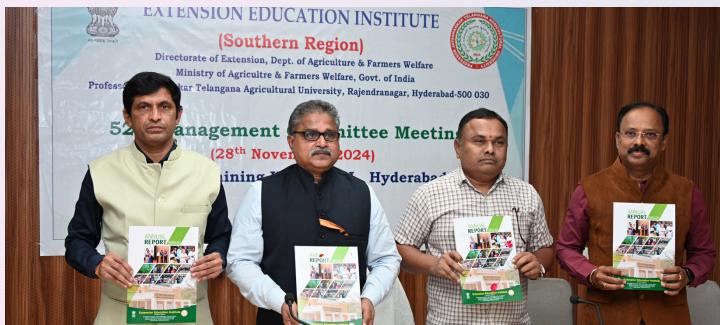


ANNUAL REPORT

2024-2025



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 : 2024-25

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Professor Jayashankar Telangana Agricultural University
Rajendranagar, Hyderabad-500 030

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Dr. M. Jagan Mohan Reddy

Director

Dr. K. Madhu babu

Professor

Citation

Annual Report : 2024-25

Extension Education Institute

Rajendranagar, Hyderabad - 500030



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-5000 030

Phone No. : 040-24015368; Email: eeihyd1962@gmail.com

Website : www.eeihyd.org



Preface

The Extension Education Institute (EEI), Rajendranagar, Hyderabad, established in 1962, is one of the four Regional Extension Education Institutes in India, created with the objective of strengthening the capacities of middle-level functionaries in agriculture and allied sectors. The Institute serves six southern states—Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana and Odisha—and three Union Territories, namely Andaman & Nicobar Islands, Lakshadweep Islands and Puducherry. EEI functions under the purview of the Ministry of Agriculture & Farmers Welfare, Government of India, and operates under the administrative control of Professor Jayashankar Telangana Agricultural University (PJTAU).

The mandate of EEI is to impart training in extension methodologies, management practices, technology dissemination, action research and consultancy services. Training needs are identified through regional workshops and training programmes, based on which the annual training calendar is prepared for the benefit of stakeholders. The Institute adopts participatory and experiential training approaches, including group work, role plays, case studies and exposure visits, complemented by systematic feedback, post-evaluation and follow-up mechanisms.

During the year 2024–25, EEI conducted 29 On-campus (online), 7 Online and 6 Off-campus training programmes, along with 12 webinars, 1 consultancy training programme and 4 collaborative programme with MANAGE. A total of 3,141 middle-level extension officials participated in these programmes. Major thematic areas covered Natural Farming, Carbon Credits, Urban and Peri-Urban Agriculture, Waste Management, Capacity Building of FPOs, Digital Applications in Transfer of Technology and Sustainable Development Goals.

Guided by PJTAU and the Ministry of Agriculture & Farmers Welfare, EEI, Hyderabad, continues to strive for excellence in capacity building and remains committed to enhancing the effectiveness of extension services across the southern region of the country.

Dr. M. Jagannath Mohan Reddy
Director & University Head (Agril. Extension)

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1. Extension Education Institute - Profile

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

EEI specializes in addressing the training needs of middle-level extension functionaries from the line departments of its client states—Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Odisha—and the Union Territories of Puducherry, Andaman & Nicobar Islands, and Lakshadweep. In addition to this, the institute also trains faculty and trainers from SAMETIs, FTCs, KVks, and Master Trainers of PJTAU. EEI is staffed with experienced faculty possessing deep subject knowledge and strong communication skills. The institute is equipped with modern training and seminar facilities to effectively support diverse training requirements.

As one of India's four Regional Training Institutes, EEI stands as a distinguished leader in capacity building for the agricultural extension ecosystem, offering efficient, reliable, and cost-effective training solutions to address emerging challenges in agriculture and allied sectors. The institute consistently designs and refines need-based training programmes that enable field-level officials to harness their strengths and effectively respond to evolving challenges in their respective domains.

EEI serves as a guiding force by shaping the personal and professional competencies of extension officers from its client states and UTs, committed to delivering maximum value through a highly application-oriented and participatory training approach. Course content is developed only after carefully assessing the quality expectations and skill requirements of the sector. The institute has achieved a remarkable 179% client coverage, ensuring satisfaction through excellence in both quality and diversity of training services.

In addition to prescheduled programmes, EEI collaborates with esteemed organizations such as MANAGE, SAMETIs, ICRISAT, ICAR-IIIRR, ICAR-NAARM, ICAR-IIIMR, ICAR-IIOR, ICAR--CRIDA, ATARI-X, NFDB, NIPHM, TS Biodiversity Board, NGOs, and Farmer Federations to deliver training on the latest advancements in agriculture and allied enterprises. Till March 2025, the institute has successfully trained 45,428 officers from development departments of client states and UTs, including farmers. To further support contemporary needs, EEI also undertakes consultancy services such as monitoring, evaluation, and impact assessments of state and central development programmes.

1.1. 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.

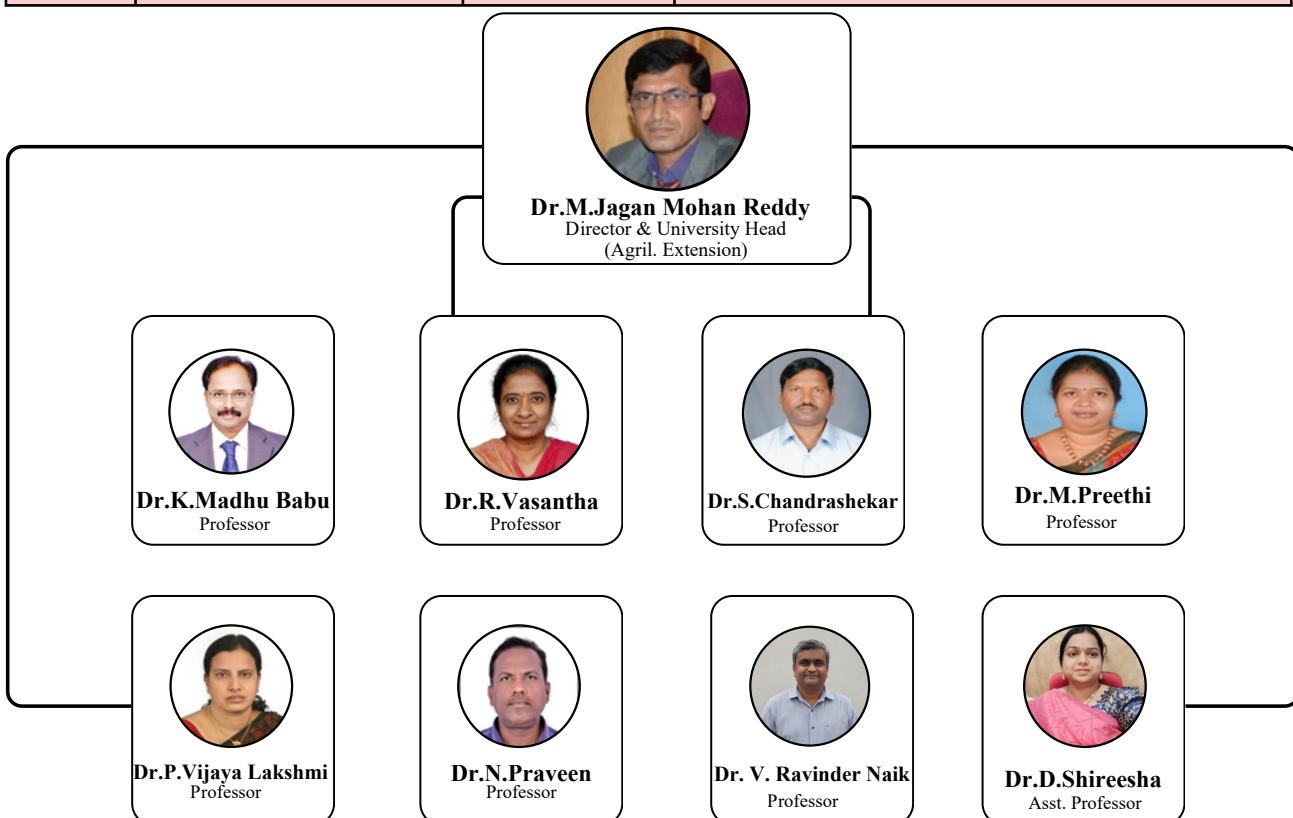
As per the directives of the Directorate of Extension, Ministry of Agriculture & Farmers Welfare, Government of India, a Management Committee has been constituted under the Chairmanship of the Hon'ble Vice-Chancellor, Professor Jayashankar Telangana Agricultural University (PJTAU). The committee comprises representatives from the Directorate of Extension (GoI), PJTAU, development departments of client states, MANAGE, NAARM, NIRD, SAMETIs, and farmer representatives. The Director of EEI serves as the Member Secretary. The committee convenes annually to strengthen the quality of training programmes and support the institute's effective operational management.

In addition to its training mandate, EEI Hyderabad is actively engaged in consultancy services, including specialized training and impact evaluation studies. Several trainings have been conducted on a consultancy basis across client states. Third-party monitoring and evaluation of major government schemes and programmes have also been entrusted to the institute. With an enduring commitment to serving the farming community, EEI continues to move forward by embracing new responsibilities and initiatives.

Consultancy studies, evaluation studies, and need-based training programmes have constituted key activities of EEI since 2008. These efforts have enabled the institute to accumulate valuable experience, deepen field-level orientation, and broaden faculty exposure to emerging trends and developments in agriculture. Additionally, income generated from consultancy projects has contributed to enhancing the EEI corpus, which has been utilized for institutional development and infrastructural strengthening.

1.2. Strength of Teaching Staff at EEI, Hyderabad :

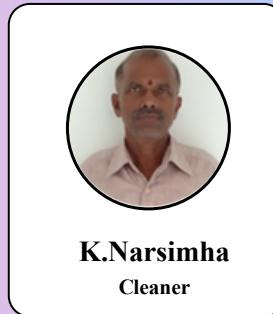
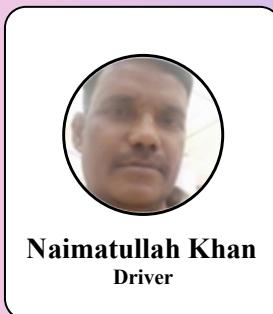
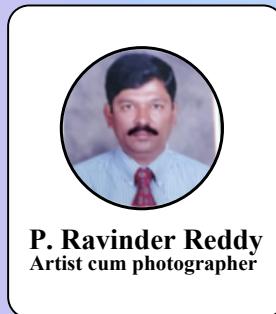
S. No.	Cadre	Sanctioned Strength	In-position (with name)
1	Professor	2	1. Dr. M. Jagan Mohan Reddy, Director 2. Dr. R. Vasantha, Professor
2	Associate Professor	5	1. Dr. K. Madhu Babu, Professor 2. Dr. S. Chandrashekhar, Professor 3. Dr. M. Preethi, Professor 4. Dr. P. Vijaya Lakshmi, Professor 5. Dr. V. Ravinder Naik, Professor 6. Dr. N. Praveen, Professor
3	Assistant Professor	7	1. Dr. D. Shreesha, Asst. Professor
	Total	14	9



1.3. Strength of Non-Teaching Staff at EEI, Hyderabad:

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

Details Non-Teaching Staff

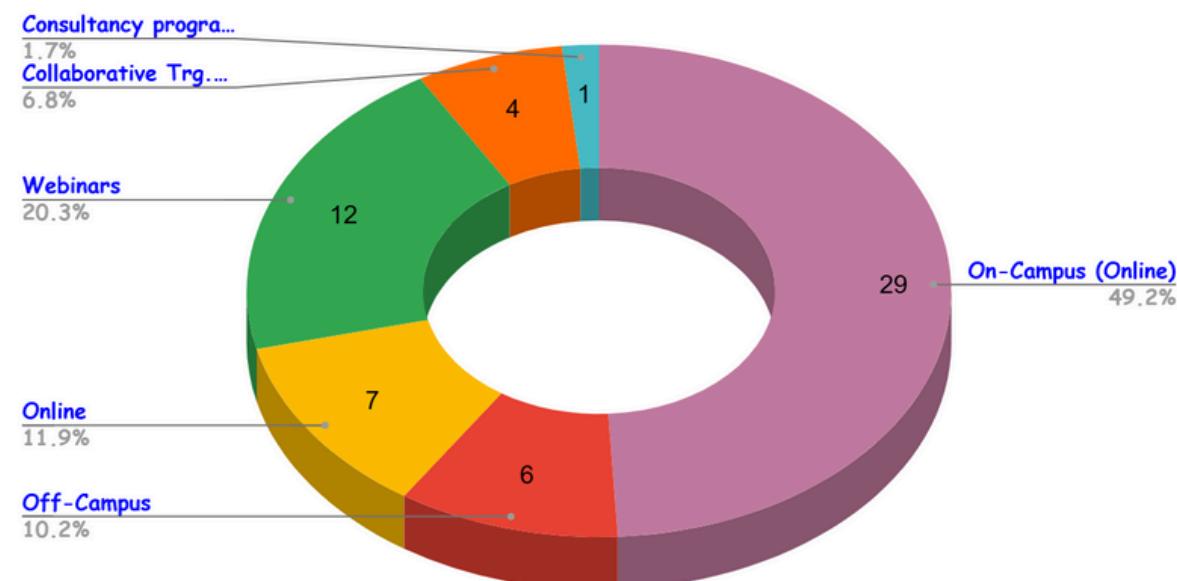


2. Financial and Physical Progress (2024-25)

2.1. Physical Progress (2024-25)

Type of Training	No. of training programmes		No. of trainees participated
	Targeted	Conducted	
On-Campus (Online)	30	29	1498
Off-Campus	26	6	184
Online	7	7	373
Webinars	12	12	742
Collaborative Trg. Progs with MANAGE	6	4	317
Consultancy programme	1	1	27
Total	81	59	3141

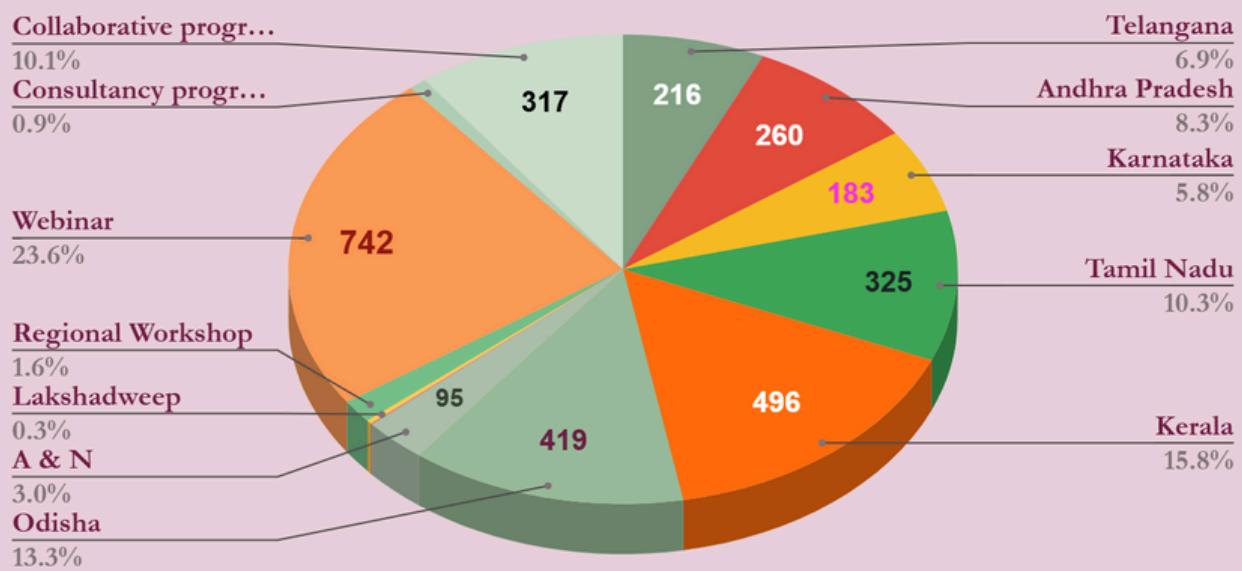
Graph showing the No. of Trainings conducted and No. of participants benefitted



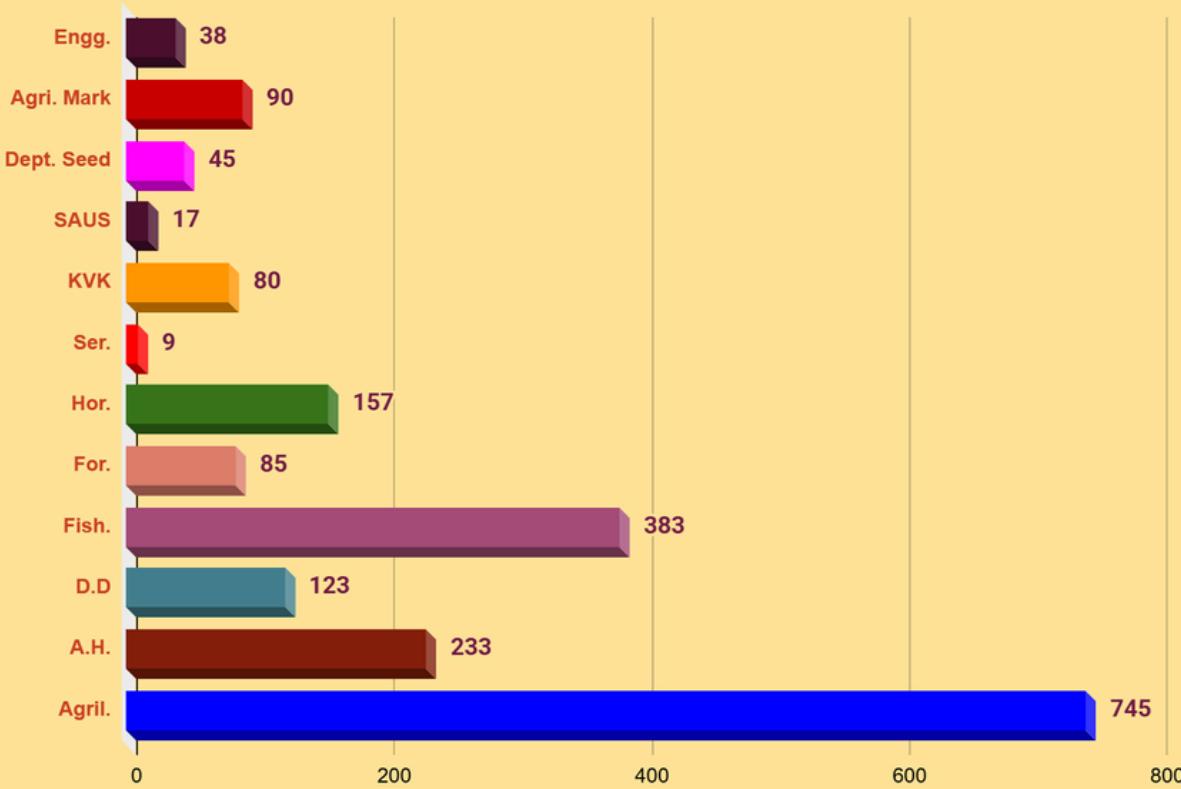
2.2. Department and State wise participation of trainees in Training programmes (2024-25)

State/ Dept.	Agril . .	A. H.	D. D	Fish.	For.	Hor.	Ser . .	KV K	SAU S	Dept	Agri. Mar	En gg.	Total
Telangana	31	120	--	1	--	12	9	25	--	18	--	--	216
Andhra Pradesh	74	--	--	143	--	10	--	21	3	9	--	--	260
Karnataka	48	--	--	--	--	108	--	26	1	--	--	--	183
Tamil Nadu	45	31	--	--	79	18	--	5	1	18	90	38	325
Kerala	304	3	123	53	6		--	3	4	--	--	--	496
Odisha	164	76	--	162		9	--	--	8	--	--	--	419
A & N	71	--	--	24	--	--	--	--	--	--	--	--	95
Pudu- cherry	--	3	--	--	--	--	--	--	--	--	--	--	3
Lakshad- weep	8	--	--	--	--	--	--	--	--	--	--	--	8
Regional Workshop	--	--	--	--	--	--	--	--	--	--	--	--	50
Webinar	--	--	--	--	--	--	--	--	--	--	--	--	742
Consul- tancy programm	--	--	--	--	--	--	--	--	--	--	--	--	27
Colla- borative programm	--	--	--	--	--	--	--	--	--	--	--	--	317
Total:	745	233	123	383	85	157	9	80	17	45	90	38	3141

Graph showing the State and Program Wise Participation (2024-25)

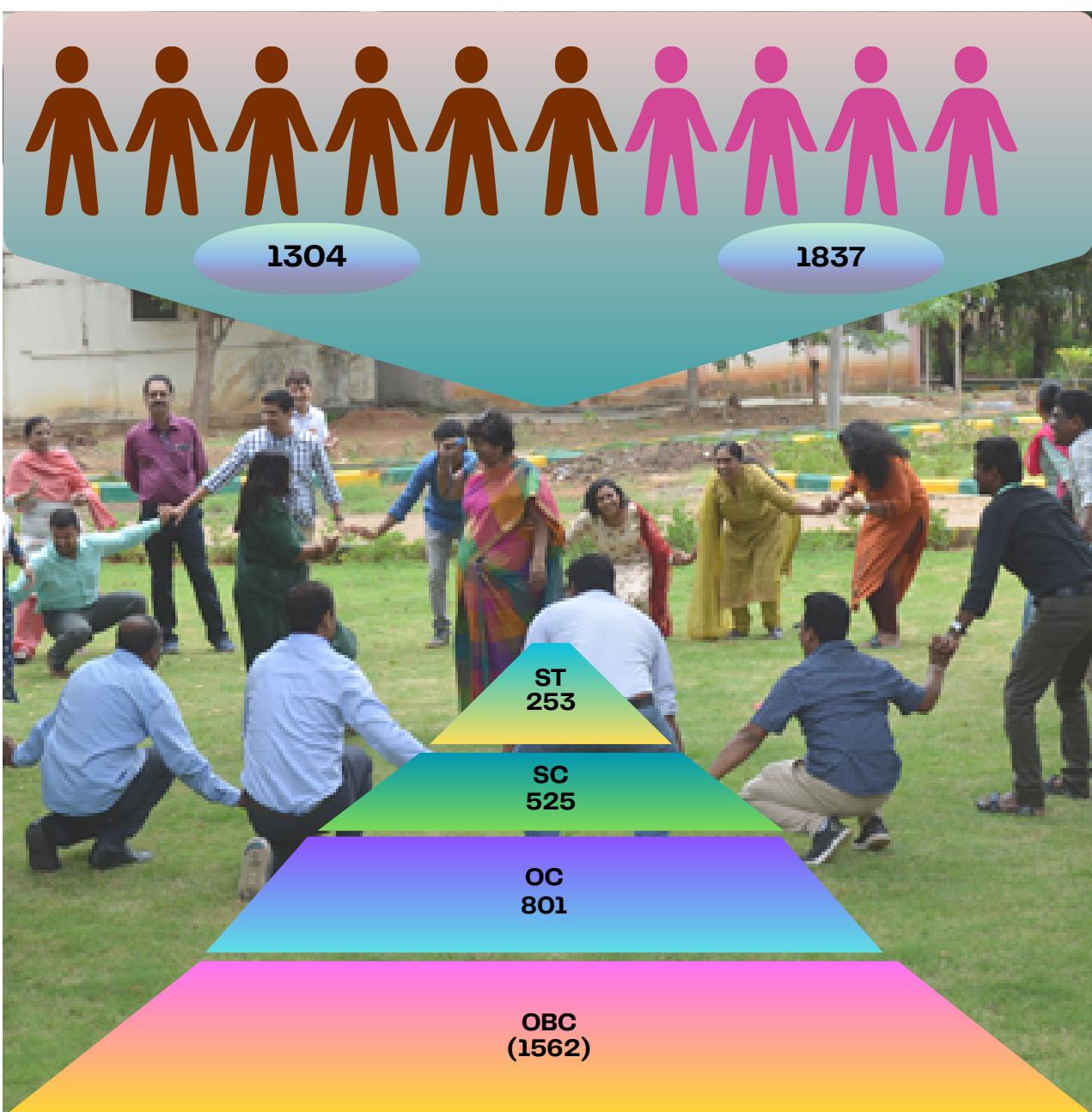


Graph showing the Department Wise Participation (2024-25)



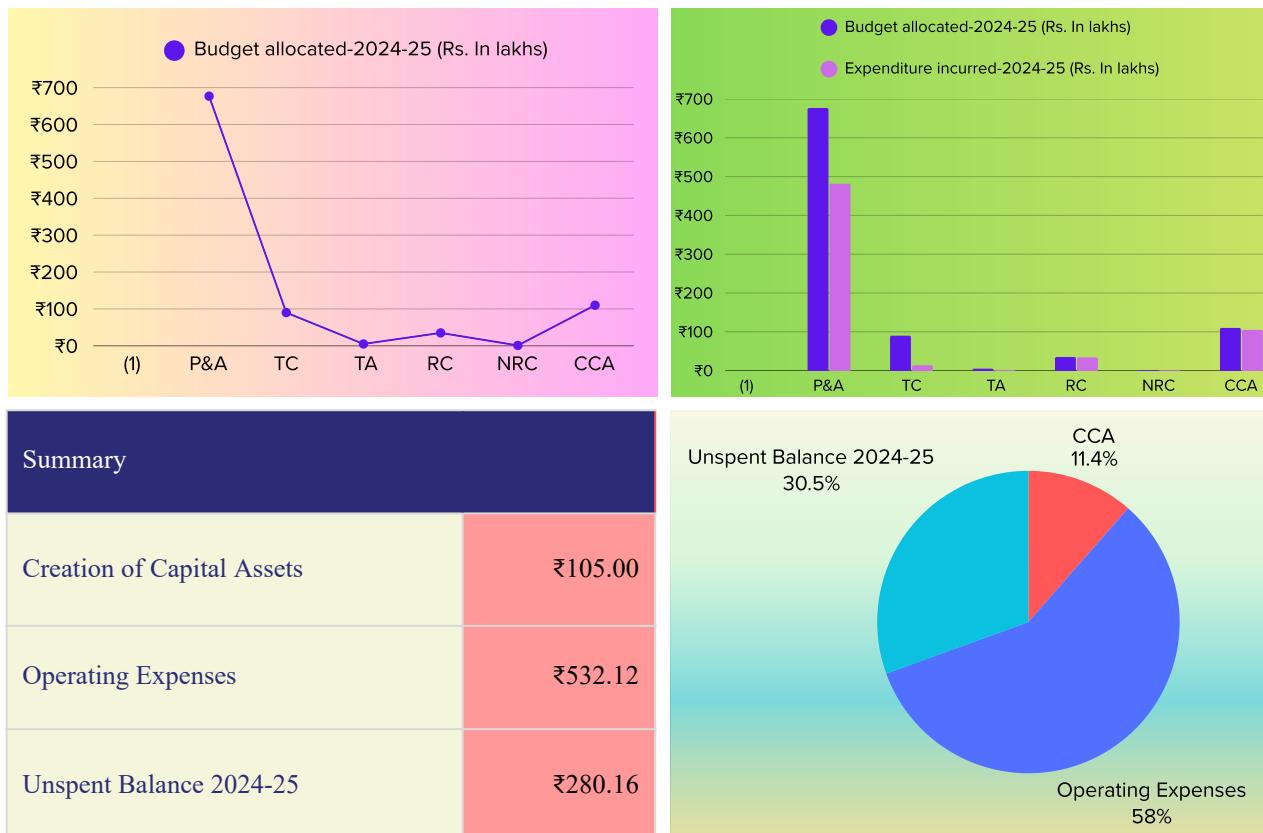
2.3. Gender-wise and Category-wise participation of trainees in the training programmes (2024–25)

S. No.	Details	No. of On, Off campus and online Trainings organized	Gender wise			Category Wise			
			Male	Fe-male	Total	OBC	OC	SC	ST
1	EEI Training programmes organized during 2024-25	59	1304	1837	3141	1562	801	525	253



2.4. Financial Progress (2024-25)

Head of account	Budget allocated-2024-25 (Rs. In lakhs)	Opening balance of 2024-25 (Rs. In lakhs)	Fund released- 2024-25 (Rs. In lakhs)	Total fund available- 2024-25 (Rs. In lakhs) (3+4)	Expenditure incurred- 2024-25 (Rs. In lakhs)	Unspent balance- 2024-25 (Rs. In lakhs) (5-6)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Pay & Allowances	₹676.83		₹293.37		₹481.74	
Training cost	₹90.00		₹121.31		₹13.70	
TA Allowances	₹5.00		₹392.60		₹1.66	
Recurring contingencies	₹35.00				₹34.02	
Non-Recurring contingencies	₹1.00				₹1.00	
Creation of Capital Assets	₹110.00		₹110.00		₹105.00	
Total	₹917.83	0.00	₹917.28	₹917.28	₹637.12	₹280.16



3. Innovative Extension Methodologies

Training and capacity building remained a critical priority during the Covid-19 pandemic. EEI, Hyderabad quickly adapted to the challenges by developing innovative digital learning strategies, ensuring continuity in capacity building despite restrictions. The Institute leveraged technology to deliver collaborative and interactive social-learning experiences, reaching a wide audience across the country. High-speed internet, stable IT infrastructure, and learning management systems were deployed to enable online training, mentoring, and engagement through virtual tools.

A systematic approach was adopted for all trainings, encompassing need assessment, objective setting, content design, implementation, and evaluation as a continuous process. Participants were actively engaged through features such as keeping videos on, virtual breakout rooms, chat, polling, and post-session feedback. Customized WhatsApp groups further facilitated open discussions, idea exchange, and networking.

Several innovative methodologies were employed to enhance learning outcomes:

- Individual and Group Exercises: Participants engaged in exercises that promoted innovative thinking and holistic problem-solving, focusing on skill and competency development.
- Role Plays: Conducted online with prior preparation, these simulations enabled participants to practice real-world scenarios, develop leadership, negotiation, and behavioral skills, and enhance creativity.
- Panel Discussions: These sessions exposed participants to diverse viewpoints, expanding knowledge and understanding of specific topics.
- Management Games and Business Simulators: Virtual games created interactive, experiential learning environments to practice decision-making, planning, and problem-solving in simulated organizational scenarios.
- Breakout Sessions: Virtual rooms grouped trainees to brainstorm on case studies, perform role plays, and present solutions in the general session, encouraging collaboration and engagement.
- Live Streaming of Demonstrations and Virtual Tours: Field visits and practical demonstrations were conducted virtually to provide real-time exposure despite pandemic limitations.

Through these methodologies, EEI successfully ensured skill development, engagement, and effective learning for its clientele.

4. System of Monitoring and Evaluation

EEI, Hyderabad maintains a robust system of monitoring and evaluation for all on-campus and off-campus training programs. The process relies on structured schedules administered to participants with objectivity and purpose, generating data to assess program effectiveness.

Program monitoring is carried out by Course Coordinators and the Director to ensure adherence to schedules and content quality. Evaluation includes pre- and post-training assessments, training need analysis, and participant feedback. The collected data is analyzed to measure knowledge gain, identify improvement areas, and explore new dimensions for future programs.

This systematic approach ensures sustainable training practices, effectiveness of methodologies, and provides insights into participant engagement, expertise standards, and overall program impact, thereby enabling continuous improvement in EEI's training initiatives.

5. Training programmes of the institute

During the year 2024-25 the Institute organized 29 On-campus, 6 Off-campus, 7 Online, 12 Webinars, 4 Collaborative training programmes with MANAGE and 1 Consultancy training programme (including Regional Workshop). The details are furnished below.

5.1. On-Campus (ECHO Online) Training Programmes 2024-25

S. No.	Name of the Training Programme	Duration	Male	Fe-male	Total	Category Wise			
						OBC	OC	SC	ST
1	Digital solutions for effective TOT in agri and allied sectors	11th to 15th June, 2024	59	51	110	59	35	8	8
2	Promotion of Farmer Producer Organizations in agri and allied sectors	11th to 15th June, 2024	35	48	83	38	27	14	4
3	Post-Harvest Management, Value addition and Marketing logistics for profitable agri and allied sectors	18th to 22nd June, 2024	36	64	100	61	22	13	4
4	Agri trade logistics, Regulations and Documentation for exports in agri and allied sectors	25th to 29th June, 2024	47	50	97	51	33	13	
5	Natural resource management in agri and allied sectors	2nd to 6th July, 2024	27	54	81	33	33	11	4
6	Nutrition Management for enhancing Livestock productivity	8th to 12th July, 2024	26	29	55	20	29	4	1
7	Techniques and extension approach for Urban Farming in agriculture and allied sectors	23rd to 27th July, 2024	33	29	62	28	17	8	9
8	Disaster Management and Mitigation Strategies in agriculture and allied Sectors	30th July to 3rd Aug, 24	30	23	53	28	12	10	3
9	Homestead technologies and extension strategies for women officers in agri and allied sectors	5th to 9th Aug, 2024	7	56	63	18	23	11	11
10	Precision farming in agri and allied sectors	20th to 24th Aug, 2024	26	34	60	27	13	16	4
11	Building networks and Partnerships (PPP) for profitability in Agri and allied sectors	2nd to 6th Sept, 2024	20	36	56	28	20	2	6
12	Alternative Energy Options for agri and allied Sectors	9th to 13th Sept, 2024	17	37	54	19	19	11	4
13	Climate resilient interventions in agri and allied sectors	17th to 21st Sept, 2024	31	22	53	14	16	6	17
14	Time and Stress Management for women Extension Professionals	24th to 28th Sept, 2024	---	36	36	16	13	6	1
15	Promotion of Natural farming in agri and allied sectors	15th to 19th Oct, 2024	10	25	35	13	18	2	2

5.1. On-Campus (ECHO Online) Training Programmes 2024-25

S. No.	Name of the Training Programme	Duration	Male	Fe-male	Total	Category Wise			
						OBC	OC	SC	ST
16	Leadership Development for extension professionals	22nd to 26th Oct, 2024	42	26	72	34	14	16	8
17	Women empowerment towards sustainable development goals in agri and allied sectors	22nd to 26th Oct, 2024	2	49	51	22	10	9	10
18	Personality development for professional communication in agri and allied sectors	04th to 8th Nov, 2024	13	14	27	10	7	10	-
19	Farm Journalism for Effective Transfer of Technology	04th to 8th Nov, 2024	14	10	24	10	13	1	-
20	Communication and Documentation skills for Professional Excellence in agri and allied Sectors	19th to 23rd Nov, 2024	17	19	36	23	5	4	4
21	Human Resource Development for personal and professional excellency	26th to 30th Nov, 2024	21	15	36	15	11	6	4
22	Innovative training methods for master trainers and facilitators	03rd to 7th Dec, 2024	14	16	30	18	8	3	1
23	Regional Workshop for Training Need Assessment of Client States and Union Territories to prepare Annual Training Calendar for the year 2025-26	9th to 10th Dec, 2024	25	25	50				
24	Supply Chain Management for profitability in Agri and allied sectors	17th to 21st Dec, 2024	21	13	34	18	7	6	3
25	Start-ups and Agri Business enterprises in Agri and allied sectors	6th to 10th Jan, 2025	5	15	20	11	6	2	1
26	Experiential learning and Management games for professional excellence	21st to 25th Jan, 2025	10	10	19	10	7	2	
27	Time and stress management for extension personnel	27th to 31st Jan, 2025	11	17	28	18	4	5	1
28	Digital Marketing Strategies for agriculture and allied sectors	3rd to 7th Feb, 2025	19	19	38	16	14	7	1
29	Sensitization on GoI digital interventions in Agri and Allied sectors	11th to 15th Feb, 2025	18	17	35	22	5	4	4
		Total:	636	859	1498	680	441	210	115

5.2. Online Training Programmes 2024-2025

S. No.	Name of the Training Programme	Duration	Male	Fe-male	Total	Category Wise				
						OBC	OC	SC	ST	
1	Emerging trends in Fisheries sector for enhancing professional competencies	23rd to 27th July, 2024	54	35	89	43	25	14	7	
2	Artificial Intelligence and IOT applications in agri and allied sectors	05th to 9th Aug, 2024	23	23	46	30	11	5	--	
3	Agro tourism for increasing Farm income	9th to 13th Sept, 2024	25	30	55	25	17	6	6	
4	Work Ethics and Work life balance for Field functionaries	15th to 19th Oct, 2024	16	9	25	22	10	9	10	
5	Promotion of Bee keeping	19th to 23rd Nov, 2024	33	27	60	32	17	10	1	
6	Testing and Certification procedures for Organic Agriculture	17th to 21st Dec, 2024	48	25	73	33	23	16	1	
7	Waste management in agri and allied sectors	06th to 10th Jan, 2025	10	15	25	16	6	2	1	
			Total	209	164	373	201	109	62	26

5.3. Off-Campus Training Programmes 2024-2025

S. No.	Name of the Training Programme	Duration	Male	Fe-male	Total	Category Wise				
						OBC	OC	SC	ST	
1	Capacity Building of Extension Functionaries to meet Emerging Challenges in Fisheries Sector	15th to 18th Oct, 2024	34	16	50	30	4	12	4	
2	ECHO - Managerial skills for organizational excellence for the officers of Department of Agriculture, Kerala	11-14 Nov, 2024	2	26	28	16	10	2	-	
3	Communication and Documentation skills for Professional Excellence for the officers of Department of Animal Husbandry, Odisha	7th to 10th Jan, 2025	22	8	30	10	12	4	4	
4	Leadership & Personality Development skills for Professional Excellence for the officers of Department of Animal Husbandry, Telangana	18th to 21st Feb, 2025	26	4	31	14	4	10	3	
5	Direct Trainer skills and Teaching Methodology for the Officers Department of Animal Husbandry, Bhubaneswar, Odisha	10th to 13th Mar, 2025	11	7	18	-	12	5	1	
6	Extension skills for Supply and Value Chain Management in Livestock Products for the officers of Department of Animal Husbandry, Telangana	19th to 22nd Mar, 2025	23	4	27	11	6	4	6	
			Total	118	65	184	81	48	37	18

5.4. Collaborative training programmes 2024-25

S. No.	Name of the Training Programme	Duration	Male	Female	Total	Category Wise			
						OBC	OC	SC	ST
1	Drones in Agriculture	23rd to 27th July, 2024	56	37	93	44	28	16	5
2	Carbon Credits in Food and Agriculture, Carbon Finance, Carbon Farming	20th to 24th Aug, 2024	71	64	135	66	44	17	8
3	Promotion of Farmers Producer Organizations in agri. and allied sectors	24th to 28th Sept, 2024	26	13	39	15	11	8	5
4	Extension for Climate Resilient Agriculture	18th to 22nd Nov, 2024	27	23	50	22	17	10	1
		Total:	180	137	317	147	100	51	19

5.5. Webinars conducted during 2024-2025

S. No	Name of the Webinar	Duration	Total
1	Nursery Accreditation acts in Horticulture and forestry sectors	24th June, 2024	57
2	One Health for rejuvenation of natural resources for sustainable agriculture.	18th July, 2024	55
3	Anti-Microbial Resistance in Agri and allied sectors	31st July, 2024	78
4	Wild Life Conflict	13th August, 2024	85
5	Green energy in Farming	23rd September, 2024	55
6	Food waste Management for Nutritional Security	30th September, 2024	65
7	Food safety standards in Agri and Allied sector products	21st October, 2024	37
8	Practices for sustainable forestry sector	13th November, 2024	18
9	Sustainable development goals in agriculture	31st January, 2025	42
10	Crop and weather Insurance in India Challenges and the Way Forward	20th January, 2025	92
11	Operational guidelines of FPOs, Cooperatives and SHGs	18th February, 2025	62
12	Schemes for agripreneurship	28th February, 2025	96
		Total	742

5.6. Consultancy training programme 2024-25

S.No	Name of the Training	Department & State	Dates	Total
1	Refresher Training Program	Agri. Department, Karnataka	13th to 15th June, 2024	27

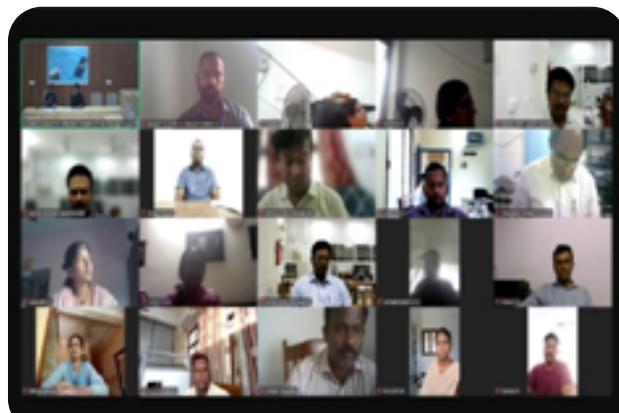
6. Detailed report of On-campus training programmes conducted as ECHO Online Training Programmes (2024-25) as follows:

1. Digital solutions for effective TOT in Agri and allied sectors

EEI, Hyderabad organized a five-day ECHO On-campus (online) training programme on “Digital Solutions for Effective TOT in Agri and Allied Sectors” from 11–15 June 2024, with 110 participants from Agriculture, Horticulture, Dairy, Forestry, and Fisheries departments of client states. The programme covered digital literacy, cybercrime awareness, GOI schemes, drone technology, gender budgeting, and hands-on training on tools like Plantix, Google Forms, Canva, QR codes, blogs, and short film production. Participants developed over 40 audio-visual messages, 35 QR codes, 40 infographics, and 10 short films. The Director, EEI emphasized the role of IoTs in agriculture, and participants appreciated learning innovative ICTs like Vistaar, QR codes, and Google Forms for FPOs and farmer outreach. The programme was coordinated by Dr. R. Vasantha, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. R. Vasantha, Professor addressing the participants during inaugural session



Participants on board during training programme

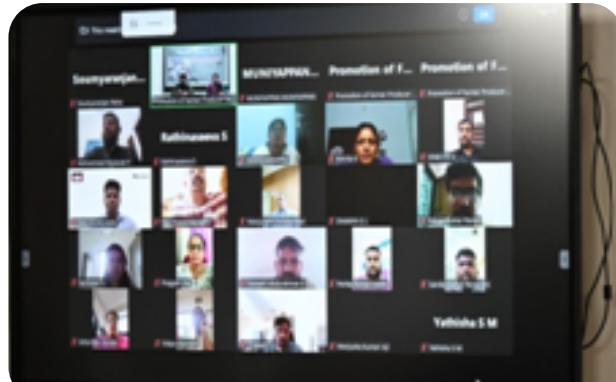


2. Promotion of Farmer Producer Organizations in Agri and Allied Sectors

A five-day ECHO On-campus (online) training programme on “Promotion of Farmer Producer Organizations in Agri and Allied Sectors” was organized by EEI, Hyderabad from 11th–15th June 2024, with 83 participants from Agriculture, Horticulture, Animal Husbandry, Dairy, Agricultural Marketing, and KVKs. Sessions covered FPO formation, management, business plan development, financial linkages, market networks, supply chain management, gender budgeting, and success stories like Mulkanoor Cooperative. The Director, EEI highlighted the Government of India’s Central Sector Scheme for promotion of 10,000 FPOs to enhance farmers’ incomes and competitiveness. Participants appreciated the practical strategies for strengthening and managing FPOs and their role in value chain and market linkages. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. D. Sireesha, Asst. Professor addressing the participants during inaugural session



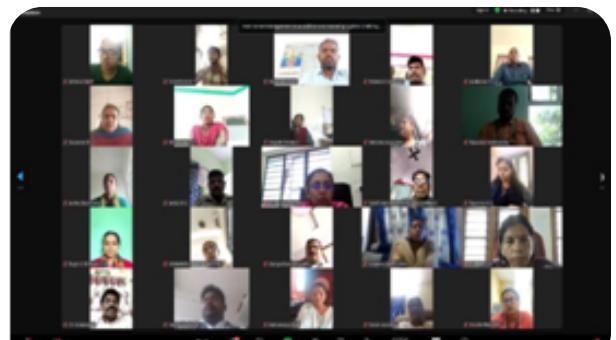
Participation of the officers in the training programme

3. Post-harvest management, value addition and market logistics for profitable agriculture in agri and allied sectors.

EEI, Hyderabad organized a five-day ECHO On-campus (online) training programme on “Post-harvest Management, Value Addition and Market Logistics for Profitable Agriculture in Agri and Allied Sectors” from 18th–22nd June 2024, with 100 participants from Andhra Pradesh, Telangana, Tamil Nadu, Kerala, Odisha, and Andaman & Nicobar Islands. The programme focused on post-harvest technologies, processing, entrepreneurship promotion, branding, IT-enabled marketing, role of FPOs, export potential, and gender budgeting. Participants gained insights on machinery, indigenous technologies, and GOI schemes supporting post-harvest management and value addition. The Director, EEI emphasized food security, sustainability, and profitable agriculture through value addition and logistics. Feedback indicated the sessions were highly relevant, especially on exports, branding, and entrepreneurship. The programme was coordinated by Dr. P. Vijaya Lakshmi, Professor, EEI.



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



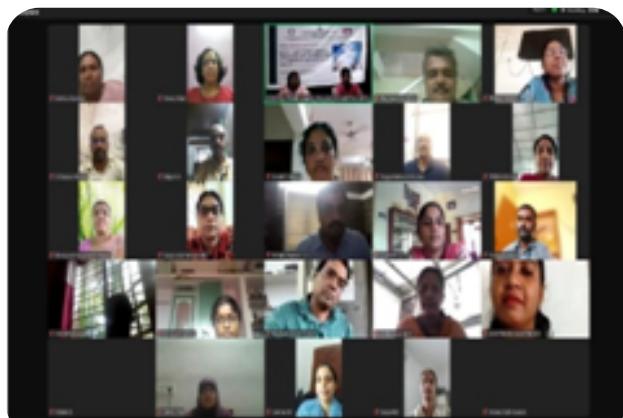
Participation of the officers in the training programme

4. Agri Trade Logistics, Regulations and Documentation for Exports in Agri and Allied Sectors

EEI, Hyderabad organized a five-day ECHO On-campus (online) training programme on “Agri Trade Logistics, Regulations and Documentation for Exports in Agri and Allied Sectors” from 25th–29th June 2024, with 97 participants from Agriculture, Agribusiness, Marketing, Fisheries, Forestry, and Dairy departments of six states/UTs. The programme covered export policies, quality standards, documentation, trade finance, customs clearance, packaging, branding, FPOs’ role in trade, digital tools, and gender budgeting. The Director, EEI emphasized equipping officials with knowledge to strengthen India’s position in global agri trade. Participants valued the expert panel discussions, case studies, and networking opportunities, which provided practical insights into export challenges and opportunities. The programme was coordinated by Dr. M. Preethi, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. M. Preethi, Professor addressing the participants during valedictory session



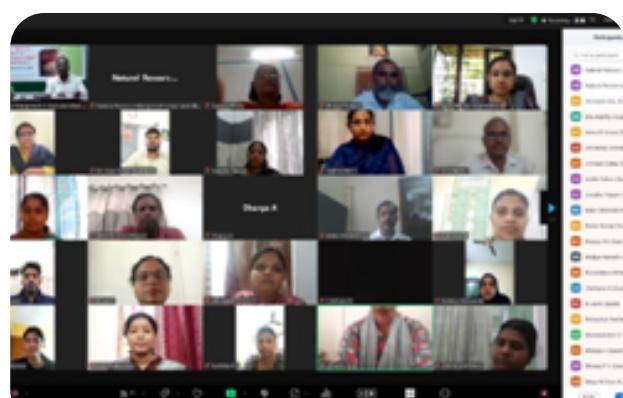
Participants presence online during the training programme

5. Natural Resource Management in Agri. & Allied Sectors

A five-day ECHO On-campus (online) training programme on “Natural Resource Management in Agri and Allied Sectors” was organized by EEI, Hyderabad from 2nd–6th July, 2024 with 81 participants from six states/UTs. Sessions covered soil and water management, biodiversity conservation through GIS, natural farming, carbon trading, climate-smart ITKs, smart irrigation, soil health, extension strategies, and GOI schemes. The Director, EEI stressed sustainable resource management to balance economic, social, and environmental goals. Participants found topics like carbon trading, biodiversity conservation, and climate-smart practices highly relevant. The programme was coordinated by Dr. N. Praveen, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. N. Praveen, Professor addressing the Participants during valedictory session



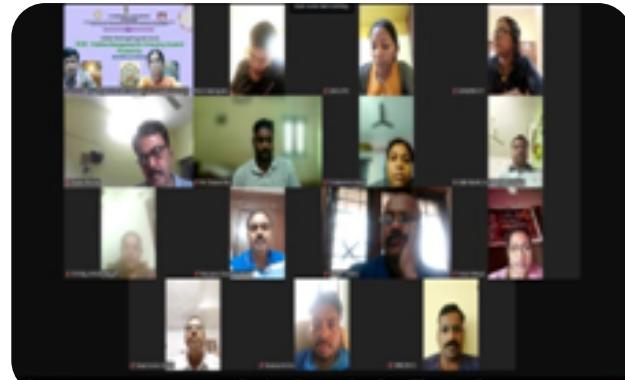
Participants presence online during the training programme

6. Nutrition Management for enhancing Livestock Productivity

EEI, Hyderabad conducted a five-day ECHO On-campus (online) training programme on “Nutrition Management for Enhancing Livestock Productivity” from 8th–12th July, 2024, with 55 participants from Animal Husbandry and Dairy Development departments of Kerala, Odisha, and Telangana. The programme covered scientific feeding practices, low-cost feed formulations, fodder security through hydroponics and silage, nutrition for dairy, poultry, pigs, sheep, and goats, prevention of nutrition-related diseases, gender mainstreaming, and GOI schemes. The Director, EEI highlighted the importance of nutrition in enhancing productivity and exports. Participants appreciated sessions on postpartum cow nutrition, season-based feeding, and profitable backyard poultry and pig husbandry. The programme was coordinated by Dr. P. Vijaya Lakshmi, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. P. Vijaya Lakshmi, Professor addressing the participants during valedictory session



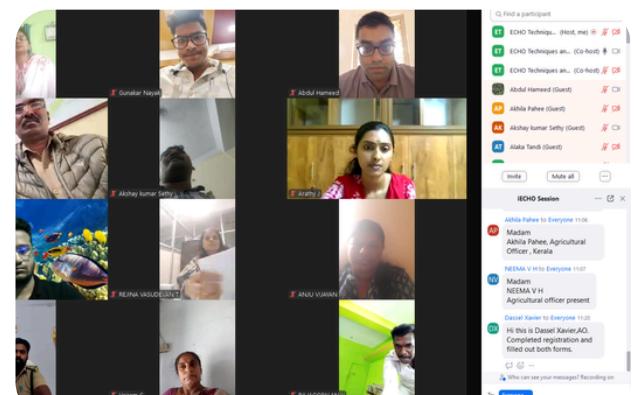
Participants presence online during the training programme

7. Techniques and Extension Approaches for Urban Farming in Agriculture and Allied Sectors

EEI Hyderabad organized an On-campus (online) training programme on “ECHO - Techniques and Extension Approaches for Urban Farming in Agriculture and Allied Sectors” from 23rd – 27th July 2024 with 62 participants from Agriculture, Forestry and Fisheries Departments of AP, Odisha and Andaman & Nicobar. Sessions covered Nutri-sensitive urban farming, urban forestry and carbon credits, mushroom farming, urban fisheries, livestock and poultry enterprises, beekeeping, entrepreneurship, GOI schemes, and gender budgeting. A virtual terrace garden visit to Telangana Horticulture Training Institute, Nampally, and case-based group discussions enhanced practical learning. Trainees rated the programme highly (42% excellent, 40% very good), suggesting inclusion of economics and exotic fruit crops in future programmes. The programme was coordinated by Dr. R. Vasantha, Professor, EEI, Hyderabad.



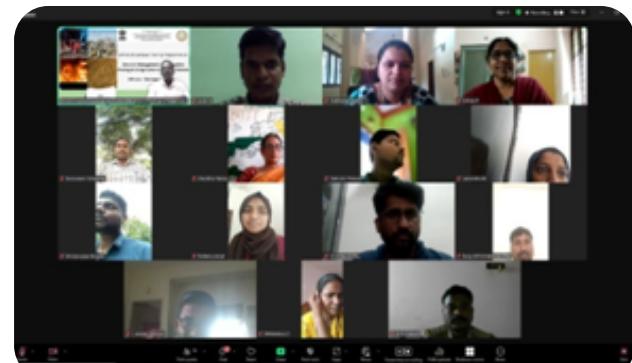
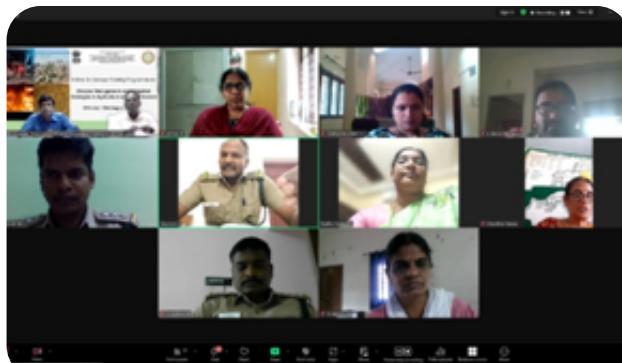
Dr. M. Jagan Mohan Reddy, Director, EEI and Dr.R.Vasantha, Professor addressing the participants during valedictory session



Participants presence during the online training

8. Disaster Management and Mitigation Strategies in Agriculture and Allied Sectors

An On-campus (online) training on “Disaster Management and Mitigation Strategies in Agriculture and Allied Sectors” was organized by EEI Hyderabad from 30th July - 3rd August, 2024 with 53 participants from South Indian States. Sessions focused on crop insurance, disaster forecasting, livestock and fisheries management, remote sensing applications, SOPs, and GOI schemes. The programme stressed sustainable management of natural resources, pest surveillance, and proactive state-level interventions for disaster resilience. The training was coordinated by Dr. K. Madhu Babu and Dr. N. Praveen, Professors, EEI, Hyderabad.



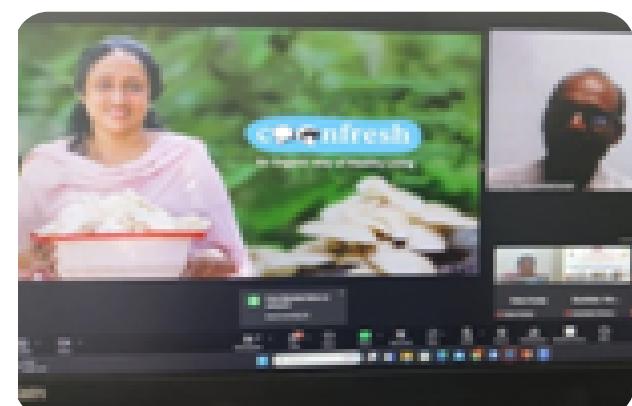
Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. N. Praveen, Professor along with participants on board during the training programme

9. Homestead Technologies and Extension strategies for Women officers in Agri and Allied Sectors

EEI Hyderabad conducted an On-campus (online) training programme on “ECHO - Homestead Technologies and Extension Strategies for Women Officers in Agri and Allied Sectors” from 5th –9th August 2024 with 63 participants from Agriculture, Horticulture, Fisheries, and Allied Departments of AP, Telangana, Kerala, Tamil Nadu, Odisha, and Andaman & Nicobar. The programme covered nutri-sensitive farming, kitchen gardening, ecocolours, medicinal plants, aquaculture, mushroom farming, apiculture, livestock enterprises, value addition, entrepreneurship, and gender budgeting. A virtual honey extraction tour and case-based learning methodology enriched the training. Participants appreciated the focus on sustainable practices and women-friendly enterprises. The programme was coordinated by Dr. R. Vasantha, Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. R. Vasantha, Professor addressing the participants during valedictory session



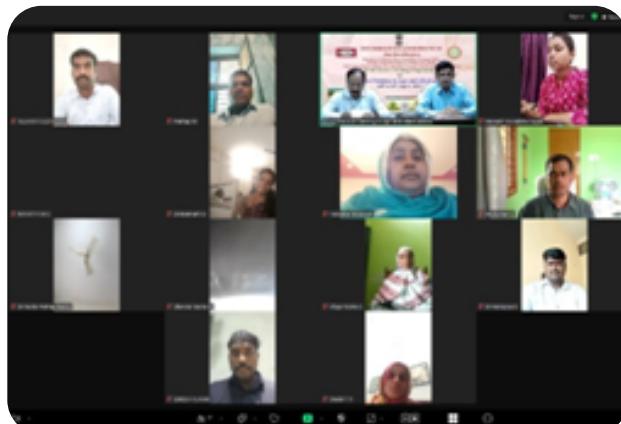
Participants presence online during the training programme

10. Precision Farming in Agri and Allied sectors

An On-campus (online) training programme on “Precision Farming in Agri and Allied Sectors” was held at EEI Hyderabad from 20th– 24th August 2024 with 60 participants from Agriculture, Forestry, SAMETIs, SAUs, and KVKs of five states. The programme focused on geospatial applications, smart irrigation, hi-tech farming, polyhouses, mechanization, drones, site-specific nutrient and weed management, precision livestock farming, and GoI schemes. The Director, EEI highlighted precision farming as the third agricultural revolution to enhance productivity and efficiency with targeted inputs. Participants valued the sessions and suggested more focus on drones and forestry aspects. The programme was coordinated by Dr.K. Madhu Babu, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. K. Madhu Babu, Professor addressing the participants during valedictory session



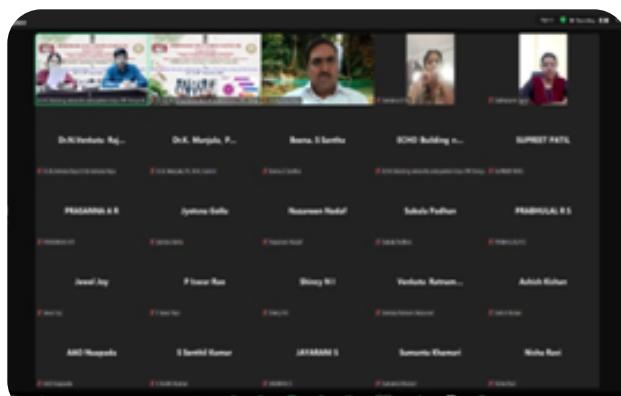
Participants presence online during the training programme

11. Building Networks and Partnerships (PPP) for Profitability in Agri and Allied sectors

EEI Hyderabad conducted a five-day On-campus (online) training on “Building Networks and Partnerships (PPP) for Profitability in Agri and Allied Sectors” from 2nd– 6th September, 2024 with 56 participants from Agriculture, Forestry, SAMETIs, SAUs, and KVKs. Sessions covered PPP models, supply chain management, NGO roles, agri-startups, export opportunities, animal husbandry and horticulture PPP experiences, GoI schemes, and gender budgeting. Hands-on case presentations on FPOs, PMFME enterprises, mango farmer networks, and dairying models enriched learning. The Director, EEI stressed PPPs as drivers of modernization, sustainability, and farmer income growth. Participants appreciated the practical, case-based learning. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. D. Shireesha, Asst. Professor addressing the participants during valedictory session



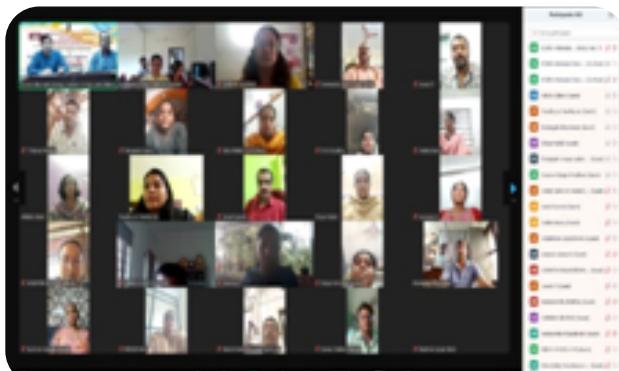
Participants presence online during the training programme

12. Alternative Energy Options for Agri. and Allied Sectors

A five-day On-campus (online) training programme on “Alternative Energy Options for Agri and Allied Sectors” was organized by EEI Hyderabad from 9th–13th September, 2024 with 54 participants from Agriculture, Horticulture, Engineering, Animal Husbandry, and Dairy Departments of five states. The programme focused on solar and wind energy applications, hybrid models, small turbines, food processing, GHG mitigation, extension strategies, GoI schemes, and gender budgeting. The Director, EEI emphasized renewable energy as a sustainable solution to meet agricultural needs and reduce emissions. Participants found the sessions relevant for promoting decentralized clean energy technologies among farming communities. The programme was coordinated by Dr. N. Praveen, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director and Dr. N. Praveen, Professor addressing the training programme



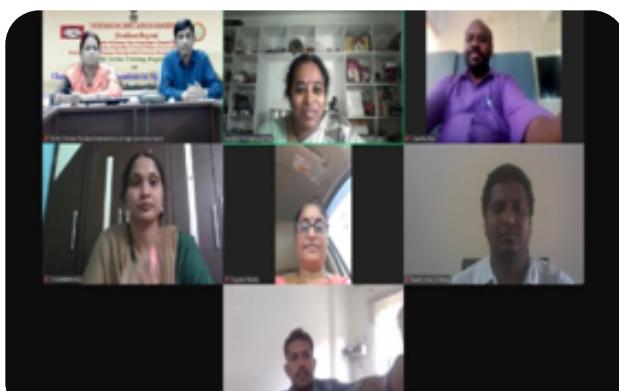
Participants on board during Validictory session

13. Climate Resilient Interventions in Agri and allied sectors

An On-campus (online) training programme on “ECHO – Climate Resilient Interventions in Agri and Allied Sectors” was held from 17th–21st September 2024 with 53 officers from Agriculture, Forestry, SAMETIs, SAUs, and KVKs of southern states. Sessions covered climate change impacts, indigenous practices, integrated farming systems, resilient technologies in fisheries, livestock, and horticulture, use of plastics in agriculture, carbon trading, and GoI schemes. The Director, EEI stressed the importance of adaptation, mitigation, and biodiversity conservation for sustainable farming. Participants appreciated sessions on carbon trading, ITKs, and custom hiring, finding them useful in extension work. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. D. Shireesha, Asst. Professor addressing the participants during valedictory session



Participants presence online during the training programme

14. Time and Stress Management for Women Extension Professionals

EEI Hyderabad organized an On-campus (online) training programme on “ECHO – Time and Stress Management for Extension Professionals” from 24th–28th September 2024 with 36 officers from Agriculture, Horticulture, Engineering, Animal Husbandry, and Dairy Departments of Telangana, AP, Karnataka, Odisha, Kerala, and A&N Islands. Topics included time and stress management techniques, goal setting, work-life balance, interpersonal skills, coping strategies, gender budgeting, and GoI schemes. The Director, EEI emphasized stress-busting techniques and effective time use for enhancing service delivery to farmers. Participants valued the practical focus and case-based learning, finding the programme useful for managing professional and personal challenges. The programme was coordinated by Dr. K. Madhu Babu, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI along with Dr. K. Madhu Babu, Professor addressing participants during inaugural programme



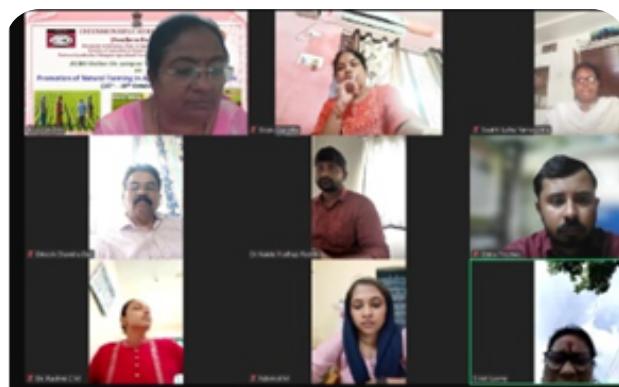
Participants interaction during the programme.

15. Promotion of Natural farming in Agriculture and Allied sectors

EEI Hyderabad organized an On-campus (online) training programme on “ECHO – Natural farming in Agriculture and Allied Sectors” from 15th–19th October 2024 with 35 participants from Agriculture, Forestry, SAMETI, SAUs, and KVKs of AP, Tamil Nadu, Karnataka, Telangana, Odisha, and Kerala. Sessions included integration of agriculture and allied sectors, farmer experiences, FPOs, certifications, ethno-veterinary and fishery practices, carbon-friendly inputs, innovations in pest management, gender budgeting, GoI schemes, case-based learning, and blog demonstrations. The Director, EEI highlighted Natural Farming as an ecologically sustainable and economically viable approach, supported by the National Mission on Natural Farming. He urged extension professionals to play a key role in motivating and handholding farmers. Participants appreciated interactive methods, hands-on blog training, and case-based learning, and expressed interest in organizing demonstrations on Jeevamrutam, Navadhanya, and PGS certification. The programme was coordinated by Dr. R. Vasantha, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. R. Vasantha, Professor addressing the participants during valedictory session



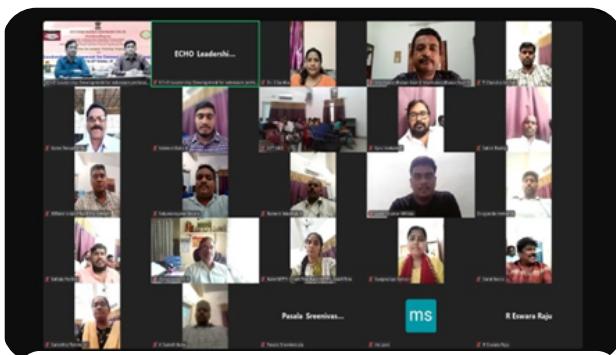
Participants presence on board during the training programme

16. Leadership Development for Extension Professionals

An On-campus (online) training programme on “ECHO – Leadership Development for Extension Professionals” was conducted by EEI Hyderabad from 22nd–26th October 2024 with 72 participants from Agriculture, Animal Husbandry, Fisheries, Sericulture, and KVKS of AP, Telangana, Kerala, and Odisha. Sessions covered leadership roles in extension, appreciative inquiry, work-life balance, decision-making, conflict management, communication skills, emotional intelligence, interpersonal dynamics, ethics, strategic marketing, organizational change in the AI era, GoI schemes, gender budgeting, and case presentations. The Director, EEI emphasized the importance of adaptability, collaboration, and skill-building for sustainable development. During valediction, he commended participants for their commitment and stressed proactive leadership for community impact. Participants shared that sessions on communication, conflict management, and decision-making were highly relevant and enhanced their leadership confidence. The programme was coordinated by Dr. S. Chandrashekhar, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. S. Chandrashekhar, Professor addressing the participants during valedictory session



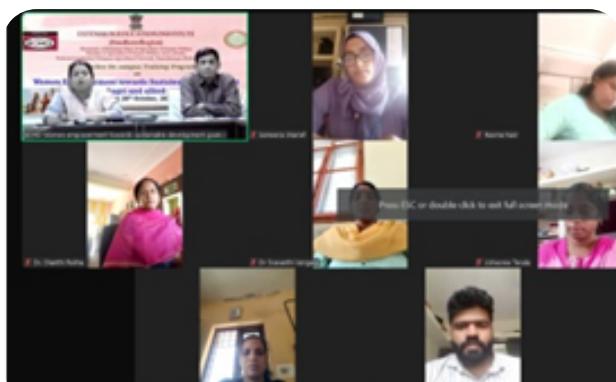
Participants presence online during the training programme

17. Women Empowerment towards Sustainable Development Goals in agri and allied sectors

EEI Hyderabad organized an On-campus (online) training programme on “ECHO – Women Empowerment towards Sustainable Development Goals in Agri and Allied Sectors” from 22nd–26th October 2024 with 51 participants from Agriculture, Animal Husbandry, Fisheries, Sericulture, and KVKS of AP, Telangana, Odisha, Karnataka, Kerala, and A&N Islands. Sessions included SDGs and women empowerment, role of MSMEs, Nutri-sensitive agriculture, farm women-friendly machinery, agro-processing, value addition, dairy and poultry, fisheries, women-led FPOs, gender budgeting, GoI initiatives, and success cases. The Director, EEI stressed that empowering rural women is key for economic growth, nutritional security, and achieving SDGs. Participants valued sessions on empowerment domains, government initiatives, and success stories, and felt motivated to replicate learnings in their states. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. D. Shireesha, Asst. Professor addressing the participants during valedictory session



Participants presence online during the training programme

18. Personality Development for Professional Communication in Agri and Allied sectors

An On-campus (online) training programme on “ECHO – Personality Development for Professional Communication in Agri and Allied Sectors” was conducted by EEI Hyderabad from 4th–8th November 2024 with 27 participants from Agriculture, Fisheries, SAUs, Dairy Development, and Horticulture of AP, Telangana, Odisha, Karnataka, Kerala, and A&N Islands. Sessions focused on soft skills, digital applications in communication, interpersonal and leadership skills, writing skills, conflict management, positive attitude, time and stress management, team building, appreciative inquiry, emotional intelligence, GoI schemes, gender budgeting, and case presentations. The Director, EEI highlighted the importance of personality traits in delivering agro-advisory services effectively and enhancing technology adoption. In the valediction, he urged participants to apply the learnings for professional and personal excellence. Participants expressed satisfaction with conceptual clarity, case-based learning, and relevance of sessions for their professional growth. The programme was coordinated by Dr. K. Madhu Babu, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. K. Madhu Babu, Professor addressing the participants during valedictory session



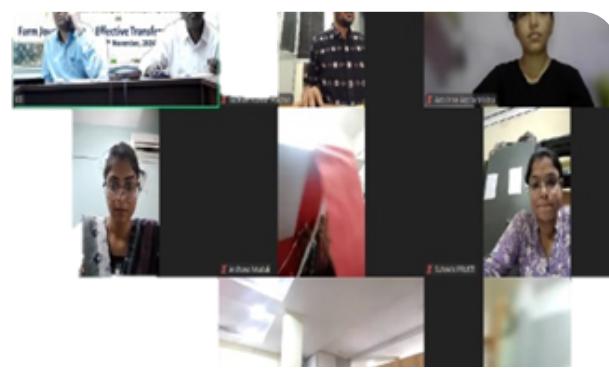
Participants presence online during the training programme

19. Farm Journalism for Effective Transfer of Technology

EEI Hyderabad organized an On-campus (online) training programme on “ECHO – Farm Journalism for Effective Transfer of Technology” from 4th–8th November 2024 with 24 participants from Agriculture, Animal Husbandry, Fisheries, Sericulture, and KVKS of AP, Telangana, Kerala, and Odisha. Sessions covered digital agriculture extension, importance of farm journalism, agri-media skills, digital dissemination methods, blogs, portals, reels, knowledge management systems, VR creations, short film development, success story documentation, GoI schemes, and case presentations. The Director, EEI stressed the need to understand journalism dynamics and apply them for effective agro-advisory dissemination. Participants found sessions on blogs, portals, and digital KM systems highly useful for field application and suggested physical programmes with field visits for greater impact. The programme was coordinated by Dr.N.Praveen, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr.N. Praveen, Professor addressing the participants during valedictory session



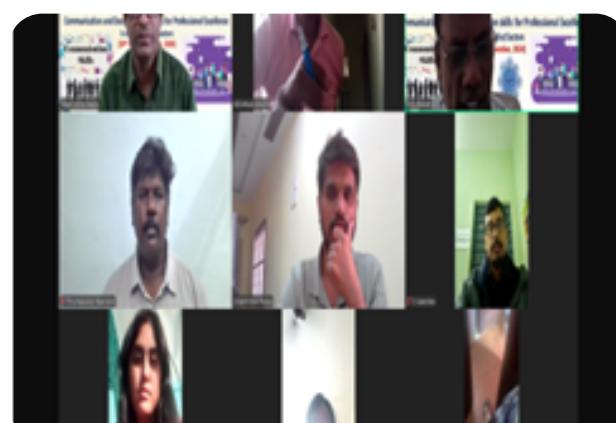
Participants presence online during the training programme

20. Communication and Documentation Skills for Professional Excellence in Agri and Allied Sectors

The Extension Education Institute (EEI), Hyderabad conducted a five-day On-campus (online) training programme titled “ECHO – Communication and Documentation Skills for Professional Excellence in Agriculture and Allied Sectors” from 19th to 23rd November 2024, aimed at enhancing verbal and non-verbal communication, digital communication proficiency, and documentation skills among extension professionals. The programme covered a wide range of topics including written communication, AR/VR applications, ICT tools for documentation, appreciative inquiry, deepfake awareness, feedback management, and GOI schemes. Through hands-on sessions, interactive discussions, expert presentations, and group assignments, participants reported high satisfaction and noted improved confidence and competence in their communication and documentation abilities, especially in applying digital tools and media in their work. The programme, coordinated by Dr. N. Praveen, saw the participation of 36 officers from Agriculture, Horticulture, Animal Husbandry, Fisheries, SAUs, and KVKs across six states, with Dr. M. Jagan Mohan Reddy, Director EEI, emphasizing the vital role of effective communication in technology dissemination and institutional documentation standards.



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



Participants presence online during the training programme

21. Human Resource Development for Personal and Professional Excellency

EEI Hyderabad organized an On-campus (online) training programme on “ECHO – Human Resource Development for Personal and Professional Excellency” from 26th–30th November 2024 with 36 participants from Agriculture, Fisheries, SAUs, and Animal Husbandry sectors of Odisha, AP, Telangana, Kerala, Karnataka, and Tamil Nadu. Sessions included organizational dynamics, time management, emotional intelligence, performance appraisal, mentoring, decision-making, team building, value-driven management, work ethics, stress management, digital communication, and conflict resolution, along with case presentations. The Director, EEI emphasized HRD as a tool for aligning employee goals with organizational objectives and fostering learning culture. Participants appreciated sessions on emotional intelligence, team building, and digital communication, finding them useful for managing professional challenges and personal growth. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. D. Shireesha, Asst. Professor addressing the participants during valedictory session



Participants presence online during the training programme

22. Innovative Training Methods for Master Trainers and Facilitators

An On-campus (online) training programme on “ECHO – Innovative Training Methods for Master Trainers and Facilitators” was held at EEI Hyderabad from 3rd–7th December 2024 with 30 participants from Agriculture, Fisheries, SAUs, and KVKS of A&N Islands, AP, Kerala, and Odisha. Sessions included training need assessment, ice breakers, case methods, simulation, fish bowl, campaigns, small group techniques, management games, pedagogical innovations, GoI schemes, gender budgeting, and case presentations. The Director, EEI stressed that contemporary areas like AI, robotics, and natural farming demand innovative methodologies for effective extension. Participants appreciated sessions on case methods, simulation, and management games, finding them highly engaging for capacity building. The programme was coordinated by Dr. K. Madhu Babu, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. K. Madhu Babu, Professor addressing the participants during valedictory session



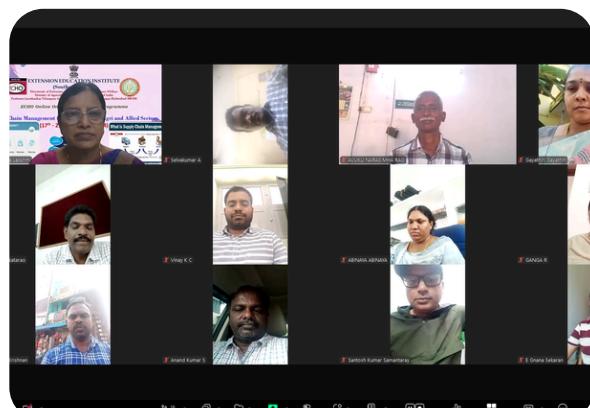
Participants presence online during the training programme

23. Supply Chain Management for Profitability in Agri and Allied Sectors

EEI Hyderabad organized an On-campus (online) training programme on “ECHO – Supply Chain Management for Profitability in Agri and Allied Sectors” from 17th–21st December 2024 with 34 participants from Agricultural Marketing, Agribusiness, Horticulture, Agriculture, and OUAT representing Tamil Nadu, Odisha, Telangana, and Karnataka. Sessions included supply chain models in agriculture, horticulture, dairy, poultry, fisheries, and sericulture, logistics, ICT applications, GoI schemes, gender mainstreaming, and case presentations. The Director, EEI emphasized efficient supply chains as drivers of productivity, profitability, resilience, and market linkages. Participants valued learnings on logistics, ICTs, and sectoral supply chains, highlighting the practical relevance for improving farmer incomes and reducing post-harvest losses. The programme was coordinated by Dr. P. Vijaya Lakshmi, Professor, EEI.



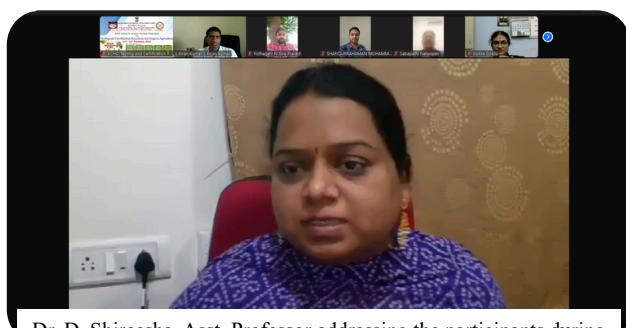
Dr. P. Vijaya Lakshmi, Professor, EEI addressing the participants



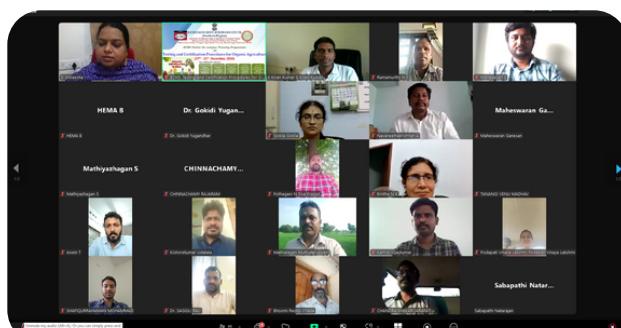
Participants during the training programme

24. Startups and Agri Business Enterprises in Agri and Allied Sectors

India's agriculture and allied sectors employ over half of the national workforce and contribute significantly to the national GVA, with agritech startups emerging as key drivers of innovation through AI, IoT, digital farming, automation, market linkages, and financial technologies that enhance productivity and sustainability across the value chain. Recognizing this potential, EEI Hyderabad organized a five-day On-campus (online) on "ECHO – Start-ups and Agri Business Enterprises in Agri and Allied Sectors" from 6th – 10th January 2025, covering topics such as agristartup ecosystem development, business planning, incubation support, innovation diffusion, rural agripreneurship, government schemes, and gender mainstreaming. Inaugurating the programme, Dr. M. Jagan Mohan Reddy, Director, EEI, highlighted the role of agri-startups in improving market access, boosting yields through data-driven approaches, promoting sustainability, and expanding economic opportunities including women's participation, while during the valedictory session he encouraged participants to apply the learnings for grassroots transformation. Participants expressed high satisfaction, especially valuing sessions on waste-to-wealth startups, rural agripreneurship, institutional support mechanisms, and business plan development. The programme was attended by 20 trainees from departments related to agricultural marketing, agribusiness, agriculture, and animal husbandry from Tamil Nadu, Karnataka, Kerala, Telangana, and Andhra Pradesh, and was coordinated by Dr. D. Shreesha, Assistant Professor, EEI, Hyderabad.



Dr. D. Shreesha, Asst. Professor addressing the participants during session



Participants presence online during the training programme

25. Experiential Learning Methods and Management Games for Professional Excellence

EEI Hyderabad conducted an On-campus (online) training programme on "Experiential Learning Methods and Management Games for Professional Excellence" from 21st–25th January 2025 with 19 middle-level extension officers from Agriculture, Horticulture, Sericulture, Fisheries, and Animal Husbandry across Andhra Pradesh, Telangana, Odisha, Tamil Nadu, and Kerala. Sessions focused on experiential learning tools, management games, icebreakers, origami exercises, focused group discussions, problem-solving, decision-making, and GoI programmes. The Director, EEI highlighted the importance of experiential learning and management games in developing decision-making, teamwork, and practical skills in a risk-free environment. Participants appreciated the interactive and creative learning methods for enhancing professional competence. The programme was coordinated by Dr. K. Madhu Babu, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad & Dr.K.Madhu Babu, Professor addressing participants in the training programme



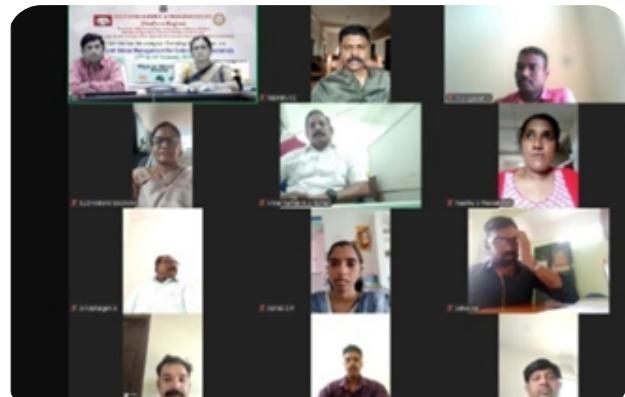
Participants on board during training programme

26. Time and Stress Management for Extension Professionals

EEI Hyderabad conducted an On-campus (online) training programme on “ECHO – Time and Stress Management for Extension Professionals” from 27th–31st January 2025 with 28 participants from Agriculture, Horticulture, Veterinary & Animal Husbandry, Forestry, and SAUs of Tamil Nadu, Kerala, Telangana, and Andhra Pradesh. Sessions covered time management, goal setting, emotional intelligence, team building, negotiation, conflict management, stress coping mechanisms, neuro perspectives on stress, and GoI schemes. The Director, EEI emphasized the importance of time and stress management for personal and professional excellence and effective technology transfer. Participants found sessions on team building, coping mechanisms, and work-life balance highly useful. The programme was coordinated by Dr.P.Vijayalakshmi, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. P. Vijayalakshmi, Professor addressing participants during the training programme



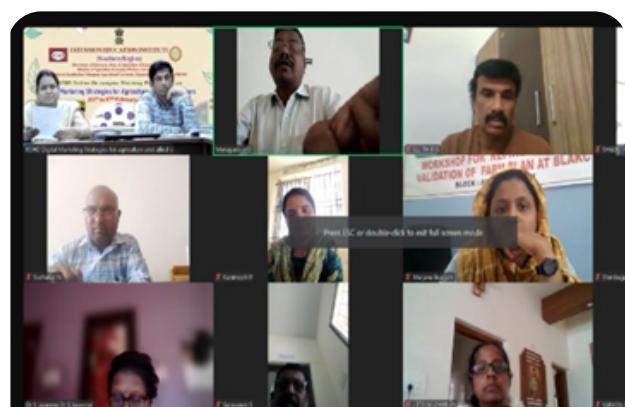
Participants presence online during the training programme

27. Digital Marketing Strategies for Agri and Allied Sectors

EEI Hyderabad organized an On-campus (online) training programme on “ECHO – Digital Marketing Strategies for Agri and Allied Sectors” from 3rd–7th February 2025 with 38 participants from Agriculture, Animal Husbandry, Horticulture, Fisheries, and Forestry sectors of Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Odisha, and Kerala. The programme covered digital marketing tools, e-NAM, GIS/GPS, blockchain applications, market intelligence, FPO marketing initiatives, gender budgeting, and extension strategies. The Director, EEI highlighted the importance of digital interventions to enhance market access, improve profitability, and reduce drudgery for farmers. Participants appreciated sessions on geospatial applications, digital marketing logistics, and e-NAM. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director and Dr. D. Shireesha, Assistant Professor interacting with the trainees of the programme



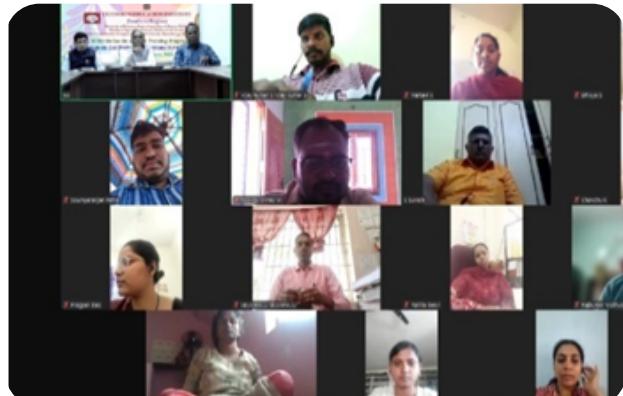
Participants on board during the training

28. Sensitization on GoI Digital Interventions in Agri and Allied Sectors

EEI Hyderabad conducted a five-day On-campus (online) training programme on “Sensitization on GoI Digital Interventions in Agri and Allied Sectors” from 11th–15th February 2025 with 35 participants from Agriculture and Agribusiness departments of Tamil Nadu, Odisha, Kerala, and Telangana. The programme focused on IoT applications, digital marketing platforms, precision farming, crop insurance solutions, digital public infrastructure, social media for technology transfer, and GoI schemes. The Director, EEI emphasized the role of digital interventions in streamlining production, ensuring quality, and connecting farmers to markets. Participants found sessions on Market Mirchi and geospatial technologies particularly useful for field application. Dr.M.Yakadri, Director of Extension, PJTAU attended the inaugural session as Chief Guest and interacted with the trainees. The programme was coordinated by Dr. N. Praveen, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI, Dr. M. Yakadri, Director of Extension, PJTAU & Dr. N. Praveen, Professor addressing participants during the inaugural programme of training programme



Participants presence online during the training programme



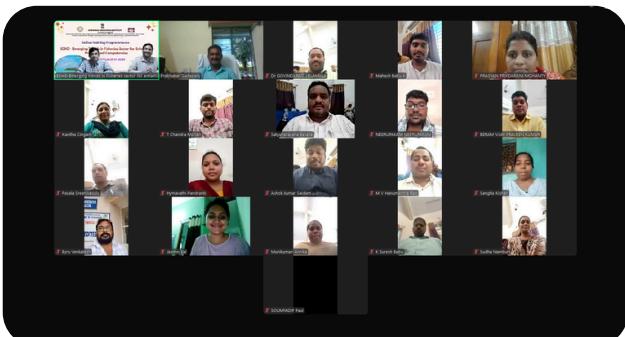
7. Detailed Report of Online Training programmes (2024-25)

1. Emerging Trends in Fisheries Sector for Enhancing Professional Competencies

EEI Hyderabad conducted an online training on “ECHO - Emerging Trends in Fisheries Sector for Enhancing Professional Competencies” from 23rd–27th July 2024 with 89 participants from Fisheries Departments of AP, Odisha and Andaman & Nicobar. Topics included new farming technologies, aquaculture innovations, disease diagnosis, biosecurity, AI and IoT applications, post-harvest value addition, entrepreneurship, extension strategies, GOI schemes, and gender budgeting. The course emphasized sustainable practices and global market prospects, and participants appreciated the practical and innovative content. The programme was coordinated by Dr. S. Chandrashekhar, Professor, EEI, Hyderabad.



Dr. S. Chandrashekhar, Professor addressing the participants during valedictory session



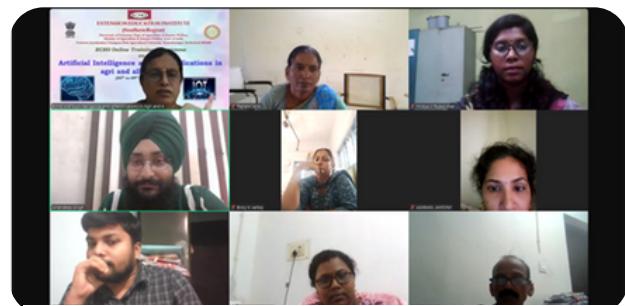
Participants presence online during the training programme

2. Artificial Intelligence and IOT applications in agri and allied sectors

AI and IoT technologies are increasingly transforming agriculture and allied sectors by enabling data-driven decision-making, real-time monitoring, precision farming, targeted resource application, improved livestock health tracking, and optimized supply chain operations that enhance efficiency, reduce waste, and support sustainable practices. Recognizing their potential, EEI Hyderabad organized a five-day online training programme titled “ECHO – Artificial Intelligence and IoT Applications in Agri and Allied Sectors” from 5th –9th August 2024, covering topics such as AI and IoT in crop and livestock management, waste management, drones for monitoring, precision agriculture, farm mechanization, cybersecurity awareness, and government programmes. During the inauguration, Course Coordinator Dr. P. Vijaya Lakshmi introduced the programme and highlighted the importance of emerging technologies, while at the valedictory session, Director EEI Dr. M. Jagan Mohan Reddy encouraged participants to disseminate their learnings among colleagues and farming communities. Participants reported that the training was highly informative, relevant, and timely, particularly appreciating the sessions on AI and IoT in agriculture, livestock, fisheries, waste management, and precision farming. A total of 46 trainees participated from various sectors including agriculture, horticulture, forestry, dairy development, veterinary services and KVKS across multiple states and Andaman & Nicobar Islands, with the programme being coordinated by Dr. P. Vijaya Lakshmi.



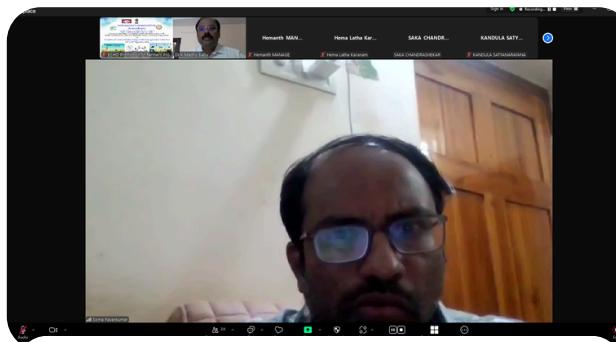
Dr. M. Jagan Mohan Reddy, Director and Dr. P. Vijaya Lakshmi, Professor interacting with the trainees of the programme



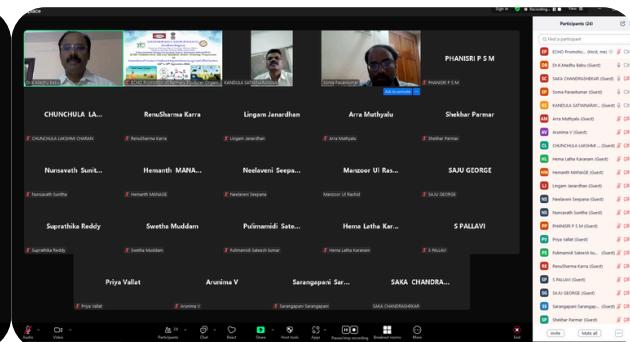
Participants on board during the training

3. Agro-Tourism-A way forward for profitability

Agrotourism, which involves attracting tourists to farms for recreational and experiential activities, is increasingly emerging as a profitable rural enterprise in India, prompting EEI Hyderabad to organize a training programme titled “ECHO – Agro-Tourism: A Way Forward for Profitability” from 9th to 13th September, 2024 to build the capacity of extension officers via online. The programme covered topics such as eco-tourism, tribal community engagement, homestays, dairy tourism, biodiversity conservation, scaling of agri-tourism initiatives, GoI schemes, and case-based learning. Inaugurating the programme, Director EEI Dr. M. Jagan Mohan Reddy highlighted the global success of agrotourism, particularly in European countries, and emphasized its role in enhancing farmer incomes, conserving the environment, and addressing urban demand for recreational green spaces. Participants expressed high satisfaction, particularly appreciating real-world experiences shared by practitioners such as Sri Panduranga Tawre of KVK Undi, and noted that the programme broadened their understanding of agrotourism beyond agriculture to include marketing, cultural preservation, and diversified value generation. During the valediction, Dr. Reddy stressed that agrotourism is an economic strategy for rural empowerment and urged officers to promote it among farming communities. A total of 45 trainees from agriculture, forestry, SAUs, and KVKs across six states participated, with the programme coordinated by Dr. K. Madhu Babu, Professor.



Guest speaker interacting with the trainees



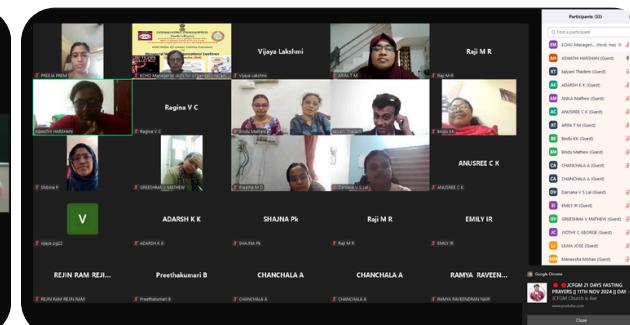
Participants presence online during the training programme

4. Work Ethics and Work life balance for Field Functionaries

Work ethics and work-life balance are essential for field functionaries to achieve personal wellbeing, productivity, and professional excellence, ensuring a positive and ethical organizational environment. In this context, EEI Hyderabad organized a five-day online training programme titled “Work Ethics and Work–Life Balance for Field Functionaries” from 15th –19th October 2024 through the iECHO platform, covering topics such as ethical professionalism, emotional intelligence, stress and time management, teamwork, conflict resolution, mind-management skills, positive attitudes, and value-driven goal setting, along with relevant GoI programmes. A total of 25 participants from agriculture, animal husbandry, and fisheries departments across Telangana, Andhra Pradesh, Karnataka, Odisha and Andaman & Nicobar Islands attended the programme, coordinated by Dr. P. Vijaya Lakshmi, Professor. During the valedictory session, Director EEI Dr. M. Jagan Mohan Reddy congratulated participants and emphasized applying ethical principles and work-life balance strategies in their professional roles for sustained excellence.



Dr.P.Vijaya Lakshmi, Professor taking the session



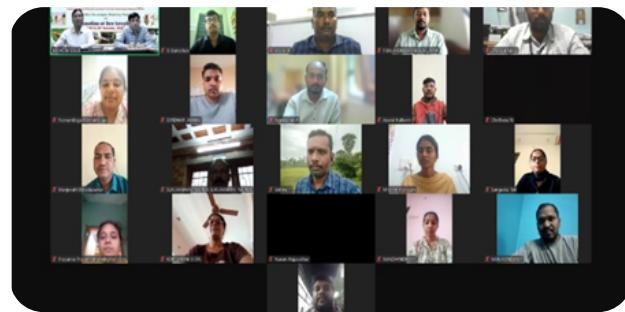
Participants on board during the training

5. Promotion of Bee Keeping

Beekeeping plays a vital role in improving crop productivity, supporting biodiversity, and enhancing rural livelihoods, prompting EEI Hyderabad to organize a five-day online training titled “ECHO – Promotion of Beekeeping” from 26th to 30th November 2024. The programme covered the fundamentals of apiculture including bee biology and behavior, hive setup, seasonal colony management, disease and pest control, IPM practices, crop suitability, honey harvesting and processing, value addition, marketing, and government support schemes for beekeepers. Inaugurating and concluding the programme, Director EEI Dr. M. Jagan Mohan Reddy emphasized the economic and ecological importance of apiculture and encouraged participants to apply the learnings in field conditions and promote best practices. Participants highly valued the practical content, especially on hive management, disease control, and profitability through value-added products and market linkages. A total of 60 participants from fisheries, agriculture, animal husbandry departments and SAUs across six states attended the training, which was coordinated by Dr. S. Chandra Shekar.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. S. Chandra Shekar, Professor addressing the participants during valedictory session



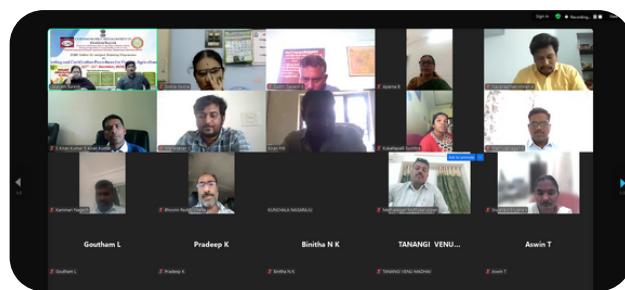
Participants presence online during the training programme

6. Testing and Certification Procedures for Organic Agriculture

Under the current scenario of depleting natural resources, climatic variability, increased chemical input usage, and volatile food prices posing major challenges to food security and sustainable agriculture, organic farming has become essential to safeguard soils, human health, and ecosystem integrity; this need underscores the importance of organic certification systems that legally validate and regulate production according to national and international standards. In this context, the Extension Education Institute (EEI), Hyderabad organized a five-day online training programme on “ECHO – Testing and Certification Procedures for Organic Agriculture” from 17th to 21st December 2024, covering topics such as residue management, grower group certification, organic processing and storage, PGS-India, crop production standards, inspection procedures, individual and smallholder certification, soil health management, NPOP frameworks, ISO/IEC standards (17065, 17025), and experiences from successful organic entrepreneurs. Inaugurating the programme, Director EEI Dr. M. Jagan Mohan Reddy highlighted that organic certification not only ensures quality and prevents fraud but also enables producers to access expanding markets, additional funding, and consumer trust, urging trainees to apply the learnings in their respective departments for farmer benefit. Participants expressed high satisfaction, noting clarity gained regarding NPOP and PGS procedures, appreciation of expert-driven sessions, and the usefulness of practical demonstrations, further requesting similar refreshment trainings in the future. A total of 73 trainees from fisheries, agriculture, SAUs, and animal husbandry departments across six states attended, and the programme was successfully coordinated by Dr. D. Shireesha, Assistant Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. D. Shireesha, Asst. Professor addressing the participants during valedictory session



Participants presence online during the training programme

7. Waste Management in Agriculture and Allied Sectors

Agricultural development, while essential, often generates significant waste due to intensive farming and excessive chemical use, affecting both rural and global environments; these wastes, originating from cultivation, livestock, fisheries, sericulture, and aquaculture, require proper collection, treatment, and utilization to support environmental health and resource conservation. Recognizing this need, the Extension Education Institute (EEI), Hyderabad conducted an online training on “ECHO – Waste Management in Agriculture and Allied Sectors” from 6th to 10th January 2025, covering themes such as IFS-based resource recycling, crop residue management, bio-energy generation, composting models, livestock and fisheries waste management, government schemes, and the concept of wealth from waste. In the inaugural session, Director EEI Dr. M. Jagan Mohan Reddy emphasized waste valorization as a core component of the circular economy that supports natural resource conservation and economic opportunity, while in the valedictory he stressed that crop residues and processing by-products hold high potential for conversion into biofuel, bioplastics, and other industrial biomaterials, urging officers to promote these technologies among farmers. Participants expressed that the program offered valuable practical insights—particularly on bio-energy, water hyacinth utilization, and farmer sensitization—and appreciated its applicability in field-level extension work. A total of 25 officers from agricultural and allied sectors across six states attended, and the program was successfully coordinated by Dr. N. Praveen, Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. N. Praveen, Professor addressing participants during the training programme



Participants presence online during the training programme



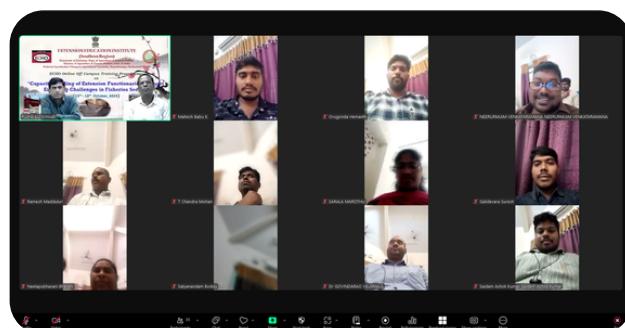
8. Detailed Report of Off-Campus Training programmes (2024-25)

1. Capacity Building of Extension Functionaries to meet Emerging Challenges in Fisheries Sector

A training program on emerging trends in the fisheries sector is crucial for strengthening professional competencies by providing updated technical knowledge, modern aquaculture innovations, sustainability approaches, regulatory compliance awareness, and market-driven insights that collectively enhance productivity, resource management, and food security. In this context, the Extension Education Institute (EEI), Hyderabad organized an online off-campus program titled “ECHO – Capacity Building of Extension Functionaries to Meet Emerging Challenges in Fisheries Sector” from 15th to 18th October 2024, covering topics such as current trends and prospects, digital technologies (IoT, AI, data analytics), aquaculture innovations, aquaponics, marketing and supply chain strategies, policies and regulations, post-harvest technologies, GOI initiatives, and gender budgeting, delivered through expert presentations, interactive sessions, group discussions, and hands-on activities. During the inauguration, Director EEI Dr. M. Jagan Mohan Reddy highlighted the expanding role of fisheries in the national economy, citing the rise in fish production from 0.75 million tonnes in 1951 to over 8.3 million tonnes currently, while during the valedictory he urged participants to apply their learning to bring meaningful improvements within fishery communities. Participants expressed that the sessions offered deep insights into digital technologies, policies, health management, and marketing strategies, and were highly beneficial for field-level application. A total of 50 trainees from Agriculture, Forestry, SAMETI, SAUs, and KVks across six states attended, and the program was coordinated by Dr. N. Praveen, Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. N. Praveen, Professor addressing the participants during valedictory session



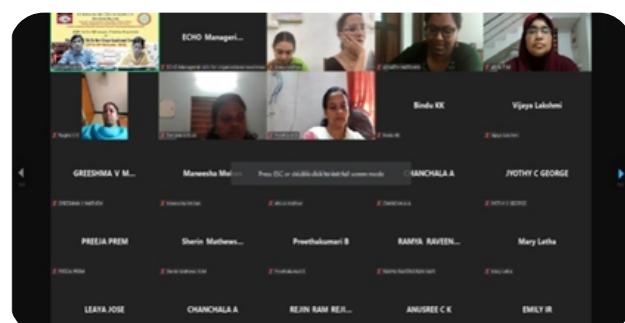
Participants presence online during the training programme

2. Managerial skills for organizational excellence

Extension Education Institute (EEI), Hyderabad organized an Off-campus (Online) training program on “ECHO - Managerial skills for Organizational excellence” from 11th to 14th November, 2024. A total of twenty eight (28) officials participated from Department of Agriculture of Kerala. Majorly covered Change management skills for organizational excellence, Digital Communication skills for effective TOT, Strategic thinking and crisis management skills, Monitoring and evaluation of development programmes and schemes, Emotional Intelligence for organizational excellence and the program was coordinated by Dr.P.Vijayalakshmi, Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. P. Vijayalakshmi, Professor addressing the participants during valedictory session



Participants presence online during the training programme

3. Communication and Documentation Skills for Professional Excellence

EEI Hyderabad organized an Off-campus training programme on “Communication and Documentation Skills for Professional Excellence” from 7th–10th January 2025 for 30 veterinary officers of Odisha. Sessions covered communication skills, digital tools, facilitation, interpersonal communication, public speaking, documentation, non-verbal communication, conflict resolution, and mobile-based documentation techniques. A field visit to Brahma Kumaris meditation centre provided experiential learning on self-awareness and work-life balance. The training emphasized effective communication in extension work and accurate documentation for transparency and informed decision-making. Participants found the sessions highly relevant for improving farmer interactions and service delivery. The programme was coordinated by Dr. M. Jagan Mohan Reddy, Director, and Dr. S. Chandrashekhar, Professor, EEI.



Dr. S. Chandrashekhar, Professor addressing participants during the training programme



Distribution of Certificates by Dr. Dilip Kumar Das, Joint Director in valedictory session

4. Leadership and Personality Development for Professional Excellence

EEI Hyderabad conducted a four-day Off-campus training programme on “Leadership and Personality Development for Professional Excellence” from 18th–21st February 2025 for 31 officers of the Department of Animal Husbandry, Telangana. The programme focused on leadership and personality skills, AI-driven leadership, communication and presentation, time and mind management, emotional intelligence, negotiation, conflict management, change management, team building, stress management, and GoI schemes. Dr. M. Jagan Mohan Reddy, Director, EEI, emphasized the role of leadership and personality skills in addressing challenges in animal husbandry and enhancing farmer outreach. Participants acknowledged the value of sessions on communication, time management, and team building for professional and personal growth. The programme was coordinated by Dr. D. Shireesha and Dr. P. Vijayalakshmi, EEI.



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



Dr. M. Jagan Mohan Reddy, Director, EEI presenting the certificate to the trainee and Dr. P. Vijayalakshmi, Professor & Dr. D. Shireesha, Asst. Professor are seen

5. Direct Trainer skills and Teaching Methodology

An organization's success relies on competent and motivated personnel, and Human Resource Development (HRD) plays a vital role in strengthening individual and organizational capacity through systematic processes of training, development, and capability enhancement, making continuous learning and skill upgrading a necessity for modern professionals. In this context, the Extension Education Institute (EEI), Hyderabad organized an Off-Campus training program titled “Direct Trainer Skills and Teaching Methodology for Trainers of Departments” at the Veterinary Officers Training Institute, Bhubaneswar from 10th to 13th March, 2025, covering innovative training methods, experiential learning, simulation techniques, e-learning, transactional analysis, and GoI initiatives in agri-allied sectors, along with ice-breaking exercises that fostered group engagement and a positive learning atmosphere. The program also included a field visit showcasing the entrepreneurial success of model farmer Smt. Rajashree Rout, whose buffalo-farming venture—supported by government subsidies, training, and farm-based management practices—demonstrated the transformative impact of skill development and enterprise support. Inaugurating the program, Sri Bippal Amruth Kulangi, IAS, stressed the importance of effective communication, scheme implementation, and farmer-centric service delivery, while during the valedictory session, officials emphasized continued skill-upgradation, collaboration, and practical application. Participants expressed high motivation and appreciation for the enriched learning environment, and the program, coordinated by Dr. K. Madhu Babu and Dr. N. Praveen, Professors of EEI, involved 18 trainees from the Department of Animal Husbandry and Fisheries, Odisha.



Sri. Bippal Amruth Kulangi, IAS, Director, Animal Husbandry, Govt of Odisha, Dr. Dilip Das, Director, VOTI, Dr. Rajeev Sharma, Dy. Director, VOTI, Dr. K. Madhu Babu, and Dr. N. Praveen, Professors addressing participants during the training programme



During Ice breaking exercise

6. Extension Skills for Supply and Value Chain Management in Livestock Products

EEI Hyderabad organized an off-campus training programme on “Extension Skills for Supply and Value Chain Management in Livestock Products” from 19th–22nd March, 2025 for 27 officers of the Department of Animal Husbandry, Telangana. The programme focused on value chain analysis, supply and value chain management of livestock products, government schemes, export-quality regulations, antimicrobial resistance management, blockchain in marketing, extension strategies, and field visits to dairy units. The Director, EEI highlighted the importance of efficient supply and value chains in ensuring quality, profitability, and farmer welfare. Participants appreciated the hands-on exposure and practical insights for improving livestock production, market access, and extension services. The programme was coordinated by Dr. D. Shireesha, Assistant Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI, Shri. Babhu Beri, Asst. Director, Telangana Veterinary Department and Dr. D. Shireesha, Asst. Professor addressing the participants during valedictory session



Participants visited Sids dairy farm during the training programme as a part of field visit

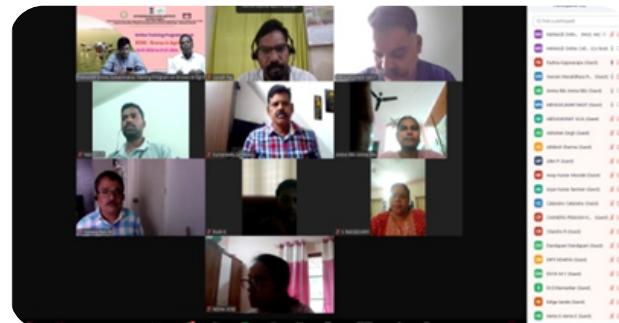
9. Detailed Report of Collaborative Training programmes with MANAGE (2024-25)

1. Drones in Agriculture

EEI Hyderabad in collaboration with MANAGE organized an online training programme on “Drones in Agriculture” from 23rd–27th July 2024 with 93 participants from Agriculture, Horticulture, Fisheries, Sericulture, Animal Husbandry, and KVKS of southern states and A&N Islands. The programme included drone applications, policy and safety regulations, direct-seeded rice practices, AI integration for crop protection, entrepreneurship opportunities, and GoI schemes. The Director, EEI highlighted drones as tools for improving efficiency, reducing costs, and enhancing productivity. Participants appreciated sessions on policy, SOPs, certified drone specifications, and AI-based applications. The programme was coordinated by Dr. N. Praveen, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. N. Praveen, Professor addressing the participants during inaugural session



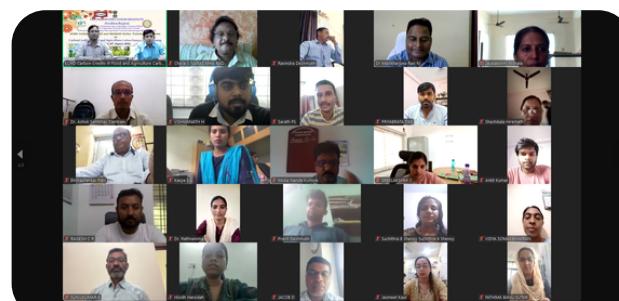
Participants presence online during the training programme

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

The integration of carbon credits, carbon finance, and carbon farming in the food and agriculture sectors offers both environmental and economic benefits, empowering farmers to reduce greenhouse gas emissions while gaining access to emerging carbon markets. To build capacity in this area, the Extension Education Institute (EEI), Hyderabad, in collaboration with MANAGE, organized an online training program titled “ECHO – Carbon Credits in Food and Agriculture, Carbon Finance, Carbon Farming” from 20th – 24th August 2024, covering topics such as carbon sequestration techniques, policy frameworks, monitoring and verification procedures, pricing, financial instruments, methane mitigation, agroecological approaches, and implementation strategies supported by real-world case studies. In the inaugural session, Dr. M. Jagan Mohan Reddy, Director, EEI, emphasized climate action, financial incentives for smallholders, and the role of government support in scaling carbon initiatives, and during the valedictory he encouraged participants to integrate carbon strategies into local agricultural systems while recognizing their potential to strengthen rural economies. Participants reported that the training was highly relevant and practical—particularly the sessions on policy mechanisms and market-based applications—providing direction for field-level adoption. A total of 135 trainees from agriculture and allied departments of six states participated, and the program was successfully coordinated by Dr. S. Chandra Shekar, Professor, EEI, Hyderabad.



Dr. M. Jagan Mohan Reddy, Director, EEI, and Dr. S. Chandrashekhar, Professor addressing the participants during valedictory session



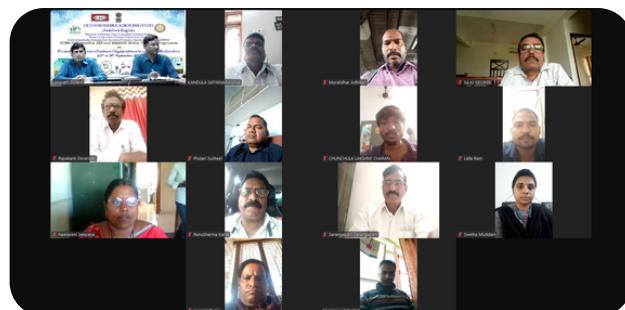
Participants actively participated in the training programme

3. Promotion of Farmers Producer Organizations in Agri and Allied Sectors

EEI Hyderabad, in collaboration with MANAGE, conducted an online training programme on “Promotion of Farmers Producer Organizations (FPOs)” from 24th – 28th September, 2024, with 39 participants from Agriculture, Horticulture, Dairy, Fisheries, Animal Husbandry, SAUs, and KVKS across Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Odisha, and Kerala. The programme covered FPO formation, strengthening, management, sustainability strategies, digital technologies, business planning, financial management, supply and value chain development, entrepreneurial opportunities, legal frameworks, GoI schemes, stress management, and gender budgeting. Dr. M. Jagan Mohan Reddy, Director, EEI, emphasized the transformative role of FPOs in enhancing farmer income and sustainability, advocating for aggregation, collective marketing, and value addition. Participants appreciated the practical orientation on marketing, financial, and legal aspects to support FPOs effectively. The programme was coordinated by Dr.S.Chandra Shekar, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. S. Chandrashekhar, Professor and Course coordinator addressing the participants during valedictory session



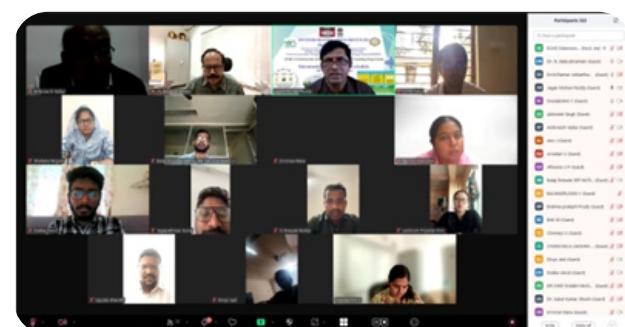
Participants presence online during the training programme

4. Extension for Climate Resilient Agriculture

An online collaborative programme on “Extension for Climate Resilient Agriculture” was organized with MANAGE from 18th–22nd November, 2024 for 50 officers from Agriculture, Horticulture, Fisheries, and Animal Husbandry departments across the country. The training focused on climate change impacts, climate-smart technologies in crops, horticulture, fisheries, and livestock, integrated farming systems, remote sensing and GIS applications, plastics and machinery for climate-smart practices, carbon credit mechanisms, GoI schemes, gender budgeting, case presentations, and extension strategies. Dr. M. Jagan Mohan Reddy highlighted the need for climate-smart villages—weather, water, carbon, nitrogen, energy, and knowledge smart—to enhance resilience and sustainability. Participants valued the practical exposure to precision farming and integrated climate-resilient interventions, emphasizing their applicability at the field level.



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

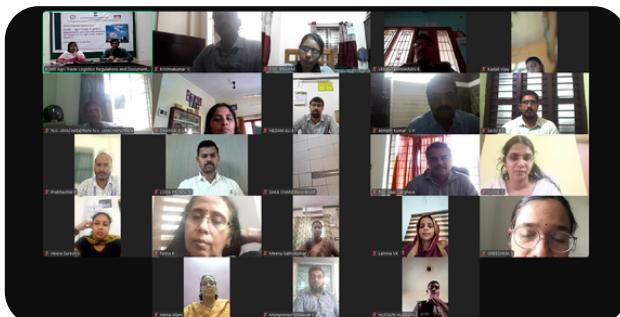


Participants during online session

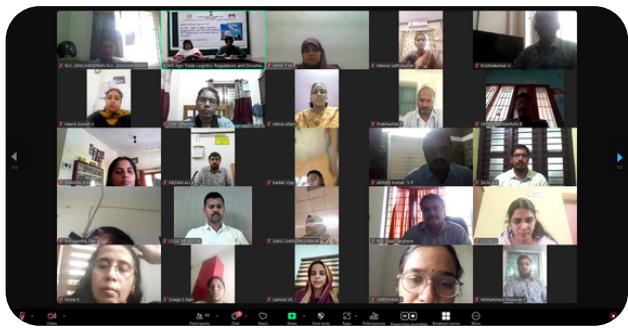
10. Detailed Report of Webinars (2024-25)

1. Nursery Accreditation Acts in Horticulture and Forestry Sectors

Nursery Accreditation Acts ensure quality standards in the production and distribution of planting material within the horticulture and forestry sectors. These regulations certify nurseries based on criteria such as genetic purity, plant health, disease-free status, propagation practices, and proper documentation. Accredited nurseries are authorized to produce and sell certified seedlings, saplings, and planting material, supporting farmers and stakeholders with reliable, high-quality inputs. The accreditation system promotes transparency, improves planting success rates, conserves biodiversity, prevents the spread of pests and diseases, and ultimately contributes to sustainable agricultural and forestry practices. In this connection, EEI, Hyderabad organized a Webinar on “Nursery Accreditation Acts in Horticulture and Forestry Sectors” on 24 June 2024, Talk on “Nursery Accreditation Acts in the Horticulture Sector” by Dr.A.Kiran Kumar, Director of Research, SKLTHU and “Nursery Accreditation Acts in the Forestry Sector” by Sri Manoranjan Bhanja, Addl. Principle Chief Conservator of Forests (Retd) Forest Department, Telangana was organized. Over 57 participants actively engaged with the sessions, moderated by Dr. S. Chandrashekhar, Professor, EEI.



Dr. M. Janga Mohan Reddy, Director, EEI addressing the participants along with Dr. S. Chandrashekhar, Professor are seen



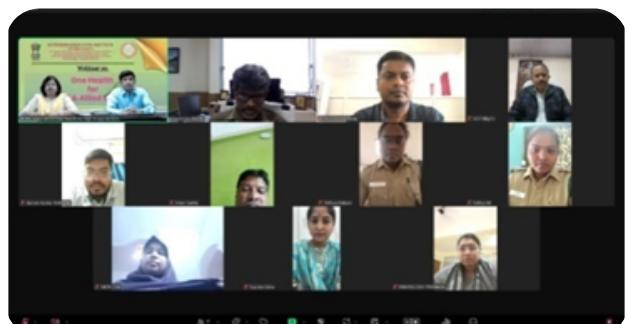
Participants on board during the webinar

2. One Health for Rejuvenation of Natural Resources for Sustainable Agriculture

On 18 July 2024, EEI Hyderabad conducted a webinar on “One Health for Agri and Allied Sectors,” highlighting the interconnection of human, animal, and environmental health. Sessions included “Role of Natural Resource Management for One Health” by Dr. A. Amarender Reddy and “Integrating Soil Health and One Health for Sustainable Agriculture” by Dr. S. Triveni. The webinar emphasized interdisciplinary collaboration, sustainable soil management, and the importance of environmental conservation in agricultural practices. Over 55 participants actively engaged with the sessions, moderated by Dr. M. Preethi, Professor, EEI.



Dr. M. Janga Mohan Reddy, Director, EEI addressing the participants along with Dr. M. Preethi, Professor



Participants on board during the webinar

3. Anti-Microbial Resistance in Agri and Allied Sectors

On 31 July 2024, EEI Hyderabad organized a webinar on ECHO – AMR in Agri and Allied Sectors, focusing on public health threats, National Action Plan on AMR, and integrated solutions across agriculture, animal husbandry, and medical sectors. Panelists included Dr. B. Ramakrishnan, Dr. Premanshu Dandapat, and Dr. V. Deepali Vagdalkar. The webinar involved 12 case presentations and emphasized the One Health approach, urbanization impacts, and natural farming practices. The event was attended by 78 participants and moderated by Dr. M. Preethi.



Dr. M. Janga Mohan Reddy, Director, EEI addressing the participants along with Dr. M. Preethi, Professor



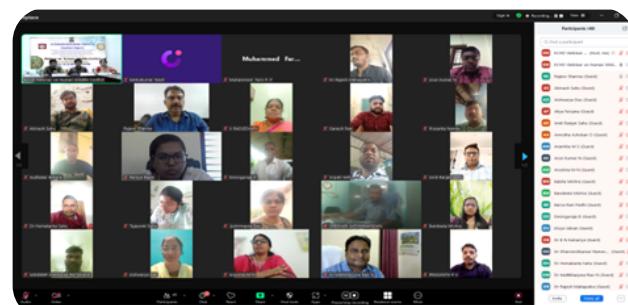
Participants on board during the webinar

4. Wildlife Conflict

On 13 August 2024, EEI Hyderabad conducted a webinar on human-wildlife conflict, addressing crop damage, livestock loss, and safety risks. Experts, including Dr. V. Vasudev Rao and Dr. V. Ravinder Reddy, discussed traditional and integrated methods for conflict mitigation such as crop protection strategies, bioacoustics, solar fencing, and trap crops. Participants actively discussed field-level experiences and solutions. The webinar was attended by 85 participants and moderated by Dr. P. Vijaya Lakshmi, Professor, EEI.



Dr. M. Janga Mohan Reddy, Director, EEI addressing the participants during inaugural session along with Dr. P. Vijaya Lakshmi, Professor, EEI and Dr. V. Ravinder Reddy, Principal Scientist & Head, AINP on VPM, PJTAU



Participants on board during the online session

5. Green Energy in Farming

On 23rd September 2024, EEI Hyderabad conducted a webinar on “Green Energy in Farming” for middle-level extension officials from southern states and UTs. Experts Dr. P. Subramanian, Dr. Vijayakumar Palled, and Dr. R. Swamy highlighted renewable energy technologies including solar, biomass, biogas, wind, and hydroelectric power, and their applications in agriculture and allied sectors. Discussions included environmental benefits, practical implementation, and government schemes. 55 participants engaged actively, moderated by Dr. D. Shireesha, Assistant Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI along with Dr.D.Shireesha, Asst. Professor addressing participants during inaugural programme of Webinar in online



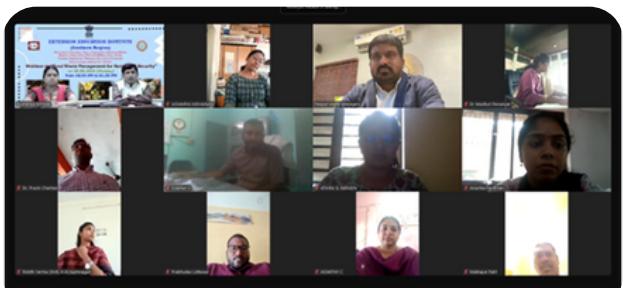
Participants seen in the webinar

6. Food Waste Management for Nutritional Security

EEI Hyderabad organized a webinar on 30th September 2024 for middle-level extension officials from South Indian states and UTs, focusing on reducing food waste and enhancing nutritional security. Speakers included Shri Harshavardhan Era (Peepal Waste Managers) on organic waste management techniques, Dr.Dinish Kumar (IARI) on valorization of agro-industrial by-products, and Dr. M. Jagan Mohan Reddy (EEI) on extension strategies for food waste management. The sessions highlighted biogas, vermicomposting, converting waste into wealth, and empowering communities through campaigns, training, and advisories. 65 participants actively engaged and provided feedback on practical applications. The webinar was coordinated by Dr. D. Shireesha, Assistant Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI along with Dr. D. Shireesha, Asst. Professor addressing participants during Inaugural Programme



Participants during Inauguration

7. Food Safety Standards in Agri and Allied Sectors

On 21st October 2024, EEI Hyderabad conducted a webinar on food safety standards to create awareness among 37 participants from agriculture, fisheries, and animal husbandry departments. The sessions by Sri Balu Naik Kethavath (FSSAI) and Dr. S. C. Barnirajan (FSSAI) focused on regulations, antibiotic residues, and organic food standards. Dr. M. Jagan Mohan Reddy emphasized the importance of food safety for public health, One Health initiatives, and sustainable development. Participants discussed practical approaches to ensure compliance and implement safety measures in their jurisdictions. The webinar was coordinated by Dr. K. Madhu Babu, Professor, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. K. Madhu Babu, Professor interacting with participants of the webinar



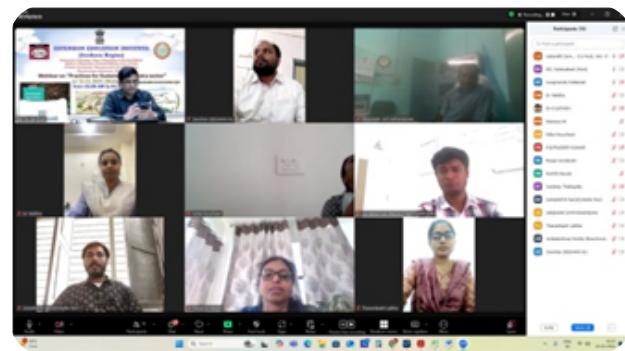
Participants attending the webinar

8. Practices for Sustainable Forestry Sector

EEI Hyderabad organized a webinar on “Practices for Sustainable Forestry Sector” on 13th November, 2024 for middle-level extension officials from Kerala, Odisha, Karnataka, and Telangana on sustainable forestry management. Dr. Swapnendu Pattanaik (ICFRE) discussed ecosystem services, silvicultural tools, forest-based carbon sequestration, and the global economic importance of forests. Dr. M. Jagan Mohan Reddy highlighted extension strategies, technology transfer, community engagement, and innovations to promote adoption of sustainable forestry practices. Eighteen participants interacted with experts on challenges, policy support, and digital tools for monitoring and improving forest management.



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



Participants during training programme

9. Sustainable Development Goals in Agriculture

On 31st January 2025, EEI Hyderabad organized a webinar on “Sustainable Development Goals in Agriculture”. Dr. Ravichandra (UNDP) emphasized the need for collective action to achieve all 17 SDGs, with focus on Zero Hunger, Gender Equality, Affordable Clean Energy, and Climate Action. Dr. M. Jagan Mohan Reddy outlined the role of middle-level extension officials in operationalizing SDGs at the field level. Forty two participants attended, with discussions linking government schemes to sustainable development objectives. Dr. S. Chandrasekhar coordinated the webinar.



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. S. Chandrasekhar, Professor addressing the participants



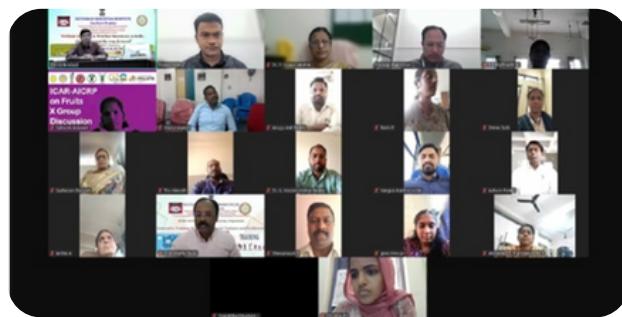
Participants onboard during the webinar

10. Crop and Weather Insurance in India – Challenges and Way Forward

EEI Hyderabad conducted a webinar on 20th January 2025 focusing on PMFBY and RWBCIS, including features like low uniform premiums, comprehensive risk coverage, yield estimation technology (YES-TECH), and weather-based insurance. Speakers from MoA&FW and UNDP highlighted challenges such as low financial literacy, geographical barriers, and delays in claim settlement. 92 participants, including extension officials, faculty, and KVJ scientists, attended and discussed strategies for effective implementation.



Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad interacting with participants of the webinar



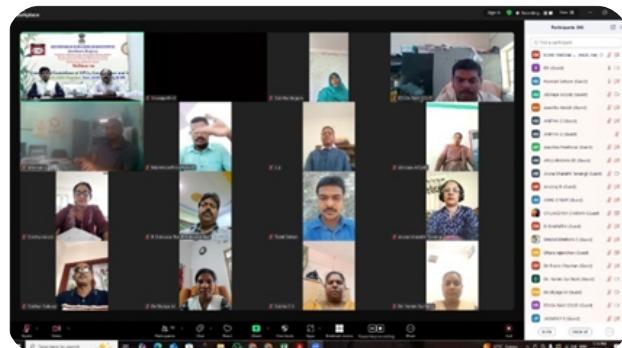
Participants on board during the webinar

11. Operational Guidelines of FPOs, Cooperatives, and SHGs

EEI Hyderabad conducted a webinar on 18th February 2025 for 62 middle-level extension officials on strengthening FPOs, Cooperatives, and SHGs to support small and marginal farmers. The webinar highlighted legal structures, membership, objectives, governance, financial support, and operational guidelines, including evolution of SHGs, savings, and financial inclusion. Experts from PJTAU, NABARD, and APMAS emphasized leveraging these institutions to address climate and market challenges. The programme was coordinated by Dr. K. Madhu Babu, Professor.



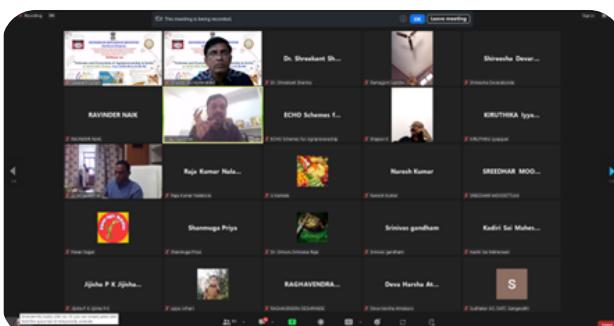
Dr. M. Jagan Mohan Reddy, Director, EEI, Dr. M. Yekadri, Director of Extension, PJTAU and Dr.K. Madhu Babu, Professor addressing the participants



Participants onboard during the webinar

12. Schemes for Agripreneurship

On 28th February 2025, EEI Hyderabad organized a webinar on agripreneurship for 96 middle-level extension officials. Speakers Sri Vijay Nadiminti (AgHub, PJTAU) and Dr. Shreekanth Sharma (NI-MSME) discussed startup ecosystems, incubators, business planning, and government schemes promoting agripreneurship in India. Dr. M. Jagan Mohan Reddy emphasized the need for entrepreneurial skills in agriculture to enhance farm profits and mitigate recurrent losses. Participants were encouraged to sensitize farmers on available government initiatives. The webinar was coordinated by Dr.N. Praveen and Dr. D. Shireesha.



Participants on board during the webinar



The speaker interacting with the participants of the Webinar

11. Detailed Report on Consultancy Training programme (2024-25)

Consultancy Program on Refresher Training

EEI Hyderabad organized a three-day on-campus “Refresher Training Programme” from 13–15 June 2024 for 27 officers from the Agriculture Department, Karnataka. The programme aimed to enhance participants' knowledge, skills, and professional behavior for effective organizational performance and technology transfer. Key topics included digital tools for extension, team building, time and stress management, negotiation and conflict resolution, soft skills, training need analysis, and establishing model training centers. Hands-on sessions covered PICVOICE, CANVA, Plantix app, and QR code generation, along with interactive ice-breakers and group activities. Dr. M. Jagan Mohan Reddy, Director, EEI, highlighted the importance of professional development in improving communication, technical knowledge, and extension efficiency. Participants expressed high satisfaction with the practical applicability of the training for addressing challenges in agri and allied sectors. The programme was coordinated by Dr. S. Chandra Shekar and Dr. N. Praveen, Professors, EEI.



Dr. M. Jagan Mohan Reddy, Director, EEI addressing the participants during inaugural session. Course Coordinators Dr. S. Chandra Shekar and Dr. N. Praveen are also seen



Distribution of certificates to the participants during valedictory session



12. Significant Events / Meetings / Workshops :

52nd Management Committee Meeting (MCM) of EEI, Hyderabad

The 52nd Management Committee Meeting (MCM) of EEI, Hyderabad was held in hybrid mode on 28th November, 2024 from 11.00 AM to 01.00 PM. Prof. Aldas Janaiah, Hon'ble Vice-Chancellor, Professor Jayashankar Telangana Agricultural University (PJTAU) and Chairman, Management Committee (MC) of EEI, Hyderabad presided the meeting Dr.Prashant Armorkar, Additional Commissioner, Shri.Sajith Kumar Kunhalath, Director (Extension Training), Directorate of Extension, Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Govt. of India, New Delhi, Shri.K.Srinivasa Rao, Comptroller, PJTAU, Shri K.B.Vrushabendra Kumar, Joint Director of Sericulture, Karnataka, Kumari D.Vijayalaxmi, Assistant Director of Horticulture, Telangana, Dr.R.Balakrishnan, Additional Director, Livestock Development, Tamil Nadu, Dr.G.C.Gummagolmath, Director (M&E), MANAGE, Dr.S.Senthil Vinayagam, Principal Scientist & Head, NAARM, Dr.Surjit Vikraman, Associate Professor & Head, NIRD&PR, Dr.Steven Neil, Professor, TGIRD. D.Sudha Rani, Assistant Director of Agriculture, SAMETI, Telangana, Dr.R.Mouneshwari Kammar, Professor and Technical Officer, UAS Dharwad, Dr.S.Appasmandri, Agricultural Officer, STAMIN, Tamil Nadu, Dr.N.Vijaya Kumar, Director, SAMETI, Puducherry, and Dr.M.Jagan Mohan Reddy, Director, EEI, Hyderabad and Member Secretary, EEI Management Committee were the distinguished dignitaries of the meeting. Twenty Five (25) distinguished members of MCM participated in the meeting, of whom 14 members attended physically at EEI, while 11 members attended online.

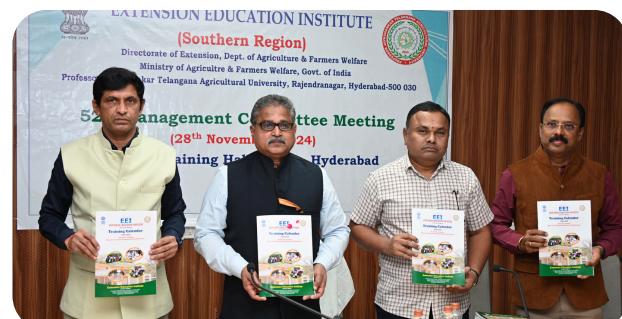
The meeting started with the greetings of Dr.K. Madhu Babu, Professor, EEI who welcomed Prof. Aldas Janaiah, Hon'ble Vice-Chancellor and Chairman of the Management Committee and other dignitaries.

Later, Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad presented a brief report on the significant achievements and work done of EEI and action taken report on 51st MCM. The discussion on agenda items of 52nd MCM followed with vote of thanks proposed by Dr.N.Praveen, Professor, EEI, Hyderabad.

Dr.M.Jagan Mohan Reddy, Director, EEI Hyderabad has extended his gratitude on behalf of all the faculty and Non-teaching staff of EEI for the wonderful support and guidance by Hon'ble Vice-Chancellor, PJTAU and Chairman of the Management Committee. The meeting concluded with Prof. Aldas Janaiah, Hon'ble Vice-Chancellor extending his thanks to all committee members, Government of India officials, and others who contributed to the success of EEI's programs. He particularly acknowledged the support provided by the Government of India. The Hon'ble Vice-Chancellor once again emphasized the need to streamline the budget process to ensure the effective functioning of EEI, Hyderabad.



Shri.Sajith Kumar Kunhalath, Director (Extension Training), DoE, DoA&FW, MoA&FW, GoI, New Delhi addressing the delegates of Management Committee



Release of Annual Report 2023-24 and Training Calendar 2024-25 by the delegates

Regional Workshop on Training Need Assessment of Clientele States

A Two-Day Regional Workshop was organized on 9th and 10th December 2024 at EEI, Rajendranagar, Hyderabad. The workshop began with the lighting of the lamp by the dignitaries. Dr. S. Chandrashekhar, Professor, EEI, welcomed the dignitaries and delegates attending the regional workshop both online and offline. He outlined the workshop's purpose of conducting a Training Need Assessment (TNA) for client states to prepare the Annual Training Calendar for 2025-26 of EEI, Hyderabad.

Dr. B. Jamuna Rani, Director of Extension, PJTAU, was the Chief Guest, while Shri N. Selvam, Joint Director (Extension), GoI, and Dr. Kailaimannan, Joint Director (Farm Information), GoI, were the Guests of Honor.

The workshop was attended by distinguished guests, including Dr. M. Kishan Kumar, Director of Extension, PVNRTVU, Dr. Y. Sona, Principal Scientist, NAARM, Dr. A. Srinivasacharayulu, Director (Knowledge Management), MANAGE, Dr. A. Srinivas, Scientist, IIMR, Dr. V. Swapna, Veterinary Assistant Surgeon, Animal Husbandry, Telangana, and others, as well as 12 delegates from various sectors.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, presented the training programmes and other activities conducted by EEI during 2023-24. Delegates from various agri and allied departments, central and state institutes, NGOs, and FPOs offered remarks following the presentation.

In the valediction, Shri N. Selvam, Joint Director (Extension), DoE, MoA&FW, GoI, New Delhi, praised the efforts EEI, Hyderabad in organizing the workshop. He emphasized the need for the training extension functionaries on Digital Extension, Natural Farming, and Sustainable Development Goals. He also recommended to add all extension officers in EEI's jurisdiction to the "AGRI GOI" WhatsApp group to stay updated on daily activities of the Government of India.

Dr. Kailaimannan, Joint Director (FI), GoI, appreciated the workshop and suggested organizing programs in collaboration with State and ICAR institutes on topics like Governance for Sustainability of Farmer Producer Companies and Certification of Organic Products for remunerative markets through the "i-Echo" platform, benefiting middle-level extension functionaries in the Southern Region.



Lighting of the lamp by the chief guest Dr. B. Jamuna Rani, Director of Extension, PJTAU



Shri N. Selvam, Joint Director (Extension), GoI, and Dr. Kailaimannan, Joint Director (Farm Information), GoI, interacting with the client department officials



Regional workshop delegates discussing about the training areas



Delegates who attended the Regional Workshop

Workshop on Content Development for the Training Programmes of the Annual Training Calendar of 2025-26

Extension Education Institute, Hyderabad organized a Content Development Workshop for the training programmes of the Annual Training Calendar for the year 2025-26 on 11th February 2025 at EEI, Hyderabad.

Speaking on the occasion, Dr. M. Yakadri, Director of Extension, PJTAU, Rajendranagar, Hyderabad, emphasized the importance of addressing contemporary issues such as climate change, application of artificial intelligence, digital interventions, achievement of Sustainable Development Goals, and enhancing profitability in the agriculture and allied sectors while designing the content for EEI training programmes.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, highlighted that the central government is primarily focusing on initiatives such as the creation of robust digital public infrastructure, Agri Stack, promotion of natural farming, alternate energy sources, Dhan-Dhanya Krishi Yojana, Atmanirbhar Bharat in pulses, Credit Guarantee Fund for MSMEs and Startups, Fund of Funds for Startups, and the PM Gati Shakti portal. He further explained that these initiatives provide access to relevant data, maps, and tools to facilitate public-private partnerships, assist the private sector in project planning, and support capacity building under Mission Karmayogi, among other objectives. He suggested that the philosophy and goals of these interventions should be carefully considered while developing content for the training programmes. The workshop was coordinated by Dr. S. Chandrashekhar, Professor, EEI, Hyderabad, who welcomed the delegates and participants to the session.

During the workshop, the discussions were primarily focused on the inclusion of several contemporary and relevant topics for the training programmes. These included Biochar, a charcoal-like material produced from biomass such as wood, plant waste, or manure, and its applications in improving soil health, reducing greenhouse gas emissions, and remediating polluted soils; Bio-CNG; the role of APEDA in maintaining quality standards and promoting exports; AgriStack; cold storage facilities; Custom Hiring Centers; the Agri Infrastructure Fund; and buy-back agreements through Cooperatives.

Other key areas discussed were the roles of NAFED and NCDEX, the application of drones for land use pattern analysis, carbon credits and net-zero agriculture, and the impact of NICRA in climate change programmes. Innovative financial and technological interventions like FinTech, InsurTech, smart and ATM-based business models, design thinking, natural and automated playhouses, and participatory behaviour were also included.

The workshop emphasized revising certain training titles, such as renaming a module to “Planning, Monitoring, and Evaluation of Agricultural Programmes and Projects”, and incorporating models such as Attitude, Perception, and Thinking (APT), AGMARKNET, FPO federation, friction and competition, market intelligence, and governance related to FPOs. Additional topics included seed banks, quality planting material, NABL accreditation in seed programmes, Attitude and Inner Engineering, AI-based models and online tools in communication and documentation, procedures in patenting, GI indicators documentation, budget maintenance mechanisms like PFMS and SPARSH, gap identification, e-office, re-queening, the National Bee Board, AGMARK certification for bee products, promotion of fuel crops, photovoltaic energy sources, and a webinar on innovative production technologies and value addition in turmeric crop.

It was also decided to delete the topic on Coaching, Mentoring, and Counseling. The workshop concluded with the vote of thanks proposed by Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad.



Dr. M. Yakadri, Director of Extension, PJTAU, addressing the gathering while Dr. M. Kishore Kumar, Director of Extension, PVNRTVU, Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. S. Chandrashekhar are also seen



The delegates who participated in the content development workshop

10th Academic Committee Meeting

Extension Education Institute, Hyderabad has organized 10th Academic Committee Meeting on 14th February, 2025 at EEI, Hyderabad. Dr. Sanjay Kumar, Additional Commissioner (Extension), Directorate of Extension, Department of Agriculture and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Govt. of India, Dr.M.Yakadri, Director of Extension, PJTAU, Rajendranagar, Hyderabad, Dr. M. Jagan Mohan Reddy, Director, EEI (Southern Region), Rajendranagar, Hyderabad, Dr.G.Bhaskar, Assistant Director, IT, SG, MANAGE, Hyderabad and Dr.S.Chandrasekhar, Professor, EEI, Rajendranagar, Hyderabad are the members who participated in the meeting.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, presented the proposed list of training programmes for the next academic calendar year 2025-26. The proposed programmes include 62 on-campus training programmes, 27 off-campus training programmes, 8 collaborative training programmes with MANAGE, and 18 webinars, totaling 115 programmes.

Dr. Sanjay Kumar, Additional Commissioner (Extension), Directorate of Extension, Department of Agriculture and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, GoI, suggested that while conducting off-campus training programmes for a specific department of a state, officials from other departments may also be invited to participate. He appreciated the efforts of EEI, Hyderabad, in designing on-campus programmes volunteered by client departments of various states to address issues related to participants' travel provisions. He further added that webinars organized by EEI, Hyderabad, could include participants from across India, including representatives from EEIs, SAMETIs, national, international, and ICAR institutions.

Dr. M. Yakadri, Director of Extension, PJTAU, Rajendranagar, Hyderabad, emphasized the need to clearly specify the objectives and content of the training programme on Commercialization of Innovations and Technologies.

Dr. G. Bhaskar, Assistant Director, IT, SG, MANAGE, Hyderabad, appreciated the formulation of additional programmes focused on digital solutions for effective Training of Trainers (ToT) in agri and allied sectors, aligning with the Government of India's flagship initiatives on creating robust digital public infrastructure and promoting digital interventions.

The meeting concluded with the vote of thanks proposed by Dr. S. Chandrashekhar, Professor, EEI, Hyderabad.



Dr. M. Yakadri, Director of Extension, PJTAU, Telangana,
Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad,
Dr. G. Bhaskar, Assistant Director, IT, SG, MANAGE, Hyderabad &
Dr. S. Chandrashekhar, Professor, EEI, Hyderabad during the 10th
Academic Committee Meeting



Dr. Sanjay Kumar, Additional Commissioner (Extension),
Directorate of Extension, Department of Agriculture and Farmers
Welfare, Ministry of Agriculture and Farmers Welfare, Govt. of
India offering the inputs in the 10th Academic Committee Meeting in
online mode

Training Programme on Financial Management for the Officers of PJTAU

Extension Education Institute, Rajendranagar, Hyderabad, conducted a training programme on Financial Management for the officers of PJTAU, Rajendranagar, Hyderabad, on 18th March 2025.

Gracing the occasion, Prof.A.Jannaiah, Hon'ble Vice-Chancellor, PJTAU, underscored the importance of enhancing the capacity of all officers in financial matters to ensure integrity in finance and accounting. He emphasized the need to gain knowledge on the latest developments in strategic planning, organizing, directing, and controlling financial operations within the University. He commended EEI, Hyderabad, for organizing such programmes and encouraged the institution to conduct similar need-based training for university scientists.

The speaker of the programme, Sri K. Srinivasa Rao, Comptroller of PJTAU, explained constitutional provisions, financial, treasury, and accounts codes, budget manual, FRMB Act, and key articles forming the four pillars of financial management. He elaborated on the classification of funds in PJTAU, including Non-University Fund, Hostel Fund, Revolving Fund, Endowment Fund, GOI Fund, and University Fund. Other topics included financial logistics for procurement, statutory compliances (GST, IT, EPF, ESI), financial procedures for engineering works, grant expenditure, lapses in grants, digital payments and accounts, financial portals, financial statements, challenges in annual accounts, and the role of the F&A Section.



Dr.Ch.Vidya Sagar, Registrar, PJTAU handing over the sapling to Sri K. Srinivasa Rao, Comptroller of PJTAU. Dr.M.Jagan Mohan Reddy, Director, EEI and Dr.S.Chandrashekhar, Professor are seen



Sri K. Srinivasa Rao, Comptroller of PJTAU, speaker of the programme conducting the session



Officers listening to the session taken by Sri K. Srinivasa Rao, Comptroller of PJTAU,



Honble Vice-Chancellor, PJTAU, Prof.A.Jannaiah is seen with other officers

13. Action Research:

1. Action Research on Adoption and establishment of Agri Nutri Smart Village in Nagar Kurnool District of Telangana

The Action Research conducted by Dr. M. Preethi and Dr. N. Praveen, Professors in Alvandha Village of Nagarkurnool Dist.

Progress work:

Conducted a base line survey of 50 participants and following inferences were derived

1. Demographic and Landholding Profile:

- Majority of farmers are marginal (56%) and small (34%).
- Households with children under 5 years and pregnant/lactating women are significant, reflecting high vulnerability to nutritional issues.

2. Agriculture and Nutrition-Oriented Practices:

- 58% of households practice mixed/multi-cropping, which allows for diverse production.
- A small percentage (26%) grow nutri-rich crops such as millets, pulses, tubers, and green leafy vegetables, highlighting an opportunity for targeted interventions in nutrition-sensitive farming.

3. Dietary Habits and Nutrition Awareness:

- A high reliance on rice and pulses (76%) for diet, with low consumption of fruits and vegetables (28%).
- Limited awareness of nutrition concepts such as the 1,000 Days concept (30%) and fortified crops (16%).

4. Health and Sanitation:

- 68% have access to safe drinking water, but handwashing with soap and toilet facilities are at lower levels (52% and 60%, respectively).
- Health counseling services like Anganwadi (44%) and awareness of government services (72%) are crucial for further outreach.

5. Community Participation and Interest:

- High willingness (82%) to engage in nutri initiatives and interest in Self-Help Groups (SHGs) and Nutri Clubs (70%).

6. Common Nutritional Disorders:

- Iron Deficiency Anemia (in women & adolescent girls) → 40%
- Vitamin A Deficiency (children under 5) → 20%
- Stunting (chronic malnutrition in children) → 25%
- Wasting (acute malnutrition in children) → 10%
- Underweight in Women (Low BMI <18.5) → 30%
- Iodine Deficiency Disorders (mild goitre symptoms) → 15%
- Low Birth Weight Incidence (based on recall) → 18%

2. Adoption and Establishment of Agri Nutri Smart Village

Avancha village, Nagarkurnool dist

OBJECTIVES

- To identify and select a village with severe malnutrition index
- To conduct a base line survey to assess the nutritional profile of the village and identify the nutritional gaps of the residing families.
- To sensitize village level functionaries and leaders on the need and method of making the village nutri smart
- To implement and monitor the seven steps of establishing Nutri Smart village.
- To establish Nutrition gardens and Nutrition Clubs in the village
- To conduct mid way nutritional survey to monitor and evaluate the process of interventions
- To enable villagers and farmers take up Nutrition based farming systems
- To promote Agri Nutri entrepreneurship in the village
- To conduct end line survey to assess the impact of interventions

Results of Base line survey

S. No	Particulars	% of Respondents(n=50)
1	Marginal Farmers (<1 ha):	56%
2	Small Farmers (1–2 ha):	34%
3	Large Farmers (>2 ha):	10%
4	Average Family Size:	52%
5	Households with Children <5 years:	62%
6	Households with Adolescent Girls:	48%
7	Households with Pregnant/Lactating Women:	36%

Results

- 42% families practice mono cropping system: (Cotton – 34%; Paddy – 34%; Maize- 28%)
- 58% Families practice inter cropping system: (Maize + Redgram = 62%), (Jowar + Castor = 38%)
- 38% families grow nutri rich crops as classified by Nutri Smart Villages:
- (Millets : Ragi & Bajra (42%), (Pulses : Redgram (36%); Greengram (38%); Blackgram (26%); Leafy Vegetables (24%))
- 38% house holds (hh) consume at least five food groups
- 76% (hh) consume mainly rice & Pulses
- 30% (hh) are aware of the 1000 days concept
- 42% (hh) are aware of iron & calcium rich foods
- 82% (hh) are willing to join nutrition education programme
- 70% (hh) have participation in SHG groups
- 60 % (hh) show interest in knowing nutri crop practices.

Category	Crop Diversification	No. of farmers	Issues expressed	Solutions addressed through
Discontinued	Paddy-Groundnut	30	<ul style="list-style-type: none"> • Monkey menace • Black Thrips • Soil test-based fertilizer recommendations • Hybrid chilli seeds 	<ul style="list-style-type: none"> • Collaboration with Department of Ornithology, PJTAU, & Horti. Dept • Soil testing lab of Dept. of Agriculture
	Paddy- Chillies			
New	Needed to go for Crop diversification and IFS approach	30	<ul style="list-style-type: none"> • Redesigning Paddy harvester • Introduction of castor, millets and pulse crops • No market linkages 	<ul style="list-style-type: none"> • Feedback to research • PS Oilseeds, Millets and Pulses to be contacted • Market linkages with Agrighar
Completely Diversified (Master Trainers)	Paddy – Chillies Paddy- Groundnut Paddy- Sugarcane	15	<ul style="list-style-type: none"> • Successful • Quality inputs on subsidy • Obtaining timely advisories • Lack of marketing facilities • High cost of sugarcane seed • Monkey menace • Wants to shift to organic farming • Solar fencing 	<ul style="list-style-type: none"> • Used as Master Trainers • Departments collaborated – DOA, Agrighar, Ornithology, University Scientists

14. Publications & Articles :

- » Training Calendar 2025-26
- » Annual Report 2023-24
- » Inspiring stories of Success of South Indian farmers (2023-24)
- » Success stories of practitioners of natural farming in South India (2023-24)
- » Success sagas of enterprising South Indian farmers (2023-24)
- » Newsletter (Quarterly-4 issues)
- » e- Brochures (Trainings)



Articles :

- M. Vasanthi and Dr. M. Preethi, ICT and Digital tools in Extension, Book Chapter on Modern Horizons in Agriculture Extension, 2024, Vol 2, ISBN-978-81-971840-6-2 Stella International Publication, Haryana, India
- M. Vasanthi and Dr. M. Preethi, Engagement and innovation in community science, International Journal of Agriculture Extension and Social Development, P-ISSN: 2618-0723, E-ISSN: 2618-0731, Volume : 7 Issue : 4 Year : 2024 Page Number : 350-353, Impact Factor: RJIF 5.16, NAAS (2024): 5.04
- Dr R. Vasantha, Professor, EEI and Dr M. Jagan Mohan Reddy, Publication of Successful FPOs of South India, EEI publication, 09/MG/PJTAU/2024, Yet to be published
- Dr R. Vasantha, Professor, EEI Professor, EEI and Dr. M. Jagan Mohan Reddy, Director, EEI, Director, EEI, Successful Farmer Producer Organisations (FPOs) of South India EEI Publication 09/MG/PJTAU/2024, The publication is in final editing stage
- M. Vasanthi and Dr. M. Preethi, Training Methods- Lecture, Discussion, Syndicate, Seminars, Panel Discussion, Conferences, Symposiums, Role Play, Case Study, Brain Storming, Programmed Instruction, T-Group/Laboratory Methods, Training and Capacity Development, Elite Publication
- M. Vasanthi and Dr. M. Preethi, Methods of Observation - Interview, Sociometry, Semantic differential scale, Q Methodology, Projective techniques, Focus group discussion, Participant and Non-participant observation, Research Methodology in Extension Education, Elite Publication
- M. Vasanthi and Dr. M. Preethi, Impact assessment and evaluation of extension initiatives, Field of Plenty: Exploring the world of General Agriculture , Elite Publication
- Sushma, Dr. P. Vijaya Lakshmi, Attitude of agri and non agri professionals towards agripreneurship: A comparative study, International Journal of agricultural extension and social development , 2024, E-ISSN: 2618-0731, P2618-0723
- Dr.N.Praveen, Alternate wetting and drying (AWD) a promising water saving technology in rice production system for farmers of Telangana, India, International journal of Research in Agronomy, International Journal of Research in Agronomy 2024; SP-7(6): 506-509
- Santhosh Kumar G, Praveen N, Awareness levels among beneficiary farmers of the Pradhan Mantri Kisan Samman Nidhi: An evaluation, International Journal of Agriculture Extension and Social Development, Volume 7; Issue 8; August 2024; Page No. 516-520
- Santhosh Kumar G, Praveen N, PM-Kisan Samman Nidhi utilization insights: A Telangana perspective, The Pharma Innovation Journal, 2024; 13(8): 36-39
- Santhosh Kumar G, Praveen N, Analysis of programmes & Schemes Implemented by Government of India in Agri & Allied sectors, International journal of Multidisciplinary Research, Volume -2 Issue-7: July 2024, Page 857-867
- Eslavath Deepika, R Vasanthi, K Aruna and K Suhasini, Study on extent of empowerment among farm women marketer's in Telangana state, International Journal of Agriculture Extension and Social Development, Volume 7; Issue 9; September 2024; Page No. 858-860. P-ISSN: 2618-0723E- ISSN: 2618-0731

Articles :

- Dr.K.Madhu Babu, Professor,EEI, Strengthening FPOs through Good Agricultural Practices (GAPs): Crop Diversification, Technology Transfer, Yield Gap Analysis and Value Chain Management", Book, 2024 ISBN No.978-81-936934-9-0
- Swetha.R.S, Dr.Jagan Mohan Reddy, Dr.K.Madhu Babu and Dr.I. Shakuntala Devi, Profile Characteristics of Tribal Millet farmers in Kerala, Journal, Extension Journal, NAASS 5.04
- Dubasi Abhigna, K.Siva Krishna, K.Madhu Babu and T.Lavanya, Profile characteristics of tribals under the Tribal Sub plan:A Study in Kumuram Bheem Asifabad District, 2024, Journal Extension Journal, NAASS 5.04
- Laxman T, Yamunna, Praveen N, Sudharani C and Kishore B, Evaluating the Performance of Pigeon Pea under Raised Bed Technology for Climate Resilient Agriculture in Vertisols of Vikarabad District in Telangana, India, International Journal of Plant & Soil Science, 2024, Article no.IJPSS.130001 , ISSN: 2320-7035 Volume 36, Issue 12, Page 703-706, 2024
- Jagadeeswari Boppana, Jagan Mohan Reddy M and Ravinder Naik V, Exploring Key Competencies Driving Farmers' Innovativeness: An Analytical Hierarchy Procedure Approach, Gujarat Journal of Extension Education, Vol. 38 : Issue 2 : December 2024
- Laxman T, Yamunna, Praveen N, Sudharani C and Kishore B, Evaluating the Performance of Pigeon Pea under Raised Bed Technology for Climate Resilient Agriculture in Vertisols of Vikarabad District in Telangana, India, International Journal of Plant & Soil Science, 2024, Article no.IJPSS.130001 , ISSN: 2320-7035 Volume 36, Issue 12, Page 703-706, 2024
- P. Prashanth, M. Jagan Mohan Reddy and Pranoy Ray, Export Opportunity and Challenges in Organic Farming (Book chapter), Organic Production of Vegetable Crops, 2024, ISBN: 978-1-77491-800-5 Page No. 51 to 72
- Dr R Vasantha and Dr MJM Reddy, Successful FPOs of South India, 09/MG/PJAU/2024, EEI publication

15. Visitors to EEI, Hyderabad :

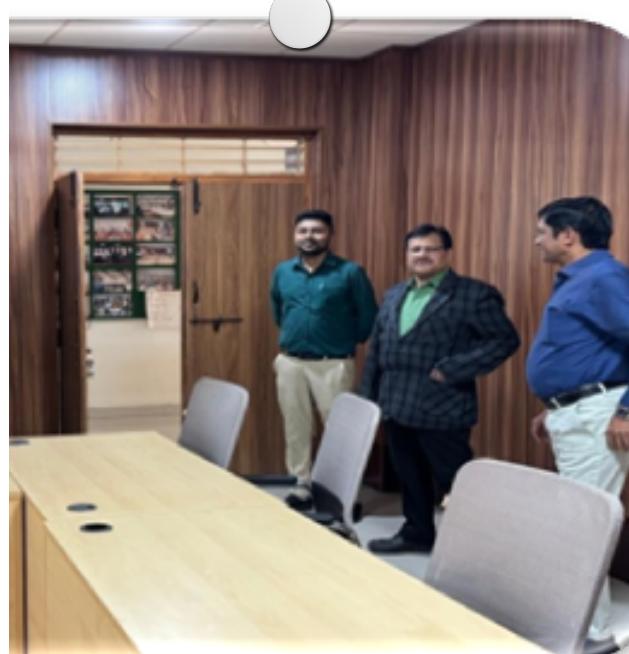
- Dr. Sanjay Kumar, Additional Commissioner, Sri Sajith Kumar Kunhalath, Director (Extension Training), and Dr.J.P.Yadav, Joint Director (Extension), MoA& FW, GoI visited EEI, Hyderabad on 30th May 2024. Dr. R. Vasantha, Professor and Director in -charge welcomed and felicitated the dignitaries and briefed EEI activities.
- Dr. Sanjay Kumar, Additional Commissioner (Extension), Dept. of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, GoI visited EEI, Rajendranagar, Hyderabad on 11th June, 2024 and reviewed ECHO online training programs being conducted by EEI, Hyderabad. He has also interacted with the participants of the training program on Nutrition Management in Livestock for Improving the Productivity.
- Dr. Prashant Armorikar, Additional Commissioner (Extn.), MoA& Fw, GoI visited EEI on 19th December, 2024 and interacted with EEI faculty and staff.

16. Other Events

S. No.	Events / Celebrations	Date	Details
1.	International Yoga Day	21 June, 2024	Celebrated International Yoga Day on 21 June 2024 at the Golden Jubilee Building, with participation from 38 teaching, non-teaching, outsourcing, and contract staff. Dr. M. Jagan Mohan Reddy emphasized the physical and mental health benefits of yoga, including stress reduction, improved focus, and enhanced productivity. Shri Mahendraguru Pawar demonstrated various yoga and meditation techniques such as pranayama, bhujangasana, sukhlasana, vakrasana, and setubandhasana, engaging all participants in active practice.
2.	Participation of EEI Faculty in Diamond Jubilee Celebrations of PJTAU	20–21 December 2024	EEI faculty participated in the Diamond Jubilee celebrations of PJTAU on 20–21 December 2024, contributing to Kisan Mela and exhibition activities. Dr. M. Jagan Mohan Reddy served as Co-Chairman, while other faculty members participated as committee members, supporting various programs organized during the event.
3.	Annual Training Planning Workshop at MANAGE, Hyderabad	9–10 January 2025	EEI faculty participated in the two-day Annual Training Planning Workshop on 9–10 January 2025 at MANAGE, Hyderabad, aimed at assessing training needs of client states and finalizing the 2025–26 training calendar. Sessions included presentations on Ministry initiatives, Karmayogi Mission, and Artificial Intelligence applications in training. Four panel discussions focused on future extension capacity, knowledge sharing, strengthening institutions, and innovative training methodologies. Dr. N. Praveen actively contributed to discussions on enhancing extension faculty competencies.
4.	Workshop on Forging the Future of Agricultural Marketing in India- Participation of EEI faculty	16–17 January 2025	EEI faculty attended the MANAGE workshop on agricultural marketing reforms and market-oriented strategies. Technical sessions covered critical appraisal of marketing reforms, private market models, economies of scale for small farmers, and integrated supply chain challenges. Panel discussions and group work engaged participants in identifying institutional arrangements to enhance market efficiency. Thirty-eight participants from EEI, SAMETIs, and multiple states attended the workshop, coordinated by MANAGE faculty.



Glimpses of Visitors and Other Events



17. New Initiatives / Developments (2024-25)

- Working in partnership mode
- Designing Gender specific topics
- Complete digital recording of feedback & learnings (inhouse & back home) of trainees through 13 Google forms incl. field visits, back home planning, tracking the application of learnings (after 1 week, 1 month & 3 months)

18. Paradigm shift in the topics of training programmes

- 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

19. Academic Programme

a) EEI Faculty as a major/minor advisors to PG and Ph. D students in the Department of Extension Education

S. No	Major /Minor Advisor	Name of the Student and I.D. No.	Programme (M.Sc/Ph.D)	Title of the Research Problem
Dr. M. Jagan Mohan Reddy, Director, EEI				
1	Major Advisor	B. Jagadeeshwari RAD/2020-15	Ph.D	A Study of Farmers Innovation Eco System in Telangana State
2	Minor Advisor	Uday Kumar Arava RAD/2020-13	Ph.D	Agricultural Extension Service Systems in Telangana: A Stakeholder Analysis
3	Minor Advisor	L. Raja RAD/2021-13	Ph.D	A study on core competencies of public, private and university extension personnel – critical analysis in Telangana state
4	Minor Advisor	Sara Zainab RAM/2022-23	M.Sc	Career preferences and career preparedness of undergraduate Girl students of PJTAU – An Analytical study
5	Major Advisor	M. Anusha RAD/2023-16	Ph.D	Green Ecosystem In Paddy Crop : A Perceptual Study
6	Minor Advisor	A. Varsha Reddy RAD/2023-12	Ph.D	Social Networking of Seed Growers in Paddy Seed Management System in Telangana
7	Minor Advisor	G. Millind RAM/2024-30	M.Sc	A study on decision making behavior of farmers towards climate resilient practices of cotton in Southern Telangana Zone

S. No	Major /Minor Advisor	Name of the Student and I.D. No.	Programme (M.Sc/Ph.D)	Title of the Research Problem
Dr. S. Chandrashekhar, Professor				
1	Major Advisor	Lakshmi Prasanna RAM/2022-29	M.Sc	A Study on effectiveness of WhatsApp Agro Advisories developed by PJTAU
Dr. K. MadhuBabu, Professor				
1	Major Advisor	Soujanya Kotte RAD/2021-22	Ph.D	On line teaching learning process in PJTAU
2	Major Advisor	S.Akhila RAD/2021-11	Ph.D	Human Wildlife conflict with specific reference to crop loss in Telangana state: Assessment of perception and mitigation measures of farmers
3	Major Advisor	Nalla Anusha Reddy RAD/2021-12	Ph.D	Innovations in Agricultural Extension Management : A Stakeholder analysis in Telangana State
4	Major Advisor	R.Rakesh RAD/2022-10	Ph.D	Agri start up ecosystems in Telangana-A critical analysis
5	Minor Advisor	K Pawan Kumar RAD/2021-09	Ph.D	Fertilizer Management of Farmers-A Critical Analysis in Major Field Crops of Telangana State
6	Minor Advisor	G Sree Pooja RAD/2022-24	Ph.D	A Critical Analysis on Nutri sensitive Agriculture in Telangana
7	Minor advisor	K.Kavyashree RAD/22-13	Ph.D	A Critical Analysis on Effectiveness of Drone Services in Agriculture
8	Minor advisor	Swetha RAM/2022-37	M.Sc	A Critical Analysis of Sustainable Millet Production in Tribal Region of Kerala State
9	Minor advisor	Abhigna RAM/2022-34	M.Sc	A Study on Income generating options of Adivasi Tribes under Tribal Sub-Plan for Livelihoods in Aspirational Districts
10	Minor Advisor	Shana KK RAD/2021-17	Ph.D	Economic analysis of Production and Value Chain of Organic Millets in Telangana
11	Minor Advisor	K.Sruthi Sai RAD/2022-16	Ph.D	Climate resilient optimization of Farming systems in Telangana:A Typological Approach
12	Minor Advisor	K.Varalakshmi RAD/2022-20	Ph.D	An Economic Analysis of Production and Export Potential of Livestock Products (Large and Small ruminants in Telangana

S. No	Major /Minor Advisor	Name of the Student and I.D. No.	Programme (M.Sc/Ph.D)	Title of the Research Problem
Dr. R. Vasantha, Professor				
1	Major Advisor	Rakesh Devan RAD/2020-14	PhD	Rice Export Ecosystem in Telangana and Andhra Pradesh states: a stake holders perspective
2	Major Advisor	Madhusekhar RAD/2023-15	PhD	Impact of Agriculture 4.0 Digi tools on farmers of Telangana state.
3	Major Advisor	Girijasree	PhD	-
4	Major Advisor	E. Deepika RAM/2022-25	M.Sc.	Empowerment of farm women marketers in Telangana state
5	Minor Advisor	M. Alekhya RAM/2023-32	M.Sc.	Areas of Research work are being identified
6	Minor Advisor	Poloju Bhavana RAM/2023-27	M.Sc.	Areas of Research work are being identified
7	Minor Advisor	L. Vijay RAD/2023-14	PhD	Joined in job
Dr. M. Preethi, Professor				
1	Major Advisor	Khushboo Yadav, CHD/2021-08	Ph.D	Effect of Nutritional Education Interventions to Enhance Nutritional Security of Farm Families in Telangana State
2	Major Advisor	Mangalapuri Vasanthi CHD/2022- 10	Ph.D	Assessment of Food Wastage in Rural and Urban households of Telangana- A multivariate Analysis
3	Minor Advisor	Lavudya Bangari CHD/2021-09	Ph.D	Impact of climate change on farm and home activities of rural women in Telangana State
4	Major Advisor	Navya Sree E CHD/2023- 04	Ph.D	Nutritional and Reproductive Health Status of Tribal Women- A Meta-Analysis and Socio-cultural Study
5	Major Advisor	P.Vidyadhari CHM/2022- 01	M.Sc.	-

S. No	Major /Minor Advisor	Name of the Student and I.D. No.	Programme (M.Sc/Ph.D)	Title of the Research Problem
Dr. M. Preethi, Professor				
6	Minor Advisor	Anjali Singh CHD/2022- 09	Ph.D	Analysis of Livelihood status of Women weavers in Telangana
7	Minor Advisor	Sriivella Sucharita CHD/2022-06	M.Sc	Effect of Processing of Zinc retention and Nutritional properties of Rice cultivars: Zinc Bio fortified rice and PJTAU variety RNR 26113
8	Minor Advisor	Udhala Chinnari CHM/2023-11	M.Sc	Social support system, self-efficacy and achievement motivation of higher secondary school students
9	Minor Advisor	S. Anjali CHM/2023-10	M.Sc	Stress, Resilience and Psychological well-being among adolescents
10	Minor Advisor	A.Rupa Sowjanya CHD/2023-04	Ph.D.	Entrepreneurial Behaviour in Food Processing Industry of Telangana: A Gender Perspective
11	Minor Advisor	G.Ruchitha CHM/2023-07	M.Sc	Occupational health hazards of women in agriculture and allied sectors
Dr. P. Vijaya Lakshmi, Professor				
1	Major Advisor	Pandhiri Kruparani RAD/2023-13	Ph.D	An Eco system analysis of Extension Education Institute,Southern Region, Hyderabad.
2	Major Advisor	Pulimamidi. Sai Krishna Goud RAM/2024-25	M.Sc	--

S. No	Major /Minor Advisor	Name of the Student and I.D. No.	Programme (M.Sc/Ph.D)	Title of the Research Problem
Dr.N.Praveen, Professor				
1	Major advisor	G. Santhosh Kumar RAM/2022-38	M.Sc	Awareness and Utilization Pattern of PM Kisan Samman Nidhi scheme-A Case study in Telangana
2	Major advisor	M. Alekhya RAM/2023-32	MSC	Gap analysis in Redgram of Telangana State
Dr. D. Shireesha, Asst. Professor				
1	Major Advisor	Gadpale Milind RAM/2023-30	M.Sc.	A study on decision making behavior of farmers towards climate resilient technologies in cotton
2	Minor Advisor	M. Anusha, RAD/2023-16	Ph. D	Green values in adoption of Green Technologies in paddy crop
3	Minor Advisor	VP Sushmita CHD/2023-02	Ph.D.	A Study on Impact of Selected Dietary Approaches on the Gut Microbiome of Autistic Spectrum Disorder (ASD) Children
4	Minor Advisor	Rasagna CHM/2024-09	M.Sc.	Research area is being finalized
5	Major Advisor	P.Rahul RAM/2024-34	M.Sc.	Research area yet to be decided

20. Linkages of EEI with other Institutions

S. No.	Institution	Details
1	PJTAU	Technical guidance, planning, monitoring and evaluation of training programmes, manpower and finance 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	NIPHM	Knowledge sharing, expertise exchange in designing and conducting training programmes. Exposure visits of trainees on drone and biological organisms multiplication.
5	SAMETIs of client states, including SMILDA, IMAGE, STAMIN	Deputing resource persons from EEI, for conducting Off-campus training programmes and in assessing training needs of their departments
6	ICAR-NAARM	Exchange of resource persons, reading materials
7	APEDA	Field visits, resource persons to EEI, orienting trainees on quality standards to export the agri & allied products
8	PRDIS	Knowledge exchange and seeking participation of trainees
9	ICRISAT & ICAR-CRIDA, ICAR-IIMR, ICAR-IIOR, ICAR-IIRR, PDP	Sharing expertise in designing and conducting programmes
10	Dr. MCR HRD	Institutional visits & sharing technical expertise
11	NIRD	Field visit to RTP and as resource persons to EEI
12	CAPART	Consultancy services
13	Client departments	On and Off-campus training programmes, follow up visits, sharing innovative activities of farmers and startups in agri & allied sectors
14	SAUs- KAU, TNAU, KVKS, GKVK, OUAT, UAS, ANGRAU, ATARI, Zone-10	Acquaint the trainees with successful research results to be popularized & for Guest lectures
15	Research & management institutes - ICAR - CIAE (Head & regional centres), CFTRI, CSB, KSSRDI, CSR&TI, IIHR, IIFSR (Head & regional centres), NRSC, CSB, EICI, IIM, Spices board, IIP	Seeking the technical expertise in training curriculum formulation (sector specific programmes) & as resource persons.

S. No.	Institution	Details
16	Directorates - Marketing & inspection division	Resource expertise on Marketing reforms & e-Marketing
17	Traditional universities - TISS, Osmania, EFLU, IGNOU	Designing the curriculum of training programmes and sharing expertise
18	HRD institutes - CDAC, BIRD, ASCI, MCHRD	Sharing successful models for creation of healthy organisational climate and exchange of expertise.
19	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.
20	Advisors & Members, Ministries of Agriculture, Marketing, Swach Bharat Mission, Organic farming, KADA	Acquainting the trainees with policies and procedures in vogue, certification process and end to end facilitation support to farmers to make farming profitable and sustainable.
21	Fisheries & Animal Husbandry - IVRI, NRC on meat, ICAR-NDRI, NFDB, NARFBR, RAGACOVAS	Provided intellectual wisdom in formulation of effective training module and presentation.
22	Media organisations AIR, Doordarshan, Private channels, EMRC	Imparted effective script writing skills besides multimedia mix skills for effective ToT.
23	Private organisations AEGIS technologies G-COT, MABIF, Karvy comtrade, Hester Biosciences, BRIC & solutions Vasudhaika software, Vinayaka agritech & suvarna florex, TEZ	Sharing the successful business models which can be replicated.
24	Consultants - Swasth farms, Agribiz, AKS, Naturopathy, Indbro farms	Knowledge sharing and expert exchange
25	WALAMTARI & TGIRD	Knowledge sharing and exchange of technical expertise in soil and water conservation. Faculty support as experts in different training programmes

S. No.	Institution	Details
26	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,	Sharing the successful TOT models, procedures followed in credit lending and winning credibility farmers.
27	Successful FPOs - Sahyadri, F3, Saahaj Milk Producer company	Sharing the strategies followed in community organisation, supply chain linkage so as to build sustainable and successful FPO's.
28	Farmer practitioners, Free lance trainers, entrepreneurs & International export import trainers	Sharing/expertise in urban farming, natural farming, IFS and the challenges faced in their journey.
29	Export Inspection Council, GoI, New Delhi.	Familiarize the trainees with the quality standards demanded by exporting and importing countries.
30	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.
31	Export institutions like Sam Agrotech, Alkabeer	Orienting trainings on real time export environment through field visits
32	Samunnati Foundation	Projects and skill training programmes are being designed

EEI faculty is regularly participating as Resource Persons / Guest Speakers to deliver lectures in the concerned areas at different state and national level institutions of agri and allied sectors.

Infrastructure Facilities at EEI, Hyderabad



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