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Director's Desk

Ways to establish inclusive Agricultural Extension



Taking agricultural extension to the next level requires a multifaceted approach that integrates technology, community engagement, and innovative communication strategies. To enhance agricultural extension services, it is essential to leverage digital technologies such as AI-powered advisory platforms like *Farmer Chat* which can provide personalized, context-specific advice to farmers, thereby addressing challenges related to scalability and timely information delivery. Additionally, mobile applications and information and communication technologies (ICT) play a crucial role in disseminating real-time agricultural advisories, facilitating market linkages, and supporting capacity-building initiatives.

Equally important is the need to enhance community engagement through participatory approaches. Actively involving farmers in the extension process ensures that services are tailored to local needs and indigenous knowledge systems. Creative extension methods that incorporate local art forms and cultural expressions make agricultural information more relatable and memorable. A notable example is the Krishi Vigyan Kendra in Kannur, which uses folk songs to effectively communicate agricultural messages.

Strengthening institutional frameworks is another critical area. Public-private partnerships can foster collaboration among government agencies, research institutions, and private entities, pooling resources and expertise for greater impact. Investing in the continuous capacity building of extension personnel enhances their competencies in modern agricultural practices as well as in communication and facilitation techniques.

Promoting inclusivity in extension services is fundamental to equitable development. Gender-sensitive programs that address the specific needs of women farmers help ensure fair access to information, resources, and opportunities. Similarly, engaging youth in agriculture through targeted programs can revitalize interest in farming and make it a more sustainable and attractive livelihood option.

Data-driven decision-making adds further value to the extension process. The use of big data and analytics enables effective monitoring and evaluation of extension interventions, promoting continuous improvement. At the same time, establishing robust feedback mechanisms allows farmers to share their perspectives, ensuring that extension services remain dynamic, relevant, and responsive to their evolving needs.

The Extension Education Institute, Southern Region, Hyderabad, is striving diligently to take agricultural extension to the next level by enhancing the capacities of middle-level extension officials from diverse client states-Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Puducherry, Andaman & Nicobar Islands-and departments including Agriculture, Agricultural Engineering, Horticulture, Veterinary, Sericulture, and Fisheries. Through its focused efforts in strengthening behavioral, managerial, methodological, and technical competencies, the Institute continues to contribute meaningfully to the development of inclusive, effective, and responsive extension systems that better serve the farming community.

M. Jagan Mohan Reddy

(Dr. M. Jagan Mohan Reddy)

Director, EEI, Hyderabad



ECHO Online Training Programmes

Start-ups and Agri Business enterprises in Agri and Allied sectors

According to Census (2011), more than 50% of India's total workforce is engaged in agriculture and allied sector activities and the sector itself accounts for 18.8% (First Advance Estimates) of country's Gross Value Added (GVA) for the year 2023-24 (at current prices). India holds the record for second-largest agricultural land in the world, with around 60% rural Indian households making their living from agriculture. Startups bring new ideas and innovations to the market place. They can help to solve problems and meet needs that traditional business has not been able to address. In addition, startups often create jobs. They develop products and/or services to improve efficiency at various stages of the value chain in terms of infrastructure (storage & warehousing), farm automation (digital farming, advisory services), precision agriculture, input delivery and advisory, market linkages, agrifinance and insurance, agri-biotech etc.,

The use of AI, IoT, Big Data Analytics, drones for farm mapping, ICT applications, technology for weather forecasting, amongst numerous other technological applications prove to show the potential Indian agritechstartups in transforming the country's agriculture industry.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an online on campus training program titled "ECHO - Start-ups and Agri Business enterprises in Agri and allied sectors" from 06th - 10th January, 2025.

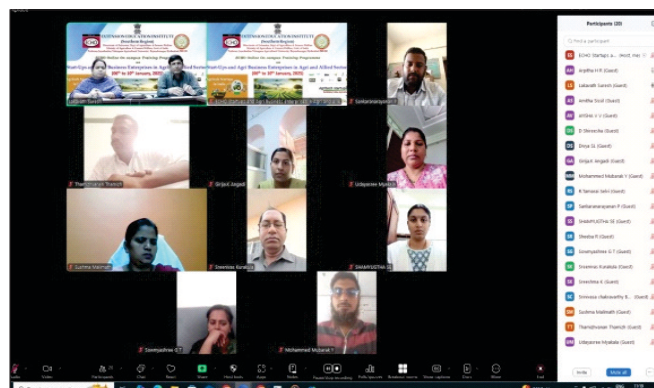
Contents covered in the programme were - AgriStartup Eco System Analysis – An Overview, Waste to

wealth start-up: Sharing of experience, Paradigm shift of Extension from ToT to Startups, Startups in agri business: Sharing of experience, Start-ups – a reliable platform to unleash the creativity in agri and allied sectors, Business opportunities & business plan preparation for the beginners of start-ups in agri and allied sectors, Sustaining the start up culture in agri and allied sectors, Promotion of Agro Innovations through Incubators, Government Initiatives and Schemes for promotion of Agri Incubators, Institutional support to start-ups and unicorns, Diffusion of innovation and technology commercialization, Promotion of livelihood opportunities through Rural agripreneurship, Gender mainstreaming for gender budgeting in Agri and allied sectors, Case presentations by the participants

Dr. M. Jagan Mohan Reddy, Director, EEI graced the inaugural session and mentioned that Agri-business startups in India work in various areas of agriculture and allied sectors, such as animal husbandry, dairy, fisheries, and organic farming. They use data analytics, emerging technologies, and sustainable practices to address challenges in traditional farming. The agricultural sector, including crops, livestock, and fisheries, has witnessed several startups, commonly named "agri-startups". These agri-startups are further classified based on their focus like agri-tech, animal husbandry, dairy farming, fisheries, food processing, organic agriculture, etc. Agri.startups and agribusiness enterprises are important because they can help increase productivity, improve market access, and promote sustainability.



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



Participants on board during the training programme



During the valediction Dr. M. Jagan Mohan Reddy, Director, EEI expressed that Startups can help farmers increase yields by using data analysis and sensors to optimize resource use, can also connect farmers directly with consumers, retailers, and processors, which can help farmers get better prices. And also indicated that Startups can provide training and market linkages to women farmers, which can help promote their participation in the sector to solve problems in agriculture and can help increase in country's economic growth. In this regard he asked the trainees to apply the learnings of the training in their concerned state for the holistic empowerment of farming community.

Participants were very much impressed with the content and conduct of the training programme. They

expressed their satisfaction towards all the sessions of the training especially they were very much impressed with the sessions like Waste to wealth start-up: Sharing of experience, Promotion of livelihood opportunities through Rural agripreneurship, Institutional support and Government schemes for Agristartups and unicorns, and Business opportunities & business plan preparation for the beginners of start-ups in agri and allied sectors etc.

A total of twenty (20) trainees participated from the departments of Agriculture marketing and business management, Agriculture and Animal husbandry sectors representing Tamilnadu, Karnataka, Kerala, Telangana and Andhra Pradesh states. The program was coordinated by Dr. D. Shireesha, Asst. Professor, EEI, Hyderabad.

ECHO Online On campus Training programmes

Waste Management in Agriculture and Allied Sectors

Agricultural development is usually accompanied by wastes from the irrational application of intensive farming methods and the overdue of chemicals in cultivation, remarkably affecting rural environments in particular and the global environment in general. Agricultural wastes are the residues generated from crop cultivation and processing the by products. These residues are generated from a number of agricultural activities and they include cultivation, livestock production, sericulture and aquaculture etc. It is important that proper waste collection, storage, treatment, transfer, and utilization is essential for a healthy environment. These wastes when managed properly through the application of the knowledge of agricultural waste management systems can be transformed into renewable materials for human and agricultural use. This kind of waste management helps to reduce pollution, conserve resources, and improve the health of the environment and improves food safety and contributes to economic growth

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an online on campus training program titled "ECHO - Waste Management in Agriculture and Allied Sectors" from 06th to 10th January, 2025.

Contents covered in the programme were - IFS – Resource Recycling, Waste Management in agriculture and allied Sectors – An Overview, GoI Programmes and

Schemes in agri and allied Sectors, Role of Crop residues in Organic Crop Production, Bio-Energy from Agriculture waste and Soil conditioner from water hyacinth, Composting from Agri Waste – Models and Case Studies, Waste Management in Fisheries sector, Livestock Waste management, Current best practices followed by GHMC in Solid Waste Management, Gender Budgeting, Waste Management for Organic tomorrow: Experience sharing, Wealth from Waste.

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

As part of the the valedictory programme Dr. M. Jagan Mohan Reddy, Director EEI stated that, Agricultural waste refers to a wide range of organic and inorganic materials discarded after agricultural processes like crop production or livestock farming. The crop residues like stalks, rice straw, leaves, husks, animal manure, waste feed, can be used in packaging material. Given the diversity of these materials and the large amounts produced annually, agricultural waste is a double-edged sword. It has



enormous potential when appropriately managed because it's biodegradable and nutrient-rich. So, it can become a valuable resource through composting, conversion into biofuels or into biogas. Agricultural Waste can be used for Composting, Biogas generation, Mulching, Biomass conversion, Recycling packaging materials etc. Participants were appealed to apply all the leanings in the back home situation for the benefit of the farmers.

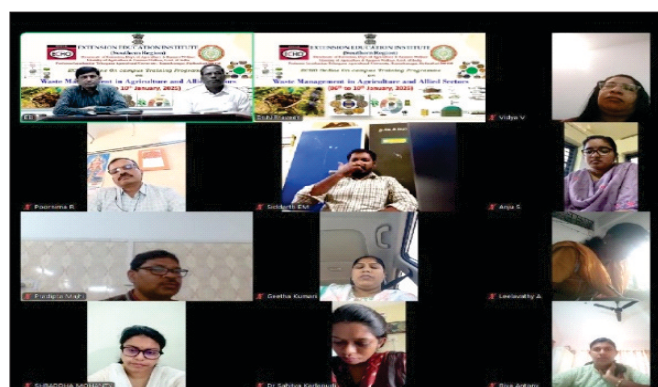
The participants expressed that the entire training programme is very much useful for them as it has given the complete picture of the waste management. They also felt that the sessions like Bio – Energy from Agriculture Waste

and Soil conditioner from Water hyacinth, Waste Management for Organic tomorrow: Experience sharing and Wealth from Waste were helpful for them to sensitize the farmers during their regular extension works at filed level in concerned states. The programme was coordinated by Dr.N. Praveen, Professor, EEI, Hyderabad.

A total of twenty one (21) trainees participated from the departments of Fisheries, Agriculture, staff of SAUs and Animal husbandry sectors representing Odisha, Andhra Pradesh, Telangana, Kerala, Karnataka, Tamilnadu states. The program was coordinated by Dr. N. Praveen, Professor, EEI, Hyderabad.



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



Participants on board during the training programme

Experiential Learning Methods and Management Games for Professional Excellence

Extension Education Institute, Rajendranagar, Hyderabad has organized a five day Training Programme on 'Experiential Learning Methods and Management Games for Professional Excellence' online from 21st – 25th January, 2025. The training mainly focused to improve the soft skills, enable quick decision making, understand and learn skills required for a team work, Experiential learning methods and Management games for Professional Excellence, Management games for active learning, Ice breaking techniques, Origami Exercises as Experiential learning tools, Focused Group Discussion as an experiential learning tool, Management games to improve life skills, Community participated experienced learning, fish bowl technique, Gender Budgeting, Problem Solving and Decision-Making skills, Video presentations on Management games, and GoI Programmes and Schemes in Agri and Allied Sectors.

Speaking on the eve of inauguration and valediction Dr.M.Jagan Mohan Reddy, Director, EEI said that, Management games are crucial in training programs because they provide a safe, simulated environment for participants to practice and develop critical management skills like decision-making, problem-solving, strategic thinking, and teamwork, allowing them to learn from experience without the risks associated with real-world consequences, ultimately enhancing their understanding of complex business situations and improving their performance in the workplace. He also underscored that, Experiential learning is crucial in training programs because it allows trainees to actively engage with real-world scenarios, fostering deeper understanding, better skill development, increased knowledge retention, and improved ability to apply learnings in practical situations, ultimately leading to more confident and competent employees



Participating officers expressed that, this is the unique programme built the confidence of the trainees in enhancing the participation of the farmers in different kind of training programmes at field level. Every session is informative and facilitated for augmenting the creative thinking, the participants felt. Dr. K. Madhu Babu, Professor, EEI Coordinated the programme.



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

Training methodology followed was presentations by experts, Interim interactive sessions, Interim group discussions, Brain storming, Individual and group assignments and Case presentations. A total of eighteen (18) middle level extension officers representing Agriculture, Horticulture, Sericulture, Fisheries and Animal Husbandry of Andhra Pradesh, Telangana, Odisha, Tamil Nadu and Kerala were participated.



Participants on board during training programme

Time and Stress Management for Extension Professionals

Time and stress management is important for personal and professional excellence. Time is one of the five recognized resources available with any organization. Whereas other resources can be replenished, if once gone, can't be replenished. It is available in the same quantity to everyone. Its utilization is not only important for organizations, it is equally important to all the individuals. Self-management is not possible without time management. Stress at the workplace has become an increasing phenomenon due to external factors such as technological advancement, changes in the economy of a country which might lead to becoming redundant and so on. Stress can be considered as an inevitable condition at least at one point in time or another; however it can also be minimized to the extent that the productivity and health of the employee is maintained which could lead to a productive organization. It is important to learn time management techniques so that even when the stress and pressures are too high, one can know how to be healthier, happier, and more productive. The ultimate goal is work-life balance, stress relief under pressure, and overall mental well-being. The connection between time and stress management is learning how to manage our time properly to be more productive to avoid feeling stressed. If

we know how to manage our time correctly, in the long run, tasks seem to be easier and stress-free. Time and stress management techniques can enhance work efficiency, effectiveness and can establish work life balance of employees. Hence, it was thought worthwhile to enrich the skills of extension officers on Time and Stress management.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an online on campus training program titled "ECHO - Time and Stress management for Extension Professionals" from 27th - 31st January, 2025.

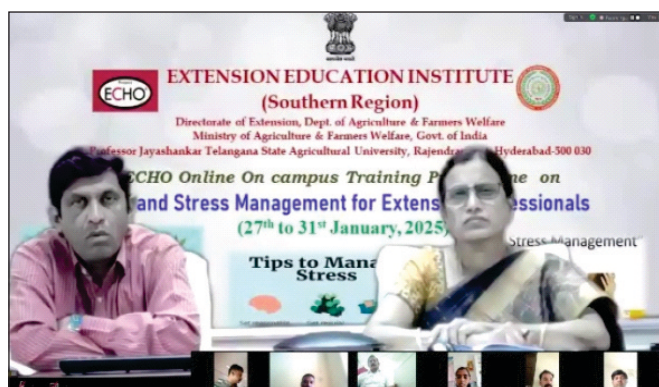
Contents covered in the programme were - The Art of Time management: Boosting Efficiency and Productivity, Building Teams for effective Time and Stress Management, Goal setting as an effective tool for Time Management, Emotional Intelligence for effective time and stress management, Gender budgeting in agri and allied sectors, Stress less: Understanding sources of Stress and Effective coping mechanisms, Govt. of India Programmes and Schemes in agri and allied sectors, Mapping Your Mind: Neuro perspectives on Stress management, Interpersonal skills for stress free living, Mastering Stress management



for Better Work Life balance, Negotiation and Conflict management skills for effective time and stress management.

Dr. M. Jagan Mohan Reddy, Director, EEI graced the inaugural session and underscored the importance of time and stress management for excellence in personal and professional life. He stated that, the principles of time and stress management shall facilitate to streamline the work and facilitates to accomplish intended results.

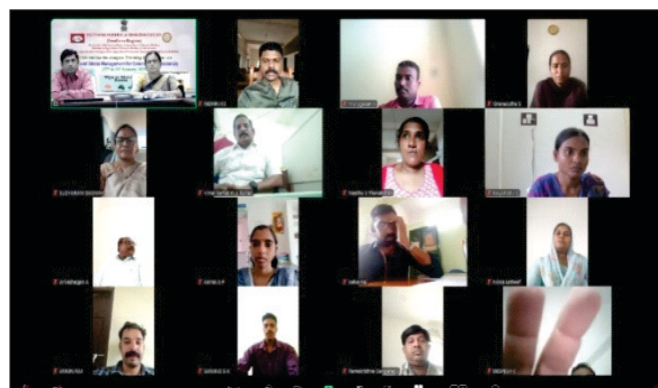
As part of the valediction of the programe, Dr. M. Jagan Mohan Reddy, Director, EEI highlighted the role of time and stress management in reshaping the personality of an officer and communicating the desired technology to the farmers in an understanding manner.



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

All the participants appreciated the content of the training programme, especially Time management for boosting efficiency, building teams for time and stress management, sources of stress and effective coping mechanisms, negotiation and conflict management, neuro perspectives on stress management, better work life balance, emotional intelligence, goal setting as an effective tool for time management and interpersonal skills.

A total of thirty (30) trainees participated from the departments of Agriculture, Horticulture, Veterinary & Animal Husbandry, Forestry and State Agricultural University(Kerala) & SAMETI (Telangana) sectors representing Tamilnadu, Kerala, Telangana and Andhra Pradesh states. The program was coordinated by Dr. P. Vijayalakshmi, Professor, EEI, Hyderabad.



Participants on board during the training programme

Digital Marketing Strategies for Agri. and Allied sectors

Digital marketing is important because it helps the business connect with their audience, build brand awareness, and drive sales. Digital marketing can be used by business transactions of all sizes. Digital marketing in the agri and allied sectors" refers to using online marketing strategies like social media, search engine optimization, email marketing, and e-commerce platforms to promote and sell agricultural products and services, reaching a wider audience and connecting with farmers, consumers, and industry stakeholders through digital channels, often focusing on building brand trust by showcasing sustainable farming practices and product quality. Keeping this in view, Extension Education Institute, Rajendranagar, Hyderabad organised a five day training programme on Digital Marketing Strategies for Agriculture and Allied sectors from 03rd - 07th February, 2025.

The programme mainly focused on Digital marketing in agri and allied Sectors – An overview, Development Programmes and Schemes of State and Central Govt. for Agri and Allied products marketing, IT enabled marketing in agri and allied Sectors, Role of e-NAM in promotion of Marketing in Agriculture and Allied Sectors, Remote Sensing – GIS and GPS with special Focus on Marketing and Insurance in agri and allied Sectors, Block Chain Technology Management in marketing of Agri and Allied Sectors – An Advance IOT Initiatives, Digital Marketing initiative- Market Mirchi, Market Intelligence and Market networking of agri and allied commodities, Digital Initiatives in Marketing of agri and allied commodities by FPOs, State and National Level Portals in Marketing of agri and allied Products, Gender mainstreaming for gender budgeting in agri and allied



sectors, Extension Strategies for promotion of Digital marketing in agri and allied sectors and Success case presentations on Digital interventions in Marketing.

Speaking on the occasion of inauguration and valediction of the programme, Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad emphasized that, the officers working in agri and allied sectors should focus on enlightening the farmers to apply digital interventions in marketing their produce both at domestic and global level to obtain remunerative prices. Many innovations were happening in marketing the goods and commodities of manufacturing and industrial sectors. The innovations like Market analysis tools, Digital hubs, online tools like search engine optimization, email marketing, social media like linkedin, face book, instagram, youtube, twitter, webportals, blogs, and content marketing, mobile

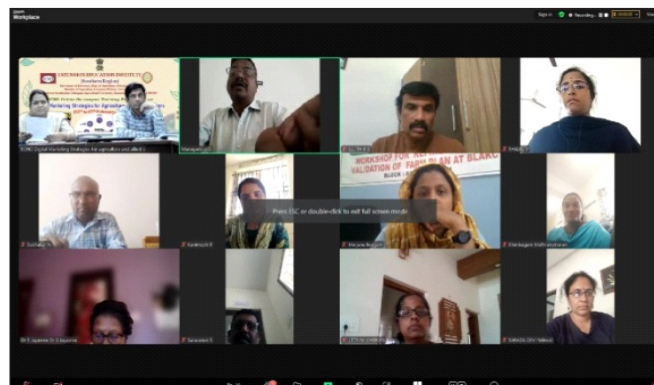
marketing, influencer marketing, video marketing have to be on boarded by the farmers to realize better profits along with minimizing the drudgery in marketing.

During the feedback on the programme, participants felt that the tools for assessing their level of knowledge on digital marketing logistics, application of geospatial technologies in marketing agri and allied commodities, e-NAM, different mobile applications were highly relevant. They sought more sessions on digital interventions in marketing of animal husbandry products.

Thirty two (32) participants representing agriculture, animal husbandry, horticulture, fisheries and forestry sectors of Telangana, Andhra Pradesh, Karnataka, Tamil Nadu and Odisha and Kerala were attended the programme. Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad Coordinated the programme.



Dr. M. Jagan Mohan Reddy, Director and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad interacting with the trainees of the programme on 7th February, 2025



Participants on board during the training

Sensitization on GoI digital interventions in Agri and Allied sectors

Extension Education Institute, Hyderabad organised a five day online training programme on Sensitization on GoI digital interventions in Agri and Allied sectors from 11th – 15th February, 2025.

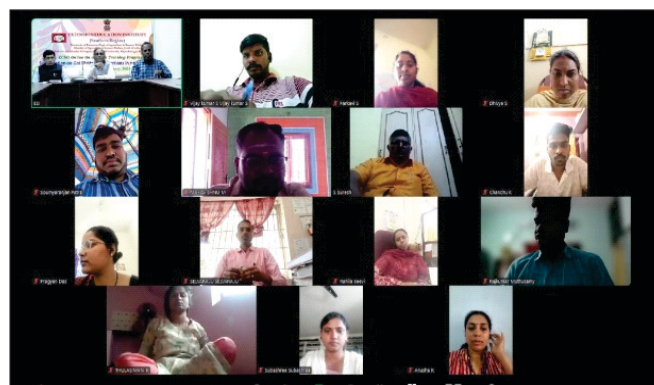
The programme mainly focused on Overview of Digital interventions in agri and allied sectors, IOT applications in Agriculture, Electronic platforms for linking farmers with market, How to do Free online Agro marketing via Market Mirchi, Digital Marketing interventions in agri and allied sectors, Digital solutions for crop insurance, Digital solutions for crop insurance, Creation of Digital public infrastructure, Role of social media for effective transfer of technology in agri and allied sectors, Application of Remote Sensing and GIS in Agri and allied sectors, Precision farming in agri and allied sectors,

Gender budgeting for mainstreaming in agri and allied sectors, GoI Programmes and Schemes in agri and allied Sectors, Case presentations and back home planning and Orientation on EEI Blog.

Speaking on the occasion of inauguration and valediction Dr.M.Jagan Mohan Reddy, Director, EEI, Hyderabad told that, the digital interventions in agri and allied sectors play a major role in facilitating smooth operation of all the activities in agri and allied activities. These type of applications hasten the production process, reduce the drudgery, ensure equality in products, and connect the buyers and sellers. Majority of challenges in agri and allied sectors are addressed with digital applications. Accordingly the GoI has designed robust digital public infrastructure through Digital



Agriculture mission to maintain quality data sets, and to establish expert systems. The digital interventions at field level in the form of precision farming, drones, and applications like VISTAR, agristack / registry facilitate in soil profile mapping, and Krishi Decision Support systems, aiming to improve transparency, efficiency, and evidence-based policy making for farmers' welfare. The other manifestations of digital interventions are Kisan Call Centre, e-NAM, mKisan portal, Digital Crop Ecosystem Survey etc. All the participants were advised to apply all the learnings of the programme at backhome situation for the benefit of the farmers and other stakeholders.



Participants on board during the training programme



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

The participants revealed the digital interventions being followed by the farmers of their concerned jurisdiction. They felt that, the programme has facilitated them to get enlightened on various need based digital interventions formulated by the Government of India in agri and allied sectors. Especially the session on Market Mirchi and application of geospatial technologies was impressive.

Thirty five (35) middle level extension officials of Agriculture and Agri business departments representing client states viz., Tamil Nadu, Odisha, Kerala and Telangana were attended the programme. The programme was coordinated by Dr. N. Praveen, Professor, EEI Hyderabad.

ECHO Online Off campus Training programmes

Communication and Documentation skills for Professional Excellence

Effective communication helps veterinary officers explain animal health management, vaccination schedules, and disease prevention strategies clearly to farmers. Training program paves a way to veterinary officers to enhance essential skills to perform their roles efficiently, communicate effectively with stakeholders, and maintain high standards of professionalism, ultimately contributing to the growth of the Animal Husbandry sector in Odisha.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an off campus training program titled "ECHO - Communication and Documentation skills for Professional Excellence" from 07th - 10th January, 2025.

Contents covered in the programme were Communication skills for Extension functionaries – An Overview, Digital tools for effective communication,

Facilitation skills and Feedback mechanisms, Interpersonal Communication Skills, Public speaking and Presentation skills, Documentation of success Stories and Case Studies: Digital Documentation, Non-Verbal communication, Conflict resolution through effective Communication, Mobile-based documentation techniques, Time management in Communication and Documentation.

A visit was organised to the Brahma Kumaris meditation centre, while has given a heaven like experience for those seeking spiritual rejuvenation, a deeper understanding of the self, and a pathway to a balanced, fulfilling life, the participants felt.

During hands on training in session viz., Mobile based documentation techniques, Group presentations, Operating the Mobile apps and e-Communication applications were demonstrated.



The training program was inaugurated by Shri Ramashis Hazra, IAS, Director, AH&VS, Odisha, who emphasized the importance of effective communication in bridging the gap between veterinary officers and farmers. Dr. M. Jagan Mohan Reddy, Director, EEI highlighted the role of documentation in ensuring transparency and informed decision-making.

The valedictory session was graced by Dr.Dillip Kumar Das, Joint Director, VOTI, who commended the participants for their active engagement throughout the program. Dr. S. Chandrashekar, Professor, EEI emphasized the application of acquired skills in improving service delivery and fostering farmer trust.



Dr. S. Chandrashekar, Professor & Co-Coordinator addressing participants during the training programme

Participants found the training content highly practical and relevant to their roles, particularly in improving farmer interactions and maintaining accurate records. The sessions on effective communication techniques and digital documentation tools were deemed valuable for field application. They highlighted the utility of these skills in streamlining service delivery and ensuring transparency.

A total of thirty (30) trainees participated from the department of Animal Husbandry Odisha state. The program was coordinated by Dr. M. Jagan Mohan Reddy, Director, EEI and Dr. S. Chandrashekar, Professor, EEI, Hyderabad.



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

Leadership and Personality Development for Professional Excellence for the Officers of Dept. of Animal Husbandry of Telangana

Leadership and personality development in animal husbandry refers to the cultivation of specific traits and skills in individuals working with livestock, allowing them to effectively manage animal herds, make informed decisions, and promote animal welfare by understanding animal behavior, exhibiting strong communication, and demonstrating adaptability to changing situations, all while maintaining a positive and responsible attitude towards the animals in their care. In this regard, Extension Education Institute, Rajendranagar, Hyderabad has organized a four day Offcampus Training Programme on Leadership and Personality Development for Professional Excellence for the Officers of Dept. of Animal Husbandry of Telangana from 18th - 21st February, 2025

The contents covered in the programme were Leadership & Personality Development skills: An overview AI Driven Leadership Communication & Presentation skills

Time Management skills, Mind Management skills Work Ethics and Work Life Balance Negotiation and Conflict Management Skills Emotional Intelligence for Professional excellence, Change Management for Professional excellence GoI Programmes and Schemes in agri and allied Sectors Building High Performance Teams and Stress management skills

Speaking on the inaugural event of the programme a Dr. M. Yakadri, Director of Extension, PJTAU, Rajendranagar, Hyderabad opined that there is a dire need to disseminate need based localized technologies to the farmers involved in animal husbandry activities to increase productivity and profits in their enterprises.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad emphasized that, the animal husbandry sector in India faces many challenges, like climate change, feed shortages, low productivity, disease management and animal health



issues, lack of modern infrastructure and technology, shortage of skilled personnel and veterinary services, financial constraints and limited access to credit, unorganized sector, with about half of total meat production coming from un-registered slaughterhouses, low insurance cover, inadequate testing and treatment facilities for veterinary diseases, Antibiotic resistance, lack of credit access, and milk loss due to prevalence of mastitis etc. By equipping required leadership abilities and personality development skills like communication, decision-making, problem solving, building networks and partnerships, digital applications, knowledge management, conflict management, negotiation skills and need assessment, etc the officers working with farmers and other stake holders may reach last mile user in the supply and value chain in animal husbandry sector, Dr. Reddy narrated.

During the feedback on the programme in the valediction, the participants expressed that, the

programme highlighted the importance of communication, mind management, time and stress management, team building, emotional intelligence, conflict and negotiation skills in building leadership abilities and improving personality of an individual and organisations.

Dr. S. Chandrasekhar, Professor, EEI, Hyderabad offered to support the Dept of Animal Husbandry, Telangana in conducting more capacity building programmes for their officers

Dr. Babu Beri, Assistant Director of Animal Husbandry, Govt. of Telangana asserted that, there is a need for the officials to connect to the actual field challenges of the farmers in animal husbandry sector by improving leadership abilities and personality development skills.

Thirty one officials of Department of Animal Husbandry, Telangana state were attended the programme. Dr. D. Shireesha, Assistant Professor and Dr. P. Vijayalaxmi, Professor, EEI, Hyderabad coordinated the programme



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



Certificate distribution to the participants



Trainees along with faculty of EEI



Icebreaking exercise



Direct Trainer skills and Teaching Methodology for the Veterinary Officers, Bhubaneswar, Odisha

An organization to be successful needs dynamic people with high level of competency and motivation. Such attributes of an organization cannot be developed overnight. It is a carefully planned activity. Human resources are to be systematically developed, maintained and improved to meet the future requirements. Human resource development is defined as "The integrated use of training and development, organization development, Career development to improve individual and organizational effectiveness" (Mc Lagan, 1989). Training is a living reality of the modern times. Training has become a must for all professionals to update their knowledge and skills. Recognizing the need for new skills and the deficiencies in formal education system to meet growing demand at fast pace, training has become an integral part of work life. Training is an act of increasing knowledge and skills of an employee (Flippo, 1966). Training consists largely of well-organized opportunities for participants to acquire necessary understanding and skills (Lynton and Pareek 1967).

Human Resource Development in the context of an organization refers to the improvements in the capacities and capabilities of the personnel in relation to the needs of the organization. It involves the use of processes through which the personnel in organizations get prepared to give their best for organization's objectives and achieve optimal effectiveness in their job roles. It sets up systems through which human capabilities and potential can be identified and tapped to the mutual satisfaction of the individuals and organization.

In view of the above, the Extension Education Institute (EEI), Hyderabad organized an Off - Campus training program titled "Direct Trainer skills and teaching Methodology for trainers of Departments " at Veterinary Officers training institute, Bhubaneswar from 10th to 13th March, 2025.

Contents covered in the programme were - Innovative training Methods: an overview, Experiential learning through Management games, Ice Breaker exercises, Interactive lecture, small group techniques, Simulation exercises & Critical incident technique, Transactional Analysis, e-training, MOOCs, Fish Bowl technique, GoI schemes, programs and initiatives in agri and allied sectors.

Ice breaking exercises facilitated the participants to move freely and to share the experiences and learnings without any difficulty. These exercises made the participants to feel comfortable learning environment. Enabled the participants to freely work in groups, participate in the management games and to contribute wholeheartedly to handle the task and draw the inferences. The ice breaking exercises created a congenial learning platform for meeting the objectives of the training programme

The field visit was conducted to Ramachandrapur, Raghunathpur block of Jagatsinghpur dist to know about the Innovative activity on 'The Journey of Entrepreneurial Spirit and Success'. Smt. Rajashree Rout from Ramachandrapuram, Purunabasanta, Raghunathpur block, Jagatsinghpur district, has become a model woman farmer by transforming her life through buffalo farming. With a vision to improve her economic condition and quality of life, she availed Government support, subsidies, and the encouragement of local veterinary doctors to build her successful venture.

During hands on training Management games were conducted in the programme. While playing the games, the participant officers could able to grasp and observe various behavioural aspects of fellow group members and followed the principles of team work. The active participation made them to analyse and draw inferences of each task. The outcome of each game was effectively presented by the participants in groups



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



The inaugural event was graced by Sri. Bippal Amruth Kulangi, IAS, Director, Animal Husbandry, Govt of Odisha, Dr. Dilip Das, Director, VOTI. While speaking on the occasion the Director said that this is a good learning opportunity for the officers. The basic objective of training is how effectively the officers implement various schemes of Govt by way of bringing desirable changes in the form of developing communication skills, and identification of needs of farmers. Further he has requested the officers to reach the last mile needy farmers and facilitate them with best practices.

During the valediction, Dr. Hadbandhu Boi, Addl. Director, Animal Husbandry, Govt. of VOTI and Dr. Dilip Das, Director, VOTI were graced the event. Dr. Bhoi while speaking on the occasion felt that this type of training programmes may be continued for every one or two years as refresher courses. Further he felt that the trainees should upgrade skills and effectively apply at back home. Many trainings were organised in collaboration with other Departments. He has requested the participants to work in collaboration for effective results in the field.

The participants expressed that training has created excellent learning environment and the sessions made the participants to become highly motivated for making the learnings apply at back home.

A total of eighteen (18) trainees participated from the departments of Animal Husbandry and Fisheries of Odisha state. The program was coordinated by Dr. K. Madhu Babu and Dr. N. Praveen, Professors, EEI, Hyderabad.



During Ice breaking exercise



Course Coordinators interaction with participants during the training programme



Valedictory programme

Extension Skills for Supply and Value Chain Management in Livestock Products

The Extension Education Institute (EEI), Hyderabad, organized an off-campus training program titled "Extension Skills for Supply and Value Chain Management in Livestock Products" from March 19th – 22nd, 2025, at EEI, Hyderabad. The program aimed to enhance participants' understanding of livestock supply and value chain management, which encompasses the entire process from farm to consumer, ensuring efficient resource allocation, value addition, and market access for profitability and sustainability.

A value chain in livestock refers to the sequence of activities involved in bringing products like meat, milk, and eggs from the farm to the consumer, including production, processing, storage, transportation, and distribution. The supply chain focuses on the logistics and flow of materials and products, while the value chain emphasizes how value is added at each stage. Key actors in the livestock value chain include producers (farmers raising livestock), processors (companies handling slaughtering, milk processing, or product preparation), traders/collectors



(who transport livestock to processors or markets), distributors (handling transportation and storage of processed products), retailers (selling to consumers), and consumers (who purchase and consume livestock products).

The training program covered the topics, like Value chain analysis and traceability, supply and value chain management of feed, fodder, immunological, and food in poultry, government schemes and initiatives in the animal husbandry sector, Management of export-quality regulatory frameworks in the livestock value chain, Addressing Antimicrobial Resistance (AMR) through proper supply and value chain management, Block chain technology in livestock product marketing, extension strategies for enhancing supply and value chain management, and Practical exposure through field visits to operational livestock units.

An ice-breaking session was conducted using interactive activities such as passing the ball and balloon pricking games, helping participants get to know each other and setting a positive tone for the training.

As part of the field visit, participants visited practically operated dairy units at the College of Veterinary Science, Rajendranagar, and Sid's Dairy Farm, Shamshabad. The College of Veterinary Science, Hyderabad, under P.V. Narsimha Rao Telangana Veterinary University (TSVU), provided hands-on experience to dairy technology, engineering, microbiology, chemistry, business management, husbandry, and extension. Sid's Dairy Farm, founded in 2013, is committed to providing natural and antibiotic-free dairy products without preservatives or harmful adulterants. Participants were impressed by the farm's stringent quality standards and commitment to

natural, unadulterated dairy products, emphasizing health benefits through fresh milk and dairy products.

During the inauguration, Dr. M. Jagan Mohan Reddy, Director, EEI, emphasized the crucial role of effective supply and value chain management in livestock for ensuring efficient production, quality, and profitability,



Participants visit to Sids dairy farm in understanding logistics of successful dairy unit

ultimately benefiting farmers, consumers, and the industry. He highlighted the importance of value chain analysis in understanding market dynamics, stakeholder relationships, and key constraints that impact livestock production growth and farmer competitiveness. He also elaborated on supply chain management's role in streamlining the flow of livestock products through production, procurement, processing, packaging, transfer, and sales, ensuring waste reduction, standardized product quality, and consumer satisfaction.

During the valedictory session, Dr. R. Vasantha, Professor, EEI, encouraged participants to explore ethno veterinary practices, which involve traditional and indigenous knowledge in animal healthcare. She emphasized their importance in preventing adulteration and enhancing traceability in livestock products. She further urged participants to apply their learnings at the farmer level and to submit reports on the training's impact for EEI's documentation.

Participants expressed their appreciation for the program, stating that they gained valuable insights into supply and value chains, ways to improve value chains, and strategies to enhance farmer incomes through scientific approaches. They acknowledged that the training provided a holistic perspective on efficient livestock supply and value chain management and helped them develop extension skills to support farmers and unemployed youth. Many noted that the program opened new pathways for employment generation and sparked innovative thinking.



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



A total of 27 trainees from the Department of Animal Husbandry, Telangana State, participated in the program,

which was coordinated by Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad.

Webinars

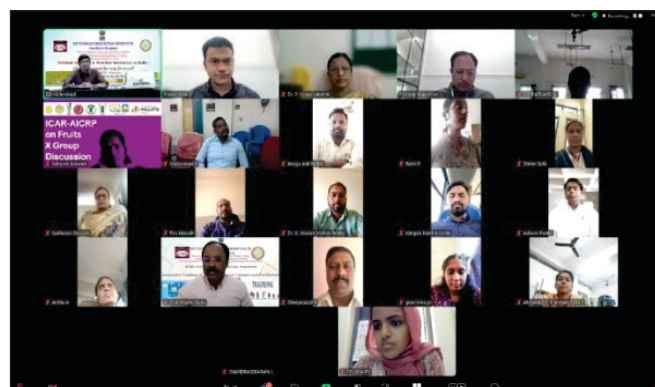
Webinar on Crop and Weather Insurance in India- Challenges and Way-forward

Extension Education Institute, Rajendranagar, Hyderabad organised a webinar on “Crop and Weather Insurance in India- Challenges and Way-forward” on 20th January, 2025. The speakers of the webinar are Mr. Pranav Mali, Technical Support and Training Associate (CPMU-PMFBY), MoA&FW, GoI, New Delhi, Mr. Pradeep Rajendran, Insurance Products and Compliance Analyst (CPMU-PMFBY), MoA&FW, GoI, New Delhi, and Mrs. Pallavi Mali, Lead- Capacity Building and Knowledge Management, CPMU-Crop Insurance and Agri Credit UNDP-MoA & FW Project, MoA&FW, GoI, New Delhi. Sri N. Selvam, Joint Director (Extension), Directorate of Extension, DAFW, MoA&FW, GoI, New Delhi graced the event.

The webinar mainly focused on key features of PMFBY like Low farmer premium-uniform across the nation; claim paid directly to farmer's account, Comprehensive Risk Coverage - Comprehensive risk coverage against all non-preventable natural risks from pre-sowing to post-harvest stage, RWBCIS- Weather-index-based RWBCIS offered for Crops/Areas where historical yield data is not available, National Crop Insurance Portal (NCIP) - End-to-end auto administration of the scheme, Leveraging technology- Apps, Remote Sensing Technology, and other technologies in yield estimation, Voluntary for loanee farmers- Enrolment made voluntary for loanee farmers for first time in history of Crop Insurance.



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



Participants on board during the webinar

Stakeholders in PMFBY/RWBCIS Implementation include Central Government, State Government (24 states and UTs), Insurance Companies (20), Banks (540), Common Service Centres (700), Farmers 4 (crore annually), AIDE is the smartphone app for subscription, 100+ Crops were notified under PMFBY Scheme. PMFBY is the Comprehensive Insurance product covering all stages from sowing to Harvesting. NCIP Portal is the single Source of truth of PMFBY, which include historical claim data analysis, historical yield data analysis, CCEs are conducted with location geo-tagged, Claim calculation, AWS/ARG locations and weather data, and Yield estimate maps by season/crop. YES-TECH (Yield Estimation System Based on Technology) is the automation of yield estimation was used in PMFBY, WINDS (Weather Information Network & Data System)- One Nation One Weather Data Pipeline was used in PMFBY. CROPIC (Collection of Real-time Observations & Photographs of Crops) - Photo-analytics for crop loss assessment was used in PMFBY. Customer service was offered with Krishi Rakshak Helpdesk & Portal with toll free no 14447. Challenges in the PMFBY are Diverse Stakeholder Engagement, Low financial literacy about insurance concept among Farmers, Geographical and Infrastructure Barriers, Exclusion of a few high-value plantation crops like Tea, Coconut, coffee, rubber, tobacco etc., and Delay in claim settlement.



A total of eighty nine (89) participants comprising of middle level extension officials of agri and allied departments of client states, faculty and students of Dept. of Economics, College of Agriculture, Rajendranagar,

Hyderabad, EEI faculty, Extension Scientists of KVKs and DAATTCentres were participated in the webinar. Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad coordinated in organizing the webinar.

Webinar on Sustainable Development Goals

Extension Education Institute, Hyderabad organized a webinar on Sustainable Development Goals in Agriculture on 31st January, 2025. Dr. Ravichandra, Independent Consultant in Livelihood and Value Chain, UNDP, India was the speaker of the webinar and explained about the importance of Sustainable Development Goals for the benefit of humanity and the whole globe. He stressed the urgency to accomplish the intended objectives of all the 17 SDGs within the stipulated time. He also reiterated that every individual, department, institution should work on concerted and convergence mode to realize the accomplishment of SDGs both at National and Global level.

Dr. M. Jagan Mohan Reddy, Director, EEI, briefed about the webinar and illustrated the role of middle level extension officers and other stake holders working in different agri and allied departments of client states of EEI, Hyderabad to operationalize the SGDs in agriculture and appealed all the participating officers to motivate the farmers to apply the spirit of all these SDGs at field level.



Participants on board during the webinar

Shri. N. Selvam, Joint Director (Extension), Directorate of Extension, DA&FW, MoA&FW, GoI, New Delhi emphasised to connect the Sustainable Development Goals with Vikshit Bharat, Mission Life, Mission Bharat etc., formulated and envisaged by the GoI for sustainable development of the country. He also indicated to focus more on Sustainable Development Goals 2, 5, 7 and 13 on Zero Hunger, Gender Equality, Affordable and Clean Energy and Climate Action.

Dr. Prashanth S Armorikar, Additional Commissioner, GoI has briefed about the formalities of implementation of various Govt. of India schemes like Rain Fed Area Development Authority, Rashtriya Krishi Vikas Yojana, Agril. Infrastructure Fund, Natural Farming Etc., He also emphasised to link the developmental programmes towards achieving the Sustainable Development Goals.

A total of thirty one (31) participants comprising middle level extension officials of Agri and Allied departments of Client states, faculty of EEI and College of Agriculture, Rajendranagar participated in the webinar Dr. S. Chandrasekhar, Professor, EEI moderated the webinar



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

Webinar on Operational Guidelines of FPOs, Cooperatives and SHGs

Extension Education Institute, Hyderabad has organized a webinar on Operational guidelines of FPOs, Cooperatives and SHGs on 18th February, 2025. Dr. K. Madhubabu, Professor and Coordinator of webinar welcomed the dignitaries and all the participants to the webinar. He narrated the importance of the webinar.

Speaking on the occasion, Dr.M.Yakadri, Director of Extension, PJTAU, Rajendranagar, Hyderabad emphasized the need to strengthen the FPOs, Cooperatives and SHGs for the benefit of small and marginal farmers in terms of availing the credit, procuring timely inputs and getting access to market and value addition. He also underscored



the need to work on restoring the natural resources and addressing the challenges of climate change with these players. Shri N. Selvam, Joint Director (Extension), Directorate of Extension, DA&FW, MoA&FW, GOI has emphasized the need to work along with FPOs, Cooperatives and SHGs to address the challenges at field level.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad has distinguished the FPOs, Cooperatives and SHGs in terms of legal structure, members, objectives, financial support and governance. With regard to legal structure, the FPOs were registered as Producer Company or Cooperative Society, SHGs were registered as trust, society or work as informal entities. Members in the FPOs are farmers & agri-producers, in Cooperatives the members are any economic activity group, where as in SHGs the members are women, small entrepreneurs, or rural poor. The objectives of FPOs are market access and value addition, Cooperatives work on collective business, and SHGs work on savings, microfinance, and livelihood. FPOs receive financial support from bank loans and Govt. schemes, Cooperatives

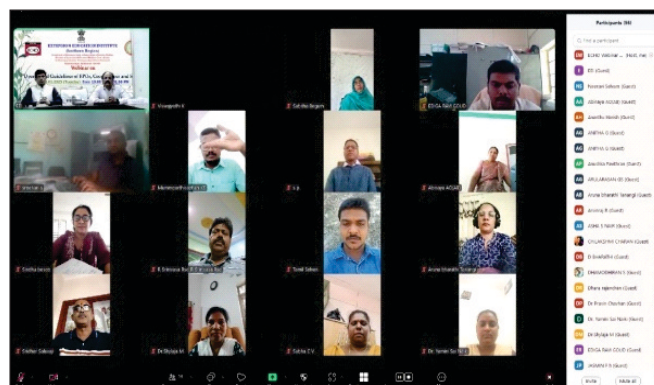
receive from Cooperative banks, govt. grants and SHGs receive from bank linkage, and govt. grants. The Governance of FPOs is by board of Management, Cooperatives by Management committee and SHGs by group leader & democratic decision.

Shri Subrat Kumar Sahoo, Assistant General Manager, NABARD, Telangana, has spoke about operational guidelines of FPOs and Shri C. S. Reddy, Founder and CEO, APMAS, Telangana, has briefed about the Evolution of SHGs, SHG Federations & Cooperatives in India. The presentation of Shri Reddy mainly focused on SHG Movement in India – Led by women, Savings Groups: Pathway to Empowerment, SHG Institutional Architecture for Linkages, SHG Savings & Bank Linkage, Status of CBO-led financial inclusion in India, and Transformation of PACs into Multi-Service Centre.

Sixty seven (67) middle level extension officials of agri and allied sectors of Telangana, Andhra Pradesh, Karnataka, Tamilnadu and Kerala client states were attended the programme. Dr. K. Madhubabu, Professor, EEI, Hyderabad coordinated the programme.



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



Participants on board during the webinar

Webinar on Schemes for Agripreneurship

Extension Education Institute, Rajendranagar, Hyderabad organised a Webinar on Schemes for Agripreneurship on 28th February, 2025. Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad welcomed the dignitaries, and participants to the webinar.

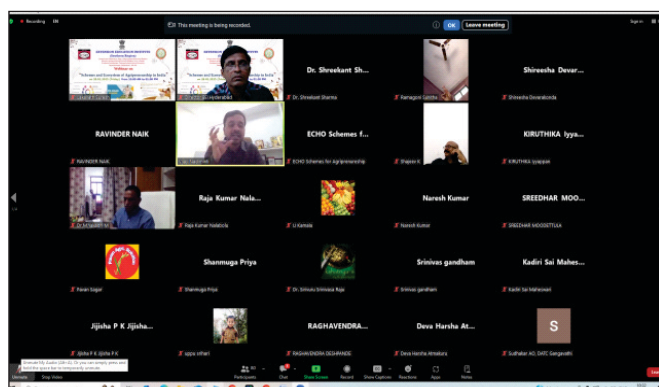
The speakers of the webinar are Sri Vijay Nadiminti, Chief Executive Officer, AgHub, PJTAU, Hyderabad and Dr. Shreekant Sharma, Faculty Member (SEE), National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad.

Sri Vijay Nadiminti, spoke on Ecosystem for Agripreneurship in India. He has explained how startups work to offer field level solutions, underscored the role of incubators like the incubators at ICRISAT, TNAU, NIRD, NAARM and AgHub, PJTAU in unleashing the farm innovations and preparation of business plans for the Startups and Dr. Sharma, illustrated on Schemes for Agripreneurship in India offered by different ministries of GOI like Ministry of Food Processing Industries, Ministry of Ayush, Ministry of MSME, and Ministry of Commerce and



Industry-EPCs, APEDA and he has also emphasized the role of MSMEs in contributing for the GDP and employment generation. The landscape of micro, small and medium enterprises in agri and allied sectors were clearly spelt out. Dr. M. Yakadri, Director of Extension, PJTAU, Hyderabad graced the webinar.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad highlighted that there is chronic deficit of entrepreneurship in agriculture, which is paving for recurrent losses for farmers. The contemporary changes in various sectors including agri and allied sectors necessitated to acquire entrepreneurial abilities among all the stake holders in supply and value chain in agriculture.

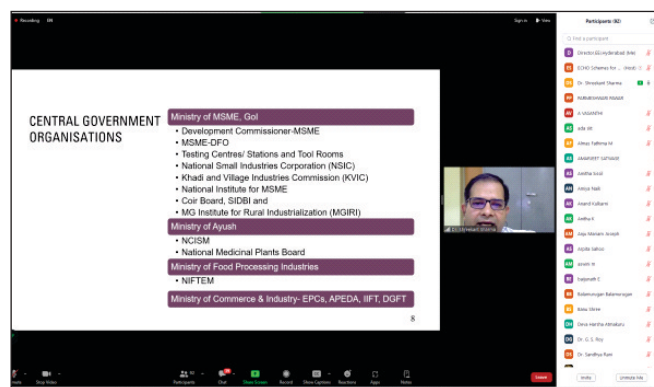


Participants on board during the webinar

Extension Education Institute, Rajendranagar, Hyderabad is offering myriad of programs to augment the capacities of middle level extension officials of Southern region. He appealed all the participants to sensitise farmers on various initiatives taken up by the Government of India to derive more farm profits.

A questionnaire was circulated among all the participants to assess the effectiveness of the webinar.

Ninety six (96) middle level extension officials of agri and allied sectors of different client states were attended the programme. Dr. N. Praveen, Professor, and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad coordinated the programme.



Speaker of the Webinar interacting with the participants

Other events

Participation of EEI, faculty in the Diamond Jubilee celebrations of PJTAU

Dr. M. Jagan Mohan Reddy, Director, EEI as Co – Chairman, Dr. K. Madhu Babu, Professor, Dr. S. Chandrashekar, Professor as members participated in the Kisan Mela activities of Diamond Jubilee Celebration of PJTAU on 20th and 21st December, 2024. Dr. N. Praveen, Professor as Member participated in the Exhibition committee activities and Dr. D. Shireesha, Asst. Professor as member as directed by the University.



Participation of EEI faculty in the Annual Training Planning Workshop Organized by MANAGE, Hyderabad on 9th and 10th January, 2025

A two day Annual Training Workshop on “Training Need Assessment of Client States” was held at MANAGE, Hyderabad on 9th and 10th January, 2025. Thirty (30) Delegates from all over Indian States took part in the

programme. The representatives of all the client states and the concerned officials of Directorate of Extension, Ministry of Agriculture, Government of India, New Delhi and the faculty of EEI, Hyderabad and Gowhati



participated. The deliberations lead to the finalization of training areas and calendar for the year 2025-26 with necessary suggestions from the delegates representing client states and departments.

The workshop is focussed to assess the training needs of development sectors of different states through brain storming and pannel discussions for finalization of Annual Training Calendar of MANAGE for the year 2025-26. Programme began with lighting of the lamp followed by a brief overview of MANAGE presented by Dr. Srinivasacharyulu Attaluri, Deputy Director (KM), MANAGE, Hyderabad. He has emphasized on new initiatives, taken part in MANAGE, Hyderabad.

Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE as Chief Guest in his inaugural remarks, urged all the members to take part actively in all the sessions and come up with realistic training needs and the gaps. Dr. Prashant Armorikar, Addl. Commissioner (Extension), MA&FW, GoI Dr. Sudhir Kumar, Joint Director (Extension), MA&FW and Dr. N. Selvam Joint Director (Extension) MoA&FW, GoI offered the remarks on Annual Training Workshop for designing effective training calendar

The final remarks on Annual Training planning workshop and National Convention of EEIs and SAMETIs was given by Dr. Saravanan Raj, Director (Agricultural Extension), MANAGE.

The Technical Session was started with the presentation on training proposal of MANAGE for the year 2025-26 and Training Proposals from EEIs, SAMETIs and other stake holders by Dr. Srinivasacharyulu Attaluri, Deputy Director (KM), MANAGE

Dr. Prashant Armorikar, Addl. Commissioner (Extension), MA&FW, GoI presented Ministry initiatives &

priorities and emphasized the new areas of training programmes like Natural farming and Digital applications.

A guest lecture was delivered by Ms. Nidhi, Team Karmayogi Bharat, Capacity Building Commission, Govt of India on 'Karmayogi Mission Transforming Future Training through I GoT platform'. Another guest lecture was given by Dr. Bhat Dittakavi, CEO and Chief Data Scientist, variance, Department of AI, IIT Hyderabad on Artificial Intelligence for Transformative Training'.

Four panel discussions were conducted to understand training need analysis for extension professionals focusing on fore sighting the Future Extension - Capacity Needs& New Training Approaches focusing on future trends in agricultural extension and Sharing of Knowledge and Networking, Strengthening Extension Institutions and Innovations in Training methodologies and delivery. Each group presented their outcome on training needs.

Dr. N. Praveen, Professor, EEI, Hyderabad was participated in the Annual Training Work shop organized at MANAGE and offered his suggestions by involving in the panel discussion on strengthening extension institutions specifying the areas like ways and measures to enhance the competency of extension faculty and strengthening the linkages among extension institutions.

During valedictory session Dr. Sagar Hanuman Singh, IPoS, Director General, MANAGE congratulated all the delegates for their meticulous and systematic deliberations and suggestions in delinating not only training needs and areas but also ways to address certain operational issues and problems in organizing training programmes. The programme was concluded with formal vote of thanks proposed by Dr. Srinivasacharyulu Attaluri, DD (KM), MANAGE



Annual Training Planning Workshop organized at MANAGE on 09th & 10th January, 2025



EEI, Hyderabad faculty participated in the workshop on 'Forging the future of agricultural marketing in India' organized during 16th and 17th January, 2025 at MANAGE, Hyderabad

The Workshop on 'Forging the future of agricultural marketing in India' was held from 16th - 17th January, 2025 at MANAGE, Rajendranagar Hyderabad. Dr. K. C. Gummagolmath, Director (M&E), MANAGE, Dr. Shalendra, Director(AM), MANAGE, Dr. Saravanan Raj, Director (Agri Ext), MANAGE have inaugurated the programme. Dr. P. Vijaya Lakshmi, Professor, EEI and Dr. D. Shireesha, Assistant Professor, EEI, Hyderabad attended the training programme and represented EEI.

The training Programme started with the introductory remarks by Dr. Shalendra, Director (AM), MANAGE and Dr. K. C. Gummagolmath, Director (M&E), MANAGE. In their introductory remarks welcomed all the participants and explained about the MANAGE activities and briefed about the importance of the workshop.

The First technical session of the workshop was on Critical appraisal of marketing reforms in the context of roles of line departments. Under this technical session presentation on 'Reforms in agricultural marketing –critical appraisal, role to be played by line departments and importance of encouraging private participation' was delivered by Dr. P. G. Chengappa, Retired Vice Chancellor, UAS, Bangalore. Followed by a presentation on Private market—a Maharashtra model was delivered by the representative of Dept. of Agricultural Marketing, Govt of Maharashtra. Later technical session-I was concluded with 2 panel discussions by the participant officers.

The workshop continued with the Technical Session-II on exploring scale natural economies for the small and marginal farmers. Under this technical session presentation on 'Needs and ways of exploring economies of scale through aggregation for the small farmers' was delivered by Dr. Ramanjaneyulu, CSA, Hyderabad Later

technical session-II was concluded with one panel discussion by the participant officers.

On the second day of the programme (17th January, 2025), participants were assigned with group work on Institutional arrangement for market orientation of production departments. Followed by the technical session- III on 'Integration of supply chains – challenges and issues'. Under this session presentation on Integrated supply chains-issues and role of different departments was delivered by Dr. Purushotham Rudraraju, ICRISAT, Hyderabad. Later session ended with a panel discussion.

The valedictory program was chaired by .Dr. K. C. Gummagolmath, Director (M&E), MANAGE and Dr. Shalendra, Director (AM), MANAGE addressed the participants that this workshop included the professional development activities, which aimed at improving the knowledge, skills, and abilities of participant officers in their specific job roles and responsibilities. Later concluding remarks and Road ahead of the workshop was given by the chief guest Dr.Sagar Hanuman Singh, IPoS, Director General, MANAGE. Later the workshop was concluded with formal vote of thanks by Dr.Shalendra, Director (AM), MANAGE.

The training programme was coordinated by Dr. K. C. Gummagolmath, Director (M&E), MANAGE, Dr. Shalendra, Director (AM), MANAGE and Dr. Shangamesh, MANAGE, Fellow. Thirty eight (38) participants representing EEI, SAMETIs and Departments of Agriculture, Horticulture and Marketing of Telangana, Andhra Pradesh, Rajasthan, Bihar, West Bengal, Karnataka, Goa, Meghalaya, Manipur, Himachal Pradesh and Tamilnadu states attend the programme.

Extension Education Institute, Hyderabad organized Workshop on Content Development for the Training Programmes of the Annual Training Calendar of 2025-26

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

Speaking on the occasion, Dr. M. Yakadri, Director of Extension, PJTAU, Rajendranagar, Hyderabad emphasized

the need to look at the issues of Climate change, application of Artificial Intelligence, and digital interventions, achieving Sustainable Development Goals and aim to increase the profits in agri and allied sectors in designing the content for the training programmes of EEI, Hyderabad. Dr.M.Jagan Mohan Reddy, Director, EEI,



Hyderabad said that, the dispensation at the center mainly focusing on creation of robust digital public infrastructure, agri stack, promoting natural farming, alternate energy sources, dhan-dhanyakrishiyojana, atmanirbharta in Pulses, credit guarantee fund for MSMEs and Startups, fund of funds for startups, PM Gati Shakti portal will provide access to relevant data and maps to further PPPs

and assist the private sector in project planning, mission karmayogi, etc. The philosophy and objectives of these interventions may be considered in designing the content for the training programmes. Dr.S.Chandrasekhar, Professor, EEI, Hyderabad welcomed the delegates to the workshop.

Following are the delegates attended the workshop

S.No	Name	Designation	Institute
1.	Dr. M. Yakadri	Director of Extension	PJTAU, Hyderabad
2.	Dr. M. Jagan Mohan Reddy	Director	EEI, Hyderabad
3.	Dr. M. Kishan Kumar	Director of Extension	PVNTVU, Hyderabad
4.	Dr. K. MadhuBabu	Professor	EEI, Hyderabad
5.	Dr. M. Preethi	Professor	EEI, Hyderabad
6.	Dr. S. Chandrasekhar	Professor	EEI, Hyderabad
7.	Dr. P. Vijayalakshmi	Professor	EEI, Hyderabad
8.	Dr. N. Praveen	Professor	EEI, Hyderabad
9.	Dr. D. Shireesha	Assistant Professor	EEI, Hyderabad
10.	Dr. Srinivasacharyulu	Dy. Director	MANAGE, Hyderabad
11.	Dr. Prasad Rao Pasam	Chairman & Managing Director	Evergreen Energy Enterprises (EEE) Pvt Ltd, IDA-Cherlapally, Hyderabad
12.	Dr. Mahantesh Shirur	Principal Scientist	NAARM, Hyderabad
13.	Dr. Surjit Vikraman	Associate Professor	NIRDPR, Hyderabad
14.	Mrs. G. Padmaja	Certification Manager	GETCERT Pvt.LTd.Anand Nagar, Nanded-431602
15.	Dr. J. Deepa Suman	Senior Executive -Technical	NFDB, Hyderabad
16.	Shri R.P. Naidu	Assistant General Manager	APEDA, Room no.908, 9 th floor, CGO Towers, Kavadiaguda, Secunderabad-500080
17.	Sri Santosh Rangrao	SMO	Directorate of Marketing and Inspection (DMI), MoA&FW, GoI, Regional Office, 2 nd floor, KendriyaSadana, Sultan Bazar, Hyderabad-500095
18.	Dr. Srinivas	Faculty	TISS, K.B Sainik School premises, Brahmanapalli Road, Abdullapurmet Mandal, R.R dist., Hyderabad
19.	Dr. Amtul Waris	Principal Scientist	IIRR, Hyderabad
20.	Dr. G. D. Satish Kumar	Principal Scientist	IIR, Hyderabad
21.	Smt. K. Sunitha	Faculty	WALAMTARI, Hyderabad
22.	Smt. S. Annapurna	Faculty	WALAMTARI, Hyderabad
23.	Dr. G. Jyothi	Scientist and Head	Fruit Research Station, Rajendranagar
24.	Dr. R. Ramadevi	Consultant	APMAS, Hyderabad
25.	Dr. G. Rajanikanth	Former Head & Academic Consultant	NIRDPR, Hyderabad
26.	Dr. Ambati Shatish	CEO	Agri Foretell, Hyderabad
27.	Dr. Vijay Kumar	Sr. Scientist	ICAR-DPR, Hyderabad
28.	Shri A. SubhashUtanand Gouda	Head	TGIRD



During the workshop, the discussion was mainly focused on addition of the topics on Biochar is a charcoal-like material made from biomass, such as wood, plant waste, or manure. It's use to improve soil health, reduce greenhouse gas emissions, and remediate polluted soils, bio CNG, role of APEDA in maintenance of quality standards and promotion of exports, Agristack, Cold storage facility, Custom Hiring Centers, scheme on Agri Infrastructure fund, buy-back agreements through Cooperatives, role of NAFED and NCDX, application of drones for land use pattern, carbon credits, and net zero agriculture, and impact of NICRA in climate change programme, fintech, insuretech, smart and ATM based business models, design thinking, natural and automated playhouses, participatory behaviour, title may be changed as Planning, Monitoring and Evaluation of agril. programmes and projects, Attitude,

Perception and Thinking (APT model), AGMARKNET, FPO federation, friction and competition, market intelligence and governance with regard to FPOs, seed bank, quality planting material, NABL accreditation in seed programme, Attitude and Inner Engineering, AI based models and online tools in communication and documentation, procedure in patenting, GI indicators documentation, budget maintenance mechanisms like PFMS, SPARSH, Gap identification, e-office, re-queening, National Bee Board, AGMARK certification for bee products, promotion of fuel crops, photo voltaic energy sources, webinar on Innovative production technologies and value addition in Turmeric crop and guided to delete topic on Coaching, mentoring, and Counseling. Dr.D.Shireesha, Assistant Professor, EEI, Hyderabad proposed the vote of thanks.



Glimpses of Content Development Workshop of the Annual Training Calendar- 2025-26 organized on 11th February, 2025 at EEI, Hyderabad.



Education Institute, Hyderabad organized 10th Academic Committee Meeting

Extension Education Institute, Hyderabad has organized 10th Academic Committee Meeting on 14th February, 2025 at EEI, Hyderabad.

programme. He has appreciated the efforts taken by the EEI, Hyderabad for designing on campus programmes volunteered by the client departments of various client states to overcome the issue of not having travelling

Following are the members attended the meeting

S.No	Name	Designation and Department
1	Dr. Sanjay Kumar	Additional Commissioner (Extension), Directorate of Extension, Department of Agriculture and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Govt. of India
2	Dr. M. Yakadri	Director of Extension, PJTAU, Rajendranagar, Hyderabad
3	Dr. M. Jagan Mohan Reddy	Director, EEI (Southern Region), Rajendranagar, Hyderabad
4	Dr. G. Bhaskar	Assistant Director, IT, SG, MANAGE, Hyderabad
5	Dr. S. Chandrasekhar	Professor, EEI, Rajendranagar, Hyderabad

Dr. S. Chandrasekhar, Professor, EEI, Hyderabad welcomed all the members of the Academic Committee Meeting and explained the importance of the programme.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad presented the list of training programmes proposed for the next academic calendar year 2025-26. The programmes include On-campus training programmes (62 no), Off-campus training programmes (27 no), Collaborative training programmes with MANAGE (8 no), and Webinars (18 no), with a total of 115 programmes.

Dr. Sanjay Kumar, Additional Commissioner (Extension), Directorate of Extension, Department of Agriculture and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Govt. of India stated that, while conducting off-campus training programmes for a particular department of the concerned state, better to invite officials from other departments to attend the

provision for the participants. More participants can be invited across pan India representing EEIs, SAMETIs, national, international and ICAR institutions for webinars organised by EEI, Hyderabad, Dr. Sanjay Kumar added.

Dr. M. Yakadri, Director of Extension, PJTAU, Rajendranagar, Hyderabad pointed out to be more specific with regard to the training programme on Commercialization of Innovations and Technologies and the same thing may be spelt out clearly.

Dr. G. Bhaskar, Assistant Director, IT, SG, MANAGE, Hyderabad, appreciated the formulation of more programmes on digital solutions for effective ToT in agri and allied sectors. This is in accordance with the flagship programme of GoI in creation of robust digital public infrastructure and application of digital interventions.

Dr. S. Chandrasekhar, Professor, EEI, Hyderabad proposed Vote of Thanks.



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



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



Training programme on Financial Management for the officers of PJTAU

Extension Education Institute, Rajendranagar, Hyderabad has conducted a training programme on Financial Management for the officers of PJTAU, Rajendranagar, Hyderabad on 18-03-2025.

Gracing the occasion, Hon'ble Vice-Chancellor, PJTAU has underscored the importance of improving capacity of all the officers on financial matters to maintain integrity in finance and accounting. He has also highlighted the need to gain knowledge on latest developments on strategic planning, organising, directing, and controlling of financial dealings in the University. Commended the efforts of EEI, Hyderabad to conduct this kind of programmes to the university officers and appealed to take up this type of programmes on need based domains for university scientists.

The speaker of the programme Sri K. Srinivasa Rao, Comptroller of PJTAU explained about constitutional provisions, financial, treasury, and accounts codes, budget manual, FRMB act, different articles in the form of four pillars of financial management, classification of funds for expenditure purpose, categorization of funds in PJTAU like Non-University Fund, hostel fund, revolving fund, endowment fund, GOI fund, university fund etc., financial logistics involved in purchase of stores, statutory

compliances lie GST, IT, EPF, ESI, financial procedures about engineering works, expenditure of grants – challenges, lapse of grants – challenges, issues related to digital payments and digital accounts, financial portals, financial statements, challenges in annual accounts, and role of F&A Section.

Dr. M. Jagan Mohan Reddy, Director, EEI, Hyderabad, while explaining about the importance of the programme told that, financial management encompasses the strategic planning, organization, and control of an organization's financial resources to achieve its goals, including maximizing value and ensuring long-term financial health. It merges management and accounting, using the financial management cycle to create strategic plans for clients.

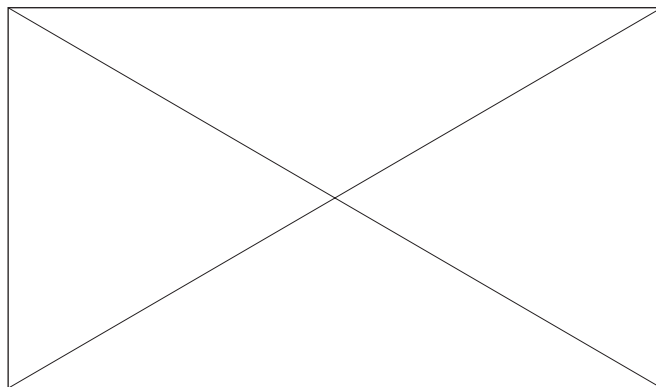
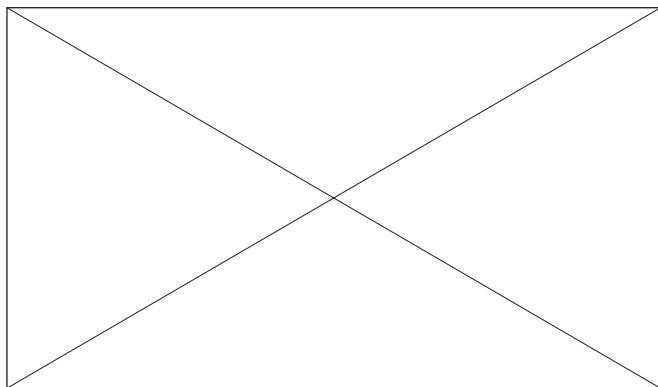
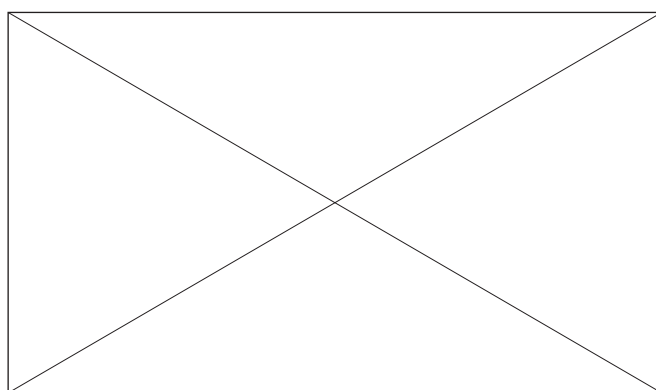
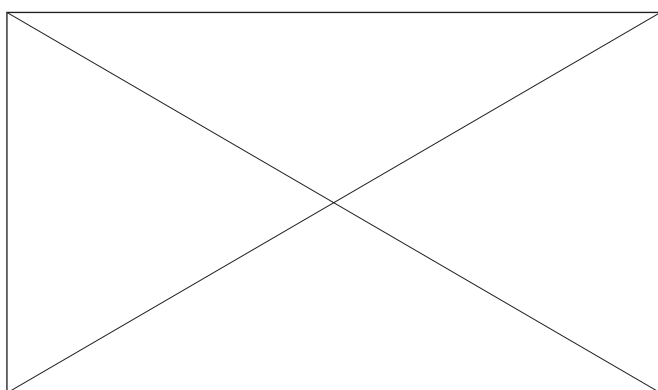
The participants of the training programme include- University Officers and Directors of various centres of PJTAU, Associate Dean, College of Agriculture, Rajendranagar, Hyderabad, Administrative Officers, Assistant Comptrollers of Hyderabad campus. A total of twenty seven (27) officials attended the programme.

Earlier Dr. S. Chandrasekhar, Professor, EEI, Hyderabad welcomed the delegates, while Dr. K. Suresh, Director, C-HRD, PJTAU offered vote of thanks at the end of the programme.





Glimpse of the programme



Director

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