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Director's Desk



We are living in a time of rapid changing world where digital transformation and traditional practices are no longer separate paths but powerful allies in advancing human potential. In this evolving landscape, training and capacity building must adapt, blending the strengths of physical engagement with the flexibility and scalability of digital tools.

This newsletter captures the spirit of that integration. It showcases our collective journey in designing and delivering training programs that combine the rich expertise, hands-on experience of physical learning with the innovative, accessible reach of digital platforms. From field-level exposures and interactive on-site demonstrations to virtual classrooms and e-learning modules, our initiatives reflect a hybrid model that is responsive, inclusive, and impactful.

The articles and insights featured here are more than just updates they are reflections of the lives touched, the knowledge shared, and the bridges built between technology and tradition. Whether it is a farmer in a remote village accessing climate-resilient farming practices through a mobile app, or a frontline extension worker gaining new insights at a hands-on training session, these efforts underscore the value of combining the best of both worlds.

As we move forward, our commitment remains steadfast: to empower every learner regardless of geography or background with meaningful, relevant, and future-ready skills. We thank all our partners, trainers, and participants for being part of this transformative journey.

Together, let us continue to learn, innovate, and grow.

M. Jagan Mohan Reddy

(Dr. M. Jagan Mohan Reddy)

Director, EEI, Hyderabad



ECHO Online Collaborative Training programmes with MANAGE

Natural farming towards Sustainable Agriculture

Natural farming is a sustainable agricultural method that emphasizes chemical-free farming and livestock-based practices, relying on ecological processes and indigenous resources. It aims to create a diversified farming system that integrates crops, trees, and livestock, maximizing functional biodiversity and minimizing external inputs. Natural Farming is also a chemical-free alias traditional farming method. It is considered as agroecology based diversified farming system which integrates crops, trees and livestock with functional biodiversity. In India, Natural farming is promoted as Bharatiya Prakritik Krishi Paddhati Programme (BPKP) under centrally sponsored scheme- Paramparagat Krishi Vikas Yojana (PKVY). Keeping in view of the importance of promotion of Natural Farming among the farming community, Extension Education Institute, Rajendranagar, Hyderabad has organized an online collaborative training programme with MANAGE on Natural farming towards Sustainable Agriculture from 24th – 26th April, 2025 for the Pan India officers of Agri and Allied sectors.

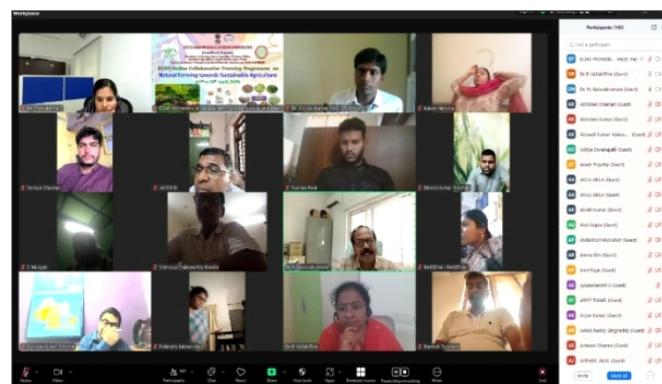
The contents covered in the programme are Natural Farming – An Overview, Successful Management of Natural farming from farm to fork, Natural Farming Practices at Community Level: Experience Sharing, Success Stories and Case Studies from Natural Farming Practitioners – Best practices, Farmer testimonials, and lessons learned, Innovations in Pest Management using Pheromones as Mating Disruption Tool, National Mission on Natural farming, ITKs in Natural Farming, Role of FPOs, NGOs, and Government Schemes in Promoting Natural Farming –



**Dr. N. Balasubramani, Director (Climate Change and Adaptation),
MANAGE, Hyderabad & Dr. M. Jagan Mohan Reddy, Director, EEI
addressing participants during the inauguration**

Overview of programs like Bhartiya Prakritik Krishi Paddhati (BPKP), PKVY, etc., Certifications for Natural farming products and Extension strategies for natural farming.

On the occasion of inauguration Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad said that natural farming is taking the momentum in the supply and value chain of agriculture, the onus lies on officers working close to farmers to enlighten them on the principles and practices of natural farming, build the farmer networks for faster knowledge sharing. Dr. N. Balasubramani Director (Climate Change and Adaptation), MANAGE, Hyderabad stressed the need of impressing the farmers in practicing the natural farming and highlighted the role of MANAGE in popularizing the natural farming.



Participants on board during online training programme

During the valediction, Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad appealed all the participants to bestow special attention on educating the farmers to explore the marketing channels to attract premium price for their natural farmed products. He has also informed that, the trained officers should enlighten the farmers about the science in practicing the natural farming techniques at field level, so that the adoption rate of natural farming shall be at higher level.

The participants were contented with the topics and the way sessions were dealt by the experts. They were impressed with the topics on ITKs in natural farming, role of FPOs and communities in up scaling the natural farming, and extension methodologies in popularizing the natural farming practices.



A total of 188 no of participants representing the Agriculture, Horticulture, & Allied Sectors departments of AP, Telangana, Odisha, Tamil Nadu & Kerala states were participated in the programme. Dr. S. Chandrashekhar,

Professor, EEI, Hyderabad and Dr. N. Balasubramani, Director (Climate Change and Adaptation), MANAGE, Hyderabad were Coordinated the programme.

Digital Applications for agriculture and allied sectors

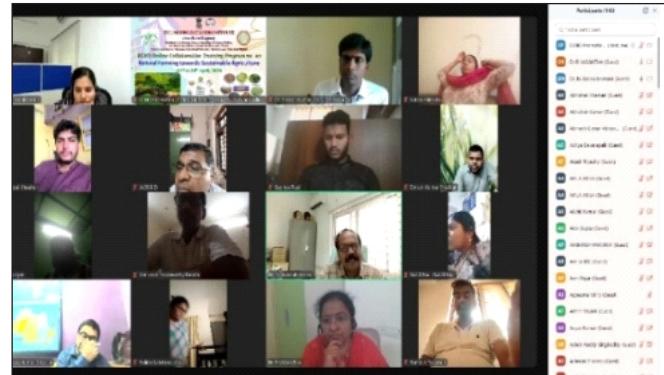
Digitalization and IT revolution has changed every aspect of our life but Agriculture and allied sectors are the areas where its application still remains largely unexplored. This led to development of mobile apps for use by farmers. However, majority of small holders remain unreached of the critical services. Capacity building of Extension functionaries in this area constitutes most crucial component that need to be focused. In this direction Extension Education Institute, Government of India is playing key role in increasing the capacities of middle level extension officers

Keeping in view of the importance of promotion of Digital Applications for agriculture and allied sectors, Extension Education Institute, Rajendranagar, Hyderabad has organized an online collaborative training programme with MANAGE on Digital Applications for agriculture and allied sectors from 27th – 31st May, 2025 for the Pan India, officers of agri and allied sectors.

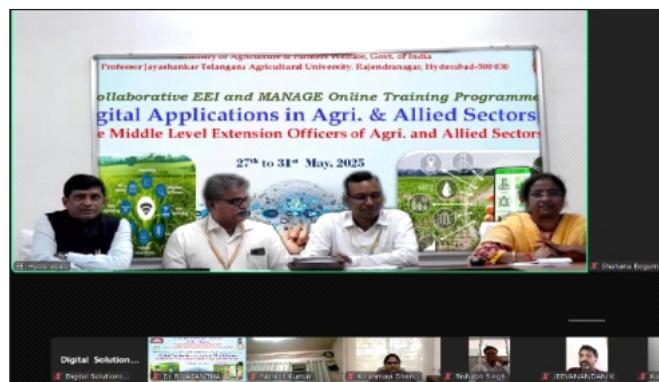
The contents covered in the programme are - Overview on Digital Initiatives for Extension Officers, Various digital solutions for middle level extension officers, Sensitization on Cybercrimes, GOI initiatives and schemes, Hands on Training on Usage of Plantix app (Pest and Disease diagnostic App), Hands on Training on Production and Dissemination of Messages using PICVOICE, Experiential learning on transfer of technology through Infographs, talking posters developed using CANVA, Digital

story telling, Shot film making, Working through innovative digital tools : Google forms and blogs, Interaction and Review.

On the occasion of inauguration Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad said that Dr Sanjay Kumar, Additional commissioner, GOI, Dr Sajith Kumar Kunahalath, Director (Farm Information), GOI Dr MJM Reddy, Director, EEI graced the inauguration and welcomed the officials. Speaking on the occasion, Dr Sanjay Kumar indicated that public policy in India has been supporting technology led agricultural growth. Through its flagship programmes viz., Digital India programme, National digital literacy mission, Skill India Digital hub, VISTAAR etc GOI is aiming to transform Indian agriculture and empower small and marginal farmers to access inputs and services in time using digital tools.



Participants on board during the online training programme



Dr. Sanjay Kumar, Additional Commissioner, GOI, Dr Sajith Kumar Kunahalath, Director (Farm Information), GOI, Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. R. Vasantha, Professor & Course Coordinator, EEI addressing participants during the inaugural programme

During the valediction, Dr. K. Madhubabu, i/c Director EEI and Dr N. Praveen, Professor graced valedictory and informed the trainees that ROI is very important aspect in conducting trainings. He suggested the trainees to utilize the training learnings, develop digital products and share with EEI along with rural clientele to facilitate impact assessment.

The participants expressed that talking posters and short videos editing through Canva, Usage of Plantix app, Creation of flipping brochures, website designing, creation of QR codes, Jingles, were very useful to them. Several trainees developed the above given digital products and shared in group.



A total of one hundred and three (103) no of participants representing the Dept. of Agriculture, horticulture, fisheries, animal husbandry, Dairy, Agricultural marketing and business and community development, SAUs, KVks, Sericulture Sectors of Andhra Pradesh, Jammu and Kashmir, Jharkhand, Karnataka,

Kerala, Madhya Pradesh, Punjab, Rajasthan, Tamil Nadu, Uttarakhand, Uttar Pradesh, West Bengal, Telangana, Andaman and Nicobar Islands states were participated in the programme. Dr. R. Vasantha, Professor, EEI, Hyderabad and Ms D Kiranmayi, Academic Coordinator, MANAGE, Hyderabad were Coordinated the programme.

Strengthening Post Harvest Management in Agri and allied sectors through Farmer Producer Organizations.

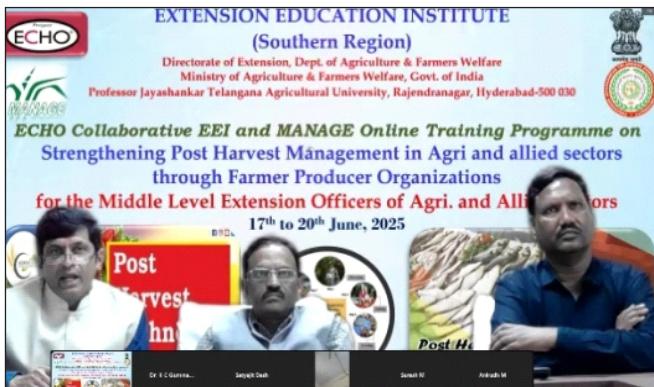
Post-harvest management and value addition, especially when implemented through Farmer Producer Organizations (FPOs), are crucial for the agricultural and allied sectors. They reduce losses, enhance quality and nutritional value, increase farmer income, and create market access, ultimately boosting food security and supporting sustainable agriculture. FPOs, by enabling farmers to collectively manage post-harvest processes and add value to their produce, overcome challenges faced by individual small-scale farmers.

Keeping this in view Extension Education Institute, Hyderabad and MANAGE has planned to organize a five day collaborative online training programme on Strengthening Post Harvest Management in agri and allied sectors through Farmer Producer Organizations from 24th – 28th June, 2025 for the Pan India officers of Agri and Allied sectors.

Content covered in the programme was- Role of FPOs in enhancing value through improved post-harvest management, Good Agriculture Practices (GAP) for post-harvest efficiency for FPOs, Role of APEDA in strengthening post-harvest management through FPOs, Infrastructure and technologies for post-harvest operations through FPOs, Produce handling and packaging for market appeal enhancement by the FPOs, Backstopping the FPOs by NABARD for post-harvest management, Secondary Agriculture, Historic foot prints to modern practices with the FPOs, Primary Processing and value addition by FPOs, Market readiness and market linkages through FPOs, Logistics and supply chain optimization by the FPOs, Extension strategies to promote post-harvest management by the FPOs, Post-Harvest Management and Value Addition in Dairy sector by the FPOs, Post-Harvest Management and Value Addition in Fisheries sector by the FPOs, GOI Programmes and schemes in Agri and Allied Sectors and stress management.

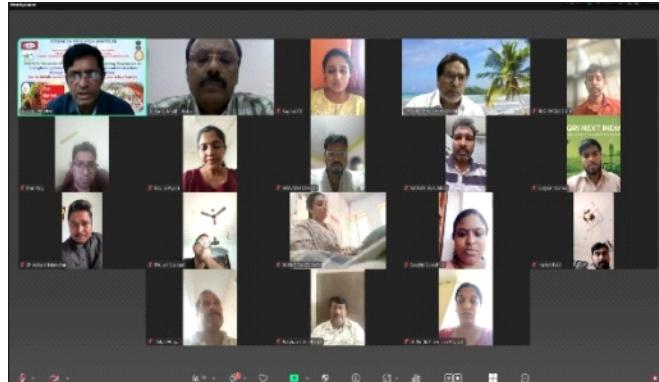
During the inauguration, the training program was inaugurated by Dr. Yakadri, Director of Extension, PJTAU and Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad. While introducing about the importance of training programme being organized in collaboration with MANAGE, Hyderabad, Dr. M. Jagan Mohan Reddy, Director, EEI emphasized the importance of FPOs for over all and sustainable development of Agriculture. He has requested the trainees to support FPOs for their excellence in promoting post-harvest management. Dr. M. Yakadri, Director of Extension, PJTAU while speaking on the occasion, informed the participants about the scenario in which most of the commodities are being wasted after harvest. This necessitated us to create awareness on post-harvest management and value addition in order to cut the waste and also create good market for value added products, which in turn bring profits to the farmers. Dr. M. Yakadri has appreciated the efforts made by EEI in collaboration with MANAGE for scheduling wonderful programme to suit the needs of participants.

On the occasion of valediction, A day before closure of the programme, Sri. N. Selvam, Joint Director from Govt of India has visited EEI and addressed the participants. While speaking on the occasion Sri. Selvam has appreciated the participants for registering the programme in big number and said that the programme is relevant to current conditions. He has also appreciated the organizers for planning good programme involving eminent speakers. During valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI felt that, Post harvest losses in our country are equal to GDP of many of the countries, if we won't address this it will affect food and nutrition security of the country. We have to understand why this catastrophic situation is prevailing. We need to address storage, transport aspects of commodities. One of the important activities of value addition and value chain is based on consumer preference, he added. Food safety



Dr. M. Yakadri, Director of Extension, EEI, Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. S. Chandra Shekar, Professor & Course Coordinator i/c, EEI addressing participants during inaugural programme

standards, branding and quality is also important in the process. Most of the exports the developed countries are thoroughly structured for quality standards. Hence it is high time to minimize post harvest losses to increase farmers income and correcting nutritional security of globe. The onus is on middle level extension officers to utilize the services of FPOs formed village level. They have to facilitate collective marketing and address the important activity of Post harvest management and value addition. He has requested all the participants to organize training programmes to create awareness in this direction.



Participants on board during online training programme

During the feedback, the participants expressed that, an excellent programme organized on Post harvest management through FPOs. To enhance rural livelihoods. The DOs and DONTs became very clear in the programme in mentoring FPOs. The speakers were meticulously selected and the programme is highly useful.

Seventy five (75) middle level extension officials of Dept. of Agril, Dairy Development, Animal Husbandry, Sericulture, Forestry, NGOs, SAUs of Tamilnadu, AP, Telangana, Karnataka, Kerala, Madhya Pradesh, Punjab states were attended the training programme, which was coordinated by Dr. K. Madhu Babu, Professor, EEI, Hyderabad.

On campus Training programmes

Climate Change in Agriculture: Impacts, Risks, and Resilience Building for the officers of Department of Agriculture, Tamil Nadu State

Present-day climate change includes both global warming the ongoing increase in global average temperature and its wider effects on Earth's climate system. Many climate change solutions can deliver economic benefits while improving our lives and protecting the environment. Certain global frameworks and agreements are working to mitigate climate change are Sustainable Development Goals, the UN Framework Convention on Climate Change and the Paris Agreement. Three broad categories of action are: cutting emissions, adapting to climate impacts and financing required adjustments. Climate change poses significant threats to Indian agriculture, impacting crop yields, livestock productivity, and food security. Changes in temperature, precipitation patterns, and increased frequency of extreme weather events are causing reduced agricultural productivity and affecting various aspects of the agri-food sector. Keeping in view of enlightening the middle level

extension officials of Southern region, Extension Education Institute, Rajendranagar, Hyderabad has conducted an On-campus training programme on "Climate Change in Agriculture: Impacts, Risks, and Resilience Building" for the officers of Department of Agriculture, Tamil Nadu State from 5th-9th May, 2025 at EEI, Hyderabad

The contents covered in the programme are-
Theory: An overview on Climate Change in Agriculture, Carbon emissions and abatement strategies , Climate smart technologies and Carbon credits , Risk Management Strategies to Combat Climate Change in Agriculture, Weed dynamics and management under climate change, Impact of Climate Change on Agriculture, Gender budgeting and GOI schemes, Climate Smart ITKs in Agriculture , Climate change mitigation through agroforestry, Extension Strategies to Address Climate Change. **Practicals:** Institutional Visit to CRIDA: Climate Change experiments and facilities to address climate variability in Agriculture,



Institutional Visit to Indian National Centre of Ocean Information Services: to get Oriented on earthquakes and Tsunami Warning, Ocean state forecast and Ocean SAT laboratory, Group discussion and presentations of participants on preparation of road map and EEI blog demonstration

During inauguration Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad said that, Climate change is affecting the agriculture directly and indirectly in reducing the crop yields, pest outbreaks, soil erosion, water scarcity, biodiversity loss, and ruining the livelihoods of rural communities. Hence he has requested all the participating officers to comprehend the complex issues plaguing the climate change in agriculture and grasp the mitigating strategies to minimize the losses to farming community.



Dr. M. Jagan Mohan Reddy, Director, EEI & Dr. N. Praveen, Professor & Course coordinator, EEI addressing participants during the inauguration programme

During the valedictory event, Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad solicited that, the trained officers should understand the impacts created by climate change in agriculture and the risks farmers are encountering and guide the mitigating mechanisms. Participants felt that the visits made to CRIDA, to understand the ongoing research on resilience building strategies and visit to INCOIS, facilitated to understand the oceanography and turbulence in water bodies due to climate change.

A total of 20 middle level extension officials of Dept of Tamil Nadu were participated. The program was designed by Dr. R. Vasantha and executed by Dr.N. Praveen Professors of EEI, Hyderabad



Participants on board during visit to CRIDA farm, Hayatnagar

Climate-resilient interventions in Dairy sector

Climate resilient dairy farming focuses on adapting and mitigating the impact of climate change on dairy production. Climate change poses significant challenges to the dairy sector, impacting milk production, animal health, and overall sustainability. Rising temperatures, altered precipitation patterns, and increased frequency of extreme weather events lead to heat stress in dairy cows, reduced forage yields, and increased disease outbreaks. These factors can result in lower milk production, higher costs for farmers, and potential impacts on food security. This involves developing strategies to protect dairy cows from heat stress, improving feed quality and availability, and reducing greenhouse gas emissions from the dairy sector. Dairy cows and their manure produce greenhouse gas emissions which contribute to climate change. Poor handling of manure and fertilizers can degrade local water resources. And unsustainable dairy farming and feed

production can lead to the loss of ecologically important areas, such as prairies, wetlands, and forests. Keeping this in view, the On-Campus Training Programme on 'Climate-resilient interventions in Dairy sector' for the officers of Department of Dairy Sector of Kerala state was organized from 13th-17th May, 2025 at EEI, Hyderabad.

The contents covered in the programme are- Climate Resilient Dairy Farming – An overview Risk management strategies to combat climate change in dairy sector, Climate smart dairy enterprise GoI schemes, programs, initiatives in Dairy sector Climate-Resilient Housing for Dairy, Climate smart ITKs and information dissemination through digital tools in dairy sector, Extension strategies to overcome the effects of climate change in dairy sector, Precision dairy farming, Climate-resilient Smart Feeding Strategies, Early warning and advisory systems for climate smart dairy farming, Value



addition for milk and milk products to combat change and Gender mainstreaming and budgeting in dairy sector. Two visits included to the practically operated live stock units to Dairy farm, College of Veterinary Science, Rajendranagar, Hyderabad and Sids Dariy Farm.

Speaking on the occasion of inaugural event, Dr. M. Yakadri, Director of Extension, PJTAU, Hyderabad expressed that, the knowledge gap of dairy farmers about climate resilient technologies in maintaining the sustainable dairy farms may be bridged with effective dairy extension by providing timely advisories. He has also opined that, the trained officers have to enlighten the farmers with the learnings of this training programme. Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad felt that, the Indian dairy sector holds immense significance for the nation's economy, nutritional security and social fabric. It is a vital component of the agricultural landscape, providing livelihoods to millions and contributing substantially to the country's overall development. The government continues to implement various schemes and programs, such as the Rashtriya Gokul Mission, National Programme for Dairy



Dr. M. Yakadri, Director of Extension, PJTAU, Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. D. Shireesha, Asst. Professor & Course Coordinator, EEI addressing participants during the inauguration

Development, Dairy Processing and Infrastructure Development Fund (DIDF), to address these challenges, enhance productivity, improve infrastructure and further strengthen the dairy sector's contribution to India's growth story. The focus is on increasing farmer income, boosting the organic and A2 milk market, strengthening infrastructure and promoting sustainable practices.

On the eve of valediction, Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad appealed all the trained participants to disseminate the insights drawn from the programme on mitigation strategies to combat the ill effects of climate change in dairy sector. The resilience of the farmers facilitates the sustainability of the dairy sector, he added. The participants expressed that, they were learnt different tools and techniques to combat ill effects of climate change in dairy sector. Practical visits also helped them to reinforce their learnings.

A total of 20 officers of Department of Dairy Sector of Kerala state were participated in the training programme. Dr.D.Shireesha, Assistant Professor, EEI, Hyderabad Coordinated the programme.



Participants during the training programme

Carbon Credits in Food and Agriculture, Carbon Finance, Carbon Farming for the officers of Department of Agriculture, Karnataka state

The integration of carbon credits, carbon finance, and carbon farming into the food and agriculture sectors is vital for promoting environmental sustainability while also offering economic benefits. By participating in carbon markets and adopting carbon-friendly practices, farmers can play a significant role in reducing global greenhouse gas emissions, ensuring food security and contributing to a sustainable future.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an On campus

training program titled "Carbon Credits in Food and Agriculture, Carbon Finance, Carbon Farming" for the officers of Department of Agriculture, Karnataka state from 20th - 24th May, 2025.

Contents covered in the programme were - Overview of Carbon Credits and Their importance in agriculture, Understanding carbon finance, Policy and regulatory framework, Carbon sequestration techniques in agriculture, Measuring and Monitoring carbon sequestration, Case Studies on Successful carbon - farming



projects, Understanding carbon markets, Pricing and Valuation of Carbon Credits, Financial instruments for carbon farming, investment opportunities in carbon farming, Innovations and future trends in carbon farming, Building a Sustainable Carbon farming business model, Carbon footprint assessment in agriculture, Carbon farming practices, Agroecology and carbon sequestration, Livestock, Management and methane mitigation, Verification and validation processes, Developing carbon reduction strategies, Integration and implementation strategies and Action planning and implementation

During Ice breaking exercise, participants were involved in outdoor Experiential learning techniques of cups & blindfolds and 6 chairs icebreaker. Technique of cups and blindfolds icebreaker is conducted to unearth lateral thinking, problem solving and leadership skills. Importance of team work, cooperation, coordination and decision making skills was brought to the notice of trainees in 6 chairs exercise.

During field visit, the participants were visited to CRIDA, Hayatnagar farm. They were briefed on Climate Change experiments and facilities at CRIDA. They were also visited CSA, Tarnaka to get exposed to carbon reduction practices.

During hands on training, uploading feedback and views into EEI blog is demonstrated and hands on experience is given. In Icebreaking exercises, trainees were encouraged to personally know and analyse the gaps in their professionals skills and competencies, finally using



Dr. M. Yakadri, Director of Extension, PJTAU, Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. N. Praveen, Professor & Course coordinator, EEI addressing the participants during inaugural session

andragogy teaching principles they were facilitated to overcome those gaps

Dr M. Yakadri, Director of Extension, PJTAU and Dr. M. Jagan Mohan Reddy, Director, EEI took part in the inauguration. Dr. M. Yakadri, speaking on the occasion opined that there is still a lot of study has to be undertaken on carbon credits and the initiatives taken by Indian public and private sector organizations are only the beginning. Adding to this, Dr. M. Jagan Mohan Reddy stated that mulching, reduced tillage and rationalized grazing will lower carbon loss and increase farmers' revenue. He also mentioned that there are numerous issues related to carbon credits which would be handled eventually.

During the valedictory session of the programme Dr. M. Jagan Mohan Reddy, Director, EEI informed the trainees to share the learnings gained with the farmers immediately after going back. He stressed on the importance of filling the mandated google forms for impact evaluation and documentation.

Trainees expressed that topics such as Biochar, AWD, SRI are very useful for them and further they expressed that they will organize farmers training on climate change, carbon Credits and carbon trading immediately

Twelve (12) officers of Department of Agriculture of Karnataka state were participated in the programme. The program was coordinated by Dr. R. Vasantha and Dr. N. Praveen, Professors, EEI, Hyderabad.



Dr. R. Vasantha, Professor & Course Coordinator, EEI conducting the icebreaking session to the trainees



Digital Marketing Strategies for connecting buyers and sellers in Agriculture for the Officers of Department of Agriculture Marketing and Agribusiness, Tamil Nadu State

Digital marketing in agriculture utilizes online strategies and tools to promote and market agricultural products and services, connecting farmers, agribusinesses, and consumers. This includes leveraging digital channels like websites, social media, email, and search engine optimization to enhance engagement, improve brand visibility, and ultimately drive growth in the sector. India is a country of villages. Rural development is most important element for the countries development. For rural development government has taken many steps. Digital marketing is one of the innovation developments by the government to sell products digitally without the intervention of mediators. Digital Marketing is helpful to farmers to sell their products globally. Digital India movement launched on the 1st July 2015 had its goals cleared of transforming rural India into a digitally empowered economy. After this movement many of the industries are started to sell their products digitally. Young Agriculturalists are ready to adopt digital marketing tools to reach their products globally.

Keeping this in view the Extension Education Institute, Hyderabad has organized an On Campus Training Programme on 'Digital Marketing Strategies for connecting buyers and sellers in Agriculture' for the Officers of Department of Agriculture Marketing and Agribusiness, Tamil Nadu State from 20th - 24th May, 2025 at EEI, Hyderabad.

During the inauguration Dr.M.Yakadri, Director of Extension, PJTAU emphasized that, all the officers working with farmers should themselves get equipped with

knowledge on application of various digital applications in marketing the agriculture produce by the farmers to realize more profits in farming. Dr. M. Jagan Mohan Reddy, Director, Extension Education Institute, Hyderabad narrated the scope of digital marketing in agriculture stating that a lot of different businesses have taken up digital marketing strategies and run a mix of offline and online campaigns, the technology adoption rate in the agriculture sector is comparatively low. This may be due to the perception that non-digital techniques are more fruitful in this case. However, Government of India has taken up several initiatives, the most significant being the "Digital India Movement" in 2015, which is aimed at transforming rural India into a digitally powered economy. This program also strives to increase digital literacy and the adoption of digital services. Applications are developed by the government as well as individuals to educate farmers regarding best farming practices, crop care and weather forecast.

The Content covered in the programme was- Digital Marketing strategies for connecting buyers and sellers in Agriculture : An Overview, Digital Marketing Initiatives in agriculture, Market Intelligence and Market Networking of Agriculture commodities, Digital Marketing Initiatives in Marketing of Agri commodities by FPOs, State and National Level Portals in Marketing of Agriculture products, Role of e-NAM in promotion of marketing in Agriculture, Sharing of experiences in digital marketing, Extension Strategies for promotion of Digital marketing in Agriculture, IT Enabled Marketing in agriculture, Visit to a private firm-



Dr. M. Yakadri, Director of Extension, PJTAU & Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad & Dr. P. Vijayalakshmi, Professor & Course Coordinator, EEI, Hyderabad addressing participants during inaugural programme



Participants during the programme



Kalagura gampa, Moinabad to get orientation on Online marketing of Agri commodities, GOI Programmes and Schemes in agri and allied Sectors, Gender Mainstreaming and budgeting in agriculture sector, Case based presentations by the participants, Development Programmes and Schemes of State and Central Govts for Agri products Marketing, Digital Marketing in agriculture: Success cases, EEI Blog Orientation and Back Home planning by the participants.

During the valediction, Dr. M. Jagan Mohan Reddy, Director, Extension Education Institute, Hyderabad highlighted the challenges like infrastructure issues, connectivity issues, reluctance to switch to alternate channels etc., and benefits of digital marketing in agriculture like Disintermediation of middlemen, growth

and transfer of knowledge, Ability to connect to a wider audience etc., and appealed all the trained officers to disseminate the learned techniques to farming community to upscale the digital marketing in agriculture.

The participants expressed during their feedback that, they have come learnt an array of new tools and techniques in marketing the farmers produce through digital platforms, interaction with the practicing agripreneurs has surfaced new ideas in digital transactions and the practical exercises were engaged them to feel the real-time experience.

Nineteen (19) Officers of Department of Agriculture Marketing and Agribusiness, Tamil Nadu State were participated in the programme, which was coordinated by Dr. P. Vijayalakshmi, Professor, EEI, Hyderabad

Nutrition Management for Livestock and Extension Strategies in Animal Husbandry Sector for the Officers of Department of Animal Husbandry, Telangana State

Livestock farming is an integral part of crop farming and contributes substantially to household nutritional security and poverty alleviation through increased household income. The returns from livestock especially dairying and mixed farming in small and medium holdings are larger and highly sustainable. The progress in this sector results in more balanced development of the rural economy and improvement in economic status of poor people. Livestock plays an important role in Indian economy. About 20.5 million people depend upon livestock for their livelihood. Livestock contributed 16% to the income of small farm households as against an average of 14% for all rural households. Livestock provides livelihood to two-third of rural community. It also provides employment to about 8.8 % of the population in India. India has vast livestock resources. Though the cattle wealth is quite abundant in terms of population the production from these animals is very poor viz., 987 kgs per lactation whereas the world average is 2038 kgs per lactation. The main reasons for this shortcoming is the abundant population of livestock, chronic shortage of feed and fodder, poor nutritive value of the available feed and fodder, low fertility rates, destruction of grazing land, increasing human population and competition between animals and man for the available feed resources. The high producing livestock requires a diet that supplies the nutrient needs for high milk production. Carbohydrates, amino acids, fatty

acids, minerals, vitamins, and water are all nutrients required by the lactating livestock to meet the demand by the mammary gland to produce milk and milk components. However, in order to develop the livestock which produces high milky yield, it begins with the nutrition.

Keeping this in view the Extension Education Institute, Hyderabad has organized an On Campus Training Programme on 'Nutrition Management for Livestock and Extension Strategies in Animal Husbandry Sector' for the Officers of Department of Animal Husbandry, Telangana State from 26th - 30th May, 2025 at EEI, Hyderabad.

During the inauguration Dr. Ch. Malleswari, Addl Director, Dept. of Animal Husbandry and Dr. V. Laxma, Dy. Director, Dept. of Animal Husbandry, Dr. V. Srinivasa Rao, Asst. Director, HRD While speaking on the occasion Smt. Malleswari said that it is a good opportunity for the Vety officers to get trained on Nutrition Management and key aspect will be learnt by Vety. officers. This training has lot of importance for Nutrition. Animals need lot of supplements, Minerals and proteins etc. The ration will be different for animals. Breeding management and health management is also very important. Requested the officers to make use of this opportunity and get their doubts clarified by interacting with speakers. Dr. Laxman, Dy. Director felt that, how best we can reduce feed cost is important. Whoever the officers work with the farmers, the usefulness and cost effectiveness matters, he said.



The Content covered in the programme was- Nutrition Management and its importance in Dairy Sector: An Overview, Scientific Feeding Management for Profitable Dairy Farming, GoIPProgrammes/ Schemes, Importance and role of minerals in Animal health, Gender Budgeting, Housing and manure management, Balanced ration diet preparation, Low cost feed formulation, Feeding strategies for ameliorating negative energy balance in postpartum cows, Livestock production under climate change scenario: Tradeoffs and opportunities, Precision dairy farming, Scientific feeding practices for calves, Heifers, Lactating and Pregnant mother, Managing fodder shortages: hydroponic fodder and silage, Promoting high yielding varieties of Fodder to meet nutritional security, Prevention of production diseases through Nutritional Enrichment, Extension strategies for nutrition management in livestock, Blog Orientation; Back home planning

The field visit made the trainees to get clarification of climate smart fodder cultivation and varietal specificity of fodder crops and varieties. The officers get clarifications on fodder management by including high yielding fodder varieties of different nature. The visit to PVNR Vety University also thrown some insights of fodder cultivation and fodder management to keep in mind Nutrition Management of livestock.

During the valediction, Dr. M. Jagan Mohan Reddy, Director, EEI. while addressing the participants said that



Dr. K. Madhu Babu, Professor, EEI along with participants during field visit

Strengthening of Farmer Producer Organizations in Agriculture for the Officers of Department of Agriculture Marketing and Agri Business, Tamil Nadu State

Strengthening Farmer Producer Organizations (FPOs) in India is crucial for the economic and social wellbeing of small and marginal farmers, who constitute a large portion of the agricultural workforce. By enabling them to access quality inputs, services, and technologies,



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. K. Madhu Babu, Professor & Course Coordinator, EEI distributing certificates to the participants

India became 4th largest economy in the world on 26th May 2025. Nowa days Dairy Development Infrastructure Fund has been created. We have to maintain legacy of developing Agril and AH sectors including fisheries by taking in to account an opportunity. The onus is on how to maintain this momentum of Vikshit Bharath and Atma Nirbhar Bharath. Every officer should sensitise our stakeholders and should bring some changes in their work arena. We alone cannot make the change instead we have to work in collaborative and networking mode. Onboard local communities, FPOs and Write articles on training learnings. The privileges of fund by Govt India also can be utilised, he said. Further he requested the participants to get capacitated by undergoing this type of trainings and make sure that, your services will bring change among the farming community

The participants expressed during their feedback that, very refreshing course, meticulously planned and most purposive. The learnings will be useful for making change among the farmers.

Twenty three (23) Officers of Department of Agriculture Marketing and Agribusiness, Tamil Nadu State were participated in the programme, which was coordinated by Dr. K. Madhu Babu, Professor, EEI, Hyderabad.

FPOs help to improve productivity and reduce production costs. They also facilitate collective marketing, processing and value addition, leading to better prices and market access for farmers.



Keeping this in view Extension Education Institute, Hyderabad has organized a day On campus training programme on Strengthening Farmer Producer Organizations in Agriculture from 2nd – 6th June, 2025 at EEI, Hyderabad for the officers of Dept. of Agriculture Marketing and Agri Business, Tamil Nadu State.

During the inauguration Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad said that, in order to increase the contribution of agriculture in to the country's GDP and to maintain the momentum of growth rate there is every need to engage the farmers in supply and value chain management in agriculture, hence there is a dire need to work with FPOs.

Content covered in the programme was- SWOC analysis for strengthening of FPOs Formation, Strengthening and Management of Farmer Producer Organizations: An Overview of policy, Process, guidelines etc. Challenges and strategies for sustainability of FPOs in agriculture Marketing strategies for successful FPOs in Agriculture, Development of business plans/DPRs for FPOs. Role of Financial Institutions for promotion of FPOs, Gender Mainstreaming and budgeting in agriculture sector, GOI Programmes and Schemes in agri and allied sectors,



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. P. Vijaya Lakshmi, Professor & Course Coordinator, EEI addressing participants during inaugural programme

Extension Strategies for Strengthening of Farmer Producer Organizations in Agriculture and field visit to Kattangur FPO.

On the occasion of valediction, Dr. M. Jagan Mohan Reddy, Director, EEI emphasized that, the next level of agricultural extension will be visualized through onboarding the FPOs, Startups, Agribusiness companies, private firms etc. So, the extension officials should understand the logistics to work with and strengthen the FPOs to increase the technology adoption and improve the net profits in agriculture.

During the feedback, the participants opined that, they have completely understood the algorithms in functioning of FPOs, ways and means of strengthening the FPOs, and the insights drawn from field visit to the Kattangur FPO are more pragmatic and relevant to apply in other FPOs.

Nineteen (19) middle level extension officials of Dept. of Agricultural Marketing and Agribusiness of Tamil Nadu state were attended the training programme, which was coordinated by Dr. P. Vijayalaxmi, Professor, EEI, Hyderabad



Trainees during Icebreaking session along with Dr. P. Vijaya Lakshmi, Professor & Course Coordinator, EEI, Hyderabad

Promotion of Startups and Entrepreneurship in Horticulture for officers of the Department of Horticulture, Government of Karnataka state

Horticulture plays a pivotal role in enhancing agricultural growth, generating employment, and improving nutritional security in India. However, many aspiring entrepreneurs face challenges such as limited technical knowledge, inadequate financial access, and weak market linkages. In recent years, there has been a strong thrust from the Government of India to promote startups in the agri and allied sectors through schemes,

incubators, and institutional support. To harness these opportunities, it is imperative for officers of the Department of Horticulture to be equipped with the knowledge and skills necessary to guide and mentor potential entrepreneurs. Understanding business planning, investment strategies, market research, and gender inclusive policies is essential to ensure holistic development of the horticulture startup ecosystem.



The Extension Education Institute (EEI), Hyderabad successfully conducted a five-day on-campus training programme on “Promotion of Startups and Entrepreneurship in Horticulture” for officers of the Department of Horticulture, Government of Karnataka from 9th to 13th June 2025.

Contents covered during the programme was Business Plan Preparation for Horticulture Start ups, Market Research and Opportunity Assessment in Horticulture Enterprises, Investment Planning, Financing and Risk Mitigation in Horticulture Sector, Startup Models in Horticulture, Sources of funding and financial Support for Horti startups, Startup eco system in Horticulture-Networking and Opportunities, Gender Budgeting and Mainstreaming for women in Horticulture, Extension Strategies for Scaling up startups in horticulture, Government Schemes and Programmes

During the inauguration, Dr. M. Jagan Mohan Reddy, who emphasized the urgent need to foster entrepreneurial spirit among youth, especially in the context of rising population pressures and limited scope of government employment.

The programme aimed to build entrepreneurial competencies and strengthen the capacities of officers in promoting horticulture-based startups. Sessions covered a wide range of topics including business plan preparation, market research and opportunity assessment, investment planning and risk mitigation, startup models, sources of funding, horticulture startup ecosystem, gender budgeting and mainstreaming, scaling-up strategies, and government



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



Participants during field visit at Pancharathan Farms, Malkaram

schemes and programmes. These topics were delivered by eminent external experts and the in-house faculty of EEI.

As part of the experiential learning component, three field visits were organized to expose participants to innovative practices and real-time startup models. The visits included plant nurseries, hydroponic farming units, organic vegetable cultivation farms, and digital marketing-based startups engaged in value addition of horticulture produce like pickles, henna and other processed items.

During valedictory, Dr. M. Jagan Mohan Reddy was the chief guest of the valedictory program, in his message said that India is the 4th biggest economy in the world and this is possible because of the large number of startups the country hosts. Similarly Horticulture sector has huge potential in this area due to the perishable nature of many of its products. Hence requested the officials to tap the potential and encourage farmers towards entrepreneurship.

Participants expressed their impressions during the valedictory and mentioned the training as highly informative, and stated that “the startup seed is sown and should be grown into a banyan tree.” They found all sessions useful and said that the field visits “suited the glove.” A special plantation event was also held during the programme, where trainees planted two saplings of Jackfruit and Cinnamon – native to their sector, coinciding with the Foundation Day of PJTAU on 12th June 2025.

A total of seventeen (17) middle level officers of Department of Horticulture, Government of Karnataka participated in the training programme and the programme was coordinated by Dr. M. Preethi, Professor, EEI, Hyderabad.



Human Resource Development for Professional Excellence

Human resource development helps in developing a superior workforce for the organization by educating and training them. It imparts all knowledge and skills to employees necessary for carrying out their roles and duties. It leads to better trust and respect among them which strengthens their relations with one another.

Keeping this in view Extension Education Institute, Hyderabad organized a 5 day On campus training programme on Human Resource Development for Professional Excellence from 16th – 20th June, 2025 at EEI, Hyderabad.

Content covered in the programme was- Emotional Intelligence, Changing dynamics in Monitoring and Evaluation, Time and Stress management, Strategies for Work Place Success, Innovative training techniques to demonstrate Conflict management and Negotiation skills, Innovative tools in Performance appraisal, Effective Anger management techniques, AI driven organizational management, Practical strategies for building Positive mindset, Gender budgeting, Hands on training on digital tools, Blog demonstration, Communication and interpersonal skills.

During the inauguration Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad has advised the trainees to broaden their scope of work as the farmers are facing myriad of problems at field level. He said that the traditional method of working is out of date and that all employees must adopt a transformative approach to work through networking, collaboration, facilitation, etc.

Chairs exercise and fish and fishermen icebreakers were conducted to bring out leadership, team work, communication, foresightedness, decision making skills, creativity, cooperation and coordination nature among trainees, time and stress management skills present in trainees.



Dr. M. Yakadri, Director of Extension, EEI, Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. R. Vasantha, Professor & Course Coordinator, EEI addressing participants during validictory programme

During field visit, the participants visited Shanti Sarovar, which is a meditation center situated in Gachibowli. Sister Vasantha and sister Ruchi interacted with participants on communication and interpersonal skills needed for work life balance and stress free living. The sessions were taken with the help of management games for active engagement of trainees.

On the occasion of valediction, Dr. M. Yakadri, Director of Extension, PJTAU and Dr. M. Jagan Mohan Reddy, Director of EEI graced the valedictory event. Speaking on the occasion, Dr. M. Yakadri said that, HRD is important for every organization as it handles a wide variety of tasks related to various operations and aims to improve performance and productivity in an organization by increasing knowledge, competencies, skills and attitudes. Dr. M. Jagan Mohan Reddy felt that HRD provides employees with greater opportunity for growth and success within the organization and for strengthening the management and the professional work culture at all levels of the organization.

During the feedback, Trainees indicated that they learnt thoroughly how to manage their Anger, stress, time and strategies for positive mindset. They learnt digital skills taught using CANVA. They opined that the visit to Shanti Sarovar visit enlightened them on effective interpersonal and communication skills. Participants were very much impressed with the initiative of tree plantation by the trainees at EEI Campus. The saplings planted by the trainees are mango and guava.

Twenty (20) middle level extension officials of Fisheries and Animal Resources Development department of Odisha state were attended the training programme, which was coordinated by Dr.R. Vasantha, Professor, EEI, Hyderabad



Trainees during Icebreaking session along with Dr. R. Vasantha, Professor & Course Coordinator, EEI, Hyderabad



Off campus Training programmes

Quality control measures for Agricultural inputs

Maintaining the quality of agricultural inputs involves ensuring that seeds, fertilizers, pesticides, and other supplies are of high quality and consistency, and used appropriately to maximize crop yields and minimize negative impacts. This includes proper storage, quality control measures, and adherence to best practices. Quality agricultural inputs can be maintained through quality control and best practices, following sustainable agricultural practices.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an Off campus training program titled "Quality control measures for Agricultural inputs for the Officers of Department of Agriculture, Telangana State" from 26th – 29th May, 2025.

Contents covered in the programme were - Overview of regulatory issues for agricultural inputs, agrochemical regulation, quality control and management, visit to the seed testing laboratory, The plant quarantine order in India, Agrochemical dynamics and environmental implications, Regulatory framework for quality control measures in Agriculture, The fertiliser (Control) order 1985, Visit to the Telangana Seed testing Agency, Pesticide residue management lab, Fertiliser Testing Laboratory, ISHM Insecticide act and penalties for offences in contravention to the acts and rules related to seed, fertilisers and pesticides, The seeds act 1966 GOI, The seeds (control) order, 1983 GOI, Sampling procedure for seed inspection and Extension strategies to promote safety and health in the use of agro chemicals

During Ice breaking exercise, the "pass the ball" icebreaker involves participants forming a circle, tossing a ball while sharing information about themselves or answering a question, and then passing it on to the next person. It's a simple, engaging activity that encourages interaction and can be adapted to different goals..

The participants were made, visits to the Telangana Seed testing Agency, pesticide residue management lab, fertiliser Testing Laboratory, ISHM and trainees received practical exposure on soil testing & analysis, Fertiliser sampling testing and analysis, pesticide sampling, testing and analysis, production of bio fertilisers and the international standards for seed sampling, testing and analysis.

Hands on training was given on handling of different agricultural inputs like seed, fertilisers and pesticides

during the handling and sampling procedure in various labs

Dr. R. Vasantha, Professor EEI graced the inaugural and in her inaugural address mentioned that Quality control in agricultural inputs involves ensuring that materials used in farming are of high quality and meet specific standards. This includes testing and analyzing seeds, fertilizers, pesticides, and other materials to ensure their effectiveness and safety. Quality control measures aim to minimize risks associated with using substandard inputs, which can lead to crop failure or contamination. Training on quality control measures for agricultural inputs is crucial for ensuring food safety, improving productivity, and promoting sustainable agricultural practices. It helps trainees to understand the importance of quality standards, learn about testing and sampling techniques, and comply with regulations. And the application of these learnings in the back home situation in turn, leads to higher quality agricultural products, increased yields, reduced waste, and enhanced market competitiveness.

During the valedictory session, Dr.M.Jagan Mohan Reddy, Director, EEI indicated that training on quality control measures helps trainees understand the importance of adhering to food safety standards, such as Hazard Analysis and Critical Control Points (HACCP), and Good Agricultural Practices (GAP). Proper sampling, testing for contaminants, and adherence to nutritional standards are crucial for ensuring that agricultural inputs meet industry requirements and that the final product is safe for consumption. Training ensures that the agricultural products produced are safe for human and animal consumption. Training can also help trainees to sensitise the farmers to reduce time spent in the field and maximize their yields by utilizing superior tools and strategies. Training also helps participants to understand the importance of using agricultural inputs responsibly and in a way that minimizes environmental impact. Hence all the officers are requested to apply the learnings in the real field situations and to submit the feedback to the EEI.

Participants were very much impressed with course and conduct of the training. They expressed that, all the visits organised were really helpful for them as they have got lot of practical exposure in sampling, analysis and testing of Agricultural inputs, also useful for them in their regular job activities. They were also impressed with the



sessions like seed, fertiliser and insecticide acts and penalties, which will help them to perform their duties with utmost care and concern



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

Twenty seven (27) officers of Department of Agriculture of Telangana state were participated in the programme which was coordinated by Dr. D. Shireesha, Asst. Professor, EEI, Hyderabad.



Dr. D. Shireesha, Asst. Professor & Course Coordinator, EEI conducting the ice breaking session to the participants

Market led Extension

Access to markets is critical to speed up commercialization of agricultural production. Lack of access to markets may act as a disincentive to farmers to adopt improved technologies and quality inputs. The number driven growth in agricultural production may not sustain in the long run due to its increasing stress on the limited natural resources. The future growth has to come from improvements in technology and service delivery systems leading to accelerated productivity, processing and marketing. Extension efforts were directed towards transfer of production technologies and almost no or very little attention was paid for higher price realizations of the farmer produce. This has made no substantial impact on increasing farm incomes over decades. However, the advent of globalization and emergence of new market mechanisms has opened new opportunities with a shifting focus from productivity to profitability, subsistence to commercial farming, commodity oriented to farming systems orientation, local market to export market, value addition and processing in agricultural sector and so on.

In this connection, the EEI, Rajendra Nagar, Hyderabad has organised a four day Off-campus training on Market led Extension to the officers of Department of Agricultural Marketing and Agri Business, Tamil Nadu State at Salem during 17th-20th June, 2025.

The four days deliberations include on the very relevant topics such as Importance of Market led extension, paradigm shift of extension from TOT to Start-ups, Role of e-NAM and e-Trade in promotion of Agricultural marketing, Digital initiatives in marketing of agri and allied

commodities and market intelligence, Supply chain management of agricultural commodities, Role of NABARD in promotion of Market led extension, State and National portals in marketing of Agri. and allied products, GoI schemes, programs, initiatives in Agri. and allied sectors, Detail Project Reports (DPRs)/BPs to take up the market oriented entrepreneurial activities, Certification, branding, labelling consumer preference to meet the food market demand, extension strategies to promote Market led extension. On 18.06.2025 Dr. R. Brinda Devi, IAS, Collector and District Magistrate, Salem has visited the training centre and enquired about the details of the training imparted to trainees and appreciated the EEI for such a training for the first time in Salem. On the occasion, madam, Interacted with training coordinators and participants.

The programme was started with the inaugural programme on 17.06.2025 by Sri Ravi Chandran, Joint Director of Agriculture (Training) at Tamil Nadu State Agricultural Marketing Board, Training Centre, Salem. Smt Jeyamala, Assistant Director of Agriculture (Training) has welcomed the participants and dignitaries. Dr. N. Praveen, Professor, EEI has given an overview of the training module while, Dr. V. Ravinder Naik, Professor, EEI has highlighted the importance of the Market led Extension training to the participants. Sri Ravi Chandran, Joint Director of Agriculture (Training) while addressing the participants has expressed gratitude to the EEI, Rajendranagar for taking up the training on the relevant topic which would enrich the trainees. Following the inaugural session, an Ice



breaking session was organised by the training coordinators which included pre-evaluation.

As part of the training programme, on third day (19.06.2025), a field visit was organised at Green fields farming and Horticultural Research Station, Yercaud to orient the trainees towards the export opportunities to the rose saplings and to acquaint them with the research activities at the Horticultural Research Station, Yercaud.

Valedictory was organised on the fourth day (20.06.2025), Sri Ravi Chandran, Joint Director of Agriculture (Training) Department of Agricultural Marketing and Agri Business Tamil Nadu State was the chief guest while, Smt Jeyamala, Assistant Director of Agriculture (training) has welcomed the participants and dignitaries. Dr. N. Praveen, Professor, EEI has given an overview of the training topics deliberated for the four days while, Dr V. Ravinder Naik Professor, EEI has highlighted

the benefits of the Market led Extension training to the participants. On the occasion, Shri Ravi Chandran, Joint Director of Agriculture (Training) has interacted with participants to understand the speck of their learning due to the training and informed to the trainees that, there is a need to implement the ideas deliberated during various training sessions. On the occasion he once again expressed his gratitude to the Director, EEI for making efforts to organise such a training at Tamil Nadu State Agricultural Marketing Board Training Centre, Salem. A total of 20 participants from Dept. of Marketing and Agri Business, Tamil Nadu State were participated in the training programme, which was coordinated by Dr.N.Praveen and Dr.V. Ravinder Naik, Professors, EEI, Hyderabad on the last day of the programme, the chief guest has distributed certificates to the trainees. The programme was concluded with the vote of thanks by Smt.Jeyamala, Assistant Director of Agriculture.

Glimpses of the training programme



Dr. N. Praveen, Professor, EEI, Dr. V. Ravinder Naik, Professor, EEI, Sri Ravi Chandran, Joint Director of Agriculture (Training) at Tamil Nadu State Agricultural Marketing Board, Training Centre, Salem. Smt Jeyamala, Assistant Director of Agriculture (Training) addressing participants during Inaugural programme



During the Ice breaking exercise

Leadership and Personality Development Skills for Professional Excellence

The training programme on "Leadership and Personality Development Skills for Professional Excellence" holds significant relevance for veterinary officers of Telangana, who play a vital role in ensuring animal health, promoting livestock productivity, and safeguarding public health through zoonotic disease prevention.

In the context of evolving challenges in the animal husbandry sector, such as antimicrobial resistance, climate change, and the need for farmer-centric extension services, veterinary officers must be equipped not only with technical expertise but also with strong leadership qualities, emotional intelligence and effective communication skills.

This programme aimed to enhance their self-awareness, interpersonal skills, decision-making capabilities, and professional confidence, thereby enabling them to function more effectively as change agents, team leaders and community facilitators.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an Off campus training program titled "Leadership and Personality Development Skills for Professional Excellence for the Officers of Animal Husbandry, Telangana State" from 24th to 27th June 2025.

Contents covered in the programme were - Leadership Personality development - an overview, Behavioral traits for effective leadership, Emotional



intelligence skills, Decision making & problem-solving skills, Communication & public speaking skills, Change management for leadership development, AI Driven leadership skills, Negotiation & Conflict management skills, Work Place Ethics, Work Life Balance, Skills on Appreciative enquiry, Stress management skills and Time management skills

To initiate active participation and create a comfortable learning environment, an interactive ice-breaking activity was conducted after the self-introduction of the participants. The activity, titled "The Number Game Focus and Alertness Challenge," was designed to enhance concentration, attentiveness, and rule-based thinking key qualities essential for leadership and professional development.

The field visit to Shanti Sarovar Brahma Kumaris offered the participants a reflective and transformative understanding of Work-Life Balance and Workplace Ethics from a spiritual and value-based perspective. Sister Ruchi explained the concept of Work-Life Balance using the "Jar of Life" analogy, emphasizing the importance of prioritizing essential aspects like health, relationships, and self-care before professional commitments, much like placing big rocks before sand in a jar. She also illustrated Workplace Ethics through relatable corporate case examples, highlighting the role of integrity, empathy, and self-discipline in building a harmonious and productive work environment. The session encouraged participants to integrate inner peace and ethical clarity into their professional lives, promoting holistic well-being and leadership from within. A brief guided meditation was also done.

As a part of the, participants engaged in a variety of simulation exercises, interactive games, quizzes, psychometric tests, and self-assessment tools designed to help them evaluate and reflect on their current competencies in key areas such as leadership, decision-



Dr. M. Yakadri, Director of Extension, PJTAU, Dr. M. Jagan Mohan Reddy, Director, EEI Dr Abdul Rasheed, Asst. Director, Dept of Animal Husbandry, Govt. of Telangana, Dr. Y. Laxman, Deputy Director, and Dr. M. Preethi. Professor & Course Coordinator, EEI addressing the participants during Inaugural session

making, time and stress management, conflict resolution, negotiation skills, emotional intelligence, communication, change management, and interpersonal effectiveness. These experiential learning methods fostered greater self-awareness and encouraged participants to identify personal strengths and areas for growth essential for professional excellence.

Dr. M. Jagan Mohan Reddy, Director, EEI, in his inaugural address, emphasized the critical need for veterinary officers to strengthen their leadership and personality traits to meet the emerging challenges in animal husbandry and public health. He encouraged participants to approach the training with an open mind, engage actively, and internalize key learnings that would enhance their professional impact at the grassroots level.

Dr. N. Selvam, Joint Director, Directorate of Extension, Ministry of Agriculture & Farmers Welfare, Government of India, graced the valedictory session as Chief Guest and appreciated EEI Hyderabad's efforts in building the leadership capacities of veterinary officers through such well-structured training programmes. He encouraged participants to apply the insights gained to improve service delivery at the field level and contribute proactively to the growth of the livestock sector. Dr. M. Jagan Mohan Reddy, appreciated the enthusiasm and participation of the officers throughout the training and expressed confidence that the experiential sessions would bring meaningful change in their work practices. He urged them to be ambassadors of ethical leadership and personal excellence, thereby contributing to a more resilient and responsive veterinary service system in Telangana. Later, Dr. N. Selvam and Dr. M. Jagan Mohan Reddy, Director, EEI, jointly distributed certificates to the participants, marking the successful completion of the programme.

Participants expressed that sessions on Decision-Making Skills, Stress Management, Conflict Management and Negotiation Skills, and AI-Driven Leadership were



Dr. N. Selvam, Joint Director (Extension), GoI, Ministry of Agriculture and Farmers Welfare, New Delhi and Dr. M. Jagan Mohan Reddy, Director, EEI, Dr. Y. Laxman, Dy. Director, Dept of Animal Husbandry, Govt. of Telangana distributed certificates to the participants



highly informative, engaging, and practically relevant to their roles. These sessions provided valuable insights and tools to navigate complex work situations with greater clarity, composure, and confidence. The hands-on activities and real-life case discussions deepened their understanding and made the learning process enjoyable and impactful. Overall, participants felt that the

programme has equipped them with essential leadership and personal effectiveness skills to perform their duties more efficiently and responsibly in the field.

Thirty-one (31) officers of Department of Animal Husbandry, Telangana state were participated in the programme, which was coordinated by Dr. M. Preethi, Professor, EEI, Hyderabad.

Webinars

Sagar Parikrama: Focusing on Marine Resources and Coastal Development

The Extension Education Institute (EEI), Hyderabad, successfully organized a national webinar on *ECHO* – “Sagar Parikrama: Charting the Future of Marine Resources and Rural Development” on April 29th, 2025. The event adopted an interactive discussion format and featured distinguished experts from the National Fisheries Development Board (NFDB), Hyderabad, who shared valuable insights with the participants.

The esteemed guest speakers were Dr. J. Deepa Suman, Senior Executive (Technical), NFDB, Hyderabad, who delivered a talk on “Government of India Schemes in the Fisheries Sector,” and Dr. Allu Venkata Madhuri, Senior Executive (Technical), NFDB, Hyderabad, who spoke on “Sagar Parikrama and Various Outreach Programmes of NFDB in the Fisheries Sector.” The webinar was skillfully moderated by Dr. M. Preethi, Professor, EEI, and was chaired by Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad.

The session commenced with Dr. M. Preethi welcoming the expert faculty and participants on the *ECHO* webinar platform. She outlined the event's flow and provided a formal introduction of the guest speakers.

In his opening remarks, Dr. M. Jagan Mohan Reddy emphasized the significance of the webinar, stating that he was pleased to welcome all attendees to this timely and important discussion on *Sagar Parikrama – Charting the Future of Marine Resources and Coastal Development*. He remarked, “As we explore the sustainable potential of our coastal and marine ecosystems, let us also reaffirm our commitment to empowering coastal communities and ensuring the responsible use of our blue resources.”

The first presentation was delivered by Dr. J. Deepa Suman, who provided a comprehensive overview of the NFDB's activities and its various regional branches across India. She highlighted the core initiative of NFDB the Pradhan Mantri Matsya Sampada Yojana (PMMSY) launched in 2022 with an outlay of ₹20,000 crores,

covering 120 schemes and benefitting over 16 lakh fish farmers. She also introduced the Prime Minister Kisan Samridhi Saha Yojana (PMKSSY), a follow-up programme to PMMSY scheduled for implementation in 2025–26, focusing on value addition and marketing of coastal resources. Additionally, she shared insights into various mobile and government applications developed to support the fisheries sector.

The next session was conducted by Dr. Allu Venkata Madhuri, who elaborated on the *Sagar Parikrama Yatra*, which began in Gujarat in 2022 and concluded in West Bengal, covering 3,071 villages across 8 states and 3 Union Territories. The yatra spanned 7,300 kilometres and saw participation from over 78,000 fishermen. She also highlighted the diverse outreach initiatives undertaken by NFDB such as digital platforms, audio-visual campaigns, print media, and hoardings through the Central Bureau of Communication (CBC) which helped reach approximately 3.3 crore beneficiaries. Her presentation concluded with two informative videos showcasing the impact of the *Sagar Parikrama* initiative.

In his concluding remarks, Dr. M. Jagan Mohan Reddy reiterated the key takeaways from the expert deliberations. He emphasized the critical need for

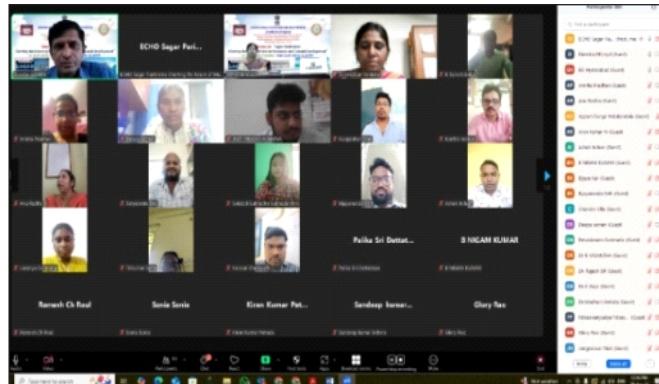


Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. M. Preethi, Professor & Course Coordinator, EEI addressing participants in inauguration programme



integrated coastal development and the sustainable management of marine resources. He urged participants to apply the insights gained to strengthen policy, improve practices and enhance community participation in preserving and developing India's coastal ecosystems.

The webinar concluded with a formal vote of thanks proposed by Dr. M. Preethi, Professor, EEI, who also encouraged participants to share their feedback through the form uploaded on the ECHO platform. The webinar witnessed participation from 58 attendees representing various sectors from across India.



Trainees on board during the webinar

Apitherapy: Healing through the wonders of Bees

Extension Education Institute, Rajendranagar, Hyderabad has organized a Webinar on 'Apitherapy: Healing through the wonders of Bees' on 25th May, 2025. The Apitherapy, also known as bee therapy, is a form of complementary and alternative medicine that uses products derived from honeybees, like honey, bee venom, propolis, royal jelly, and beeswax, for therapeutic purposes. It aims to promote healing and overall well-being by utilizing the natural substances produced by bees. The Speakers of the webinar are Smt. K. Indira Reddy, President, Telangana Bee Hub Society, Hyderabad and Dr. Kavuri Lakshmi Rao, Ex-Joint Director, CBRTI, Pune.

Sri N. Selvam, Joint Director (Extension), Directorate of Extension, DA&FW, MoA&FW, GoI in his inaugural remarks has told that, there is a need to offer advisories on niche areas like beekeeping, apitherapy etc. in the ongoing Viksit Krishi Sankalp Abhiyan during the Pre-Kharif season from May 29th – June 12th, 2025 to the farming community. Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad in his opening remarks told that, the extension officers should impress up on the farmers about

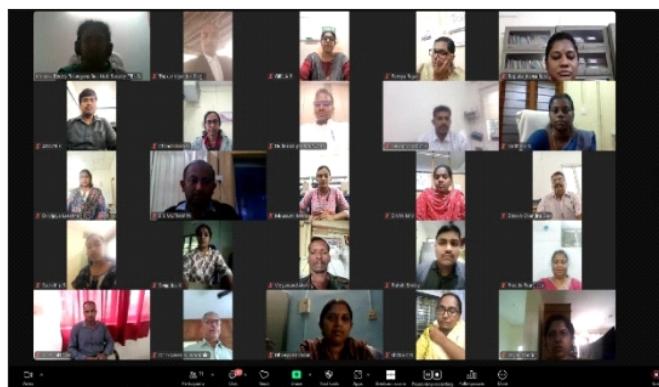
the importance of bee farming as a subsidiary occupation to realize additional income.

Dr. Kavuri Lakshmi Rao in her presentation highlighted on Bee products: An overview of advanced approaches used in apitherapy application. She said that Bee products contribute to healthy aging, focusing on their potential to mitigate oxidative stress, regulate immune function, and address chronic diseases, such as cardiovascular diseases, diabetes, neurodegenerative disorders, and inflammatory conditions. The clinical application of apitherapy faces several challenges like Scientific Validation by conducting more clinical trials to confirm the therapeutic effects of bee products, Standardization through quality control measures to ensure consistency in product composition, and establishing regulatory frameworks for the safe use of bee products in medicine is essential.

Smt. K. Indira Reddy in her presentation illustrated on how to achieve better quality bee products, and how to achieve biopharmologically active compounds in the bee products, maintenance of best beehives for medicinal



Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. S. Chandrashekhar, Professor, EEI addressing participants in inauguration programme



Participants on board during the webinar



purpose, and also briefed about the role of Telangana Beehub Society into end to end value chain of honey, which includes Training sessions on beekeeping, extraction, purification, packing, testing, branding, distribution and sales.

A total of Seventy-eight (78) participants representing Agriculture, Horticulture, Fisheries and Dairy departments pan India states attended the webinar, which was coordinated by Dr. S. Chandrasekhar, Professor, EEI, Hyderabad.

Other events

Rythu Mungitlo Shastravethallu

The "Rythu Mungitlo Shastravethallu" programme was actively organized by the faculty of the Extension Education Institute (EEI), Hyderabad across various villages and mandals during different dates in the month of June. This initiative aimed to bring scientific knowledge directly to farmers' doorsteps, creating an interface between agricultural scientists and farming communities of various districts viz., Ranga Reddy, Kurnool, Nagarkarnool, Medak, Vikarabad and Medchal Malkajgiri.

Under this outreach activity, faculty members visited multiple rural locations, engaging with farmers on field-level challenges and providing need-based, climate-resilient, and technology-driven solutions. The programme served as a platform for farmers to interact, clarify doubts, and adopt improved agricultural practices, strengthening the bond between research and rural livelihoods.



Rythu Mungitlo Shastravethallu programme organised by EEI Faculty



Quality Seed to Every Village (QSEV) - 2025

Faculty members of the Extension Education Institute (EEI), Hyderabad participated in the "Quality Seed to Every Village (QSEV) - 2025" programme as Mandal Level Monitoring Officers, implemented by PJTSAU on 2nd and 3rd June, 2025 in different districts of Telangana viz, Rangareddy, Yadadri Bhuvanagiri, Sangareddy, Nalgonda and Vikarabad.



Extension Education Institute (EEI), Hyderabad faculty actively participated in Quality Seed to Every Village (QSEV) - 2025 programme as Mandal Level Monitoring Officers, implemented by PJTSAU



This programme, spearheaded by PJTSAU, aimed at ensuring the timely distribution of high-quality seed to farmers at the village level to promote productivity, resilience, and sustainability in agriculture. The role of the EEI faculty as monitoring officers was pivotal in ensuring effective implementation, timely delivery, and transparency at the mandal level. Their active field-level monitoring and feedback contributed significantly to the success of the QSEV initiative in Telangana.

Telangana formation day - 2025



Dr. M. Jagan Mohan Reddy, Director, Extension Education Institute, Hyderabad hoisted the National Flag and offered floral tributes to the freedom fighters on the occasion of Telangana Formation day celebrations at EEI, Hyderabad on 02.06.2025

Telangana Formation Day was celebrated with great pride and patriotic fervor at the Extension Education Institute (EEI), Hyderabad on June 2nd, commemorating the formation of the state of Telangana in 2014. The event recognized the cultural richness, resilience, and developmental progress of the youngest state of India.

As part of the celebrations, the National Flag was ceremoniously hoisted by Dr. M. Jagan Mohan Reddy, Director of EEI, Hyderabad. In his address to the staff and trainees, Dr. Reddy highlighted the historical significance of

Telangana's formation and reflected on the remarkable strides the state has made in agriculture, education, and rural development since its inception.

He emphasized the crucial role institutions like EEI have played in supporting the vision of a progressive Telangana by strengthening the capacity of extension personnel, promoting climate-resilient agricultural practices, and empowering farmers through skill development and innovation.



The program also included discussions on Telangana's cultural heritage, and reflections on the institute's contributions to the state's growth. Faculty members, staff, and trainees actively participated, making the occasion meaningful and inspiring.

The event served as a reminder of EEI Hyderabad's commitment to serving the farming community and supporting the sustainable development goals of Telangana.

Viksit Krishi Sankalp Abhiyan



Extension Education Institute (EEI), Hyderabad faculty actively participated in VKSA by engaging the farmers in different villages

Viksit Krishi Sankalp Abhiyan (VKSA), a nationwide 15-day farmers' outreach campaign (May 29th-June 12th, 2025), was launched by the Ministry of Agriculture & Farmers' Welfare to promote modern and sustainable agricultural practices. The campaign focused on key interventions such as soil health card-based crop selection, natural farming, direct-seeded rice, water-saving irrigation techniques, agroforestry, fisheries, and climate-resilient seed varieties.

In alignment with this Government of India initiative, the Extension Education Institute (EEI), Hyderabad actively participated in VKSA by engaging all its faculty members — Dr. R. Vasantha, Professor, Dr. K. Madhu Babu, Professor, Dr. S. Chandra Shekar, Professor Dr. M. Preethi, Professor, Dr. P. Vijaya Lakshmi, Professor Dr. N. Praveen, Professor Dr. V. Ravinder Naik, Professor and Dr. D. Shireesha, Assistant Professor from 29th May to 12th June

2025, the team visited 15 villages - Peddaveed, Masaniguda, Mukural, Sutariguda, Kazipet, Anthireddy Guda, Palata, Mantoor, Irwin, Gowdavelli, Chandanvalli, Rangapur and Tunkibollaram of different district in Telangana State and reached out to a total of 406 male farmers and 98 female farmers.

During these field visits, the faculty provided advisories on

1. Adopt drip and sprinkler method of irrigation to improve the water use efficiency
2. Practice Integrated pest and disease management, Integrated nutrient management
3. Crop residues have to be incorporated in to the soil to improve soil fertility
4. Follow the intercrops and crop rotation
5. Avoid over usage of Urea



6. Preserve payment receipt for all Agri-Inputs
7. Take up the seed sowing after 50-60mm of consistent rainfall is received

The overarching goal is to empower farmers with science-led guidance, reduce costs, boost productivity and income, strengthen marketing linkages, and build a resilient, self-reliant "Viksit Krishi" aligned to India's vision of a developed Bharat by 2047.

International Yoga Day at Extension Education Institute (EEI), Hyderabad



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



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



Staff of EEI, Hyderabad were participated in the International Yoga Day celebrations at Golden Jubilee building of EEI, Hyd.



International Yoga Day was celebrated at Extension Education Institute, Rajendranagar, Hyderabad on 21st June, 2025.

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.

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, sukasana, vakrasana, setu bandhasana to the participated staff.

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



Visitors

Visited Sajith Kumar, Director (Farm Information), Directorate of Extension, Dept. of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Govt. of India, New Delhi & Sanjay Kumar Additional Commissioner



Dr Sanjay Kumar, Additional commissioner, GOI, Dr Sajith kumar Kunahalath, Director (Farm Information), GOI, Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. R. Vasantha, Professor & Course Coordinator, EEI addressing participants during the inaugural programme

Shri N. Selvam, Joint Director (Extension), Directorate of Extension, Dept. of Agriculture & Farmers Welfare,



Shri N. Selvam, Joint Director (Extension), Directorate of Extension, Dept. of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Govt. of India, New Delhi addressing participants of off campus and online collaborative training programme at EEI, Hyderabad on 26.06.2025

(Extension), Directorate of Extension, Dept. of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Govt. of India, New Delhi has visited EEI, Hyderabad on 27.05.2025



Participants on board during the online training programme

Ministry of Agriculture & farmers Welfare, Govt. of India, New Delhi has visited EEI, Hyderabad on 26.06.2025



Director

Extension Education Institute (Southern Region)

Directorate of Extension, Department of Agriculture & Farmers Welfare

Ministry of Agriculture & Farmers Welfare, Govt. of India

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