest Management and value addition which will bring huge profits to farmers.

Thirty one participants representing departments like Agriculture, Agriculture Engineering and Horticulture and states like Andhra Pradesh, Karnataka, Odisha and Tamil Nadu including University scientists were participated in the programme. The programme was coordinated by Dr. S. Chandrashekhar, Professor, EEI, Hyderabad.



Participants along with Course coordinator in a class room session



Trainees visit to IIMR, Hyderabad



## 6 Branding, Marketing and Extension methods for promotion of agriculture and allied products from 3<sup>rd</sup> to 7<sup>th</sup> July, 2023

India is an agricultural powerhouse of the world. Diversified agricultural products are produced in India. Now a day's consumers are health conscious and they are looking for exceptional quality fruits, vegetables and processed food along with safety. There is increase in demand for labelled products, which is a result of increased disposable income of Indian people. The present production and marketing structure in rural areas is mainly traditional and it deserves the focused attention of all the stakeholders. In order to examine the strategies for enhancing the income of farmers using branding as a tool. Branding adds value to products simply because consumers generally believe that known branded products have better quality or more attributes than unbranded products. Branded items are generally able to earn a higher price for the producer and can lead to brand loyalty. Branding at the firm/corporate level, is probably the easiest and most extensively of the branding methods available for the agricultural products. Farmers can work with modern retail formats to promote and sell their farm produce. This will help farmers to get reasonable price for their farm produce. If the products are properly labelled then it helps consumer in reducing the search costs, which leads to obtain a price premium. The development of branded food will assure consumers of its freshness, healthiness, quality and traceability. There exists a tremendous potential to exploit the situation for the benefit and upliftment of farmers.

Profitability from the farms can be enhanced by helping farmers to improve their marketing practices and by expanding their market access. This will help to reduce price spread between farmers and the consumers. Keeping in view an on-campus training programme on "Branding, Marketing and Extension Methods for Promotion of Agril and allied products from 3<sup>rd</sup> – 7<sup>th</sup> July, 2023. In the training programme, 27 extension officers from Telangana, AP, Karnataka, Kerala, Tamil Nadu and Andaman and Nicobar Islands belonging to the Depts of Agriculture, Horticulture, Sericulture and Animal Husbandry have participated. During the valedictory programme, The Director of EEI, Dr. M. Jaganmohan Reddy has addressed the officers. While speaking on the occasion Dr. Reddy has opined that, this is the great opportunity for the extension officers to get lots of insights into Branding, Marketing of Agri and allied products and the officers can motivate the farmers. The learning is continuous and demand driven and should reflect in the form of increasing income of the farmers at their respective areas.

While giving feedback on the training programme, the trained officers expressed that, the practical visits made them learn the marketing strategies especially the farmers collectives through Farmer

Producer Company where in the farmers will get profit and consumers will get fresh vegetables. The Perapally FPCL is model for such intervention, uniqueness of Sam Agri for exporting Pomegranate to foreign countries is worth visiting. The VH Agro foods company is working on scaling up entrepreneurial activity by naming and branding their produce having demand among the consumers. The programme facilitated platform to learn various marketing strategies for promotion of agri and allied products through branding which has its importance in making the product more remunerative. The programme was Coordinated by Dr. K. Madhu Babu, Professor, EEI.



Dr. M.Jagan Mohan Reddy, Director, EEI addressing the participants



Trainees visit to Perapally Samagra Vyavasayam, FPCL



## 7 Extension skills for supply and value chain Management in agri and allied Sectors from 11<sup>th</sup> to 15<sup>th</sup> July, 2023

Indian farmers face multiple challenges, primary among these are excessive stress on land, water and soil health, lack of knowledge/information about high value/growth products, limited exposure to high productivity practices, weak market linkages, inefficient supply chains with high levels of food wastage, and an acute dependence on rainfall. In order to create an income revolution in the agricultural sector we need to capture the entire value chain right from research to the stage where farmers are able to realise money in their pockets.

Growth and development of agricultural value chains for local and external markets can be considered as a powerful tool for poverty reduction and to fight against the challenge of food security in developing countries like India. This particularly makes a strong case in India where farmers are able to produce agricultural products, such as fresh fruits and vegetables that have higher potential for value addition as compared to conventional crops, and if access is made available to processing, marketing and distribution, which could enhance the value of the final products.

The agriculture system in India has undergone rapid transformations over the past few decades particularly after the economic reforms of 1990s. The emergence of integrated agriculture and food supply and value chains is one of the most visible market phenomena in India. Increasing concentration on processing, marketing and export is being observed in all the segments of the chain. The traditional way of food production is being replaced by practices more similar to manufacturing processes, with greater co-ordination across farmers, processors, retailers, exporters and other stakeholders in the agriculture value chain.

The enormous losses of food grains, fruits and vegetables produced in the country are mainly because of the lack of proper infrastructure for storage and transportation under controlled conditions. Of late, Supply Chain Management (SCM) is gaining importance due to globalization.

A Value Chain in agriculture identifies the set of actors and activities that bring a basic agricultural product from production in the field to final consumption, where at each stage value is added to the product.

In order to make India a prosperous economy, we have to make agriculture a money-making business. This can be done by strengthening Supply and Value chain infrastructure and culture. To make all the actors in the supply chain aware of all the opportunities to overcome various challenges EEI, Hyderabad has taken initiative to conduct a 5 day on campus training programme on “Supply and Value Chain Management in Agri and Allied sectors to the officers of Southern India.” from 18<sup>th</sup> to 22<sup>nd</sup> July, 2023 for a group of 22 officers representing Telangana, Andhra pradesh, Kerala and Tamilnadu belonging to Agriculture, Animal husbandry departments.

The programme mainly focused on imparting hands on training experience in Supply and Value chain management. In majority of sessions. 72 % of the total training hours are organized in practical mode while in the remaining 28% of class room sessions were held in interactive mode by involving trainees in group discussions and individual interactions.

In this course care has been taken to ensure interaction among participants and between speakers and participants right from the starting of the training. Various Experiential Learning methods and Management Games demonstrated during this training help to impart several professional skills required for trainees for striking a successful work- life balance.

The sessions such Supply Chain Management – Challenges and Opportunities, sharing of Experiences of Extension skills in Supply Chain Management, Innovations in Value Chain and role of FPOs in value Chain Management, supply and Value Chain, Management through two Tiered Structure of Farmer Federation in Agri and Allied sectors, Gender budgeting for mainstreaming of gender in Agri



and Allied sectors, GOI schemes, programs, initiatives in Agri and Allied sectors, Extension skills to enhance the Supply and Value chain management in Agri & Allied sector.

- Visit to Sahaja Aharam FPO Federation, Tarnaka, Hyderabad to get aware of promotion of Organic Products under Supply & Value Chain..
- Visit to Gubba Cold Storage Unit, Hyderabad Extension skills in Branding & Labelling in promotion of products
- Extension skills in Supply and Value Chain Management in Meat Exports.

Visit to National research centre on Meat, Boduppal, Hyderabad.



Field visit as part of training program

## 8 Artificial Intelligence and IOT applications in agri and allied sectors from 18<sup>th</sup> to 22<sup>nd</sup> July, 2023

The five-day training program on Artificial Intelligence and IOT applications in agri and allied sectors among Extension Functionaries aimed to equip participants with the knowledge on adoption of artificial intelligence and IoT application in farming, livestock management, and supply chain operations. AI and IoT technologies enable farmers and agricultural businesses to optimize their operations, leading to increased efficiency and productivity. Through the use of data-driven insights and real-time monitoring, farmers can make informed decisions regarding irrigation, fertilization, pest control, and crop management.

As part of the regular schedule of EEI a five day on-campus training program was planned with Department of Agriculture and Allied Sectors to improve the knowledge and skill of the extension functionaries in the area on “Artificial Intelligence and IOT applications in agri and allied sectors” to the officers of Andhra Pradesh, Karnataka, Kerala and Telangana states and the programme was conducted from 18<sup>th</sup> to 22<sup>nd</sup> July, 2023 at Extension Education Institute, Hyderabad. Twenty three participants from the four states attended the program which was coordinated by Dr. N. Praveen, Professor, EEI.

The training program followed a structured agenda designed to cover various aspects of Artificial Intelligence and IOT applications in agri and allied sectors. Introduction to AI and IoT in agriculture: Overview of AI and IoT technologies and their applications in the agricultural industry, Smart farming and precision agriculture: How AI and IoT enable precision farming techniques, Data collection and sensing technologies, Data analytics and predictive modeling, Farm automation and robotics, Supply chain optimization, Livestock monitoring and management, Agri-tech startups and innovation: Case studies of successful agri-tech startups, Challenges and ethical considerations, Future trends and



emerging technologies: Exploring the latest advancements in AI and IoT for agriculture, such as blockchain applications, edge computing, and the integration of AI with robotics and biotechnology, Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors and GOI Schemes, Programs, Initiatives in Agri and Allied Sectors.

To enhance the practical understanding of participants, the training program included Visit to TAFE Adaptive Research Centre, ARI, Rajendranagar, Hyderabad, NIPHM, Rajendranagar, Hyderabad. These visits provided participants with an opportunity to apply their learnings in real-life scenarios and develop practical skills.

The Participants expressed high satisfaction with the program's content, delivery, and practicality. They expressed that IoT devices such as sensors, drones, and satellite imagery provide valuable data to detect crop yield, and optimize resource allocation. AI and IoT enable precision agriculture techniques, give precise information on water, fertilizers, and pesticides in a targeted manner based on the specific needs of each crop. Many highlighted their commitment to implement drudgery reducing agriculture practices and technologies in their work and communities.

The five-day training program was successful in equipping participants with the knowledge and skills required to promote, Artificial Intelligence and IOT applications in agri and allied sectors. The training is expected to have a positive impact for reducing drudgery on the farming communities by reducing the cost of cultivation and yield improvement.

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, on 22<sup>nd</sup> July, 2023, By incorporating Artificial Intelligence and IOT applications knowledge skill and approach into your work as extension functionaries, you have the power to transform lives and reducing manual errors, AI and IoT can enhance food safety, reduce waste, and facilitate faster and more reliable deliveries. With the increasing need for sustainable farming practices.



Participants sharing their views in the programme



Dr. S. Chandrashekhar, Professor, EEI, interacting with participants

## 9 Promoting Nutri sensitive Agriculture among Extension Functionaries from 24<sup>th</sup> to 28<sup>th</sup> July, 2023

The five-day training program on Promoting Nutri-Sensitive Agriculture among Extension Functionaries aimed to equip participants with the knowledge and tools necessary to advocate, implement, and support agricultural practices that enhance the nutritional value of crops and improve the overall health and well-being of farming community. Hence as part of the regular schedule of EEI a five day on-campus training program was planned to improve the knowledge and skill of the extension functionaries of southern region in the area on “Promoting Nutri-Sensitive Agriculture among Extension Functionaries”

The on-campus training program on Promoting Nutri-Sensitive Agriculture among Extension Functionaries for Agriculture and Allied Sector officers of Andhra Pradesh, Karnataka, Kerala and



Telangana states was conducted from 24<sup>th</sup> to 28<sup>th</sup> July, 2023 at Extension Education Institute, Hyderabad. Thirteen participants from the four states attended the program which was coordinated by Dr. S. Chandrashekhar, Professor, EEI.

The training program followed a structured schedule of topics designed to cover various aspects of promoting nutri-sensitive agriculture: Nutrition Sensitive Agriculture for Sustainable Development; Nutrition Sensitive Value Chains, Nutrition Sensitive Agriculture through Nutri Smart Villages, Urban Kitchen for Food and Nutrition Security, Promotion of Nutrition Literacy among Farm Women to Tackle Malnutrition, Role of Bio Fortified Foods in Promotion of Nutri Sensitive Agriculture, Gender Budgeting, Extension or Nutri Sensitive Agriculture, Extension Strategies to Enhance the Nutritional Status among the Rural People, GOI Schemes, Programs initiatives in Agri and Allied sectors

By the conclusion of the training program, participants had developed a deep understanding of the principles and practices of nutri-sensitive agriculture. They learned how to select, cultivate, and promote nutrient-rich crops, diversify agricultural systems for improved nutrition, and engage with communities to facilitate behavior change. Participants also gained skills in monitoring and evaluation to track the impact of their initiatives.

To enhance the practical understanding of participants, the training program included Visits to Millet Processing and Incubation Centre, PGRC, PJTSAU, Rajendranagar, Hyderabad, Visit to ICAR – Indian Institute of Millets Research, Rajendranagar, Hyderabad and Visit to National institute of Nutrition, Tarnaka, Hyderabad. These visits provided participants with an opportunity to apply their learnings in real-life scenarios and develop practical skills in Nutri Sensitive Agriculture.

The Participants expressed high satisfaction with the program's content, delivery, and practicality. Many highlighted their commitment to implement nutri-sensitive agriculture practices in their work and communities.

The five-day training program on Promoting Nutri-Sensitive Agriculture among Extension Functionaries was successful in equipping participants with the knowledge and skills required to promote nutrition-sensitive agricultural practices. The training is expected to have a positive impact on the health and nutrition of farming communities, ultimately contributing to improved food security and well-being in the regions served by the participants

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, on 28<sup>th</sup> July, 2023, who mentioned that Nutrition-sensitive agriculture isn't just a concept; it's a vision for a healthier future. By incorporating this approach into the work of extension functionaries, they can interrupt the power to transform lives of farming community. Through the cultivation of nutrient-rich crops, the promotion of sustainable farming practices, and the engagement of communities in adopting healthier diets, you are sowing the seeds of change that will lead to improved food security and better health outcomes.



Participants Height is measured at National Institute of Nutrition, Tarnaka to assess the health condition



Practical session at NIN



## 10 Techniques and extension approaches for Urban Farming in agriculture and allied sectors from 1<sup>st</sup> to 5<sup>th</sup> August, 2023

Urban farming is a centralized operation involving horticulture, animal husbandry, aquaculture, mushrooms, apiculture and other practices for producing fresh food or other agricultural products. There are many different approaches to urban agriculture including round-level farming, rooftop farming, hydroponics, greenhouses and other new technologies. Urban agriculture has the potential to produce food for local consumption, especially perishables and high-value horticultural crops. Also, there is increasing interest in commercial-scale cultivation of non food crops in urban areas, such as flowers, green walls, green cascades etc.

Keeping in view of importance of Urban farming for Extension professionals and to disseminate latest information and experiences of practitioners of Urban farming, Extension Education Institute, Hyderabad organized five day On campus Training programme on Techniques and Extension approaches for Urban farming in agriculture and allied sectors from 1<sup>st</sup> -5<sup>th</sup> August 2023. 20 officers belonging to Andhra Pradesh, Telangana and Karnataka from Agriculture, Horticulture and Sericulture took part in the programme. Dr. R. Vasantha, Professor, EEI coordinated the programme.

The training covered the contents viz., Sericulture, Practical approaches for successful terrace gardening, Urban gardening practices in terraces and balconies, Integrated farming of Agriculture and Aqua culture, good bee keeping practices for sustainable honey production, Global innovations in urban farming, Gender mainstreaming and budgeting, GOI programs and Extension Strategies for Promotion of Urban farming. The learnings were fostered among trainees by making them visit two terrace gardens of practitioners (Mrs Meharunnissa and Mrs Nafia Akhtar), units of Rabbit, Quail, Duck, Swine, Sheep, Goat and Backyard Poultry, Terrace and Ground gardens of Telangana Horticultural Training Institute, Nampally. Hands on training on mushroom production was given to trainees at Mushroom cultivation scheme, PJTSAU.

Speaking on the valedictory Dr. M. Jagan Mohan Reddy, Director, EEI said that Urban farming is more than just a way to bond with neighbors and preserve green spaces. It increases access to healthy, affordable, fresh produce and provides communities with opportunities to learn about nutrition and growing food. He requested trainees to apply the learnings of this training back home by motivating urban and periurban dwellers to start producing their own food to the extent possible.

### Feedback from trainees

- Smt. B.L. Madhavi, Assistant Director of Agriculture, Warangal said that basically she is interested in gardening, she will immediately motivate the peri urban and urban clientele in Warangal district to take up own cultivation for family. She felt Mushroom cultivation is very easy hence can be grown for house hold consumption, if market demand is present it can be done on commercial scale.
- Shri Darshan, Horticulture Officer, Mangalore expressed that this training is very useful as many farmers are approaching him for guidance.

Shri Venkatakrishnareddy, Agricultural officer, Jammalamadugu, Andhra pradesh shared his learnings to his relatives at Beeramguda, Hyderabad by advising on making compost from kitchen waste and importance of leak proof and terrace garden design. Further he immediately shared learnings of the training to urban and periurban growers of his jurisdiction through media by giving TV telecasts and press notes.



Integrated Agri and Aqua model of Uday Aqua connects in Urban farming training



Participants observing quail birds in Livestock scheme, PVNTU, Rajendranagar



Trainees observing candelling of eggs to know their fertility, at PVNTVU, Rajendranagar



Shri Venkatkrishnareddy, trainee shared his learnings of training with urban growers through press notes and TV coverage



## Trainees learning about Deccani sheep rearing, at PVNTVU, Rajendranagar



## Trainees enthusiastically interacting at THTI, Nampally



Session taken by Dr M. Jagan Mohan Reddy, Director, EEI on GOI schemes and Extension strategies for promotion of Urban farming



## Visit to terrace garden of Mrs Nafia, Nanalganj, Hyderabad



## Hands on training on sterilization, mushroom bed preparation and spawn application at Mushroom unit, PJTAU



Participants feed back



Certificate distribution



Dr. R. Vasantha, Professor, EEI, addressing the participants



Dr. M. Jagan Mohan Reddy, Director, EEI, offering his valedictory remarks

## 11 Promotion of Farmer Producer Organizations in agri and allied sectors from 7<sup>th</sup> to 11<sup>th</sup> August, 2023

The five-day training program on the Promotion of Farmer Producer Organizations (FPOs) in Agriculture and Allied Sectors aimed to equip participants with the knowledge, skills, and tools required to establish and strengthen FPOs as effective vehicles for improving the livelihoods of farmers and enhancing agricultural value chains. Hence as part of the regular schedule of EEI a five day on-campus training program was planned to improve the knowledge and skill of the extension functionaries in the area on “Promotion of Farmer Producer Organizations in Agri and Allied Sectors”

The on-campus training program on Promotion of Farmer Producer Organizations in Agri and Allied Sectors for Agriculture and Allied Sector officers of Andhra Pradesh, Karnataka, Kerala, Telangana and Odisha state was conducted from 7<sup>th</sup> to 11<sup>th</sup> August, 2023 at Extension Education Institute, Hyderabad. Twenty Five participants from the five states attended the program which was coordinated by Dr. S. Chandrashekhar, Professors, EEI.

The training program was structured to cover a wide range of topics like Farmer Producer Organizations for Profitability – An Overview of Policy, Process and guidelines, Formation of FPOs - Strengthening and Management, Fisheries Farmer Producer Organizations for Profitability – An Overview of Policy, Process and guidelines, Challenges and Strategies for Sustainability of FPOs, Digital Technologies to FPOs for Effective ToT, Development of Business Plans for FPOs, Role of Financial Institutions for Promotion of FPOs, Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors, GOI Schemes, Initiatives in Agri and Allied Sectors and Market Mirchi app.

By the end of the training program, participants gained a comprehensive understanding of the FPO concept and its potential to uplift rural communities. They learned practical strategies for establishing, managing, and sustaining FPOs, and explored ways to enhance the integration of FPOs into agricultural value chains. Additionally, participants were equipped with knowledge on policy support and advocacy to create an enabling environment for FPO growth.



To enhance the practical understanding of participants, the training program included Visits to Visit to Dr. B. R. Ambedkar Aqua Knowledge Park, Vaddepally Village, Kamareddy District and Visit to Ananthagiri Farmers Producer Company Ltd., Mominpet Mandal / Vikarabad District. These visits provided participants with an opportunity to apply their learnings in real-life scenarios and develop practical skills in FPO management.

The participants expressed high satisfaction with the training content, delivery, and interactive sessions. Many attendees highlighted their intention to apply the knowledge gained to their respective roles and organizations.

The five-day training program on the Promotion of Farmer Producer Organizations in Agri and Allied Sectors proved successful in enhancing participants' understanding of FPOs and their potential to transform the agricultural landscape.

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, on 11<sup>th</sup> August, 2023, who mentioned that Promotion of the FPOs is the need of the hour. He further stated that the knowledge and skills gained during the program are expected to contribute to the establishment and growth of FPOs, ultimately leading to improved livelihoods for farmers and the development of sustainable agricultural value chains.



Theory session at Uday Aqua



Field visit to Eruvaka Farmer Service Centre

## 12 Advances in farm mechanization in agri and allied Sectors from 22<sup>nd</sup> to 26<sup>th</sup> August, 2023

Advances in farm mechanization imparts knowledge to the participants on Mechanization reduces Cost, enables efficient use of inputs including water, seeds, pesticides and fertilizers. It also reduces spoilage and harvest losses which eventually results into reducing the cost of cultivation.

The programme was organized at EEI, Rajendranagar Hyderabad

Ice breaking exercising conducted are an activity, game, or event that is used to welcome and warm up the conversation among participants in a meeting. It makes to know each and every one

Field visits organized to at TAFE, ARI, NIPHM Rajendranagar and CRIDA Hayathnagar farm, Hyderabad

The field visit at TAFE, ARI made to understand the various aspects of Smart farming, Precision Agriculture and sensing technology. Visit to NIPHM made to learn about drone technology and its application Visit to CRIDA, Hayathnagar Farm helped to learn Dry land farm implements

The training methodologies adopted are Interactive lecture followed by forum, Interactive lecture and experience sharing, Practical visit followed by demonstration and Interactive lecture followed by demonstration.

During inauguration, Dr. Jaganmohan Reddy, Director, EEI highlighted the importance of the newly developed agricultural machinery and technology for enhancing the production and productivity. Farm mechanization and crop productivity have a direct correlation it saves time and



labor, reduces drudgery, cut down production costs in the long run, reduces postharvest losses, and boosts crop output and farm income

During valediction, Dr.Jaganmohan Reddy urged the participants for applying the knowledge gained during the workshop for doubling their income and propagating it among the farming community for betterment of their lives. The participants were felicitated with the certificates during the valedictory function. A total of 18 participants from 4 states (Andhrapradesh-7 Karnataka-5 Odisha -5 and Telangana - 1

Participants expressed happiness to have attended the program They expressed that the trainees felt that the exposure to field visit at TAFE, ARI NIPHM, CRIDA Hayathnagar helped them in learning new things. The programme helped the trainees to have a transformation and the trainees felt that they were benefited a lot from. The programme provided an opportunity for the participants to understand the various aspects of Smart farming, Precision Agriculture and sensing technology

The no of trainings attended the programme are 18 representing Agriculture, Horticulture and Engineering. The programme was coordinated by Dr.N.Praveen, Professor EEI, Hyderabad. Cost of the programme was Rs. 1,15,000/-.



Dr. M. Jagan Mohan Reddy, Director, EEI distributing certificates to the trainees



Participants feed back about the programme

### 13 Extension Core Competencies and Skills for Effective Transfer of Technology in agri and allied Sectors from 29<sup>th</sup> August to 02<sup>nd</sup> September, 2023

The roles and responsibilities of an extension education may be classified into two broad categories: process skills or functional competencies, and technical skills. Networking with local organizations, facilitating group formation, resolving conflict and engaging stakeholders in programme planning are examples of process skills or functional competencies. Developing core competencies is fundamental to all extension staff training. Davis (2015), Davis and sulaiman (2014) and sulaiman and Davis (2012) articulate the need to develop functional and technical capacities across three levels: individuals, organizations and enabling environment. They also emphasize capacity development as a long-term investment for extension.

Ice breaking exercises helped in creating a relaxed environment where trainees share ideas and participated more fully in the class Encouraged trainees to share ownership for the learning environment of the class Helped in building rapport among trainees and foster a productive learning environment Prepared trainees for collaborative group work

Field visits organized at Burujugadda Thanda, near Shamshabad, Hands on training on ICTs in the computer Lab, EEI

Field visit to Burujugadda Thanda made participants to understand the transformation in the livelihoods among tribal farmers with the intervention of an NGO Sarvodayamandali. Conducted



Focused Group Discussion in which the participant officers interacted with farmers on innovations made in the village, interventions through exposure visits to Maharashtra state which has facilitated the farmers to change their cropping pattern and make their farming profit oriented. The core competencies of NGO motivated the farmers to realize this change. The drop out youth from colleges were targeted to promote entrepreneurial activities.

The training methodologies adopted are - Now days ICTs play an important role in reaching the unreached. Various tools are available to create awareness among farmers through ICTs. Keeping this in view, a session on "Information Communication Technologies and hand on experience has been scheduled, in which

During inauguration, the chief guest of the programme Dr.K.MadhuBabu, Professor EEI and Course Coordinator has reiterated the importance of developing Core Competencies which will make them bring changes among the farming community and will definitely contribute for profit oriented farming. Requested all the participants to focus attention in this direction

During valediction, Dr.M.Jagan Mohan Reddy, Director EEI has expressed his concern and said that, there is explosion in the social media for information but the credibility of using that information is the need of the hour. In the continues journey of enhancing the delivery competencies, it is very important to explore various ways and means to get equipped with latest know how. The credibility of the officers lies with documentation of success cases of the farmers. Application of learned knowledge at bakhome situation will definitely enhance the core competencies of Extension officers he added.

This programme has been tailor made to meet the objectives. The sessions were dealt professionally by various speakers and made the programme unforgettable. How to promote agriprenuership and various ICT tools taught were worth using. Leadership and stress management were dealt with practical exercises made more effective. A participant from Kerala don't want to attend the programme as few others got permission for not attending due to Onam which is state important festival. But he himself realized that if he also gets permission not to attend, he would have missed the important programme

The no of trainees attended programme are 19 representing Dept. of State Agri. University, Animal Husbandry, Agriculture and Horticulture. The programme was coordinated by Dr.K.MadhuBabu, Professor



Dr. K. Madhu Babu, Professor addressing the trainees in the inaugural event



Participant sharing his feed back in the programme validictory session



## 14 IFS approach and Extension strategies for sustainable livelihoods in agri and allied sectors from 12<sup>th</sup> to 16<sup>th</sup> September, 2023

Increasing the income of farmers from different sources, across land holding size and region has become an utmost priority for the policy planners. This triggers an urgent need of transformation in agriculture production combined with integrated farming system (IFS) approaches. In Integrated Farming Systems, all agricultural enterprises including cropping system, animal husbandry, fishery, bee keeping, goat rearing, horticulture and others are Set up in a single unit of land and hence better utilization of resources at reduced cost and ultimately increases the farmers' income.

Ice breaking exercises is a brief facilitation exercise intended to help members of a group begin the process of working together or forming themselves into a team. Icebreakers are commonly presented as a game to "warm up" the group by helping the members to get to know each other

Field visits organized at IFS Model of PJTSAU, Rajendranagar, Hyderabad, Visit to Biodiversity Park and IFS model Farm, Mominpet Village, Vikarabad District

Field visit to Interactive lecture followed by forum, Interactive lecture and experience sharing, Practical visit followed by demonstration, Interactive lecture Question & Answer session and Interactive lecture followed by cross learning.

During inauguration, Dr.M.Jagan Mohan Reddy Director,EEI highlighted the importance of integrated farming system in agricultural production for promoting economic, social and environmental well-being. He emphasized to start their own businesses like vermicomposting, millet value addition, etc. which can significantly contribute to boost the rural economy.

During valediction, chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, on 16th September, 2023, who mentioned that Integrated Farming Systems Approach and Extension strategies for Sustainable Livelihoods in Agri and Allied Sectors is the need of the hour. He further mentioned that practicing IFS improves soil fertility and minimizes the nutrient losses. It reduces weeds, insect pests and diseases through appropriate crop rotation. Through IFS approach farmers will be benefited by getting additional income.

The training program received overwhelmingly positive feedback from participants, who expressed their satisfaction with the content, delivery, and organization of the program. Many participants highlighted the practicality of the sessions and their relevance to the current challenges faced in the agri and Allied sectors. The program successfully equipped participants with new skills, knowledge, and innovative approaches to improve Integrated farming system practices.

The no of trainees attended programme are 22 representing Dept. of State Agri. University, Animal Husbandry, Agriculture, sericulture & fisheries. The programme was coordinated by Dr. N. Praveen, Professor



Participants feed back in valedictory programme



Dr. M. Jagan Mohan Reddy, Director, EEI distributing certificates to participants



## 15 Documentation techniques of Farmer Innovations in agri and allied sectors from 12<sup>th</sup> to 16<sup>th</sup> September, 2023

Farmer innovations and re-inventions are the products of farmers informal experimentation. Such innovative technologies and methodologies are largely confined to some locations. Benefits accrued from such innovative ideas need to be widely shared across the country. And the scientific talents behind such grass root level innovations and re-inventions need to be encouraged and recognized. Valuable ideas and techniques generated by them largely go unnoticed owing to lack of proper documentation and opportunities for wider dissemination. Unfortunately, the farm scientists and extension personnel are still struck up in the concept of “empty vessel fallacy” with regard to farmers and undermining the role of farmers in Innovation Development Process (IDP) in research as well as in transfer of technology. Recognizing this farmers potentiality, documenting their innovations and re-inventions and encouraging them for partnership with the agricultural research are equally important in the long run to effectively face challenges and to fully exploit new opportunities. The innovative farmers are strategically important to design, develop and implement any research and development programme of Indian Agricultural Research. In the view of the above Extension Education Institute, Hyderabad organize 5 days on campus training programme to improve the knowledge and skills of the extension functionaries in the area of “Documentation Techniques of Farmer Innovations in agri and allied sectors” For the Officers of Department of Agriculture and Allied Sectors, Southern Region from 12th – 16th September, 2023. The programme was organized at EEI, Rajendranagar Hyderabad

Ice breaking exercises conducted are an activity, Passing the ball and balloon caterpillar short activities was planned to facilitate the communication and encourage participants to feel more comfortable in a group, especially with other state participants. course coordinator used icebreakers to begin strategical planning and team-building events to help participants learn about their peers.

Field visits organized to at Electronic Wing, PJTAU, Rajendranagar, Hyderabad& Visit to Innovative farmer field, chevella mandal, kummera village, Hyderabad,

The field visit at Electronic Wing, PJTAU, Rajendranagar, Hyderabad: Practical orientation on Photo, Video and Audio Documentation Skills and Production of Concept based Jingles in Audio (Song or Fold or Voice Formats) Visit to Innovative farmer field, Hyderabad: Mr. Veeresam, Chevalla (M) Kummera (V) Documentation of farmer innovation through different documentation techniques by the participants

The training methodologies participants underwent hands on training in Concept based Jingles in Audio and video form and real time online interaction with farmers in addressing their field problems through live streaming

During inauguration, Training was concluded on 16th September, 2023 and the Director EEI appreciated the course coordinator for the smooth conduct of the training programme. In his valedictory remarks mentioned that clear documentation helps to avoid misunderstandings and confusion that can lead to costly delays and errors, and ultimately leads to professional success. Good documentation helps professional to stay on top their work progress, and ensures that the profession stays on track. Though, initiatives by government and non-government bodies to identify and document the farmer led innovations have taken place in recent past but in a limited scale only. It is therefore necessary to provide sufficient and suitable institutional support to the farmers for the promotion of farmer led innovations and to document, validate and scale up of these innovations. The institutional arrangements for networking of stakeholders need to be devised to translate the challenges faced in the institutionalization of farmer led innovations into opportunities. Thus, the documentation of the success stories of the farmer innovations will not only help the farmers but also to the institutions.



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Participants felt that digital documentation techniques, practical orientation of the digital tools and gender mainstreaming and budgeting helped them to gain more knowledge in the recent advances of the documentation techniques. And all other sessions also definitely enhanced their knowledge level for the documentation of farmer innovations.

The no of trainings attended the programme are 18 representing Agriculture, Animal Husbandry and Dairy development. The programme was coordinated by Dr.D. Shirisha, Asst. Professor EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI addressing to participants in the inaugural session



Participants field visit to farmer field

## 16 Homestead technologies and extension strategies for women officers in agriculture and allied sectors from 19<sup>th</sup> to 23<sup>rd</sup> September, 2023

A homestead is a house and surrounding land owned by a family. Home gardens are generally characterized by a mixture of annual and perennial crops grown in association and commonly exhibiting a vertical profile of 3 to 4 layers of trees, shrubs and ground cover plants. Home stead gardens promote nutrient recycling and helps in restoring soil fertility, water conservation, maximum utility of space, species diversity and genetic variability. Generally farmers cultivate year-round vegetables, spices, tuber crops and fruit crops and rear poultry, goats, cattle, silk worms, mulberry, honey bees, mushrooms and produces vermin compost, biogas etc in their homestead farm. Universities are generating Homestead technologies through research to improve the quality of life of urban and rural families. Eco friendly agro processing to develop fabric dyes, development of value added edible products to enrich daily diet and modification of agricultural and household tools to reduce drudgery of farm women are few areas on which research are being conducted at present. Family farming played a significant role in food and nutritional security in India. Many recent research studies emphasized on the consumption of calories, micro, macro nutrients, importance of intake of diverse foods which is possible through homestead farming.



Keeping in view of the importance of hence a 5 day On campus training programme is organised for 28 participants belonging to Agriculture, Horticulture, Sericulture, Fisheries, Animal Husbandry 19<sup>th</sup> to 23<sup>rd</sup> September, 2023 representing the states of Telangana, Andhra Pradesh, Karnataka, Odisha and Tamil Nadu.

Contents covered in the programme were - Skills in bed preparation for paddy straw mushroom, application of spawn, watering etc, identification of different types of mushrooms, various pests and diseases attacking mushrooms and their management, Hands on training on making knots, dye solution, boiling of fabrics and finally preparation of tie and dyed garments, Skills in making various Eco- Holi colours, Hands on training in Apiculture-Honey box management, Hands on training in production of dry flowers using silica gel technology.

**Learning's beyond classroom:** Participants were given practical exposure on several homestead technologies generated in the PJTSAU such as Mushroom cultivation, tie and dyed fabrics and also block printed garments, preparation of Eco colours for painting mud Ganesha idols and for holi.

During the valedictory programme, Dr. M.Jagan Mohan Reddy, Director, EEI opined that if income is not lucrative from a single enterprise, guidance of farmers to diversification of enterprises is very essential.

While giving feedback on the training programme, the participants to share knowledge and skills gained during the training to farmers which helps in livelihood improvement of rural women clientele. Use of the learning's in their back home.



Dr. M. Jagan Mohan Reddy, Director, EEI handling Nutrisensitive homestead farming session using Fishbowl experiential technique



Icebreaking session

## 17 Innovative Extension Approaches for Effective Transfer of Technology in agri and allied sectors from 3<sup>rd</sup> to 7<sup>th</sup> October, 2023

The training program on Innovative Extension Approaches for Effective Training of Trainers (ToT) in Agri and Allied Sectors, conducted by the Extension Education Institute, Hyderabad, is crucial for enhancing the skills and knowledge of development officers in the southern region of India. It empowers them with innovative tools and methods to disseminate modern agricultural practices, fostering sustainable growth and productivity in the agri and allied sectors, ultimately benefiting the entire agricultural community and contributing to the region's economic development.

The on-campus training programme was organized at EEI, Rajendranagar Hyderabad from 3<sup>rd</sup> to 7<sup>th</sup> October, 2023

Ice breaking exercises conducted were "Passing the ball with spelling out Names" exercise to get the trainees acclimatized with each other's names. A Management Game by the name "Number Line" was conducted to make trainers warm up for the programme. The game further contributed towards development of coordination, alertness, vigilance, quick response among trainee participants.



Field visits organized to Organic fields of Sri. Yellaiah at Pedashapur Village and farm land of Sri. Ahmed at Pedashapur to witness the innovative entrepreneurship models practiced by farmers and also to understand the novel methods of taking up organic farming.

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI spoke about different innovative extension approaches, spanning from global to local and discussed their viability and suitability in India.

During valediction, Dr. P. Gidda Reddy, Former Director of Extension, ANGRAU graced the valediction of the programme on 7th October 2023 and spoke about the need to understand latest methods of delivery mechanisms so that messages percolate with higher efficiency among farming community. He reiterated the essence of novel treatments to be given to technical content so that farmers' interest in farming is retained.

The participants felt that innovations in Extension Approaches like new entrepreneurship models, Nutrisensitive Agriculture, Climate Resilient Extension, PLAR model, Digital Extension, Validated ITKs, Extension through FPOs and Genetic Engineering approaches were new and informative. They further felt that such training programmes should be offered in spells to the same set of participants so that a capsule of knowledge can be developed among them.

Twenty three officers representing Dept. of Agriculture, Horticulture and Animal Husbandry of Andhra Pradesh, Telangana, Tamil Nadu, Karnataka and Kerala attended the programme. The programme was coordinated by Dr. M. Preethi, Professor, EEI, Hyderabad.



Ice Breaking Session on 'Passing the Ball with name spell out' in progress



Trainee Officers witnessing the spacing in Tomato crop cultivation at Sri Yelliah's field



Dr. M. Preethi, Course Coordinator and Professor, EEI delivering session on " Stress Management"



Dr. M. Jagan Mohan Reddy addressing the participants during the programme Valediction, thanked by the Chief Guest Dr. P. Gidda Reddy and Dr. M. Preethi, Programme Coordinator



## 18 Innovative Strategies of Startups and Unicorns in agri and allied Sectors from 9<sup>th</sup> to 13<sup>th</sup> October, 2023

Agriculture is a key part of the economy for many countries. From farmers producing food to processors and wholesalers, agriculture plays a crucial role in the wellbeing of society as a whole. Thus, it comes as no surprise that technology has also found its way into the industry over the years, offering solutions and opportunities for agriculture start-ups with different focuses. The opportunities are immense, as the niche is still young and wild. In the modern world, we increasingly depend on agriculture and it's become a leading sector of our society – so we need agriculture start-ups to live better. Agriculture start-ups provide a source of livelihood to many people. These start-ups work towards disruptive cultivation, distribution, and processing technology for the agricultural industry. Hence, investors also believe in the idea and invest in agriculture start-ups so that we may see brighter and better days ahead. The programme was organized at EEI, Rajendranagar Hyderabad from 9<sup>th</sup> to 13<sup>th</sup> October, 2023

During the Ice breaking, Icebreakers which are short activities that help facilitate communication and encourage individuals to feel more comfortable in a group, especially with new people were conducted. For icebreaking ball game and number games were used.

Field visits were organized to AG Hub, PJTSAU, Hyderabad and Ni-MSME, Yousufguda, Hyderabad

The field visit AG Hub: To know the activities of AG hub and how they are extending support to agripreneuers and Ni-MSME: To understand the activities of Ni-MSME and digital farming and future agripreneurship in the era of agri. industry.

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI graced the inaugural programme and addressed the participants on importance of Agri start-ups and unicorns in India. He discussed about the strategies to promote youth towards start-ups. Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad briefed the programme schedule and proposed vote of thanks.

During valediction, Dr.R. Vasantha, Professor & Director I/C EEI, graced the valedictory programme and interacted with all the participants about the sessions and field visits. She congratulated participants for successful completion of the training programme and distributed the certificates. In her address, she stressed the importance promotion of start-ups in rural areas in agri and allied sectors. Dr. P. Vijaya Lakshmi Professor, EEI, Hyderabad briefed programme and proposed formal vote of thanks.

A total of 19 participants from Dept. of Agriculture, Horticulture and Animal Husbandry of Andhra Pradesh, Telangana, Tamil Nadu, Karnataka and Kerala.

All the participants felt that content and methodology was very good. It's a great opportunity to learn start-ups and unicorn in agri and allied sectors in India. All the sessions were good, especially agri incubators and its management and strategies to promote start-up and unicorns, Start up in agri business -sharing of experiences, preparation of business plan and empowering farmers for taking entrepreneurial activities. All the speakers were well experienced in start-up business and explained the field level problems and strategies to overcome the same. The programme was coordinated by Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad.



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



Ice breaking session by Dr. P. Vijaya Lakshmi, Professor, EEI



Session by Mr. Ambati Satish, CEO, Agri Foretell



Distribution of certificates by Dr. R. Vasantha, Professor, EEI

## 19 Agri trade logistics, Regulations and Documentation for exports in agri and allied sectors from 17<sup>th</sup> to 21<sup>st</sup> October, 2023

In general, there is a hike in international prices during late-2010 to 2014 and, more recently, from October 2020 – are favourable for exports of farm produce. There's an almost one-to-one relationship between the FAO index and India's agricultural exports. High global prices also tend to benefit farmers, both by pushing up their realizations closer to export priority levels and by making imports more expensive. Therefore there is a need to help the farmers to get better returns for their produce, to provide better quality, safe and branded foods to the consumers, to emphasize primary and secondary processing, to reduce post-harvest losses and reduction of import and meeting export demands. In this connection, a 5 day oncampus training programme was planned to improve the knowledge and skills of the extension functionaries in the area of "Agri trade logistics, regulations and Documentation for exports in agri and allied sectors from 17<sup>th</sup> to 21<sup>st</sup> October, 2023

Contents covered in the programme were Gender mainstreaming and budgeting in agri and allied sector, Overview of Agricultural and allied sectors export trade and its significance, Agri trade logistics, export regulations and policies in agriculture, Global food safety standards for export facilitation and increase in income of farmers organisations, Programmes and Schemes of Government for exports in agri and allied sectors, Exim policy and financial Assistance for exporter, Role of FSSAI in Export of agri and allied products, Export Documentation, requirements and procedures, customs clearance processes and procedures, Innovative models for Exports in agri.and allied sectors, Branding, Labelling, packaging and warehousing of agri& allied products

Participants were impressed with the field visits to SAM Agritech, Medchal for showcasing the export of pomegranate arils and Masqati Diary, Ibrahimpatnam, Hyderabad focused on Value Addition and Processing of Dairy Products. They also felt that the programme very much useful for them as it has given the complete picture of the exports including all the logistics and documentation involved and



now they are ready to guide any new exporter of their concerned state. They also felt that visits arranged were very much relevant which has given a complete view of exports as well as branding, labelling and packing

During inauguration, Dr.M.Jagan Mohan Reddy, Director, EEI addressed the participants regarding how Agricultural trade helps to answer possible food production shortages due to climatic or other reasons. Ultimately, it contributes to the prosperity of farmers, industries and consumers. In recent years, global agriculture markets faced an increased volatility, directly impacting stakeholders of the food chain. The Agribusiness sector is formed by different areas of knowledge and one of them is logistics. Logistics is the process by which goods from the suppliers arrive at the hands of producers or manufacturers and finally to the consumers in optimal conditions. Dr. Reddy asked the participants to follow the training effectively and apply the learned knowledge in their concerned states to enhance the profitability of the farmers.

During the valediction, Director, EEI mentioned that Agriculture trade plays a crucial role in providing livelihoods for farmers and people employed in the food supply chain. It also contributes to reducing food insecurity across the globe and provides greater choice in consumer goods. By improving logistical systems and processes, agricultural businesses can overcome many of the challenges and problems they face. This can help them to reduce costs, improve efficiency, and better serve their customers. Hence the learnings learnt by the participants should be transferred to the farmers of their concerned states.

A total of 16 participants from Dept. of Agriculture, Horticulture and Animal Husbandry of Andhra Pradesh, Telangana, Tamil Nadu, Karnataka and Kerala have participated. The programme was coordinated by Dr. D. Shireesha, Asst. Professor, EEI, Hyderabad.



Dr. D. Sireesha, course coordinator addressing the participants during inaugural session



Participants expressing their feed back during the session



Dr. M. Jagan Mohan Reddy, Director addressing the participants



Distribution of certificates by Dr. M. Jagan Mohan Reddy, Director, EEI



## 20 Farm Journalism for Effective Transfer of Technology from 31<sup>st</sup> Oct to 4<sup>th</sup> Nov, 2023

Farm journalism is considered as an effective tool in diffusion of Dairy, Agri. and Horticultural technologies among the farming community. Various forms of Farm journalism are used by different organizations in order to address the field problems. A five day On campus training programme was organized at EEI, Rajendranagar Hyderabad from 31<sup>st</sup> October to 04<sup>th</sup> November, 2023

Contents covered on the programme were Hands on training on uploading pictures and videos into you tube, creating and designing a website and digital poster making, principles of journalism, Hands on training on writing news stories, feature stories and success stories, Traditional Folk Media in Farm Journalism, Experiential upskilling on Photo journalism, Participatory Short Film development using Mobiles, Practical exercise on Content writing for digital platforms, Gender budgeting and mainstreaming, Digital apps for information documentation, Practical training on Photo editing using mobiles, GOI programs and schemes, hands on training on uploading feedback into EEI blog.

Hands on training is offered in blog designing, website and youtube channel creation, uploading of videos and images, photo and video capturing and editing using mobiles, dissemination of latest information through blended traditional and digital media, application of mobile apps for pest and disease diagnosis, lightening alerts, land area measurement, production and dissemination of messages using PICVOICE app

During inauguration, Dr R. Vasantha, Professor explained about importance of farm journalism to extension officers and changing meaning of journalism.

During valediction, Dr M. Jagan Mohan Reddy, Director, EEI attended the valedictory and indicated that farmers can be motivated by farm journalism through fine tuning of skills. He also advised the trainees to apply the learnings back home.

Trainees expressed that photo and video making and editing are very useful for them at back home. Developing and transfer of messages and posters using CANVA, PICVOICE apps is found to be very easy and innovative.

A total of 18 participants from Depts. of Agriculture, Horticulture and Animal Husbandry of Tamil Nadu, Karnataka and Kerala were participated in the programme. The programme was coordinated by Dr. R. Vasantha, Professor, EEI, Hyderabad.



Participants during Ice Breaking session



Ice breaking session by Dr. R. Vasantha, Professor, EEI



Participants during the practical session in Computer Lab



Dr. M. Jagan Mohan Reddy, Director, EEI addressing the participants during validation



## 21 Alternative Energy Options for agri and allied Sectors from 6<sup>th</sup> to 10<sup>th</sup> November, 2023

Decentralized solar-powered productive energy has been a good solution for the problems faced by the last-mile agrarian communities in developing countries. In India, there have been some government schemes providing capital subsidies for decentralized solar-powered irrigation systems. However, high upfront costs have so far limited their adoption among farmers with limited budget, landholding and social capital. Most of these schemes have failed to reach small and marginal landholders and economically disadvantaged farmers.

A five day On Campus training programme was organized at EEI, Rajendranagar Hyderabad from 06<sup>th</sup> to 10<sup>th</sup> November, 2023

Contents covered in the programme were - Application of Solar Energy in Agri and Allied Sectors, Use of Solar Technologies in food processing for small scale business, Introduction to alternate energy in Agri and allied Sectors. Importance and benefits of Alternate energy: An over view, Case studies and success cases, challenges and solutions in implementing alternate energy sources in agri and allied sectors, Bio-Energy utilization in Agriculture & Field visit, Agri photo Voltaic usage in Agriculture & Field Visit, Opportunities and schemes of Govt in promoting renewable energy projects, Small Wind Turbines: Fundamentals, Recent Trends and Opportunities , Field Visit to SEEDS NGO, Solar energy Driers-need of the hour, Visit to Jawaharnagar Municipal dumping yard to study energy generation by Ramky- Waste to Wealth, Gender Budgeting GoI programmes and Schemes in Agri and allied sectors, Sustainable Energy in Agril Sector, Role of renewable energy in reducing greenhouse gas emissions.

Bio energy generation and utilization at AICRP, PJTAU Centre, Photo Voltaic System and its functioning at Water Technology Centre, PJTAU, Solar energy utilization for fruit and vegetable products drying and preparation, Production of green energy, Bio gas, and Conversion of Wealth from Waste by Ramky have thrown insights at greater level.

During inauguration, Dr M. Jagan Mohan Reddy, Director advises trainees to get exposed for various options in renewable energy sources, SOPs and sensitize farmers on these aspects. He also urged the trainees during valediction to bring remarkable changes among farming community by applying the learned knowledge at back home situation.

A total of 25 participants from Depts. of Agriculture, Horticulture, Sericulture and Dairy Development of Telangana, Andhra Pradesh, Tamil Nadu, Karnataka and Kerala were participated in the programme. The programme was coordinated by Dr. K. MadhuBabu, Professor, EEI, Hyderabad.



Arranging interaction among participants in the programme



Field Visit to production of green energy



Field visit to Conversion of Wealth from Waste by Ramky Co. in Hyderabad



During validictory Dr. M. Jagan Mohan Reddy, Director, EEI presenting certificates to trainees



## 22 Extension methods to address climate change issues in agri and allied sectors from 14<sup>th</sup> to 18<sup>th</sup> November, 2023

Training program on Extension Methods for Climate Change in Agri and Allied Sectors are crucial for sustainable agriculture. They empower stakeholders with climate-smart practices, optimizing resource use, and disseminate timely research findings. Bridging science and application, these programs enhance resilience, promote eco-friendly approaches, and contribute to a sustainable agricultural future. A five day on campus training programme was organized at EEI, Hyderabad from 14-18 November, 2023

Contents covered in the programme were - Understanding Climate Change and its Impact on Agriculture, Climate-Smart Agriculture (CSA) Practices, Soil Health and Conservation, Water Management in Agriculture, Biodiversity Conservation, Risk Management and Insurance, Community Engagement and Extension Services, Policy and Advocacy, Case Studies and Best Practices, Best practices in climate-smart agriculture, Orientation on Sunami Warning, Ocean state forecast, Potential Fishing Zone and Ocean SAT laboratory, GOI Schemes, Programs, Initiatives in Agri and Allied Sectors, Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors

Participants were given hands on experience in calculating PH of different soils, were administered quizzes, brain teasers and energizers to keep the trainees active and make the training lively

Director EEI, in his inaugural message said that the repercussions of climate change in agri and allied sectors are many and that the fossil fuel emissions are alarming and may rise exceptionally in the coming years. He appealed to the participants to gear up to reduce the carbon foot print on planet earth and advocate the same amongst their clientele.

Participants felt that visit to INCOIS was very impressive. Some of them expressed that they learnt the alternative uses of farm pound as a climate change mitigation strategy which hitherto was seen as a subsidy harvesting activity. Accessing of District plans and planning farm activities accordingly was dealt very effectively in Climate Smart Agriculture session and would be highly useful in making crop plans for farmers, as said by many participants. Others expressed that Stress Management and morning Yoga was useful for their personality development.

A total of 22 participants from Depts. of Agriculture, Horticulture, Sericulture and Dairy Development of Telangana, Andhra Pradesh, Tamil Nadu, Karnataka and Kerala were participated in the programme. The programme was coordinated by Dr. M. Preethi, Professor, EEI, Hyderabad.



Yoga session to the trainees



Field Visit to CRIDA



Field visit to INCOIS



During validictory Dr. M. Jagan Mohan Reddy, Director, EEI presenting certificates to trainees

### 23 Experiential Learning methods and management games for Professional excellence from 21<sup>st</sup> to 25<sup>th</sup> November, 2023

Experiential learning provides individuals with transferrable skills such as leadership, team building, creativity, innovation, problem-solving, and critical thinking, negotiation skills etc., It helps the individuals to learn the things by doing. In this method participants can learn from other people's mistakes and successes more effectively and efficiently. A five day on campus training programme was organized at EEI, Hyderabad from 21-25 November, 2023

Contents covered in the programme were - Experiential learning methods and Management games for Professional Excellence, Australian Trolley and Wilderness Survival Game & Web ball, Step up Numbers & Number game, Simulated Exercises on Negotiation Techniques, V.U.C. a great managerial challenge, Blind Fold and Finding the Leader, Fish Bowl technique, Gender Mainstreaming and Budgeting in agri and allied sectors, Team building Exercises: Egg Drop, Sheep, shepherd and wolf for Fish and fisherman, Problem Solving and Decision Making skills, Passing the Ball, and Blind Fold, GoIPProgrammes and Schemes in agri and allied Sectors

Participants were given hands on experienceon Management games, case studies, brain storming,simulation methods, lectures, group activities etc.

Dr. M. Jagan Mohan Reddy, Director, EEI graced the inaugural session. He stressed the importance of experiential learning methods and management games in disseminating the technologies in agri and allied sectors. He also discussed about the experiential cycle. Dr.Vijaya Lakshmi briefed about the programme and proposed vote of thanks.

Dr. M. Jagan Mohan Reddy, Director, EEI graced the valedictory session. He congratulated the participants for successful completion of the training programme. He encouraged the participants to apply the learnings at back home situation for the benefit of farming community. Dr.Vijaya Lakshmi briefed the entire programme and appreciated the trainees for their cooperation and activeparticipation throughout the programme.

Participants felt that this programme was unique and learned the concepts through management games, role plays, sensitivity activities and stories. All the sessions were very innovative, interesting and thought provoking. All these learnings were very useful to educate the farming community while disseminating the technologies, participants felt.

A total of 10 participants from Depts. of Agriculture and Fisheries of Telangana, Tamil Nadu, Odisha and Kerala were participated in the programme. The programme was coordinated by Dr.P. Vijaya Lakshmi, Professor, EEI, Hyderabad.



Session on experiential learning methods by Mr. Vikramaditya Duggal



Management Games conducted by Dr. M. Preethi, Professor, EEI



Participants feed back during the programme



During valedictory Dr. M. Jagan Mohan Reddy, Director, EEI presenting certificates to trainees

## 24 Post-Harvest Management, Value addition, Marketing and Extension Strategies for promotion of Millets from 28<sup>th</sup> November to 2<sup>nd</sup> December, 2023

Post-Harvest Management, Value Addition Marketing, and Extension Strategies for Promotion of Millets are crucial for agricultural officers in India as they enhance their understanding of efficient harvesting, storage, and processing techniques, ensuring minimal post-harvest losses. Additionally, these programs empower officers with knowledge on value addition, enabling them to guide farmers in transforming millets into higher-value products for better market competitiveness. Moreover, extension strategies foster effective communication between officers and farmers, promoting the adoption of millet cultivation practices, which are vital for food security and diversification of agricultural production. Such trainings equip officers with the necessary tools to bolster the millet sector and contribute to sustainable agricultural development in the country. A five day On-campus training programme was organized at EEI, Rajendranagar Hyderabad from 28<sup>th</sup> November to 02<sup>nd</sup> December, 2023

Contents covered in the programme were - INSIMP – Inclusion of millets of Diets for Nutritional Security, Innovative Entrepreneur Models in Millets, Value and Supply Chain Management in Millets, End to End Support in Millets through FPOs, Sharing of Experiences of Successful Entrepreneur, Gender budgeting in agriculture, GoI Programmes and Schemes in Agriculture.

Initially, Ice breaking was conducted to ease the participants initial hesitation. Telling names with a positive adjective that starts with the starting letter of their name and number game was administered as ice breaking exercises.

Field visits were organized to International Nutricereals convention Centre (INCC) 5.0, Millet Processing and Incubation Centre, PJTSAU, S.S. Bhavani foods, Beeramguda, Hyderabad and Indian Institute of Millet Research, Hyderabad



The Field visits were made to show case primary and secondary processing in millets, value addition to different millets and entrepreneurship opportunities in millet sector.

During hands on training, the participants were exposed to different machinery used in primary and secondary processing of millets

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI spoke about the need and importance of millets in reducing carbon foot print and in inclusion of millets in daily diets for a healthy living.

All the Participants expressed that the field visits have given them first-hand experience of primary and secondary processing and value addition in millets. They felt that knowledge disseminated through different sessions will enable them to pass on millet related information to farmers as all the officers were given targets to expand the millet cultivation area in their respective jurisdiction. A total of 13 participants from Dept. of Agriculture of Andhra Pradesh and Kerala were participated. The programme was coordinated by Dr. M. Preethi, Professor, EEI, Hyderabad.



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



Distribution of certificates by Dr. M. Preethi, Professor

## 25 Precision farming in agri and allied sectors from 4<sup>th</sup> to 8<sup>th</sup> December, 2023

Agriculture is the backbone of the Indian economy and the villages are the lifelines of growth of India. Precision agriculture is a pro-active approach that reduces some of the risks and variables common to agriculture. The concept of precision agriculture offers the promise of increasing productivity while decreasing production costs and minimizing environmental impacts. Precision Agriculture is changing the way Indian farmers and agribusinesses view the land from which they reap their profits. It's about collecting timely geospatial information on soil-plant-animal requirements and prescribing and applying site-specific treatments to increase agricultural production and protect the environment. Precision Farming is gaining popularity largely due to the introduction of high technology tools into the agricultural community that is more accurate, cost-effective, and user-friendly. In the light of today's urgent need, there should be an all-out effort to use new technological inputs for the development of our society, as well as to make the "Green Revolution" an "Evergreen Revolution".

The five day On campus training programme was organized at EEI, Rajendranagar Hyderabad from 04<sup>th</sup> to 08<sup>th</sup> December, 2023

Contents covered in the programme were - Prospects and Challenges of Precision farming in India, Applications of Geospatial technologies in Land evaluation studies, Smart Farming, Smart Irrigation, Integrated Water Management in Precision farming, Mechanization in Precision farming, Precision weed management practices, Site specific Nutrient Management, Farm mechanization and



Automation, Sensors in Precision Water Management, Precision Livestock farming, Extension strategies for promotion of precision farming, Application of Crop Simulation models for Precision Agriculture, Programmes & Schemes of GOI to Promote Agriculture and allied Sectors.

An Ice breaking was conducted to facilitate the trainees to mingle with each other freely and to open up their mind for meaningful interaction. Balloons bursting and balloons march were used to make the participants simulate the situation for easier exchange of ideas.

Field visits were organized to Water Technology Centre, PJTSAU, Rajendranagar, Agromet Scheme, PJTSAU, Rajendranaga, Centre of Excellence, Jeedimetla and NIPHM, Hyderabad.

The Field visits were facilitated the trainees to get insights of Precisionfarming, Drone Technology, Use of Sensors, Efficient use of resources, Smart irrigation management, Application of crop simulation models, High-tech vegetable nursery, Walk in tunnels, Ply houses and shade net house and created awareness and techniques of precision agriculture.

During hands on training, participants were trained on Grafting of vegetables, drone operation and raising nursery under polyhouses.

Speaking on inauguration event, Dr.M.Jagan Mohan Reddy, Director, EEI said that every sector at present is applying digital technology and digital power is paving the way for automation in all the sectors. Farmers are a bit ahead of using innovations. Elan Musk's Quantum Applications in agri and allied sectors is example for advances in AI, hence we need to grab the opportunities and apply in agri and allied sectors. Precision farming is such an important area through which we can make farmer empowered with knowledge on innovations and facilitate to get more profits.

During valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI, said that, the trainees were given voluminous information and it is the responsibility of the trainees to make changes among the farmers by applying the learned knowledge. If the learning does not reach the farmers, the efforts of training institutes like EEI go waste.

All the participants expressed that, the programme was planned meticulously up to the satisfaction of trainees duly meeting the objectives. The field visits included were of high utility,mostly informative and resourceful. Best experiences were shared in the programme Very informative and innovative. A total of 24 participants from the Departments of Agriculture, Animal Husbandry and Dairy Development of Telangana, Andhra Pradesh, Tamilnadu and Kerala participated in the programme. The programme was coordinated by Dr. K. MadhuBabu, Professor, EEI, Hyderabad.



Field visit was organized as part of training programme



Participants were undergoing hands on experience



Dr. M. Madhu Babu, Course Coordinator along with participants witnessing the technologies at Centre of Excellence, Jeedimetla, Hyderabad



Dr. M. Jagan Mohan Reddy, Director, EEI distributing certificates to the participants in validation programme

## 26 Disaster Management and Mitigation Strategies in agriculture and allied Sectors from 12<sup>th</sup> to 16<sup>th</sup> December, 2023

India, due to its weather, geographical location and physical features is susceptible to disasters like flood, drought, etc. and many of the farmers live in the disaster prone areas. Environmental degradation may negatively affect agricultural productivity, food security, food safety and civil protection.

In this regard a five day On campus training programme was organized on “Disaster Management and Mitigation Strategies in Agriculture and allied sectors” at EEI, Rajendranagar Hyderabad from 12<sup>th</sup> to 16<sup>th</sup> December, 2023.

Contents covered in the programme were - Disaster Management and mitigation strategies in Agriculture and Horticulture crops, Disaster management and livelihoods, Sevabharathi (NGO) in disaster preparedness, management and mitigation, Role of IMD, NRSA and INCOIS in disaster management through institutional visits, Livestock and Poultry management and mitigation strategies during disasters, Gender budgeting and GOI schemes and initiatives for farmers welfare, Hands on training on use of Online graphic designing platforms for Production and dissemination of disaster alerts and mitigation strategies, Development of Disaster management strategies state wise and department wise : Group exercises and participants presentations.

An Icebreaking exercise on bridge your ball was done to unearth lateral thinking skills, problem solving and leadership skills. Importance of team work, decision making, cooperation and coordination were understood by trainees through real time performance.

Field visits were organized to NRSC, Shadnagar, IMD-Begumpet, INCOIS- Kukatpally.

The Field visit to INCOIS facilitated the participants to get exposed to tsunami warnings, earth quake warning, Geo-tagging of tuna fishes, tsunami buoy, gliders, GEMINI etc, instruments used in oceans for data recording. Simulated oceans were demonstrated to trainees to make them aware of oceanic conditions created to test the gliders, IMD- Doppler radar to receive satellite data, sunshine measuring instruments, wind velocity and direction recorders, working of observatory instruments were practically shown to trainees. Hydrogen gas balloons with sensors to record atmospheric data were released by one of the trainees under expert supervision. Participants were exposed to weather forecasting, warning, dissemination of weather alerts to farmers and extension officials, NRCS- Raw data received at Dubai airport, antenna for satellite data receiving, data storage rooms were practically shown and sessions on flood management, urban flood management, inundation modeling and mapping, forecast of landslides, forest fires, droughts and cyclones were delivered to trainees.



During hands on training, trainees were experienced on development and dissemination of disaster alerts and management strategies. Using mobiles with the help of PICVOICE and CANVA apps they have developed several Audio+Picture+Video messages and also Video+Picture+Text+Animation messages in the concerned session.

Speaking on inaugural event, Dr. M. Jagan Mohan Reddy, Director, EEI elaborated the role played by climate change in causing disasters. He directed the trainees to follow the UNs COP 28 deliberations organised at Dubai.

During valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI, suggested trainees to implement learnings back home and send feedback in 3 spells. He felt that as suggested in COP, building flood defences, setting up early warning systems for cyclones, switching to drought resistant crops etc are to be taught to farmers back home.

All the participants expressed that, they have learnt how to develop a road map for disaster management in EEI training which they wanted to implement at back home situation. Some of them felt that disaster management strategies taught in EEI will be shared with other officers and farmers in their areas.

A total of 28 participants from the Departments of Agriculture, Animal Husbandry and Dairy Development of Telangana, Andhra Pradesh, Tamilnadu and Kerala were participated in the programme. The programme was coordinated by Dr.R.Vasantha, Professor, EEI, Hyderabad.



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



Presentation by the participants



Visit organized to Metrological Observatory , Begumpet





## 27 Waste Management in agriculture and allied Sectors from 19<sup>th</sup> to 23<sup>rd</sup> December, 2023

Agricultural development is usually accompanied by wastes from the irrational application of intensive farming methods and the overdue of chemicals in cultivation, remarkably affecting rural environments in particular and the global environment in general. Agricultural wastes are residues from the growing and processing. These residues are generated from a number of agricultural activities and they include cultivation, livestock production, sericulture and aquaculture etc. It is important that proper waste collection, storage, treatment, transfer, and utilization is essential for a healthy environment. These wastes when managed properly through the application of the knowledge of agricultural waste management systems that can be transformed into Renewable materials for human and agricultural use.

An attempt has been made by Extension Education Institute, Hyderabad to organise a five day On Campus training programme on Waste Management in Agriculture and Allied Sectors for the development departments of Southern Region from 19th to 23rd December, 2023.

Contents covered in the programme were – Waste Management in Agriculture and Allied Sectors – An Overview, Wealth from Waste, IFS – Resource Recycling, Bio-Energy from Agriculture Waste and Soil Conditioner from Water Hyacinth, Production of bio formulations using Agriculture waste, Waste Management for Organic Tomorrow: Experience Sharing, Current Best Practices followed by GHMC in Solid Waste Management, Role of Crop Residues in Organic Crop Production, Extension Strategies for promotion of waste management in agri and allied sectors, GoI Programmes and Schemes in Agri and Allied Sectors, Gender mainstreaming and Gender Budgeting.

Field visits were conducted to Dairy waste recycling unit Veterinary College, Rajendranagar and Waste Treatment Plant, Jawahar Nagar, Hyderabad.

During field visit to waste recycling, utilisation of the dairy farm waste as manure was demonstrated to the trainees. Solid waste management and recycling was demonstrated as a part of visit to waste treatment plant.

During hands on training, presentations were given by the participants regarding different extension strategies for the promotion of waste management in agri and allied sectors.

Dr. M. Jagan Mohan Reddy, Director, EEI graced the inauguration of the training programme and mentioned that Agricultural waste management refers to all the coordination, handling, and controlling of the waste generated from agricultural activities. The primary goal is to prevent soil and water pollution, greenhouse gas emissions, and health risks for humans and animals. Hence it is important for all the extension functionaries to undergo training in waste management concept.

The valedictory programme organised on 23.12.2023 was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI and in his valedictory address said that Traditional agricultural production is generating minimal waste and this should be followed in the present scenario. Residues are returned to soil as compost; used as bedding material in livestock husbandry or as feed to produce animal protein and manure; utilized as construction materials; or fuel for domestic energy. Circular agricultural production ensures soil conservation, waste reduction, residues reuse, and recycling. The ever rising global population, and demand for food and agro-industrial products, necessitated a transition to linear agricultural production which generates enormous quantities of agricultural residues, agro-industrial, and food wastes. The economic losses, environmental degradation, and health hazards resulting from poor management of excess wastes, and their mitigation have been the subject of research and policy efforts at continental and regional levels. Current waste management models redirect attention to circular agricultural production and bioeconomic approaches aimed at waste reduction, reuse, and recycling. Such approaches view agricultural wastes as raw materials with economic benefits for the farmer, consumer, and investor in varied industrial enterprises (crop and animal production, animal and



human health, food, beverage, neutraceutical, pharmaceutical, cosmetics, and material industries).

The participants expressed that the entire training programme is very much useful for them as it has given the complete picture of the waste management. They also felt that the sessions like Bio – Energy from Agriculture Waste and Soil Conditioner from Water Hyacinth, Waste Management for Organic Tomorrow: Experience Sharing and Wealth from Waste were helpful for them to sensitise the farmers during their regular extension works at field level in concerned states.

A total of 17 trainees participated from the Departments of Agriculture, Horticulture and Animal Husbandry of Telangana, Andhra Pradesh, Karnataka and Tamil Nadu states. The programme was coordinated by Dr.D. Shirisha, Asst. Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI addressing the participants



Ice breaking session



Participants feedback of the programme



Certification distribution during Valedictory session

## 28 Communication and Documentation skills for Professional Excellence in agri and allied Sectors from 2<sup>nd</sup> to 6<sup>th</sup> January, 2024

Effective communication lies at the heart of successful collaborations. Clear and concise communication cultivates a shared understanding, aligns goals, and minimizes misunderstandings. It promotes transparency, allowing ideas to flow freely and fostering an environment where everyone feels heard and valued. Documentation, an extension of communication, serves as a permanent record of conversations, decisions, and actions.

In this connection, Extension Education Institute, Hyderabad organised a five day On Campus training programme on Communication and Documentation skills for Professional Excellence in Agri and Allied Sectors for the development departments of Southern Region from 02<sup>nd</sup> to 06<sup>th</sup> January, 2023.

Contents covered in the programme were – Communication skills for extension functionaries: An overview, Digital communication media skills. Digital tools for communication, Written Communication Skills, Documentation in Agriculture and Allied Sectors, Hands-on training on digital communication through mobile apps, Facilitation and Feedback management skills for effective



documentation, Digital Documentation, Digital Reporting, Content creation and management, Oral presentation, Public speaking skills and S.T.A.R. method for speaking on the spot, Presentation Skills, Role-playing various communication scenarios in agri and allied sectors, Review of key communication and documentation skills learned, Application of skills through case studies or real-world scenarios, GOI Schemes, Programs, and Initiatives in Agri and Allied Sectors, Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors

During field visit, the participants were visited the Electronic Wing, PJTSAU, Rajendranagar, Hyderabad, MANAGE, Rajendranagar, Hyderabad and NIRD-PR RTP Centre. Participants were learnt about Video production technology, audio jingles, Presentation by the participants on the latest technologies in Value addition and product preparations in agri and allied sectors.

Hands on training was conducted on Mobile apps, Canva, Micro blogging, Creation of Blog, Plantex app and Web Page Creation.

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI gave a message on the Importance of Communication and Documentation and told that, everyone should improve their documentation skills Communication plays a key role in propagating schemes and programs of state and central government.

During valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI gave a message on the change of the attitude towards better documentation by the trainees become role models to the other employees in the organization, use of the mobile apps in spreading of technology in agriculture and allied sector

Participants expressed high satisfaction with the five-day training program on Communication and Documentation skills for Professional Excellence in Agri and Allied Sectors. They praised the comprehensive content, interactive sessions, and practical exercises that enhanced their communication abilities. Many highlighted the relevance of the training to their specific roles in the agriculture sector. Overall, participants felt well-equipped with valuable skills to excel in their professional endeavors.

A total of 18 trainees participated from the Departments of Agriculture, Horticulture and Animal Husbandry of Telangana, Andhra Pradesh, Karnataka and Kerala states. The programme was coordinated by Dr. S. Chandra Shekar, Professor, EEI, Hyderabad.



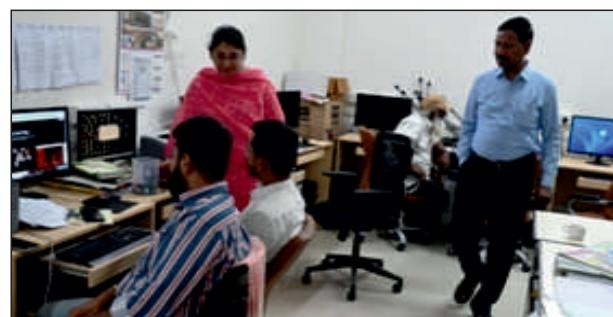
Ice breaking session



Sessioin in Training



Resource person interaction with participants



Practical session in Computer Lab, EEI



## 29 Process Documentation and Presentation Skills in agriculture and allied sectors from 8<sup>th</sup> to 12<sup>th</sup> January, 2024

An organization is essentially a group of interrelated and often repetitive tasks and processes. But it's only when you formalize them, that you are forced to think about the workflow with productivity in mind. In summary, the biggest value of process documentation is standardizing and scaling the things that already work for you, identifying ways to optimize the things that don't, and sharing that information with others on your team. Whether you are at university or a workplace, presenting to an audience is something you will have to do many times throughout your life. From convincing a potential new client to sharing your knowledge with your peers, presenting helps you get key ideas and beliefs across to a large audience. However, how you deliver that information is important. It's one thing to present information, but presenting it well takes practice; lots of it. It's a skill used by many but mastered by few. Presenting is a skill and something you can improve with time, practice and patience.

An attempt has been made by Extension Education Institute to organize a On campus training programme as part of the regular schedule of EEI a 5 day On campus training programme was planned on "Process Documentation and presentation Skills for Extension Professionals for the Officers of Departments of Agriculture and Allied Sectors, Southern Region" from 8<sup>th</sup> – 12<sup>th</sup> January, 2024.

Contents covered in the programme are – Process Documentation and presentation skills – An Overview, Documentation in Agriculture and allied sectors, Writing of Success Stories and Case Studies, Use of Online Media and ICT tools on Process Documentation, Creative Presentation Skills for effective content delivery, Documentation Methods and Techniques, Facilitation and Feedback Management Skills for Effective Documentation, Hands on training on digital documentation through mobile apps, Gender mainstreaming and budgeting, GOI schemes, programs and initiatives, Writing of news and Feature Articles.

As part of field visits, visited Electronic wing PJTSAU, Rajendranagar, Hyderabad and NAARM, Rajendrnagar. Participants were exposed to the practical orientation of jingles prearation and documentation with voice and video at electronic wing, PJTSAU. Trainees were explained on process documentation through videos and practically oriented to video making and its editing in the lab.

During hands on training, trainees were given hands on experience in different aspects like process documentation, presentation skills, usage of mobile apps for documentation, facilitation and feedback management skills, jingles preparation and video making.

During inauguration, Dr.M.Jagan Mohan Reddy, Director EEI graced the inaugural session and in his address mentioned that Documentation is imperative for any organization or project, regardless of size or industry. It helps teams stay organized and on track by providing a clear understanding of project requirements, progress, and any potential risks. Process documentation is an important part of making sure certain tasks are done consistently and efficiently. Preserves organizational knowledge and improves consistency. Robust process documentation saves employees from needless trial and error. Documentation of tried and tested processes empowers team members to achieve similar results, maintain consistency across the workforce, and encourage knowledge sharing. Presentation Skills are required by the employees to encompass the ability to deliver information in a clear, engaging, and persuasive manner. Effective presentation skills reduce miscommunication, which is likely the biggest cause of work-related stress and asked the participants to utilise the training in an effective manner so that it can show some impact in their working atmosphere.

The valedictory session organised on 12th January, 2024 was chaired by Dr.M.Jagan Mohan Reddy, Director, EEI and in his valedictory remarks said that in any organisation there needs to be some level of cohesion so that you don't look sloppy or uninformed. Documentation encourages knowledge sharing, which empowers your team to understand how processes work and what finished projects typically look like. Clarity and efficiency are paramount for employees of enterprises or organizations



to learn processes and adapt to change quickly. Process documentation provides a systematic roadmap that aligns organizational tasks and practices with strategic goals and workflows. Be it in personal or professional settings; mastering Presentation Skills empowers individuals to convey their ideas with clarity, build confidence, and leave a lasting impression. From public speaking to organisational pitches, honing these skills can lead to greater success in diverse spheres of life. Effective Presentation skills are not limited to professional settings alone; they play a significant role in personal life as well. Effective Presentation skills are a vital asset for career growth and success in professional life. By mastering these skills, you can become a more effective communicator, a confident professional, and a persuasive influencer. Continuous improvement and adaptation to technological advancements will ensure you stay ahead in this competitive world. Hence all the trainees are informed to apply the learnt knowledge of the training programme in their concerned states and organisations and were asked to send the feedback to EEI in the monthly and quarterly basis in the formats provided.

The participants were very much satisfied with the course and conduct of the training programme and mentioned that training programme has enhanced their knowledge and skills in process documentation and presentation skills. Hands on experience given in the training helped them a lot in sharpening their documentation and presentation skills. Jingles preparation is very much helpful for them for conveying the message to farmers in a professional way. Practical usage of mobile apps helped them to know more about sending the messages and videos in social media in an organised way. Over all training programme was very much useful to them and has given them an upgraded version of documentation and presentation skills.

A total of 18 trainees were participated from the Departments of Agriculture, Horticulture and Animal Husbandry of Telangana, Andhra Pradesh, Karnataka and Kerala state. The programme was coordinated by Dr. D. Shirisha. Asst. Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director EEI addressing the participants



Sri K. Srinivasa Rao, Comptroller, PJTAU taking a session in training programme



Shri Sajith Kumar Kunnalath, Director (FI), Ministry of Agriculture & FW, GoI is seen with participants



Director and Course Coordinator are seen during the valedictory programme



## 30 Soft skills for personal and professional excellence from 30<sup>th</sup> January to 3<sup>rd</sup> February, 2024

Soft skills provide employees with a strong conceptual and practical frame work to build, develop and manage personality development. They play an important role in the development of the individuals. For overall personality development both the hard and soft skills go hand in hand. Hard skills are not enough to bring the best to ensuresuccess. Pairing technical expertise with soft skills would lead to overall personality building and growth. These skills make an individual capable enough to deal with challenges and problems at the work place. The one who lacks soft skills would not be able to compete with the demands of todays time. Everyone should focus on building and strengthening of soft skills for personal and professional excellence.

In accordance with the above importance, EEI Hyderabad organized a five dayOn-Campus training programme on Soft Skills for Personal and Professional Excellence at EEI, Hyderabad from 30th January to 3rd February, 2024

Contents covered in the programme were – Soft skills for personal and professional excellence. Leadership and team building skills, communication and interpersonal skills, GoI programmes and schemes in agriand allied sectors, Time and stress management for professional excellence, Positive attitude, Emotional Intelligence, problem solving and decision making skills , Gender mainstreaming and budgeting in agri and allied sectors, Negotiation and Conflict management skills.

A field Visit was organised to Electronic wing, PJTSAU, Hyderabad. where in participants were oriented on electronic wing activities like electronic documentation, audio and video recording and editing and how to prepare jingles to disseminate technologies to farming community effectively.

During hands on training, brainstorming, group and individual exercises, group and individual presentations, case methods and management games were administrated.

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI stressed the importance of soft skills in personal and professional excellence. Soft skills refer to both character traits and interpersonal skills that will influence how well a person can work or interact with others. The term soft skills cover a wide range of skills like teamwork, time management, empathy and delegation, negotiation and conflict management etc., help to preform better in personal and professional front .

During valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI congratulated the participants for successful completion of the training programme. He stressed the participants use all these learning at back home for personal and professional excellence.

The Participants felt that it is very useful and important for every official in personal and professional. Leadership and team building skills, communication and interpersonal skills, positive attitude time and stress management skills, negotiation and conflict mangagement skills,emotional intelligence skills and problem solving and decision making skills are very important for personal and professional excellence.

A total of thirty two (32)officials from Departments of Agriculture, Horticulture, Fisheries and Animal husbandry of Andhra Pradesh, Telangana, Kerala and Odisha participated in the programme. The programme was coordinated by Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad.



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



Icebreaking session



Resource Person delivering the session



Dr. M. Jagan Mohan Reddy, Director, EEI  
distributing certificates

### 31 Innovative training methods for master trainers and facilitators from 5<sup>th</sup> to 9<sup>th</sup> February, 2024

Training is about developing people as an individual and helping them to become more confident and competent in their lives and in their jobs. The learning process is at the core of training and the ways of and opportunities for learning are numerous and varied.

In accordance with the above importance, EEI Hyderabad organized a five day On-Campus training programme on Innovative Training Methods for Master Trainers and Facilitators at EEI from 05<sup>th</sup> – 09<sup>th</sup> February, 2024.

Contents covered in the programme were – Training Management Process, Ice breakers, Energizers, Brain teasers and warm up Exercises, Skills in blending of traditional and modern ICTs, Group assignments & Presentations, Demonstrations, Workshops, Case method, Role play, Simulations, Digital Tools for Master trainers, Fish Bowl technique, Study tours/ Field trip/Role play/Individual exercises/ Exhibitions/Campaigns, Extension talk, Interactive Lecture, Small group techniques, Case method, Group discussion, Exercises, Simulations & games, Management Games, GOI Programs, Schemes and Projects and Gender Budgeting.

A field Visit was organised to toMahilaAbhivrudhi Society, AP and another visit to National Institute for Micro, Small and Medium Enterprises (ni-msme) and trainees exposed to practical sessions on Group Assignments & Presentations, Demonstrations, Workshops, Case method, Role play and methodology in study tours, field trip, role play, individual exercises, exhibitions and campaigns.

During hands on training, EEI Blog, Google form development, Demo on pic voice, canva-photo and video editing, fishbowl techniques, Water Brigrade and Ball Maze were practiced.

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI said to delve deep into a myriad of innovative approaches, strategies, and tools that can enhance our effectiveness as trainers and facilitators. It is about identifying and implementing methods that are truly impactful and meaningful for our learners.

During valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI urged that innovation is not merely about adopting new techniques, but about embracing a mind-set of curiosity, experimentation, and continuous improvement and appealed all participants to happy all learnings at back home situations.

The participants expressed that, this training program has been incredibly enlightening, appreciated the practical approach to learning and got an opportunity to explore various innovative training techniques. The trainers were knowledgeable and engaging, and equipped with new tools and strategies to enhance my facilitation skills.

A total of 21 trainees participated from Agriculture and Horticulture Departments of Andhra Pradesh, Telangana, Karnatak and Kerala. The programme was coordinated by Dr.S. Chandra Shekar, Professor, EEI, Hyderabad.



During Inauguration Programme



Simulated negotiation technique conducted by Dr. M. Jagan Mohan Reddy, Director, EEI during his session



Ball Maze game by the trainees



Dr. M. Jagan Mohan Reddy, Director, EEI distributing certificates

### 32 Agro tourism for profitability in agri and allied Sectors from 13<sup>th</sup> to 17<sup>th</sup> February, 2024

Agrotourism is any activity or business that attracts tourists by using a farmer's land. This specialty tourism, is a developing and expanding industry in many countries across the world. Growing numbers of farmers in India are slowly starting their own businesses and profiting handsomely by offering a healthy, rejuvenating weekend spent lounging on verdant farms, operating tractors, milking cows and picking fresh fruit from the orchard. Once a tiny niche sector, Argos' tourism industry is expanding quickly. In this context, a need was felt by Extension Education Institute, Hyderabad to capacitate its clientele group of middle level extension officers on Agrotourism.

In accordance with the above importance, EEI Hyderabad organized a five day On-Campus training programme on Agro tourism for Profitability in Agri and Allied Sectors at EEI from 13<sup>th</sup> – 17<sup>th</sup> February, 2024

Contents covered in the programme were – Classroom sessions: Tribal eco-tourism (sharing of experiences and virtual touring), Promoting Agro Tourism through Home Stay, Experience sharing on Agro tourism initiatives, Gender budgeting, GOI schemes and programmes supporting farmers. Hands on training sessions: Digital resources promoting agritourism, Demonstration of EEI blog virtual tours, Tribal eco-tourism, ANGRAU, IFS Agrotourism, KVK, Undi, ANGRAU Physical-practical field visits, Pragathi resorts to visit Multiple farm enterprises and home stays, Integrated Organic farmer field, Rangareddy dist., Visit to CII, agritech south, KanhaShantivanam, Chegur village, Hyderabad for practical insights on organic farming, Advanced playhouses, Hydroponics, Agro forestry, Rearing of cows, Value addition units, Meditation session etc.

A field Visit was organised to Pragathi resorts to visit Multiple farm enterprises and home stays, Integrated Organic farmer field, Rangareddy dist., Visit to CII, AGRITECH SOUTH, KanhaShantivanam, Chegur village, Hyderabad and Field visits were made virtually and physically to



give practical exposure to trainees on various enterprises suitable for agrotourism, digital resources needed and understanding dos and donts in agrotourism.

During hands on training, field visits were made virtually and physically to give practical exposure to trainees on various enterprises suitable for agrotourism, digital resources needed and understanding dos and donts in agrotourism

During inauguration, Dr M. Jagan Mohan Reddy, Director, EEI addressed the gathering about importance of Agritourism stating that it is the concept trending the world currently and bringing the urbanites closer to rural people and their culture. He further added that capacitating farmers and rural youth in Agrotourism will definitely improve the livelihoods of the farmers and is the best option for attracting rural youth into agriculture.

During valedictory, Dr M. Jagan Mohan Reddy, Director, EEI congratulated all the trainees for gaining new insights on this entirely new topic. He motivated all trainees to encourage entrepreneurs to take up Agro tourism by conducting awareness programmes and exposure visits to Agro tourism units.

During feedback, few trainees said that now they can transform their farm to a recognizable farm tourism centre by incorporating the ideas obtained from this training coupled with stress relief. Few others stated that shall intensify their existing IFS units and make it a Agrotourism centre. Some opined that they will train farmers, SHGs, NGOs, FPOs those who are willing to take up the idea of agrotourism. One trainee felt that he would like to have an area reserved for meditation in his farm with eco friendly ambience so that more travelers especially foreigners are attracted.

A total of eighteen (18) trainees participated from Agriculture and Horticulture Departments of Andhra Pradesh, Telangana, Karnataka and Kerala. The programme was coordinated by Dr.R. Vasantha, Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI addressing the Participants during Inaugural session



Icebreaking session



Medicinal and aromatic plants nursery visit at pragathi resorts



Practical session at Computer Lab, EEI



### 33 Digital Marketing Strategies for agriculture and allied sectors from 20<sup>th</sup> to 24<sup>th</sup> February, 2024

Digital marketing offers a plethora of opportunities for stakeholders in the agri and allied sectors to expand their reach, enhance their visibility, and drive growth. From farmers and producers to agribusinesses and agricultural input suppliers, embracing digital marketing strategies can unlock a world of possibilities and open doors to new markets and opportunities.

In accordance with the above importance, EEI Hyderabad organized a five days On-Campus training programme on Digital Marketing Strategies for agri and allied Sectors at EEI from 20<sup>th</sup> to 24<sup>th</sup> February, 2024

Contents covered in the programme were - Digital marketing channels and strategies applicable to the Agriculture and Allied sectors, Case studies highlighting successful digital marketing campaigns in agriculture, Importance of video marketing in agriculture and allied sectors for storytelling and engagement, Innovations and Strategies for Promotion of Digital Marketing, Agri Product sales online, State and National Level Portals in Marketing of Agriculture and Allied Products, Product labelling, Marketing Communications and Brand Management, Understanding e-commerce for B2B, B2C sales, Leveraging Social networks and forums for community building and lead generation, Business transformation of FPOs through Digital Value Chain, Digital Platforms in the service of natural farmers: Market Mirchi, GOI Programs, schemes and Projects in Agriculture and Allied sectors, Gender Budgeting

During hands on training, Email marketing, Video Production, Market Mirchi app, Online Flipbook and Plantix app were imparted.

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI emphasized the importance of data-driven decision-making in digital marketing strategies for the agri and allied sectors. Highlighted the role of social media platforms in reaching out to farmers and consumers effectively.

During valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI emphasized the need for continuous learning and adaptation in the ever-evolving digital landscape of agri marketing. encouraged participants to collaborate and share knowledge to drive innovation in digital marketing strategies for agri and allied sectors.

During feedback, Participants praised the training program for its practical approach, noting the relevance of content to real-world challenges in agri marketing. They appreciated the focus on actionable strategies and tools that could be immediately applied to improve marketing efforts in the agri and allied sectors. Many highlighted the value of case studies and interactive sessions that enhanced their understanding of digital marketing concepts within the agricultural context.

A total of thirteen (13) trainees participated from Agriculture and Horticulture Departments of Andhra Pradesh, Telangana, Odisha and Kerala. The programme was coordinated by Dr. S. Chandrashekhar, Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI, addressing participants during the programme



Certificate distributing during valedictory session by Dr. M. Jagan Mohan Reddy, Director, EEI



## 34 Natural Resources Management – Soil and Water Management from 27<sup>th</sup> February to 2<sup>nd</sup> March, 2024

Natural resource management (NRM) is the management of natural resources such as land, water, soil, plants and animals, with a particular focus on how management affects the quality of life for both present and future generations. Natural resource management deals with managing the way in which people and natural landscapes interact. It brings together natural heritage management, land use planning, water management, bio-diversity conservation, and the future sustainability of industries like agriculture, mining, tourism, fisheries and forestry. It recognizes that people and their livelihoods rely on the health and productivity of our landscapes, and their actions as stewards of the land play a critical role in maintaining this health and productivity. Natural resource management specifically focuses on a scientific and technical understanding of resources and ecology and the Life-supporting capacity of those resources.

In accordance with the above importance, EEI Hyderabad organized a five days On-Campus training programme on Natural Resource Management – Soil and Water Management at EEI from 27<sup>th</sup> February to 02<sup>nd</sup> March, 2024

Contents covered in the programme were – Natural Resource Management in agri and allied sectors- an overview, soil and water management strategies for climate smart agriculture, composting, organic amendments, nutrient management, integrated pest management (ipm) and crop rotation strategies, water resource management efficient irrigation techniques, natural resource management in forestry sector, organic farming and its benefits for nrm, extension strategies to promote natural resource management, gender mainstreaming and budgeting, goi schemes, programs and initiatives, bio diversity conservation, natural resource management in sericulture sector

Field Visits were organised to TAFE J farm, WALAMTARI, ISHM, PJTSAU, Soil conservation and Soil fertility management, Central Research Institute on Dryland Agriculture (CRIDA), Santhosh Nagar, Hyderabad Climate-smart agricultural practices Climate change adaptation and bio diversity park, PJTSAU. in all the field visits participants were enhanced their knowledge in soil and water conservation techniques, automation in irrigation, farm pond technology, efficient irrigation techniques and the importance of soil health management etc.,

During hands on training, participant presentations on different government schemes available in their concerned states for natural resource management were takenup.

During inauguration, Shri.Manish Bhatia, Director (Administration), GOI graced the inauguration and in his inaugural address said that Degradation of natural resources has a direct negative bearing on livelihoods of poor people. However, experience from India shows that improvement in resource productivity per cent cannot be equated with poverty reduction. As an example, several years of watershed development programmes has illustrated that the poor have often been excluded from accessing gains in productivity as well as related decision-making processes. There have been many initiatives to combat degradation and increase resource productivity, which the poor have been able to benefit from in various ways. Large-scale irrigation has played a major role in economic growth in India by increasing food production and providing employment. Dr.M.Jagan Mohan reddy in his inaugural address mentioned that Natural resource management specifically focuses on a scientific and technical understanding of resources and ecology and the Life-supporting capacity of those resources. Environmental management is similar to natural resource management. In academic contexts, the sociology of natural resources is closely related to, but distinct from, natural resource management. A more integrated approach was implemented recognising the intertwined social, cultural, economic and political aspects of resource management. A more holistic, national and even global form evolved, towards the advocacy of sustainable development. An attempt has been made by Extension Education Institute to organize a On campus training programme as part of the regular schedule of EEI a 5 day



training programme was planned on Natural Resource Management – Soil and Water Management for the Officers of Department of Agriculture and Allied Sectors, Southern Region from 27<sup>th</sup> February – 02<sup>nd</sup> March, 2024.

During valedictory, Shri. P. NarenderReddy, Founder and President, Niramaya Society graced the valedictory session on 02.03.2024 and has enhanced the knowledge of the participants on importance of natural farming and oriented on conservation of native seeds for the wellbeing of the future generations and also stressed that Natural Farming improves soil fertility, environmental health as well as helps in the reduction of greenhouse gas emissions and also promises the enhancement of farmer's income. In broad terms, Natural Farming can be considered as a prominent strategy to save the planet Earth for future generations. Dr.M.Jagan Mohan Reddy in his valedictory remarks indicated that there is a need to manage our resources today, not just for us, but our future generations too. Natural resources are limited, there is a crisis for these resources, hence needs to be managed. For example, water: Usage of water and availability of water always needs to be balanced, with a growing population, there is an exponential increase in the consumption of water while the availability of fresh water is decreasing by the day. Natural resources are depleting every day not only because it is being used up by people, but also because it is being polluted and destroyed due to various human activities such as deforestation, modernization, global warming to name a few. There is an absolute need to manage resources for the existence of living beings on earth and their survival. Hence all the participant officers are requested to apply the learnt knowledge in their concerned states after returning to their work.

During feedback, participants are very much impressed with the course and conduct of the training programme. They expressed that there is a lot of enhancement in their knowledge in the areas of Natural Resource Management, integrated pest management practices, Water resource management Efficient irrigation techniques, automation of the drip irrigation, bio diversity conservation, Extension strategies to promote Natural resource management, etc..

A total of twenty five (25) trainees participated from Agriculture and Horticulture Departments of Andhra Pradesh, Telangana, Karnataka and Kerala. The programme was coordinated by Dr. D. Shireesha, Asst. Professor, EEI, Hyderabad.



Ice breaking session



Conducting the field visit as part of the programme



Facilitation to Dr. Manisha Bhatia, Director, (Administration) GoI



Dr. M. Jagan Mohan Reddy & Shri. Narender Reddy, Founder and President, Niramaya Society distributing certificate distribution



### 35 Carbon credits in agriculture from 12<sup>th</sup> to 16<sup>th</sup> March, 2024

Farmers and ranchers have many opportunities to reduce their own carbon footprint. But in order to meet the global net zero target, 22% of land needs to shift from traditional agricultural production to long-term carbon sequestration or carbon farming. A range of market mechanisms are necessary to achieve anything near that level of land use change. Schemes like carbon credits that allow landowners to generate new revenue streams through carbon farming are emerging. There's also high expectation that private investments in environmental measures that help mitigate climate change will be a significant market. Farming practices that yield carbon credits offer financial incentives not just to reduce emissions but also create environmental and social co-benefits. They help extend benefits to farmers and society at large. With unpredictable yields caused by climate change, farmers welcome the extra income from carbon credits. More remarkably, the growing demand for credits from carbon farming spurred creation of programs and pledges by giant food retailers and agribusiness. But it's crucial that they price carbon higher than implementation costs to attract farmers' attention. Current carbon prices vary widely, depending on the specific type of farming activity.

In accordance with the above importance, EEI Hyderabad organized a five day On-line training programme on Carbon Credits in Agriculture at EEI from 12<sup>th</sup> to 16<sup>th</sup> March, 2024

Contents covered in the programme were – An overview session on Carbon credits and Carbon trading: meaning, importance and terminology, Carbon credits: Initiatives for meeting climate Goals, PJTSAU interventions in Carbon credits, Volunteer Carbon market and case studies from abroad, ICRISAT initiatives in Carbon credits, GOI schemes and programme for farmers welfare, TRST 01 in trading of Carbon credits, Communication skills for extension professionals, Carbon sequestration through carbon farming, Carbon footprint mitigating strategies in Agriculture and allied sectors, Leveraging farmers expertise to boost carbon credits, Grow indigo supporting North Indian farmers through Carbon credits, Opportunities and challenges of carbon trading in agriculture sector, Gender mainstreaming, Carbon financing, Extension strategies for improving carbon credits

During inauguration, Dr.M.Jaganmohan Reddy, Director, EEI graced the inauguration and explained the importance of carbon credits in the current scenario. And also mentioned that Farming carbon credits create a new revenue stream for farmers that weren't there before. This even incentivizes them to transition to sustainable farming practices and adopt regenerative agriculture. So the biggest winner at the end is the planet as the agriculture sector cut down its GHG emitting activities.

During valedictory, Dr.R.Vasantha, Professor, EEI graced the valediction and indicated that the idea behind carbon credits is that entities responsible for emitting CO2 have to reduce their emissions or pay for the efforts of farmers or others who are doing the work of removing CO2 from the air. The payment is in the form of a carbon credit, with each credit representing one metric ton of carbon reduced or removed. Crops, grasses and other plants sequester CO2 from the air but they also release it when they decompose. Still, with proper soil carbon capture and farming practices, they can draw down CO2 very well. So mentioned that all the officers attended the training programme should apply the learnt knowledge to educate the farmers regarding the carbon credits as it is current trend which incentivizes farmers.

During feedback, participants were very much satisfied with the content and conduct of the programme as it is the new area of Specifically, carbon credits are created based on the amount of carbon sequestered by the soil and so represents the emissions reduced above the soil and also learnt regarding carbon trading, carbon farming , economics in carbon credits etc which added much more value to the training programme.

A total of fifteen (15) trainees participated from Agriculture, Fisheries and Animal Husbandry Departments of Odisha, Telangana, and Kerala. The online training programme was coordinated by Dr. D. Shireesha, Asst. Professor, EEI, Hyderabad.



## The detailed report of the Off-campus training programmes as follows:

### 1 Extension core competencies and skills for effective transfer of technology in agriculture from 20 -23 June, 2023, for the department of Agriculture, Tamil Nadu

The core competence of extension professionals refers to the essential knowledge, skills, and abilities that enable them to effectively fulfil their roles in the field of extension. It encompasses the expertise required to facilitate learning, provide guidance, and transfer knowledge and skills to individuals, communities, or organizations in order to promote agricultural, environmental, or community development. Core competencies of extension professionals may include subject matter expertise, communication skills, facilitation and training abilities, community engagement, program planning and evaluation, and an understanding of local contexts and cultures.

The core competencies facilitate the work of extension professionals in several ways such as they enable them to design, implement, and evaluate programs that are effective in addressing the needs and priorities of their target audience. By possessing subject matter expertise, communication skills, and program evaluation abilities, they can ensure that their efforts lead to meaningful outcomes and positive impacts in the communities they serve. Competencies such as community engagement, cultural competence, and leadership skills help extension professionals effectively engage with diverse stakeholders and build collaborative partnerships. They also help in continuous learning and professional development. Competencies related to professionalism, ethics, and confidentiality establish the trust and credibility of extension professionals.

Overall, these core competencies enhance the effectiveness, professionalism, and impact of extension professionals' work. They enable them to effectively engage with stakeholders, design and implement programs that meet community needs, utilize research and evaluation to drive continuous improvement, and foster collaboration and trust within their communities.

Keeping in view of importance of Extension core Competencies and skills for effective transfer of technology in agriculture for extension professionals, Extension Education Institute, Hyderabad organized 4 days off campus training from June 20-23<sup>rd</sup> 2023 with objectives to improve soft skills, enable quick decision making and to make participants understand and learn skills required for a team work.

**Androgogy:** Various techniques of Androgogy (facilitating learning for adults) such as Ice breaking exercises viz., Number game, balloon game and Caterpillar race, Role play technique, Fish bone, Pictorial presentations, Venn diagram are adopted in this course to help participants to feel the best touch of reality. In this course all care is taken to ensure that there is communication among participants right from the starting session. This is done by involving participants in experiential learning techniques.

The training incorporated several sessions to upgrade extension professionals in their core competencies such as Soft skills, Nextgen ICTs, Competencies in programme planning, monitoring, implementation and evaluation, communication skills, market led extension skills and gender empowerment. Hands on training on utilization of digital tools for effective Transfer of technology and hands on experience on use of innovative experiential learning techniques to teach stress management, women empowerment and farm mechanization was given to trainees. GoI Programmes and Schemes in Agriculture, Visit to Organic Farmer producers company etc

Thirty officers belonging to Tamilnadu Agriculture department took part in the programme. Dr. D. Shireesha, Asst professor and R. Vasantha, Professor, EEI coordinated the programme.

During valedictory, Thiagarajan, Agricultural officer expressed that sessions such as Digital



applications, Soft skills and Gender budgeting were felt very important. He added that though stress management was dealt in this training, it is needed more elaboratively in every programme.

Karthiga, A.O. said that Soft skills, Emotional quotient are very new to her. She promised to implement Digital initiatives like Nano Ganesh and PLANTIX at her place of work.



Inauguration of training by ADA,  
STAMIN, Tamilnadu



Active participation of trainees in  
ice breaking session (balloon and caterpillar)  
organized to inculcate team work



Venn diagram made by trainees on handling issues in women empowerment



Fish bone technique performed by trainees  
to unearth stress management techniques



Interaction with Director of POFPO, Pudukkottai  
during Institutional visit.



## 2 Documentation, Presentation & Writing skills from 12-15 July, 2023 for the department of Fisheries, Kerala

EEI, Hyderabad has organised a four day off campus training programme on Documentation, Presentation and Writing skills for the Officers of Department of Fisheries from 12<sup>th</sup> – 15<sup>th</sup> July, 2023 at NIFAM, Aluva, Kerala. Thirty officers were participated in the programme. The programme was coordinated by Dr. P. Vijaya Lakshmi, and Dr. M. Preethi, Professors, EEI. The content covered in the programme was Documentation, presentation and writing skills: An Overview, Presentation skills, Documentation methods, Writing skills for documentation of reports, success stories, news articles, gender budgeting for main streaming women, GoI programmes and schemes in fisheries sector.

Dr. Sateesh Kumar Director, NIFAM & Joint Director (Training) inaugurated the programme on 12.7.2023 and stressed the importance of documentation, presentation and writing skills in day to day professional life. The programme was appreciated for its methodology. The participants felt that the training programme was helped them to broaden their knowledge and skills in documentation, presentation and writing skills. During field visit participants collected data from fisher folk by using FGD and interview methods and documented success story. During the valedictory, the participants gave a positive feedback and thanked EEI for instilling confidence and positivity in them through different sessions. Smt. Maja, Deputy Director, NIFAM congratulated the participants. She urged the officers to utilize the skills learnt in back home situation. Dr. Vijaya Lakshmi presented the brief report of training programme. The programme was concluded with formal vote of thanks by Mr. Paul, Assistant Director, NIFAM, Aluva.

### Glimpses of Off Campus training programme



Inaugural address by Dr. Sateesh Kumar, Director, NIFAM, Aluva



Ice breaking exercise



Session on Documentation methods by Dr. P. Vijaya Lakshmi, Professor, EEI



Practical session on Focus group discussion



Conducting Focus group discussion with fisher folk



Certification distribution by Mrs. Maja, Deputy Director, NIFAM



### **3 Innovative Technologies and Extension Strategies for Climate Resilient Dairy Farming from 12<sup>th</sup> - 15<sup>th</sup> July, 23 for the department of Dairy Development, Kerala**

Five day off campus training was conducted at Trivandrum, Kerala which mainly focused on imparting knowledge on innovative technologies and extension strategies for climate resilient dairy farming for 30 dairy Extension officers and Dairy farm instructors of Kerala.

Very important topics like Climate smart dairy, risk management in dairy, Farm machinery and custom hiring centers, milk processing and value addition to combat climate change, Traditional wisdom of farmers in climate resilient dairy farming, Gender main streaming, Schemes, programmes and initiatives of Government of India and Gap analysis and strategy formulation for improved adoption of Climate resilient dairy technologies was taught to the trainees inaddition to field visits to MILMA and Amina dairy farm.

Trainees expressed that in Kerala climate change is very apparent in the form of high temperature alternated with heavy rainfall which is affecting dairy sector seriously, this programme is felt by them to be very timely and effective in addressing the issues faced by dairy farmers.

Dr. R. Vasantha, Professor, and Dr D Shireesha, Asst professor, EEI coordinated the programme.



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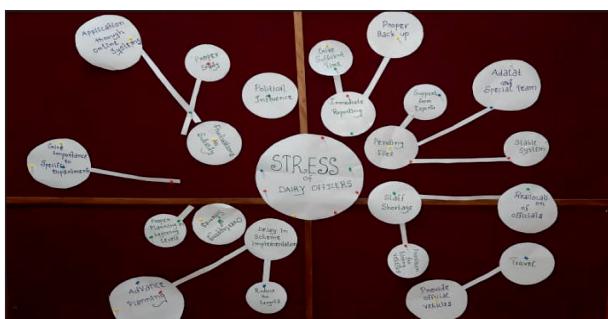
## Inauguration address by course coordinators

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## Bridge the ball Ice breaking exercise

## 6 chairs ice breaker



## Class room exercise on stress management -Venn diagram made by Participants



## Class room rocket exercise for exchange of learnings in traditional knowledge session



#### **4 Leadership & Personality Development Skills for professional Excellence" from 19-22 July 2023 for the department of Animal Husbandry, Telangana**

A crucial 21st-century talent is "leadership and personality development." It denotes the capacity for self-control and accountability to contribute to the professional and personal development of self and others. Some people, by virtue of the environment in which they were brought up naturally possess leadership skills and effective personality but for many these are acquired skills.

Influential leaders are professionals who know how to motivate and guide the people in and outside of an organisation to achieve success and impact people. These skills are highly needed for Animal husbandry officers who are cutting edge professionals influencing the mindset and decisions of several farmers. Hence a four day off campus training is organized by EEI, Hyderabad from 19<sup>th</sup> to 22<sup>nd</sup> July, 2023 to improve the work efficiency of veterinary doctors in discharging their duties and make convince farmers to take right decisions.

The four day training focused on improving the participants leadership, communication, positive thinking, team building, stress management, conflict management and negotiation skills and creative thinking skills. In addition the training is successful in sensitizing the trainees on benefits extended by Government of India through its various schemes, programmes and policies.

The training commenced with teaching learnings practically by involving participants in icebreaking exercises such as Bridge the ball and Six chairs. Trainees performance was analysed during the exercises and importance of planning for any task, time management, decision making, qualities needed for an effective leader, importance of listening and proper communication were explained to them.

Management games were executed and learning's were drawn during the sessions of conflict management and negotiation skills, team building, communication, creative thinking, stress management and positive attitude

Techniques of Stress management, the most essential and wanted topic now a days is taught in an experiential way in class room and also trainees were given practical hands on training on meditation at Vipassana center located at Gurramguda.

During valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI expressed that GoI is organizing these trainings with an intention to make middle level extension officers effectively motivate the farming community in a much better way, hence there is an urgent need to make use of the learnings immediately for better execution of official works. Dr. Srinivasu, AD, HRD attended the valedictory and inspired the veterinary doctors to put use of learnings and become good assets to an organization.

Dr Neha Veterinary doctor from Jangaon indicated that training is very useful to them, especially she learnt how to manage conflicts and negotiate when time demands. Dr Ramesh a trainee felt that through icebreaking exercises he learnt many soft skills essential for a field extension officer.

Thirty officers belonging to Department of Animal husbandry, Telangana took part in the programme. Dr. D. Shireesha, Asst. Professor and R. Vasantha, Professor, EEI coordinated the programme.

Sessions dealt in the programme are Role and Importance of leadership & personality development skills-An overview, GoI schemes, programs, initiatives in Animal husbandry sector, Creative thinking skills for Professional Excellence, Team building skills for professional excellence, Stress management techniques, Visit to Vipassana international Meditation Centre-dhammaKhetta, Gurramguda bustop, Conflict management and negotiation skills, Communication and interpersonal skills, Positive attitude for a better living, Gender main streaming and budgeting.



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Dr D. Shireesha, Coordinator delivering introductory remarks



Active participation of trainees in ice breaking session (6 chairs) to inculcate leadership skills



Management game on conflict management and negotiation skills



Exercise on Communication and Interpersonal skills



Classroom exercises on team building



Meditation at Upassana centre for Stress management



Yoga session handled by Sri Ravinder, yoga instructor



## 5 Promotion of Farmer Producer Organizations in agriculture sector from 8<sup>th</sup>-11<sup>th</sup> August, 2023 for the department of Agriculture, Karnataka

Indian agriculture is dominated by small and marginal farmers with average land holdings size of less than 1.1 ha. These small and marginal farmers constituting more than 86 % of the total land holdings are facing major challenges both in production and post-production scenarios like access to production technology, quality inputs at reasonable prices, seed production, custom hiring, value addition, processing, credit, investments and most importantly markets. Hence, collectivization of such producers through formation of FPOs is very important to address such challenges and enhance their incomes. Realizing the need to form and promote FPOs across the country, Government formulated a dedicated Central Sector Scheme “Formation & Promotion of 10,000 Farmer Producer Organizations (FPOs) and the same was launched by Hon'ble Prime Minister on 29.02.2020 at Chitrakoot (UP) for implementation. The scheme is based on produce cluster approach to enhance production, productivity, market access, promote diversification, value addition, processing and export and also to create agri based employment opportunities with the aim to economically empower farmers. The FPOs to be eligible under the scheme for financial benefit and technical handholding are required to be registered either under Companies Act, 2013 or States' Co-operative Societies Act with minimum number of 300 farmers in plain areas and 100 farmers in hilly and NER. Under the scheme, there is provision for financial support of maximum Rs.18.00 lakh per FPO for 3 years as management cost to make them sustainable and economically viable. To strengthen the financial base of FPOs and entail them to avail collateral free loan, there is also provision for matching equity grant of maximum Rs. 2000/- per member with ceiling of Rs.15 lakh /FPO and Credit Guarantee facility up to bankable project loan of Rs. 2.00 crore respectively. The main aim of FPO is to ensure better income for the producers through an organization of their own. Small producers do not have the volume individually (both inputs and produce) to get the benefit of economies of scale. Besides, in agricultural marketing, there is a long chain of intermediaries who very often work non-transparently leading to the situation where the producer receives only a small part of the value that the ultimate consumer pays. EEI, Hyderabad has taken initiative to conduct off campus training programme on “Promotion of Farmers Produce Organizations in agriculture sector to the officers of Karnataka state. Thirty officers all over the state of Karnataka have participated in the training programme conducted at District Agriculture Training Centre, Naganahalli, Mysore from 8<sup>th</sup>-11<sup>th</sup> August, 2023. During the inaugural programme, Dr. Ashok S Alur, Hon'ble Vice-Chancellor, Kodagu University has participated as Chief guest. while speaking on the occasion Dr. Ashok had emphasized on promoting FPOs, as several Depts have been roped in to participate in strengthening FPOs and Karnataka is the only state to become center of excellence in promoting FPOs. Govt of Karnataka has provided 1000 crore rupees for promotion and strengthening of FPOs he added. Sri Dhananjay, Deputy Director of Agriculture, Commissionerate of agriculture has opined that, most of the FPOs are doing only input business but there is need to make them to do output business. Dr. Ashok has requested the officers to join hands for promotion of FPOs for doing business and mentor them by way of continuous handholding.

Various sessions viz., 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 & Management, Role of different stake holders in promotion of Farmer Producer Organizations, Development of business plans/ DPR preparation, Networking of Farmers groups and Organizations – CBOs, SHGs, etc. in Agriculture, Role of NGOs, KVKS, Government organizations, ATMA etc., in promotion of FPOs, BhatthadaKanaja FPO , K.R.Nagara, RaithaMithra FPC, Mysore, Challenges and strategies for sustainability of Farmer Producer Organizations case studies /successful Farmer Producer Organizations, Harnessing of inputs & market network through Farmer Producer Organizations, Partnership Modalities & Schematic Linkage of



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various stake holders, role of financial institutions for promotion of Farmer Producer Organizations were included in programme besides incorporating practical learnings in their field visits where in the farmers connected to FPOs were doing extraordinary unique business ventures like oil extraction units, organic produce marketing etc., which facilitated the participants aware of the importance of promoting FPOs

During the valedictory, the participant officers have expressed that the sessions included in the training are very useful and apt for carrying out relevant activities for promoting FPOs. The participants were oriented on different concepts of promoting FPOs and made them get involved in brainstorming sessions, group discussions, SWOT analysis exercises and field visits. The field visits organized on FPO connected activities like, Output business, Oil extraction units etc made the participants gain knowledge and acquiring skills in promoting supply chain by the FPOs on this occasion SriYogesh, Dy. Director of DATC Mysore has extended thanks to EEI for organizing such a useful training for the benefit of the officers of karnataka. Further participants are requested to take initiative to strengthen FPOs in their respective areas and shall be followed up after six months. The programme was Coordinated by Dr.K.MadhuBabu and Dr.N.Praveen, Professors, EEI, Hyderabad.



Activities conducted as part of training programme on “Promotion of FPOs in agriculture”

## 6 Soft Skills for personal and professional development From 21<sup>st</sup> to 24<sup>th</sup> August, 2023 for the department of Animal Husbandry, Kerala

Soft skills are critical in personal and professional development. Soft skills are the combination of interpersonal and social skills. Soft skills include communication skills, leadership and team building skills, problem solving and decision making skills, time management and stress management skills, emotional intelligence etc., Employers need employees who have adequate technical skills along with soft skills.

The programme was organized at EEI, Rajendranagar Hyderabad

Ice breaking exercising conducted are an activity, game, or event that is used to welcome and warm up the conversation among participants in a meeting. It makes to know each and every one

Field visits organized to at TAFE, ARI, NIPHM Rajendranagar and CRIDA Hayathnagar farm, Hyderabad



The field visit at TAFE, ARI made to understand the various aspects of Smart farming, Precision Agriculture and sensing technology. Visit to NIPHM made to learn about drone technology and its application. Visit to CRIDA, Hayathnagar Farm helped to learn Dry land farm implements.

The training methodologies adopted are Interactive lecture followed by forum, Interactive lecture and experience sharing, Practical visit followed by demonstration and Interactive lecture followed by demonstration.

During inauguration, Dr. Sindhu, Additional Director, Department of Animal Husbandry, Kerala graced the inaugural programme and addressed the participants on importance of Soft skills in personal and professional development. All the doctors are working 24\*7, to maintain personal and professional life soft skills are very much needed, especially interpersonal relations, time management and stress management. She also thanked the director EEI, Hyderabad giving the opportunity to conduct the training programme at KSVC, Thiruvananthapuram. In this Programme Dr. Sartha Vijayan, D.D, Dept. of AH, Kerala, Dr. P. Vijaya Lakshmi, Dr. M. Preethi, Professors, EEI Hyderabad and Dr. Byju Khalid, VAS participated.

During valediction, Dr. Ajilast, Registrar, KSVC, Kerala graced the valedictory programme. She interacted with all the doctors and stressed the importance of Soft skills in personal and professional development, as the Doctors are under going continuous stress to meet the targets and to satisfy the needs of clients. She congratulated the doctors for successful completion of the training programme and distributed the certificates. Dr. P. Vijaya Lakshmi and Dr. M. Preethi, Professors, EEI, Hyderabad and Dr. Byju Khalid, KSVC, Kerala participated in the programme.

All the participants felt that content and methodology is very good. It's a great opportunity to learn soft skills, especially stress management, time management, emotional intelligence, leadership and team building skills, problem solving and decision making skills etc., Visit to Muralya dairy is very useful. It is very innovative and fully automated to meet the needs of consumers and farmers.

Thirty officers representing Animal Husbandry department of Kerala state attended the programme. The programme was coordinated by Dr. P. Vijaya Lakshmi & Dr. M. Preethi, Professors.

## **7 Mushroom Cultivation - A Remunerative subsidiary Enterprise on 31<sup>st</sup> October to 3<sup>rd</sup> November, 2023 for the department of Agriculture, Andaman and Nicobar**

Mushroom cultivation is one of the most economical ways of increasing income of the farmers other than field crops. It improves the socio-economic condition of the farmers. To enhance the livelihood security of marginal and landless farmers, mushroom farming is a better option along with other agricultural activities.

A four day Off campus training programme was organized at Department of Agriculture, Andaman and Nicobar Island from 31<sup>st</sup> October to 03<sup>rd</sup> November, 2023

Ms. R. Smitha, IAS, Secretary (Agril), Andaman & Nicobar Administration, Shri. Vikram Singh, DANICS, Director (Agril), Dr. Ramakrishna, Head, KVK, Andaman, Shri Ramesh Kumar, Joint Director, Andaman, Sri Hasan, Training incharge, Course coordinators-Dr. M. Jagan Mohan Reddy, Director and Dr. N. Praveen, Professor, EEI, Hyderabad were graced inaugural event.

Smt. Smitha, IAS, told that Mushrooms are edible fungus. They provide a range of antioxidants and other nutrients that may contribute to heart health and protect the body from cancer, among other benefits. The nutritional profile will depend on the type of mushroom. She requested participants to learn and guide the farmers to adopt latest technical know-how in mushrooms to reap maximum profits.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad told that Entrepreneurship in Mushrooms inculcates technical, managerial and business skills among mushroom growers to earn more profits.



Sri Vikram Singh, Director of Agril., Andaman and Nicobar Island advised all the extension functionaries to understand the latest developments in mushroom spawn production, value addition, and storage technology for long transport, intern he instructed them to disseminate this knowledge to farmers.

Contents covered in the programme were- Global scenario in Mushroom cultivation, Production technology of milky and oyster mushrooms, Enterpreneur potential of mushroom technology supply & value chain management in mushroom, Mushroom farming business, Opportunities for Rural enterprises through mushroom cultivation, Types of edible mushrooms, Postharvest management and Value addition in mushrooms, Post harvest management and value addition of mushroom and spwan production technology scope & enterprises, Extension strategies for promotion of production and value addition in mushrooms and GOI Schemes, Programs, Initiatives in Agri and Allied Sectors

During field visits, the trainees were visited KVK, South Andaman and Horticulture farm and learned different techniques of mushroom cultivation. Trainees comprehended the method of spawn production and value addition of mushrooms, cultivation techniques of different types of horti crops, techniques of horticulture nursery raising, growing horticulture nursery under shade net and method of organic cultivation of horticulture crops

Trainees expressed Edible mushrooms can be cultivated using agricultural waste as they don't depend on fertile soil and don't compete for resources with other food crops. Therefore, mushroom cultivation can reduce agro-waste while increasing food supply, farmers' income and generating additional employment opportunities.

A total of 30 participants from Dept. of Agriculture, Andaman and Nicobar Island participated in the programme. The programme was coordinated by Dr. N. Praveen, Professor, and Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad.



Smt. R. Smitha, IAS, Secretary, Sri Vikram Singh, Director of Agriculture, A & N Island and Dr. M. Jagan Mohan Reddy, Director, EEI during inauguration along with Govt. officials of Andaman and Nicobar Island



Sri Vikram Singh Director of Agriculture, A & N Island and Dr. M. Jagan Mohan Reddy, Director, EEI distributing certificates to participants



## **8 Production, Post Production technologies and Extension strategies in Sericulture from 21 to 24 November, 2023 for the department of Sericulture, Andhra Pradesh**

Sericulture is a very important domestic industry in many countries. India and China are the world's leading producers of silk. The silk output of these two countries combined accounts for over 60% of global production. Technologies such as gene therapy, gene editing, Nano-biotechnology, transgenic technology etc. are being used to address a variety of challenges in silkworm such as producing transgenic silkworms with increased cocoon quality and quantity, to use silk as a biomaterial in medical and pharmaceutical industry.

A four day Off Campus training programme on Production, post production technologies and extension Strategies in Sericulture was organized at APSSRDI, Kirikera, Hindupur from 21<sup>st</sup> - 24<sup>th</sup> November, 2023.

Contents covered in the programme were - Mulberry cultivation Practices, Management of Mulberry diseases and pests, Types of Disinfectants, importance of Disinfection and Silkworm rearing, Silkworm Diseases and pests: Identification, preventive and control measures, Cocoon harvesting, sorting, post-harvest technologies, transportation in sericulture and e- marketing, An overview of grainage activities (Cocoon cutting, sex separation, pupal preservation, pairing, isolation and egg production), Govt. Schemes, subsidies and Gender budgeting for the promotion of Sericulture, Field visit to Successful entrepreneurs in sericulture, Personality Development through stress management, Participatory exercise on formulation of Extension strategies in Sericulture: Group discussions and presentations.

During ice breaking, Bridge the ball and 6 Chairs ice breaking exercises were conducted to the trainees. 1. Through bridge the ball game, importance of lateral thinking, time management, coordination and leadership skills were taught to the trainees 2. By executing 6 chairs icebreaker, significance of leadership, planning, time management, group dynamics such as problem solving skills, decision making etc were demonstrated.

Field visits were conducted to Govt. Cocoon market TRC colony Hindupur, mudireddypally weavers and Weavers colony,Hindupur. Participants were visited Hanumanthugaru field located at Walipally village of Lepakshimandal for collecting Success stories on innovative cocoon sheds with solar panels, turbo coolers, room heaters, oozy fly traps, rooftop sprinklers,shed water drippers and also visited the reeling unit, doubling the silk thread, and twisting the doubled silk.

During hands on training, Fill the water management game was organized to explain the importance of Stress, Andragogy training on technique of Boat exercise for effective performance in stressful situation, stress management wheel exercise was done to assess the extent of stress among trainees

During inauguration, Dr.J.Seetharamulu, Director (FAC), APSSRDI, Sri.Y. UmamaheswarRao, Deputy Director, Seeds (FAC), Hindupur, Sri. Suresh, ADS, HIndupurgraced the event. Sri. Y. UmamaheswarRao, stated that more focus should be given on serving the farming community for making them self-dependent. Efforts have to be made to promote micro-irrigation, drip irrigation for mulberry cultivation, and developing skills among rural youth for starting their enterprises.

During valedictory, Sri.AvutalaRamana Reddy, District Agri Board chairman, Sri SathyaSai District, Puttaparthi chaired the valedictory function of the meeting and addressed the trainees and distributed the certificates to the trainee officers. Dr.J.Seetharamulu, Director (FAC), APSSRDI, Sri. Y. UmamaheswarRao, DD Seeds (FAC), Hindupur, Sri. Suresh, ADS, Hindupur and ADA were participated in the valedictory function. Sri.AvutalaRamana Reddy in his addresses stated that Innovation has come up as a technological solution to the sericulture problems along with being easy to learn, maintain and cost effective. Investments in technology, advancements in training and promoting



technologies contribute to improving the overall competence of the sericulture industry.

Participants during their feedback said that, they have acquired sound knowledge on different components of sericulture industry, and sensitised on how silkworm litter is used for bio-gas production and as a fuel for cooking in the rural area. How silk can be used for fashionable clothings and providing bye products to the human society.

A total of 30 trainees participated from the Dept. of Sericulture, AP Dr. R. Vasantha, and Dr.N.Praveen, Professors, EEI, Hyderabad conducted the programme.



Dr. R. Vasantha, Professor, EEI addressing participants during inaugural session



Participants were undergoing the Hands on Experience



During valdictory Dr. N. Praveen, Professor, EEI addressing the participants



Distribution of Certificates in Validictory programme

## 9 Disaster management and mitigation strategies in agriculture sectors from 21<sup>st</sup> to 24<sup>th</sup> November, 2023 for the department of Agriculture, Odisha

Disaster management in agriculture and allied sectors involves proactive planning and strategies to minimize the impact of natural or man-made disasters on crops, livestock, and the overall agricultural ecosystem. Understanding the vulnerabilities and potential risks faced by agriculture, including floods, droughts, storms, pests, and diseases is an essential component of disaster management. Developing early warning systems and preparedness plans is pivotal to mitigate these risks. Promoting diverse crop cultivation is required to reduce the impact of disasters on a single crop. Developing and utilizing crop varieties that are resistant to pests, diseases, and extreme weather conditions, implementing efficient water management practices such as rainwater harvesting, irrigation scheduling, and water-saving technologies to cope with droughts and water scarcity, techniques like conservation tillage, contour farming, and agroforestry to prevent soil erosion and maintain soil fertility, especially during floods or heavy rainfall, establishing shelter systems, vaccination programs, and breeding strategies to protect livestock during disasters, allocating resources for infrastructure development, research, and extension services, facilitating rapid recovery by providing immediate relief, access to seeds, tools, and resources for replanting, and assisting in restoring damaged infrastructure are some of the disaster management strategies.



The Off Campus training programme on Disaster Management in Agri and Allied Sectors was organized at Puri District, Odisha from 21<sup>st</sup> - 24<sup>th</sup> November, 2023

Contents covered in the programme were – Natural Disasters – Relevance in agriculture – an overview, Role of Agriculture in drought management & mitigation strategies as per NDMF model, Crop management advisory and mitigation strategies in agriculture – post disaster recommendations, Capacity building and community engagement in disasters and their role in alarming situations, Risk assessment and vulnerability analysis in agri and allied sectors, IT initiatives for disaster management in Odisha, Disasters fore warning systems and SOPs

During ice breaking made the participant officers move freely in interacting with each other and to participate actively in the discussions during conduct of the programmes. Water brigade was the game played by the participants to transfer water in the form of human chain by using various materials envisaging to know about importance of judicious use of recourses by not wasting water while they are transferring through their own team members and keeping in view the importance of time in fulfilling the task i.e filling the bottle kept at the end of human chain. Another game with balloons made the participants to identify the unique traits of fellow trainees based on the name a particular trainee got and was written on the balloons which he got, based on the interaction they made before starting the game. Hence by playing these games the participants became freely mix with each other

During field visits, participants visited Keutajanga village of Sisua gram Panchayat of Astaranga Block of Puri District (Odisha)

During field visit, Major technologies showcased to the trainees were: The Keutajanga Saline Embankment started from Natara and ended near village Keutajanga covering the homestead and cultivable lands of Natara&Keutajanga in Astaranga Block of Puri district. The deep channel of river Prachi is very close to Keutajanga saline embankment at many places in meandering condition and also very closed to the confluence point of Bay of Bengal &Prachi River for which it has been scouring the saline embankment severely and at many places it is completely wash out. To protect the live and properties of the local villagers, earlier the Water Resources Department has made many temporary protection works by providing bullah piling and sand bag packing in river side of the embankment. Such process has been continuing since more than 20 years which is most costly and temporary. Further the profile is neither in regular shape nor motorable. Considering the above facts, the Government of India & Govt. of Odisha has taken steps to protect the saline embankments in the coastal district of Odisha from the NCRMP grant in year 2011. This saline embankment has been strengthened under the NCRMP funded by World Bank which has been raised and strengthened from the normal High Tide Line. For slope protection from the possible erosion, the sea side/ river side slope is provided by Gabion filled with granite stone over the Geo textile filter, beside the country side slope is provided by dub grass turfing.

During hands on training, participants were trained on how they need to plan well before a disaster considering the history and trends of the hazards, disasters that are likely to affect in future, risk and vulnerability analysis, resource mobilization and management for preparing action plans and various recovery, reconstruction and mitigation measures can be the essential areas where the trainees can work in an innovative manner towards resilient community and State.

During inauguration, Sri.Pramil Kumar Swain, Director, IMAGE participated and advised the trainees about the Disaster Management in Agri and Allied Sectors

A total of 30 trainees participated from Dept. of Agriculture, Odisha. The programme was coordinated by Dr. K. MadhuBabu, Professor, EEI, Hyderabad.



Participants during Ice Breaking session



During Validictory session

## 10 Export oriented technologies and extension strategies for profitable agriculture from 5<sup>th</sup> - 9<sup>th</sup> December, 2023 for the department of Agriculture, Kerala

Agri processing and agri exports attain importance as a key area especially because post-harvest losses in India are high and range from 8-18%. The reasons include poor post-harvest management, absence of cold chain and processing facilities. Rather than allowing produce to go waste, having a well-planned export system will help to cut down losses and at the same time, earn revenue for the country. Also, a farmer centric approach is required for improved income through value addition at source itself, so that losses across the value chain can be minimised.

A four day Off campus training programme on Export Oriented Technologies and Extension strategies for Profitable Agriculture was organized at SAMETI, Trivandrum, Kerala from 05<sup>th</sup> to 08<sup>th</sup> December, 2023.

Contents covered in the programme were – GoI Schemes and Programmes in agriculture sector, Extension strategies for promotion of exports, Guidelines for exports and imports of different plants/ planting materials and its regulations in India, Quality standards and quarantine rules for exporting agrl. products and post entry quarantine rules, Role of APEDA in agrl. exports, Birds eye view on export management in agriculture, Gender budgeting in agri and allied sectors.

During ice breaking, Fish and fisher man, and ball games were conducted to remove the inhibitions among the participants and create congenial atmosphere to learn things effectively and efficiently.

Field visits were conducted to Plant Quarantine Centre, Thiruvananthapuram, Kerala. Participants were visited Vaisakh Gardens, Thaanichal, Thiruvananthapuram. Mr. Vijayan, is growing Dragon fruit, Rambuton, Abieu and sweet potato. He is doing value addition of dragon fruit, Rambuton and Abieu etc.

During inauguration, Dr M. Preethi, Professor & Course coordinator gave the importance of the programme and briefed about the EEI activities. Dr. P. Vijaya Lakshmi briefed about the programme and contents and role of extension workers to promote exports in agriculture sector. Mr. Sujith, AO & Co course coordinator proposed vote of thanks.

During valedictory, Mrs. Jancy Koshy, Director, SAMETI, Thiruvananthapuram, Kerala graced the event. She congratulated the participants for successful completion of the programme. She said that export orientation in agriculture sector is very important and need of the hour to improve the socio economic status of the farming community. She thanked the EEI, Hyderabad for conducting the training programme at Thiruvananthapuram, Kerala and urged the participants use the learnings at back home situation. Dr. Vijaya Lakshmi briefed about the programme and Dr. Preethi proposed vote of thanks.



Participants during their feedback said that, this is very new topic and very useful. Most of the participants said that now they are able to transfer the knowledge to the farming community on export oriented technologies and extension strategies in agriculture sector and said that this type of programmes should be conducted to all the officers who are working in the agricultural department. Some of the officers expressed that field visit was very informative.

A total of 25 trainees participated from the Dept. of Agriculture, Kerala. Dr. M. Preethi, and Dr. P. Vijaya Lakshmi, Professors, EEI, Hyderabad conducted the programme.



Participants witnessing the Export Oriented Technologies during field visit



Participants interacting with Guest Speaker



Dr. M. Preethi, Professor, EEI, Hyderabad conducting the session



Mrs. Jancy Koshy, Director, SAMETI, Thiruvananthapuram, and Course Coordinators distributing Certificates to the trainees.

## 11 Techniques and extension strategies for conservation of indigenous cattle from 20<sup>th</sup>-23<sup>rd</sup> December, 2023 for the department of Animal Husbandry, Andhra Pradesh

Indigenous cattle breeds often possess unique genetic traits adapted to specific environments. Conserving these breeds maintains biodiversity, ensuring a diverse gene pool that could be crucial for future agricultural challenges, such as disease resistance or climate change adaptation. Many indigenous cattle breeds are deeply intertwined with cultural identities and traditions. Preserving these breeds safeguards cultural heritage, maintaining traditions, rituals, and historical practices associated with these animals.

In this connection, Extension Education Institute, Hyderabad has organised a four day Off Campus training programme on Techniques and Extension strategies for Conservation of indigenous cattle in Agri and Allied Sectors for the development departments of Southern Region from 20<sup>th</sup> – 23<sup>rd</sup> December, 2023 at APLDA training center, Tirupati.

Contents covered in the programme are – Introduction & Indigenous breeds, Conservation and Propagation of Indigenous breeds, Preparation of Byproducts like Panchagavya, Jeevamrutham, etc,



Preparation and Applications of Indigenous Cow Products in human Ayurvedic medicines, Success story of a Indigenous Livestock Farmer, Importance of Cow in implementation of Principles of Natural Farming, Projects and Policies of Central & State Governments in Conservation and Propagation of Indigenous breeds, Organic and natural farming, Management of Indigenous Livestock Breeds and Enriched Bio-manure Production & Economics

During field visit, participants visited YuvarajuPrakrutiAsharamGovanam Trust Pulicherla, Rati farm Molakalacheruvu, Punganur farm, Panchagavya Unit and TTD Dairy farm. Participants were exposed to Importance of panchagavya, preparation of panchagavya, products preparation by using the theme of panchagavya, Deshi cow products, Ghee preapartion and cold pressed oils preparation

During inauguration, Dr. Amarender Reddy Director of Animal Husbandry, Vijayawada had commended the initiative as a significant step toward preserving and promoting indigenous cattle breeds. The remarks emphasized the importance of sustainable practices and the role of such programs in strengthening the agriculture sector. Guests expressed confidence that the training would contribute to the conservation efforts and enhance participants' skills in safeguarding indigenous cattle.

During valedictory, Dr. Prasad Reddy, JD, Animal Husbandry, Thirupathi expressed his appreciation for the comprehensive and insightful content presented throughout the event. He commended the dedication of participants and trainers in acquiring knowledge on conservation of indigenous cattle breeds. The remarks emphasized the need for continued efforts in implementing sustainable strategies discussed during the program to ensure the long-term well-being of indigenous cattle populations

The participants expressed that, the content of the four day training program highly relevant and applicable to their roles in conserving indigenous cattle. The practical strategies and techniques shared were deemed immediately implementable, enhancing their ability to contribute effectively to the conservation efforts. The program's focus on real-world application was praised, providing valuable insights for participants to address challenges in the conservation of indigenous cattle breeds.

A total of 30 trainees participated from Animal Husbandry Department of Andhra Pradesh state. The programme was coordinated by Dr. S. Chandra Shekar, Professor, EEI, Hyderabad.



Participants along with Dignitaries and course coordinator



## **12 Social Media For Effective Transfer of Agricultural technologies from 27<sup>th</sup> to 30<sup>th</sup> December, 2023 for the department of SAMETI (South), Karnataka**

Social media technologies extensively help in knowledge transfer and sharing in a number of ways. First and foremost is in communication. Social media provides new tools to share, collect and publish contents, express and discuss viewpoints and mindsets. Secondly, Social Media helps through blogs and micro blogs, for instance Blogger and Twitter, respectively. It also helps in Video and Presentation Sharing in the form of SlideShare and YouTube. In our new accelerated world, numerous technologies have been developed to support social capital connections (social networking services like Facebook, LinkedIn). For organizations that ensure value to knowledge sharing, integrating social media tools into their daily business life is essential to enable for the employees an easy access; and offer trainings to inexperienced users. Numerous opportunities exist using social media tools in action: Communication between employees can be encouraged to support problem solving: if organization needs an expert for a specific task, a post can be placed on a blog and likely receive a response from another employee or search on LinkedIn to find a person, who can help. Convert personal knowledge to organizational knowledge: if the senior employees record videos about their work and share it with the new employees, the organization can use these videos instead of expensive training programs to explain the details. Discuss professional problems: with a group of people who are active practitioners in a particular area, professional communities (communities of practices – CoP) can be useful because they are neutral and can provide a way to share best practices, ask questions of and provide support for each other outside the organization.

Extension Education Institute, Hyderabad has organised a four day Off Campus training programme on Social Media for Effective Transfer of Technology at SAMETI, UAS, Bangalore from 27<sup>th</sup> to 30<sup>th</sup> December, 2023.

Contents covered in the programme were – Social media in extension: cases from India and around the globe, social media marketing for agriculture, agricultural knowledge management portals by Golin ToT, mobile apps in agriculture and allied sectors, new generation tools for extension: creation of youtube channel and uploading videos, extension strategies for effective utilisation of social media in ToT.

During Ice breaking session, Made the participants to play balloons game to aquint each other which intern facilitated them for free interaction. Each trainee traits have been recognized with the help of balloons and made the participants become flexible for group learning

During field visit, visited Swaranabhoomi, FPO Dobbeghatta, Thuruvekere, Tumkuru Dist. During their visit, to the FPO and innovative farmers field, farmers had face to face interaction looking in to how farmers are using social media and promoting their productions. This facilitated the participants make use of this in their work place and encourage the farmers to make better use of social media. The participants got good opportunity and gained more knowledge about social media which may help them to use social media in their agricultural practices

During hands on training, the participants attended preparation of videos and uploading in to the Youtube, Preparation of Jingles, Making Wats App groups for motivating farmers and for ToT.

Dr.S.V.Suresha, Hon'ble Vice-Chancellor, UAS, Bangalore, Dr.S.M.Kalikhar, Joint Director (Extension Training), MoA&FW, GoI, New Delhi, Sri.Shiva Kumar, Joint Director of Agril.Govt of Karnataka, Dr.VL.Madhu Prasad, Director of Extension, UAS, Bangalore were graced the inaugural programme.

The participants expressed that the programme has felt that planned meticulously to meet the objectives and to sensitize the officers on social media usage and many lessons were learnt.

A total of 30 trainees participated from ATMA, Dept of Agril of Karnataka state. The programme was coordinated by Dr. K. MadhuBabu, Professor, EEI, Hyderabad.



During visit at Swaranabhoomi, FPO Dobbeghatta,  
Thuruvekere, Tumkur Dist



Participants feedback

### 13 Extension Skills for Supply and value chain management in livestock products from 27<sup>th</sup> to 30<sup>th</sup> December, 2023 for the department of Animal Husbandry, Telangana

Supply chains are principally concerned with the flow of products and information between supply chain member organizations, procurement of materials, transformation of Materials into finished products, and distribution of those products to end customers.

The EEI organized a four day off Campus training programme on Extension skills for Supply and Value Chain Management in Livestock products from 27<sup>th</sup> – 30<sup>th</sup> December, 2023.

Contents covered in the programme were – Sustainable value and supply chain management – an overview, supply and value chain models in livestock sector, experience sharing by entrepreneurs, programs and schemes of government for exports in livestock sector, supply and value chain models in poultry, processing and value addition facilities in NRC on meat, value chain in meat animal production, slaughter and value added meat products processing, management of export quality commodities in livestock value chain, role of ICTs in livestock sector.

During field visit, participants visited National Research Centre on Meat, Chengicherla, Hyderabad (Processing and value addition facilities, value chain in meat and animal production).

The field visit to National Research Centre on Meat, Chengicherla, Hyderabad exposed the participants to Processing and value addition facilities, value chain in meat and animal production. Slaughter and value added meat products and processing units.

During hands on training, the participants were given the Presentations on Innovative Models and strategies for Extension skills for Supply and Value Chain Management in Livestock products in Animal Husbandry Sector by understanding the logistics in supply and value chain management.

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI in his inaugural address stated that, the role of the extension agent was to help farmers produce more. However, farming conditions and circumstances have changed and farmers currently work with or compete with local and international players to sell their goods at prices that enable them to cover their production costs and provide them with a profit. The new extension agent needs to support farmers in several areas. Help farmers to enhance their productivity by using sustainable and climate smart production methods, Support farmers in organizing themselves, to benefit from economies of scale and gain improved equity and trust through building their social capital.



The valedictory program was chaired by Dr. S.Ramchander Director, Department of Animal Husbandry, Telangana State, Emphasized that different fodder varieties have to be cultivated for feeding livestock to improve milk production and meat production. Vaccines like Theileria and blue tongue were used to protect cattle against East Coast fever and blue tonnage virus.

The Participants expressed satisfaction with the program's content, delivery, and practicality. They expressed that supply chains are principally concerned with the flow of products and information between supply chain member organizations—procurement of materials, transformation of materials into finished products, and distribution of those products to end customers. Today's information-driven, integrated supply chains are enabling organizations to reduce inventory and costs, add product value, extend resources, accelerate time to market, and retain customers.

A total of 30 officers participated from Department of Animal Husbandry, Telangana state. The programme was coordinated by Dr. N.Praveen, Professor, EEI, Hyderabad.



Participants during Visit to National Research Centre on Meat, Chengicherla, Hyderabad



Dr. S. Ramchander, Director, Dept. of Animal Husbandry, Telangana State, Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, Dr. N. Praveen, Course Coordinator graced the validictory session

Certificate distribution during Validictory session



#### **14 Approaches and strategies for start ups and emerging technologies in horticulture from 17<sup>th</sup> to 20<sup>th</sup> January, 2024 for the department of Horticulture, Karnataka**

The training program on Approaches and Strategies for Start-ups and Emerging Technologies in Horticulture is crucial for fostering innovation, sustainability, and business acumen in the horticultural sector. It equips participants with essential skills, knowledge, and insights, catalysing the growth of start-ups and promoting advancements in horticultural technologies. This training program is vital for start-ups in horticulture, offering insights into effective approaches and strategies. It provides a platform for entrepreneurs to navigate emerging technologies, fostering innovation and sustainability. Participants shall gain essential skills, enhancing their ability to thrive in the dynamic horticultural landscape.

In accordance with the above importance, EEI Hyderabad organized a four day Off-Campus training programme on Approaches and Strategies for Start-ups and Emerging Technologies in Horticulture at Centre of Excellence (CoE), Maddur, Karnataka from 17<sup>th</sup>–20<sup>th</sup> January, 2024

Contents covered in the programme were – Scope of Agri tech and Horticulture Start-ups and Unicorns in India, Government Programmes, initiatives and schemes in promoting MSMSE in Horticulture Sector, Time management for Professional Excellence, Incubators and its Management Strategies to promote start-ups in Horticulture Sector, Business Opportunities and Business plan Preparation for beginners of Start-ups in Horticulture Sector, Orientation on programmes and Schemes of CFTRI, Stress Management Skills, Gender Budgeting and Main streaming of Gender

A field Visit was organised to Central Food Technological and Research Institute, Mysuruto understand their Technology Development in Horticulture Sector. The Institute has a separate section on development of technologies on fruit and vegetable value addition and has developed more than 150 technologies. The Institute offers capacity building in the form of demonstrations of technologies in a span of 2-4 weeks to start ups against payment of a fee. Once capacity building is done the start-ups can incubate for a period of 6-8 months with the institute. Once the start-up establishes itself into a business model, then CFTRI provides technical support for a period of 7 years. Apart from knowing the process of Registration and entry of Start-ups, the participants also got to see the Show Cased Technologies of CFTRI during the visit.

During hands on training, Simulation Exercises, Brain Teasers, Energisers, Quiz and google forms were used.

During inauguration, Deputy Director, Centre of Excellence (CoE), Maddur, welcomed the participants and introduced them to the activities of CoE Maddur.

During valedictory, Deputy Director, CoE, Maddur, expressed his immense happiness over the conduct of the programme and informed the participants to utilise the learnings by implementing them at their work place. He also gave a presentation of technologies and inputs developed by CoE, Maddur and requested the participants to make use of them.

The participants expressed that all of them had never attended any training programme organized by EEI Hyderabad and felt it was very different than other programmes. Regarding content, they felt that more sessions could be included by increasing the duration to 7 days. Sessions on Gender Budgeting and Time Management were liked by many. Visit to CFTRI was appreciated.

A total of thirty (30)officials from the Department of Horticulture, Karnataka participated in the programme. The programme was coordinated by Dr. M. Preethi and Dr. P. Vijaya Lakshmi Professors, EEI, Hyderabad.



Participant offering feed back on the program during valediction



Dr. M. Preethi delivering the session on Gender Budgeting



Certificate distribution



Participants visiting the Show Case Centre at CFTRI

## 15 Natural Farming for Sustainable agriculture from 14<sup>th</sup> to 17<sup>th</sup> February, 2024 for the department of SAMETI (South) UAS, Bangalore

Natural Farming is a chemical-free farming system rooted in Indian tradition enriched with modern understanding of ecology, resource recycling and on-farm resource optimization. It is considered as agro-ecology based diversified farming system which integrates crops, trees and livestock with functional biodiversity. It is largely based on on-farm biomass recycling with major stress on biomass mulching, use of on-farm cow dung-urine formulations; maintaining soil aeration and exclusion of all synthetic chemical inputs. Natural farming is expected to reduce dependency on purchased inputs. It is considered as a cost- effective farming practice with scope for increasing employment and rural development. There are many working models of natural farming all over the world, the zero budgets natural farming (ZBNF) is the most popular model in India. Natural Farming improves soil fertility, environmental health as well as helps in the reduction of greenhouse gas emissions and also promises the enhancement of farmer's income. In broad terms, Natural Farming can be considered as a prominent strategy to save the planet Earth for future generations. It has the potential to manage the various farmland practices and helps to reduce dependency on purchased inputs and will help to ease smallholder farmers from burden of high cost of inputs and promotes sustainable life. Hence, it is imperative to understand and study the concept of Natural Farming and its effect on crop choices, crop yield, farm income as well as scalability and sustainability at farmer's fields. Keeping this in view, EEI has taken innovative stride in conducting this training program which would focus on pros and cons and unraveling several facets of Natural Farming in India.

In accordance with the above importance, EEI Hyderabad organized a four day Off-Campus training programme on Natural farming for sustainable agriculture in GKVK UAS Bangalore from 14<sup>th</sup> – 17<sup>th</sup> February, 2024

Contents covered in the programme were – Validation of Package and Practices in Natural Farming, Up scaling Natural Farming through FPOs, Up scaling Natural Farming through FPOs,



Global, National and Local Stakeholders Initiatives in Natural Agriculture., Natural Farming – an Overview, Natural farming v/s Organic farming, GoI programmes and schemes for Promotion of Natural Farming, Digital Platform in the Service of Natural Farmers innovations in Pest Management using Pheromones and Mating Disruption Tool, Integration of Allied Sectors In Natural Farming, Benefits of Natural Farming & Nutritive cycle theory in Natural Farming, Successful cases and experiences in Natural Farming and Extension strategies for promotion of Natural Farming

A field Visit was organised to Practicing farmer of natural farming, Avani village, Kolar District Karnataka and witnessed Diverse crop - Less risk, Bio-controls in plant protection, Beejamrutha, Supplementary livelihood activities, Sprinkler irrigation, Less tillage activities, On farm recycling. During hands on training, Group exercises on up-scaling of natural farming were conducted.

During inauguration, Dr. S. V. Suresha, Hon'ble Vice-Chancellor and Dr. Madhu Prasad, Director of Extension, UAS, Bangalore participated in the programme. While speaking on the occasion, Dr. S. V. Suresha explained about transformation of Agriculture in this country by green revolution. At present country is self-sufficient in producing 330 mt of food grains which made possible with all the efforts of scientists, however because of indiscriminate use of pesticides and fertilizers, the focus is on producing healthy food. Now we are talking about regenerative agriculture and rejuvenating agriculture which needsemphasis. At the same time importance should be given to market prices and premium price should be given to organic and natural farming produce he added. Appreciated EEI for organizing trainings on contemporary areas. Dr. Madhu Prasad, Director of Extension emphasized on taking forward this type of interventions among farming community and urged the participants to sincerely work on this to transfer learnings in to the field.

The participants expressed that the programme was highly informative and triggered the enthusiasm of the participants. The message given by Hon'ble Vice-Chancellor was inspiring. They are committed for motivating farmers and bring in changes in upscaling of Natural farming in their respective areas.

A total of thirty (30) trainees participated from Department of ATMA, Karnataka. The programme was coordinated by Dr. K. Madhu Babu and Dr. N. Praveen, Professors, EEI, Hyderabad.



Dr. S.V. Suresha, Hon'ble Vice-Chancellor inaugurating and addressing the participants in the training programme



Field visit by the trainees



## The detailed report of the Online training programmes

### 1 Extension tools for promotion of G20 concept - One earth- One family- One future in agri & allied sectors from 8<sup>th</sup> to 12<sup>th</sup> May, 2023

EEI, Hyderabad organized a five day Online training programme on “Extension Tools for Promotion of G20 Concept – One Earth – One Family – One Future in Agri and Allied Sectors” from 08<sup>th</sup> to 12<sup>th</sup> May, 2023

December 1<sup>st</sup>, 2022 is a momentous day as India assumed the presidency of the G20 forum, taking over from Indonesia. As the largest democracy in the world and the fastest growing economy, India's G20 presidency will play a crucial role in building upon the significant achievements. The G20 Theme “VasudhaivaKutumba-Kam,” or “One Earth, One Family, One Future,” is the focus of India's G20 Presidency. India will work to ensure that there is “just one world,” not a “first world or third world with a vision of uniting the entire world in pursuit of a common goal and a better future.

The summit provides the member countries with an opportunity to coordinate at the policy level to work towards achieving global economic stability and sustainable growth, food security, gaps in the global value chain, crop productivity, climate change, accelerated, inclusive & resilient Growth, accelerating progress on SDGs, technological transformation & digital public infrastructure, women-led development and employment.

The topics covered in the training program are G20 Concept – One Earth – One Family – One Future. An Overview, Digitalization for Agricultural transformation, Global health architecture in promotion of G-20 concept, Waste Management in Agriculture and Allied Sectors, Carbon Trading in Agriculture and Allied Sectors, Trade and Investment in promotion of G20 concept, Inclusive Agricultural value chain and food systems, Food and Nutrition security through Nutri smart villages, Gender Budgeting in agri and allied sectors, Climate resilient innovations in agri and allied sectors, GoI Programmes and Schemes in agriculture and allied sectors, Stress Management for extension professionals.

Dr. M. Jagan Mohan Reddy, Director, EEI expressed that extension officers should follow group and community & approaches, ICTs and other innovative methodologies to impress the farmers to adopt G20 Concept – One Earth – One Family – One Future in Agri and Allied Sectors with a vision to work towards achieving global economic stability and sustainable growth, food insecurity, gaps in the global value chain, crop productivity, climate change, and employment. He also highlighted that the G20 or Group of 20 is an intergovernmental forum comprising 19 countries and the European Union (EU). It works to address major issues related to the global economy, such as international financial stability, climate change mitigation and sustainable development.

Participants expressed that session on mobile apps were much important to diagnose the pest and disease infestation in field condition. Benefit of compost for improving soil fertility felt very important. Knowledge on carbon trading was very much use full. Created awareness on climate resilient crops to raise in drought and excess rainfall situation. Establishment of Kitchen garden and millets is useful to reduce nutritional deficiency.

Fifty nine officers representing Telangana, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Odisha and UT of Andaman and Nicobar islands belonging to Agriculture, Animal husbandry, Fisheries, Dairy development, Sericulture, Agri Engineering and Marketing departments participated in the programme and Dr. N. Praveen, Professor, EEI coordinated the programme.



Dr. M. Jagan Mohan Reddy, Director, EEI with Participant



Participants on board

## 2 Detailed Project Report Preparation in agri and allied Sector projects from 16<sup>th</sup> to 20<sup>th</sup> May, 2023

## 3 Extension techniques to overcome the socio economic barriers in transfer of technology from 3rd to 7th October, 2023

The farming community in India has long been facing several challenges, leading to low returns and low-income levels. On the other hand, reaching out the unreached is also becoming a challenging task for Extension personnel. Hence training dedicated to gross root level extension functionaries on various Extension techniques that can be employed to overcome socio economic barriers in reaching out farmers becomes the need of the hour.

The online training programme was organized at EEI, Hyderabad from 3rd to 7th October, 2023

In hands on training Breakout sessions were made in which very good interaction was evoked on the Innovative extension techniques to address SE challenges of farmers

During inauguration, the chief guest of the programme Director, EEI attended and said that Antimicrobial resistance (AMR) and waste management are the two important turbulences in India these days. He requested participants that by the end of the training. They should come up with very practical Extension techniques to overcome SE challenges of farmers.

During valediction, Dr.M.Jagan Mohan Reddy, Director, EEI informed participants that social, economic, financial and human capital play a key role in implementation of technologies by farmers. He further added that Returns on Investment is the most sought out criteria for evaluation, hence he said that all participants should transfer the training learnings to farmers at the earliest.

The feedback of participants, Pallavi, AO, Telangana indicated that she wanted to try the concepts of Navadhanya cultivation and incorporation and Rapid bio decomposer explained in Newgen Extension technologies for dissemination of low cost technologies in farmers fields. Celine, Dairy officer, Kerala said that FPOs sessions was very useful for them as they are planning to start FPO in their place for the first time.

The no of trainees attended programme were 40 representing Dept. of State Agri. University, Animal Husbandry, Agriculture and Horticulture represented by Telangana, AP, TN and Karnataka, Kerala. The programme was coordinated by Dr.R. Vasantha, Professor, EEI.



Participants on board



Dr. M. Jagan Mohan Reddy, Director, EEI giving valedictory remarks on board

#### 4 Entrepreneurship development in Millets from 31<sup>st</sup> October to 4<sup>th</sup> November, 2023

Entrepreneurship development in millets is crucial for promoting agricultural diversity and sustainable farming practices. It fosters economic resilience by providing farmers with alternative crops that are resilient to adverse weather conditions and require less water. Moreover, it opens up opportunities for value addition and innovative millet-based products, contributing to economic growth and job creation in rural areas. Overall, entrepreneurship in millets plays a pivotal role in enhancing food security, environmental sustainability, and the overall well-being of both rural communities and the broader agricultural sector.

The five day online training programme was organized at EEI, Rajendranagar Hyderabad from 31st October to 04th November 2023

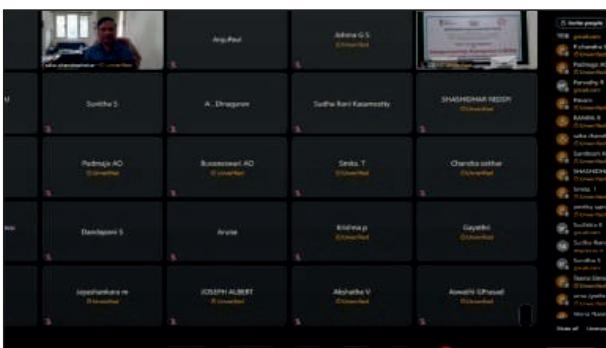
Contents covered in the programme were - Entrepreneurship development need and importance, Development of millet enterprises for healthy life style, Branding labeling& packaging in millet promotion, Export and International market opportunities for millets, Role of FSSAI in Export of millet products, Bankable project proposals for entrepreneurship development in millets, Case studies in millet production a consumption, Role of IIMR in millet promotion, End to End support in millets through FPOs, Innovative models in millet enterprises, Rural enterprise development with special explain on millets, Sharing of experiences with successful entrepreneur, Value & supply chain management in millets, GOI schemes in implementation under agri and allied sectors, Gender Budgeting

During inauguration, Dr M. Jagan Mohan Reddy, Director addressed the participants and explained about importance of millets to extension officers

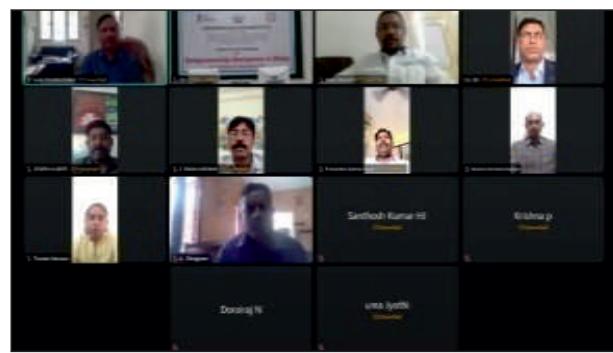
During valediction, Dr M. Jagan Mohan Reddy, Director, EEI gave a message of encouragement to all stakeholders'farmers, entrepreneurs, policymakers to collaborate in unlocking the full potential of entrepreneurship in millets. Advising to work together to create an environment where innovation flourishes, businesses thrive, and our agricultural landscape becomes a beacon of sustainability and prosperity.

Trainees expressed that the programme is highly useful and has given comprehensive information on millet entrepreneurial activities, complete knowledge on millet value addition and market networking.

A total of 42 participants from Dept. of Agriculture and ANGRAU of Andhra Pradesh, Tamil Nadu, Karnataka and Keralawere participated in the programme. The programme was coordinated by Dr. S. Chandrashekhar, Professor, EEI, Hyderabad.



Dr M. Jagan Mohan Reddy, Director, EEI, Hyderabad addressing the participants



Participants during the session

## 5 Sensitization on inputs Regulatory Approaches, Acts and Quality Requirements from 28<sup>th</sup> November to 2<sup>nd</sup> December, 2023

Govt. involvement in the provision of inputs has been accompanied by a regulatory role that registers and controls the inputs that are available and monitors the quality of those products once they are on the market. In order to sensitise extension officials on regulatory issues in inputs like seeds, pesticides and fertilisers, EEI, Hyderabad organized a five day online training programme on Sensitisation of Inputs Regulatory Approaches, Acts and Quality Requirements for the officers of Department of Agriculture and Allied Sectors from 28<sup>th</sup> November to 02<sup>nd</sup> December, 2023

During hands on training, breakout sessions and virtual interactions were administered

Contents covered in the programme were – The seeds act 1966 GOI, The seeds (control) order, 1983 GOI, Sampling procedure for seed inspection, The plant quarantine order in India, agrochemical dynamics and environmental implications, The protection of plant varieties and farmers right act of India, Overview of Regulatory issues for agricultural inputs, agrochemical regulation, quality control and management, Methods of sampling and testing for fertilisers, The fertiliser (control) order 1985, Pesticide residue management in food, The Insecticides act 1968 Insecticides analysis, guidelines for drawing of samples of insecticides, Extension strategies to promote safety and health in the use of agro chemicals, Stress management for professional excellence, GOI schemes, programs and initiatives in agri and allied sectors, Specifications of bio fertilisers, Organic fertilisers, non-edible and de oiled cake fertilisers, Penalties for offences in contravention to the acts and rules related to seed, fertilisers and pesticides, Gender budgeting for mainstreaming of gender in agri and allied sectors

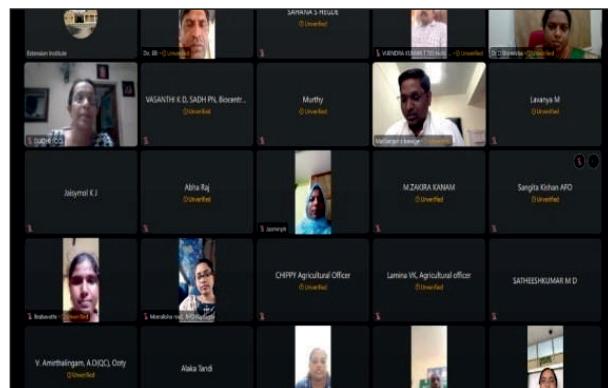
Dr.M.Jagan Mohan Reddy, Director, EEI graced the inauguration and addressed the participants regarding the importance of the programme and also asked them to interact with the guest speakers on regulatory approaches of agricultural inputs. and also stressed on Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act, The Essential Commodities (Amendment) Act and The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Act.

During the valedictory, Dr.M.Jagan Mohan Reddy, Director, EEI. mentioned that the sessions delivered by all the eminent speakers was very much beneficial to all the department officials and said that clear and accessible laws, regulations and policies contribute to creating a safe and reliable environment for farmers, hence asked all the officers to utilise the knowledge gained in the training programme with the clients of their concerned states and also advised them to send the effectiveness of the training programme in their concerned states with proper documentation to EEI, Hyderabad.



All the participants expressed that the entire training programme is very much useful for them as it has highlighted the importance of regulatory approaches and acts of agricultural inputs including all the logistics and documentation. They also felt that the sessions on fertilizer order, seed order and insecticide act have enhanced their knowledge which will be helpful for them in conducting their regulatory extension works at the farmer level effectively.

A total of 43 participants from Depts. of Agriculture, Horticulture, Fisheries and Dairy Development of Karnataka, Kerala, Odisha & Tamil Nadu were participated. The programme was coordinated by Dr. D. Shireesha, Asst. Professor, EEI, Hyderabad.



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



## The detailed report of the Webinars organized during 2023-24

### 1 Mission life style for environment (Life) on 05-06-2023

Extension Education Institute, Rajendranagar, Hyderabad has organized World Environment Day on 5<sup>th</sup> June, 2023 by taking up tree plantation and conducting workshop on Organic farming and Natural Farming under Mission Life programme.

The trees of Pulmeria and Ixora were planted by the EEI staff, and trainees attending the training programme. Dr.V.Sudha Rani, Director of Extension, PJTSAU, Dr.C.Narendra Reddy, Associate Dean, College of Agriculture, Rajendranagar, and Member, Board of Management, PJTSAU were graced the programme by planting the trees and Dr. Sudharani has emphasized the importance of tree plantation to protect the environment. Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad underscored the spirit and philosophy of the Life Mission to practice the sustainable practices like tree plantation to restore the past glory of the environment.

A workshop was also organized on Organic and Natural farming by involving practicing farmers of Organic and Natural farming. Shri K. Prakash, Assistant Director of Agriculture, Regional Thematic Lead, RySS, APCNF, Guntur, AP has given a presentation on importance of Natural farming highlighting the nine universal principles of natural farming and Soil Health Indicators. Shri Sanjay Khalikar, Joint Director (Extension Training), and Shri. Manish Bhatia, Director (Administration), Directorate of Extension, Dept. of Agril. and Farmers Welfare, Ministry of Agri and Farmers Welfare, GoI have graced the occasion and offered introductory remarks by highlighting the importance of MissionLife programme in protecting the environment. 15 farmers, EEI faculty, and 87 trainees were participated. The workshop was organized in hybrid mode. Dr.D.Shireesha, Assistant Professor, EEI has Coordinated the programme. Dr.P.Vijayalakshmi, Professor, EEI proposed vote of thanks.



Dr. V. Sudha Rani, DE and Dr. M. Jagan Mohan Reddy, Director, EEI participated in the tree plantation



Dr. M. Jagan Mohan Reddy, Director, EEI interaction with participants during workshop



## 2 Gender Inclusive Priorities in achieving Sustainable Development Goals on 09-06-2023

Extension Education Institute, Hyderabad had conducted a webinar on '**Gender Inclusive Priorities in Achieving Sustainable Development Goals**' on 9<sup>th</sup> June, 2023. The webinar was a part of the call given by Ministry of Agriculture and Farmers Welfare, Department of Agriculture and Farmers Welfare, New Delhi, to organize G20 side events in Telangana in the form of meetings/ events/ workshops, in view of G20 Presidency of India.

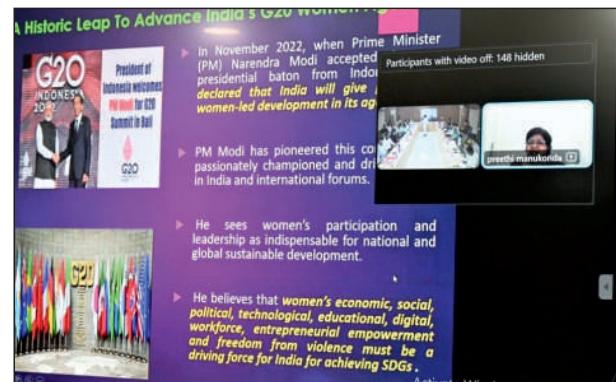
Around two hundred participants joined the webinar, which was held in hybrid mode. The introductory remarks for the webinar were given by Sri. Sanjay Kalekar, Joint Director, Extension, MoA&FW, New Delhi and Dr. V. Sudha Rani, Director of Extension, PJTSAU, while Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad welcomed the gathering.

Sri.Kalekar spoke on the importance of women participation in achieving SDGs, while Dr. V. Sudha Rani, focused on creating enabling environment to women for mainstreaming their participation to achieve SDGs.

The Speaker for the webinar was Dr. M. Preethi, Professor, EEI, who in her presentation elaborated on India's position in each of the 17 SDGs, their targets to be achieved, the present status, government interventions, progress achieved so far and best practices across the country in achieving each SDG. Her session was followed by interaction from the audience both online and offline, who shared their state interventions and related success situations.

The canvas of participants included trainees from on campus programmes who participated physically, trainees from online programmes, other client state officers from agri and allied sectors who joined online. EEI faculty, Staff and students from colleges of Agriculture and Community Sciences, Hyderabad.

The webinar concluded with vote of thanks proposed by Dr.D.Shireesha, Assistant Professor, EEI



Dignitaries interaction with participants on board



### 3 Latest Agriculture input Acts on 27-06-2023

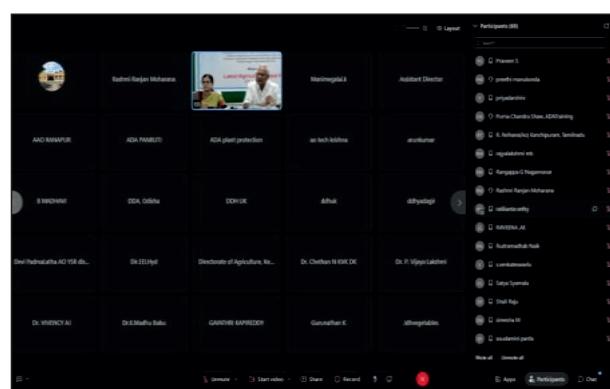
Extension Education Institute, Hyderabad has organised webinar on Latest Agriculture Inputs Acts on 27<sup>th</sup> June,2023. Dr. P. Vijaya Lakshmi welcomed the participants. A total of 62 middle level extension officers were participated from Andhra Pradesh, Kerala, Karnataka in the webinar. Dr. M.Jagan Mohan Reddy, Director, EEI briefed about the webinar. Dr. Lakshmi introduced the speaker to the august gathering. Sri.Lakshmaiah,Retd. Agri, Professional and resource person has discussed about Latest Agriculture Input Acts in detail i.e., Seed Act, Fertilizer Control Order and Pesticide Acts important sections with suitable examples and also he clarified the doubts raised by the officers with suitable examples. All the officers felt very happy and this programme is very useful to Mandal level Agricultural officers to overcome the problems related to Seed Act, Fertilizer Control Order and Pesticide Act. All the participants appreciated EEI efforts in conducting this programme. Webinar was conducted under the guidance of Dr. M. Jagan Mohan Reddy, Director, EEI and Dr.Vijaya Lakshmi, Professor moderated the programme. Dr. Reddy thanked the speaker for explaining the different sections with suitable examples on Latest Agriculture input Acts and also appreciated the participants for their cooperation and active participation. The programme was concluded with formal vote of thanks.



Dr. M. Jagan Mohan Reddy, Director, EEI along with Dr. P. Vijayalaxmi and Sri Lakshmaiah addressing the participants



Sri Lakshmaiah, resource person of webinor addressing participants



Participants attending the webinar



4 Crop and weather insurance in India challenges and the way forward on 10-07-2023

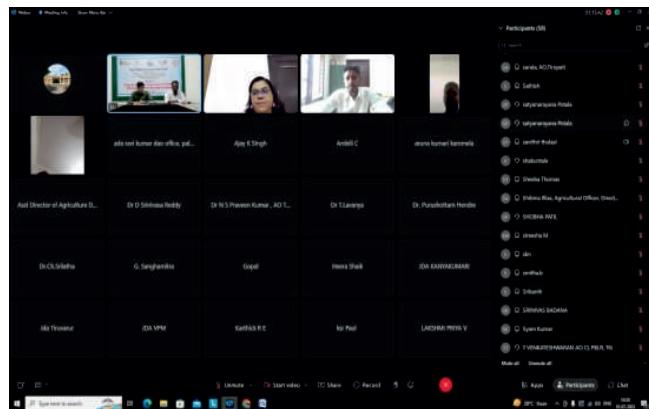
Farmers in India are exposed to large agriculture risks due to vagaries of nature. One of the most effective mechanisms to mitigate agricultural risks is to have a robust insurance system. Although crop insurance has been in the country since 1972, yet it has been beset with several problems such as lack of transparency, high premium, delay in conducting crop cutting experiments and non-payment/delayed payment of claims to farmers. Realizing the limitations of existing system of crop insurance, a new crop insurance scheme was launched on Baisakhi day, PradhanMantriFasalBimaYojana (PMFBY), from Kharif 2016. The scheme has faced several challenges during its first year of implementation which pertain to extension of cut off dates for registration resulting in high premium rates.

An attempt has been made by Extension Education Institute to organize Webinar on Crop & Weather, Insurance in India Challenges and the Way forward on 10<sup>th</sup> July, 2023 in collaboration with Credit Division of Ministry of Agriculture and farmers Welfare, GoI for the middle level extension officials of Southern India.

Hundred and five (105) participants from different client departments of Southern Region were participated in the programme, which was coordinated by Dr. M. Jagan Mohan Reddy, Director and Dr.N.Praveen, Professor, EEI, Hyderabad.

The program was covered with *Key topics like Impact of climate change on agriculture and Need for Crop Insurance* delivered by Shri Ajay Karan Singh, National Project Director CPMU – Agri Credit and Crop Insurance, MoA& FW, GoI, New Delhi, *Overview of Crop Insurance Programme – PMFBY and RWBCIS* delivered by Ms. Pallavi Mali, CMPU, Agri Credit and Crop Insurance, M-A, FW, GOI, New Delhi, *Role of State Government in types of risk covered* delivered by Shri Venkatraman, Dy. Director and Nodal Officer for PMFBY, AgriL Department, Govt. of Tamilnadu, *Role of State Government in Dispute Management with insurance companies*, *Role of Insurance Companies in farmer application Process* delivered by Smt. Bharti Vajjirvelu, Zonal Manager, Southern Region, Agri. Insurance Company of India, Tamilnadu, *claim calculation, claim Settlement*.

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, who mentioned that crop& weather insurance is the need of the hour. He further mentioned that all farmers should make use crop& weather insurance for overcoming adverse weather incidences, such as impacts of deficit and excess rainfall, high or low temperature, humidity etc.



Director, experts and participants are interacting in the webinar



## 5 Management of Black Thrips in Chillies on 18-08-2023

The webinar on Management of Black Thrips in Chillies for Agriculture and Horticulture Sector officers and KVK Scientists of Andhra Pradesh, Karnataka, Kerala, Telangana and Tamil Nadu state was conducted by EEI, Hyderabad on 18<sup>th</sup> August, 2023 at Extension Education Institute, Hyderabad. Seventy One participants from five states attended the program which was coordinated by Dr. M. Preethi, Professor, EEI.

The webinar was structured into several sessions, each addressing different aspects of black thrips management: The webinar commenced with an overview of the black thrips (*Scirtothripsdorsalis*), detailing its life cycle, behaviour and the economic significance of its infestations in chilli and pepper crops. Participants learned about the methods for monitoring black thrips populations, including visual inspections, sticky traps, and pheromone traps. The session also covered how to accurately identify black thrips and distinguish them from other pests. This session focused on preventive measures, such as crop rotation, maintaining proper plant spacing, and selecting thrips-resistant chilli varieties. Participants were informed about the importance of proper sanitation and weed management in reducing thrips population. The potential of using natural predators and parasitoids to manage black thrips was discussed in this session. Various beneficial insects that prey upon thrips, such as ladybugs and predatory mites, were introduced as sustainable pest control options. The use of insecticides for black thrips management was covered, highlighting the importance of integrated pest management (IPM) to minimize pesticide use. Information was shared about selecting the right chemicals, application methods, and timing to ensure effective control while minimizing environmental impact. A comprehensive approach to managing black thrips using IPM principles was emphasized in this session. Participants learned how to combine various strategies, including biological control, cultural practices, and targeted chemical treatments, to create a holistic and sustainable management plan.

The webinar featured renowned expert Dr. S. J.Rahman, Senior Professor and University Head, Department of Entomology, College of Agriculture, Rajendranagar, Hyderabad. Dr. S. J.Rahman shared his expertise and experiences, providing participants with valuable insights and practical tips.

Throughout the event, participants engaged in interactive Q&A sessions after each presentation. This allowed attendees to clarify doubts, share their experiences, and seek guidance on specific challenges they faced in their chilli cultivation practices.

The one-day webinar on the management of black thrips in chillies was a resounding success. Attendees gained a deeper understanding of black thrips behavior, identification, and various management strategies, enabling them to make informed decisions in their chilli cultivation practices. The event underscored the importance of integrated approaches to pest management for sustainable and efficient crop protection.

The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, expressed gratitude to the speaker and participants who contributed to the success of the webinar. the knowledge shared during the event is expected to have a positive impact on chilli growers' ability to manage black thrips infestation effectively.



Dr. M. Preethi, Professor, EEI interacting with participants in the inauguration programme



Dr. S. J. Rahaman, Professor and Head (Entomology) taking session on Management of Black Thrips in Chillies



## 6 Carbon trading in agriculture on 04.09.2023

Organized Webinar on Carbon Trading in Agriculture and Allied sectors on 4.9.2013 at EEI, Hyderabad. Speakers of the program are- Dr. G.V. Ramanjaneyulu, Executive Director, Centre for Sustainable Agriculture, & Sri Anirudh Keny, Director of Business Development & Partnership, APAC & Africa, Boomitra.

Dr.M.Jagan Mohan Reddy, Director, Extension Education Institute, Hyderabad, Dr.V.Sudharani, Director of Extension, PJTSAU, Hyderabad and Dr. S.M.Khalekar, Joint Director (Extension Training), Dept. of Agril. & Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Govt. of India participated in the programme.

Carbon trading, also known as carbon emissions trading, is the use of a marketplace to buy and sell credits that allow companies or other parties to emit a certain amount of carbon dioxide. The idea behind carbon trading is quite similar to the trading of securities or commodities in a marketplace. Carbon is given an economic value, allowing people, companies, or nations to trade it. If a nation buys carbon, it is buying the right to burn it, and a nation selling carbon gives up its rights to burn it. The value of the carbon is based on the ability of the country to store it or to prevent it from being released into the atmosphere. The highlights of the webinar are-

- Carbon trade is the buying and selling of credits that permit a company or other entity to emit a certain amount of carbon dioxide.
- The value of the carbon is based on the ability of the country to store it or to prevent it from being released into the atmosphere.
- Debate over carbon trade is inevitable since it involves finding a compromise between profit, equality, and ecological concerns.
- A global carbon trading framework agreed upon at the 2021 Glasgow Climate Change Summit has set rules for a unified carbon trading market.

117 middle level extension officials of Southern India, including students & teachers PAN India attended the program. Dr.N.Praven, Professor, EEI, Hyderabad coordinated the webinar.

## 7 Innovations in urban Farming on 16-10-2023

Urban farming a centralized operation involving gardening, mushroom cultivation, aquaculture, bee keeping, Bonsai cultivation in balconies and other places for producing fresh food or for employment. Due to rising interest in consumption of self produced clean and hygienic food, many innovations are developing across the globe in Urban agriculture that include indoor farming with LED lights mimicking sunlight for year round production, vertical and mushroom farming that addresses space constraints, hydroponics, aquaponics, digital initiatives etc.

The EEI, Hyderabad team recognized the need to improve the expertise of Extension experts in the field of innovations in urban farming and therefore organised a webinar on 16<sup>th</sup> October 2023 from 10 am to 2pm at EEI, Hyderabad.

The participants included 63 middle level extension officers belonging to states of Andhra Pradesh, Telangana, Kerala, Odisha, Karnataka and Telangana and Union territories of Andaman and Nicobar islands and Puducherry representing Agricultural universities, KrishiVignan Kendra, State departments of Agriculture, Horticulture, Fisheries, Sericulture, Dairy Development, Soil Survey and Soil Conservation. Dr. R. Vasantha, Professor moderated and other EEI faculty took part in the programme.



The webinar was delivered by 3 experts well versed in the domain of “Innovations in Urban farming”. They are:

1. Dr. Dayaram, Consultant (Mushrooms), Rajendraprasad Central Agricultural University, Bihar
2. Smt. P. Usharaju, Director, Avaniorganics, Andhra Pradesh
3. Shri . D. Kishore, Master trainer in Bonsai farming

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

In his opening remarks, Dr. M. JaganMohanReddy, Director, EEI, informed the participants of the significance of urban farming. According to him, as more people move from the countryside to the metropolis, there is a growing need for food and urban gardening offers many chances for growing own, chemical-free food and selling any surplus. He continued by saying that bonsai farming and mushroom farming are two additional crucial enterprises with promising futures for young business people.

Dr. R. Vasantha, Professor introduced the speakers by highlighting the untiring works done by them in developing new innovations in Urban farming.

Speaking to the group, first speaker, Dr.Dayaram remarked that metropolitan settings with limited space, water, and ventilation are excellent locations for mushroom gardening. He told the attendees that if all recommended practices are followed, a good crop of mushrooms can be collected in a little area. He continued by saying that mushrooms have much of potential for value addition outside of traditional recipes. 50 value-added mushroom products, including powder, pickles, cookies, samosas, namkeen and ladoos, are prepared at Rajendra Central Agricultural University, 10 of which are branded. He concluded by saying that he is prepared to offer technical assistance to any eager individuals who are interested in starting a mushroom farm.

According to next speaker, Smt. P. Usharaju, the Hudhud cyclone opened her eyes and gave her the idea to construct a terrace garden. She ascertained that urban gardening is possible for everyone, on rooftops, balconies, on the ground, vacant lots, and farms, regardless of gender or age. Urban gardening, in her opinion, is therapeutic, provides year-round fresh produce free of pesticide or chemical residue and increases awareness of the environment in both adults and children. In response to a participant's query on preventing fruit drop in pomegranates, she advised using Jeevamrutam made from cow products for optimum nutrition. In response to another question about terrace leakage issues, she recommended using pot stands rather than placing pots directly on the ground and application of leak proof. She concluded her talk by appealing all the audience to produce and consume their own food which is safe and hygienic.

The last speaker, Shri . D. Kishore sharing his work experiences on Bonsai said that Bonsai is actually two words, “Bon”, and “Sai”. The word “Bon” means “tray” & “Sai” means “Tree”. He indicated that for successful growing of Bonsai, one should be artistic and creative, should have Family Support and care like a baby. He added that selecting suitable stock, style, wiring, potting and pruning plays a key role in Bonsai growing and explained the details. He concluded saying that Bonsai growing is Stressbuster and a great exercise, a Lifetime Gift for a loved one and one can Live with Nature in a concrete Jungle. Later he replied all queries raised by the audience.

Dr. M. Jagan Mohan Reddy, Director of EEI, concluding the webinar made an appeal to all attendees to apply the lessons learnt, in the field, wherever it is practical and urged urbanites to engage in the various farming enterprises that were covered in the webinar.

The webinar came to an end with vote of thanks proposed by Dr. R. Vasantha, Professor, EEI

Dr. M. Jagan Mohan Reddy, Director, EEI and Dr R. Vasantha, Professor, EEI, moderator of webinar interacting with participants.



## 8 Mahila Kisan Diwas webinar on “Women as change agents to steer the rural economy of the Nation” on 17-10-2023

Extension Education Institute, Hyderabad celebrated National MahilaKisanDiwas -2023 on October, 17 by organizing a webinar on *Women as Change Agents to Steer the Rural Economy of the Nation: A Celebration of MahilaKisanDiwas, 2023*. The webinar had two lead sessions delivered by eminent professionals in the field of women, gender studies and entrepreneurship.

During the inaugural of the webinar, the introductory remarks were given by Sri. Manish Bhatia, Director, Administration, Sri. S. M. Khalikar, Joint Director (Extension) and Dr. PunamTiwari Sharma, Joint Director National Gender Resource Centre from Ministry of Agriculture and Farmers Welfare, Govt. of India.

Addressing the audience Sri. Manish Bhatia stressed on the theme of International MahilaKisanDiwas which was to bridge the existing digital gaps in women empowerment and to achieve the vision of the honorable Prime Minister of India to achieve Women led Development by 2047. Sri. S. M. Khalikar spoke about the laudable achievements of women in India and gave a clarion call to emulate them in taking the nation forward. Dr. PunamTiwari Sharma spoke about Gender main streaming and women inclusive community development.

Earlier, the webinar started with a welcome note by Dr. M. Preethi, Professor, EEI, while Dr. M. Jagan Mohan Reddy, Director, EEI gave a brief about the webinar.

Dr. Padmaja Ravula, Principal Scientist, ICRISAT, Telangana was the first lead speaker who spoke on Cultivating Change – Bridging socio – Economic and Technological gaps for Women in Rural India. Dr. Ravula gave a landscape of gender gaps, triple burden of women in India, rural - urban gender disparities and millet journey of women. Her session was well appreciated by the audience and was followed by interesting interaction.

Ms. MahaLakshmi Sarvanan, Founder -Women Entrepreneurs India was the second lead speaker of the webinar who spoke on Rural Entrepreneurship in India: Women as Catalysts of Change. Ms. Sarvanan spoke on Rural Entrepreneurship, its challenges, need for addressing the technological challenge, gaps in storage facilities, value addition, marketing and the need to address them. Her session had number of questions posed by the participants and a fruitful discussion followed.

To conclude, Dr. M. Jagan Mohan Reddy gave a very analytical concluding remarks followed by vote of thanks proposed by Dr. M. Preethi. The webinar was attended by 75 officers from different sectors from all the client states and UTs of EEI, Hyderabad.



Director, EEI, Dr. M. Jagan Mohan Reddy and Dr. M. Preethi, Professor addressing the webinar



Sri S. M. Khalikar, Joint Director (Extension) giving his message during the webinar



## 9 Green Energy in Farming on 20.11.2023

Extension Education Institute, Hyderabad has organized a webinar on “Green Energy in Farming” on 20<sup>th</sup> November, 2023. Dr. P. Vijaya Lakshmi welcomed the guests, resource persons and participants to the webinar. Dr. M. Jagan Mohan Reddy, Director, EEI has briefed about the webinar and highlighted about the Green Energy as it has generated from natural resources, such as sunlight, wind or water. It often comes from renewable energy sources although there are some differences between renewable and green energy. A total of 35 officers of Agri and Allied Departments of Southern Region have participated. Dr. Manish Bhatia, GOI, New Delhi appreciated EEI, Hyderabad for conducting webinar on “Green Energy in Farming”. He also said that, Green Energy paves the way it is appropriate and very important to achieve sustainable development goals.

Mr. AnirudhKeny, Director of Business Development &Partenerships, Boomitra has spoken about the “Carbon Credits via small holder farmers: An Opportunity for adaptation and livelihood improvement”. In his session, he covered the importance of different types of Carbon markets, Carbon Foot print, Soil carbon stocks, Carbon farming, compliance carbon market and carbon boarder etc.,

Mr. PrashantBharadwaj. B, Programme Manager, Agri& Allied, SELCO Foundation, Bangalore has spoken about “Clean Energy Driven solutions for Agri and Allied sectors”. In his session, he covered about the millet value chain, animal husbandry value chain, input technologies, solar operated machines like chaff cutter, milking machine, chillers and bankable models for green energy in Agri and Allied sectors.

Dr. Daya Shankar Tiwari, Associate Professor & Dean, School of Sciences, Woxen University, Hyderabad, has spoken about “Cultivating the Future: Integrating Green Energy into agriculture for sustainable growth”. In his session, he covered about how to do green energy audit with examples, how to identify the training needs, how to conduct feasible study, how to address the challenges of green energy and solutions, Innovations in green energy, skills for green energy implementation, membership and networking. All the participants actively participated and interacted with the resource persons and clarified their doubts, especially challenges of green energy in Agri and Allied sectors, how to do green energy auditing, how to do financial planning and how to convert green energy to local agriculture. Dr. M. Jagan Mohan Reddy appreciated the resource persons for sharing of their work on green energy in farming and stressed the need of green energy in farming. Dr. Vijaya Lakshmi moderated the programme and proposed formal vote of thanks



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



Participants attending the webinar



## 10 Natural Farming in agriculture on 18.12.2023

Natural farming improves soil fertility, environmental health as well as helps in the reduction of greenhouse gas emissions and also promises the enhancement of farmers income

Natural farming facilitates to maintain environment health by reducing the level of pollution as it reduces human and animal health hazards by reducing the level of residues in the product. It helps in keeping agricultural production at a sustainable level. It reduces the cost of agricultural production at a sustainable level.

It is found that natural farming can comfortably feed the community with nutritious food, while addressing perusing environmental challenges like climate change, water scarcity, bio diversity loss, pollution and energy livelihood.

The EEI, Hyderabad has recognized the need to improve the expertise of Extension experts in the field of innovations in natural farming therefore organized a webinar on 18<sup>th</sup> December, 2023 from 10.00 am to 01.00 pm at EEI, Hyderabad.

The participants included 92 middle level extension officers belonging to states of Andhra Pradesh, Telangana, Kerala, Odisha, Karnataka and Telangana and Union territories of Andaman and Nicobar islands and Puducherry representing Agricultural universities, KrishiVignanKendras, State departments of Agriculture, Horticulture, Fisheries, Sericulture, Dairy Development, Soil Survey and Soil Conservation.

The webinar was delivered by 3 experts well versed in the domain of “Innovations in Natural farming”. They are:

- Dr. A.V. Ramanjaneyulu, Principal Scientist & Head, Agro Forestry Division, Rajendranagar, Hyderabad
- Shri K. Prakash, Regional Technical lead, Natural Farming, North Coastal Region, Andhra Pradesh
- Dr. N. BalaSubramani, Director, MANAGE, National Level Nodal Organization and Knowledge Repository in Natural Farming, Hyderabad
- Shri T. Praveen Kumar Reddy, Agri – Entrepreneur, Pebbair, Wanaparthy Dist. Telangana

Dr. D. Shirisha, Asst. Professor, EEI invited all the delegates to the webinar by extending a warm welcome to the webinar participants in virtual mode.

In his opening remarks, Dr. M. Jagan Mohan Reddy, Director, EEI, informed the significance of natural farming to the participants. According to him, the world's population is predicted to expand to approximately 10 billion by 2050. It is expected that in a situation of modest economic growth, this will boost agricultural demand up to 50%, in comparison to 2013 (FAO 2017, *The future of Food and Agriculture– Trends and challenges*). Expanding food production and economic growth have often come at a heavy cost to the natural environment. There has been significant decrease in forest cover and biodiversity over the years. Groundwater sources are also getting depleted rapidly. High-input, resource-intensive farming systems have caused massive deforestation, water scarcity, soil depletion and high levels of greenhouse gas emissions. A transformational process towards 'holistic' approaches such as agro-ecology, agro-forestry, climate-smart agriculture, and conservation agriculture is a necessity. Practices such as agro-ecology, including Natural Farming, result in better yields without compromising the needs of the future generations.

Speaking to the group, first speaker, Dr. A.V. Ramanjaneyulu, Principal Scientist & Head, Agro Forestry Division, Rajendranagar, Hyderabad delivered talk on “Principles and practices of natural farming” and has given detailed information of natural farming since its evolution including principles and practices. And also further stressed the difference between Organic farming and Natural farming.



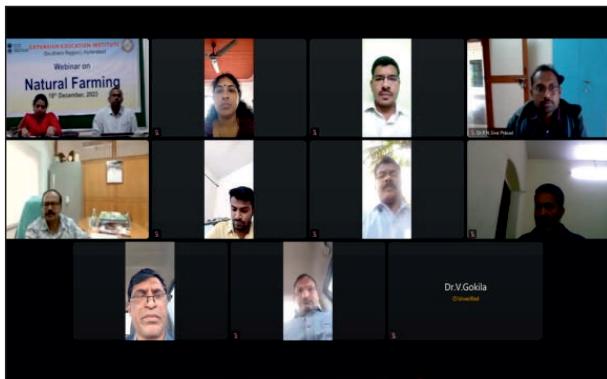
According to next speaker, Shri K. Prakash, Regional Technical Lead, Natural Farming, North Coastal Region, Andhra Pradeshdelivered the talk on Preparation of inputs required for natural farming and has given a clear information on various kinds of inputs required and they preparation for natural farming.

According, to third speaker Dr. N. BalaSubramani, Director, MANAGE, National Level Nodal Organization and Knowledge Repository in Natural Farming, Hyderabad delivered talk on Capacity building and extension strategies to promote natural farming. In his presentation information pertaining to different schemes, models and strategies for the promotion of natural farming was given.

The last speaker, Shri T. Praveen Kumar Reddy, Agri – Entrepreneur, Pebbair, Wanaparthy Dist. Telanganadelivered talk on “Sharing the experiences of practitioner on production, processing & marketing of natural farming products” and has shared his personal experiences in adoption of the natural farming and also value addition in fetching more price to his products.

Dr. D. Shirisha, Asst. Professor, EEI, concluded the webinar and made an appeal to all attendees to apply the lessons learnt, in the field, wherever it is practical and to urge farmers to engage in the various farming enterprises that were covered in the webinar.

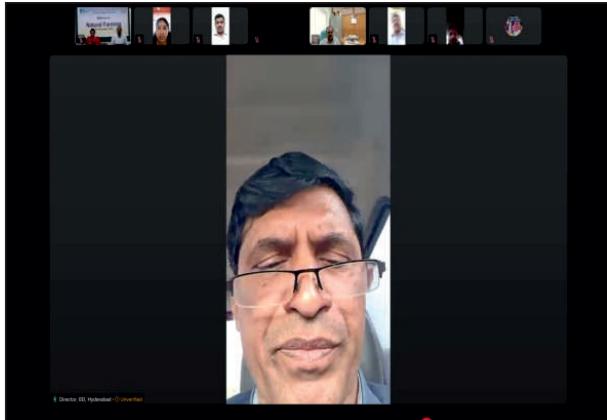
The webinar came to an end with the formal vote of thanks proposed by Dr.D.Shirisha, Asst. Professor, EEI



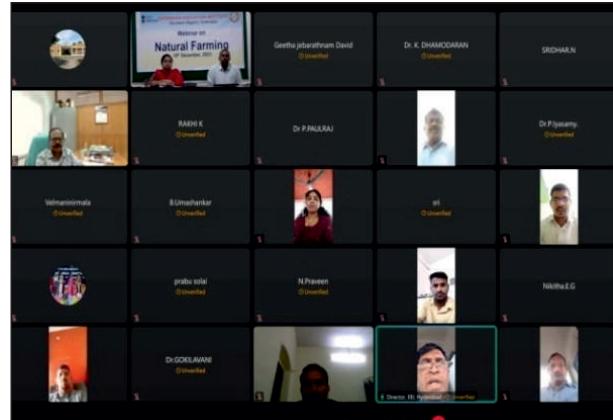
Conducting Inaugural event of the training programme



Dr. D. Shirisha, Asst. Professor, EEI and Dr. A.V. Ramanjaneyulu, Principal Scientist & Head, Agro Forestry Division, Rajendranagar taking the session



Dr. M. Jagan Mohan Reddy, Director, EEI addressing the participants



Extension officials of various client departments of Sourthern Region attending the webinar



## 11 One earth, one family, and one future for sustainable agriculture on 22.01.2024

Extension Education Institute, Rajendranagar, Hyderabad has organized a webinar on “One Earth, One Family & One Future for Sustainable Agriculture” on 22<sup>nd</sup> January, 2024

The webinar mainly focused on global priority areas such as green development, climate finance, inclusive growth, digital economy, public infrastructure, technology transformation and reforms for women empowerment for socio-economic progress. Main focus is to accelerate progress towards the Sustainable Development Goals and Secure a better future for the generations to come and to find practical global solutions for the benefit of all and embody the idea of “VasudhaivaKutumbakam” or “the world is one family”.

Dr. R. Vasantha, Professor, EEI invited all the delegates to the webinar

Dr.M. Jagan Mohan Reddy, Director, EEI has explained about the Webinar titled “One Earth, One Family & One Future for Sustainable Agriculture” to the participants

ShriSajith Kumar Kunhalath, Director, Farm Information (FI), DoE, DA&FW,GoI, India offered opening remarks and said that the theme of India's G20 Presidency – VasudhaivaKutubakam or One Earth, One Family & One Future is drawn from the ancient sanskrit text of the “Maha Upanishad”. Essentially the theme affirms the Value of all life – human, animal, plant and micro organizing – and their inter connectedness on the planet Earth and in the wider Universe.

Speaking to the group, first speaker Dr. A. Amarendar Reddy, Joint Director, Crop Health Policy Support Research, ICAR-NIBSM, Raipur, Chhattisgarh delivered talk on One Health for Rejuvenation of Plant Earth.

Accordingly, to next speaker, Dr. A. Ashok Kumar, Principal Scientist, Product Placement Lead – Asia & Interim Director, Regional Program-Asia, ICRISAT, Hyderabad delivered talk on Ensuring Food and Nutrion Security through Sustainable Agriculture

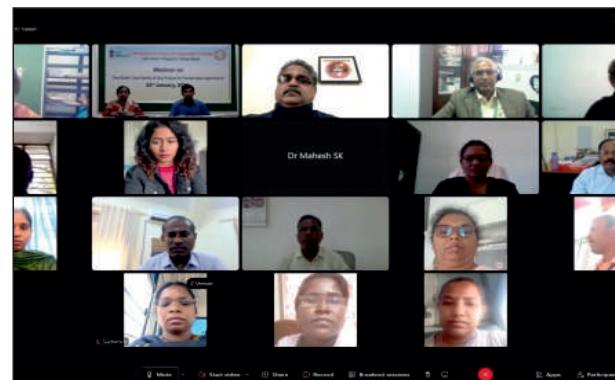
The last speaker, Dr. C. V. Sameer Kumar, Senior Professor and University Head (Genetics and Plant Breeding) and Director (IBT), PJTSAU, Hyderabad delivered talk on Community Engagement towards Climate resilience for Sustainable growth to secure the future of Plant Earth.

The Webinar came to an end with the formal vote of thanks proposed by Dr.R. Vasantha, Professor, EEI.

The webinar mainly spotlighted LiFE (Lifestyle for Environment), with its associated, environmentally sustainable and responsible choices, both at the level of individual life styles as well as national development leading to globally transformative actions resulting in a cleaner, greener and bluer future



Dr. M. Jagan Mohan Reddy, Director, EEI addressing to the participants in inaugural programme



Sri.\Sajith Kumar Kunhalath, Directing (Farm Information), along with Dr. M. Jagan Mohan Reddy, Director, EEI and other experts interacting with participants



## 12 Food waste management for nutritional security on 19.02.2024

Extension Education Institute, Hyderabad conducted webinar on Food Waste Management for Nutritional Security on 19-2-2024. In today's world, the issue of food waste is not only an environmental concern but also a critical social and economic challenge. With millions of people around the globe facing hunger and malnutrition, effectively managing food waste is essential to ensure nutritional security for all.

The webinar aimed to explore innovative strategies and practical solutions for reducing food waste along the entire food supply chain. It delved into the various causes of food waste, its impact on nutritional security, and the environmental consequences associated with it. Additionally, highlighted the role of technology, policy interventions, and community initiatives in addressing the issue.

The webinar had 4 sessions which were dealt by eminent personalities, cutting across various fields, bringing together a comprehensive perspective of the food waste management for enabling nutritional security.

The first presenter, Dr. Satyanarayana Kandukuri, Vice President, Sathguru Management Consultants, Hyderabad spoke on Tackling Food Loss and Food Waste, while the second presenter, Shri. Harshavardhan Era, CEO & Co-founder Peepal Waste Managers, Hyderabad deliberated on Organic Waste Management - Wealth from Waste. The third presenter, Dr. V. Anitha, Dean, PG Studies, PJTSAU, Hyderabad spoke on Black Soldier Fly Mediated Food Waste Management and the fourth presenter, Dr. M. Jagan Mohan Reddy, Director EEI, Hyderabad delivered on Extension Strategies to promote FWM among clientele groups

All the four presenters deliberated to examine the magnitude of food waste globally and its implications for nutritional security.

Active participation from attendees through Q&A session was encouraged throughout the webinar and many participant officers interacted which paved way to a fruitful discussion by sharing their insights, experiences, and practical tips. Thus, the aim to foster a collaborative dialogue and inspire concrete actions towards a more sustainable and food-secure future was successfully achieved.

Earlier, Introductory remarks were given by Shri. S. M. Khalikar Joint Director (Extension), Directorate of Extension, DoA& FW, MoA& FW, GoI, New Delhi and Shri. Manish Bhatia Director (Administration), Directorate of Extension, DoA& FW, MoA& FW, GoI, New Delhi, while Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad welcomed the gathering and Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad proposed Vote of Thanks.

The Webinar was moderated by Dr. M. Preethi, Professor, EEI, Hyderabad and Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad which was attended by 55 delegates from all the client States and Union Territories of EEI, Hyderabad.



Sri. Manish Bhatia, Director(Administration), Sri S.M. Khalikar, Joint Director(Extension) Dr. M. Jagan Mohan Reddy, Director, EEI, Hyd. along with experts interacting with participants



Dr. M. Jagan Mohan Reddy, Director, EEI, Hyd., Dr. M. Preethi, Professor, EEI are interacting with participants



### 13 Waste management in agriculture on 07.03.2024

Extension Education Institute, Hyderabad conducted webinar on Waste Management in Agriculture on 7-3-2024 from 10.00AM to 12.30PM. The first goal of any waste management system is to maximize the economic benefit from the waste resource and maintain acceptable environmental standards. Management that puts into practice the principles of the four Rs of Reduce, Reuse, Recycle and Recover is the best option. Agricultural waste Management deals with all farm operated and generated plastic waste material ranging from silage wrap to pesticide or drug containers to wastes or residues of horticultural and livestock sectors.

The webinar aimed to explore innovative technologies and practices, circular economy and sustainability by utilizing abundant and abandoned resources, capacity building and stake holder engagement in utilizing compressed biogas and practical solutions for managing agricultural waste.

The webinar had 2 sessions dealt by eminent personalities, cutting across diversified fields ranging from non-profit sectors to independent think tanks on environment who deliberated on different perspectives in managing agricultural wastes.

The first presenter Professor Anil Gupta, Founder, Honey Bee Network, SRISTI, GIAN & NIF, visiting Faculty IIMA & CSIR, Bhatnagar Fellow spoke on Knowledge, Innovation and Entrepreneurship – Utilizing abundant and abandoned resources while the second presenter, Dr. Rahul Jain, Deputy programme Manager, Renewable Energy Use Centre, Centre for Science and Environment, New Delhi deliberated on Compressed Biogas Land Scape in India: A green approach to manage different wastes.

Professor Anil Gupta emphasized the importance of managing agricultural wastes by stating that "A change not monitored is a change not desired." His presentation centered on creating value-added products from agricultural wastes, such as utilizing citrus fruit peels in the cosmetic industry, exploring the versatile uses of banana pseudo-stems, extracting paper pulp from fallen leaves, highlighting the benefits of corn silk tea, and identifying potential products from vegetable and fruit peels, among other examples.

Professor Anil elaborated on strategies to integrate these abundant but often overlooked resources into a circular economy model. His approaches emphasized on sustainability by reducing waste and maximizing resource utilization, thereby contributing to economic, environmental, and social benefits. By harnessing these agricultural by-products, we can create new revenue streams, reduce environmental impact, and promote a more efficient use of resources throughout the production cycle were his take home messages.

Dr. Rahul Jain presented an insightful session on Compressed Bio Gas (CBG) during which he outlined its various uses, such as electricity generation, heat production, digestate creation, and as a clean fuel source. His discussion primarily revolved around five categories of wastes: surplus agro residues, press mud from the sugar industry, municipal solid waste, sewage sludge, and animal/poultry wastes. Dr. Jain also elaborated on the by-products generated from CBG production, including CO<sub>2</sub>, sulfur, and digestate, which can be beneficial as soil conditioners when returned to the soil.

Further, Dr. Jain shared information on several Government of India (GoI) schemes supporting Compressed Bio Gas initiatives, insights into the Govardhan portal for waste management, and highlighted successful case studies relevant to CBG production and utilization. Overall, his talk provided a comprehensive overview of CBG technology, waste sources, by-products, government support, and practical implementation strategies.

Active participation from attendees through Q&A session was encouraged throughout the webinar and many participant officers interacted which paved way to a fruitful discussion by sharing their insights, experiences, and practical tips. Thus, the aim to foster a collaborative dialogue and inspire concrete actions towards a more sustainable and residue free future was successfully achieved.

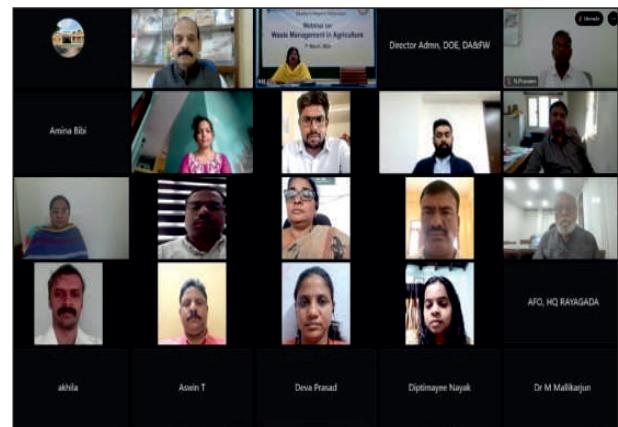


Earlier, Introductory remarks were given by Shri. S. M. Khalikar Joint Director (Extension), Directorate of Extension, DoA& FW, MoA& FW, GoI, New Delhi and Shri. Manish Bhatia Director (Administration), Directorate of Extension, DoA& FW, MoA& FW, GoI, New Delhi, while Dr. M. Preethi Professor, EEI welcomed the dignitaries and participants and introduced the speakers to the audience.

The Webinar was moderated by Dr. M. Preethi, Professor, EEI, Hyderabad which was attended by 65 delegates from all the client States and Union Territories of EEI, Hyderabad.



Dr. M. Preethi, Professor, EEI conducting the webinar



Participants of the programme



## The detailed report of Consultancy Training Programmes organized during 2023-24

### 1 Promotion of FFPOs and CBBOs organized from 9<sup>th</sup> to 10<sup>th</sup> May, 2023 for National Fisheries Development Board, Hyderabad

The consultancy training program on Values and Work Ethics for Development professional for animal husbandry Department of Puducherry Union territory was conducted by EEI, Hyderabad from 11th to 15th July, 2023 at conference hall, Directorate of Animal Husbandry Department, Puducherry. Eighteen participants from the different regions of puducherry attended the program which was coordinated by Dr.S.Chandrashekhar, Professor, EEI. The five day program was covered with Key topics like Values and Work Ethics for Personal and Professional Development, Ethical Decision Making for focused Goal Setting, Personal Values and Morals vis-à-vis Professional Growth and Development, Effective communication skills at the workplace, Ethical prioritization and Value-driven management, Developing a professional and Positive Attitude, Conflict management and Negotiation skills, Time management and meeting deadlines, Work Ethics and Professional Responsibility, Developing leadership skills and qualities., Balancing work-life integration and managing stress., Emotional intelligence for professional excellence, Creation of respectful and inclusive workplace for diversified thinking, Accountability and Responsibility for taking ownership of tasks and projects., Integrity and Trust for fastening a transparent work culture and Role modeling and leadership to create motivational workforce To enhance the practical understanding of participants, the training program included Visits to Auroville Ashramam and Sri Prajapita Brahma KumarisIshwariya Vishwa Vidyalaya, Puducherry. These visits provided participants with an opportunity to apply their learnings in real-life scenarios and develop practical skills in values and work ethics.

The participants felt that, their were privileged to have renowned experts and professionals as speakers and facilitators throughout the training program and rich experience and knowledge in the subject matter

greatly contributed to the effectiveness and quality of the sessions The training program received overwhelmingly positive feedback from participants, who expressed their satisfaction with the content, delivery, and organization of the program. Many participants highlighted the practicality of the sessions and their relevance to the current challenges faced in the Animal Husbandry sector. The program successfully equipped participants with new values and work ethics.

The valedictory program was chaired by Sri L. Kumar, Secretary of Agriculture to Puducherry Government on 15th July, 2023, who mentioned that Values and ethical decision-making and fostering a sense of accountability and professionalism among development professionals are important for the organization. He said that the knowledge and tools acquired during the training program will contribute to the participants' personal growth and the ethical advancement of their respective organizations. Dr. M. Jagan Mohan Reddy, Director of EEI, Hyderabad and other dignitaries also participated in the valedictory.



Dr. M. Jagan Mohan Reddy, Director, EEI, addressing participants during inaugural session of consultancy programme on Promotion and Formation of FFPOs - CBBOs



Dr. (Smt.) Suvarna Chandrappagari, IFS, Chief Executive, NFDB, Hyderabad addressing the participants during inaugural session



## 2 Values and work Ethics for Development professional from 11<sup>th</sup> to 15<sup>th</sup> July, 2023 for the Department of Animal Husbandry Puducherry

An attempt has been made by Extension Education Institute to organize consultancy training program. Hence as part of the regular schedule of EEI a five day consultancy training program was planned with Department of Animal Husbandry, Puducherry to improve the knowledge and skill of the extension functionaries in the area on “values and Work Ethics for Development Professional”

The consultancy training program on Values and Work Ethics for Development professional for animal husbandry Department of Puducherry Union territory was conducted by EEI, Hyderabad from 11<sup>th</sup> to 15<sup>th</sup> July, 2023 at conference hall, Directorate of Animal Husbandry Department, Puducherry. Eighteen participants from the different vregions of puducherry attended the program which was coordinated by Dr. S. Chandrashekhar, Professors, EEI.

The five days program was covered with Key topics Covered like Values and Work Ethics for Personal and Professional Development, Ethical Decision Making for focused Goal Setting, Personal Values and Morals vis-à-vis Professional Growth and Development, Effective communication skills in the workplace, Ethical prioritization and Value-driven management, Developing a professional and Positive Attitude, Conflict management and Negotiation skills, Time management and meeting deadlines, Work Ethics and Professional Responsibility, Developing leadership skills and qualities., Balancing work-life integration and managing stress., Emotional intelligence for professional excellence, Creation of respectful and inclusive workplace for diversified thinking, Accountability and Responsibility for taking ownership of tasks and projects., Integrity and Trust for fastening a transparent work culture **and** Role modeling and leadership to create motivational workforce

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Sri L. Kumar, Secretary of Agriculture to Puducherry Government and Dr.M.Jagan Mohan Reddy, Director, EEI providing certificates to the trainee officer



Participants of the training programme



### **3 State level training programme on Gender Budgeting from 29 to 31<sup>st</sup> January, 2024 Under Mission Shakti: Gender Budgeting Scheme of the Ministry of Women and Child Development, Govt. of India, New Delhi**

Extension Education Institute (EEI), Southern Region, Directorate of Extension, Dept. of Agril. and Farmers Welfare, Ministry of Agril. and Farmers Welfare, Govt. of India, working at PJTSAU, Rajendranagar, Hyderabad has organized State Level Training Programme on Gender Budgeting under Mission Shakti: Gender Budgeting Scheme of the Ministry of Women and Child Development, Govt. of India from 29<sup>th</sup> – 31<sup>st</sup> January, 2024 at EEI, Hyderabad.

The programme encompasses six topics along with one field visit with four resource persons. Dr. C. S. Ramalaxmi, IFS (Retd.) has dealt two topics on 'Understanding the importance of Gender, Gender Budgeting and Gender analysis' and 'Gender Budgeting: International Experiences'. Dr. Veenitha Kumari, Deputy Director (Gender Studies), MANAGE, Rajendranagar, Hyderabad has dealt two topics on 'GB analytical frameworks, application of standard gender budgeting tools and identification of gender issues' and 'Role of training institutions in Capacity Building for GB, GB initiatives of states, Gender budget cell. Actors, activities and entry points in the budget making process'. Shri Gopal Krishna Ayitam Management Consultant has dealt two topics on 'Actions plans: Integrating Gender in public finance management and gender perspectives into budgeting' and 'Action Plans on GB State planning and budget cycle. Capturing gender disaggregated data in all schemes of the State Govts'. A field visit was arranged to Mahila Abhivruddhi Society, Andhra Pradesh (APMAS), where participants were sensitized on 'Practical application of gender budgeting tools and tracking financial allocations to promote women's rights and gender equality; Preparing Gender Budget Statement'.

The programme was inaugurated on 29th January, 2023 at Seminar Hall of EEI, Hyderabad. Speaking on the occasion Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad highlighted that, Gender Budgeting is the use of fiscal policies and public financial management tools to promote gender equality. It is an exercise that applies a 'Gendered-lens' to the allocation and tracking of public funds. This is done in order to ensure that governments are acutely aware of the impact of their choices on gender outcomes. Gender Budgeting is not limited to funding explicit gender equality initiatives. It also entails analyzing fiscal policies and budgetary decisions to understand their impact on gender equality and using this information to design and implement more effective gender policies. It translates the gender commitments into fiscal commitments. Sri Manish Bhatia, Director (Administration), Directorate of Extension, Dept. of Agril. and Farmers Welfare, Ministry of Agril. and Farmers Welfare, Govt. of India, New Delhi said that NITI Aayog has recommended that a Gender Budgeting Act can mainstream gender-based budgeting across all Ministries and States/UTs. The Act can also mandate all data collecting institutions to analyse and publish gender-disaggregated statistics. This can make the process of GB more scientific. He also told that, NITI Aayog has also recommended that the Ministry of Women & Child Development (MWCD) should encourage State Governments to increase budgetary allocation towards women and child development, protection and welfare schemes to ensure improved fund availability and utilisation of schemes. It has also emphasised on the need of finalising the National Policy for Women with revision in 2016 Draft Policy.

Valedictory event of the training programme was held on 31st January, 2024 at EEI, Hyderabad. Speaking on the occasion Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad illustrated that, there are many factors that impact the achievement of gender equality, including societal attitudes and behaviours. Gender Budgeting practices can make a difference in the way governments consider policy in respect to gender and lead to more conscious and better-informed decision making. He congratulated all the participants having attended the training and requested them to act as brand ambassadors of Gender Budgeting and disseminate this information wherever the opportunity comes. Dr. Sunitha, State Mission Coordinator, Mission Shakti, Dept. of Women and Child Development, Govt. of



Telangana expressed that, India's Gender Budget has allocated INR 2.23 lakh crore in the Union Budget 2023-24. This is ~30% higher than Budgetary allocation in 2022-23 (INR 1.71lakh crore, Budget estimate) but only ~2% than actual allocation (INR 2.18 lakh crore, Revised Estimate). Part A of the Gender Budget has allotted over INR 88,000 crore in FY2023-24. It is dominated by the PradhanMantriAwasYojana (both Urban and Rural housing). These two schemes attracted 90% of the total funding for Part A of the Gender Budget. Part B has received INR 1.35 lakh crore. Part B comprise several schemes pertaining to rural development, health, education and women empowerment. Important women-centric schemes include: (a) Safe City Project, an initiative under the Nirbhaya Fund scheme for ensuring safety of women and children; (b) SAMBAL, a sub-scheme comprising of old schemes like One Stop Centre, Women Helpline and BetiBachaoBetiPadhao; (c) SAMARTHYA, includes women empowerment programmes like PradhanMantriMatruVandanaYojana and SwadharGreh. SAMBAL and SAMARTHYA are part of the larger umbrella scheme 'Mission Shakti', an integrated women empowerment programme.

An 'Icebreaking Session' organized as part of the training programme on Team building, warming up trainees, getting introduced each other, building communication and unleashing their ideas has impressed the participants and are very much interested to continue in future programmes

Both the Inauguration and Valedictory programmes were conducted by Dr.D.Shireesha, Assistant Professor & Course Coordinator, EEI, Hyderabad and other Course Coordinators of the programme are Dr. S. Chandrasekhar, and Dr.R. Vasantha, Professors, EEI, Hyderabad

Thirty two (32) participants representing Dept. of Women Development and Child Welfare, Telangana, Depts of Agriculture of Karnataka and Odisha states, KVKS of Telangana and Andhra Pradesh states were participated in the programme.



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



Certification distribution

#### **The detailed report of Skill Training Programmes organized during 2023-24**

<b>1</b>	Small Mushroom Grower from 15 <sup>th</sup> April to 10 <sup>th</sup> May, 2024
<b>2</b>	Garden Keeper from 15 <sup>th</sup> April to 10 <sup>th</sup> May, 2024
<b>3</b>	Honey Bee Farmer (Small Unit) from 15 <sup>th</sup> April to 10 <sup>th</sup> May, 2024



## The detailed report of Skill training programmes

EEI, Hyderabad has organized following three Skill Training Programmes for the year 2023-24 from 15<sup>th</sup> April to 10<sup>th</sup> May, 2024 (27 days) sponsored by the Agriculture Skill Council of India (ASCI) for a group of 25 candidates in each programme.

### 1. Honey Bee Farmer

Extension Education Institute, Hyderabad has organized a skill training course on the Qualification Pack "Honey Bee Farmer" from 15<sup>th</sup> April 2024 - 11<sup>th</sup> May 2024 (27 days) for 25 candidates. The skill training programme was sponsored by ASCI (Agriculture Skill Council of India) with the objectives of aimed to enhance the knowledge and skills of participants in beekeeping techniques, management practices and entrepreneurship in the apiculture industry. The training programme combined theoretical sessions, practical, demonstrations and hands-on activities. Expert beekeepers facilitated the sessions, ensuring a comprehensive learning experience. Key components of theoretical sessions like understanding different types of hives and their maintenance. Techniques for efficient and hygienic honey extraction, Identification and management of common pests and diseases affecting bees, Approaches to market honey and other bee products effectively, Basics of managing finances in beekeeping enterprises and Practical Demonstrations on hive management, honey extraction, and pest control techniques and some of the hands-on activities like setting up and maintaining beehives, handling bees, and extracting honey under the guidance of expert beekeepers. Field visits were also organized to operational apiaries which have provided participants with real time exposure to commercial beekeeping practices. These visits allowed them to interact with experienced beekeepers and observe best practices in the field. Outcome of the skill training programme is participants gained practical skills and theoretical knowledge essential for successful beekeeping. The programme equipped participants with the expert beekeepers and peers, fostering a community of practice in apiculture. The skill training programme on honey bee farming conducted by the Extension Education Institute, Hyderabad, successfully met its objectives. Over 27 days, the 25 participants enhanced their beekeeping knowledge and skills, preparing them for entrepreneurship in the apiculture industry. Dr. S. Chandrasekhar, Professor and Dr. D. Shireesha, Asst. Professor, EEI, Hyderabad coordinated the programme. Smt. Indira Reddy, Sri Mohan Raj and Sri Prudvi Raj acted as experts for the programme.



Dr. M. Jagan Mohan Reddy, Director, EEI along with experts and course coordinators interacting with the participants



## 2. Mushroom Grower

A 26 day Skill training programme on “Small Mushroom Grower” funded by ASCI was organised at EEI, Hyderabad from April 15<sup>th</sup> to May 10<sup>th</sup> 2024. Dr. R. Vasantha, Professor and Dr N. Praveen, Professor, EEI are the coordinators of the programme. 25 unemployed youth from Agriculture, horticulture and other educational backgrounds registered in programme.

Programme started with icebreaking session conducted by the Course coordinators. Theory and practical classes were held as per schedule. Reading material of ASCI was distributed to trainees for preparing for the examination. Daily reports were submitted by the trainees based on their key learnings. Dr. K. Prasuna and ShriPenchal Reddy experts from Small Mushroom, Hyderabad acted as resource persons for imparting knowledge and skills in mushroom cultivation. Four Video recordings of Trainees feedback were taken in 3 spells viz., on the first day of joining, midterm (24<sup>th</sup> April) and on the last day. Trainees were taken to 4 mushroom units at Manchal, Ibrahimpatnam, RTP, NIRD and PJTSAU for giving a practical exposure on growing conditions of mushrooms and they were also provided an opportunity to interact with entrepreneurs on marketing and sale of mushrooms. In the first week of May, Pink and yellow oyster mushrooms and milky mushrooms have come to maturity and were harvested and sold to EEI staff. Participants were also trained on preparation of two Value added products from dry mushrooms i.e Mushroom cookies and spice mix. Participants were trained on development of QR code which was affixed on products ready for sale. Scanning of QR code helped buyers to understand the production process in organic mushroom and recipes. In addition, trainees were guided to develop 13 PICVOICE messages on various aspects of mushroom cultivation viz., nutritional importance, growing conditions, maintenance of aseptic conditions etc. Also trainees under the guidance of training coordinators have developed a short film showcasing all the skills performed by trainees in mushroom cultivation process starting from straw cutting on the 1<sup>st</sup> day to sale, class room sessions, practical demonstrations, field visits etc. Trainees undertook an examination on 11<sup>th</sup> May 2024 comprising of theory questions, feed back, skill demonstrations and viva voce. With that 210 hours of Theory and practical sessions of Mushroom skill training were completed.



Participants attending the skill program on Mushroom Grower



### 3. Garden Keeper

Extension Education Institute, Hyderabad organised a Skill Development Training Programme on “Garden Keeper” from 15.04.2024 to 10.5.2024. The skill programme is funded by ASCI under National Skill Development Corporation. The Training programme is of 26 days duration and is offered to Rural Youth of Telangana & Andhra Pradesh. 25 rural youth had participated in this residential training programme and participants were trained on technical aspects like selection of seeds, different methods and techniques of germination of seeds, nursery management, nursery bed preparation, plant propagation, irrigation methods and techniques, pruning, layering and training practices, pest & diseases management in horticultural crops, vertical farming, terrace gardening, effective and efficient use of waste materials for growing plants, creative landscaping etc., apart from these, students were trained on Employability skills like Basic English skills, communication skills, financial & legal literacy skills, soft skills entrepreneurship skills etc, Practical visits were arranged to different gardens to gain practical experience. Participants were raised different crops like leafy vegetables, vegetables and flower plants in given plots and assessed by an external examiner of theory & practical aspects. Final theory, practical exam and viva & voce was conducted on the last day of the programme. Successful participants will be issued a completion certificate by Agriculture Skill Council of India (ASCI). During valedictory majority of participants expressed that garden keeper training programme is very useful and learn many skills and they want to practice at back home. Dr. M. Jagan Mohan Reddy, Director, EEI congratulated all the participants for their enthusiasm, hard work and creativity during the programme and encouraged them to setup their own business venture. The programme was coordinated by Dr. M. Preethi and Dr. P. Vijaya Lakshmi, Professors, EEI, Hyderabad. Shri Ambati Satish, Agri Entrepreneur acted as an expert for coordinating the programme.





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## The detailed report of MANAGE-Collaborative training programmes 2023-24

### 1 Sustainable Food Systems from 25<sup>th</sup> – 29<sup>th</sup> April, 2023

The online training program, conducted from 25th to 29th April 2023 in collaboration with MANAGE on sustainable food systems state was conducted by EEI, Hyderabad from from 25th to 29th April 2023 by Extension Education Institute, Hyderabad.

The online training program in collaboration with MANAGE, aimed to enhance participants' understanding of sustainable food systems. The key objectives were to raise awareness of interdisciplinary concepts, critically evaluate food systems research and policies, and highlight the roles of agribusiness development, urban farming, and women entrepreneurs in achieving nutritional and food security.

The course content included topics such as sustainable livelihoods in agriculture, linking food production to nutrition, women entrepreneurship, the role of Farmer Producer Organizations (FPOs), climate-smart livelihoods, and various crop and livestock-based solutions. Additionally, it covered the promotion of nutri-cereals, the restoration of food systems through agro-biodiversity, and strategies for effective technology extension.

The program featured presentations by experts, interactive sessions, group discussions, brainstorming activities, and individual and group assignments. Participants included middle-level extension officers from the Department of Agriculture and Allied Sectors of client states.

This training effectively equipped participants with the knowledge and skills necessary to promote and implement sustainable food systems in their professional roles. Thirty-one participants from the four states attended the program which was coordinated by Dr. S. Chandrashekhar, Professors, EEI.

### 2 ICTs for Agricultural Extension – New Concepts: IoT in Agriculture; GIS; Artificial Intelligence from 5<sup>th</sup> to 9<sup>th</sup> June, 2023

EEI, Hyderabad organized anOnline training programme in Collaboration with MANAGE on ICTs for Agricultural Extension-New concepts, IoT in Agriculture, GIS, Artificial intelligencefor the Officers of Department of Agriculture and Allied Sectors from 5th – 9th June, 2023

Information use in Agriculture has increasingly become important for effective decision-making by the farming community. The rapid technological advancements and changing agricultural systems have significantly highlighted the need for efficient transfer of advanced and real-time information cum knowledge to the farmers through various media. Information on improved agricultural technologies and practices in most developing countries are delivered by publicly funded agricultural extension services, where the use of Information and Communication Technologies (ICTs) has substantially increased to meet the information requirement of the farming communities. Information and Communication Technologies (ICTs) have a great potential to transform agriculture into a profitable farm business.

Training program was framed with contents on ICTs for Agricultural Extension-An overview, Successful application of Diagnostic apps, GIS, AI and Robotics, Virtual Experience sharing on ICT initiatives of KVK, Baramati, Maharashtra, Advanced IOT initiatives in Agri and Allied sectors, Skills in blending of traditional and modern ICTs, Hands on Experience on Short Video Film Production, Government schemes and policies in agri and allied sectors, E-learning and MOOCs for extension professionals, Writing content for various digital platforms, Digital tools for wider outreach- social media, websites and community radio, Sensitisation of extension officials on fake news on social



media, Agricultural Knowledge Management Portals by GoI in TOT, Extension strategies for effective utilization of ICTs in TOT, Hands on Experience on usage of Mobile Apps in Effective Transfer of Technology, Gender Mainstreaming and Budgeting, New generation tools for extension: Creation of YouTube Channel and uploading Videos and ICT initiatives by respective client departments, presentation by participants.

Inaugural program was organized on 05.06.2023 by the training coordinators where in all the officers participated in the workshop on Organic and Natural farming by involving practicing farmers of Organic and Natural farming as resource persons, Shri K. Prakash, Assistant Director of Agriculture, Regional Thematic Lead, RySS, APCNF, Guntur, AP has given a presentation on importance of Natural farming highlighting the nine universal principles of natural farming and Soil Health Indicators. Shri Sanjay Khalikar, Joint Director (Extension Training) and Shri. Manish Bhatia, Director (Administration), Directorate of Extension, Dept. of Agril. and Farmers Welfare, Ministry of Agri and Farmers Welfare, GoI have graced the occasion and offered introductory remarks by highlighting the importance of MissionLife programme, in protecting the environment. 15 farmers, EEI faculty, and 87 officers from the states like were participated. The workshop was organized in hybrid mode. Dr. D. Shireesha, Assistant Professor, EEI has Coordinated the programme.

Participants in their feedback mentioned that it is a wonderful opportunity of connecting directly to the eminent speakers who are experts in digitalization and shared their valuable experiences in this training program. Trainees were very much impressed with the sessions like Sensitization of extension officials on fake news on social media. Hands on Experience on Short Video Film Production in Mobiles and usage of Mobile Apps in Effective Transfer of Technology and IOT based Extension Activities.

Dr. Jagan Mohan Reddy, Director, EEI stated that, ICTs help in achieving organizational effectiveness and is considered as an essential tool to manage organizations knowledge assets. ICT can make India Agri. Knowledge Management more competitive by providing affordable, relevant, searchable and up-to-date agriculture information services to the farm communities

Fifteen practicing farmers from Telangana, EEI faculty, sixty eight officers and scientists belonging to departments of Agriculture, KVK, Animal husbandry, sericulture, Horticulture, Fisheries from PAN India attended the program which was coordinated by Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad



Dr. M. Jagan Mohan Reddy, Director, EEI interacting with participants along with course coordinator



Participants on board



### 3 Natural Farming from 22<sup>nd</sup> – 26<sup>th</sup> August, 2023

Natural Farming (NF) or Zero Budget Natural Farming (ZBNF), as commonly known, is purported to be a disruptive farm practice addressing major concerns of farmers of the rising cost of production. It envisages ecological or regenerative agriculture approaches under which the application of any kind of chemicals to soil bio systems are prohibited. It relies more on soil biology than soil chemistry by encouraging multi cropping, round-the-year soil cover, the addition of formulation made up of cow dung and urine to trigger the microorganisms in the soil system. Hence ,it is imperative to understand and study the concept of Natural Farming and its effect on crop choices, crop yield, farm income as well as scalability and sustainability at farmers fields.

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI , Hyderabad and Dr N Balasubramani, Director, MANAGE attended and addressed in inauguration programme

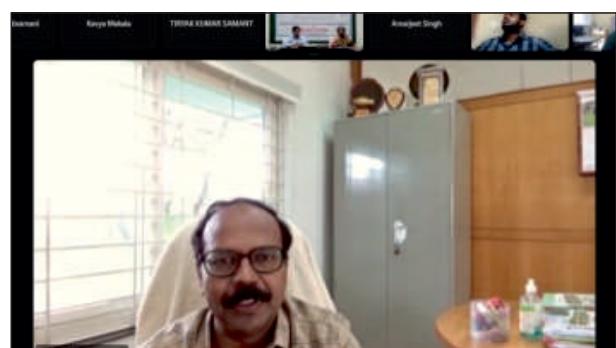
During valediction, Dr.M.Jagan Mohan Reddy, Director, EEI said that the trainees after undergoing this training on Natural farming for 5 days have become ambassadors of natural farming which is still at a nascent stage in most of the states. He felt that extension officers should play a key role in making arrangements to supply inputs, a critical element, to farmers doorsteps. Dr N Balasubramani, Director, MANAGE appealed that many videos on successful Natural farming practices were uploaded in MANAGE website which can be used by trainees for further guidance.

79% of trainees in their feedback indicated that Traditional wisdom of farmers in promoting natural farming is the highly valuable topic of all followed by An overview on Natural farming (76%). Dr Arul, KVK, Kerala said that the training is an eye opener for him in many new topics and especially topics like Permaculture and Market mirchi are very useful for Kerala farmers G. Padmaja, AO, Andhra Pradesh felt that ITKs topic is very useful for Natural farming farmers

The no of trainees attended programme are 51 representing Dept. of State Agri. University, Animal Husbandry, Agriculture and Horticulture. The programme was coordinated by Dr.R. Vasantha, Professor



Dr. M. Jagan Mohan Reddy, Director interaction with participants during the inauguration



Dr N Balasubramani, Director, MANAGE interaction with participants during the valediction



Participants during the programme



#### 4 Nutri Sensitive Agriculture from 4<sup>th</sup> to 8<sup>th</sup> December, 2023

Rural India is facing grave problems due to malnutrition among women and children. There is urgency to reorient and strategize our agriculture, animal and marine production systems to address the problems of lack of nutrition security. Addressing nutrition security is more challenging than resolving issues of hunger and food security. Awareness, education, access to information and inculcating appropriate food habits are crucial in building nutrition security in India. The Online collaborative training programme on Nutri Sensitive Agriculture was organized at EEI, Hyderabad from 04<sup>th</sup> to 08<sup>th</sup> December, 2023 in collaboration with MANAGE. Breakout sessions were organised by forming in to groups and formulated suitable strategies.

Contents covered in the programme were – Nutrition Sensitive Agriculture for Sustainable Development, Nutrition Sensitive Value Chains, Nutrition Sensitive Agriculture through Nutri Smart Villages, Urban gardening for safe functional food, Role of fruits and vegetables in Promotion of Nutri Sensitive Agriculture, Promotion of Nutrition Literacy among Farm Women to Tackle Malnutrition, Role of Bio Fortified Foods in Promotion of Nutri Sensitive Agriculture, Agriculture for Nutrition Secured Communities: Sharing Experiences, Government of India Schemes and Programs for Agri and Allied Sectors, Gender Budgeting for main streaming women in Agriculture, Extension Strategies to Enhance the Nutritional Status among the Rural People

During inauguration, Dr. M. Jagan Mohan Reddy Director, EEI, Hyderabad aid that, Nutrition Sensitive Agriculture (NSA) places nutritionally rich food, dietary diversity and food fortification at household level in the centre for holistic nutritional security of the communities. NSA ensures food production in adequate quantity and quality to meet the dietary requirements of populations in a sustainable manner. Dr. N. Praveen, Professor, EEI, Hyderabad and Dr. Veenitha Kumari Deputy Director (Gender Studies), MANAGE, Hyderabad have participated in the inaugural programme

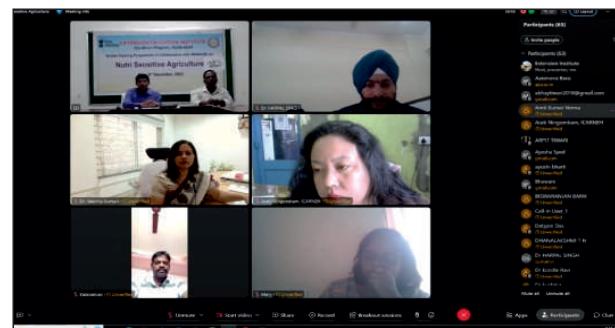
The valedictory program was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI and reiterated that, Nutri Sensitive Agriculture is an approach that seeks to ensure the production of a variety of affordable, nutritious, culturally appropriate and safe foods. By designing agricultural projects, programmes and policies on nutrition sensitive agriculture can improve nutrition in food. Dr. N. Praveen, Professor, EEI, Hyderabad and Dr. Veenitha Kumari, Deputy Director (Gender Studies), MANAGE, Hyderabad have participated in the valedictory event.

The Participants expressed high satisfaction with the program's content, delivery, and practicality. They expressed that Technologies such as Development of Nutridense cultivation to combat Malnutrition and hidden hunger and Nutrition Sensitive Agriculture a viable concept for promotion of Millets among small holdings etc. are being used to address a variety of challenges in Nutri sensitive Agriculture. More over the participants has gained Knowledge on Nutrition Literacy among Farm Women to tackle Malnutrition and Role of Bio Fortified Foods in Promotion of Nutri Sensitive Agriculture and get empowered on Opportunities and Challenges faced by Rural poor. Understood various government support mechanisms in Agri and allied sectors with special reference to Nutri Sensitive Agriculture

A total of 65 trainees participated from the Depts. of Agriculture, horticulture and Animal husbandry of Andhra Pradesh, Telangana, Tamil Nadu, Kerala and Karnataka. The programme was coordinated by Dr. N. Praveen, Professor, EEI, Hyderabad and Dr. Veenitha Kumari, Deputy Director (Gender Studies), MANAGE, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI during the inaugural programme along with Course Coordinator Dr. N. Praveen, Professor, EEI



Participants offering feedback during Valedictory session of the training programme

## 7. Significant Events / Meetings / Workshops :

### a. Union Agriculture Minister Inaugurated State-of-the-Art EEI Golden Jubilee Auditorium on 15-05-2023 in EEI, Hyderabad

The Union Minister for Agriculture & Farmers Welfare, Shri.Narendra Singh Tomar has inaugurated the EEI Golden Jubilee Auditorium on 15-05-2023 at Extension Education Institute (EEI), Rajendranagar, Hyderabad. Shri Singireddy Niranjan Reddy, Minister for Agriculture, Co-operation & Marketing, Govt. of Telangana; Shri Manoj Ahuja, IAS, Secretary, Agriculture & Farmers Welfare, Government of India, Shri M. Raghunandan Rao, IAS, APC & Secretary, Commissioner of Agriculture, Govt. of Telangana and Hon'ble Vice Chancellor, PJTSAU and other dignitaries were also present on the occasion. Addressing on the occasion, Shri Narendra Singh Tomar said that India in the context of G20 focuses on One family One earth and One future. He reiterated that our farmers were helping in feeding the entire globe. Indian Agriculture is the backbone of our country and agriculture is the priority sector in the country. He further said that Central Government is supporting establishment of Startups and Training centres focusing on strengthening the Indian Agricultural Research. During the Covid period Indian farmers have shown great resilience in achieving good productivity. PM Kisan a novel initiative of Government of India is helping the small and marginal farmers with financial support for input procurement. Government of India is focusing on VKVs and EEIs to develop master trainers in Agriculture. In this connection, the newly constructed EEI auditorium is a testament to the government's vision of providing modern facilities to the training institutions for enabling scientists, researchers and stakeholders exchange knowledge, ideas, and expertise.

Shri Singireddy Niranjan Reddy expressed that the support mechanism offered by the Telangana Government to the farmers is enabling them to increase their incomes and uplifting socio economic conditions. He congratulated EEI, Hyderabad for building capacities of officials relentlessly. The Secretary, Agriculture & Farmers Welfare, Government of India, Shri Manoj Ahuja, expressed that institutes like EEIs are conducting Skill based courses and guided the scientific fraternity to work in coordination to offer the realistic solutions to farmer problems. EEI, Hyderabad is fully funded by Ministry of Agriculture & Farmers Welfare, Government of India, New Delhi which is under the administrative control of Professor Jayashankar Telangana State Agriculture University, Rajendranagar, Hyderabad.

Speaking on the occasion, Vice-Chancellor, PJTSAU detailed about University achievements and congratulated EEI on their new facility. The new EEI Auditorium is equipped with latest audio-visual aids to facilitate video conferencing, workshops, conferences, seminars amongst all the stakeholders of EEI. Dr. M. Jagan Mohan Reddy, Director, EEI, proposed vote of thanks to respected dignitaries.



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## Glimpses of the inauguration





## **b. National Conference on NexGen Extension charts a visionary path for agricultural innovations from 25 to 27 September, 2023**

Extension Education Institute (EEI), PJTSAU, Rajendranagar, Hyderabad has organized a three day National Conference on 'NexGen Extension for Evolving Resilient Agri- Ecosystems' (NEERAEE-2023) from 25th to 27th September, 2023 to commemorate the Diamond Jubilee Celebrations of EEI, Hyderabad. This conference is a seminal event that was convened with leading extension experts, academicians, and practitioners in the field of agricultural extension, which unfolded a roadmap for the future of agricultural extension services and practices.

The conference provided a crucial platform for stakeholders to explore innovative approaches, technologies, and strategies for modernizing and transforming agricultural extension in the 21st century. The conference was inaugurated by Dr.A.K.Singh, Vice-Chancellor, Rani Laxmi Bai Central Agricultural University, U.P., Shri.G.V.Subba Reddy, Vice President, Coromandel Intl. Pvt. Ltd., Dr.R.K.Singh, ADG (Agricultural Extension), ICAR, New Delhi, Dr.M.Venkata Ramana, Registrar, PJTSAU, Dr.V.Sudha Rani, Director of Extension, PJTSAU and Dr.M.Jagan Mohan Reddy, Director, EEI & Organizing Secretary of the National Conference along with Dr.Sanjay Khalikar, Joint Director (Extension) DoE, MoA&FW, GoI, New Delhi and other prominent personalities. Around 500 delegates attended the conference.

The Compendium and Souvenir of the conference were released in book format during the inaugural programme, along with other EEI and PJTSAU publications. The conference, showcased multifaceted programs featuring a wide array of topics such as NexGen Extension for Sustainable Agriculture; Extension Approaches to Promote Entrepreneurship in Agri and Allied Sectors; Extension Innovations in Supply and Value Chain Management; Capacity Building of Stake Holders in Current Extension Scenario; Emerging Extension Methodologies for Technological Innovations in Agri & Allied Sectors; Changing Roles of Extension Professionals in Evolving Resilient Agri Eco Systems; NexGen Extension Research and Redefining, Extension Systems for Attaining SDGs.

The highlight of the conference was the keynote address delivered on 'Pioneering Resilient Agri-Ecosystems for Sustainable Agriculture- A way forward', by Dr.A.K.Singh, Vice-Chancellor, Rani Laxmi Bai Central Agricultural University, U.P. The session underscored the importance of next-generation extension services in bridging the knowledge gap among farmers and empowering them with the latest tools and techniques. A Special address on 'Seamless Solutions: Full Stack and Platform-Based Approaches in Extension Advisory' was delivered by Dr.Shaik N Meera, Director, ATARI, Zone-X, Hyderabad. Two Panel discussions on "NexGen Extension for Gender Inclusive Agriculture" and "Policies, Programs, and Practices for Responsive Agricultural Extension" were lead by the notable personalities, who delivered insightful and thought-provoking discussions on the said topics.

Furthermore, the National Conference featured an exhibition, where KVKs of PJTSAU showcased promising technologies being disseminated and methodologies followed in extension. A colourful cultural bonanza was organized by PJTSAU students, as a recreational event for the delegates. The valedictory programme of the conference was graced by Dr.V.V.Sadamate, Agril. Extension Specialist & Former Adviser Agriculture, Planning Commission, GoI, Dr.S.Venku Reddy, Executive Director & President, PRDIS, Dr.V.Sudha Rani, Director of Extension, PJTSAU and Dr.M.Jagan Mohan Reddy, Director, EEI, Hyderabad. During the valedictory session, awards were given for 'innovative male/female farmer' and 'best field extension officer' from client departments of EEI, 'young extension professional', 'young extension faculty' 'best extension scholar' and 'best oral and poster presenters' to the selected awardees.

The National Conference on NexGen Extension has emerged as a pivotal event in the extension sector, bringing together a broad spectrum of stakeholders to envision and shape the future of agricultural extension. The conference highlighted the exciting innovations and future possibilities in the field, while also reinforcing the importance of sustainability and ethical responsibility. The ideas born at this conference promise to catalyze a transformative era in agricultural extension and set the stage for a more efficient, productive and sustainable agriculture sector.



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## Glimpses of the National Conference



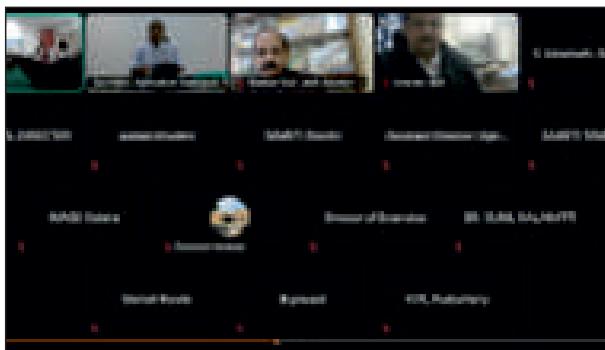


### c. 51<sup>st</sup> Management Committee Meeting of EEI, Hyderabad held on 02 February, 2024

The 51st Management Committee Meeting (MCM) of EEI, Hyderabad was held in hybrid mode on 02-02-2024 at EEI, Hyderabad. Sri. M. Raghunandan Rao, IAS, Hon'ble Vice Chancellor, Professor Jayashankar Telangana State Agricultural University (PJTSAU) and Chairman, Management Committee (MC) of EEI presided the meeting, Dr. V. Sudha Rani, Director of Extension, PJTSAU, Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad. Shri. Manish Bhatia, Director (Administration), DoE, MoA&FW, GoI, New Delhi, Sri. K. Srinivasa Rao, Comptroller, PJTSAU, Dr. R. Venkata Kumar, Head(ESM Division), NAARM, Dr. B. Renuka Rani, Deputy Director (NRM), MANAGE, Smt. Sarala Kumari, ADA, SAMETI, Telangana, Sri. Vinod, Administrative Officer (AO), TSIRD and Smt. Sridevi, ADH, Department of Horticulture, Govt. of Telangana were the distinguished dignitaries. Twenty-three (23) distinguished members of MCM participated in the meeting, of whom 11 were members attended physically at EEI, while 14 were members attended online.

Significant activities carried out in EEI, Hyderabad after the 50th Management Committee Meeting

(MCM), Action Taken Report on the minutes of 50th MCM and Agenda items proposed for 51<sup>st</sup> MCM were discussed.



Sri. M. Raghunandan Rao, IAS, Hon'ble Vice Chancellor, Professor Jayashankar Telangana State Agricultural University (PJTSAU) and Chairman, Management Committee (MC) of EEI presided the meeting



Dr. M. Jagan Mohan Reddy, Director, EEI, Dr. V. Sudha Rani, Director of Extension and Shri. K. Srinivasa Rao, Comptroller, PJTSAU are participating in the MCM of EEI, Hyderabad



EEI MC Members who physically attended the meeting



#### **d. 9<sup>th</sup> Academic Committee Meeting of EEI held on 13<sup>th</sup> March, 2024**

Extension Education Institute, Hyderabad Organized 9th Academic Committee Meeting in online mode on 13th March, 2024 at EEI, Hyderabad. The Academic Committee meeting was attended by members of the Academic Committee Dr. S. M. Khalikar, Joint Director (Extension Training), DoE, DA&FW, MoA& FW, GoI, New Delhi. Dr. V. Sudha Rani, Director of Extension, PJTSAU and Dr.B.Renuka Rani, Dy. Director (NRM), MANAGE, Hyderabad. The meeting was initiated with formal welcome by Dr. S. Chnadra Shekar, Professor, EEI. The Academic Committee thoroughly reviewed and finalized the On-Campus, Off-Campus, Online training programmes and also Collaborative training programs and Webinars proposed by EEI, Hyderabad.

#### **e. Regional Workshop on Training Need Assessment of Clientele States to prepare Annual Training Calendar for 2024-25 was held on 6<sup>th</sup> & 7<sup>th</sup> February, 2024**

A two day regional workshop was organized on 6<sup>th</sup> and 7<sup>th</sup> February, 2024 at EEI, Rajendranagar, Hyderabad to identify the areas of training programmes to prepare Annual Training Calendar 2024-25 of EEI, Hyderabad. Dr.C.Tara Sathyavathi, Director, ICAR-IIMR, Hyderabad, Shri.Manish Bhatia, Director (Administration), DoE, MoA&FW, GoI, New Delhi, Dr.V.Sudha Rani, Director of Extension, PJTSAU, Dr. M.Jagan Mohan Reddy, Director, EEI, Hyderabad were graced inaugural session of the workshop. Dr.B.Renuka Rani, Deputy Director, MANAGE, Dr.O.P.Sharma, Director, PHM representing NIPHM, Hyderabad, Dr.K.Ravi Shankar, Principal scientist & OLC, ICAR-CRIDA, Dr.Surjith Vikraman, Associate Professor & Head, NIRD&PR, Dr.Mahantesh Shirur, Principal Scientist, ICAR-NAARM, Dr.Rajendra R.Chapke, Principal Scientist, ICAR-IIMR, Dr.Balaraj Rangarao, Deputy Director of Agriculture, Karnataka, Dr.Rajendra Naik, Sr.Executive (Tech.), NFDB, Shri Prasad Gollanapalli, Chairman, NGO- VASORD, Mahaboonagar, Dr.V. Swapna, Vety. Asst. Surgeon, SVHRDI, Hyderabad, Shri.R. Sivanand, Asst. Director of Agriculture, Dept. of Agriculture, Govt. of Teangana, Smt.P. Varalakshmi, Agri. Officer, SAMETI, Telangana, Dr.T. Srinivasu, Asst. Director of Veterinary & AHD, Telangana, SVHRDI, Hyderabad, Smt.G. Nagaratna, Asst. Director of Sericulture, Department of Sericulture, Telangana, Shri Manish Bhatia, Director (Administration), DoE, DA&FW, MoA&FW, GoI, New Delhi, Shri P. Narendra Reddy, Chairman, NGO – Nirmaya Society, TDF, Dr. P. Chandrashekara, Director General, MANAGE, Shri Sanjay Khalekar, Joint Director (Extension), DoE, DA&FW, MoA&FW, GoI, New Delhi were shared their valuable inputs online in the workshop.

Sri Yuvraj Saswade, Mission Manager (MM), Capacity Building Commission (CBC), GoI, New Delhi delivered a guest lecture on Trends in Capacity Building Programmes – Future Perspective in the workshop. Initially Dr.M.Jagan Mohan Reddy, Director, EEI, Hyderabad shared the training programmes taken up by the EEI during the year 2023-24 and the expectations from the client departments to design training calendar of 2024-25.

Dr. S. Chandrasekhar, Professor and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad coordinated the programme. All the faculty of EEI, Hyderabad have interacted with the officers of concerned client departments to list out the training areas in those sectors.



Dr.C.Tara Sathyavathi, Director, ICAR-IIMR, Hyderabad graced the inaugural session



The delegates who attended the workshop physically at EEI



Dr. M. Jagan Mohan Reddy, Director, EEI briefed the training activities of EEI for the year 2023-24



Shri. Manish Bhatia, Director (Administration), DoE, MoA&FW, GoI, New Delhi providing his inaugural remarks via online

#### **f. Workshop on preparation of content of the training programs for the Annual Training Calendar 2024-25 held on 6<sup>th</sup> March, 2024**

One day Content Development Workshop was organized on 6<sup>th</sup> March, 2024 at EEI, Rajendranagar, Hyderabad. Dr. D. Shireesha, Assistant Professor, EEI welcomed all the concerned officials of Agri and Allied sectors for the preparation of content of the training programme. Introductory remarks of the workshop was given by Dr. M. Jagan Mohan Reddy, Director, EEI. Main purpose of the workshop was formulation of content of the training calendar for 2024-25 of EEI Hyderabad. Workshop started with the welcome address followed by presentation of the content developed with regard to the training calendar formulated according to the needs of the client departments in the regional workshop of 2024-25 organised by EEI.

About Sixteen (16) delegates participated in the workshop and had gone through content formulated for the On campus, Off campus, Online, MANAGE collaborated programmes and Webinars of the EEI training calendar. Necessary suggestions for addition and deletion of the content was given by the officials of Agri and allied sectors. And the workshop was concluded with formal vote of thanks by Dr. D. Shireesha, Assistant Professor, EEI.



Glimpses of interaction among the concerned officials of Agri and allied sector of the workshop



## 8. Consultancy Project :

EEI, PJTAU, Hyderabad in collaboration with Evergreen Energy Enterprises (India) Private Limited, Hyderabad is implementing a project titled “Phygital Facilitation for Enhancing Profitability of Farming Community” on the concept of Mobile Agri Support Services (MASS) for an amount of Rs.22.13 lakhs financed by NABARD, Hyderabad.

The project aims to reach the farming community through mobile agri support services (MASS) vehicle equipped with soil testing facility, drones, agri inputs-samples, product brochures, videos, tele/video agri services and video conferencing. Collection of Hyper local data, analysis and representation to the right forums/ agencies both in public and private is crucial for timely decision making support systems. It facilitates in proper planning, implementation of appropriate interventions, monitoring and evaluation. MASS is an innovative PHYGITAL (PHYSICAL AND DIGITAL) PLATFORM, which helps the stakeholders from both public and private reach out to the farmers, women and rural youth with bilateral and multilateral information from the solution providers reaching the last mile.

The agriculture extension enables the farmers to grow better crops, crop diversification, integrate agri and allied activities, practice better crop management, offer capacity building and market linkage for better prices and supply chain ecosystem is essential. Usage of proper seeds, fertilizers, pesticides, climate resilient practices, farm equipment, harvesting, primary processing, fintech and market linkage can be achieved through our MASS. This project is being dealt by Dr.M.Jagan Mohan Reddy, Director and Dr.D.Shireesha, Asst. Professor, EEI.

The 6 villages from 3 aspirational districts from Telangana state were selected to implement this project namely.

Name of the Districts	Name of the villages
Khumaram Bheem Asifabad	Nazrulnagar Triyani
Jayashankar Bhupalpally	Gunturpally Polaram
Bhadrad ri Kothagudam	Sayanapalli Abbugudem

### Status of the project :

- Whatsapp group was created and all the selected farmers are availing advisory services from PJTSAU scientists
- Completed data collection
- Completed 6 PRAs and 6 focussed group discussions, 6 sensitization meetings nad 6 training programmes in the selected villages
- Soil sample collection completed
- Field level demonstrations are implemented
- Digitally Farmers and scientist interactions are going along with trainings
- Providing timely Agro advisory services to farmers through phone call and whatsapp group
- Farmers were trained to get connect with kisanlink mobile app for market intelligence
- Weather based agro advisories are provided to farmers to face climate change challenges in the whatsapp group
- Inferences were drawn on the collected data and presented to the competence authority for further course of action.



EEI and EEEIPL team demonstrating drone technology to the farmers

## 9. Action Research Initiated:

### a. Adoption and Establishment of Agri Nutri Smart Village in Nagar Kurnool District of Telangana at Avancha village at Nagarkurnool district

- A launching meeting was conducted as a curtain raiser in Avancha village of Nagarkurnool district
- Conducted nutritional PRA to create awareness on food pyramid, balanced diets and establishment of key hole Kitchen Garden at Avancha village, Thimmajipet Mandal, Nagar Kurnool District. A large gathering of villagers and school children participated in the PRA and interacted.
- A visit to Avancha village was undertaken to collect data for baseline survey to asses the existing nutritional status of the villagers. Ph.D students of community science faculty assisted in the collection
- 50 schedules to collect base line data were distributed to RHWEPEP students to do pilot testing
- Distributed millets seeds viz., Jowar, Ragi and Korra. Selected 11 farmers as a part of improving nutritional security families



Glimpses of the activities of action research



## b. An Extension Study on Natural Farming In South India

Action Research Study on Natural Farming in South India was conducted by Dr.R.Vasantha, Professor, EEI and Dr.M.Jagan Mohan Reddy, Director, EEI. Published a book on 'Success Stories of Practitioners of Natural Farming in South India (2022-23)'.

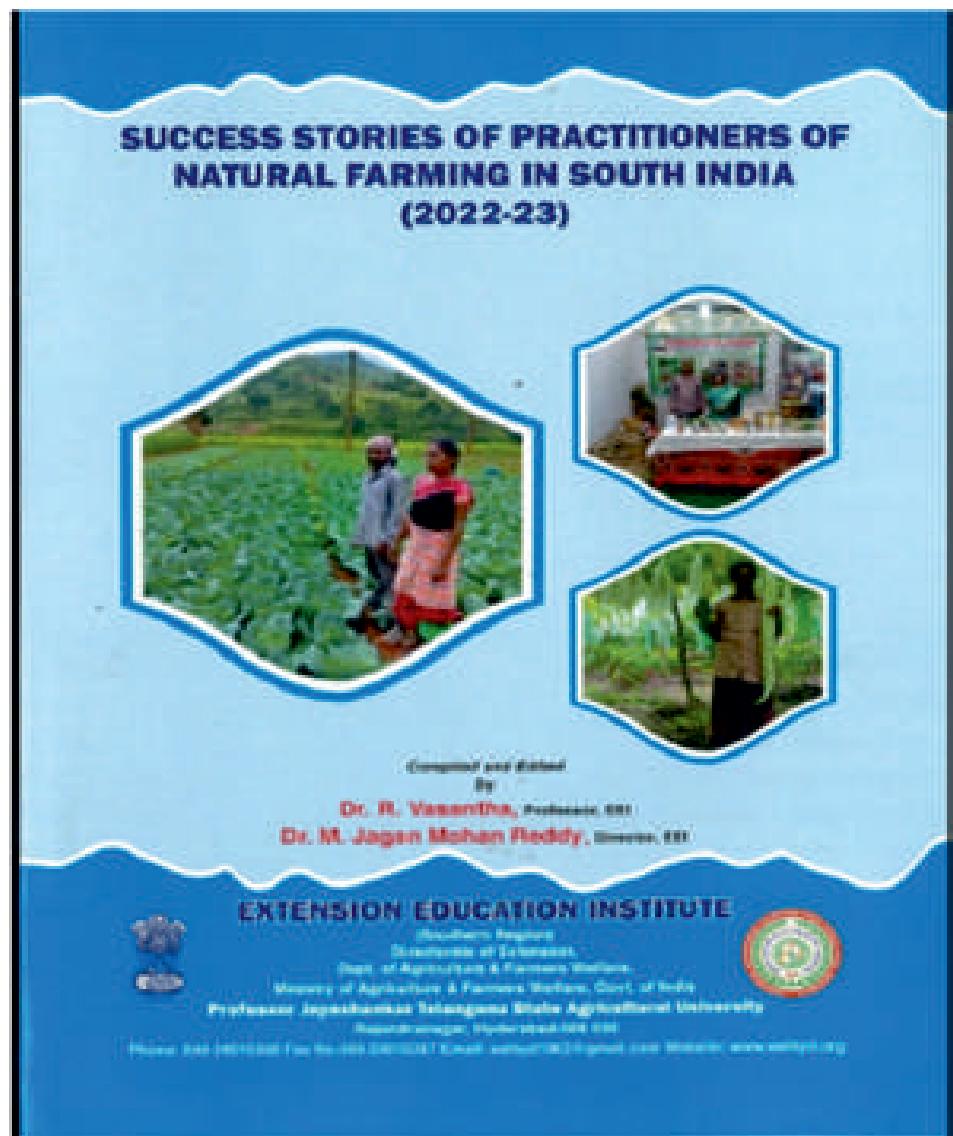
### The study details :

**Sample** : 60 Natural farming practitioners of South India

**Study area** : 5 Southern states- Telangana, Andhra Pradesh, Karnataka, Kerala and Tamil Nadu

**Mode of data collection** : Interview schedule

**Suggestions to promote Natural Farming** : 65% and 60% respondents felt that inorder to promote natural farming, farmer should do direct marketing to known consumers who trust the produce and the produce should be sold at premium rates respectively. For which marketing through social media platforms is a better option.



Book published on “Success stories of partitioners of Natural Farming in South India”



### **c. Action Research on Upscaling of Farm Diversification Models in Yadadri Bhuvanagiri District of Telangana**

The Participatory Action Learning and Action Research (PALAR) action-oriented research project entitled “Up scaling of crop diversification models in Yadadri Bhuvanagiri district of Telangana” was taken up by EEI, Hyderabad to promote farm diversification practices coordinated by Dr.A.Sailaja, Professor and Dr.D.Shireesha, Assistant Professor EEI along with DAATTC Yadadri Bhuvanagiri and State department Officials.

#### **1. OBJECTIVES:**

- To elicit facilitating/debilitating factors along with suggestions for farm diversification
- To organize capacity building programmes for respondent categories.
- To plan, facilitate and execute needed interventions in adoption of crop diversification

#### **2. METHODOLOGY:**

The study was undertaken in collaboration with DAATTC, Yadadri Bhuvanagiri district of Telangana State, Golanukonda village, Alair mandal and Yadadri Bhuvanagiri district were purposively selected as there is scope for diversification in the area, presence of good rapport with farmers and change proneness of the farmers.

#### **3. SAMPLE OF THE STUDY:**

**Selection of Respondents:** Stratified proportionate random sampling was followed for the study. Three categories of farmers i.e., Discontinued farmers, New farmers and Completely diversified farmers (since 3 years in rabi) were considered for study. Convenience sampling method was followed in solution of 30 farmers from each category, thus the total sample comprises of 90 farmers. Out of 90 farmers thirty (30) new farmers were finally selected for the upscaling of farm diversification models. PALAR research design was followed for the Action Research

#### **4. INTERVENTIONS:**

1. Problem definition and needs analysis, EEI, Hyderabad organized an awareness meeting in the village with cooperation of Department of Agriculture and DAATTC, Yadadri Bhuvanagiri. The main agenda of the meeting was to unearth the problems faced by three categories of farmers as initial step towards action research.
2. Start-up workshop: As a part of workshop focused group discussion and exposure visits were organized.
3. Project work. In this third phase, Dr. Suneetha, Associate Professor of AICRIP on vertebrate pest management, PJTSAU explained and demonstrated about the devices against the vertebrate animals, agri-solar energisers, agri-canon gun &monkey mesh. Project team also briefed the farmers on the alternate crops to paddy in rabi and reiterated the farmers to do integrated farming for sustainable income. An orientation programme was arranged to farmers to enhance their knowledge on the available state government schemes in Agriculture, Horticulture, Sericulture and Animal husbandry sectors. Brochures detailing the information on farm diversification were distributed to farmers as a part of PALAR.
4. Mid-way specialist workshop: Facilitation programme by the resource persons and a field day on Agri solar energizer was organized to the selected farmers. As a part of facilitation, a group of resource persons comprising of Dr.Sowmini Sunkara, CEO, Agrighar Services, Mrs. Aruna Devi, a successful user of agri-solar energiser, Mr. Sridhar, consultant on farm diversification attended and shared their experiences in the area to build confidence to the farmers. And all the need based agro advisory services were given by the DAATTC scientists and EEI faculty. EEI, Hyderabad in collaboration with vertebrate pest management, Hyderabad and DAATTC,



Yadadri Bhuvanagiri district organized a field day on control of monkey menace through “Agri solar energizer”.

5. Project work continued: By this stage, team members have developed the necessary skills and confidence to operate as autonomous learners and researchers. EEI, Hyderabad and DAATTC Yadadri Bhuvanagiri faculty regularly interacted with the sample farmers to exchange their ideas and experiences.
6. Concluding workshop: The purpose of the concluding workshop is for participants to finalize project results Project team (EEI, Hyderabad, DAATTC, Yadadri Bhuvanagiri and State department Officials) facilitated the participants to prepare their oral presentations and written reports.
7. Observations: Few key observations recorded from the project are:

S.No.	Number of farmers adopted farm diversification	Monkey menace control	Farm diversification from paddy to	Participation in PALAR
1	7	Agri canon gun	Groundnut	Active
2	12	Monkey mesh	Vegetables	Active
3	3	Agri canon gun	Pulses	Active
4	3	Agri canon gun	Chilly	Active
5	3	Monkey mesh	Vegetables + Poultry	Active
6	2	Agri solar energiser	Mulberry	Active



Awareness meeting to the farmers of Golanukonda village as part of Action Research



## 10. Follow Up Study at Kerala:

**The Follow up study was initiated in the State of Kerala for the period from 2018-2021 and the report of the study is**

Extension Education Institute (EEI), Rajendra Nagar, Hyderabad, established in 1962, serves the training needs of six southern states and three Union territories, operating under the Ministry of Agriculture & Farmers Welfare, Govt of India, and is administered by Professor Jayashankar Telangana State Agricultural University. Recognizing the importance of follow-up studies, EEI, Hyderabad initiated a comprehensive evaluation of its training programs to assess the long-term effectiveness. Follow-up studies are crucial for assessing participants' retention of knowledge and skills, measuring the return on investment, and adapting training strategies to evolving industry needs.

In the first phase, three states and two Union Territories, including Telangana, Tamil Nadu, Kerala, Andaman & Nicobar Islands, and Puducherry, were selected for follow-up studies conducted for the years 2018 to 2021.

The follow-up study in Kerala, carried out in July 2023, involved 100 officers who were surveyed using 'General Information and Feedback' Google forms to gather data on program impact and participant experiences, highlighting the significance of these studies in enhancing the credibility and relevance of EEI Hyderabad's training initiatives. Of the 100 officers 93 responded, the data were tabulated and analyzed by using frequency, percentages and correlation tools.

The following are the issues and recommendations derived from the study :

Issues (Training methodologies got the attention of participants) :

1. Field Visits and Practical Exposure
2. Updated Training Materials
3. Strategic Publicity and Linkage Efforts
4. Patience and Learning Skills Development
5. Integration of Marketing Methods
6. Extended Training Duration
7. Innovative and Job-Oriented Sessions
8. Diversification of Focus to Allied Sectors
9. Establishment of Strong Government Links
10. Targeted Training

**Recommendations offered by the participants:**

1. Tailored Content Delivery
2. Emphases on Practical Application
3. Knowledge-Sharing Initiatives
4. Continuous Feedback Loop





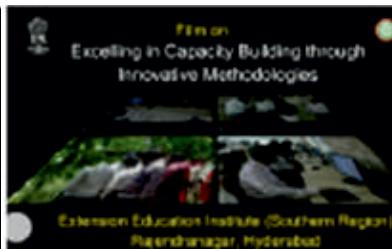
## 11. Awards :

**EEI, Hyderabad received MANAGE Agri Film Festival-2023 Award on 22 February, 2024**

During MANAGE Awards Ceremony-2024 EEI was awarded with 'Best Institutional Film – EEI (Extension Education Institute (EEI), Hyderabad, Telangana)' for the film entitled 'Excelling in Capacity Building through Innovative Methodologies' under the institutional category of Agri Film Festival-2023 on 22nd February, 2024.

Dr.V.Sudha Rani, Director of Extension, PJTSAU, Dr.M.Jagan Mohan Reddy, Director, EEI, Hyderabad and Sri.R.Srinivas, Sr. Technician of the institute received award from the hands of the chief guest of the programme Shri. Faiz Ahmad Kidwai, IAS, Additional Secretary (RFS/ NRM/ Climate Change/ Extension/ MPS/I&PS/AIF/Marketing),MoA&FW, GoI, New Delhi.

Dr.P.Chandra Shekara, Director General, MANAGE during his speech emphasised that EEI film on Capacity Building through Innovative Methodologies is the need of the hour. He also congratulated the faculty of EEI for their efforts in rendering training through innovative methodologies to the clientele officers which was showcased in the film. He also praised PJTSAU for supporting EEI in all its endeavors.



## 12. Events organized at EEI, Hyderabad

S.No.	Details	Date
1.	World Environment Day	5 <sup>th</sup> June, 2023
2.	Mission Lifestyle for Environment (LiFE) Achievements	3 <sup>rd</sup> to 5 <sup>th</sup> week of May, 2023
3.	Telangana Rashtra Avatarana Dashabdi Utsavalu	1 <sup>st</sup> to 3 <sup>rd</sup> June, 2023
4.	Celebrations of International Women's Day 2024	11 <sup>th</sup> & 12 <sup>th</sup> March, 2024



### 13. Publications & Articles

a. EEI, Hyderabad during 2023-24 published various publications as follows



#### b. Articles :

1. Dr. M. Jagan Mohan Reddy, Adoption of recommended sustainable paddy farming practices in Telangana state, India, International Journal of Environmental and climate change, Volume 13, Issue 9, Page 2384-2396, 2023; Article no.IJECC.103017 ISSN: 2581-8627
2. Dr. M. Jagan Mohan Reddy, Profile Characteristics of Paddy Farmers in Telangana State, India, International Journal of Plant & Soil Science, Volume 35, Issue 18, Page 1090-1102, 2023; Article no.IJPSS.103093 ISSN: 2320-7035
3. Dr. M. Jagan Mohan Reddy, Development of groundnut yield forecasting models in relation to weather parameters in Andhra Pradesh, India, Journal of Agro meteorology, ISSN : 0972-1665 (print), 2583-2980 (online) Vol. No. 25 (3) : - (September - 2023) Dr.K.MadhuBabu&SoujanyaKotte, Leveraging e-NAM as an extension innovation in supply and value chain management -A Status in Nizamabad, National Conference, 47/EP/ PJTSAU/2022
4. Dr. R. Vasantha, Professor and Dr. M. Jagan Mohan Reddy, Middepantala Saagulo Sastreeya Parigynanam Mariyu Vijaya Gaadhalu, PJTSAU publication, 47/EP/ PJTSAU/2022
5. Dr. R. Vasantha, Professor and Dr. M. Jagan Mohan Reddy, Inspiring Stories of Success of South Indian Farmers (2022-23), PJTSAU publication, 17/MG/ PJTSAU/2023
6. Dr. R. Vasantha, Professor and Dr. M. Jagan Mohan Reddy, Success Sagas of Practitioners of Natural Farming In South India 2022-23, PJTSAU publication, 16/MG/ PJTSAU/2023
7. Dr. R. Vasantha, Professor and Dr. M. Jagan Mohan Reddy, Success Sagas of Enterprising South Indian Farmers 2022-23, PJTSAU publication, 40/EP/ PJTSAU/2022
8. Dr. M. Preethi and Ms. M. Vasantha, Harmonising Household Food Wastage and Curbing Strategies in Ielangana: A Pathwayto Redefining Extension Approaches in Achieving Sustainable Development Goals, NEERAEE, 2023 Compendium
9. Dr.N.Praveen Professor, EEI, Smt Yamuna Scientist, DAATTC, Tandur, "Success case of Pigeon Pea with Paired row and dibbling methods in rain fed areas", "NEERAEE" Compendium, Sep 2, 2023, 12:33 PM NEERAEE, 2023 - 24G. CharanTej and P. Vijaya Lakshmi , Profile characteristics of urban dwell as on terrace gardening in Telangana State, International Journal of Statistics and applied mathematics, 2023 ; SP- (6); 440-445, SP-8(6) 440-445, Published



10. G. CharanTej and P. VijayaLakshmi, Assessing urban dwellers knowledge of terrace gardening in Telangana State ,International Journal of Extension and Social Development 2023, Volume 6: Issue 2;Jul-Dec 2023, Page No 28-30, Published Shashikala Shashi
11. Dr.R Vasantha, K MadhuBabu and D Srinivasa Chary, Profile characteristics of cultivators of two major makhana ecosystems in Katihar District of Bihar State, International Journal of Statistics and Applied Mathematics 2023 ,SP-8(6): 104-109
12. Afshan jabeen.1, R. Vasantha. R2, Prashanth.P 3 and Padmaja.B4, A Study to Analyse Gaps in implementation of Electronic National Agricultural Marketing, Journal of Research in Agriculture and Animal Science, Volume 9 ~ Issue 5 (2022) pp: 55-58 ISSN(Online) : 2321-9459
13. Dr R Vasantha, Unleashing the power of English language in Indian context, International Journal of Research and Analytical reviews (IJRAR) E-ISSN:2348-1269, PISSN: 2349-5138
14. Ms. KhushbooYadav and Dr. M. Preethi, “Gender Inclusive Extension Services: Empowering Women in Agriculture” of published book entitled , “Modern Horizons in Agriculture Extension” Volume 1, ISBN No. 978-81- 967238-4-2 published with Stella International Publications, Book chapter published, Dated 23-1-2024
15. G. CharanTej and Dr. P. Vijaya Lakshmi, Profile characteristics of urban dwell as on terrace gardening in Telangana State, International Jr. of Statistics applied mathematics 2023 ,SP-8(6) 440-445, Published

#### 14. Visitors

The following eminent personalities visited EEI, Hyderabad during training programmes and made fruitful discussion with the trainees.

S.No.	Visitor details	Visit date
1.	Shri. Faiz Ahmad Kidwai, IAS, Additional Secretary (RFS/NRM/Climate Change/ Extension/ MPS/ I&PS/ AIF/Marketing), MoA&FW, GoI, New Delhi	28.12.2023
2.	Dr.Himanshu Pathak, Hon'ble Secretary (DARE) and Director General (ICAR), Ministry of Agriculture and Farmers Welfare, GoI, New Delhi	21.04.2024
3.	Smt. Suseela Chintala, Chief General Manager, NABARD, Telangana Region	15.03.2024
4.	Shri.Sajith Kumar Kunhalath, Director (Farm Information), Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, GoI	09.01.2024
5.	Shri.Manish Bhatia, Director (Administration), DoE, MoA&FW, GoI, New Delhi	27.02.2024
6.	Shri.Neeraj Kumar Prajapati, renowned as the Bicycle Man of India	17.01.2024

#### 15. New Initiatives during 2023-24 by EEI, Hyderabad

- Working in partnership mode
- Designing Gender specific topics
- Complete digital recording of feedback & learnings ( inhouse & backhome) of trainees through 13 Google forms incl. field visits, backhome planning, tracking application of learnings ( after 1 week, 1 month & 3 months)
- There is paradigm shift in topics of training
- Natural farming for sustainable agriculture
- Entrepreneurship development for women officers of agri. & allied sectors
- Carbon credits
- Urban and peri-urban farming



- Export oriented agriculture
- Experiential Learning Methods and Management Games
- Waste Management in Agri. and Allied Sectors
- Capacity building of FPOs
- Digital applications in ToT
- Sustainable Development Goals in agri & allied sectors

## 16. Academic Programme

a) EEI Faculty as a major/minor advisors to PG and Ph. D students in the Department of Extension Education

S. No.	Name of the faculty	Name of the PG / Ph. D students with ID No.	Title of the research problem
1.	<b>Dr. M. Jagan Mohan Reddy, Director</b>	Boppana Jagadeeshwari RAD/2020-15	A Study of Farmers Innovation Eco System in Telangana State
a.		D.R.K. Saikanth RAD/18-07	A Critical Analysis of Livelihood Status of Farmers of Telangana State
b.		R.S. Swetha RAM/2022-37	Supply chain management of Ragi in the Palakkad tribal region of Kerala State
c.		Uday Kumar Arava RAD/2020-13	Agricultural Extension Service Systems in Telangana: A Stakeholder Analysis
d.		Sara Zainab RAM/2022-23	Corey aspirations of undergraduate Girl students of PJTSAU – An Analytical study
2.	<b>Dr. R. Vasantha, Professor</b>	RakeshDevan RAD/2020-14	Rice Export Ecosystem in Telangana and Andhra Pradesh states: a stake holders perspective
a.		Madhusekhar	New allotment
b.		E. Deepika RAM/2022-25	Marketing challenges and opportunities for farm women in Telangana
3.	<b>Dr.K.MadhuBabu, Professor</b>	A. Harshini RAM/21-31	Awareness and utilization of weather based agro-advisory services by farmers of Telangana state – A critical analysis
a.		ShashikalaShahsi RAM/21-35	Critical analysis of makhana ecosystem in Bihar state
b.		SoujanyaKotte RAD/2021- 11	On line teaching learning process in PJTSAU
c.		S.Akhila RAD/2021-11	Human Wildlife conflict with specific reference to crop loss in Telangana state: Assessment of perception and mitigation measures of farmers
d.		NallaAnusha Reddy RAD/2021-12	Innovations in Agricultural Extension Management : A Stakeholder analysis in Telangana State



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S. No.	Name of the faculty	Name of the PG / Ph. D students with ID No.	Title of the research problem
4.	<b>Dr.S.Chandrashekhar Professor</b>	Lakshmi Prasanna RAM/2022-29	A Study on effectiveness of Whats App Agro Advisories developed by
5.	<b>Dr. M. Preethi, Professor, EEI</b>	KhushbooYadav, CHD/2021-08	Effect of Nutritional Education Interventions to Enhance Nutritional Security of Farm Families in Telangana State
a.		MangalapuriVasanthi CHD/2022- 10	Assessment of Food Wastage in Rural and Urban households of Telangana- A multivariate Analysis
b.		LavudyaBangari CHD/2021-09	Title-Impact of climate change on farm and home activities of rural women in Telangana State
c.		Anjali Singh CHD/2022- 09	Analysis of Livelihood status of Women weavers in Telangana
d.		Bhawana Sharma CHM/2022- 01	Development of Sustainable Agro Textiles-Bio Polymer Composites
e.		SriivellaSucharita CHD/2022-06	Effect of Processing of Zinc retention and Nutritional properties of Rice cultivars: Zinc Bio fortified rice and PJTSAU variety RNR 26113
f.		AnishaPreethi. V CHM/2022-10	Effect of Cannabinoids and Diet in alleviating psychological and physical distress in Terminal Cancer patients.
6.	<b>Dr. P. Vijaya Lakshmi, Professor</b>	Kondle. Sushma RAM/2022-32	Attitude of agri and non agri professionals towards agripreneurship – A Comparative study
7.	<b>Dr.N.Praveen, Professor</b>	G. Santhosh Kumar RAM/2022-38	Awareness and Utilization Pattern of PM KisanSammanNidhi scheme-A Case study in Telangana
8.	<b>Dr. D. Shireesha Asst. Professor</b>	ShaikReshma RAM/2022-31	A comprehensive study on RythuVedikas: evaluating the structural and functional aspects and perceived benefits for farmers in Telangana state.



## 17. Linkages of EEI with other Institutions

S. No.	Institution	Details
1.	PJTSAU	Administrative control
2.	Other EEIs	Exchange of information, reading materials and in conducting research projects etc.
3.	MANAGE	Exchange of resource persons and organizing collaborative training programmes
4.	SAMETIs of client states, and client departments SMILDA, IMAGE, STAMIN	Deputing resource persons from EEI, for conducting Off-campus training programmes and in assessing training needs of their departments
5.	NAARM	Exchange of resource persons, reading materials
6.	APEDA	Field visits, resource persons to EEI
7.	PRDIS	Deputing resource persons from EEI
8.	ICRISAT & CRIDA	Sponsored trainings in coordination with EEI
9.	Dr. MCR HRD	Institutional visits
10.	NIRD	Field visit to RTP and as resource persons to EEI
11.	CAPART	Consultancy services
12.	Client departments	On and Off-campus training programmes, follow up visits
13.	SAUs- KAU, TNAU, KVKs, GKVK, OUAT, UAS, ANGRAU, ATARI, Zone-10	To acquaint the trainees with successful research results to be popularized & for Guest lectures
14.	Research & management institutes - ICAR - CIAE (Head & regional centres), CFTRI, CSB, KSSRDI, CSR&TI, IIHR, IIFSR (Head & regional centres), NRSC, APEDA, CSB, EICI, IIM, Spices board, IIP	To seek the technical expertise in training curriculum formulation (sector specific programmes) & design besides acting as resource persons.
15.	Directorates - Marketing & inspection division	Resource expertise on Marketing reforms & e-Marketing
16.	Traditional universities - TISS, Osmania, EFLU, IGNOU	To allow the new blood to seep in into the training design a mixed bag is carried in the training module.



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S. No.	Institution	Details
17.	HRD institutes - CDAC, BIRD, ASCI, MCHRD	To provide exposure on successful models for creation of healthy organisational climate.
18.	Entrepreneurship development institutes- NIMSME, Khadi, Gramodyog, RUDSETI	Facilitated in EDP course formulation, provided technical expertise in conducting skill oriented programmes and extended hand holding support in enterprise building.
19.	Advisors & Members, Ministries of Agriculture, Marketing, Swach Bharat Mission, Organic farming, KADA	To acquaint the trainees with policies and procedures in vogue, certification process and end to end facilitation support to farmers to make farming profitable and sustainable.
20.	Fisheries & Animal Husbandry - IVRI, NRC on meat, ICAR-NDRI, NFDB, NARFBR, RAGACOVAS	Provided intellectual wisdom in formulation of effective training module and presentation.
21.	Media organisations AIR, Doordarshan, Private channels, EMRC	Imparted effective script writing skills besides multimedia mix skills for effective ToT.
22.	Private organisations AEGIS technologies G-COT, MABIF, Karvy comtrade, Hester Biosciences, BRIC & solutions Vasudhaika software, Vinayaka agritech & suvarna florex, TEZ	To abreast the knowledge of trainees on successful business models which can be replicated.
23.	Consultants - Swasth farms, Agribiz, AKS, Naturopathy, Indbro farms	To share their experiences with the trainees.
24.	NGOs - Bastar Se Bazaar tak, Chetna organic, CSA, DDS, VIKASA Kisan sanchar, Aditi Millets Startled International ELEMENTS, A4 Agro fresh, Ekalavya Foundation, e-fresh agri solutions, Desh Pande foundation, Samunnati Finance, Digital green, SPAAIAS, CTRAN, Consultancy VISHWAS, MAARI, IRDS,	To share the successful TOT models, procedures followed in credit lending and winning credibility farmers.
25.	Successful FPOs - Sahyadri, F3, Saahaj Milk Producer company	To know the strategies followed in community organisation, supply chain linkage so as to build sustainable and successful FPO's.
26.	Farmer practitioners, Free lance trainers, entrepreneurs & International export import trainers	To impart the tips in urban farming, natural farming, IFS and the challenges faced in their journey.



S. No.	Institution	Details
27.	Export Inspection Council, GoI, New Delhi.	To familiarize the trainees with the quality standards demanded by exporting and importing countries.
28.	Personality development institutes/ Prashanthi counselling and HRD centre, School of mind management, Abhivyakthi, Victoria training foundation, Brahmakumaris institute.	Invited as resource persons to guide trainees on holistic development and well being.
29.	Export institutions like Sam Agrotech, Alkabeer	Orienting trainings on real time export environment through field visits
30.	Samunnati Foundation	Projects and skill training programmes are being designing

EEI faculty is regularly participating as Resource Persons / Guest Speakers to deliver lectures in the areas concerned at MANAGE, NAARM, SAMETI, PRDIS and other state and national institutions.