



## EEI, Hyderabad

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# EEI News



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### Director's Desk

#### Foreword



Virtual Reality (VR), is a simulated three-dimensional (3D) environment that facilitates users explore and interact with a virtual surrounding in a way that approximates reality, as it's perceived through the users' senses. It helps users immerse themselves in a specifically designed /simulated environment for a specific purpose. Three types of VR- Non-immersive VR (uses a computer to control the activities within the experience), Semi-immersive VR (keeps connected to physical surroundings while immersing in a virtual environment) Fully-immersive VR (gives a complete perception of existing in another world, it's as if everything happening is real).

Virtual Reality (VR) offers transformative applications in the training programs of agri and allied disciplines, providing immersive, interactive, and highly effective learning experiences. In case of agri and allied sectors, the Virtual Reality is being applied in areas like Crop Cultivation and Management (Virtual Farm Tours, Interactive Tutorials, Crop Disease Management), Livestock management (Animal Husbandry Practices, Health Monitoring, Veterinary Training, Behavioral Studies of livestock), Agricultural Machinery Operation (Machinery Simulations, Equipment Handling), Soil Science and Management (Soil Analysis and Testing, Soil Conservation Practices), Irrigation and Water Management (Irrigation System Design and Operation, Water Conservation Techniques), Horticulture and Greenhouse Management (Greenhouse Operations, Horticultural Practices), Forestry and Wildlife Management (Forest Management Practices, Wildlife Habitat Management), Food Safety and Processing (Food Handling and Safety, Processing Techniques), Fisheries and Aquaculture (Aquaculture Systems, Fishery Operations), and Climate Change and Environmental Impact (Impact Simulations, Mitigation Strategies).

Virtual Reality is revolutionizing training programs in agri and allied disciplines by providing immersive, hands-on learning experiences. These applications enhance understanding, improve skills, and promote the adoption of sustainable practices. By integrating VR into training programs, can better prepare individuals to meet the challenges of modern agriculture and environmental stewardship.

The Extension Education Institute, Rajendranagar, Hyderabad leverages these VR applications in conducting on campus, off campus, online, consultancy, skill and collaborative training programmes. With these applications, the programmes aim to enhance the learning outcomes of the middle level extension officials of agri and allied departments of different client states on behavioral, management, methodological and technical areas.

*Mohammed*

**(Dr. M. Jagan Mohan Reddy)**

Director, EEI, Hyderabad



## Skill training programmes

EEI, Hyderabad has organized following three Skill Training Programmes for the year 2023-24 from 15<sup>th</sup> April to 10<sup>th</sup> May, 2024 (27 days) sponsored by the Agriculture

Skill Council of India (ASCI) for a group of 25 candidates in each programme.

### Honey Bee Farmer

Extension Education Institute, Hyderabad has organized a skill training course on the Qualification Pack "Honey Bee Farmer" from 15<sup>th</sup> April to 11<sup>th</sup> May, 2024 (27 days) for 25 candidates. The skill training programme was sponsored by ASCI (Agriculture Skill Council of India) with the objectives of enhancing the knowledge and skills of participants in beekeeping techniques, management practices and entrepreneurship in the apiculture industry. The training programme combined theoretical sessions, practical, demonstrations and hands-on activities. Expert beekeepers facilitated the sessions, ensuring a comprehensive learning experience. Key components of theoretical sessions like understanding different types of hives and their maintenance. Techniques for efficient and hygienic honey extraction, Identification and management of common pests and diseases affecting bees, Approaches

to market honey and other bee products effectively, Basics of managing finances in beekeeping enterprises and Practical Demonstrations on hive management, honey extraction, and pest control techniques and some of the hands-on activities like setting up and maintaining beehives, handling bees, and extracting honey under the guidance of expert beekeepers. Field visits were also organized to operational apiaries which have provided participants with real time exposure to commercial beekeeping practices. These visits allowed them to interact with experience beekeepers and observe best practices in the field. Outcome of the skill training programme is participants gained practical skills and theoretical knowledge essential for successful beekeeping. The programme equipped participants with the expert beekeepers and peers, fostering a community of practice in



*Participants during the skill training programme on Honey Bee Keeper (Small farmer) along with EEI faculty*



*Dr. M. Jagan Mohan Reddy, Director, EEI and Course coordinator Dr. D. Shreesha Asst. Professors are interacting with trainees*



apiculture. The skill training programme on honey bee farming conducted by the Extension Education Institute, Hyderabad, successfully met its objectives. Over 27 days, the 25 participants enhanced their beekeeping knowledge and skills, preparing them for entrepreneurship in the

apiculture industry. Dr. S. Chandrasekhar, Professor and Dr. D. Shreesha, Asst. Professor, EEI, Hyderabad coordinated the programme. Smt. K. Indira Reddy, President, Telangana Bee Hub Society, Sri Mohan Raj and Sri Prudvi Raj acted as experts for the programme.

## Mushroom Grower

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

Programme started with icebreaking session conducted by the Course coordinators. Theory and practical classes were held as per schedule. Reading material of ASCI was distributed to the trainees. Daily reports were submitted by the trainees based on their key learnings. Dr. K. Prasuna and ShriPenchal Reddy experts from Small Mushroom, Hyderabad acted as resource persons for imparting knowledge and skills in mushroom cultivation. Four Video recordings of Trainees feedback were taken in 3 spells viz., on the first day of joining,

midterm (24<sup>th</sup> April) and on the last day. Trainees were taken to 4 mushroom units at Manchal, Ibrahimpatnam, RTP, NIRD and PJTSAU for giving a practical exposure on growing conditions of mushrooms and they were also provided an opportunity to interact with entrepreneurs on marketing and sale of mushrooms. In the first week of May, Pink and yellow oyster mushrooms and milky mushrooms have come to maturity and were harvested and sold to EEI staff. Participants were also trained on preparation of two Value added products from dry mushrooms i.e Mushroom cookies and spice mix. Participants were trained on development of QR code which was affixed on products ready for sale. Scanning of QR code helped buyers to understand the production process in organic mushroom and recipes. In addition, trainees were guided to develop 13 PICVOICE messages on various aspects of mushroom cultivation viz., nutritional importance, growing



*Participants during the skill training programme on Small Mushroom Grower*



conditions, maintenance of aseptic conditions etc. Also trainees under the guidance of training coordinators have developed a short film showcasing all the skills performed by trainees in mushroom cultivation process starting from straw cutting on the 1<sup>st</sup> day to sale, class room sessions,

practical demonstrations, field visits etc. Trainees undertook an examination on 11<sup>th</sup> May, 2024 comprising of theory questions, feed back, skill demonstrations and viva voce. With that 210 hours of Theory and practical sessions of Mushroom skill training were completed.

## Garden Keeper

Extension Education Institute, Hyderabad organised a Skill Development Training Programme on "Garden Keeper" from 15.04.2024 to 10.5.2024. The skill programme is funded by ASCI under National Skill Development Corporation. The Training programme is of 26 days duration and is offered to Rural Youth of Telangana & Andhra Pradesh. 25 rural youth had participated in this residential training programme and participants were trained on technical aspects like selection of seeds, different methods and techniques of germination of seeds, nursery management, nursery bed preparation, plant propagation, irrigation methods and techniques, pruning, layering and training practices, pest & diseases management in horticultural crops, vertical farming, terrace gardening, effective and efficient use of waste

materials for growing plants, creative landscaping etc., apart from these, students were trained on Employability skills like Basic English skills, communication skills, financial & legal literacy skills, soft skills entrepreneurship skills etc, Practical visits were arranged to different gardens to gain practical experience. Participants were raised different crops like leafy vegetables, vegetables and flower plants in given plots and assessed by an external examiner of theory & practical aspects. Final theory, practical exam and viva & voce was conducted on the last day of the programme Successful participants will be issued a completion certificate by Agriculture Skill Council of India (ASCI). During valedictory majority of participants expressed that garden keeper training programme is very useful and learnt many skills and they want to practice at



*Dr. M. Jagan Mohan Reddy, Director, EEI and Course coordinator  
Dr. M. Preethi and Dr. P. Vijaya Lakshmi, Professors are interacting with trainees Garden Keeper along with other trainees*



*Participants during the skill training programme on Garden Keeper*



*Participants during the skill training programme on Garden Keeper*





back home. Dr. M. Jagan Mohan Reddy, Director, EEI congratulated all the participants for their enthusiasm, hard work and creativity during the programme and encouraged them to setup their own business venture. The

programme was coordinated by Dr. M. Preethi and Dr. P. Vijaya Lakshmi, Professors, EEI, Hyderabad. Shri Ambati Satish, Agri Entrepreneur acted as an expert for coordinating the programme.

## On campus training programmes conducted as ECHO online training programmes

### Digital solutions for effective TOT in Agri and allied sectors

Digitalization and IT revolution has changed the every aspect of our life but agriculture and allied sectors are the areas where its application still remains unexplored. Capacity building of Extension functionaries in this area constitutes most crucial component that need to be focused. Hence, EEI Hyderabad organized a five day ECHO Online training programme on Digital solutions for effective TOT in agri and allied sectors at EEI from 11<sup>th</sup> – 15<sup>th</sup> June, 2024 for the middle level extension officials of client states.

Content covered in the programme were – (Theory) Overview on Importance of Digital Literacy and various Digital Initiatives for Extension Officers, Sensitization of farmers, farm women and rural youth on Cybercrimes, GOI Schemes and Initiatives in Agri and Allied Sectors and Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors, Drone technology: Challenges and opportunities in usage of drones. (Practical) Hands on Training on Usage of Plantix app (Pest and Disease diagnostic App), Conversion of content into QR codes and scanning, Hands on Training on Production and Dissemination of Messages using PICVOICE, Experiential learning on transfer of technology through Infographs developed using CANVA, Working through innovative digital tools: Google forms and blogs, Innovative blending of traditional and modern ICTs for motivating farmers, Hands on Training on Short Film Production through Mobiles, Case Based Learning, Interaction and Review.

Several hands on trainings were given on usage of different digital tools in ToT. 40 picture + audio messages were developed by the trainees on topics like Eco forestry, value added milk products etc, by using PICVOICE app. 35 QR codes were developed by using MeQR generator coding in the form of PDFs, images etc., 40 Infographs on implements and machinery, water harvesting, pest management and 10 Short films on topics such as tribal

livelihoods, forest tourism, and dairy products were developed by using CANVA. 35 number of Google forms were developed on conducting surveys on fodder crops, award application, jobs etc. Several trainees uploaded their feedback in EEI blog. Blending of traditional and modern ICTs in the form of Worli arts and Cheriyal arts were drawn by participants on fisheries, IFS etc., 50-60 trainees diagnosed different pests, diseases, calculated fertiliser requirements and computed economics of various crops by using PLANTIX app. Case study based learning was imparted through case presentation followed by discussions in whatsapp groups and breakout rooms



Dr. M. Jagan Mohan Reddy and Dr. R. Vasanth, addressing the participants during inaugural session



Participants on board during training programme



followed by solution presentations by various leaders, Online polls were also conducted.

Dr. M. Jagan Mohan Reddy, Director, EEI took part in inauguration and congratulated trainees for being first users of ECHO platform offered by EEI, Hyderabad. He told that IoTs in agriculture and allied sectors consist of sensors, drones and computer imaging integrated with analytical tools for generating actionable insights.

While speaking during Valediction, Dr. M. Jagan Mohan Reddy, Director, EEI requested trainees to apply the learnings in back home situation for hastening the process of dissemination of latest technical knowledge to the farmers. He emphasised that the application of digital technologies with for automatic real time interaction, controlling and decision making.

## Promotion of Farmer Producer Organizations in Agri and Allied Sectors

The concept behind Farmer Producer Organizations is that farmers, who are the producers of agricultural products, can form groups and register themselves under the Indian Companies Act. To facilitate this process, the Small Farmers' Agribusiness Consortium (SFAC) was mandated to support the State Governments in the formation of Farmer Producer Organizations (FPOs). The aim is to enhance farmers' competitiveness and increase their advantage in emerging market opportunities. The FPOs major operations include maintaining forward and backward linkages to provide timely services to the farmers and increase their bargaining power.

In accordance with the above importance, EEI, Hyderabad organized a five day ECHO Online training programme on Promotion of Farmer Producer Organizations in Agri and Allied Sectors from 11<sup>th</sup> - 15<sup>th</sup> June, 2024.

Content covered in the programme were – Farmer Producer Organizations for Profitability – An Overview of Policy, Process and guidelines, Formation of FPOs - Strengthening and Management, Challenges and Strategies for Sustainability of FPOs, Digital Technologies to FPOs for Effective ToT, Development of business plans/ DPR preparation, Role of financial institutions for promotion of farmer producer organizations, Harnessing of Inputs and Market Networks through FPOs and Role of different Stake Holders in Promotion of FPOs, Success Story of Mulkanoor Cooperative Society, Promotion of Agri-Entrepreneurship for FPOs, SWOT analysis for strengthening of FPOs, Role of FPOs in supply and value chain management, Role of

During feedback, Shri.Muthukumar, Agricultural Officer, Tamilnadu and Shri.Jijimon, Kerala said that they learnt about VISTAAR, a new initiative of Ministry of Agriculture and Farmers Welfare, GoI for the first time. They thanked EEI for imparting hands on training on production of audio + pic messages, short films, Posters and QR codes. They said QR codes and Google forms are very useful for FPOs. They added that they learnt about cybercrimes and precautions to avoid online fraud.

A total of one hundred twenty one (121) trainees participated from Agriculture, Agril. Engineering, Forestry, Fisheries, Dairy development departments of Andhra Pradesh, Telangana, Karnataka and Kerala. The programme was coordinated by Dr. R. Vasantha, Professor, EEI, Hyderabad.

buyers and sellers meet, Networking and partnerships in marketing of the produce of the FPOs, GOI Schemes, Programs, Initiatives in Agri and Allied Sectors, Gender Budgeting for mainstreaming of gender in agri and allied sectors

As part of hands on training, assignments were given to formulate the strategies for strengthening of FPOs.

Dr. M. Jagan Mohan Reddy, Director, EEI graced the inaugural session and mentioned that the Government of India has launched the Central Sector Scheme on "Formation and Promotion of 10,000 Farmer Producer Organizations (FPOs)" in the year 2020 with a total budgetary outlay of Rs.6,865 crore which aim at enabling farmers to enhance their bargaining power, leverage economies of scale, reduction in cost of production and enhancing farmers' incomes through aggregation of their agricultural produce, thus playing a major role towards sustainable incomes. FPOs focus on the entire supply chain and this is what distinguishes them from other aggregation models. With around 86% of land holdings in India being small and marginal, the FPO model becomes an effective instrument to cater to the aggregation needs of farmers at the grass root level. Hence trainees are requested to focus on the training programme to enhance their knowledge in the strengthening of the FPOs.

During his valedictory remarks on the training programme, the Director, EEI stressed that FPOs address the complex issues of small farmers and emphasised to empower them with a unified platform to overcome



individual limitations. Through aggregation, farmers secure fair prices and improved incomes. The current status of FPOs in India is promising. FPOs have facilitated market linkages, enabling farmers to access domestic and international markets. Additionally, FPOs have facilitated access to credit and financial services, empowering farmers to invest in farm infrastructure, adopt new technologies, and expand their operations. However, challenges persist in maximizing the potential of FPOs. Limited access to capital and financial services hampers their growth and scalability. Establishing robust market linkages and value chains remains a complex task due to inadequate infrastructure and excessive competition. Through a culture of learning and innovation, FPOs can overcome these challenges, maximize their impact and create a sustainable future for farmers. By embracing innovation, FPOs can adapt to changing market dynamics, optimize their operations, and transform the agricultural landscape in India. The journey towards a prosperous agricultural sector relies on the continuous learning, innovation, and collaborative efforts of FPOs, farmers and all stakeholders involved. Thus the trainees are requested to apply the learnt knowledge in strengthening and management of FPOs in their concerned states.

During feedback, Participants expressed that the training is very informative covering all the aspects of FPOs and felt extremely useful for extension officials. Thanking the EEI for all the efforts taken for the conduct of this training, trainees said that they learnt current information and enhanced knowledge with regard to formation, strengthening, management, roles of FPOs in supply chain management, SWOT analysis and running successful FPOs.

A total of seventy five (75) trainees participated from the departments of Agriculture, Horticulture, Animal Husbandry, AgriL Marketing, Dairy development. The scientists of KVKS of Telangana, Karnataka and Kerala were also attended the programme. The programme was coordinated by Dr. D. Shreesha, Asst. Professor, EEI, Hyderabad.



*Dr. M. Jagan Mohan Reddy, and Dr. D. Sreesha addressing the participants during inaugural session*



*Participation of the officers in the training programme*

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

Agri and allied products are perishable in nature. Post harvest management and value addition has the potential to reduce losses in food, enhance food nutrition, improve food quality, utilize by products and improve income and provide employment opportunities. Post-harvest management is a system of handling, storing and transporting agricultural commodities after harvest. The minimization of loss or wastage of agricultural produce remains the ultimate goal of post harvest management strategies. Presently, the main global challenge is to ensure food security in a sustainable manner safe to mankind and

environment. According to the FAO, food production will need to grow by 70% to feed world population which will reach 9 billion by 2050. Hence, there is need for thorough understanding of agro-ecosystem functions. The highly perishable commodities like agri and allied produce need much more attention and strategies to ensure promotion of processing and value addition. Export of agri and allied products also important for profitable agriculture.

Recognizing these imperatives, the Extension Education Institute (EEI), Rajendranagar, Hyderabad is organized a comprehensive online training program on



"Post harvestmanagement ,value addition and market logistics for profitable agriculture in agri and allied sectors" from 18<sup>th</sup> to 22<sup>nd</sup> June 2024.

Contents covered in the programme were – Post Harvest Management and Value Addition in Agri and Allied Sectors: An Overview, Role of FPOs in Post Harvest Management and Value Addition of Agri and Allied Products, Indigenous Technologies for Post Harvest Management and Value Addition in Agri and Allied Sectors, Export of Agri and Allied Products for Profitable Agriculture, Secondary Agriculture- Historic Footprints to Modern Practices and Innovations, Promotion of Entrepreneurship through Processing and Value Addition of Fruits and Vegetables, Post Harvest Equipment /Machinery in Agri and Allied Sectors, Registration, Packaging, Branding and IT enabled Marketing of Agri and allied products, Post Harvest Management and Value Addition in Dairy sector Post Harvest Management and Value Addition in Fisheries sector, GOI Programmes and schemes in Agri and Allied Sectors, Gender budgeting in Agri and Allied Sectors

During inauguration, Dr. M. Jagan Mohan Reddy , Director, EEI stressed the importance of post harvest management, value addition and market logistics for profitable agriculture in agriculture and allied sectors to meet the global challenges, food security and sustainable farming practices to feed the country.

During valedictory, Dr. M. Jagan Mohan Reddy , Director, EEI congratulated the participants for successful completion of the training programme. He encouraged the the officers to take the learnings to back home and guide the farmers about post harvest management, processing and value addition of agri and allied products and encouraged the officers about formation and strengthening of FPOs to promote processing and value addition and export of agri and allied products.

During feedback, Participants felt that training programme was very informative and need of the hour. All sessions were very useful, especially export of agri and

allied products, Registration, packaging, Branding and IT enabled Marketing of Agri and allied products, Post-harvest Equipment /Machinery in Agri and Allied Sectors, Promotion of Entrepreneurship through Processing and Value Addition of Fruits and Vegetables, Role of FPOs in agri and allied sectors, GOI programmes and schemes and gender mainstreaming in agr and allied sectors.

A total of One hundred five (105) trainees participated from Agriculture, Horticulture, Dairy development, Fisheries, Forestry, Agriculture engineering and SAUs & KVKS Departments of Andhra Pradesh, Telangana ,Tamilnadu, Kerala, Odisha and Andaman and Nicobar Islands. The programme was coordinated by Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad.



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



*Participants during the training programme*

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

India, as one of the world's largest agrarian economies, plays a pivotal role in global agricultural trade. The Indian National Agriculture Policy (NAP) emphasizes demand-driven agricultural growth, both domestically and internationally, aligning with the nation's push towards

economic liberalization and export-led growth. Recent WTO trade liberalizations and multilateral negotiations have further highlighted the importance of accessing international agricultural commodity markets.



In the fiscal year ending March 31, 2024, India's agricultural exports reached an unprecedented ₹5 lakh crore (\$60.6 billion), reflecting the country's significant presence in global markets. Simultaneously, agricultural imports also hit a record high of ₹3.2 lakh crore (\$38.7 billion). This dynamic trade environment underscores the need for a robust understanding of agri trade logistics, regulations, and documentation to maximize export potential and maintain competitive advantage.

Recognizing these imperatives, the Extension Education Institute, Hyderabad organized an online training program titled "ECHO - Agri Trade Logistics, Regulations, and Documentation for Exports in Agri and Allied Sectors" from 25th to 29th June, 2024.

Contents covered in the programme were – Introduction to Agri trade & Export Documentation, Agri trade Logistics Export Policies & Regulations in Agriculture, Quality controls, Standards & Certifications for Exports in Agri & Allied Sectors, Quality packaging labelling and pricing guidelines for Agri Production Exports, Trade finance, Payment methods & Custom Clearance procedures in Agri Exports, Exim policy and Financial Assistance for Exporters Market Research, Export readiness & Documentation procedures in Agri. sector. Role of FSSAI in export of Agri and Allied products, Innovative models for exports in Agri & Allied sectors, Digital Tools & Platforms in Agri trade FPOs in promotion of AgriTrade and Agri Exports, Government Support Schemes & initiatives in agri and allied Sectors, Gender budgeting for Mainstreaming Gender in agri and allied sectors, Case Studies in Agri Exports.

During the inaugural programme on June 25th, 2024, Dr. M. Jagan Mohan Reddy, Director of EEI, Hyderabad, greeted the participants and emphasized that the initiative was aimed to equip them with essential knowledge and skills that are necessary to navigate the complexities of agri trade and export procedures effectively. By focusing on crucial topics such as quality controls, export policies, and digital tools, the program aimed to empower farmers and exporters to achieve greater success in international markets. He encouraged the participants to embark on this training journey and thereby strengthen India's position in global agri trade.

During the valedictory ceremony on June 29th, 2024, Dr. M. Jagan Mohan Reddy extended heartfelt congratulations to all participants for their active

engagement and dedication. He highlighted that, the program covered vital aspects of agri trade logistics, from regulatory frameworks to practical digital tools. The Director expressed confidence that the knowledge gained would significantly contribute to the participants' endeavours in the agri export sector. He thanked everyone for their participation and wished them all the best in their future engagements on exports. He encouraged everyone to continue driving excellence in agri trade and exports.

Many participants expressed that the program introduced new concepts and would be highly useful in guiding export entrepreneurs in their jurisdictions. Officers from Andaman shared that their knowledge was previously limited to the export of arecanut within the islands. With the training, they now feel equipped to guide their farmers to take up exports of arecanut outside the islands. An officer from Tamil Nadu suggested include more case studies of real-time export entrepreneurs in future programs. Officers from Andhra Pradesh expressed that the program provided an excellent platform for them to network with peers, experts, and industry stakeholders. This networking opportunity was considered invaluable



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



*Participants presence online during the training programme*



for sharing knowledge, experiences, and best practices, as well as for forming potential collaborations for future agri export initiatives. Officers from Kerala, appreciated the tailored content that addressed specific needs of different regions in agriculture and allied sectors. The customization of topics like regional export opportunities and sector-specific regulations made the training more relevant and impactful. Officers from Tamil Nadu and Telangana in particular and others in general enthusiastically appreciated the panel discussion for its insightful expert inputs and interactive format. They found the expert guidance on challenges in agri exports and the comprehensive A to Z on exports particularly enlightening, providing a clear roadmap for navigating complexities in international trade. The opportunity to present sector-specific case studies and real-time challenges fostered a

deeper understanding of practical issues faced by export entrepreneurs across diverse sectors. Participants valued the expert panel's responsive approach in addressing their queries and providing actionable solutions tailored to their specific challenges. Overall, the session was praised for its relevance, practicality, and interactive nature, equipping participants with valuable knowledge to enhance their roles in agri export sectors effectively.

A total of Eighty eight (88) trainees participated from Agriculture, Agri Business and Marketing, Fisheries, Forestry, and Dairy Development Departments of Andhra Pradesh, Telangana, Kerala, Tamil Nadu, Odisha, and the Union Territory of Andaman and Nicobar Islands. The program was coordinated by Dr. M. Preethi, Professor, EEI, Hyderabad.

## Consultancy Programme

### Consultancy Program on Refresher Training Program

The Refresher training programme will strengthen the knowledge, abilities, skills and behavior of individuals and improve institutional structures and processes such that the organization can efficiently meet its mission and goals in a sustainable way.

In accordance with the above importance, EEI Hyderabad organized a three day Consultancy On Campus Program called Refresher Training Programme at EEI from 13<sup>th</sup> – 15<sup>th</sup> June, 2024.

Content covered in the programme were – Digital tools for transfer of technology, Team building for enhancing organizational productivity, Time Management skills, Stress Management skills, Soft skills for personality



*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*

development, Negotiating and conflict management, Communication techniques for effective transfer of technology, Training need analysis, Establishing Model Training Centres, Improving the competencies of training centres by effective training methods.

Hands on training was offered on application of digital tools like PICVOICE, CANVA, Plantix app, QR codes generation etc. time management, stress management, team building, negotiation and conflict management, communication techniques, feedback mechanism etc.. Passing the ball activity was conducted as an ice breaker to trainee officers to get to know each other and feel more comfortable each other in sharing the ideas.



*Distribution of certificates to the participants during valedictory session*



During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI told that, this kind of refresher training programmes help the officers to pull out the capabilities and key strengths, providing a better understanding of inner self and aiding to gain confidence to address the job related challenges in dealing with the farmers.

While addressing the participating officers during the valediction, Dr. M. Jagan Mohan Reddy, Director EEI emphasised that professional development happens through improving the capacities on communication, team building, stress and time management, digital technologies, technical knowledge on latest developments in agri and allied disciplines, negotiation and conflict management etc. He also told that, this kind of professional development facilitates effective transfer of technology to farming community, which helps the farmers to solve the issues confronting agri and allied sectors like climate

change, labour scarcity, application of digital technologies, market linkages, value addition, etc.

During feedback, the participants expressed high satisfaction with the program's content, delivery, and practicality. They also opined that, ice breakers, energizers, brain teasers and warm up exercises and interactive lectures are very useful in building professional knowledge. They also stated that, Knowledge on Time Management, Stress Management and Soft skills for personality development and skills on Negotiation and Conflict management and Communication techniques were very useful in performing their job roles effectively.

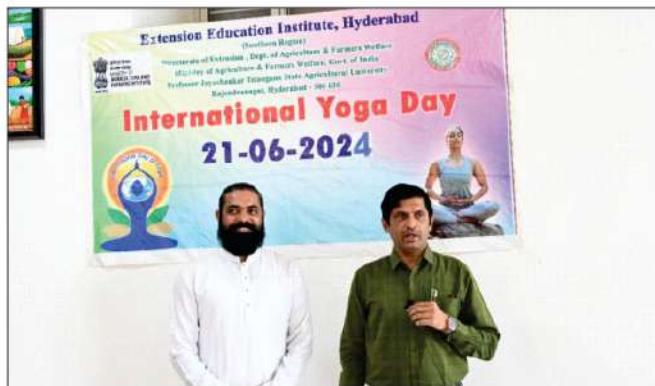
A total of twenty seven (27) trainees participated from Agriculture Department of Karnataka state. The programme was coordinated by Dr. S. Chandra Shekar and Dr. N. Praveen, Professors, EEI, Hyderabad.

## Other Events

### Organization of International Yoga Day at Extension Education Institute, Hyderabad

International Yoga Day was celebrated at Extension Education Institute, Rajendranagar, Hyderabad on 21<sup>st</sup> June, 2024.

All the teaching, nonteaching, outsourcing and contract staff of EEI, Hyderabad were participated in the Yoga day celebrations at Golden Jubilee Building of EEI. Speaking on the occasion Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad stressed that, Yoga brings the body and mind together and is built on three main elements – movement, breathing and meditation. Yoga has many physical and mental health benefits including improved posture, flexibility, strength, balance and body awareness.



Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad addressing the staff on the eve of International Yoga Day

He also expressed that, yoga is an important practice for professionals as it helps to reduce stress, improve focus and concentration, and increase energy levels. It can also help to boost creativity and productivity in the workplace.

Shri Mahendraguru Pawar, a Yoga Trainer has facilitated to practice many yoga and meditation techniques by the staff of EEI. He demonstrated various techniques of yoga like meditation, pranayama, bhujangasana, sukhasana, vakrasana, setu bandhasana to the participated staff.

A total of 38 staff of EEI, Rajendranagar, Hyderabad were participated in the yoga day.



Shri P. Mahendraguru, Yoga Trainer conducting yoga to the staff of EEI, Hyderabad



*The Staff of EEI, Hyderabad practicing in the International Yoga Day Celebration*

## Visitors

- 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.
- All EEI teaching faculties updated their activities in the areas of their work viz., Hostels, Skill training, ECHO digital trainings, Budget requirements etc. Later EEI teaching and non-teaching staff accompanied and interacted with the officials in their visit to various buildings in the campus. Auditorium, training halls, conference hall, library, seminar hall, old training hall,

hostels, Golden jubilee hostel etc., were visited by the team.

- Appreciating the efforts of EEI team under the guidance of Dr. M. Jagan Mohan Reddy, they informed that Kisan Call Centre will be shifted to EEI keeping in view of excellent infrastructure and dedicated staff available at EEI. Further they indicated that AC and ABC centre will also be sanctioned to EEI shortly for training the Agripreneurs. They also expressed their interest in making EEI, Hyderabad as a nodal training centre for training staff of KVKS and NGOs. All the dignitaries planted saplings at Golden Jubilee hostel.

## Digital Farmer Scientists interaction meeting with Principal Scientist(Cotton) as part of the NABARD Sponsored project entitled “Phygital facilitation for enhancing profitability of farming community on the concept of Mobile Agri Support Services(MASS)”

An interaction has been arranged online on 17<sup>th</sup> May, 2024 for the farmers of six selected villages of the three aspirational districts namely Jayashankar Bhupalpally, Bhadravati Kothagudem and Khumuram Bheem Asifabad of the NABARD sponsored project “Phygital facilitation for enhancing profitability of farming community on the concept of Mobile Agri Support Services(MASS) jointly implemented by the Extension Education Institute, Rajendranagar, Hyderabad and Evergreen Energy Enterprises India Private Limited.

Dr. Veerana, Principal Scientist(Cotton), RARS, Warangal has explained in details about the Good Agricultural Practices on Cotton Crop highlighting the

varieties, land preparation, time of sowing, weed management, pest & disease management, methods of sowing, irrigation water management, nutrition management, inter culture operation, method of harvesting, bagging and marketing.

In this meeting 150 Farmers, 45 Officials were actively participated. Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad, Dr. Prasad Rao Pasam, Chairman & Managing Director, EEEIPL, District Agriculture officials of three sampled Aspirational Districts namely, Shri Vijay Bhaskar, Jayashankar Bhupalpally, Shri Babu Rao, Bhadravati Kothagudem, Shri Srinivasa Rao, Khumuram Bheem



Asifabad and Shri Tata Rao, Assistant Director of Agriculture, Gundala mandal, Jayashankar Bhupalpally district along with other Assistant Directors of Agriculture,

Agriculture Officers and Agriculture Extension Officers were participated in the meeting.



*Digital Farmer scientist interaction meeting with Dr. Veerana, Principal Scientist(Cotton), RARS, Warangal on Good Agricultural Practices in Cotton crop on 17.05.2024*

## **Digital Farmer Scientists interaction meeting with Principal Scientist(Paddy) as part of the NABARD Sponsored project entitled “Phygital facilitation for enhancing profitability of farming community on the concept of Mobile Agri Support Services(MASS)”**

An interaction has been arranged online on 21<sup>st</sup> May, 2024 for the farmers of six sampled villages of three aspirational districts namely Jayashankar Bhupalpally, Bhadrabri Kothagudem and Khumuram Bheem Asifabad of the NABARD sponsored project “Phygital facilitation for enhancing profitability of farming community on the concept of Mobile Agri Support Services(MASS) jointly implemented by the Extension Education Institute, Rajendranagar, Hyderabad and Evergreen Energy Enterprises India Private Limited.

Dr. Ch. Damodar Raju, Principal Scientist(Paddy)& Head, IRR, ARI, PJSAU Rajendranagar, has explained in detail about the Good Agricultural Practices in paddy Crop highlighting the varieties, land preparation, time of sowing,

weed management, pest & disease management, methods of sowing, irrigation water management, nutrition management, inter culture operation, method of harvesting, bagging and marketing.

The questions raised by the farmers and participating officials were answered by the expert.

In this meeting 100 Farmers, 45 Officials were actively participated. Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, Dr. D. Shreesha, Assistant Professor, EEI, Hyderabad, Dr. Prasad Rao Pasam, Chairman & Managing Director, EEEIPL, District Agriculture officials of three sampled Aspirational Districts namely, Shri Vijay Bhaskar, Jayashankar Bhupalpally, Shri Babu Rao, Bhadrabri Kothagudem, Shri Srinivas Rao, Khumuram Bheem



Asifabad and Shri Tata Rao, Assistant Directors of Agriculture, Gundala mandal, Jayashankar Bhupalpally district along with other Assistant Director of Agriculture,



Agriculture Officers and Agriculture Extension Officers were participated in the meeting.

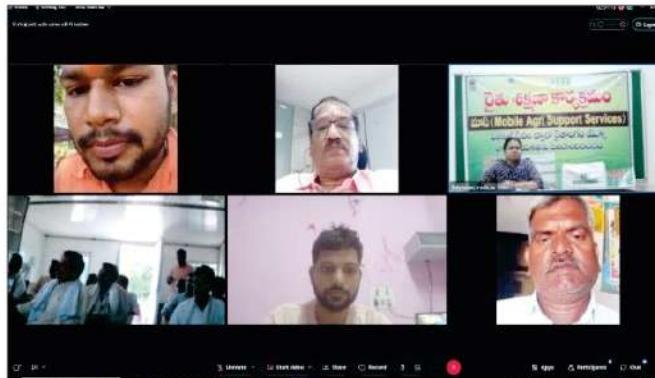


*Digital Farmer scientist interaction meeting with Dr. Ch. Damodar Raju, Principal Scientist (Paddy) & Head, IRR, Rajendranagar on Good Agricultural Practices in paddy crop on 21.05.2024*

## **Digital Farmer Scientists interaction meeting with Shri. M. Bhujanga Rao regarding Agricultural infrastructure fund for farmers as part of the NABARD Sponsored project entitled “Phygital facilitation for enhancing profitability of farming community on the concept of Mobile Agri Support Services (MASS)”**

An interaction meeting has been arranged online on 22<sup>nd</sup> May, 2024 for the farmers of six selected villages of the three aspirational districts namely Jayashankar Bhupalpally, Bhadrak Kothagudem and Khumuram Bheem Asifabad of the NABARD sponsored project “Phygital facilitation for enhancing profitability of farming community on the concept of Mobile Agri Support Services(MASS) jointly implemented by the Extension Education Institute, Rajendranagar, Hyderabad and Evergreen Energy Enterprises India Private Limited.

Shri. M. Bhujanga Rao, Lead District Manager (Retd). Professional in Agri, CSR, NGO Management and Entrepreneurship. Project Monitoring Officer, AIF,



Telangana State has explained in detail about Agri Infra Fund ( AIF ) Scheme, Model Projects of NABARD, Agri Marketing Infrastructure (New) Scheme, PMFME, Food Processing Scheme, Kisan Sampada Yojana, NIFTEM, Food Processing Projects, KVIC, PMEGP Projects, Training centre details, KVIC Skill Training Programs, Ni MSME, Mudra Project Reports, NIRD RTP Entrepreneurship Trainings, IID : Entrepreneurship Development, Bank Schemes, National Livestock Mission, RGM: Breed Development Scheme, Fisheries Development program, Matsyasampada Yojana, Agripreneurship and CIA, Ag Hub: Innovation and Incubation , Women Entrepreneurship, and BIRED FREE Training Programs.



*Digital Farmers interaction meeting with Shri.Bhujanga Rao. M,Lead District Manager ( Retd ). Professional in Agri, CSR, NGO Management and Entrepreneurship on NABARD schemes on 21.05.2024*

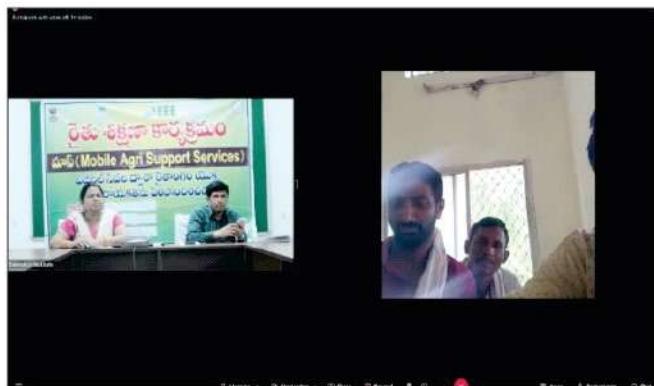


In this meeting 100 Farmers, 45 Officials were actively participated. Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad, Dr. Prasad Rao Pasam, Chairman & Managing Director, EEEIPL, District Agriculture officials of three sampled Aspirational Districts namely, Shri Vijay Bhaskar, Jayashankar Bhupalpally, Shri Babu Rao, Bhadravati

Kothagudem, Shri Srinivas Rao, Khumuram Bheem Asifabad and Shri Tata Rao, Assistant Director of Agriculture, Gundala mandal, Jayashankar Bhupalpally district along with other Assistant Directors of Agriculture, Agriculture Officers and Agriculture Extension Officers were participated in the meeting.

## Digital Farmer Scientists interaction meeting with Principal Scientist (Redgram) as part of the NABARD Sponsored project entitled "Phygital facilitation for enhancing profitability of farming community on the concept of Mobile Agri Support Services(MASS)"

An interaction meeting has been arranged online on 25<sup>th</sup> May, 2024 for the farmers of six sampled villages of three aspirational districts namely Jayashankar Bhupalpally, Bhadravati Kothagudem and Khumuram Bheem Asifabad of the NABARD sponsored project "Phygital facilitation for enhancing profitability of farming community on the concept of Mobile Agri Support Services(MASS) jointly implemented by the Extension Education Institute, Rajendranagar, Hyderabad and Evergreen Energy Enterprises India Private Limited.



Dr. C. V. Sameer Kumar, Senior Professor and University Head, IBT, Rajendranagar, Hyderabad has explained in details about the Good Agricultural Practices in red gram Crop highlighting the varieties, land preparation, time of sowing, weed management, pest & disease management, methods of sowing, irrigation water management, nutrition management, inter culture operation, method of harvesting, bagging and marketing.

In this meeting 100 Farmers, 45 Officials were actively participated. Dr. M. Jagan Mohan Reddy, Director,



*Digital Farmers Scientist interaction meeting with Dr.C.V.Sameer Kumar, Senior Professor & University Head, IBT, Rajendranagar, Hyderabad on Good Agricultural Practices in Redgram crop on 25.05.2024*



EEI, Hyderabad, Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad, Dr. Prasad Rao Pasam, Chairman & Managing Director, EEEIPL, District Agriculture officials of three sampled Aspirational District namely, Shri Vijay Bhaskar, Jayashankar Bhupalpally, Shri Babu Rao, Bhadrabdi Kothagudem, Shri. Srinivasa Rao, Khumuram Bheem

Asifabad and Shri Tata Rao, Assistant Director of Agriculture, Gundalamandal, Jayashankar Bhupalpally district along with other Assistant Directors of Agriculture, Agriculture Officers and Agriculture Extension Officers were participated in the meeting.

## Second Quarter activities as part of the NABARD sponsored project on Phygital Facilitation for Enhancing Profitability of Farming Community

Extension Education Institute (EEI), PJTSAU, Rajendranagar, Hyderabad and Evergreen Energy Enterprises (India) Pvt Ltd (EEEIPL) organized 14 training programmes, Post project survey and soil sample analysis at 6 selected villages in 3 aspirational districts as part of the NABARD sponsored project on 'Phygital Facilitation for Enhancing Profitability of Farming Community' on the concept of Mobile Agri Support Services (MASS).

### Farmer training programmes organised:

S.No.	Date	Village	Mandal	District	Officials participated	No.of farmers attended
1.	15.04.2024 to 20.04.2024	Abbugudem	Annapureddypalli	Bhadrabdi Kothagudem	15	30
2.	22.04.2024 to 26.04.2024	Sayanapally	Gundala	Bhadrabdi Kothagudem	12	30
3.	29.04.2024 to 03.05.2024	Gunturpally	Chityal	Jayashankar Bhupalpally	13	30
4.	06.05.2024 to 10.05.2024	Polaram	Mutharam	Jayashankar Bhupalpally	14	30
5.	16.05.2024 to 21.05.2024	Nayakapuguda	Tiryani	Khumaram Bheem Asifabad	11	30
6.	22.05.2024 to 27.05.2024	Nuzrulnagar	Kagaznagar	Kumrumbum Asifabad	11	30

**Content covered in the Farmer Training Programs:** The farmers were trained on Procedure of soil sampling and soil testing for judicious application of fertilizers, Demonstration on application of spray fluids with drones. Interaction through video conferencing between scientists and farmers. Process of acquiring and utilizing weather based agro advisories, Application of Nano urea and Market linkages. Officials participated include delegates of

Training calendar of MASS services was designed for the period from 15.04.2024 to 31.05.2024 covering all the phygital services under MASS concept in all the selected aspirational districts of the project. The main aspects covered in the training programmes are facilitating interaction between farmers and scientists through digital mode, climate resilient farming techniques, value chain development in major crops establishing market linkages etc.

EEI, EEE, NABARD RO, NABARD clusters, State Departments of Agri and allied sectors and PJTSAU scientists.

**Post Project survey:** was conducted with 1000 farmers (600 sample and 400 non-sample farmers data collected) after the implementation of the project and inferences were drawn.



**Soil sample collection and analysis:** 600 soil samples from 600 selected farmers of 6 villages were collected and

analysed. Soil health cards are distributed to the farmers through watsapp and printed form



*Training programme and demonstration on drone technology on 19.04.2024 by Representatives of Vyomik drones*



*Distribution of soil health cards and interpretation of results on 20.04.2024 by Agriculture Extension Officer*



*Orientation on MASS services to the farmers on 15.04.2024 by Dr. Prasad Pasam, Chairman & Managing Director (EEEIPL)*

### Director

#### Extension Education Institute (Southern Region)

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