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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.

mreddy

(Dr. M. Jagan Mohan Reddy)

Director, EEI, Hyderabad



On campus Training programmes

Communication and Documentation Skills for Professional Excellence in Agri and Allied Sectors (02nd to 06th January, 2024)

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

In this connection, Extension Education Institute, Hyderabad organised a five day On Campus training programme on "Communication and Documentation skills for Professional Excellence in agri and allied sectors" for the development departments of Southern Region from 02nd to 06th January, 2024.

Content covered in the programme was – Communication skills for extension functionaries: An overview, Digital communication media skills. Digital tools for communication, Written Communication skills, Documentation in Agri and Allied Sectors, Hands-on training on digital communication through mobile apps, Facilitation and Feedback management skills for effective documentation, Digital Documentation, Digital Reporting, Content creation and management, Oral presentation, Public speaking skills and S.T.A.R. method for speaking on the spot, Presentation Skills, Role-playing various communication scenarios in agri and allied sectors, Review of key communication and documentation skills learned, Application of skills through case studies or real-world scenarios, GOI Schemes, Programs, and Initiatives in agri



Ice breaking session

and allied sectors, Gender Budgeting for mainstreaming of gender in Agri and Allied Sectors

During the field visits, the participants visited the Electronic Wing, PJTSAU, Rajendranagar, Hyderabad, MANAGE, Rajendranagar, Hyderabad and NIRD-PR RTP Centre. Participants were learnt about Video production technology, audio jingles, and video and audio documentation techniques and hands on training were conducted on Mobile apps, Canva, Micro blogging, Creation of Blog, Plantex app and Web Page Creation.

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

During valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI said that, on the change of the attitude towards better documentation by the trainees will become role model to the other employees in the organization, use of the mobile apps in spreading of technology in agri. and allied sectors.

Participants expressed high satisfaction with the five-day training program on Communication and Documentation skills for Professional Excellence in agri and allied sectors. They praised the comprehensive content, interactive sessions, and practical exercises that



Practical session to participants in the Computer Lab of EEI, Hyderabad



enhanced their communication abilities. Many highlighted the relevance of the training to their specific roles in the agriculture sector. Overall, participants felt well-equipped with valuable skills to excel in their professional endeavours.

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

Process Documentation and Presentation Skills for Extension Professionals (8th - 12th January, 2024)

An organization is essentially a group of interrelated and often repetitive tasks and processes. But it's only when formalize them, that will force to think about the workflow with productivity in mind. In summary, the biggest value of process documentation is standardizing and scaling the things that already work for the organization, identifying ways to optimize the things that don't, and sharing the information with others in the team.. From convincing a potential new client to sharing knowledge with peers, presenting helps to get key ideas and beliefs across to a large audience. However, how to deliver that information is important. It's one thing to present information, but presenting it, will take a lot of practice. It's a skill used by many but mastered by few. Hence, presenting is a skill and something can be improved with time, practice and patience.

An attempt has been made by Extension Education Institute, Hyderabad to organize a five day On campus training programme on "Process Documentation and Presentation Skills for Extension Professionals for the Officers of Departments of agri and allied sectors of Southern Region" from 8th - 12th January, 2024

Content covered in the programme was – Process Documentation and Presentation Skills – An Overview, Documentation in Agri and allied sectors, Writing of

Success stories and Case studies, Use of Online media and ICT tools on Process Documentation, Creative presentation skills for effective content delivery, Documentation methods and techniques, Facilitation and feedback management skills for Effective documentation, Hands on training on digital documentation through mobile apps, Gender main streaming and budgeting, GOI schemes, programs and initiatives, Writing of news and feature articles.

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

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

During inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI mentioned that Documentation is imperative for any organization or project, regardless of size or



Dr. M. Jagan Mohan Reddy, Director, EEI offering introductory remarks in the training programme



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



industry. It helps teams stay organized and on track by providing a clear understanding of project requirements, progress, and any potential risks. Process documentation is an important part of making sure certain tasks are done consistently and efficiently. Preserves organizational knowledge and improves consistency. Presentation Skills are required by the employees to encompass the ability to deliver information in a clear, engaging, and persuasive manner. Effective presentation skills reduce miscommunication, which is likely the biggest cause of work-related stress and asked the participants to utilise the training in an effective manner so that it can show some impact in their working atmosphere.

While chairing valedictory session on 12th January, 2024 Dr. M. Jagan Mohan Reddy, Director, EEI said that in any organisation there needs to be some level of cohesion so that you don't look sloppy or uninformed. Documentation encourages knowledge sharing, which empowers your team to understand how processes work and what finished projects typically look like. Clarity and efficiency are paramount for employees of enterprises or organizations to learn processes and adapt to change quickly. Process documentation provides a systematic roadmap that aligns organizational tasks and practices with strategic goals and workflows. Presentation Skills empowers individuals to convey their ideas with clarity, build confidence, and leave a lasting impression. From public speaking to organisational pitches, honing these skills can lead to greater success in diverse spheres of life. Effective Presentation skills are not limited to professional

settings alone; they play a significant role in personal life as well. Effective Presentation skills are a vital asset for career growth and success in professional life. By mastering these skills, you can become a more effective communicator, a confident professional, and a persuasive influencer. Hence all the trainees are informed to apply the learnt knowledge of the training programme in their concerned states and organisations and were asked to send the feedback to EEI in the monthly and quarterly basis in the formats provided.

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

A total of eighteen (18) trainees were participated from the Departments of Agriculture, Horticulture and Animal Husbandry of Telangana, Andhra Pradesh, Karnataka and Kerala state.

The programme was coordinated by Dr. D. Shireesha. Asst. Professor, EEI, Hyderabad.

Soft Skills for Personal and Professional Excellence (30th January to 3rd February, 2024)

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

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

Content covered in the programme was – Soft skills for personal and professional excellence. Leadership and team building skills, communication and interpersonal skills, GoI programmes and schemes in agri and allied sectors, Time and stress management for professional excellence, Positive attitude, Emotional Intelligence, Problem Solving and Decision making skills, Gender mainstreaming and budgeting in agri and allied sectors, Negotiation and Conflict management skills.



A field Visit was organised to Electronic wing, PJTSAU, Hyderabad, where in participants were oriented on electronic wing activities like electronic documentation, audio and video recording and editing and how to prepare jingles to disseminate technologies to farming community effectively. During hands on training, brainstorming, group and individual exercises, group and individual presentations, case methods and management games were administrated.

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

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

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

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



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



Dr. M. Jagan Mohan Reddy, Director, EEI distributing certificates along with Course Coordinator Dr. P. Vijaya Lakshmi, Professor, EEI

State level training programme on Gender Budgeting under Mission Shakti: Gender Budgeting Scheme of the Ministry of Women and Child Development, Govt. of India

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

The programme encompasses six topics along with one field visit with four resource persons. Dr. C. S.

Ramalaxmi, IFS (Retd.) has dealt two topics on 'Understanding the importance Gender, Gender Budgeting and Gender analysis' and 'Gender Budgeting: International Experiences'. Dr. Veenitha Kumari, Deputy Director (Gender Studies), MANAGE, Rajendranagar, Hyderabad has dealt two topics on 'Gender Budgeting' analytical frameworks, application of standard gender budgeting tools and identification of gender issues' and 'Role of training institutions in Capacity Building for Gender Budgeting, Gender Budgeting initiatives of states, Gender budget cell. Actors, activities and entry points in the budget



making process'. Shri Gopal Krishna Ayitam, Management Consultant has dealt two topics on 'Action plan: Integrating Gender in public finance management and gender perspectives into budgeting' and 'Action Plan on Gender Budgeting State planning and budget cycle. Capturing genders budgeting and gender disaggregated data in all schemes of the State Govts'. A field visit was arranged to Mahila Abhivruddhi Society, Andhra Pradesh (APMAS), where in participants were sensitized on 'Practical application of gender budgeting tools and tracking financial allocations to promote women's rights and gender equality; Preparing Gender Budget Statement'.

The programme was inaugurated on 29th January, 2023 at Seminar Hall of EEI, Hyderabad. Speaking on the occasion Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad highlighted that, Gender Budgeting is the use of fiscal policies and public financial management tools to promote gender equality. It is an exercise that applies a Gendered-lens to the allocation and tracking of public funds. This is done in order to ensure that governments are acutely aware of the impact of their choices on gender outcomes. Gender Budgeting is not limited to funding explicit gender equality initiatives. It also entails analyzing fiscal policies and budgetary decisions to understand their impact on gender equality and using this information to design and implement more effective gender policies. It translates the gender commitments into fiscal commitments. Sri Manish Bhatia, Director, (Administration), Directorate of Extension, Dept. of Agril. and Farmers Welfare, Ministry of Agril. and Farmers Welfare, Govt. of India, New Delhi said that NITI Aayog has recommended that a Gender Budgeting Act can mainstream gender-based budgeting across all Ministries and States/UTs. The Act can also mandate all data collecting institutions to analyse and publish gender-disaggregated statistics. This can make the

process of Gender Budgeting more scientific. He also told that, NITI Aayog has also recommended that the Ministry of Women & Child Development (MWCD) should encourage State Governments to increase budgetary allocation towards women and child development, protection and welfare schemes to ensure improved fund availability and utilisation of schemes. It has also emphasised on the need of finalising the National Policy for Women with revision in 2016 Draft Policy.

Valedictory event of the training programme was held on 31st January, 2024 at EEI, Hyderabad. Speaking on the occasion Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad illustrated that, there are many factors that impact the achievement of gender equality, including societal attitudes and behaviours. Gender Budgeting practices can make a difference in the way governments consider policy in respect to gender and lead to more conscious and better-informed decision making. He congratulated all the participants having attended the training and requested them to act as brand ambassadors of Gender Budgeting and disseminate this information wherever the opportunity comes. Dr. Sunitha, State Mission Coordinator, Mission Shakti, Dept. of Women and Child Development, Govt. of Telangana expressed that, India's Gender Budget has allocated INR 2.23 lakh crore in the Union Budget 2023-24. This is 30% higher than Budgetary allocation in 2022-23 (INR 1.71 lakh crore, Budget estimate) but only 2% less than actual allocation (INR 2.18 lakh crore, Revised Estimate). Part A of the Gender Budget has allotted over INR 88,000 crore in FY2023-24. It is dominated by the Pradhan Mantri Awas Yojana (both Urban and Rural housing). These two schemes attracted 90% of the total funding for Part A of the Gender Budget. Part B has received INR 1.35 lakh crore. Part B comprises of several schemes pertaining to rural



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



Certificate distribution



development, health, education and women empowerment. Important women-centric schemes include: (a) Safe City Project, an initiative under the Nirbhaya Fund scheme for ensuring safety of women and children; (b) SAMBAL, a sub-scheme comprising of old schemes like One Stop Centre, Women Helpline and Beti Bachao Beti Padhao; (c) SAMARTHYA, includes women empowerment programmes like Pradhan Mantri Matru Vandana Yojana and Swadhar Greh. SAMBAL and SAMARTHYA are part of the larger umbrella scheme 'Mission Shakti', an integrated women empowerment programme.

An 'Icebreaking Session' organized as part of the training programme on Team building, warming up trainees, getting introduced each other, building

communication and unleashing their ideas, has impressed the participants and are very much interested to continue the same in future programmes

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

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

Innovative Training Methods for Master Trainers and Facilitators (05th – 09th February, 2024)

Training is about developing the personnel as an individual and helping them to become more confident and competent in their lives and jobs. The learning process is at the core of training and the ways and opportunities for learning are numerous and varied. The application of innovative methods in conducting training programmes improves the learning capacity and effectiveness of the training programme.

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

Content covered in the programme was – Training Management Process, Ice breakers, Energizers, Brain



Simulated negotiation technique conducted by Dr. M. Jagan Mohan Reddy, Director, EEI during the training programme

teasers and warm up Exercises, Skills in blending of traditional and modern ICTs, Group assignments & Presentations, Demonstrations, Workshops, Case method, Role play, Simulations, Digital Tools for Master trainers, Fish bowl technique, Study tours/ Field trip/Role play/ Individual exercises/ Exhibitions/ Campaigns, Extension talk, Interactive Lecture, Small group techniques, Case method, Group discussion, Exercises, Simulation exercises, Management Games, GOI Programs, Schemes and Projects and Gender Budgeting.

A field Visit was organised to Mahila Abhivrudhi Society, AP and another visit to National Institute for Micro, Small and Medium Enterprises (ni-msme) and trainees exposed to practical sessions on Group Assignments & Presentations, Demonstrations, Workshops, Case method,



Dr. M. Jagan Mohan Reddy, Director, EEI distributing certificates along with Dr. S. Chandra Shekar, Professor during valedictory session



Role play and methodology in study tours, field trip, role play, individual exercises, exhibitions and campaigns.

During hands on training, participants were exposed to EEI Blog, Google forms development, Demo on pic voice, canva-photo and video editing, fishbowl technique, Water Brigrade and Ball Maze exercises.

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

During valedictory, Dr. M. Jagan Mohan Reddy, Director, EEI urged that innovation is not merely about

adopting new techniques, but about embracing a mind-set of curiosity, experimentation, and continuous improvement and appealed participants to apply all learning's at back home situation.

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

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

Agro Tourism for Profitability in Agri and Allied Sectors (13th - 17th February, 2024)

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

In accordance with the above importance, EEI Hyderabad organized a five day On-Campus training programme on "Agro tourism for Profitability in agri and allied sectors" at EEI from 13th - 17th February, 2024

Content covered in the programme include Tribal eco-tourism (sharing of experiences and virtual touring), Promoting Agro Tourism through Home Stay, Experience sharing on Agro tourism initiatives, Gender budgeting, GOI schemes and programmes supporting farmers. Hands on training sessions: Digital resources promoting agritourism, Demonstration of EEI blog, virtual tours, Tribal eco-tourism participated in ANGRAU, IFS agro tourism, KVK, Undi, ANGRAU Physical-practical field visits, Pragathi

resorts to visit Multiple farm enterprises and home stays, Integrated Organic farmer field, Rangareddy dist., Visit to CII, Agritechsouth, KanhaShantivanam, Chegur village, Hyderabad for practical insights on organic farming, Advanced polyhouses, Hydroponics, Agro forestry, Rearing of cows, Value addition units, and Meditation session etc.

A field Visit was organised to Pragathi resorts to visit Multiple farm enterprises and home stays, Integrated Organic farmer field, Rangareddy dist., Visit to CII, AGRITECH SOUTH, Kanha Shantivanam, Chegur village, Hyderabad and Field visits were made virtually and physically to give practical exposure to trainees on various enterprises suitable for agrotourism, digital resources needed and understanding dos and donts in agrotourism.

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

During valedictory, Dr M. Jagan Mohan Reddy, Director, EEI congratulated all the trainees for gaining new insights on this entirely new topic. He motivated all



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

trainees to encourage entrepreneurs to take up Agro tourism by conducting awareness programmes and exposure visits to Agro tourism units.

During feedback, few trainees said that now they can transform their farm to a recognizable farm tourism centre by incorporating the ideas obtained from this training. Few others stated that they shall intensify their existing IFS units and make it a Agro tourism centre. Some opined that they will train farmers, SHGs, NGOs, FPOs those who are



Visit to Medicinal and Aromatic plants nursery at pragathi resorts

willing to take up the idea of agro tourism. Felt that he would like to have an area reserved for meditation in his farm with eco-friendly ambience so that more travellers especially foreigners are attracted.

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

Digital Marketing Strategies for Agri and Allied Sectors (20th to 24th February, 2024)

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

In accordance with the above importance, EEI Hyderabad organized a five day On-Campus training programme on "Digital Marketing Strategies for agri and allied sectors" at EEI from 20th to 24th February, 2024

Content covered in the programme was - Digital marketing channels and strategies applicable to the Agri. and Allied sectors, Case studies highlighting successful digital marketing campaigns in agriculture, Importance of video marketing in agriculture and allied sectors for storytelling and engagement, Innovations and Strategies for Promotion of Digital Marketing, Agriproduct sales online, State and National Level Portals in Marketing of Agri and Allied Products, Product labelling, Marketing communications and Brand management, Understanding e-commerce for B2B, B2C sales, Leveraging social networks

and forums for community building and lead generation, Business transformation of FPOs through Digital value chain, Digital Platforms in the service of natural farmers: Market Mirchi, GOI Programs, schemes and projects in Agri and Allied sectors and Gender Budgeting

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

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

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



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



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

their understanding of digital marketing concepts within the agricultural context.

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



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

Natural Resource Management – Soil and Water Management (27th February to 02nd March, 2024)

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

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

Content covered in the programme was – Natural Resource Management in agri and allied sectors- an overview, soil and water management strategies for climate

smart agriculture, composting, organic amendments, nutrient management, Integrated Pest Management (IPM) and crop rotation strategies, water resource management, efficient irrigation techniques, natural resource management in forestry sector, organic farming and its benefits for natural resource management, extension strategies to promote natural resource management, gender mainstreaming and budgeting, GOI schemes, programs and initiatives, bio diversity conservation, natural resource management in sericulture sector.

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

During hands on training, participants were presented the government schemes, being operated in different states on natural resource management.

During inauguration, Shri. Manish Bhatia, Director (Administration), GOI graced the inauguration and said that Degradation of natural resources has a direct negative



bearing on livelihoods of poor people. However, experience from India shows that improvement in resource productivity per cent cannot be equated with poverty reduction. There have been many initiatives to combat degradation and increase resource productivity, which the poor have been able to benefit from in various ways. Large-scale irrigation has played a major role in economic growth in India by increasing food production and providing employment. Dr. M. Jagan Mohan Reddy in his inaugural address mentioned that Natural Resource Management specifically focuses on a scientific and technical understanding of resources and ecology and the life-supporting capacity of those resources. Environmental management is similar to Natural Resource Management.

Shri. P. Narendra Reddy, Founder and President, Niramaya Society graced the valedictory session on 02nd March, 2024 and has highlighted the importance of natural farming and oriented on conservation of native seeds for the wellbeing of the future generations and also stressed that Natural Farming improves soil fertility, environmental health as well as helps in the reduction of greenhouse gas emissions and also promises the enhancement of farmer's



Shri. Manisha Bhatia addressing the participants during training programme

income. In broad terms, Natural Farming can be considered as a prominent strategy to save the planet Earth for future generations. Dr. M. Jagan Mohan Reddy, Director, EEI in his valedictory remarks indicated that there is a need to manage resources, not just for us, but for our future generations too. Natural resources are limited, there is a crisis for these resources, hence need to be managed.

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

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



Certificate distribution during valedictory session by Dr. M. Jagan Mohan Reddy & Shri. Narendra Reddy

Off campus training programmes

Approaches and Strategies for Start - ups and Emerging Technologies in Horticulture (17th - 20th January, 2024)

There is a need to foster innovation, sustainability, and business acumen in the horticultural sector. It equips participants with essential skills, knowledge, and insights, catalysing the growth of start-ups and promoting advancements in horticultural technologies. This training program is vital for start-ups in horticulture, offering

insights into effective approaches and strategies. It provides a platform for entrepreneurs to navigate emerging technologies, fostering innovation and sustainability. Participants shall gain essential skills, enhancing their ability to thrive in the dynamic horticultural landscape.



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

Contents covered in the programme were – Scope of Agri tech and Horticulture Start-ups and Unicorns in India, Government programmes, initiatives and schemes in promoting MSMSE in Horticulture Sector, Time management for professional excellence, Incubators and its management strategies to promote start-ups in Horticulture Sector, Business opportunities and Business plan Preparation for beginners of Start-ups in horticulture sector, Orientation on programmes and schemes of CFTRI, Stress management skills, Gender budgeting and Main streaming of gender.

A field Visit was organised to Central Food Technological and Research Institute, Mysuru to understand their Technology Development in Horticulture Sector. The Institute has a separate section on development of technologies on fruit and vegetable value addition and has developed more than 150 technologies. The Institute offers capacity building in the form of demonstrations of technologies in a span of 2-4 weeks to start ups against payment of a fee. Once capacity building is done the start-ups can incubate for a period of 6-8 months with the institute. Once the start-up establishes itself into a business model, then CFTRI provides technical support for a period



Certificate distribution by the Course Coordinators

of 7 years. Apart from knowing the process of Registration and entry of Start-ups, the participants also got to see the show cased technologies of CFTRI during the visit.

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

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

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

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

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



Participants visit to the Show Case Centre at CFTRI

Natural Farming for Sustainable Agriculture (14th – 17th February, 2024)

Natural farming is a chemical-free farming system rooted in Indian tradition enriched with modern understanding of ecology, resource recycling and on-farm resource optimization. It is considered as agro-ecology based diversified farming system which integrates crops,

trees and livestock with functional biodiversity. It is largely based on on-farm biomass recycling with major stress on biomass mulching, use of on-farm cow dung-urine formulations; maintaining soil aeration and exclusion of all synthetic chemical inputs. Natural farming is expected to



reduce dependency on purchased inputs. It is considered as a cost- effective farming practice with scope for increasing employment and rural development. There are many working models of natural farming all over the world, the Zero Budget Natural Farming (ZBNF) is the most popular model in India. Natural Farming improves soil fertility, environmental health as well as helps in the reduction of greenhouse gas emissions and also promises the enhancement of farmer's income. In broad terms, Natural Farming can be considered as a prominent strategy to save the planet earth for future generations. It has the potential to manage the various farmland practices and helps to reduce dependency on purchased inputs and will help to ease smallholder farmers from burden of high cost of inputs and promotes sustainable life.

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

Content covered in the programme was – Validation of package and practices in Natural Farming, Up scaling Natural farming through FPOs, Global, National and Local Stakeholders initiatives in natural agriculture, Natural Farming – an Overview, Natural farming v/s Organic farming, GoI programmes and schemes for Promotion of Natural Farming, Digital Platform in the service of natural farmers, innovations in pest management using pheromones and mating disruption tool, Integration of allied sectors in natural farming, Benefits of natural farming & Nutritive cycle theory in natural farming, Successful cases and experiences in Natural Farming and Extension strategies for promotion of Natural Farming.

A field Visit was organised to practicing farmer of natural farming, Avani village, Kolar District Karnataka



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

and witnessed diversified crops, Bio-controls in plant protection, Beejamrutha, Supplementary livelihood activities, Sprinkler irrigation, Less tillage activities, On farm recycling. During hands on training, Group exercises on up-scaling of natural farming were conducted.

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

The participants expressed that the programme was highly informative and triggered the enthusiasm of the participants. They are committed for motivating farmers and bring in changes in upscaling of Natural farming in their respective areas.

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





Online programme

Carbon Credits in Agriculture (12th to 16th March, 2024)

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

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

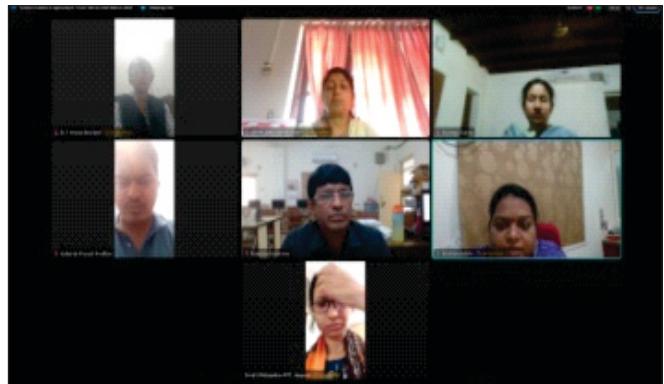
Content covered in the programme was – An overview session on Carbon credits and Carbon trading: meaning, importance and terminology, Carbon credits: Initiatives for meeting climate Goals, PJTSU interventions in Carbon credits, Volunteer Carbon market and case



studies from abroad, ICRISAT initiatives in Carbon credits, GOI schemes and programme for farmers welfare, TRST 01 in trading of Carbon credits, Communication skills for extension professionals, Carbon sequestration through carbon farming, Carbon footprint mitigating strategies in Agri and Allied sectors, Leveraging farmers expertise to boost carbon credits, Grow indigo supporting North Indian farmers through Carbon credits, Opportunities and challenges of carbon trading in agriculture sector, Gender mainstreaming, Carbon financing, Extension strategies for improving carbon credits.

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

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



Dr. M. Jagan Mohan Reddy, Director and Dr. D. Shreesha, Asst. Professor, EEI addressing the participants during online training



knowledge to educate the farmers regarding the carbon credits as it is current trend which incentivizes farmers.

During feedback, participants were very much satisfied with the content and conduct of the programme and learnt how carbon credits are created based on the amount of carbon sequestered by the soil and so represents the emissions reduced above the soil and also learnt regarding carbon trading, carbon farming and economics

in carbon credits etc., which added much more value to the training programme.

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

Webinars

One Earth, One Family & One Future for Sustainable Agriculture (22nd January, 2024)

Extension Education Institute, Rajendranagar, Hyderabad has organized a webinar on "One Earth, One Family & One Future for Sustainable Agriculture" on 22nd January, 2024

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

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

Dr. M. Jagan Mohan Reddy, Director, EEI has explained about the importance of Webinar highlighting how the clean environment and ecology planet earth safeguards human health and secures the wellbeing of future generations of all kinds.



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

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

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

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

The last speaker, Dr. C. V. Sameer Kumar, Senior Professor and University Head (Genetics and Plant



Resource persons and participants are seen in the webinar



Breeding) and Director (IBT), PJTSAU, Hyderabad delivered talk on Community Engagement towards Climate resilience for Sustainable growth to secure the future of Plant Earth.

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

The webinar mainly spotlighted LiFE (Lifestyle for Environment), with its associated, environmentally sustainable and responsible choices, both at the level of

individual life styles as well as national development leading to globally transformative actions resulting in a cleaner, greener and bluer future.

The Webinar was moderated by Dr.R. Vasantha, Professor, EEI, Hyderabad and Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad which was attended by 75 delegates from all the client States and Union Territories of EEI, Hyderabad.

Food Waste Management for Nutritional Security (19th February, 2024)

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

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

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

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

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

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

Earlier, Introductory remarks were given by Shri. S. M. Khalikar, Joint Director (Extension), Directorate of



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



Shri S.M. Khalikar, Joint Director (Extension) and Shri Manish Bhatia, Director (Administration) addressing the participants during inauguration



Extension, DoA & FW, MoA & FW, GoI, New Delhi and Shri. Manish Bhatia, Director (Administration), Directorate of Extension, DoA & FW, MoA & FW, GoI, New Delhi, while Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad welcomed the gathering and Dr. P. Vijaya Lakshmi, Professor, EEI, Hyderabad proposed Vote of Thanks.

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

Waste Management in Agriculture (07th March, 2024)

Extension Education Institute, Hyderabad conducted webinar on Waste Management in Agriculture on 07th March, 2024. The first goal of any waste management system is to maximize the economic benefit from the waste resource and maintain acceptable environmental standards. Management that puts into practice the principles of the four rupees of Reduce, Reuse, Recycle and Recover is the best option. Agricultural Waste Management deals with all farm operated waste.

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

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

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

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

potential products from vegetable and fruit peels, among other examples.

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

Dr. Rahul Jain, presented an insightful session on Compressed Bio Gas (CBG) during which he outlined its various uses, such as electricity generation, heat production, digestate creation, and as a clean fuel source. His discussion primarily revolved around five categories of wastes: surplus agro residues, press mud from the sugar industry, municipal solid waste, sewage sludge, and animal/poultry wastes. Dr. Jain also elaborated on the by-products generated from CBG production, including CO₂, sulfur, and digestate, which can be beneficial as soil conditioners when returned to the soil.

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

Active participation from attendees through Q&A session was encouraged throughout the webinar and many participant officers interacted which paved way to a fruitful discussion by sharing their insights, experiences, and practical tips. Thus, the aim to foster a collaborative



dialogue and inspire concrete actions towards a more sustainable and residue free future was successfully achieved.

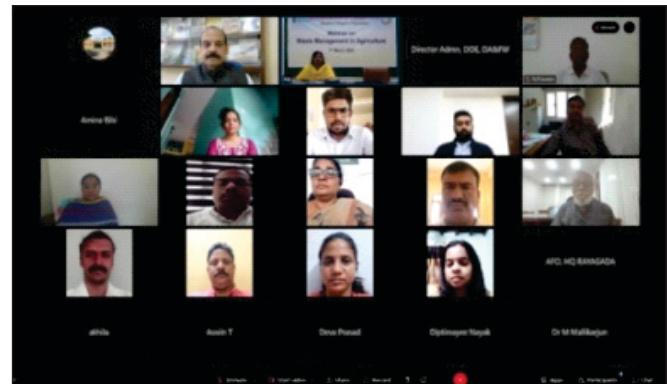
Earlier, introductory remarks were given by Shri. S. M. Khalikar, Joint Director (Extension), Directorate of Extension, DoA& FW, MoA& FW, GoI, New Delhi and Shri. Manish Bhatia, Director (Administration), Directorate of



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

Extension, DoA& FW, MoA& FW, GoI, New Delhi, while Dr. M. Preethi Professor, EEI welcomed the dignitaries and participants and introduced the speakers to the audience.

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



Participants of the programme

Other events

Farmers Sensitization cum Training Programme was organized as part of NABARD sponsored project on Phygital Facilitation for Enhancing Profitability of Farming Community

EEI, Hyderabad conducted 'Farmers Sensitization cum Training Programme' on 19th January, 2024.

EEI Organized Farmers sensitization cum Training program as part NABARD sponsored project on 'Phygital Facilitation for enhancement of Farmers Profitability through the concept of Mobile Agri Support Services (MASS) at Abugudem village of Annapureddypallli Mandal of Bhadravati Kothagudem district on 19-01-2024.

Farmers were oriented on importance of acquiring right information for its usage for right purpose to derive

maximum benefit through various physical and digital sources and channels. They were briefed about crop diversification, application of modern technologies like drones, advanced farm machinery, establishing robust supply & value chains in major crops, formation of FPOs for procuring need based inputs at right time with reasonable price and to market crop produce at remunerative price. They were also sensitized on availing advance forecast on weather conditions to take up precautionary measures to avert adversary conditions, importance of nano fertilisers like urea and DAP, establishing custom hiring centres for



Dr. M. Jagan Mohan Reddy, Director, EEI addressing the farmers at Rythu Avagahana Saddassu



*Training programme organized to farmers in MASS Truck*

timely procurement of agril machinery to attend various agri operations, importance of soil testing and application of INM, IPM and IDM.

Demonstration was organized on usage of drones in land use planning, application of spray fluids to control pests & diseases in various crops, mechanism of videoconferencing between remote scientists and farmers to get timely advisories and soil sample collection, soil testing and application of soil health card results.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, Dr. D. Shireesha, Asst. Professor, EEI, Dr. Prasad Rao Pasam, Chairman and MD, EEEIPL, Sri Tata Rao, Assistant Director of Agriculture Representative of District Agriculture Officer, Sri Ram Reddy, representative of LDM (SBI), Shri. Sujith, DDM, NABARD, Shri. Sandeep, Horticulture Officer, Dr. Gopala Krishna Murthy, Assistant District (Animal Husbandry & Veterinary), Afzal Begum, Assistant Director of Agriculture, Aswaraopeta, Dr. Laxminarayananamma, Programme Coordinator, KVK, Bhadravati Kothagudem, Shri. Chandrashekhar, Agricultural Officer, Annapurreddy

palli Mandal, Sri. Prashanth, AEO, Abbugudem village, Annapurreddypalli Mandal, Sri. K.Prameela, Sarpanch, Abbugudem village, Shri. Srinivas, Krishi Tantra, Sri P. B. Chandu, Design Manager, Kisan Link, representatives of IFFCO, Kisan Link and Vyomic drones, 150 Farmers were participated in the program. The program was jointly implemented by EEI, PJTSAU, EEEIPL, and NABARD.

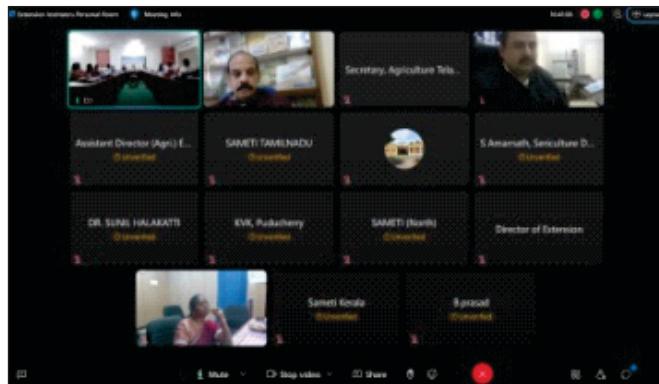
*Dr. Prasad Rao Pasam, Chairman and MD, EEEIPL explaining about the drone technology to farmers*

51st Management Committee Meeting of EEI, Hyderabad

The 51st Management Committee Meeting (MCM) of EEI, Hyderabad was held in hybrid mode on 02-02-2024 at EEI, Hyderabad. Sri. M. Raghunandan Rao, IAS, Hon'ble Vice Chancellor, Professor Jayashankar Telangana State Agricultural University (PJTSAU) and Chairman, Management Committee (MC) of EEI presided the meeting. Dr. V. Sudha Rani, Director of Extension, PJTSAU, Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad. Shri. Manish Bhatia, Director (Administration), DoE, MoA & FW, GoI, New Delhi, Sri. K. Srinivasa Rao, Comptroller, PJTSAU, Dr. R. Venkata Kumar, Head(ESM Division), NAARM, Dr. Renuka Rani, Deputy Director (NRM), MANAGE, Smt. Sarala

Kumari, ADA, SAMETI, Telangana, Sri. Vinod, Administrative Officer (AO), TSIRD and Smt. Sridevi, ADH, Department of Horticulture, Govt. of Telangana were the distinguished dignitaries. Twenty-three (23) distinguished members of MCM participated in the meeting, of whom 11 were members attended physically at EEI, while 14 were members attended online.

Significant activities carried out in EEI, Hyderabad after the 50th Management Committee Meeting (MCM), Action Taken Report on the minutes of 50th MCM and Agenda items proposed for 51st MCM were discussed.



Conducting 51st Management Committee Meeting of EEI, Hyderabad

Regional Workshop on Training Need Assessment of Clientele States to prepare Annual Training Calendar for 2024-25 on 6th & 7th February, 2024

A two day regional workshop was organized on 6th and 7th February, 2024 at EEI, Rajendranagar, Hyderabad to identify the areas of training programmes to prepare Annual Training Calendar 2024-25 of EEI, Hyderabad.

Dr. C. Tara Sathyavathi, Director, ICAR-IIMR, Hyderabad, Shri. Manish Bhatia, Director (Administration), DoE, MoA&FW, GoI, New Delhi, Dr. V. Sudha Rani, Director of Extension, PJTSAU, Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad were graced inaugural sessions of the workshop.

Dr. B. Renuka Rani, Deputy Director, MANAGE, Dr. O. P. Sharma, Director, PHM representing NIPHM, Hyderabad, Dr. K. Ravi Shankar, Principal scientist & OLC, ICAR-CRIDA, Dr. Surjith Vikraman, Associate Professor & Head, NIRD & PR, Dr. Mahantesh Shirur, Principal Scientist, ICAR-NAARM, Dr. Rajendra R. Chapke, Principal Scientist, ICAR-IIMR, Dr. Balaraj Rangarao, Deputy Director of Agriculture, Karnataka, Dr. Rajendra Naik, Sr. Executive (Tech.), NFDB, Shri Prasad Gollanapalli, Chairman, NGO- VASORD, Mahaboobnagar, Dr. V. Swapna, Vety. Asst. Surgeon, SVHRDI, Hyderabad, R. Sivanand, Asst. Director of Agriculture, Dept. of Agriculture, Govt. of Teangana, P. Varalakshmi, Agri. Officer, SAMETI, Telangana, Dr. T. Srinivasu, Asst. Director

Veterinary &AHD, Telangana, SVHRDI, Hyderabad, G. Nagaratna, Asst. Director of Sericulture, Department of Sericulture, Telangana, Shri Manish Bhatia, Director (Administration), DoE, DA&FW, MoA&FW, GoI, New Delhi, Shri P. Narendra Reddy, Chairman, NGO – Nirmaya Society, TDF, Dr. P. Chandrashekara, Director General, MANAGE, Shri Sanjay Khalekar, Joint Director (Extension), DOE, DA&FW, MoA&FW, GoI, New Delhi were shared their valuable inputs online in the workshop. Sri YuvrajSaswade, Mission Manager (MM), Capacity Building Commission (CBC), GoI, New Delhi delivered a guest lecture on Trends in Capacity Building Programmes – Future Perspective in the workshop. Initially Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad shared the training programmes taken up by the EEI during the year 2023-24 and the expectations from the client departments to design training calendar of 2024-25.

Dr. S. Chandrasekhar, Professor and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad coordinated the programme. All the faculty of EEI, Hyderabad have interacted with the offices of concerned client departments to list out the training areas in those sectors.

*Conducting the Regional Workshop on Training Need Assessment at EEI, Hyderabad*

EEI, Hyderabad celebrated International Women's Day 2024

The Extension Education Institute, Rajendranagar, Hyderabad, celebrated International Women's Day 2024 on 11th and 12th March 2024 at its premises, aligning with the theme of the year, "Invest in Women - Accelerate Progress." The institute organized six activities for its employees during this event.

On 11th March, 2024 'Dumb shell arts' was organized for the institute employees, fostering creativity and engagement. On 12th March, the celebrations continued with a cookery competition, an elocution competition focusing on the role of women in achieving health and nutritional security, and a quiz covering current affairs,

*Judges evaluating the cookery competition*

sports, cinema, politics, and art. Additionally, a musical chairs game was held in the forenoon to add a fun element to the event.

In the afternoon session, a talk on Nutri Yoga for well-being was delivered by Dr. K. Aparna, Professor of Nutrition. Dr. K. Aparna emphasized good health habits, mindful eating practices, the importance of an early dinner, various exercise routines including aerobics, stretching, and strengthening exercises, the benefits of taking vacations, optimal water intake, and the significance of regular clinical tests for maintaining good health.

*Presentation of memento to Chief Guest Dr. V. Sudha Rani, Director of Extension, PJTSAU by Dr. M. Jagan Mohan Reddy, Director, EEI on the occasion of women's day celebrations*



The Nutri Yoga talk was attended by 7th, 8th, and 9th class students from Krishi School, faculty of Krishischool and EEI, Hyderabad. The talk was followed by a prize distribution ceremony for the winners of all the events, cake cutting ceremony and a presidential address by the Chief Guest, Dr. V. Sudha Rani, Director of Extension at PJTSAU. Dr. Sudha Rani shared insights on women's roles in various sectors, their growth, empowerment, and the challenges they face. Later Dr. M. Jagan Mohan Reddy,



Musical chairs competition

Director EEI, Hyderabad gave the host remarks highlighting the need to invest in women programmes fostering women Development. To end the celebrations the formal vote of thanks was proposed by Dr. M. Preethi, Professor, EEI followed by refreshments to all attendees.

The entire program was skillfully coordinated by Dr. M. Jagan Mohan Reddy, Director of EEI, and Dr. M. Preethi, Professor at EEI, ensuring a successful and meaningful celebration of International Women's Day at the institute.



Dumbshell arts competition

Workshop on preparation of content of the training programs for the Annual Training Calendar 2024-25

One day Content Development Workshop was organized on 6th March, 2024 at EEI, Rajendranagar, Hyderabad. Dr. D. Shireesha, Assistant Professor, EEI welcomed all the concerned officials of Agri and Allied sectors for the regional workshop. Introductory remarks of the workshop were given by Dr. M. Jagan Mohan Reddy, Director, EEI. Main purpose of the workshop was formulation of content of the training calendar for 2024-25 of EEI Hyderabad. Workshop started with the welcome address followed by presentation on the content developed by EEI to the training calendar identified and formulated

according to the needs of the clients from the regional workshop of 2024-25 organised by EEI.

About sixteen (16) delegates participated in the workshop and had gone through content formulated for the On-campus, Off-campus, Online, MANAGE collaborated programmes and Webinars of the EEI Training Calendar. Necessary suggestions for addition and deletion of the content was given by the officials of agri and allied sectors. And the workshop was concluded with formal vote of thanks by Dr. D. Shireesha, Assistant Professor, EEI.



Conducting the content development workshop at EEI, Hyderabad





9th Academic Committee meeting of EEI

Extension Education Institute, Hyderabad Organized 9th Academic Committee meeting on 13th March, 2024 at Conference Hall. The Academic Committee meeting was attended by members of the Academic Committee Dr. S. M. Khalikar, Joint Director (Extension Training), DoE, DA&FW, MoA& FW, GoI, New Delhi. Dr. V. Sudha Rani, Director of Extension, PJTSAU and Dr. B. Renuka Rani,

Dy. Director (NRM), MANAGE, Hyderabad attended the meeting through online. The meeting was initiated by formal welcome by Dr. S. Chnadrshkar, Professor, EEI. The Academic Committee thoroughly reviewed and finalized the On-Campus/Online/Webinars/ Collaborative training programs for the year 2024-25 proposed by EEI Hyderabad.

Visitors

Shri Sajith Kumar Kunhalath, Director (Farm Information), Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, GoI has visited EEI, Hyderabad on 09.01.2024. He has reviewed the activities and programmes being conducted by EEI. Dr. M. Jagan Mohan Reddy, Director has briefed about the requirements of EEI during the financial year 2023-24. Shri Sajith Kumar Kunhalath, Director (Farm Information) has also interacted with the participants of training

programme on "Process documentation and presentation skills of Extension professionals conducted from 8th – 12th January, 2024 and advised to apply the learnings of trainings at back home situation to improve the quality of services to farmers. Later, Shri Sajith Kumar, Director (Farm Information) has planted a sapling of Xmas tree at Golden Jubilee Hostel of EEI and inspected the site for construction of new hostel building at EEI, Hyderabad



Interaction with the participants of On campus training programme



Shri Sajith Kumar Kunhalath, Director planting sapling at Golden Jubilee Hostel, EEI



Dr. M. Jagan Mohan Reddy, Director, EEI explaining about the EEI activities to Shri Sajith Kumar Kunhalath, Director (Farm Information), GoI



Bicycle Man of India on mission to boost “Millet Revolution” reaches to EEI, Hyderabad

Shri Neeraj Kumar Prajapati, renowned as the Bicycle Man of India and a fervent advocate for sustainable agriculture, arrived in EEI, Rajendranagar, Hyderabad on 17.01.2024 at 02.00 PM. The Director and staff of EEI warmly welcomed him at EEI. Beyond carrying himself, his bicycle bore the weight of a significant mission – to ignite a “Millet Revolution” throughout India. Prajapati initiated a 4200 km cycling journey from Kasmir to Kanyakumari, singularly dedicated to raising awareness about the

humble millet. His mission goes beyond preserving millets as a relic of the past; he envisions them as the foundation of a healthier and more sustainable future. Each km cycled and every interaction with farmers and communities propels him closer to this goal. Though the “Millet Man” has passed through, the seeds he planted posses the potential to blossom into a revolution – one grain, one pedal store at a time.



Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad interacting with Neeraj Kumar Prajapati Bicycle Man of India at EEI, Hyderabad



Neeraj Kumar Prajapati Bicycle Man of India with EEI staff

Director

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